

# Glass Skin Facial Outline

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## Welcome & Introduction

### 1. Get to Know Your Guest

**Say:** “Hi! I’m so glad you’re here today. Before we get started, what’s your **name**, and what would you say is your **number one skin concern** right now?”

### 2. Set the Expectation

**Say:** “Today we’re doing a **Glass Skin Facial**, which focuses on **deep hydration, anti-aging benefits**, and an overall **healthy glow**.”

### 3. Product Overview

**Say:** “The products we’re using today are **advanced anti-aging** and are approved for **very sensitive skin**, including **eczema, rosacea, and psoriasis**.”

### 4. Company Values

**Say:** “We do not **test on animals**, and we are **landfill-free**. If you ever receive a Mary Kay box with **packing peanuts**, you can put them in the sink, turn on the water, and watch them **dissolve!**”

### 5. The Company

**Say:** “Mary Kay has been around for **62 years** and has been the **#1 skincare and color cosmetics brand in the world** for the past three years!”

### 6. Mary Kay Mission

**Say:** “Mary Kay stands on two major missions: **finding a cure for women’s cancers** and **ending domestic violence**. Every purchase helps support these causes through the **Mary Kay Ash Foundation**, which has raised over **\$100 million** for cancer research and local domestic violence shelters - so thank you!”

### 7. Anti-Aging Education (Interactive Q&A)

**Ask Guests:** “**What age** should we **start anti-aging** skincare?”

**Answer:** “**16!** Even though your mom may look amazing and your grandma looks awesome, our skin is **impacted daily** by **ozone depletion** and **environmental exposure** - things like **dirt, tar, pollution**, and even **pet and human dander** - gross right?”

**Say:** “Alright, let’s get started!”

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## **Micellar Water**

**Say:** “We’ll use Micellar Water which is perfect for **busy mornings, gym bags, or travel** because it’s a gentle, no-rinse formula. It attracts **dirt, oil, and impurities** like a **magnet, breaks down makeup**, and **preps** your skin for a **deeper cleanse.**”

**Application:** “Apply to a cotton round and gently sweep over the face, avoiding the eye area.”

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## **TimeWise Repair Foaming Cleanser**

**Application:** “Lightly dampen your skin. Take the cleanser from **bubble number one** and **massage in circles, going up and out, avoiding your eyes.**”

**Education:** “This **moisture-rich, age-defying cleanser** washes away impurities while keeping skin **soft, smooth, and hydrated.**”

**Say:** “The entire **TimeWise Repair** line uses **plant stem cell technology** to help **restore the skin’s natural structure** — **improving firmness, volume, and reducing deep lines and wrinkles.**”

**Ask Guests:** “When we’re removing our products, which direction should we go?”

**Answer:** “**Up and out**, to help **fight gravity** and support **firmer-looking skin.**”

*(Give them a warm wash cloth to take off their cleanser.)*

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## **Charcoal Mask**

**Application:** “Next, go ahead and grab your **flat mask applicator**. The nice thing is, all of our **brushes come with a lifetime guarantee!**”

**Say:** “This is our **Charcoal Mask** — it acts like a **magnet to unclog pores, reduces shine**, and helps skin look **clearer**. The **activated charcoal and clays** work together to **draw out impurities** and **absorb excess oil**. You can use this **once a week all over** or as a **spot treatment** for blemishes.”

**Education:** “The **main ingredients** are **rosemary**, which **detoxifies** the skin; **honeysuckle oil**, which **soothes** and allows the mask to **rinse off** (not peel-off — please don’t use those!); and **navy bean**, one of over **1,500 patented ingredients**, which targets **dark spots, discoloration, acne, and sun damage**, making it great for **rosacea**.”

*(Collect brushes and washcloths, and have guests flip their mirrors over.)*

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## **Commercial Break (While Mask Dries)**

**Say:** “**At home** we would leave this on for about **20 minutes**, we won’t do that today for time, but go ahead and **grab your profile** that you filled out at the beginning! I want to **share** with you some more about Mary Kay.

