Inside: Bridget Shaw Shares Her Joys on Her Mary Kay Journey.

Bright, Beautiful. 

NEW! TimeWise® Tone-Correcting Serum
**It is important for you to have a goal.**

*You simply can’t get there if you don’t know where you are going! Begin to build in your mind a dream. Then write it down and make your goal realistic. Aim high enough that you will have to stretch your ability and your potential to reach it.***

---

**CALENDAR**

<table>
<thead>
<tr>
<th>Date</th>
<th>Events</th>
</tr>
</thead>
</table>
| 1    | - Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month.  
      - Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m., Central time. |
| 3    | - Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until midnight, Central time. |
| 15   | - Postmark deadline for Quarter 4 Star Consultant quarterly contest.  
      - Deadline to make Quarter 3 Star Consultant prize selections. |
| 16   | - Quarter 1 Star Consultant quarterly contest begins.  
      - Fall 2016 Preferred Customer Program™ online enrollment for *The Look*, including exclusive samples (while supplies last) begins. |
| 20   | - Deadline to submit transfers, cancellation requests and hotel cancellation requests without a $100 penalty for Seminar 2016.  
      - Online prize selection available for Quarter 4 Star Consultant quarterly contest. |
| 29   | - Last day of the month for Independent Beauty Consultants to place telephone orders. |
| 30   | - Seminar 2016 contest period ends. Last day to make Seminar Awards selection. Call Prize Department to make your selection.  
      - Last day of the month for Independent Beauty Consultants to place online orders.  
      - Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail must be received today to count toward this month’s production.  
      - Online Independent Beauty Consultant Agreements accepted until midnight Central time. |
Shade of Change
Your customers can help change the lives of women and children when they purchase the NEW limited-edition† Beauty That Counts® Mary Kay® Creme Lipstick in Hearts Together. Now’s a great time to host a Love Your Lips party.

Prom Pretty
Prom season! That means plenty of chances to boost bookings. Mom/daughter parties are great for displaying fabulous Mary Kay® skin care, color and fragrance.

Glow Pro
Help your customers see brighter and more vibrant skin with the new Time-Wise® Tone-Correcting Serum. Plus, get tips on how to promote and sell. pages 2-3

Lashes Unleashed
The new Lash Intensity™ Mascara is our most intense mascara yet. Explore the entire Mary Kay® mascara collection. pages 4-5

Dream Catcher
Independent Executive Senior Sales Director Bridget Shaw shares the joy she gets professionally and personally through her Mary Kay business. pages 6-7

Flawless
The new Perfecting Concealer™ and Mary Kay® Undereye Corrector conceal blemishes, age spots and minor skin imperfections. Learn how they work together to create flawless-looking skin. pages 14-15

Vow Factor
Here’s a great way to gain customers and make sales! Offer inspiration with the new @MaryKayBrides and #MarryKay on Instagram® and bridal boards on Pinterest®. Find great looks and selling ideas on marykay.com. Look for Mary Kay® ads in the June/July issue of Brides® magazine.

Ready, Set, Register!
Experience the magic of Seminar. It’s four action-packed days of learning and inspiration. Come and catch your dream! Register today on Mary Kay InTouch® / Events.

Bridal Beauty
Check all the ways you can capitalize on the booming bridal business with our exciting BRIDES® partnership. pages 16-17

Red-y for Seminar
Fabulous prizes await in the Summer of Reds promotion. Plus, two Independent Sales Directors share how attending Seminar took their Mary Kay businesses from good to great! pages 18-19

Summer Sales
Keep your sales sizzling all summer with these hot Mary Kay® products and sunsational selling tips. pages 20-21


Brides® is a registered trademark of Advance Magazine Publishers, Inc. Instagram® is a registered trademark of Instagram, LLC. Pinterest® is a registered trademark of Pinterest, Inc. †Available while supplies last
NEW!

**TimeWise® Tone-Correcting Serum**

No one has brightened like this before.

Your customers can transform dull, lifeless-looking skin into a more luminous complexion!

The appearance of past damage, skin discoloration, hyperpigmentation, dark spots and freckles are helped when the serum is used twice daily.

