



# Warfield National Area Red Jacket Newsletter

Executive National Sales Director, Cheryl Warfield

Results as of August, 2013

## DIQs CLASS OF 2014!! DIQs



**Heather Dawson**  
Julie Draulans



**Barb Drabek**  
Joyce Bruder



**Myra Leslie-Johnson**  
Shirley Talley



**Elizabeth Miller**  
Brandy Nusbaum



**Sharron Tevanian**  
Susan Hanna

**Join us at Leadership Conference 2014 in NEW ORLEANS  
when you Debut as a New Sales Director Aug 1, 2013—Jan. 1, 2014!**

Earn **Free Registration** to Leadership Conference 2014  
if you **debut between Aug. 1, 2013, and Jan. 1, 2014.**



You will also receive a beautiful  
**Class of 2014 ring** to match  
your 2013-2014 Sales  
Director suit and a stunning  
**Badgley Mischka handbag.**

**And there's more!**

Receive an elegant  
**Badgley Mischka wallet**  
when you debut one offspring  
Independent Sales Director  
during the contest period.



**DO YOU WANT EVEN MORE FOR THE NEW YEAR? LOOK AT THE FABULOUS OPTIONS WE HAVE AS DIRECTORS!**



Mustang Premium



Equinox 1LT



Camry SE



CTS



SRX



# Future Directors



Consultant  
Director Unit

8 Active Team Members | 9% or 13% Personal Team Commission | \$50 Team Building Bonus



**Barbara Bloom**  
Penny Jackson



**Julie Gerdeman**  
Laura Poling



**Randi Ginder**  
Cheryl Warfield



**Sydney Laxton**  
Lillian Yocum



**Lisa Lute**  
Joyce Bruder



**Tretta McNeill**  
Lana Gaydon



**Marie Quick**  
Cheryl Warfield



**Darcy Richardson**  
Epsie Elmer

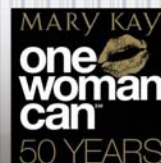


**Linda Stawski**  
Joyce Bruder

Warfield Area  
Weekend Mentoring  
Hotline  
**New Ideas Each  
Weekend!**  
**1-641-715-3900**  
**53147#**

Future Executive Senior Sales Director Wendy Johnsen's  
MK Marketing Hotline: 641-715-3900 | Access Code: 741119#

Celebrate 50 Years with the commemorative  
**ONE WOMAN CAN GLOBE!**



For 50 years, Mary Kay Independent Beauty Consultants around the globe have been enriching women's lives<sup>®</sup> in countless ways.

This globe honors the difference one woman can<sup>™</sup> make and celebrates Mary Kay's phenomenal success and heritage.

**The Mary Kay World Is YOURS!**

This exclusive keepsake ceramic hinged box commemorating the Mary Kay 50th Anniversary year can be yours when you **place a single \$400 or more Section 1 wholesale order during the month of September 2013!**

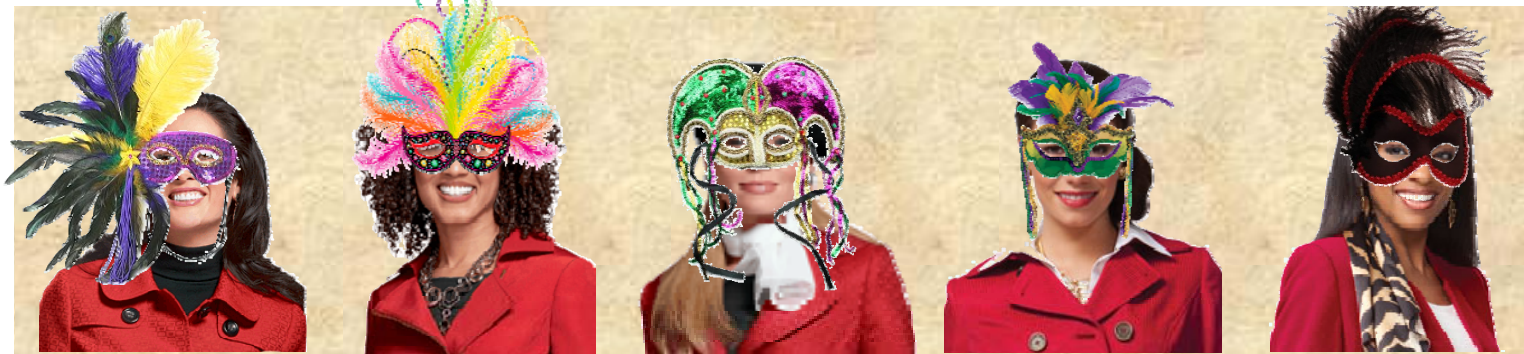
Remember, Sept. 13, 2013, marks the day that launched an empire that has enriched women's lives for 50 years! You can make it even more meaningful by earning this beautiful box.



This year, Independent sales members, who achieve a career path status of **Future Independent Sales Director or Sales Director-in Qualification** any time during the registration period, Oct. 1 – Dec. 31, 2013, can attend Leadership Conference 2014.



Who will take the Challenge? Call or email me with your commitment!



Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_



Name: \_\_\_\_\_



Name: \_\_\_\_\_



Name: \_\_\_\_\_



Name: \_\_\_\_\_



Name: \_\_\_\_\_

Join the Warfield Wonder Women in New Orleans!



# Team Leaders



Consultant  
Director Unit

5-7 Active Team Members | 9% or 13% Personal Team Commission | \$50 Team Building Bonus



**Gina Barfield**  
Julie Draulans



**Nancy Bigley**  
Jennifer Converse



**Jamie Boylan**  
Jodi Bland



**Gabriella D'Elia**  
Penny Jackson



**Carolyn Faircloth**  
Linda Rowsey



**Cleyone Fowler**  
Cheryl Warfield



**M. Kathryn Harris**  
Lana Gaydon



**Karen Hillstead**  
Penny Jackson



**Cheri Howard**  
Linda Rowsey



**Rhonda Jenkins**  
Joyce Bruder



**Tami Klingenberg**  
Rhonda Valley



**Teresa Lennon**  
Penny Jackson



**Lee Anne Loek**  
Joyce Bruder



**Barbara Miner**  
Renee Brooks



**Victoria Peasley**  
Penny Jackson



**Lynnette Perez**  
Sandra Forsyth



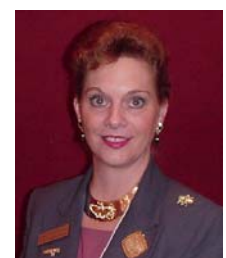
**Amy Postma**  
Epsie Elmer



**Kristine Pruitt**  
Laura Poling



**Valerie Simpson**  
Debra Bishop



**Teresa Taylor**  
Kathy McGinnis



**Barbara Tsagaris**  
Penny Jackson



**Darlene Underwood**  
Cheryl Warfield



**Katie Van Hammen**  
Wendy Johnsen



**Erin Vance Brown**  
Melissa Smyre



**Nancy Werner**  
Cheryl Warfield



**Preferred Customer  
Program Holiday Look  
Enrollment begins  
Sept. 16, 2013 through  
Oct 15, 2013  
Only 70¢ per name  
Mails 11/20/2013**

### Save Time and Money!

It costs almost **50 percent less** to mail The Look through the Preferred Customer Program! Plus, The Look includes a sampler.

