

# Meg Steward's Skin Care Class

## Word-for-Word

## Using the Flip Chart

(Revised 12/15/2009)

*This script is available on [www.yesunit.com](http://www.yesunit.com) under "Training" as a word document that you can print and alter as needed.*

**PAGE 1:**

I would like to welcome everyone and thank them for coming tonight, and I especially want to thank (hostess) for being my hostess tonight. Just for hosting the class, (hostess) gets \$50 in free product, plus I came an hour early tonight to give her, her own color analysis and makeover. Just look at her...doesn't she look great? (Hostess Name) picked this out as her free gift tonight if two of you ladies book a party with me. Now, I believe every single one of you are going to want to book a party with me tonight and get on my calendar, but if at least two of you do, (Hostess Name) gets this as her gift, plus you earn that \$50 in free product and get your color analysis and makeover. So, just be thinking through if that's something you'd enjoy.

To give you an overview of tonight, I'm going to tell you a little bit about Mary Kay, a little bit about myself, we're going to talk **a lot** about skin care, and then at the end I'll meet with you all individually and we can talk about your individual needs.

**PAGE 2:**

If you'll turn to Page 1 in your beauty book, I want to show you a picture of Mary Kay. I really like to show this picture, because a lot of women wonder if she was a real person. It's not like Betty Crocker, who they made up for a brand name. Mary Kay was a real woman, and she lived and created the company in the 60's. She created the company so women could achieve financial success and a balanced family life. The values of Mary Kay are God First, Family Second, and Career Third. I love, love, love that, because those are my values as well, and it's wonderful being surrounded by like-minded women.

## **PAGE 2:**

Now to give you some fun facts about Mary Kay:

- Mary Kay Cosmetics just celebrated our 46th anniversary
- More than 2 million women make up the Mary Kay sales force in over 30 countries
- Mary Kay is the #1 Brand of Skin Care and Color Cosmetics, and has been for the past 15 years. So I want you to know that the products you're using tonight are the absolute best products you can buy!
- And my favorite fun fact is that more women are earning over \$100,000 a year in Mary Kay than any other company in America. So truly, Mary Kay's desire to give women financial success while they balance family life has come true.

**PAGE 3:**

To tell you just a little bit about myself,

(tell short “I” story)

If you look beside your tray, you can see I've placed my business card there. The great thing about purchasing product from me as your consultant is you are purchasing from a small business owner. It's not like going into Target or Nordstrom or wherever you shop and swiping your credit card and your money going to this huge organization. When you purchase product from me, you're getting the #1 brand of skin care and cosmetics and you're supporting a real person...you're supporting me, you're supporting my family, you're supporting my goals and my dreams, and a lot of women really love that! Also on my business card is my website...you can go online and purchase product from me 24 hours a day, 7 days a week. You still get that personalized service—I still deliver or mail it to you, and you still get to ask me questions, so if during the winter you're having some dryness in your skin, I can tweak your formula; I can tweak your cleanser and your moisturizer. If in the summer you're having oily problems, I can kind of tweak what you're doing, so you get personalized service year-round, with the convenience of being able to shop from home at your computer.

**PAGE 4:**

Okay, there's one more thing I want to tell you that's really, really important. Mary Kay has a 100% Satisfaction Guarantee. You're going to love this! This means that you're never going to walk into a store, buy a lipstick that looks super good in the case, get home, try it on in your bathroom light, and it looks fluorescent orange! And then you throw it in the back of your drawer and you never use it again. Because whether it's a cleanser, or a lipstick, or an eye cream, if you are not 100% satisfied, you return the product to me, and I replace the product or give you your money back, no questions asked. Isn't that great? And I'm not penalized! So you never have to feel bad about returning your product to me, because I will send the product back to Mary Kay, they ship me a new product, and we're good to go! It's always a no-risk purchase with Mary Kay, so keep that in mind as well.

