



# AN “egg-cellent” EASTER IDEA

## STEP 1

Purchase plastic Easter eggs from your local discount store.

## STEP 2

Place product samples in each egg. I do a complete “look” in each egg by including samplers of: one cheek color, two eye colors, one lip color, one eyeliner pencil, and one lip liner pencil.

## STEP 3

Close the egg and seal with your name/address label.

## STEP 4

Attach a cute gift label with a catchy saying, like: “Hunting for Eggs-actly the right look? This one’s EGG-specially for you!”

## STEP 5

Give these cute eggs to current customers in their reorder bag, or place them in a basket or on a tree at your skin care classes or Open House and let each guest choose one.

