

SPRING 2010

# Applause®

MARY KAY®  
CANADA  
Enriching Women's Lives  
www.marykay.ca

are you  
the next  
seminar  
superstar?

*SNEAK PEEK!*  
QUARTER 4  
STAR CONSULTANT  
PRIZE PROGRAM

**LEARN WHY  
SHARING  
IS GRAND**

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TRENDS*  
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modern tools  
for a **modern  
opportunity**

**INSIDE THE UPDATED STARTER KIT**

BUILD

GROW

REFLECT

LIVE



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# W

hat type of seeds did you plant this Seminar year? Whether it was to boost your sales, develop a stronger team, improve your business know-how or enrich more lives, this spring, there are so many ways to help those seeds grow, bloom and reveal the beauty of

your Mary Kay business.

If you want to put a spring in your sales (who doesn't?), remember that spring is ripe with celebrations and gift-giving opportunities – so make sure your customers know you're a one-stop shop for perfect presents. Ladies will kick up their feet for the limited-edition **Mary Kay® Pedicure Set** and guys will love the streamlined simplicity of limited-edition **Men's Fragrance Gift Sets**.

And we know you'll be excited to share the lush, vibrant shades of the limited-edition **Mary Kay® Tropical Fruits Collection** (page 15) with colour connoisseurs. Fab formulas and bold-yet-sheer brights will tempt customers into a fresh spring look.

On the topic of fresh new looks, we've modernized many of your business essentials with a recent makeover of the **Starter Kit** (page 30). With a new *Consultant Guide*, a new bag and a new limited-time price, it's easier than ever for new Independent Beauty Consultants to get started *and* for you to share the opportunity.

Mary Kay Ash reminded us to "never turn down an opportunity to grow". And one surefire way to grow is to help others. You and your customers can help change lives by contributing to the MKACF during the annual **Team Up For Women!** Fundraising Challenge. Want to get involved and make a difference? Learn how on page 40.

And if you truly want to grow in the year ahead, make it your goal to show your superstardom at **Seminar 2010**. Registration kicks off May 1<sup>st</sup>! Be an early bird and you could help your unit win a Mary Kay® Pizza Party at Seminar (page 26). How's that for getting the worm?

Mary Kay has always been an organization where the seeds of success are carefully nurtured and – with so many ways to grow this spring – we can't wait to see how you'll bloom.

Your *Applause® Magazine Editorial Team*



## the 6 most important things this quarter

### UPGRADE YOUR BUSINESS TOOLS

Just about everything that fits in the Starter Kit bag has been made over – including the bag itself! Discover what's new and why you should upgrade your trusted business essentials on page 30.

### ENROL FOR THE SUMMER 2010 PREFERRED CUSTOM SER PROGRAM

Don't miss out on Seminar recognition and a fantastic prize! The Summer 2010 PCP is the fourth and final quarter to qualify for the *2009/2010 Preferred Customer Program Consistency Challenge*.

### REGISTER FOR PROJECT SUPERSTAR™ SEMINAR 2010

Are you the next Mary Kay superstar? Show us – and a few special guests – why at Seminar 2010. Registration opens May 1<sup>st</sup>!

### REFRESH YOUR LOOK

With sheer shades and fresh new formulas, the Mary Kay® Tropical Fruits™ Collection is the perfect way to shake off your beauty blahs! And check out the Spring/Summer 2010 *Fashion and Beauty Trend Report* for tips to help wake up your wardrobe.

### TEAM UP FOR WOMEN!

Embrace Mary Kay Ash's legacy and share the missions of the MKACF to help us break last year's *Team Up For Women!* fundraising record. Learn how you can participate on page 40!

### BECOME A FAN

Love Mary Kay? So do we! And we're spreading that love through the Twitterverse. You and your customers can get in on the fun by following us at [www.twitter.com/marykaycanada](http://www.twitter.com/marykaycanada).

### HOW ARE WE DOING?

We welcome story suggestions, inspiring ideas, and other tips.

E-mail the **Applause®** magazine editorial team at: [APPLAUSE-CANADA@MKCORP.COM](mailto:APPLAUSE-CANADA@MKCORP.COM)

### SHE SAID IT BEST

Remember that it is far better to be exhausted from success than to be rested from failure.

*Mary Kay*

Seminar 1994 Speech



### YOUR CANADIAN APPLAUSE® MAGAZINE TEAM

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# in your words



Here's what got your attention in the Winter 2009/2010 issue of *Applause*® magazine.

“WOW! The new *Applause*® magazine is unbelievable! When I received it this morning it gave me a boost for my day. I want to be a star and have refocused my conviction and my dream!”

**Josianne Brousseau**  
Independent Beauty Consultant  
(Mont-Saint-Hilaire, QC)

“THE STYLE SECTION WAS **fun & informative**.

IT WOULD BE NICE TO SEE MORE OF THIS IN UPCOMING ISSUES – PERHAPS IDEAS ON ACCESSORIES OR FASHION-FORWARD TIPS ON WHAT'S 'IN' FOR THE SEASON.”

**Natalie Le Blanc**  
Independent Beauty Consultant  
(Edmonton, AB)

“Thank you for always giving us what we want, even when we don't know what we want! Mary Kay would be very proud.”

**Jodi Mohr, Independent Senior Beauty Consultant (Kelowna, BC)**

“THE WHOLE ISSUE IS **so inspiring** – YOU JUST CAN'T HELP BUT WANT TO INSPIRE OTHER PEOPLE THROUGH MARY KAY!”

**Janet Krueger, Independent Senior Beauty Consultant (Prince George, BC)**



“I love the tip to use Mary Kay® Oil-Free Eye Makeup Remover to clean brushes – it works like magic! Now why didn't I think of that?”

**Georgie Anderson, Independent Senior Sales Director (Okanagan Falls, BC)**

“I got my copy of *Applause*® magazine on Friday – and Saturday I sat and read it from cover to cover. I think it's great! It's sophisticated, it's chic and it's everything we need in a Mary Kay magazine. I look forward to the next one!”

**Holly Zick, U.S. Independent National Sales Director Emeritus (Scottsdale, AZ)**

Love it? Don't? Tell us why:  
**APPLAUSE-CANADA@MKCORP.COM**

# calendar

the dates you need to know this quarter

## MARCH 2010

- 1: Spring 2010 *Team Up For Women!* Fundraising Challenge begins.
- Name Our Teddy Bear* contest begins!
- 5: Received deadline for Independent Beauty Consultant Commitment Form to begin Independent Sales Director-in-Qualification on March 1<sup>st</sup>.
- Project StarPower<sup>SM</sup> Career Conference 2010** – Calgary, AB; St. John's, NL; Toronto, ON; and Saskatoon, SK.
- 8: **International Women's Day.** Celebrate the beauty of you!
- 12: **Project StarPower<sup>SM</sup> Career Conference 2010** – Penticton, BC; Winnipeg, MB; Halifax, NS; Ottawa, ON; Montréal, QC.
- 15: **Preferred Customer Program** – Last day for customers to take advantage of the Winter 2009/2010 *Tweeze and Soothe* Set gift-with-purchase. Last day to enrol for the *Spring Fling* postcard.
- 16: Spring 2010 product promotion begins. Check out [www.marykay.ca](http://www.marykay.ca) and your Mary Kay® Personal Web Site to see what's new!
- 19: **Preferred Customer Program** – The Spring 2010 issue of *The Look* begins mailing to customers.
- 20: March Career Car qualifier paperwork due to Company.
- 31: Last day of the month. Mail-in and couriered orders must be received by 5 p.m. Eastern Daylight Time to count toward March production. Online and faxed orders must be received by midnight Eastern Daylight Time to count toward March production.

## APRIL 2010

- 5: Received deadline for Independent Beauty Consultant Commitment Form to begin Independent Sales Director-in-Qualification on April 1<sup>st</sup>.
- 15: *Name Our Teddy Bear* contest deadline.
- Preferred Customer Program** – Enrolment begins for the Summer 2010 Preferred Customer Program.
- 20: April Career Car qualifier paperwork due to Company.
- 26: **Preferred Customer Program** – *Spring Fling* postcard begins mailing to customers.
- 30: Last day of the month. Mail-in and couriered orders must be received by 5 p.m. Eastern Daylight Time to count toward April production. Online and faxed orders must be received by midnight Eastern Daylight Time to count toward April production.

## MAY 2010

- 1: Registration for **Project SuperStar<sup>SM</sup>** Seminar 2010 begins today!
- 5: Received deadline for Independent Beauty Consultant Commitment Form to begin Independent Sales Director-in-Qualification on May 1<sup>st</sup>.
- 9: **Happy Mother's Day!**
- 12: **Mary Kay Ash's Birthday**
- Last day to collect customer donations for the *Team Up For Women!* Fundraising Challenge.
- 15: **Preferred Customer Program** – Enrolment deadline for the Summer 2010 issue of *The Look*.
- 17: **Victoria Day.** Mississauga and Montréal offices closed.
- 20: May Career Car qualifier paperwork due to Company.
- 31: *Team Up For Women!* Fundraising Challenge donations must be received at Mary Kay corporate office by 5 p.m. Eastern Daylight Time to earn recognition at Seminar 2010.
- Last day of the month. Mail-in and couriered orders must be received by 5 p.m. Eastern Daylight Time to count toward May production. Online and faxed orders must be received by midnight Eastern Daylight Time to count toward May production.

SHE SAID IT BEST

Break down your goal into obtainable yearly, monthly, weekly, and finally daily goals. Don't let a single day go by that you don't accomplish the goal you've set for yourself.



Mary Kay

# on the **mkoc**<sup>SM</sup>

Get set for spring by visiting the MKOC<sup>SM</sup> regularly for the latest information and updates. Here's what's blooming in March, April and May.



## PRODUCT CENTRAL

Launching March 1<sup>st</sup>!

Never before has so much product information been available in one place! Discover all you need to know about every Mary Kay<sup>®</sup> product – including ingredient know-how, product power statements, key benefits and cross-selling suggestions.



## NAME OUR TEDDY BEAR

Only until April 15<sup>th</sup>!

Don't miss your chance to win this furry addition to the Mary Kay family! Submit your name suggestion online by April 15<sup>th</sup>.



## PROJECT SUPERSTAR<sup>SM</sup>

SEMINAR 2010

Available May 1<sup>st</sup>!

Find all the details you need for a stellar Seminar experience – from registration to recognition and so much more!

# on **marykay**.ca

Check out these online features, launching during the Spring 2010 product promotion.



## VIRTUAL MAKEOVER UPDATES

Not only are there four new spring makeup artist looks, consumers can now filter colour cosmetics by skin tone.



## SPRING GIFT GUIDE

Your customers will be celebrating – and shopping for – spring's special occasions. Show them you have plenty of options for perfect presents by sharing the spring *Gift Guide*.



## TROPICAL TRENDS

Download the Spring/Summer 2010 *Fashion and Beauty Trend Report* to discover spring's must-have looks and insider secrets from a professional wardrobe stylist and celebrity makeup artist who make these trends wonderfully wearable.

“nothing happens  
until somebody sells something”

# Build BUILD boui

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escape to paradise with the  
limited-edition **mary kay®**  
**tropical fruits™** collection



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women's day



## INGREDIENT 101

## all about ingredients

## With Dr. Beth Lange, Chief Scientific Officer

Every day around the world, women target the signs of aging with the TimeWise® Miracle Set™. They enhance their lashes with the latest mascara formulation. And they apply their favourite lipstick colour. Each of these products is a careful combination of ingredients. And how we choose ingredients is the key to ensuring a safe and effective product.

First, Mary Kay has developed alliances around the world with leading dermatologists and ophthalmologists in academic medicine and private practice. These specialists serve as key advisers to our research scientists. These individuals also help our scientific team study and search for new ingredients and formulas from around the world – like peptides from France, camu camu from rainforests in South America and argan seed extract from the desert area of Africa.

In our global search for new technologies, we first look for ingredients that are safe and effective – plus, they must be unique, on-trend and popular with customers. When appropriate we may search for natural ingredients and many of our newest products, such as TimeWise® Replenishing Serum+C, reflect the use of these ingredients. Our philosophy is to use natural or botanical ingredients when – and only when – they are safe *and* provide a benefit. Keep in mind that products with all-natural ingredients can be expensive, have a brief shelf life and may require special storage.

In acquiring ingredients, our suppliers must also adhere to our high standards of quality. All vendors go through extensive business suitability evaluation and quality audits before we purchase anything. We walk away from many vendors because they do not meet our requirements. Mary Kay quality is not negotiable.

Additionally, ingredient suppliers must provide us with ingredients that are of good value so we can offer you – and your customers – an affordable product.

## Where To Find Ingredient Answers

Several tools are available to help you improve your knowledge base so you can effectively answer customer questions about ingredients.

- **NEW! PRODUCT CENTRAL:** With a growing list of in-depth product fact sheets, this new section on the MKOC<sup>SM</sup> is your best source for finding which ingredients are present in Mary Kay® product.

Find it online: [MKOC > Product > Product Central](#)

- **NEW! CONSULTANT GUIDE:** The new *Consultant Guide* includes 30 product fact sheets for items included in the Starter Kit. Learn more these updates on page 31!
- **CONSULTANT AND MEDICAL RELATIONS:** If a customer's ingredient question is more involved, you can call the Mary Kay Inc. Contact Center at 1 (800) 272-9333 and ask for Consultant and Medical Relations. This service can help you decipher ingredient terms and help answer more complicated ingredient questions.
- **WWW.MARYKAY.CA:** Your customers can learn more about Mary Kay's approach to ingredients and access an ingredient safety websites that provides detailed information on cosmetic ingredients.

Find it online: [www.marykay.ca > Product Promise > Product Research & Development](#)

## BUSINESS BUILDER

## party packs with punch

No matter how you plan to party your way to Seminar, Party Packs make it easier – and more efficient – than ever to hold a party.

There are three themed Party Packs to choose from, including:

- the *Love Your Skin* Party Pack (\$15.12) for skin care classes;
- the *Sensorrific* Party Pack (\$15.12) for fragrance parties; and
- the *Ultimate Colour* Party Pack (\$26.42) for glamorous get-togethers.

Party Packs are available exclusively through the FedEx DocStore™ and each pack includes six laminated placemats; a guide to holding your party theme of choice; and customer checklists for quick and easy guest ordering. Plus, the *Ultimate Colour* Party Pack includes a pad of 50 *Kiss And Tell* Kiss Cards to help you determine each guest's kiss personality.

All in all, each Party Pack is everything you need to party with a purpose!



Find it online:

[MKOC > Business Tools > Promote Your Business > FedEx Office](#)



## MYTHBUSTER

## krystle gonzalez

## Supervisor, Regulatory Affairs &amp; Quality Control

With access to information literally at our fingertips, it's easy to become caught up in a whirlwind of myths – especially

in the complicated cosmetics marketplace. Our resident mythbuster, Krystle Gonzalez, helps dispel these beauty blunders with the facts you need to be able to stand behind your favourite Mary Kay® product with even more confidence.

## Is it true that some brands of lipstick contain lead?

Lead is a naturally occurring substance. There are small amounts of lead in the air we breathe and in the water we drink every single day. And these naturally occurring levels cause us absolutely no harm.

It's a fact that lipstick – along with many consumer products – naturally contains very small trace amounts of lead, but experts agree that the amounts are insignificant and absolutely safe. Numerous scientific studies have been conducted to actually determine the amount of lead a person would be exposed to when wearing lipstick – and data proves that the amount of lead in lipstick is safe and inconsequential. The levels are well below the daily safe limits established by Health Canada.

Have a question for Krystle? E-mail us:

[APPLAUSE-CANADA@MKCORP.COM](mailto:APPLAUSE-CANADA@MKCORP.COM)



## FASHION readers choose mary kay

Exclusive to Canada, *FASHION* Magazine's Readers' Choice Beauty Awards is a favourite among beauty aficionados and industry insiders – with the results widely anticipated by editors, beauty brands and readers.

Last fall, you and your customers rallied behind your Mary Kay must-haves and shared your passion for pink with *FASHION* magazine. And now the entire nation knows it!

The February 2010 issue of *FASHION* unveiled this year's fan faves and you'll be thrilled to learn that three Mary Kay® products made the list! All award-winning products are featured in the magazine and on [www.fashionmagazine.com](http://www.fashionmagazine.com).

Of course, we wanted to share the results with Mary Kay fans – and soon-to-be fans – too, so these award winners are also featured on the back cover of the Spring 2010 issue of *The Look* and on [www.marykay.ca](http://www.marykay.ca). Be sure to share the products with consumers who have yet to experience their beautiful benefits.



### Moisturizer Over \$30

#### TimeWise® Age-Fighting Moisturizer Sunscreen SPF 15, \$35

Already a bestseller, TimeWise® Age-Fighting Moisturizer SPF 15 is clinically proven to hydrate for up to 10 hours and contains our patented\* TimeWise® complex to help even out skin tone, firm and soften as it reduces the appearance of fine lines and protect the face from UVA and UVB rays.

\* U.S. Patent No. 6,495,126



### Concealer Over \$12

#### Mary Kay® Concealer, \$12.50

Blemishes, minor scars, little imperfections? They'll stay secret with Mary Kay® Concealer, available in seven shades.



### Exfoliator Over \$20

#### TimeWise® Microdermabrasion Set, \$60

This simple, two-step set fights fine lines, refine pores and helps to achieve beautifully smooth skin - immediately.

**FASHION readers choose Mary Kay!**

**2009 FASHION winner**

**MARY KAY**

## win them over

Award-winning products pique the interest of beauty-savvy consumers, so why not share what *FASHION*'s readers already know? You can use this special promotional piece – available through the FedEx DocStore™ – to showcase these winning products at skin care classes, colour consultations and interviews.