- Dramatically evens the appearance of skin tone.
- Clinically shown to significantly improve skin brightness.
- Works beautifully with all skin tones, all skin types.

Who will love this serum?

Any woman who:

- Wants her skin tone to appear more even and bright.
- Wants to address the look of dark spots, freckles, skin discoloration and past damage.
- Is looking for products to reclaim a brighter, younger-looking skin tone.
- Is looking for the latest, innovative, industry-first technology.
- Wants to feel more confident without foundation.

You’ll find more information on the "Video Lounge." Look under the Education tab, then Pink Link® / Summer / The Science Behind the Beauty.
Mary Kay Discovery: The Story of Beauty and the Bean

A magic bean? Maybe not. But its power to brighten skin remained undiscovered until now. Always on a quest for new ingredients and untapped technology, Mary Kay scientists were intrigued by a powder form of the navy bean typically sold for soup recipes. Could a bean that’s nutritious for our bodies also be nutritious for our skin? Surprisingly, it showed impressive results for brightening.

They began a two-year mission to identify an extract to be used in a skin care formula. The result is our proprietary Perfectly Bright™ Complex, including the industry-first navy bean extract.

Michelle Hines, Director, Mary Kay Research Center

“Brightening from a navy bean? Why not! New sources for skin benefits come from anywhere. Discovering it was easy, but it took years to refine the technology to maintain its brightening properties and deliver those benefits through TimeWise® Tone-Correcting Serum. The effort was worth it.”

I've reclaimed a brighter, more even-looking skin tone!

That’s what 79 percent of women said after using TimeWise® Tone-Correcting Serum in an independent consumer study.* Here’s what else they saw:

AFTER 1 WEEK:
- Helps skin look brighter: 72%

AFTER 3 WEEKS:
- Leaves skin with a more uniform, even appearance: 81%
- I feel more confident without foundation: 82%

AFTER 6 WEEKS:
- Dramatically improves skin’s overall appearance: 77%
- Dark spots appear less visible: 71%
- Helps reduce the appearance of past damage: 75%
- Complexion gets even better with continuous, consistent use: 82%

While Supplies Last

TimeWise® Tone-Correcting Serum works around the clock to help restore skin’s natural, even-looking tone – all in one power-packed formula! Because of this, TimeWise® Even Complexion Essence and Dark Spot Reducer are being discontinued and will be available while supplies last. If you have customers who have loved the Even Complexion products, be sure to introduce them to this new product that offers the same benefits in one product!

#GlowAndTell challenge can get your customers excited to commit to a daily skin care regimen and see gorgeous results. Find out more on Mary Kay InTouch®.

The perfect complement to a daily Mary Kay® skin care routine. Apply evenly morning and night, after cleansing and before moisturizing.

*Results reflect the percentage of women who agreed with the statements during an independent consumer study in which 230 participants used the product twice a day for six weeks.
†U.S. Pat. Nos. 8,747,926 and 8,481,090 and Other Pats. Pend. Price is suggested retail.
NEW!

**Lash Intensity™ Mascara**

Magnify. Maximize. Multiply the look of your lashes. That’s intense!

GET wow-worthy volume plus irresistible length.

200%

more volume.*

It’s like adding the thickness of two lashes for every one.

84%

longer-looking lashes.*

- New **Double Impact™ Brush** helps plump while combing through to lengthen the look of lashes.
- Mineral-rich, high-impact pigment envelops each lash in a perfect shade of black.
- All-day wear that resists smudging.

EXPAND: Plump up the volume with the look of doubly expanded lashes. Lashes look magnified, and the formula coats each lash without fading. So intense, you won’t believe your eyes.

EXTEND: Go to serious lengths with lashes that look significantly extended and elongated and that seem to go on and on. And because the formula is buildable, you can achieve impressive new heights for maximum, eye-catching impact.

**Double Impact™** Brush for Our Most Intense Mascara Yet!

- **VOLUME:** The brush’s short bristles are designed as the “volume zone” to create a formula reservoir. Plus, a single reservoir row without bristles allows additional formula pickup. With every coat, a healthy dose of mascara gets deposited from the reservoir to the root of lashes to help build volume.
- **LENGTH:** The longer bristles create a “combing zone” designed to give each lash intense attention. With each stroke of the brush, precisely placed bristles are engineered to stretch and extend the formula, hugging lashes all the way from the root up to and beyond the very tip.

