

Tab Divider #4

Application Techniques

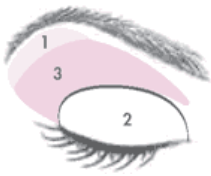
Includes Individual Eye Shapes and Recommended Shadow Placement

# Basic Color Application Tips

## Color application for eyes:

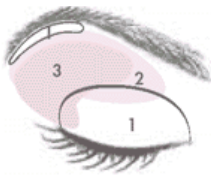
The eye diagram is divided into three sections to make it easy to understand how to apply the three shades of eye color.

1. **Highlighter**
2. **Midtone**
3. **Accent**



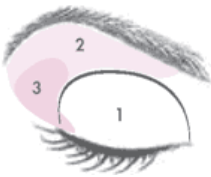
### For standard eye color application:

1. **Highlighter shade:** Apply under browbone
2. **Midtone shade:** Apply over the entire lid
3. **Accent shade:** Apply in the crease of the eye



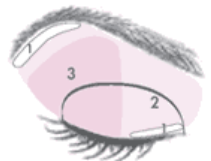
### For close-set eye color application:

1. **Highlighter shade:** Apply to lid and browbone. Apply your highlighter shade to the inside corners of the eye to help your eyes appear farther apart.
2. **Midtone shade:** Starting at the outer corner of the crease, bring the color toward the inside corner of the brow but not all the way over to your nose. You may use the midtone shade to bridge highlighter and accent shades along lower lashline.
3. **Accent shade:** Sweep it across the base of the upper lashline and up into the outer area of the crease. Sweep it underneath the lower lashline for definition, except for the inside corners.



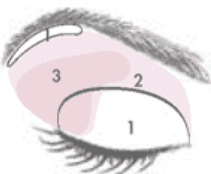
### For deep-set eye color application:

1. **Highlighter shade:** Apply to the eyelid and along inner corner of lower lashes.
2. **Midtone shade:** Bring the color up above the crease and sweep it across the browbone.
3. **Accent shade:** Apply to the outer corner of the upper lashline, then up onto the corner of the browbone. Sweep the accent shade underneath the lower lashline for definition.



### For hooded eye color application:

1. **Highlighter shade:** Apply under browbone and along the upper lashline and inner corner of lower lashes.
2. **Midtone shade:** Apply color from the base of the upper lashline and over the entire hooded area to help the lid appear to recede. Blend.
3. **Accent shade:** Apply from the base of the lashline and over the entire hooded area to help it appear to recede and blend. Sweep the accent color underneath the lower lashes to define. Hooded eyes really benefit from a well-defined lashline, upper and lower.



### For wide-set eye color application:

1. **Highlighter shade:** Apply under browbone and lid.
2. **Midtone shade:** Starting from the outer corner of the crease, bring the color toward the inside corner of your eye. Deepen the color on the inside corners to help the eyes appear closer together.
3. **Accent shade:** Starting slightly in from the outer corner, brush color across the upper lashline and into the crease of your eye. Also sweep it underneath the lower lashline, being careful not to extend it beyond the outer edge of the eye.

### **Color application for cheeks:**

1. Apply MK Signature Cheek Color to your cheekbone area, starting at the back close to your ear.
2. Sweep the color toward the apple of your cheek then back toward the ear.
3. Go back again in the opposite direction to blend.

### **Color application for thin lips:**

1. Erase your existing lip line by applying concealer or foundation.
2. Use your MK Signature Lip Liner to draw a line slightly above your natural lip on the top and around the bottom.
3. Fill in lips completely with the lip liner color.
4. Place a dab of light concealer in the center of your top and bottom lip.
5. Apply MK Signature Crème Lipstick
6. Finish with MK Signature Lip Gloss applied to the center of your lipstick to help make lips appear fuller.



### **Color application for medium or full lips:**

1. Line lips with MK Signature Lip Liner.
2. Apply MK Signature Lip Outliner Pencil on the outside of the lips prior to lip color to prevent it from feathering and bleeding.
3. Apply Mk Signature Crème Lipstick.
4. Finish with MK Signature Lip Gloss.

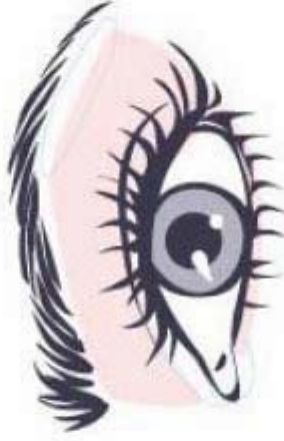
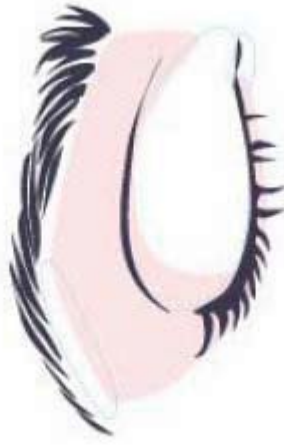
Remember, practice makes perfect! These are your BASIC color application tips. As you play with your make up, your skills and experience will increase. Have FUN!!!

