

# Skin Care 101 Class Outline

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## Satin Hands

**Say:** “Before we start on our face, let’s take care of our hands. This is a little pampering and I love how you feel the results instantly — hands feel softer, smoother, moisturized, and just healthier overall!”

### Application:

- “Step 1: Apply **Hand Softener** to fill in dry cracks and prep the skin by supporting the skin barrier and sealing in moisture.
- Step 2: Massage **Hand Scrub** (sugar-based) to exfoliate dead skin. Rinse off and dry.
- Step 3: Apply **Hand Cream** to lock in hydration with shea butter. It moisturizes for up to 24 hours and absorbs quickly”

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## Welcome & Introductions

### 1. Get to Know Your Guests

**Say:** “Hi! My name is \_\_\_\_\_ and 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 Expectations of the Session

**Say:** “Okay, so today you’re going to be trying our **TimeWise anti-aging** products — but don’t worry, I don’t use all of this every single day! Today is going to be **really fun**, and you’re going to **learn a lot**. How this works is we’ll go through each bubble together. While your **charcoal mask** is drying, I’ll share a little more about **Mary Kay and my story**. Then at the end everyone will get a **perfect foundation match**, I’ll show you some **steals and deals of the day**, and before you know it... we’ll be all wrapped up! Sound good?”

### 3. Ticket Game

**Say:** “Everyone starts with **one ticket** — and yes, you are all officially in competition for a **door prize**! So you’ll want to collect as many tickets as possible. Go ahead and put your **first name** on each ticket. You earn tickets by **talking to me, answering questions, participating**, and yes... **laughing at my jokes** helps too!”

#### 4. 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!”

#### 5. 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!**”

#### 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. Product Lines & Anti-Aging Education

**Say:** “We’re **paraben-free, cruelty-free, landfill-free, and fragrance-free**, and safe for **sensitive skin**. We offer **multiple skincare lines designed for your specific needs**, including **Clear Proof for acne, MK Skin Care for simple, non-anti-aging routines, Men’s skin care, and TimeWise Repair for advanced anti-aging**. Today, you’ll experience the **TimeWise Miracle** regimen and a few other supplements.”

**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?”

**Ask Guests:** “**Where do most skin issues** come from?”

**Answer:** “**20%** comes from the **natural aging process** but **80%** comes from **lifestyle & environmental exposure!**”

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#### Micellar Water

**Say:** “Starting off 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 4-in-1 Cleanser**

**Ask Guests:** “When do most people skip washing their face, morning or night?”

**Answer:** “Most people skip at night, and **even one missed night speeds up aging** but it’s **best to cleanse both** morning and night!”

**Application:** “Lightly dampen your skin. Take the cleanser from **bubble #1** & **gently** work it into your skin in small circles, **going up and out, avoiding your eyes.**”

**Say:** “This is your 4-in-1 anti-aging cleanser: it gently **cleanses, masks, tones, and brightens.** It’s skin specific so if your cleanser is **clear**, it’s for **combination to oily skin**; if it’s **cream-based**, it’s for **normal to dry skin!**”

**Education:** “It is powered by the **TimeWise 3D Complex**, which provides **antioxidants** to fight **environmental damage**, **brightening** ingredients like **Vitamin B3** and **encapsulated resveratrol** to **even skin tone**, and **age-defying peptides** to **support collagen, improve firmness, and reduce the look of fine lines.**”

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

**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.**”

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## **Microdermabrasion – Step One: Refine**

**Application:** “Start by getting the **right side of your face damp** - don’t worry, we won’t leave you lopsided! Scoop up **half of bubble #2 (Micro Refine)** and gently massage in **small circles.** It may feel slightly rough; feel free to **add more water.**”

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

**Answer:** “We have **7 layers!** This exfoliator reaches down to the layers where **blackheads, whiteheads, and large pores form.**”

**Education:** “This is a **luxury, specialty-grade exfoliator** - the same type used in **spas and dermatologists’ offices**. It **smooths skin**, reduces the appearance of **fine lines**, and helps other products **absorb better**. It’s made with **spherical crystals** so it won’t leave you with **microscopic cuts** which is common with other exfoliators. You can use this once or twice a week!

*(Have them remove thoroughly with their washcloth, then look in their mirror to see the difference on each side of their face and repeat on the left side.)*

**Say:** “Today we’re doing a **multi-mask**, meaning a couple of exfoliants back to back. If your skin is **sensitive**, you would use these products on **different nights**, like one on Sunday and another on Thursday for example.”

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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 our over **1,500 patented ingredients**, which targets **dark spots, discoloration, acne, and sun damage**, making it great for **rosacea**.”

*(Collect mask applicators and washcloths, and have guests flip their mirrors.)*

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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 story 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!”

## Second Appointment

**Say:** “Part of your package is that you’re all invited back for a **second appointment!** Go ahead and mark which one you’d **love** to do next, whether it's more **skincare**, maybe some **makeup** or **head to toe** which is like body care and more!”

