



MK Lip Bar Instructions

What you need:

Trays, plastic tray liners, cotton rounds 11 for each guest (buy at the Dollar Store), oil free eye makeup remover, lipsticks (I recommend buying the full size tubes, one of each color), lip color applicators (section 2) I have tried q-tips: it's not pretty, sample lip liners (in light, medium, and dark nude one of each color for each guest), satin lips set, timewise lip primer, a pen, lip bar sheet, and a MK disposable facial cloth. *** Tip Time - Use a label maker to label each tube with the name of the shade***

Set Up:

I have the Lip Sticks in a lip tray by me at the end of the table. I use the MK placemat that comes in the starter kit, with the tray in the center, 11 cotton rounds to the right of the tray sitting on top of the facial cloth, a pen at the top of the tray. Put the lip liners to the left of the tray/or in the area that foundation goes in the tray liner. In well #1 on the tray liner put satin lip sugar scrub. In well #2 put in satin lip balm.

Procedure:

Welcome guest, thank the hostess, talk about Mary Kay Ash, share the Pink Changing Lives and Pink doing Green info, talk about The Mary Kay Opportunity, share your I-Story, share what you offer your customers (Flip Chart pgs 4-15).

Explain that they will get to try 12 BRAND NEW lipstick colors. They will also get a lip pampering session (Satin Lips), and learn how to apply a lip liner and pair it with complimentary lip shades. There will also be a chance to get the products that are tried tonight for a special price. Encourage them to take notes (pass out the Lip Bar sheet & have them WRITE THEIR NAME on it!) Walk them through the sheet and explain the graphics.

Time to play: Satin Lips Sugar Scrub is the first product they apply. Let that sit for a few minutes while you introduce it and explain the benefits of the product. (Have the hostess wet facial clothes during this time). Have the guests fill out a customer profile card while the sugar scrub is on their lips. That way you will have their skin care needs when you go to close them and book them for a skincare appointment. Wipe the sugar scrub off with the facial cloth. Apply the lip balm share product info. Intro the Lip Primer and share product knowledge. Use a lip applicator to apply the lip primer. Intro Lip liner and share product knowledge. ***Tip Time*** I always start with the light nude liner and the lightest lip shades (applying color from the tube onto the lip applicator) and work my way to the darkest!!!!

I also use a few drops of the eye makeup remover to quickly remove each lip shade after they mark their feedback on the Lip Bar sheet. You are going to do this until you go through every color. They only try the Satin Lips set and the Lip Primer 1 time. They can line each time they try a color or not... it's their preference but I only give them 1 sample of each liner. Encourage feedback at the table...if someone is hesitant to try a shade I always tell them its not a tattoo we can wipe it right off! Once you go through all the shades give them a choice of lip gloss, Golden or Fancy Nancy (again I use the full size product) and put a tad on their tray insert. Share product knowledge and share how the lip gloss can really change the look of your lipstick shade.

Be sure to play the Fabulous Game or have them write the names of 5 friends that they think would enjoy attending a future Lip Bar. On the back of the Lip Bar sheet.

Closing time: Review the special of the day! Remind them to bring their Lip Bar sheet with them to chat with you. Do an individual close and be sure to book them for a skin care appointment and share your hostess plan. Also, share marking info with your sparkler at the event and book a time to meet with her!

Lip Shade with liner recommendations for Lip Bar:

Naturally Buff ~ Light Nude

Luminous Lilac ~ Light Nude

Sunset Peach ~Light Nude

Love Me Pink ~ Light Nude

Raspberry Ice ~ Medium Nude

Rosewood ~ Medium Nude

Apple Berry ~ Medium Nude

Spiced Ginger ~ Medium Nude

Haute Pink ~Deep Nude

Red Smolder ~Deep Nude

Scarlet Red ~Deep Nude

Berry Couture ~Deep Nude

