



lights
camera
action

N

eed to look great – FAST? Be an Overnight Sensation! Start by creating the perfect **Overnight Sensation Soiree** – a twist on the classic Jafra Class. Throw an evening party featuring a step-by-step experience with **four beauty stations** to cover all the bases from foot spas to facials, manicures and makeovers. Plus, tips from a Hollywood celebrity makeup artist. Then, complete the makeover with Jafra's new Wrinkle Treatment Patches. One little moon-shaped patch under each eye while you sleep provides benefits you never dreamed of!

Be a shining star – overnight!

Preparation (to be done 2-3 weeks before Soiree) Give your Hostess the Soiree invitations to send out, or send them out yourself on her behalf. Order any products you may need for the event.

Soiree Set Up

You will set up 4 "Beauty Stations"

1



Feet Treats foot spa station

2



About Face facial station

3



Give her a hand manicure station

4



Glamour Makeover makeup station

What you'll say:

"Attention lucky ladies! Welcome to the Overnight Sensation Soiree! We're here to treat you and teach you an overnight plan to ensure that you'll look and feel like a superstar for your big evening. You'll be an Overnight Sensation!"

Tonight you will learn Hollywood-style tips and tricks created by makeup artist Thecla "TC" Luisi, who has worked in film, television, commercials, music videos, print ads and for Jafra Cosmetics International. Not only will you experience the feeling of an at-home spa makeover, you'll discover simple techniques to become an Overnight Sensation anytime, anywhere!"

Prior to guest arrivals light a Jafra Spa candle and play the CD. Read through the guide to make sure you have everything you need for each beauty station.



Let the Soiree Begin...

Feet Treats

STATION 1

What you'll do: Invite everyone to enjoy a Jafra footbath with **Soothing Mineral Bath Salts**. Let guests try the **Peppermint Foot Scrub** to slough away any rough spots. Then apply **Peppermint Foot Balm** and have them wrap their feet in plastic wrap and put socks on to really work moisture into the feet.



What you'll say:

While guests are wrapping feet, bring up a topic of discussion such as how to use the Peppermint Foot Care products at home — after a gym workout or a long day of shopping. "Try to sleep with the moisturizer on your feet all night before a big event so feet will be their softest." (Only use the plastic wrap for short periods of time)

What you'll need: Foot bath tubs, pebbles for bottom, Soothing Mineral Bath Salts, Peppermint Foot Scrub, Peppermint Foot Balm, plastic wrap or plastic booties (available at beauty supply stores.) Guests should be told ahead of time to bring socks to wrap their feet in.

Move guests to the next station...

STATION 2

About Face

What you'll do: Provide a choice of Jafra facial masks. Briefly consult with each guest on the best mask for their skin condition. Each attendee can apply their own mask, or if the group is small enough you may apply it for them. After 15 minutes, remove the masks and apply the appropriate Jafra Hydrator and Eye Cream. For colder climates suggest Jafra's **New Moisture Seal** to seal in moisture and prevent flaking. For oily skin and large pores, suggest **T-Zone Gel Mattifier**.



What you'll say:

While masks set bring up a topic for discussion such as the latest skin care innovations and the benefits of Jafra's products.

"Sit back and soak in the soothing facial treatment, put your feet up, breathe deeply and relax to the music."

What you'll need:

Choice of mask for all skin conditions and mask textures: Instant Renewal Roll-off Mask, Cooling Hydration Mask, Refreshing Moisture Mask, Deep Cleansing Mask, Malibu Miracle Mask and Cooling Yogurt and Honey Mask, a selection of Jafra Hydrators and Royal Jelly, T-Zone Gel Mattifier and Moisture Seal.

Move guests to the next station...

STATION 3

Give her a Hand

What you'll do: Guests will do their own manicure or they can help each other. Provide a set-up of **Jafra Nail Lacquers**, Conditioning Lacquer Remover, Cuticle Softener Cream, Hand Cream and tools for a manicure.



What you'll say:

"Choose a color that you can wear on your big night out. Don't forget base and top-coat. If you go for a professional manicure be sure to bring your pre-selected Jafra color so that you can touch up afterward if you need to."

While nails are drying, bring up the topic of discussion of how being a Jafra Consultant is about having the freedom to pursue your dreams, spend time with your family and achieving the financial independence you desire.