[www.marykay.ca](http://www.marykay.ca)

## HOW TO crack product codes

Did you know that every Mary Kay® product is labelled with an easy-to-read code right on the packaging? The code consists of a shade name (if applicable), part number and day code located on the bottom of a container, the barrel of a pencil or the crimp of a tube of each Mary Kay® product.

The codes are useful in maintaining the high quality standards of Mary Kay® product, as they can be used to trace returned product. You can refer to the codes to assure that you deliver the freshest possible product to your customers.

Here's how to crack the code to product longevity, using an eye colour pan as an example.



You can interpret the date of manufacture code using the following legend:

**Character 1** represents the **year** in which the product was produced.

### Key to Year

K - 2006	R - 2008	V - 2010	2 - 2012	4 - 2014
M - 2007	T - 2009	1 - 2011	3 - 2013	5 - 2015

**Character 2** represents the **month** in which the product was produced, as follows (please note that the code skips some letters to avoid confusion and mistaken identification):

### Key to Month

A - January	F - May	R - September
B - February	H - June	T - October
C - March	K - July	V - November
D - April	M - August	X - December

**Characters 3 and 4** represent the **day of the month** on which the product was produced.

In the example above, the date of manufacture is May 12<sup>th</sup>, 2009.

## How Long Is Too Long?

You can keep your inventory fresh by using a "first-in, first-out" approach, but cosmetic bags can be more complicated.

Consider stashing these Health Canada guidelines near your beauty bag to ensure the product you're using stays safe. As a reminder, all Mary Kay® product is safe for for up to three years from the date of manufacture.

- **Mascara:** 3 months
- **Liquid foundation and concealer:** 6 to 12 months
- **Cream blush and eye colour:** 6 to 12 months
- **Powder blush and eye colour:** 1 year
- **Eyeliner and lip liner pencils:** Up to 2 years
- **Liquid eyeliner:** 6 months or less
- **Lipstick and lip gloss:** 1 year
- **Moisturizer and skin care:** 1 to 2 years

## Spring Clean Their Cosmetic Bag

Here's some spring cleaning your customers will actually enjoy. Why not host a spring cleaning party for their cosmetic bags? Guests can bring their beauty bag "as is" and – using the Health Canada guidelines at left – you can help them determine what to toss. Consider offering a reduced price on any purchases that replace expired product or another brand. It's a fun way to help your customers spring forward with a fresh beauty supply.

### Tried it?

Share the results with us!

[APPLAUSE-CANADA@MKCORP.COM](mailto:APPLAUSE-CANADA@MKCORP.COM)



### MULTI-TASKING MONEYSAVER

## timewise® age-fighting lip primer

Tell us if this sounds familiar.

You've just applied your eye shadow and liner with sheer precision and – oops – the mascara has smudged both the upper lids and the under eye area. And if you try to rub it off, you'll either smear your perfectly applied eye colour or look like you're about to hit the field for a football game. Who wants that?

Well, here's an eye-opening idea – and it comes straight from professional make-up artist Diana Carreiro. You know that trusty **TimeWise® Age-Fighting Lip Primer** (\$30) you and your customers use to prevent lip colour from bleeding? It also works double duty to erase annoying mascara smudges. "Simply swirl a cotton swab over the lip primer and wipe away any mistakes," says Diana.

So next time your mascara decides to "lash out", try this tip – and be sure to share it with your customers!

### YOU TOLD US

## What's your multi-tasking, moneysaving beauty tip?



**Monica Noel, Independent Sales Director (North Vancouver, BC)**

"I like to combine and layer lipstick shades. The idea was born out of two nearly empty tubes of **Mary Kay® Creme Lipstick** in Shell and Whipped Berries. Not wanting the last of the colour to go to waste, I emptied the tubes into a lip balm pot from one of our past collections and mixed them together! Sunburst and Apricot Glaze are also two fabulous shades that work well when combined. Now my customers are hooked!"

1970



THEN & NOW

## men's skin care

**1964:** Mary Kay introduced product for men in 1964 with its "Mr. K" skin care line.

**1987:** These products were updated and renamed Skin Management® for Men, until they were discontinued in 2004.

**Today:** More than ever before, men realize the importance of a daily skin care regimen – and the MKMen™ skin care system reflects the special skin care needs of this consumer group. In fact, two MKMen™ products – shave foam and after-shave gel – top the Mary Kay® Bestseller list. Mary Kay also has four scent-sational men's fragrances.

*At left: Richard Rogers, now Executive Chairman, discusses "Mr. K" product with Mary Kay (1970).*



**This spring, guys can multi-task with special limited-edition gift sets. Check out page 17 for details!**

### OUR FAVOURITE LOOK

## feminine in floral for spring

A dewy, glistening face is the must-have look of the season. Make it yours with our pick for this spring's makeup artist look: *Feminine In Floral*. With its versatility, this look will put a spring in your step after a particularly long and chilly winter.

Customers who prefer a lightweight look will love the understated eye shades in Steel, Granite and Sweet Plum and the natural, rosy glow of Pink Petals cheek colour. Lips will be berry-licious with the winning combination of Sheer Blush lipstick and Sugarberry lip gloss.

Even better, these shades can be layered for a bolder, red-carpet ready look that packs a punch!

#### How To Get It

1. Apply Steel mineral eye colour to the inner corner of the eye to make eyes pop.
2. Fill in the outer corner of the eye with Granite mineral eye colour.
3. Sweep Sweet Plum mineral eye colour just above the eye crease and blend.
4. Next, smudge Steely eyeliner on lashline base and continue using the eyeliner to draw along the lower lashes to the centre of the eye. Now smudge to create a more blended look!

5. Finish off with a single coat of mascara.
6. Apply Pink Petals cheek colour to the apples of the cheeks and blend toward your temples.
7. Lastly, fill in lips with Neutral lip liner; apply a single coat of Sheer Blush lipstick – and the icing on the cake – Sugarberry lip gloss.

#### Great For Every Gal

Women of all ages can pull off this look. Whether you're fair, medium or dark, everyone can wear muted pinks and soft greys since they complement every skin tone. Best of all, you can easily transition from day to night with these easy application tips!

- Draw a more defined line around the upper and lower lashline using Steely eyeliner to create a dramatic evening look.
- For that coveted smoky eye look, brush Coal mineral eye colour into the outer corners of the eyes, accenting the Granite shade.

There you have it: two looks in one!



# take the fight against age beyond the face

With TimeWise Body™ products, you can help your customers take a total body approach to fight the visible signs of aging skin.

New **TimeWise Body™ Targeted-Action® Toning Lotion** (\$38) combines the benefits of multiple products in one body-loving formula, energized by a double-shot of caffeine, the power of pumpkin and a totally invigorating scent.



## Get Results!

After 4 weeks, **3 out of 4 women said their skin looked toned.\*** Plus, they saw three other visible changes.

- After 2 weeks, **94%** said their skin looked smoothed.
- After 4 weeks, **81%** said their skin looked firmer.
- After 8 weeks, **68%** said body contours appeared firmed.

\*Results reported during an eight-week independent consumer study.



## HOW IT WORKS

“While the skin on the body can show the same signs of aging as the skin on your face, it also has some very unique needs that require special attention,” says Dr. Beth Lange, Chief Scientific Officer for Mary Kay Inc. “TimeWise Body™ Targeted-Action® Toning Lotion was developed to maximize benefits while minimizing the number of steps it takes to see results.”

Cells need energy to perform at their best and TimeWise Body™ Targeted-Action® Toning Lotion is formulated to help stimulate cellular activity. The lotion includes two sources of caffeine, an ingredient that has been shown to help boost cell’s energy levels.

This advanced formula also contains Hawthorne Berry extract, which has been shown<sup>†</sup> to help accelerate the breakdown of fat, and extracts of pumpkin and argan seeds – botanicals that have been shown<sup>†</sup> to help stimulate proteins vital to the dermal-epidermal junction, where the uppermost two layers of the skin meet.

Plus, we included six antioxidant sources to give skin a much-needed abundance of protection from environmental stressors that can leave skin looking dry, damaged and older than it is.

## YOUR IDEAL CUSTOMER

Women who want to do everything they can to make sure that every inch of their body is as beautiful as it can be. Check your customer profiles for current TimeWise® customers who may want to expand their age-fighting regimen from their face to their body.

And don’t forget loyal customers who may have used TimeWise® Visibly Fit™ Body Lotion and are looking for enhanced benefits, as well as women who may have tried CelluShape® Contouring System, but who prefer the convenience and simplicity of just one product.

With summer and its skin-revealing clothing around the corner, be sure to share TimeWise Body™ Targeted-Action® Toning Lotion with new and current customers who want the multiple benefits of firming, toning and 24-hour hydration in one easy-to-use product.

## Body Lotion Lowdown

Here’s how new TimeWise Body™ Targeted-Action® Toning Lotion shapes up against similar products from other brands.





No matter how well a woman’s face conceals her age, her hands and décolleté usually give it away. But not anymore! With new **TimeWise Body™ Hand and Décolleté Cream Sunscreen SPF 15** (\$25) now there’s one product that gives both of these areas some much-needed attention.

### Get Results!

Here’s what women who tested and tried the product said\*:

- After 2 weeks, **80%** said it softened the appearance of crepiness.
- After 4 weeks, **78%** said it helped reduce the appearance of fine lines.
- After 8 weeks, **60%** said it helped reduce the appearance of dark spots.

*\*Results reported during an eight-week independent consumer study.*

### HOW IT WORKS

Although the palms of the hands can withstand a lot of use, the skin on the back of the hands is relatively thin and fragile – just like the skin around the eyes – making it susceptible to early signs of aging. And when you think about all the scoop necks, V-necks and open-collared shirts in your closet, you won’t be surprised to hear that the décolleté area gets a lot of exposure to the sun.

“When the scientists in the Mary Kay labs were challenged to develop the formula for TimeWise Body™ Hand and Décolleté Cream Sunscreen SPF 15, they discovered that the way to achieve the most dramatic benefits would be through a multi-phase approach,” shares Dr. Lange. “The result is a product that combines several effective ingredients, including our patent-pending Acai Berry extract, to deliver an impressive list of benefits.”

TimeWise Body™ Hand and Décolleté Cream Sunscreen SPF 15 hydrates and supports the skin barrier† to reduce the appearance of fine lines and wrinkles, while neutralizing the damaging effects of UV rays. It also minimizes the appearance of crepiness and helps skin look firmer.



### A Hands-Down Age-Fighter

Dual age-fighting duties give TimeWise Body™ Hand and Décolleté Cream Sunscreen SPF 15 a hand up against similar products from other brands.



### YOUR IDEAL CUSTOMER

Every woman you know who cares about looking as young as she can for as long as she can – and isn’t willing to let nature take its natural course – will be interested in this new product. In addition to current TimeWise® customers, be sure to share TimeWise Body™ Hand and Décolleté Cream Sunscreen SPF 15 with customers looking for head-to-toe age-fighting products. Because this product is suitable for women of all skin types and tones, don’t overlook women who want to add age-fighting benefits to their Satin Hands® Pampering Set regimen and women who love to wear and enjoy their jewelry but are concerned about drawing attention to the neckline area.

### INSIDE THE INGREDIENTS

Ingredient	Benefit		
Patent-Pending Acai Berry	An antioxidant super power! In fact, Mary Kay’s use of this extract is so innovative that it has a patent pending for use in cosmetic products.	●	●
Pomegranate Sterols	Help strengthen skin barrier†		●
Caprooyl Terapeptide	Helps boost collagen and elastin†		●
Vitamin B3	Helps minimize the damaging effects of UVA/UVB rays		●
Vitamin E	An antioxidant with skin-soothing benefits	●	●
Pumpkin Seed Extract	Helps stimulate collagen	●	
Argan Seed Extract	Helps stimulate vital proteins	●	
Caffeine and Coffea Arabica Seed Extracts	Help boost cell energy levels	●	
Hawthorne Berry Extract	Helps accelerate the breakdown of fat†	●	

†Based on in vitro studies.

# escape to a tropical paradise

Embrace the beauty of nature with rich, tropical shades that let you feel like you've escaped to your own private paradise!

From the darkest bronze to the lightest ivory skin tones, the limited-edition **Mary Kay® Tropical Fruits Collection** is wonderfully versatile, effortless and fun to wear.

## lip 411

Is it a gloss, a lip balm, a lipstick – or none of the above? Good question.

Mary Kay® Lip Nectar\* combines all the **best features of a lush, moisturizing balm with the longevity of a lipstick**. These rich colours are pout-perfect without looking heavy. It's a beautiful balance of colour, moisture and staying power!

## cheek check-in

Cream versus powder – what's the difference? Unlike powder blush, which gives a more finished and contoured look, cream blush lets your skin show through, creating a dewy, outdoorsy flush. Cream blush is particularly **suited for dry skin because of its rich, moisturizing ingredients** and is best applied with the fingers.



## FREE COSMETIC BAG WITH PURCHASE

Receive this limited-edition trend cosmetic bag FREE\* when you purchase Mary Kay® Cream Highlighter, one Mary Kay® Cheek Glaze and one Mary Kay® Lip Nectar.

## GORGEOUS GLOW

Perfect lighting makes every girl look radiant. With limited-edition **Mary Kay® Cream Highlighter\* (\$18)**, two gorgeous, neutral shades are swirled together in a luxurious cream to deliver a translucent glow wherever it touches. The sheer formula has a pearlized sheen and it even contains vitamin E. For eyes, cheeks or anywhere else you want a touch of light.

### HOW TO

#### Apply It Like A Pro

1. With your middle finger, apply a smooth layer high on the cheekbones for an instant lift – or anywhere else you want a touch of light. Blend well by patting the skin lightly with your fingers.
2. Using your ring finger, apply to the brow bone just below your eyebrow for shimmering highlights. Or, apply to the entire eyelid to create a shimmery on-trend look.



## FRUITY FLAVOURS

The glide-on, stay-in-place formula of new limited-edition **Mary Kay® Lip Nectar\* (\$16.50)** moisturizes while helping to protect against environmental damage. Infused with natural, skin-loving ingredients like mango butter, shea butter and jojoba ester – plus the antioxidants apricot kernel oil and vitamin E – it helps lips feel instantly hydrated and won't fade. Available in Coconut, Passionfruit or Mango.

*This product does not contain fragrance or flavour.*

## MORE TROPICAL TIPS

- Use fingertips to dab cream highlighter on the apples of your cheeks and blend upward along cheekbones.
- Like the look of a lip stain? Simply apply lip nectar sparingly with your finger.
- For a dewy pout with subtle colour, use your finger to apply cheek glaze generously to your lips.

## ISLAND FRESH

While the shades may look intense, don't fear! **Mary Kay® Cheek Glaze\* (\$20)** applies beautifully sheer to create a natural glow. Infused with extracts of mandarin orange, watermelon, peach and vitamin E, it's moisturizing and has antioxidant benefits. Available in Pomegranate or Tangerine.



### HOW TO

#### Apply It Like A Pro

1. With your middle finger, smooth over the cheek glaze in a circular motion. Apply to your cheeks in the same circular motion.
2. Blend until you get a gorgeous glow.



# surrender your soles

AVAILABLE  
MAY 1<sup>ST</sup>!

Close your eyes. Invigorate your senses with the scent of mint. Now just sit back, relax and unwind. Need we say more?

The new limited-edition **Mary Kay® Pedicure Set\* (\$25)** was created using the scent of mint, making it a sensory experience *and* a luxurious foot treatment!

The set includes a **relaxing foot soak**, **soothing foot balm** and a **foot file/brush** – all tucked in a cute little collection bag.

Spoil that special someone with a spa treatment that will have their stress floating away in seconds.



## PRETTY PEDI PARTY TIPS



A pedicure party is a fantastic way to share the new limited-edition **Mary Kay® Pedicure Set** with your guests. Why not add a fun twist like **Independent Senior Sales Director Sharlene Bukurak** of Regina, SK?

Sharlene throws what she likes to call a “Getting Ready for the Beach” party: she serves pink lemonade in fun glasses, while her guests indulge in a foot spa. While relaxing, Sharlene introduces sun care product and lets them try **Mary Kay® Subtle Tanning Lotion** on their legs. And no

beach party would be complete without some beach-themed music playing in the background!

“It’s always a great time! I also have an inflatable palm tree that I put up and I often present the guests with a *lei* as they come in to really set the ambience. The great thing about this type of party is that it can also be done in someone’s backyard, deck or patio – weather permitting, of course,” shares Sharlene.





# multi-taskers for men

gifts for dads, grads and lads

These masculine multi-taskers cleanse the face, body and hair and leave behind a subtle fragrance. They're the perfect gift for any guy who likes to look his best.

The best part? Since each set includes both retail and travel-sized tubes of **cooling after-shave gel** and **body & hair shampoo**, guys get double the product – one for home and one for the road! Plus, they'll receive a sporty and reusable drawstring bag that leaves room to include **MK High Intensity™ Cologne Spray (\$62)** or **Domain® Cologne Spray (\$59)**.

With these simple sets, you've just eliminated the guesswork out of what to get the guys!

**Mary Kay® Men's Fragrance Gift Set\* \$45**

*Choose from High Intensity™ or Domain®*



## skin care for the guys

Not only is male skin biologically different from that of a woman's, it's also exposed to a unique set of challenges, like daily shaves. The MKMen™ skin care system is formulated to meet a man's special skin care needs. This collection of targeted products combats and helps prevent the signs of aging, leaving a guy's face looking and feeling great. Simple. Effective. No nonsense. It's just what a man needs.

