

# *Luxe Lift Facial*



WELCOME TO OUR

*Luxe Lift Facial!*



Welcome everyone! Today we're going to try an elevated skin care treatment that we call the Luxe Lift Facial. This product regimen was inspired by clients who were asking for lifted, firmed, hydrated and radiant looking skin. This treatment is for anyone who is currently seeing signs of aging and is ready to give their current skin care regimen a "beauty boost"!

We will use our TimeWise Volu-Firm Repair advanced anti-aging skin care, a Lifting Bio-Cellulose Mask and try/learn about our Clinical Solutions Derma Cosmetic Line. Sounds luxurious, right?! I can't wait for you to experience how amazing your face will feel!

You will also have the opportunity to give this treatment as a gift to any woman you know who deserves this level of pampering. Plus, I'll be sharing a little bit about what it's like to start a Mary Kay business. Mary Kay always said that at every appointment there's at least one new beauty consultant waiting to be discovered, so watch what I do today. Who knows, that just might be you!



**#1**  
**DIRECT SELLING**  
**BRAND OF**  
**SKIN CARE &**  
**COLOR COSMETICS**  
**IN THE WORLD\***

\*Source Euromonitor International Limited; Beauty and Personal Care 2024 Edition, value sales at RSP, 2023 data"

**MARY KAY.**



Let's get to know each other before we get started. Tell us your name, what you do for work, and one thing you'd like to improve about your skin.

Now, let me introduce you to the company behind this best-selling, award-winning product you're about to try.

Does anyone want to take a guess how many years Mary Kay has been in business?

It was founded by one of the greatest female entrepreneurs in American history. Her name was Mary Kay Ash. She started this business with a dream in her heart and a goal in mind. She wanted to enrich women's lives with an opportunity where they can work from home, achieve financial success, and keep their priorities in the order of: God first, family second and career third.

Fast forward to today, over 60 years later, Mary Kay is still family-owned and run by her grandson, Ryan Rogers. I'm proud to share that Mary Kay is the #1 direct selling brand of skin care and color cosmetics in the world. I'm sure you're excited to see why, so let's get into the products.

*Oil-Free Eye  
Makeup Remover  
Micellar Water*



MICELLAR WATER  
EAU MICELLAIRE  
AGUA MICELAR

5 FL. OZ. / 147 ml

MARY KAY

OIL-FREE  
EYE MAKEUP  
REMOVER

LOCIÓN  
DESMAQUILLANTE  
DE OJOS LIBRE  
DE ACEITE

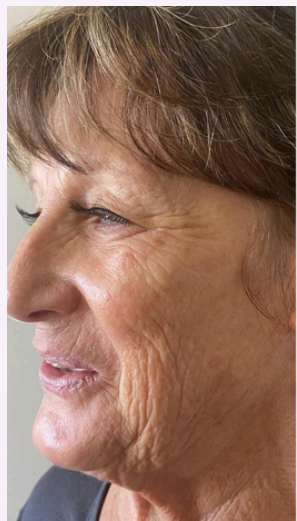
DÉMAQUILLANT  
SANS HUILE  
POUR LES YEUX

3.75 FL. OZ. / 110 ml

MARY KAY

First, let's start by removing makeup and impurities. Use the Oil-Free Eye Makeup Remover on a cotton round to gently wipe away your eye makeup.

Next, use the Micellar Water on a cotton round to remove impurities on the skin such as makeup, dirt, residue and sunscreen.



VOLU-FIRM REPAIR

Foaming  
Cleanser

Let's explore advanced skin repair! Today we will be trying the Timewise Repair Volu-Firm Set. This set is often called "Botox in a Box". The Volu-Firm complex is a scientifically advanced regimen that targets the advanced signs of aging like never before with plant stem cells, a biomimetic peptide, and a skin-volume-supporting peptide.

