

It's A "Pedi" Party



SUPPLIES:

- Foot basins for each guest
- Customer Profile Cards
- Sales Tickets
- Beauty Books and/or Look Books
- Tattoo Stickers
- Towels (recommend 2 for each guest; I prefer to use hand towels — less bulky to carry and to use; use one under basin for spillage and one for drying feet – you may want to ask the hostess to supply some of these, especially for a big party)
- Demonstration Tools:
 - Satin Hands Pampering Set for demo
 - Sunless Tanning Lotion
 - Private Spa Shower Gels
 - Private Spa Moisture Lotions
 - Facials Cloths (to wash off Lip Mask; cut in half saves on your supply)
 - Top Coat (1 for each 2-3 guests)
 - Base Coat (1 for each 2-3 guests)
 - Nail Colors
 - Beauty Essentials Collection Roll-Up for display and demonstrating Miracle Set, Lip Savers, Eye Mask, & Visibly Fit Body Lotion



STEP 1 – Prior to start:

- Have each guest fill out a Profile Card and return to you, then give them a Beauty Book or Look Book, sales ticket, pen, foot basin and towels.
- Then have them choose which Private Spa product they want to use and squirt about a tablespoonful into their basin, which they can take to their seat.

STEP 2 – Welcome & Introductions:

“Ladies, thank you for coming today and thanks to our hostess, _____, for sharing her home and inviting all of you for a little special pampering and de-stressing time. I’d like to get to know each of you a little, so before we get started, let’s go around the room and have you introduce yourselves, tell me a little about you, such as whether you’re married, if you have children, if you work outside the home, and if so, what you do, and how you know our hostess _____.”

(While they’re introducing themselves, you may want to make notes on the Profile Cards to remind you of who is who later and any notable facts to help you in choosing your prospects for booking and career talks.)

STEP 3 – “I” Story & Mary Kay Facts:

“Now that I know each of you, let me briefly tell you a little bit about me and a little bit about Mary Kay.” Do a 1-minute “I” story and give a few facts about Mary Kay, using some of the following:

- Mary Kay started business 40 years ago in a tiny 500 sq. ft. shop in downtown Dallas with herself and 9 other consultants. Today, Mary Kay Inc. is operates in 38 markets around the world by over 1 million beauty consultants.
- More than 10,000 consultants and directors are driving free today in career cars they’ve earned, ranging from the red hot Pontiac Grand Am for consultants, to the Director cars – a sporty platinum Grand Prix and the elegant and famous pink Cadillac. (Pass around the Career Car Flyer so they can see the cars.)
- In 2002, Mary Kay Inc. achieved 3.2 billion dollars in retail sales.
- Mary Kay passed away on Thanksgiving Day 2001, her favorite holiday, by the way, but her legacy of operating on the principles of the Golden Rule and philosophy of keeping Faith first, Family second and Career Third.
- Mary Kay has been named 3 times as one of *The 100 Best Companies to Work for in America*, and as one of the “10 Best Companies for Women to Work For.”
- The Company neither conducts nor causes testing of its products or ingredients on laboratory animals and is an active participant in programs to develop alternative testing methods.
- Mary Kay has been widely recognized by such organizations as the U.S. Environmental Protection Agency and the United Nations Environmental Program for its efforts to preserve the environment by using recycled packaging materials and eliminating unnecessary packaging.
- Mary Kay world headquarters is located in North Dallas. The 13-story building is approximately 600,000 sq. ft. and has enough room for 1,200 employees.

STEP 5 – Set up for booking classes:

AND . . . I want to be sure to let you know about my hostess special for the month of _____. When you have 3 or more friends over for a skin care class or a makeover party or a pedi party like this or _____, you'll get (whatever hostess program you choose to promote). Be sure to let me know what kind of party you'd like to have – at your house or mine – when we sit down individually at the end of the party today.”

STEP 6 – Fill basins:

“Okay, ladies, now we're ready to begin. First thing we need to do is get our foot basins filled with water, warm enough so it won't get cold over the next 15 minutes, but not so hot that you can't put your feet in it. Be sure that your shower gel gets mixed in the water well so you have lots of suds. As soon as your basin is full, come on back here and we'll start your Satin Feet treatment.” Get them settled in, relaxing with their feet soaking in their aromatherapy-scented water while you show them some other products.

STEP 7 – Demonstrating other products:

- **LIP SAVERS:** Let them soak their feet and relax while you give them each a Satin Lips Mask, while you're telling them what it does. Wet their facials cloths to remove the mask. Then give them a little dab of Satin Lips Balm, while you tell them what it does for their lips or have one of the guests read about it in the Beauty Book. You could also add the Triple Action Lip Enhancer after the balm so they've then experienced the entire Lip Savers Set.
- **MIRACLE SET:** Demo Cleanser, Moisturizer, Day Solution on the back of one hand, then Night Solution on their wrist, then foundation on “untreated” hand. Tell all about the benefits or have someone read about it in the Beauty Book.
- **EYE MASK:** Let them try a little Indulge Eye Mask around their eyes and, of course, extol the virtues of this product.
- **VISIBLY FIT BODY LOTION:** Smooth a little on one arm and talk about the amazing benefits of this lotion (pg. 14, Summer issue of *The Look*) and the “Tush” Tightening Set (see below).

STEP 8 – Satin Feet:

Then they should dry their feet and apply Extra Emollient Night Cream to each foot and rub it in. Add Buffing Cream to first foot and put back in water, then the other foot. Have them rinse their feet off really well, then dry them off.

STEP 9 – Toenails:

- Next, give them each 10 mini tootsie rolls to use as toe separators (in their wrappers, of course J).
- Apply Base Coat.
- Apply first coat of nail color. Let dry for 3-5 minutes.
- Apply second coat of nail color. Let dry about 1 minute.
- Apply Top Coat.

**STEP 10 – Satin Hands:**

Let toes dry while they go to the for a Satin Hands treatment. Then apply Moisture Lotion on feet and one leg and other arm; try Energizing Foot & Leg Treatment on the other leg.

STEP 11 -- Close:

“Well, ladies, now you all have beautiful, soft, sandal-ready toes and feet. If you'll give me just a few more minutes, I'd like to show you all these products and how they come, then I'll talk with each of you individually (wherever you set up your “closing station”), and help you decide what you'd like to take home with you today. I have most of these products with me. Isn't that great?!”

SOME SUGGESTED SETS:

- **Satin Hands Pampering Set** = \$28
- **Lip Savers** (Satin Lips Set, Triple Action Lip Enhancer) = \$33
- **Tush Tightening Set** (Buffing Cream, Shower Gel, Visibly Fit Body Lotion) = from \$41, depending on choice of Shower Gel
- **Private Spa Set** (Shower Gel, Moisture Lotion, Fragrance Mist) = \$44
- **Spa Set** (Satin Hands & Visibly Fit Lotion) = \$50
- **Private Spa Pedi Set** (Extra Emollient Night Cream, Buffing Cream, Private Spa Shower Gel & Moisture Lotion, Base Coat, Nail Color, Top Coat) = \$55
- **Miracle Set** = \$102