**MKMen™ Shave Foam \$15**

**MKMen™ Face Bar \$18**

**MKMen™ Body Spray \$18**

**MKMen™ Cooling After-Shave Gel \$20**

**MKMen™ Moisturizer Sunscreen SPF 25 \$30**

\*Limited quantities available while supplies last. Offer expires June 15<sup>th</sup>, 2010.



## get men into the party

"Couples" skin care parties are a great way to get men to a party! You can have the men meet in the garage or game room to try the **MKMen™ skin care system** while the women gather in another room to experience a quick colour look. Why not pair up with another Independent Beauty Consultant and split the party? You can instruct the men, while your colleague leads the party for the women. Aim to keep the party about an hour in length.

Want to mix it up a little? Bring the couples together and have them massage each other's hands with the **Fragrance-Free Satin Hands® Hand Softener**. It's a great way to introduce the new, gender-neutral **Fragrance-Free Satin Hands® Pampering Set**.

Afterward, you can host a regular skin

care class, but cater to the men by having them sample **MKMen™ Moisturizer Sunscreen SPF 25**. It's also a smart idea to have all the MKMen™ product and colognes on display. What a fabulous way to get couples out for an evening of fun – and open up doors to a whole new client base!

And you can bet that once the guys start buying, the women will follow suit – and vice versa! One more thing: when it comes to securing reorders for men's product, you're probably better off calling his spouse, as she'll likely have a better idea of when he needs to reorder.

Tried it? Share the results with us!  
[APPLAUSE-CANADA@MKCORP.COM](mailto:APPLAUSE-CANADA@MKCORP.COM)

# work smarter with the preferred customer program

Compiled by Heather Watterworth



As a Mary Kay independent sales force member, you know that working smart is a contributing factor to your success. And the Preferred Customer Program (PCP) is one program that makes working smart easy!

Not only does the program offer you the opportunity to provide your customers with a superior level of customer service, it's played an important role in helping many independent sales force members achieve their business goals. And that's why we felt it was important to re-visit the "purpose" of the Preferred Customer Program – and reinforce the best practices that make it such a successful business-boosting tool.

By following these guidelines, we believe that together we can continue to maintain the quality, value and integrity that is the foundation of the Preferred Customer Program.

## benefits your customers will enjoy

By enrolling your customers in the PCP every quarter, they'll receive the most up-to-date information on new product – often before anyone else!

When your customers receive *The Look* and special mailers through the PCP, it can help keep you top of mind for all their beauty and skin care needs. They'll get to touch, feel and smell the product with samplers. And, of course, they'll receive VIP treatment from you – the ultimate in personalized service.

## YOU TOLD US

### How do you offer the ultimate in customer service?



**Cheryl Smith, Independent Senior Beauty Consultant (Leamington, ON)**

"The Preferred Customer Program is a great way to keep my customers up-to-date with new product and offer them a free gift-with-purchase. I also love to send them birthday cards with a gift certificate offering a discount. I try to wrap their purchase in tissue paper and deliver to their door when at all possible. I love to make my customers feel special."



**Vicky Aubin, Independent Senior Beauty Consultant (Saint-Hippolyte, QC)**

"I make sure to do a thorough follow-up with all of my customers. Every two months, I call to ask how their skin is looking and make sure that their product is still right for them. The Preferred Customer Program is also a great way to communicate with customers. My selected customers receive *The Look* with a sample and I naturally get in touch with them. As well, on their birthday, I send them a greeting card with a gift certificate applicable to their next purchase, within one month of their birthday."



**Isabelle Faucher, Independent Sales Director-in-Qualification (Longueuil, QC)**

"I make sure to follow up with customers by phone or e-mail and I make sure to send them information about our latest product and Company updates. I also offer them 'round-the-clock service via my Mary Kay® Personal Web Site!"

## HOW TO

### use pcp reports to improve customer relationships

Did you know that when you enrol customers in the PCP you also gain access to two reports to help you manage your business? Both the *Order History Report* and *Customer Follow-Up Report* can help you stay organized as you work the PCP all quarter long.

Since the PCP is exclusively online, it can be a challenge to keep track of the multitude of enrolments and orders you may place during a given program. That's why you'll want to refer to your *Order History Report* when you need to find the confirmation number or other details of your orders.

If you're a fan of following up with customers, then you're probably already familiar with the *Customer Follow-Up Report*. This timesaving tool makes it easy to get in touch with customers, since it provides complete contact information – including clickable e-mail addresses – for every customer you enrol in a quarterly program.

The follow-up report is updated twice per program: **the first business day of the month following the enrolment deadline** for each mailer (*The Look* and the optional mailer). Updating this report twice per program ensures you receive a complete list of all customers you may have added during the enrolment periods and includes address changes.

You can access both reports from the *Preferred Customer Program* section home page on the MKOC<sup>SM</sup>.



Find it online: [MKOC > Business Tools > Preferred Customer Program](#)

## you can prevent “undeliverable mailings”

Over the last quarter, the Preferred Customer Program (PCP) experienced issues with what are considered “undeliverable mailings”. These types of mailings can include anything from enrolling businesses or sending c/o (care of) mail, sending mail to fictitious customers, sending multiple mailings to yourself and/or addressing more than one mailing per household.

If you enrolled in the Winter 2009/2010 PCP, you may have received e-mail notification regarding “undeliverable” mailings. As a reminder, effective with the Spring 2010 Preferred Customer Program, if you have customer records considered “undeliverable”, the customer records will be omitted from the mailing. Should that happen, you’ll receive an e-mail to notify you of the number of customers omitted.

Please note that although you will not be refunded for the cost of any returned mailing, our hope is that this service will help you avoid any unnecessary charges in the future.

Want an easy way to prevent “undeliverable mailings” for future programs? When entering a customer’s mailing information, use extra care to ensure their name and address are entered correctly and completely. Here are some additional helpful tips to consider when enrolling your customers.

### DO...

- Ask customers for consent\* to be added to your mailing list – and ensure you have your customer’s consent form\* in your Mary Kay business files prior to enrolling them in the PCP.
- Enrol family and friends.
- Confirm that the name and address of the recipient is accurate and complete.

### CONSIDER...

- Sending just one copy of *The Look* to your customers who share the same address. Let’s encourage customers to join the Company’s efforts towards “going green”!
- Ordering extra generic literature packs – and personalizing them yourself!

### AVOID...

- Enrolling businesses or sending c/o (care of) mail.
- Sending mail to fictitious customers.
- Sending multiple mailings to yourself.
- Addressing more than one mailing per household.

We also encourage you to use the “Quick Add” customer maintenance feature when adding a new customer. Simply complete your customer’s name and postal code, then select from a list of valid addresses. Just remember to complete your customer’s street number, as that information is specific to each customer and may not appear with the street address provided by the “Quick Add” tool.

\* Privacy legislation in Canada requires that you obtain your customer’s consent to provide Mary Kay Cosmetics Ltd. with their name and address for the purpose of sending a mailing on your behalf. The legislation also requires that you provide your consent to participate in the program. Please carefully review You and Your Customer’s Privacy on the MKOC<sup>SM</sup> for the full details.

Remember! This is the **FOURTH** and **FINAL** qualifying quarter for the **2009/2010 Preferred Customer Program Consistency Challenge!**



SUMMER 2010 GIFT WITH PURCHASE

## fast lash set

Nothing adds “oomph” to eyes like perfectly curled lashes. And now your customers can get the lashes they want – fast – with the Canadian-exclusive *Fast Lash Set*.


Offer this innovative gift-with-purchase when your customers purchase \$50 or more in Mary Kay® product during the upcoming Summer 2010 product promotion. Each set includes a **Mary Kay® Heated Eye Lash Curler** (including one AAA battery); a **mini Mary Kay® Ultimate Mascara™** (0.6 g); and a **black travel pouch**.

How does it work? The heated eye lash curler features a comb-tip wand that gets warm – but never hot – to create a natural-looking curl. Just sweep it through the lashes and top with Mary Kay® Ultimate Mascara™ for pretty peepers anywhere, anytime.



## dates to remember

- **Enrolment begins:** April 15<sup>th</sup>, 2010.
- **Enrolment deadline for *The Look*:** May 15<sup>th</sup>, 2010.
- **Enrolment deadline for the *Spring Fling* optional mailer:** June 15<sup>th</sup>, 2010.
- **Gift with purchase and generic literature packs will be shipped by:** June 15<sup>th</sup>, 2010.
- **Customer and Independent Beauty Consultant versions of *The Look* mailed by:** June 18<sup>th</sup>, 2010.
- **Summer Sensations optional mailer begins mailing:** July 26<sup>th</sup>, 2010.
- **Gift With Purchase offer expires:** September 15<sup>th</sup>, 2010.



“With love and encouragement, a woman becomes more open, alive and beautiful. As she grows, she attracts other rosebuds around her and before long she is part of a beautiful, blossoming garden.”

- Mary Kay Ash

**KEEP  
BLOOMING!**

## Celebrate International Women's Day

**March 8<sup>th</sup> is International Women's Day**, a time to celebrate the economic, political and social achievements of women around the world. Many of you will be celebrated with gifts and flowers from a loved one. Mary Kay Ash often compared women to a rose, as they grew and blossomed in life. It's the perfect symbol of the beauty inside all women, each of us unique but part of a unified garden.

At Mary Kay, every day is a celebration of women. Within the Mary Kay independent sales force, there are more than 2 million remarkable stories of achievement inspired by our Founder. On International Women's Day, let's recognize the complete beauty in each woman. Let's embrace the confidence that makes us complete. Let's celebrate the sisterhood of Mary Kay.

“those who show up,  
go up”

# DW **GROW** gro



PAGE 26 | SEMINAR 2010

are you the next  
mary kay superstar?

LEARN WHY YOU CAN'T MISS THE BIGGEST EVENT OF THE YEAR

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# sharing is grand

March 1<sup>st</sup> – June 30<sup>th</sup>, 2010



Being recognized for goals met and dreams come true is one of the most exciting aspects of having a Mary Kay business. After all, Mary Kay left a legacy for you to achieve the ultimate success.

And what better way to celebrate than by earning an invitation to an exclusive Seminar function on Day 0 designed especially for you! That's right! Exciting recognition, inspirational speakers and all the bells and whistles to showcase your superstardom await.

All it takes to earn your invitation is the addition of **one** new personal team member\* with an initial order of \$200 or more in wholesale Section 1 product during the promotion period.

Want to take it one step further? You can be a social superstar by also earning an invitation to a special luncheon – plus other gorgeous rewards!

## When you:

Add **3** new personal contest-qualified\* team members

## You'll earn:

A pearl necklace; namebadge ribbon; and invitations to an exclusive function and a special luncheon at Seminar 2010.

Add **4** new personal contest-qualified\* team members

A pearl necklace; namebadge ribbon; standing recognition; and invitations to an exclusive function and a special luncheon at Seminar 2010.

Add **5** or more new personal contest-qualified\* team members

A pearl necklace and coordinating earrings; namebadge ribbon; onstage recognition; and invitations to an exclusive function and a special luncheon at Seminar 2010.

## YOU TOLD US

### How do you meet new team members?



**Christa Davidson, Team Leader (Orillia, ON)**

"I find that women who use and love the product are the ones who more readily see the benefits of starting their own business. When I offer them the marketing information, I begin by asking them if they would be interested in earning any one Mary Kay® product of their choice for 50% off. When they say 'yes', I present the Mary Kay marketing plan quickly and concisely. If they see the benefits of the business, but tell me it's not a good time, I always ask when a good time would be for me to follow up. In my experience, many women do not sign their Independent Beauty Consultant Agreement at that initial meeting. I follow up and continue to offer great customer service and new information until they're ready."



Find it online: [MKOC > Recognition/Contests > Contests & Rewards](#)

\* For contest purposes, a qualified new team member is one whose Independent Beauty Consultant Agreement and initial order of \$600 or more in wholesale Section 1 product is received and accepted by the Company between March 1<sup>st</sup> and June 30<sup>th</sup>, 2010.

## HOW TO

### Make This Promotion Work For Your Business

- **Order the updated *Consultant Guide*.** The rebranded *Consultant Guide* features booking and team-building scripts throughout, as well as a chapter dedicated to building “A Winning Team”. Learn more about the new edition on page 31!
- **Update your *I Story*.** Consider creating an alternative *I Story* which is better suited to a team-building appointment than a skin care class. You might highlight why you accepted the business opportunity, why you're so passionate about your business and how it's changed your life.
- **Listen to the *Set the Pace for Success Team-Building MP3s*.** Available through the *MK Media Library* on the MKOC<sup>SM</sup>, this series includes 15 podcasts devoted to the topic of team building. They may just spark something that will make you believe “sharing is grand!”

Did you earn the *Girls Love Pearls Bracelet* this winter? Get “set” for spring by earning the coordinating pearl necklace and earrings!



## discover mk media source

You know the *MK Media Library* is your essential online resource for education, motivation and inspiration. But if you're looking for even more, there's a new “source” for just that.

With the all new *MK Media Source* you can purchase CDs featuring education and motivation from your sister independent sales force leaders in the United States. At any given time, you can shop from a selection of up to 50 CD titles (approximately \$3 USD each).

Or, for just \$6 USD per month, you can take it one step further and subscribe to receive brand new CDs in your mailbox each month.

As subscribers, Independent Beauty Consultants will receive two CDs and Independent Sales Directors will receive the same two CDs *plus* one leadership-focused CD – each and every month. (Please note the *MK Media Source* site and CDs are available exclusively in English.)

So whether you're “old school” or “new school”, the *MK Media Library* has you covered.



### MK MEDIA LIBRARY UPDATES

## quarter four podcasts

Get motivated in March, April and May with these podcasts from independent sales force leaders – available exclusively on the MKOC<sup>SM</sup>!

#### MARCH 2010

- Customer Service Through Follow Up\* with **U.S. Independent National Sales Director Sherril Steinman**
- Booking And Selling Tips\* with **U.S. Independent Elite Executive Senior Sales Director Michele Armes**
- You Can Sell: Powerful Selling Techniques\* with **U.S. Independent National Sales Director Caterina Harris**
- Creating A Solid Foundation\* with **U.S. Independent National Sales Director Crisette Ellis**
- See The People, Share The Product, Show The Way\*\* with **Independent Sales Director Annie Gagnon**
- The Choices You Make And How They Affect Your Future\*\* with **Independent Senior Sales Director Louise Boulanger**
- First Steps Of Team Building\*\* with **Independent Sales Director Guylaine Comeau**

#### APRIL 2010

- Building Your Customer Base\* with **U.S. Independent Executive Senior Sales Director Kim Cowdell**
- Team Building\* with **U.S. Independent Future Executive Senior Sales Director Tracy Potter**
- Sensational Selling\* with **U.S. Independent Senior Sales Director Donna Saguto**
- Sharing The Opportunity\* with **U.S. Independent Senior National Sales Director Stacy James**

#### MAY 2010

- Building Your Future At The Skin Care Class\* with **U.S. Independent National Sales Director Judy Kawiecki**
- Close Like The Pros\* with **U.S. Independent Future Executive Senior Sales Director Kathy Eckhardt**
- Booking Basics\* with **U.S. Independent Executive Senior Sales Director Julia Mundy**
- See The People, Share The Product, Show The Way\* with **U.S. Independent National Sales Director Betty Schuler**

\*Available in English only.

\*\*Available in French only.

Find tips to help you download and listen on the go in the *MK Media Library* section of the MKOC<sup>SM</sup>.



Find it online: [MKOC > Education > MK Media Library](#)



## YOU TOLD US

## How have you enriched a life during the *Each One Reach One* promotion?



**Alicia Krause, Independent Senior Beauty Consultant (Kelowna, BC)**

"I've enriched a life by offering the opportunity of sisterhood, confidence and imagination. By thinking of her needs more than my own, I've added another beautiful rose bud to my garden. Seeing her bloom will be truly rewarding and I look forward to our journey together."

Learn how you can earn the necklace pictured above on the MKOC<sup>SM</sup>.



## Find it online:

MKOC > Recognition/Contests > Contests & Rewards > *Each One Reach One*



## COUNTDOWN TO SEMINAR

## what to do now

### 4 – 5 Months Before (February/March)

- Revisit your goals. Determine how close you are to achieving them and stay the course to make your dreams come true!
- Looking for an extra dose of motivation and inspiration? Check out the *MK Media Library* and listen to keynote speeches from Seminar 2009.
- Hold spring colour parties and focus on fresh new looks for the season. Stash your extra earnings to help pay for your registration, transportation and accommodation.

### 2 – 4 Months Before (March – May)

- Make sure you register for Mary Kay's biggest event of the year! Seminar registration begins May 1<sup>st</sup>!
- Book your flight (if required) and accommodation.
- Check out the *Special Events* section on the MKOC<sup>SM</sup> for all the information you need to make this Seminar a success! Be sure to review the Schedule-At-A-Glance online to plan your arrival so you don't miss a minute of Seminar.
- If you're a Go-Give<sup>TM</sup> Area member, be sure to reserve your spot at the event created just for you!
- Flip through your favourite fashion magazines to get gorgeous ideas for your Awards Night look – what will you wear?

For a copy of the complete Seminar Checklist, be sure to visit the MKOC<sup>SM</sup>!



Find it online: [MKOC > Resources > Forms & Worksheets](#)

## THEN &amp; NOW

## seminar

**1978:** A year after opening its doors on September 13<sup>th</sup>, 1978, Mary Kay Cosmetics Ltd. held its first Canadian Seminar. The theme? *Reach Out and Touch*. Held in Toronto from August 21<sup>st</sup> to 22<sup>nd</sup>, Awards Night rewards included a beautiful array of elegant furs, exciting trips, glittering genuine diamonds and 14-karat gold jewelry.

