

JANUARY 2010

Applause®

PHILIPPINES

MARY KAY®
Enriching Women's Lives



the **NEW** limited-edition
romantic petals
gift set is simply sweet.

Love
is in the air.

Join us as we celebrate and
welcome the new year with
the **2010 Special Events**
See page 12

Dear Beauty Consultants,

The long period of shopping and merry-making is finally over and a more exciting year has just begun!

As we watch the dawning of another great year, I would like to thank all of you for your dedication to your career and for contributing significantly to the enrichment of women's lives in our country. The company's strong performance in 2009 mirrors the positive impact that you have made in the lives of your happy customers and their families. You may not realize it but your effort to fulfill your life's dreams has helped countless others reach theirs.

The New Year represents a new beginning; a time to look back and take stock of how well we have lived our life, how much we have accomplished, how many people we have helped along the way and how much we have improved. It should be an opportunity to learn from our past mistakes and a chance to start things over so that we can get better at what we do. It is a time for New Year's resolutions and promises about the things that we wish to improve about ourselves to make us better persons.

This is also a good time to check if you are on-track for your goals. Will your current performance level take you to where you want to be during Seminar? Do you wish to adjust your goals upward after realizing that you have already

exceeded your original plan? What new skills will you try to acquire this year and how can these help you become a better consultant to your customers?

Lastly, I would like to invite all of you to celebrate with great achievements another milestone in the history of Mary Kay Philippines. 2010 marks the company's 10th year of successful operations in the country. May this year be our best ever and may it be the start of many more decades of success not only in terms of income and personal accomplishments but more so in the number of women's lives we touch and enrich.

May we all have a truly blessed and prosperous New Year!

Warmest regards,
Tente Alday



Mary Kay said it best

"As we journey through life, the most valuable assets we carry with us are our integrity, our reputation, the good, honest name upon which we can build our future in business. Integrity is the calling card we leave behind when we are gone. It is the one trait our customers remember most often when they think of us. When they believe in us, they believe in our product. And when they believe in our product, they guarantee our success."

January 2010

calendar of activities

Date	Day	Activity	Venue	Time
5	Tue	New SD Pacesetters	Mkt/Ceb/Dvo/Zam	9 am
		New SSD Pacesetters	Mkt/Ceb/Dvo/Zam	1 pm
		SD Meeting	Mkt/Ceb/Dvo/Zam	4 pm
6	Wed	RJU Day 1	Dvo/Zam	1 pm
7	Thu	RJU Day 2	Dvo/Zam	1 pm
8	Fri	Teambuilding Class	Mkt/Ceb	1 pm
		RJU Day 1	Mkt/Ceb	1 pm
		ESRS Day 1	Mkt/Ceb/Dvo/Zam	1 pm
		PKW - TimeWise	Mkt/Ceb	5 pm
		New BC Welcome Party	Mkt/Ceb/Dvo/Zam	6 pm
9	Sat	Jumpstart Rally	Mkt (for South Luzon)/Ceb	1 pm
		ESRS Day 2	Dvo/Zam	9 am
		PKW - TimeWise	Dvo/Zam	5 pm
		Guest Event	Dvo/Zam	3 pm
13	Wed	Teambuilding Class	Dvo/Zam	5 pm
15	Fri	RJU Day 2	Mkt	1 pm
		PKW - TimeWise	Mkt	5 pm
		Guest Event	Mkt/QC	6 pm
16	Sat	Jumpstart Rally	Mkt for North Luzon / Zam/Dvo	1 pm
		RJU Day 2	Ceb	9 am
		ESRS Day 2	Ceb	9 am
		PKW - Limited-edition Selling	Ceb	2 pm
21-23		Leadership Conference 2010	Kuala Lumpur, Malaysia	
30	Sat	PKW - Limited-edition Selling	Dvo/Zam	2 pm
		Guest Event	Dvo/Zam	3 pm

*Check with your respective Beauty Centers to confirm the classes/activities or when it is re-scheduled.

9	Jumpstart Rally	Makati for S. Luzon Cebu
16	Jumpstart Rally	Makati for N. Luzon Zamboanga/Davao
21-23	Leadership Conference 2010	

Beauty Center Schedule

January 2010

1	Fri	Holiday (New Year); Corporate Office and Beauty Centers are closed.
2	Sat	Corporate Office and Beauty Centers are closed.
4	Mon	Corporate Office is open; Beauty Centers are closed.
5	Tue	All Beauty Centers open at 11am.
29	Fri	Last day of ordering of BCs to DIQs
30	Sat	Last day for Sales Directors' personal order.

Beauty Centers are **open** on Tuesdays to Saturdays, 11am - 8pm; and **closed** on Mondays and Sundays. MK Davao and Zamboanga continue to operate at 10 am - 7 pm.

get set for a great year

You and your customers have a new year to embrace and new reasons to celebrate! Why not make the Star Consultant Program your platform for success as you reach for your selling and goals? You can get sales off to a great start with 3 fun, limited-edition products—Romantic Petals Gift Set, Belara Gift Set, Eye Color Bundles, plus the new regular line Mary Kay® Brow Tools Collection. Take the first step towards sharing a dream by showing your customers how the Mary Kay business opportunity could meet their needs. Make it a great year!

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fragrant sales

Multiple fragrance forms in both limited-editions Romantic Petals and Belara scents allowing you to share unique gifts sure to please any fragrance-lover.



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MKP turns 10!

We give you great reasons to celebrate with us this year

2010 Events

page 12

It's the year of the star, and the 2010 special events are going to help you shine bright.



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New Mary Kay, new you

It's the start of a new quarter for the Star Consultant Rewards program. Enjoy exciting and exclusive gift rewards perfect for the new you.

a scent of romance

Available beginning **January 16, 2010**

NEW!



Just in time for Valentine's Day, the **limited-edition Romantic Petals™ Gift Set** features a romantic floral scent she's sure to love! With notes of Black Iris, Living Star Galaxy Orchid, and Velvet Gardenia, the Romantic Petals scent is a medley of passionate aromas that perfectly complement this season's modern romantic fashion trends.

Each scent includes a eau de toilette spray, shower gel and body soufflé that exudes the Romantic Petals scent, plus a matching netted body sponge all housed in a beautiful reusable box. Perfect to give to others or yourself, this set is a fragrance layering experience that shows affection and warms the heart!

Limited edition Romantic Petals™ Gift Set

Eau de toilette spray comes in a portable narrow glass bottle with a pump (.23 fl. oz.).

