

# mary kay makeover contest BEAUTY *Loves* COUNTRY

january 30 - march 2, 2015

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

## COUNTRY COUNTDOWN: Mark Your Calendars!

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

## WEEKLY WINNERS

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

## INDEPENDENT BEAUTY CONSULTANT OF THE CONSUMER GRAND PRIZE WINNER

\$250 gift card



## RUNNERS-UP TO THE CONSULTANT GRAND PRIZE WINNER

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

## GRAND PRIZE WINNER

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

Exclusive fan experience for her and a guest to attend the 50th Annual Academy of Country Music® Awards (ACM Awards™), April 17–19, 2015, in Arlington, Texas.

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

## FOR YOUR CUSTOMER!

### GRAND PRIZE FINALISTS

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

### GRAND PRIZE WINNER

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

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



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

Before

3 X 5  
VERTICAL PHOTOS  
WORK BEST

After

3 X 5  
VERTICAL PHOTOS  
WORK BEST

## Queen of Country



MODEL NAME \_\_\_\_\_

OCCUPATION \_\_\_\_\_

PHONE \_\_\_\_\_ Home

\_\_\_\_\_ Work

\_\_\_\_\_ Cell

BEST TIME TO CALL \_\_\_\_\_

Email \_\_\_\_\_

HAIR COLOR \_\_\_\_\_

EYE COLOR \_\_\_\_\_

SKIN TYPE: combination ~ oily ~ dry

MY FAVORITE MARY KAY PRODUCTS

\_\_\_\_\_

\_\_\_\_\_

Rock the red carpet with a smoldering look

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

**CHEEKS:** Shy Blush Mineral Cheek Color

**LIPS:** NouriShine Plus Lip Gloss in Café au Lait



Before

3 X 5  
VERTICAL PHOTOS  
WORK BEST

After

3 X 5  
VERTICAL PHOTOS  
WORK BEST

## All-American Girl



MODEL NAME \_\_\_\_\_

OCCUPATION \_\_\_\_\_

PHONE \_\_\_\_\_ Home

\_\_\_\_\_ Work

\_\_\_\_\_ Cell

BEST TIME TO CALL \_\_\_\_\_

Email \_\_\_\_\_

HAIR COLOR \_\_\_\_\_

EYE COLOR \_\_\_\_\_

SKIN TYPE: combination ~ oily ~ dry

MY FAVORITE MARY KAY PRODUCTS

\_\_\_\_\_

\_\_\_\_\_

Flirt with rosy radiance and soft pastels

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

**CHEEKS:** Strawberry Cream Mineral Cheek Color

**LIPS:** NouriShine Plus Lip Gloss in Fancy Nancy



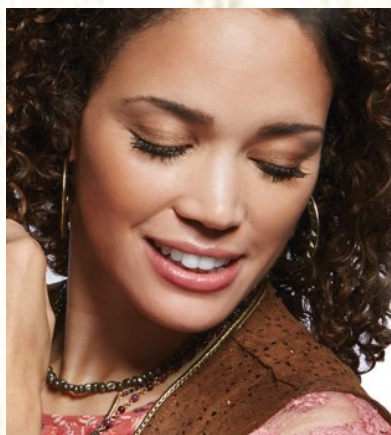
Before

3 X 5  
VERTICAL PHOTOS  
WORK BEST

After

3 X 5  
VERTICAL PHOTOS  
WORK BEST

## Boho Beauty



Go boho with a sun-kissed glow.

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

**CHEEKS:** Light-Medium Bronzing Powder

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

MODEL NAME \_\_\_\_\_

OCCUPATION \_\_\_\_\_

PHONE \_\_\_\_\_ Home

\_\_\_\_\_ Work

\_\_\_\_\_ Cell

BEST TIME TO CALL \_\_\_\_\_

Email \_\_\_\_\_

HAIR COLOR \_\_\_\_\_

EYE COLOR \_\_\_\_\_

SKIN TYPE: combination ~ oily ~ dry

MY FAVORITE MARY KAY PRODUCTS

\_\_\_\_\_  
\_\_\_\_\_

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**PLUS...** a \$2,500 donation to a charity of your choice!

Call me now through March 2, 2015 for a **Complimentary Color Makeover.** We will snap a photo of your New Color Look and submit it in to the contest!

### Rally Your Friends to Vote

Once the entry period closes on March 2nd, RALLY ALL OF YOUR FRIENDS FOR VOTES USING FACEBOOK AND TWITTER. (March 2—March 9th, 2015)

YOU COULD WIN A TRIP TO THE 2015 ACM AWARDS!

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