

Be a Product Pro! 5/8/12

(Information from a directors meeting with guest speaker Marie Swisher from Mary Kay corporate Global Brand Development)

Quiz:

1. What is the number one selling item in our product line?
 - a. Oil Free Eye makeup remover
2. What is our second best selling item in our product line?
 - a. 3 & 1 Cleanser...we sell 10 million units per year
3. What are the 4 products that have earned the Oprah Hall of Fame awards?
 - a. Concealer
 - b. Foundation
 - c. Lash Love Mascara
 - d. Compacts

As an Independent Mary Kay Beauty Consultant what is our skin Care Line Strategy for our customers?

"Love your skin for life!"

3 Categories of women:

1. Easy Beauty – women who want a simple skin care regiment and are not concerned with anti-aging products. This typically will be women between 16-25yrs
2. Age related needs – women who are concerned with ageing and are typically 20yr.and up.
3. Special Needs – women who have special skin care needs like acne, dark spots, or deep lines etc.

How can you determine what category your customer is in?

1. Review the profile card to determine her:
 - a. Age
 - b. Skin type
 - c. Skin Care needs
 - d. Her secondary concerns
 - e. Her special needs

Let's break down the 3 different categories and find out what products will be best for each individual woman.

Easy Beauty: On the Profile card they may have checked off Teens or 20's, Deliver basic benefits or want a simple regimen for teenage skin. They probably picked very few items on questions 5 and 6 on the profile card.

1. **Sensitive Skin** – What skin care line would be best for someone in the Easy Beauty Category?
 - a. Botanicals
2. **Classic Basic** – someone who is currently using the classic basic skin care already. This may be due to price point, simplicity, or this is just what she has been using forever.
 - a. As the classic basic skin care phases out this year you will want to transition her to the botanical line. (The classic #3 line will still be available)
3. **Wants a gentle skin care regiment**
 - a. The botanical line is simple and gentle.

Women in the Easy Beauty Category who may want some extra hydration would want to use the:

Oil Free Hydrating Gel or the Intense Moisturizing Cream. These two products are like a drink of water without the age-fighting benefits.

Age-related needs: On their profile card they may have checked off 20's up through 50+. They most likely chose to minimize the appearance of fine lines, wrinkles, and protect skin from sun damage. They may have picked several items on questions 5 and 6.

1. **Early signs of ageing.** What product would be best for these women?
 - a. The Ultimate Miracle Set. If you were to relate it to exercise...the miracle set is like walking is to your heart health.
 - b. Within the Ultimate Miracle set the **Night solution** is extremely important because it **“Enhances”** collagen production.
2. **Moderate Signs of Ageing.** More sun damage and lack of moisture may be an issue. Fine lines will be showing up more and collagen loss.

What product in addition to the ultimate miracle set would be the best one to recommend?

- a. **Serum + C.** When women are experiencing moderate signs of ageing their collagen starts to break down. Serum +C **“Strengthens”** your collagen. If we were to relate this to your health this would be like lift weights. –Strength training.
3. **Advanced signs of ageing.** During advanced signs of ageing your collagen slows down in production and deep wrinkles will show up. In addition to the Ultimate Miracle Set with Serum +C what is the next best product to recommend to your customer?
- a. **Night Restore & Recover Complex.** This product will **“Activate”** Collagen production. This will recharge your skin at night time and is formulated to work while resting. In relation to your health this would be like your cardio!
 - b. **Watch out for a NEW Skin care line for women in the advanced signs of ageing category.**
 - i. If you want to be pro-active in targeting this market...NOW is the time to build your customer base looking for women in the 50+ category.

To review:

1. The Ultimate Miracle Set is the best anti-aging skin care for all women who have age-related needs.
 - a. Night solution Enhances
 - b. Serum +C strengthens
 - c. Night Restore and Recover complex Activates

The Gel Mask is a spa experience with age-fighting benefits that is like a drink of water for a woman who has age-related needs.

Special Needs: Women who have special needs. They may have checked off the teen – 50 categories and are specific with their needs.

Acne Prone:

Teenagers with acne: Velocity or Classic Basic #3 with the acne treatment gel and blemish control toner. Ask them if they are sensitive to fragrance.

Adults with blemishes or acne: The Classic Basic #3 or the combination/oily with acne treatment gel and blemish control toner.

You may want to ask them if they have tried a benzyl peroxide or a salicylic toner before?

Clay masks also help to draw out the surface sebum that can cause clogged pores.

Dark spots: The Ultimate Miracle set with the Even Complexion Power Pair is going to be a perfect set to recommend. Be sure to remind them that using a sunscreen DAILY is crucial to prevent any further damage. Review the UVA and UVB rays.