Body soufflé comes in a flip-top tube, provides moisture and imparts fragrance (3 fl. oz.).

Shower gel formula cleanses skin and imparts fragrance (3 fl. oz.).

P2,600
per set

tip: A Valentine's fragrance party is the perfect opportunity to introduce the new limited-edition Romantic Petals Gift Set and other fragrances in the Mary Kay® product line.

fragrance selling tips

The season of love is fast approaching, and where there's love, there's gift-giving! Here are some selling tips that can help guide your customers to the fragrance that's perfect for the special people on their gift list:

- A Gift Wish List works wonders year-round. Encourage customers to fill out what they like for Valentines and send it so husbands know right where to look for a few not-so subtle hints.
- Many times women buy men's fragrances. Don't forget to ask your customers if they have a husband, boyfriend, nephew or father on their gift list who may like Mary Kay® Domain Cologne, Mary Kay® MK High Intensity™ Cologne Spray, Mary Kay® Velocity for Him Cologne or the MK Men skin care line.
- Remind your customers that they can extend the wear time of their fragrance by layering their fragrance with matching body products like shower gels or body lotions.
- The average use-up rate for a Mary Kay® Eau de Toilette is two to three months. Customers who buy these during the holiday season may need to reorder in February. Make a note to follow up with them then.

scent-sational gift

Valentine's Day, bridal occasions, graduation and more are arriving soon. They're just around the corner. To help your customers get a head-start, you can start offering them the new limited-edition gift set featuring the Belara® fragrance scent.

Get a jump on sales by telling your customers what you have to offer now. Your customers are sure to appreciate your help in getting this season's gift-giving opportunities all wrapped up! And remember, when the sale happens, you have greater potential for reaching your Start Consultant and Seminar goals.

Fragrance Layering She'll Love

Introducing new **limited-edition Belara® gift set**. This floral fragrance, top notes like San Joaquin fig, wild bilberry and opal lotus flower are perfectly accented by Southern Indian tuberose and milky sandalwood. The gift set includes a Body Lotion and Shimmerific® Body Powder and a FREE coordinating fragrance bag.

P1,995
per set



Add in another P1,360 to get the Belara® Eau de Parfum and your customer is all set for a layer of sweet fragrance!

Available beginning **January 16, 2010**

get your **best eyes** ever

Create **sensational eyes** and **brows** with these great products!

Wow brows!

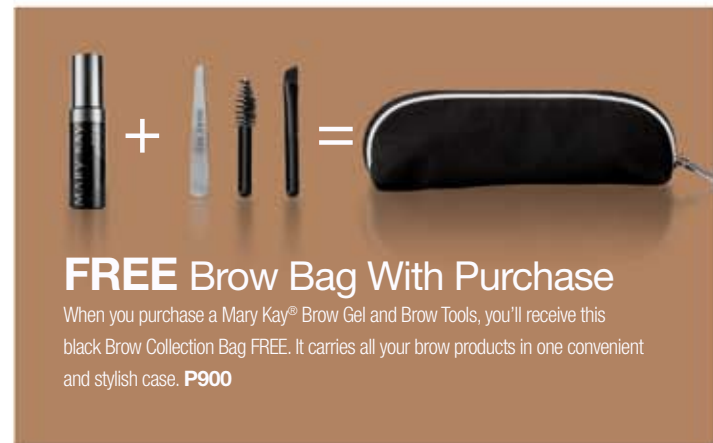
Make the most of your brows with the new regular-line Brow Collection designed to shape, groom and define brows, creating beautiful arches.

Mary Kay® Brow Gel

Quickly condition brows with a matte finish that keeps groomed brows in place without flaking and with a fuller appearance. **P650**

Mary Kay® Brow Tools Set

Three professional-quality, reusable brow tools assist in enhancing the appearance of brows for a well-groomed look and is perfectly sized for the Mary Kay® Compact. **P250/set**



FREE Brow Bag With Purchase

When you purchase a Mary Kay® Brow Gel and Brow Tools, you'll receive this black Brow Collection Bag FREE. It carries all your brow products in one convenient and stylish case. **P900**

Find your best shades

Enhance your eye color with limited-edition **Mineral Eye Color Bundles!** Each bundle includes three Mary Kay® Mineral Eye Colors, Eye Applicators pk./two (Eye Brush and Eye Sponge) and detailed application tips in a special box. Some of the sets even have new limited-edition shades!

Limited-edition Eye Definer/Crease Brush

This brush combines two essential brushes in one! The Eye Definer Brush shapes and defines eyes and is used to blend color evenly. The Eye Crease Brush is used with midtone and darker shades to add depth to eyes. **P650**



Hypnotic Hazel Eyes

Features Mary Kay® Mineral Eye Colors in Sweet Pink, Hazelnut, and Cinnabar.



Beautiful Brown Eyes

Features Mary Kay® Mineral Eye Colors in Silky Caramel, Sienna and Navy Blue.



Gorgeous Green Eyes

Features Mary Kay® Mineral Eye Colors in Moonstone, Sienna, and Sweet Plum.



FREE Color Collection Bag!

When you purchase a limited-edition Mineral Eye Color Bundles (choice of Hazel, Green, and Brown) AND Eye Definer/Crease, you'll receive this Color Collection Bag FREE. Store your eye colors and eye brush in style. **P1,590/set**

Get the most out of selling limited-edition items

Before reaching out to customers, take the time to sample the limited-edition product. Personal experience is always valuable when selling to a customer. Remember that Mary Kay limited-edition products are on-trend, fun, and simple to sell. Here are great tips on selling Mary Kay limited-edition products:

- Draw the interest of your prospective customer by offering her eye-catching, on-trend products. Use it as an ice breaker and get her foot in the door to knowing more about Mary Kay.
- Limited-edition products are often relevant to the season. Fill in the gift needs of your customers by offering her great product sets perfect for that moment. A limited-edition fragrance gift set goes perfect as a gift for Valentines' Day.
- For customers who want to try something new, limited-edition products can help spur a purchase and allow them to try a new product category.
- For your loyal customers, why not provide Golden Rule Service by remembering your customers' product preference and offering her a limited-edition item relevant to what she likes.

The secret of the limited edition products, like the LE Eye Color Bundles, is that they are created to be fun and easy to sell. So why not grab the opportunity every time a limited-edition is being offered!

how to try the **TimeWise® Trial Miracle Set**

We always say that big things come in small packages. True indeed! With the TimeWise Trial Miracle Set, new customers will be able to experience the whole regimen, beyond sample size, so they can fall in love with the Miracle Set and for existing customers to love it as a travel set.

