

MK Rocks Trunk Show Detail and Script

Room Set-up:

15 – 20 chairs are set in a semi-circle in a living area of the hostess' home. Fun, upbeat music (I use the NOW series to play on the whole "Rocks" theme) is playing as guests enter. A full set of demo products are on display (on a coffee table, etc.) for easy access. Other items on-hand include:

- Customized goodie bags for each guest who books their own show
- 1 full travel roll-up bag that is for sale (for reference and display)

Welcome to (insert hostess name here)'s MK Rocks Party! My name is Allison LaMarr, and I will be your DJ for the next couple of hours, are you excited?!? How many of you have ever been to a Mary Kay skin-care class or event before? Great! Well, this is going to be unlike anything you've experienced before, so take a deep breath, roll your shoulders back to relax, and get ready to have FUN!

Now, this is a little different format, because we're not going to be taking our make-up off or put any on tonight. I like to call this my "Squirt & Pass" party, so here's what we're gonna do: squirt & pass, squirt & pass.

When Mary Kay Ash founded our company over 40 years ago, she envisioned that you as women would all have your very own, personal MK consultant to service your every skin-care and glamour need. How many of you struggle with that? You may have a lady at church that you buy from, and a lady at work that sells as well, and then there's that lady in your neighborhood, so you try to buy a little bit from all of them to keep them all happy. But you know, that's just not how MK envisioned it at all! I always like mental pictures, so let me see if this will help you: MK is kind of like having a husband. You can have as many husbands as you want to have. But you can only have them one at a time. (Ha! Ha!) So it goes with your MK consultant...you really should only have one at a time. And my goal is that unless you currently have an active MK consultant, that from this point forward you will think of me as your very own personal skin-care consultant, rather than someone who just sells MK, Ok? Every time you run out of cleanser or need more mascara, I want you to think of me, pick up your phone and let me know what you need, and then I will make sure to take care of you immediately! Does that sound good? GREAT!

Before we get started, can I show you one quick thing? (Hold up your MK Rocks Ring) This is what (hostess' name) is earning tonight at our MK Rocks Party! Can you believe it??? Isn't it SEXY??? I call it my J-Lo ring, and it's absolutely to-die for! I've been wearing it around town getting complimented by strangers DAILY! J And if you would like to earn this hot MK Rocks Ring of your very own, instead of just letting (hostess) have all the fun, then you just let me know

and you'll get to go home with one of these snazzy goody bags I've made. And trust me – you WANT my goody bag!!

TW Demo (on hands w/ foundation test)

OK, believe it or not, the most important thing we teach in MK is not glamour. Can someone tell me what you think it might be? Yep, it's skin-care. The single most important thing we can teach you is how to take care of your skin. Let me give you an example: Have you ever picked out some colors from a magazine by looking at a model? You take the color home, do your best to follow the instructions, but no matter what you do, you are just not looking like the model. Would you believe that a lot of that has to do with the shape and condition that your skin is in? If you think of your face as art, your skin is basically the canvas, and your cosmetics are the color. If you don't have a good palette to start with, it doesn't matter what colors you pick....your faces just isn't going to look as good as it could and should, do you know what I mean?

(Also talk about Velocity and use it as demo if any guests are under 25.)

I cannot stress to you how important it is to take care of your skin. If you go home with nothing else tonight, I hope you'll go home with your skin care products.

I want to ask you a question. If \$ were no object, and you had our skin care on your shelf, would you use it? If the MK fairy came to your house and left you a present, which skin care set would you pick? If you could use some serious miracles in your life, you'll want to take home the "miracle set"

(after TW experiment)

So, are you thinking that you'd like to get that remaining foundation off your hands? Great! We're about to share our Satin hands set with you...who has ever had a Satin Hands pampering before?

