

The Beauty of Friendship

Here's how the *Beauty of Friendship* works:

The Independent Beauty Consultant introduces the *Beauty of Friendship* program to skin care class guests during the class. The Consultant might say: *"Wouldn't you agree that women value friendships as one of the treasures in their lives? I know I do. And in today's hectic world it's getting harder and harder to squeeze in time to do the little things, the thoughtful things that let your friends know how much we appreciate them. Knowing women's hearts--and schedules--I'd like to tell you about a program you participate in called the *Beauty of Friendship*."*

"I'd like to give each of you a note card on which you can write a few lines to a special friend who lives in your area. I will present your friend with your special note, a complete makeover and this lovely gift absolutely free with your compliments. What a wonderful way to let your friend know how much she means to you!"

"So pick one, two or even three of your best friends who are at least 21 years old and aren't yet experiencing the beauty of Mary Kay. Be sure to write her name and phone number and the best time to reach her on the back of your card so that I may deliver your gift to her in person."

The Consultant then calls the friends who were "gifted." When she does, she might say:

"Hello, Betty. My name is Jane Doe, an Independent Beauty Consultant with Mary Kay Cosmetics. We haven't met yet, but I've met one of your dearest friends, Debbie Smith. She has a special gift for you and I have the honor of delivering it to you on her behalf."

"The first part of the free gift is a complete makeover! For the second part, well, I'm going to wait until I see you so I can watch your face as you open Debbie's gift and read her note."

"I know you're busy – so am I – so when could we get together? Is the first part of the week or the last part of the week better for you?"

Guests love giving their friends such a special treat and their friends are deeply touched by the gesture. Consultants who try the program witness many heartwarming moments, and they love keeping their date books full!