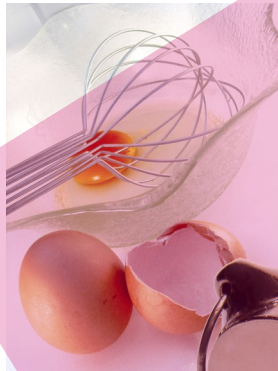


Operation Occupation Model Portfolio



Mary Kay Cosmetics



Color Look Design: Director Heather Daniel-Kent
Portfolio Design: Senior Director Amy Duncan

Healthy Glow

Energetically Fresh

Eye Colors

Highlighter: Honey Spice

Midtone: Almond

Accent: Espresso

Eyeliner: Deep Brown

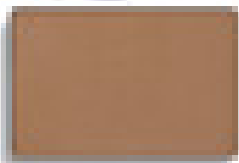
Cheek Color: Shy Blush

Matte Bronzer

Lip Liner: Spiced Tea

Lip Color: Sunset

Lip Gloss: Café au Lait



Corporate Image

Pulled Together and Out the Door

Eye Colors

Highlighter: Spun Silk

Midtone: Sienna

Accent: Sweet Plum

Eyeliner: Violet Ink

Cheek Color: Cherry Blossom

Matte Bronzer

Lip Liner: Soft Blush

Lip Color: Maple

Lip Gloss: Pink Sateen



Business Savvy

Commanding Attention

Eye Colors

Highlighter: Moonstone

Midtone: Lavender Fog

Accent: Black Pearl

Eyeliner: Steely

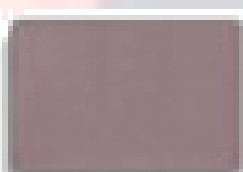
Cheek Color: Cranberry Cream Blush

Matte Bronzer

Lip Liner: Plum

Lip Color: Sweet Nectar

Lip Gloss: Au Natural



Make "Up Sell"

Boldly Trendy

Eye Colors

Highlighter: Sweet Cream

Midtone: Copper Glow

Accent: Midnight Star

Eyeliner: Dark Denim

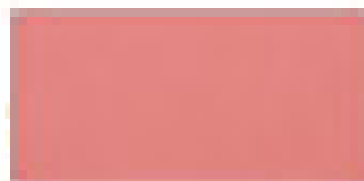
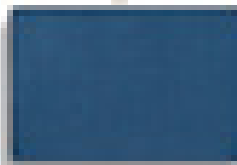
Cheek Color: Citrus Bloom

Matte Bronzer

Lip Liner: Spiced Tea

Lip Color: Copper Star

Lip Gloss: Pink Luster



Role "Models"

Naturally Relatable

Eye Colors

Highlighter: Spun Silk

Midtone: Sienna

Accent: Ivy Garden

Eyeliner: Rich Jade

Cheek Color: Sheer Bliss Cream Blush

Matte Bronzer

Lip Liner: Chocolate

Lip Color: Apricot Glaze

Lip Gloss: Rich Spice



Domestic Diva

Effortless Glamour

Eye Colors

Highlighter: Honey Spice

Midtone: Hazelnut

Accent: Chocolate Kiss

Eye Liner: Chocolate Kiss as Liner

Cheek Color: Sunny Spice

Matte Bronzer

Lip Liner: Clear

Lip Color: Midnight Red

Lip Gloss: Rock 'n' Red



Operation Occupation

Winter 2012

Before

After

Model Name _____

Date _____

Model's Occupation _____

Mary Kay Consultant _____

Skin Type _____

Foundation Shade and Formula _____

Check the overall effect achieved:

Natural Professional Dramatic

Shades Used for This Look: _____

What do you like best about this look? _____

What product (s) did you like best and why? _____

How does your skin look and/or feel? *(check all that apply)*

Clean Soft Radiant

Refreshed Smooth Flawless

What did you enjoy most about your makeover today? _____

Operation Occupation

Winter 2012

January 1-March 31,2012

Get excited! Putting together a "Before & After" portfolio is one of the best ways you can build your business and increase your sales.

Here are a few tips for your pictures:

1. When taking pictures, be sure that your camera is in the vertical position.
2. Zoom in to your subject so that nothing shows below the shoulders or above the head. There is no need to include your model's clothing or any part of the wall or surroundings.
3. Take a couple of shots of both the before and the after in case your model blinks or looks away and you don't catch it.
4. Try taking pictures with and without a flash—you can decide when you view them on your computer which looks best.
5. Natural light is great, but beware of shadows caused by bright sun.
6. Consider using a very neutral background—one trick is to hang a black tablecloth, sheet, beach towel, etc. over a door and then have your model stand in front of that. Light blue also works well. (I used to tuck one of my son's baby blankets into my tote bag to take to appointments.)
7. Help your model relax and have fun while taking her pictures—this is part of her star treatment!
8. Be sure to explain about the contest and your portfolio when booking the appointment with your model—don't ever surprise her with the camera! She may not be very comfortable with it without warning!
9. Be sure to ask permission to use the before & after pictures—in your portfolio, on display in your office, on facebook, or ANYWHERE you plan to use them.

Here are a few business tips for your portfolio:

1. You will want to use a 3-ring binder with a clear pocket on the front for the cover. Use clear page protectors for the look dividers and for the makeover pages. Place corresponding looks behind each look section divider.
2. If you are not working from full-size demos, consider putting together the samples for each look in small baggies. It's easy to pull out the look when someone selects it from your book.
3. This can be a POWERFUL booking tool for your business. You pay women a high compliment when you ask them to be your model, and they will be excited!
4. Consider offering a product gift or gift certificate as an incentive to be in your book. Then you can turn it into a class and offer hostess credit.
5. Because you are offering a "makeover," you will need to be sure to schedule your appointments with enough time for full color. If you are used to doing quick color with full skin care at the first appointment, you may need to flip that and offer quick skin care with full color and a follow up "anti-aging spa facial" to get the second booking and to offer full customer service.
6. You may be able to approach business women if you offer them an opportunity to display their business card in your portfolio. You can purchase clear, vinyl business card pages to put in the front of your book, or attach the card to her individual page before sliding it down into the page protector.
7. Set a goal for yourself to achieve a certain number of each look. This can also help you when booking when you are needing "just one more Domestic Diva," etc.
8. Have fun with it! When you are excited, your customers will be excited!!