Apply the Foaming Cleanser to the skin in an upward and outward circular motion, avoiding the eye area. You may want to add a little water to this to experience the nice rich lather. This cleanser gently sweeps away complexion-dulling impurities while leaving the skin feeling deeply cleansed, revitalized, and hydrated. When you're ready, use your wet washcloth to remove your cleanser.

After trying the cleanser, how does your face feel?



VOLU-FIRM REPAIR

# Bio-Cellulose Mask

**timewise  
repair**

lifting bio-cellulose mask  
masque bio-cellulose lifting  
mascarilla facial efecto lifting bio-cellulose  
máscara facial bio-cellulose

.85 OZ. NET WT. / 24 g



Now it's time for the TimeWise Repaire Lifting Bio-Cellulose Mask! Remove mask from packet and unfold. Mask is between two protective mesh layers; remove one layer of mesh, and apply to your face. Position the mask on the forehead, cheeks, nose, mouth and around the eyes for a perfect fit. The eyelid flaps can be folded back or gently resting on the eyes. Today, we will fold them back. Gently smooth the mask so it's completely fitted on the skin. Carefully remove the remaining top layer of mesh.

Bio-cellulose is a pure plant-based material derived from coconut water. This mask is infused with a complex that includes:

- Oat Kernel Extract
- Orchid Extract
- Sodium Hyaluronate (known for its skin conditioning benefits)

This mask has a unique face-hugging fit, keeping skin close in contact with the complex for 20-30 minutes of pampering "me" time. For maximum benefits, use this mask twice a week to compliment your skin care regimen.

Here are some of the results you can expect after two weeks of use:

- Skin looks lifted & firmed
- Skin is younger-looking
- Skin appears more luminous

Out of all of those results, which do you feel your skin needs most: lifted, firmed, younger-looking or more luminous?

# Beauty of Friendship

NAME: \_\_\_\_\_ CONSULTANT: \_\_\_\_\_ DATE: \_\_\_\_\_

	NAME	CELL NUMBER
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Grab a pen and the sheet that says “Beauty of Friendship”. When you love something you want to share it, right? This is where you get to give this treatment as a gift to your friends.

I bet you have a friend who ...

- hasn't been appreciated lately
- hasn't been to a spa for a facial
- is a tired mom

Who do you know that really deserves this level of pampering? Think friends, phone contacts, co-workers, family members, and besties. Pull out your phone and add as many friends as you want to add.

When you finish, tell us how many friends you shared this gift with and put a star next to the person you feel deserves it the most.



MARY KAY

CLINICAL  
SOLUTIONS

RETINOL 0.3

CLINICAL SOLUTIONS

*Retinol 0.3*

Next, I'd like to introduce you to a few of our Clinical Solutions products that have age-fighting superpowers. This line features dermatology-inspired products and innovative technology that deliver the highest level of skin care performance.

First, is the Mary Kay Clinical Solutions Retinol 0.3. Dermatologists consider retinol to be the gold-standard ingredient for reducing and improving the visible signs of aging. To use, you'd apply one pump in the evening as the last step before your moisturizer. Retinol 0.3 is clinically shown to improve the look of wrinkles, firmness, radiance and smoothness.



CLINICAL SOLUTIONS

*Dynamic Wrinkle Limiter*

The text is displayed on two overlapping, angled banners. The top banner is light pink and contains the words 'CLINICAL SOLUTIONS' in a purple, sans-serif font. The bottom banner is a darker purple and contains the words 'Dynamic Wrinkle Limiter' in a white, cursive script font.

Second, is the Mary Kay Clinical Solutions Dynamic Wrinkle Limiter also known as “nature’s Botox”. This product is used to relax the appearance of expression lines on the forehead, between the brows and in the crow’s feet area. To use, you’d apply this morning and night before moisturizer.

