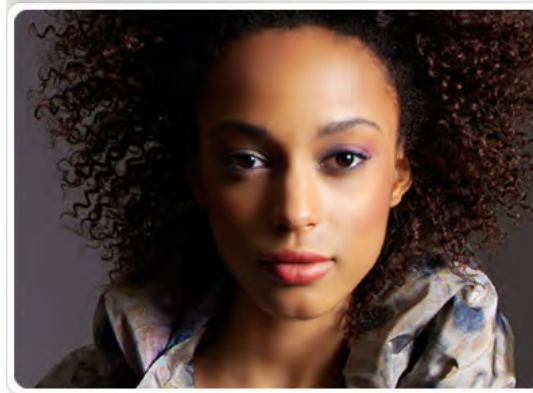
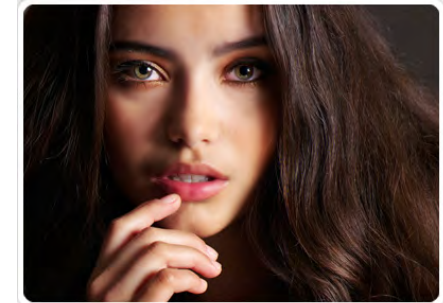
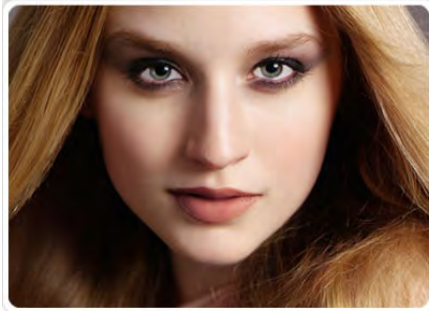


“Simply Get Gorgeous”

Beauty Escape Training

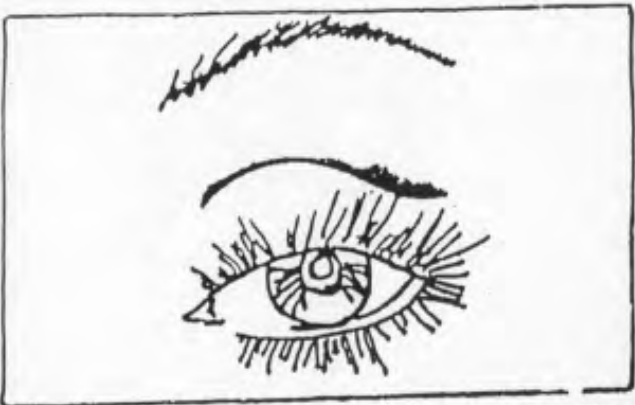


Reference:

Product Guide

PG + Page
Number





EYES
Specialised Products

-
-
- Eyebrow.....
- Shadow Base.....
- Shadow.....
- Shadow.....
- Eyeliner.....
- Pencil.....
- Mascara.....
- Special Instructions:

Your MARY KAY Beauty Consultant:-

PH:



COLOUR PRODUCTS USED:

- Concealer
-
- Foundation
-
- Highlighter
-
- Powder:
-
- Blush
-



LIPS

- Specialised Product
-
- Lipliner
-
- Lipstick
-
- Lipgloss
-

RECOMMENDATIONS:
SKIN CARE

-
-
-
-
- OTHER

MARY KAY COSMETICS.

PERSONAL COLOUR WORKSHEET.

Booking a Simply Gorgeous Class:

There are many ways to promote a **Simply Gorgeous Class** whether it be a follow-up appointment or promoting new colour products. So how do you set the stage?

As you will agree, colour is eye candy to many women and it's the perfect way to maintain a sound rapport with your customers after you have exposed them to Mary Kay's skin care. It's the perfect way to book a follow-up appointment or class to show your customers a gorgeous look just for them. As you hold your individual consultations with each of your guests at your Miracles Happen Class, simply promote your Simply Gorgeous Class when discussing their follow-up appointment (*refer to Step 4 of your Individual Consultation dialogue*).

If you have recently come in contact with a customer who you know just adores colour cosmetics, you will want to book her in for a Simply Gorgeous Class through warm chatting. You may wish to use the following dialogue:

"...You know _____ Mary Kay has a fantastic range of colours and I have perfect looks that you'll love to choose from and try yourself. Is there any reason why we can't get together to create a new look for you?"

