Welcome to the TimeWise® Microdermabrasion Workshop.

Do you know what Mary Kay said when she was asked, “What would you say would be a key factor to be a good salesperson?” It was, “Confidence. Knowing your product from A to Z. You must have adequate knowledge of the product and really know what you’re doing. Secondly, you have to believe that you can do it. You have to have confidence, and this is one of the things that we try hard to instill in our people with a “You Can Do It” attitude.”

Thank you for taking time out to further your product education so that you can be the best Independent Beauty Consultant that you can be!

You are here to learn, boost your confidence and increase your selling success with the TimeWise® Microdermabrasion Set.
In today’s workshop, you will learn about:

• The signs of aging in skin
• The age-fighting benefits and product details of the TimeWise® Microdermabrasion Set
• The best approach to selling this popular product

The workshop will close with questions to test your product knowledge.
When you have completed this module, you will be able to:

- Explain the age-fighting benefits of the TimeWise® Microdermabrasion Set
- Identify the TimeWise® Microdermabrasion customer
- Share TimeWise® Microdermabrasion Set product information with your customer
- Answer questions about the TimeWise® Microdermabrasion Set
There are some common concerns women have about their skin as they get older like crow’s feet, sagging skin, and skin that looks tired.

Here are some of the things that can happen as the skin becomes overwhelmed by UV exposure and the natural aging process:
- Collagen and elastin are diminished
- Lines and wrinkles begin to appear
- Skin elasticity and vibrancy are lost
- Skin texture is compromised

Next, you will learn how the TimeWise® Microdermabrasion Set can help fight some of the signs of aging!
Believe in the Benefits!

The before-and-after photographs are pretty dramatic, aren't they?

While customers will see different results based on the condition of their skin, they won’t see any results if they don’t try the products.

As with any skin care routine, it’s important for them to know that the key to success is using the products on a regular basis. The sooner they start using the Mary Kay® TimeWise Microdermabrasion Set, the sooner they’ll see results.
Your customers can immediately fight fine lines, refine pores and achieve beautifully smooth skin with the TimeWise® Microdermabrasion Set.

Now, take a look at the specific benefits of each of the steps that make up the TimeWise® Microdermabrasion Set.
Step 1: Refine

Step 1: Refine is an advanced exfoliator that:
- Immediately energizes the skin to reveal a more radiant, healthy-looking complexion.
- Feeds and nourishes the skin from below through increased microcirculation.
- Reduces the appearance of pores by effectively removing dead skin cells from inside and around the edges of pores.

Step 1: Refine is an advanced exfoliator that immediately energizes the skin to reveal a more radiant, healthy-looking complexion.

This creamy, white lotion with exfoliating crystals also feeds and nourishes the skin from below through increased microcirculation. This brings oxygen to the top of the skin to stimulate circulation, creating a healthy, more radiant glow.

It also reduces the appearance of pores by effectively removing the dead cells that naturally form inside and around the outer edges of pores.

Next, you will learn about Step 2: Replenish.
Step 2: Replenish

Step 2: Replenish is immediately absorbed into the skin to instantly smooth and soften. It also:

• Feeds and nourishes the skin from above with the exclusive Mary Kay® triple tea complex.

• Aids the rejuvenation process, and protects against environmental pollutants.

• Soothes the skin, and helps to bring it back in balance.

• Prepares the skin for the next step in skin care.

Next, you will learn about some of the key ingredients in the TimeWise® Microdermabrasion Set.

Step 2: Replenish is immediately absorbed into the skin to instantly smooth and soften. This lightweight opalescent lavender serum also:

• Feeds and nourishes the skin from above with the exclusive Mary Kay® triple tea complex.

• Aids the rejuvenation process, and protects against environmental pollutants.

• Soothes the skin, and helps to bring it back in balance.

• Prepares the skin for the next step in skin care.

Next, you will learn about some of the key ingredients in the TimeWise® Microdermabrasion Set.
What are the key ingredients that help the TimeWise® Microdermabrasion Set work?

Step 1: Refine contains alumina to gently remove dead surface cells. This is the key exfoliating ingredient used by many dermatologists. It also contains glycerin to help hydrate the skin and enhance the efficacy of the alumina.

