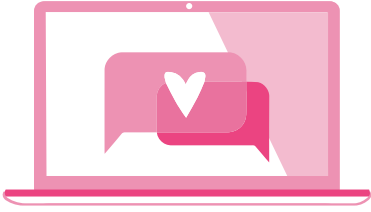


DIGITAL MICROGUIDE & SCRIPTS

Standout Smoky Eye Beauty Moments



Welcome to the Digital Microguide & Scripts – a step-by-step guide for how to host the perfect *Standout Smoky Eye* party, digitally! This party format is perfect for those customers who have already purchased their very own *Standout Smoky Eye* Beauty Moment. She can host a Digital Beauty Moments party by inviting her friends, and you can offer her hostess rewards!

BEFORE THE PARTY

- Determine if your guests have a warm or cool undertone before getting started. If they have a warm undertone, the Smoky Gold palette will look amazing on them. If they have a cool undertone, the Smoky Silver palette is for them! But don't feel limited by undertone, find out what shades they prefer, with these perfectly curated kits, she will look incredible!

Tip

The skin's undertone is the colour underneath the surface. Cool undertones are pink, red or bluish and the warm undertones are yellow, peachy, or golden.

- Ship your hostess her Beauty Moments *Standout Smoky Eye* kit. Ensure you factor in shipping time, so she receives her purchase prior to your digital party.
- Schedule your digital party through Zoom or the digital conference platform you prefer. Send the meeting link to your host and let her know that her order is on the way. You can also host a video party in Messenger by creating a group chat with all your guests.

Tip

Make your customers feel important! Always invite guests with personal messages before sending the group event invitation.

- Ask your hostess to send a personal invitation to her guests. It's best if the initial contact comes from someone they know.
- Rehearse the script before the party to get comfortable with the content.
- Prepare the products and brushes you will use during your demo. This way, everything will be ready and easily accessible for your live demos.
- Log on 5 to 10 minutes early to make sure that your video and sound are working.
- You'll want to be the first one in your digital party so you can welcome guests as they join in.

Tip

Send a friendly reminder by voice message or video to all the guests the day before the party.

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DURING THE PARTY

Let the fun begin! Remember, your digital party should be conducted like an in-person Beauty Moment Party. **1 Topic + 2 or More Guests + 30 Minutes + YOU!**

- As your guests join your digital *Standout Smoky Eye* party, greet each woman with a smile and use her name as you say, “[GUEST NAME], it’s so nice to see you!”
- **5 Minutes:** Give your guests a quick overview of this season’s Beauty Moment, the *Standout Smoky Eye*. Explain that this stunning look is easily achievable with the right products in just a few easy-to-learn steps.
- **15 Minutes:** Once you’ve determined your guests’ colour preference and/or undertones, go ahead and begin the demonstration for the perfect *Standout Smoky Eye*!
 - 2 Minutes: Begin by showing your guests the “How to Achieve the Perfect *Standout Smoky Eye* Video”
 - 4 Minutes: Chromafusion™ Eye Shadow application and blending.
 - 2 Minutes: Mary Kay® Eye Liner application and blending.
 - 2 Minutes: Mary Kay® Mascara and Brow application.
 - 2 Minutes: Demonstrate the application and benefits of the Mary Kay® Makeup Finishing spray
 - 3 Minutes: Trivia questions or prizes
- **5 Minutes:** Take “after” pictures to see how gorgeous this look really is. We encourage you to take selfies and post them on social media (with permission). Ask your hostess to tag you and use these hashtags: #MKBeautyMoments #SmokyEye #StandoutSmokyEye.
- **5 Minutes:** Invite your guests to host their own Digital Beauty Moments party with their friends to take advantage of hostess rewards.

Tip

If you are hosting a Zoom Beauty Moments party, you can record the party (**ask for their permission in advance**) and send all the guests the recording as a reminder of the application steps.

Beauty Moments Script

As you know, Mary Kay is known for having innovative skin care products, but we also have high-quality colour products! Today, I'm going to show you how to achieve the perfect *Standout Smoky Eye*.

The Smoky Eye has become a staple, go-to eye look – and it's not going anywhere! This stunning look is so diverse, you can truly make it your own in just a few easy-to-learn steps!

Plus, you can take your *Standout Smoky Eye* from day to night by simply increasing the smokiness and intensity when applying Chromafusion™ Eye Shadow! Today we're going to focus on an everyday, *Standout Smoky Eye*. Some of you might have heard of or experienced Mary Kay Chromafusion® Matrix Technology. For those who haven't, **Mary Kay Chromafusion®** elevates pure colour radiance while giving you all-day colour clarity! Plus, it's lightweight and truly "life-proof"! We'll be using Mary Kay Chromafusion® Eye Shadow to achieve this smoky eye.

Throughout the demo, describe each step, demonstrate it, and then have your hostess follow your instructions. Repeat the instructions after you demonstrate each step to reinforce the techniques for your guests.

Now, for each eye shadow step, I'll explain the technique, demonstrate it on myself, and then have you try it!

Doesn't that seem easy? I can't wait to see how gorgeous you look with it. How about we take photos prior to application so we can see how stunning this finished look is?

(Take "before" photos.)

Great! Now, let's get started!

First, apply the highlight shade (**Gold Status/ Smoky Quartz**) on the brow bones and to the inner corner of the eyes with the **Mary Kay® Eye Smudger Brush**.

Next, sweep your base shade (**Shiny Penny/ Granite**) on the lids with the **Mary Kay® All-Over Eye Shadow Brush** and apply along the lower lashlines with the Mary Kay® Eye Smudger Brush.

Now, let's apply the second base shade (**Burnished Bronze/ Cashmere Haze**) to the creases with the Mary Kay® Eye Crease Brush.

Layer the enhanced shade (**Rustic/ Onyx**) along the lashlines with the Mary Kay® Eye Smudger Brush to create depth. It really is so simple, right?

Let's go ahead and take our **Mary Kay® Eye Liner in MK Black** and draw along the top and bottom lashline and smudge edges with Mary Kay® Eye Smudger Brush to soften.

Apply two coats of your favourite Mary Kay® mascara to complete the eye look. My favourite is the Mary Kay® [mascara name].

Now, finish the look with your favourite **Mary Kay Lipstick or Lip Gloss!** Voila!

Tip

Make your *Standout Smoky Eye* last even longer with Mary Kay® Eye Primer – a waterproof formula that glides on smoothly to extend the wear of eye colour and prevent it from creasing and smudging.

Beauty Moments Script

Last but not least, I want to demo our **Makeup Finishing Spray** to extend the wear of your *Standout Smoky Eye*. This finishing spray is amazing for any skin type, even oily skin, and it can extend your look for up to 16 hours! Plus, it dries quickly, and never feels sticky. How great is that?!

Now, it's time for my favourite part of the party — taking selfies! When you post your pictures on social media, tag me at [INSTAGRAM NAME] or [FACEBOOK PAGE] and use the hashtags #MKBeautyMoments #SmokyEye and #StandoutSmokyEye so I can see your pretty faces!

Spend a few minutes taking and posting selfies.

I hope you all enjoyed this Beauty Moment as much as I did.

Choose one or more of these closing questions to transition into asking for the sale.

How easy was this look to achieve? What do you like the most? Are you satisfied with your foundation shade? Our TimeWise™ 3D Foundations are so amazing and also have skin-benefitting ingredients!

Starting a conversation and asking for “the sell” can be difficult, but just remember that one conversation can change everything! Follow these scripts to start that conversation with a customer you know will love this season's Beauty Moments, Standout Smoky Eye and the rest will come easily!