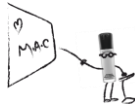


M-A-C BRAND TRAINING  
AGENDA

- INTRODUCTION & OBJECTIVES
- ICEBREAKER
- M.A.C THE BRAND
- M.A.C HEROES
- FOUNDATION MATCHING
- HOLIDAY & HEROES
- ART OF MULTITASKING
- CONCLUSION



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DIGITAL LEARNING

**MY MAC X**  
(MMX)  
DOWNLOAD THE APP! WORK WITH YOUR  
MANAGER TO REGISTER

**DIGITAL PRODUCT  
KNOWLEDGE MANUAL**  
(PKM)  
BROWSER: ATDPKM.COM  
USER NAME: ATD\_GLOBAL  
PASSWORD: Pkmfal22!

**MAC ON DEMAND**  
BROWSER: winter2022.brightcovegallery.com  
PASSWORD: UpdateWINTER22!



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**CONFIDENTIALITY STATEMENT**  
All information related to MAC marketing plans and product launches shared during MAC trainings are **CONFIDENTIAL** and should NOT be shared with the public until MAC Global Communications has made that information public via MAC social media.

WE ASK FOR YOUR  
CONFIDENTIALITY  
WITH REGARDS TO  
OUR SERVICE  
MODEL AS WE ARE  
SHARING WITH YOU  
TODAY, THE RECIPE  
TO OUR SUCCESS



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TRAINING OBJECTIVE

TO GIVE YOU THE TOOLS TO ACHIEVE YOUR GOALS THIS HOLIDAY SEASON THROUGH WELCOMING, INSPIRING AND PERSONALIZED CUSTOMER SERVICE AND THE GENEROUS SHARING OF MAKEUP ARTISTRY.



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THE M-A-C ARTIST

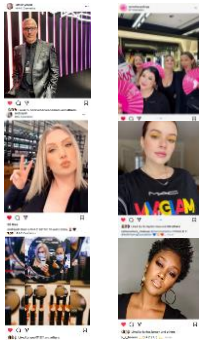
M-A-C'S ARTISTS ARE THE LIVING, BREATHING REPRESENTATION OF THE BRAND.

ARTISTS ARE INFLUENCERS AND GUIDES, INSPIRING, TEACHING AND CO-CREATING WITH OUR CUSTOMERS.

YOU ARE SEEN BY OUR CUSTOMERS AS A PIPELINE TO THE NEWEST AND MOST EXCITING PRODUCTS, LOOKS AND TRENDS.

ULTIMATELY, M-A-C ARTISTS INSPIRE EVERY CUSTOMER TO BE THEIR OWN ARTIST.

SUCCESSFUL M-A-C ARTISTS CO-CREATE WITH THEIR CUSTOMERS, BRING JOY BY SHARING THEIR MAKEUP ARTISTRY AND MAKE THEIR SALES GOALS.



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OUR COMMITMENTS

M·A·C MEANS



WELCOME



INSPIRE



PERSONALIZE

7

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ICEBREAKER

HOW CAN WE TAKE CARE OF EACH OTHER IN STORE DURING HOLIDAY?

WHAT CAN YOU COMMIT TO IMPLEMENTING?



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HERITAGE & MISSION

In 1984, makeup artist/photographer Frank Toskan, along with salon owner Frank Angelo, started M·A·C Cosmetics in their Toronto home, focusing on the untapped consumer need to deliver on high-performing products that work for ALL skin tones.

**"THE BEST ADVICE I EVER GOT...  
WHEN YOU EMPOWER OTHERS  
TO BE THEIR BEST,  
YOU EMPOWER YOURSELF."**  
—FRANK TOSKAN, CO-FOUNDER



13

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HERITAGE & MISSION

In 1990, Madonna catapulted M·A·C Russian Red Matte Lipstick to fame by wearing it on her Blonde Ambition Tour, following supermodel Linda Evangelista's public praise of M·A·C Spice Lip Pencil, which launched a long history of friendships with beauty icons and cultural figures.

