

# Fall/Holiday 2010

## EARLY ORDERING FORM

### Sales Director Early Offer

Effective Aug. 26 – Sept. 15, 2010

### Preferred Customer Program<sup>SM</sup> and Star Consultant Early Offer

Effective Sept. 10 – 15, 2010

For participants who enrolled customers to receive the Fall/Winter 2010 issue of *The Look* and for participants who qualified as a Star Consultant in the previous contest quarter.

### Beauty Consultant Early Offer

Effective Sept. 15, 2010

### Beauty Consultant Name

Beauty Consultant Number

### Preferred Customer Program<sup>SM</sup> participants:

Check here if you enrolled July 16 – Aug. 15, 2010, for customers to receive the Fall/Holiday 2010 issue of *The Look*.

### Star Consultant participants:

Check here if you qualified as a Star Consultant during the March 16 – June 15, 2010, contest quarter.

## Ordering Guidelines

- The new promotional products are available **Aug. 26 – Sept. 15, 2010**, to all Independent Sales Directors.
- The new promotional products are available **Sept. 10 – 15, 2010**, to Independent Beauty Consultants who enrolled in *The Look* for Fall/Holiday 2010 via the Preferred Customer Program<sup>SM</sup> and for Beauty Consultants who qualified as a Star Consultant in the previous contest quarter (March 16 – June 15, 2010).
- The new promotional products are available **Sept. 15, 2010**, to all Beauty Consultants.
- This early offer can be ordered separately or combined with a regular Section 1 order.**
- Your early-offer discount will be determined by:
  - (1) Your Earned Discount Privilege if you are active, **OR**
  - (2) Your total Section 1 order.
- Early-offer orders **will count** toward the \$400 suggested retail needed during the *Summer 2010* promotion to qualify for a 50% discount and the BizBuilders Month 3 bonus, based on the size of your order.
- Early-offer orders will also count toward the Quarter 1 Star Consultant quarterly contest ending Sept. 15, 2010.

## Placing Your Order

### BY INTERNET:

Go to [www.marykayintouch.com](http://www.marykayintouch.com).

**BY TELEPHONE:** 8:30 a.m. to 10 p.m. Central time, M – F, except holidays and the last business day of the month (Aug. 31 and Sept. 6). A \$5 service charge will be added to all telephone orders. On Aug. 31, Sales Directors may order from 8:30 a.m. to 7 p.m. Central time for a \$15 service charge. **Beauty Consultants call (800) 272-9333, option 1. Sales Directors call the Sales Director Contact Center, option 1.**

**BY MAIL:** This order form must be attached to a completed June 16 – Sept. 15, 2010, Consultant order form.

- Sales Directors' orders must be postmarked Aug. 26 – Sept. 15, 2010.
- Preferred Customer Program<sup>SM</sup> and Star Consultant Early Offer participants' orders must be postmarked Sept. 10 – 15, 2010.
- All other orders must be postmarked **ON** Sept. 15, 2010.

MARY KAY<sup>®</sup>

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## Section 1 – Products

NEW! Regular Line		PART. NO.	QTY.	RETAIL	TOTAL
Thinking of You™ Eau de Parfum		037726		30.00	
Mary Kay® Creme Lipstick: Fuchsia		035992		13.00	
Merlot		035991		13.00	
<b>Color Collections – Color Card Looks</b> (All include Black Ultimate Mascara™, Mary Kay® Compact (unfilled), Eye Applicators (pk./2) and Compact Cheek Brush):					
<b>Berries</b> (Includes Moonstone, Silver Satin and Sweet Plum mineral eye colors, Black eyeliner, Bold Berry mineral cheek color, Plum lip liner, Whipped Berries creme lipstick and Berry Sparkle NouriShine® lip gloss)		042084		113.50	
<b>Metals</b> (Includes Honey Spice, Chocolate Kiss and Ivy Garden mineral eye colors, Bronze eyeliner, Sparkling Cider mineral cheek color, Cinnamon lip liner, Copper Star creme lipstick and Sweet Raisin NouriShine® lip gloss)		042086		113.50	
<b>Neutrals</b> (Includes Silky Caramel, Precious Pink and Iris mineral eye colors, Amethyst eyeliner, Strawberry Cream mineral cheek color, Pink lip liner, Maple creme lipstick and Pink Diamonds NouriShine® lip gloss)		042091		113.50	
<b>Pinks</b> (Includes White Lily, Blue Metal and Midnight Star mineral eye colors, Navy eyeliner, Strawberry Cream mineral cheek color, Pink lip liner, Dusty Rose creme lipstick and Cream & Sugar NouriShine® lip gloss)		042085		113.50	
<b>Reds</b> (Includes Crystalline, Hazelnut and Granite mineral eye colors, Deep Brown eyeliner, Sunny Spice mineral cheek color, Raspberry lip liner, Red creme lipstick and Starry NouriShine® lip gloss)		042083		113.50	