CLINICAL SOLUTIONS

*Barrier Restore 1:1:3*

MARY KAY

CLINICAL  
SOLUTIONS

BARRIER  
RESTORE 1:1:3

Third, is the Mary Kay Clinical Solutions Barrier Restore 1:1:3. This product reinforces the skin's barrier by 43% in just 3 hours and reduces the appearance of skin redness in as little as 2 weeks. It's made up of 1 part Fatty Acids to maintain moisture balance, 1 part Ceramides to increase moisture levels and protect and 3 parts Cholesterol to strengthen. To use, you'd apply morning and night as your last step before moisturizer.

Keep in mind that these are targeted products and we all have different skin care concerns. As your Beauty Consultant, I'll help you decide what is best for you and show you how to add it into your skin care regimen.

# WHY WOMEN START A MARY KAY BUSINESS

M

## MONEY

Earn 50% of what you sell!

C

## CARS & COMMUNITY

Earn the use of a Career Car as an Independent Sales Director! Be a part of a positive, empowering, and supportive community.

R

## RECOGNITION

Feel seen, celebrated and appreciated. Earn prizes, diamonds, vacations, and more!

A

## ADVANCEMENT

There are no glass ceilings. The sky is the limit! Advance yourself at your own pace.

S

## SELF CONFIDENCE

Become the best version of you!

B

## BE YOUR OWN BOSS

Design your own schedule and set your own goals. Enjoy the freedom and flexibility!

As your mask goes to work, it's time to entertain you! I'm so grateful that someone shared Mary Kay with me, so I want to share a little bit about it with you! Now, this may or may not be for you, but one thing I know for sure is that as women, when we have all the facts, we make smart decisions. Wouldn't you all agree? Grab your pen and the Power of Pink survey.

Here are the six reasons why women start a Mary Kay business. As I share each one, please fill the word in the blank below.

**MONEY** - Earn 50% of what you sell!

**RECOGNITION** - Feel seen, celebrated and appreciated. Earn prizes, diamonds, vacations, and more!

**SELF CONFIDENCE** - Become the best version of you!

**CARS & COMMUNITY** - Earn the use of a Career Car as an Independent Sales Director! Be apart of a positive, empowering, and supportive community.

**ADVANCEMENT**- There are no glass ceilings. The sky is the limit! Advance yourself at your own pace.

**BE YOUR OWN BOSS** - Design your own schedule and set your own goals. Enjoy the freedom and flexibility!

Please put a heart next to the one that meant the most to you.

# 6 QUALITIES WE LOOK FOR

*busy!*

Busy women get things done!

*don't know a lot of people!*

The good news is that everyone has skin!

*money!*

We earn the highest direct sales commission in America.

*sleeping giant!*

Deep down inside you know that you were made for more!

*not the sales type!*

Mary Kay is the #1 direct selling brand of skin care and color cosmetics in the world. The products sell themselves!

*family oriented!*

Your family is your reason and not your excuse.

Here are the six qualities that make up a successful beauty consultant. Please check the box next to the qualities that you possess.

**BUSY:** Busy women get things done!

**COULD USE EXTRA MONEY:** We earn the highest direct sales commission in America!

**NOT THE SALES TYPE:** Mary Kay is the #1 direct selling brand of skincare and color cosmetics in the world. The products sell themselves!

**DON'T KNOW A LOT OF PEOPLE:** The good news is that everyone has skin!

**SLEEPING GIANT:** Deep down inside you know that you were made for more!

**FAMILY ORIENTED:** Your family is your reason and not your excuse!

After learning more about the Mary Kay business opportunity, which option do you feel is best for you?

A. I like being a customer.

B. I want to shop at half price.

C. Sign me up!

You can get started for only \$35 and you have the option to add on a Pro Start for \$90.

If you were to start, check which option would you choose?

eStart \$35, eStart or Pro Start \$125

# CLINICAL SOLUTIONS

## Boosters



Now it's time to remove your sheet mask. Gently massage skin and do not rinse off. Take a look in your mirror. What do you feel and see?

