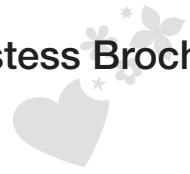




Guide to Using the Hostess Brochure

There's a **party** going on.

It's time to go to your **pretty place**.



The hostess brochure is designed to get your hostess excited about getting together with her girlfriends to go to their pretty place – a Mary Kay® party. It explains how easy and fun it is to host a party and outlines the rewards she can earn while she's at it.

It's feel-good girl time.

This section is all about how your hostess can party with a purpose. It shows your hostess that by having a party, she is connecting with a Company that is making a difference around the world. It outlines some of the Corporate Social Responsibility efforts of Mary Kay Inc. As you talk to her about these efforts, you also may want to share what your Mary Kay business means to you.

It's feel-good girl time.
Go ahead, party with a purpose.

Hello, purpose! "To know, 'tis happiness. So here's an invitation just for you to do: carry on your feel-good can get underway. Take home some serious free stuff. Have fun with friends. And feel good indulging because this is more than old-fashioned you-time — you're partying with a purpose. Come on, it's waiting.

Don't let all the playing, laughing and partying fool you — having this much fun is good for you! And it's good for the world because hosting a Mary Kay® party is another way to help make a difference. It's a purposeful party because it's fun, it's frivolous and it's you. You're connecting with a company that does good.

Some of the ways Mary Kay makes a difference around the world is by:

- Supporting breast cancer research and children's health
- Caring for the environment through recycling efforts and planting trees
- Funding research to help find cures for diseases that affect women
- Encouraging women to be involved in their communities

You can find out more about what Mary Kay is doing for the world at www.marykay.com. Once you've done it, if you don't want to party any other night...

Free products

This section is sure to get your hostess excited. It outlines the three possible ways she can earn free product as one of her rewards.



Free product spree

She can receive 10, 15 or 20 percent of her total party sales in free product, NOT cash. The dollar amount earned is for the amount of product at suggested retail price, not your wholesale price. **OR**

Get a \$40 gift of beauty.

Your hostess can choose to receive \$75 worth of Mary Kay® products for just \$35. You order \$75 suggested retail value of product at the wholesale cost of \$37.50.* Your hostess pays \$35 for this product order, which equals just a \$2.50 (plus applicable sales tax) out-of-pocket cost incurred by you. **OR**

My product special just for you

This option provides you with a great deal of flexibility. You can offer your hostess products from your excess inventory, or you can layer a couple of lower-cost products. And you can reward your hostess based on criteria you establish; for example, when she holds a party on the originally scheduled date. Or offer your hostess free products based on the number of guests in attendance or total party sales. It's up to you!

*Wholesale cost applies to "active" Independent Beauty Consultants and does not include sales tax.

Gotta love more hostess perks

One-on-one personal consultation

You could make your hostess feel special by offering her a customized color look, using a Color Card or the Virtual Makeover, to wear to her party.

Get the **Mary Kay Fashion and Beauty Trend Report**.

Give your hostess an inside look at the latest must-haves in fashion and beauty trends. There are two ways you can promote it to her:

- ❖ When you schedule her party using the *Beaute-vite®* Online Party Planning Tool (available through a Mary Kay® Personal Web Site), a “personalized party page” will automatically be created for that event. When your hostess logs on to your Mary Kay® Personal Web Site, she will have an exclusive area on your “personalized party page,” where she’ll be able to access the report.
- ❖ Download and print the report from the “Hostess Program” link on the Mary Kay InTouch® Web site.

Get that pretty party started.

Think of the get-togethers you could have to hang out with. Now make a list of those you want to invite. You can add names to the guest list, add them to your contact list, or add them to your calendar. If you see a date after we decide on a date to get the names in, just add another date.

Name/Phone/Address	Name/Phone/Address
E-mail	E-mail
Name/Phone/Address	Name/Phone/Address
E-mail	E-mail
Name/Phone/Address	Name/Phone/Address
E-mail	E-mail
Name/Phone/Address	Name/Phone/Address
E-mail	E-mail
Name/Phone/Address	Name/Phone/Address
E-mail	E-mail
party purpose	

Try before you buy.

You can offer risk-free, stress-free shopping to your hostess.

VIP News

Keep your hostess up to date on the latest products, special promotions and more by sending her *Beaut-e-News®* and an MKeCard®.

Get that pretty party started.

Ask your hostess to complete each section (a guest list, a wish list and a “cannot attend” list), tear off the panel and give it to you. It’s a great way to start building your customer list.*

NOTE: The brochure features a team-building message on the back cover – a perfect conversation starter for offering your hostesses the Mary Kay opportunity.

*Prior to contacting referrals via telephone or e-mail, you should consider whether such communication is consistent with state and/or federal “do not call” and/or “spam” laws and regulations. For more information on this subject, you can go to www.marykayintouch.com. Otherwise, Mary Kay recommends face-to-face contact, which should help you avoid any issues with these types of regulations.

MARY KAY®

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Hostess Perks
Free products
That's right – the Mary Kay® products you love for FREE! As a hostess, you can choose from many free items for your guests.

1. Free product love
As a Mary Kay hostess you can earn 10, 15, 20 percent off your FREE! Mary Kay® products. This chart shows how much you can save.

Total Party Sales	10% Off Your FREE!	15% Off Your FREE!	20% Off Your FREE!
\$500	\$50	\$75	\$100
\$400	\$40	\$60	\$80
\$300	\$30	\$45	\$60
\$200	\$20	\$30	\$40

2. Get a \$40 gift of beauty.
A gift certificate for a \$40 gift of beauty, especially when you can get \$75! Use it to share with my hostesses. Ask me how you can earn the Mary Kay® products you love.

3. My product special just for you
I like to share with my hostesses. Ask me how you can earn the Mary Kay® products you love.

Gotta-love more hostess perks.
They're all about you.

D One-on-one personal consultation
I want to make your hostess experience a success. I'll help you take care of all the details so she can focus on what matters most – caring for her guests.

D Get the Mary Kay Fashion and Beauty Trend Report.
Be the first to get the latest must-haves in fashion and beauty trends.

D Try before you buy.
You'll never have to say “try again.” Just try it on, and if you don't like it, we'll take it back or refund your money. Because you try it before you buy it.

D VIP news
Each month you'll receive an e-mail box packed with beauty tips and smile-making new products and special promotions.