## NEW! Limited Edition (while supplies last)

<b>LTD. ED.! Mary Kay® Men's Body &amp; Hair Shampoo: Domain®</b>		028759		18.00	
MK High Intensity™		028761		18.00	
<b>LTD. ED.! Thinking of You™ Body Lotion</b>		040001		16.00	
<b>LTD. ED.! Mary Kay® Metro Chic Collection:</b>					
<b>Mary Kay® Vinyl Lip Shine:</b> Audacious		037383		15.00	
Attitude		037382		15.00	
<b>Mary Kay® Be Radiant Baked Powder:</b> Dawn		037394		18.00	
Dusk		037395		18.00	
<b>Mary Kay® Eye Glimmer:</b> Disco		037390		12.00	
Drama		037388		12.00	
Dynamic		037389		12.00	
<b>Mary Kay® Liquid Eyeliner:</b> Skyline		037398		11.00	
<b>Mary Kay® Nail Lacquer:</b> Intensity		037534		8.00	
Platinum		037532		8.00	
Pulse		037531		8.00	
<b>Mary Kay® Base Coat/Top Coat</b>		037536		8.00	
<b>LTD. ED.! Warm Neutrals</b> (Includes Silver Satin mineral eye color, Sunny Spice mineral cheek color, Rose Tinted Lip Balm Sunscreen SPF 15* and Black Brown Waterproof Mascara)		041091		39.50	
<b>LTD. ED.! Simply Vibrant</b> (Includes Blue Metal and Crystalline mineral eye colors, Black liquid eyeliner, Cherry Blossom mineral cheek color, Chocoholic liquid lip color and Black Lash Lengthening Mascara)		041093		57.00	
<b>Color 101 Collections</b> (All include Black Ultimate Mascara™, Mary Kay® Compact (unfilled), Eye Applicators (pk./2) and Compact Cheek Brush):					
<b>Evening Allure</b> (Includes Crystalline, Midnight Star and Peacock Blue mineral eye colors, Black eyeliner, Golden Copper mineral cheek color, Raspberry lip liner, Fuchsia creme lipstick and Beach Bronze NouriShine® lip gloss)		041094		113.50	
<b>Daring Berries</b> (Includes Lavender Fog, Precious Pink and Sweet Plum mineral eye colors, Black eyeliner, Berry Brown mineral cheek color, Plum lip liner, Black Cherry creme lipstick and Sugarberry NouriShine® lip gloss)		041092		113.50	

**TOTAL FALL/HOLIDAY 2010 ORDER AT SUGGESTED RETAIL \$**

## LTD. ED.! Purchase-With-Purchase<sup>‡</sup>

<b>With the purchase of at least \$40 suggested retail of any limited-edition Mary Kay® Metro Chic Collection items, you can purchase the Mary Kay® Metro Chic Collection Clutch and Clip-On Gloss for \$5 suggested retail (fixed wholesale price of \$5).</b>		037404		5.00	
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**FIXED WHOLESALE TOTAL \$**

\*All items available while supplies last

Add total to Page 1, PAGE 1 TOTAL, of the June 16 Consultant order form.

## Section 2 – Sales Aids

Promotional Items		PART. NO.	QTY.	CONS. COST	TOTAL
<b>NEW! LTD. ED.! Mary Kay® Metro Chic Collection Sampler Card,</b> pk./5 (Includes Mary Kay® Vinyl Lip Shine samplers)		037403		1.75	
<b>NEW! Thinking of You™ Sampler Towelettes,</b> pk./6		037739		1.75	
<b>NEW! Mary Kay® Creme Lipstick Samplers,</b> strip/6 with applicator:					
Fuchsia		036005		1.25	
Merlot		036004		1.25	
<b>NEW! Peach Satin Hands® Hand Cream Samplers,</b> pk./12		039623		6.00	
<b>NEW! Color Cards,</b> pk./5 (Includes eye, cheek and lip color samplers with application tips):					
<b>Shade</b>	<b>No.</b>	<b>Qty.</b>	<b>Shade</b>	<b>No.</b>	<b>Qty. Each</b>
Berries	038870		Pinks	038873	1.50
Metals	038872		Reds	038871	1.50
Neutrals	038869		—	—	1.50
<b>NEW! The Look</b> (Fall/Holiday 2010 issue), pk./10		034636		3.50	
<b>¡NUEVO! La imagen</b> (edición de otoño/fin de año 2010), paq./10		034637		3.50	
<b>NEW! LTD. ED.! Fall/Holiday 2010 Gift With Purchase:</b>					
<b>Mini Eau de Toilette Body Lotion Set,</b> pk./5 (Includes mini Warm Amber™, mini Exotic Passionfruit®, mini Simply Cotton® and mini Forever Orchid™ body lotions)		035827		20.00	
<b>For Independent Sales Directors Only</b>					
<b>REVISED!</b> Consultant Order Form (9/16/10 – 12/15/10)		000263		NC	

**Total Section 2 at Cost**

\*Over-the-counter drug product

Add total to Page 12, PAGES 11 & 12 TOTAL, of the June 16 Consultant order form.