TO APPLY: Place brush at root of lashes and use a back-and-forth motion as you work the brush along the length of lashes. Then rotate the brush 180 degrees as you sweep from root to tip to help the dual brush zones work through lashes.

A Little TLC – Triple Lash Conditioning

**Lash Intensity™** Mascara is formulated with **Pro Vitamin B5** (commonly used in hair products) to help protect, condition and strengthen lashes. It’s also formulated with an emollient fatty-acid compound shown to bind 170 percent of its weight in water to help prevent lash breakage. Plus, the formula contains vitamin E, a well-known protective antioxidant.

**See the Difference!**

Unretouched images show the look of added volume and length achieved with **Lash Intensity™ Mascara.**

*Based on an independent clinical study measured by an expert grader after applying two coats of mascara.

**Images reflect average results of an independent clinical study after two coats of Lash Intensity™ Mascara were applied to 20 women.
The best-seller logo/designation refers to top-selling products within the Mary Kay® product line. All prices are suggested retail.

Try Before They Buy.
- **NEW! Lash Intensity™ Mascara Deluxe Mini, $3** (introductory price) (shown below)
  Welcome this Deluxe Mini to our growing list of regular-line minis! All create a great first impression and allow your customers to try before they buy. Plus, they’re perfect for gifts with purchase and for travel.

- **Double Impact™ Brush Sample Wands, pk./6, $3**

Both the Deluxe Mini and sample wands are available on Section 2 of the Consultant order form.

---

**LASH Wardrobe**
A Mascara for Every Occasion

- **a NEW! Lash Intensity™ Mascara, $18,** when you want:
  Significantly longer, more voluminous-looking lashes
  Significantly expanded and extended-looking lashes in one mascara
  Latest formulations and brush design to exaggerate the look of lashes
  Perfect shade of black that doesn’t fade
  Triple-conditioning benefits to help care for lashes
  Shade: Black

- **b Lash Love® Mascara, $15,** when you want:
  Voluminous, naturally flawless lashes
  Significant volume and perfect definition
  Volume that still looks natural
  Strong pigments for deep color in a water-resistant formula
  Conditioning benefits for healthy-looking lashes
  Shade: I♡ black

- **c Lash Love® Waterproof Mascara, $15,** when you want:
  Triathlon-tested: Stays put through swimming, bicycling, running and exercising
  Tearproof, pool-proof, saltwater-proof and humidity-proof
  Shade: I♡ black

- **d Lash Love® Lengthening Mascara, $15,** when you want:
  Long, strong, seriously separated lashes
  Significant length and perfect separation
  Length that also lifts and curls lashes
  Conditioning benefits for healthy-looking lashes
  Shade: I♡ black in a formula that wears for more than 10 hours

- **e Mary Kay® Ultimate Mascara™, $15,** when you want:
  Big, bold, separated lashes
  Volumizing and super-thickening formula
  Shades: Black Brown or Black

---

**ADD THESE Lash Favorites!**

- **Mary Kay® Lash & Brow Building Serum**: Improves the overall appearance of lashes; leaves brows looking healthier. $36
- **Mary Kay® Lash Primer**: Get more from your mascara — intensifies lash volume and creates longer-looking lashes. $15
- **Mary Kay® Oil-Free Eye Makeup Remover**: This best-seller gently removes eye makeup! $15

---

**Party Idea!**
Host a **Yes Eye Can** party. You can play with eye color and products shown here. Take before-and-after pics to post on social media.

**Tip!**
Be sure to have plenty of sample wands on hand. Available on Section 2 of the Consultant order form.

---

*The best-seller logo/designation refers to top-selling products within the Mary Kay® product line. All prices are suggested retail.*
When Bridget Shaw met Independent Elite Executive National Sales Director Kathy Helou on a cruise 20 years ago, she never imagined that she would be where she is today.

“Kathy talked to me about the Mary Kay opportunity,” says Bridget. “All I knew about Mary Kay was the pink Cadillac®. But there was a calmness about Kathy that I liked, and I admired the way her family interacted while we got to know each other on the cruise.”