**PAGE 5:**

Now the products that we're using tonight are Anti-Aging / Anti-Wrinkle, and I want you to understand the reason they're Anti-Aging / Anti-Wrinkle. The great thing about the TimeWise products is they work with your skin's natural renewal process. The good thing about your skin is that it's constantly regenerating and renewing itself. It's actually on a 4-week cycle where the skin cells from the bottom of the epidermis move to the top of the skin's surface. Every four weeks your skin is regenerating and renewing itself. What these TimeWise products do is they speed up that natural renewal process of your skin, so it's naturally healthier-looking, younger-looking, more balanced, more supple, more beautiful...all of those things because that four week cycle has been sped up. Does that make sense? Okay, Great.

## **PAGE 6:**

Next you'll want to turn to Page 6 in your Beauty Book, and you're going to find a picture of the Miracle Set. These are the products that we're going to be sampling tonight, and when these products are used together, the formulas reinforce the benefits of one another. Now, I'm going to say that again, because that's really important-- when these products are used together, *the formulas reinforce the benefits of one another*. So for instance, before I was using Mary Kay, I was using a hodge-podge of different products...you know, Clinique this, Estee Lauder that, whatever I could get my hands on...just a hodge-podge. However, when you get on the same product line, every single product is scientifically formulated to work off of all the other products in that line. So your skin gets in this moisture balance, this "moisture check" is what I like to call it, to where you're not having the "oily zone" and those dry patches and all this random stuff going on with your skin! It's very balanced, it's very healthy, because everything is working together to give you that correct balance. And if you're not on an anti-aging skin care line, you're never too young and you're never too old. If you don't see a lot of age on your skin yet, you can get those anti-aging benefits while you're young. If you do have a lot of age on your skin, it's not too late to get on an anti-aging skin care routine to get those benefits too, because it will make a huge difference. Regardless, it's good to do something that actually helps your skin rather than just taking your makeup off at night.



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Now there are 5 essential steps to good skin care. What do you guys think some of those 5 might be? Just go ahead and throw them out.

The steps are to cleanse, exfoliate, freshen / tone, moisturize, and protect. All five of those make up your perfect skin care routine. Now this is what I love: our cleanser is a 3-in-1! If you're a busy woman like I am and you don't have a lot of time to spend on skin care, you're going to love our cleanser, because it knocks out three things in one step! So go ahead and pull your hair back, there are headbands on the table, and we'll start our facial. You already have your cleanser in the tray, so I'm going to pass around some washcloths, and I want you to use the cloth to dampen your face, and then we'll apply the cleanser. So dampen your face a little and go ahead and get your cleanser on your two fingers and apply it to your face. I want you to try to remember to go in an upward, outward motion. When we're rubbing anything on our skin, we always want to go upward and outward. Can you feel the microbeads that are exfoliating? There are botanicals that tone, and then of course, you're also removing your makeup, so you're cleansing your skin. Now once you have that on, you can use your cloth to take it off.

Now if you look in your neighbor's tray, some of you may have a clear cleanser and some of you may have a creamy cleanser. That's because our cleanser is specially formulated for your skin type. So if you have dry skin, you're actually using a cleanser that has extra moisturizers in it to help moisturize your skin. If you have combination or oily skin, then our cleanser will help with that excess oil you have on your face. Our cleanser also comes in a bar form if you like suds, so there are two different options.

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Okay, I have a fun question for you...at what age do you think you start losing collagen in your skin? This is going to blow your mind....at age **15** you start losing collagen in your skin! So it's very important that you use a formula to renew that collagen you've been losing for however many years. That's why Mary Kay formulated a Pro-Newal treatment—protection during the day with the Day Solution, and renewal at night with the Night Solution. What I'd like to do is pass these around...I don't want to put day and night solution on you at the same time, so I'm going to pass them around, and I just want you to do a little squirt on your hand so you can feel the texture...just rub it around. Now what I'm passing around right now is the Day Solution. It's SPF 25, which is the perfect SPF for you to use on a daily basis. It's also a full-spectrum sunscreen. Who knows what a full-spectrum sunscreen is? It protects you from UVA and UVB rays...a lot of the sunscreens on the market are not full-spectrum; so it's very, very important that you use an SPF that protects you from UVA rays, which are rays that age you, and UVB rays, which are rays that burn you. It protects you from both. But this Day Solution is not just your SPF. It also contains antioxidants that neutralize free radicals, it has calming peptides that relax expression lines, and light diffusers to soften the appearance of fine lines and wrinkles. A lot of stuff going on all at the same time to help fight fine lines and wrinkles while you're getting that protection you need on a daily basis!