Given that, it is important to understand how to sell the trial size set in a way that enhances your selling opportunities without compromising your full size sales. Here are some tips you to remember when offering the trial size set:

- As a beauty consultant, you should understand how the pricing of the trial size set is part of the selling strategy. The retail price for a full size TimeWise® Miracle Set is P5,560.

The best value is the full size product, but when someone's hesitant to spend the money on the full size, you'll have the opportunity to sell her a 30-day trial of the Miracle Set. And after 30 days, you know she'll be hooked!

- When a customer who's purchased the trial set calls you because she's run out of product, that's when you want to remind her about the value of the full size Miracle Set.
- You should also keep in mind that the trial Miracle Set is a better value than the TimeWise® Skin Care Basic. The trial set allows customers to try all of the products the way they were meant to be used versus the TimeWise® Skin Care Basic set which only includes the 3-in-1 cleanser and moisturizer.

- When you're at an individual close after your class and a customer is interested in trying the Miracle Set, but she can't afford it, you could say something like:

"I understand you're unable to purchase the full size at this time. I'd like to offer you an affordable solution. You could actually try all four Miracle Set products for 30 days for only Php 3,000!"

- You also can encourage her to host a party and earn her a Miracle Set for free!
- The most important opportunity when it comes to the new trial Miracle Set is following up with your customers. The trial size product has a built-in 30-day turn around time. That means on day 26 or 27, you should call your customers so she doesn't have to go a day without getting the benefits of the Miracle Set.
- The new TimeWise® Trial Miracle Set is one more tool that supports:
 - Sales at your fun skin care classes
 - Adding new customers
 - Becoming Star Consultants

Quick Class Dialogue

The Trial Miracle Set is a great way for your customers to have it all. In a skin care class setting, the trial size gives the customer with a price objection another option to buy everything she is interested in trying. You could say: "I'm thrilled you are interested in all of the products included the Miracle Set, and I understand your concerns with purchasing it all at one time. Why don't you try the new trial size that I'm now offering; I'll follow up in about a month to see how it's working for you, and you can decide at that time if you are ready for the full size."



New! TimeWise® Trial Set, P3,000

Each set includes TimeWise® 3-in-1 Cleanser (2 oz. tube), TimeWise® Age-Fighting Moisturizer (.75 fl. Oz. tube), TimeWise® Day Solution Sunscreen SPF 25 (.5 fl. Oz. bottle with pump), TimeWise® Night Solution (.5 fl. Oz. bottle pump) and matching bag.

Part #10-027715 for Normal/Dry formula

Part #10-027713 for Combination/Oily formula

10th ANNIVERSARY

a decade of SUCCESS

When Mary Kay Inc. opened the doors of our founder's dream Company here in the Philippines 10 years ago, she set out to provide an unlimited opportunity for women. Today, Mary Kay Ash's vision, her courage and her spirit continue to make that dream a reality for women here in the Philippines and around the world.

Mary Kay Philippines Inc. celebrates its 10th year anniversary this May 2010. And January 2010 is the beginning of the countdown to spark exciting promotions and programs to keep your business in the right direction with loads of momentum.

Watch out for exciting things that will happen year-round to celebrate our 10 years of existence.

Here's a sneak peek to some of the exciting activities you can all look forward starting this January 1!



"Take 10" promotion

Duration: January 1 - April 30, 2010

Starting January until April 2010, have 10 new customers each month buying at least 1 Mary Kay product plus your own personal order of at least P3000 and get 10 raffle tickets for our monthly draw to win exciting prizes!

We will pick 10 lucky beauty consultants and customer partners during the general assembly in beauty centers nationwide.

Simply fill up a take 10 form in your respective beauty center and drop it or fax it there. You can also download a copy of the form at the MKBuzz downloadable section and send it to us via email.

Just keep those classes and facials going! Meet new customers and make new friendships!



Lucky 10

raffle draw

Duration: January - December 2010

Every month starting January until December we will raffle off super prizes to 10 Lucky Beauty Consultants nationwide. Electronic Raffle draws will be held at the Makati Beauty center. So keep on ordering; the more orders you make; the more chances of winning!

Big Guest Event promotion

Sign up gifts are available for guests who sign up as Beauty Consultants during the Company sponsored guest events in selected months. Watch out for guest event schedules in your nearest Beauty Center.

new beauty consultant Welcome Party

Starting January, we will hold welcome parties for New Beauty Consultants in all Beauty centers nationwide. Simply register to attend the affair for free and enjoy an hour of learning, fun and camaraderie. Know more about Mary Kay, how to jumpstart your new career and meet your new family- your Sales Directors and Mary Kay staff!

Ask your Sales Director or your Sales Development team for details of this super exciting party!

Pachinko

fun games in beauty centers

Starting January until May 2010, every first Saturday of the month, consultants with a minimum P3,000 S1 retail order in one invoice gets a chance to play the Pachinko! A Japanese pinball game played on a sloping board with bouncing pingpong ball against the pins into the pockets and win instant and exciting prizes!

Career Con

challenge | Jan. 1 - Mar. 31, 2010

Give your business its deserved boost with sales a star can be proud of! A Special luncheon awaits our diamond and emerald star achievers of Quarter 1 in Career Conference.

Plus ... all Ruby, Diamond and Emerald stars get to have an exclusive raffle draw of Bags, Purses and wallets during Career Conference.

You are on your way to the Top of your world with these fabulous prizes and perks in Career Conference.!

Anniversary Board

As we celebrate our 10 years of success, we will have our Anniversary Board to highlight important happenings, promotions and activities. There will be skin care and beauty tips; plus product feature every month!!! To add more fun, trivia questions and pictures will be posted as we reminisce how far MKP had gone for the past 10 years.

"This year, you have the opportunity to reach higher goals, achieve outstanding awards and celebrate being a Star."



ASIA PACIFIC red jacket rally 2010

PASSPORT TO DIRECTORSHIP. TICKET TO SUCCESS

Program Period: November 1, 2009 – March 31, 2010

Be one of the Red Jacket achievers who will take this year's ticket to success. Get ready for the Asia Pacific Red Jacket Rally this June 2010 in Hangzhou, China! Join the 3-day conference filled with invaluable learning, fun and excitement, and enjoyable group dynamics with your fellow Red Jackets from the Asia Pacific region. Get to bond with your sisters and receive great ideas, insights, and stories from international mentors and achievers in the top performing country of the region.

