

Platinum Beauty Experience Outline

Tina Frantz

1. Set up : candles lit, sparkling juice poured on a tray, spa music playing, towels warming, trays set up: cleanser, specialty product , moisturizer, satin lips, soothing eye gel, pedicure lotion, 2 wash cloth, Q=tip, cotton ball, eye makeup remover, place mat and profile card on clip board. Write first name on placemat big.
2. Welcome to the platinum Beauty experience: relax in her chair, take shoes off, place head bands on, pull hair back – get pedicure lotion on legs and wrap with towel. Share agenda – intros, treatments, games, one on ones
3. Introduction and toast – name – how you know hostess and one nice thing you love about her? Raise a glass to the coolest lady at the table tonight
4. Begin with our luxury cleanser – as you wash your face glide your fingers upward and outward as you massage your skin with our whipped foaming face wash. You may wipe it off now and we can start our treatments. (Mary Kay disposable cloths)
5. Treatment: begin with the hostess and explain her treatment and how everyone will have a chance to book an experience if they would like to try this new treatment. Have anyone doing the Korean mask do foot lotion first. Then proceed with explaining the different treatments that each person chose.
6. Once treatments are in place pass the mints around giving everyone a handful. Play would you rather, then have you ever. Then marketing with the WHICH IS IT game (you can give tickets out or tally points on their placemat): or use mints right keep the mint, wrong pass the mint, whoever has the most mints wins a gift. Then apply the satin lip treatment. Ask for referrals – have \$25 off a beauty treatment and beauty session. Whoever has the most gets a gift.
7. Once twenty minutes are up have them rinse there face and lips, apply moisturizer, lip balm, and indulge soothing eye gel. (optional cc cream)
8. Around the table and ask them what they liked best about the experience? What they liked best about their skin?
9. Flip placemats – and explain the beauty DIY packages and how they come and what the cost is. Color a heart if you gotta have it, star if you see it in your future and a question mark if you have a question.
10. Explain our different experience packages they can book at the individual consultation
11. Serve food and start consults.
12. Clean up and thank hostess.