# my makeup makeover<sup>tm</sup>

eye shape: basic



Highlight shade: Apply to browbone and lid.



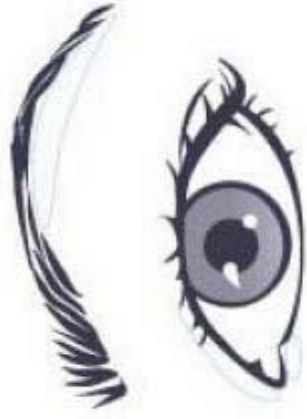
Midtone shade: Start from the outside corner of the eyelid, so that area will get the most midtone color. Gently move your brush across the crease into the inside corner of the eyelid.



Accent shade: Start by brush along your upper lash line from the outside corner inward. Then bring the color up into the outer portion of the crease and blend it inward. This layers the contour shade on top of your midtone shade to help you get the blended, defined look you want. You can also apply the contour color underneath the lower lash line to define or blend it over your eye pencil.

# my makeup makeover<sup>tm</sup>

eye shape: hooded



**Highlight shade:** Apply to browbone and along the upper lash line.



**Midtone shade:** Start at the base of your upper lash line and bring the color up and over the entire hooded area. This helps the lid recede. Make sure to blend the areas where the midtone color meets the highlight color.



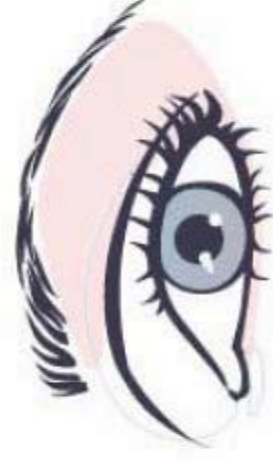
**Accent shade:** Start at the base of the lash line and bring the color up and over the hooded area. For this eye shape, you need to bring your contour color in a little farther and up a little higher than on other eye shapes. This will help the hooded area recede. Next, sweep the contour color underneath the lower lashes to define the lower lashline. You don't want to miss this step! Hooded eyes really benefit from a well-defined upper and lower lash line.

# my makeup makeover<sup>tm</sup>

eye shape: deep-set



Highlight shade: Apply to the eyelid and in the crease.



Midtone shade: Bring the color up above the crease and sweep it across the browbone to help visually "push" the browbone away from us.



Accent shade: Apply to the outer corner of the upper lash line, then up onto the corner of the browbone to help "push" the area away, or recede. Sweep the contour shade underneath the lower lash line for definition.

# my makeup makeover<sup>tm</sup>

eye shape: close-set



**Highlight shade:** Apply to lid and browbone. Also apply to the inside corner at the bottom lashline.



**Midtone shade:** Starting at the outer corner of the crease, bring the color in toward the inside corner to the brow but not all the way over to your nose.



**Accent shade:** Sweep it across the base of the upper lash line and up into the outer area of the crease. Sweep it underneath the lower lash line for definition, except for the inside corners. Apply your highlight shade to the inside corners of the eye to help your eyes appear farther apart.

# my makeup makeover<sup>tm</sup>

eye shape: droopy



Highlight shade: Apply to browbone and lid.



Midtone shade: Starting slightly in from the outside corner, bring the color across the crease into the inside corner of the crease.



Accent shade: Starting just slightly in from the outside corner, bring your color up and into the crease. Next, sweep contour color along the lower lash line, making sure once again to start slightly in from the outside corner.

# my makeup makeover™

eye shape: wide-set



Highlight shade: Apply to browbone and lid.



Midtone shade: Starting from the outer corner of the crease, bring the color towards the inside corner of your eye. Be sure to apply a few more layers to the inside corners to deepen the color and help visually push the eyes closer together.



Accent shade: Starting slightly in from the outer corner, brush it across the upper lash line and up into the crease of your eye. Also sweep it underneath the lower lash line, being careful not to extend the color beyond the outer edge of the eye.

# my makeup makeover<sup>tm</sup>

eye shape: prominent



Highlight shade: Apply to browbone only.



Midtone shade: Start at the base of your upper lash line and bring the color up and over your entire lid, all the way up to your browbone.



Accent shade: Again, start at the base of your lash line, and bring the color all the way across the lid and up into the crease. Then sweep the contour color underneath the lower lash line as well.