With Kathy still on her mind when they returned from vacation, Bridget did some research.

“My husband and I were newly married with a young daughter,” she says. “He was in Seminary, and I had earned a degree in accounting and worked for a major automotive company. We talked about the opportunity, and with his entrepreneurial spirit, he encouraged me to go for it. I was hesitant because I was raised to grow up, go to college and then work for someone else.”

Trust the Plan.

Bridget signed up and instantly knew she had made the right choice. “I found myself surrounded by supportive women who taught me to praise other women to success – to focus on strengths and let the weaknesses work themselves out. It was a sisterhood that I needed, and it became so much more.”

At first, she did her own thing. “I did what I wanted to do the way I wanted to do it,” Bridget says. “Then, I hit a few roadblocks and realized if others were finding success using tools like the Weekly Plan Sheet and Six Most Important Things list, then maybe that’s something I should do. The Race for Red is another great tool. It’s designed to help Independent Beauty Consultants grow – and grow the right way. We don’t have to reinvent. Mary Kay has a plan in place to help us succeed. We just need to trust and support the plan.”
Build Me Up.

Bridget knows that every woman has different strengths. “It’s my job as a leader to help others become the best versions of themselves, not duplicated versions of me,” she says. “This is something I’ve learned over the years – that I have to guide from afar and let people make their own choices. It’s hard to watch talented women miss out on their goals and give up. I try to teach that when you hit roadblocks, you just sharpen your skills and get better. If you don’t make your goal, it doesn’t mean you can’t achieve it. It just means that you change the dates and keep going.”

Bridget has hit her share of roadblocks. “I went through the Director-in-Qualification process three times. I earned the use of a Cadillac® for years, but because life happens, I stepped back in Career Car levels. These were humbling moments, but I didn’t give up. My kids, now 21 and 12, see that I’m a fighter and that God’s delay is not a denial.”

A Family of Leaders

Through her Mary Kay sisterhood, Bridget’s family has been surrounded by women who work together and bring everyone up with them. “My daughter is focused on college right now, and I’m hoping she’ll start her own Mary Kay business because I know she’ll make a great Independent Sales Director. I’m just waiting until she’s ready. At 12, my son is already a leader. After playing baseball for years, he switched to football, and many of his friends switched too. He recently joined the Fellowship of Christian Athletes, and his friends are following his lead. My husband is my Mary Kay Man. He is there whenever I need him in addition to being accomplished on his own – in the Army, as a pastor and as an active member of our community. I am truly blessed.”

Pass It On.

“If you’ve made the decision to become an Independent Beauty Consultant, to earn the use of your first Career Car and to become an Independent Sales Director, you’ll find that every leader and every person you need on your journey will show up,” she says.

“From picking up my first Career Car to earning my highest commission check to seeing my offspring Independent Sales Directors walk across the stage at Seminar, there’s been so much joy. My most joyous moment? Right now. Watching the women in my unit grow and mature in this business – sharing in their joy as they debut as leaders. It’s amazing. And I’ll forever be grateful for the women in my circle, like Kathy, who believed in me before I ever believed in myself.”
Congratulations to our June 2016 Go-Give® Award winners who best exemplify the Golden Rule – helping others unselfishly and supporting adoptees as much as unit members.

Nominate a well-deserving Independent Sales Director who displays the Go-Give spirit for this prestigious honor today! We’ve made it easy – look for the online nomination form on Mary Kay InTouch® under the Contests/Promotions tab.

Ginny O’Kain
Emerald
Independent Senior Sales Director
Began Mary Kay Business
July 2009
Sales Director Debut
February 2010
Offspring one first-line
National Sales Director
Joanne Bertalan
Honors Star Consultant; four-times Queen’s Court of Sharing; two-times Circle of Achievement; Double Star Achievement
Personal Lives in Ocala, Fla.
Husband, Darrell
“I am motivated to help others because it is extremely rewarding to focus on the women God puts in my life more than myself, and I love how the Company was founded on the Golden Rule.”
Independent Senior National Sales Director Joanne Bertalan says, “Ginny was my arm to lean on after my father’s death and stayed true to her commitments in the midst of her own personal difficulties.”

