

HAPPY {skin} HOUR

GUIDE

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BEFORE THE HAPPY {SKIN} HOUR

Booking Script:

1st Text: Hey...! I have a quick virtual beauty sesh (tonight) at 8pm.. are you free?

2nd Text: This is your invitation to my 'Feel like a Queen during Quarantine' Happy Skin Hour' just click the link at 8pm Eastern Time. (Insert Zoom Link)

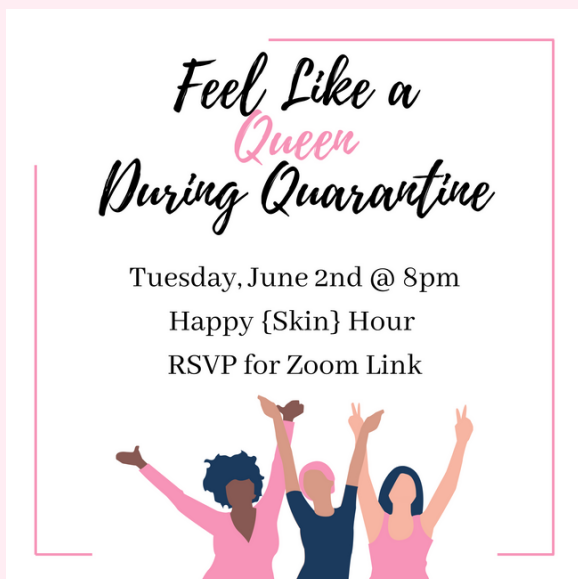
Text the day before: Hi ____, I'm excited for tomorrow. There's two giveaways & the first one is simple: Take a selfie 📸👩🏻👩🏻👩🏻👩🏻👩🏻👩🏻 & download the {skin} analyzer app. Just follow the steps in the picture & send me your results. Thats it.

Follow Up with reminder text messages

- 1 day before
- day of the event
- 30 minutes before the event.

Skin Analyzer App Downloads:

- iPhone
 - Android
- Click the hyper link above to copy/paste)



Invite can be found on the Driven App or www.drivenarea.com

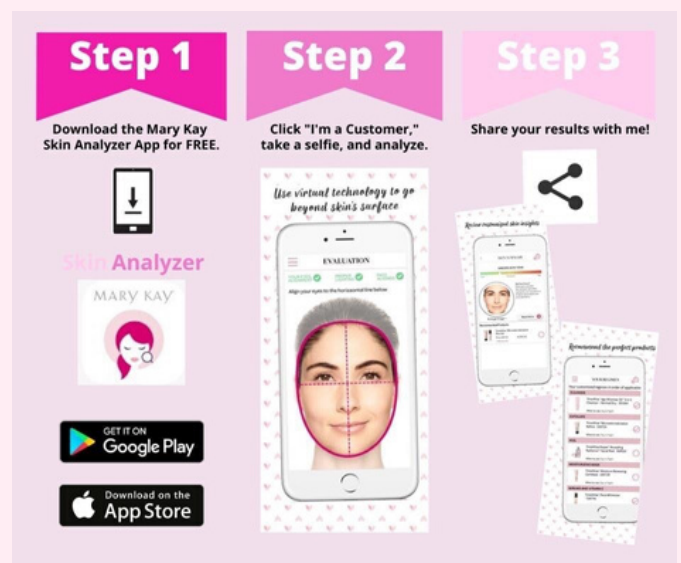


Image to Send with Skin Analyzer App Link

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HAPPY HOUR OUTLINE

- Welcome Everyone! Thank everyone for joining the Happy Hour.
- My name is _____, I will be your host tonight. My job tonight is to bring you joy. With that being said let's start with the First Giveaway! Post your name in the chat if you sent your skin analysis results
 - Have Wheel of Names ready to instantly screen share. (<https://wheelofnames.com>)
 - Paste in the names.
 - Spin the wheel and reveal the winner
- Alright everyone, let's get started. So here's all you need for tonight. Your favorite drink, a blank piece of paper, a pen & that's it. I will do the rest.
- Mary Kay has 6 Skin Care Lines, something for everyone even for guys. Today we are going to explore the Cadillac Line -Timewise Repair but before that let me introduce to you our other lines. (3-4 minutes to highlight the 5 lines)

TimeWise Miracle Set 3D

- for adult skin; in 2 fabulous formulas - normal to dry skin OR combination to oily skin
- for those concerned with moderate signs of aging
- patent pending age minimize **3D** complex which contains anti-aging peptides
- 3D: Defends against free radicals / Delays aging / Delivers results quickly
- 3 steps, twice daily giving you 11 different anti aging results
- also, good for skin care concerns such as eczema and rosacea

