

The Preferred Customer Program Our goal is 35% Unit participation

Enroll one or more customers.... And you earn privilege to ORDER EARLY all new products... Aug 10!!! InTouch > Business Tools > Preferred Customer Program



The Look—Fall 2014

This quarter is all about “Fall Indulgence”! From the new limited-edition† Midnight Jewels Collection to the incredible new *TimeWise Repair*® Volu-Fill™ Deep Wrinkle Filler, your customers will find everything they need to indulge and pamper this fall. Plus, they’ll get seasonal color looks and discover an invigorating new men’s fragrance, *MK High Intensity*™ Sport Cologne Spray! Enroll your customers to receive *The Look* through the Preferred Customer Program™, and they’ll receive a seal sampler of *Belara*® Eau de Parfum, the perfect scent for crisp autumn days.

free samples!

YOU CAN EARN A PRIZE FROM YOUR DIRECTOR WHEN YOU INCREASE THE NUMBER OF CUSTOMERS ENROLLED BY 13

COMPARE TO THE COST OF YOU BUYING THE LOOK BOOK & POSTAGE (NO SAMPLES) = \$1.58

- Enroll **Jun 16-July 15**
- Mails **Aug 15**
- Only **70¢** per name*

What's New Inside the FALL 2014 Issue of *The Look*

Gift With Purchase

Offer to customers with \$40 or more purchase

Consider offering your customers these fabulous gifts **FREE*** with the purchase of \$40 suggested retail (excluding tax) or more of *Mary Kay*® products:

SUMMER:
Mini Microdermabrasion Set & Mini Indulge Soothing Eye Gel.

*Note: Offer available through participating Independent Beauty Consultants only and while supplies last. Gifts with purchase are available to order on Section 2 of the Consultant order form.



FALL: Travel-Sized Fragrance Free Satin Hands Set. Comes in a coordinating reuseable bag.

Free Sample:

Included in the LOOK Book when it mails



they'll receive our NEW seal sampler of *Belara* eau de parfum, the perfect scent for fall!

*Please enroll early, as the free samples are limited!
First come, first served.*

Month 2 Mailer

Enroll by **Aug 15**
MAILS Sept 30 — Only **45¢** per name



The holidays are almost here, and it's time to “Sparkle!” This mailer is your customers’ exclusive Mary Kay holiday guide to indulgent gifts, stocking stuffers, beauty must-haves and more! Featuring numerous holiday limited-edition† items your customers will love, plus adorable gift ideas, you won't want to miss

sending this mailer to your customers! It's sure to be their go-to gift guide for everyone on their holiday lists – and your key to boosting holiday bookings and sales! Make your holiday season “Sparkle!”

Benefits You'll Enjoy—Share the latest products, promote your personalized service and make a lasting impression that builds friendships, team members and loyal customers.

- **Save Time and Money** –It's more than 40 percent less expensive to mail *The Look* through the Preferred Customer Program.
- **Order Early** – You can order your promotional products six days early when you enroll customers to receive *The Look*.
- **Get a Boost!** – Research shows that Independent Beauty Consultants who use the Preferred Customer Program boost their businesses by almost 30 percent on average.

Benefits Your Customers Will Enjoy— New products. Fun samplers. Personalized service. When your customers receive *The Look* and the Month 2 mailer through the Preferred Customer Program, it keeps you top of mind for all their beauty