Earn these awards:



One roundtrip
airfare to and from
Hangzhou, China



Tour of Mary Kay's
manufacturing plant
in Hangzhou



Five (5) days and
four (4) nights hotel
accommodation in
Hangzhou



Exclusive education
by Mary Kay
Independent Sales
Directors from around
the world.

This is your ticket to success! Don't waste time and start teambuilding. Experience for yourself a red-hot event that will fast track your career to directorship!

Notes:

- In case achievers cannot travel for whatever reason, there will be no cash conversion for this trip nor is it bankable for future trips.
- Passports and required documents will be shouldered by the achiever. Keep in mind that China requires a visa and it takes two weeks upon submission of required documents to get visa approvals. It is strongly recommended that passports be submitted to Mary Kay Philippines (MKP) by April 20, 2010 at the latest with required documents which

- includes the following:
- Latest ITR (2009)
 - Bank certificate with at least P50,000 balance in account
 - Letter of invitation from the Company (to be provided)
 - Certificate of BCship from the Company (to be provided)
- MKP will shoulder visa expenses (one time only), terminal fees, cost of airfare, hotel accommodation, meals in China.

How do I join?

- Simply have 15 new personal recruits from November 1, 2009 to March 31, 2010 with P18,000 single order each month for 2 consecutive months from sign up month.
- A maximum of 5 new personal recruits will be counted each month should you have more than 5 recruits.
- You must also be active each month with at least P3,000 order.
- Your qualified personal recruits must be active until the time of the trip.

chartyourcourse

for new Sales Directors | January - June 2010

Get rewarded just by staying on course!

On the Right Track (Month 1-3)

Receive these rewards just by working your business!

- Printer**
- Special pin
- On-stage recognition at nearest SD Meeting

How do you qualify:

- By the end of the 3rd month following your debut date, achieve a total of 800,000 or more unit retail section 1 sales with minimum monthly production of P200,000 unit sales and have an active unit size of 30
- Must also recruit 6 personal team members with P16,000 personal cumulative sales each
- Attend New ISD education within the contest period



Fabulous 50s (Month 1-6)

Receive these rewards just by working your business!

- Mini Laptop**
- Gold tone Fabulous 50s enhancer
- On-stage recognition at nearest SD meeting

How do you qualify:

- By the end of the 6th month following your debut date, achieve P2 million or more unit sales with minimum monthly production of P200,000
- Must reach an active unit size of 50



Honors' Society (Month 1-12)

Receive these rewards just by working your business!

- LCD Projector** to be awarded at the SD Meeting after your 1st month
- On-stage recognition at the General Assembly

How do you qualify:

- By the end of the 12th month following your debut date, achieve a total of P4M or more unit retail section 1 sales with minimum monthly production of P200,000 unit sales
- Must also recruit 20 personal team members with P16,000 personal cumulative sales each
- Attend Developing Offspring Course education within the contest period



Attention all Beauty Consultants and Sales Directors!!!

Duration: December 1, 2009 – January 15, 2010

fast track to Court of Sharing 2010

Here's how: Simply recruit 8 or more qualified team members from December 1, 2009 to January 15, 2010 and earn double credit from this qualified team members to be credited towards Seminar Court of Sharing 2010.

Please see MK Buzz for details.

Notes:

- Double credit means 1 recruit = 2 recruits
- Qualified means each team member must have P48,000 by July 30, 2010 and must be active in the first month they signed up as a new Beauty Consultant.
- This promotion is not commissionable and will not be considered for any ongoing and future challenges (Catch the Dream, Red Jacket Rally to China, recruiting promotions, etc.)
- Recruiter must be in active status to be recognized in Seminar 2010 Court of Sharing.

red jacket corner

tips &
strategies
to build your
TEAM

the Mary Kay Way

Some Golden Rule Team-Building Situations

Situation 1: One of your long term customers decides to become a Consultant with someone else.

Congratulate your new customer and move on. You would never want her to feel as if she were caught in a tug-of-war. As Mary Kay once said, "Success or failure doesn't depend on gaining any one customer, hostess, or team member."

Situation 2: A long-time customer becomes one of your newest team members, and she asks if she can start selling to her relatives and friends who have been your customers for years.

In the Go-Give spirit, consider offering these customers to the new team member knowing that, not only will it help her get her business off to a running start, it also will help you in the long run. Since your customers

are accustomed to the good customer service you provided in the past, you might want to coach your new team member on what good customer service entails.

Situation 3: Your new team member is considering offering travel vouchers as a way to get people to sign their Independent Beauty Consultant Agreements with her.

The Mary Kay opportunity is solid and time-tested, studied in business schools and can stand on its own merit. That's why suggesting to a new team member that she offer travel vouchers, expensive jewelry and/or other enticements to a potential new unit member for signing her Independent Beauty Consultant Agreement is strongly discouraged. Doing so could unknowingly subject your team member to legal action from third parties who thought they were receiving something of value for free, when, in fact, they did not.

2010 Events

Invest on your potential. Build a brighter future. And let your inner star shine!

Jumpstart, Leadership Conference, Career Conference and Seminar—they're where you'll get the business-building motivation, education and recognition to achieve new dreams. So get revved up and ready for success with the projects created to bring out the star in you!

JUMPSTART RALLY 2010 – Bee The Star

Participate in this event that features new and exciting announcements, and loads of recognition for well-deserve performances. Be part of a glamorous year filled with excitement and shining moments. Be ready to climb, get swept away with success and land among the stars.

January 9, 2010 (2:00-5:00pm)
Manila (South) – MKP Allegro
Cebu – Cebu Midtown Hotel

January 16, 2010 (2:00-5:00pm)
Manila (North) – MKP Allegro
Davao – Regency Inn
Zamboanga – Garden Orchid Hotel

CAREER CONFERENCE – Project Starpower

Inspire your imagination... Rev up your skills...
And power up your potential...

Get ready to bring out your inner star! That spark of greatness. Your true potential. You've got it, and Project StarPower will make it shine. This supercharged event brings you the projects and people to transform your inner star into brilliant possibilities. So get into the action. Register for Career Conference 2010 and bring out the StarPower in you!

Registration begins February 2. Mark your calendars on these dates!

