

How to Set Up Your Demos

1. Demo Roll-Up Bag – for parties & facials (order of application)

Skincare

- Microdermabrasion Set
- Satin Hands Set
- Eye Makeup Remover*
- Miracle Set Normal/Dry* (*Best Seller*)
- 3-1 Cleanser and Moisturizer Combo/Oily* (*Best Seller*)
- Timewise Repair Set (*mature skin*)
- Formula 2 Botanical Set (*very sensitive skin/teenagers*)
- Eye Cream (*Volu-Firm Eye Renewal Cream preferred*)
- Satin Lips Set

Dash-Out-The-Door Color

- Foundation Primer
- CC Cream (*all 4 shades*)
- Mineral Powder Foundation* (*in various shades and brushes**)
- Bronzing Powder (*2 shades*)
- MK Brush Set
- Cream Eye Shadows (*most popular: beach blonde, apricot twist, glacier gray, pale blush and metallic taupe*)
- Eyeliner (*Black and Brown*)
- Mascara (*Ultimate* and Lash Love*)
- Lip Gloss (*most popular: beach bronze, fancy nancy, berry tart*)

Note: The above items will not all fit into your Demo Roll-Up Bag. Your Starter Kit Bag is perfect for those items plus your mirrors, applicators, sales slips, etc.

3. Other Items to Pack (for parties, facials, color appointments, etc.)

- Inventory to sell
- Black mirrors* with plastic trays* and paper inserts
- Skin care class packets (*1/guest—includes a facial cloth*, 1 cotton pad, 1 mascara wand*, Q-tip, Lip Gloss applicator (optional), MK Beauty Book*, customer profile*, sales ticket**)
- Your Skin Care Class Binder with Script (*or iPad with script*), Laminated Placemats (*1/guest—1 side Hostess Program Sheet, 1 side Sets Sheet*), Laminated Hostess Program Coupons (*6*) for visual aid, Laminated Starter Kit Contents Sheet, MK agreements and Marketing Plan Surveys to pass out (*1/guest*). Download sheets at alisonjurek.com.
- Hostess Gift, Booking a Party “on the spot” gifts (*i.e. eye-shadows, gift with purchase, etc.*), Highlighted Date Book*/ Digital Calendar to book future appointments, Camera (*for before/after portfolio photos*)
- Items for Hostess’ glamour look: concealer, highlighting pen, eye primer, eyeliner, lip primer, lip liner, lipstick, Brush Set and your Glamour Color Kit

2. Demo Glamour Color Kit – for color appointments

The Quilted Cosmetic Bag on section 2 is perfect for holding your Glamour Color Kit. You’ll also need 1-2 cosmetic display trays on section 2 to hold your color testers--1 of every eyeshadow, blush and bronzing powder that you have.

It’s ok if you don’t have every color in the beginning. Most consultants start with 1 tray and fill the top 3 wells with 18 (of the 35 total) mineral eye colors. On the bottom, you can fit four (of the 10 total) mineral cheek colors and 1 bronzing powder (of the 2 total). Then, add a second display tray to your Glamour Color Kit to accommodate the rest of the MK Color Collection as you go. The trays fit into one side of the bag and the other side of the bag will fit your 5 most popular Mineral Powder Foundations and the Translucent Powder.

Remember to also take your Demo Roll-Up Bag with you to color appointments. Your customer can wash her face and experience our skin care before her color makeover. That will increase your sale to often include skincare purchases and will give your customer a clean canvas so she’s ready to match foundation and apply color.

- Quilted Cosmetic Bag
- 1-2 Cosmetic Display Trays
- Full-size Color Demos

- 5 Hostess Packets (*2 Look Books*, 3 outside order sheets, Hostess Program Sheet, Guest List Sheet, Your Business Card*)
- 2 Recruiting Packets (*MK Agreement*, Starter Kit contents sheet, Steps to Success Brochure, Copy of National Sales Directors’ and Directors’ Commissions (Applause Magazine) and Applause “Y We Fit” Article (download at alisonjurek.com)*)
- “Extras Bag” (*extra headbands/hair ties, cotton pads, mascara wands*, spatulas, facial cloths*, cosmetic wedges, sales slips*, profiles*, etc.*)
- Quarterly Gift with Purchase, Look Books* (*stamped and ready to put in guests bags when they leave*), Money Bag, Calculator, Pens, MK Shopping Bags (*big and small*)

** Full-size product in your Starter Kit.*