

THE ULTIMATE SPA PARTY

by Melinda Mercedes Balling, ESD

WHAT YOU WILL NEED:

"Look" brochures, Closing Sheets, Sales Tickets, Referral Sheet, clipboards, pens
Colorful tubs (or other type of container) for feet and leg treatments (deep enough to come just above ankle)
Coordinating hand towels (1 per guest) and wash cloths (2 per guest)
Quart size zip lock freezer bag to put washcloths in (1 bag with 2 washcloths per guest).
Disposable razors
Colorful plastic table cloths to spread out on floor during foot and leg treatments.
Clip board for each guest.

For Demonstration: Satin Hands and Satin Lips; TW Cleansers and Moisturizers; Day/Night Solution; Even Complexion Mask; Microdermabrasion; Foundation, Forever Orchid Body Lotion (or Simply Cotton); Fragrance-Free Satin Hands Hand Softener and Hand Scrub; Limited Edition Soothing Foot Balm, Relaxing Foot Soak; 2-in-1 Body Wash & Shave; and Mint Bliss Energizing Lotion. (Optional: TW Body Targeted Action Toning Lotion & TW Hand & Decollete Cream).

For Display: TW Miracle Set; Microdermabrasion; Targeted Action Toning Lotion; Body, Hand and Decollete Cream; Pedicure Set. Your choice: Complete Set: Forever Orchid or Simply Cotton. 2-in-1 Body Wash & Shave; Mint Bliss Energizing Lotion for Feet & Legs; Sun Care Collection (Subtle Tanning Lotion, After-Sun Replenishing Gel, SPF 30 Sunscreen); Satin Hands and Fragrance-Free Satin Hands Sets; Satin Lips Set.

Roll-up Bag: 1st Pocket, Miracle Set; 2nd pocket, Pedicure Set 3rd pocket, Sun Care Collection; 4th pocket, Satin Hands and Satin Lips.

Prior to guests' arrival, arrange chairs in a semi-circle. Squirt Relaxing Foot Soak into each tub and then run straight hot water into the tubs. By the time you start the feet and leg treatments, it should be just the right temperature. Place one tub under each chair. Have a stack of hand towels (one per guest) nearby. Have washcloths (2 per guest) already microwaved and ready to go. Put 2 per guest in a zip lock quart size freezer bag. (Keep them warm in an insulated bag.) Have a couple of large pitchers (or buckets) ready with which to add more hot water right before you demo the Foot and Leg products. (The hostess can assist you with this.) Give a clipboard to each guest as soon as she arrives and ask her to complete her profile. Select a Foundation shade for her and write it on her profile card. Seat dry/normal guests together and oily/combo guests together.

10 minutes:

At the beginning of the event, ask each guest to introduce herself and tell a little something about herself, such as where she works, and what she appreciates the most about the hostess. Share your "I Story".

Mention how excited you are to have everyone here to learn more about Mary Kay's **exclusive** skin care and body products, adding that this will be an **Ultimate Spa Experience** beginning with her beautiful face and going all the way to the tip of the toes!

20 minutes:

Give each guest her plastic bag with 2 hot washcloths. Discuss each step of the Miracle Set and explain its benefits. Demo the Miracle Set by squirting the products on each guest's fingers and having her apply the products to her face, omitting the eye area. No mirrors. (Note: When demonstrating the Cleanser in the Comb/Oily Formula, ask the guest to hold her warm, wet wash cloth that is in her bag to her face momentarily, in order to dampen her skin, thus facilitating the process of working the product into her skin,

without requiring any running water.) Demo the Satin Lips Mask, guests will use one of their washcloths to remove their cleanser and lip mask. Dispense the Satin Lips Balm. Next dispense the Even Complexion Mask. While the Mask is drying, talk about its benefits. Talk about the "Beauty of Friendship" (referrals), showing the form. (This will give them time to think about people they want to "gift" with a complimentary facial. You will have them write the names on the sheet while they are soaking their feet). Next, have each guest use the clean washcloth in her zip lock bag to remove the mask, . Demo Mircodermabrasion (both steps) on the back of one hand. Have her remove Step 1 with the washcloth she used to remove the mask. (Note: a small amount of Step 1 is all that is needed; too much of this product will be difficult to remove completely. Have her compare the top of her hands..) Have the guests apply Day Solution to the face and Night Solution to the inside of one wrist. Demo the Moisturizer.

Recap each step of the "Miracle Set", holding up each item in turn and mentioning its benefits. Explain that you will be meeting with each guest individually at the end of the class in order to customize her Foundation. (Note: During the individual close, you will give her a mirror so that she can apply her Foundation: her choice of Mineral Powder, or liquid foundation) Remember: you will have determined the correct foundation preference & shade for each guest before the start of the class, so you will be able quickly and easily to dispense the appropriate shade, allowing her to experience the look and feel of the "protection step".

10 minutes:

Aromatherapy - Forever Orchid (or your choice of fragranced lotions) is dispensed into her hand and rubbed on opposite arm. Hydrating Lotion in other hand applied to the other arm. Talk about layering with Gel, Sugar Scrub, Body Lotion and Fragranced Spray. Mention benefits of Hydrating Lotion.

20 minutes:

Feet and Leg treatment

1. Spread out plastic table covers on floor. Have guests pull out tubs (or if set up did not allow for tubs under chairs...ie, sitting on chairs or furniture without openings underneath, have bucket off to the side and now place in front of each guest). (Hostess adds more hot water from pitchers, as needed.)
2. Guests soak their feet for 10 minutes. Give each guest the Beauty of Friendship referral sheet and on her clip board and have her fill in the names.
3. Next talk about the Sun Essentials products, Target Action Toning Lotion, and Hand & Decollete Cream.
4. Now you will dispense the Fragrance-Free Scrub and Softener in their palms, at the same time, allowing each guest to massage the products into her feet.
5. Dispense the 2-in-1 Body Wash & Shave, asking them to lather her legs explaining the benefits of the body wash. Even if she doesn't want to shave have her lather to experience the product. If she wants to shave give her a disposable razor.
6. Next, ask everyone to rinse their legs.
7. Hand out towels so they can dry their feet and legs. Set aside buckets or push back under her chair (to be removed after class ends.
8. Dispense the Pedicure Soothing Foot Balm and ask guests to massage it into their feet.
9. Finally, let guests massage Mint Bliss Energizing Lotion onto their legs

Talk about 4 ways to get the product (cash/check...MC, Visa, Discover, Debit or payment plan & Hostess Incentives...i.e., our regular close). Pass out the Closing Sheet and talk about specials. Ask each guest to check off the products she is interested in taking home with her. © The hostess will serve the refreshments while you do the individual close and the guests apply their Foundation.