

MARY KAY



VIRTUAL PARTY IN UNDER 30 MINUTES



pop in & party on!

Offer your customers and their guests a quick, fun, casual party – virtual or in person – where they can learn more about you, get an overview of the Mary Kay opportunity and hear exciting information about whichever *Mary Kay*® products you'd like to share.



← DOWNLOAD YOUR VIRTUAL BACKGROUNDS FROM MARY KAY INTOUCH®!

HERE'S HOW IT WORKS:

1 CHOOSE THE PRODUCTS.

You choose the products you'd like to introduce from the Pick Your Products section of this guide, which is complete with descriptions, benefits and the suggested time to feature the product. Feel free to make this pop-up party your own! **You can focus on skin care, pampering or color products – or a combination.**

2 SHARE YOUR CAMERA.

If holding a virtual pop-up party, we recommend sharing your camera while holding up the retail-sized *Mary Kay*® products you're talking about – no need to send samples unless you choose to! Add a Mary Kay-branded background to up your virtual presence even more.

3 FOLLOW THE DIALOGUES.

You can follow the dialogues below to help your party flow. If you have time, consider inserting an icebreaker game after welcoming your guests.

4 CREATE A MARYKAY® SHOP MY PARTY! LINK.

Consider creating a *Mary Kay*® Shop My Party! link to share with your hostess and guests. You can even share this link with guests who couldn't attend so they can order products.



Remember, the pop-up party is designed to be lighthearted and brief, leaving your guests wanting more.

AMP UP YOUR POP-UP ON SOCIAL!



- HOST LIVE PARTIES ON YOUR SOCIAL ACCOUNTS.
- POST TO ANNOUNCE AND PROMOTE YOUR PARTIES.
- CREATE FUN VIBES WITH ON-BRAND VIRTUAL BACKGROUNDS.



< 7 MINUTES

get this party started!

WELCOME YOUR GUESTS.

< 1 MINUTE

“Hello, everyone. Thank you for joining me today. My name is _____.”

“I’d like to thank _____ (hostess’s name) for hosting this party. I reward all of my hostesses with some fabulous Mary Kay perks, and I’d be happy to tell you more about them during our follow-up after this party.

“So let’s get started!”

TELL YOUR I-STORY.

< 1 MINUTE

Introduce yourself, and tell guests how you began your Mary Kay journey. Here are a couple of examples to help guide you.

“Let me share with you why I started my Mary Kay business [share your I-story]. Starting my Mary Kay business has:

- Elevated my confidence because [share your experience].”
- Made a positive impact on my family because [share your situation].”

“By all of you being here today, you are helping me fulfill my goals, so thank you from the bottom of a grateful heart.”

SHARE THE OPPORTUNITY.

< 1 MINUTE

Introduce them to the Mary Kay opportunity that can fit their lives however they choose.

“One of the things I love about the Mary Kay opportunity is that it allows a woman to create a business that fits her life.

“The potential to earn extra money, make new connections, learn new skills — they can all help you be who you want to be.

“Mary Kay Ash always said there is a future Independent Beauty Consultant at every party. So I wonder, who do YOU think it might be? Well, you never know! Just watch me today to see if you think you’d ever want to learn to do what I do.”

LET’S GET STARTED!

< 1 MINUTE

Transition into the product section.

“Now, let’s get started. What we’ll be doing in the next 15 minutes is learning about some of the most popular *Mary Kay*® products.”

POP-UP PARTY REMINDER

Check out Pages 4–10 to help you choose which *Mary Kay*® products you will be introducing during your pop-up party. Remember that to keep your **PARTY UNDER 30 MINUTES**, it’s best to keep product demonstrations no longer than 10–15 minutes.



until next time

THANK ALL YOUR GUESTS.

< 1 MINUTE

“Thank you all for attending the party today! Again, you are each helping me achieve my goals as a small-business owner.

“If anyone here can picture themselves doing what I did today, send me a chat. I would love to tell you more about how this business can fit your life during our follow-up.

“I will be following up with each of you individually to answer questions about *Mary Kay*® products or the Mary Kay opportunity and to finalize your product order.

“I will be sharing the *Mary Kay*® Shop My Party! link so you can order products with ease. Feel free to share this link with loved ones who couldn't attend the party so they can place orders as well.”

