

Compact Clinic Party Tips

Supplies

- Disposable Applicators
- Cotton Balls
- Oil Free Eye Makeup Remover
- Color Cards
- Color Checklists (from the Mineral Makeover Party Pack)
- Cosmetic Display Tray
- Lipstick Caddy
- Mary Kay® Eyeliners
- Mary Kay® Mascaras
- Mascara Sampler Wands
- Mary Kay® Mineral Eye Colors
- Mary Kay® Compacts
- Mary Kay® Compact Pros®
- Mary Kay® Compact Minis
- Look Books



Goal of the Compact Clinic

Help guests pick their favorite compact and fill it with their favorite Mary Kay® colors.

Booking Dialogue

“Hi Sara, this is Valerie your Mary Kay Independent Beauty Consultant! Mary Kay has just launched an adorable **new Compact Mini** and I know how much you love your current one. You will definitely want to see the mini. Is there any reason why you wouldn't want to **get some girlfriends together** for a fun **color party** and everyone can pick their favorite compact and fill it with their favorite colors? And while we're at it, **we'll get you entered into the sweepstakes** (details to come).”

Party Prep

1. **Go to Party Central** on Mary Kay InTouch® and send the **Marvelous Minerals** or the generic **Beaute-Vite®**.
2. **Consider printing a pad of Color Checklists** through the Fed Ex Office DocStore. These are located on Mary Kay InTouch® in Party Central with the Party Pack materials.
3. **Go to the Mary Kay® YouTube channel** and get familiar with the new **Mary Kay® compact commercial**. Consider posting on your Facebook page and having it readily available on your smart phone to show potential or current customers. This is a great way to attract the Gen Y Customers.
4. **Visit the Resources tab** on Mary Kay InTouch® and **get familiar** with the company advertising and product integrations currently running. Chances are your customers have seen the print or TV ads and may have questions. Consider **purchasing the publications** that showcase our products to **have handy for guests at the party**. Third party promotions can be a great way to **generate excitement** among your customers.

At the Party

1. **Set up a color playground** where guests can play with all of the beautiful Mary Kay® Mineral Colors and choose from the fabulous compact trio.
2. **Your guests will most likely want to see anything and everything** that can be carried in the compact they choose, so consider displaying Mary Kay® Sheer Mineral Pressed Powder, Mary Kay® Crème to Powder Foundation, Mary Kay® Mineral Cheek Color, and Mary Kay® Brow Tools and applicators.
3. **Make sure to have several copies of the Look on hand** so guests can choose an existing color look instead of putting together their own.
4. **Have guests mark off the items they are interested in** on the Color Checklist as they go. This will make it easier during your individual consultations at the end of the party.
5. **Consider streaming the Mary Kay® YouTube channel during your party** to get guests excited about Mary Kay® products.