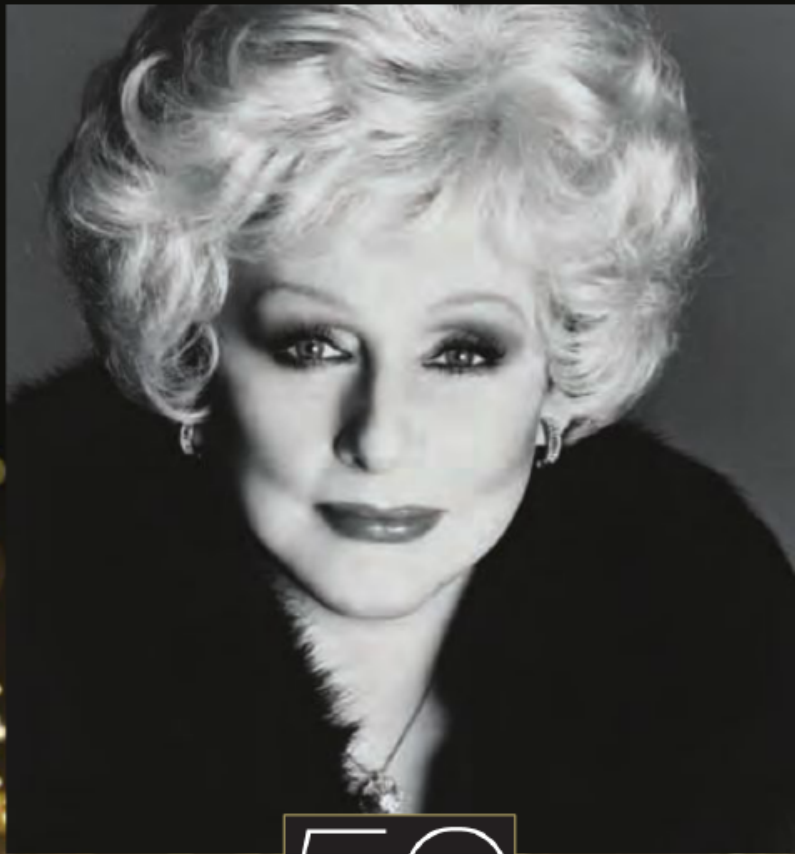


MARY KAY

# Start Something Beautiful

Celebrating All That One Woman Can™ Be



50

**Years of Beauty**

MARY KAY  
**one  
woman  
can**  
50 YEARS

# Fragrance-Free Satin Hands Pampering Set, \$51

Also available in a peach-scented formula



## Satin Lips Set, \$30





# HER LIFE

## Remembering Her Life

Mary Kay Ash stands out as one of America's business giants. Her story is unique. Her ideas were bold. And her actions were revolutionary. They opened new doors of opportunity for women and left an indelible mark on American culture.

The story of this one-of-a-kind visionary reflects the great American dream. Hers was shaped by the "you can do it" spirit she learned as a child in Hot Wells, Texas. Because her mother had to work 14-hour days to support Mary Kay and her ailing father, little Mary Kay had to take on responsibilities well beyond her years.



Growing up, Mary Kay did more than embrace this empowering, can-do spirit – she lived it. When faced with new and daunting tasks in caring for her father, she would call her mother for guidance. Along with the guidance, her mother encouraged her by saying, "You can do it, Mary Kay. You can do it." As an adult, Mary Kay would pass this spirit on through a remarkable company that would inspire millions of women for generations to come.

That company story didn't begin until Mary Kay Ash faced a situation all too familiar to women in the early '60s. After 25 years in the direct-selling business, Mary Kay Ash resigned a position as a national training director when yet another man she had trained was promoted above her – at twice her salary. Her response was visionary. At first, she started writing a book that would help women gain the opportunities she had been denied.

Sitting at her kitchen table, Mary Kay made two lists on a yellow legal pad. One list contained the good things she had seen in companies. The other featured things she thought could be improved. When she reviewed the lists, she realized she had created a marketing plan for a dream company.

So, in 1963, she put her plan into action. With her past experience, the plan and \$5,000 in savings, Mary Kay Ash enlisted the help of her 20-year-old son, Richard, and created Beauty by Mary Kay. It was a first – a company dedicated to making life more beautiful for women. It was founded not on the competitive rule, but on the Golden Rule, on praising people to success and on the principle of placing faith first, family second and career third. It was a company – as Mary Kay Ash would say – "with heart."



With steadfast commitment to these principles and her tremendous determination, dedication and hard work, Mary Kay nurtured her dream from a small direct sales company to one of the largest direct sellers of skin care and color cosmetics in the United States. *Fortune* magazine recognized the company as one of *The 100 Best Companies to Work for in America* and also named Mary Kay Inc. one of the 10 best companies for women.



Today, Mary Kay's initial goal – providing women an unlimited opportunity for personal and financial success – still drives the Company to even greater heights. The vision, the courage and the unwavering spirit of Mary Kay Ash continue to help women achieve their potential and bring their dreams to life. With more than 2.5 million Independent Beauty Consultants in more than 35 markets worldwide, the Company continues to be one of the greatest success stories in business. And through it, the legacy of Mary Kay Ash continues to inspire, enrich and empower women around the globe to believe that they *can do* great things.

Mary Kay started her company in 1963 and her motto was "Enriching Women's Lives." She wanted women to have the opportunity of contributing to their household income and still have flexibility.

In 2003 she was named the Greatest Female Entrepreneur in American History by Baylor University. She was in good company because Henry Ford was her male counterpart.



Fifty Years of Beauty  
Celebrating all that *One Woman Can*™ be



## Facts About Our Company

- Mary Kay started her company on Friday, the 13th, in September of 1963.
- She began with 9 friends and herself. Today we have 3 million Mary Kay consultants in 35 markets around the world.
- We are the #1 best selling brand in the United States.
- Mary Kay manufactures nearly all their products in their own manufacturing plants in Dallas TX.
- Our company philosophy is based on God first, Family second, and Career third.
- We do not conduct animal testing with our products.
- Over 130,000 MK consultants have earned the use of a career car since 1969.
- Approximately 42,000 women are currently Mary Kay Independent Sales Directors worldwide, and more than 600 women have become Independent National Sales Directors world wide, which is the highest pinnacle of a Mary Kay business.

# Career Car Program



## Fun Facts

- In 1969, Mary Kay Ash awarded the use of the first pink Cadillacs to five Independent Sales Directors. She chose the mountain laurel color to match the lip and eye palettes in her cosmetics line.
- In 1998, in honor of the Company's 35th anniversary, Mary Kay Inc. updated its Career Car program with a new pearlized pink Cadillac.
- Today, the global Career Car program also includes Ford, Mercedes, BMW and Chevrolet models.
- Since the program's inception, more than 130,000 independent sales force members have qualified or requalified for the use of a Mary Kay Career Car - or elected to receive the Cash Compensation.



Lipstick Red Chevy Cruze



BMW 320i



Toyota Camry or Chevy Equinox



Cadillac SRX

# SOCIAL RESPONSIBILITY

A COMPANY WITH A HEART



It's why we say we "Party With a Purpose"

And we "Get Cute for a Cure!"



## THE MARY KAY FOUNDATION

We have given over **\$22 million** toward finding a **cure for cancers** that affect women.

We have donated over **\$37 million** to women's shelters and programs addressing Domestic Violence.



MARY KAY®



Mary Kay employees and consultants have built **14 homes** for Habitat for Humanity .



Mary Kay provides sunscreen and skin care products to our troops serving overseas.



*Because of Mary Kay's generous support of The Mary Kay Foundation, 98 percent of dollars donated by supporters like us can go directly to programs and research. Only 2 percent goes to administrative costs. This percentage is well above the Better Business Bureau standards that require charities to spend 65% on causes.*

# pink changing lives<sup>SM</sup>



## Our Mary Kay company...

Collects:

- **Printer Ink Cartridges**, which helps fund The Mary Kay Foundation
- **Cell Phones**, which are refurbished and given to Domestic Violence victims.

We also collect and recycle:

- **Plastic caps** from our bottles (the bottles are all recyclable)
- **Plastic cases** from our color products

We plant a tree in a forest for every 10 caps and cases we collect. So far we've planted **400,000 trees** in the Bitterroot and Pike National Forests.

So, if you'll save them for me, I'll send them in with mine.

# pink doing green

# MARY KAY®



It starts with ingredients:  
high-quality, safe ingredients.



