

Make a Difference With *Beauty That Counts*[™]

May 1 – Dec. 15, 2009

Thanks to your generosity, the first-ever global *Beauty That Counts*[™] charitable campaign was a tremendous success! And now you have the opportunity to make a beautiful difference for women and children again this year. Beginning in May, Mary Kay Ash's birthday month, you can introduce the 2009 *Beauty That Counts*[™] initiative to your customers. Marketing research shows that women like to give back in simple, easy ways, so here's your chance to help them do just that!

You can join Mary Kay in its worldwide effort to change the lives of women and children around the world through your purchase of *Beauty That Counts*[™] Mary Kay[®] Creme Lipstick.

In the United States, from May 1 through Dec. 15, 2009, \$1 will be donated from each sale of *Beauty That Counts*[™] Mary Kay[®] Creme Lipstick in limited-edition Pink Passion and in Gingerbread. As part of this effort, in the United States, Mary Kay is proud to support the Mary Kay Ash Charitable Foundation in its efforts to end domestic violence.

When you order limited-edition Pink Passion or Gingerbread lipstick during this campaign, a beautiful *Beauty That Counts*[™] special bag, a sheet of pink tissue paper and a thank-you note will be included. To ignite your customers' own spark of generosity, all you have to do is put the lipstick in the bag with your own special touch. We request that the bags be used only with limited-edition Pink Passion and Gingerbread lipsticks to preserve the impact of this special donation.

Special Part Numbers to Use

Beauty That Counts[™] Mary Kay[®] Creme Lipstick,

Limited-edition Pink Passion, **\$13 –**

New Part #10-029886

Beauty That Counts[™] Mary Kay[®] Creme Lipstick,

Gingerbread, **\$13 – New Part #10-029890**

Be sure to use these new part numbers starting May 1 to ensure that you are supporting this important cause. These part numbers will be available May 1 as write-in items on the order form and through online and telephone ordering. And remember, samplers of each lipstick shade can help you sell! Together, we can make a beautiful difference!



Counting on Lipsticks
Independent Sales
Director Frankie
Shaw Millens of

Decatur, Ga., is passionate about the *Beauty That Counts*[™] initiative. Last year, she sold 389 Mary Kay[®] Creme Lipsticks in Apple Berry!

"I got excited about *Beauty That Counts*[™] because I loved that the Company was donating the profits to end domestic violence," Frankie shares. "I talked about the program at every skin care class. I also allowed my customers who purchased two lipsticks to receive a third at half-price. I asked them to buy one for themselves, one for someone they love and one for the ladies at the shelter. I took those lipsticks to a local women's shelter, and each one had a tag naming the woman who had bought it for them. People often donate diapers and things like that to women's shelters but nothing to make the women feel beautiful. The women at the shelters are trying to get their lives back on track, and this is one way they can see that people care about them."