Or you may wish to say:

"_____ you have perfect features for applying colour, would you mind doing me a favour? I'd love you to be my colour model. So feel free to bring a few of your friends around if they too would like to experiment with some colours."

You may wish to write down a few ways you would book a Simply Gorgeous Class and practice them.

Below is a list of ideas to base your Simply Gorgeous Class around and also create other colour class ideas for customers who may have already attended a Simply Gorgeous Class:

- New Season, New Look
- Mother and Daughter Makeover Sessions
- Moment Makeover - Create looks to suit the moment. Whether it be a conservative business look, a party look or a natural day look
- Add excitement to your colour appointments for example: hold a “Chocolate Surprise” night by linking chocolate toned colours for eyes and lips and bring along some chocolate hearts to eat

Duration of a Simply Gorgeous Class:

Simply Gorgeous Classes should last for approximately an hour and a half to two hours and consists of four to six guests.

Preparing for Your Simply Gorgeous Class:

As you prepare for a Simply Gorgeous Class, ensure you have done all of the following:

- Coach your hostess (refer to your *Business Basics* booklet - page 31).
- Pre-profile your hostess and guests.
- Read over your Simply Gorgeous Class dialogue and practice with a unit member, family member or friend.
- Make sure you have all the products you’ll need to conduct a successful Simply Gorgeous Class.

What to Bring With You:



- The Miracle Set,
- Oil-Free Eye Makeup Remover
- Concealer
- Foundations/Creme-To-Powder Foundation blisters
- Eye Primer
- Facial Highlighting Pen
- Brow Definer Pencils
- Eye Colours - showcase samples and retail products
- Eyeliners
- Mascara
- Cheek Colours - showcase samples and retail products
- Lip Primer
- Lip Liners
- Lipsticks
- Lip Glosses



And don't forget to pack additional applicators as well as your mirrors and the following:

- *The Look* book
- Customer Profile Cards
- Disposable spatulas
- Disposable facial cloths
- Cotton balls and cotton tips



Coaching Your Hostess:

It is very important to coach your hostess a couple of days before her class (*refer to your Business Basics booklet for more information on coaching*). During your conversation with her, you will need to identify:

1. Her skin type (if she doesn't already have a Customer Profile Card)
2. Skin tone (for the purpose of Foundation and Facial Highlighting pen)
3. Brow Definer Pencil colour
4. The look she'd like to try (selected from the looks in *The Look* book)
5. Eyeliner colour (based on the look she has selected)



Selecting a Look:

The Look book contains a number of looks for both your hostess and guests to try. You may like to have your hostess pre-select her look. Then ask your guests to choose a look they'd like to try. Alternatively, whilst you build your inventory, you may wish to have your guests apply the look that reflects the colours in your showcase.

To make it easier for your guests and convenient for you, pre-pack three eye colours, one cheek colour and lip colour sampler for each of your guest. You can do this by packing them into individual quick zip bags or alternatively, peel off the adhesive backing of each sampler and place onto a piece of card then staple the lip colour to the card (*refer to the diagram below*).

Highlight Midtone Accent

Cheek Colour

Lip Colour

Starting Your Class:

Arranging to arrive at your hostess's house early is important, especially if you have a well thought-out display.

The way you set up your display can make a huge impact on your guest's first impression of you and what the class will be like.

Here are some recommendations for you to consider:

- Place beautiful coloured material or scarves underneath your display to compliment your theme.
- Use your product boxes to add different heights to your display.
- You may wish to use Mary Kay's acrylic holders to display your lipsticks, glosses and even your foundation range (Medium and Full-Coverage range only)
- Group certain products together. For example, have your lipsticks and glosses next to each other and your foundations, powders and concealers together.
- Use pretty baskets, boxes and ribbon to display your products and sets.
- Gift wrap empty boxes to add to your display to remind your guests of the gift giving opportunities that are available.