### **Six Qualities**

**Say:** “It’s estimated that over **50% of women** have considered a side hustle. Women make up the **majority of those who currently own a side hustle!** So while your masks are drying, here’s a quick **commercial break**. When we look for someone who might be successful in a side hustle like Mary Kay, these are the **top six characteristics!** Keep these qualities in mind as we go through today — you might **recognize some of them in yourself!** Write these down as I share! The first is ...”

*(Read and briefly explain each of the six qualities. Feel free to add more of your personal stories into these.)*

### **Engagement Activity**

**Say:** “Put on your **pretend hat** real quick. For some **tickets**, go ahead and **ask me anything about the business!** If I don’t know it, I will find out the answer for you! But no product questions, just business! **If you were interested in something like this, what questions would you have?**”

*(Make sure to address startup cost if no one asks.)*

### **Interest Levels**

**Say:** “In the top right-hand corner of your profile sheet, circle one of these options. Here’s what each one stands for:

- **C:** I love the charcoal mask, but I'm only interested in being a client.
  - **B:** I don't know about parties and things, but I could see myself being a brand ambassador with a shopping link.
  - **A:** Absolutely! I've been looking, praying, searching for a flexible way to make money, and this sounds right up my alley!"
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## Satin Lips

**Say/Application:** "Real quick, **let's take care of our lips.** Your **Satin Lip Scrub** is in the **upper right-hand corner** of your tray. **Gently rub the scrub on your lips in small circles.** Lips don't naturally exfoliate, so this helps **smooth and soften them."**

**Education:** "It uses **sugar crystals** to gently exfoliate, while **shea butter and sunflower oil** help **condition and moisturize.** I recommend using it **once or twice a week** to prep your lips."

*(Hand out washcloths and have guests remove the charcoal mask and lip scrub.)*

**Say/Application:**

"Now that your lips are exfoliated, apply **Satin Lip Balm** to **lock in hydration.** It's made with **shea and jojoba butter,** plus **Vitamins A and E,** to **moisturize and protect for up to six hours.** Unlike products with **camphor** that can dry lips out, this balm is designed to **hydrate and protect."**

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## Facial Peel

**Say:** "Next, we're going to use the **facial peel.** It's one of the only **in-home peels** that exfoliates your skin for a **brighter, smoother complexion."**

**Application:** "Use a **clean mask applicator** to apply evenly to your face, avoiding the **eye area."**

**Education:** "This peel contains **glycolic acid,** which helps **remove dead skin cells,** allowing your **foundation** to lay more smoothly, reveals **brighter, more radiant skin,** and targets **deep lines and wrinkles.** You may feel a **tingling sensation** — that's completely normal."

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## Microdermabrasion (Back of Hand)

**Say:** “While your peel is on, I’m going to have you try **Microderm Step 1** on the top of your hand. It’s an **exfoliant** that helps with **blackheads, whiteheads, and large pores.**”

**Application:** “Apply a **small amount** to the back of your hand, then **remove both the peel and microderm** with a washcloth.”

**Education:** “We only want to **exfoliate 1–2 times per week on non-consecutive days**. **Microdermabrasion** can be **rotated with other exfoliating products** so you get the **benefits of each.**”

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## Lifting Serum

**Say:** “From here on out, everything we **apply will stay on your skin!** We’re using the **Lifting Serum** — this helps your skin look **firmer, lifted,** and more **youthful.**”

**Application:** “Apply **from the neck upward.**”

**Education:** “Men tend to **age more gracefully here** because they **exfoliate when they shave** — so lifting serum is especially important for this area. It improves **skin resilience** and gives **instant hydration.**”

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## TimeWise Repair Day Cream SPF 30

**Say:** “Next, we’re going to add **hydration** and **protect our skin for the day** with your **day cream.**”

**Application:** “Apply evenly to your skin going up and out, avoiding the eye area.”

**Education/Say:** “This **oil-free cream** moisturizes **for 12 hours, evens skin tone,** and has **SPF 30** to **protect your skin** — one thing to note is that **higher SPF isn’t always better**; ideally, use up to 35 on your face and up to 50 on your body.”

