

GLAMOUR NOTES

OPENING

- **How many of you like prizes??** (*raise hand*)
- GREAT! We will be playing a game tonight. Every time you ask a question about the company you will receive a ticket.
- We are going to have so much fun! Wow! How many of you LOVE color? Well, if any of you are like me, in the past you may have struggled form time to time with getting your makeup right for YOU! Now while makeup is an art and there are no HARD FAST rules there are some basics that will help you to HOOK your LOOK as they say. That is what tonight is about! When we are done my hope is that you will experience three things:
 1. Learn about some simple techniques and products that will keep your makeup looking natural and fresh all day!
 2. Have a better understanding of how colors work and how to choose the colors that will give you the look you want.
 3. HAVE FUN with the girls!
- **HIGHLIGHT BRIDES!!!!!!!!!!** Mention to guests to refer the brides they know! *Comment on **Inner Beauty** showing through more readily when take time for self on the outside... Color Insider Book!*

- Make-up application is an **ART**- personal preferences speak louder than “rules” however be sure to listen up because I will be sharing some tips today to give you a cleaner crisper look and help your makeup to stay on longer!
- This is about YOU! Go ahead and peek at the colors you will be using today. How many of you have a LOOK different than you would normally choose ???? (*raise hand*)– GREAT! Have FUN! Play with it! You may end up just loving it!!! How many of you have colors similar to what already wear??? (*raise hand*) Wonderful! You get to step it up a notch with the colors by applying a little more and trying some new techniques!
- If you have some trouble using the techniques I am sharing please let me know...chances are someone else here this morning has the same question.

GLAMOUR APPLICATION

CHECK FOUNDATION AND COLOR SAMPLES

- Make sure guests have fresh foundation. If liquid, should have brushed on powder. Purpose of powder: set foundation, clean canvas, keeps cheek color on longer etc.
- Now before we get started, lets do the hardest part...open our samples! Isnt it great we each have our OWN samples!?! Love it!
- DOES everyone here have a COLOR INSIDER CARD or PERSONALIZED CREATE A LOOK PRINT OUT? GREAT!
- Now since some of you have the CREATE A LOOK made for you, you will see the personalized recommendations in your sheets. For instance, if your eyes are deep set, wide set, hooded, or even close set you can change the appearance by applying your colors in a certain way. The tips she shares will make the most of your prettiest feature and help you get the perfect look for your eye shape! If for any reason you aren't using the personalized CREAT A LOOK, talk to your consultant to get yours!

HIGHLIGHTING AND CONTOURING (OPTIONAL)

- Remember how I mentioned that light colors bring forward while dark colors draw back? We can light and dark colors therefore to slim our face, broaden areas of our face, and to help our favorite features stand out.
- Two products we will be using to do this are our incredible HIGHLIGHTING PEN and our BRONZING POWDERS.
- Let's take a minute and check your CREATE A LOOK recommendations! (Follow recommendations to apply highlighting and contouring, including applying foundation to the lips if recommended.)

EYES

- Let's start with eyes – eyes like color and you don't want to error on the side of too much cheek color! So start with eyes. Remember if eyes are played up go softer on lips and vice-versa! **How many of you know that eyes are one of your most beautiful features!** *(raise hand)*
- Apply **EYE PRIMER**...this is an incredible cream that dries to a powder so your shadow goes on smoothly, stays on all day without creasing- plus it's waterproof! **Don't you value a product that makes your colors last and stay crisp all day?** *Raise hand.*
- When you meet again with your consultant be sure to ask about eyebrows. We have some great tips to help your eyebrows be the perfect frame for your beautiful eyes. These tips can really make a difference and they are quick, simple and cheap! You want your eye brow to stand out to FRAME your eyes – think of a beautiful picture by itself – now think of it in a frame!

Eye Shadows:

- First, lets find our eyeshadows – there is a highlighter, midtone, & accent. See the picture of the eye on the bottom left of the card...follow the third diagram to apply your colors. You will be following paint by number – can you believe how easy Mary Kay makes it for us to do our job???! It's GREAT!
- Keep in mind, our shadows are MINERAL COLORS made with fine Italian pigments, are easy to blend, and glide on silky-smooth! Remember you can always add more color as you go, so start off lightly – a little tap of color to get started is best. Especially if you are not using the brushes.
- How many of you are using a **BRUSH SET** today? Aren't you the lucky ones!! If you are not be sure to ask your consultant if you can use one at your second appt! - *Share our brush set!*
- A couple of color tips: Light colors draw out and dark colors draw in.
- **Follow instructions on either their color card or create a look sheet and have them apply eye shadow!**

Eye Liner:

- Our next step is EYELINER! Now remember you aren't allowed to make any judgements on your eye makeup until you have some liner and a little mascara on. Deal? *Nod head and raise hand.* Can everyone find their eyeliner?
- Our samples our great and we love them however they don't even compare to the real thing – *hold up eyeliner – show sharp tip and demo how to see if running out.* This liner glides on for waterproof, smudge resistant long lasting wear! It comes in many colors - we also carry liquid liner! When you speak to your consultant later you can check with her for your specific needs.
- To apply your liner you will want to start on the top on the inside corner – do small light feather strokes. If it does not make a nice smooth line we will fix that in a moment. If you would like to line the bottom we will do that now. Just remember it is not recommended to line ONLY the bottom - this makes your eyes saggy and droopy. Not a look most of us want ☺ - However if you prefer a more natural look you can just line the top. When lining the bottom do not line the white cuticle on the inside of your lashes. Put the liner under your lashes and as close to the base of your lashes as possible – it helps to start in the outside corner and bring your liner in to the inside.
- Be sure to ask for some additional tips but for now here are some quick ideas that you can enhance at your second appt...:
 - line the entire lash line – stopping midway does not look finished;
 - to add some accent you can line thinner on the inside and make the line get progressively thicker to the outside corner; at end of outside corner make line angle upward to lift eyes.
 - Using our brush set's eyeliner brush add eyeshadow over top of the liner to smooth the line and make it last longer.