Manila	April 17, 2010, Saturday, 8am – 5pm
Davao	April 24, 2010, Saturday, 8am – 5pm
Cebu	May 08, 2010, Saturday, 8am – 5pm
Zamboanga	May 15, 2010, Saturday, 8am – 5pm

LEADERSHIP CONFERENCE – Project Starmaker

You've got the vision... You have the potential...
And know how to make it shine...

Be a Sales Director and join the 2010 Leadership Conference! Bring out the brilliance in women everywhere. Project StarMaker will also bring out the brilliance in you. It's the megawatt event created to help you and your unit shine even brighter. So get engaged. And ignite your passion for showing women just how great they can be. It's time to energize your greatest gift. So start right here and stay in the know. Visit often and start making your plans to register for Leadership Conference 2010 to bring out the StarMaker in you!

January 21-23 2010
Prince Hotel & Residence
Kuala Lumpur Malaysia

PHILIPPINE SEMINAR 2010 – Project Superstar

The thrill is on. The stage is set. The spotlight is yours.

It's showtime! And you're the star at Philippine Seminar 2010 celebrates your shining year. You've walked the runway of success. Now Project Superstar will bring you star treatment and the perfect projects to help you know more, grow more and shine even brighter. The pink carpet's waiting. So join the sisterhood that shines brighter together. Make sure you register for Seminar 2010 and celebrates the SuperStar in you. Mark the date:

August 21, 2010



january - march 2010

The Star Consultant Rewards Program was established to help you reach the top of the Ladder of Success – one goal at a time – one step after another toward your Seminar goals. With the Star Consultant Rewards Program, you can earn recognition for developing your personal sales to help you qualify for Star Consultant prizes and for the Ladder of Success pin.

star consistency program

july 1, 2009 – june 30, 2010

Here's how to be part of this program:

- Beauty Consultants and Sales Directors who achieve Ladder of Success (any level) in the 4 calendar quarters will be awarded the **Star Consultant Consistency Award**.
Example: Sapphire level - 4 quarters achieved
- Sales Directors with 3, 5, 8, 10 and more Ladder of Success achievers in the 4 calendar quarters, will be awarded the **Star Director Consistency Award** as long as they are Star BCs themselves.
Example: Sapphire level - SDs with 3 BCs who are in the ladder of success consistently in 4 quarters

If you become part of the Star Consistency Program you will...

- Attend Royal Reception in Seminar 2010 - for Diamond and Emerald star consistency awardees
 - Receive a collectors item symbolical of the seminar year's theme on stage at seminar
 - Parade on Seminar stage
 - Have your name featured in Applause®
- Beauty Consultants and Sales Directors who achieve Diamond and Emerald Star Consultant and Star Director Consistency awards will also be awarded **trophies** on stage and a **signature watch**.

For more details of the program, refer to the Star Consultant Rewards Program section in MKBuzz.

new mary kay, new you!

Here's a new wonderful world that surrounds you! A world of opportunity and optimism. Where you can build your dreams and share relationships beyond compare. Be a part of something grand and discover the NEW YOU—only in Mary Kay!

Enjoy the New You with our star rewards for Ladder of Success. Exclusive design collections for your Mary Kay travels, private getaways and for simply being out there in the world – having FUN!

PLUS! Enjoy the prestigious ladder of success jewelry (ladder and semi precious stone) for each level of being a STAR!

sapphire

Keep your Mary Kay products in tip top form with this black leather **Mary Kay Carry All**. Great for classes and facials.



TOTAL SECTION 1 RETAIL SALES REQUIREMENT P81,000-P101,000

PIN Ladder of Success Pin + Sapphire gemstone

REWARD Star Reward Sapphire - Mary Kay Carry All

GUIDE TO ACHIEVE THE SAPPHIRE LEVEL

Minimum Average sales/month: P27,000

Simply sell: 3 - Botanical Customized Skin Care Set;
2 - TimeWise Miracle Set; 3 - Acne System Set

ruby

Pack in the excitement with these three piece **Beauty Travel Kit** for your own personal stuff. Handy for work and personal trips.



TOTAL SECTION 1 RETAIL SALES REQUIREMENT P101,001-P121,000

PIN Ladder of Success Pin + Ruby gemstone

REWARD Star Reward Ruby - Holiday tote bag

GUIDE TO ACHIEVE THE RUBY LEVEL

Minimum Average sales/month: P33,667

Simply sell: 3 - Botanical Customized Skin Care Set;
4 - TimeWise Miracle Set; 2 - Acne System Set

diamond

A Hot Pink Head Turner! Travel light with this **Overnight Case** for your personal essentials.



TOTAL SECTION 1 RETAIL SALES REQUIREMENT P121,001-P141,000

PIN Ladder of Success Pin + Diamond gemstone

REWARD Star Reward Diamond - 2-piece travel set

GUIDE TO ACHIEVE THE DIAMOND LEVEL

Minimum Average sales/month: P40,334

Simply sell: 3 - Botanical Customized Skin Care Set;
3 - TimeWise Miracle Set; 2 - MelaCEP 5-piece Set;
2 - Acne System Set

emerald

So stunningly professional! An exclusive **Beauty Case** for your color makeovers and girl time parties.



TOTAL SECTION 1 RETAIL SALES REQUIREMENT P141,001-above

PIN Ladder of Success Pin + Emerald gemstone

REWARD Star Reward Emerald -
Holiday heart necklace and earring set

GUIDE TO ACHIEVE THE EMERALD LEVEL

Minimum Average sales/month: P47,000

Simply sell: 3 - Botanical Customized Skin Care Set; 5 - TimeWise Miracle Set;
2 - MelaCEP 5-piece Set; 2 - Acne System Set

The company reserves the right to replace any item with similar value in case of stock unavailability. Design and sizes may vary from photos. Claim your star gifts at the beauty centers from April 15 to May 15, 2010. Unclaimed gifts after this period will be shipped together with your orders only. Unclaimed gifts after July 15, 2010 will be forfeited.