Step 2: Replenish contains the exclusive Mary Kay® triple-tea complex (Camellia leaf extract) which is an antioxidant that helps protect the skin from the damaging effects of free radicals. Free radicals are unstable molecules that can cause cellular damage and contribute to aging. This ingredient is also known for its calming and soothing properties, and provides mild astringency to help tone the skin.

It also includes vitamin C and E derivatives which serve as antioxidants.
Mary Kay® conducted an independent consumer study to find out what benefits women would see after using the TimeWise® Microdermabrasion Set. Here are the benefits they saw after just one week*:

• 85% saw an improvement in skin texture
• 73% saw a reduction in the appearance of fine lines
• 71% saw pores that looked smaller

Can you imagine how excited your customers will be to see results like these?

*In a consumer study conducted by an independent research facility
It’s easy to fit the TimeWise® Microdermabrasion Set into your current Mary Kay® skin care program. Just remember to tell customers to apply it after the cleansing step.

For example, if you’re using the TimeWise® Miracle Set, you would use the TimeWise® Microdermabrasion Set after the 3-In-1 Cleanser and before Day Solution or Night Solution.
Not all of your TimeWise® customers will need this product. Those who are starting to notice that their skin isn’t as smooth or radiant as it once was will appreciate this product the most, and are likely to see the greatest results. The formulas are compatible with TimeWise® age-fighting skin care.

The TimeWise® Microdermabrasion Set does not contain the TimeWise® complex. Instead, it is formulated with ingredients that will complement the existing TimeWise® products to help reverse the visible signs of aging. The TimeWise® Microdermabrasion Set is safe for use on all skin types – normal, combination, oily or dry.
The application instructions are very simple:
• Use 2 to 3 times weekly
• Wait two days between applications
• Do not follow with acne treatment products
• Delicate skin may require less frequent use
The TimeWise® Microdermabrasion Set couldn’t be easier to use. Just pump a quarter-sized amount of Step 1: Refine into the palm of your hand, then smooth it on your face in an circular motion using your fingertips for one to two minutes. Then rinse with warm water and pat dry.

Some people may experience a little redness. This is normal and is the result of increased blood flow to the area that has been stimulated. The result is a healthy-looking glow.

Once new skin has been revealed, it needs to be pampered and protected. That’s where this nourishing serum comes in. Following Step 1: Refine, gently apply Step 2: Replenish.

The TimeWise® Microdermabrasion set works well on the throat and décolleté area as well.
Here are some important points your customers should know:

- **The TimeWise® Microdermabrasion Set fights fine lines, refines pores and helps to achieve beautifully smooth skin.**

- **Women saw great results after using the set for just one week.**

- **Step 1: Refine feeds and nourishes skin from below bringing oxygen to the top of the skin to stimulate circulation.**

- **Step 2: Replenish feeds and nourishes the skin from above with the exclusive Mary Kay® triple tea complex.**

Next, you will learn how to sell TimeWise® Microdermabrasion to new and existing customers.
This “How-to-Sell” module was created to provide key information and best practices for how-to-sell the Mary Kay® TimeWise® Microdermabrasion Set. This system is a wonderful supplement to the Mary Kay® Miracle Set, but can also be used in addition to any of the Mary Kay® skin care regimens. The TimeWise® Microdermabrasion Set is the skin care breakthrough that you and your customers have been waiting for. Now you can experience at home what once was an exclusive spa and dermatologist treatment. No appointments to make. No expensive treatments to pay for. In fact, 64% of women who tried it saw immediate results! Just another way Mary Kay® helps customers to address their specific skin care needs.

You’ve already learned a lot about the products, now you can focus on how to sell them.
It is so important that you become knowledgeable about microdermabrasion products before offering them to customers.

An easy first step: take the time to complete this Product Knowledge Workshop!

Secondly, familiarize yourself with the products. Take the time to sample them so you can share that experience with your customers.

Now, please know that no one expects you to be a scientist. Your goal is to be able to speak intelligently and enthusiastically about Mary Kay products. It is always okay to tell a customer, “I don’t know the answer to that question, but I’ll find out and get right back to you”.