Help complete the cycle  
by sending us your caps  
and cases for recycling.



Many products are then  
made at our zero landfill  
global manufacturing site  
in Dallas.



This refillable and  
recyclable compact  
can have a possible  
18,000 combina-  
tions of colors!

It's your turn to be  
green and gorgeous  
with our refillable  
color compacts and  
new Botanical Effects™.



Products are sent to the  
independent sales force using  
biodegradable biopeanuts.

● Did you know our U.S.  
distribution branches  
are also zero landfill?\*

● With your help, Mary Kay  
has planted over 400,000 trees!

● Our children are our future.  
That's why Mary Kay has  
built 13 Nature Explore  
Classrooms around the U.S.

\*Zero landfill means that we can only send a maximum of 10% of our waste to a landfill. We do this by recycling everything we can and not creating waste in the first place!



# 2 reasons I chose *Mary Kay*



## Reasons Why Women Choose Mary Kay

- Money
- Recognition
- Spiritual/Self Growth
- Flexibility
- Advancement
- Be Your Own Boss
- Work from Home
- Fun



Is there anything on my list that you could use more of in your life?



A **COLOR** CONFIDENT YOU  
Begins Here!



Today, you are being introduced to Mary Kay's skin care and simple glamour products.

But I'd like to invite you to have a  
**FREE Personal Color Appointment**

within a couple of weeks

so that you can try a color look designed just for you,  
based on skin tone, hair color, and eye color, and your facial features.

You will also learn how to make the most of your  
eye shape and face shape.



You might want to take a picture after you've applied foundation, but before color, so you can upload your picture to our Virtual Makeover and get suggestions for a color look.

I've received certification as an



**ADVANCED COLOR CONSULTANT**

Be sure to schedule your  
**Personal Color Appointment**  
before you leave!

FREE  
product  
program

HOST A MARY KAY® PARTY  
BOOK  
NOW!



book with me  
to fill UP YOUR  
roll UP bag free!



# MARY KAY

Your Consultant

Get the **skin** you love.

discover what you **LOVE**™

## Why do you want <sup>ME as your</sup> a Mary Kay Consultant?

Here's what I offer my customers:

- A complimentary subscription to **The Look** every three months with free samples of hot new products and a cool gift with purchase.
- Shop online at my website 24/7! Play with color and hairstyles at the Virtual Makeover!
- Free shipping and delivery!
- Birthday discount during the month of your birthday!
- An update makeover every season or whenever you have a special occasion!
- When you support me, you are supporting a local small business.



Please take out your phone and add me to your contact list!  
I don't want you to ever lose me!!



100%  
Be 100% Confident!

Mary Kay Inc. stands behind its products sold by Mary Kay Independent Beauty Consultants. If for any reason you are not completely satisfied with any Mary Kay product, it will be replaced without charge, exchanged or the full purchase price refunded following its return to your authorized Mary Kay Independent Beauty Consultant or, if she is no longer active, to the Company with proof of purchase.

# Best Seller!



## Oil-Free Eye Makeup Remover

- Our eye makeup remover is the absolute BEST!
- It removes makeup gently without pulling on that fragile skin around your eyes.
- We don't want dragging, sagging, and bagging in the eye area from tugging to remove mascara.
- There are also conditioners for healthier lashes.
- It will help keep you from losing so many lashes.



# Shake It!

until blended. Apply a small amount to a cotton pad. Gently wipe away all traces of eye makeup.

# Your True Clean

SKINVIGORATE™ CLEANSING BRUSH \$60

Removes makeup 85% better than  
cleansing by hand!

- Starts improving skin's appearance immediately
- Helps polish away the look of past skin damage for a more even-looking complexion.
- Softens the appearance of lines and wrinkles
- The brush allows your skin care products to absorb better and more quickly
- And it helps maximize the instant hydration benefits of your moisturizer
- Makeup applies more easily and evenly



Set includes:

- Cleansing Brush
- 2 Brush Heads
- 2 AA batteries
- Instruction book

How OLD you ARE is your business! How OLD you LOOK is MINE!

# skinCare

## for Every Age and Stage

**Botanical Effects®**  
if she's  
between 16–25\*



\$72

### And wants products that OFFER:

1. A fresh, simple approach
2. Skin care, but she's not yet concerned about aging
3. Ingredients for sensitive skin
4. Ease on her pocketbook or are "eco chic"

### SUGGEST:

**Botanical Effects®.** With three formulas (dry, normal and oily), it's a simple regimen infused with the goodness of botanicals and personalized to your skin type. It's also hypoallergenic.

**TimeWise® Miracle Set®**  
if she's  
between 25–49\*



\$157

### And wants products that TARGET:

1. Fine lines and wrinkles
2. Improvement in skin resilience
3. Improvement in softer, more supple skin
4. Improvement in more even skin tone

### SUGGEST:

- **TimeWise® Miracle Set®.** For **early signs of aging.**
- **TimeWise® Miracle Set®** plus targeted **TimeWise®** supplements. For **moderate signs of aging.**

*Adding TimeWise® supplements as needed such as the Microdermabrasion Set, Firming Eye Cream and Replenishing Serum+C® can help women fight the early and moderate signs of aging.*

\*Add your choice of Mary Kay® foundation from \$18.

**TimeWise Repair®**  
if she's  
50-plus\*



\$230

**And wants products that TARGET:**

1. Deep lines and wrinkles, including the eye area
2. Loss of firmness and sagging skin
3. Loss of skin volume
4. Skin crepiness
5. Eye area puffiness and dark circles
6. Wrinkles and crepiness in neck area
7. Age spots and uneven pigmentation
8. Thinning, more fragile skin

**SUGGEST:**

**TimeWise Repair®.** This innovative regimen targets common signs of advanced aging. Plus, the patent-pending *Volu-Firm™* complex contained in each product is the key to recovering what has been lost and helps to recapture youthful volume.

**Clear Proof™ Acne System**  
if she/he's

teen years, young adult, or  
anyone experiencing  
occasional breakouts



\$70

**And wants products that:**

1. Clear blemishes without irritation; help maintain a clear complexion
2. Unclog pores, remove excess oil and leave skin feeling healthier
3. Fade the look of lingering acne spots
4. Control excess oil while helping dramatically reduce the appearance of pores

**SUGGEST:**

**Clear Proof™ Acne System.** For anyone experiencing mild to moderate acne. Uses a combination of **salicylic acid** and **benzoyl peroxide** to attack multiple factors that can contribute to acne breakouts. Mild enough to use daily.

Go Back in Time and  
Lift Away the Years.



Get it all in one  
premium set.  
**Only \$230!**  
Save with the  
boxed set.

# TimeWise Repair

Based on an independent 12-week clinical study after women used the TimeWise Repair regimen, advanced facial analyzer technology showed:

**91%** had less noticeable deep lines and wrinkles.

**86%** had skin that looked lifted.

**98%** had less under-eye puffiness.

**93%** had more even-toned skin.

**93%** had a significant improvement in overall appearance.

In the same study, an independent skin measurement expert saw:

**86%** of women had a decrease in the appearance of average wrinkle length.

**81%** of women had a decrease in the appearance of average wrinkle width.



# TimeWise Repair

## Order of Application



Skinvigate Cleansing Brush, \$60

Oil-Free Eye Makeup Remover, \$19

You can see and feel a difference!

1. (Optional) Remove eye makeup with Oil-Free Eye Makeup Remover.
2. Using a small amount of Foaming Cleanser (about the size of a pea) and water, create a rich lather and massage over face and neck. Rinse well with a warm wet wash cloth. Avoid eye area.
3. Draw an imaginary line down the center of your face. Smooth some of the Lifting Serum on only one side of your face and neck using an upward and outward motion. This will be your “pampered side” for the rest of the facial.
4. Apply Day Cream to both sides of your face.
5. Apply the Night Treatment with Retinol to your throat, so you can feel it, too.
6. On the “pampered side,” pat Eye Renewal Cream under the eye area and to the brow bone. Avoid the eye lid. If applying eye shadow, you may want to apply only below the eye.
7. Compare sides.

Mary Kay Independent National Sales Director Linda Toupin has used Mary Kay products for 30 years. The picture on the left was taken in 2012. The picture on the right was taken just three months after starting TimeWise Repair.



Results from using Mary Kay's new  
**TimeWise Repair**

Sr. Sales Director Bonny R.