What you'll need: Cotton swabs, cotton balls, nail files, tissues, Jafra Cuticle Softener Cream, Jafra Nail Polish Remover, Time Protector Hand Cream, assortment of **Jafra Nail Lacquers**, Strengthening Base Coat and Glossy Top Coat.

Move guests to the next station...

Glamour Makeover

STATION
4



What you'll need:

- **Lipstick:** (samples or full-size) Fire Orange, Clove, Bronze, Cocoa, Café, Copper Frost, Kiss, Terra Cotta, Borgoña, Sangria, Chianti, Heather
- **Blush:** (sampler or full-size) Sunkissed, Soleil, Tender Peach
- **Eye Shadow:** (sampler or full-size) Neutral Ground, Claro de Luna, Elements, Golden Treasure, Opal/Amethyst and Cappuccino
- **Automatic Eyeliners** in Deep Brown, Jet Black, and Platinum
- **White Eye Pencil**
- **Mascara** (Brown and Black)
- **White Soufflé Highlighter**
- **Brow Pencils:** Soft Brown and Medium Brown
- **Stick Makeup Foundations**
- **Foundations** (sampler or full-size)
- **Translucent Face Powders**
- **Lip Lacquers:** Pure Red, Barely, Toffee Swirl
- **Jafra's Professional Make Up Brushes**
- **Other Tools:** eyelash curler, hand sanitizer, 99% alcohol to sanitize products, foundation sponges, cotton balls/pads, eyebrow/eyelash brush

What you'll do: A cosmetic demonstration. Play the video of TC's makeup tips. You may suggest tips for each guest based on their individual needs.

Have an area set-up with all your **Jafra color** products so guests can sample them and try them on after viewing the demonstration video.

What you'll say:

"How do the stars look fabulous all the time? Discover their secrets to looking picturesque in a moment's notice by watching our video with this well-known makeup artist who has worked with a celebrity clientele. Then you're invited to test out the looks yourself right here. Whether you want to minimize, maximize, accentuate, hide or conceal — Jafra's large collection of colors and products can create the effect you want."

That's a Wrap

What you'll say:

"I hope you enjoyed testing out all the products for your Overnight Sensation makeover. Of course, we didn't get to touch on every aspect of beauty so here are a few additional tips to keep in mind."

"Be wrinkle free! Start using Jafra's Wrinkle Treatment Patches before your big night — or every night! Tonight you can try them out for FREE — just place an order or book your own Soiree!" [The Hostess can try the Wrinkle Treatment Patches as you're wrapping up.]

"Do you like the Royal Jelly Milk Balm? [comment on Royal Jelly products] Why not host your own Overnight Sensation Soiree? As a Jafra Hostess, you can receive Royal Jelly products for FREE! Sign up tonight and receive a FREE Wrinkle Treatment Patch — ask me how!"

"So this concludes our evening, I can talk to each of you about your individual needs and how to use the Jafra products. I have all the catalogs here for you to place orders right now! And don't forget, Jafra is a great way to create your own financial independence. I have an amazing career and I love every minute of it. Talk to me to learn more!"

What you'll do: Gather your guests and make sure they have finished the treatments at all the stations. Do any rinsing or **final polishing** and answer any questions. Be sure to take orders for the **new products they discovered** and remind them of all the opportunities that come with being a Jafra Consultant and how it really is **the Best Company for Women!**

Consult with each guest on the products they tried. Offer more suggestions for daytime and **nighttime looks** or to solve particular beauty problems. Since you've already done the pre-sale at each station, encourage your guests to purchase the Jafra products they liked so they'll have them ready for their next **big night out!**

What you'll need: Jafra Catalogs, Cycle Brochures and Order Forms or your computer set up to take product orders online.

Makeover Tips

Eyes

BRIGHTEN EYES: After you've finished your eye shadow and liner application apply a small triangle of white or shimmery light eyeshadow in the corner of the upper eyelid (above the tear duct). Try Jafra's White Eye Pencil or the Claro de Luna Eyeshadow to do this. For mature eyes, use a small brush to apply Jafra's White Soufflé Highlighter to this area.

CREATE A SMOKY LOOK: rim eyes with a dark eyeshadow (wet the brush tool to make the color even more intense). Then rim upper and lower lid again with Black Automatic Eyeliner.

