

# HELPFUL HINTS



**Think Positive.** It's always better to talk about positives when it comes to color. Focus on the shades your customers love or wear confidently or encourage them to try those they think they can't. When your customer says, *"I can't wear pink,"* tell her that if she really loves pink, you can help her find the perfect shade. A little encouragement goes a long way! Plus, remember to recommend the *Mary Kay® Virtual Makeover* so she can try new colors easily.

**Play, Experiment and Have Fun.** Remind your customers (and yourself) that

makeup is supposed to be fun. There are no real mistakes because makeup can always be removed.



**Focus on Eyes or Lips?** Tradition says it's all about balance. Tradition says to play up either eyes or lips. But modern thinking says you can have bold eyes *and* bold lips, especially for evening. So it's all about your customer's comfort level and preference.

**Less Is More.** With color cosmetics, a good rule to follow is to start off with small amounts of color and then build up.

It's always easier to add color than remove color. This is especially good advice when your customer is using a new color or formula that she isn't quite sure of.



**Listen to Your Customer.** Ask questions and listen to what your customer wants and needs. Does she want a whole new look or just a new lipstick? Or is she a tried-and-true girl who wants to stick with her favorite colors? Find out so you won't overwhelm her with too many options

**Be Neat and Professional.** Don't forget to keep your makeup displays organized and looking their

best. The eye buys, so displays that are visually enticing can encourage your customers to try, and possibly buy, new colors.



## REMEMBER SEASONAL CONSIDERATIONS.

- Trend colors change with the seasons. So encourage your customers to try new shades. It will keep their looks current and could build sales for you.
- Encourage your customers to re-evaluate their foundation shades and formulas from summer to winter.

## CHANGE CAN BE BEAUTIFUL! HERE ARE SOME SUGGESTIONS TO HELP YOUR CUSTOMER FRESHEN UP HER LOOK:

- If she's partial to pink cheek color suggest bronze for a change.
- Is her lip color stuck in neutral? Suggest a bright berry shade for a modern update.
- For an instant makeover, give a brow-grooming tutorial and finish brows with a brow pencil or mineral eye color.

# AGELESS SECRETS



## Makeup For a Younger Look

A woman's age is her secret. And keeping it a secret is easy with some simple guidelines for wearing color flawlessly - at any age.

### SELLING TIP

A consistent age-fighting skin care regimen is the key to healthy, youthful- looking skin for your customers. And skin care is the bread and butter of *your* business!

#### EYES

- Neutral eye colors are always flattering for mature customers.
- In general, women with fine lines around the eyes should be selective when wearing shimmer shades.
- It's best to use shimmer shades only as highlighters on the eyes.
- To give eyes a more open look, curl lashes with an eyelash curler. When applying mascara, two light coats are better than one heavy coat.
- Apply soft, neutral eyeliner close to the upper lashlines only, avoiding the lower lashlines. Smudge with the *Mary Kay*® Eye Smudger Brush, sponge-tip applicator or cotton swab.
- For lower lashlines, use mineral eye color instead of eyeliner for older customers. Harsh lines along the lower lashlines can draw attention to fine lines.



#### LIPS

- Medium-bright or complexion-compatible shades help make lips look younger.
- Pink, peach or watermelon shades look great with silver hair.
- Avoid stark, bright lip shades or very pale neutral lip shades since both can leave mature complexions looking faded.
- Heavy shimmer lip color is not the best option for older customers.
- Allow to dry.
- Then use *Mary Kay*® Lip Liner in Clear along natural lip line. Both primer and lip liner help prevent lip color



#### CHEEKS

- Use soft, warm shades to achieve a natural, youthful glow.
- Avoid heavy shimmer shades for your older customers since shimmer shades can accentuate fine lines on the face.
- A creamy blush is a good option for your more mature customers since they usually have drier skin.



**Tip:** When working with more mature customers, suggest they apply product lightly and build to the coverage they like. If too much product is applied, it can settle into fine lines and wrinkles and accentuate those areas. When in doubt, use less.