

### Eye, Cheek and Lip Color Phase-Outs

We're introducing 10 new Mary Kay® Mineral Eye Color shades and one Mineral Cheek Color shade in June, giving your customers a total of 31 beautiful mineral eye color and 10 mineral cheek color choices. Please note that the following Mary Kay® Mineral Eye and Cheek Color shades will be phased out and no longer available as of June 16, 2010 (they will remain available until June 16 while supplies last):

*Dusty Lilac*  
*Golden Olive*  
*Navy Blue*  
*Raisin*  
*Steel*  
*Sweet Pink*  
*Vintage Gold*  
*Pink Petals* (Mineral Cheek Color)



We're also introducing in June Mary Kay® Creme Lipsticks in 11 new shades, giving your customers a total of 36 shades in the classic formula they've loved for years. The following seven Mary Kay Creme Lipstick shades will be phased out and no longer available as of June 16, 2010 (they will remain available until June 16 while supplies last):

*Garnetfrost*  
*Golden*  
*Paradise Pink*  
*Pink Melon*  
*Rich Cocoa*  
*Sunburst*  
*Tanned*



From time to time, shade phase-outs become necessary for any one or a combination of reasons: low sales; when an opportunity arises to update shades to stay current with trends; or when we can expand the shade lineup to include more options to accommodate a wider variety of skin tones. Our goal is to maintain a lineup of exciting, on-trend and versatile shades that fit your customers' ever-changing needs.

Please also note that five regular-line Section 2 Color Cards -- Berries, Metals, Neutrals, Pinks and Reds -- in our current lineup of seven will be phased out in June while we update them with the new Mineral Eye Color shades. These five new, updated Color Cards will debut in September. The current Chocolates and Tawnies Color Cards will remain the same and will continue to be available throughout the June quarter. The five corresponding Section 1 Color Collections -- Color Card looks will be phased out June 16, and updated versions will debut in September (Chocolates and Tawnies will remain the same and continue to be available throughout the June quarter). The Starter Kit will contain three packs of Chocolates and three packs of Tawnies during this transitional period in the June quarter.

Our reason for temporarily reducing our Color Card lineup from seven to two is that we're phasing out of the cards that feature obsolete shades and replacing them with new shades when they become available. The five updated Color Cards debuting in September will feature some of the great new shades launching in June.