

Hydro Spa Facials/Parties

These appointments can be done independently

OR

you can invite people to attend the director's parties on Sundays at 2:30pm PST or Monday's at 7:30
Double and triple book appointments.

Preparing for Hydro Spa facials:

Place an order for samples on Section 2 of the order form for the following samples:

- 5 sets of 6 Charcoal Mask samples
- 5 sets of 6 Revealing Radiance Peel samples
- 5 sets of 6 Microdermabrasion samples
- 5 Sets of 6 Moisture Renewing Gel Mask samples
- 5 sets of 3 TW Repair Set sample strips
- 5 sets of 3 TW Miracle Set samples strips in each formula
- One pack of disposable washcloths
- 30 Hydrogel Eye Patch samples

Send those invited to the Hydro Spa facial the following samples in a cute bag:

- Either a strip of the TW Repair Set or the TW Miracle 3D Set
- Microdermabrasion
- Clearproof Charcoal Mask
- Revealing Radiance Facial Peel
- Moisture Renewing Gel Mask
- Hydrogel Eye Patch
- A facial cloth
- A handwritten note which can read something like this:

Dear _____,

I'm so excited to guide you through this luxurious Hydro Spa Facial. This is a spa experience that normally runs between \$150 to \$300 a session if you were to get one at a spa. Your guided spa facial is scheduled for _____, We will meet on Zoom. The Zoom join number is _____. It would be best if you were set up near a sink. No need for any other preparation. See you then!

Coaching your Hydro Spa facials/parties:

Keep in touch with the hostess **daily** with texts like this one:

Hi _____! I'm so looking forward to meeting your friends at your Hydro Spa Experience. And gifting you with \$10 per guest that shows up is going to be my greatest joy. You have _____ attending, right? That means you'll earn _____ dollars of FREE Mary Kay product! What do you want with your hostess credit?

Text the guests the hostess invited:

Hi _____! This is _____. I will be the one guiding you through your Hydro Spa Facial experience on _____ at _____. This is a luxury spa experience that normally runs between \$150 to \$300 a session. You're going to get yours for free! Do you have any special skin care concerns?

(Wait for response)

To increase the value of this experience, I'd like you to download and use the Mary Kay Skin Analyzer app and send me your product prescription. It will help me to professionally advise you during our time together. See you soon!

(If you don't receive the skin analysis, follow up with the following)

How is your skin analyzer going? I think you will find it a really valuable tool to analyze what is currently going on with your skin.

Keep in mind, many people don't know how to do techy things like the Skin Analyzer app, you may need to call them to walk them through it.

Remind those participating in the Hydro Spa facial the day before with a text like this one:

Hi _____! It's _____! 😊 Looking forward to pampering you royally 🙌 tomorrow at _____! No need to cleanse your face beforehand. That's part of the spa experience. You could remove your eye make up though. See you soon ❤️

A few hours before the facial or party is to start, you can text them this:

_____, it's almost time to unwind with some girl time and pampering. ❤️ Get ready to relax and have fun. Set up near a sink if you can. See you at _____ on Zoom, join code is _____

Set up for your Hydro Spa facial or party (only if you are doing your party independently)

- Put the actual full size products you will be referring to by your side-
 - Miracle Set 3-D
 - Repair Set
 - Microdermabrasion Set
 - Charcoal Mask
 - Skin Revealing Facial Peel
 - Hydrogel Eye Patches
 - Moisture Renewing Gel Mask
 - Sonic Skinvigorate Brush
 - Satin Hands Set
 - Oil Free Eye Make Up Remover
 - Intense Moisturizer

- Oil Free Hydrating Gel
- Have a Hydro Spa facial pack beside you to show them the samples they will be using
- Have a pen and sales receipts within reach
- Wear something nice and having your makeup and hair done
- Have good lighting

The sequence of the Hydro Facial experience

Begin by greeting everyone and explaining that they are about to experience a spa facial that could cost them upwards of \$300, but they are going to experience it for FREE.

This intense facial should be done only once a month.

They will experience an extensive exfoliation, followed by a luxurious moisturization process.

Show them the Oil Free Eye Make Up Remover you will be giving away during the party, and tell why you love it so much. Tell them they will be receiving tickets during the party, so you encourage them to get involved when an opportunity arises for them to earn a ticket.

- Start by cleansing the face with either the TW Miracle Set 3-D Cleanser or the Repair Set Foaming Cleanser. Explain that the cleanser is a part of one of two of our best skin care systems, and that skin care starts with a good skin care regimen. Explain the two regimens:

Power Statement for the Miracle Set 3D Set: \$110

This powerful skin care regime Defends, Delivers and Delays. Let me explain: It Defends against the things in our environment that can cause premature aging, blemishes, and dryness. It Delivers results like a more even skin tone, less wrinkles, softer, more supple skin and more. And it Delays the signs of aging: Things like wrinkles, dark spots, and sagging skin.