Dull, flat, very dry sagging skin  
with dark spots and  
deep expression lines

to —————>

Bright moist younger looking skin,  
softened jowls,  
softened expression lines.  
Pretty good for 69% !!!

# The Great Eye Cream Experiment

Mary Kay husband, Bill Scott, tried Firming Eye Cream for three months!



Before Eye Cream



Three months later

Bill Scott is the husband of Ind. Senior Director Donna Bayes Scott

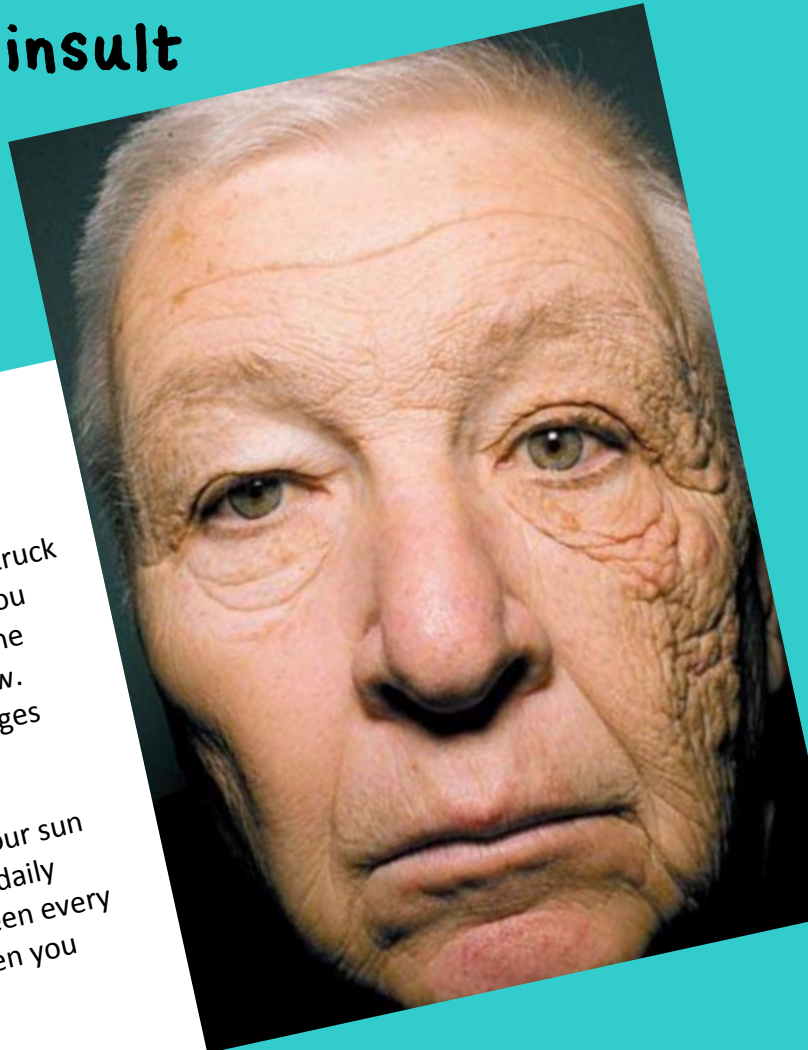
**The Sun is the biggest insult  
to your skin!**



## **The Effects of Sun Damage**

This is a picture of a 66-year-old truck driver who drove for 25 years. You can visibly see the damage on the side of his face near the window. Without sun protection, skin ages dramatically.

Did you know that 85% of your sun exposure comes from your daily activities? Wearing sunscreen every day protects your skin when you need it most!



# Does More...Fewer Steps

## TimeWise Repair Volu-Firm Set



TimeWise Repair does the work of **FIFTEEN** of Mary Kay's great products!



TimeWise Repair replaces these products valued at \$433.

# TimeWise Miracle Set

Put these 11 age-defying benefits to work for you today:

Cleanse, exfoliate, freshen, energize, hydrate, smooth, firm, soften, protect, rebuild and reduce fine lines and wrinkles.

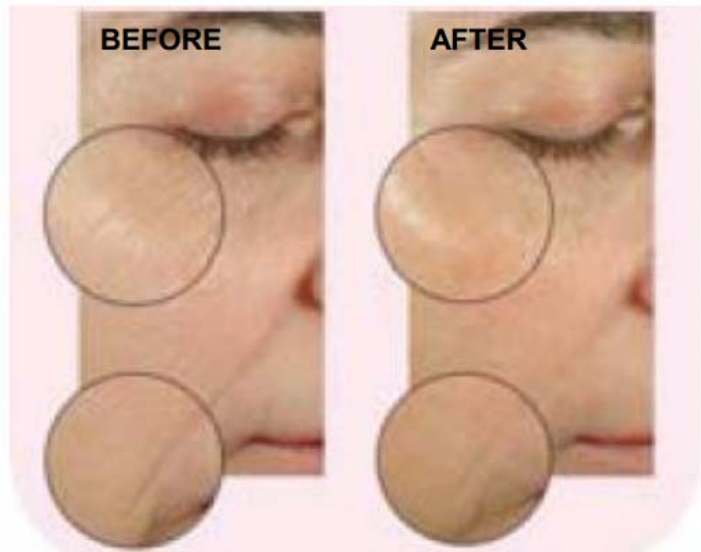
TimeWise Miracle Set, \$157

Save when purchasing as a set.



*Benefits of Miracle Set® as seen by a dermatologist in a 12-week clinical study:*

- 83% had a reduction in fine lines and wrinkles.
- Up to 25% improvement in skin elasticity.
- 100% had softer, more supple skin.
- 46% improvement in more even skin tone.



# TIMEWISE MICRODERMABRASION PLUS SET

Get the look of polished, younger skin and significantly smaller pores with this two-step system.



- STEP 1** | **REFINE** reduces the appearance of pores by effectively removing the dead skin cells that naturally form inside and around the outer edge of every pore.
- STEP 2** | **PORE MINIMIZER** provides a daily defense against the look of enlarged pores. It leaves skin feeling nourished and relieved of stress while visibly improving skin clarity.

## TimeWise Microdermabrasion Set, \$60

This at-home microderm set uses the same exfoliating ingredient that many dermatologists use. It's designed to work in tandem with our other *TimeWise* products. So you can have long-term benefits of the *TimeWise Miracle Set*, as well as immediate results, with this quick, two-step set.

MICRODERMABRASION has long been the secret to beautiful skin. It is an extra exfoliation process that effectively removes the dead skin cells that naturally build up on the skin and cause a dull appearance.

# TIMEWISE FIRMING EYE CREAM

The skin around the eye is the thinnest, most delicate skin on the face.



- Firms
- Brightens
- Provides intense moisturization
- Minimizes the appearance of fine lines and wrinkles.

## TimeWise Firming Eye Cream, \$40

# THE ULTIMATE MIRACLE SET

## Order of Application



The TimeWise  
Miracle Set

+



TimeWise  
Microdermabrasion Plus Set

+



TimeWise  
Firming Eye

=

The Ultimate  
*Miracle Set*  
to a younger-  
looking you!

## See and Feel the Difference!



1. (Optional) Remove eye makeup with **Oil-Free Eye Makeup Remover**. \$19  \$60
2. **Cleanser**—Apply **TimeWise® 3-In-1 Cleanser** to a wet face and neck. Add extra water to enhance lather. Remove with a warm, wet cloth.
3. **Microdermabrasion**—Splash water on 1/2 of your face. Using **Step 1 Refine**, massage on 1/2 of your face, (we'll call this side your “pampered side”) making sure your face is wet as you massage. Massage for approximately 1 minute and rinse. Pat dry.
4. Follow with **Step 2 Pore Minimizer** on the same side of your face. By doing 1/2 of your face, you can compare the two sides and see results.
5. Now apply **TimeWise Night Solution** on the “pampered side” of your face. Let it dry. Follow with **TimeWise Day Solution** on the pampered side, right on top of Night Solution. Normally you would only use Day Solution in the morning and Night Solution at night.
6. **Moisturize**—Using **TimeWise Age-Fighting Moisturizer**, apply to both sides of your face and throat.
7. **Eye Cream**—Apply Firming Eye Cream to the eye on the pampered side. Gently apply it around the eye area. If you're applying eye shadow, only apply below the eye.

On the “pampered side” you have the complete **Ultimate Miracle Set**. On the other side you have the **TimeWise Basic Set**. Can you feel the difference in the two sides of your face?

