



# NO TRICKS



# TREAT yourself to SALES!



Grow your business and increase your sales with these ideas!

## BOO-TIFUL BASH

Invite Guests to come experience the **DARK SIDE** & Try our Charcoal Mask!!

## MA-SCARE-A PARTY

Offer your customers a **FREE MASCARA** when they book a party or event with you.

## COSMETIC GRAVEYARD

Host a Cosmetic Graveyard Event! Invite Guests to **BURY** their old cosmetics and in return they will **RECEIVE A % OFF** a MK item.

## HOST A HALLOWEEN HAUNTED OPEN HOUSE

Host an open house and offer makeovers and free samples! Offer a **FREE PRODUCT** to those that bring a friend and special discounts to those that attend!

## DRESS UP NIGHT

Host a **GLAM NIGHT** filled with costumes and free samples of the New Fall Products!

## HALLOWEEN TREAT BAG INSERTS

Create a coupon for a complimentary Mary Kay Makeover! Put the coupon in a **TREAT** bag with your business card, a free product sample, and a sweet treat! Hand these out everywhere you go!

## TRICK-OR-TREAT SALE

Buy 1 item, get the 2nd one **HALF OFF!** Offer special discounts during the Fall Season like a sale on all "mask" products!

## COBWEBS & COSMETICS

Teach a class focusing on makeup **TRICKS** and how to apply color without looking Scary! Have a Fun Halloween Theme!

## GHOUL'S NIGHT OUT

Host a night out with Makeup **TRICKS** & Halloween **TREATS**



**"WITCH"** ideas will you scare up this month?