### Order Early!

When you enroll in The Look, you'll enjoy an early ordering privilege. You can order your new promotional products six days early!

### And don't forget the Month 2 Mailer.

Enroll now and follow up with your customers after the mail date so you can fulfill all their post holiday needs.

**Enroll Sept. 16 through  
Nov. 15, 2013  
Only 45¢ per name  
Mails 1/15/2014**

## BE A STAR, ADD A STAR (TO YOUR TEAM)

*"I want you to aim for the moon and to remember that even if you miss, you will land among the beautiful stars." – Mary Kay Ash*

The beginning of a new year is a great time to renew your commitment to Mary Kay's mission of enriching women's lives and to set new and exciting goals for your Mary Kay business! Did you know that almost every Company-sponsored selling and team-building challenge available to you throughout each Seminar year leads to one goal? They each incorporate activities to help you achieve Star Consultant status. Mary Kay Ash herself believed that once you become a Star Consultant, you have what it takes to earn a Career Car, become an Independent Sales Director, and achieve a spot in the Queens' Courts at Seminar. That's why she created the original Star Consultant program in 1975.



### The Formula to BE A STAR:

*Your weekly activity adds up! It takes just one class a week to be a consistent star!*

- Quarterly Activity:** 36 customers at \$100 each per quarter = \$3600 Retail or \$1800 wholesale, which makes you a Sapphire Star!
- Monthly Activity:** 12 customers at \$100 each = \$1200 Retail (\$600 w/s).  
When using the 60/40 split (60% reinvest/40% profit), you'll earn \$480 profit / month!
- Weekly Activity:** 4 classes/month(3 at each class) equals just 1 class/week!
- Another Option:** Hold 2 classes/month with 6 faces per class! (or use the extra profits to line your pockets and increase your star level)

## WHO ARE YOUR PROSPECTIVE RECRUITS?

### Who do you know?

- An established customer who you know well, who loves the product and tells all of her friends about it?
- A woman you think would be good selling cosmetics?
- Has great classes for you?
- Has asked you a lot of questions about the company?
- Works full-time and wants to be home with her children?
- Works full-time and doesn't like her job?
- Is at home with children and needs adult interaction?
- Works hard and needs more money?
- Is a struggling single parent?
- Has a husband who is on the road a lot?
- Is retired and a bit bored?
- Is the most reliable person you know?
- Is a leader in her community?
- Is looking for more FUN in her life?
- Loves to win prizes?
- Needs a new car?
- Has a need for new furniture, carpet, etc?
- Loves a challenge of something new?
- Quit an executive position to stay home with children?
- Has a lot of sisters who use Mary Kay?
- Is working too hard for too little income?

### Where do you find potential new team members?

Skin Care Classes/Pampering Sessions or guest functions/unit meetings. Work smart! Take someone to a unit meeting. Tell her your Sales Director challenged you to bring someone. Why not say something like, "I really think you'd be good at this, and I want you to see one of our unit meetings for yourself. I think this is something you might want to consider. If it's not for you, you will have the information to share with someone that you feel it would be perfect for."

*Great Rewards await those of you who are ready to move on up to directorship this year!  
If it's your goal- contact me today!*



# Star Team Builder



Consultant  
Director Unit

3-4 Active Team Members | 4% Personal Team Commission | Red Jacket Rebate | \$50 Team Building Bonus



**Rosalynn Alexander**  
Elizabeth Webb



**Judy Allen**  
Jean Batts



**Shannon  
Armstrong**  
Tina Parker



**Alicia Bjorklund**  
Melanie White



**Susan Blake**  
Denise Crosby



**Linda Burtzner**  
Cheryl Warfield



**Bernice Bush**  
Epsie Elmer



**Sue Campana**  
Jennifer Converse



**Bernice Carter**  
Linda Rowsey



**Heather Cearbaugh**  
Brandy Nusbaum



**Karen Evans**  
Renee Brooks



**Shawnta Fleming**  
Denise Crosby



**Nora Fowles**  
Renee Brooks



**Melody Fredrick**  
Jodi Bland



**Nancy Gettinger**  
Jenan Wood



**June Grundy**  
Nadine Marino



**Beth Haely**  
Julie Draulans



**Rebecca Hasenbeck**  
Laura Poling



**Patti Hebert**  
Ashley Kelly



**Pam Howard**  
Debra Bishop



**Janie Hullinger**  
Cheryl Warfield



**Linda Johnson**  
Debra Bishop



**Tami Johnson**  
Epsie Elmer



**Ruth Kato**  
Rhonda Valley



**Sarah Kelley**  
Linda Rowsey



**Lisa Kerkof**  
Shannon Kadlec



**Elena Knollinger**  
Debra Bishop



**Angie Kuhn**  
Renee Brooks



**Reba Lay**  
Linda Rowsey



**Eleanor Leech**  
Cheryl Warfield



# Star Team Builder continued



Consultant  
Director Unit

3-4 Active Team Members | 4% Personal Team Commission | Red Jacket Rebate | \$50 Team Building Bonus



**Geneva Leek**  
Gloria Leek-  
Tannebaum



**Stephanie Lelo**  
Lisa Woodke



**Carrie Lero**  
Laura Poling



**Tangela Lewis**  
Snowe Saxman



**Angela Little**  
Elizabeth Webb



**Alicia McLaughlin**  
Renee Brooks



**Cathleen  
Meyer-Butler**  
Epsie Elmer



**Rina Miller**  
Jenaa Wood



**Theresa Moore**  
Irish Dickerson



**Rachel Morales**  
**Lopez**  
Linda Rowsey



**Debie  
MorganDoyle**  
Snowe Saxman



**Catherine Nemmers**  
Denise Crosby



**JoAnn Nestor**  
Penny Jackson



**Jessica Olds**  
Brandy Nusbaum



**Sharron Palow**  
Joyce Bruder



**Latasha Patterson**  
Nadine Marino



**Regina Raney**  
Denise Crosby



**Norma Reeser**  
Linda Rowsey



**Dana Rollins**  
Debra Bishop



**Shelly Rosenberger**  
Laura Poling



**Rebecca Ruiz**  
Leticia Velasco



**Janet Sairs**  
Joyce Bruder



**Mary Sanderson**  
Laura Poling



**Elizabeth Sevier**  
Penny Jackson



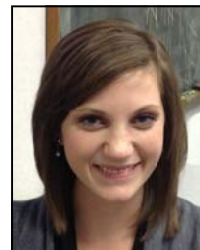
**Trina Siebenaler**  
Rhonda Valley



**Kelley Sillaway**  
Epsie Elmer



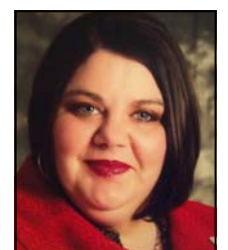
**Ruth Smith**  
Linda Rowsey



**Trishelle Smith**  
Laura Poling



**Anne Spry**  
Cheryl Warfield



**Sarah Stuckey-  
Diaw**  
Jodi Bland

# Star Team Builder continued



Consultant  
Director Unit

3-4 Active Team Members | 4% Personal Team Commission | Red Jacket Rebate | \$50 Team Building Bonus