*Don't you love the way your face feels after using Mary Kay's Ultimate Miracle Set? These products are formulated to give you the healthier, younger-looking skin we all want.*

# Power Up Your Skin Care Routine.

Fight the signs of early-to-moderate aging with these targeted problem solvers.

## CONCERN:

## SOLUTION:

Large pores and redness?



Significantly reduces the visible number of pores\* and gives you close-up-confident skin.

- Comforts skin and reduces the appearance of redness.
- See a visibly smoother-, flawless-looking complexion.
- Suitable for all skin types and skin tones.
- Oil-free.

TimeWise Pore Minimizer, \$35

Crow's-feet showing up around your eyes?

Firms, brightens and provides intense moisturization, plus it minimizes the appearance of fine lines and wrinkles.



TimeWise Firming Eye Cream, \$40

Has your skin lost firmness and tone?



Give collagen a boost and help skin bounce back so skin looks lifted and firmed.

TimeWise Replenishing Serum+C, \$65

Target deep wrinkles where you need it most.

- Targeted formula immediately fills in deep wrinkles and helps improve their appearance over time.
- Deep wrinkles appear to be visibly plumped.
- Deep wrinkles are targeted by retinol.
- 100% of women showed an improvement in the appearance of wrinkle severity.



TimeWise Repair Volu-Fill Deep Wrinkle Filler, \$50

Aging, dry, stressed-out skin with visible pores

Get 10 skin-renewing benefits in 10 pampering minutes!

- Instantly hydrates
- Locks in moisture
- De-stresses
- Nourishes
- Minimizes pores
- Softens
- Firms
- Purifies
- Calms
- Smooths



TimeWise Moisture Renewing Gel Mask, \$26



# Power Up Your Skin Care Routine

## CONCERN:

Lack of radiance



**Pampers, softens and brightens in one step. Skin looks immediately more radiant plus feels soft and moisturized.**

## SOLUTION:

**TimeWise Even Complexion Mask, \$26**

Reduce the look of dark spots

**This lightweight serum helps reduce the appearance of past damage and dramatically reduces the look of dark spots.**



**TimeWise® Even Complexion Dark Spot Reducer, \$45**

Evens the natural skin tone on the face and neck.



**Helps reduce the appearance of dark spots and freckles to restore skin's natural, even tone. And, it is clinically shown to work on all skin tones.**

**TimeWise Targeted-Even Complexion Essence, \$45**

Controls shine for at least eight hours.

- Instantly absorbs oil.
- Controls shine for at least eight hours.
- Hypoallergenic.



**Mary Kay Oil Mattifier, \$20**

Dry, untoned skin all over the body



**Get skin that's firmed, toned, defined and hydrated for 24 hours! Formulated to fortify your skin's support structure, helping to firm, tone and tighten.**

**After four weeks, 3 out of 4 women said their skin looked toned.**

**TimeWise Body Targeted-Action Toning Lotion, \$38**

Mary Kay®

# Botanical EFFECTS™ SKIN CARE

\$72

is a simple  
regimen

infused with the goodness of  
botanicals personalized to help  
each skin type bring out its  
healthy radiance.



it's what **your**  
skin craves.

**Simple. Fresh. Tailored to you.**

The Mary Kay® Botanical Effects™ Skin Care regimen is just that. Infused with the goodness of botanicals, it's personalized to your skin type to bring out your skin's healthy radiance.

- Takes dry, dull skin to soft, hydrated happiness.
- Gives normal skin newfound freshness.
- Shows oily skin who's boss, saying, "so long to shine."
- Perfect for sensitive skin.
- Price is easy on your budget.

Available in:



Dry



Normal



Oily

**Nine out of 10 women  
agree – skin looks healthy!\***

That's what they said in a one-week study. Here's what else they're saying about this simple, sensitive skin care solution:

**88%** said it leaves skin feeling nourished.

**86%** said it revitalizes skin.

**83%** said it enhances skin's natural beauty.

\*Results reported during a one-week independent consumer study

## Gentle on the Planet

- Each of the tube sleeves – Cleanse, Hydrate, Mask – contains 50 percent post-consumer resin (PCR) material.
- The caps use one-third less plastic than traditional flip-top caps.
- The freshen bottle is recyclable\*\*.
- The cartons, made from 100 percent post-consumer content as well as Forest Stewardship Council®-certified material, can be recycled.\*\*

# BOTANICAL EFFECTS

## Order of Application



Skinvigate Cleansing Brush, \$60

Oil-Free Eye Makeup Remover, \$19

1. (Optional) Remove eye makeup with the **Oil-Free Eye Makeup Remover**.
2. **Cleanse**—Apply **Botanical Effects Cleanse** to a wet face and neck. Remove with a warm, wet cloth.
3. **Mask**—Draw an imaginary line down the center of your face and apply **Botanical Effects Mask** to just one side of your face, avoiding the eye and mouth area. We'll call this your "pampered side." This will allow you to see and feel the difference in the two sides. Leave on for 10 minutes, remove with warm water and a facial cloth.
4. **Freshen**—Follow with **Botanical Effects Freshen** on the same side of your face, avoiding the eye and mouth. By doing 1/2 of your face, you can compare and see results.
5. **Hydrate**—Now apply **Botanical Effects Hydrate** to both sides of your clean face and neck, using upward strokes.
6. **Eye Cream**—Apply the sample of Eye Cream to the eye on the pampered side. Gently apply it around the eye area.

On the "pampered side" you have the complete **Botanical Effects Skin Care System**. On the other side you have the **Cleanse and Hydrate**. Can you feel the difference in the two sides of your face?

***Botanical Effects™** skin care is a simple regimen designed to help your skin achieve healthy balance. Every product contains a special botanical complex - featuring silymarin and Luo Han Guo - to help defend against environmental damage and help promote healthy skin.*

# Clear Proof Acne System

See clearer skin in just 7 days

3 out of 4 people would switch to Clear Proof Acne System.



**\$70**  
For the four-product set.  
Also sold separately

## Who's It For?

- Teens
- Anyone with mild to moderate acne
- Young adults
- Women 40+ experiencing acne for the first time or with recurring acne

## Benefits

- Clears blemishes without irritation; helps maintain a clear complexion.
- Unclogs pores, removes excess oil and leaves skin feeling healthier.
- Fades look of lingering acne spots.
- Controls excess oil while helping to dramatically reduce the appearance of pores.
- Uses a combination of salicylic acid and benzoyl peroxide to attack multiple factors that can contribute to acne breakouts.
- Is mild enough to use daily. Skin looks and feels healthier without an uncomfortable tight feeling.
- Shown effective on teens to people in their 50s, males and females, different ethnicities.

## STEPS

- 1. Clear Proof Clarifying Gel \$18**  
Deep cleans skin to penetrate and clear pores. Gently removes dirt, oil and complexion dulling impurities. **Contains 2% salicylic acid.**
- 2. Clear Proof Blemish Control Toner, \$18**  
Tones without over-drying. Cleanses skin and helps control shine. Leaves skin soft. **Contains 2% salicylic acid.**
- 3. Clear Proof Acne Treatment Gel, \$13**  
Helps clear up pimples fast while helping prevent new ones from forming. Helps fade acne scars. **Contains 5% benzoyl peroxide.**
- 4. Clear Proof Oil-Free Moisturizer for Acne-Prone Skin, \$21**  
Replenishes moisture to provide balanced hydration. Helps control excess oil, leaving skin with a matte finish.

# CLEAR PROOF ACNE SYSTEM

## Order of Application



Before picture taken in November 2013.  
After picture taken March 2014.



Skinvigorate Cleansing  
Brush, \$60

Oil-Free Eye Makeup  
Remover, \$19

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

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

# CLEAR UP PIMPLES FAST!

That's what 8 out of 10 people said in an independent consumer study. Here's what else they had to say.

- 84% My complexion looks clearer.
- 77% Helps clear up pimples better than what I've been using.
- 82% Reduces the severity of acne blemishes.
- 80% Fades the look of lingering acne spots.
- 85% Minimizes the appearance of pores.



# For more Acne-Fighting Power.

Add NEW *Clear Proof* Pore-Purifying Serum to the regimen.

- Helps to clear existing blemishes and helps prevent new ones from forming.
- Helps minimize the appearance of pores and reduces shine.
- Translucent, leave-on serum contains 2% salicylic acid.

