

AUGUST 2019

MARY KAY  
NATURALLY  
SKIN CARE LINE

BOOKING SCRIPTS & POWER STATEMENTS

SNSD JULIA BURNETT

THANK YOU CAITLYN UNDERWOOD FOR SOME PHRASING

NEW/FORMER CUSTOMERS

FOR PEOPLE THAT WANT NATURAL PRODUCTS

Hi \_\_\_!! I've been holding this in for so long and have been so excited to tell you! AH! Mary Kay just launched a new product line that I think you'd be really into. It's ECOCERT (you're probably familiar - an elite European credential for natural products). It's pretty off-the-grid with an exfoliating powder/moisturizing stick/face oil (all of these 100% naturally derived). It just seems up your ally, lol! Would you consider being on my exclusive opinion panel to give me your feedback on this new line? You're so knowledgeable about natural products - I knew you were the one to ask lol! I'd sooo value your opinion!!

TO REENGAGE A FORMER CUSTOMER WHO IS LOOKING FOR NATURAL

Hi \_\_\_! Blast from the past lol! OK, I have been holding this in - dying to share with you. Mary Kay just came out with a new product line that I think you'd really be into. It's ECOCERT (you're probably familiar - an elite European credential for natural products). It's pretty off-the-grid with an exfoliating powder/moisturizing stick/face oil - all of these 100% naturally derived. It screams your name lol! Would you be willing to try it and give me your feedback? I would so value your opinion b/c girl, I know this is up your alley :)

FOR FORMER CUSTOMER WHO TRIED MARY KAY SKIN CARE AND COULD NOT FIND A FORMULATION THAT WORKED/VERY SENSITIVE SKIN:

Hi \_\_\_! Blast from the past, I hope you remember me, this is \_\_\_\_\_ with Mary Kay. Hope you're doing great! I was thinking about you - remember when we tried to find a formulation of skin care a few years back & we just couldn't find the right combination? Well, I've never felt quite settled that we couldn't find a line that worked. I wanted to reach back out to you because we have a new naturally derived skin care line (that's ECOCERT, an elite European credential for natural products) that I'm really hopeful would jive with your skin (most of the products are 100% naturally derived). I've never forgotten about you and I jumped at the chance that this may be "the one" for your skin. Would you be open to trying it and giving me your feedback?



FOR MOM'S OF PRE-TEENS:

Hi \_\_\_! It's \_\_\_ with Mary Kay - how are you? Particularly, how's (daughter)? I've been thinking about (daughter) because MK just came out with a new naturally derived skin care line that's ECOCERT, an elite European credential for natural products. I know she's a pre-teen now and might just now be awakening to the idea of washing her face (at least I didn't get into skin care until I was X lol!). I am in need of getting feedback on this new product line and so I just wanted to see if you might be open to doing a mother/daughter facial? It'd be a ton of fun, plus, heck - sometimes pre-teens will take skin care guidance from "someone else" (wink wink) if I can be of any assistance in that lol! What do you think?

FOR OLD REFERRALS OR PEOPLE THAT FELL OFF

Hi \_\_\_! This is so random, I hope you remember me 🌿 \_\_\_ with Mary Kay? I wanted to reach back out because I have exciting news!! We just launched a brand new naturally derived skincare line that is ECOCERT, an elite European credential for natural products. I'm looking for an exclusive group of women to be on my opinion panel. I think you'll find it pretty interesting with novel product forms like an exfoliating powder/moisturizing stick/face oil - all of these 100% naturally derived. Would you be up for getting together and giving me your feedback on this launch before others get to try it? I would sooo value your opinion!!

TO REENGAGE A FORMER CONSULTANT WHO IS LOOKING FOR NATURAL (GOAL NOT TO RECRUIT HER, BUT TO SELL HER ON THE PRODUCT FIRST):

Hi \_\_\_! Blast from the past lol! How ARE you? (anything else personal) OK, you are one of the first people I wanted to share this with. I know you're into natural products, right? Well get this, Mary Kay just came out with a new product line that's ECOCERT (you're probably familiar - an elite European credential for natural products). It's pretty off-the-grid with an exfoliating powder/moisturizing stick/face oil - all of these 100% naturally derived. It screams your name :) Since this is new territory for me, I wanted to ask folks who really value natural products for feedback. Would you be willing to try them and give me your feedback? I know this type of product is up your ally :) Plus, it'd be good for my heart to see you again.