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## TimeWise Repair Night Cream (Education Only)

**Education/Say:** “We’re not trying this one today since it’s meant for **nighttime use**, but it contains **encapsulated retinol** which is a great way to start adding **retinol** into your skincare routine without needing an extra product. Plus, it helps your skin stay **hydrated overnight**.”

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## Oil-Free Eye Makeup Remover (Education Only)

**Education/Say:** “We won’t be trying this today, but it’s designed to **remove eye makeup** (even waterproof!) gently. It’s a **two-part product** that cleanses and conditions the eye area and lashes and it’s safe for **contact lens wearers** and **ophthalmology approved**. Featured in multiple magazines and blogs as a **Best Beauty Buy**, it also helps kill bacteria that can cause pink eye, styes, and mites. Just a heads-up — it contains a hair growth ingredient, so it shouldn’t be used on the face.”

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## TimeWise Repair Eye Renewal Cream

**Ask Guests:** “How many layers of skin do we have around our eyes?”

**Answer:** “**Three!** That’s why we want to be **very gentle** in this area.”

**Application:** Use your **ring finger** and **gently pat** the cream around the **orbital bone**.

**Education / Say:** “This **eye cream** contains **plant stem cells** and peptides to target **wrinkles, sagging, puffiness, dark circles, and crepiness**. It **moisturizes for 12 hours**, helps **firm and lift delicate skin**, and the **metal tip gently massages** and **cools** the area to reduce puffiness and **stimulate circulation**.”

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## Foundation Primer

**Say:** “Probably one of the biggest misconceptions in skincare is **foundation** — we do want a **layer of protection** between you and the environment! First, we’ll use a **primer.**”

**Application:** Apply to your **forehead, nose, cheeks, and chin.** Gently **sweep it across your skin** and **press it in.**

**Education/Say:** “Primer helps **extend the wear of your products,** lets you use **less foundation,** and creates a **smooth base.** Think of it like **painting a room:** you always put **primer on first.** It’s going to **absorb oil,** contains **SPF 15,** and also helps **reduce the appearance of pores, fine lines, wrinkles, and other imperfections!**

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## Under-Eye Corrector

**Say:** “Let’s talk about under-eye **discoloration.** Many of us deal with **dark circles** and instead of piling on concealer, we want to **correct the color.** We’re not trying to hide our eyes — we’re **highlighting** them!”

**Application:** “Use your **ring finger** and **dab a small amount** on the **inner and outer corners** of your eyes.”

**Education:** “It **brightens the area instantly** and over time, while **nourishing** skin with **licorice extract, vitamin E,** and **glycerin.**

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## CC Cream

**Say:** “Now we’ll all experience **CC Cream.** It’s a **lightweight formula** with **eight benefits in one bottle,** perfect for a **natural, all-year-round finish.**”

**Education:** “CC Cream **brightens, conceals imperfections, reduces redness, hydrates, minimizes fine lines and pores, protects with SPF,** and **defends against free radicals.** It **adjusts with your skin tone,** so no summer or winter shades. Using a clean **brush** gives the **best results.**”

**Application:** Use a **brush** to gently **apply evenly across the face** and **blend.**

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## Closing & Specials

**Say:** “Let’s go over your **Deals of the Day!** Go ahead and flip over your laminated sheet.”

*(Go through each set with them as a group and remind them what they tried in their trays.)*

## Legacy Leaders (Referrals)

**Say:** “Okay, before we take the mask off, this is really fun! While I clean up, we’re going to have a chance for a prize! Pull out your phones! On your paper, you have a section for **Legacy Leaders:** women in your life who make a difference. Think about **a friend who couldn’t make it today, a neighbor who’s always helping, a teacher, a new mom, a coach, a positive coworker, or even your kid’s friend’s mom.** These are women who are influential, giving, and inspiring, and we want to gift them some **pampering!** For every person you put down, you’ll get a **ticket.** And your legacy leaders will get a **pampering session and gift card from you!** So fun! The person with the **most tickets** when my timer goes off will receive a **gift!** Ready, set, GO!!!!”

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## Individual Close