

MARY KAY®



Get the
skin
you want!

faith ♥ family ♥ career

SOCIAL RESPONSIBILITY

A COMPANY WITH A HEART



Everyone deserves to be in a safe and healthy relationship.



love is respect.org

pink doing green

pink changing livesSM



have fun earning **extra income**



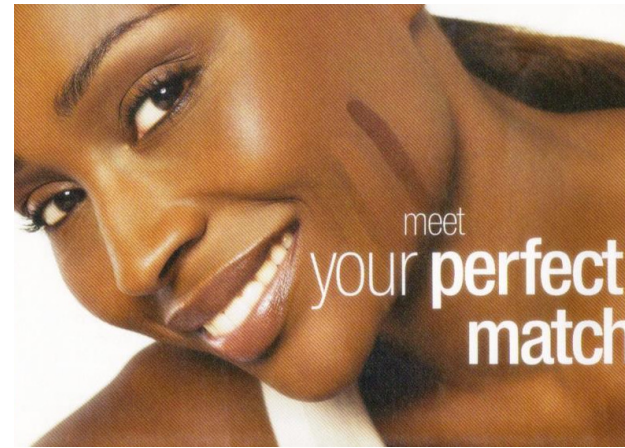
Put a picture of your family here



Put a picture of a prize you've won here

you will love being a Mary Kay customer!

The screenshot shows the Mary Kay website's personal beauty profiler for Jenna Larson. At the top, it says "jenna larson's MARY KAY personal beauty profiler". Below this, there are options to "share with a friend" and "personalize your settings". The weather is 39° in Brecksville, OH. A birthday countdown shows 12.06.12, 1272 days left. The "MY BEAUTY RECOMMENDATIONS" section includes buttons for "skin care analysis", "makeup advice", "fragrance finder", and "foundation finder", with a "view my shopping list" link. The "MY BEAUTY HOW-TO TIPS" section features a "TIP FINDER" with "Category" and "SubCategory" dropdowns and a "search" button. A "WEEKLY TIP" suggests donating old clothes. A woman's face is visible in the background of the recommendations section.



100% satisfaction guarantee

a personal beauty expert
free shipping
gifts with purchase all year
gift-giving services
customized skin care

The advertisement features a woman's face with red lipstick. Text includes "MARY KAY the look", "KISS BLISS", "GORGEOUS EYES", "NEW EYELINERS IN SEVEN EYE-POPPING SHADES", "GEL MASK", "THE NEWEST TREATING SKIN CARE MUST-HAVE", "Try NEW Mary Kay® Nourish+Plus™ Lip Gloss!", and "your way to beautiful".

free subscription

The advertisement shows two versions of a woman's face side-by-side, illustrating a "virtual makeover". Text includes "virtual makeover. HAVE FUN PLAYING WITH COLOR.", "Welcome to the ultimate color playground", and "See demo now!" with a play button icon.

if it's **free**, it's for **me**!

Put a picture of a prize you're
working on right now here

Put a picture of a prize you're
working on right now here



***Thank you for coming
to My Mary Kay[®] Party!***

Hostess Perks:

10% of today's purchases in **free product!**

DOUBLE credit with 2 future parties dated!

PLUS Perfect Party Bonus!

perfect party perks



1st choice:
unfilled
Compact Pro®

or



2nd choice:
Travel
Roll-Up Bag

2 + 2 + 2

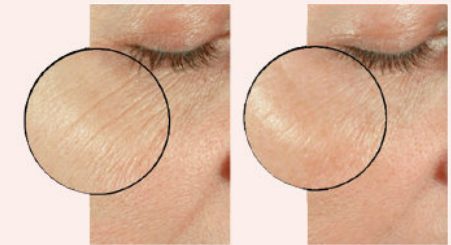
\$200 sales

2 bookings

2 sharings

experience TimeWise[®] Miracle Set[®] results

Seeing Is Believing.



