

Hydra-Zoom Spa Beauty Experience



Intended for Independent Beauty Consultants (IBC) created by Janice Grandy, Independent Beauty Consultant and Licensed Aesthetician.

DISCLAIMER: You, as the IBC, are responsible for pre-profiling and recognizing your client's skin sensitivities and skin care needs prior to any the application of Mary Kay products. To the best of my research and ability, everything contained in this document complies with Mary Kay's product claims verbiage. All products, tools and supplies mentioned can be ordered from the company while supplies last.

What is a Hydra-Zoom?
A mini spa facial in the comfort of your client's home using Mary Kay Products.
Think Virtual Visit!

OBJECTIVE: Book, Pamper, Sell, Team Build.

VERBAL BOOKING SCRIPT: The intention is to create dialogue with the client.
"Hi (insert name). Do you know the core of my business is educating women on skin wellness and customizing at home skin regimens for you women just like you? (Pause for response). Is there any reason why we cannot set up a virtual visit for a mini spa facial Hydra-Zoom in the comfort of your home? It's

quite the pampering experience and I would love to spoil you! (If you have someone in your home or a few besties to virtually share with, please let me know and share their contact info. Of course a gift ☺ will await you)."

ACTION: Set Hydra-Zoom appointment. Make sure your client has the compatibility to use Zoom (FaceTime, WhatsApp, Facebook Live). Pre-profile participant(s). Share appointment time approximately 30 minutes.
Send these section 2 items in advance to Customer(s):
Product Samples-Miracle Set 3D, Microdermabrasion Plus, Charcoal Mask
Customer Profile
Sales Ticket
Beauty Book/Set Inserts
Hostess Brochure
Love What You Do Team Build Flier
Optional: Include spa headband as a ☺ gift. A nice touch! Sending electronic versions of section 2 literature and Sonic Brush Product Fact Sheet.

REMINDER: Confirm event with participant(s) 24 hours prior to appointment.

CLIENT(S) HOME COACHING SET UP: Remind them about the 30 minute timeframe from open to close. Their home set up should be ready to go-a few washcloths, close to a sink, and a magnifying mirror if available.

IBC SET UP: As a professional IBC, we recommend a personal professional image and background. For example, wearing your beauty coat with name plate, professional background with your MK awards and product.
Prepare two sets of the following Retail Size Products & Tools (one for display/instructional purposes and another with roll up bag filled for purchase \$236 retail).
TimeWise Miracle Set 3D (\$110) & Product Fact Sheet.
TimeWise Microdermabrasion Plus Set (\$55) & Product Fact Sheet.
Clear Proof Deep-Cleansing Charcoal Mask (\$24) & Product Fact Sheet.
Mask Applicator (\$12)
Spa Headband (\$2 section 2)
Travel Rollup Bag (\$35)