Satin Hands demo

(When finished with demo, show set in tote bag)

All of these products are sold individually, so when you need refills, you can order them one at a time, but the company gives offers a price break and this great little tote bag when you buy the complete set initially. Can you believe this set of 4 is only 28? I love it! Ok, here's what we're gonna do....we're gonna split up into groups to go wash our hands. (Send groups to kitchen, bathroom, etc.) Now, we're gonna have a race, and which ever team gets back from washing their hands the quickest is going to win tickets from me. Now I haven't told you yet what the tickets are for, but I will give you a hint that they relate to the gift I'm going to give away in a little while, and trust me...you WANT to win my tickets. OK, ready set go! (Play Rock music)

(When coming back in from washing hands – share satin hands lotion & mention SPF) So, how do your hands feel? Who would like the rest of your body to feel that way? Ok, listen to this. Who in here is a good reader? (Pick a guest & have them read the TW Visibly Fit Body lotion benefits as you hold up the bottle. Then act out the following: Pretend to squirt the lotion into your hands while making a squirting noise, then rub your hands together while making a swishing noise. Lastly, bend over and pretend to rub your hands all over your backside while shaking back and forth!) How many of you have ever caught a glimpse of yourself in a three-way mirror? Uh-huh...do you know where I'm going with this? This product is designed for those parts of your body that you can't see but everyone else can...Ha! Ha! Ha! (Pass around lotion for sampling)

Private Spa Collection

OOOOOHHHHHHH. This is one of my faaaaavorite lines in MK....our Private Spa Collection....do any of you currently use this? Well, as you can see there are four separate sets, and would you believe that you don't pick the set based on the smell you like the best? No! You determine which one you'll use by the mood you're in! (Describe them by reading from Look book. For example: This yellow one is called "Embrace Today". This fresh, energetic blend of lemon and jasmine is like showering in laughter. Now who in this room could use a shower in laughter in your life? Uh-huh! The next one is called "Embrace Today". This one is the scent of motivation. Did anyone ever wonder what motivation smelled like? This is the scent of "I can do anything!" Walk through each one, and allow them to "sniff and pass" down the row.) You're trying the moisture lotion right now, but these also come in body wash and delicious fragrance (hold up bottle of fragrance). Now that you've had a chance to test them all, I want each of you to tell me which one was your personal favorite (go down the line and let them announce their choice).

Color 101

OK, now let's talk about color. Is anyone familiar with a man by the name of Robert Jones? Well, he's a world renowned cosmetic expert, who has customers like Cher and Kate Dillon, and he offers select advanced glamour training to MK consultants. Do you know that women will work really, really hard to look natural? Did you know that every eye shape has different color application needs? Did you know that your eye color, not your clothing, should determine the eye makeup colors you choose? Color is a very personal choice. Who in here knows how women should select their lip color? Every woman should choose the color of their lipstick by the size of your lips! Does that surprise you? Women with full lips and women with thin lips should never wear the same shade. Color is a very personal choice. If we tried to customize your color in a group this size we would be here all night. So, here's what we want to do – we want to design a look just for you. If that interests you, and you'd like to see what your very own personal color profile would be, then make a note to yourself, and we can make sure to include that in your follow-up appointment.

In MK, we have a color program called Color 101 (walk through Custom Compact and explain benefits). You get to select all the shades, but the compact is only part of the 101 program (show remaining 101 products and talk about them).

Brushes

The tools you use make ALL the difference in the world. Robert Jones told us he designed this cheek brush, and before listening to him describe the process, I had NO IDEA how much product development and design work went into developing a brush set! Let's talk about this cheek brush. This round head was created to distribute color evenly, and it prevents that racing stripe on the side of your face. This brush was specifically designed to protect YOU from YOU! A customer of mine went home with this brush set a few weeks ago, and she called me the next day with Buyer's Remorse...do you know what that is? She was feeling guilty for spending \$ on a brush set, when she had so many other bills to pay, and she was thinking about returning the brushes to me. I told her to just use them for a few days to help her make a decision, and then she could still return 'em to me at the end of the week if she wanted to. Well, she did call me back at the end of the week, but not to return them. She said it was one of the best purchases she'd ever made, and she easily would have paid double for them!! Now, how many of you in here would like a sale tonight? If you want to take these brushes home with you tonight, then we'll give them to you at \$39 instead of 45, how does that sound?

Read down remainder of Passport Column, lipsticks, etc.

Explain Lip Outliner Pencil

Bronzing Beads

(Ask for volunteer from audience) Would someone like to be a model for us? I need someone to model our bronzing beads, who will be the lucky lady? These bronzing beads are one of our hottest commodities in MK. They come from Italy, and you know, all great things come from Italy. (Swipe brush across forehead, ask if audience can notice. Explain "highlighting bronzing beads" for women of color. Demo hiding goose neck under chin. Jar lasts forever.) The Bronzing Beads are \$18, and if you want them tonight, we'll throw in this retractable brush at a discounted rate of \$7, instead of the original \$10!