BEFORE

AFTER



One
Easy System
With 11 Age-Defying Benefits

- | | | | |
|-------------|-----------|------------|-----------------------------------|
| 1 Cleanse | 4 Hydrate | 7 Soften | 10 Rebuild |
| 2 Exfoliate | 5 Smooth | 8 Protect | 11 Reduce fine lines and wrinkles |
| 3 Freshen | 6 Firm | 9 Energize | |

83% had a reduction in fine lines and wrinkles.

100% had softer, more supple skin.

Up to **25%** improvement in skin elasticity.

46% improvement in more even skin tone.

age-defying skin
begins with a perfect start

Oil-Free
Eye Makeup
Remover



- Cleanse
- Exfoliate
- Freshen

TimeWise®
3-In-1
Cleanser



Get daily **protection,**
nighttime **renewal**

TimeWise®
Day Solution
Sunscreen
Broad
Spectrum
SPF 35*



TimeWise®
Night Solution



TimeWise® Age-Fighting Moisturizer

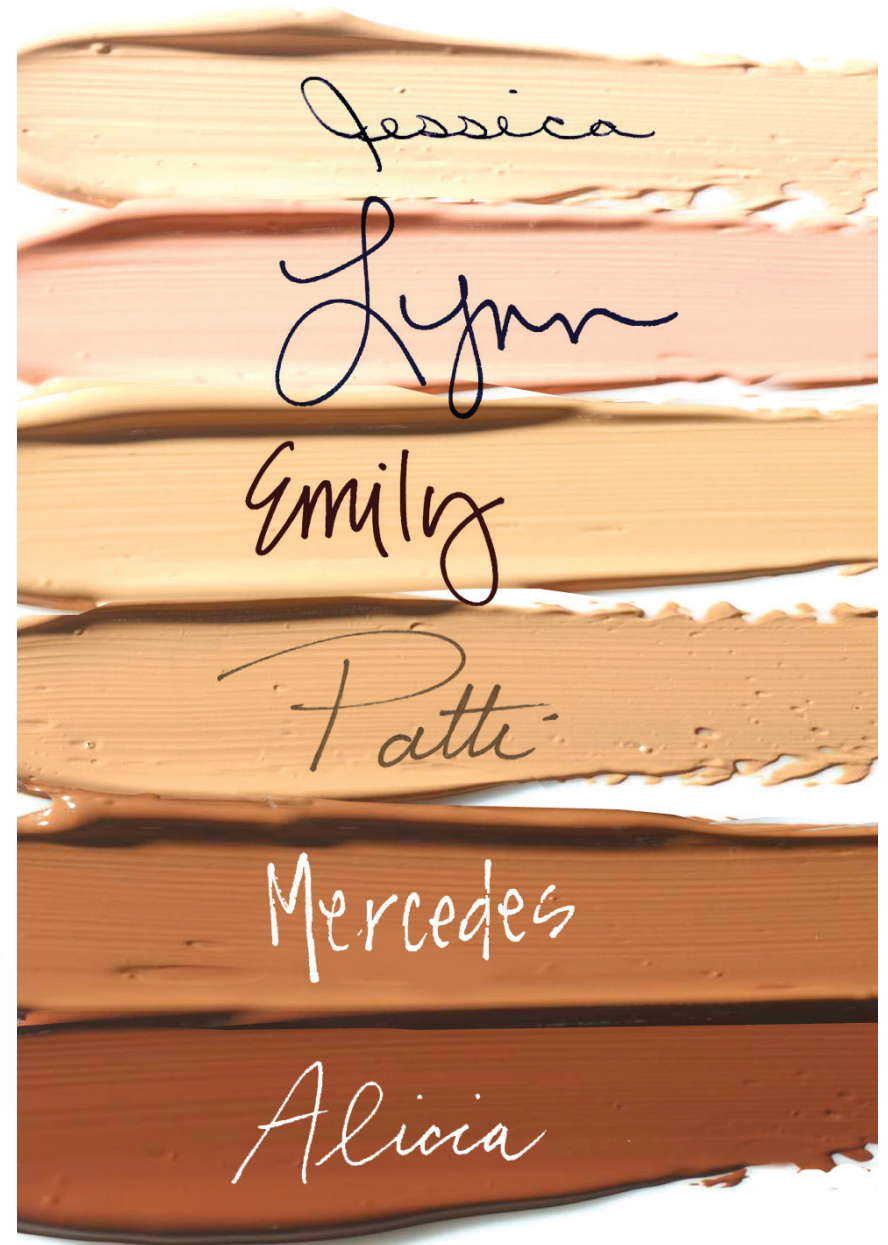
hydrates for 10 hours

accelerates
renewal process

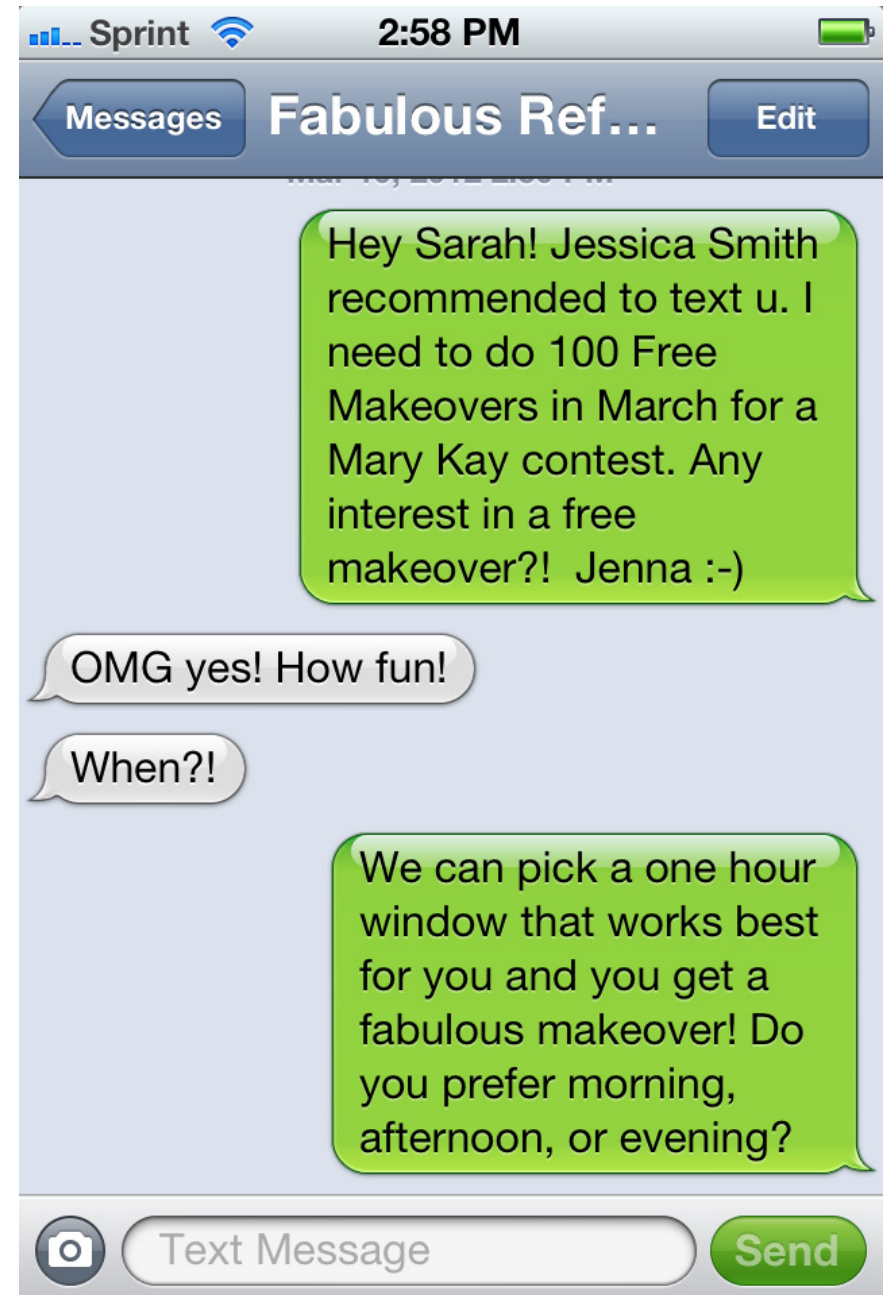
contains powerful
antioxidants



everyone
deserves a
flawless
foundation
formula
