

MARY KAY

# applause<sup>®</sup>

August 2012

INDIA

Get ready for an

**EYE**  
**BONANZA!**

Seminar '12  
See You There...





## Mary Kay said it best

“Our wonderful Mary Kay world springs into being for Mary Kay Consultants and their husbands [at Seminar]. The months of planning, working and dreaming will be climaxed by a stupendous celebration to honor ALL who attend! Find a way, make a way, but COME!”



# Message from your Country Manager

## Dear Beauty Consultants,

As we celebrate and recognize your success in the **“Dare to Dream” Seminar year**, I want to take this opportunity to thank you for all your hard work and commitment in building your Mary Kay business. Your belief in Mary Kay’s mission has inspired many people to be a part our amazing organization. Your passion is the fuel that motivates women just like you to consider Mary Kay as a professional career option. Your consistently strong performance has enabled the company to achieve record breaking sales. But most importantly, we know that your hard work has created countless possibilities for a bigger and brighter future for you and your family.

As we start the new Seminar year, I would encourage you to seize the opportunity to aim for bigger dreams for your family by having higher goals for your Mary Kay business.

There is nothing more exciting than the anticipation and preparation for a big event. As we begin the countdown for **Mary Kay’s 50th anniversary**, we’re kicking off a year of beauty like no other! August is going to be an eye bonanza month for your customers. Every woman loves the look of longer, more voluminous lashes. The New **Mary Kay® Lash Primer** delivers a clear advantage for your mascara and your lashes!

Create unforgettable eyes with new improved formula of the **Mary Kay® Eyeliners** in two fade-resistant, intense shades that help lashes appear thicker. You’ll love the long-wearing, ultra creamy formula that also is waterproof and smudge-proof. Plus, the mechanical, retractable liner comes with a built-in shaper in the cap. Your customers will get all these additional wonderful product benefits but

now at a new lower retail price of **₹ 395 only!**

You would have noticed that this year we have specially lowered the retail prices of some of our colour products even though the formula and packaging have been improved. We are confident that now with the range of great value products like Mary Kay® Eyeliners, NouriShine Plus™ Lip Gloss, Mary Kay® Lip liner, Lotus & Bamboo and Red Tea & Fig Indulgent Bath Bar, Spritzer etc you will be able to introduce Mary Kay to younger customers (Gen Y) and make them fall in love with Mary Kay.

While you connect with the Gen Y, remember that customers of all ages like companies with social values. Share the details about Mary Kay’s social responsibility and community commitment by telling them about the **“Beauty That Counts®”** campaign with Mary Kay® NouriShine Plus™ Lip Gloss in **Possibilities** and **Inspiring shades**.

Embrace Mary Kay Ash’s legacy this new seminar year. Share the opportunity and balance with selling. Dream big dreams for yourself and your family and work towards achieving them this seminar year. Wishing you a fabulous August month.

Warm Wishes,

*Hina*

Hina Nagarajan



## NCBP

Enjoy free premium products when you consistently meet your retail purchase goals in your first four months as a Beauty Consultant! FREE products with total retail value of ₹9129

### 1 month

(₹5000 cumulative retail order)



- Time Wise Luminous Foundation - Beige 2
- Lipstick Whipped Berries

Worth ₹ 1400

### 2 month

(₹10000 cumulative retail order)



- MelaCEP™ Whitening Cleanser
- MelaCEP™ Whitening Day Moisturizer with SPF 15

Worth ₹ 2300

### 3 month

(₹5000 cumulative retail order)



- Mary Kay® Red Tea & Fig Nourishing Body Lotion & Loofah Body Cleanser

Worth ₹ 1375

### 4 month

(₹10000 cumulative retail order)



- Satin Hands® Peach Set
- Mary Kay® Sun Care Sunscreen Broad Spectrum SPF 30
- Mary Kay® Eyeliner Black
- MK Lipstick Sun Set

Worth ₹ 3200

- Consultant Guide Assembly (Business Basics, Product Guide)
- 3 Mirrors
- Customer Profile (pk/25)
- Date Book
- World of Mary Kay -DVD
- Sales Ticket (pk/25)
- Independent Beauty Agreement

Worth ₹ 854

**Month 1**  
All the remaining **Starter Kit tools & literature** worth ₹854 with **Free Products** worth ₹1400

**Month 4**  
**More Attractive**

# monthly ordering bonus

16<sup>th</sup> July - 15<sup>th</sup> August

increase your target to 12k

Get **Mary Kay® Compact Pro®\*** for ₹1 with a cumulative retail order of ₹12000 and above



\* Empty compact without colors

Aim for the target and take this monthly challenge now!

increase your target to 18k

Get **TimeWise® Targeted-Action™ Eye Revitalizer** worth ₹1550 & **TimeWise® 3-in-1 Cleanser & Moisturizer samplers** for ₹2 with a cumulative retail order of ₹18000 and above



## How the Monthly Ordering Bonus Benefits Your Mary Kay Business

- Use these bonus products in your skin care classes and in follow-up visits to your customers.
- Use these fabulous products to boost your business by trying them for yourself first. What better way to promote Mary Kay® products than to share your personal experiences with your customers.