# My Color Analysis

Name: \_\_\_\_\_

Foundation: \_\_\_\_\_

Concealer: \_\_\_\_\_

Powder: \_\_\_\_\_

Brow: \_\_\_\_\_

## Eyes

Highlighter: \_\_\_\_\_

Midtone: \_\_\_\_\_

Accent: \_\_\_\_\_

Eyeliner: \_\_\_\_\_

Mascara: \_\_\_\_\_

## Cheeks

Blush: \_\_\_\_\_

Bronzer: \_\_\_\_\_

## Lips

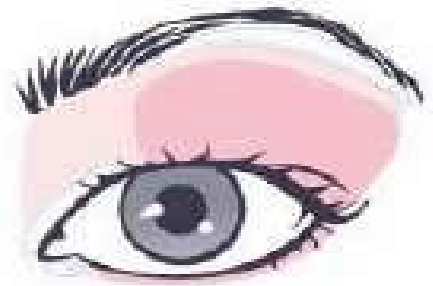
Lipliner: \_\_\_\_\_

Lipstick: \_\_\_\_\_

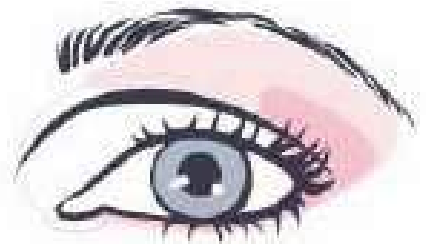
Lip Gloss: \_\_\_\_\_



**Standard Eye**



**Hooded Eye**



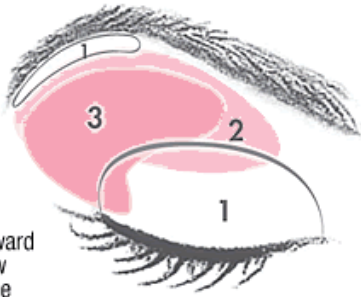
**Deep-Set Eye**

# Great Tips for Gorgeous Eyes!

## Close-Set Eyes

Eyes that are less than one eye width apart.

- 1 First, apply the highlighter shade to the browbone and lid. Also apply the highlighter shade to the inside corners of the eye to help the eyes appear farther apart.
- 2 Next, starting at the outer corner of the crease, bring the midtone shade toward the inside corner to the brow but not all the way over to the nose. Use the midtone shade to bridge the highlighter and accent shades along the lower lashline.
- 3 To finish, sweep the accent shade across the base of the upper lashline and up into the outer area of the crease. Sweep the accent shade underneath the lower lashline for definition. Stop the color before you get to the inside corners.



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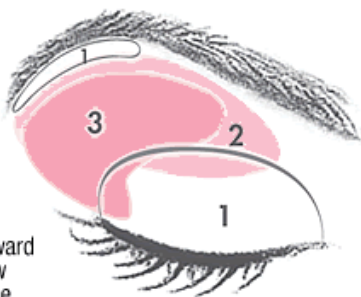
Created by Sr. Director Kellie Hammett

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- 3 To finish, sweep the accent shade across the base of the upper lashline and up into the outer area of the crease. Sweep the accent shade underneath the lower lashline for definition. Stop the color before you get to the inside corners.



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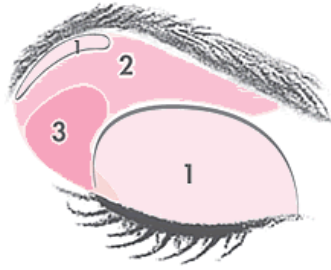
Created by Sr. Director Kellie Hammett

# Great Tips for Gorgeous Eyes!

## Deep-Set Eyes

Eyes that are set deep, making the browbone appear more noticeable.

- 1 First, apply the highlighter shade to the eyelid and along the inner corner of the lower lashes and to browbone.
- 2 Next, apply the midtone shade up above the crease and sweep it across the browbone.
- 3 To finish, apply the accent shade to the outer corner of the upper lashline, then up onto the corner of the browbone. Sweep the accent shade underneath the lower lashline for definition.



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### Application Tips for Deep-Set Eyes



Highlight | Midtone | Accent

### Application Tips for Deep-Set Eyes



Highlight | Midtone | Accent

### Application Tips for Deep-Set Eyes



Highlight | Midtone | Accent

### Application Tips for Deep-Set Eyes



Highlight | Midtone | Accent

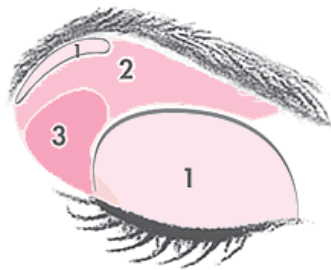
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- 3 To finish, apply the accent shade to the outer corner of the upper lashline, then up onto the corner of the browbone. Sweep the accent shade underneath the lower lashline for definition.



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### Application Tips for Deep-Set Eyes



Highlight | Midtone | Accent

### Application Tips for Deep-Set Eyes



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Highlight | Midtone | Accent

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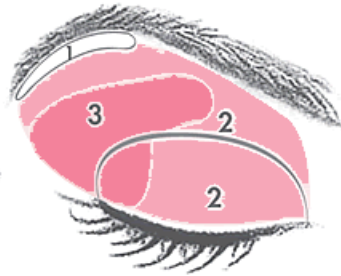
Created by Sr. Director Kellie Hammett

# Great Tips for Gorgeous Eyes!

## Wide-Set Eyes

Eyes that are more than one eye width apart.

