

COLOR INSIDER CLASSES

Why do color classes? Our number one focus at skin care classes and facials is to get the customer using the miracle set. One of the best ways to kill that sale is to introduce too much glamour and color at the original appointment. While we do not want to send her home with no glamour or with someone else's glamour, neither do we want to spend so much time on glamour that she spends her money on color rather than skin care.

At the initial class, we focus on skin care and supplements with just a very basic glamour look. Then, we schedule color insider to teach more in depth techniques and color application. Ideally we want each hostess to schedule her own color insider class and invite her same friends back to that class. But, we also want to be sure that we hold one specialty class at our home every week to introduce our customers to more of our product line. The color insider is one of the classes in that sequence.

With the addition of the color insider tools, we are better equipped than every for color classes. Begin by just playing around with your own color and techniques. Experiment with the "create a look" on intouch.

Begin to select a new glamour look for yourself every time that a new Look Book comes out. The best way to sell more color is to wear more color. The best way to keep your customers from getting stuck in the habit of always wearing the same colors is to be sure that you aren't stuck in that mode.

Be sure to study the techniques for "timeless" beauty for the mature customer.

Remember that you are the only link to the glamour world that most of your customers have.

Set up for the class:

- Display several brush sets (ideally one for each guest) – the goal would be for every guest to purchase a brush set before the class even begins so that she can learn how to use them. You might like to announce a "special" at the beginning of the class. Have a basket of "classic" color (discontinued) products – allow them to select any one item free for purchasing a brush set.
- Fill one of the brush sets with the Color 101 Look that your hostess has selected (or if it is at your home, with your Color 101) – the filled compact, the applicators, the mascara, lip gloss, lip pencil, and eye pencil. This creates a "Color Insider" Set in a Rollup Bag (the brush bag) for \$159.50. During the table close you will show how to build an ultimate Color Insider Bag by adding the bronze highlighting powder, the eye primer, the facial highlighter pen, the age fighting lip primer, the loose powder, and the concealer. The Ultimate Bag retails for \$264. I would

offer something when they purchase the ultimate – maybe something from the classic basket or if there is a new special limited edition glamour item, maybe offer it at half price.

- Have each of the Color 101 Looks from the current Look Book displayed.
- Make the display very eye appealing – use lame', sequined material, glittery boxes, ribbon, jewelry, glitzy sunglasses, stars – make it pretty and eye appealing. What the eye sees, the eye buys.

If there is a hostess, know what she wants and have it displayed. Talk about it. We will always be doing a series of specialty classes for 8 – 10 weeks at a time. You will always know the one that is coming next – have a simple display away from the table but within sight. At some point in the class, refer them to that display and talk about the next “girls night out.” Get the hostess and her guests excited about seeing you for the next appointment. Talk about how “girls” get their hair done every four weeks and their nails every two weeks. You are working with your clients every 8 – 10 weeks to keep their skin care and color updated, trendy, and relevant for their needs.

You will want to have them remove any makeup with eye makeup remover and cleanser and apply their moisturizer and foundation before you actually start the class presentation. If your hostess has friends who were unable to attend her skin care class, ask her to have them arrive about 30 minutes before everyone else – do the skin care regimen on them and have them ready to start color with the rest of the group. Who knows? You just might pick up a new basic customer at your glamour class.

Things to Remember:

- Be sure to take everyone's “before” picture (with nothing on her face) for your portfolio.
- Some people are intimidated by color – be concerned with color intensity – not too vibrant or strong. They may prefer softer, more muted tones.
- If lipstick and skin tone are too similar, every imperfection will show.
- Grey hair needs more pink in foundation color.
- Red heads need to wear vibrant lip colors.
- With extremely puffy under eyes, don't use liner underneath the eye.
- Oil free eye makeup remover will remove lip products.
- Give them a satin lips treatment for softer, smoother lips.
- High contrast coloring (lots of contrast between hair and skin color) looks best in more vibrant colors. Softer contrast (skin and hair coloring are similar) looks best in medium and softer colors.
- To clean makeup brushes, dip them in water with a little shampoo – swish to clean – lay them on a towel to air dry – fluff after drying.
- Dust eyesicles on the end of lashes for sparkle. Put it on shoulders for a strapless top.

- **Be sure foundation is being applied downward – the facial hairs standing up creates the looks of thousands of tiny lines.**

Introduction to the class:

“There’s a certain mystique – an unmistakeable magic – about makeup. It gives you an instant lift, a confident glow, and a vibrant energy. Cosmetics help you feel polished and put together; they let you define, highlight, and enhance your best features. Makeup reflects your style, your mood, and your way of life. Glamour is the business of illusion. Knowing where and how to apply color can change the way the shape of your face looks.”

“Women who use makeup have greater self-confidence than those who don’t . Women who use makeup tend to experience less social anxiety than those who don’t. Women who do not use makeup tend to avoid social interaction. Women who want to affect others positively use makeup and tend to experiment with their cosmetics more often than those who don’t. Women who use makeup regularly are more satisfied with the appearances of their faces than those who don’t. Women who wear makeup are more outgoing and more sociable than those who don’t. Women who wear makeup regularly can anticipate earning as much as 12% more than those who don’t. Now, that’s the one that catches my attention. Now, I may not like that; but if it’s a fact, I’m not fighting it. I’ll just put my makeup on for the higher paycheck.”

“Makeup gives you a finished, well-groomed look that can be as important to your business image as it is to your social life. When you take time to apply makeup carefully and properly, you tell the world that you like the way you look and that you want to be noticed. You don’t have to be born beautiful to look pretty every day. The key is to experiment, be creative, and have fun with makeup and color.”

“Great looking skin starts with great skin care and color adds the fabulous finish.”

“Now, on to color and glamour. Let’s begin by looking at concealer. (turn to page 7 and have a brief discussion of concealer – they are not actually using concealer because their foundation is already on, but you do want to talk about it and show what it can do).”

You will be using your color insider book as your guide – I will list the steps and page numbers. You might like to study those pages and highlight the things you know you want to say. Don’t worry if you are reading directly from the book – they will be so excited about getting the techniques that the stars use, that they won’t mind you reading at all.

Highlighting Pen – page 11 and 13 and 22 and 23

Contouring – page 11

Eyebrows – page 16

You will help each person select her own eye shape and give personal instructions on how to apply her eye makeup. You might like to make copies of these pages from your book. If you have several people there, you can select eye shapes and then give them the sheet to follow instructions in order to save time.

Powder – page 13

To choose colors for each individual, refer to pages 30 – 31. Encourage her away from natural (if that's what she would choose, that's what she's already doing everyday – you want her to look different after her makeover). Remember to check her skin and eye colors.

Cheek color – page 22 – 23

To soften cheek color – after applying, load brush with loose powder. Brush in quick, firm up and down motion over cheek color. If you have a definite edge to your blush, you will look older. Makeup artists add just a hint of the blush color just under the brow and at the hairline.

Lips – page 25 – use the lip pencil before and after applying lip color.

The above are just basic techniques – use the 10 makeovers pictured on pages 32 -51 to completely personalize each person's look.

Use page 52 to give them the order of application and the five must-knows. Close by showing your sets (mentioned above). Say, “you want people to notice you when you walk into a room – not your makeup or the fact that you're not wearing makeup. Knowing how to properly apply color and technique will create exactly that.”

Be sure to do the individual close in the same way as for the skin care class.