

How to do an Eye Lash Bash

Below are some pointers and instructions:

Supplies you will need-

Eye primer demo

Eyeshadow samples- Black Pearl, Sweet Plum, Crystalline, Moonstone

Black eyeliner samples

Mascara demo with mascara wands

Cheek color demo

Lip liner demo

Lipstick or lip gloss demo

Brush set demo (you can also use sponge tip applicators and cotton balls)

Fake eyelashes & glue

Toothpicks

Glamour close sheet (attached to this e-mail and on

www.nitagodwinnsd.com under "training")

Get set for beauty close sheet if it is their first pampering session (also on www.nitagodwinnsd.com)

Trays/Mirrors, sales receipts, profile cards, pens, calculator

1) Plan to do your event on Saturday December 28th!!!

Book several time slots and have people come to you to make it most time efficient.

If you have access to a training center or are able to join forces with other team members it will be the most effective

2) You can purchase eyelashes at any drug store and/or Wal Mart for approximately \$3.50 per set. You will also want to purchase glue found in the same location.

*a good brand is Ardell and you can try any type that suits you such as more glamorous or more natural

3) Have guests come with their face washed with Mary Kay products & prepped with Mary Kay foundation on and no other make up.

4) Set up tray/mirror with their color samples, eyelashes, two toothpicks, profile card and mascara wand

5) Apply eye primer on entire eyelid

- 6) Position eyelash on base of natural eyelash line and cut the end of the eyelash to fit the eye
- 7) Apply glue with the toothpick onto fake eyelash lash line and apply onto natural eyelash line. The glue will dry clear.
- 8) With the toothpick, press down the fake eyelash onto the natural eyelash line to secure eyelash. Let dry for 1-2 minutes
- 9) Apply highlighter color onto entire eyelid (moonstone or crystalline)
- 10) Apply accent color onto just base of the eye (black pearl or sweet plum)
- 11) Apply black eyeliner on bottom of the eye under the lash line, smudge with Mary Kay smudge brush to give smokey eye affect (because of the fake eyelash on the top of the eye, you usually do not need to apply the eyeliner on the top of the eye but you can if you want the added affect)
- 12) Gently apply mascara on natural eyelashes under the fake eyelash and the bottom eyelashes.
- 13) **Have guest write down referrals** on the back of the profile card of people who are over worked, over tired and under pampered and for every person they write down, they will receive a \$1 off anything they want that day!
- 14) Apply cheek color with demo cheek brush
- 15) Apply lip liner
- 16) Apply lip gloss or lipstick

You are done with the Smokey Eye Look!

Add Stardust Highlighter on cheek bones and chest to make a sparkle for the evening!!!

Use the Glamour close sheet to find out what products the guest wants to take home with them

Book them for their 2nd pampering session to be shared with friends by saying "It has been so much fun to hang out with you tonight... You are entitled to a 2nd pampering session where you can earn free products and try more of our skin care line. When is a good time for us to get together, weekend or weeknight? Even if you want to just get together you and I, it is still important to schedule our second session so that I can make sure

your products are working for you and so that we build a better relationship so that I can best service your needs."

Ask them to listen to the marketing plan by saying "I am in training with my Director to learn how to better share the Mary Kay marketing plan, is there any reason why you couldn't help me with my training by doing a quick 20 minute call with my Director and I about the fun facts of Mary Kay? When is good within the next 24-48 hours???"