**"M·A·C IS SUCH A SPIRIT OF THE  
TIME ITSELF I DON'T EVEN SEE  
IT AS A MAKEUP COMPANY—  
IT'S A CULTURE."**  
—RUBEN TOLEDO, ARTIST AND COLLABORATOR



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HERITAGE & MISSION  
VIVA GLAM HAS RAISED MORE THAN

**\$500,000,000**  
~~\$200,000,000~~

100% of the selling price of VIVA GLAM lipstick is donated to local organizations fighting for healthy futures and equal rights for women and girls, the LGBTQIA+ community and those living with and affected by HIV/AIDS.

**VIVAGLAMAMBASSADORS:**  
RUPAUL • KD LANG • MARY J BLIGE • LIL KIM • SIRELTON JOHN • BOY GEORGE • DEBBIE HARRY • SHIRLEY MANSON • CHRISTINA AGUILERA • PAMELA ANDERSON • LINDA EVANGELISTA • MISSY ELLIOTT • CYNDI LAUPER • CHLOE SEVIGNY • DITAVON TEESE • LISAMARIE PRESLEY • EVE • FERGIE • RIHANNA • LADY GAGA • RICKY MARTIN • NICK MINAJ • MILEY CYRUS • ARIANA GRANDE • SIA • TARA J PHENSON



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HERITAGE & MISSION  
IMPACT OF VIVA GLAM GRANTS

19 MILLION PEOPLE SERVED

2 MILLION PREGNANT WOMEN TESTED

7 MILLION MEALS SERVED

21 MILLION CLEAN NEEDLES DISTRIBUTED

16

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HERITAGE & MISSION

HELP US HELP THE PLANET!  
ARE YOUR M-A-C PRODUCTS EMPTY?  
BRING IN SIX PRIMARY PACKAGING CONTAINERS TO RECYCLE  
AND GET A FREE LIPSTICK ON US!



17

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**OUR MISSION**  
OUR INCLUSIVE MISSION IS  
TO ENABLE LIMITLESS  
SELF-EXPRESSION

**OUR PROMISE**  
WE EMPOWER YOU TO BE  
YOURSELF EXACTLY,  
PROUDLY, FLUIDLY.

18

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**OUR VALUES**  
OUR VALUES ARE HOW WE ACT.  
THEY REPRESENT THE WAY WE TREAT  
OUR CUSTOMERS AND EACH OTHER.

**INCLUSIVITY**

**EMPOWERMENT**

**RESPECT**

WE EMPOWER YOU TO  
LIVE THESE VALUES EVERYDAY

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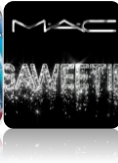

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**MAC GLOBAL BRAND PILLARS**

ARTISTRY      CULTURE      INDIVIDUALITY      COMMUNITY      SOCIAL MISSION



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M-A-C CANADA DISTRIBUTION



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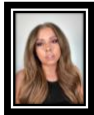
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CANADA EDUCATION

REGIONAL EDUCATION TRAINERS



Cayla Bliss



Elizabeth Layton



Genevieve Boucher



Jonine Bowen



Steve Hanson

DIGITAL EDUCATION MANAGER



Stéphane Côté

FIELD EXECUTIVE EDUCATION MANAGER



Karri Moffatt

DIRECTOR OF EDUCATION



Norwen Lucasse

22

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INTERNAL



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INTERNAL

**WELCOME**

**MUST-DOS**

SMILE &  
BE FRIENDLY.  
CONNECT.

GREET **EVERYONE**  
WITHIN SECONDS.

AUTHENTIC NAME  
EXCHANGE

ASK HOW YOU CAN  
HELP.

WHEN A CUSTOMER WALKS IN GREET THEM AS IF  
THEY'RE A FRIEND!