**Christine Tarchala**  
Denise Crosby



**Judy Thomas**  
Cheryl Warfield



**Betty Thompson**  
Lana Gaydon



**Stephanie Vanasco**  
Penny Jackson



**Barbara Vaughn**  
Lillian Yocum



**Cindy Watkins**  
Brandy Nusbaum



**Michelle Webster**  
Espie Elmer



**Penelope Wesselhoff**  
Lillian Yocum



**Jessica Whittington**  
Annette Johnson

**Million Dollar Director,  
Beth Piland's  
First Steps INVENTORY  
HOTLINE  
610-214-0299  
400338# then # again**



## Build YOUR Team

**ENJOY THE BENEFITS!**

Skin care classes and collection previews offer the best place to find prospective team members. Mary Kay herself developed the Four-Point Recruiting Plan when she first began holding skin care classes. Since then, it has been used successfully by thousands of Independent Beauty Consultants and Independent Sales Directors.

Present your heartfelt, enthusiastic I-story at every skin care class and collection preview. Share why you began your Mary Kay business and what it means to you.

Select at least one person at every skin care class and collection preview and offer her the Mary Kay opportunity. You may want to plant seeds by sending guests home with information, then meeting with them to tell them more about the Mary Kay opportunity.

Offer the hostess a special gift for any person she suggests who becomes an Independent Beauty Consultant.

**Booking at your Parties:** Correct Booking Approach: (Taught by Mary Kay Ash)

“ At every Beauty Show (Class or Party), I always select a couple of people to be my future hostess and today I have selected you. (Pauses lightly) Tell me, is there ant reason why you couldn't have a Beauty Show? I think you'd be great!”

**When she gives you a reason why she might not be able to have a Beauty Show, use the Tentative Date Booking Approach:** (Taught by Mary Kay Ash) “ Well, \_\_\_\_\_(her name), I know that when you do have your Show, you are going to want \_\_\_\_\_(your hostess) to get credit, so why do we do it this way? Let's set a tentative date with the understanding that, if something comes up, we can change it. OK? (Pauses lightly) Here's my datebook. Pick a time that is good for you.”



# Working Women...the Myth

The Average American Woman Earns	\$36,250/yr
Taxes/Federal, State and Social Security	\$11,247/yr
Take Home Pay	\$ 2,083/mo
Child Care/2 Children (average)	\$ 1,160/mo
Clothes/Hair/Cosmetics/etc to work outside home	\$ 150/mo
Meals Out/Gas/Misc to work outside home	\$ 400/mo
<b>Net take home pay</b>	<b>\$ 473/mo</b>

**Time: 40 hours/wk\* for 4 weeks is 160 hrs or  
\$2.95/hr worked or \$23 per day**

(\*most salaried employees put in more than 40 hours weekly)

**If receiving a good benefit package from work,  
add \$500/mo or \$6.08/hr or \$48/day**



## Part Time Mary Kay Business



**2 Skin Care Classes/Parties/wk = Time/4 hours  
Avg Sales/\$300/Net Profit \$240 orders**

**Weekly Computer/ Phone Time = Time/1 hours  
Reorders/Booking/Coaching**

**Weekly Meeting = Time/2 hours  
Training/Motivation**

**Monthly Net Profit: \$960 plus reorder profits  
Total Time Invested = 7 hours/week**

(there are many other avenues of income, including team building commissions/bonuses and lots of incredible prizes you can earn as you grow your business)

**Plus you can take advantage of tax deductions/mileage and other expenses for home based business.**



# CRUZE BY CHRISTMAS



Director Only Services

You may qualify in one, two, three or four months, based on when you achieve the following:

• **\$20,000** combined personal/team wholesale Section 1 production.

• **.14 active** personal team members.

• Your team must contribute a minimum of **\$15,000 wholesale** Section 1 production toward the total **\$20,000 requirement**.

(You may contribute up to \$5,000 in personal wholesale Section 1 production toward the total \*\$20,000 requirement.)

• You must have a minimum of \$5,000 combined personal/team wholesale Section 1 production each month of the qualification period while maintaining 5+ active personal team members.

• You must be active.

## PLAN OF ACTION



### SEPTEMBER

10 Parties  
20 Interviews  
5 New Team Members

Combined Personal & Team  
Production \$5,000 Wholesale

You must have at least 5 active team members and \$5,000 combined wholesale to go on target.



### OCTOBER

10 Parties  
20 Interviews  
5 New Team Members

Combined Personal & Team  
Production \$7,000 Wholesale

You must have a minimum \$5,000 combined wholesale to remain on target.



### NOVEMBER

10 Parties  
20 Interviews  
5 New Team Members

Combined Personal & Team  
Production \$8,000 Wholesale

You must have a minimum \$5,000 combined wholesale to remain on target.

When you go on target in September, you can finish car production in 3 months for Christmas or add a 4th month to your timeframe...Stretch to **COMPLETE DIRECTORSHIP** and head to **New Orleans!!**



# How to Go On-Target and Stay On-Target

**1. ATTITUDE:** Stay positive. Don't let yourself believe for ONE MINUTE that you aren't going to earn the car. Think about how much fun it's going to be to drive up to your job where they call you "Miss Mary Kay" in your new car.

**YOU HAVE TO GET UP  
EVERY MORNING  
& TELL YOURSELF,  
"I CAN DO THIS."**

**2. TELL EVERYBODY:** Tell EVERYBODY you know that you will be driving free beginning \_\_\_\_\_ date. You have to tell your friends, your family, your boss, recruits, potential recruits, hostesses, guests, other consultants, your director, and anybody else you talk to. You have to tell people this all of the time, and with utter conviction and assurance. When you tell everybody that you are winning a car, they'll start asking you if you've picked it up yet. This will motivate you to meet production every month.