In a 12 week clinical study by dermatologists on panelists: 83% had a reduction in fine lines and wrinkles; A 23% improvement in skin's resilience; 100% had softer, more supple skin; And 46% had a visible improvement in more even skin tone. Who doesn't want results like these from their skin care system? I know I do! (If applicable, mention how the TW 3D helps with Rosacea)

Power Statement for the TW Repair Set: \$205 for the set

*The TW Repair Set is our Cadillac skin care regime. Designed for women over 50 who have advanced signs of aging, but can be used by anyone who wants the very best skin care can offer. It's the ultimate in anti-aging skin care technology. Powered by the Volu-Firm® complex, TimeWise Repair® is a scientifically advanced regimen that targets the advanced signs of aging like never before. The regimen is clinically shown to deliver these age-defying results: 1) Reduces **deep** lines and wrinkles! 2) Lifts the skin (especially the lower part of the face) like a push up bra! 3) Makes the skin more firm--YES! 4) Improves skin elasticity (bouncebackability) 4) Evens out your skin tone, which can make you look even older than wrinkles do.*

- Demonstrate and talk about the Sonic Skinvigorator Brush.

Power statement for the Skinvigorator Brush: \$75

The Sonic Brush removes bacteria and will clear clogged pores which help you in avoiding breakouts. Using the brush also helps your skin's circulation. And who wants good circulation?? We ALL do, right?!? And get this . . . It cleanses your face 4 times as well as just using a washcloth! I don't know

about you, but if I can get a brush with a lifetime guarantee for only \$75 that cleanses my face 4 times as well, I'm investing in it!

- Use Microdermabrasion (Refine step only). Carefully explain how they are to use it, keeping it well away from the eyes and using it with plenty of water.

Microdermabrasion Power Statement: \$55

The Microdermabrasion refine step reduces the appearance of fine lines. It also removes surface dead skin cells. Imagine looking in the mirror to see more polished, younger looking skin with significantly smaller pores? It is sold with a power minimizer that we won't be using today, but you will enjoy using either after your Microdermabrasion Refine step, or everyday before your moisturizer to minimize the appearance of large pores. I recommend that everyone use this set at least twice a week for skin health and radiance, along with their skin care regimen.

- Smooth the Charcoal Mask all over the face, avoiding the eye area.

Charcoal Mask Power Statement: \$24

Our charcoal mask is a triple action mask which acts like a magnet to deep clean pores. The activated charcoal is known to absorb double its weight in impurities. It's like a dirt, toxin, oil magnet. You are going to love the results you see -- even after just one use! This is a great product to use on a twice a week basis if you suffer from oily skin or skin with large pores.

- During the 20 minute drying time for the Charcoal Mask:
 1. Ask them about their Skin Analysis from the Skin Analyzer app, and what they would like to change about their skin if they could.
 2. Play the referral game to get the names and numbers of referrals. The referral game goes like this:

The beauty of friendship is more important now than it has ever been because of how the world has changed recently. This is an opportunity for you to remind the girlfriends in your life just how special they are.

Just imagine how excited they will be to be invited to enjoy their own Hydro Spa facial treatment! These types of facials can run upwards of \$300 if they are done in a spa. But it costs you and your friends absolutely nothing, and when you share the contact info of 5 of those friends you will receive a gift from me. Get out your phones and share with me the contact information of 5 friends that would enjoy a luxury hydro spa facial. Everyone who sends me 5 friends will get 5 tickets for our drawing! You have 3 minutes. Ready, set, go!

Thank you for your referrals.

Would any of you be interested in getting FREE Mary Kay products?

Could any of you get excited about the prospect of doing facials with your girlfriends?

Would anyone like another FREE facial?

OK. If you said 'Yes' to any of those questions, I'd like to invite you to be a hostess of a group pampering party like this one. Only at this one you would get

paid to do it. Paid to be pampered. Want to know how much? \$10 per friend who joins you! You already gave me the names of 5 close friends you think would enjoy the gift of pampering, so you can start there. When they all show up, you would earn \$50 in FREE MK products just with those 5. That's \$50 an hour, and you and your friends get a FREE facial! What could be better than that? Text me you want FREE product by texting me the word FREE. Those who do get 5 more tickets for our Oil Free Eye Make Up Remover drawing!

- Revealing Radiance Peel.

Power Statement for the Revealing Radiance Peel: \$65

We have thoroughly exfoliated the top layer of our skin with the Microdermabrasion, then we DEEP cleaned our pores with the Charcoal Mask, now we are going to do a deeper exfoliation process using a product called the Revealing Radiance Peel. This amazing product goes deeper and removes dead skin cells from the lower layers of skin, revealing more radiant, youthful looking skin. It will tighten and firm your skin; Even out your skin tone; Brighten your skin; And even make your skin more even toned and with fewer deep lines and wrinkles. This is a necessity to pair up with the Repair Set, and can be used 2 times a week on a regular basis.

