

Flawless Face Party Tips

Want to Save the Nation with Foundation? Then you'll want to book and hold several Flawless Face parties! These parties can be fun with five to six guests and held in less than an hour. This specialized party can really showcase your personalized service and help position you as the foundation expert to your customers! Here's how:

<u>Supplies</u>
<i>Flawless Face</i> placemats Foundation Survey
Foundation Fact Sheets Foundation Finder Tool (available on Section 2)
Foundation Samplers Foundation brushes
Face Cases (mirrors) Trays
Facial Cloths Foundation Comparison Chart (optional)

Party Prep

1. Go to Product Central on Mary Kay InTouch® and click on the [Foundations](#) button on the home page.
2. Download and print the documents you would like to have on hand at the party. Suggestions include the *Flawless Finish* placemat, the Foundation Survey, Fact Sheets and the *Foundation Comparison Chart*. You may print copies on your home printer OR order and laminate them from the FedEx Doc Store.
3. Contact your existing skin care and foundation customers and let them know you have new foundation formulas, shades and tools. Let them know you can provide them with a personalized foundation matching service and ask them if they'd like to share it with a few girlfriends.

At the Party

1. Place your placemats and Face Cases around the table for your guests.
2. Give each guest a Foundation Survey to fill out. This helps you determine what type of formula they prefer and what additional products to offer them. Offer them a Facial Cloth to remove all or a portion of their foundation so you can perform a stripe test.
3. Take your Foundation Finder Tool and find the formula that they prefer. Hold the correct shade card close to, but not touching, the jawline. Choose the shades that seem to disappear. For best results, stripe test the shades on their jawline.
4. Once you have determined the foundation shade and formula, place some of it in their tray to sample. Also place a small amount of Foundation Primer for them to try on their face or the back of their hand.
5. Use the suggested application tools for each type of foundation: Liquid foundations can be applied with a foundation brush, a sponge or fingertips. Mineral Powder Foundation should be applied with the Mineral Foundation Brush. Creme to Powder foundation should be applied with a sponge.
6. Once everyone has found her favorite formula and shade, it's time to teach the beauty secrets for a flawless face. Follow the placemat for suggested additional products, including Mary Kay® Foundation Primer, Mary Kay® Concealer, Mary Kay® Facial Highlighting Pen, Mary Kay® Sheer Mineral Pressed Powder, Mary Kay® Liquid Foundation Brush, Mary Kay® Loose Powder and Cosmetic Sponges.