**Today:** Mary Kay's biggest event of the year is a three-day spectacular that features stellar recognition and incredible education to help you confidently walk the runway of success and kick off the new Seminar year on the right foot.

*Be sure to check out the details of Seminar 2010 on page 26!*

**DID YOU KNOW...** In 1983, the Mary Kay Sales Director Suit won its first of nine awards from the Career Apparel Institute, a division of the National Association of Uniform Manufacturers and Distributors (U.S.). Mary Kay Cosmetics also won the distinguished "Career Apparel of the Decade" award for the 1980s.



# get with **the program!**

The Star Consultant Program is all about getting you where you need to be: in the winner's circle!

When you achieve this stellar program Mary Kay created just for you, you'll revel in the rewards of working your business full circle. You'll feel good about helping others by sharing the dream. You'll love the fabulous prizes, jewelry and recognition. And you'll love, love, love the extra money from your retail sales.

## Exclusive Quarter Four Prize Program Preview!

The 2009/2010 Seminar year is all about celebrating your superstardom. And what better way to do so than by rewarding yourself with a fabulous prize from the Star Consultant Program!



### REVERSIBLE PURSE

Us girls need the freedom to change our minds and this fabulous handbag will allow you to do just that.



### SWAROVSKI STARLET PICTURE FRAME

You've walked the runway of success and now it's time to picture yourself in the spotlight. What a perfect way to display your shimmering success!

*Photo not included.*

## YOU TOLD US

### How do you use the Star Consultant Program to achieve your goals?



#### April Klippenstein, Independent Sales Director-in-Qualification (Eckville, AB)

"The Star Consultant Program challenges me to maintain consistency! It helps me to make sure I place a \$600 wholesale order every month – and that means ensuring I have at least two appointments a week. If I have a cancellation, I take that time to call for reorders. I also try to hold my appointments back-to-back, so

I'm able to place one large order. For instance, I do a facial Monday morning, my success meeting with guests Monday night and then a party on Tuesday evening. Then, if I want more orders, I'll use Wednesday to call my customers, make sure they have enough of our fabulous product and take the time to share details on new product. If you set a goal of achieving this program, your business takes off! You know what you need to do to achieve it and if you just follow that ladder, everything else will come!"



#### Claire Mercier, Independent Senior Beauty Consultant (Montréal, QC)

"The Star Consultant Program reminds me to be consistent and to set higher – yet realistic – sales targets. I always select one or two of the quarterly prizes and give myself a challenge to earn a prize. And when a team member chooses a prize from the Star Consultant Program to work toward, I also give her a challenge to motivate her. I tell her: 'work, don't think, and

you'll be amazed what you can achieve!'"



# PROJECT superStar

Compiled by Andrea Lepore

“Seminar is the ultimate expression of a very simple concept:  
**praise people to success.**”

– Mary Kay Ash



## FIND IT FAST ON THE MKOC<sup>SM</sup>!

Everything you need to know about Seminar 2010 is at your fingertips!

When registration opens on May 1<sup>st</sup>, be sure to visit the *Events* section on the MKOC<sup>SM</sup> for all the details – from registration information to complete recognition qualifications – and so much more.

Just click on the Project SuperStar<sup>SM</sup> Seminar 2010 icon!



Find it online: MKOC > Events > Special Events

We're gearing up for the Mary Kay celebration of the year: three days filled with excitement, education and recognition that we call Seminar!

Imagine the thrill of receiving standing recognition for a job well done. Or, better yet, imagine walking across the Seminar stage looking fabulous and feeling great as you wave to the crowd of sister Independent Beauty Consultants and Independent Sales Directors enthusiastically cheering and applauding for you!

Join others who, like you, have captured the vision of what this business opportunity can be! Or maybe you're looking for the motivation and inspiration to help you stretch your belief that you can – you will – reach just a bit higher! Find all this and so much more waiting for you when you join us at *Project SuperStar<sup>SM</sup> Seminar 2010!*

## BE AN EARLY BIRD AND WIN A SEMINAR SUPERSTAR PIZZA PARTY!

May 1<sup>st</sup> – 31<sup>st</sup>, 2010

Mary Kay always said “work will win where wishing won't”. And you've worked hard all year to achieve your goals, so why not plan to reserve your spot at Seminar early for the chance to kick-off your experience with fab fun and food!

Here's how!

- The top Independent Sales Director\* in each region with the highest percent of Seminar registrations within their unit (based on their unit size as of May 31<sup>st</sup>, 2010) will be awarded a hotel reimbursement for the duration of Seminar (3 nights commencing on Day 0), plus a Seminar kick-off pizza party pack that includes \$250, info on where to order pizzas in the area and other fun party items!
- The first, second and third runner-up Independent Sales Directors in each region will also be rewarded with a Seminar kick-off pizza party pack.

*Regions are defined as follows: West (British Columbia, Alberta, Manitoba, Saskatchewan, the Territories); the East (Québec, Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland and Labrador); and Ontario. Winners will be selected on June 11<sup>th</sup>, 2010, following May month end. All winners will be notified by telephone.*

*\* To qualify, Independent Sales Directors must be in good standing with the Company, and have a minimum of 26 unit members at the end of the promotion period.*

## YOU TOLD US

### What's it like to attend a Mary Kay Pizza Party?



**Chantal Dufour, Team Leader (Sorel-Tracey, QC)**  
**2009 Seminar Pizza Party 1<sup>st</sup> Runner-Up, East Region**

“I knew that winning a contest like the Pizza Party would help our unit stick together, which gave me the momentum and encouragement I needed to reach my goal. Seminar is where everything happens – it's really magical. The Early Bird registration gets us motivated to attend Seminar, while at the same time offering the chance to win a Pizza Party – why not take advantage of the opportunity?”

## accountability includes thinking ahead

### What's your reason for not going to Seminar?

Do you wish you had started planning sooner, but you're not sure where the money would have come from even if you had? Take heart. Lots of women have been where you are! The key may be to think ahead.

It's easy to make skin care classes part of your Seminar strategy. You might want to call your best customers and sell at least \$175 - \$200. Set that money aside to cover registration. Plan enough Seminar-designated collection previews, open houses and other "parties" to meet your other expenses – and keep putting the earnings in a Seminar cookie jar!

Here are some additional ideas for holding down expenses.

- If driving, find three other Independent Beauty Consultants from your area who also want to go and **split the gas costs**.
- If flying, **check out discount fares or chartered flights**. (Book early!)
- **Share a hotel room** with three other Independent Beauty Consultants.
- Offer to **exchange babysitting duty with a friend or relative**. Everyone wants to get away for a few days!
- **Sell extra product to cover additional items**, such as gifts, snacks and any meals on the road.

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**DID YOU KNOW...** To attend a big annual event early in her sales career, Mary Kay Ash had to arrange for someone to keep her three young children and she had to eat cheese and crackers on the road for three days to save money. But her brand of discipline and determination put her "on the road" to success – and entrepreneurial history!

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WHAT I LEARNED AT SEMINAR

**julie allard**

**Independent Sales Director (Drummondville, QC)**

**My Seminar "Aha" Moment:** "When I went on stage to show off my Red Jacket – and again to receive my career car keys! Backstage with the giant screens was really great – just like being at the Oscars!"

**My sister independent sales force members made me feel...** "really good about everyone. At Seminar, we strengthen our bonds and really get to know each other! That's where you really experience the Mary Kay family feeling."

**At Seminar, I learned...** "that I can go just as far as I want to go. There are no barriers at Mary Kay. The only obstacles are in your own head!"

**How did you learn it?** "When I saw all the women from Québec going up on stage, I said to myself 'For Seminar 2010, it's going to be *me* up on that stage earning recognition for all the challenges I'll be taking on!'"

**After putting into practice what I've learned...** "I debuted as an Independent Sales Director on September 1<sup>st</sup>, 2009, and I try to help my unit members as much as I can! I aimed to achieve the *On the Move* New Independent Sales Director Program and I'll do my best to meet all the other challenges that Mary Kay sends my way!"

**You need to be at Seminar because...** "as **Josée D'Anjou, my Independent Executive Senior Sales Director**, says, 'You can't explain it, you have to experience it!' You have to see what a huge event it is – you're treated like a princess and you deserve it! In addition, you will build your business, learn to believe in yourself and have the right attitude to move forward."

## LET YOUR SUPERSTARDOM SHINE AT SEMINAR

### Dates

July 25<sup>th</sup> – 28<sup>th</sup>, 2010

### Location

International Centre, Mississauga, ON

### Registration Dates

May 1<sup>st</sup> – June 30<sup>th</sup>, 2010

### Registration Fees

- **\$250 (plus applicable taxes) per person.** New Independent Beauty Consultants whose Independent Beauty Consultant Agreement is accepted by the Company as of June 1<sup>st</sup>, 2010 may also register on-site at this rate.
- **\$285 (plus applicable taxes) per person on-site** – space permitting.

### How to Register

- **MKOC<sup>SM</sup>** – Beginning May 1<sup>st</sup>, click on the *Project SuperStar<sup>SM</sup>* Seminar 2010 graphic
- **Mail** – Send completed registration form to:  
*Mary Kay Cosmetics Ltd.*  
*Special Events Registration*  
*2020 Meadowvale Blvd.*  
*Mississauga, ON L5N 6Y2*
- **Fax** – Send completed registration form to:  
1 (888) 449-8394.

### Spouses

Spouses may register to attend Seminar 2010 for just \$165 (plus applicable taxes). They can also register for one of two special spouse activities. For full details on these activities, visit the MKOC<sup>SM</sup> on May 1<sup>st</sup>.

### Cancellations

- **Full refund:** until June 30<sup>th</sup>, 2010.
- **Less \$150 fee:** July 1<sup>st</sup> – 25<sup>th</sup>, 2010.
- No refunds will be processed after July 25<sup>th</sup>, 2010, including cancellation requests received that include notes from doctors regarding medical emergencies.

### YOU TOLD US

#### Why register early for Seminar?



**Christina Lee, Independent Senior Beauty Consultant (Hamilton, ON)**

"Seminar is the best thing you can do for yourself and your business! Registering early is a great way to lead by example and inspire your unit members and team members to register as well!"

## SEMINAR 2010 SPECIAL FUNCTIONS YOU WON'T WANT TO MISS

Ask any Independent Beauty Consultant or Independent Sales Director who has qualified to attend a Seminar reception or luncheon and they'll tell you that there's nothing like dining "Mary Kay style"! Here's just a "taste" of some of the special recognition you can earn at Seminar 2010.

### Special Functions

- All-Star Luncheon
- *Sharing is Grand* Exclusive Function
- *Sharing is Grand* Special Luncheon
- 13% – *Go for Growth* Luncheon
- Royalty Reception
- Special Cadillac Unit Dining Area

### Recognition To Revel In On Awards Night

- *Bee Focused!* on the Queen's Court of Sharing
- Circle of Achievement
- Circle of Excellence
- Double Star Achievement
- Preferred Customer Program *Glam-Up Achievers*
- Go-Give™ Award Nominees
- Million Dollar Circle of Excellence
- NSD Diamond Circle Recognition
- Queen's Court of Personal Sales
- Queen's Court of Sharing
- Triple Star Achievement

### Onstage Recognition

- All-Star Consistency Challenge
- Cadillac Achievers
- *Class of 2010*
- Grand Achievers
- Independent Executive Senior Sales Directors and Elite Executive Senior Sales Directors
- Million-Dollar Units
- 2009/2010 Preferred Customer Program Consistency Challenge
- Premier Club Achievers
- *Reach for the Stars!*
- *Sharing is Grand* Achievers
- Star Sales Director Program
- Teachers
- *Team Up For Women!* Challenge

### Additional Recognition

- All-Star Consistency Challenge
- *Each One Reach One*
- *Party With A Purpose*
- Star Sales Director
- *Team Up for Women!* Challenge

Be sure to check out the details and qualifications of all these outstanding recognition opportunities on the MKOC<sup>SM</sup>!



Find it online: MKOC > Recognition/Contests > Contests & Rewards



ATTENTION INDEPENDENT SALES DIRECTORS!

## get ready to celebrate at the 13% – go for growth luncheon

As independent sales force leaders, our Independent Sales Directors are committed to helping others stretch and grow to achieve success. In doing so, they have the opportunity to earn an invitation to the 13% – *Go for Growth* Luncheon, where they'll dine in style with our incredible Independent National Sales Directors.

And there's one more reason to be there. Special guest **U.S. Independent National Sales Director Emeritus Rena Tarbet** will be on hand to share her insight, knowledge and wisdom. This incredible leader and pioneer sat at the feet of Mary Kay Ash, learning and growing from our beloved Founder. What better way to get inspired for the start of the new Seminar year!

To earn your invitation to this exciting luncheon, simply increase your unit adjusted retail production by at least 13% over the 2008/2009 Seminar year, and you'll be on your way to mixing and mingling with the cream of the Mary Kay crop.

## fuel up for countdown: weekly tips for racing to the finish line

- Ask at least one person who doesn't already use Mary Kay® product to book a skin care class.
- Call at least one customer you haven't seen in a long time and ask her to book a skin care class. Consider suggesting a **Mary Kay® Body Care** or colour-themed party.
- Sell at least two **TimeWise® Microdermabrasion Sets**.
- Bring at least one guest to your next unit meeting.
- Share the Mary Kay opportunity with at least one person.
- Give your business card to at least five people and book a selling appointment with at least one of them.
- Have at least \$300 in retail sales.
- Sell at least one **TimeWise® Miracle Set**.

Even if you don't quite make your Seminar goals for this year, set yourself up for next year. Go to Seminar 2010 excited about what the new year can bring.

## personal responsibility: some things never go out of style

With Seminar 2010 only a few months away, you may have taken a moment or two lately to review your high points and “growth opportunities.” If you’re less than pleased with your performance, is it tempting to lay disappointment at the feet of others or blame it on circumstances beyond your control?

Life happens, of course, and things don’t always flow smoothly. Mary Kay Ash was a big believer in personal accountability and she frequently “took stock” of her own life – never allowing herself to lose sight of the person ultimately responsible for her success. When you take stock of the past year, can you feel good about taking responsibility for your successes and failures? On the eve of Seminar, have you identified areas to tackle and strengthen next year – maybe focusing on follow-up sales or delivering more consistent customer service?

Mary Kay once said at Seminar, “sales research shows that reliability is the customer’s primary concern – not only of the product, but also of the salesperson. You must remember to promise only that which you can dependably deliver. Your primary responsibility as a salesperson is to create and fulfill realistic customer expectations.”

Is there a customer you haven’t followed up with in recent months, a hostess-in-the-making you never quite followed through with? Did someone receive *The Look* but didn’t hear from you? Did you meet a potential team member, but were too hesitant to give her a call? It’s not too late to “work” Mary Kay’s formula for success. Booking, selling and team-building can be your runway to Awards Night!



### THE STAGE IS SET FOR SUPERSTARS

There’s no better place to celebrate a stellar year of success than at Mary Kay’s biggest event of the year! And this year, we’ve changed things up to ensure you receive more education, more exciting recognition *and* have time to share your success with some exciting changes to the Schedule-At-A-Glance.

#### DAY 0

Sunday, July 25<sup>th</sup>

- Expo
- MK Learning Centre
- NSD Luncheon
- 13% – *Go for Growth* Luncheon
- Independent Sales Director Meeting
- *Sharing Is Grand* Exclusive Function

#### DAY 1

Monday, July 26<sup>th</sup>

- Opening Assembly
- Career Development Classes
- Awards Night

#### DAY 2

Tuesday, July 27<sup>th</sup>

- Career Development Classes
- Afternoon Assembly
- Spouse Activity
- Evening – Free!

#### DAY 3

Wednesday, July 28<sup>th</sup>

- Closing Assembly



WHAT I LEARNED  
AT SEMINAR

elaine maeland

Independent  
Sales Director  
(Musgravetown, NL)

**My Seminar “Aha” Moment:** “When I realized how fantastic our Company is and all the support we receive from corporate and our sister independent sales force members. Plus, I discovered the universe is the limit to what I can accomplish in my Mary Kay business.”

**My sister independent sales force members made me feel...** “that I could accomplish anything!”

**At Seminar, I learned...** “to have a plan and then set my long-term goal and break it down to yearly, quarterly, monthly, weekly, and then daily goals.”

**How did you learn it?** “I learned so much in the classes taught by the most fantastic ladies in Mary Kay – our very own Independent National Sales Directors. Their classes are amazing!”

**After putting into practice what I learned...** “I achieved *All Star* Consultant status. Not only do you earn lovely prizes, you also become consistent with your business. I’ve been a *Double Star* Achiever for two years and this year I have set my wildest goal yet – to be on the *Top Director* Trip to Madrid and be a *Triple Star* Achiever. I know I will do it!”

**You need to be at Seminar because...** “it’s where you realize all your wildest hopes and dreams can come true. I decided to run my own race and be a doer not a wisher! It doesn’t matter where you are or whether you come from a big city or a small town, as long as you dream big and aim high you can accomplish anything you set your mind to! Like my **Independent National Sales Director Angie Stoker** always says, ‘whatever you focus on, give attention to, give energy to, you draw to you.’ So my advice is be a doer! Don’t waste any time. Be at Seminar so you can find – and make – your own wildest hopes and dreams come true! It’s your turn!”

Tell us about *your* Seminar experience!  
[APPLAUSE-CANADA@MKCORP.COM](mailto:APPLAUSE-CANADA@MKCORP.COM)



**\$125**  
**LIMITED TIME OFFER**

*Contents may not be exactly as shown and are subject to change.*

# a fresh **start** for spring

*Compiled by Heather Watterworth*

## modern tools for a modern opportunity

The latest in a series of branding updates, the Starter Kit has been refreshed and refined to help new Independent Beauty Consultants start smart.