Lindy Horne
Diamond
Independent Sales Director
Began Mary Kay Business
June 2003
Sales Director Debut
February 2005
National Sales Director
Anita Conley Rhoden
Honors Star Consultant; Consultant Queen’s Court of Personal Sales; Sales Director Queen’s Court of Personal Sales; three-times Circle of Achievement
Husband, Keith; sons: Andrew, Kevin
“I am motivated to help others because I enjoy teaching and mentoring women. I love that I am able to customize my business into what works best for me and my priorities: faith, family and my Mary Kay business.”
Independent Beauty Consultant Chris Rundlett of York, Maine, says, “Lindy holds special events to raise money for The Mary Kay FoundationSM as well as local families and charities in the area.”

Donna Comstock
Ruby
Independent Senior Sales Director
Began Mary Kay Business
September 1999
Sales Director Debut
November 2000
Offspring one first-line
National Sales Director
Go-Give Area
Honors Circle of Honor; Consultant Queen’s Court of Personal Sales; five-times Sales Director Queen’s Court of Personal Sales; Queen’s Court of Sharing; eight-times Circle of Achievement; three-times Double Star Achievement; Triple Star Achievement
Personal Lives in Sinclairville, N.Y.
Husband, Scott; son, Maxwell; daughter, Josie
“I am motivated to help others because there is nothing better than genuine happy faces, and I love to see people thrive in their unique gifts.”
Independent Beauty Consultant Summer Wolcott of Ashville, N.Y., says, “Donna celebrates her teammates every chance she gets and educates me on how to get where I want to be in my business.”

Vicki Piccirilli
Sapphire
Independent Future Executive Senior Sales Director
Began Mary Kay Business
January 2004
Sales Director Debut
March 2005
Offspring four first-line; one second-line
National Sales Director
Cathy Littlejohn
Honors Star Consultant; monthly Go-Give® Award winner, October 2010; Sales Director Queen’s Court of Personal Sales; three-times Queen’s Court of Sharing; seven-times Circle of Achievement; three-times Circle of Excellence; four-times Double Star Achievement
Personal Lives in Wesley Chapel, Fla.
Husband, Robert; sons: Charlie, Robbie
“I am motivated to help others because most women just need to be reminded of their unique qualities, and their Mary Kay businesses give them a way to impact so many other lives.”
Independent Senior Sales Director Richelle Barnes of Social Circle, Ga., says, “Vicki can often be found mentoring and helping women in her church and community and fund-raising for domestic abuse programs in her area.”
Correct, Conceal & Perfect.
It’s your lasting coverage cover-up!

TWO PRODUCTS

1 NEW! Perfecting Concealer™
- Conceals blemishes, age spots and minor skin imperfections.
- Light-diffusing technology helps blur the appearance of fine lines and optically correct minor imperfections.
- Helps hide redness with creamy, long-lasting coverage.
- Neutralizes dark circles beneath the eyes.
- Available in six shades.


Tips From the Experts
Perfecting Concealer™ can be worn alone or applied after your favorite Mary Kay® liquid foundation or Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15.* If you wear Mary Kay® Mineral Powder Foundation or Endless Performance® Crème-to-Powder Foundation, apply the concealer before your foundation.

1 Use the applicator to place one to three dots to hide blemishes and minor imperfections.
2 Gently tap with ring finger or use concealer brush until product blends with surrounding area. Allow to dry.
3 Blend edges as needed for smooth, seamless coverage.

Visit the “Video Lounge” for how-to application tips and product information under the Education tab, then Pink Link® / Summer / The Science Behind the Beauty.

*Over-the-counter drug product
NEW! **Mary Kay® Undereye Corrector**

Undereye corrector is a peach shade designed to color-correct shadows beneath the eyes. Adds the right hint of tint to help neutralize dark circles and brighten the undereye area. Helps deliver a refreshed, wide-awake appearance. Plus, it layers beautifully with your skin-tone concealer for natural, seamless coverage. Ideal for ivory and beige skin tones.

**Easy to See**

Both products feature a clear window, so it’s easy to tell your skin-tone concealer from your undereye corrector. The doe-foot applicator allows for precise application so the formula goes where you want it.

