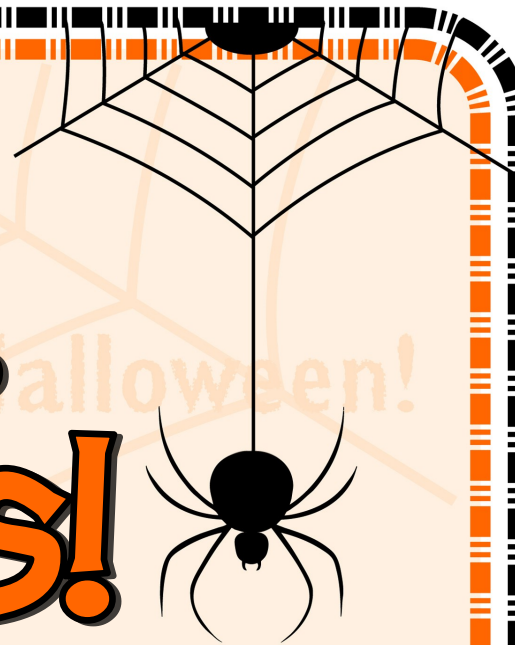


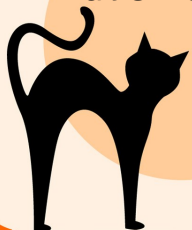


# no tricks... just sales!



boost your sales this month with these fun ideas:

- **Host a Halloween “Haunted Open House”:** Showcase glamour and color looks with fun decorations!
- **Trick or Treat Sale:** Buy 1 item and get 2<sup>nd</sup> item at 50% off! Offer special discounts on products of your choice (such as 20% off all Masks, etc.)
- **Ghosts & Goblins Glam Night:** Host a Glamour night filled with fall treats!
- **Pumpkins & Pampering:** Guests enjoy satin hands & the dash out the door look...Give each guest a small pumpkin to take home as a gift!
- **Cobwebs and Cosmetics:** Teach a class focusing on color application “tricks”... sometimes using color can get tricky!
- **Have a “Trash It” party:** Bring your “ghastly” outdated, old cosmetics and trash them! It’s time to update your look!
- **Free MASKara:** Offer your customers a free Mascara when they book an appointment to try the new products!
- **Halloween Treat Bag Inserts for Moms:** Create a coupon for a complimentary Mary Kay makeover. Attach a sample and your business card (be sure and ask if they have a Mary Kay Consultant, and remember to get their contact info...follow up is key!)



# happy halloween!