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M-A-C POWDER KISS LIPSTICK



WEIGHTLESS MOISTURE MATTE FINISH  
LONG WEARING 8 HOURS  
BLURS LINES AND SMOOTHS LIPS

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M-A-C POWDER KISS EYESHADOW



WATERPROOF  
NON-SETTLING, NON-CREASING  
WEIGHTLESS, BLURRED MATTE FINISH

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**FIX +**  
"4 in 1 MEGA-MULTITASKER! PRIMES,  
HYDRATES, SETS AND REFRESHES  
MAKEUP"



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FIX + INGREDIENTS

VITAMIN E & PRO VITAMIN B5	CUCUMBER & CHAMOMILE EXTRACT	GLYCERINE
		
PACKED WITH VITAMINS TO BOOST HYDRATION & CONDITION SKIN.	BOTANICAL EXTRACTS SOOTHE THE SKIN.	HUMECTANTS HELP RETAIN SKIN'S MOISTURE.

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FIX + FAMILY

			
ORIGINAL & SCENTS (LAVENDER, ROSE, COCONUT)	MATTE	MAGIC RADIANCE	STAY OVER

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STUDIO FIX  
POWDER PLUS  
FOUNDATION  
"THE ULTIMATE 'THROW ON AND  
GO' POWDER FOUNDATION"



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STUDIO FIX POWDER PLUS FOUNDATION  
INGREDIENTS

SILICA



HELPS MAINTAIN A  
MATTE FINISH BY  
ABSORBING OIL

ISOSTEARYL  
PALMITATE



EMOLLIENT  
FOR A  
SMOOTH  
APPLICATION.

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STUDIO FIX FLUID  
SPF15  
FOUNDATION  
"UNFILTERED BEAUTY IN A BOTTLE  
KEEPS YOU INSTAGRAM-READY."



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STUDIO FIX FLUID SPF 15  
INGREDIENTS

DIMETHICONE



FILM FORMERS FOR LONG-WEAR.

SILICA



OPTICAL DIFFUSERS TO MINIMIZE TEXTURE AND HELP ABSORB OIL.

ALGAE EXTRACT



MOISTURIZES THE SKIN FOR A COMFORTABLE WEAR.

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FOUNDATION SHADE PALETTE  
SHADE NAMING SYSTEM

EACH SHADE IS IDENTIFIED BY A LETTER AND A NUMBER.

THE **NUMBER** INDICATES HOW DARK THE SHADE IS. THE HIGHER THE NUMBER, THE DARKER THE SHADE.



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2 DETERMINE SKIN  
UNDERTONE

THE **LETTER** REFERS TO THE UNDERTONE.

C = COOL /GOLDEN  
NC = NEUTRAL COOL/GOLDEN  
N = NEUTRAL (BALANCE OF COOL/GOLDEN AND WARM/ROSY)  
NW = NEUTRAL WARM /ROSY  
W = WARM/ROSY



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FOUNDATION SHADE PALETTE

SHADE NAMING SYSTEM - COLOUR THEORY



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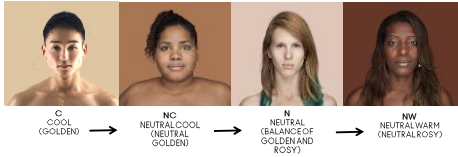
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FOUNDATION SHADE PALETTE

SHADE NAMING SYSTEM



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FOUNDATION SHADE MATCH

ASK OPEN-ENDED QUESTIONS  
HOW DO YOU WANT YOUR SKIN TO LOOK?

CO-CREATE TO LEARN ABOUT YOUR CUSTOMER  
SKIN CONCERNS, DAILY ROUTINE

SWATCH MORE THAN ONE SHADE  
YOUR CUSTOMER CAN CHOOSE THEIR BEST OPTION



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WAYS TO BUILD THE BASKET  
HOLIDAY EDITION

- WORKS BEST WITH... SHOW THE CUSTOMER HOW A HOLIDAY KIT CAN PERFORM AT ITS BEST.
- LET'S FINISH THE LOOK... ADD ADDITIONAL PRODUCT TO COMPLEMENT THE HOLIDAY KIT AND CREATE A COMPLETE LOOK.
- YOU MAY ALSO LIKE... SHOW A CUSTOMER MORE BASED ON WHAT THEIR HOLIDAY KIT FEATURES.
- WHILE YOU ARE HERE... HELP YOUR CUSTOMER MAXIMIZE THEIR VISIT



51

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OUR COMMITMENTS ...