- 1 First, apply the highlighter shade to the browbone.
- 2 Next, starting from the outer corner of the crease, bring the midtone toward the inside corner of the eye. Deepen the midtone color on the inside corners and lid to help the eyes appear closer together.
- 3 To finish, starting slightly in from the outer corner, brush the accent shade across the upper lashline and into the crease of the eye. Also sweep it underneath the lower lashline, being careful not to extend it beyond the outer edge of the eye.



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### Application Tips for Wide-Set Eyes



### Application Tips for Wide-Set Eyes



### Application Tips for Wide-Set Eyes



### Application Tips for Wide-Set Eyes



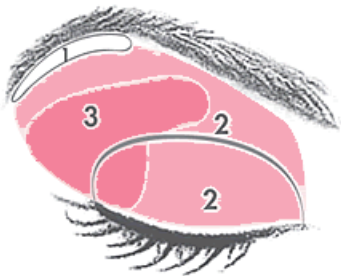
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- 3 To finish, starting slightly in from the outer corner, brush the accent shade across the upper lashline and into the crease of the eye. Also sweep it underneath the lower lashline, being careful not to extend it beyond the outer edge of the eye.



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### Application Tips for Wide-Set Eyes



### Application Tips for Wide-Set Eyes



### Application Tips for Wide-Set Eyes



### Application Tips for Wide-Set Eyes



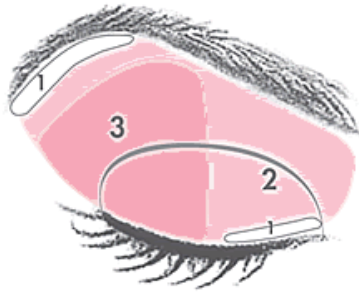
Created by Sr. Director Kellie Hammett

# Great Tips for Gorgeous Eyes!

## Hooded Eyes

Eyes that are set so that the natural crease in the eyelid is not readily seen.

- 1** First, apply the highlighter shade to the browbone and along the upper lashline and to the inner corner of the lower lashes.
- 2** Next, apply the midtone shade from the base of the upper lashline and over the entire hooded area to help the lid appear to recede. Then blend.
- 3** To finish, apply the accent shade from the base of the lashline and over the entire hooded area to help it appear to recede and blend. Sweep the accent color underneath the lower lashes to define. Hooded eyes really benefit from a well-defined upper and lower lashline.



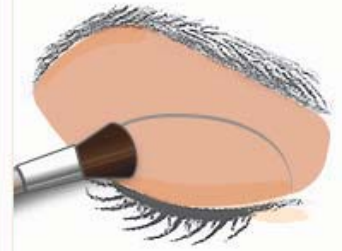
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### Application Tips for Hooded Eyes



Highlight | Midtone | Accent

### Application Tips for Hooded Eyes



Highlight | Midtone | Accent

### Application Tips for Hooded Eyes



Highlight | Midtone | Accent

### Application Tips for Hooded Eyes



Highlight | Midtone | Accent

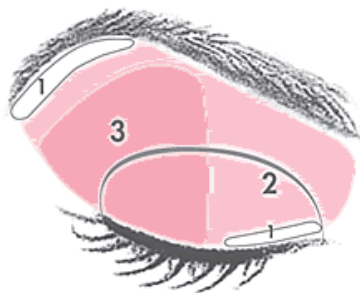
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### Application Tips for Hooded Eyes



Highlight | Midtone | Accent

### Application Tips for Hooded Eyes



Highlight | Midtone | Accent

### Application Tips for Hooded Eyes



Highlight | Midtone | Accent

### Application Tips for Hooded Eyes



Highlight | Midtone | Accent

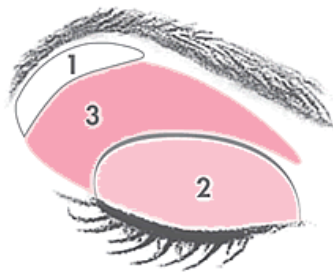
Created by Sr. Director Kellie Hammett

# Great Tips for Gorgeous Eyes!

## Standard Eyes

Eyes that are about one eye width apart.

- 1 First, apply the highlighter shade under the browbone.
- 2 Next, apply the midtone shade over the entire eyelid.
- 3 To finish, apply the accent shade in the crease of the eye.



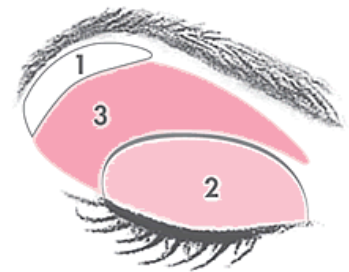
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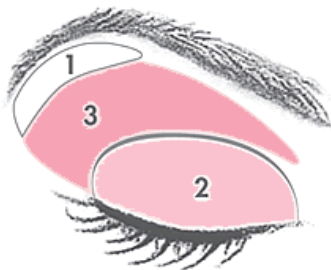
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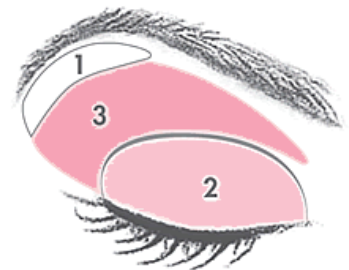
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Eyes that are about one eye width apart.