## Who Needs It?

- Those using Clear Proof Acne System and want even greater results.
- Those using any of the other skin care systems and have occasional blemishes.

Clear Proof Pore-Purifying Serum, \$20

# “REAL RESULTS”

Clear Proof Acne System 12-week clinical study.

76% Improvement in overall number of blemishes



Clear Proof Acne System plus Pore-Purifying Serum 12-week clinical study.

85% Improvement in overall number of blemishes



# Flawless Finish

*A Wardrobe of Foundations*



## Foundation Primer, \$22

This lightweight gel glides on easily to fill in imperfections and dries quickly to a matte finish to create the perfect canvas for a flawless foundation application that enhances foundation benefits and extends wear.

Apply it immediately after moisturizer.



## Mary Kay Concealer, \$14

Mary Kay® Concealer is the perfect solution to discreetly hide blemishes and little imperfections.



## TimeWise Luminous-Wear Liquid Foundation, \$23.50

- Age-fighting formula: Skin instantly looks firmer, younger and healthier.
- A moisturizing complex enriched with jojoba delivers lasting comfort and hydration.
- For normal to dry skin
- Luminous/dewy finish
- 23 shades



## TimeWise Matte-Wear Liquid Foundation, \$23.50

- Age-fighting formula: Skin instantly looks firmer, younger and healthier.
- Special microspheres work all day to absorb oil and control shine.
- For combination to oily skin
- Matte finish
- 23 shades



## Translucent Powder, \$18 Powder Brush, \$18



Liquid Foundation Brush, \$12



## Mary Kay Mineral Powder Foundation, \$23

- Lines and wrinkles seem to disappear
- Weightless, skin-perfecting powder that controls shine
- For all skin types
- Natural or matte finish, 12 shades
- **Mineral Foundation Brush, \$12**



## Mary Kay CC Cream, \$22

- Acts like makeup, but formulated like skin care
- Broad Spectrum Sunscreen SPF 15
- So light-weight, you'll think you're wearing nothing
- Protects, brightens, corrects, minimizes redness, conceals, hydrates, reduces visible signs of aging, and defends



## Endless Performance Crème-to-Powder Foundation, \$21

- Heat- and humidity-resistant.
- Appears fresh for 12 hours
- Evens out skin tone, then dries to a soft, powdery, matte finish.
- Minimizes the appearance of pores



## Mary Kay Facial Highlighting Pen, \$20

- Lifts shadowy areas of the face with light-reflecting pigments
- Diminishes small imperfections
- Skin looks brighter and more even
- Will not settle in fine lines

# Dash Out the Door

## Quick Glamour Look



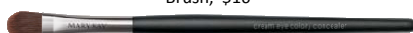
Compact, \$22

### Eye Primer

Cream Eye Color  
Brush, \$16

OR

Mary Kay Eye  
Primer, \$18



Mary Kay Cream  
Eye Color, \$16

### Eyes



Mary Kay®  
Mineral Eye  
Color

\$9



Moonstone



Mary Kay®  
Mineral Eye  
Color

\$9



Hazelnut



Mary Kay®  
Mineral Eye  
Color

\$9



Granite

### Cheeks



Mineral Cheek  
Color Duo

\$20



Juicy Guava



Mary Kay®  
Mineral Cheek  
Color

\$13



Shy Blush



Compact Mini, \$20

Mary Kay Bronzing Powder, \$20



Sheer Mineral Pressed Powder, \$20

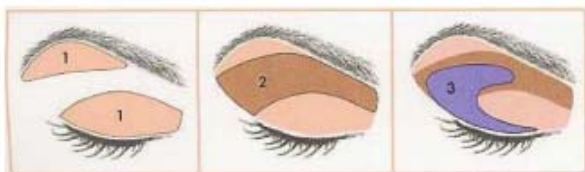
Mary Kay® Translucent  
Loose Powder, \$18



Powder Brush, \$18



### Eye Shadow Application



- 1) Highlighter
- 2) Midtone
- 3) Accent



### Lips



Mary Kay®  
NouriShine  
Plus® Lip  
Gloss

\$18



Fancy Nancy



Mary Kay®  
Creme Lipstick

\$18



Apricot Glaze



# A Wardrobe of Mascara



## Lash Love Mascara

- Contains vitamin E
- Helps moisturize
- Strengthen
- Condition lashes

Lashes appear fuller, lifted, and multiplied.

\$21

Also available:

- Ultimate Mascara
- Lash Love Lengthening Mascara
- Waterproof Mascara
- Lash Primer
- Lash & Brow Building Serum

# Luscious Satin Lips



\$30

Sold separately for \$15 each

- Satin Lips® Lip Mask effectively exfoliates dead surface skin cells.
- Lip Balm moisturizes lips for at least six hours.

# The Gift of Pampering



*I work by referrals only. The nicest compliment you can pay me is to recommend me to your friends.*

You may gift a free pampering session and makeover to your girlfriends. Write down the names and numbers of...

- ◇ The nicest girls you know who do everything for everyone else
- ◇ Girls who never take time for themselves.

## They deserve it!



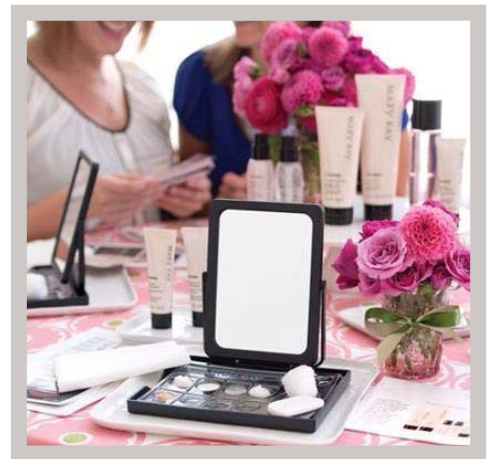
## Company Philosophies



God 1st



Family 2nd



Career 3rd

## Golden Rule

Do unto others as you would have others do unto you.

# This Too...

More reasons why I love my business!



Tax Advantages  
for owning my own  
home-based business.



No Quotas



No Territories

# Recognition



# Prizes

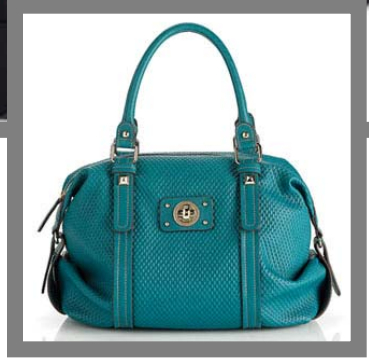


Diamond Rings from Seminar



Star Consultant

Based on quarterly sales and includes a prize—jewelry, luggage, handbags, items for the home! So many choices!



Sign on a couple of lines when you pick up a free Mary Kay car!! It even includes a tank of gas!



We can earn trips around the world.



Year-End Seminar Awards—recognition for a job well done!

# Girlfriends, Fun, and Flexibility



Set My Own  
Schedule  
And work from home



Sisters, Mothers, Daughters  
A Mary Kay Family Dynasty



Work with family.



MARY KAY  
SEE YOU  
NEXT YEAR  
AT  
LEADERSHIP  
NASHVILLE  
TENNESSEE  
Jan. 18-21, 2015  
Ruby, Sapphire, Emerald  
Jan. 21-24, 2015  
Pearl, Diamond, Canada



# My Biz!



I love doing facials and parties!  
I get to play in makeup with one or more ladies and it is so much fun!



Mary Kay Happy Hour!!  
It happens every night when my customers remove their makeup and it washes down the drain! They'll need more!



Yea! My own product at cost!  
As a Mary Kay consultant I can fund my own makeup habit!



Access to training and the company from any device!



School is never out for the pro! Continuing Ed is always available.



Great hands-on glamour training by International Makeup Artist Robert Jones.



DonnaBayesScott

# Advancement

*You're in business for yourself, but not by yourself.*

Star Team Builder



Sharing our business with three or more women promotes us to the position of Star Team Builder, then Team Leader and on to Future Director.

Sales Director



A Future Director can promote herself to the position of Independent Sales Director when she meets sharing and sales goals.

National Sales Director



Continuing to lead other women in building a successful career can allow us to achieve the highest pinnacle of success in Mary Kay.



## Who Could Use a New Car?

A consultant can begin earning her first free car as soon as she has shared the Mary Kay career with 5 or more people. There is no requirement for minimum time in the business. It could be next week!



