

## **“SPA CLASS”**

**Get EXCITED about spa classes. Women are spending big money every week on pampering – they go to the gym, to the hairdresser, to the massage therapist, for manicures and pedicures. Women are into pampering and you have the products for turning their homes into private spas. That’s the idea you want to sell them on. It’s a new era in body care where a woman can have a pleasurable and purposeful body care regimen in her own home.**

**For your displays: Make beautiful eye-appealing displays (what the eye sees, the eye buys!!) of the products. Use cloth, baskets, netting, plants with the following:**

**Raspberries, figs, kiwi, bamboo, macadamia nuts**

**Beautiful soft towel, headband, towel wrap, etc. that you would use at a spa**

**Hostess Robe**

**All products listed under Body Care**

**All products listed under Sun Care**

**Cellu-Shape Products (you might drape a tape measure around these products)**

**Have candles lit and very soft music playing in the background**

**Make tent cards with the name and price on front for guests to see – you may want to put product info on the back of the card for you to use like a flip chart**

**For refreshments:**

**Flavored water (raspberry)**

**Fruits (the same ones as – not the same ones in the display -the display)**

**Script for Spa Class:**

**Thanks so much for coming to our spa class tonight (if you have a hostess, present her with a thank you gift and explain what she is getting for having the class – also have a display of your hostess plan that you use for skin care classes – quickly mention it).**

**Tonight we’re going to have fun learning how to turn your bathroom into your own private spa. I want you to see tonight that you don’t have to go to bath shops in the mall or search online for body products. I have everything you need and I want to be your total face and body consultant.**

**I have two great door prizes to give away tonight (if you have less than 5 people, only give away one) – they are gift certificates that you can use tonight for a 25% percent discount on any of the products that I show tonight. We’re going to play a ticket game. Here’s why we’re playing this game. Research has shown us that Mary Kay is the number one brand of skin care and color combined – actually for 13 of the last 14 years. We’re thrilled about that, but that research also showed us that only one of every ten women uses Mary Kay. So, if we’re number one, why aren’t more women using Mary Kay – it’s because we don’t have enough Mary Kay consultants. I’m looking for women who might like to do what I do. Now, there may or may not be anyone here tonight who is interested. But, even if you’re not, I**

need talent scouts and I value your opinion – that means if you recommend someone to me who is accepted by our company as a working consultant, I would give you \$50 in free products. So, I'm hoping you will consider this for yourself or be a talent scout. We're going to take just about 5 minutes and play a game to give you some information about what I do as a Mary Kay consultant. I'm going to take 8 questions about the Mary Kay opportunity. Every time you ask a question, you will get a ticket for the door prize drawing. Who wants to go first? (This is the same game you play at your skin care classes – if you need more information, contact your sales director). O.k. let's draw from your tickets and give away some door prizes.

Aromatherapy is an ancient art that began in Egypt 5000 years ago. The Egyptians used specific plants for religious rituals, feeling that certain smells could raise a higher consciousness or promote tranquility. Aromatherapy became a natural method to care for the mind, body, and soul.

Research confirms what has been known since the time of Cleopatra – oils, flowers, and plants have the ability to influence our moods and emotions and to stimulate or relax our bodies. Hypocrites was the first to proclaim that a daily aromatic bath and scented massage would promote good health.

During the last two centuries, much more has been discovered about the healing properties of certain oils. Lavender was used during World War I to reduce pain. Lemon, clover, and chamomile were used as disinfectants. Floral remedies have proven successful in alleviation of stress.

We've looked back in history. Now, let's look at today. Today more people are seeking natural ways to promote health and well-being. More women feel the need to reduce stress in their lives. The average woman today is married, has children, and works full time. Leisure is a scarce commodity. Women today deserve a daily spa getaway, if only for a few moments. Tonight we're going to learn how to take a vacation everyday - as well as nurture yourself.

We're going to begin with one of our most popular products – our satin hands pampering set. We begin with just a squirt of the extra emollient night cream in the palm of your hands and then add the satin smoothie hand scrub. You'll love having one of these hand scrubs at your kitchen sink as well as your bathroom sink. It cleanses and exfoliates in one step and leaves your hands feeling smooth and soft instantly. And, you'll love the fresh peach scent. It says hands, but it's a great treatment for feet as well. Now, just mix the two together and give your hands a great massaging treatment. If you have a problem with rough heels, try putting the extra emollient night cream on your feet and sleeping with socks on. You'll be amazed at how much softer they are with one treatment. This set includes a hand cream as well, but we're going to wait on that as you may want to try some of the other lotions tonight. (Take them to the sink to wash their hands)

I am so excited to introduce tonight our newest body care products that introduce a whole new era in body care. These products are enriched with botanical extracts that deliver multiple benefits. The beauty of nature and the wisdom of

ancient traditions combine to give you products that nurture, renew, and awaken. It's about much more than just cleaning and moisturizing the skin.

We have two new collections – the red tea and fig collection and the lotus and bamboo collection. Each collection has a loofah body cleanser. There are tiny bits of natural loofah fiber that remove surface impurities and restore skin to its natural radiance. It's gentle enough to use everyday. The red tea and fig has finely ground macadamia nut plus raspberry and kiwi seeds. The lotus and bamboo features a mineral rich bamboo powder and kiwi seeds.