**PAGE 8:**

Next I want to pass around the Night Solution. I love this stuff! It's really pretty....it has pink and purple nutribeads in it...I'm going to pass this around, do a little squirt. I want you just to feel the texture of that as well. It's a lightweight serum. You put this on at night, so as you sleep, your skin is being renewed. Now the number one ingredient in the Night Solution is collagen, so we're all happy about that! This is going to restore elasticity and firmness in your skin, which you've been losing for several years...this is going to restore it! And it feels really good just to put this on before you go to bed...it's very, very lightweight (you do this right after your cleanser). In the morning you use your Day Solution, and at night you use your Night Solution....does that make sense? Okay, Great.

## **PAGE 9:**

Next, I want you to apply our moisturizer. The moisturizer is in the second little hole in your tray. Scoop that up with your fingers and apply it all over your skin as well. Again, you want to go in an upward and outward motion. Our moisturizer, just like our cleanser, is specially formulated for your skin type. So, if you were using a combination to oily cleanser, you're also using a combination to oily moisturizer. And the same with your normal to dry cleanser, you're using a normal to dry moisturizer. Our moisturizer gives you a combined action of 10 hours of hydration along with the patented TimeWise complex that speeds up the natural renewal process of your skin. The great thing is that every single product in our TimeWise line speeds up that natural renewal process, so you're getting that benefit with every single product. I talked before about a moisture balance or "moisture check," and it's really, really important...this is going to make sense when I tell you this: a lack of firmness in your skin is in part caused by a loss of moisture. *A lack of firmness is in part caused by a loss of moisture.* So again, that moisture balance is important.

Now think about it this way: the skin around your eyes is  $\frac{1}{4}$  as thick as the skin everywhere else on your face, and it makes sense, because that's the first place we start to age. You don't have as much skin, you don't have as much oil (and therefore moisture), so eye creams are super duper important.

Now who here is using an eye cream on a daily basis? We all need to be doing that...let me tell you about our three different eye creams. The first is called Firming Eye Cream. This stuff is incredible! Get this – 96% of the women who used this Firming Eye Cream saw a noticeable difference in fine lines and wrinkles in four to six weeks. 96%!! I love the Firming Eye Cream...it's going to firm up any sagging around your eye area as well as help diminish the fine lines and wrinkles. What I recommend is to use this if you're 30 or older. Now if you're under 30 and you want a thicker, more advanced eye cream, you can still use it, but definitely if you're over 30, I would suggest using the Firming Eye Cream. The other eye cream is the Age-Fighting Eye Cream. This is a lighter weight formula that you can use if you don't see lots of lines and wrinkles around your eye area as a preventative measure, or to restore moisture. The last eye cream I want to tell you about isn't anti-aging....it's an instant puff reducer! Does that sound like music to your ears? This is for the mornings where you got no sleep and you wake up and your eyes are all puffy and you're walking around all day and people keep telling you that you look so tired...who wants to hear that? This is going to be your best friend! You can keep it in the refrigerator and put it on when it's cold...it feels so, so good! It actually restores 110% of

**PAGE 9:**

the moisture back into your eye area, which is why the puffiness goes down in five to ten minutes. I love this stuff! So what I do is I always keep this in my refrigerator for the mornings that I need it; but of course I always use an anti-aging eye cream daily.

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Now I'm going through a lot of products, so I want to stop and go through your morning and evening routine really quick. Every single morning you are going to start with your Cleanser, Day Solution, Moisturizer, finish off with an eye cream...you're done. Three steps in the morning, three steps at night. At night, you're going to use your Cleanser, Night Solution, Moisturizer, finish off with an eye cream...you're done. It will seriously take you three minutes, you will see dramatic results, and your skin will feel so much fresher, cleaner, and renewed.