You will believe in these products and be able to sell them once you’ve had the opportunity to learn how they work and experience the wonderful results for yourself.
Skin testing showed that all skin types, could use this product – normal, combination, oily or dry. Thus, anyone could be your ideal customer.

In fact, the target market and audience is already familiar with some of the benefits and the basics of microdermabrasion, due to its popularity.

Think about your existing customer base. Can you make a list of customers who would benefit from using the TimeWise® Microdermabrasion Set?
A simple 4-plus step selling approach has been developed to help introduce you to and share with you key information for how to sell the TimeWise® Microdermabrasion Set.

The 4-plus steps include:
- **How to announce** the TimeWise® Microdermabrasion Set,
- **How to connect** with existing and new customers,
- **How to sell** the product,
- **And how to grow** your business.
- **And then, of course,** keeping Golden Rule Service top of mind while working through this approach will deliver even greater success.
Before you can **Sell**, you can **Announce** the product to your customers.

As with any selling approach, you must first determine which customers to approach first, and in this case they are your existing customers that are currently using Mary Kay® skin care. This customer is already familiar with the basic skin care system, but still desires a more targeted supplement to fight fine lines, refine pores and smooth skin texture – immediately. They may be seeing good results, but may need something extra to get the “ultimate” results they are looking for.

**First consider the email, mail, and phone options.** There are several tools you can utilize …such as **The Look** and e-cards to introduce the TimeWise® Microdermabrasion Set to your customers.

**During facials and skin care classes, you will want to position the TimeWise® Microdermabrasion Set as the perfect addition to the TimeWise® Miracle Set. Together these products provide powerful results! Remember, anyone can benefit from the TimeWise® Microdermabrasion Set!**

**When you’re out and about, there are always opportunities to introduce the TimeWise® Microdermabrasion Set to a new prospect.** The vast majority of women you meet would be interested in the benefits of these products which offer immediate results. Use it as an icebreaker and offer a potential customer information about the TimeWise® Microdermabrasion Set and give her a sample. This way, you can follow up with her and book a skin care class or facial.
Here are a few examples of how to **Connect** with your customers.

You’ll find a couple of starting conversations to consider and use.
You've **Announced** and **Connected** ...and now you can **Sell**. This is the fun part!

By now, you should be comfortable talking about the immediate benefits the TimeWise® Microdermabrasion Set can deliver. You’ll want to be able to share details regarding the basic science of microdermabrasion, how it compares to professional microdermabrasion and how it works with the other TimeWise® products. Remember that there are tools available to you and your customer to address all questions: the Look Book, [www.marykay.com](http://www.marykay.com) and your Mary Kay® Personal Web Site.

Your current customers are more likely to purchase the line without hesitation. They already know and trust Mary Kay® products, and know and trust you as their beauty consultant.

New prospects may be more hesitant and more interested in a “sample”. Share with them the 100% Satisfaction Guarantee and give them samples so they can experience the product.
Now you will learn how to **Grow** your business.

The concept of following up is not new, but remember it is just as important to follow-up with existing customers, as it is with new customers.

When you are following-up with customers, be sure to ask for referrals and a testimonial if they are satisfied with their experience. The chances are good they’ll gladly share with you or introduce you to friends or family with similar skin care needs. Testimonials are excellent to use as you are meeting new prospective customers.

Next, you will learn how to apply the Ask, Listen, Learn technique to the follow-up and request for referrals and testimonials.
There are many ways to provide great customer service. The key is keeping in regular contact with customers – whether through phone calls, mailings, or emails. The more accessible you are and the more proactive you are with meeting their needs, the stronger their relationships with you will be, and with a strong relationship comes great success.

These are some examples of how you might grow your business using the Golden Rule Service Ask, Listen, and Learn technique.
Here are three more examples of how to sell the Mary Kay® Way.

It’s important to remember that if you ask the right questions, and listen to your customer’s response, then you can learn what she needs in order for her to buy new products and become a loyal customer.