There are 4 more dermacosmetic products that I'd like to introduce to you. These products are called Boosters and each one targets a specific skin care concern. Raise your hand and tell me which concerns you'd like to target:

- Lines & Wrinkles
- Hydration
- Brightness/Uneven Skin Tone
- Smoothness

Today we will try two of them. First, we will apply the C + Resveratrol Line-Reducer to your skin.

This contains three superstar ingredients:

- Vitamin C to improve the appearance of lines and wrinkles caused by sun damage
- Resveratrol which is a highly potent antioxidant that fights visible signs of aging and protects the skin
- Acetyl Hexapeptide-8 which is a skin restoring peptide that reduces the appearance of expression lines and wrinkles

Next, we will apply the HA + Ceramide Hydrator to your skin. This is the only Booster you can layer on top of the others. This also contains three superstar ingredients:

- Hyaluronic Acid which is a powerhouse humectant that holds 1,000 times its weight in water. This is also dual-action which means it pulls moisture from outside and within.
- Ceramide which is essential for retention of skin moisture.
- Verbena Extract which is a plant extract known to improve skin hydration and support skin barrier function.

Today's session covered two of the four Boosters. If a Booster to brighten or improve texture interests you, be sure to let me know during our individual consultation.

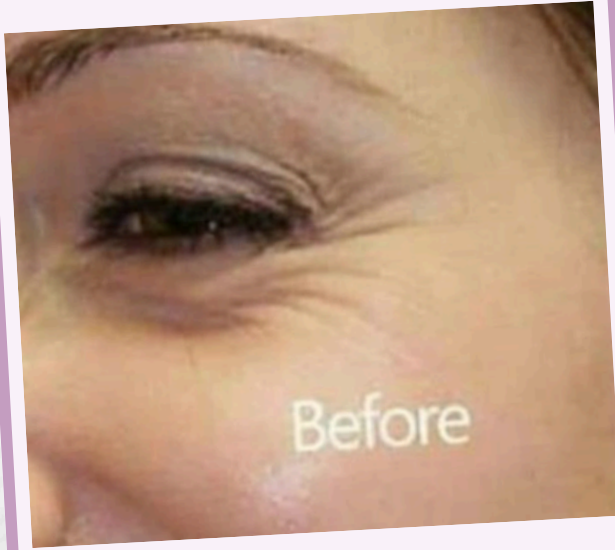
VOLU-FIRM REPAIR

# Lifting Serum & Day Cream



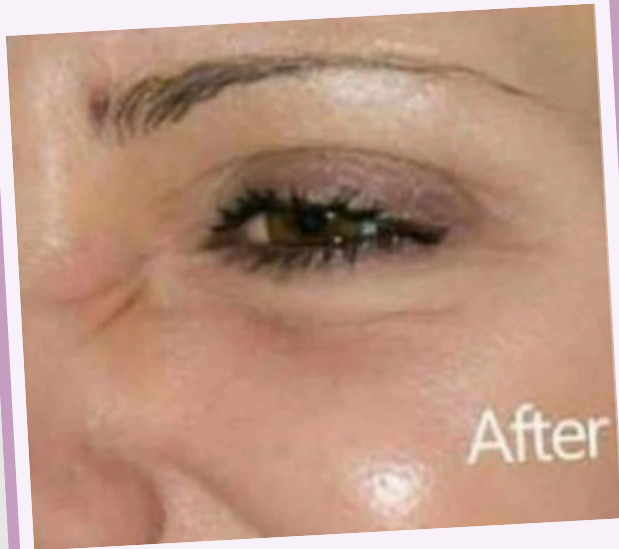
Next, we are going to apply the TimeWise Repair Volu-Firm Advanced Lifting Serum AKA “Spanx for Your Face”. Apply this in an upward and outward motion all over the face and neck, avoiding the eye area. This scientifically advanced serum helps provide the appearance of youthful firmness, volume, and lift. This is to be used in your everyday routine, morning and night, after the TimeWise Repair Volu-Firm Foaming Cleanser.