Next I want you to apply your foundation. The foundation is in the third little hole in your tray. I want you to go ahead and dip that up and apply it to your skin. What I'd like you to do is put a few dots on your forehead and blend your forehead, put a few dots on your cheek and blend your cheek, do one section at a time. Our foundation is made with marine extract pigments, which are the highest quality pigments you can purchase; so a little bit goes a long way. You can actually use a third less of our foundation than you would your normal foundation. The foundation that you're using right now is a medium-coverage liquid foundation. We have several different foundations: we have a full-coverage foundation, a cream-to-powder foundation, and a mineral powder foundation as well. I love this medium-coverage foundation because it's very, very lightweight. But whatever you're used to, if you're used to a pressed powder, we have that formula, if you're used to a liquid, we have a liquid formula. The key to foundation is when you put it on, no one should be able to tell you have it on. It needs to blend all the way into your neck area. A foundation is really supposed to just even out your skin tone....it's not supposed to look like you have foundation on. Is everyone happy with their foundation shade? Great! Now the great thing about our foundation is now that we know the perfect shade for you, I know what concealer to match with it, what powder to match with it, all of that...because our concealers match our powders and our powders match our concealers. So you get a much more even skin tone, rather than using a random foundation and then a yellow concealer, everything matches, so you'll be very, very happy with your skin tone.

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Next I want to talk about microdermabrasion. Who here is at least familiar with the term “microdermabrasion?” Women are going to the spa and paying several hundred dollars to get microdermabrasion done professionally. Mary Kay came out with a Microdermabrasion Set that you do two or three times a week in the shower and you get the exact same results! I will tell you, I LOVE this microdermabrasion! It is my favorite product...you use it one time, and your skin will feel the freshest, cleanest, and most renewed it has ever felt. What I want to do is pass this around, and I want you to do a little squirt on your hand and just rub it around so you can feel the texture. It’s made of alumina oxide crystals, so it’s a heavy duty exfoliator. I’ll pass around this cloth so you can get it off. Let me tell you exactly what this stuff does. Number one, it refines your pores. Lots of women complain that their pores are visually large....they say “if there was one thing I could change about my skin, my pores would be smaller.” So it’s going to refine your pores, and when you refine your pores, it also helps with oil control. When your pores are smaller, they produce less oil; when they’re larger, they produce more oil. So it will help with oil control, it will refine your pores, and it gets rid of all the dead skin cells and dull skin cells that sit on top of your skin. Remember how I talked about that four-week cycle, how your skin cells regenerate themselves and move to the top? If you don’t get rid of those dead, dull skin cells, they can just sit on top of your skin, so you want to make sure you get rid of them...that’s why your skin feels so fresh after you do microdermabrasion; you’ve rid your skin of those dead cells that have moved to the top of the skin’s surface. Now, I like to do this in the shower because you want to make sure you get all of it off. So you’re in the shower, you’re going to squirt some Microdermabrasion on your fingertips, and just rub it around your face for 1-2 minutes. You’re going to let the water rinse it off, get out of the shower and dry your face off, and you put on Step 2, which is called “Replenish.” Now I’m going to pass this around as well. It’s a lightweight serum. Step 1 is called “Refine” and Step 2 is called “Replenish.” You just exfoliated your skin so well that you need to replenish your skin to restore all the moisture and everything back into your skin area. I will tell you that this is just a wonderful product whether you have large pores or small pores. It helps with blackheads, it can help with acne, it’s an all-over incredible, incredible product...by far my favorite—I love it!

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I really want to highlight the Ultimate Miracle Set tonight. I will meet with you individually afterwards and figure out some other products that you might like to hear about, and I can talk with you about those...if you have sun spots or age spots, we have a product called Even Complexion Essence. If you're worried about your expression lines, we have a product called TimeWise Targeted Action Line Reducer—within ten minutes, it firms and tightens that expression line up. We have men's products, so if you're worried about your husband's skin, I can talk to you about that. We have a wide array of products, and I can talk with you all about those during your individual consultation.