And always remember to respect her time by allowing her to shop her way. Remember, great customer service is personal service. That means you will want to customize the way you contact each customer based on her wishes. Let her customize her Mary Kay® experience by shopping in person, on the phone, online or at home. Customers really appreciate the flexibility that you offer.
That’s it! Let’s recap the 4-plus step selling approach to arm you with key information for how to sell the TimeWise® Microdermabrasion Set.

The 4-plus steps include:

• How to **announce** the TimeWise® Microdermabrasion Set,
• How to **connect** with existing and new customers,
• How to **sell** the product,
• And how to **grow** your business.

• And then, of course, keeping Golden Rule Service top of mind while working through this approach will deliver even greater success.
Test Your Knowledge!

**Question:** What are the benefits of the TimeWise® Microdermabrasion Set?

**Answer:**
- Improve skin texture
- Fight fine lines
- Reduce the appearance of pores

*What are the benefits of the TimeWise Microdermabrasion Set?*

*Improve skin texture, fight fine lines and reduce the appearance of pores.*
Can the TimeWise® Microdermabrasion Set be used in conjunction with other Mary Kay skincare products?

Yes. This product can be used with the TimeWise® skincare system as well as with the Mary Kay Customized Skin Care products.
What are the steps involved in the TimeWise® Microdermabrasion Set?

• Step 1: Refine
• Step 2: Replenish

Step 1: Refine is an advanced exfoliator using alumina, used by many dermatologists to immediately energize skin and reveal a more radiant, healthier looking complexion. Step 1 can be applied to a clean face by rubbing a small amount over the surface of the skin in a circular motion, just like in cleansing. It can then be easily rinsed in the shower or at the sink.

Step 2: Replenish should be applied after Step 1: Refine in the same manner you would apply a moisturizer. It is immediately absorbed to instantly smooth and soften the skin and helps to reduce any possible discomfort and redness.
Can I try the TimeWise® Microdermabrasion Set on other areas besides my face?

Yes. The TimeWise® Microdermabrasion Set works great on the throat and décolleté area as well.
What are the key ingredients in the TimeWise® Microdermabrasion Step 1: Refine product?

- Alumina
- Glycerin

Step 1: Refine contains alumina as an exfoliant to gently remove dead surface cells. This is the same ingredient used by many dermatologists. It also contains glycerin to help hydrate the skin.
How often should the TimeWise Microdermabrasion Set be used?

The TimeWise Microdermabrasion Set can be used up to 2-3 times a week, waiting at least 2 days between applications. With delicate skin you may need to use less frequently.
When should the customer see and feel a difference?

Some women saw results immediately. Test panelist said they saw improvement immediately, and the results get even better with time.
Who is the ideal customer for the TimeWise® Microdermabrasion Set?

Anyone who wants their skin to look healthier, younger, more radiant, and wants instant results!
Test Your Knowledge!

**Question:** How would you position the TimeWise® Microdermabrasion Set at a skin care class?

**Answer:** As an addition to the TimeWise® Miracle Set.

*How would you position the TimeWise® Microdermabrasion Set at a skin care class?*

*As an addition to the TimeWise® Miracle Set.*
When should the TimeWise® Microdermabrasion Set be incorporated in the daily skin regimen?

Immediately following cleansing, and prior to applying Day Solution or Night Solution. For example:

• Cleansing
• Two-step TimeWise® Microdermabrasion Set
• TimeWise® Day Solution or Night Solution
• Moisturize
What is the recommended schedule when following up with a customer who has purchased the TimeWise® Microdermabrasion Set?

Remember the 2+2+2 formula?

• Follow up 2 days after a purchase to see how it is working, check for reactions,
• Then follow-up in 2 weeks to schedule a second appointment so you can see for yourself the improvement and maybe even introduce her to color,
• Lastly, follow up in two months for continued customer service and to check for reorders. What are the benefits that women saw after using the TimeWise Microdermabrasion Set during a one-week consumer study?
Remember Mary Kay’s words: Outstanding sales depend on your ability to think from the customer’s point of view and understand and respond to your customer’s best interests. Successful salespeople… not only listen, they also hear what the customer really means.

With this in mind, use the information you learned today to serve your customers in the very best possible way.