Botanical Effects

- new to skin care or not yet concerned about the signs of aging
- this is your first skin care for adolescents/middle school girls that want a healthy skin care routine, but don't necessarily need clear proof acne treatment.
- when to start using skin care? when you start using deodorant.
- Contains the super fruit, dragon fruit, which is rich in antioxidants

Clearproof

- anyone that struggles with acne; teens or adults.
- formulated to give you clear skin in 1-week.
- this effective, yet gentle regimen treats mild to moderate acne
- it's very budget friendly

Naturally

- our newest addition
- for those who are ingredient conscious
- 99.49% naturally derived
- leaves skin soft and smooth
- has the COSMOS natural certification and ECO cert which is the golden standard
- free from parabens, synthetic fragrances and synthetic dyes

MKMen

- men want healthy skin too
- instead of sneaking and using ours now they have their own
- it helps keep his skin smoothed, soothed and protected
- cleanser, shaving foam, after shave gel, eye cream and hydrator that contains SPF 30

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HAPPY HOUR OUTLINE CONTINUED

- **Oil Free Eye Makeup Remover Demo with Black Eyeliner:** Draw a heart on your hand with Mary Kay Eyeliner and remove with the OFEMR. For my girls who don't wear eye makeup - think of this as a 2-in-1 Shampoo for your eyelashes to keep the bacteria away. For my girls who do wear makeup - The top phase removes waterproof eye makeup, and the bottom phase removes non-waterproof eye makeup. Shake well for maximum effectiveness. Best part: it does not leave skin feeling oily.
- **TimeWise Repair Skin Care Set Notes:**
 - Read the next page (with steps 1-4) or the notes below
- **Foaming Cleanser: Revitalizes, renews, maintains moisture balance.**
 - When washing your face, use your hand, a wash cloth or the Skinvigate Sonic brush.
 - Do you remember growing up and staying at your cousin's house and forgetting your toothbrush? So you brush your teeth with your finger. Doesn't work the same, right?
 - {Have the Skinvigate Sonic Brush in your hand.} That's why you need the Skinvigate Sonic Brush, because washing with your face with your hands does not get your skin deep clean. I love my Skinvigate brush and so does my skin.
- **Lifting Serum:** Be Honest who here has worn Spanx? Who would love Spanx for your face?
 - Lifting serum is just that - Spanx for your face. Tightens the appearance of sagging skin & gives facial contours a firmer look. Use serum with the massage head for Neck-Tech-Support.
- **Day Cream Sunscreen Broad Spectrum with SPF 30:** The same way your body needs water to stay hydrated, it's the same way your face needs moisturizer to keep it properly hydrated all while providing anti-aging benefits to your beautiful face with UVA/UVB protection.
- **Night Treatment with Retinol:** Helps improve the advanced signs of aging, helps reveal radiant-looking skin and skin tone appears more even. Now you may ask, why do I need to moisturize a night? The body is at rest, it's the best time to pamper your skin. Think of this as tiny little people ironing out your wrinkles while you sleep.
- **Eye Renewal Cream:** Targets deep lines, sagging skin, under-eye puffiness & dark circles. No need to use your finger with the customized applicator tip made of ZAMAC (zinc, alloy, magnesium, aluminum & copper) designed to stimulate circulation & reduce puffiness. Features a unique liquid crystal delivery system that enhances effectiveness so you see faster results.
- **Routine Recap:**
 - Day Routine: Cleanser / Serum / Day Cream / Eye Cream
 - Night Routine: Cleanser / Serum / Night Cream / Eye Cream

[LINK TO THE TIMEWISE REPAIR CATALOG](#)



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REVITALIZE ☀️ 🌙

TIMEWISE REPAIR® VOLU-FIRM® FOAMING CLEANSER, \$28

Lathers into a moisture-rich, cashmere-soft foam that gently sweeps away complexion-dulling impurities as it leaves skin feeling deeply cleansed, revitalized and hydrated.

RECLAIM ☀️ 🌙

TIMEWISE REPAIR® VOLU-FIRM® ADVANCED LIFTING SERUM, \$70

Helps you reclaim your triangle of youth — full cheeks, a defined jawline and a taut neck.

