

# Make the Most of **Holiday Sales.**



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## Limited-Edition\* Thinking of You\* Body Lotion, \$16

Create a luxurious gift set by pairing this scented lotion with Thinking of You® Eau de Parfum.

Selling idea:

Ç Offer to your customers' husbands and significant others as a great gift idea for under \$50.



## Limited-Edition\* Beauty That Counts Mary Kay® Creme Lipstick, \$13 each

Together, we can make a beautiful difference. In the United States, from Sept. 16 through Dec. 15, 2011, \$1 will be donated from each sale of limited-edition Beauty That Counts® Mary Kay® Creme Lipstick in Give Joy, Give Dreams and Give Hope. As part of this effort, in the United States, Mary Kay Inc. is proud to support The Mary Kay Foundation<sup>SM</sup> in its efforts to end domestic violence.

Selling ideas:

Ç Display Beauty That Counts® fliers at parties and open houses.

Ç Include Beauty That Counts® sampler cards in orders and goody bags.

Ç Hold parties tied to giving where a percentage of proceeds go to the hostess's charity of choice.

## Limited-Edition\* Mary Kay® Miniature Fragrance Collection, \$32

Back by popular demand, your customers are sure to love this updated gift set featuring five miniature eau de parfums in a luxurious keepsake box.

Selling ideas:

Ç Great way to introduce new customers or existing skin care/color customers to all fragrances at a great price.

Ç Follow up with them to see which one is their favorite and offer them the full size for a Valentine's Day gift for themselves.

Ç Perfect gift idea for the girl who has everything!



## Little Gifts Hand Creams, \$10 each

## Limited-Edition\* Little Gifts Lip Balm Set, \$15 set of three

Give lips and hands a special treat with these perfect stocking stuffers. Two scented hand cream choices - Vanilla Berry and Vanilla Mint; set of three scented lip balms includes Vanilla Berry, Vanilla Mint and Vanilla.

Selling ideas:

Ç Promote as stocking stuffers or the perfect gifts for hair stylists, teachers, yoga instructors and more.

Ç Offer as great purse-sized products for the dry winter months.

Ç Use this as an opportunity to also introduce the Fragrance-Free Satin Hands® Pampering Set and Satin Lips® Lip Mask.



## Be First With Fall Trends

## Limited-Edition\* Mary Kay® Redefining Elegance Collection

Teach your customers on-trend color looks that tie to vintage-inspired fabrics, gold-toned jewelry and rich shades on fall/winter runways.

Selling ideas:

Ç Book a Trend party with a fashion-forward edge.

Ç Share a copy of the trend report as advertised in the September 2011 issue of People StyleWatch.

Ç Include collection sampler cards in orders and goody bags.



\*Available while supplies last.