**3. LOOK AT THAT CAR A MILLION TIMES EVERY DAY:** Keep pictures of the car EVERYWHERE. Put one in the bathroom across from the toilet, one on the mirror where you put on makeup, one or two on the fridge, one on your dashboard, one in your date book, one at your job, one in your bedroom where you can see it while lying in the bed, one on your desk, etc. You have to see the car everywhere so it will be on your mind constantly. Out of sight, out of mind. Don't let that happen.

**4. SET A GOAL FOR \$5,000 PRODUCTION:** Tell yourself from the very beginning that car production is \$6,000 or higher. Forget \$5,000! If you set a goal of \$6,000, you can still fall short and make production. Plus, your 13% checks will be great!

**5. BE WILLING TO DO WHATEVER IT TAKES TO MAKE IT HAPPEN:** You will probably never order more inventory than in car production. You'll be holding so many classes and selling so much product, you'll have to. Build your inventory and SELL IT! Make the money through sales to make car production.

**6. TRACK YOUR PROGRESS:** Either devise a tracking system of your own or use one that your director gives you. The point is that you have to SEE your production in ONE PLACE. You need to know what someone wants to order (high), what you think they'll actually order (low), and what they in fact order (actual). Base your production on that low estimate and talk to your recruits like they'll order the high amount, no problem.

**7. DON'T FORGET THAT YOU NEED 14 ACTIVE RECRUITS!** Everybody concentrates on the dollars, but you have to have 14 ACTIVE recruits at the end of the 4 months also. It is easy to forget this, so keep telling yourself that you MUST recruit every month. New recruits keep you motivated, help production, and you won't end up in your last month with only 9 qualified recruits.

**8. DON'T GIVE UP:** Staying on-target for your car is not going to be easy. There will be days when you want to say, "Forget this! It's not worth it! My car is okay." You may be disappointed because a team member said she was ordering \$600 at the beginning of the month, and now she can't even do a \$200. You will want to have one evening of peace and watch TV instead of calling recruits and potential recruits or holding a facial and a skin care class. But, **DO NOT GIVE UP!** Don't let anything or anyone stop you.

***Earning the car and driving FREE will be UNBELIEVABLE, and the sense of accomplishment you'll feel will be AMAZING! You will do what others want to do, but won't. You will be one step forward towards your next goal— DIRECTORSHIP!***



LIVE SHARE LOVE  
**Play**  
 NEW  
 marykayatplay™  
 COLOR!  
**\$10 EACH!**



Mary Kay At Play™ Baked Eye Trios



Ocean View

On the Horizon

Earth Bound

Tuxedo

Mary Kay At Play™ Eye Crayons

Purple Smoke ~ Green Tea  
 In the Navy ~ Gold Mine

Mary Kay At Play™ Lip Crayons

Candied Apple ~ Perfect Pink  
 Toasted ~ Violet Love



Mary Kay At Play™ Jelly Lip Gloss

Berry Me ~ Crushed Plum ~ Hot Tamale ~ Teddy Bare

MIX AND MATCH ~ ONLY \$10.00 EACH!!!

We all play in our own way! It's color you can spin for any mood you're in. Go bold. Reinvent. It's your call! Let me show you how to turn up the volume with Mary Kay At Play Color!

September 13, 2013  
 50th Anniversary  
 Mary Kay, Inc



Mary Kay's Last Words at 1997 Seminar; due to her stroke, she was not able to speak and Arlene Lenarz read these words while Mary Kay stood beside her:

*"What more could any woman ask for? To be surrounded by all of you... to feel and to hear of all your love; to feel the great joy in this arena... I'm convinced I must have done something right."*

*"It is true, I did see the dream! I did see the vision! I did provide you the vehicle, and for 34 years I have watched with such pride, because you just took my dream and this opportunity and ran with it. And you will continue to run with it because there are so many women who want to follow your great example."*

*"Believe me, we have so many lives left to touch! This work will never be finished... Never, never, never!"*

*"I am so blessed by each of you who are inspired by my example! Today I would like to think that you can use my example and let it inspire you to become your own best example."*

*"It is so simple when you understand the big picture of what we're about. Then, and only then, are you fully capable of being the best you can be, inspiring others. Thank you from the bottom of a very grateful heart for allowing me to touch your life. And now, listen... now it's your turn to run with your dreams, and touch more lives than I have ever imagined."*

**NEW! NEW! NEW! - CLEARER SKIN IN 7 JUST DAYS!**

**Take back control of your skin!**

With the **Mary Kay Clear Proof™ Acne System**, you get an effective regimen clinically shown to provide clearer skin in just 7 days. This easy-to-use regimen feels soothing to irritated skin as it helps clear up blemishes and allows skin to heal.

**Set Includes:**

- **Clear Proof™ Clarifying Cleansing Gel\***
- **Blemish Control Toner\***
- **Acne Treatment Gel\***
- **Oil-Free Moisturizer for Acne-Prone Skin.**



\*Over-the-counter drug product

The company received a few questions about the proper use of products in the new Mary Kay ClearProof™ Acne System, the company has provided some FAQs that may help when sharing this easy-to-use regimen with your customers. These [FAQs](#) will be located under the "Want More Selling Tips" section on the ClearProof™ Acne System product page.



# Clearproof Acne System

## Order of Application

### Morning and Evening Routine (or up to 3 X per day)

- Apply the **Clarifying Cleansing Gel** to a damp face, cleanse well, and rinse thoroughly with a warm, wet wash cloth.
- Moisten cotton ball with **Blemish Control Toner** and apply to entire affected area.
- (Optional) Apply **Pore-Purifying Serum** to the affected area. This additional product adds acne-fighting power to the Clearproof Acne System.
- Apply **Acne Treatment Gel** to the affected area.
- **Smooth Oil-Free Moisturizer for Acne-Prone Skin** over the entire face.



*The Clearproof Acne System uses ingredients recognized most by US dermatologists for treating acne.*

*You may want to gradually ease your skin into these medicated products by first wetting the cotton ball, squeezing it out, and then adding Blemish Control Toner to the cotton ball. Over time, your skin will adjust to the full-strength salicylic acid. Begin with just one application of Acne Treatment Gel until your skin adjusts.*