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- 2 Next, apply the midtone shade over the entire eyelid.
- 3 To finish, apply the accent shade in the crease of the eye.



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# Great Tips for Gorgeous Lips!

## Full Lips

To get the best look for your full lips, follow these simple steps to a gorgeous you.

- 1 First, apply TimeWise® Age-Fighting Lip Primer on lips, inside and outside your lip line, to extend lipstick wear and help prevent lipstick and lip gloss from feathering and bleeding. Allow to dry prior to applying any other lip products.
- 2 Next, to help increase lipstick wear, create a matte base by lining lips with lip liner along the natural lip line and filling in lips with lip liner pencil.
- 3 Next, apply MK Signature™ Creme Lipstick to the top lip, working from the center out. Then apply to the bottom lip, sweeping color from corner to corner.
- 4 Finish with a coordinating color of MK Signature™ Lip Gloss by applying gloss to the center of the top and bottom lips.

And here's a tip when it comes to picking the perfect MK Signature™ Lipstick shade. Remember that lighter colors illuminate and help make lips appear fuller. Bright, warm colors tend to make lips look more youthful while darker colors can cause lips to appear smaller.



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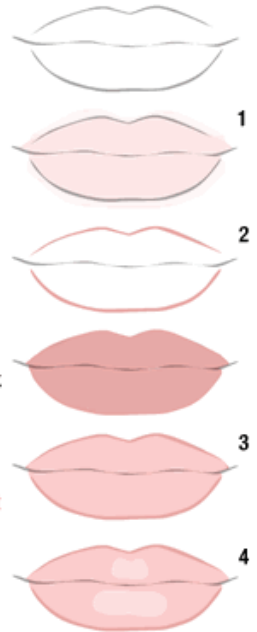
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- 3 Next, apply MK Signature™ Creme Lipstick to the top lip, working from the center out. Then apply to the bottom lip, sweeping color from corner to corner.
- 4 Finish with a coordinating color of MK Signature™ Lip Gloss by applying gloss to the center of the top and bottom lips.

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- 2 Next, to help increase lipstick wear, create a matte base by lining lips with lip liner along the natural lip line and filling in lips with lip liner pencil.
- 3 Next, apply MK Signature™ Creme Lipstick to the top lip, working from the center out. Then apply to the bottom lip, sweeping color from corner to corner.
- 4 Finish with a coordinating color of MK Signature™ Lip Gloss by applying gloss to the center of the top and bottom lips.

And here's a tip when it comes to picking the perfect MK Signature™ Lipstick shade. Remember that lighter colors illuminate and help make lips appear fuller. Bright, warm colors tend to make lips look more youthful while darker colors can cause lips to appear smaller.



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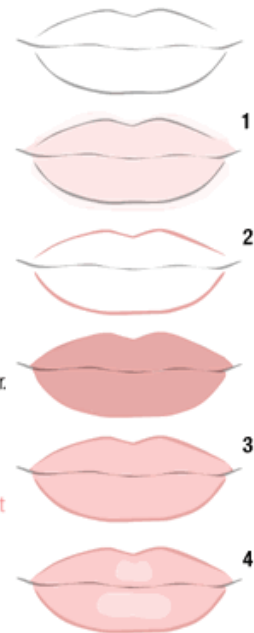
# Great Tips for Gorgeous Lips!

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- 2 Next, to help increase lipstick wear, create a matte base by lining lips with lip liner along the natural lip line and filling in lips with lip liner pencil.
- 3 Next, apply MK Signature™ Creme Lipstick to the top lip, working from the center out. Then apply to the bottom lip, sweeping color from corner to corner.
- 4 Finish with a coordinating color of MK Signature™ Lip Gloss by applying gloss to the center of the top and bottom lips.

And here's a tip when it comes to picking the perfect MK Signature™ Lipstick shade. Remember that lighter colors illuminate and help make lips appear fuller. Bright, warm colors tend to make lips look more youthful while darker colors can cause lips to appear smaller.



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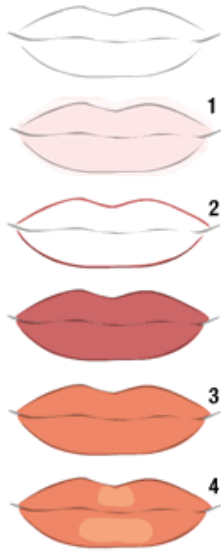
# Great Tips for Gorgeous Lips!

## Medium Lips

To get the best look for your medium lips, follow these simple steps to a gorgeous you.