Preparing the Skin



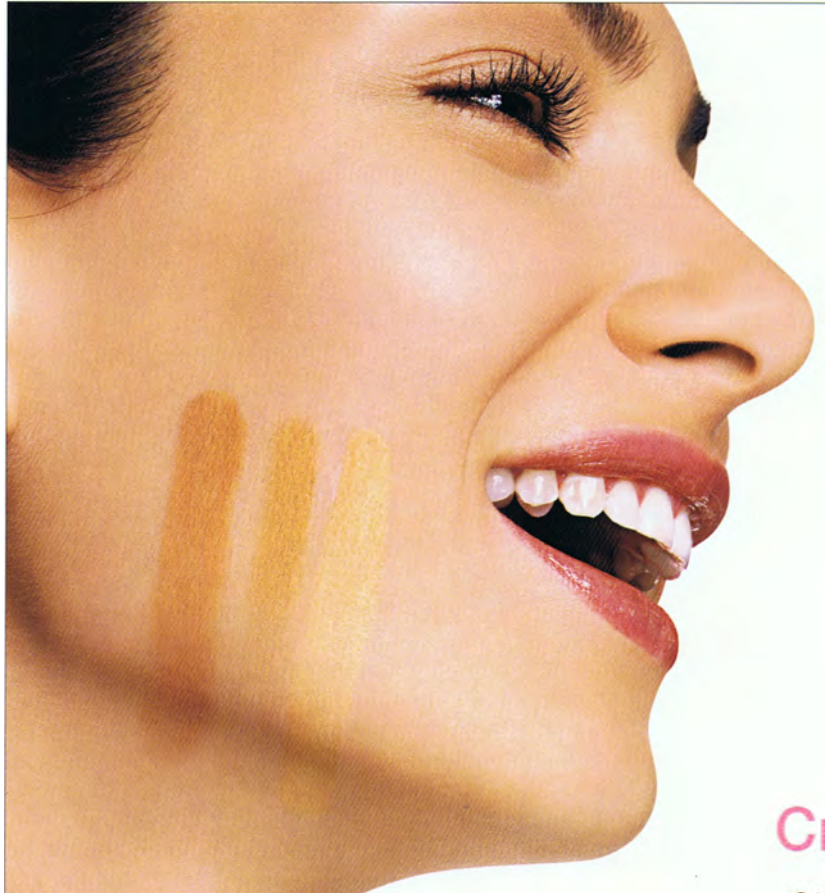
PG 7 + Flip Chart + ESRS Book + Look Book

Concealer



- Now to apply concealer, simply place a small amount onto your ring finger and “dab” across the soft skin under the eye and to your problem areas.  Ensure you evenly distribute the concealer so that it blends with your natural skin colour.

Foundations



Day Radiance® Cream Foundation
those who have really dry skin
And are a little more mature

Medium-Coverage

helps control excess oil

Full-Coverage

hydrates your skin

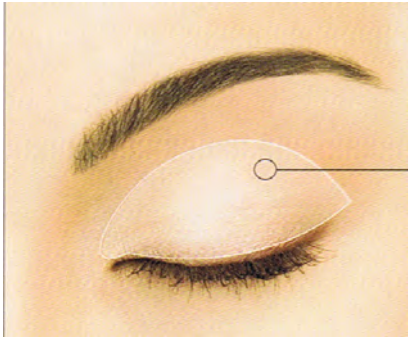


Creme-To-Powder Foundation

cream dries to a soft powdery matte finish

Mary Kay® Mineral Powder Foundation

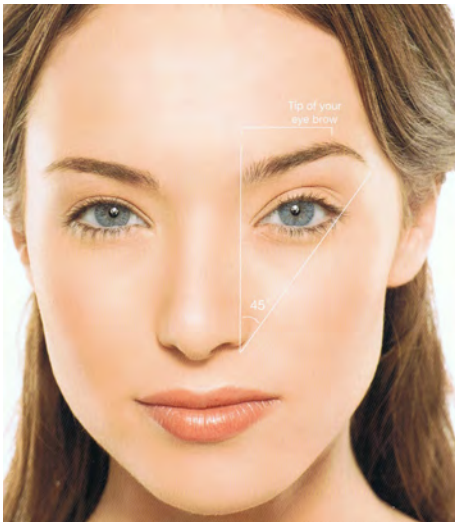
Eye Primer



to apply, simply place a small amount to your eyelids and dab gently using your ring finger, ensuring you blend well.

PG 52

Brow Definer Pencil



1. Hold the pencil upright against the edge of your nose. The brow should begin at the line where the pencil intersects the inner corner of the eye.
2. Angle the pencil so it touches the outer edge of your nose and intersects with the outer corner of the eye. This is where your eyebrow should end.
3. Angle the pencil from the tip of your nose to the middle of your iris. The brow should arch highest at the point where the pencil crosses the brow.