DonnaBayerScott2013

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DonnaBayerScott2013



# Mary Kay Consumer Marketing Tools At-A-Glance

MARY KAY®

TOOL	BOOKING	SELLING	TEAM BUILDING	MARY KAY INTOUCH® LOCATION
<p><b>Mary Kay® Personal Web Site (PWS)</b></p> 	<p>The Profile on your Mary Kay® Personal Web Site (PWS) is a chance to highlight your business services.</p> <p>Increase your chances of having a potential new customer choose you to hold a Mary Kay party:</p> <ul style="list-style-type: none"> <li>• Display your picture</li> <li>• Add a customized message</li> <li>• Include your specialties</li> </ul>	<p>Your Mary Kay® Personal Web Site (PWS) is the foundation for your online business. Your customers can:</p> <ul style="list-style-type: none"> <li>• Create stunning new looks with the Virtual Makeover.</li> <li>• Take advantage of free sample offers.</li> <li>• Shop day or night - at their convenience.</li> </ul>	<p>When potential new team members review MaryKay.com for information on the Mary Kay opportunity, they must connect with an Independent Beauty Consultant to learn more. By having a Mary Kay® Personal Web Site, you have the opportunity to show up on the Beauty Consultant locator when someone from your area is looking to learn more about selling Mary Kay.</p>	<p>Business Tools &gt; Personal Web Site Manager</p> <p>Sign up for ProPay</p> <ul style="list-style-type: none"> <li>• Allow your customers to place orders and pay you with their credit and debit cards, all from your web site!</li> </ul> <p>From the Ordering drop-down menu, click the ProPay link for more information and to access ProPay's web site</p>
<p><b>eCatalogs - Look Book, Trend Report, Product brochures</b></p> 	<p>Build excitement around Mary Kay products and reach new customers.</p> <ul style="list-style-type: none"> <li>• Encourage them to create wish lists and send them back to you.</li> <li>• Encourage them to share with their friends through email, Facebook &amp; Twitter to expose your business even more.</li> </ul>	<ul style="list-style-type: none"> <li>• When sent from your Personal Web Site or through MK eCards®, the product links on the eCatalog will lead back to your Personal Web Site for easy shopping online.</li> <li>• Your customers can shop, share and interact with eCatalogs on the go from their mobile devices</li> </ul>		<p>Products &gt; Product Central &gt; Mary Kay® eCatalogs</p> <p>Products &gt; Product Central &gt; Mary Kay® eCatalogs &gt; Trend Report</p> <p>All eCatalogs are also posted on marykay.com and your Personal Web Site.</p> <p><i>Free app available for Apple and Android devices.</i></p>
<p><b>Beaut-e-News®</b></p> 	<p>Sent on your behalf by Mary Kay:</p> <ul style="list-style-type: none"> <li>• Helps you stay top-of-mind with your customers by emailing them the latest trend &amp; product info.</li> <li>• Your contact info is included in every newsletter so your customers can easily reach you</li> </ul>	<ul style="list-style-type: none"> <li>• Gives your customers the latest info about Mary Kay® products, gift ideas and beauty trends.</li> <li>• Directs customers to your Mary Kay® Personal Web Site, where they can make purchases.</li> </ul>		<p>Business Tools &gt; Beaut-e-News™ Newsletter</p>
<p><b>Makeover Contests</b></p> 	<ul style="list-style-type: none"> <li>• Great reason to approach new customers and reconnect with existing ones.</li> <li>• Fabulous prizes for the winners and "give back" themes motivate consumers to enter the contests.</li> </ul>	<p>No purchase is necessary to enter and customers have an opportunity to have a one-on-one complimentary makeover using great Mary Kay® products.</p>	<p>The makeover appointment gives you a great opportunity to share how much you love your Mary Kay business and excite others. Plus there are great incentives for you and new Independent Beauty Consultants who book makeovers.</p>	<p>Contests/Recognition &gt; Contests</p> <p>Contest Site: <a href="http://www.mkmakeovercontest.com">www.mkmakeovercontest.com</a></p> <p><i>The Fall 2012 contest ended 11/5/12</i></p> <p><i>The Spring 2012 contest begins 2/1/13</i></p>
<p><b>Virtual Makeover</b></p> 	<ul style="list-style-type: none"> <li>• This free, interactive online color playground offers a fun, risk-free "try before you buy" experience.</li> <li>• Gives your customers another reason to contact you - to purchase their new look!</li> </ul>	<ul style="list-style-type: none"> <li>• Try on-trend makeup artist looks or create custom looks.</li> <li>• Save, print and e-mail their makeovers to friends.</li> <li>• Your customer can click through to your PWS to purchase their new look.</li> </ul>		<p>Business Tools &gt; Digital Zone &gt; Digital Tools &gt; New Apps for Your Mary Kay Business! &gt; Virtual Makeover</p> <p><i>Free app available for Apple and Android devices.</i></p>
<p><b>MK Regimen Advisor™</b></p> 	<ul style="list-style-type: none"> <li>• You can email your product recommendations to your customers so they can shop with you online! Remember to include you PWS website info in your email!</li> <li>• Also, a perfect follow up appointment booking tool!</li> <li>• Being a product expert has never been easier!</li> </ul>	<ul style="list-style-type: none"> <li>• It all starts with finding the perfect skin care regimen from Mary Kay! Find the model image that most closely resembles the appearance of your customer's skin. Tap the Recommend button and the perfect daily skin care regimen instantly appears. Touch the Eyes, Lips and Face buttons to get personalized recommendations for those areas that need extra TLC.</li> </ul>		<p>Business Tools &gt; Digital Zone &gt; Digital Tools &gt; New Apps for Your Mary Kay Business! &gt; MK Regimen Advisor™</p> <p><i>Free app available for iPhone.</i></p>
<p><b>Social Media</b></p> 	<ul style="list-style-type: none"> <li>• Facebook is not only a great way to stay connected with friends and family, it is also a powerful tool for engaging and communicating with your customers</li> <li>• Share videos from Mary Kay's YouTube channel (trends, videos, application tips and more).</li> <li>• Subscribe to the Mary Kay® YouTube Channel for the latest video updates.</li> </ul>	<ul style="list-style-type: none"> <li>• A free and easy way to let friends know about your Mary Kay business.</li> <li>• Share products from your PWS to your Facebook page using the easy-to-use <i>share</i> feature.</li> <li>• Talk about products, share YouTube videos and show your beauty expertise.</li> </ul>	<p>You can send or link to the Opportunity videos posted on our YouTube channel for those who are interested in learning more about the Mary Kay opportunity.</p>	<p>Business Tools &gt; Digital Zone &gt; Facebook for Business</p> <p>Like The Mary Kay Facebook page at: <a href="http://www.facebook.com/marykay">www.facebook.com/marykay</a></p> <p><a href="http://www.youtube.com/marykay">www.youtube.com/marykay</a></p>
<p><b>MK Connections®</b></p> 		<ul style="list-style-type: none"> <li>• Mary Kay Logoed Business Cards, Beauty Coats, Carrying Cases and more. You will find all the tools to help you sell your products professionally and in style.</li> </ul>	<ul style="list-style-type: none"> <li>• Links to approved providers of business-related services, discounts and insurance providers.</li> </ul>	<p>Ordering &gt; MK Connections</p>

