

mark. party how-to

Get together. Laugh aloud. Share stories. Swap makeup tips. Buy and sell **mark!** Feel good and look good inside and out! Be social. Be beautiful. That's Social Beauty!™

Getting Started

- Make a list of your beauty-obsessed girlfriends!
- Invite 10 people. (8 will show up.)
- Can't think of 10 people? Invite 5. Ask each to bring a friend.
- Check availability of your friends to choose the date.
- Send out or deliver invites.
- Email a "save the date" in advance.
- Create the buzz. Be sure to follow up with emails and phone calls.



Have on Hand

Magalogs... To get the party started!

Light! Natural light is ideal, ask any Hollywood director. Improvise with desk, floor and table lamps.



Tissues For blotting lips, removing makeup.

Facial cleanser Create a clean slate. Skin care packettes included!

Eye-makeup remover Undo eyes in a snap!

Mirror, mirror Whether it's on the wall, on the back of the door, or in a frame, anything bigger than a compact will do. See how gorgeous you will be!

Waste Bin Bye-bye tissues, paper cups, old makeup!

Camera! Be a model, or just look like one. Disposable or Polaroid. Create genius "before" and "afters."

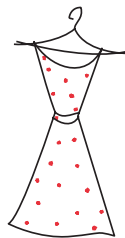


Pictures! Tell us about your Social Beauty party and send pics to meetmark.com. p.s. If we publish it we'll send you free stuff!

Action! It all starts with you. Stir things up a bit. Relax and enjoy!

Decorate Your Space

- Makeup is the main event. No need to go crazy with extras.
- Clean up. Arrange "try-on" space: clear off and wipe down surfaces. Maximize "sitting" space: borrow chairs from neighbors.
- Match your outfit to your décor. Why not?
- Celebrate in color. It's fun and inexpensive. Pick your fave hue. Use what you have. Dress in the same shade. Add paper goods to match your throw pillows. You're set.



Party Theme Ideas

Grease is the Word Think pink! Re-create the sleepover at Frenchie's. Invite the girls over for an evening of nail painting, lip syncing and beauty makeovers.

Old School Slumber Party Slippers, robes and giggling set the stage for a good old-fashioned slumber party. Have guests indulge in facial masks, delicious food and of course, gossip.

The Red Carpet All women deserve to walk on the red carpet – Oscar or no Oscar. Devise your own awards ceremony (best manicure, funkiest style, best supporting friend during a nasty break-up, etc.)

Party on a Budget

- The idea is to make money, not spend it.
- Don't stress about food or drinks.
Pot Luck: ask each person to bring something.
Chips & Dip: serve with iced tea, lemonade or soda.
Coffee and Cookies: always a nice touch. Warm up to hot cider in the fall... hot cocoa in the winter.