

mary kay makeover contest BEAUTY *Loves* COUNTRY

january 30 - march 2, 2015

Mary Kay is all about helping women discover their inner and outer beauty, and now we're shining a spotlight on country music fans. From country girl glam to casual cuties, beauty loves country! Your customers can enter the Beauty Loves Country Makeover Contest, Jan. 30 – March 2, for an opportunity to win these exciting prizes that give back and get you close to country's biggest stars!

COUNTRY COUNTDOWN: Mark Your Calendars!

Jan. 30 – March 2	Submit entries	March 2–9	Online public voting
March 9–16	Final judging	April	Winners announced

WEEKLY WINNERS

Each week during the contest, the three Independent Beauty Consultants with the most number of entries received will get a \$100 gift card. That's a total of 12 winners!

INDEPENDENT BEAUTY CONSULTANT OF THE CONSUMER GRAND PRIZE WINNER

\$250 gift card



RUNNERS-UP TO THE CONSULTANT GRAND PRIZE WINNER

1st runner-up: \$1,500 gift card and Mary Kay® products included in the Queen of Country Look
2nd runner-up: \$1,000 gift card and Mary Kay® products included in the Queen of Country Look

GRAND PRIZE WINNER

The Independent Beauty Consultant with the most number of entries received will get:

Exclusive fan experience for her and a guest to attend the 50th Annual Academy of Country Music® Awards (ACM Awards™), April 17–19, 2015, in Arlington, Texas. She and a guest will attend the ACM Party for a Cause®: 50 Years of Music & Memories Festival and the ACM Awards™ show. The grand prize includes round-trip airfare for two, hotel, ground transportation, incidentals for meals and tickets to both events. The festival takes place at Globe Life Park, and the ACM Awards™ show will be held at the world-renowned AT&T Stadium. \$2,500 donation to her favorite charity* benefiting women and children to help make a difference in the lives of others.

FOR YOUR CUSTOMER!

GRAND PRIZE FINALISTS

25 finalists will receive \$50 suggested retail in Mary Kay® product.

GRAND PRIZE WINNER

One consumer with the most number of votes for her before and after makeover, after public and private judging, will receive an exclusive fan experience for her and a guest to attend the ACM Awards™, April 17–19, 2015, in Arlington, Texas, with all the perks listed above. \$2,500 donation to her favorite charity* benefiting women and children to help make a difference in the lives of others.

So start booking,
and get ready
for country's
biggest party
of the year!



go gorgeous, **GIVE BACK & GO COUNTRY!**

Before

3 X 5
VERTICAL PHOTOS
WORK BEST

After

3 X 5
VERTICAL PHOTOS
WORK BEST

Queen of Country



MODEL NAME _____

OCCUPATION _____

PHONE _____ Home

_____ Work

_____ Cell

BEST TIME TO CALL _____

Email _____

HAIR COLOR _____

EYE COLOR _____

SKIN TYPE: combination ~ oily ~ dry

MY FAVORITE MARY KAY PRODUCTS

Rock the red carpet with a smoldering look

EYES: Sweet Plum, Moonstone & Coal
Mineral Eye Colors
Jet Black Gel Eyeliner
Ultimate Mascara in Black

CHEEKS: Shy Blush Mineral Cheek Color

LIPS: NouriShine Plus Lip Gloss in Café au Lait



Before

3 X 5
VERTICAL PHOTOS
WORK BEST

After

3 X 5
VERTICAL PHOTOS
WORK BEST

All-American Girl



MODEL NAME _____

OCCUPATION _____

PHONE _____ Home

_____ Work

_____ Cell

BEST TIME TO CALL _____

Email _____

HAIR COLOR _____

EYE COLOR _____

SKIN TYPE: combination ~ oily ~ dry

MY FAVORITE MARY KAY PRODUCTS

Flirt with rosy radiance and soft pastels

EYES: Pale Blush Cream Eye Color &
Precious Pink Mineral Eye Colors
Deep Brown Eyeliner
Lash Love Mascara in I ♥ Brown

CHEEKS: Strawberry Cream Mineral Cheek Color

LIPS: NouriShine Plus Lip Gloss in Fancy Nancy



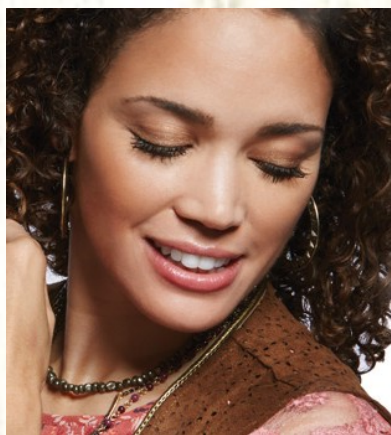
Before

3 X 5
VERTICAL PHOTOS
WORK BEST

After

3 X 5
VERTICAL PHOTOS
WORK BEST

Boho Beauty



Go boho with a sun-kissed glow.

EYES: Apricot Twist & Iced Cocoa Cream Eye Colors
Deep Brown Eyeliner
Lash Love Mascara in I ♥ Black

CHEEKS: Light-Medium Bronzing Powder

LIPS: True Dimensions® Lipstick in Berry a la Mode
NouriShine Plus® Lip Gloss in Silver Moon

MODEL NAME _____

OCCUPATION _____

PHONE _____ Home

_____ Work

_____ Cell

BEST TIME TO CALL _____

Email _____

HAIR COLOR _____

EYE COLOR _____

SKIN TYPE: combination ~ oily ~ dry

MY FAVORITE MARY KAY PRODUCTS

