

## Featured Offering

### COSMETIC COUNTER SURVIVAL GUIDE: HOW TO BUY THE RIGHT SKINCARE AND MAKEUP

It's *Your Money*- Feel Great When You Spend It

Selecting and purchasing makeup should be a positive and fun experience. With the abundance of choices and opinions available, it is important to know *what you need* and *how to get* what you need.

This seminar will give you the practical skills you need to make informed and effective decisions every time you buy makeup. You'll discover how to make the sales people answer *your* questions, take advantage of outstanding free services and products, and use your purchases to their best effect.

#### Benefits

- Discover how to attain the best personal in-store service
- Develop a shopping method that fully meets your needs
- Feel satisfied with all your makeup purchases

#### What to Expect

This 2-hour seminar is a highly entertaining approach focusing on how to make the cosmetic department work for *you*. The “mystery” of choosing products will be “demystified”. An interactive demo will illustrate how to maximize your shopping time. Whether you are a cosmetic veteran or makeup newbie, you will be introduced to great new approaches to buying makeup.

You'll leave the seminar knowing how to:

- **Get the Best Service:**
  - Find the value of the appointment
  - Take advantage of free services
  - Get the best salesperson for you
- **Know Your Needs:**
  - Do a self-assessment before you shop
  - Know what to ask for
  - Try before you buy
- **Be Cosmetic Confident:**
  - Know what products really do
  - Use their vocabulary
  - Create an instinct you can trust
- **Distinguish Quality vs. Value:**
  - Prioritize your needs
  - Make “centsible” decisions
  - Build a collection
- **Understand the Industry:**
  - Know their marketing pattern
  - Prepare for discontinued favorites
  - Avoid value-less promotions

#### Key Take-Away

*You'll leave with a clear idea of how to buy the right skincare and makeup- and you'll feel more confident doing it.*