

Applause®

OCTOBER/NOVEMBER 2009

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

breaking *applause*® news
romantic runway looks
holiday gift guide

october 2009 ordering bonus

mary kay® 13-month calendar set

by Marijana Klapcic

FREE with a \$600 wholesale Section 1 order!



Looking for ways to help your customers plan their work and work their plan in true Mary Kay style? Then it's time to share the 13-Month Calendar Set! Included in this month's bonus are five sleek, stylish

9"x12" wall calendars and five 4"x4" refrigerator calendars – highlighting key dates to remember, like product launch dates, holidays, must-have product and seasonal beauty and skin care tips. And to give your customers maximum time to plan, we've included one additional month in the wall calendar, which will take them right into 2011.

Better yet, with beautiful product images prominently displayed throughout each calendar, your customers will have you top of mind for their beauty essentials as they flip from month to month. There's even a place to put your business contact information. Talk about an amazing advertising opportunity! And because the calendar set is packaged in bundles of 10, you'll have plenty to share!

MARY KAY® 13-MONTH CALENDAR SET*		
Section 1 Suggested Retail	Beginning Section 1 Wholesale	Number of Sets
\$1,200	\$ 600	1
\$3,600	\$1,800	2
\$6,000	\$3,000	3

* You can earn the Mary Kay® 13-Month Calendar Set when you place a minimum \$600 wholesale Section 1 order (non-cumulative) during the month of October. The higher your order, the more bonuses you'll earn, to a maximum of three. Orders must be received between October 1st and 31st 2009. Bonus will be applied to your first qualifying order in the month only and is available while supplies last. We reserve the right to provide a bonus substitute at equal or greater value.

dates to remember

october

- 5:** Received deadline for Independent Beauty Consultant Commitment Form to begin Independent Sales Director-in-Qualification on October 1st.
- 12:** Thanksgiving. Mississauga and Montréal offices closed.
- 15:** **Preferred Customer Program** – Enrolment for the Winter 2009/2010 PCP begins.
- 20:** October Career Car qualifier paperwork due to Company.
- 26:** **Preferred Customer Program** – *Fall Fantasies* optional mailer postcard begins mailing.
- 30:** Last working day of the month. Mail-in and couriered orders must be received by 5 p.m. Eastern Daylight Time to count toward October production.
- 31:** Last day of the month. Online and faxed orders must be received by midnight Eastern Daylight Time to count toward October production.

november

- 2:** Received deadline for 2009 Shelter Grant Program applications.
- 5:** Received deadline for Independent Beauty Consultant Commitment Form to begin Independent Sales Director-in-Qualification on November 1st.
- 11:** Remembrance Day.
- 15:** **Preferred Customer Program** – Enrolment deadline for the Winter 2009/2010 PCP.
- 20:** November Career Car qualifier paperwork due to Company.
- 30:** Last day of the month. Mail-in and couriered orders must be received by 5 p.m. Eastern Standard Time to count toward November production. Online and faxed orders must be received by midnight Eastern Standard Time to count toward November production.

from your *applause*[®] magazine team

Wondering why this issue of *Applause*[®] magazine is so “skinny”? No, it’s not a printing error. And no, it’s not a sign of leaner economic times. This issue of *Applause*[®] magazine marks the end of an era.

When Mary Kay Cosmetics Ltd. debuted in Canada more than 30 years ago, *Applause*[®] magazine was the only communication tool the Company had to share information with you – our independent sales force. *Applause*[®] magazine was how you learned about new products, how we recognized top achievers and how Mary Kay Ash shared her unique brand of beauty and business know-how. And coincidentally, those magazine issues were pretty skinny themselves, at just 8 to 12 pages each.

Today, *Applause*[®] magazine isn’t the only tool we use to get in touch with you. In fact, it’s a rare day in the corporate office when we don’t send an e-mail update to at least a few of you – and an even rarer day when we don’t add a least one piece of new information to the MKOCSM. What’s more, our array of publications allows us to share regularly scheduled updates, no matter where you are on the career path – from Star Team Builder to Independent National Sales Director.

You can breathe easy. *Applause*[®] isn’t going anywhere. But it’s about to get a makeover like never before!

For the last year, we’ve had extensive discussions with independent sales force members regarding the magazine we know you love. And what we heard from almost everyone we spoke with was that you want – and need – more from the magazine: from in-depth product and ingredient knowledge to independent sales force profiles, history, heritage and recognition.