PG 56

Facial Highlighting Pen



- Normally you would apply this product using the brush tip, but to ensure we maintain our hygienic dispensing methods today, you can apply the *MK Signature*® Facial Highlighting Pen by dispensing a small amount on a cotton tip and apply to your shadowy areas. These areas are usually on the inside sections of eyes near the bridge of your nose, under your eyes and around your laugh lines. The *MK Signature*® Facial Highlighting Pen comes in shades 1, 2 and 3 - 3 being the darkest.



Eye Colours



- Take your highlighter colour. This is the lightest colour of the three colours.
- ☞ Using your sponge tip applicator, apply your highlighter to your **entire eye lid** all the way up to your brow bone.
- Ok! The second shade you'll be applying is called your midtone shade. It is slightly darker than your highlighter. This colour will bring out the colour of your eyes and allows you to properly blend with other colours.
- ☞ Take your sponge tip applicator and gently **sweep over the crease** of your eye lid.
- The final shade is called your **accent or contouring** colour. This is the darkest of the three colours and the one you can have the most fun with to create a natural day look or a more dramatic evening look.
- ☞ Apply your accent colour half way **across your top lash line** from the outside corner inward. Then to the **outer crease** of the eye - **creating a sideways "V"** shape with your accent colour. Blend well as you should never see where one colour begins and ends.

Eyeliner



- There's a fine line when it comes to eyeliner. Black can tend to make the eyes appear smaller when too much is applied, so softer colours make the best choice. Also, it's a good idea to use a thin line close to the top lashes only. Lining along the bottom lashes can sometimes draw attention to dark circles and fine lines around the eyes, but feel free to experiment.

PG 54

Mascara

Smart Wiper technology

to achieve the maximum length from your mascara, hold your mascara brush horizontally and begin applying from the base of the upper lashes and move the brush upwards and outwards until you reach the end of your lashes.



PG 54-55

Cheeks



- Selecting the best colour for you can be a hard choice, but all you have to remember is to make sure the depth of the colour naturally compliments your skin tone and is not strikingly clashing with your eye makeup.
- Many women find applying cheek colour the most challenging step. The easiest way to remember where to apply your cheek colour and a general rule of thumb is to smile! As you are smiling you will notice the fleshiest area of your cheek stands out the most. This is the apple of your cheek where you will need to apply your cheek colour.



- To apply, sweep your brush across your cheek colour and as you're smiling, brush onto the apples of your cheeks.

Lip Care

Satin Lips Lip Mask:

To apply Satin Lips Lip Mask, dispense a small amount onto your ring finger and apply to your lips in a circular motion. Then remove excess granules using a damp cloth.

Satin Lips Lip Balm:

Dispense a small amount onto your ring finger and dab onto lips.



TimeWise® Age-Fighting Lip Primer:

Using a clean lip brush, apply just outside your natural lip line and your lips.



PG 35

Lip Liner



- Lips need careful shaping and using lip liner gives your lips extra definition and holds your lipstick or gloss in place.
- To choose a lip liner, you need to consider the following:
 1. The lip liner colour should blend with your chosen lipstick colour so it should be either a similar shade or slightly darker.
 2. If you're ever in doubt then you should use a neutral lip liner. The great thing about Mary Kay's **Lip Liners** is you never have to sharpen them so you can be assured that your lip line will always be well defined and precise.



- To apply, simply begin by applying lip liner to the top lip starting with the "V" in the centre. Work from the centre out to one side. Then repeat the same on the other side. Once you have drawn your centre "V", use feather-like strokes to complete the upper line. To apply lip liner to your lower lip, simply work from the outer corner again using feathery strokes and work towards the centre of your lip. Then repeat on the other side.



PG 60

Lipstick & Lip Gloss



PG 60

Applying your lipstick is easy, simply start on the top in the centre and work outwards. Then for your lower lip, start at the outer corners and work inwards.

The final step is to apply lip gloss. Mary Kay's **NouriShine Lip Gloss** is absolutely superb. It has nourishing benefits, plus high shine. This formula has a super light feel that smoothes and softens the lips while providing a brilliant shine without feeling sticky. Also formulated with enriching vitamins A and E, Mary Kay® NouriShine Lip Gloss smoothes, soothes and softens lips, helping restore a youthful appearance.