FOR STAYING POWER: apply Jafra's Stick Foundation on the eyelid (in a shade lighter than your foundation). Add a light dusting of powder if lids are very oily. Then apply eyeshadow. The foundation gives the shadow something to hold onto, keeping shadow in place and looking fresh for hours without having to touch up.

LUSCIOUS LASHES: when applying mascara, avoid smears and clumps by wiping off the tip of the mascara wand into a tissue before applying to the lashes. Also remember that two or three thin coats of mascara is better than applying one heavy coat.-- If lashes are still clumping, sweep through them with an eyelash brush to separate.

Be dramatic: by taking a tip from celebrities who wear smoky/dramatic eyes with a neutral or light-colored lip for special events. Try Jafra's Barely Lip Lacquer for natural, but polished look. Or if you decide on a darker lipcolor, try to keep eye makeup simple and neutral.

Eyebrows

TO SHAPE BROWS: use powdered eyeshadow in a neutral brown tone, starting with a color that is taupe for blondes, up to a warm rich brown for darker hair (never use black in the brows, it's too harsh!), fill in with an angled brush from Jafra's Professional Makeup Brushes and use short feathery strokes, as if you were drawing in hairs. After defining the brows, sweep through with an eyebrow brush to soften and blend.

Face

CONCEAL DARK UNDER-EYE CIRCLES, blemishes and discolorations with Jafra's Stick Makeup or Cream Concealers. Dab a brush tool onto the makeup and gently dot or "stipple" the discoloration. This will put the makeup directly on target without smearing the area around it. Set with powder.

SHINE LIKE A STAR: use blushes with a little shimmer to give skin a glow that a lot of celebrities are wearing for special nights out (try Jafra's Soleil or Sunkissed.)

Avoiding Blushing Blunders *Avoid overdone blush: put on blush after eyes and brows are completely done, it gives more balance to the face.*

TO FIND THE NATURAL apples of your cheeks, look in the mirror and give yourself a relaxed smile. The area you want to brush with blush extends from the peaked rounds of your cheek in a diagonal line into the hairline at the center of your ear. Apply blush in gentle upward strokes along this line.

FOR A ROSY GLOW: apply blush in warm colors on the places where the sun would hit the high points of the face such as the nose, chin and temples of the forehead.

FIND A PERFECT MATCH: Foundation should disappear into the skin, match the skin on the throat so makeup doesn't have to be pulled all the way down the neck.

Jafra's Lip Sealer will keep your Jafra Treatment Lipstick lasting all evening long-through dinner, wine and dancing. Another trick to "set" lipstick is to apply one coat, blot with a tissue and apply a slight dusting of loose powder. Then apply another coat of lipstick to "double" the staying power.

Lips

WANT THE BEE-STUNG look and not the collagen-gone-crazy look? Use a neutral-colored lip pencil to shape and define lips first. To make lips appear larger, line just outside the natural line of the lip. To make them smaller, apply the lip liner just inside. Do not use a dark lip liner to do this — it will give the lips an unnatural-looking outline. Then fill in lip color with a lip brush.

LIP LACQUERS accentuate the lips and make them appear larger and poutier.

EVERYONE HAS A RED THEY CAN WEAR. Be sure to choose the red undertone that is right for your skin: For fair skin, use reds with blue undertones, try Jafra's Sangria. For warmer or darker skin, use reds with orange undertones, try Jafra's Kiss. Jafra's Treatment Lipstick in Chianti is great on everyone, especially African-American women. Red lips need precise application. Line lips, fill in color then line lips a second time with a red lip pencil to get a clean definition.

Don't clown around: *If too much blush is applied, don't worry, soften it up by repeatedly going over it with a clean brush dipped in loose powder. Keep blending until blush has been toned down.*

Make eyes bigger: Apply Jafra's White Eye Pencil to the rim of the eye (focus on the corners.) Then use a darker shade of eye pencil just outside it. You can even apply some dark eyeshadow along the fold between the eyelid and brow.



©2004 Jafra Cosmetics International, Inc.,
Westlake Village, CA 91361
1-800-551-2345 www.jafra.com



OVERNIGHT SENSATION SOIREE

CONSULTANT GUIDE