Learn what's changed and why you should consider upgrading your business essentials.

## a brand new bag

Fresh from a redesign, the stylish and functional new Starter Kit Bag was inspired by classic bags from top fashion houses. Independent sales force members from around the world tested the bag while conducting their Mary Kay business and provided valuable feedback that was incorporated into the final design.

The black quilted nylon tote features handles lined in pink stitching, a dark platinum Mary Kay® logo on the front and zippers that close to keep the contents secure. Inside, the spacious bag features side pockets to easily organize product and literature.


*The bag is approximately 39.4 cm wide x 29.2 cm high x 17.8 cm deep.*

### HOW TO GET THE NEW BAG

- New Independent Beauty Consultants who sign an Independent Beauty Consultant Agreement beginning March 1<sup>st</sup> will receive the new bag in their Starter Kit.
- The new Starter Kit Bag is available for ordering by all independent sales force members for \$25 (part # 034258). Look for it as a Section 2 item on the Spring 2010 Independent Beauty Consultant Online Order Form.



**Find tips on how to pack the new Starter Kit bag on the MKOC<sup>SM</sup>!**

 Find it online:  
MKOC > Education > Toolbox

## it's what's inside that counts

The Starter Kit is more than just a bag! After extensive independent sales force research, we've updated the Starter Kit contents – including the product line-up, literature and *Consultant Guide* – to reflect our contemporary brand image. Here's what your new team members will receive when they purchase the Starter Kit.



### START EARNING NOW

This new instructional magazine consolidates many existing Welcome Pack literature pieces to provide a new Independent Beauty Consultant with one quick-reference guide to help her start her business right away. The *Start Earning Now* magazine also includes tips and ideas for finding customers, ordering inventory, sampling product and much more. Check

out the magazine for yourself on the MKOC<sup>SM</sup> beginning March 1<sup>st</sup>.



Find it online: MKOC > Education > Toolbox

### UPDATED FLIP CHART

Although the fundamentals of the *Flip Chart* remain the same, chic styling and fresh new images reflect the updated Mary Kay® brand image. And at only \$10, upgrading this skin care class essential is an affordable option for every independent sales force member.



### MORE PRODUCT

New Independent Beauty Consultants need to start playing with product immediately to familiarize themselves with all that Mary Kay offers. The revamped Starter Kit includes new faves – like **Mary Kay® Mineral Powder Foundation**, the **Mineral Foundation Brush**, the **TimeWise® Trial Miracle Set™** and the **Fragrance-Free Satin Hands® Pampering Set** – plus skin care class essentials to ensure every new Independent Beauty Consultant has what she needs to start selling. Here's the beautiful breakdown of what's inside.

- 1 – TimeWise® Trial Miracle Set™ (Normal-to-Dry)
- 1 – TimeWise® Trial Miracle Set™ (Combination-to-Oily)
- 1 – Mary Kay® Oil-Free Eye Makeup Remover
- 1 – Mary Kay® Ultimate Mascara™ (Black)
- 1 – Mary Kay® Fragrance-Free Satin Hands® Pampering Set
- 3 – Mary Kay® Medium-Coverage Foundation (Ivory 204, Beige 400, Bronze 607)
- 3 – Mary Kay® Mineral Powder Foundation (Ivory 2, Beige 1, Bronze 1)
- 6 – Mary Kay® Mineral Powder Foundation Brush
- 5 – Mary Kay® Color Card (Chocolates, Metals, Pinks, Berries and Reds). Note: each shade collection is a pack of five (5), for a total of 25 Mary Kay® Color Cards.
- 1 – Foundation Shade Selector Tool
- 2 – Sponge Tip Applicators (Pack of 15)
- 1 – Disposable Mascara Brushes (Pack of 15)
- 6 – Face Case
- 1 – Mixing Trays (Pack of 30)
- 1 – New Starter Kit Bag
- 4 – Quick Zip Bags
- 1 – Disposable Face Cloths (Pack of 30)
- 1 – Customer Profiles (Pack of 50)
- 1 – Sales Tickets (50 per Pack)
- 1 – *The Look* (Pack of 20)
- 1 – *Applause*® Magazine



## BUSINESS INVESTMENTS

Ready to upgrade? Existing independent sales force members can purchase any of the updated materials from Section 2 of the Independent Beauty Consultant Online Order Form.

- **NEW!** Starter Kit Bag **\$25**
- **NEW!** Flip Chart **\$10**
- **NEW!** *Consultant Guide* (includes *Consultant Guide*, *Starting Points* CD\* and *Skin Care Class* DVD\*) **\$20**

**And until April 30<sup>th</sup>, 2010, you can get both the *Flip Chart* and *Consultant Guide* – plus a copy of the *Start Earning Now* magazine – for a special price of only \$15!**

\* Audio/visual content has not been updated.

## guiding light

The *Consultant Guide* has been rebranded and redesigned to provide new Independent Beauty Consultants with a guiding light for their Mary Kay journey – and to help illuminate the many facets of a Mary Kay business for those already on the path.

When was the last time you referenced your copy of the *Consultant Guide*? How about the *Product Guide* or *Business Basics*? Whether you can't run your business without them or even if you've never taken them out of your Starter Kit box, it's time to re-discover this beautiful reference pack. After all, when you invest in your business, you invest in your success.

1 We've consolidated the former *Consultant Guide*, *Product Guide* and *Business Basics* into **one coil-bound book**. A pocket on the inside cover makes it easy to stash the motivational *Starting Points* CD, while the inside back cover holds the instructional *Skin Care Class* DVD. And in between the covers, there's more than ever before.



2 With more than **30 Product Fact Sheets** that include key product information for core skin care and cosmetic products, becoming a knowledgeable Independent Beauty Consultant has never been easier. There are also comprehensive techniques for pre-profiling skin care class guests and meeting the skin care needs of established customers.



3 We've heard again and again how scripts can help your business, even if you're a pink pro. The updated *Consultant Guide* contains **numerous scripts** to assist you with all aspects of your business, including booking your first skin care class, sharing the opportunity, overcoming objections and coaching hostesses.



# reach for the stars!

These independent sales force members achieved the Reach for the Stars! promotion by becoming a Star Consultant with a minimum order of \$1,800 in wholesale Section 1 purchases and completing a Jump Start by adding a minimum of 30 new customers from October 1<sup>st</sup> to December 31<sup>st</sup>, 2009.

## quarter two achievers (2009/2010 seminar year)

Teresita Abad  
Chantal Adam  
Karen Agnew  
Bobbie Ahluwalia  
Parveen Akhtar  
Marisa Alba  
Linda Anderson  
Angie Anderson  
Debbie Arcon  
Andréane Arpin  
Patti Babyn  
Ayda Bahrami  
Gurchaten Bains  
Gail Baker  
Myria Balicao  
Sarah Bardell  
Wendi Barnes  
Winnifred Barnett  
Margie Batkin  
Brenda Beardsley  
Shamima Begum  
Pam Behnke-Van Hoof  
Liz Beier  
Josée Bélanger  
Nicole Bellemare  
Julie Bernier  
Joyce Bigelow  
Lynne Billings  
Marie-Noelle Binette  
Jenna Bingeman  
Chantal Bisailon  
Nathalie Bisailon  
Charlene Blackstar  
Julie Blais  
Josianne Boily  
Nancy Bonenfant  
Viv Bonin  
Agnes Born  
Kimberley Boudreau  
Diane Boulanger  
Ami Bour  
Helena M. Bourgeois  
Karamjit Brar  
Judy Buchanan  
Terry Burch  
Betty Burke  
Diane Burness  
Rhoda Burton  
Hope Ceh  
Avril Celestin  
Emily Chambers

Vivian Chan  
Fany Charbonne  
Ada Cheng  
Sara Chowdhery  
Andrea Connacher  
Georgine Cook  
Maureen Corrigan  
Lindsey Costard  
Jackie Cowderoy  
Barbara Craig  
Dulce Craveiro  
France Crete  
Jacqueline Cullen  
Jennifer Curlew  
Linda Dalla Lan  
Angela De Laat  
Angela Dean  
Caroline Deboer  
Julie Defehr  
Veronica Delorey  
Vanessa Deslaurier  
Harpreet Dhaliwal  
Kuljit Dhaliwal  
Rechie Diaz  
Beverley Dix  
Odette Dobbin  
Donna Dodds  
Tracey Douglas  
Aislinn Dryden  
Jennifer Eades  
Brenda Eckalook  
Charlene Eford  
Carmen Escobar  
Zaina Fattouh  
Eileen Faubert  
Isabelle Faucher  
Linda Feldman  
Shirley Fequet  
Jayme Fochler  
Anita Foote  
Melinda Fraser  
Daniela Furgieue  
Corinne Gaudet  
Annie Giguère  
Prabjyot Gill  
Karamjit Gill  
Krista Gillis  
Caroline Girard  
Marie-Helene Girard  
Stacey Glover  
Lauretta Gorman

Cherie Gould  
Tara Green  
Wanda Groenewegen  
Paula Haddad  
Angela Hargreaves  
Bonnie Harman  
Bev Harris  
Sarah Hartin  
Cheryl Haskell  
Ellen Hatlevik  
Jennifer Hayden  
Carol Heath  
Ramona Helm  
Stephanie Hendry  
Lorrie Henke  
Dawn Henry  
Reina Heras  
Marlene Herrera  
Pam Hill  
Hilda Hiscock  
Diana Hiscock  
Raven Hogue  
Karen Hollingworth  
Linda Hood  
Laurie Hookway  
Joan Hoskin  
Wanda House  
Karen Howard  
Monica Hunt  
Judy Huskins  
Angie Inglis  
Kim Ironmonger  
Sonia Janelle  
Krista Jewett  
Diana Joseph  
Debi Kanerva  
Tina Kapel  
Hoda Karakach  
Harpinder Kaur  
Debbi Kay  
Deborah Kenny  
Fatema Khaku  
MacKenzie Kielstra  
Jessica Kitto  
April Klippenstein  
Ginny Konechyn  
Eva Kopec  
Sharon Korol  
Bertha Kovach  
Tania Kuhlman

Freddelyne Labossière  
Rachel Lambert  
Jamie Lamping  
Catherine Laroche  
Sylvie Larose  
Cyreetta Larson  
Barb Lavin  
Cassandra Lay  
Gina Le  
Lisa Leangen  
Cynthia Lee  
Liette Légère  
Annemarie Leung  
Jennifer Levers  
Lindsay Lewis  
Johanna Liscomb  
Candice Loeppky  
Heather Loshack  
Maura Lucente  
Elaine Maeland  
Lynn Maidment  
Stéphanie Mallais  
Yasmin Manamperi  
Leanne Marchenko  
Shannon Marchyshyn  
Tara Marty  
Lisa-Marie Massey  
Heather Maxwell  
Elizabeth May  
Lorraine McCabe  
Louise McCann  
Bonny McComb  
Sue Mcelhanney  
Joan McMillan  
Ana Mendonca  
Elyse Michaud  
Manuela Mihaljevi  
Janet Millar  
France Mimeault  
Chun Hui Mo  
Mary Morin  
Ishali Mulchandani  
Judith Mullin  
Constance Murdock  
Sheena Murphy  
Michele Murphy  
Meera Nair  
Carolyn Nofall  
Earla Oakes  
Harpreet Padda  
Lynette Pagkaliwangan



Debbie Parsons  
Michelle Parsons  
Nicole Pasacreta  
Deanna Pease  
Anne-Marie Pelletier  
Diane Petit  
Maribel Pilethiran  
Claire Pitre  
Judith Poulin  
Gail Prodeus  
Nina Pye  
Evelyn Ramanauskas  
Charlene Randle-Clayton  
Shelley Recoskie  
Amber-Dawn Reitmeier  
Santhia Renaud  
Judith Richardson  
Sara Roberts  
Kathy Roberts  
Lori Roche  
Amanda Rogers  
Tannas Ross  
Harmony Rowand  
Melanie Roy  
Natasha Rumbolt  
Laura Russell  
Harsimran Saini  
Carolyn San Diego  
Sharon Sansom  
Caroline Sarrout  
Jennifer Scott  
Catherine Scott  
Holly Shand  
Fernanda Silva  
Randhir Singh  
Sandra Skinner  
Shirley Sluzalo  
Nancy Small

Darlene Smith  
Darcey Smith-Heath  
Victoria Spurrell  
Gail St.Croix  
Kathy Stadnyk  
Theresa Starr  
Chantal St-Denis  
Elvira Steer  
Terina Stenger  
Debbie Struthers  
Christie Szymanski  
Ching Way Tai  
Bhumika Talla  
Urooj Tasadduq  
Karen Taylor  
Janet Taylor  
Crystal Trudeau  
Ming Tsang  
Norma Turnbull  
Sherry Twynstra  
Lygia Valcourt  
Kara Vanghel  
Monica Virtue  
Melanie Wade  
Farrah Waheed  
Victoria Ward  
Wendy Watt  
Nycki Webb  
Dileeni Weerasinghe  
Ashley Wiebe  
Barbara Jo Wilson  
Yvonne Wolowski  
Sharon Wolthers  
Alice Wong  
Cathy Wright  
Dianne Zecchino



“a house is only as strong as  
the foundation on which it was built.”

# REFLECT



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happy birthday mary kay!

## contents

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meet your  
quarter three  
winner

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bake  
silver wings  
cookies

PAGE 39 | ENRICHING LIVES

2009 shelter grant  
recipients



QUARTER ONE  
GO-GIVE™ AWARD WINNER

mignon gartley  
Oshawa, ON

**STARTED MARY KAY:** June 1979

**DEBUTED AS AN INDEPENDENT SALES DIRECTOR:** June 1980

**PERSONAL:** "I've been married to my husband Dale for 3½ years, have three daughters (Chantelle, Tricia and Natalie) and eight of the most wonderful grandkids."

**UNIT NAME:** "Mighty Mountain Movers"

**GOALS:** "Since I'm a Mary Kay Pioneer, my goal is to grow my unit by passing on the Mary Kay way to everyone I meet."

**ENRICHING LIVES:** "Since I attended a unit meeting as a guest more than 20 years ago, Mignon has been a shining example of the Go-Give™ spirit. She regularly shares her expertise, ideas and passes along information that she feels would be helpful for others to build their businesses. She has a kind heart and a quiet caring spirit. She willingly shares her experiences with Mary Kay Ash herself so that others who were not as fortunate will better 'know' our founder. She has been a wonderful pioneer for Mary Kay in Canada."

–Liz Smith, Independent Senior Sales Director

"Mignon has a heart of gold and helps everyone in her unit to feel they are the most important as she keeps each of us up to date and regularly calls with encouragement. She will travel where needed and always has a smile on her face and in her voice."

– Lori Bendevis, Independent Beauty Consultant

**ON BEING NOMINATED:** "I am still in awe of being nominated for Mary Kay's most prestigious award. Thank you so very much for this honour. Mary Kay always asked us to work from the heart and I believe that is why I have enjoyed my wonderful Mary Kay career. It has been such a blessing to work with amazing Independent Beauty Consultants, wonderful sister Independent Sales Directors and the many Independent National Sales Directors, all of whom I consider friends. And, of course, our incredible president, Ray Patrick, and corporate staff."

– Mignon Gartley, Independent Sales Director

*Our sincerest apologies to Mignon, who's Go-Give™ Award profile was mistakenly omitted from the October/November 2009 issue of Applause®.*



QUARTER THREE  
GO-GIVE™ AWARD WINNER

michelle currie  
Airdrie, AB

**STARTED MARY KAY:** April 1995

**DEBUTED AS AN INDEPENDENT SALES DIRECTOR:** January 2000

**PERSONAL:** "I've been married to my Prince Charming, Brent, for 12½ years and we share four grown kids: Whitney (23); Mitchell (22); Sean (21); and Joshua (18)."

**UNIT NAME:** "Dreamship of Stars"

**GOALS:** "To fulfill my promise to President Ray Patrick and become an Independent National Sales Director, inspiring women to discover and reach their full potential so they can live the life of their dreams. And, in the process, achieve Top Director status, enabling me to take Brent on the Top Director Trip – he's such an amazing support."

**ENRICHING LIVES:** "Michelle has a wonderful soul. She is always thinking of others no matter the circumstances surrounding her life. She is there for anyone, any time they need her, with a warm smile and a big hug. Michelle is an amazing woman."

– Shivonne Vienneau, Independent Sales Director

"Michelle truly embodies the Go-Give™ spirit each and every day! She's a wonderful and generous leader and a loving inspiration to all who cross her path. She truly deserves this title."

– Leah Oldfield, Independent Senior Beauty Consultant

**ON BEING NOMINATED:** "Wow! This was really unexpected. The call from Ray was the highlight of a really challenging month. My Dad had just passed away from lymphoma and my Mom was in the midst of the Haiti disaster. The support and care from my Mary Kay sisters and corporate staff simply warmed my heart."

Mary Kay says we learn by example and I've had the best mentors and examples. When I first began Mary Kay, my **Independent Senior Sales Director Shelley Haslett** was nominated for the Go-Give™ Award – and I couldn't know how big of an impact that would have on me. It wasn't long until I truly began to understand the importance of this legacy perpetuated and exemplified by my **Independent Sales Director and Independent National Sales Director, Sandy Campbell**, the 2005 Go-Give™ Award Winner. It's such an honour to be nominated and to be included with such an amazing group of women who are keeping Mary Kay's dreams and ways alive.

