

Summer 2010

Smear Sheet and Product Update



Mary Kay® Creme Lipstick — 11 NEW Shades! ~ \$13 New shades are *Sunny Citrus, Icy Peach, Boysenberry, Hot Mocha, Whisper, Maple, Sunlit Sand, Copper Star, Pink Passion, Blaze* and *Midnight Red*. Section 2 samplers of these new shades also will be available in strips of 6 with applicator for \$1.25. (Note that the following lipstick shades have been discontinued: *Garnetfrost, Golden, Paradise Pink, Pink Melon, Rich Cocoa, Sunburst and Tanned*)

Sunny Citrus	Icy Peach	Boysenberry	Hot Mocha	Whisper	Maple
Sunlit Sand	Copper Star	Pink Passion	Blaze	Midnight Red	



NEW! Mary Kay® Liquid Lip Color ~ \$13 Combines the coverage and finish of a lipstick with the application ease of a lip gloss with a semi-matte finish. Choose from six luscious shades: *Malted, Raspberry Ice, Sherbert, Cherry Coffee, Chocoholic* and *Royal Plum*. Mary Kay® Liquid Lip Color also will be available as a Section 2 sampler (strip/6 with applicator, \$1.25).

Malted	Raspberry Ice	Sherbert	Cherry Coffee	Chocoholic	Royal Plum

Mary Kay® Mineral Cheek Color — NEW Shade! ~ \$10 Now your customers can choose from one more shade — *Citrus Bloom* — in this beautiful lineup. And as before, you can purchase Section 2 samplers of the Mary Kay® Mineral Cheek Color (sheet of 18, \$1.25). (Note that the *Pink Petals* shade has been discontinued)



Citrus Bloom

Mary Kay® Mineral Eye Color — 10 NEW Shades! ~ \$6.50 Ten new shades in matte and shimmer offer beautiful options for every skin tone: *White Lily, Almond, Silver Satin, Midnight Star, Black Pearl, Copper Glow, Peacock Blue, Lavender Fog, Emerald* and *Azure*. Section 2 samplers will be available for these shades, as well (sheet of 18, \$1.25). (Note that the following eye color shades have been discontinued: *Dusty Lilac, Golden Olive, Navy Blue, Raisin, Steel, Sweet Pink* and *Vintage Gold*)

White Lily	Almond	Silver Satin	Midnight Star	Black Pearl
Copper Glow	Peacock Blue	Lavender Fog	Emerald	Azure



Limited-Edition Mary Kay® Cooling Bronzing Stick ~ \$20 The Mary Kay® Cooling Bronzing Stick is a simple and fun way to get an instant bronzed glow. This gel comes in a convenient stick form and feels cool to the touch when applied directly to the skin.

Bronzing Stick

Peach Satin Hands® Pampering Set ~ \$34 Rough, dry hands are instantly cleansed, softened and moisturized in three easy steps with the Peach Satin Hands® Pampering Set (also available in Fragrance-Free!). These three essentials come packaged in a coordinating bag:

- Fragrance-Free Hand Softener: provides the same benefits and results and is based on the same formula as current Extra Emollient Night Cream, but without the color or the fragrance. And your customers who love the original Extra Emollient Night Cream can still purchase it through open stock!
- Peach Satin Hands® Satin Smoothie® Hand Scrub: same formula as current Fragrance-Free Satin Hands® Satin Smoothie® Hand Scrub with the same benefits and results – plus a each fragrance.
- Peach Satin Hands® Hand Cream: The new Satin Hands® Hand Cream formula, now in a NEW peach scent, is non-greasy and leaves hands soft and silky. Best of all, it moisturizes for 24 hours and lasts through several hand washings! Also available individually ~ \$10



Mary Kay® Eau de Toilette Fragrance Collection in Forever Orchid™

The new Forever Orchid™ scent is a luscious floral fragrance featuring a unique blend of purple orchid and vanilla. This collection includes an Eau de Toilette spray, coordinating Body Lotion, Sugar Scrub and Shower Gel.

Note: The Eau de Toilette Fragrance Sampler Card on Section 2 will be updated to include Forever Orchid™.

- Forever Orchid™ Eau de Toilette ~ \$25
- Forever Orchid™ Body Lotion ~ \$15
- Forever Orchid™ Sugar Scrub ~ \$15
- Forever Orchid™ Shower Gel ~ \$15



Please note that with the launch of Forever Orchid™, the Sparkling Honeysuckle® collection will be discontinued Sept. 16, 2010, and it will no longer be included on the sampler card beginning June 16, 2010. Please also note that Affection® Eau de Parfum and Elige® Eau de Parfum will move to the “Last Chance” section of the Consultant order form on Sept. 16, 2010.

Oil-Free Eye Makeup Remover Price Change

For the first time since its introduction in over 14 years, Mary Kay® Oil-Free Eye Makeup Remover will receive a suggested retail price increase from \$14 to \$15 effective June 16. While it is our intent to keep prices low and consistent as much as possible, the cost of materials to produce this product necessitated a price increase. The increase is necessary in order for us to continue using the highest quality ingredients and meet the standards of ever-changing regulatory agencies. We're confident that your loyal customers who have made this product a Mary Kay® Best-Seller* will find that it still remains competitively priced. We appreciate your understanding that, after 14 years, this increase has become necessary



Limited-Edition Mary Kay® Coconut Lime Gift Set ~ \$26 Your customers can pamper themselves from head to toe with the luscious, tropical scent of coconut lime. The set includes a body lotion, shower gel and body mist packaged in a coordinating gift bag.



TimeWise® Cellu-Shape® Moves to Last Chance Section June 16 Due to declining sales, the TimeWise® Cellu-Shape® Contouring System (10010451), including open stock sales of the TimeWise® Cellu-Shape® Daytime Body Moisturizer (10009574) and TimeWise® Cellu-Shape® Nighttime Body Gel (10009549), moves to the Last Chance section on the June 16 Consultant order form and Online Ordering. As you know, we recently introduced TimeWise Body™ Targeted-Action® Toning Lotion, which combines two age-fighting products in one at a lower price of \$28 suggested retail. With

TimeWise Body™ Targeted-Action® Toning Lotion, skin looks more lifted and appears more defined; visible signs of aging are reduced; your entire shape is firmed, toned and smoothed in just one step; and your skin gets a body boost along with 24-hour moisturization. You'll want your customers who used the TimeWise® Cellu-Shape® Contouring System to know that the new TimeWise Body™ Targeted-Action® Toning Lotion combines the benefits of multiple products in one body-loving formula, and that's something all women will love — skin that's firmed, toned, defined and hydrated for 24 hours.