PG 60

Loose Dusting Mineral Powder / Pressed Mineral Powder



A super-silky powder to lightly brush over foundation and help control shine and keep your look fresh. Available in three shades to match a wide range of skin tones

Mineral Bronzing Powders



Highlight your face with beautiful bronze shimmers. Mary Kay® Mineral Bronzing Powder comes in two shades that adds lovely sun-kissed look to areas of the face. Fits perfectly in the Mary Kay® Compact.

Follow these application tips for a perfectly bronzed complexion: Swirl bronzer shades together and tap off excess product. Apply where the sun would naturally shine: Cheeks, nose, shoulders and décolleté.

PG 58

Mineral Highlighting Powders

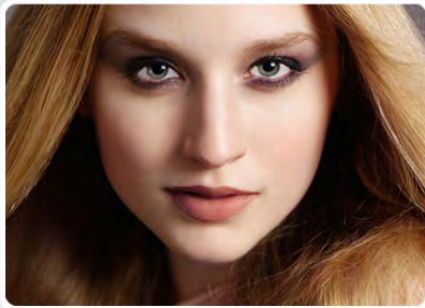


Mary Kay® Mineral Highlighting Powder comes in two shades and is designed to illuminate the skin for a more radiant tone. Plus, it fits perfectly into the Mary Kay® Compact. To apply, use the Compact Powder Brush or the Powder Brush from the Mary Kay® Brush Collection to swirl highlighter shades together. Tap off excess product. Apply Mineral Highlighting Powder to areas of the face you want to highlight, such as the tops of cheek bones, the brow bone and above the center of the upper lip. Mineral Highlighting Powder can also be used to create a gorgeous eye look.

PG 58

Fresh from the Runway Trends

Elegant and sophisticated,

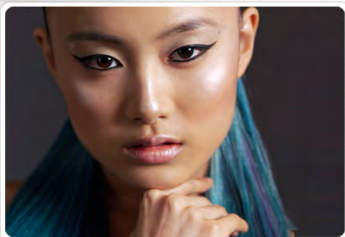


When wearing a smoky eye look, be sure to keep lips and cheeks more subtle.

If you are making your eyes very dramatic, play down the volume of your hair and opt for a sleeker look.

Lashes should be bold and beautiful with this look. Use Mary Kay® Ultimate Mascara in Black for mile-long lashes. Be sure to curl!

Sleek, modernistic and graphic

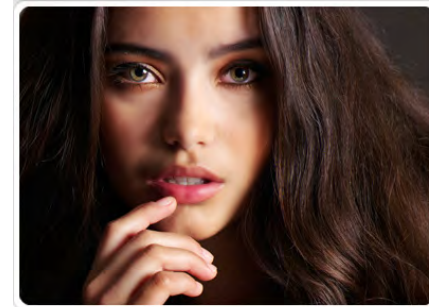


Accentuate the cheekbones, Cupid's bow and bridge of the nose with Mary Kay® Mineral Highlighting Powder in Pink Stardust.

Shine plays a major role in this modern look, so don't skimp on the gloss.

The eyeliner rules this look but pair it with a sheer, unexpected hit of colour for even more impact.

A luscious, sultry look featuring warm gold and copper tones



On warmer skin tones, don't let metallic shades go all the way to the brow bone – keep the punch of colour closer to the lash line.

Experiment with different metallic tones – the effect is beautiful when you mix platinum with denims, gold with olives.

When using a lip brush, make sure you have plenty of colour on the brush for smooth, even coverage

A fun, playful attitude toward bright hues



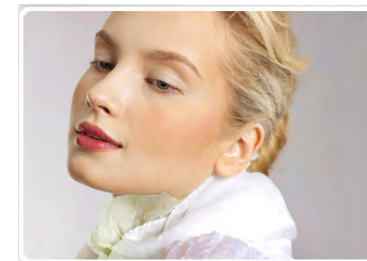
Don't try to match your make up to your brightly coloured clothes. Selecting shades that are a bit lighter or more subdued creates a contemporary look.

Try adding a hint of bright colour to the outer corner of lid along lashes.

Cheeks should pop with a kiss of bright colour

MK
Website

A new minimal approach to makeup



Cheek colour should be applied to the apples of the cheeks for the ultimate “just-blushed” look.

Use a bronzer to warm up the complexion but don't apply it where the sun hits naturally. Try dusting it along the hairline, framing the face.

Be sure to apply Mary Kay® Sheer Mineral Pressed Powder for a light veil of coverage.