Concealer

Our concealer is highly, highly, highly, highly, highly, highly, highly concentrated! A little will go a loooooooooooooooooong way, and this little tube will last your forever. The concealer is opaque, so you can't see through it. Hides freckles. 9.50

Eye Makeup Remover

I want to talk to you for a minute about your eyes. Do you know how important it is to ONLY use products on your eyes that were specifically designed FOR your eyes? I KNOW no one in here uses anything like baby oil or Vaseline on their

eyes, right? Believe it or not, I was at a skin care class several weeks ago where an eye doctor was actually in attendance. She stood up and gave us all a 3 point lecture on why we should never do that:

1. Skin around eyes is only $\frac{1}{4}$ as thick as they skin on the rest of your face (compare eyes and cheeks)
2. Skin around eyes is water-based; skin everywhere else is oil-based
- 3 Skin around your eyes is the only skin on your entire body that isn't attached to muscle...that's why you see it start to sag and bag faster.

So, it really is very, very important to ONLY use products on your eyes that were designed for your eyes. This is the MK oil-free eye makeup remover. Looking at it, it looks like a mixture of oil and water, doesn't it? This is actually silicone in here. The top half removes makeup that's water proof, and the bottom half removes make up that isn't. All you do is shake it up really well, squeeze some onto a cotton swab, and swipe your makeup right off! I LOVE this stuff!

Eye Mask

Alright – if it were possible to be addicted to a skin-care product, this would be mine. For any of you in the room who don't get as much sleep as you should, this product will become your life-saver. Have you ever gone to bed crying before? And when you wake up, your eyes are like completely swollen shut, right?!? Well, I kid you not – if you put a little of this Indulge Soothing Eye Mask on when you wake up the next morning, you can literally stand in the mirror and watch the puffiness go away! You can see it's a clear blue, green gel, and I keep mine in the fridge, so it's nice and cold when I put it on every morning. It is absolutely TO DIE FOR!! By the way, if any of you struggle with sinus problems, you can apply this over your nasal cavities and it will help clear up that congestion in the mornings. AND – Did you know that you can apply this OVER your makeup?!? Let's say that after your long, hard day at work you've got a hot date that you need to spruce up for. You can actually dab this on over your makeup and it will help restore the elasticity to your eyes and perk you right back up!! Now you see why I'm so addicted to this stuff, huh?!?

TimeWise Eye Cream

The last eye product I'm going to share with you is our TimeWise age-fighting eye cream, and it is a brand new products that is absolutely yummy! You've heard me mention TW several times tonight, and it is actually a worldwide patent that MK has on a complex of ingredients that work to fight the aging process. Did you that aging starts at 25? It's all down hill after that, so thank goodness for TimeWise! (Review all TW products – 3:1 Cleanser, Moisturizer, etc.) In a nationwide independent study conducted before this eye cream hit the market, 9 out of 10 women saw DRAMATICALLY younger looking skin around their eyes after using this stuff...AMAZING!!! Regular 26. \$20 tonight only.

Satin Lips

How many of you like to kiss? Ha! Ha! Well, then you are going to LOVE this next item. This is our Satin Lip set. Step 1 is the exfoliating lip mask and step 2 is the balm. Mask – Leave on 2 minutes until dry and then wash off. Use this twice a week – NOT TWICE A DAY – otherwise you will have no lips left! Do you know someone who has “crusty lips”? Yuck! (Point to side of lips) This will help prevent that!

Balm – OOOHHHHH!!! So Smooth! Can I make a suggestion? Go home and try this on your hubby. I am NOT responsible for what happens – ha! Ha! Who wants to kiss those crusty lips with your great new lips, right? J Use the balm all day long – up to 10 hours of moisture.

Hydration Products

And for my GRAND FINALE – let’s talk about hydration! Intense Moisturizing Cream is for dry skin. Oil Free Hydrating Gel is for normal to oily skin. Oil does NOT equal moisture! Stay younger longer! Hydration fights aging! Have you ever been oily and flaky at the same time? Then you will love the purple one! Now, you may be asking yourself – if I already have all of these other products, why would I need EXTRA hydration, right? (Read description from Look book with DICTION!) We sold \$60 million in first 6 weeks of 2004! Regular 30 – tonight \$25.

Raise your hand if you deserve it all? (Go into Roll-Up Bag Close)