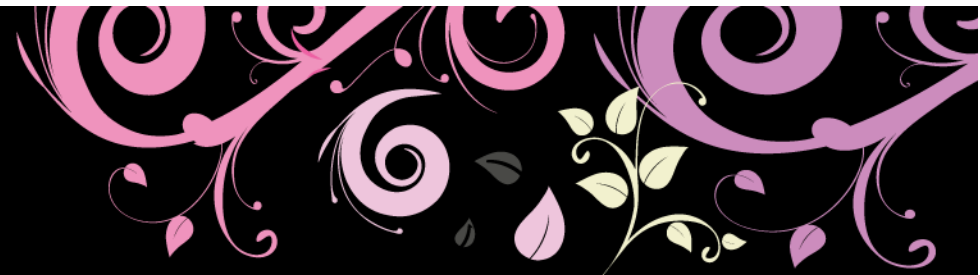


# > beauty is in you.



**Congratulations!** If you have received this newsletter, you are one of my preferred customers! My preferred customers only receive the best, and this newsletter is just for you!

As your Mary Kay **consultant**, my plan is to help you care for your skin and look beautiful everyday. If you want to learn more about your "Beauty is in You!" newsletter read on the left panel featured on this page!

**+ Be sure to take the pledge and live it everyday**

**By being a "Beauty is In You" reader, you pledge to:**

- Love yourself (inside and out)
- Not criticize your appearance
- Pledge to be nice to yourself
- Give yourself a break

**By being a "Beauty is In You" reader, you'll enjoy:**

- Articles about successful women
- Beauty tips and tricks
- Learning what's new in MK
- Special offers
- And more

*Sit back, relax, learn,  
read and have fun!  
I'm your beauty consultant  
and I am here to take  
care of you!*



## what's new?



Am I in! Welcome in **Spring!** Are you up to date on the latest spring fashions? Ask me for a copy of Mary Kay's latest Trend Report for Spring and Summer 2011. **GET FASHION** ready BABY!



## weekender collection

Because everyone needs a **WEEKEND!** Check out the all new **Weekender Collection**. Beautiful colors for your eyes, lips and nails makes getting BEAUTIFUL on the weekend super easy and fun! Check out the weekender collection on page nine. Call me if you want to sample them!

**NEW ANTI-AGING FOUNDATIONS  
ARE SUPER HOT! & SUPER NOW!**



The new **Anti-Aging TimeWise Liquid Foundations** are the hottest things right now! These foundations will help you captivate a flawless face. More info on page three.



# > beauty is in you.

## tips for putting a flawless face forward



Keeping your skin looking flawless is a must! Think about all the places that you go that you see people—work, church, parties, daycare, etc. etc. No matter where you are I want you to put your **BEST, FLAWLESS FACE** forward. Here's how you can do JUST that!

**TIP 1:** Make sure that you are drinking loads of water and eating a balanced diet. Your skin is the **LARGEST** organ in your body. You want to be sure that you are drinking and eating the right types of food to benefit and bring life to your skin, not dullness! Try adding to your diet: fish, flaxseeds, nuts and spinach. Do your research to find what will work best for you!

**TIP 2: WEAR SUNSCREEN.** Everyday. Without Fail. Reapply. Reapply. Reapply. To avoid causing wrinkles and sun damage, WEAR SUNSCREEN! Pick up **Mary Kay's SPF 30 Sunscreen** to keep your skin looking young and to protect it. The sunscreen is water-resistant and sweat-resistant for up to 80 minutes, it is also lightweight, oil-free and enriched with antioxidant vitamins and free-radical scavengers, it absorbs quickly, leaving your skin feeling soft and moisturized. There you go, awesome sunscreen!



**TIP 3:** Start a great **SKIN CARE REGIME.** I recommend using Mary Kay's TimeWise® Anti-Aging Miracle Set to care for your skin and to get anti-aging results. The TimeWise® Miracle Set® provides incredible anti-aging results to help you maintain younger-looking skin. The set offers 11 age-defying benefits: cleanse, exfoliate, freshen, energize, hydrate, smooth, firm, soothe, protect, rebuild and reduce fine lines and wrinkles. And it even works with sensitive skin.