Mascara:

- Our next step is MASCARA –at home be sure to curl your lashes first – it makes a HUGE difference! We do have 3 formulas of mascara – Lash lengthening for a more natural look and waterproof that is truly sealed against all water! Today we are so excited because you get to try our brand new incredible mascara – THE ULTIMATE MASCARA – it has a smart wiper technology that delivers the exact amount of mascara you need for maximum plumping without the clumping! It delivers **BIGGER, BOLDER, LONGER-LOOKING** lashes with **EXTREME VOLUME** and **INTENSE COLOR THAT LASTS ALL DAY!** We love it!! It comes in Black and Black Brown! I recommend **BLACK** for everyone. For you brides here today MASCARA is one of the absolute necessities for you!!! With the majority of your makeup for your wedding day you want to be careful not to over do it, however with mascara that is almost impossible! Dark, long, thick lashes will make your eyes stand out in your photos for sure! In fact, you may want to consider using our Waterproof over top of Ultimate on your wedding day!
- When applying use long slow brush strokes. To avoid smudging on your lid start with the bottom lashes - tilt your head down and aim your eyes upward. For the bottom use sideways strokes with the wand to separate the lashes and to avoid making them too long. Next do the top lashes, tilt your head back and aim your eyes downward. Brush them upward. Also, it is recommended that you don't pump your mascara and that you replace your mascara with a new one every 3 months to avoid germs and to keep it fresh and smooth!

CHEEK COLOR

- **Cheek color** is next! Again we are going to follow the recommendations on Create A Look...a simple technique however is take your cheek color brush (or pulled cotton) and brush it ever so lightly on your cheek color sample. While smiling, apply it with light brush strokes from the apple of your cheek up towards the top of your ear. Lightly stroke back down towards the center of your cheek to blend. If you need to blend better use your powder.
- We love our Mineral Cheek Colors because we have such an array of tones to choose from...some are matte and some have shimmer...they are all all sheer, long-lasting colors that are easy to blend.

LIPS

- Last but not least are **LIPS!** Brides - a tip for you is to have 3 tubes of your lipstick on your wedding day – 1 in your purse, 1 in your maid of honors purse, and one in your fiancé's pocket! After talking to so many people you will want to touch up and won't want to waste even a second of your magical day running around looking for your purse. Also, to get your lipstick to stay on longer – apply your liner all over your lip, apply lipstick, blot, apply again then finish with gloss.
- First, apply **AGE FIGHTING LIP PRIMER!** Fights aging around your lips, keeps your color from feathering and bleeding, and keeps it on longer!
- OK – find your **LIP LINERS.** Again our liners are mechanical pencils that are waterproof and easy to use! Start by lining the top lip at the V first then stroke down to corners. On bottom start in center and pull out to corners.
- Apply your lipstick. Keep in mind that the samples are not as rich and creamy as our actual tube of lipstick-our tubes are long-wearing stay true colors that glide on. They are a lightweight, creamy formula that provides instant moisture and maximum color that lasts! We just love them!
- To finish your look find your sample of lip gloss! Adding a touch of gloss gives a beautiful shine and helps your color last! Lip Gloss is absolutely wonderful!

CLOSE

- Compliment the looks. If time, have brides share the LOOK they are wearing. Briefly show Compact Pro and Mk Compact and describe how customized color comes all together in one simple package!
- Okay, so usually people have 3 questions for me at this point –
How much does it cost? Are there any specials and how soon can I get my goodies?
- Yes, there are specials and I am going to tell you about them in just a second. The good news is you will be able to take most if not all of your favorite products home with you tonight. Also, my goal is for you to take home everything you love so remember I take cash, check all credit cards and I can even do creative financing.
- Wouldn't you love to take home the color look you tried tonight so you can recreate it tomorrow?
- We have some great specials today that will help you recreate this look and save money!

(Close Continued)

- First, let me show you our Color Collections. All of our Compacts are patented, magnetic, and totally customizable. You choose the products, colors and design of your compact...Don't you love it!
 - We have the Compact Pro... Which is oh so FABULOUS. This customizable and refillable organizational hero holds combinations of eye colors, cheek colors, lip colors, powders, eye and lip liners, applicators and more for a complete palette of color. It is a simple way to customize your makeup. The Compact Pro filled and designed by you is only \$180.
 - Next we have the Color 101 Set. This set is also totally customizable. Choose your favorite Look and you have your perfect compact plus your eyeliner, lip liner and mascara to make it a Perfect Look! This Look created just for you is only \$113.50
 - We also have our MK Compact – Your Perfect Companion customized by you for only \$65.50.
 - Now remember “A La Carte” is always an option and on your sheets you can see all the great individual items we have to help you create your perfect look.
- AND Just for tonight (today) we have some great specials for you too:
 - With a \$200 purchase you will Receive a Free Gift plus Two Half Price Items - You might even choose the awesome brush set you used tonight.
 - With a \$125 purchase you Receive a Free Gift plus get to choose one half –off item.
 - With a \$75.00 purchase you receive a free gift!

Close all the guests. Draw tickets.