Then, there is the nourishing body lotion. It's not just about lotion – it's about nourishing the skin. The lotion is lightweight and cooling and contains ingredients that condition the skin and deliver essential nutrients including vitamin E which is a powerful antioxidant.

And, then there is the deo (pronounced day-oh) body spritzer. The spritzer deodorizes the skin to help neutralize odors on contact.

Red Tea and Fig – this set includes red tea, davidsonia plum, lillypilly and lemon aspen and is sweetened with fig notes. This scent surrounds you in warmth.

Lotus and Bamboo - this set is inspired by the blue lotus flower and majestic bamboo. It is a clean, crisp scent.

So, when do you use them? Of course, anytime you want to. However, if you want to use scents as they are designed to be used, you might want to use lotus and bamboo in the morning to awaken your senses and then use red tea and fig in the evening to surround you with warmth and induce relaxation.

Each set sells for \$50.

Now that we have nurtured, renewed, and awakened, let me show another of very exciting products – have you heard about our timewise cellu-shape contouring system. This product is for anyone who wants to reduce the amount of visible cellulite on her body. Would that be anyone in this group? That's what I thought so let's get right to it. 7 out of 10 women had less visible cellulite and lost up to one half inch on each thigh. Now, that's dramatic. But, that's not all – after only 12 weeks, 81% of the women in the test reported firmer skin; 70% reported skin with greater elasticity; and 100% of the women tested had smoother skin. I have to tell you that we at Mary Kay are screaming excited about those results.

With this system, you can fight cellulite 24 hours a day. Start with the daytime body moisturizer with a supercharged formula that stimulates cellular activity, increasing the skin's hydration level and toning and firming. At night, use the body gel to complete the firming and toning and strengthen the skin's support system in problem areas so the visible signs of cellulite are minimized. The nighttime product also moisturizes.

Our cellu-shape system retails for \$55.

We certainly can't leave body care without talking for just a minute about our sun protection products. We are so excited about these new products that are recommended by the skin cancer foundation. First is the lip protector with spf of 15. This little stick packs a lot of protection. It protects the lips as well as providing

moisture. It is waterproof and you can use it alone or under lipstick or lip gloss. It retails for \$7.50

Next is the SPF 30 Sunscreen. This is a lightweight, oil free sunscreen for face or body. It provides UVA and UVB protection. It's waterproof and sweat-resistant for up to 80 minutes. It retails for \$14.

And, then, a brand new product to our line that we are so excited about – the After Sun Replenishing Gel. It's an ultralight, cool blue gel that is formulated with botanical extracts rich in soothing antioxidants. It absorbs quickly leaving the skin feeling hydrated, smooth and refreshed. This incredible product retails for \$12.

Let me show you what I call our “summer set”. This set appeals to the woman on the go or the woman who is spending her summer running after kids and has very little time for herself. The “summer set” includes our sun products, our facial cleansing cloths, and our tinted moisture. This set sells for \$63.50.

And, of course, we can't leave sun products without our sunless tanning lotion for those who want a little color but just don't have time for sun. Our sunless tanning lotion sells for \$10.

There are three other products that you just HAVE TO see – our energizing lotion for feet and legs. This is the greatest product when you've been on your feet all day working or shopping. And, you can even apply it right on top of pantyhose. It's great to keep in your desk at work and is only \$10.

Then, if you just want a general lotion for hydrating up to 10 hours, you'll love the hydrating lotion for \$14.

One of my favorite products is our 2 in 1 body wash and shave. It's a great body wash and you can shave your legs with it. It retails for \$14.

As you can see, we truly have something for everyone. In fact, I think EVERYONE will want each of these body products. Your body deserves to be totally pampered and to receive some pampering every time you step into your bath, every time you get ready for a full day, and every time you crawl into bed at the end of the day.

I'd like to give you a few extra tips for getting the most from your products. Fragrance layering with products in the same scent extends the life of the fragrance without making it smell stronger. When you use one of our new body care collections as your body cleanser, then follow the lotion, and follow that with the body spritzer, you are layering the fragrance. Have you ever noticed that your fragrance only lasts about 4 – 5 hours? When you layer, once the top layer wears off, it allows the next layer to come through. So, you're extending the life of the fragrance.

Store your deo spritzer in the refrigerator for a cool spray mist.

Spray the mist on a light bulb before turning it on – you might like to do this to create an aura of a spa in your bathroom or on the bedside table before going to bed.

**When testing a fragrance, don't rub your wrists together – this disrupts the delicate balance of the scent.**

**Remember that all these products make great gifts for others as well as treats for yourself. I hope you see that I can provide a complete care of body products as well as helping you create your own daily spa experience. I want to be your body care source as well as your gift buying source.**

**I'd love to help you put together spa sets for your particular needs and I'd love to schedule a class with you and your friends. (Right now, we are entering models in a Makeover Search where four winners will win a trip to New York, a makeover from a professional makeup artist, be featured in our Look Book, and receive a \$500 shopping spree – it could be you – be sure to ask me about scheduling your makeover for the entry).**

**\* This is the “spa class” that we will use as part of the Seminar Idol program. You will also use this class if you have preferred hostesses working through the Mary Kay Idol program for hostesses. At the spa class, you have three goals – sell product, book future classes, and do recruit layering. Be sure that you talk about all three during your presentation. Actually demoing spa products during the class is up to you – I would recommend that you take one of each product that will be shown and use it for demo. I would let them squirt any of these and use them.**