**TIP 4:** Cosmetic talk. Before we even THINK about touching a foundation, if your skin is not 100% flawless, I would recommend using **Mary Kay's FOUNDATION PRIMER FIRST** before you apply your foundation. Using a primer helps your foundation go on smoothly and it gives you that little filler to fill imperfections. A foundation primer has been Hollywood's best kept secret for a long time, and I'm sharing it with you. So before foundation, use a primer.

**TIP 5:** In Mary Kay, there are **SO MANY FOUNDATIONS** for women to choose from for different skin colors, textures and tones. The newest foundations are called the Age-Fighting TimeWise Liquid Foundations; I highly recommend them! You can purchase the foundations in either Matte coverage (oily to combo skin) or Luminous for a dewy finish (normal to dry skin). When using these foundations, skin instantly looks firmer, younger and healthier. A moisturizing complex enriched with skin-loving jojoba delivers lasting comfort and hydration for skin that feels moisturized all day. These foundations are fine for those with sensitive skin, too. LOAD UP!

## Got Specials?

*You bet I do! Contact me today  
to check out my spring specials!*



### YOU REALLY LIKE US!!!

Independent research firm Brand Keys just published the official results of its 2011 Customer Loyalty Engagement Index. **Mary Kay ranks #1 in consumer loyalty** both in the Cosmetics and Facial Moisturizer categories!

Mary Kay ranks #6 in Brand Keys' "Brands That Delight", a list of the top performers across all industries that are "knocking the ball out of the park when it comes to customer engagement and loyalty," as an article published by Marketing Daily states. Just look at the kind of company Mary Kay is keeping:

- #1 Netflix
- #2 Apple
- #3 Walgreens
- #4 Discover
- #5 Hyundai,
- #6 Mary Kay
- #7 McDonald's
- #8 J. Crew
- #9 Samsung
- #10 Nikon



} thanks for the  
support!

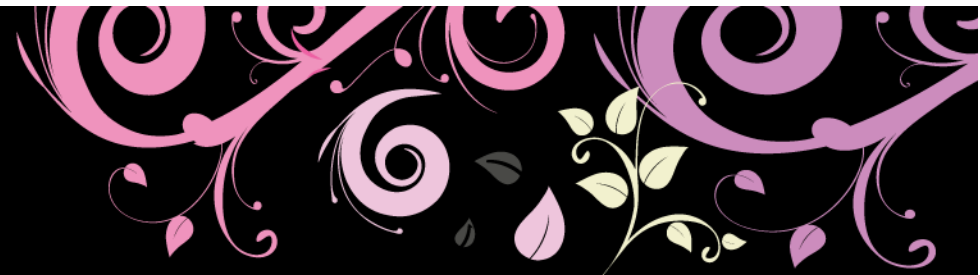


## be. u.

"I am Me. In all the world, there is no one else exactly like me. Everything

that comes out of me is authentically mine, because I alone chose it -- I own everything about me.... I own my fantasies, my dreams, my hopes, my fears. I own my triumphs and successes, all my failures and mistakes... I know there are aspects about myself that puzzle me, and other aspects that I do not know -- but as long as I am friendly and loving to myself, I can courageously and hopefully look for solutions to the puzzles and ways to find out more about me.... I can engineer me. I am me, and I am Okay." -Virginia Satir

# > beauty is in you.



new mary kay 2011 spring products

www.victoriousdesigns.com



**New! Compact Mini!**  
 Tiny enough to tuck anywhere, this sleek, new compact is perfect for the woman on the go. A great new compact choice for helping you get beautifully organized. \$16 (unfilled)



**Mary Kay Foundation Primer**  
 This must-have foundation accessory perfects skin as it enhances foundation benefits and extends wear. \$16