in their
perfect
shade



Fabulous Referral Game



primed,
protected &
**perfectly
flawless**
face



Liquid Foundation Brush



Foundation
Primer
SPF 15*



TimeWise®
Matte-Wear
Liquid
Foundation



TimeWise®
Luminous-Wear
Liquid
Foundation

miracles happen

in a matter of seconds...



1

TimeWise® Ultimate Miracle Set®



2

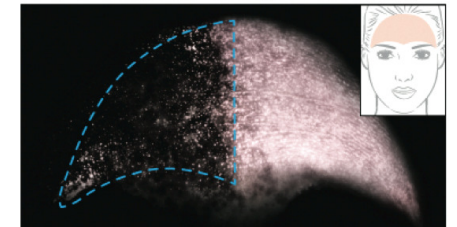
TimeWise® Miracle Set®



Skinvigate™ Cleansing Brush



After Cleansing: Pink = makeup residue remaining



Using the SkinVigate™ Cleansing Brush	Manual cleansing by hand
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TimeWise Repair™ Volu-Firm™ Set



- advanced signs of aging
- **reduce** the look of **deep lines and wrinkles**
- **restore** the appearance of **lifted contours**
- **recapture youthful volume!**

Botanical Effects® Set



- **personalized for young skin**

Clear Proof™ Acne System Set



- **see clearer skin in just 7 days!**

dash-out-the-door eyes

Cream Eye Color



special treat for Hostess