Mary Kay's Pride

Top in Unit Sales



Marita Del Corro
1,250,440

- Nanette Mission 1,098,320
- Cecile Cahoy 1,058,990
- Olivia Gonzales 1,049,860
- Bella Concepcion 1,029,135
- Virginia Hubahib 1,006,450
- Esmeralda Dino 1,002,035
- Marites Cena 899,055
- Victoria Simeon 747,730
- Louella Sopoco 728,180

Top in Personal Recruiting



Junabeth Dula-ogon
10

- Fely Guyo 9
- Susan Cabello 9
- Nanette Mission 8
- Catarina Narag 7
- Flordeliza Cabigon 7
- Laarni Carpio 6
- Hermilyn Mirabuna 6
- Richelle Bacalla 6
- Mary Rose Maglinte 6

Top in Personal Sales



Loida Humarang
230,640

- Vilma Libre 143,565
- Eliza Villarín 122,070
- Rodella Dollentas 120,010
- Fely Guyo 119,075
- Ariene Pascual 104,070
- Gina Lynn Reta 100,695
- Leonila Fabelleon 100,320
- Agnes Betonio 100,145
- Georgiana Yu 90,870

Top in Team Sales



Nanette Mission
515,580

- Marita Del Corro 422,050
- Marites Cena 398,640
- Cecile Cahoy 335,730
- Susan Cabello 307,610
- Resaly Villanueva 299,920
- Victoria Simeon 299,655
- Rhonalyn Guerrero 279,945
- Corazon Garchitorena 278,825
- Fely Guyo 267,740

Special Awards

Millionaires Club
hitting P1 million in one month



Cecile Cahoy Bella Concepcion Marita Del Corro Esmeralda Dino Olivia Gonzales



Virginia Hubahib Nanette Mission

Quarterly Go-Give Awardee
Aug-Oct '09



Susan Cruz

Honor Society



Olivia Pambid

On the Right Track - new



Ma. Emma Aguimbag



Milagros Jeciel

Car Achiever
Q2 & Q3



Alma Alburo

director's profile | november 2009

New Sales Directors



NAME: Susan Cabello
BEGAN MK CAREER: April 2008
SD DEBUT: November 2009
UNIT NAME: Galactic Star Empire
ESSD NAME: Louella Sopoco



NAME: Asuncion Cunanan
BEGAN MK CAREER: Jan. 2009
SD DEBUT: November 2009
UNIT NAME: Beauty Inside & Out
SSD NAME: Pilar Lavin



NAME: Ma. Barby Lyn Lozada
BEGAN MK CAREER: May 2009
SD DEBUT: November 2009
UNIT NAME: TimeWise Beauty
SSD NAME: Virginia Hubahib



NAME: Patricia Miranda
BEGAN MK CAREER: May 2009
SD DEBUT: November 2009
UNIT NAME: P 4:13
SSD NAME: Cecelia Apad

erratum

Our apologies to Nanette Mission. In the recognition page of Applause December 2009, the Top in Team Sales did not feature the correct figures. The text should read: Top in Team Sales- 588,625.

Directors-in-qualification -November 2009

- | | | |
|----------------------|--------------------|-------------------|
| Clarizel Joy Abellar | Junabeth Dula-ogon | Ma. Naty Mariano |
| Mary Sol Bonje | Fely Guyo | Ingrid Mae Martin |
| Lailanie Briones | Annalee Hernandez | Jacquilou Neri |
| Flordeliza Cabigon | Wilma Lumacang | Jocelyn Rivera |
| Wilhelmina Catane | Mary Rose Maglinte | Linda Sanchez |

Congratulations to our NSD-in-the-Making Achievers!

These are the women who took the Mary Kay mission by heart, you are one step closer to being a National Sales Director.



Top Director Trip:
Gold Coast, Australia

A memorable and enriching trip to Australia surfer's paradise Gold Coast, Queensland and largest city, Sydney was enjoyed by our Top Director achievers and their spouses, as they toured around and immersed themselves with its diverse culture and marvelous views.



Asia Trip: Vietnam

After experiencing and getting captivated with Vietnam's culture; our Director achievers had a taste of mouth-watering, authentic and exquisite Vietnam culinary delights!



DSAP Recognition

Direct Selling Association of the Philippines acknowledges the exemplary performances of our top achievers. Sales Achievers Award and Recruitment & Sales Award for Mary Kay Philippines was given to Nanette Mission and Charito Reyes, respectively.



Online Tools to boost your business

Get the freshest news from MK Ebuzz

Be the first to know what's new with Mary Kay through MK Ebuzz! The Ebuzz is an online mailer that will be sent to all Beauty Consultants with emails registered with us on the first business day of the month. It features all of the new products and promotions for that month and has links to the different pages in our website, www.marykay.com.ph, which will surely be helpful to you as a consultant! So make sure you have your active emails registered with us so you don't get left behind with the news. You can update us through our Customer Service or by emailing us at mkpcservice@mkcorp.com.



Get her to try Mary Kay colors free with Virtual Makeover

Afraid of suggesting the wrong shades for her? Try this incredible color playground has women of all ages playing with Mary Kay® mineral makeup and more. Why not let your customers



try different looks with the Virtual Makeover and let them know that it is a free, safe way to try color looks on their own. Or, with your customer's permission, you could upload her photo, create a new look and e-mail it directly to her.

All you need to know at MK Buzz!

Get in-depth information on our products, promos, challenges, events and more at **MK Buzz!** MK Buzz is an exclusive site for registered Beauty Consultants where you can check the different aspects of your Mary Kay business. From online ordering to commissions, education to recognition— MK Buzz is all you need to work and monitor your progress. You can log on to MK Buzz through our website, www.marykay.com.ph.



tips in starting up your first inventory

You have just grabbed an opportunity of a lifetime! You are now a new Beauty Consultant who has decided to embark her own Mary Kay journey. What's next?

As a new beauty consultant, excited as you are, starting up your first inventory can seem overwhelming. After making the list of your prospects and booking a skin care class, you are probably thinking, "which products should I keep for my inventory?"

We've put together some questions you may have in your mind:

How much do I need to invest in my first inventory and what products should I keep?

This will depend on your daily schedule – how many skin care classes will you hold, and how many meetings you have scheduled for the day and for the week.

For a start, you can keep two sets of skin care products, and some foundation and lipstick, on hand, since these are the basic products you use for demonstration during a skin care class.

You can also ask your recruiter for the best selling products and easy to sell products. Our December 2009 Applause featured our 2009 best selling products. You can never go wrong with these best beauty buys!

When can I start purchasing my inventory?