- 1 First, apply TimeWise® Age-Fighting Lip Primer on lips, inside and outside your lip line, to extend lipstick wear and help prevent lipstick and lip gloss from feathering and bleeding. Allow to dry prior to applying any other lip products.
- 2 Next, to help increase lipstick wear, create a matte base by lining lips with lip liner along the natural lip line and filling in lips with lip liner pencil.
- 3 Next, apply MK Signature™ Creme Lipstick to the top lip, working from the center out. Then apply to the bottom lip, sweeping color from corner to corner.
- 4 For the finishing touch, choose a coordinating MK Signature™ Lip Gloss. Apply lip gloss to the center of the top and bottom lips to make your lips appear fuller.

And here's a tip when it comes to picking the perfect MK Signature™ Lipstick shade. Remember that lighter colors illuminate and help make lips appear fuller. Bright, warm colors tend to make lips look more youthful while darker colors can cause lips to appear smaller.



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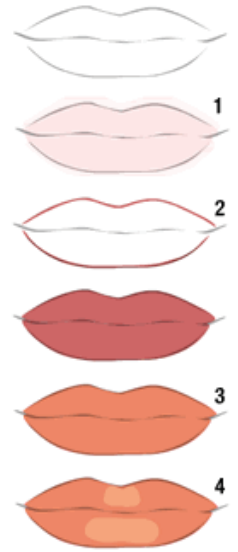
# Great Tips for Gorgeous Lips!

## Medium Lips

To get the best look for your medium lips, follow these simple steps to a gorgeous you.

- 1 First, apply TimeWise® Age-Fighting Lip Primer on lips, inside and outside your lip line, to extend lipstick wear and help prevent lipstick and lip gloss from feathering and bleeding. Allow to dry prior to applying any other lip products.
- 2 Next, to help increase lipstick wear, create a matte base by lining lips with lip liner along the natural lip line and filling in lips with lip liner pencil.
- 3 Next, apply MK Signature™ Creme Lipstick to the top lip, working from the center out. Then apply to the bottom lip, sweeping color from corner to corner.
- 4 For the finishing touch, choose a coordinating MK Signature™ Lip Gloss. Apply lip gloss to the center of the top and bottom lips to make your lips appear fuller.

And here's a tip when it comes to picking the perfect MK Signature™ Lipstick shade. Remember that lighter colors illuminate and help make lips appear fuller. Bright, warm colors tend to make lips look more youthful while darker colors can cause lips to appear smaller.



MARY KAY®

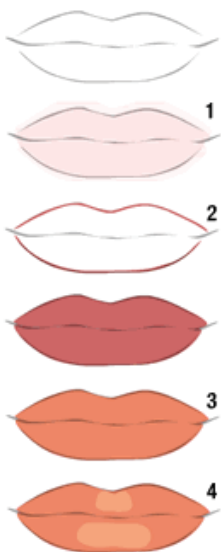
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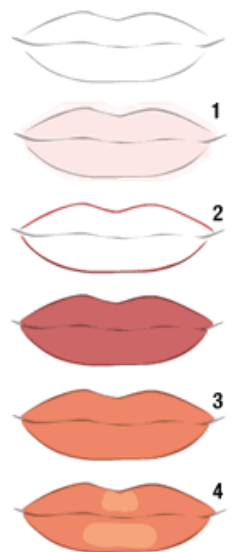
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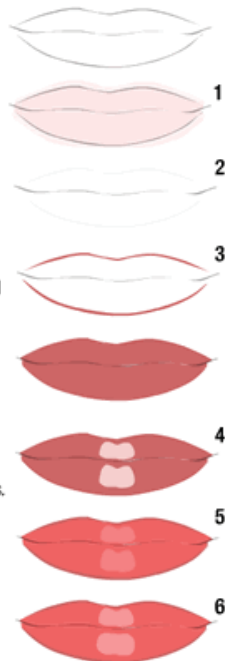
# Great Tips for Gorgeous Lips!

## Thin Lips

To get the best look for your thin lips, follow these simple steps to a gorgeous you.

- 1 First, apply TimeWise® Age-Fighting Lip Primer on lips, inside and outside your lip line, to extend lipstick wear and help prevent lipstick and lip gloss from feathering and bleeding. Allow to dry prior to applying any other lip products.
- 2 Next, to erase the existing lip line, apply concealer or foundation to the lips.
- 3 Next, use MK Signature™ Lip Liner to draw a line slightly above the natural top lip and around the bottom lip lines. Fill in lips completely with lip liner to create a matte base that helps increase lipstick wear.
- 4 Then dab a small amount of concealer to the center of the top and bottom lips.
- 5 Next, apply MK Signature™ Creme Lipstick to the top lip, working from the center out. Then apply to the bottom lip, sweeping color from corner to corner.
- 6 Finish with a coordinating color of MK Signature™ Lip Gloss. Apply lip gloss to the center of the top and bottom lips to help make lips appear fuller.