So, effective with the next issue of *Applause*[®] – mailing to you in early December – we’ve planned to do just that. Each quarter you’ll receive one issue jam-packed with all the information and inserts you need to achieve success in your business. We’re adding regular columns and features that you can look forward to in every issue. Plus, we’ll be tapping the brightest beauty and business brains among your independent sales force sisters and in the corporate office to bring you expert tips, how tos and inspiration to live the pink life.

The best part? This new format will be exclusive to Mary Kay Canada – so we can guarantee that every piece of information we publish will be relevant to our corner of the Mary Kay world.

You’ll have to see it to believe it – and we can’t wait to share it with you!



on the cover

Our cover model is wearing the Soft & Refined Fall *Makeup Artist Look*, featuring soft shades of pink combined with creamy colours to create a refined, delicate look. Her eyes look exquisite with the perfect blend of **Mary Kay[®] Mineral Eye Color** in Spun Silk, Sweet Pink and Sienna. **Mary Kay[®] Eyeliner** in Taupe adds some definition, without overdoing it! And **Mary Kay[®] Ultimate Mascara[™]** in Black creates longer-looking lashes. The cheeks look cheerful with a sweep of **Mary Kay[®] Mineral Cheek Color** in Pink Petals. A magnificent melody of Dusty Pink **Mary Kay[®] Lip Liner**, **Mary Kay[®] Creme Lipstick** in Pink Melon and a swipe of Cream & Sugar **Mary Kay[®] NouriShine[®] Lip Gloss**, makes for a full and natural-looking lip.

find *Applause*[®] magazine extras online!

When you see this mouse pictured throughout *Applause*[®] magazine, know that you can also find more information on the MKOCSM!



Find it online: [MKOC > Resources > Publications](#)

PAGES 4-5

holiday gifts

Let us help you make this gift-giving season stress-free and budget-friendly!

PAGES 6-7

news & updates

Find out everything you need to know to keep your business going strong through the season.



YOUR CANADIAN *APPLAUSE*[®] MAGAZINE TEAM

EDITOR Heather Watterworth

EXECUTIVE EDITOR Debra Joseph

CONTRIBUTING WRITERS Marijana Klapcic, Andrea Lepore, Heather Watterworth

FRENCH VERSION Nicole Dagenais, Sébastien Kabacinski, Marie-Claire Pascuttini

ART DIRECTION – ORDERING BONUS PHOTOGRAPHY Claudia Seabra



MARY KAY COSMETICS LTD. IS A MEMBER OF THE DIRECT SELLERS ASSOCIATION (DSA) AND THE CANADIAN COSMETIC, TOILETRY AND FRAGRANCE ASSOCIATION (CCTFA).

APPLAUSE[®] MAGAZINE IS A JOINT PROJECT BETWEEN MARY KAY COSMETICS LTD. (CANADA) AND MARY KAY INC. (USA).

CANADIAN POSTAL AGREEMENT NUMBER: 40069444

PRINTED IN CANADA.

give romance a chance

Fall ushers in a new, modern romantic runway look flaunting ruffles, lace and pretty feminine textures. To complement these lovely trends, try the new limited-edition Mary Kay® *Romantic Notions* Set.

Available in two shade collections (Silk Nectar and Soft Sable), each set includes one cheek colour palette, two loose eye shadows and one lip gloss – all packaged in a FREE trend-inspired pink lace-covered cosmetic bag.

SILK NECTAR (IVORY/BEIGE SKIN TONES)

Mary Kay® NouriShine® Lip Gloss in Fancy Nancy
Mary Kay® Mineral Cheek Color Palette in Silk Nectar
Mary Kay® Loose Eye Shadow in Cashmere and Pink Organza

enchanted eyes

Think fantastically feminine for the eyes. The versatile, blendable and lightweight **Mary Kay® Loose Eye Shadow** glides on to a subtle sheen with the round sponge-tip applicator.



SOFT SABLE (BEIGE/BRONZE SKIN TONES)

Mary Kay® NouriShine® Lip Gloss in Bronze Bliss
Mary Kay® Mineral Cheek Color Palette in Soft Sable
Mary Kay® Loose Eye Shadow in Cashmere and Lilac Lace



cheerful cheeks

Flirt with a trio of sweet, stay-true **Mary Kay® Mineral Cheek Color** shades swirled together in one perfect palette that can easily nestle in the **Mary Kay® Compact**.

