

Skin Care Class Preparation

Let's get ready to make some Money!!

What you will need...



In a Rolling Suitcase

***Tip...**Take the demonstration tools from your Showcase and put them in a Rolling Suitcase. I personally purchased mine from Big Lots for \$20 several years ago and it still looks great! This also makes it easy and effortless to enter your hostess' home without looking like a pack mule.

- **Face Cases** (6-10 depending on the size of your classes, with Styrofoam tray already in the case).
- **Placemats** to protect Hostess' table (can print in color from my website)
- **Disposable Facial Clothes** (or real washcloths-I use real washcloths)
- **Filled Rollup Bag** (to show) use placemat to fill with products (Cadillac Set)
- **Booking Gifts** to show and romance (I personally use the Glamour Brushes and Satin Hands Pampering Set or colognes)
- **Bag Marketing with Tickets** (refer to Bag Marketing sheet at www.rebeccafesler.com under the Training Link.)
- **8 Quick Zip Bags** from Showcase filled with...(My business is primarily Ivory and Beige skin tones. Adjustments may need to be made if your clientele includes more bronze skin tones.)
 1. **Full Size Medium Coverage Foundation Tubes** (Ivory)
 - Ivory 100, 104, 200, 204
 - Sample packets of 105, 202 (rarely use)
 2. **Full Size Medium Coverage Foundation Tubes** (Beige)
 - Beige 300, 304, 400, 404
 - Sample packets of 302, 305, 402 (rarely use)
 3. **Full Size Medium coverage Foundation Tubes** (Bronze)
 - Bronze 500, 600, 708
 - Sample packets of 504, 507, 607, 808 if needed

I just use Med Coverage to demo with
(Med coverage is for Combo-Oily Skin)
(Full coverage is for Dry to Normal)
- 7. **2 Full Size Loose Powder** (one in Ivory, one in Beige), **Concealer** in Ivory, Beige, and Light Bronze, **Bronze Powder Foundation Sampler cards** from Section 2.
- 8. **Endless Performance Mascara** (Black and Brown), **Curved Mascara Demo Wands** from Section 2 (Part #618500), **Assorted Eyeliner Samples**, **full size Brow Definer Pencils in Blonde**, and **Chestnut**, **Assorted Lip Liner Samples**, **Look Cards**.
- 9. **Full Size Satin Lips set**, **Microdermabrasion set**, **Oil free Eye makeup Remover**, **Timewise Eye Cream**
- 10. **You'll also need 4-6 deep bowls to put hot water in for the guests to wash out their washcloths (fill the bowls with water before class starts)- (water will need to be Hot so it is still warm when you're ready to use it)**

Skin Care Class Preparation Continued...

In Rolling Suitcase (cont.)

- **Guest Goodie Bags**



I use clear Cello bags from any party store. Each Goodie Bag is filled with...

- Hostess Flyer
- Hostess Contest Flyer
- Look Card labeled BL=Blonde, BR=Brunette, A=African American, N=Neutral (refer to Look Book as a reference)
- Business Card
- 3 Cotton Balls (Oil-Free Eye Makeup Remover, Loose Powder, Cheek Color)
- Disposable Foundation Wedge
- Fragrance Sample to take home and try (gift for attending)
- A couple pieces of Chocolate

- **3 Ring Binder**

Binder contains all handouts and set sheets in Sheet Protectors. Refer to www.rebeccafesler.com under the Training Link for Party Set Sheets (I.e. Skin Care, Pedicure, Manicure, Spa, Advanced Glamour.) Binder also contains Beauty Books and Tell Us What You Think Forms that I wait to pass out until the end.

- **Door Prizes for Guests from Ticket Marketing**

- Great Ideas to use as Prizes is Former Limited Edition Glamour Items, Nail Polishes, Former PCP Gifts.

- **Hostess Thank You Gift**

- I let the hostess pick one Item from the book (Gift needs to be beautifully wrapped) for having 4 non-Mary Kay users attend the class..

- **Small Clip Board with Sales Tickets, Calculator, and a money bag with petty cash to make change.**

- **Plenty of Hostess Packets and Choices CD's**



Color Cosmetics Display Products

***Tip...**You **MUST** have sufficient inventory to fill these trays and caddies. Know that your color business will benefit tremendously if you have these. I fill Eye/Cheek Refill Display Trays and Lipstick Caddies with full size retail product. I use these during the individual consultations if the customer wants to select different colors than what she used from her Look Card. I also use these to scrape during Advanced Glamour Appointments. I have worked from the same

full size demonstrators for years and have never had to replace a single color. What a savings from using Section 2 Samplers.

- **Eye/Cheek Refill Display Trays** (Pack of 3) (Section 2, Part #517300)

Tray #1...26 Regular Line Eye Colors

Tray #2...13 Regular Line Cheek Colors

Tray #3...12 Regular Line Eye Color Duets, remaining 3 Cheek Colors

- **Lipstick Caddy** (order 5 and fill with one Regular Line Lipstick and Lip Gloss) (Section 2, Part #901300)

- **Clear Plastic Lipstick Caps** (pack 10, order 4 packs) (Section 2, Part #905800)

- Never use as community demonstrators for hygienic reasons.)

Skin Care Class Preparation Continued...

Transporting Retail Product to Sell...

These 2 options are simply suggestions and are not required. They have worked well for me over the years.

Plastic Drawer Organizers



- Can be purchased very inexpensively at any Discount Super Center such as WalMart, Meijer, Target, Big Lots, etc. Organize your product in the drawers so you can easily find what you need. I have found it best to **leave these product organizers** in your car and simply go to your car to fill orders at the end of the class. Don't forget your Product Bags!!

- OR -

Wheeled Cosmetic Carriers from MK Connections



- Visit www.marykayintouch.com and click on MK Connections under Services. I personally use these cases and find it extremely simple to transport my product effortlessly into the Hostess' home to set up my store where I have designated for the individual consultations. These carriers have compartments for all of your retail product as well as pockets for Hostess Packets, Product Bags, Choices CD's, etc. This route is more expensive but very convenient since the carrier is on wheels. Remember, you never want to give the appearance that this is difficult, heavy or exhausting. Appearing sharp, organized and put together will attract more new customers and team members than disorganized, exhausted, and frazzled.

Thanks Rebecca Feeler for this great Hand out!