The next step is the TimeWise Repair Volu-Firm Day Cream with SPF 30. Apply this in an upward and outward motion all over the face and neck, avoiding the eye area. This day moisturizer protects skin against UVA/UVB damage, increases skin moisture for 12 hours, and restores the look of skin’s even tone.



VOLU-FIRM REPAIR

# Night Cream & Eye Renewal Cream



In the evenings, instead of the Day Cream, you'll apply the TimeWise Repair Volu-Firm Night Treatment with Retinol. Prepare for a new level of beauty sleep. This retinol-infused night cream, restores the look of skin's youthful cushion, evens the skin tone, and increases skin moisture for 12 hours — perfect for resting and rising to beautiful skin.

The last step to our daily skincare routine is the TimeWise Repair Volu-Firm Eye Renewal Cream. Apply this with your ring finger underneath the eye, around the outside corner and up onto the lid. At home, you'll be using this sculpted metal applicator tip to massage this into the eye area. This advanced peptide eye cream targets visible deep lines, dark circles, bags, and upper eyelid droop.

Tell us in one word how your skin looks and feels!



MARY KAY  
*Foundation Primer*



MARY KAY

*CC Cream*

The last step to any great skincare routine is protection. There are two steps to this. First, we will start by applying the Foundation Primer with SPF 15 to the skin in a gentle patting motion, avoiding the eye area. This lightweight gel glides on easily to fill in imperfections and dries quickly to a matte finish to create the perfect canvas for a flawless foundation application that extends wear.

Next, apply the CC Cream with SPF 15 all over your skin blending in an upward and outward motion. Get easy complexion correction with a formula that acts like makeup and is formulated like skin care. This delivers eight benefits in one step to leave skin with a flawless finish.

1. Protects from damaging UVA and UVB rays.
2. Brightens the complexion.
3. Corrects the look of imperfections.
4. Minimizes Redness and was even tested on women with rosacea.
5. Conceals the appearance of blemishes and dark circles.
6. Hydrates for 10 hours.
7. Reduces Visible Signs of Aging and doesn't settle into fine lines and pores.
8. Defends against skin-damaging free radicals.

It's compliment time! Look around at everyone's skin and tell us what you see.

# Luxe Lift Facial SPECIALS



## platinum BUNDLE

TIMEWISE REPAIR ULTIMATE SET **\$343**



- Cleanser
- Day Cream
- Night Cream
- Lifting Serum
- Eye Cream
- Facial Peel
- Wrinkle Filler

## gold BUNDLE

TIMEWISE REPAIR SET **\$225**



- Cleanser
- Day Cream
- Night Cream
- Lifting Serum
- Eye Cream

*plus* FREE ROLL-UP BAG & 3 HALF OFF ITEMS FROM THE LUXE LIFT BAR!

*plus* FREE ROLL-UP BAG & 2 HALF OFF ITEMS FROM THE LUXE LIFT BAR!

## silver BUNDLE

ULTIMATE MIRACLE SET **\$150**



- Cleanser
- Moisturizer
- Daytime Defender
- Nighttime Recovery
- Eye Cream

BIO-CELLULOSE MASK (pack of 4) **\$70**



RETINOL 0.3 **\$70**



*plus* 1 HALF OFF ITEM FROM THE LUXE LIFT BAR!

## luxe lift bar

BUY ANY 2 GLOW BAR ITEMS AND GET 1 OF EQUAL OR LESSER VALUE AT HALF PRICE!

*scan now!*

Eye Makeup Remover	Micellar Water	Facial Peel	Barrier Restore 1:1:3	Dynamic Wrinkle Limiter	Choice of 1 Booster	Foundation Primer	CC Cream	TimeWise Repair Go Set	Satin Hands
\$20	\$18	\$68	\$46	\$58	\$38	\$20	\$22	\$38	\$38



MARY KAY SKIN ANALYZER APP

The last thing we will do today is explore your shopping options so let's go over our Luxe Lift Facial Specials!