– Michelle Currie, Independent Senior Sales Director

**DID YOU KNOW...** One of Mary Kay's most cherished awards was the Horatio Alger Award, which she received in 1978. She attended the awards ceremony in Washington D.C. each year and frequently nominated other women for this honour. In subsequent years, she had the pleasure of personally presenting the award to Maya Angelou, Oprah Winfrey and Carol Burnett.



## MY MARY KAY MOMENT

### claudia perrotti

Once a shy and timid woman who immigrated to Canada from Italy as a teenager, **Independent Senior Sales Director Claudia Perrotti** of Mont-Saint-Hilaire, QC, has experienced positive changes in her skin, self esteem and her business. Her list of Mary Kay accolades – including earning the use of an impressive 13 Career Cars – is long and impressive yet the Mary Kay moment that really stands out in Claudia’s memory is a particular occasion spent with Mary Kay Ash.

Claudia had met Mary Kay many times before, but the best moment of all was backstage at Dallas Seminar in 1993. Claudia had earned the trip to Dallas that year, which also happened to be Mary Kay’s 30<sup>th</sup> anniversary in the U.S. All Canadian Independent Sales Directors had the opportunity to have a picture taken with Mary Kay, but unfortunately, Claudia missed the photo op. Murray Smith, president of Mary Kay Cosmetics Ltd. at the time, offered to speak to Mary Kay and see if he could arrange for a photo to be taken.

“He came back to me and said that Mary Kay wanted to talk to me in her private booth backstage,” reflects Claudia. “She had actually waited for me because she knew I had missed the picture! I sat with her for 15 minutes. She took my hands into hers and wanted to know everything about me – my family, my life. She even loved my Italian accent. We spoke like mother and daughter. That was the greatest moment of my Mary Kay career.”

So what did Mary Kay say to Claudia? “She said, ‘You are your own greatest asset; there is nothing you cannot do. No one can keep you from dreaming your dreams and only you can prevent them from coming true.’ She hugged me and told me to never change who I am.”

At that moment, Claudia understood what Mary Kay meant when she said “make someone feel important” because she had experienced it from Mary Kay herself! “She made me feel important one million times over,” ends Claudia.

–Marijana Klapcic

## THEN & NOW

### shelter grant program

**2004:** The Shelter Grant Program was created as a project of the MKACF in an effort to reach communities across Canada where there are limited fundraising resources. In 2004, the program awarded grants of \$1,500 each to 12 shelters across Canada, based on applications received from shelters and community outreach programs in need.

**Today:** Thanks to you and your customer’s generous support of the MKACF, we beat our original goal of awarding a grant in the amount of \$8,000 for the 2009 Shelter Grant program. Instead, we’ve been able to increase the Shelter Grant amount to \$10,000 – which we hope will make a difference for those selected shelters across the country.

*Check out page 39 to learn about this year’s recipients!*

## FROM MARY KAY’S KITCHEN

### silver wings cookies

The Silver Wings Cookies pictured here have special symbolism. Not only was the poem *On Silver Wings* one of Mary Kay’s favourites, the Company commissioned a Silver Wings sculpture – which now graces the lobby of the Mary Kay Inc. world headquarters in Dallas, TX – for the Company’s 25<sup>th</sup> anniversary in 1988. Silver Wings was also adopted in 1998 as the Mary Kay Ash Charitable Foundation’s symbol.

When she hosted new Independent Sales Director teas at her home, Mary Kay baked what she called “Wham Bam” cookies, because they were formed by flattening dough balls with the bottom of a juice glass. Mary Kay’s original recipe has been adapted for use with a cookie cutter – inspired by the charming tin cookie cutter found in her kitchen.

#### Ingredients

- ½ cup butter
- ½ cup sugar
- 2 eggs
- 1 teaspoon vanilla extract
- 2 ½ cups all-purpose flour
- 2 teaspoons baking powder
- pinch of salt



#### Directions

- Cream butter and sugar.
- Add eggs and vanilla.
- Sift flour, baking powder and salt in a separate bowl. Add to creamed mixture and mix well.
- Cover and chill the dough several hours.
- When ready to bake, grease a cookie sheet and preheat oven to 375° F.
- On a lightly floured surface, roll the dough to a ¼-inch thickness. Cut with a cookie cutter and place shapes on cookie sheet.
- Bake at 375° F for 8-11 minutes.

#### Tips & Suggestions

- This simple recipe provides the perfect foundation for customized cookies. You can use a variety of cookie cutter shapes and sizes and decorate them to your suit your taste.
- To decorate before baking, use coloured sugar or a cinnamon and sugar mixture. Cookies can also be frosted after baking. To get the delicate zigzag pattern shown in the photo, melt pink chocolate wafers and drizzle over the cookies.





## PHOTO FLASHBACK

## happy birthday mary kay!

In honour of Mary Kay Ash's birthday on May 12<sup>th</sup>, it's fitting to remember that she always wanted to make others feel even more important than herself – especially on their birthday! The following reminiscence from long-time Mary Kay Inc. employees Jennifer Cook and Erma Thompson is testament to Mary Kay's giving spirit.

"We had a little system back in the 1960s. When a new Independent Beauty Consultant started her Mary Kay business, her name was entered into a notebook. The date of the Independent Beauty Consultant Agreement and her birth date were entered – and every year the person received a card from Mary Kay for her anniversary and her birthday. Over the years, we moved to another building to accommodate our growing Company, but the independent sales force also continued to expand. One day one of the executives said to Mary Kay, 'Mary Kay, you know we'll have to quit doing these birthdays. We have too many.' And she just said, 'Oh no we won't.' There was no arguing with her, as she would just smile sweetly. Mary Kay wanted every woman to have a birthday card because 'some don't get many cards.' When she was a salesperson herself, she had customers who told her she was the only person who sent them a card on their birthday – and some Independent Beauty Consultants wrote to thank her and said the same thing. That touched her deeply. She didn't want anyone associated with this Company to feel less than special on their birthday."

## ENCORE!

## there's a new independent beauty consultant in every class

*A Mary Kay business is truly timeless! Selling innovative product, sharing a wonderful business opportunity and helping to enrich women's lives has never gone out of style. That's why we're digging into the Applause® magazine archive: to give the super selling tips, inspired ideas and brilliant business-building strategies of the past an "Encore!" performance! This article was originally published in the March 1997 issue of Encore! magazine.*



Mary Kay Ash often remarked that there's a new Independent Beauty Consultant in every class, so you'll want to take advantage of every opportunity.

Consider saying this when you notice someone who looks like a good prospect: "Is there any reason why we couldn't have a cup of coffee in the next day or two to talk about the Mary Kay business opportunity?"

When choosing whom to approach, look for women in these categories who may be ready for something new.

- **Stay-at-home moms.** Their self-esteem often takes a hit and the business opportunity could be just what they need to feel good about themselves again.
- **Corporate professionals.** Many women eventually reach the "glass ceiling" – they want to earn what they're worth.
- **Retirees.** They have time to fill and may need to make extra money.
- **Women who want it all.** They want a professional career with great potential and the ability to raise a family – all while maintaining their interests and relationships.

Go through your client files to see if you've overlooked someone at your skin care classes. Start with the people you passed over and select the sharpest attendees. Listen for career needs in their lives – and then try to fill them.

## BOOK EXCERPT

## miracles happen

### Getting Your Career Off to a Winning Start

"I believe that the only difference between successful people and unsuccessful people is extraordinary determination. I believe that any woman can build a successful career if she has determination and the willingness to work at self-improvement.

Don't forget that although I was a young woman when I first entered my career, I had retired before founding Mary Kay Cosmetics. So if you're not satisfied with your status quo, it's never too late.

A career is something much more than a job. It implies a level of commitment, responsibility and involvement that goes far beyond spending your time and drawing your pay. As you mature beyond the idea of a mere job and approach your work as a career, there are many things for you to consider. Not the least of these is the path you will travel to reach your long-term goals. It's essential that you know how to present yourself and your abilities.

Remember that it's your job to sell yourself. There are a thousand other people competing within any profession, but you can give yourself an edge by thinking about what you have to offer. So many people approach a new career by asking "what can this do for me?", instead of "what can I do to make myself and my service invaluable?", "what unmet needs can I fulfill?". Sometimes this attitude can mean the difference between success and failure.

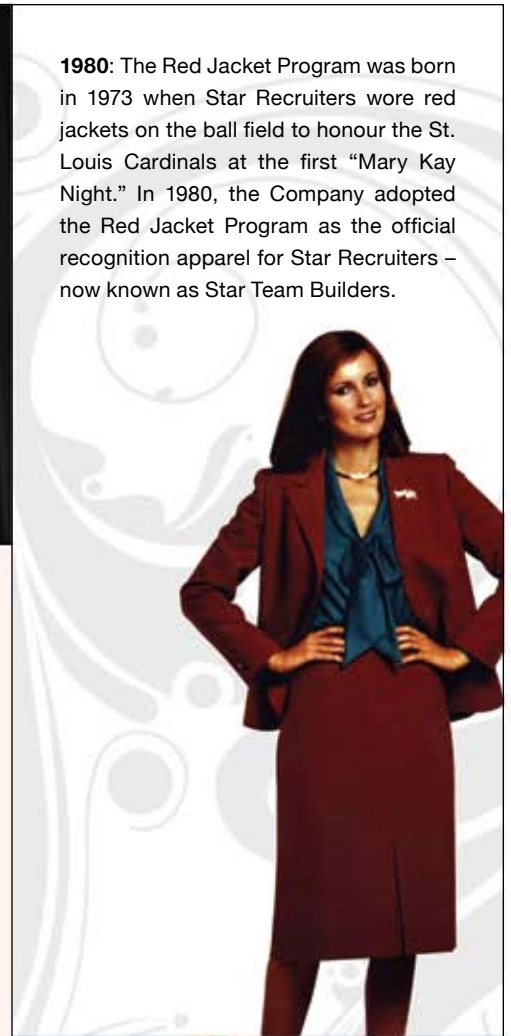
As you begin a new career, remember that whatever you vividly imagine, ardently desire, sincerely believe and enthusiastically act upon must inevitably come to pass."



**1965:** The first Independent Sales Director suit – a two-piece black wool knit suit with a Texan-style cowboy hat – got the program off to a fashionable start.



**1976:** What could be more chic – or more '70s – than an ultra suede suit with a wide fur collar?



**1980:** The Red Jacket Program was born in 1973 when Star Recruiters wore red jackets on the ball field to honour the St. Louis Cardinals at the first “Mary Kay Night.” In 1980, the Company adopted the Red Jacket Program as the official recognition apparel for Star Recruiters – now known as Star Team Builders.



**1983:**

The 1983 Mary Kay Independent Sales Director Suit won its first of nine awards from the Career Apparel Institute, a division of the National Association of Uniform Manufacturers and Distributors (U.S.).

*HISTORY LESSON*

**suited for success**

Someone once said that you only get one chance to make a good first impression. And that’s part of the reason Mary Kay Ash strongly believed that a professional image should always be a very important aspect of the Mary Kay business opportunity.



**1988:** The masculine cut, boxy styling and sky-high shoulder pads of the 1988 Independent Sales Director Suit were all business – but the pretty-in-pink hue and coordinating “showcase” couldn’t be more Mary Kay.

And since a great image can inspire confidence, success and pride, it’s no surprise that the award-winning Career Apparel Program was one of the first developed by the Company.

While styles have definitely changed since that first black Independent Sales Director Suit in 1965, over the years, the Mary Kay look has set the standard for the ultimate in professional attire. Careful thought and planning go into the selection of fabrics, colours and cut to create a flattering, adaptable ensemble that works for every woman.

See where we’ve been and what to expect in 2010 with this retrospective look at Mary Kay Career Apparel.



**2009:** Nothing heats up a Mary Kay business like red! Star Team Builders express their success like never before with three new jacket styles that reflect current fashion trends.



**1999:** At the end of the ‘90s, this teal suit ushered in a new era of professionalism with a simple, sophisticated shape.



Like the little black dress, a classic black suit can work wardrobe wonders. In fact, we bet the vintage vibe of the first Independent Sales Director would still work for women today. (We’d say “hats off” to that cowboy-inspired topper though.)

This year, Independent Sales Directors can choose from a long-and-lean trench, a fitted, flared jacket or a knockout kimono style wrap – all in jet-to-the-top black.

So, what will you be wearing at Seminar 2010?



# a million reasons to smile

Compiled by Andrea Lepore

The Mary Kay Ash Charitable Foundation has a million reasons to smile – you've helped raise **\$1 million in less than 10 years!** Talk about reaching a lofty goal!

Just imagine how many lives have been enriched thanks to the kindness and generosity of you and your customers. True to Mary Kay's philosophy of giving back and helping women create the lives of their dreams, you truly are helping make a difference in thousands of lives across the country. For that, we thank you!



## helping bring beauty to lives around the world

When Mary Kay started her dream Company, she knew that women would love supporting a company that uses the go-give spirit as their guiding light to make a difference in the lives of others. For the past two years, you've done just that during the *Beauty That Counts*™ campaign.

Thanks to you, Mary Kay will donate just under \$3 million from the 2008 and 2009 worldwide sale of *Beauty that Counts*™ **Mary Kay® Creme Lipsticks** to causes that change the lives of women and children around the world.

In 2009 alone, \$1 from your purchase of Mary Kay® Creme Lipstick in Pink Passion and Gingerbread helped raise over \$21,000 for the Canadian MKACF. These funds support the MKACF mission to help women dealing with the appearance-related effects of cancer and its treatment and to address violence against women by providing grants to shelters and community outreach programs across the country. And we know you'll agree that's a beautiful thing.



## shelter grant program reaches new height of success

Mary Kay always said “it’s important to have a goal. You simply can’t get there if you don’t know where you’re going! Aim high enough that you will have to stretch your ability and your potential to reach it.”

And the mission of the MKACF isn’t any different. Our goal for the 2009 Shelter Grant Program was to increase the amount of each grant from \$6,000 to \$8,000. And we’re pleased to share that the results for the 2009 Shelter Grant Program were amazing!

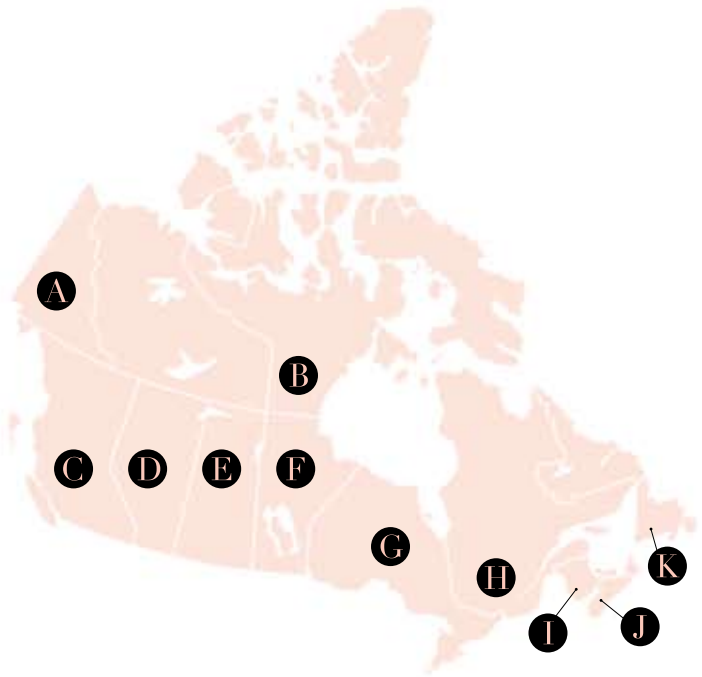
This year:

- **82 shelters applied** during the 2009 Shelter Grant Program – nearly double the number of applications received when the program was created in 2004.
- Each shelter or program selected was a **first-time recipient**.
- Qimaavik Transition House (YWCA Agvvik Nunavut) in Iqaluit, NT, was the **first shelter in Nunavut to ever receive a Shelter Grant**.
- More than half of the shelters that applied to the program are **supported by Mary Kay independent sales force members**, either through donations, volunteering and/or fundraising.

The most exciting part of the 2009 program? We beat our Shelter Grant goal!

That’s right, thanks to your generous contributions to the MKACF, we were able to donate a \$10,000 grant to each shelter! We’d like to thank those of you who made it your mission to enrich women’s lives by donating to the MKACF throughout the year.

Why not get involved with a shelter or outreach program in your community? It’s a wonderful way to enrich women’s lives – including your own!



- A** – Help & Hope for Families Shelters & 2<sup>nd</sup> Stage Housing, Watson Lake, YK
- B** – Qimaavik Transition House, Iqaluit, NT
- C** – Evergreen Transition House, Surrey, BC
- D** – The Brenda Stafford Centre for the Prevention of Domestic Violence, Calgary, AB
- E** – Sofia House, Prince Albert, SK
- F** – Women’s Safe Haven/Resource Service Inc, Flin Flon, MB
- G** – St. Thomas-Elgin Second Stage Transitional Residence, St. Thomas, ON
- H** – Centre Mechtilde, Gatineau, QC
- I** – Fundy Region Transition House Inc., St. Stephen, NB
- J** – Alice Housing, Dartmouth, NS
- K** – Transition House (Committee of Family Violence), Corner Brook, NL

## name the teddy for a bear-y good cause

Nothing heats up the cool chill of a Canadian winter more than a warm hug from a teddy bear. And we have the perfect bear to do just that! He’s cute, cuddly and decked out in his own stylin’ hockey jersey – complete with Mary Kay’s lucky number “13”, of course.

Think you have the perfect name for this adorable bear? Then you’ll want to enter the *Name Our Teddy Bear Contest*\*! Just visit *Contests & Rewards* on the MKOC<sup>SM</sup> to enter online or to download a contest entry form.