TOOL	BOOKING	SELLING	TEAM BUILDING	MARY KAY INTOUCH® LOCATION
<p><b>MK Advertising / Approved Company Advertising</b></p> 	<ul style="list-style-type: none"> <li>• Share ads, commercials, news stories and media mentions with customers to generate excitement for your products, strengthen customer relationships, and build credibility.</li> <li>• Put samples with print ads to leave with new or existing customers.</li> <li>• Share the latest Beauty Editor awards and buzz on your Facebook page.</li> </ul>	<ul style="list-style-type: none"> <li>• Play the latest Mary Kay product commercials or online videos at a party or guest night to generate excitement about a variety of products. It gives new recruits confidence to know the company is strong and supports their business.</li> <li>• Keep your competitive edge in the marketplace by using professional, Company-provided and approved advertising. You'll find a variety of ads that you can choose from to promote every aspect of your business. You can target your audience depending on the publication or your area of expertise.</li> </ul>	<ul style="list-style-type: none"> <li>• Leverage the credibility and validation of the print ads and Beauty Editor buzz about Mary Kay® products with new recruits and at unit meetings.</li> </ul>	<p>Resources &gt; Advertising &gt; Approved Company Advertising</p>
<p><b>Party Central</b></p> 	<ul style="list-style-type: none"> <li>• Post the <i>Host a Party</i> section on Facebook from your own Personal Web Site to get customers interested in hosting a party.</li> </ul>	<ul style="list-style-type: none"> <li>• Use the new Beaute-vite® Party Planner to plan parties, customizing with fun party themes. Choose to include ads to the makeover contest, eCatalogs and Virtual Makeover in your invite – all leading to your PWS.</li> <li>• Check out the party tips and the Party Packs section for placemats, party guides and checklists</li> </ul>	<p>Using these party tools with your customers is a great way to show how simple holding a party can be, which is great for recruiting new Independent Beauty Consultants!</p>	<p>Business Tools &gt; Party Central</p>
<p><b>MK eCards®</b></p> 	<p>Send MK eCards® featuring the new products for the season or the latest eCatalog.</p> <ul style="list-style-type: none"> <li>• Get your customers interested in hosting a party</li> <li>• Entice them to book an appointment to try before buying.</li> </ul>	<p>MK eCards® are an easy way to:</p> <ul style="list-style-type: none"> <li>• Create new product excitement</li> <li>• Drive customers to your PWS</li> <li>• Thank customers for their order</li> </ul> <p>Take advantage of this cost-effective tool that you can send anytime!</p>	<p>For those customers or friends with whom you want to share the Mary Kay opportunity, send a team-building MK eCard®.</p>	<p>Business Tools &gt; Customer eCards</p>
<p><b>Build Your Own Tools</b></p> 		<p>Use this user-friendly set of tools to create and customize your own party placemats and brochures to help you at your parties.</p>		<p>Business Tools &gt; Build Your Own</p>
<p><b>Product Central</b></p> 		<ul style="list-style-type: none"> <li>• One-stop-shop for all things product-related.</li> <li>• Print fact sheets, fliers, charts and more to share with your customers or for a quick reference.</li> <li>• Watch product and application videos and show them on your laptop.</li> </ul>		<p>Products &gt; Product Central</p>
<p><b>"How to Team Build" Site on Mary Kay InTouch®</b></p> 			<ul style="list-style-type: none"> <li>• One place to find all of the team-building tools and education.</li> <li>• Supercharge your team-building success! It references many resources that are available to you from the Company, such as online lessons to help you become a better team-builder and marketing tools such as brochures, MK eCards® and fliers you can share with your potential new team members. It's all right here!</li> </ul>	<p>Education &gt; How to Team-Build</p>
<p><b>Preferred Customer Program: The Look with sampler, Month 2 Mailer, Beauty Book</b></p> 	<ul style="list-style-type: none"> <li>• These quarterly mailers give you a great reason to follow up with a try-before-you-buy invitation.</li> <li>• The Month 2 mailer is only \$0.40 per customer.</li> </ul>	<ul style="list-style-type: none"> <li>• Get your customers to experience new products with the sampler in <i>The Look</i>.</li> <li>• Increase sales through the Gift with Purchase featured</li> <li>• Only \$0.70 per customer</li> </ul>	<ul style="list-style-type: none"> <li>• Promote the opportunity with the Team-Building ad in <i>The Look</i>.</li> </ul>	<p>Business Tools &gt; Preferred Customer Program</p> <p><i>Beauty Book (print) also available on mobile for ipad for \$0.99 (Show and Sell)</i></p>
<p><b>Customer Delivery Service</b></p> 	<ul style="list-style-type: none"> <li>• Book &amp; host online parties and use CDS to get your customers' orders to them quickly and conveniently</li> </ul>	<ul style="list-style-type: none"> <li>• Ship to customers for only \$5* and deliver their orders faster and more conveniently. Orders come in a beautifully packaged box.</li> <li>• Send them two samplers or a <i>Look Book</i> at no additional cost to you</li> <li>• Don't forget to follow up with them on the samples you've sent</li> </ul> <p>*For orders under \$100 wholesale</p>	<ul style="list-style-type: none"> <li>• Share with your customers how easy it is for you to fulfill orders using CDS and how fast they arrive and they may see how having a Mary Kay business really could fit into their lifestyle.</li> </ul>	<p>Ordering &gt; Customer Deliver Service</p>



# ARE YOU UP FOR THE CHALLENGE????

by NSD & Million Dollar Director Tammy Crayk

**Imagine your 50% profit being over \$1600 for 1 week!** HOLY COW! There are REAL Women out there doing this with their Mary Kay businesses! I was so inspired by this story that I'm passing it along!

This Consultant did 55 faces in just 18 work hours, for a face average of \$51 and an hourly income of \$89, she was a STAR Consultant and kept a great paycheck!!

First, she made a list of 25 people and then she called them all and said:

*"I am building a portfolio of before and after pictures of models and my goal is 100 by the end of \_\_\_\_\_. I think you'd look so good in my book that I'd like to feature you, so could you do that?"*

Then she said, *"I'm looking for different face shapes, skin tones and hair color, and of course, I need lots of faces this week, so if you know anyone who could come with you, that would be WONDERFUL! I have 12 places for ladies in each time slot, so if you could just bring one, or even two, that would be so helpful! What do you think? Who could you bring?"*

No one turned her down to be in her book, and some even brought a friend!

## Her sales and faces were:

4 faces Monday - \$250 in sales 9 faces Tuesday - \$203 in sales 7 faces Wednesday - \$177 in sales  
12 faces Thursday - \$531 in sales 7 faces Friday - \$867 in sales 20 faces Saturday - \$1074 in sales

Notice how her sales at the end of the week were higher than the first of the week?? I believe that is because her momentum built and her confidence increased. It was thereby reflected in her sales. As she said, I started thinking of how many times over the past few years "I tried" to do 30 faces in a month or how many times she has "tried" to schedule a high number of classes in a week and how many times it did not work out.