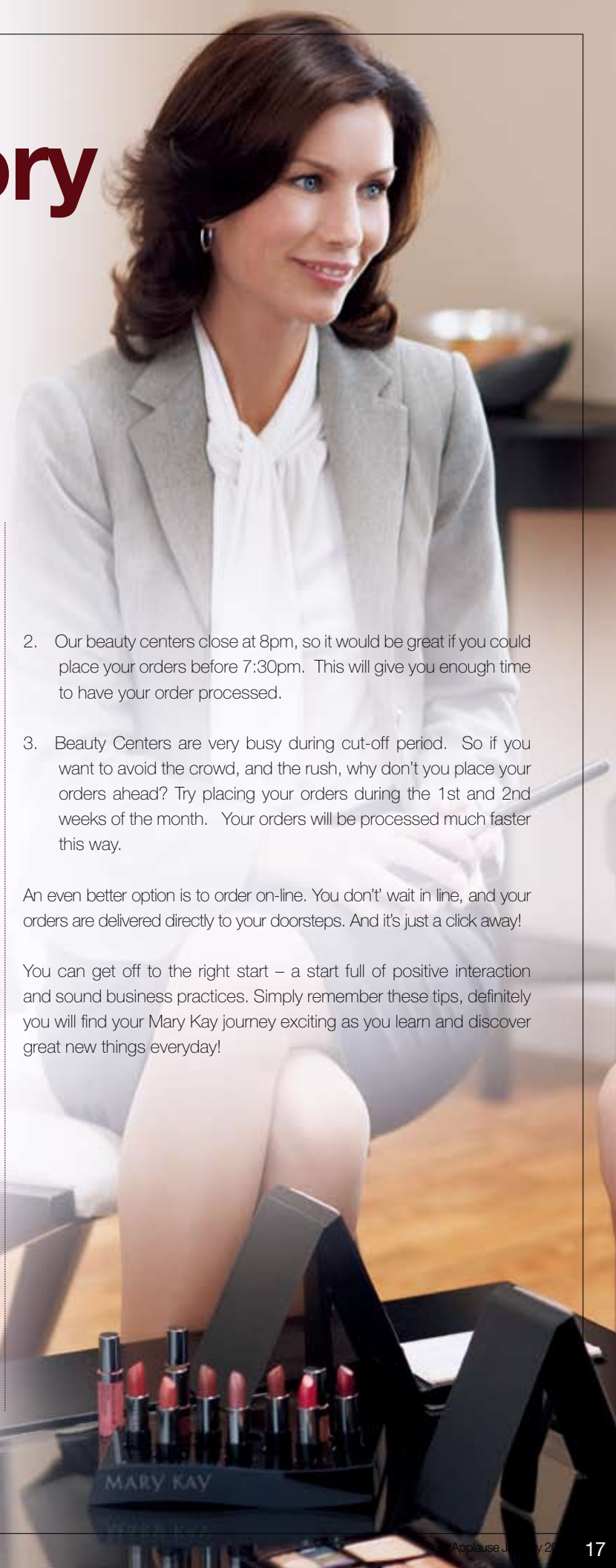
You may start filling up your inventory whenever you are comfortable to purchase. However, we suggest that you already have products with you the moment your start your skin care class. You wouldn't want to miss that opportunity to sell your products on hand and get additional orders, right?

When is the best time to order at our Beauty Centers?

Home Delivery is a very convenient way to place orders that are delivered directly at your doorstep.

However, if you do decide to place your orders at our Beauty Centers, here are some tips for you!

1. The best time to come is in the morning or right after lunch, at around 1:00pm, to avoid waiting too long for your products. The time you spend in the beauty center will depend on the amount/ volume of the orders you've placed.



2. Our beauty centers close at 8pm, so it would be great if you could place your orders before 7:30pm. This will give you enough time to have your order processed.
3. Beauty Centers are very busy during cut-off period. So if you want to avoid the crowd, and the rush, why don't you place your orders ahead? Try placing your orders during the 1st and 2nd weeks of the month. Your orders will be processed much faster this way.

An even better option is to order on-line. You don't wait in line, and your orders are delivered directly to your doorsteps. And it's just a click away!

You can get off to the right start – a start full of positive interaction and sound business practices. Simply remember these tips, definitely you will find your Mary Kay journey exciting as you learn and discover great new things everyday!

Watch out for more **online tools** that will get you and your customers excited in the coming months!

Gift incentives add to more sales!

Whether it be a one small or a big one, we're just delighted to receive a gift. The same goes for your customers and hostesses! Entice your customer or hostess to these fun and functional items available in Section 2. These will help build your Mary Kay business - giving your customers and hostesses reasons to keep on coming back. Available while supplies last.



Fun and chunky charm bracelet P225

Tip: Set a minimum purchase price with your customers in order to get a free gift from you. For example: "Hi Suzie! I have this fun and chunky charm bracelet I'm sure you'll love! It's yours free if you purchase a limited-edition Romantic Petals Gift Set from me. When would you like to set an appointment?"



Professional Portfolio Case P450
**use it also as a laptop bag*



Go Pink Bag P250



Black Jewelry Clutch P250



Chic Carry-all Case P500



Cosmetic Bag P175/pk of 2



Sparkling Handyphone Charms P130

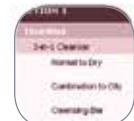
Products and accessories of bags are not included

how do you order?

online most recommended



Go to www.marykay.com.ph and login to **MK Buzz**. Click **ordering**.



Completely fill out the **order form** with your consultant and payment information (bank deposit/credit card). If the payment is through credit card, attach a **copy of your credit card** and a **letter of authorization**. Submit order.



When order is successfully received you will be sent a **reference number** as confirmation.



Once your order and payment have been processed, your order will be shipped to your designated address within the guaranteed delivery lead time.

walk-in / OPP



Completely fill out a **Consultant Order Sheet**.



Get a **queue number** from the guard or the CS counter and wait for your number to be called.



Once your number is called, proceed to CS counter to submit your **duly accomplished COS**. Confirm your orders, and pay through **credit card** or **cash**.



After processing, you will be issued an **invoice** and another **queue number** for the release of your product at the warehouse.

fax order



Completely fill out the **Fax Order Form**. Fax it to our Customer Service (02) 859-6299 along with your **bank deposit slip** or **credit card details** to process your payment.



Expect the following **SMS**:

1st SMS - confirmation of receipt of the order (within one hour from the time the order was received). For orders faxed on the last and first 3 days of the month, SMS confirmation will be received within the day.

2nd SMS - message stating your order was processed and corresponding airway bill number will be given. (If you would like to track down your order shipment, you may visit www.2go.com.ph, click Express and select Tools. Type the airway bill number.)



Once your order and payment have been processed, your order will be shipped to your designated address within the guaranteed delivery lead time.

If you have any questions or clarifications on how to order, you may call our Beauty Centers at the numbers found at the back of the Applause.

MARY KAY®

Cut this portion and keep it as your reference when placing your order.