Romantic Notions Set*, \$54 each

passionate pout

Perfect your passionate pout with a classic shade of **Mary Kay® NouriShine® Lip Gloss** – it's like falling in love for the first time, all over again!

mary kay® loose eye shadow application tips

From its stunning and utterly feminine packaging to its gorgeous shades and subtle sheen, **Mary Kay® Loose Eye Shadow** is sure to be one of your gotta-have-it products for the fall/holiday season! Here are a few tips for how to use this unique product:

- To apply your loose eye shadow, insert the applicator wand back into the tube, then pull it out gently. The loose powder will naturally adhere to the applicator wand, so there's no need to prime or "pump" the applicator wand repeatedly.
- You may also turn the closed tube case (with applicator wand inserted) upside down and gently tap it on the jeweled end, which moves the loose eye shadow from the bottom to the top of the tube and redistributes it. Be sure not to tap the case at the opposite end, which will pack the fine powder at the bottom of the tube.
- To keep your applicator wand dry and ensure best results, make sure your **Mary Kay® Eye Primer** is completely dry before you apply **Mary Kay® Loose Eye Shadow**.

'tis the season to gift pretty

Who doesn't want to give – and receive – the perfect gift? You can help make shopping easy for your customers with merry gifts at prices that won't sour their holiday spirit!



\$23
EACH

Mary Kay® Body Care Gift Sets*

Available in **Peppermint Cream™** and **Gingerspice Wishes™**, each set includes a **shower gel** (88 mL) and a **body lotion** (88 mL) to add a hint of the holidays to your body care experience.



\$49
EACH

Mary Kay® Women's Miniature Fragrance Collection*

Why choose just one when you can give a selection of scents to suit every mood and occasion? The new limited-edition **Women's Miniature Fragrance Collection** features mini replica bottles of **all six Mary Kay® Fine Fragrances**. And they come nestled in a beautiful decorative box for the perfect presentation.



\$20
EACH

Men's Body & Hair Shampoo*

One product does it all! Available in both **Domain®** and **High Intensity®** fragrances, this multi-tasker gives guys a no-fuss way to cleanse and smell great. Pair it with the companion cologne spray for the perfect present.



FROM
\$18

Mary Kay® Eau de Toilette Fragrance Collection

She'll smell fabulous and feel extra-special with any of the **Mary Kay® Eau de Toilette Fragrances (\$30 each)** available in Sparkling Honeysuckle™, Simply Cotton™, Exotic Passionfruit™ and Warm Amber™ (shown). For a fragrance layering experience that lasts and lasts, build a gift set that includes a regular-line **body lotion (\$23)**, a limited-edition **shower gel* (\$18)** and a limited-edition **sugar scrub* (\$18)** in the coordinating scent.



Shimmerific Body Powder*, \$25 each
Fragrance Body Lotion*, \$22 each
Fragrance Solid Compact*, \$25 each

Belara® and Bella Belara™ Fragrance Ancillaries

Your customers can mix and match this season's fragrance product options – available in both **Belara®** and **Bella Belara™** scents – to create truly personalized gifts. And with the purchase of any two different limited-edition ancillaries from the same fragrance family, you can offer the **coordinating fabric gift bag FREE!**

MKMen™ Grooming Set*

He'll smell as good as he looks with these skin-loving favourites. The **MKMen™ Face Bar** cleans and buffs skin; the **MKMen™ Shave Foam** helps soften the skin and beard; and the **MKMen™ Cooling After-Shave Gel** shields against razor irritation. And all three come in a **FREE grooming bag** for all his essentials.



\$49
EACH

news&updates

Compiled by Marijana Klapcic and Heather Watterworth

winter 2009/2010 preferred customer program

In today's economy, it's more important than ever to stay top of mind with new and loyal customers.

And the Preferred Customer Program (PCP) helps you do just that by connecting with your target customer base – and at such a great value.

So don't forget to enrol your customers in the **Winter 2009/2010 PCP** from October 15th to November 15th. Of course, there's a fabulous gift-with-purchase – the **Premium Tweeze and Soothe Set**, which includes:

- Mini Mary Kay® Indulge Soothing Eye Gel® (3 g);
- Mini Mary Kay® Oil-Free Eye Makeup Remover (29 mL);
- Mary Kay® Premium Stainless Steel Tweezers;
- a travel pouch; and a
- consumer insert.

What a great way to ring in the festive holiday season!

And remember, if you enrolled in the Fall/Holiday 2009 PCP, enrolling in the Winter 2009/2010 program will keep you on track for the 2009/2010 PCP Consistency Challenge.