“If anyone would like to host a party, I'd love to help you out! We can make it a skin care, pampering or color party. I'm here to help you, so whatever products you love, we can share at your party!”

TIME TO FOLLOW UP!

Once you've ended the party, begin the individual closes by phone, text or email as soon as possible. If possible, consider scheduling your follow-up times prior to your party.

Here are some questions to get the conversation going:

- “Did you enjoy the pop-up party?”
- “Were there any products you were interested in trying or learning more about?”
- “Would you like to host a party and learn about hostess rewards?”
- “Have you considered learning more about the Mary Kay opportunity?”
- “Do you have any questions for me as your personal Mary Kay Independent Beauty Consultant?”

PICK YOUR PARTY PRODUCTS!

SELECT THE *MARYKAY*® PRODUCTS YOU'D LIKE TO INTRODUCE DURING YOUR POP-UP PARTY FROM THE PRODUCT DESCRIPTIONS AND DIALOGUES LISTED BELOW.



SKIN CARE

PAGES 4-6



PAMPERING

PAGES 7-8



COLOR

PAGES 9-10

SKIN CARE



TIMEWISE® MIRACLE SET®

< 2 MINUTES

“Reset the pace of skin’s visible aging starting in as little as 2 weeks!* Give *TimeWise® Miracle Set®* 4 weeks,* and you’re on your way to improving multiple signs of strong, healthy skin.

“Powered by our patented *TimeWise 3D®* Complex, the *TimeWise® Miracle Set®* supports skin’s critical needs during the day and unique function at night to help prevent premature skin aging and protect against environmental stressors.

“It’s easy to use! Just three simple steps in the morning and evening mean big wins for your skin.”

TimeWise® Miracle Set® Products

1. 4-in-1 Cleanser
2. Antioxidant Moisturizer
3. Daytime Defender Sunscreen Broad Spectrum SPF 30+
4. Nighttime Recovery

CONSIDER ASKING:

“If you could wave a magic wand and change one thing about your skin, what would it be?”



ADDITIONAL BENEFITS

- Fewer visible fine lines and wrinkles.
- Increased firmness.
- Improved radiance.
- Added hydration.
- Improved skin texture and better overall appearance.
- In 2 weeks, fine lines start to fade, wrinkles start to soften and skin’s firmness begins to improve.*



You can add *TimeWise® Eye Cream* to create the Ultimate *TimeWise® Miracle Set®*!

THE BEAUTY OF SCIENCE

- Scientifically proven, meaning that instant results and long-term improvements are backed by extensive research!
- Super powerful, thanks to our *TimeWise 3D®* Complex, which is in every product! In fact, the longer you use these products, the stronger your results become.

For even more results you can believe in, check out the *TimeWise® Miracle Set®* Product Fact Sheets on *Mary Kay InTouch®*.

SKIN CARE (cont.) →

PERSONALIZED SKIN CARE

Encourage your customers to download the *Mary Kay®* Skin Analyzer App and scan their skin for their personalized *Mary Kay®* skin care recommendations.



Skin Analyzer
MARY KAY

*Results based on one of eight independent third-party clinical or consumer studies in which from 55 to 214 women used a *TimeWise® Miracle Set®* product as directed
†Over-the-counter drug product

CONSIDER ASKING:

“What concerns do you have? Sun protection, uneven skin tone or maybe trouble with wrinkles?”



**TIMEWISE REPAIR®
VOLU-FIRM® SET**

< 1 MINUTE

“Who wants to lift away the years? With this fabulous set, the appearance of deep lines and wrinkles is reduced, lifted appearance is restored, and youthful volume is recaptured.

“The science of the *Volu-Firm*® Complex delivers a union of three ingredients that is so crucial to skin vitality, it’s in every product formula within this regimen.”

The *Volu-Firm*® Complex contains:

- Plant stem cells.
- A biomimetic peptide.
- A skin volume-supporting peptide.

TimeWise Repair® *Volu-Firm*® Set Products

1. Foaming Cleanser
2. Advanced Lifting Serum
3. Day Cream Sunscreen Broad Spectrum SPF 30†
4. Night Treatment With Retinol
5. Eye Renewal Cream



**CLEAR PROOF®
ACNE SYSTEM**

< 1 MINUTE

“Introducing the system that knocks out acne! This effective regimen has been clinically shown to provide clearer skin in just 7 days.*

“The set uses a combination of salicylic acid and benzoyl peroxide to attack the multiple factors that can contribute to acne breakouts.”