# MARY KAY

Mary Kay Inc.  
P.O. Box 793040  
Dallas, Texas 75379-9040

T 1.800.272.9333 opt 9.1  
F 972.687.1112

## Income advisory statement

Date: 2/17/2014

Year 2013 ▼

Tax Year 2013  
Last Updated: 1/23/2014

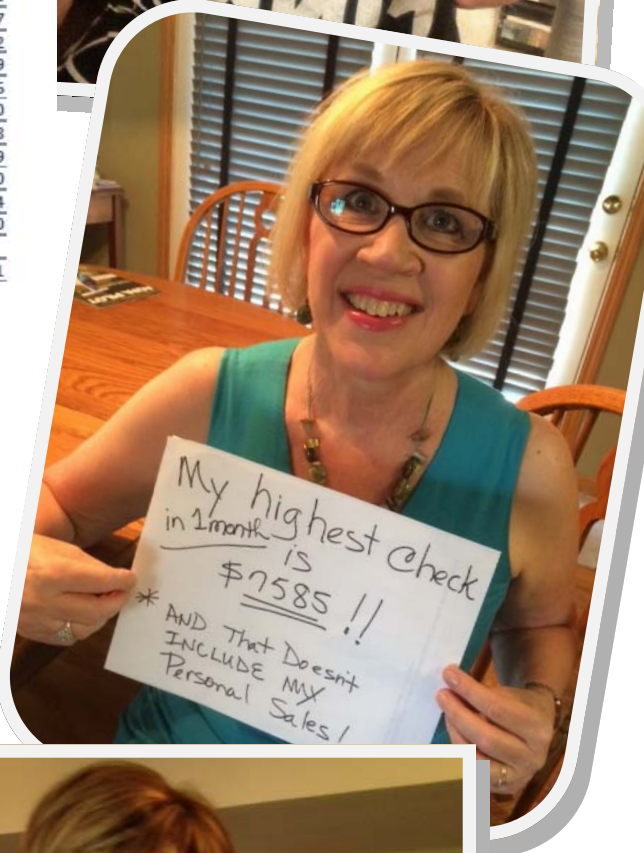
B263 / P10038  
Nancy Dove

The purpose of this Income Advisory Statement is to assist you in the preparation of your federal income tax return. Income Advisory Statements are mailed annually to all Independent Sales Directors and Independent Beauty Consultants who received prizes or awards totaling \$200 or more or earned the use of a career car.

If your wholesale purchases totaled more than \$5,000 or you received \$600 or more in commissions, prizes and awards, or you had any amount of income tax withheld during the tax year, you should also receive a Form 1099-MISC from Mary Kay.

description		amount
COMBINED US COMMISSIONS	DEC 12	9,064.78
	JAN 13	6,650.53
Combined US Commissions includes applicable Recruiter.	FEB 13	6,580.37
Director and NSD Commissions and applicable Bonus compensation.	MAR 13	8,586.12
	APR 13	8,036.99
	MAY 13	10,414.96
	JUN 13	10,865.90
	JUL 13	5,192.83
	AUG 13	6,328.79
	SEP 13	6,059.30
	OCT 13	5,950.14
	NOV 13	7,332.70
Combined US Commissions Subtotal		91,063.41

\$91,063.41 for 2013 and  
that did NOT include her sales,  
free car or prizes!!!!



# Income Advisory Statement

## National Sales Director Pat Fortenberry

### 2006

COMBINED US COMMISSIONS	DEC 05	\$63,359.35
	JAN 06	\$77,045.56
Combined US Commissions includes applicable Recruiter.	FEB 06	\$61,414.13
Director and NSD Commissions and applicable Bonus compensation.	MAR 06	\$79,397.19
	APR 06	\$54,655.10
	MAY 06	\$54,812.62
	JUN 06	\$78,967.31
	JUL 06	\$50,123.61
	AUG 06	\$73,903.74
	SEP 06	\$61,503.69
	OCT 06	\$57,748.40
	NOV 06	\$75,554.66
Combined US Commissions Total		\$788,554.66
Combined International Commissions Total		\$31,420.99
Combined US and International Commissions Total		\$819,975.65
INNER CIRCLE BONUS		\$32,240.18
PRIZES AND AWARDS		
Prizes and awards valued at \$200 or greater are itemized below.		
Prizes and awards valued at less than \$200 are totaled and listed as Misc. Prizes		
LIFE INSURANCE		\$2,160.00
NSD TRIP		\$25,893.60
DIAMOND BRACELET		\$1,600.00
MISC PRIZES		\$612.17
Car Program:		
Total auto lease & insurance payments made by Mary Kay		\$21,171.64
Net Auto Income Reported on 1099-MISC		\$21,171.64
Total Prizes and Awards		\$85,293.45
Grand Total of Commissions, Prizes, and Awards		\$905,269.10

**You Can do it too!**



**OMGosh! Over \$900,000  
in one year!!**

# Weekly Accomplishment Sheets

Debbie Busch Independent Beauty Consultant Name and Number Telephone No. Donna Independent Sales Director Name 6/28 Week Ending Date Page \_\_\_ of \_\_\_

DATE/TIME	FOR APPOINTMENTS LIST HOSTESS NAME, ADDRESS, TELEPHONE NO.	TIME INVESTED (HOURS)	NO. OF CALLS/ GUESTS (INCLUDE HOSTESS)	NO. OF ORDERS	NO. OF BOOKINGS	NO. OF SKIN CARE SETS SOLD (BASIC, TIMEWISE, VELOCITY*)	SALES (LESS TAX)					SALES TAX	HOSTESS GIFTS/ GWP AT COST* (SECTION 2)	PRODUCT GIVEN AWAY AT SUGG. RETAIL (SECTION 1)	NON-RECOVERED SALES TAX
							SKIN CARE CLASSES/ FACIALS	ON THE GO APPOINTMENTS	ONLINE/ PERSONAL WEB SITE ORDERS	SHOWS (TRUNK SHOWS, COLLECTION PREVIEWS, ETC.)	BROCHURE/ PREF. CUST. PROGRAM/ MISC. SALES/ REORDERS				
6/22	Kathy A.	.5		1							119.00				
6/23	Yanice D. Brittany K.	.5 .25		1							57.50 24.00				
6/25	Kathy M.	2	5	6	3	671								60	
6/28	Sue J. Kim P.	.25 .25		1							15.00 28.00				
6/28	Wendy P.	1.25		1		118									
<b>THIS WEEK'S TOTAL</b>		<b>5</b>	<b>5</b>	<b>11</b>	<b>4</b>	<b>789</b>					<b>238.50</b>				
<b>YEAR-TO-DATE TOTAL</b>															
<b>NEW TOTAL</b>															

**Week's Activity Recap**

- 3 Potential Team Members Interviewed
- 1 Number of New Team Members
- 3 Number of Appointments for Next Week
- 4 Number of Skin Care Sets Sold
- \$ 789 Skin Care Classes/Facials
- \$ On The Go Appointments
- \$ Online/Personal Web Site Orders
- \$ Shows (Trunk Shows, Collection Previews, etc.)
- \$ 238.50 Brochure/Pref. Cust. Program/ Misc. Sales/Reorders
- \$ 1027.50 Weekly Sales Total Less Tax

**Orders Submitted to Company this Week**

Section I wholesale \$ 14.00

**Estimated Weekly Gross Profit**

Weekly Sales Total Less Tax \$ 1027.50  
 x .40  
 = \$ 411.00

Deposit total amount collected in business account. It is suggested to allow 60 percent of sales for product replacement; 40 percent is profit less other business expenses.

**WEEKLY SALES TOTAL (LESS TAX) \$ 1027.50**      **YEAR-TO-DATE SALES TOTAL (LESS TAX)**

Busy mom,  
Works full time at J-O-B

Worked 5 hours and made \$82.20 per hour!!