Now, flip your profile card over and vertically number 1-4 in the bottom right hand corner.

1. What was your favorite part of the Luxe Lift Facial Session?
2. Me or Free? Me means at my next session it will just be me. Free means at my next session. I want to share it with friends for more fun and free products.
3. If you had someone else's AMEX to swipe, which set would you choose: Platinum, Gold or Pro Kit?
4. Mary Kay recently refreshed our business model to appeal to everyone from the smart discount-shopper, to the fun side-hustler to the career-minded leader. I'm gathering feedback and was wondering: If you were in the 'just curious' phase, what 3 questions would you ask me about getting started? No pressure at all—I would just love your take on the new set up! All we would do is set up a quick call or a text chat. Please write Day or Evening so I know what time is best for you.

I had so much fun experiencing our Luxe Lift Facial as a group! Now it's time for Individual Consultations. All you'll need is your Profile Card, Beauty of Friendship list and Luxe Lift Specials sheet. (Ask: Does anyone have to leave early? If not, select the most excited guest!)

# Luxe Lift Facial SPECIALS



## platinum BUNDLE

TIMESWISE REPAIR ULTIMATE SET **\$343**



- Cleanser
- Day Cream
- Night Cream
- Lifting Serum
- Eye Cream
- Facial Peel
- Wrinkle Filler

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MARY KAY SKIN ANALYZER APP

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# Beauty of Friendship

NAME: \_\_\_\_\_ CONSULTANT: \_\_\_\_\_ DATE: \_\_\_\_\_

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# The Power of Pink

Here are the six reasons why women start a Mary Kay business. As I share each one, please fill the word in the blank below.

M \_\_\_\_\_ C \_\_\_\_\_

R \_\_\_\_\_ A \_\_\_\_\_

S \_\_\_\_\_ B \_\_\_\_\_



Please put a heart next to the one that meant the most to you.

Here are the six qualities that make up a successful beauty consultant. Please check the box next to the qualities that you possess.

- |   |   |
|---|---|
| <input type="checkbox"/> BUSY                     | <input type="checkbox"/> DOESN'T KNOW A LOT OF PEOPLE |
| <input type="checkbox"/> ANOTHER STREAM OF INCOME | <input type="checkbox"/> SLEEPING GIANT               |
| <input type="checkbox"/> NOT THE SALES TYPE       | <input type="checkbox"/> FAMILY ORIENTED              |

After learning more about the Mary Kay business opportunity, which option do you feel is best for you?

- A. I like being a customer.
- B. I want to shop at half price.
- C. Sign me up!

You can get started for only \$35 and you have the option to add on a Pro Start for \$90. If you were to start, check which option would you choose?

eStart \$35

eStart & Pro Start \$125



# Luxe Lift Facial SPECIALS



## platinum BUNDLE

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MARY KAY SKIN ANALYZER APP

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# START SOMETHING Beautiful!

## eSTART

\$35



The first step in starting a Mary Kay business is with Mary Kay eStart!

Includes:

- A beautifully branded fully-functioning e-commerce website
- Welcome & Great Start Brochures
- The Look catalog
- TimeWise Miracle Set Sample Sets in Normal/Dry AND Combination/Oily
- TimeWise Eye Cream Samples

PLUS apps, education, digital tools, and digital marketing resources to help you manage your business!

OPTIONAL  
ADD-ON

## Pro Start

Add-On  
\$90



Over  
\$400  
SRP Value!

Start your business like a pro with Mary Kay Pro Start! Add on when you submit your agreement or anytime within 15 days of your start date! Whether you're planning in-person parties or needing products to show off in reels, you'll love these retail-sized Mary Kay products, essential party supplies, business resources and more! You can even transport these supplies in a sleek bag that's tote-ally professional.