Clear Proof® Acne System Products

1. Clarifying Cleansing Gel†
2. Blemish Control Toner†
3. Acne Treatment Gel†
4. Oil-Free Moisturizer for Acne-Prone Skin

*Based on a 12-week independent clinical study
†Over-the-counter drug product

CONSIDER ASKING:

“If you’re ready for a skin-tervention, I have what you need.”



BOTANICAL EFFECTS® SKIN CARE

< 1 MINUTE

“For those who want fresh, uncomplicated skin care, this simple skin care regimen starts with ingredients that deliver a wealth of essential benefits.

“*Botanical Effects*® is infused with unique ingredients that deliver the essentials the skin needs year-round, for all skin types.”

Botanical Effects® Regimen Products

1. Cleansing Gel
2. Refreshing Toner
3. Moisturizing Gel



MARY KAY NATURALLY®

< 1 MINUTE

“If you lean toward natural-certified skin care, you’ll like the *Mary Kay Naturally*® product line. These are great products if you have sensitive skin, and each product combines naturally derived⁺⁺ ingredients with exciting, versatile forms that elevate a beauty routine.

“Feel free to incorporate any of these products into your existing routine!”

Mary Kay Naturally® Products

1. Purifying Cleanser
2. Exfoliating Powder
3. Nourishing Oil
4. Moisturizing Stick

⁺⁺At least 90% of ingredients are derived from natural sources processed in allowance with third-party standards — currently the COSMOS standard.

PAMPERING



MARY KAY® HYDROGEL EYE PATCHES

< 1 MINUTE

“Tell me, how does delivering a fresh burst of hydration to awaken your eyes sound to you right now? All it takes is 20 minutes two times per week to reap the benefits of these little magic *Mary Kay*® Hydrogel Eye Patches!”

ADDITIONAL BENEFITS

- Contains glycerin, a powerful humectant known to moisturize the skin and help with water loss.
- Crescent shape gently hugs the eye area to lock in benefits.



CLEAR PROOF® DEEP-CLEANSING CHARCOAL MASK

< 1 MINUTE

“It may sound illogical, but getting a little dirty can actually help deliver skin that’s deep-down clean. That’s the magic of activated charcoal in the *Clear Proof*® Deep-Cleansing Charcoal Mask.”

ADDITIONAL BENEFITS

- This triple-action charcoal mask acts as a magnet to deep clean pores.
- Deeply cleanses skin.
- Immediately reduces shine.
- Features an effective complex of botanical extracts to help clear the way to beautiful skin.

CONVERSATION STARTER:

“Who here likes to pamper herself?”



TIMEWISE® MICRODERMABRASION PLUS SET

< 1 MINUTE

“How would you like to have the look of polished, younger skin and significantly smaller pores?”

“Start with *TimeWise*® Microdermabrasion Refine two or three times a week to immediately remove buildup from pores.

“Afterward, clear the way with *TimeWise*® Pore Minimizer, which immediately makes pores look smaller.”

ADDITIONAL BENEFITS

- Buffs away dead skin cells and removes pore buildup.
- Gentle exfoliation reduces the appearance of fine lines and immediately refines skin’s texture.

PAMPERING (cont.) →

PAMPERING (cont.)

WHITE TEA & CITRUS SATIN HANDS® PAMPERING SET

< 1 MINUTE

"I always keep a few sets of the White Tea & Citrus *Satin Hands*® Pampering Set around for last-minute gifting occasions! Everyone loves this set. I give it to teachers, hairdressers, nurses and new moms – just about anyone!

"And if you prefer no fragrance, we've got you covered with the Fragrance-Free *Satin Hands*® Pampering Set.

"This spalike treatment revitalizes and rejuvenates the look of hands, so they feel renewed and instantly look healthier."

White Tea & Citrus Satin Hands® Pampering Set Products

1. Fragrance-Free *Satin Hands*® Protecting Softener
2. White Tea & Citrus *Satin Hands*® *Satin Smoothie*® Refining Shea Scrub
3. White Tea & Citrus *Satin Hands*® Nourishing Shea Cream

ADDITIONAL BENEFITS

- Hands feel instantly moisturized, soft and smooth.
- Hands feel revitalized, soothed and protected.
- Skin feels renewed, looks rejuvenated and instantly looks healthier.
- Set makes a great gift, especially for brides.



