

New! Rising Shades



Products not included.

Purchasing power

Mary Kay® Lip Clutch
Gift With Purchase

Your customers are sure to love the Mary Kay® Lip Clutch that you can offer free with a \$40 or more suggested retail purchase. This trendy black zippered clutch with pink lining comes with a mirror and neatly stores a lipstick, lip gloss, lip liner and age-fighting lip primer. And it's roomy enough to hold a few personal items, such as IDs

and credit cards, for a convenient clutch on the go! Available while supplies last on Section 2 of the Dec. 16 Consultant order form (Pk./5, \$20). Products sold separately.

The Mary Kay® Lip Clutch is featured in Preferred Customer Program versions of the Winter 2007 issue of *The Look* with a printable flier available on the Mary Kay InTouch® Web site.

Holding Power



Powerful persuasion

Recommendations for transitioning customers to new Mary Kay® Creme Lipstick shades:

If she loved ...	Have her try ...
Copper Mine	Sunset, Red
Gold Dust	Golden
Magenta	Hibiscus
Pink Coral	Pink Melon
Red Salsa	Red
Redwood	Red, Amber Suede
Strike-A-Pose Rose	Berry Kiss, Whipped Berries
Pink Daisy	Pink Melon, Hibiscus

Target audience

You can give customers great lip service by sending the new Mary Kay® Creme Lipstick MKeCard® that shares the exciting news about the next generation of Mary Kay® lipsticks.

“I love the prominent ‘Mary Kay’ lettering on the new black tube. Everyone will know this is a Mary Kay® lipstick.”

— Independent Executive National Sales Director Cheryl Warfield



New! Mary Kay® Creme Lipstick Samplers

Customers are sure to fall in love with Mary Kay® Creme Lipstick when you offer samplers available in all 32 shades. The sampler packaging is updated with new graphics but comes in the same strip of six with an applicator. **\$1.25**

See the back cover of this *Applause*® magazine for the exciting *Kissed by Success* Lipstick Sales Challenge, Dec. 16, 2007 – March 15, 2008.