But you know what, she has not given up and in Mary Kay the only way a person can fail is to quit. Mary Kay has told us that numerous times.

What was the difference this time? Why did people say "yes," when she had tried so many times before?

1. She made a decision she was going to be successful - no matter what.
2. She didn't let herself even feel the fear. You leave your comfort zone to change someone else's life.
3. She used her family as a reason. She used her financial situation to her advantage. Instead of getting stressed over bills, she decided to "do" something about it.

**YOU CAN DO THIS TOO!!**

## Power Class of the Month

[www.marykayInTouch.com/education](http://www.marykayInTouch.com/education)

Each month there's a **NEW TOPIC** where your Mary Kay mentors share their tips and experience.



**Get Ready to Dream Big and Be Bold!**  
**Ind. NSD Tammy Crayk will be the guest speaker on this very special 50th Anniversary show.**

**September  
Guest Speaker:  
NSD Tammy Crayk**

Take notes as they discuss the importance of creating BIG, BOLD Dreams and share some tried and true tips for how to turn them into realities.

Then join on September 24 at 7 p.m. central or a **LIVE chat with Tammy.**

# MARY KAY PINK PASS

Pink Pass redeemable only with the following Mary Kay Beauty Consultant:

---

DATE PURCHASED: \_\_\_\_\_

\*NO REFUNDS\*

**Purchase a \$50 Pink Pass, redeem within 30 days and it **DOUBLES IN VALUE** to \$100 in MK products!**



Redeem within 60 days and receive the true value of the Pink Pass **PLUS a NEW MK TRAVEL ROLL UP BAG!**  
After 60 days, redeem for value of the card.

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# How to Capture Extra Holiday Sales



## September 1st—10th:

- Plan your Holiday Strategy.
- Call all your customers and offer them a \$75 for \$35 for all Hostesses who have 3+ guests, \$100 in class sales and one class booking! This is great for moms and daughters, Velocity, Clearprrof and TimeWise classes, Trunk/Gift Shows or Office Pampering Parties!

## September 11th—15th:

- Complete your Star!
- Order your holiday items early.
- Set up preview appointments with your best customers to get their opinions of what they like. This will help you with Holiday inventory ordering.

## September 16th—30th:

- Begin your preview appointments with customers.
- Begin sending letters and making follow up calls to local businesses. Start with business owners within your customer base.
- Hold appointments that you scheduled the 1st part of the month.
- Do your own personal shopping using our wonderful Mary Kay products and gift items!

## October 1st—15th:

- Set your goals Retail Sales, interviews held and new team members.
- Have guests to every meeting!
- Start “showing, telling and smelling” with everyone you come in contact with.
- Have your car filled with samples, fragrances and Look Cards and Look Books.
- Hand out 3 a day for best results. You are planting seeds for your future!
- Have 10—15 Hostess Packets and Recruiting Packets
- Start following up with PCP customers.
- Target: Booking Skincare Classes, Fall Makeovers, Pampering Parties (Satin Hands and Body Care). Offer a variety of choices based on her personal needs. Get in front of them with the products so you can get a wish list filled out for her, interview her and meet more wonderful ladies.
- Offer a free lipstick / lip gloss to your customers for allowing you 15-30 minutes to share your Career Opportunity so they can earn extra income during the Holiday Season. Tie this in with the above appointment if possible.
- Now is the time to start booking office visits to do Shopping Coffees/Holiday Preview Parties during break/ lunch time at customer's place of employment or in a neighborhood setting.

- Continue to follow up with businesses, always adding more to your list.
- Look ahead at your fall calendar and schedule your Open House(s). This is for Consultants with ample customers locally to them.

## October 16th—31st:

- Continue booking Wish Lists and warm chatting.
- Have guests at every meeting! Offer a free Lip Gloss for coming.
- Make sure you have everyone fill out a Wish List!
- Order items from the holiday catalog for your own gift giving needs.
- Send out letters to husbands on your list.
- Offer a variety of classes. Skincare, glamour, pampering, On-the-Go, etc. Begin to talk to everyone about preparing for the holidays.
- Remind everyone of your gift giving / wrapping service.
- RECRUIT! Build your team in October so they can take advantage of holiday selling season and the tax advantages for the entire year.



# Coaching Cards for the Holidays

Use these scripts when calling to coach your classes!

## DOUBLE BOOKING

"I'm going to put you down on this date, which you feel is the best time for you, although I already have another tentative date for that time. There is a good possibility my other hostess may change the date. If she should select to keep the date, of course, you understand that I will be obligated to hold her class since it was booked first. If this should happen, I will be very careful to select someone I know you will enjoy having. However, I am fairly certain I will be there. OK?"

## REFERRALS

"My goal this week is to give a facial to five people who have never tried Mary Kay products before. Who do you know whom you feel would really enjoy the luxury of a personalized skin care appointment? When someone you refer to me has a makeover, you will receive \$5 in FREE Mary Kay products."

## FOUR-POINT RECRUITING PLAN

Before every skin care class, ask the hostess, "Who is coming today who might be interested in doing what I do? How about you?"

Give a heartfelt, enthusiastic talk about why YOU like YOUR career.

Select at least one person at every class. Offer a special gift for anyone who recommends someone and is accepted by the company and becomes a consultant.

## TO INVITE A GUEST TO A FUNCTION

"Mary, so many exciting things are happening at Mary Kay; I'd really love to share them with you. Better yet, I'd love to have you see for yourself how rewarding and fun a career in Mary Kay can be. Our unit is having a (guest night/unit mtg.) on (day, date and time). Why don't you come as my guest? I'll pick you up at (time). After the meeting, I can answer any questions you may have, ok?" Call her day of meeting: "I will just keep you a minute! I was calling to ask if you would prefer (mascara, lip gloss, etc.) or a (different MK product under \$10). I will be presenting you a gift for being my special guest this evening."

## TENTATIVE DATE BOOKING

"Well \_\_\_\_\_, I know when you do have your class, you'd like your hostess to receive credit for it, wouldn't you?" (Nod you head.) "Then suppose we do it this way. We can set a tentative date now, with the understanding that if the time comes and it is inconvenient, you can call me and we'll change the date. That way (your hostess's name) will receive credit for your having booked from her class, ok? Let's take a look at the calendar and find something you think will work. Which part of the week is best for you, the first part or the last? Which day? Morning or afternoon?"

## FACIAL BOX BOOKINGS

"Hello, Ms. \_\_\_\_\_ (or her first name if it's on the slip). I am a professional Mary Kay Beauty Consultant. The other day when you were in (shop name), you registered for a complimentary makeover. I am so excited about introducing you to our fabulous product line. You are going to love it! When would be a convenient time for you, morning or afternoon? First part of the week or the last?"