WHAT ARE YOU GOING TO IMPLEMENT TO ENSURE  
SUCCESSFUL SERVICE AND SELLING THIS SEASON?

ALWAYS BEGIN WITH SKIN



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**HYPER REAL SAMPLES**

ROBUST DELUXE AND PACKETTE SAMPLING OFFERED IN ALL 3 PRODUCTS  
SHIPPING TO FSS AND HBC STORES TO PRE-SEED IN DECEMBER (TBC)

**SERUMIZER**

4mL DELUXE SAMPLE    15mL PACKETTE-ON-CARD SAMPLE

**BALM**

5mL DELUXE JAR IN CARTON SAMPLE    15mL PACKETTE-ON-CARD SAMPLE

**CLEANSING OIL**

15mL BOTTLE W/CAP IN CARTON SAMPLE    2mL PACKETTE-ON-CARD SAMPLE

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**FPO ONLY - NOT FINAL ARTWORK**  
All plans subject to change

59

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INTERNAL

PERSONALIZE

MUST DO'S

CLOSE WITH CONFIDENCE

OFFER A PERSONALIZED SAMPLE

ALWAYS SAY YES!

THANK THEM & INVITE THEM BACK

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CLOSE WITH CONFIDENCE

**RESTATE THEIR NEEDS:**  
"YOU SAID YOU NEEDED A ...."

**CONFIRM YOU'VE MET THEIR NEEDS:**  
"HOW DO YOU FEEL ABOUT THE PRODUCTS WE SELECTED?"

**CLOSE CONFIDENTLY:**  
"LET'S CONFIRM WHAT YOU WOULD LIKE TO TAKE HOME"



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CLENTELING  
LOYALTY PROGRAMS ACROSS RETAILERS



62

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MAC

LOYALTY  
ROYALTY

2-2-2 Customer Follow up



IN-STORE  
CUSTOMER  
EXPERIENCE



After opt in, send  
customer a text to  
accept legal docs  
while in-store.

2

THANK YOU

Within **2 HOURS**, no longer than **2 DAYS** of customer interaction, send a follow up thank you text.

**BEST PRACTICE**

Include personal details about the Customer interaction, in the Thank You text.

2

FOLLOW UP

**7 WEEKS**, a followup checkin—make sure your customer is getting their desired look from their products and answer any questions they may have.

**BEST PRACTICE**

Remember to offer your Customer virtuals on one appointment options.

2

REPLENISHMENT

**2 MONTHS**, Customer may be due to replenish reach out to check in and offer to assist.

**BEST PRACTICE**

Remember to offer your Customer virtuals on one appointment options.

**BEST PRACTICES**

- ✓ Mark your Customer as a Favorite, for easy follow up.
- ✓ Add notes to remind you of unique characteristics of your Customer interaction.
- ✓ Check for Customer responses and conduct follow-up at the start of every shift.

63

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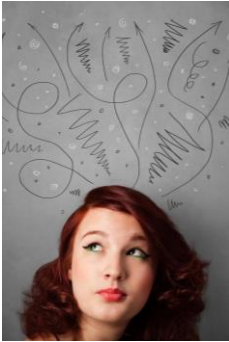
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MULTIPLE  
CUSTOMERS

WHAT DO YOU  
ANTICIPATE BEING THE  
HARDEST PART OF  
JUGGLING  
CUSTOMERS?