Cream Eye Brush



Brush Collection

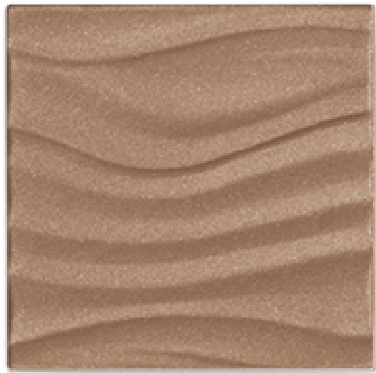


Mineral Eye Bundle

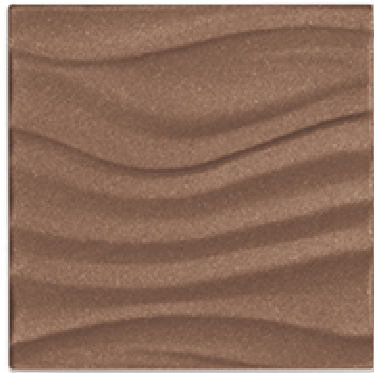


Eyeliner

dash-out-the-door lips and cheeks



Light-Medium



Medium-Dark

Bronzing Powder



Mary Kay® Compact



NouriShine Plus™ Lip Gloss



deals and steals



Queen of Everything

Choose any 4 sets & receive the **Travel Roll-Up Bag FREE**, any one additional set at **1/2 price**, and current **gift with purchase FREE**



Princess of Quite-a-Lot

Choose any 3 sets & receive the **Travel Roll-Up Bag FREE**, and current **gift with purchase FREE!**



Skin Savers

Start with any Skin Care Set & receive current **gift with purchase FREE!**



Counts as 4 Sets!

TimeWise **Repair™**
Volu-Firm™ Set



Counts as 3 Sets!

TimeWise® **Ultimate**
Miracle Set®



Counts as 2 Sets!

TimeWise®
Miracle Set®

imagine you're going
into your **closet...**



how many times
have you worn that outfit?

individual closings and Satin Hands[®] treatment



fragrance-free



peach