Includes:

- Retail-sized products to sample
- Product samples
- Essential party supplies
- Mary Kay Pro Start Tote
- Flip Chart Binder With Pages
- Sales Tickets
- Beauty Profile Cards
- The Look catalogs

# Beauty of Friendship

NAME: \_\_\_\_\_ CONSULTANT: \_\_\_\_\_ DATE: \_\_\_\_\_

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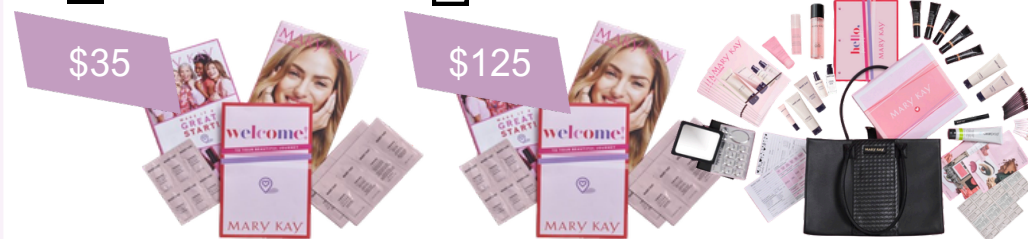
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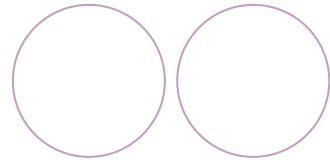
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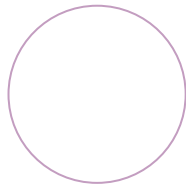
# Luxe Lift FACIAL



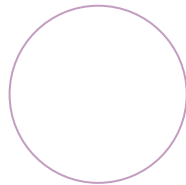
FOAMING  
CLEANSER



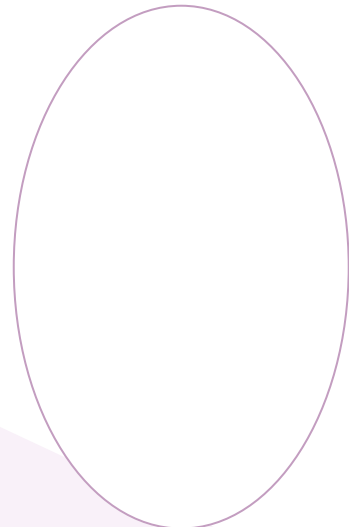
C +  
RESVERATROL  
LINE REDUCER



HA + CERAMIDE  
HYDRATOR



LIFTING  
SERUM



DAY  
CREAM



EYE RENEWAL  
CREAM

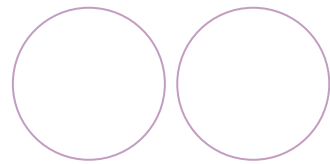


FOUNDATION  
PRIMER

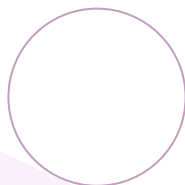


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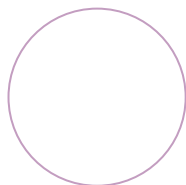
# Luxe Lift FACIAL



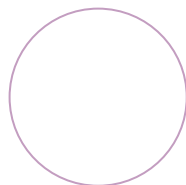
FOAMING  
CLEANSER



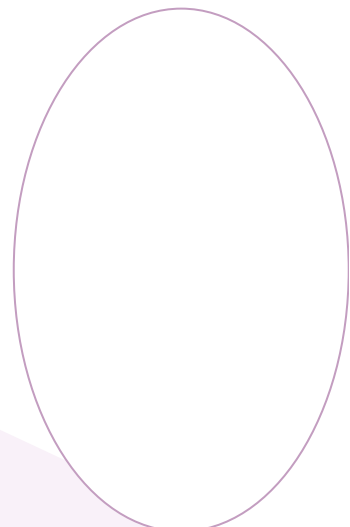
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CREAM



FOUNDATION  
PRIMER



FOUNDATION