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YOU ARE IN CONTROL  
TONE OF VOICE & BODY  
LANGUAGE

- o TRY AND KEEP YOUR TONE OF VOICE AND BODY LANGUAGE AS RELAXED AS POSSIBLE
  - o ACKNOWLEDGE EVERY CUSTOMER VERBALLY OR PHYSICALLY
- SPEAK UP!**
- o COMMUNICATE ACROSS THE STORE
  - o MAKE GENUINE EYE CONTACT



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WORK THAT WELCOME

WHAT DOES IT MEAN  
TO AUTHENTICALLY  
NAME EXCHANGE?

*"NAMES ARE THE SWEETEST  
AND MOST IMPORTANT SOUND  
IN ANY LANGUAGE. OUR  
BRAINS BECOME ECSTATIC  
WHEN OUR NAME IS CALLED".*



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67

WORK THAT WELCOME

USE OPEN QUESTIONS

- WHAT BRINGS YOU IN TODAY?
- WHAT ARE YOU SEARCHING FOR TODAY?

OR TED QUESTIONS

- TELL ME WHAT YOU NEED TODAY.
- EXPLAIN HOW I CAN HELP YOU.
- DESCRIBE WHAT YOU ARE SHOPPING FOR

SHARE OPTIONS FOR WAITING  
CUSTOMERS TO DO?



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68

WORK THAT WELCOME

SERVICE AGREEMENT

- AFTER WELCOME / NAME EXCHANGE, INFORM YOUR CUSTOMER THAT YOU ARE CURRENTLY ALONE AND WILL NEED TO WELCOME ADDITIONAL CUSTOMERS.
- DISCOVER SERVICE NEEDS WITH THE WELCOME
- OFFER REALISTIC TIME FRAMES TO ALL CUSTOMERS WHEN STEPPING AWAY
- WHEN STEPPING AWAY, PROVIDE YOUR CUSTOMER WITH OPTIONS WHILE THEY WAIT.
- CONTINUE TO USE CUSTOMER'S NAMES WHEN RECONNECTING



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WORK THAT WELCOME  
SERVICE AGREEMENT

ARTIST:  
"HI EMMA, IT'S SO GREAT TO MEET YOU.  
MAY I ASK WHAT BRINGS YOU INTO TODAY?"

CUSTOMER: I NEED A NEW FOUNDATION

ARTIST:  
"WONDERFUL! I AM HERE FOR YOU, THANK YOU FOR  
COMING TO MAC! EMMA, IS IT OK IF I COVER A FEW  
THINGS, SO THAT I MAY BETTER SERVE YOU?"

CUSTOMER:  
"YES, PLEASE DO!"

ARTIST:  
"THANK YOU, AT THE MOMENT I AM ALONE. THERE MAY  
BE MOMENTS WHERE I WILL NEED TO STEP AWAY  
MOMENTARILY TO GREET OTHER CUSTOMERS AND  
EXPLAIN OUR "MAKE UP TESTING PROCEDURES". -  
WHICH I WILL EXPLAIN FOR YOU NEXT! I WILL NEVER  
LEAVE YOU WAITING TOO LONG! IS THIS OK WITH  
YOU?"



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THE FUNDAMENTALS TO MULTITASKING:

- o ASK FOR PERMISSION TO STEP AWAY
- o GIVE CUSTOMER SOMETHING TO DO WHEN YOU STEP AWAY
- o AUTHENTIC NAME EXCHANGE WITH NEW CUSTOMER AND DISCOVER NEEDS
- o OFFER SERVICE AGREEMENT (BUY TIME)
- o GO BACK TO 1ST CUSTOMER, THANK THEM FOR THEIR PATIENCE, COMPLETE INTERACTION/TRANSACTION
- o CHECK IN WITH WAITING CUSTOMER AGAIN, IF NEEDED (BUY TIME)
- o THANK CUSTOMER WHO WAITED AND COMPLETE INTERACTION/TRANSACTION

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WHAT ARE YOU  
GOING TO  
IMPLEMENT  
IMMEDIATELY TO  
HANDLE MULTIPLE  
CUSTOMERS?

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