Stepping Stones to Success

CS MARY KAY Certified Scholar

(January - December 2009)

The **Mary Kay Certified Scholar Program** is a step by step education program that helps ensure you learn the skills and knowledge you need at each level – beginning as a new Independent Beauty Consultant up until you become a **Sales Director**.

How do you become a Certified Scholar?

Simply attend and complete all four (4) IBC curriculum programs:

Essential Steps to Reach Success

Essential Steps to Reach Success (ESRS):

A 2-day educational program for new Independent Beauty Consultants that will allow her to earn income immediately and provide a solid foundation for a new IBC in the basics of the Mary Kay opportunity and the Mary Kay culture.

teambuilding class

Teambuilding Class:

Learn to team build that's smarter, not harder with our Team Building Class, a 4-hour class full of teambuilding discussions, workshops and fun.



Two (2) Product Knowledge Workshops (PKW):

Learn about our wonderful products with these 1-hour Product Knowledge Workshops that will surely give you the confidence to sell. We hold workshops for both skin care and color products.



Red Jacket University:

A 6-session course geared towards skill and leadership building as a solid foundation for your Mary Kay career.

when you complete the program, you will receive:

1. MKP Scholar Certificate
2. MK Certified Scholar Name Plate
3. Recognition at the General Assembly
4. Be featured in Ovation

there's more:

Debut as an Independent Sales Director* and attend the New ISD Education course and receive an exclusive **Mary Kay Class Ring 2010** at the Leadership Conference 2010!



Take your stepping stones to success with the **MK Certified Scholar Program** and gain confidence in your Mary Kay business!

**You must have also completed the IBC curriculum.*

Are you a brand new Beauty Consultant?

Join the *new consultant bonus program*

Enjoy free premium products when you consistently meet your single purchase goals in your first four months as a Beauty Consultant! FREE products with total retail value of P14,690.

1 month



Required Sales: **P12,000** single purchase

Components:
Miracles Happen Book, Mary Kay® Custom Compact, Mary Kay® Mineral Cheek Color, Mary Kay® Nourishine™ Lip Gloss, Mary Kay® Mineral Eye Color

Total Retail Value: **P2,445**

2 month



Required Sales: **P12,000** single purchase

Components:
Satin Hands Pampering Set, Customer Profile Card Set – 2, Customer Order Form Pack

Total Retail Value: **P2,630**

3 month



Required Sales: **P14,000** single purchase

Components:
MK Lip Protector SPF15, MK SPF30 Sunscreen, Red Tea & Fig Loofah Body Cleanser, Sparkling Honeysuckle EDT

Total Retail Value: **P3,820**

4 month



Required Sales: **P16,000** single purchase

Components:
TimeWise Day Solution Sunscreen SPF25, TimeWise Night Solution, TimeWise AgeFighting Eye Cream, TimeWise Age-Fighting Lip Primer, SKC Trays (5/pk), Disposable Facial Cloth (25/pk)

Total retail Value: **P5,740**

Want more? Stretch your sales a little more and qualify for the Monthly Ordering Bonus Program and get more freebies! To know more about the NCB program and its mechanics, visit our website at www.marykay.com.ph for details. The company reserves the right to replace items of equal or greater value in the event that supplies run out.

Get ESRS-certified

ESRS (Essential Steps to Reach Success) is a two-day program that will add success to your business. After completion of the ESRS, get a voucher worth P6,000 of products and a Color Showcase with your first single purchase order of P16,000!

To know more about the ESRS program, see available flyer or you may go to the Mary Kay Philippines website, MKBuzz. Just click on Sales Programs/New Consultant Program/ESRS.



color showcase

* ESRS product set includes: Acne Clarifying Cleanser, Acne Pore Purifying Serum, Acne Spot Solution, Acne Body Spray, TimeWise Age-Fighting Eye Cream, Satin Lips Lip Balm, Microdermabrasion samplers pk/6, Color Showcase. Images are for representation purposes only.

Avail of monthly ordering bonus

Keep protected

January is the peak for cold weather so gear up for this. This month's **MOB** is perfect for keeping your skin moisturized and protected from the environment such as cold wind and UVA/UVB rays.



This **TimeWise® Moisturizer Sunscreen SPF 15** is yours FREE with personal cumulative retail sales of P18,000 and above. MOB is open to all Independent Beauty Consultants (including New Consultant Bonus program participants).

To know more about any of these programs, visit our website at www.marykay.com.ph or check out available flyers for details.

POWERNOTES JANUARY 2010

1. Great news! **TIMEWISE MICRODERMABRASION REFINE** has increased its net content from 57g to 70g. TimeWise Microdermabrasion Set will also be in the new packaging as set at the same price!
2. **DELIVERY LEADTIME** for order received at the first and last three days of the month is seven working days for serviceable areas and ten working days for non-serviceable areas.
3. **REMINDER FOR ALL PROGRAMS AND PROMOTIONS**
The company reserves the right to replace items of equal or greater value in the event that supplies run out.

10th ANNIVERSARY

Happy Anniversary!

Join us as we celebrate the 10th year of enriching women's lives around the country. Tons of surprises and activities await you and your customers each month so get ready because this month is just the start of something BIG!

Excited? See what's happening this year on pages 8 to 12!

We began our Company with tremendously high ideals. I've always believed that women could be successful and feminine at the same time, and we have proven this premise to be correct over the years in having built the most prestigious well-dressed, well-groomed group of women in the nation today. – Mary Kay Ash

MARY KAY®

Visit our website: www.marykay.com.ph

MARY KAY (PHILS), INC.

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Pasong Tamo Extension, Makati City
Tel. No: (02) 859-6222 / 859-MARY
Fax No: (02) 859-6299
Email: mlkcservice@mlkcorp.com

QUEZON CITY

G/Fir Casa Rafael Bldg.
1223 Quezon Avenue,
Quezon City
Tel. No: (02) 371-8355
Fax No: (02) 371-8322

DAVAO CITY

Door 6 & 7 Regina Complex
CMI Recto Avenue,
Davao City
Tel. No: (082) 224-5956
Fax No: (082) 224-5955

CEBU CITY

G/Fir, Cebu Capital
Comms. Complex,
N. Escario Street,
Bgy. Camptonaw, Cebu City
Tel. No: (032) 254-8881
Fax No: (032) 253-4661

ZAMBOANGA CITY

2/F YPC Building, Veteran's Avenue,
7000 Zamboanga City
Tel. No. (062) 992-6222



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