"Let's talk relaxation and rejuvenation. From decadent facial treatments to spalike, pampering body products, you're going to love the 'me' time built into these favorites!"



TIMEWISE® MOISTURE RENEWING GEL MASK

< 1 MINUTE

"Get 10 skin-renewing benefits* in 10 pampering minutes with the must-have mask that locks in vital moisture. Upgrade your skin care routine with this hydration sensation to help your skin look fresher and more youthful."

ADDITIONAL BENEFITS

- Instantly hydrates.
- Locks in moisture.
- De-stresses.
- Purifies.
- Nourishes.
- Calms.
- Firms.
- Smooths.
- Softens.
- Minimizes pores.

*In an independent consumer study, women agreed that their skin appeared less stressed, felt nourished and calmed, and that the mask helped reduce the appearance of pores, among other visible benefits.

COLOR

MARY KAY® CC CREAM SUNSCREEN BROAD SPECTRUM SPF 15*

< 1 MINUTE

“So, let me ask you this. Does anyone know what CC stands for? It stands for complexion correction. And it’s ideal when lightweight, natural-looking coverage is what you want, especially when you’re looking to get out the door in a flash.

“Isn’t it great to know that as you’re creating this flawless look, you’re also protecting your skin with SPF 15?”

“A great foundation helps protect your skin from the environment. Plus, it evens skin tone and covers flaws for radiant, healthy-looking skin.”

*Over-the-counter drug product



CONVERSATION STARTER:

“What are your makeup must-haves? What would you say your makeup style is: the no-makeup look, the classic look or full-on glam?”



MARY KAY® OIL-FREE EYE MAKEUP REMOVER

< 1 MINUTE

“How many of you have ever struggled with removing your mascara at the end of the day? Well, get ready to say goodbye to those struggles with a *Mary Kay*® must-have.

“With just a shake and swipe, you’ll be able to wipe away even the most intense eye makeup without tugging or pulling.”

ADDITIONAL BENEFITS

- In side-by-side comparisons in women from four countries, the new formula was significantly preferred.**
- It removes waterproof mascara.
- The dual-phase formula is lightweight.
- It won’t leave skin feeling dry.
- It features a new blend of cleansing agents that raises our bar in eye makeup removal.
- It’s suitable for all skin types.
- It’s ophthalmologist- and dermatologist-tested.
- The bottle and cap are made from Post-Consumer Recycled (PCR) materials, reflecting our commitment to sustainable packaging.

**Results based on a blind, in-home study conducted with Mary Kay independent sales force members where 394 qualified Independent Beauty Consultants from four countries used each formula daily for four days in randomized order, preferring the new formula over the original



MARY KAY® ULTIMATE MASCARA™

1 MINUTE

“How would you like some look-at-me lashes? This extremely volumizing, superthickening, all-in-one formula creates the look of big, bold, separated lashes that last all day.”

ADDITIONAL BENEFITS

- Extremely volumizing.
- Superthickening.
- Smudge-, flake- and clump-resistant.

COLOR (cont.)



COLOR (cont.)

LIPSTICK AND LIP GLOSS

1 MINUTE

Introduce your favorite lipstick!

“Lipstick and lip gloss are probably the products women feel the most comfortable with because they are fun, quick pick-me-ups.”

“Tell me, how do you feel when you get a new shade that makes you look fabulous?”



MARY KAY® GEL SEMI-SHINE LIPSTICK

- Radiant color.
- Luminous shine.



MARY KAY® SUPREME HYDRATING LIPSTICK

- Luscious hydration.
- Rich color.
- Brilliant shine finish.



MARY KAY® GEL SEMI-MATTE LIPSTICK

- Rich, stay-true color.
- Long-lasting wear.



MARY KAY UNLIMITED® LIP GLOSS

- Nonsticky and nontacky.
- Delivers instant moisture.

TRY ON COLOR PRODUCTS VIRTUALLY.



MirrorMe
MARY KAY

To help your customers choose their shades, you can encourage them to download the *Mary Kay*® Mirror Me App and try on hundreds of *Mary Kay*® color products virtually.