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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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## **Microdermabrasion - Step 2: Pore Minimizer**

**Say:** "From here on out, everything we apply will stay on your skin. We're using the second step of Microdermabrasion, **Pore Minimizer.**"

**Application:** "Smooth the serum evenly over your face. If your cheeks are rosy, it's best to use microderm at night."

**Education:** "This nourishing serum **soothes and reduces redness** while **helping enlarged pores look tighter over time**. Yes, you can use this step daily! This step is key because refined pores make your skin look **smoother** and help the rest of your products absorb better, so your skin gets the full benefits of your routine."

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## **Serum C+E**

**Say:** "Next, we're going to use **Serum C+E** - your antioxidant powerhouse. If you're over 30, use it morning and night; under 30, just at night is fine. This serum is designed to **brighten, firm, and protect** your skin."

**Application:** "Gently smooth onto your face and neck going up and out."

**Education:** “This serum is packed with **Vitamin C and Vitamin E**, which fight free radicals and helps your skin look brighter and firmer. It’s a **collagen-boosting product** - think lift, tuck, and suck. It’s like 'Spanx for your face'! Collagen production naturally slows after age 21, and our bodies can’t store Vitamin C, so this serum delivers the **highest level of Vitamin C without a prescription**. It also contains **patented Navy Bean Extract**, which helps reduce the look of dark spots and uneven skin tone.”

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## **Antioxidant Moisturizer**

**Say:** “Okay we’re back to being skin specific!. Next, we’re going to hydrate our skin with our **TimeWise Antioxidant Moisturizer**. It’s lightweight, absorbs quickly, and keeps your skin feeling soft and smooth.”

**Application:** “Apply and smooth on your face and neck.”

**Education:** “This moisturizer delivers up to **12 hours of hydration**, helping prevent one of the fastest causes of premature aging: dryness. It’s packed with antioxidants to fight free radicals and boost firmness.

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## **Daytime Defender SPF 30**

**Say:** “Now it’s time to **protect** our skin with **Daytime Defender SPF 30**. This should be the last step in your morning routine - we want our SPF on the **top** layer of our skincare!”

**Application:** “Apply evenly over your face and neck **after** your moisturizer.”

**Ask Guests:** “Do you know why more and more skin cancers show up on the left side of our faces?”

**Answer:** “Driving!”

**Education:** “Daytime Defender protects your skin from environmental stressors like **UVA and UVB rays, pollution, and weather**, which are some of the fastest causes of premature aging. It contains **prickly pear extract** to strengthen your **moisture barrier**, keeping good things in and bad things out. Used with the

Antioxidant Moisturizer, it gives another boost of the **TimeWise 3D Complex** to fight free radicals, even skin tone, and improve resilience. This formula also is **quick-absorbing** and helps **fade visible lines.**”

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## **Nighttime Recovery (Education Only)**

**Education/Say:** “Today, I’m going to have you try **Nighttime Recovery** on the top of your hand since it’s usually used at night and **before your moisturizer**. This nourishing formula is designed to **replenish what your skin loses during the day**. The **adorable NutriBeads burst** with every pump to release **resveratrol** and **vitamins** that calm and soothe while helping **soften the appearance of expression lines and wrinkles**. It’s a gentle, yet powerful step to wake up to healthier and more radiant skin.”

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

**Education/Say:** “We won’t be trying this one 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 Eye 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.”

**Say:** “Next, we’re going to focus on the **delicate** skin around your eyes with TimeWise Eye Cream. This is the **second most important step** in your skincare routine and should be used **morning and night.**”

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

**Education:** “This eye cream is specially formulated to **firm, brighten, tone, and moisturize**, helping fight dark circles and puffiness. With **12 hours of moisturization**, your eyes will look more well-rested and revitalized, and it absorbs quickly so you can apply makeup right away.”

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## Foundation Primer

**Ask:** “Do you think foundation is makeup?”

**Answer:** “For most brands, yes - because it can clog your pores. But ours will not clog your pores and it actually **protects** your skin rather than harming it.”

**Say:** “Probably one of the biggest misconceptions in skincare is **foundation** — we do want a **layer of protection** between you and the environment! But first we want to **prepare** with a **primer**.”

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

**Education:** ““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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## Foundation

**Say:** “Think of a foundation like a **windshield for your face** - it’s really part of your **skincare** routine because it **shields your pores** from environmental stressors.”

**Educate:** “We offer **four different formulas**, so you can choose the finish and coverage you love most. Always **apply with a clean brush**, not your fingers or a sponge, to keep things sanitary and protect your skin.”

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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 & remind them what they tried in their trays.)*

## Top 5 and Wishlist

**Say:** “Okay real quick, on the bottom of your profile, write down your **top 5 fav sets!**

Now who would love to have your skincare or makeup wishlist for you? Think about **the gift-givers in your life.** This helps me make sure you get exactly what you want for birthdays, holidays, or ‘just because’ gifts. Go ahead and write them down! “

## 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