**qa**

**q:** How is the Mary Kay® Undereye Corrector different from the Perfecting Concealer™?

**a:** They use the same formula, but the undereye corrector has a peach tone to address bluish-purple undereye circles. The undereye corrector works for ivory to beige skin tones. For bronze skin, use your matching skin-tone concealer to neutralize dark shadows.

**q:** How does the light-diffusing technology work?

**a:** Light-reflecting makeup blends tiny mineral particles to reflect light away from dark spots, wrinkles and blemishes. Compare the effect to using a softening filter on a camera lens to blur the appearance of minor imperfections.

**While Supplies Last!**

With the launch of the new Perfecting Concealer™ and Mary Kay® Undereye Corrector, the Mary Kay® Facial Highlighting Pen (Shades 1, 2, 3, 4) and Mary Kay® Concealer (Yellow, Ivory 1, Ivory 2, Beige 1, Beige 2, Bronze 1 and Bronze 2) are being discontinued and will be available while supplies last.
Mary Kay® returns as the Official Beauty Sponsor of the BRIDES Live Wedding hosted by BRIDES® magazine and BRIDES.com®. Thousands will see Mary Kay® products as they watch the all-new Web series that follows a recently engaged social media celebrity, Elle Fowler, who will plan every detail of her wedding, including four gorgeous Mary Kay® makeup looks.

TIP! Invite brides-to-be and their friends to join you for a new color look. You can use the Mary Kay® looks featured on the show and marykay.com and vote for your favorite!

Get This Look – Classic Bridal Look
It’s one of four you’ll find on marykay.com.

Foundation: Endless Performance® Crème-to-Powder Foundation, $18
Eyes: Beach Blonde Mary Kay® Cream Eye Color, $14
Mascara: NEW! Lash Intensity™ Mascara, $18
Brows: Mary Kay® Brow Definer Pencil, $11
Cheeks: Spiced Poppy Mary Kay® Mineral Cheek Color Duo, $18
Lips: Firecracker True Dimensions® Lipstick, $18

Get the Mary Kay® bridal makeup looks, BRIDES Live Wedding details, product bundles, how-to videos and more on marykay.com.
She Said “Yes” to Bridal Biz!

**Bridal parties** can be a great addition to your business year-round. Here are some tips from Crystal:

**BOOK:** Offer the bride-to-be a complimentary bridal facial party for her and her bridal party. Don’t know any brides? Ask your customers. There’s a good chance they do!

**AT THE PARTY:** Let the group try the TimeWise® Miracle Set® Set, the TimeWise® Microdermabrasion Plus Set and the Satin Lips® Set. I usually offer a custom foundation match, too, then book a second appointment for a color consultation. I send everyone home with a goodie bag.

**FUN TIP:** Make the bride-to-be feel special. A tiara and bridal sash are fun. They are a festive touch she’ll love and remember!

Big Day Must-Haves

- **Forever Diamonds™ Eau de Parfum** is inspired by the special milestones in a woman’s life—her engagement, wedding day, anniversaries and beyond. $40
- **Mary Kay® Makeup Finishing Spray** by Skindinävia keeps makeup in place. $18
- **Fragrance-Free Satin Hands® Pampering Set** keeps hands ready for the bling and makes a great wedding-party gift. $35

**Did You Know?**

Mary Kay has gone bridal on Instagram®! Visit #MarryKay for the best beauty secrets and bridal inspiration.

**Bridal Is Booming.**

The **bridal beauty industry** is worth **almost $5 billion**. Share your products and be part of this growing industry! Find a customizable party invitation and flier at Product Central on **Mary Kay InTouch®**.

**Limited-Edition† Beauty That Counts®**

**Mary Kay® Creme Lipstick – Hearts Together**

April 26–Aug. 15, 2016: $1 from the sale of each limited-edition† **Beauty That Counts®** **Mary Kay® Creme Lipstick – Hearts Together** goes to **The Mary Kay Foundation**® in its support of women’s shelters and survivors of domestic abuse. Hearts Together is a special version of **Mary Kay® Creme Lipstick**.

To learn more, visit **marykayfoundation.org**.