- During the Revealing Radiance Peel
Tell your I Story (Why you started Mary Kay and what you love most about it). Also, invite them to listen to more details about the MK opportunity. Mention that they will be entered in a drawing for \$100 of free product this month. Give them 5 tickets if they are willing to listen.
Also, give them a ticket if they join the Pink Possibilities Facebook page so they can hear about the MK opportunity and what it offers.
Finally, invite them to the next Pink Possibilities event so they can hear more.
Different strokes for different folks. One might enjoy a group event, while others might feel most comfortable with a private sharing appointment.
- Apply the Hydrogel Eye Patches.

Power Statement for the Hydrogel Eye Patches: \$40

It's wake up time! Are you ready to perk up tired eyes with these instantly reviving, shimmery pink gels? They give skin a refreshing burst of hydration to tired eyes, and they help with dullness and puffiness.

- Apply the Moisture Renewing Gel Mask. Advise them that they can either sleep in the mask or remove it with warm water in 10 minutes.

Power Statement for Moisture Renewing Gel Mask: \$22

The Moisture Renewing Gel Mask is an amazing mask that has 10 renewing benefits : You will have Smoother Softer and Firmer skin. It also nourishes, calms and purifies the skin. And if that's not enough, it reduces pore size and instantly hydrates the skin. Doesn't it feel wonderfully hydrating? You can use it twice a week if you need more moisture.

- Show them the Hydro Facial Special Sheet. You can find this Special Sheet on www.kathyoliveira.com under the Steps to Success. Give them 5 tickets if they want to be a Queen and 3 tickets if they want to be a Princess. You can have them text you a Q or a P so it is more private if you like.
- Book the times of the private consultations while you are still on Zoom with them, allowing about 10 to 15 minutes for each consultation.
- Do the drawing for the FREE Eye Make Up Remover.

What to say at the private consultations after the Hydro Spa Facial: (These can be done on Zoom, Facetime or on the phone)

PART 1

- *Did you have a good time?*
- *What was the favorite product of everything you tried?*
- *From your Skin Analyzer prescription, it looks like the products diagnosed for you in your perfect skin care program are: (list off all the products). Which of those products in your computer generated prescription do you want to treat yourself to? All of them, or just some? Or would you prefer to go with the Hydro Spa Set? Whatever you decide is fine with me.*

Be quiet and wait for her response..

Take her order and her payment information. **Be sure to add in the specials.** Do NOT send her to your website to order.

PART 2

- If she texted that she wanted FREE product for having a party, say:
_____, I saw from your text to me that you would like to get some FREE product from me for getting a pampering party together with your friends and family. I already know you have 5 friends you think would enjoy the experience. Should we leave it at 5 and \$50 free product, or do you want to increase the number to earn more in the way of free product? Whatever you decide is fine with me.

If she **did not** text that she wanted free product for having a party, say:
I will be following up with you to make sure you are 100% satisfied with the products you purchased today. Since we are getting together anyway is there any reason why you couldn't invite a few friends to have a detox pampering experience with you? It would be so much fun, and you would get \$10 of product credit per guest! (Wait)

Schedule the time and date of her Detox Facial Party.

- *Great. (Smile) Please text them today, and let me know who wants to be part of the fun spa pampering experience. I will need their A-OK and their address to get their Detox Spa packs in the mail tomorrow. How does that sound?*
- *The only thing I ask is that you get FIRM RSVP's from your friends that they will indeed be at our party. Does that sound good? (Wait)*

Great! I'll connect with you tomorrow.

PART 3

- *There's just one more thing I want to say, because I really mean it. I really do. I think you would be good at doing what I do. Tell me _____, with the proper training, do you think you could do what you saw me do today?*
- *Could you use an extra \$500, maybe even \$1000 a month for part time work? You'll be excited to know we have a promotion this month for \$100 of free Mary Kay products for one lucky person who listens to the information about the Mary Kay opportunity. You could be a winner!*
- *We could either meet over Zoom or on a 3 way call with my director so she could give you details about the MK opportunity. What would be better for you, tomorrow or the next day? (Get a date and time, then call your director to let her know).*

Week 4 Homework:

- Order your Hydro Spa Facial supplies
- Do a Hydro Spa Facial on Zoom with your Practice Partner. Follow the dialog.
- Attend a Hydro Spa Facial with a guest on Sunday at 2:30 or Monday at 7:30 on Zoom.
- Use your Olive Excellence and your Route 66 to Excellence sheet to track your progress over the week
 - Target for sales weekly should be: \$500
 - Target for faces weekly should be: 8
 - Target for shares weekly should be: 3