Tona Pinnick Beauty Consultant Name and Number Phone No. Donna Bayes Scott Director Name 8/16/2014 Week Ending Date

DAY AND TIME	Customer Name	TIME SPENT (HRS)	# Calls/ Guests Incl. Hostess	NO. OF ORDERS	NO. OF BOOKINGS	NO. OF BASICS SOLD	FULL Retail Amt Products Delivered	RETAIL Product Given Away (SECT 1)	\$ Subtotal Collected (w/ TAX)			60% BUSINESS COST			
									SKIN CARE CLASS	FACIAL	Reorders/ PCP/ Misc. Sales	SECT 2 Gifts at COGT	52.5% FULL Retail Amt (Incl. sect 2)	SALES TAX	2.5% PCP & Misc. Exp
Aug-11	Rubin	0.5		1			\$ 88.00				\$ 88.00	\$ 46.20	\$ 4.40	\$ 2.20	\$ 4.40
Aug-11	Kerry	1		1	1	1	\$ 78.00			\$ 78.00		\$ 40.95	\$ 3.90	\$ 1.95	\$ 3.90
Aug-12	Sue	0.5		1			\$ 22.00			\$ 22.00		\$ 11.55	\$ 1.10	\$ 0.55	\$ 1.10
Aug-13	Marilyn	2.5	4	6	2	4	\$ 992.00	\$ 90.00	\$ 902.00			\$ 520.80	\$ 49.60	\$ 24.80	\$ 49.60
Aug-14	Paula	1.5		1	1	1	\$ 351.00		\$ 351.00			\$ 184.28	\$ 17.55	\$ 8.78	\$ 17.55
Aug-15	Sissy	0.5				1	\$ 15.00			\$ 15.00		\$ 7.88	\$ 0.75	\$ 0.38	\$ 0.75
<b>THIS WEEK'S TOTAL</b>		<b>6.5</b>	<b>4</b>	<b>9</b>	<b>4</b>	<b>7</b>	<b>\$ 1,546.00</b>	<b>\$ 90.00</b>	<b>\$ 902.00</b>	<b>\$ 429.00</b>	<b>\$ 125.00</b>	<b>\$ 811.65</b>	<b>\$ 77.30</b>	<b>\$ 38.65</b>	<b>\$ 77.30</b>
<b>Previous YEAR-TO-DATE TOTAL</b>												<b>Frev PCP/TRAVEL</b>			
<b>NEW YEAR-TO-DATE TOTAL</b>		<b>6.5</b>	<b>4</b>	<b>9</b>	<b>4</b>	<b>7</b>	<b>\$ 1,546.00</b>	<b>\$ 90.00</b>	<b>\$ 902.00</b>	<b>\$ 429.00</b>	<b>\$ 125.00</b>	<b>\$ 811.65</b>	<b>\$ 77.30</b>	<b>\$ 38.65</b>	<b>\$ 77.30</b>

discount % **6%**      **\$ 1,456.00**      **\$ 888.95**

**WEEKLY SALES TOTAL (total sales w/o tax)**      **REORDER COST (w/ order acct - 60% retail + tax)**

**MONTH-TO-DATE SALES TOTAL**      **YEAR-TO-DATE SALES TOTAL**

**Estimated Weekly Gross Profit**

Weekly Sales Total (w/o tax) \$ 1,456.00  
 MINUS 60% Retail (w/o tax) \$ 927.60  
 EQUALS Estimated Profit \$ 528.40

\$ 528.40      6.5      \$81.29  
 Profit      Hour      Hourly Rate

**Weekly Activity Recap**

- 5 Number of Interviews
- 1 Number of New Recruits
- 1 Number of Classes
- 2 Number of Facials
- 7 Number of Basics Sold
- 4 Number of Bookings
- \$ 1,577.00 Total Class/Facial Sales
- \$ 125.00 Total Reorder/PCP/Misc. \$

**IPAs (Income Producing Activities)**

- 1 Skin Care Class (3 faces-\$100+ sales)
- 2 Facials (\$100+ sales)
- 1 Reorder/Misc Sales (1 per \$100)
- 1 Interview (questionnaire completed)
- 3 2 Basics
- 1 Guest/Model (listens to Marketing)
- 1 7 New Contacts (name/phone)
- 1 1 New Team Member
- 1 2 New Bookings (not rescheduled)
- 3 \$100+ Sales in a Day
- 13 Total IPAs for the week

5 IPAs/wk=PART-TIME 10 IPAs/wk=FULL-TIME 15 IPAs/wk=CAR WINNER!!

Retired, but watches grandkids  
Working this as a business

Worked 6 1/2 hours and made \$81.29 per hour!!

# Consider Your Options

1. I'm looking for 3 types of women. Where do you see yourself?

<p><b>CLIENT</b></p> <p>Loves the products. Appreciates EXCELLENT service. Willing to pay FULL price.</p>	<p><b>PARTY GIRL</b></p> <p>Loves the products. Likes steals, deals, and discounts. Shares me with family and friends.</p>	<p><b>BUSINESS PARTNER</b></p> <p>50% OFF for as long as you choose. Extra income, unlimited potential. More fun, freedom, and flexibility.</p>
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2. Do you have the three qualities it takes to be a BUSINESS PARTNER?

<p>Honesty and Integrity</p>	<p>Love for people</p>	<p>Work Ethic</p>
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3. You have three options after your Starter Kit arrives. Which is better for you?

<p><b>IN THE PINK BUBBLE</b></p> <p>Loves the products. Shops wholesale for herself at a 50% discount. Sells to friends and family.</p>	<p><b>PART-TIME</b></p> <p>Loves the products. Builds a small customer base by doing a few parties and facials a month. Gets her own products at wholesale.</p>	<p><b>WORK it as a BUSINESS</b></p> <p>Sell to 100 or more customers. Regularly hold parties and facials. Share the business with others and earn a Career Car. Be your own boss and promote yourself.</p>
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**Your Starter Kit...**

Starter Kit Bag w/Removable Organizer Caddy

**Product Included:**

- TimeWise 3-in-1 Cleanser Normal/Dry
- TimeWise Age-Fighting Moisturizer Normal/Dry
- TimeWise 3-in-1 Cleanser Combination/Oily
- TimeWise Age-Fighting Moisturizer Combination/Oily
- TimeWise Day Solution SPF 35
- TimeWise Night Solution
- Oil-Free Eye Makeup Remover
- Ultimate Mascara—Black
- Choice of Mary Kay Mineral Powder Foundations or TimeWise Liquid Foundations

**\$446 retail value!**  
(with TimeWise Liquid Foundations)

**Full-Size Retail Product**

**Only \$100**  
plus applicable tax and shipping

**Small investment, Big rewards!**

**Supplies:**

- 4 Mirrors with Trays
- 10 Color Cards
- 12 Lip Gloss Samplers
- 30 Disposable Trays
- 30 Facial Cloths
- Foundation Finder Tool
- 15 Disposable Sponge-Tip Applicators
- 15 Disposable Mascara Brush Samplers
- 12 Fragrance-Free Satin Hands Pampering Set Packets
- 6 Pairs Microdermabrasion Set Samples (Steps 1 & 2)
- 6 Botanical Effects Cleanse Formula 2 (Normal)
- 6 Botanical Effects Moisturize Formula 2 (Normal)
- 6 Botanical Effects Freshen Formula 2 (Normal)
- 6 Botanical Effects Mask Formula 2 (Normal)

**Materials:**

- Hostess Brochure
- Team-Building Brochure
- 25 Customer Profiles
- 10 Look Books
- 25 Sales Tickets
- 10 Beauty Books w/Instructor's Guide

**Consultant Guide**

- Datebook
- Start Something Beautiful DVD
- Start Earning Now Magazine
- Miracles Happen Book
- Ready, Set, Sell Inventory Options Brochure

# Let's Review...

Tonight, before bedtime, you'll...

- ⇒ First, cleanse
- ⇒ Depending upon your set, you'll use the appropriate serums or fresheners
- ⇒ Next, you'll moisturize
- ⇒ Finish with eye cream

In the morning, you'll...

- ⇒ Cleanse
- ⇒ Use appropriate serums or fresheners
- ⇒ Moisturize
- ⇒ Eye Cream
- ⇒ Then as much foundation and color as you choose.



2 to 3 minutes,  
**TOPS!**

2 or 3 minutes in the morning and  
2 or 3 minutes in the evening for a  
lifetime of beautiful skin!

You'll receive an order of  
application card.



## Compliment Time!

- Fluff your hair
- Hold your mirror at arms length and say "Ummm, I look good!"
- What do you like best about your look?

