

MARY KAY

# Mary Kay® Mineral Powder Foundation

Demonstration Tips  
and Brush Cleaning Instructions  
For Products Contained in the Starter Kit



## Tap Into Flawless Application Techniques

The secret to perfect application is the perfect brush. The Mary Kay® Mineral Foundation Brush is custom-designed to work with Mary Kay® Mineral Powder Foundation.

### How to sample this wonderful foundation at parties:

1. Unscrew the jar lid and make sure the sifter holes are open. Screw the lid back onto the jar and gently shake the Mary Kay® Mineral Powder Foundation jar to dispense the foundation into the sifter.
2. Remove the lid and lightly tap on the side of the jar to dispense a little bit of product onto your customers' trays.
3. Teach customers to swirl the Mineral Foundation Brush in the foundation so the bristles grab the foundation. Have them tap the brush to remove the excess powder and apply it in thin layers starting at the center of their faces and working outward until they reach the desired coverage.

### Tip:

To avoid mixing the mineral powder foundation with your customers' skin care products, do not dispense it into the disposable trays when you dispense the cleanser and moisturizer. Wait until AFTER they moisturize. Then, dispense the powder into one of the tray sections located AWAY from the skin care products.

## Make It a Clean Sweep

When you use the Mineral Foundation Brush in the Starter Kit for product demonstrations, it is critical for you to follow safe, hygienic practices to minimize the possibility of spreading bacteria and germs between customers. Do not allow use on customers with broken skin or visible skin outbreaks. Never allow brushes to be shared between guests at the same appointment. They must be sanitized and thoroughly air dried between each customer use.

**Sanitize.** After every customer use, clean and sanitize the brush using a commercially available brush cleaner that lists alcohol (isopropyl alcohol, SD alcohol 40 or alcohol denat.) as the first or second ingredient on the label.

**Dry.** Allow the brush to dry naturally by laying the brush flat on a clean tissue and protecting it from air currents until it completely dries. Always allow the brushes to dry thoroughly before storage and avoid touching the brush hairs with bare hands. Store the cleaned, completely dry brushes individually in a clean plastic bag between demonstrations.

### Precautions:

- Use only brush cleaners that are appropriate for natural hair brushes.
- The use of regular rubbing alcohol for brush sanitation is not recommended as it may significantly damage the brushes.
- Never dry brushes upright as the cleaner may weaken the handle.
- Never use a hair dryer or sunlight for drying as they will damage the brush hairs.
- Never allow brushes to be shared between guests at the same appointment.

Note: The frequent use and sanitation of these brushes may shorten their durability and shelf life.

## Flawless Tips

Mary Kay® Mineral Powder Foundation is a great product to offer your customers because it blends effortlessly for a flawless look.

- The Mary Kay® Mineral Foundation Brush is a must-have for anyone buying Mary Kay® Mineral Powder Foundation. The soft, natural hair of the bristles is short and flat across the top, so it delivers the right amount of foundation and just the right level of buildable coverage.
- Mary Kay® Mineral Powder Foundation makes lines, wrinkles and other skin imperfections seem to disappear. Its buildable coverage allows customers to have sheer, medium or full coverage, depending on how many layers they apply.
- Don't forget to remind customers that you have plenty of other foundation options – from liquid to creme-to-powder.
- You'll also want to tell your customers all about the TimeWise® Miracle Set™ and its age-fighting benefits. And no girl who desires a flawless complexion should be without concealer!
- Be sure to visit "Product Central" on the Mary Kay InTouch® Web site for more education about foundations, shade selection and fact sheets you can print out and show your customers to help you sell.