GET READY TO PARTY – MARY KAY STYLE!

Use this guide with the Party Product Cards to host a party that feels easy, fun and authentic. Whether you're meeting guests in person, online or a mix of both, the guide and scripts can help you move through the flow of the party, confidently share products and prompt effortless conversation.

BEFORE YOU START

- Pick the vibe: skin care, color, self-care or a mix of all three.
- Use the Party Product Cards to keep product sharing simple. They include key ingredients, benefits and talking points so you don't have to memorize everything.
- Keep the full party around 30 minutes, with product demos around 15 minutes or less.
- Send your My Shop link to your hostess and guests before the party or as it begins. You can also share it with anyone who couldn't attend.
- Make the script sound like you. Use these lines as a guide, not a word-for-word performance.

KNOW THE FLOW: OPEN. CONNECT. CLOSE.

Every party has three simple parts: **Open** the conversation, **Connect** through products and questions, then **Close** with orders, follow-up and next steps.

OPEN

- Welcome guests.
- Share your My Shop link.
- Introduce yourself, and share your I-story.
- Share the Mary Kay opportunity.
- Share one or two pride points.

CONNECT

- Use your preselected Party Product Cards to present each product.
- Feel free to ask questions, encouraging guests to share.
- Demonstrate a few products, and invite guests to try them.
- Keep the energy conversational and relaxed.

CLOSE

- Thank guests for coming, and invite them to host.
- Help each guest choose products.
- Ask if they'd like to learn more about Mary Kay.
- Invite referrals in a low-pressure way.
- Follow up using the 2 + 2 + 2 method.

MARY KAY

OPEN

Welcome Your Guest(s).

"Hi, everyone! I'm so glad you're here. I'm _____, and I'm excited to hang out, share a few Mary Kay favorites and help you find products that fit your routine."

"Big thank-you to _____ for bringing us together. Hostesses make this so much fun, and I love celebrating them with special Mary Kay perks. I'll share more during follow-up, but for now, let the pampering begin."

OR

"Hi, _____. Thank you for meeting with me today. I'll keep this quick and easy while we talk through a few products that could fit your routine. Let's find what you love!"

Tell Your I-Story.

Keep this short, real and personal. Share why you started, what you're excited about and how your guests are supporting your small business by being there.

"Before we jump into products, I want to quickly share why I started my Mary Kay business."

"For me, Mary Kay has been a way to _____, and I'm excited to keep growing something that feels personal, flexible and meaningful."

- "It has helped me build confidence because _____."
- "It has made a positive impact on my life or family because _____."
- "It has given me a way to connect with people, share products I love and work toward my goals."

"So thank you for being here. You're supporting my goals and my small business, and that means a lot."

Share the Opportunity.

Keep this light and curiosity-based. No pressure, just an open invitation.

"One thing I love about the Mary Kay opportunity is that it can flex with your life. Maybe someone wants extra income, a confidence boost, new skills, a community or something of their own. Let me know if any of this sparks your curiosity. No pressure!"

Share the Heart of Mary Kay.

Choose one or two pride points that feel most personal to you. Keep it quick, and connect it back to why you feel good sharing Mary Kay.

- Mary Kay was founded by a woman for women, and that legacy empowers our culture today.
- Mary Kay values sustainability. For example, the global Research and Development facility in Lewisville, Texas, is powered by 100% renewable energy.
- Mary Kay values giving back. In fact, the Mary Kay Ash Foundation® has donated more than $100 million to fund women's cancer research and end domestic violence.
- Mary Kay is an award-winning brand. For four years straight, Mary Kay Is the #1 Direct Selling Brand of Skin Care and Color Cosmetics in the World.*

*"Source Euromonitor International Limited; Beauty and Personal Care 2026 Edition, value sales at RSP, 2025 data"

MARY KAY

CONNECT

Share the Products.

Use the Party Product Cards for the product details. These conversation-starters can help you introduce each product in a way that feels simple, social and easy to personalize.

SKIN CARE

Start by asking guests what they want from their routines. Then use the cards to connect product benefits to their answers.

"Let's do a quick skin check-in. If you could change one thing about your skin right now, what would it be?" [Pause for responses.] "That makes sense. The good news is that small routine changes can make a big difference."

TIMEWISE® MIRACLE SET®

"If you want a routine that feels simple but offers age-defying results, TimeWise® Miracle Set® is your go-to. It helps support stronger, healthier-looking skin, and the results can improve over time."

"I like that it turns your twice-daily routine into something quick, elevated and easy."

TIMEWISE® EYE CREAM

"The eye area gets its own moment because it has different needs than the rest of the face. TimeWise® Eye Cream pairs well with TimeWise® Miracle Set® to help complete the routine."

TIMEWISE® MICRODERMABRASION PLUS SET

"For smooth, polished skin, the TimeWise® Microdermabrasion Plus Set features the ultimate exfoliating duo. It instantly helps skin look refreshed and glowing — literally after just one use."

TIMEWISE REPAIR® VOLU-FIRM® SET

"Ready for a lifted and more youthful appearance? TimeWise Repair® helps support skin that's craving advanced age-defying care with products designed to help recapture a more youthful-looking outlook."

MARY KAY® SKIN CARE

"If you're interested in a simple start to skin care, this line is for you! Choose from hydrating or mattifying cleansers and moisturizers — plus a universal scrub and toner — all with skin-protecting vitamins and antioxidants."

CLEAR PROOF® ACNE SYSTEM

"For breakout-prone skin, clear the way with the Clear Proof® Acne System. It's designed to help fight acne and has been clinically shown to provide clearer skin in just 7 days.*"

MARY KAY CLINICAL SOLUTIONS® RETINOL 0.3

"Reduce and improve the visible signs of skin aging with dermatology's gold-standard ingredient. One pump every evening is all it takes to see transformative results. Firmness, radiance and skin tone improved after one week.†"

MARY KAY CLINICAL SOLUTIONS® BOOSTERS

"Need to give skin a surge? Mary Kay Clinical Solutions® boosters help target specific skin needs with powerful ingredients, one drop at a time."