## CURRENT CUSTOMERS

FOR CURRENT NON-SKINCARE CUSTOMERS  
(ADD SOMETHING PERSONAL AT BEGINNING)

Hi \_\_\_!! I hope you're doing well :) How are the kids? .... Sooo I'm super pumped because Mary Kay just came out with a brand new naturally derived skincare line that is ECOCERT, an elite European credential for natural products. This is HUGE. I know you are already love Mary Kay, so I wanted to invite you to be on my exclusive opinion panel for this launch before others get to try it! Would you be up for that?! I sooo value your opinion!!

FOR CURRENT SKINCARE CUSTOMERS  
(ADD SOMETHING PERSONAL AT BEGINNING)

Hey \_\_\_!! I hope you're doing well :) How are the kids? ..... Sooo I'm dying to tell you about this - MK just came out with a brand new naturally derived skincare line that is ECOCERT, an elite European credential for natural products. We are all so excited about it & while I know you are madly in love (as am I) with your Timewise Repair - there are 1-2 new novel products that are kinda blowing me away that I think you'd really fall in love with. So I wanted to invite you to be on my exclusive opinion panel for this launch before others get to try it! Would you be up for that?! I sooo value your opinion, I know you love great products!!

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## BOOKING CONCERN

I'M NOT ATTENDING BECAUSE I'M GOING ALL CLEAN

"Omgoodness strangely I'm so glad you shared that. I'm actually looking for people who value clean products because we just released a new skin care line that's ECOCERT, an elite European credential for natural products. The line is pretty off-the-grid w/product forms like an exfoliating powder/moisturizing stick/face oil, all of these 100% naturally derived. Could I twist your arm into trying them and getting your opinion? I would be so grateful for your feedback because it sounds like you're someone who's really in the know. What do ya think?"

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## GROUP APPOINTMENT PHRASING

POSSIBLE PHRASING TO USE WHEN INTRODUCING NATURALLY AT GROUP APPT

"Isn't it JUST LIKE Mary Kay, when we do something - we aim for the top? We searched the globe for the most elite natural product credential and decided the COSMOS ECOCERT standard in Europe was the standard we wanted to align with. Most ECOCERT products are manufactured in France and 3 of our 4 products are 100% naturally derived (the other 99.49%), which is really impressive."



## POSSIBLE PHRASING TO USE AT DURING APPOINTMENTS

"...and in case you were wondering, yes we have our naturally derived skin care line which is certified out of Europe by ECOCERT with the COSMOS standard (and I'm proud to say that most of that line is 100% naturally derived), but we're also proud to say that all ingredients used in Mary Kay cosmetic products meet the rigorous standards for cosmetic safety set by the European Union and are EU compliant...and I mean Europe is known globally to have the most rigorous standards for cosmetics. When we do something, we do it well. If we can't verify a products' safety - we don't use it. So ingredient/research-wise we're kinda known in the cosmetic world to be over-achievers. Lol! "

## RESPONSE TO ARE YOUR OTHER PRODUCTS SAFE?

"Oh I'm so glad you asked that - that's a very relevant question (bridge). MK is known in the cosmetic community to kinda be an over-achiever when it comes to safety. If we can't verify a products' safety - we don't use it. So while other companies make a lot of claims, we actually back ours up with scientific evidence:

- All ingredients used in our cosmetic products meet the rigorous standards for cosmetic safety set by the European Union and are EU compliant...and I mean Europe is known globally to have the most rigorous standards for cosmetics.
- Believe it or not, MK actually conducts 300,000+ research tests a year (yes 300,000 in a year, I can't even wrap my head around that).
- In scientific communities, our brand is known to be synonymous with over the top consumer safety - if we have an ingredient in question, we don't use it - period.

## ECOCERT HIGHLIGHTS



- ECOCERT inspects the sourcing of the ingredients, packaging, the transportation of the materials, even the ECOCERT labeling is very regulated. Most ECOCERT products are manufactured in France at a facility that only produces products with the ECOCERT standard.
- Application process quite stringent, it takes years to go through the process
- Very high end certification - this is not the person on Etsy who is making a facial scrub in her home, this is a globally recognized elite credential
- Consumers who are looking for icons need to know this is the "icon of all natural product icons"
- Isn't it just like Mary Kay - when we launch something we go for the gold standard - don't try to cut corners...we do it well - that's just who we are.
- [cosmos.ecocert.com](https://cosmos.ecocert.com)