## BOOKING FROM A SKIN CARE CLASS

"At every skin care class I always select a couple of people that I would like most to have as my future hostesses – and today I have selected YOU!"

Tell me \_\_\_\_\_, when we get together for your second facial, is there any reason why you couldn't invite some friends? I think you would be great!!!"

## PRE PROFILE FROM HOSTESS GUEST LIST

"Hello, this is \_\_\_\_\_. I'll be teaching \_\_\_\_\_'s skin care class next \_\_\_\_\_ (date). If you have just a minute, I would like to ask you some questions about your skin." Ask her questions on profile – then....

"Have you ever had a Mary Kay facial?"

"Are you sensitive to any ingredient?"

"Do you prefer warm or cool colors?"

Give her the time of the class. "It is casual - No obligation! See you there!!!"

## CONVERSATIONAL BOOKING: Perfect for when you are out holiday shopping!

**(Key: Be Friendly and Smile)**

Sincere compliment – "My name is \_\_\_\_\_. I teach skin care with Mary Kay Cosmetics. I would love to offer you my free makeover. Here is a sample to try. If it's alright, I will call you in a day or two to get your opinion. Here's my name and number and I'll need to get yours so I can call you back."



**PILOT**  
*Holiday*  
**PROGRAM**

## WHY MARY KAY?

- ★ EARN 50% ON PRODUCT YOU SELL
- ★ FLEXIBLE HOLIDAY SCHEDULE
- ★ EXTRA CASH FOR THE HOLIDAYS
- ★ TAX WRITEOFFS FOR HOLIDAY TRAVEL
- ★ TAX WRITEOFFS FOR SMALL BUSINESS
- ★ MAKE TONS OF NEW FRIENDS
- ★ BE YOUR OWN BOSS
- ★ OPPORTUNITY TO EARN A FREE CAR
- ★ OPPORTUNITY FOR ADVANCEMENT
- ★ PERSONAL GROWTH

## SIGNING BONUS

RECEIVE A SPECIAL HOLIDAY MAKEOVER FROM YOUR DIRECTOR AND YOUR CHOICE OF HOLIDAY COFFEE FROM STARBUCKS TO ENJOY DURING YOUR MAKEOVER! PLACE AT LEAST A \$600+ WHOLESALE ORDER AND YOUR DIRECTOR WILL CONDUCT A HOLIDAY PARTY FOR YOU WHERE YOU KEEP THE SALES!

\*OFFER EXPIRES AUG 31, 2013

**WANT TO EARN SOME EXTRA CASH FOR THE HOLIDAYS?**  
**TRY MARY KAY FOR THE FALL/HOLIDAY SEASON WITH NO OBLIGATION TO CONTINUE AND RECEIVE TONS OF BENEFITS!**

## HOW DO I GET STARTED?

INVEST \$100 (+ TAX & SHIPPING) ON THE STARTER KIT. YOU WILL RECEIVE \$410 IN FULL-SIZE RETAIL PRODUCT PLUS ALL THE TOOLS NEED TO START YOUR BUSINESS!



## STARTER KIT CONTENTS

RETAIL PRODUCT  
2 3-IN-1 CLEANSERS  
2 AGE-FIGHTING MOISTURIZERS  
DAY SOLUTION W/SPF 35  
NIGHT SOLUTION  
OIL-FREE EYE MAKEUP REMOVER  
ULTIMATE MASCARA  
FOUNDATION BUNDLE (YOUR CHOICE OF MINERAL./LIQUID)

BUSINESS TOOLS  
STARTER KIT BAG  
ORGANIZER CADDY  
4 MIRRORS WITH TRAY  
30 DISPOSABLE TRAYS  
30 FACIAL CLOTHS  
15 SPONGE-TIP APPLICATORS  
15 MASCARA WANDS  
10 COLOR CARDS  
TWR SAMPLER SET  
BOTANICAL EFFECTS SAMPLER SET  
MDA SAMPLER SET  
LIP GLOSS SAMPLERS  
SATIN HANDS SAMPLE SET

BUSINESS CARDS  
10 LOOK BOOKS  
10 BEAUTY BOOKS  
25 SALES TICKETS  
HOSTESS BROCHURE  
25 CUSTOMER PROFILES  
DATEBOOK

CONSULTANT EDUCATION  
"START SOMETHING BEAUTIFUL" DVD  
MIRACLES HAPPEN - AUTOBIOGRAPHY  
START SOMETHING BEAUTIFUL MAGAZINE  
READY, SET, SELL! INVENTORY OPTIONS BROCHURE  
STEPS TO SUCCESS BROCHURE



# START SOMETHING YOUR STARTER KIT

*Beautiful*



Starter Kit Bag with  
Removable Organizer  
Caddy



**Full-Size Product Included:**

- TimeWise 3-in-1 Cleanser N/D & C/O
- TimeWise Age-Fighting Moisturizer N/D & C/O
- TimeWise Day Solution SPF 35
- TimeWise Night Solution
- Oil-Free Eye Makeup Remover
- Ultimate Mascara - Black
- Choice of Mineral Powder Foundations or TimeWise Liquid



**\$422**  
**RETAIL VALUE**  
(with TimeWise Liquid Foundations)

**ONLY \$100**

plus applicable tax & shipping

*Small investment,  
Big Rewards!*



- Consultant Guide
- Datebook
- Start Something Beautiful DVD
- Start Something Beautiful Maazine
- Miracle Happen Book
- Ready, Set, Sell Inventory Options
- Brochure



**Materials:**

- Hostess Brochure
- 25 Customer Profiles
- 10 Look Books
- 25 Sales Tickets
- 10 Beauty Books w/Instructor's Guides
- Generic Business Cards

**Supplies:**

- 4 Mirrors with Trays
- 10 Color Cards
- 12 Lip Gloss Samplers
- 30 Disposable Trays
- 30 Facial Cloths
- Foundation Finder Tool
- 15 Sponge-Tip Applicators
- 15 Mascara Brush Wands
- 12 Satin Hands Pampering Set Samplers
- 6 Microdermabrasion Samplers
- 6 Botanical Effects Cleanse Samplers
- 6 Botanical Effects Moisturize Samplers
- 6 Botanical Effects Freshen Samplers
- 6 Botanical Effects Mask Samplers





# The Power of *Pink*



## ONE WOMAN DID!

Mary Kay's largest ever pink Cadillac rally today to celebrate its 50th anniversary 50 years to the day after the iconic beauty company was founded. More than 100 pink Cadillac sedans and SUVs gathered in Dallas, where Mary Kay Inc. is headquartered, blanketing the City's highways in a sea of pink. Here they form a 50 in an open field near the headquarters.



Over 100 of the famous Mary Kay pink Cadillacs lined up outside the AT&T Performing Arts Center as their owners posed for a group photo to celebrate the 50th Anniversary of the company, Friday, Sept. 13, 2013.

