

Makeup Class Outline

Items you'll need

- Impact Your Image DVD (TV/DVD or Laptop to play it on at presentation)
- Impact Your Image Sales book
- Guest Supplies for each guest (listed below)
- Guest Packets for each guest (listed below)
- Sharpeners, q-tips, cotton squares
- Brush Cleaner
- Wrapped hostess gift
- Optional booking gifts (ie: Deal or No Deal gifts)

Supplies for Each Guest

- Placemat (Try the Brush 101 sheet laminated, its 11x17, and perfect)
- Mirror
- Wash cloths (try infant wash cloths), wet wipes, tissues
- Disposable Cosmetic Wedges
- Disposable Arbonne Spatulas, lip brushes& Mascara Brush
- Arbonne's Precision Brush Set
- About Face Color Palette filled with shadows and blushers specific for eye technique (to be shared between 2 guests)
- Palette Map

Guest Packets

Inside an About Face Color Brochure, include the following for each guest

- Client Profile Sheet
- Color Sell Sheet
- IYI Face Sheet
- IYI Eye Sheet (specific to which eye technique you're teaching that night)
- Makeup Order Form

Overview

- This class is very similar in content to a basic Arbonne presentation. You'll use Krista's DVD for a large portion of the main content, but the general outline is very familiar.
- This is a specialty event for clients to get up close and personal with About Face Color Cosmetics. Its their chance to learn great techniques & get a hands on experience with the cosmetic products. This also is another opportunity for clients to see the awesome value of a consultant ID number of their own. This class is best executed after your guest has attended a skin care presentation.
- Teach only one eye technique at a class. This will get your guests to want to come to or book other classes with the different techniques. Different eye, lip, & cheek colors are recommended with the various eye techniques, so you will always be able to sell additional colors for eyes, lips, etc.
- Think in themes and set the mood with décor, food, candles, music, etc. Be creative and make the atmosphere fun, but casual.

Guests Arrive

- Greet them! Introduce yourself. Welcome them to the sink to wash their hands with the sea salt scrub. If they haven't prepared their face, have them do so with the Re9 line in the bathroom. We want clean faces and clean hands!
- Have the hostess offer them a beverage and distribute the guest packets. Have her instruct them to fill out the grey box on the Client Profile sheet.
- Have the IYI Sales book open to the model page. Have them look at the book to identify which model their skin tone/coloring is most like. Be sure to have them indicate on their client profile sheet which model they most resemble.

Get Started

- **Introduce yourself**, thank hostess (present her with hostess gift) and welcome them to the get together formally.
- **Share your Story**- Talk about the business, its benefits and your "why"
- **Be sure each guest has filled out client profile sheet** and picked model "alter ego" so we can customize their colors later on after the technique class is taught. Take this chance to get to know the guests and remember their names. Ask each guest what their favorite makeup product is.
- **Explain the goal of the presentation** is that they will be learning perfect application techniques and tips tonight directly from Celebrity Makeup Artist Krista Embry featuring Arbonne About Face Color Cosmetics. Provide info on Krista from her bio in the sales book. Let them know that we will be watching an instructional DVD and will have an opportunity to practice the techniques learned tonight. I also let them know that after the presentation, I'd like to meet with them each individually to share with them the specific colors and to accommodate their personal needs and budget.
- **Go over the Arbonne Difference** by directing them to the color sell sheet. Be sure to also mention:
 1. 45 guarantee
 2. Beauty with Benefits- botanical oils, micro-ionized pigments that are color true, don't flake or crease, light reflecting colors, SPF
 3. Customizable color palettes
- Play DVD from the beginning through the application of the foundation, concealer, powder, bronzer and blush (less than 20 min). Pause the video here and then allow guests to apply their makeup up to that point. Refer to Krista's makeup class outline in the sales book to review application instructions and techniques as your guests apply.
- Next, Forward to the eye technique that you want to feature. Play all the way through the technique once first so they can see it start to finish. Play the eye technique a second time, pausing part way through to give the guests a chance to apply each step.
- Lastly, play the lip technique, which will go through the lip liner/lipstick application. Allow your guests to apply. Here they can use the specific colors matched for their model type.
- (Note: throughout the application of each step, be sure to emphasize the proper brushes needed and reference the brush 101 worksheet from Krista's webmag)
- **Go over Top Ten Products** No Girl Should be without, also on color sell sheet
- **Go over 3 ways to win and Go to 4 Square Close**- Share the options of client, consultant, or business owner. Then, let them know that when ordering all of this fabulous cosmetics, most people want it all, but don't know where to start, so we put together some of our most popular packages.
- (Optional- Play Booking game or Deal or No Deal Game)
- **Close Presentation**- "This is your time to shop!" Let them know they get to keep their packets, mark up the worksheets as we select their customized colors, and direct them to

the order forms to make up their wish list. Thank everyone for coming and let them know if anyone is in a hurry, you can help them first.

Make up 4 Square Close Verbiage

1. First package is the best value. Here you get 50% off! \$700 worth of products for only \$350. This is for those that want a little bit of everything that Arbonne has to offer at 50% off instead of 35%. This will get you all brand new makeup from start to finish, skin care, and more! It's the best deal in town!
2. The second package is your complete customized color package including: all face color, each eye shadows, liners, brows, mascara, and all lip products. Its everything you tried on tonight, 35% off and put together so that you get an additional \$100 in product of your choice for \$20. It's an awesome deal! A whole fresh new look! This package is worth \$250 retail value, but you pay approximately \$163 with your discount.
3. The last package is some of your cosmetics basics from our Top 10 list including: Bronzer, personalizer, foundation, concealer, mascara, eye & lip pencils. This package is worth \$150 retail, but you get it for \$98 with your discount.
4. Lastly, if you are interested in earning Free products, I can show you how! Get 3-4 friends together, and maybe learn a new eye technique. I do all the work and in Arbonne, we take really good care of our Hostesses!