But hurry, because the deadline for submissions is April 15<sup>th</sup>. If your submission is selected as the winner, you’ll receive your very own teddy bear.

And that’s not all! You’ll also receive recognition in the Winter 2010/2011 issue of *Applause*<sup>®</sup> magazine so your sister independent sales force members can see who’ll be skating away with this adorable addition to the Teddy Bear family.

\* One entry per independent sales force member. Please note that if multiple entries with the same name are submitted, a random draw will be held from those entries to determine the winner.

 Find it online: [MKOC > Recognition/Contests > Contests & Rewards](#)



### YOU TOLD US

### Why did you choose the name Bella for our 2009 Teddy Bear?



**Bonnie Rinker, Independent Beauty Consultant (Forest, ON)**  
**2009 Name the Teddy Bear Contest Winner**

“In four different languages Bella means beautiful, loving, graceful, intelligent and lovable. I felt this name was a true representation of Mary Kay’s philosophy – faith first, family second and career third – that has made her, her Company and so many others so successful.”



everyone wins when you  
**team up**  
 for women!

#### HOW TO

#### Submit Donations

Simply use the *Team Up for Women!* tracking sheet to log donations and mail the tracking sheet, donation form and donations in the envelope provided to the Mary Kay Ash Charitable Foundation, 2020 Meadowvale Blvd., Mississauga, ON, L5N 6Y2.

Donations must be received by Friday, May 28<sup>th</sup> to receive recognition at Seminar 2010. Please do not send cash by mail.

#### YOU TOLD US

#### How do you team up for women?



**Holly Bussey, Star Team Builder**  
(Edmonton, AB)

"I've participated in the *Team Up for Women!* Challenge for the past three years, primarily in memory of my grandmother who died from cancer, but also for family and friends affected by both causes. To get my customers involved in this challenge, I create a beautiful gift basket that they can win – they get one raffle ticket for every dollar they donate to the MKACF. I also hold makeover events with the basket on display and sell tickets for a 50/50 draw. I try to make the event fun!"

#### Team Work Makes The Dream Work

Mary Kay Ash once said "your potential is limited if you try to accomplish everything by yourself."

And you've proven year after year that you and your customers are dedicated to working as a team to flood the Mary Kay Ash Charitable Foundation with donations to help change lives.

In 2009, your combined efforts helped raise more than \$40,000 during the *Team Up for Women!* Fundraising Challenge, which contributed to a \$40,000 donation to Look Good Feel Better® and to a record-breaking \$110,000 in shelter grants that support the survivors of domestic violence.

This year you have the opportunity to perpetuate Mary Kay's legacy of giving during the 2010 *Team Up for Women!* Challenge. We all know that customers prefer to do business with companies that support charitable causes, so now's the perfect time to "team up" to make a difference.

#### Participate To Make A Difference

From March 1<sup>st</sup> to May 12<sup>th</sup>, 2010, simply invite your customers to *Team Up for Women!* by making a donation to the MKACF.

Through this challenge, you and your customers have the opportunity to make a difference in communities across the country by spreading the word – and the good work – of the MKACF.

#### Learn More Online

Visit the MKOC<sup>SM</sup> to access complete details, donation forms, tracking sheets and a printable flyer to display at your classes.



Find it online:

MKOC > Recognition/Contests > Contests & Rewards > Team Up For Women!

DON'T MISS THE  
 TEAM UP FOR WOMEN!  
 PROMOTIONAL FLYER  
 ON PAGE 70!



## Our Way of Saying Thanks

While any amount is greatly appreciated, those Independent Beauty Consultants who collect donations of \$50 to \$99 will receive a namebadge ribbon and standing recognition at Seminar 2010.

Independent Beauty Consultants who collect donations of \$100 or more will receive a namebadge ribbon and onstage recognition at Seminar 2010.

And new for 2010, Independent Sales Directors and their unit members who collect donations of \$250 or more will receive a namebadge ribbon and standing recognition at Seminar 2010.

Plus, the names of all achievers will be displayed in a special *Team Up for Women!* display at the MKACF booth at Seminar 2010.

## Promote The *Team Up for Women!* Fundraising Challenge

- Display the flyer included in this issue of *Applause*® magazine (see page 70!) to promote the *Team Up For Women!* Challenge at your classes.
- Use the MKACF Brochure to share information with your customers about Mary Kay's vision and how the Foundation helps to change lives. The brochures are available on Section 2 – and they're just \$1.50 for a pack of 10.
- Try the "round up" method. Ask if customers would like to round up the cost of their order to the nearest dollar and donate the difference.
- Consider a popular retail device for supporting a favourite charity: give customers the option to donate a dollar above their total purchase price.
- Employ the sweet-tooth approach. Buy inexpensive candies or bake Silver Wings Cookies (see page 35!) and offer them for \$1 each to guests at skin care and colour classes – then donate the proceeds.
- Consider displaying a jar filled with jelly beans and ask customers to donate \$1 or \$2 to enter their guess for the number of jelly beans in the jar. Even better, add a Mary Kay twist and use a clear Quick Zip Bag (available on Section 2 for \$1.50, part # 532300) filled with samples. The person with the closest guess is the winner and takes home the jelly bean jar or Quick Zip Bag filled with treats.
- Why not dedicate proceeds from the sale of a product in a specific month? You can contact customers to let them know a portion of the proceeds from the sale of a featured product will be going back to the MKACF. For example, you can still sell a **Satin Hands® Hand Cream** for \$13, but donate \$2 from sales to the MKACF.

## the heart & soul of giving back

Long before she began the Mary Kay Ash Charitable Foundation, Mary Kay Ash emphasized the importance of community involvement and giving back, believing they contributed to a fuller life. It's a philosophy adopted by independent sales force members around the world.

Already enthusiastic supporters of the MKACF and its missions, **Independent Sales Director Jill Ashmore** of Brampton, ON, and her unit members – the "**Women of Vision**" – have also put their hearts into making a difference in the local community as active volunteers and fundraisers for the Peel Region area of the Heart & Stroke Foundation of Ontario.

Jill, a heart attack survivor herself, got involved with the local chapter of the national association more than ten years ago after losing her father to his fourth heart attack. The "Women of Vision" have participated in many fundraising events over the years, but it's through the popular annual Big Bike Ride Program that they continue to warm the hearts of event organizers and participants.

Not only do Jill and her unit members set fundraising goals to get on-board the 30-seat bike, they team up as passionate volunteers at multiple event locations to ensure every Big Bike Ride coasts along without any bumps in the road. Whether it's registering participants, distributing prizes or ensuring all riders have adequate Mary Kay® sun protection, the "Women of Vision" consistently go the distance.

"No matter what issues may arise at a big bike ride, we know that if Jill and her unit members are volunteering, we'll be okay!" says Cristen Quigley, Area Coordinator for the Big Bike Ride of Peel Region.

We're so proud to share that the passionate commitment of the "Women of Vision" has even earned them the first annual Heart & Soul Award from the Heart & Stroke Foundation. This provincial award is designed to recognize and celebrate groups who have made a significant contribution to the success of community-based programs and raised the profile of the Heart & Stroke Foundation within the local area.

Nancy Mrazek, Senior Area Manager for the Heart & Stroke Foundation of Ontario (Peel Region), says "it's impossible to quantify" all that Jill and her unit have contributed to the organization, from hundreds of volunteer hours to more than \$10,000 in funds through the Big Bike Ride alone.

Ladies, thank you for inspiring all of us to give back! See you on the bike!

– Heather Watterworth



**Above:** Members of the "Women of Vision" unit accept the Heart & Soul Award from Heart & Stroke Foundation representatives. Left to right: Christine Chipman, Independent Senior Beauty Consultant; Cheryl Cassidy, Independent Beauty Consultant; Cristen Quigley, Area Coordinator, Big Bike Ride (Peel Region); Jill Ashmore, Independent Sales Director; Nancy Mrazek, Senior Area Manager, Heart & Stroke Foundation of Ontario (Peel Region); and Marlene Sanderse, Team Leader.

## PERPETUATING THE LEGACY

## donna matthews

## 33-year pioneer

As Mary Kay Canada's first-ever Cadillac achiever, **Independent Senior Sales Director Donna Matthews** of Barrie, ON, took a chance on the Company when it first opened its doors in 1978 – and has touched countless lives ever since.

Here's a look at how Mary Kay changed her life – and how it can change yours too!

**When did you start your Mary Kay business?** "January 31<sup>st</sup>, 1978, but I signed my Independent Beauty Consultant Agreement on December 6<sup>th</sup>, 1977 while at a Toronto Guest Night. Mary Kay Ash was standing at the door personally greeting people."

**Why did you choose to start a Mary Kay business?** "I wanted a career opportunity that allowed me to still be a stay-at-home mom. It didn't hurt to hear that women were earning thousands of dollars a month in commissions and earning the use of a pink Cadillac!"

**What was your first impression of Mary Kay as a company?** "I was skeptical at first. The Company sounded like a "fairy tale", and I thought, 'Could it all be true?' Well, let me tell you that I believe with every ounce of my being that Mary Kay is the best company in the world for women! All your fairy tale dreams can really come true if you're willing to work for them!"

**How has your Mary Kay business positively affected your life over the years?** "I've become more loving, caring, giving, understanding, patient – and all of these characteristics have been passed down to our three children and our five grandchildren. Mary Kay taught me to work hard and because I passed that work ethic onto my children, they all own their own successful businesses. They don't have to call anyone boss! My husband also retired after my first year with Mary Kay."

**What is your favourite memory of Mary Kay Ash?** "I was very fortunate to have met Mary Kay many times, but the most exciting memory was when I picked up Mary Kay and her husband Mel from the airport for the *60 Minutes* documentary in my pink Cadillac – the first one in Canada!"

**Based on your experience, what is the best advice you would give someone starting a Mary Kay business?** "Devote the same amount of time to it that you would to a job. Hold three classes a week, three interviews a week and sell \$300 a week. Miracles happen when you do it! Also, women who are just starting their Mary Kay business will not have the opportunity to meet our beloved Founder, so I recommend they read every one of Mary Kay's books. In doing so, they will realize that the Company was truly a gift to women to help them discover they can do anything they want to do!"

– Marijana Klapic



**Above:** Mary Kay with Independent Senior Sales Director Donna Matthews (left); Donna with her husband and granddaughters (right).

**Right:** Mary Kay Cosmetics Ltd. employee Pat Gilmartin with Mary Kay in 1990.



## Q&amp;A

## ray patrick

## President

Mary Kay Ash believed that leadership began with the heart, not the head. She emphasized that you must love your people to succeed. And she sought leaders "who used their influence at the right times for the right reasons, who lead themselves successfully and continue to search for the best answers, not the easiest ones."

If there ever was a leader who embodied these principles, it's President of Mary Kay Cosmetics Ltd., Ray Patrick. We had the privilege of chatting with Ray about his 30-year journey through the halls of Mary Kay.



### Looking back over the years, do you have a favourite moment at Mary Kay Cosmetics Ltd.?



"Two things stand out in my mind. I will always remember the day I met the company's first **Independent Beauty Consultant, Rita Amirault**. She was a wonderful woman and a true Mary Kay pioneer. She risked everything to become the first Independent Beauty Consultant at a company that was virtually unknown in Canada. Meeting her was so special.

The second moment was when **Independent National Sales Director Angie Stoker** debuted in 1991. She wasn't only the first Canadian NSD, but the first one in all of the international markets. She was the first one to officially carry the torch to perpetuate Mary Kay's legacy in Canada."

## PERPETUATING THE CORPORATE CULTURE

pat gilmartin  
31-year pioneer

With her sensational smile, quick wit and sweet disposition, longtime **Mary Kay Cosmetics Ltd. employee Pat Gilmartin** embodies everything we love about Mary Kay – the Go-Give™ Spirit, rich values, integrity, honesty and kindness.

We had the opportunity to sit down with Pat and re-live some much-treasured memories that span her 31-year career.

**When did you start with Mary Kay?** "February 12<sup>th</sup>, 1979. At the time, there were only three people working in the warehouse!"

**How has working at Mary Kay Cosmetics positively affected your life?** "The people who work here are remarkable – unlike anywhere else. I've truly made a lot of great friends."

**What do you think sets Mary Kay apart from other companies?** "Everyone is so personable and they truly care about you and how you feel. All of the management team, including President Ray Patrick, are so approachable. You can talk to them as if they're your friends next door."

**What is the best advice you would give someone starting at Mary Kay?** "Don't think twice about it! You'll be glad you joined the Company. I don't plan on going anywhere!"

**What is your favourite Mary Kay memory?** "At one of our Seminars, all of the staff performed a routine in white jackets on the [former] O'Keefe Centre stage. I can remember all of the cheers coming from our independent sales force members. When I came off stage, **Independent Senior Sales Director Donna Matthews** asked me for my jacket – and of course, I handed it to her!"

**Did you ever have the opportunity to meet Mary Kay Ash?** "I met Mary Kay three times. I can remember being so nervous and thinking she was a super star – like in the movies. It's true when you hear people say that she would hold your hands and look you straight in the eyes when she spoke to you. I'll never forget when she said to me: 'You shouldn't be working here. You should be selling this product for us!'"

– MK

“you are ‘mary kay’  
to every single person you meet.”

# elive **LIVE** elive



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# where has your **Applause**® magazine been?

We want Applause® magazine to be your go-to resource each and every quarter – and we want to see it where you're reading it! Whether it's on the bus, on vacation or on top of a mountain, send your photo to:

**APPLAUSE-CANADA@MKCORP.COM.**

**Independent Senior Beauty Consultant Shirley Yung** takes time out from snowboarding on Blue Mountain in Collingwood, ON, to read *Applause*®.



**Sheryl Adkins-Green, Vice President, Brand Development** (Mary Kay Inc.), checks out what's hot in the Winter 2009/2010 issue.

What really shone at the *Star Fusion* banquet at Leadership Conference 2010? The new quarterly issue of *Applause*®! Right: **Independent Sales Director Agnes Loshusan.**



**Independent Senior Sales Director Lucie Beauregard** took her issue of *Applause*® on a vacation to the Mayan Riviera, Mexico.





MY REASON WHY

## mélodie viens

### Independent Beauty Consultant (Chambly, QC)

At Mary Kay, the term goal-setting becomes a way of life. After all, as Mary Kay Ash often said, “It is important for you to have a goal. You simply can’t get there if you don’t know where you are going!”

That goal may be to buy a new house, take your family on yearly vacations or pay for your children’s education. It’s essentially the reason why you work your Mary Kay business every day.

For Mary Kay newcomer **Independent Beauty Consultant Mélodie Viens**, starting her Mary Kay business in May 2009 was all about having the opportunity to stay at home with her two small children – yet still generate an income.

Mélodie was first introduced to Mary Kay at a baby show, while pregnant with her first child. She instantly fell in love with the product – and interest in the Mary Kay opportunity quickly followed.

Although an interior designer by profession, Mélodie knew she wanted to have a second child soon after her first and yearned for the opportunity to stay home and raise her children until they began school.

The solution? Mary Kay, of course!

“I knew I wanted to stay at home with my children, but still be able to supplement my husband’s income. However, I didn’t think I would find a way so quickly – and with such flexibility,” says Mélodie.

Now, with her second baby due this April, Mélodie is relieved that she’ll be able to balance her work and family life, thanks to Mary Kay.

“My Mary Kay business meets my expectations – and my schedule,”

I wanted to stay at home with my children, but still be able to supplement my husband’s income.

she replies enthusiastically.

So what lies ahead for this shining up-and-comer? Mélodie hopes that her “reason why” helps her debut as an Independent Sales Director.

“Who knows, maybe my Mary Kay business will allow me to stay home even longer than I anticipate!” ends Mélodie.

– Marijana Klapac

### 13 QUESTION QUIZ

## there’s a **first** time for everything

Whether you’re a new Independent Beauty Consultant just starting out or on your way to debuting as an Independent Sales Director, a Mary Kay business is sure to provide you with a lot of exciting “firsts”.

And our very own Mary Kay Ash wasn’t any different – she experienced plenty of firsts after beginning her dream Company in 1963. Can you guess what some of them are? Whether you know every answer or learn a fun fact or two, it just goes to show that there’s a first time for everything.

1. Who were the first two U.S. Independent National Sales Directors?
2. What was the name of Mary Kay’s first skin care product collection?
3. What was the name of Mary Kay’s first men’s collection?
4. When was the first Seminar held?
5. What was the name of the Company’s first publication?
6. Where was the Company’s first headquarters (shown at right) located?
7. When were the first Mary Kay millionaires announced?
8. When was the TimeWise® product line introduced?
9. Where was Mary Kay’s first subsidiary?
10. Where did Mary Kay’s first advertising campaign appear?
11. What was the name of Mary Kay’s first fragrance?
12. When did Mary Kay introduce its first face powder line?
13. When was the first Independent Beauty Consultant Career Car Program introduced?



ANSWERS  
ON  
PAGE 47!

## PINK DOING GREEN™

## a bright idea

At Mary Kay, we don't have to tell you that the culmination of many small efforts really can change the world. Whether it's carpooling to a unit meeting or reusing shipping materials you receive with your order, you can make a difference and help us stay true to our Pink Doing Green™ initiative.

So celebrate the 40<sup>th</sup> anniversary of Earth Day on April 20<sup>th</sup> by committing yourself to become a more eco-conscious Independent Beauty Consultant. Need inspiration? Longtime Mary Kay Inc. employee and Mary Kay® Museum Assistant Becky Brown shares one bright idea from Mary Kay Ash.