Okay, now I've placed a color card beside you, I want you to go ahead and just look at that. This color card has generic colors...it has three eye colors, a cheek color, and a lipstick color. I did not hand-pick these colors for you. I put a card there for each of you. What I'd like you to do is take this color card home and play with the colors in a really great mirror in really great light. If you turn the card over, it actually shows you how to apply three eye colors. I think you'll have a lot of fun with this generic color card...however, when you do host a party with me, I come an hour early and do that color analysis and makeover on you. Now, I'll tell you about this, because this is so fun...who here has ever had their colors done? Well, most of us are just putting the same colors on every day, and we have no idea what the right colors are for us. I actually have a computer program with Mary Kay, and I go online and put in the color of your eyes, your skin tone, the color of your hair, the shape of your lips, and it tells me the exact Mary Kay colors for you. I show up an hour early with all of your colors, along with application techniques to make your eye color pop, I help you put them on, I leave you with the printout so you know what to do after I leave, and you don't feel like you have to sleep in your makeup hoping that it looks good the next day...and I do that all before your girlfriends ever arrive. So your girlfriends come over and you look the best you've looked since your wedding day, and you're feeling good about yourself, and it makes me feel good as well. So I would have to say that's my favorite hostess perk is being able to do that with you. So know that tonight you're just getting your generic color card, but I will be able to do that color analysis and makeover on you when you host a party.

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**PAGE 14:**

What I would like you to do is pull out your insert sheet from your Beauty Book. It looks just like this....pull it to where the front is facing you with the travel roll-up bag. I'm going to draw your attention to the Ultimate Miracle Set. This is the set that we talked about tonight...you sampled all of the products. What I love about this set is it comes with your cleanser, your moisturizer, your day and night solution, all our sets come with a foundation, and this set comes with Microdermabrasion (Step 1 and Step 2) and your choice of an eye cream. I love this set...it comes with it all! You're going to want that Microdermabrasion; you're going to want that firming eye cream. And so this is by far the best set for you. Now when you're looking at price point, I want you to remember that this set will last you on average four months. Some women use it in three, some women use it in six, but on average it's going to last you four months.....that's a *really* good deal for your price point. The special that I'm running tonight is that if you purchase the Ultimate Miracle Set, you get this travel roll-up bag for free. I love this travel roll-up bag....I take it everywhere I go! This actually rolls up...you can hang it on the back of your shower door, it velcros open, and each pocket also velcros out. So let's say that you had your color in one of the sections and you wanted to re-do your color before going out...pull off this section, put it in your purse, and you're good to go! Plus, it's clear, so you're no longer digging for your skincare or your color, it's all right there. This is a \$30 value, but if you purchase the Ultimate Miracle Set tonight, you get it for free. I also like to give you the option if you already own the travel roll-up bag, you can get the Satin Hands set for free, either one. So the travel roll-up bag or the Satin Hands for free with the Ultimate Miracle Set.

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Now tell me, do you girls like to shop at Target? Who doesn't? I love Target...I go in, I walk around, I go there for therapy because it makes me happy...I just feel good when I'm in Target. Tell me if this happens to you: you go into Target or the grocery store or wherever you shop, you come out with the receipt that equals \$130, \$150. You're looking at the receipt, and you're like, "What did I buy? I have no idea what I bought." You go home, you unload your bags. Two weeks go by. You have nothing to show for this purchase. Does this happen to anyone? It happens to everyone! Purchases, and then you have nothing to show for it! Well, I will tell you that a skincare purchase is not one of those purchases. When you buy the Ultimate Miracle Set, when you buy this skin care set, you will see results in three days. Your skin will feel fresher and healthier in three weeks. Three months, three years, your skin will be the healthiest, the most balanced, the most beautiful it has ever been. And you see, what you do today affects how beautiful your skin is going to be in 5, 10, 15 years. When someone looks at you, what's the first thing they see? Your face...your skin. So what a beautiful investment, to invest in your skin, to invest in an anti-aging skincare routine that's going to make you look your best and your healthiest. Now I have all of my product here tonight, I have the roll-up bags here tonight, and so I can fill your roll-up bags and you can take your product home tonight, which is wonderful. What I would like to do is start meeting with you individually. I take cash, I take check, I take credit cards...I take it all! And I would love to see you each leave with an anti-aging skin care program that you're confident in and that's going to make you feel your best. So whoever needs to leave first, I can meet with you first.