

The Preferred Customer ProgramSM

Summer Follow-Up Dialogue Ideas

The Summer 2010 issue of *The Look* begins mailing June 21. Please allow 7 to 10 business days for delivery.

Following up with your customers is a key to success with the Preferred Customer ProgramSM. It's a good idea to contact your customers 7 to 10 business days after *The Look* begins mailing – about the same time you receive your complimentary copy of *The Look*. Your enthusiasm, combined with their excitement over the latest products, could mean increased sales and more success for you.

You can use the Customer Follow-Up List as a guide. And the suggested dialogues below could help start the conversation.



The Look Follow-Up

Hi, [Customer's Name]. It's [Your Name]. Have you seen the latest issue of *The Look* I sent to you in the mail? It's bursting with fresh new color and products for summer. Like the new Mary Kay® Liquid Lip Color that combines the coverage and finish of a lipstick with the foolproof application of a gloss. And there are 22 total new shades of lipstick, eye color and cheek color for fresh and fun summer looks. And no summer look is complete without the healthy glow of the new limited-edition* Mary Kay® Cooling Bronzing Stick. For a little pampering, the customer favorite Peach Satin Hands® Pampering Set has a new formula and hand cream that moisturizes for 24 hours. It even lasts through several hand washings. And be sure to check out the new Forever Orchid™ Eau de Toilette free sampler on Page 22. I can't wait to share all the new products with you. When are you available this week?

*Available while supplies last.

Upsell the Gift With Purchase

Hi, [Customer's Name]. It's [Your Name]. I'm calling to let you know about the fabulous free gift I'm offering. It's perfect for summer travel. The limited-edition* travel-sized Mary Kay® Sun Care Set gives you the Mary Kay® must-haves for healthy, glowing summer skin. It includes travel-sized Mary Kay® Subtle Tanning Lotion**, plus Mary Kay® SPF 30 Sunscreen¹ and Mary Kay® After-Sun Replenishing Gel in a convenient mesh zippered pouch. It's yours FREE when you purchase \$40 (excluding tax) or more of Mary Kay® products. But it's only available for a limited time*, and I know it's going to be a hot item. If you've already made a few picks from the amazing new products featured in the latest issue of *The Look* – from new color shades to the pedicure set for flip-flop fabulous feet – I'm happy to take your order now to ensure your free travel-sized Mary Kay® Sun Care Set is available. Or you can shop my Mary Kay® Personal Web Site anytime. I'd be happy to reserve your free gift now to receive when you place your order before Sept. 15.

*Available from participating Independent Beauty Consultants only and while supplies last.

**Does not contain sunscreen and does not protect against sunburn.

¹Over-the-counter drug product



Sunglasses not included.

Referrals and Booking

Hi, [Customer's Name]. It's [Your Name]. *The Look* this season is packed with so many wonderful products. It's the perfect time to get together with the girls. I've got a lot of fun party ideas, and they all come with great hostess perks. This season you can get the must-have Mary Kay® Fall/Winter 2010 Fashion and Beauty Trend Report. It's packed with fashion and beauty tips from a celebrity makeup artist and a fashion wardrobe stylist. You can get the inside scoop on what's in style this season, from shoes to handbags to accessories to complete wardrobe. Plus, insider makeup tips you won't find anywhere else. I can't wait for you to see it. Let's schedule your show now. Are you available to host on [Date] at [Time]?

Note: Prior to contacting individuals 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 the Mary Kay InTouch® Web site. When in doubt, Mary Kay Inc. recommends face-to-face contact as the best form of communication, which should help you avoid any issues with these types of regulations.