

## NEW – LIMITED EDITION – COOLING BRONZING STICK

A cool new way to wear a sun-kissed glow year-round. This multi-benefit gel bronzer gives customers long-lasting color with a cooling sensation and a refreshing touch of moisture. It applies easily on the skin for sheer, buildable coverage that can be blended with a finger or a sponge to achieve a customizable glow. This non-greasy formula dries quickly, plus it's purse-sized – perfect for on the go. **\$20**

### How to Wear It

- Swipe the stick where sunlight would naturally hit the face – forehead, cheeks and nose. Blend edges.
- Give décolleté and shoulders a sun-splashed look by applying the bronzing stick directly to skin and blend with fingertips or sponge.
- Wear as a blush by applying to cheek-bones and blend. The non-greasy formula dries quickly and provides sheer, buildable coverage.
- This bronzing stick is perfect for all skin tones. It gives a sun-kissed look on ivory skin and a radiant glow on beige, bronze and ebony skin.

## LIMITED EDITION – PEDICURE SET

There's no place like home to get pretty, pampered feet with refreshing benefits at a price that's a soothing treat. This set gives your customers all the essentials in a rosemary mint scent. They'll enjoy a **Relaxing Foot Soak**, **Soothing Foot Balm** and a **Foot File/Brush** with a free bag that makes it perfect for Mother's Day or graduation giving. **Only \$22**

How to Use - Your customers can get the ultimate pedicure experience in three simple steps:

1. **Cleanse:** Cleanse and refresh feet in a bath of the Relaxing Foot Soak mixed in warm water for 15 minutes of sole-soothing pleasure.
2. **Exfoliate:** Brush off rough skin using the exfoliating Foot File/Brush.
3. **Moisturize:** Massage Soothing Foot Balm into feet for intense moisturization that soothes dry skin.

## LIMITED EDITION – COCONUT LIME SET

Introducing a refreshing reason to reach out to your customers! This value-priced indulgence brings the tropics home. The juicy scent includes an invigorating shower gel, a luxurious body lotion and a reviving body mist to keep that tropical dream alive throughout the day. It all comes in a bag that's ready to give or to pack for traveling at a price that will make your customers feel like they're in paradise. **Only \$26**

### How to Sell

“I've got the perfect gift for any special occasion you have coming this summer. I could just eat this stuff up it smells so good! The limited-edition\* Coconut Lime Gift Set comes with body lotion, shower gel and a body mist with a really cute gift bag. It's only available for a limited time, though, so you have to get it quickly! It's the perfect summer gift – and once you smell it, you're going to want one for yourself!”

## BEAUTY THAT COUNTS – Lipsticks

Thanks to you, Mary Kay is donating just under \$3 million from the 2008 and 2009 worldwide sale of **Beauty That Counts**® Mary Kay® Creme Lipstick to causes that change the lives of women and children around the world. In 2010, the tradition of giving continues.

In the U.S. from May 1, 2010, through Sept. 15, 2010, \$1 will be donated from each sale of limited-edition\* *Beauty that Counts*™ Mary Kay® Creme Lipstick in Confidence (berry), Inspiration (pink) and Compassion (fuchsia). As part of this effort, in the United States, Mary Kay Inc. is proud to support The Mary Kay Foundation in its efforts to end domestic violence. Each of these limited-edition\* lipsticks will be packaged in a special branded packaging with the words “thank you” printed in 13 different languages. **\$13 each**

## LIQUID LIP COLOR

The fabulous formula combines the coverage and finish of a lipstick with the convenient application of a gloss. This multitasking wonder lets your customers customize color the way they want – from bold to barely there. Lips feel instantly moisturized, while shea butter helps condition, comfort and prevent moisture loss. There's even a super refreshing mint flavor. In six luscious shades. **\$13**

- Provides rich, opaque color
- Instantly moisturizes
- Weightless, non-sticky formula
- Glides on easily
- Soothes and smoothes lips
- Color does not bleed
- Fresh mint flavor feels refreshing

### How to Sell

- You might want to call your customers and ask the question, “What do you use on your lips? Do you like lipstick and lip gloss together? I've got a product that is a lipstick and lip gloss in one step, and it's only \$13 – isn't that a great value? It comes in six shades. Would you like some samples? I'd really like to see what you think.”

## Mary Kay® Forever Orchid Eau De Toilette

Go ahead and indulge in life's little luxuries. Simple, yet sophisticated – this is the essence of Mary Kay's Eau de Toilette fragrances. Carefree and easy-going, you can choose a new scent every day.

Floral is the most sought-after fragrance type by consumers\*. So this new eau de toilette is sure to be a must-have hit! This luscious floral fragrance features a unique blend of purple orchid and creamy vanilla. Like other Mary Kay® Eau de Toilette Collection scents, it's available in four products: Mary Kay® Eau de Toilette Fragrance, **\$25**; Shower Gel, **\$15**; Body Lotion, **\$15**; and Sugar Scrub, **\$15**.

- Customers who want simple scents that are not as complex as fine fragrances.
- Customers who want reasonably priced fragrances they can wear every day

**NEW Peach Satin Hands® Pampering Set** helps your customers get softer hands at home – anytime. The new “pumped-up” peach formula makes softer, smoother hands a daily treat. Perfect for current Peach Satin Hands® Pampering Set customers. **\$34**

Peach Satin Hands® Hand Cream, now with a peach fragrance, also sold individually, **\$10**

## **Mary Kay® Mineral Eye Color – 10 New Colors!**

This mineral-based formula is famous for its oil-absorbing properties, ease of application, excellent coverage and adhesion to skin. \$6.50

## **Mary Kay® Mineral Cheek Color - 1 new color!**

This mineral-based formula is famous for its oil-absorbing properties, ease of application, excellent coverage and adhesion to skin. \$10

## **Mary Kay® Creme Lipstick – 11 new shades!**

Long-wearing, stay-true color glides on with a lightweight , creamy texture and delivers maximum color impact that lasts. \$13