## single invoice eye bonanza

1<sup>st</sup> August – 31<sup>st</sup> August

Buy products worth ₹23,000

Enjoy colouring your eyes with our Top 10 Mary Kay® Mineral Eye Colors arranged in a beautiful Mary Kay® Cosmetic Display Tray. All this is worth ₹ 2240 & is being offered just at ₹ 11



## Business Update

**dare to Dream!** way to **GROW**  
Singapore | 12

"In case you are tracking the qualification for the **Way to Grow Singapore** program, then please apply and have your **passport ready** latest by **August 2012** for ease of travelling"

Dates of travel: **22<sup>nd</sup> November 2012 to 26<sup>th</sup> November 2012**

**PS : If we do not have the photocopies of your passport in by 31st August , then even if you qualify , you will not be allowed to travel for the trip.**

Kim is wearing Crystalline, Amber Blaze and Espresso mineral eye colors; Black eyeliner; NEW! Mary Kay® Lash Primer paired with Lash Love Mascara Black; Golden Copper mineral cheek color and Pink Passion lipstick.

# Primed and Pampered

The **benefits** are clear:

- Instantly intensifies lash volume and creates longer-looking lashes
- Strengthens and helps condition lashes
- Lifts lashes and helps them stay curled longer
- Clear formula works like an invisible mascara for a natural look or pair with your mascara for more defined eyes
- Dual-action brush is specifically designed to maximize benefits



**NEW!**

Mary Kay® Lash Primer,

**₹ 675**

Part Number : 10-046176

# Women **love** Mary Kay® Lash Primer!

In an independent study†, seven out of 10 women said Mary Kay® Lash Primer instantly intensifies lash volume and creates longer looking lashes. Here's what else women who used the primer with mascara had to say:

- **93%** said mascara glides on smoothly and easily
- **87%** said lashes held their curl longer when used with an eyelash curler
- **85%** said it improves mascara wear
- **84%** said lashes are more visible
- **82%** said lashes feel healthy and conditioned as it fortifies every lash

**8 out of 10 women agree, it works like an invisible mascara!**



## Must-Have Mascara!

Whatever your lashes look, Mary Kay® Lash Primer takes it to the next level. Pairs perfectly with your Mary Kay® mascara. See next page.

## Exclusive Formula!

The **Mary Kay Panthenol-Pro Complex™** contains **provitamin B5 (panthenol)** and **phytantriol**. When used in a primer, this complex adds **moisture** to eyelashes and helps make the primer easier to apply. Lashes feel healthy and **nourished** while the lightweight formula helps prevent lash breakage.

†Study conducted by an independent research company with 178 women who wore Mary Kay® Lash Primer for seven days, applying it once a day.

**NEW Mary Kay® Lash Primer gets more from your mascara –**  
stronger, more voluminous, longer-looking lashes.

3 out of 4 women agree, **Mary Kay® Lash Primer adds dramatic definition to eyes and creates fuller lashes** when used as a base coat under mascara — even helping you use less mascara!

### Extra Benefits:

Coats without flaking, yet removes effortlessly and helps your mascara:

- Glide on with less clumping.
- Resist flaking and smudging.
- Last longer.

# Steps to Lash Perfection

**You don't have to go to a salon for noticeable results.** Treat your lashes to an easy, at-home regimen, and get the lashes you've always longed for.

**1**



## Prime

**NEW!**

**Mary Kay® Lash Primer,**  
₹ 675

A coat of this clear formula primes your lashes for their moment, with stronger, more voluminous-looking lashes when paired with Mary Kay® mascara.

**2**

## Choose Your Perfect Results.



### Need definition?

**Mary Kay® Lash Love™ Mascara,** ₹ 675

Defines, defends and delivers voluminous lashes without looking overdone.



### Need volume?

**Mary Kay® Ultimate Mascara™,** ₹ 575

Bigger, bolder, longer-looking lashes with extreme volume.



### More length?

**Mary Kay® Lash Lengthening Mascara,** ₹ 475

Lash-lengthening formula fortified with a vitamin B derivative for stronger-looking, softer-feeling lashes.

## Dual-Action Brush

How the formula gets delivered is just as important as the formula itself. The special Dual-Action brush of the NEW! Mary Kay® Lash Primer is designed for a primer formula to maximize the benefits and deliver a natural look. It features a unique combination of cotton fibers that work as reservoirs to deliver the formula from root to tip, coating each lash and nylon fibers that comb and separate lashes for clump-free application.



## How to Apply

Place the brush at the base of the lashes and sweep up from root to tip, coating all lashes. Before the primer dries, immediately apply your favorite mascara to the lashes or wear alone as clear mascara.