**About Beauty That Counts®**

Wherever we are, wherever we go, Mary Kay works to change the lives of women and children. And through the global **Mary Kay® Beauty That Counts®** program, millions of dollars have been donated to select organizations serving women and children around the world. Visit **marykay.com**.

**Perfect for Wedding Day Touch-Ups!**

**NEW!**

**Limited-Edition† Mary Kay® Rose Gold Compact Mini** (unfilled), $17
**Race for Red**

**Summer of Reds**

**MARCH 1 – MAY 31, 2016**

Earning your red jacket is just the start! When you’re part of the Race for Red, you can go up the career path to even more lucrative rewards.

### How It Works

<table>
<thead>
<tr>
<th>Who</th>
<th>Star Team Builders*</th>
<th>Team Leaders*</th>
<th>Future Independent Sales Directors*</th>
</tr>
</thead>
<tbody>
<tr>
<td>(3 to 4 active team members)</td>
<td>(5 to 7 active team members)</td>
<td>(8 or more active team members)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Do This</th>
<th>$1,200 cumulative team production**</th>
<th>$1,800 cumulative team production**</th>
<th>$2,400 cumulative team production**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any One Month Receive</td>
<td>Crystal Bracelet</td>
<td>Crystal Bracelet</td>
<td>Crystal Bracelet</td>
</tr>
<tr>
<td>Any Two Months Receive</td>
<td>Ruby Bracelet</td>
<td>Ruby Bracelet</td>
<td>Ruby Bracelet</td>
</tr>
<tr>
<td>All Three Months Receive</td>
<td>Onyx Bracelet</td>
<td>Onyx Bracelet</td>
<td>Onyx Bracelet</td>
</tr>
</tbody>
</table>

### Consistency Pays!

Earn this fabulous tote and the coordinating clutch inside when you achieve all three months of the contest. It’s waiting for you at Seminar 2016 at the prize party.

Check Mary Kay InTouch® for details.

---

*Career path status will be determined as of the last day of the month.

†An Independent Beauty Consultant is considered active in the month a minimum $225 wholesale Section 1 order is received and accepted by the Company and in the following two calendar months.

**Cumulative team production is the combination of your personal wholesale Section 1 production and your personal team members’ wholesale Section 1 production.
LISTEN TO ROCK STARS.

BE READY FOR THE BIG REVEALS.

CELEBRATE CINDERELLA MOMENTS.

SEE AND TOUCH NEW PRODUCTS!

SEMINAR IS A MAGICAL PLACE WHERE DREAMS ARE BORN!

**Seminar Changed Me!**

Kali grew up watching her mother, Independent National Sales Director Kate DeBlander. Kali was a brand-new Independent Beauty Consultant when she attended her first Seminar. “I signed my Independent Beauty Consultant Agreement at the end of June, and my Independent Sales Director (aka Mom) registered me at the last minute,” Kali recalls. “The first day, I met a Seminar teacher who had just quit her job to build her business and an Independent Sales Director who was my age, and I realized I could be successful. It was up to me! The following Seminar, I was back as a brand-new Independent Sales Director, a Grand Achiever and a member of the Sales Director Queen’s Court of Personal Sales. Seminar gave me the ‘big picture’ and the permission to dream. It was most definitely the launching pad for my success!”

**Put a Ring on It!**

Brenda began her Mary Kay business when she was 18. After attending Seminar for a few years, she made it her goal to be on the Seminar stage. “My unit and I worked hard all year. I picked out the ring I wanted from the Seminar brochure, cut out the picture and took it everywhere!” Brenda earned her place onstage that following Seminar. “This recognition catapulted my unit’s vision to the Seminar Circle of Achievement and then the Circle of Excellence,” Brenda says. “From that point, I always wanted to be on the Seminar stage! I think my mother, Independent Senior National Sales Director Emeritus Jessie Hughes Logan, who was a top Sales Director at the time with her own Seminar stage recognition, was more proud of my unit’s achievements than her own!”
Temperatures on the rise? Your business can be too! Hot ideas to help your sales sizzle this summer.