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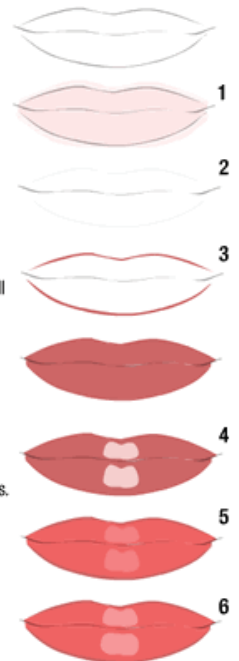
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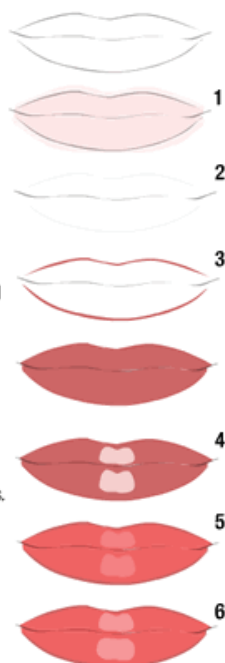
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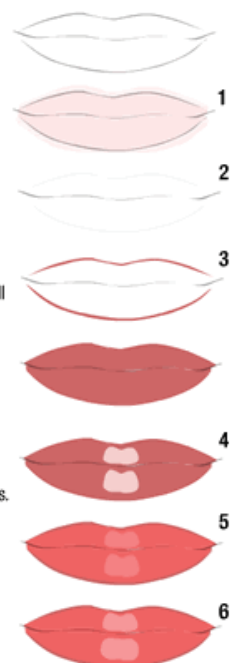
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MARY KAY®

Tab Divider #5

Seeing Is Believing

**BEFORE  
MK  
VELOCITY**



**AFTER  
MK  
VELOCITY**



Dear Mary Lou, Just wanted to send you a note letting you know how completely satisfied we are with the Mary Kay product that you recommended for Ty. His skin looks wonderful and it's all thanks to Mary Kay. Ty's skin started to have problems about this time last year. Clint, my husband, told us to go out and get some Mary Kay because it was the only thing that worked on his acne problem as a teenager. I was skeptical and decided to try the Proactive treatment that I'd heard so much about on TV and the radio. It did nothing to help Ty's complexion. Clint reminded me that I needed to try Mary Kay and I thought, "Oh, it can't be that simple." So I took Ty to a dermatologist and she put him on all kinds of oral medications and topical creams and treatments. His acne only got worse and more aggravated. She changed up his prescriptions and still there was no improvement. He was starting to develop scars and I was out hundreds of dollars with no improvement. Finally, Clint went himself and got the Mary Kay Velocity product from you and we had him stop all other drugs and treatments. Within weeks his skin made a total turn around and now looks so much better, as the pictures testify. I am a skeptic no more and only wish I'd listened to my husband sooner!! I would have saved a ton of money and Ty wouldn't have had to suffer with his acne for all of those months! ! Mary Kay is a life saver!  
-Santee Hurley, Baneberry TN (May 2006)



**Before  
Microdermabrasion**



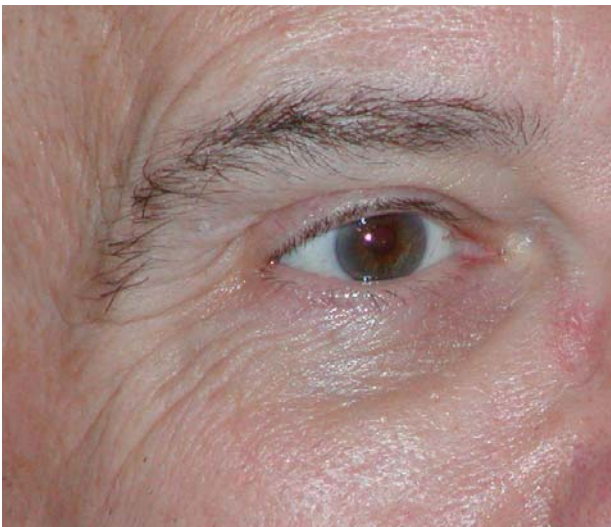
**After  
Microdermabrasion**



**With Full  
Make-up**

# Disappearing Years? You Be The Judge!

Bill Scott - Eye Experiment



Before any eye products; October 2006



**Firming Eye Cream** (5 months) and **Line Reducer** (3 wks)



October, 2006—No eye products at all. Before picture.



March 31, 2007

This eye began **Firming Eye Cream** in October, 2006. He added **Targeted-Action Line Reducer** three weeks ago.

*Bill Scott is the husband of Senior Director Donna Bayes-Scott. Bill is a chemistry and physics instructor at Fort Hays State University, Hays, KS*

March 31, 2007

This eye began **Firming Eye Cream** in January 2007, but has had no **Line Reducer**. Each product has its benefits, but together, they are amazing!

# MARY KAY®

## Products You Can Trust. A Company You Can Believe In.

Mary Kay Ash founded her Company on the personal values that guided her life – integrity, honesty and an unwavering belief in the Golden Rule. She had one goal – to help women live the life of their dreams, and with a handful of products, she helped those dreams come true.