RESTORE ☀️

TIMEWISE REPAIR® VOLU-FIRM® DAY CREAM SUNSCREEN BROAD SPECTRUM SPF 30,† \$52

Restores the look of skin's youthful cushion and even tone. Protects against skin-aging UVA/UVB damage. Increases skin moisture for 12 hours.

REACTIVATE 🌙

TIMEWISE REPAIR® VOLU-FIRM® NIGHT TREATMENT WITH RETINOL, \$52

Fights the appearance of deep lines and wrinkles. Plus, retinol is known to encourage surface cell turnover and renewal, and support natural collagen and elastin.* Increases skin moisture for 12 hours.

REAWAKEN ☀️ 🌙

TIMEWISE REPAIR® VOLU-FIRM® EYE RENEWAL CREAM, \$42

Reawakens tired eyes and targets visible undereye bags, puffiness, dark circles and sagging skin.

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HAPPY HOUR OUTLINE CONTINUED

- Alright everyone we are getting close to the next giveaway. Take out your piece of paper. You are about to take a test. Lol just kidding. Okay so here is how you enter our next giveaway. When you have good news, what do you do? You share it, right? or when you get a funny meme, what do you do? You share it! So, I'm going to ask you to share me with your friends and family. Who do you know that would LOVE to enjoy some beauty tips while socializing with your and their friends? It truly is the highest honor when you refer me to someone, so I promise to give the highest gold star customer service and love. I'm going to play a fun song, while you list down who you want to share me with ...
 - when you share me with 10, you will get you 1 entry, and when you share me with 20 you will get you 2 entries. So when the music starts, write down their name and number on your sheet of paper.
- Recommended song: Can't Stop This Feeling (Justin Timberlake) High Energy and about 4 minutes long. (You can choose to have a dance party while they write the names or stop your video). Just as you would at an in person appointment, you would clean up or keep busy during the referral portion so they can feel relaxed.
- Once song is over - Who's ready for the giveaway?
 - Who got 10 names? Who got 20? Post in the comments how many names you have on your sheet to enter the giveaway. (Wheel of Names)
- For joining us today, first I would like to say thank you! And because of that I would love to honor you with some very special deals ...
- **Share the Spa Bar Sets** (if you have time) AND then do the **Travel Roll Up Bag Close**
- Share the **Happy Hour Placemat**. Mention the Spa Bar Sets based on your experience.
- Turn your paper over and number it #1- #3
 - **#1** write down which set you are most excited about
 - Take a look on the right side at the "today only deals" - When you choose the Timewise Repair it counts as 4 sets, you get a deal on the set, plus an additional 50% off the Roll Up Bag!
 - **#2** you are owed a second beauty experience. There's 2 choices: Shake Up your Make Up or a Virtual Happy Hour (Shake Up Your Make Up is a 1-on-1 / Happy Hour - Group Experience). Which do you prefer?
 - **#3** - What works best for your next experience? Weekday or Weekend?
- **Now guess what?** Your consultant has a special treat for you.
 - Send your consultant a picture of your paper (front & back)!

[LINK TO THE HAPPY HOUR PLACEMAT](#)



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END OF THE HAPPY HOUR

We have reached the end. Now immediately after this happy hour, your consultant will be reaching out to you. Expect a call and/or text.

Again thank you again for joining us for the happy hour. But before I go, does anyone here like Michael Kors? How about Free Michael Kors? Today you will have the opportunity to enter a Free Michael Kors Raffle. Your consultant will be sending you a link. www.tinyurl.com/pinkcelebrated

It will include a short video along with a survey. Fill it out and submit. If you win the bag, your consultant gets a matching bag! Twinsies!

PRIVATE CLOSING TEXTS

Hi! Thank you for joining me for the happy hour.

What did you love most about your experience?

I saw that you need_____, is there anything else you would like to add to take advantage of the deals today? (keep asking, anything else?, until she tells you there is nothing else she needs.)

Ok perfect, it will be S_____, Do you prefer Zelle, Venmo, Cash App or Credit Card? (mention ALL the payment options you accept). Can you please confirm your shipping address? and email to track the order?

Thank you! Ok, I owe you a virtual beauty session.. Do you prefer it be a weekday or weekend? Morning or afternoon? Then offer her two different time options you have available.

Alright perfect.. I have reserved a time for your session on _____ at _____. I'm going to prepare a super cute digital invitation and a text so you can invite your friends to your happy hour. (Offer your preferred Hostess Program)

One last thing, here is the survey so you can give us your opinion about the business. This will be your entry into the free Michael Kors Purse! (send link) www.tinyurl.com/pinkcelebrated