– MK



Enrol your customers today by logging on to the Preferred Customer Program under the Business Tools section of the MKOCSM.

dates to remember

- **Enrolment begins:** October 15th, 2009.
- **Enrolment deadline for *The Look*:** November 15th, 2009.
- **Enrolment deadline for the optional mailer:** December 15th, 2009.
- **Gift With Purchase and Generic Literature Packs begin mailing:** December 7th, 2009.
- **Customer AND Independent Beauty Consultant versions of *The Look* begin mailing:** January 4th, 2010.
- **Optional mailer (*Winter Wonders* postcard) begins mailing:** January 25th, 2010.
- **Gift With Purchase offer expires:** March 15th, 2010.





fall/holiday 2009 issue of *the look* – two books in one!

By now you've noticed that the Fall/Holiday 2009 issue of *The Look* has two covers. On the front, you'll notice our Fall/Holiday cover. Then, simply flip it over to find our *Holiday Gift Guide* cover. That's right, it's not an error! In the past, we've always slotted our *Holiday Gift Guide* into the centre of *The Look*, often making it hard to find and even easier to pass over. So this year, we decided to feature the *Holiday Gift Guide* as a stand-alone piece, giving it all the attention it deserves. Now you can easily share the gift guide with your customers by simply flipping the book over. It's essentially two books in one!



– MK

download podcasts of the month

Ignite some inspiration into your soul and success into your business with these new additions to the Media Library – available exclusively on the MKOCSM!

october

- Seminar 2009 Number Two Sales Director speech featuring **Independent Senior Sales Director Josée D'Anjou***.
- Seminar 2009 Go-GiveTM Award recipient speech featuring **Independent Senior Sales Director Isabelle Meunier****.

november

- **Independent National Sales Director Linda MacDonald** talks about loving your people to success during the *Ready for Red!* Rally at Seminar 2009**.
- Seminar 2009 Number Three Sales Director speech featuring **Independent Senior Sales Director Shelley Recoskie****.

*Available in French only.

** Available in English only.

 Find it online: MKOC > Education > Media Library

each one reach one special rewards arriving in your mailbox soon!

Mary Kay Ash's dream was founded upon one very simple principle – **enriching the lives of women**. Now with our *Each One Reach One* promotion, we're asking you and your unit members to continue this legacy by enriching the life of just one person. And when you reach out and share the Mary Kay opportunity with one person, you'll receive a **thank you letter from President Ray Patrick**, along with an exclusive **Each One Reach One Necklace*** that symbolizes your dedication to making a difference in someone's life.

As well, your new team member will receive a **letter from President Ray Patrick** congratulating them on starting their Mary Kay business and welcoming them to this unique sisterhood that has enriched thousands of lives.

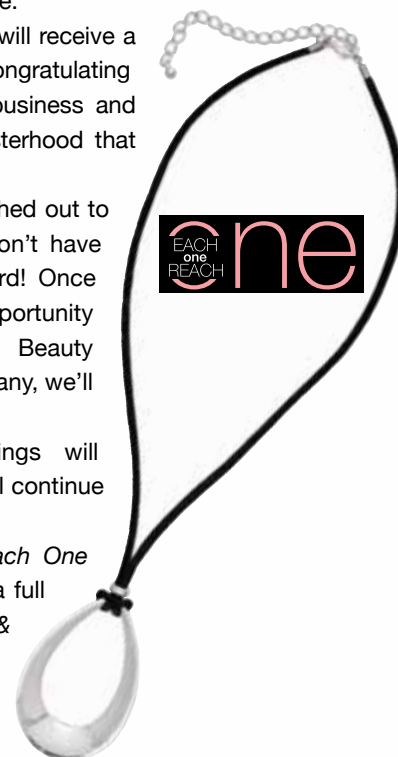
Best of all, if you've already reached out to someone as of August 1st, you won't have to wait long to receive your reward! Once whomever you've shared the opportunity with submits their Independent Beauty Consultant Agreement to the Company, we'll mail your reward to you.

Please note that these mailings will commence in early October and will continue on a monthly basis.

For more information on the *Each One Reach One* promotion, as well as a full list of FAQs, visit the *Contests & Rewards* page on the MKOCSM.

* Limit of one necklace per independent sales force member.

– MK



 Find it online: MKOC > Contests & Rewards > Each One Reach One

the end of an era ...

Nothing can prepare you for the much-anticipated launch of our newly made-over *Applause*® magazine ... coming to your mailbox this December!

But here's a sneak peek:

80 jam-filled pages of:

- improved product knowledge;
- detailed recognition qualifications;
- first-person special event testimonials;
- ongoing celebration of the Mary Kay culture and rich history;
- light-hearted, regularly-occurring mini lifestyle columns;

and so much more ...



the continuation of a legacy

MARY KAY®

Mary Kay Cosmetics Ltd.

2020 Meadowvale Blvd.

Mississauga, Ontario

L5N 6Y2

www.marykay.ca