## Everyone Wants To Know...

1. How do Mary Kay products come?
2. When can I get them?
3. How much are they?

*Thank you so much for your time and attention today. I've had so much fun sharing these products with you.*





# create-A-ROLL-UP

MARY KAY® The #1 Best Selling Brand



**Miracle Set**  
(counts as 2 sets)

*TimeWise® Miracle Set.....\$157*

**Basic Set.....\$65**  
-TimeWise 3-in-1 Cleanser or Bar.....\$30  
-TimeWise Age-Fighting Moisturizer.....\$35

**Day & Night Set...\$92**  
-Day Solution with Sunscreen SPF 35.....\$51  
-Night Solution.....\$51

*Miracle Set With Foundation*  
-With Mineral Powder Foundation and Mineral Powder Brush.....\$192  
-With Liquid Foundation.....\$180.50  
-With CC Cream.....\$179  
-With Crème-to-Powder.....\$178



**Repair Set**  
(counts as 4 sets)

*TimeWise® Repair.....\$230*

-Volu-Firm Foaming Cleanser...\$32  
-Volu-Firm Lifting Serum.....\$75  
-Volu-Firm Day Cream Sunscreen...\$56  
-Volu-Firm Night Treatment with Retinol.....\$56  
-Volu-Firm Eye Renewal Cream...\$48

*Repair Set With Foundation*  
-With Mineral Powder Foundation and Mineral Powder Brush.....\$265  
-With Liquid Foundation.....\$253.50  
-With CC Cream.....\$252  
-With Crème-to-Powder.....\$251



**Botanical Effects Set**

*Botanical Effects.....\$72*

-Cleanse.....\$17  
-Mask.....\$18  
-Freshen.....\$17  
-Hydrate.....\$20

*Botanical Set With Foundation*  
-With Mineral Powder Foundation and Mineral Powder Brush.....\$107  
-With Liquid Foundation.....\$95.50  
-With CC Cream.....\$94  
-With Crème-to-Powder.....\$93



**Ultimate Miracle Set**

*Age-Defying Set.....\$100*

-Microdermabrasion Set.....\$60  
-TimeWise Microdermabrasion Set  
-Step One: Refine.....\$35  
-Step Two: Pore Minimizer.....\$35  
-TimeWise Firming Eye Cream...\$40



**Cleansing Brush**

*Skinvigorate Cleansing Brush...\$60*

-Includes  
-Cleansing Brush  
-Two Brush Heads  
-Two AA Batteries

-Replacement Heads (2).....\$18



**Clear Proof Acne Set**

*Clear Proof Acne System.....\$70*

-Clarifying Cleansing Gel.....\$18  
-Blemish Control Toner.....\$18  
-Spot Solution for Acne-Prone Skin...\$13  
-Oil-Free Moisturizer for Acne-Prone Skin...\$21  
-With Pore-Purifying Serum.....\$90



**Satin Set**

*Satin Hands and Lips.....\$81*

-Satin Hands Pampering Set.....\$51  
-Satin Lips Set.....\$30 (each \$15)



**Dash Out the Door**

*Mineral Set.....\$105*

-Mary Kay Compact Mini.....\$20  
-Mary Kay Mineral Eye Colors (3).....\$9 each  
-Mary Kay Mineral Cheek Color...\$13  
-Compact Cheek Brush.....\$3  
-Eye Applicators.....\$3  
-Choice of Mascara.....\$21  
-Lip Gloss.....\$18



**Dash Out the Door**

*Cream Set.....\$114*

-Choice of Mascara.....\$21  
-Cream Eye Shadow (2).....\$16 each  
-Bronzer or Cheek Duo Compact...\$40  
-Compact Cheek Brush.....\$3  
-Lip Gloss.....\$18



## Receive a FREE Travel Roll-up Bag

Choose any **4 or more sets** to create your roll-up.

Travel Roll-up Bag..... \$40



**Brush Collection**

*Mary Kay Brush Collection.....\$75*



Skin Care products not included.

**Necessities Set**

*Necessities Set.....\$85*

-Oil-Free Eye Makeup Remover...\$19  
-Foundation Primer.....\$22  
-Translucent Powder.....\$18  
-Concealer.....\$14  
-Concealer Brush...\$12



# What Can I Put In Your Bag?



- One of our Skin Care Sets?
- Foundation?
- Satin Hands?
- The Ultimate Miracle Set?

Be thinking about it, and I'll visit with each of you at the end.

And, don't forget you can earn **free product** by sharing your Personal Color Appointment with a few of your friends!



---

## Here's Your Goodie Bag!

- Now what I'd love to do is take a few minutes to meet with each of you individually.
- We can talk about any questions you may have about which products make the most sense for you.
- I'd love to see you leave here today with an age-fighting skin care routine that you're confident in.
- And a scheduled time for a follow-up appointment to see how those products are working for you.
- Plus a chance to play in more color as we do your Personal Color Look.
- I also want to give you your Goodie Bag.
- And mark down all the products you tried today.



Who's in a hurry and wants to go first?

# Customize Your Color Look!

EYES



**Mary Kay® Mineral Eye Color, \$8**, .05 oz.  
Long-lasting shades. Mineral-based formula. Intense color.  
(All shades are shimmer except as noted.)

\*\*matte shades



**Mary Kay® Cream Eye Color, \$14**, .15 oz. Long-wearing (for up to 10 hours). Wear as a primer under mineral eye color or alone.



**Mary Kay® Lash & Brow Building Serum®, \$36**, .15 fl. oz. Improves the overall appearance of lashes; leaves brows looking healthier.



**Mary Kay® Lash Primer, \$15**, .28 oz. Intensifies lash volume and creates longer-looking lashes.



## DEFINITION



**Lash Love® Mascara, \$15**, .28 oz.

## WATERPROOF DEFINITION



**Lash Love® Waterproof Mascara, \$15**, .28 oz.

## LENGTH



**Lash Love® Lengthening Mascara, \$15**, .28 oz.

## VOLUME



**Mary Kay® Ultimate Mascara™, \$15**, .28 oz.

**Mary Kay® Gel Eyeliner With Expandable Brush Applicator, \$18**, .15 oz.



jet black

**Mary Kay® Brow Gel, \$10**, .27 fl. oz.  
Clear gel keeps brows in place.



**Mary Kay® Eyeliner, \$12**, .01 oz.



**Mary Kay® Brow Definer Pencil, \$11**, .04 oz.  
A creamy, long-wearing, waterproof formula.



**Mechanical Mary Kay® Brow Liner, \$11**, .01 oz.  
This blonde shade flatters most everyone, from blonde to brown brows.

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**LIPS / CHEEKS**

**SATIN SHEEN**

**True Dimensions® Lipstick, \$18, .11 oz.**  
It's like a color-infused fountain of youth for your lips.



**SHIMMER SHINE**

**True Dimensions® Sheer Lipstick, \$18, .11 oz.**  
The formula you love in sheer color options.



**SATIN FINISH**



**Mary Kay® Creme Lipstick, \$15, .13 oz.**  
Rich, stay-true color with a satin finish.



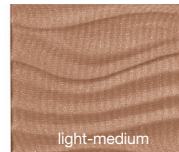
**HIGH-SHINE FINISH**



**Mary Kay® NouriShine Plus® Lip Gloss, \$15, .15 fl. oz.**  
Fortified with vitamin E and a vitamin C derivative plus plant-derived minerals.



**Mary Kay® Mineral Cheek Color, \$12, .18 oz.**  
Buildable, fade-resistant color that looks great on all skin tones.



**Mary Kay® Bronzing Powder, \$18, .3 oz.**  
Get that just-back-from-the-beach look anytime.



**Mary Kay® Lip Liner, \$12, .01 oz.**  
A waterproof, long-wearing, age-fighting formula.

**Mary Kay® Mineral Cheek Color Duo, \$18, .08 oz.**  
Perfect for creating a radiant, healthy glow.



All prices are suggested retail.

MARY KAY

# And, Finally ...



- Did you have fun?
- How does your skin feel?
- What was your favorite part?
- Mark products you tried today.
- Question: Are you excited about the way your skin looks and feels? .
- What products interest you?
  - Would you prefer to splurge and take advantage of the free Roll-up by choosing four sets?
  - Or are you interested in one of our skin care or color sets?
- Do you prefer cash? Check? Or Credit Card?
- Which is better for your Personal Color Appointment.? During the week or the weekend?
- It's just as easy for me to do 4 or 5 faces at once. Is there any reason why you couldn't share your Personal Color Appointment with a few girlfriends?
- Would you, in your wildest dreams, ever consider doing something like Mary Kay?
  - I bet you'd be great!
  - Would you like to take some information home with you?
  - May I buy you a cup of coffee and share how we make our money?
- Don't let me forget to give you your Goodie Bag!