MARY KAY CLINICAL SOLUTIONS® BARRIER RESTORE 1:1:3

"For a stronger skin barrier starting now, Barrier Restore 1:1:3 is essential. Powered by exclusive Barrier Restore Technology, it helps keep the skin barrier strong and skin looking healthy."

MARY KAY CLINICAL SOLUTIONS® DYNAMIC WRINKLE LIMITER™

"Who wants to soften expression lines without the needles? This noninvasive, at-home targeted cream is clinically shown to visibly reduce lines on the forehead, extended crow's-feet and between the brows in as little as four weeks.††"

*Based on a 12-week independent clinical study
†All results based on an independent clinical study in which an expert grader evaluated 29 panelists who used Retinol 0.3 every night for 12 weeks
††Based on an independent clinical bioinstrumentation study of 33 women after using the product twice per day for eight weeks

MARY KAY

CONNECT

Share the Products.

Use the Party Product Cards for the product details. These conversation-starters can help you introduce each product in a way that feels simple, social and easy to personalize.

COLOR

Use these conversation-starters to help you talk about Mary Kay® color products.

"Let's talk all things glam. Quick vibe check: What's your everyday makeup style?"

- "What are your makeup must-haves?"
- "Are you effortless, classic, full glam or somewhere in between?"
- "What's one product you won't leave the house without?"

"I love that makeup can be whatever you want it to be — clean girl to glam, soft to bold and all of the above."

"Let's start with daily essentials for an easy, five-minute face."

MARY KAY® CC CREAM SUNSCREEN BROAD SPECTRUM SPF 15*

"Get complexion correction and SPF 15 sun protection with a formula that acts like makeup and feels like skin care. It offers lightweight coverage with a natural finish and benefits — eight to be exact."

MARY KAY® ULTIMATE MASCARA™
MARY KAY® GREAT HEIGHTS™ MASCARA

"Whether you want lifted and lengthened lashes or a bolder lash look, Mary Kay® mascaras give you options. Mary Kay® Ultimate Mascara™ and Mary Kay® Great Heights™ Mascara are two favorites to try."

MARY KAY® OIL-FREE EYE MAKEUP REMOVER

"And at the end of the day, this is the reset. Mary Kay® Oil-Free Eye Makeup Remover helps remove eye makeup without harsh tugging or pulling. Shake, swipe and you're done."

LIPSTICK AND LIP GLOSS

"Who doesn't love a good lip moment? Lip color is one of the quickest ways to change the whole vibe."

- "How do you feel when you get a fabulous new shade?"
- "Who here likes a shiny finish?"
- "What about a matte finish?"
- "Where are the gloss-lovers?"

"Gloss, matte, soft, bold — there's a finish and shade for every mood. Let's find the one that feels like you."

SELF-CARE

Use these conversation-starters to help you talk about Mary Kay® pampering products.

MIX AND MASK

"Time to unwind. Multimasking is all about a customized self-care moment. I apply the Charcoal Mask to oilier areas of my face, like the T-zone, and use the Hydrating Cream Mask on drier areas, like my cheeks and chin. Set it and forget it for 20 minutes of bliss. Then rinse off and reveal a fresh complexion."

WHITE TEA & CITRUS SATIN HANDS® PAMPERING SET

"Give your hands an instant refresh with a satisfying mani. They'll feel soft, renewed and ready for whatever's next in minutes."

For more support with booking, selling, hosting and products, go to Mary Kay InTouch® > Education.

*Over-the-counter drug product

MARY KAY

CLOSE

Thank Your Guest(s).

- "Thank you so much for being here today. I loved getting to share a few favorites with you."
- "I'll send my online Shop link so you can take a look, place an order or share it with anyone who couldn't join us."
- "I'll also follow up with each of you one-on-one to answer questions and help you choose what makes sense for your routine."
- "If hosting your own skin care, color or self-care party sounds fun, I'd love to help you plan one."
- "And if the Mary Kay opportunity sparked your interest, even a little, let me know. I'd be happy to share more with zero pressure."

Close the Sale.

After the party, follow up by phone, text or email as soon as possible. If guests are in person, start with anyone who needs to leave first. Keep the conversation helpful and personal.

- "What did you enjoy most from today?"
- "Which products are you most interested in?"
- "Is there anything you want to try or learn more about?"
- "Would you like help choosing products for your routine?"
- "Would you be interested in hosting your own party?"
- "Do you want to hear more about the Mary Kay opportunity?"

Invite Referrals.

Ask for referrals in a warm, low-pressure way.

"If someone came to mind today — a friend, roommate, co-worker, sister, mom or anyone who would love a little self-care — I'd be so grateful if you shared their name with me."

"I'll reach out once, keep it super low-pressure and take great care of them. If it's not for them, no worries at all."

- "When you refer friends and family to me, they will experience the same level of care and nurturing that you received today."
- "We all deserve a little 'me' time! If you can think of women in your life who need some self-care, please write their info on the back of your Beauty Profile card."
- "I'll reach out to them and set up a pampering experience they'll love."
- "Additionally, this is a worry-free zone. If your referrals decline, I'll simply thank them for their time!"

Follow Up With 2 + 2 + 2.

Use the 2 + 2 + 2 follow-up method to keep the relationship going.

- Follow up **two days** after her first appointment to see how she likes her products.
- Check in **two weeks** later to answer questions and support her routine.
- Reach out every **two months** for reorders, seasonal updates or new product suggestions.

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