- **SHARE YOUR GOAL.** Is it a family vacation? Sending your child to a summer camp? Whatever it is, tell your customers. Women are usually more willing to buy when they know they’re contributing toward a meaningful goal.
- **SHOW YOUR GRATITUDE.** When a customer takes the time to hear about your business, try the products or book a party, let her know how much you appreciate her. Sincere gratitude can open the door to future business.
- **MAKE IT FUN!** Theme your parties:
  - **Summer Spa party:** Cool off with pink lemonade, and play fun summertime music. Show the limited-edition† *Into the Garden™* Pedicure Set, Nail Appliqués and Soap Set. Add favorites like *Mint Bliss™* Energizing Lotion for Feet & Legs.
  - **Pajama party:** Invite guests to party in their PJs while enjoying facials that include skin care plus *Indulge®* Soothing Eye Gel and the *Satin Lips®* Set. Pop popcorn and play games.
  - **School’s Out for Summer party:** Ask college students to invite friends to a party with facials by the pool (or in an air-conditioned living room if it’s really hot!). Start with the basics such as *Botanical Effects®* Skin Care and the *Clear Proof®* Acne System.

**TIP!** At the School’s Out for Summer party, issue the #GlowAndTell challenge. Then watch a new generation fall in love with Mary Kay as they share their glowing skin on social media. Learn more about #GlowAndTell on Mary Kay InTouch®.

---

**Discover**

*What You Love® BAGS and RIBBON*, starting at $12 and available through MKConnections®.

---

*There’s so much Mary Kay can offer any time of year—from great products to a great opportunity.*

---

Independent Senior Sales Director

*Tina Frantz*

Carlisle, Ohio

---

Product prices are suggested retail. *Over-the-counter drug product. †Available while supplies last.
Summer Kickoff Checklist

- Boost bookings with fun, summer-themed parties.
- Add some sizzle to my sales with gifts for graduations, weddings and Father's Day!
- Finalize my Mary Kay year-end goals and pack for Seminar!
- Take the family on a vacation with money earned at my Mary Kay® parties.

Go Mobile: Work From Home or the Beach!
It's never been easier than with these mobile selling solutions:
- Host an online Summer Fun party through your Facebook® Business Page. Offer weekly deals on fabulous Mary Kay® products in June.
- Share amazing Mary Kay® eCatalogs through your Mary Kay® Personal Web Site, social media or email so your customers can shop online immediately.

Visit the Digital Zone on Mary Kay InTouch® to take advantage of the many innovative digital tools available to help you connect with your customers all summer long.

For the Guys
Whether he's the groom or the graduate … it's his birthday or Father's Day … you've got what he needs!

Skin Care
MKMen® Skin Care for Men
- Daily Facial Wash, $16
- Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30,* $24
- Shave Foam, $12
- Advanced Eye Cream, $26
- Cooling After-Shave Gel, $15

If He's …
ALL ABOUT CONFIDENCE
Give Him:
True Original® Cologne Spray, $36

If He's …
EASYGOING
Give Him:
Tribute® for Men Spray Cologne, $28

If He's …
DARING
Give Him:
MK High Intensity® Sport Cologne Spray, $40

If He's …
INTENSE
Give Him:
MK High Intensity® Cologne Spray, $40

If He's …
SOPHISTICATED
Give Him:
Cityscape® Cologne Spray, $50

If He's …
A CLASSIC GUY
Give Him:
Domain® Cologne Spray, $38

Facebook® is a registered trademark of Facebook, Inc.
The best-seller logo/designation refers to top-selling products within the Mary Kay® product line.
Seminar is an amazing experience designed to recognize and inspire us! I’ve never had any company work so hard to fill my cup and invest in my success! 

— Jamie Taylor

Register Today!

SEMINAR DATES:
EMERALD: July 24 – 27
DIAMOND: July 27 – 30
RUBY: July 31 – Aug. 3
SAPPHIRE: Aug. 3 – 6

Kay Bailey Hutchison Convention Center
Dallas, Texas

DETAILS ON MARY KAY INTOUCH®.

Jamie always attends and here’s why. She can:
- Spend time with the best women!
- Refresh and re-energize for the new year.
- Fall more in love with Mary Kay!
- See the big picture.
- Meet new friends to run with as we race toward our goals.

Jamie Taylor
Independent Senior Sales Director
Lynchburg, Va.