More than 40 years later, her principles live on in the more than 1.5 million Independent Beauty Consultants who make up the Mary Kay “family” worldwide – mothers, daughters, sisters and friends. The business that Mary Kay started with \$5,000 in savings is today a multibillion-dollar Company that has earned the trust and loyalty of millions of women. We always have, and always will, proudly stand behind our products.

### Product safety is our highest priority.

In a typical year, we spend millions of dollars and conduct more than 300,000 tests to ensure that Mary Kay® products meet the highest standards of safety, quality and performance.

- Scientific experts not only assess every individual ingredient but also every finished product. This rigorous testing, and retesting, is performed or supervised by members of our Research and Development laboratories, including Ph.D.s and other advanced-degreed or degreed scientists in such areas as toxicology, pharmacology, microbiology, chemistry and biochemistry.
- Every product decision is based on scientific fact, not opinion. At Mary Kay Inc., we rely on proven scientific research utilizing the most advanced technologies available, and we will not use any ingredient until our testing has proven it safe and effective for use.
- Because impartial evaluation of products is vital, we conduct clinical testing in independent laboratories where volunteers use Mary Kay® products under strict supervision and evaluation by independent board-certified dermatologists and ophthalmologists.
- We also conduct extensive laboratory testing to ensure against skin irritancy and allergy, and we use state-of-the-art methods to evaluate all products to be used in the eye area.
- All skin care and cosmetic products are regulated by governmental health and safety authorities, and before any product can be offered for sale, it must pass stringent government safety requirements. As a matter of principle, Mary Kay Inc. regularly goes beyond what is required by law when it comes to product safety.

### Dermatologists and other medical experts play a vital role in product development.

Mary Kay Inc. has developed alliances around the world with leading dermatologists and ophthalmologists in academic medicine and private practice, and these specialists serve as key advisers to our research scientists. As a sign of our strong commitment to these relationships, the Company has funded an endowed Chair of Dermatology at one of the most respected medical research institutions, the University of Texas Southwestern Medical Center. In addition, we offer ongoing support to other renowned institutions, including the Dermatology Foundation and the Skin Cancer Foundation.

MARY KAY®

## We listen to what women want.

As part of our ongoing commitment to ensure that Mary Kay® products consistently meet or exceed consumer expectations, every year thousands of women use and evaluate Mary Kay® products worldwide, under the direction of consumer science experts, to help the Company better understand the benefits women want from the products they use.

## Innovation can happen anytime, anywhere.

From Latin America to Europe, from Asia to our own Mary Kay laboratories, there are no geographic barriers when it comes to delivering the products that women want. Our scientists, engineers and marketing staff collaborate with industry technical experts, premier ingredient vendors and university research scientists around the world so that Mary Kay® products reflect the most advanced and effective technologies, including innovative packaging that can lead to enhanced product performance. We believe that only by exploring *every* ingredient option, including botanical extracts, can we consistently deliver the safest, most innovative products that will give consumers the breakthrough benefits they want.

## Meeting consumer needs worldwide.

To meet the needs of the Mary Kay independent sales force wherever they are in the world, we have two state-of-the-art manufacturing facilities, one near our Company headquarters in Dallas, Texas, and the other in Hangzhou, China.

- Our U.S. facility produces some of the world's most popular skin care and color cosmetic products. Having been recognized as an FDA-registered drug manufacturing plant, we are able to produce and distribute products classified as over-the-counter drugs, such as sunscreen.
- In China, our manufacturing plant has been designated an ISO 9001 facility, a prestigious recognition of our Company's commitment to meet the highest quality standards in the world. For a cosmetics company to earn this honor, alongside those from the aerospace and automobile industries, is further assurance of the unique position we hold and of our quality and safety commitment to you.
- In addition, Mary Kay Inc. has developed trusted alliances with suppliers around the world to ensure that we are ready to produce and deliver products wherever they're needed. There is *one* Mary Kay standard by which *all* Mary Kay® products are judged, which assures customers that no matter where a Mary Kay® product is manufactured, it meets the highest standards of quality, safety and performance.

## We do not do animal testing.

To reflect its compassion for animals, Mary Kay Inc. does not conduct, or request on its behalf, any testing of products or ingredients on animals. In addition, we are one of the largest cosmetics companies to have signed the Coalition for Consumer Information pledge promising **never** to do animal testing at any time in the future. In fact, Mary Kay Inc. issued a moratorium on animal testing more than a decade prior to signing this pledge, and we actively support globally recognized organizations in the search for alternative testing methods.

## We stand behind our products with a 100 percent satisfaction guarantee.

Consumers who use Mary Kay® products are among the most loyal in the world because Mary Kay® products are safe, effective and deliver the benefits they want. Mary Kay Inc. stands behind its products sold by Independent Beauty Consultants. If for any reason you are not completely satisfied with any Mary Kay® product, it will be replaced without charge, exchanged or the full purchase price refunded following its return to your authorized Mary Kay Independent Beauty Consultant. If she is no longer active, it can be returned to the Company with proof of purchase.