**Mary Kay® Liquid Foundation Brush**  
 This specially designed tapered brush blends foundation evenly and smoothly. The end result is a smoother, more perfectly flawless finish. Works well with any MK liquid foundation. \$10

**After-Sun Replenishing Gel**  
 Back by popular demand! Formulated with botanical extracts rich in soothing antioxidants, this gel absorbs quickly and replenishes vital moisture to the body. Get warm weather ready with Mary Kay® sun care. \$12



**Acne Fighters Set**  
 If you are seeking an acne solution, you can now purchase four popular Mary Kay products in a new convenient bundle called the Mary Kay Acne Fighters Set, \$42. It includes:

- Velocity Facial Cleanser
- Mary Kay Refresh Control Toner Formula 3
- Acne Treatment Gel
- Velocity Moisturizer

**Age-Fighting TimeWise Liquid Foundations**  
 This exciting age-fighting formula can help skin instantly feel firmer, younger and healthier. Available in 23 shades to fit a wide range of skin tones. \$20 each  
**Choose from two flawless finishes:**

- ♦ **Matte-Wear Liquid Foundation Matte finish** for combination/oily skin or
- ♦ **Luminous-Wear™ Liquid Foundation Luminous Dewy finish** for normal/dry skin



**Free Gift with Purchase Mary Kay Color Burst Eye Brush Set**



The eyes have it with this fun four-brush set, including a mini eye definer brush, mini eye crease brush, mini eyeliner brush and mini cream eye color/concealer brush, handy bag and application instructions.

**GWP: FREE with a \$40 or more purchase of Mary Kay® products.**

*leisured style.*



**Limited-Edition Mary Kay • The Weekender Collection**  
 Indulge in the season's simplified style with this simple, yet sophisticated, collection for lips, eyes and nails. Simplified beauty makes leisure the ultimate luxury.



**Weekender Lip Pencil** in Coral Stone or Pink Sand. Perfectly outlines and fills in lips with sheer coverage. Sharpener included. \$14 each



**Weekender Eye Pencil** in Navy, Turquoise Waters, Sage and White Wash. You will love the buildable color and creamy texture of this eyeliner and eye shadow in one. Sharpener included. \$14 each



**Nail Lacquer** in Coral Stone or Pink Sand. Treat nails to stay-true color with an instant high-gloss finish. \$8 each



**Base Coat/Top Coat** A manicure must-have with instant high-gloss finish. \$8

flyer design: [www.victoriousdesigns.com](http://www.victoriousdesigns.com)

Enjoy Spring Time!

Preferred Customer Newsletter

From:

Address:



To:

Address:



## 5 reasons to BOOK an appointment with me this spring!

- IT'S TIME FOR A NEW SPRING LOOK
- I'VE GOT BRAND NEW PRODUCTS THAT YOU CAN SAVE ON BY HOSTING A PARTY
- TRY OUT THE NEW FOUNDATIONS
- PREVIEW SUNLESS TANNING PRODUCTS AND MK SUNSCREEN
- LEARN HOW YOU CAN REWARD YOURSELF BY STARTING YOUR OWN MARY KAY CAREER



## Spring Trends 101

### SPRING MAKE UP TRENDS

- Think of luxury, but with small, powerful indulges
- Makeup should be refreshed and relaxed ...But with a bit of an attitude
- BLUE eyeliner and eye shadow = totally in
- Punch up the color on your lips
- Brighten your cheeks
- Wear Mary Kay mascara for fantastic lashes

### SPRING FASHION TRENDS

- Wear stripes, polka dots, and checkered patterns
- Scarves are back
- Roped jewelry is in
- Shoes with braided top soles and ballet-inspired straps are must haves
- Tops now have the exaggerated boat neckline
- You'll see a lot of nautical-inspired clothing

**There's always a reason to give! Be sure to call me during the holidays or special occasions so I can help you choose an awesome gift for your recipient, plus I'll make sure the package outside looks LOVELY and super CHIC!**