*"Working on the Mary Kay Support Staff gave me so many wonderful memories of Mary Kay. Having the opportunity to work with her closely on a day-to-day basis was indeed a blessing. I remember how she brought the same lunch almost everyday (salad and cornbread sticks) and she would go to the kitchen to heat the cornbread herself. She would always take the short cut through the conference room, if it wasn't occupied.*

*It never failed that when she walked through, she would straighten up the chairs and turn out the lights. I remember one time after she had turned out the lights, one of the executives came through and turned the lights back on. I explained to him that Mary Kay preferred to have them turned off. He then explained to me how it was not that expensive to have them on. It was not long after that Mary Kay walked by again and turned them off. She was never wasteful."*



## THEN &amp; NOW

## customized beauty

**1963:** Mary Kay's original glamour product was the Lip and Eye Palette, a square, non-refillable palette with five eye colours and five lip colours that sold for \$5.50.

**Today:** With more than 18-million possible combinations, the design of the Mary Kay® Compact gives modern women the opportunity to customize their look – and to change it up whenever, and however, we choose.



**DID YOU KNOW...** The song "Mary Kay Enthusiasm" was created as a result of a song contest held in the beginning days of the Company. Mary Kay always felt that singing brought enthusiasm and *esprit-de-corps* to a meeting.

## YOU TOLD US

### how do you stay fuelled for seminar?

Chances are you started the Seminar year with big dreams and lofty goals. Are you on-track to achieve them? Has it been a steady path of focus and determination – or has “life” derailed your momentum train?

We can't wait to see the superstars shine at Seminar, but we had to wonder how you stay the course to achievement all year long *and* how you stash savings to ensure they're there. We checked in with a few independent sales force members for the inside scoop on their tips and tricks to make it to Seminar.



**Vicky Aubin**  
Independent Senior Beauty Consultant  
(Saint-Hippolyte, QC)

“The beginning of the new year is the perfect time to start saving for Seminar. Since I need \$600 to cover my Seminar expenses, I promised myself I would take \$25 from my profit and put it aside. That way, between January and June, I'll save the money and I'll be certain to be at Seminar 2010!”



**Cheryl Smith, Independent Senior Beauty Consultant**  
(Leamington, ON)

“I aim to be a Star Consultant all year to finish the Seminar year strong. It's important to me to have product on my shelf to service my customers in a timely manner.”



**Joan Crepin, Star Team Builder** (Winnipeg, MB)

“My Independent Sales Director Catherine

Chapman gave her unit members who had a dream to attend Seminar a little piggy bank to help us save. I took \$50 from each class and placed it in my piggy bank and that helped me to attend in 2009. This year I'm doing the same, but since I started earlier I'll have enough saved much sooner. My experience at Seminar was greater than anything I could have possibly imagined. The enthusiasm, the power and the Mary Kay sisterhood all left an indelible mark on me and I am eagerly looking forward to Seminar 2010!”



**Lorrie Henke, Independent Sales Director** (Edmonton, AB)

“I have a 60% account for replenishing my inventory, another account for my profit, plus a separate one for my travel. The most important element to determine is approximately how much your trip to Seminar will cost. That way, you'll know how much you need to save monthly,” she says. “For some, 10% will be sufficient; for others, 20% may be what's required. It just depends how much product you're selling! And this is a great reason to increase your weekly and/or monthly selling goal. By doing so, you just might cover your flight or your registration in one class!”

## 13-QUESTION QUIZ

### answers

1. U.S. Independent National Sales Directors were Dalene White and Helen McVoy.
2. A five-step regimen called the Basic Treatment Set.
3. “Mr. K”.
4. September 13<sup>th</sup>, 1964 (the first anniversary of the Company).
5. *Beauty News & Views*, printed on pink paper with black ink.
6. The first headquarters for Mary Kay Inc. was a five-hundred-square-foot storefront in Exchange Park in Dallas, Texas.
7. 1979.
8. 2000.
9. Australia (1971).
10. Mary Kay's first national magazine ad appeared in *Vogue* in 1969, and its first national television commercial debuted in 1982 on *CBS Morning News* and ABC's *Good Morning America*.
11. “Snare”. Its tagline was “if you don't mean it, don't wear it.”
12. 1983.
13. The first Independent Beauty Consultant Career Cars were part of the VIP Program introduced in 1984.

## READER CONTEST

### WIN summer 2010 product!

We can't wait to hear what you think of the Spring 2010 issue of *Applause*® magazine!

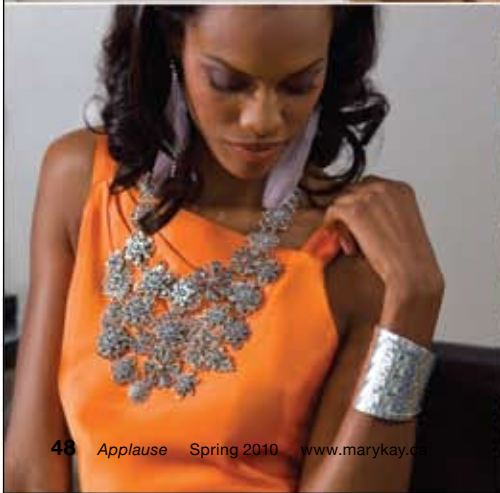
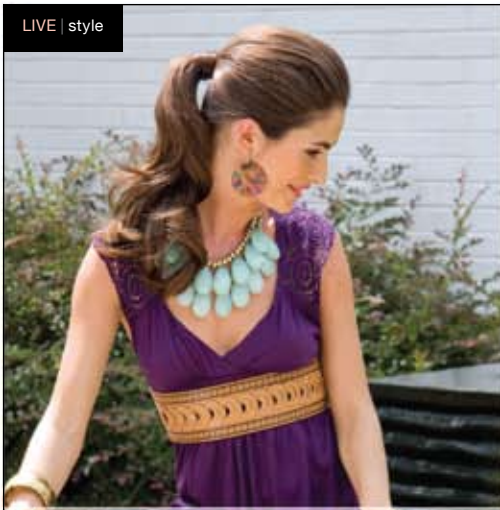
E-mail us your comments – what you love, what we can improve and/or what you'd like to see in upcoming issues – and you'll be entered in a draw to win the complete limited-edition **Mary Kay**® Coconut Lime Body Care Set from the Summer 2010 product promotion.



Congratulations to **Kristy Suik, Independent Beauty Consultant (Saskatoon, SK)** – winner of the Applause® Reader Contest in our Winter 2009/2010 issue!

Love it?  
Don't?  
Tell us why!

[APPLAUSE-CANADA@MKCORP.COM](mailto:APPLAUSE-CANADA@MKCORP.COM)





# tropical trends for spring

Once again, Mary Kay has worked with trend watchers around the globe to bring you the latest in fashion and beauty. In the Spring/Summer 2010 *Fashion and Beauty Trend Report*, you'll discover must-have looks and insider secrets from a professional wardrobe stylist and celebrity makeup artist who each make these trends wonderfully wearable and fabulously fun.

## THE SPRING SCOOP

Trend-conscious fashionistas will find a world of tropical tones and lush looks evoking nature's abundant beauty this season.

Exotic patterns and mouth-watering hues excite the senses: luscious colours surprise the eyes as overripe richness blooms in fruity, saturated shades of berries, moss, amber and earth.

Succulent greens blend with juicy brights to evoke the sights and sounds of festive tropical celebration, while touches of delicate pastels and earth-toned neutrals mix with brights for balance and contrast.

## HOW TO WEAR THE TRENDS

- **Energetic Brights:** Create harmony and balance by pairing exciting colours with delicate pastels or earth-toned neutrals. When shopping for bright colours, look for fabrics that are light and soft.
- **Pulsating Prints and Tropical Florals:** Create a tropical vibe with a captivating rhythm. For a more conservative look, wear playful prints under a jacket or find a pair of shoes or an accessory in a can't-miss print to wear with a solid pant or skirt.
- **Comfort Fashion:** It's inspired by an island state-of-mind. Jersey is weightless and sheer. Cotton and linen are soft and light. This season, it's effortless to dress up a casual, flowing dress by simply changing your accessories and trading a flat shoe for one with a heel.
- **Inspired by Nature:** Wood, metal, feathers and fabric are crafted into more than just accessories: they're transformed into works of art. Mixing textured pieces with bright fabrics adds dimension and interest, while adding solid wooden pieces to an eye-catching print keeps it from feeling frantic.
- **Designer Details:** Gorgeous detail – such as modern macramé on a blouse, curvy wood on a neckline, and a pulsating print gathered to create a fun dress silhouette – are some of the ways everyday items are made more special. This season it's all in the details.

### YOU TOLD US

#### What's your forecast for spring trends?



**Nancy Bélard, Star Team Builder (Gatineau, QC)**

"Pretty spring shoes in bright colours to wipe out the memories of the winter boots we were wearing not too long ago!"



**Jennifer Levers, Independent Senior Sales Director (Port Moody, BC)**

"Spring 2010 ushers in flirty florals, vintage lace, even denim on denim, which sets the Spanish brands ablaze... just in time for the Top Director Trip. Capes, thigh high boots and dresses with high slits are the forecast for the season's hottest looks!"

## A FRESH FACE

A glistening look is the key to a beautiful face that complements these fashion trends. The new limited-edition **Mary Kay® Tropical Fruits Collection** and regular-line mineral colour cosmetics can help you create the look! Temptingly on trend, each of these items makes the most of the dewy lusciousness of the season.

- **Lips are luscious:** New limited-edition **Mary Kay® Lip Nectar** is infused with natural, skin-loving ingredients for an easy, effortless lip look. Regular-line **Mary Kay® Creme Lipstick**, **Mary Kay® NouriShine® Lip Gloss** and **Mary Kay® Lip Liner** in shades that mimic the hues of nature can be used to drench lips in juicy colour.
- **Cheeks are dewy:** Cheeks are the focal point of this season's makeup trend. Transparent shades of limited-edition **Mary Kay® Cheek Glaze** give a natural glow.
- **Gleaming highlights:** New limited-edition **Mary Kay® Cream Highlighter** can be applied to cheekbones, eye areas or anywhere else on the face to create a shimmering on-trend look. **Mary Kay® Mineral Highlighting Powder** can be applied to the same areas and helps skin catch the light.
- **Create eyes that are subtle:** To keep cheeks and lips at the centre of attention this season, make-up artists recommend a soft plum shade, like **Mary Kay® Mineral Eye Color** in Dusty Lilac or Iris, or a soft combination of Honey Spice, Cinnabar and Moonstone.

Whatever your look of the season – be it casual, classic or carefree – take these trend tips and make them your own! Here's to spring 2010 filled with wonderfully wearable of-the-moment looks!

## HOW TO

### USE THE SPRING TREND REPORT

Women love to be "in the know" about fashion and beauty trends. Now you can help your customers feel like beauty insiders by offering the Spring/Summer 2010 *Mary Kay® Fashion and Beauty Trend Report* as a fun perk for your hostesses!

- **Consider contacting customers who loved the Fall 2009 *Mary Kay® Fashion and Beauty Trend Report*** – they're probably eager for a trend update!
- You can use the Spring/Summer 2010 *Mary Kay® Fashion and Beauty Trend Report* to **pre-sell limited-edition colour items** – let customers know that when they host a party with you, you can help them get this season's hottest beauty looks!
- Don't forget – the **Spring Trends video is on [marykay.ca](http://marykay.ca), your *Mary Kay® Personal Web Site* and the *Mary Kay YouTube Channel***. You can send customers a link to that video to spread the word that Mary Kay can provide great, on-trend colour looks!

It's November 30<sup>th</sup>, just a few minutes before the ordering deadline. Independent Senior Sales Director Mary Ogunyemi – affectionately known as Mary “O” – from St. John's, NL, is anxiously sitting on the edge of her seat.

Will her unit achieve \$30,000 in wholesale production, clearing the path toward achieving Triple Star (all three Courts) at Seminar 2010? Will she earn her first-ever commission cheque of \$10,000? Will her unit grace the stage at Leadership Conference 2010 in San Diego?

by Marijana Klapcic

## opportunity begins with “o”



Mary takes a deep breath and shuts off her computer.

A short time later, Mary's dreams came true when she received a call from her **Independent National Sales Director Linda MacDonald** informing her that she did in fact achieve her November goals. The call from Linda was followed up by two others: one from **Ray Patrick, Mary Kay Cosmetics Ltd. President**, and one from **Lynda Rose, Vice President of Sales and Marketing**.

“It was truly a red letter day. Everyone was calling to congratulate me,” says Mary.

But what really left Mary speechless was when Lynda told her that she was the #6 Independent Sales Director in the country.

“I immediately asked her if she was sure,” Mary remarks with a chuckle. “I still look back in awe.”

### EXCUSES DON'T EXIST

However, this dream-come-true story is quite different from any other. You see, Mary achieved these tremendous goals during a very difficult time – a time when obstacle after obstacle threatened her focus and her success.

Mary's mother, who lives in Nigeria, suffered a stroke at the beginning of November. Mary wanted to be able to go home and take care of her mother, but it wasn't as easy as hopping in the car and driving down the street. For weeks on end, Mary arranged

for her mother's release from the hospital and her after-care through the help of family and doctors until she could arrive to help in January.

As if dealing with this crisis wasn't enough, Mary also fell ill with the H1N1 virus, which took her off her feet for about a week.

All of these would be justified reasons for taking a step back from work, wouldn't you say? Not for Mary. Instead, she thought about how our beloved Founder Mary Kay Ash “forged ahead with her plans for the amazing company we have today, despite losing her husband Mel.”

Mary knew that her unit was depending on her to lead them, no matter what was going on in her personal life. “I had to lead them to see the bigger picture and to help each of them achieve their own goals. They deserved to be in the spotlight for being such an outstanding unit and I wasn't going to let a single obstacle get in the way,” says Mary.

Can you believe she didn't tell her unit of her mother's illness until the end of November because she didn't want to distract them? Now that's a true leader.

“I just told them that we were going to hit \$30,000 in production – that I'd crunch all the numbers, strategize and come up with a plan. I would only tell them what they needed to know to get there!” recalls Mary. “I knew I had to keep motivating my unit members to sell and to believe in our goal. This was history in the making.”

### THINKING BIGGER THAN EVER BEFORE

Before November 2009, Mary's unit's highest wholesale production was



*Top row (l. to r.): Mary arrives at the Seminar 2009 Royalty Reception with daughter Fola; members of the "Magic Makers" unit join Mary at a Monday night meeting in St. John's, NL; husband Yomi, daughter Fola, sons Mayowa and Bolu and Mary. Second row (l. to r.): Mary with her Independent National Sales Director Linda MacDonald at Seminar 2004; and receiving well-deserved rewards on stage at Seminar 2009.*



the Court of Sharing, we're on track to earn the use of a Cadillac by Seminar 2010 and achieve Triple Star. I'm bursting with pride and I can't wait to stand and applaud them one at a time as they cross the Seminar stage on Awards Night," shares Mary.

### DREAM TURNS TO REALITY

As for Mary's \$10,014 November commission cheque, it's been a dream in the making for seven years – literally.

"During a Seminar class, the teacher asked all of us to write out our dream cheque and I did: for \$10,000. I've carried that dream cheque in my purse ever since," says Mary, even switching it from purse to purse. "I knew the real cheque was coming and I kept it with me to stay focused," she continues.

But more than the cheque – more than the recognition – Mary is thrilled to be able to go home to Nigeria to be with her ailing mother.

"I can go with no regrets, no guilt and focus on her 100 per cent," Mary says happily. "All thanks to Mary Kay. What other job would allow me to take a month off?"

"I'm where I am today because of everything my mother taught me. She raised all of her children to do what needs to be done in order to achieve our dreams and goals. No excuses."

Whatever lies ahead for Mary, one thing's for sure. There won't be an obstacle that can stand in her way. For in Mary's eyes, obstacle = opportunity. And at Mary Kay opportunity = limitless success.

\$23,500. They had achieved Double Star and the Circle of Achievement at Seminar 2009, but Mary felt it was time to "go big or go home."

"I had a bigger unit and I knew we could push the envelope and go all the way."

In fact, it was Mary's daughter Fola who pushed her to dream bigger.

"As a reward for earning some very prestigious awards and scholarships, I took Fola to Toronto for 12 days during Seminar 2009," shares Mary.

During Awards Night, Fola saw all the women on stage receiving rewards and recognition for achieving Triple Star.

"What other job would allow me  
to take a month off?"

She turned to Mary and said, "You've done everything else up until this point. You can achieve Triple Star as well."

Mary wasn't so sure. To which her daughter replied, "You always say to 'think big', so do it!"

Mary turned to her daughter and said, "Hey who do you think you are? My National?"

But it worked. Mary's husband Yomi and two sons, Mayowa and Bolu, joined forces with Fola and encouraged her every step of the way. "They just keep emphasizing that I can do it," says Mary.

### UNWAVERING UNIT STRENGTH

However, Mary is quick to credit her incredible unit for helping to reach the highest pinnacle of her Mary Kay business.

"The women in my unit are amazing. Five of them are tracking the Court of Sales and

Join the Mary Kay Ash Charitable Foundation and

# Team Up for **Women!**

**Mary Kay Ash believed in the power of women —**

especially when they worked together to help others.

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carries on this legacy with *Team Up for Women!*

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Beauty Consultants, like me,

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# UP NEXT SUMMER 2010

Here's what's heating up  
our next issue:



## THE RACE TO SUPERSTARDOM

Find last-minute inspiration to help you  
be your best at Seminar 2010.



## BEAUTY BUZZ

Get set for sensational summer sales  
with hot products and sizzling new  
shades.

more profiles

# MORE TIPS

AND YOUR SUGGESTIONS FOR A HOT SUMMER SELLING SEASON

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it's all inside your  
**gotta-have-it**  
 guide to  
**SPRING 2010**



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