

Applause[®]

JULY 2008

PHILIPPINES

MARY KAY[®]
Enriching Women's Lives

celebrate
the
dream
08
philippine
seminar

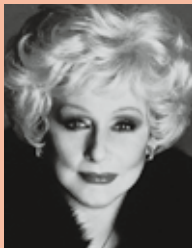
45 Years of Enriching Women's Lives...



Experience ultra versatility with
Mary Kay[®] Compact Pro[®]

Add some Colorful New friends
Mary Kay[®] Mineral Eye and Cheek Colors

Challenge yourself to
Build your SUPER team



The Gift to Dream

“ Within you the person of your tomorrow is struggling to get out. Awaken to your hopes within and the gifts within you, ready to be brought forth. These gifts are free, but the success and happiness that they bring must be brought forth through effort, commitment and discipline - Mary Kay Ash ”

July 2008 Calendar of Activities

DATE	DAY	ACTIVITY	VENUE	TIME
July 2	Wed	SD Mid Year	MLA	
July 4	Fri	SD Mid Year	DVO	
July 5	Sat	ESRS Run 1 Day 1	MLA/DVO	9 am - 2 pm
		Teambuilding Class	CEBU	9 am - 2 pm
		Guest Event	MLA/DVO	3 pm
		New SD Pacesetter	MLA	9 am
		New SSD Pacesetter	MLA	1 pm
July 7	Mon	SD Mid Year	Zambo	
July 9	Wed	SD Mid Year	Visayas	
		Guest Event	QC	5 pm
July 10	Thu	NISD	MLA/Dumaguete	9 am
		Guest Event	Dumaguete	
July 11	Fri	NISD	MLA	9 am
		ESRS Run 1 Day 1	Dumaguete	9 am - 2 pm
		RJU Session 1 - 3	Dumaguete	9 am - 5 pm
July 12	Sat	Color Class	MLA	2 pm - 3 pm
		ESRS Run 1 Day 2	MLA/DVO/Dumaguete	9 am - 2 pm
		RJU Session 4 - 6	Dumaguete	9 am - 5 pm
		General Assembly	MLA/DVO	3 pm
		Guest Event	DVO	3 pm
July 14	Mon	Teambuilding Class	DVO	1 pm - 5 pm
July 15	Tue	ESRS	DVO	
July 16	Wed	RJU	DVO	
		Teambuilding Class	DVO	1 pm - 5 pm
July 18	Fri	ESRS Run 2 Day 1	CEBU/ZAMBO	9 am - 2 pm
		RJU Session 1 - 3	MLA	9 am - 5 pm
		RJU Session 1 - 3	DVO	1 pm - 5 pm
July 19	Sat	ESRS Run 2 Day 1	MLA/DVO	9 am - 2 pm
		ESRS Run 2 Day 2	CEBU/ZAMBO	9 am - 2 pm
		RJU Session 4 - 6	MLA/DVO	9 am - 5 pm
		Product Knowledge Workshop	MLA	2 pm - 4 pm
		Guest Event	MLA/DVO/CEBU	3 pm
		General Assembly	CEBU	3 pm
July 21	Mon	Developing Offspring	MLA	9 am
July 23	Wed	Guest Event	QC	5 pm
July 25	Fri	RJU Session 1 - 3	CEBU	9 am - 5 pm
		ESRS Run 2 Day 2	DVO	1 pm
July 26	Sat	ESRS Run 2 Day 2	MLA/DVO	9 am - 2 pm
		RJU Session 4 - 6	CEBU	9 am - 5 pm
		Guest Event	MLA/DVO/ZAMBO	3 pm
		General Assembly	ZAMBO	
		Teambuilding Class	MLA	9 am - 2 pm

Beauty Center Schedule

July 1	Tue	Beauty Centers open at 2:00 pm
July 2	Wed	Beauty Centers open at 2:00 pm
July 30	Wed	Last day to order for BC's up to DIQ
July 31	Thu	Last day of Sales Directors' personal order



Message from the General Manager

Dear Beauty Consultants,

I am super excited to be part of the Mary Kay Philippines team and I look forward to meeting you soon!

July is going to be an exciting month as we launch new eye and cheek colors. Lipstick sales have been tremendous so I know color sales will continue to grow. And guess what? We have an excellent tool to give you confidence to approach new customers and service your existing customers-the Color Insider! This beautiful and informative tool will be made available in various ways and as the monthly ordering bonus. It is a must have!

We are also launching the new Look Book this month that features all the great new colors. Together with the Color Insider, you will have a powerful combination that is sure to increase your color sales. Mary Kay said, "Nothing happens until somebody sells something." Besides having great products to sell, you have great tools to have great color classes! You can do it!

Seminar is just around the corner and you still have plenty of time to reach your goals. Continue to focus on holding skin care classes these next three months and visualize yourself on-stage receiving applause and recognition from your sister Beauty Consultants. Consistency and persistency are two main ingredients to any successful business. Seminar registration starts this month so make sure you sign up and reserve your seat at Celebrate the Dream Seminar!

Keep up the great work!

Love and Belief,

Support the "Beauty that Counts"

Your purchase of Mary Kay® Crème Apple Berry Lipstick will change the lives of Filipino women and children. 100% of Apple Berry wholesale profits through the end of the year will be donated to local charitable institutions.



seminar **bound**

Celebrate the Dream! Seminar 2008 is just around the corner. And Mary Kay Ash said, "If you can imagine it, you can achieve it. If you can dream it, you can become whatever you want to be." Why not make that your mantra for the next several weeks, kicking your Seminar goals into high gear? You wouldn't want to miss the spectacular celebration Seminar has to offer.

You can do it!

6 Most Important Things

1
Register now for
Philippine Seminar.

Celebrate the Dream and the personal successes you have achieved this year by being part of this grand celebration.



2



Welcome new color!

Now that Mary Kay® Mineral Eye Colors and Mary Kay® Mineral Cheek Colors have arrived, your customers have thousand different combinations for the Mary Kay® Compact. Talk about unlimited choices! The high-impact, mineral-based formulas are bound to have your color sales soaring.

3



Grab your own copy of the new Look Book.

This will help you in many ways to introduce color, and you have the potential for an amazing new Seminar year.

4
Ensure ESRS attendance for an absolute business success.

Don't miss the opportunity to avail the fabulous product voucher and Color Showcase beginning this month.



5
Expand your customer base.

Sell "deep and wide." Read how on page 8.



6
It's time to Build a SUPER Team!

Check out the easy mechanics at the back page.

eye-opening color that's fun and vibrant

With a total of ten new shades and two returning favorites that are better than ever, eyes have never looked so good!

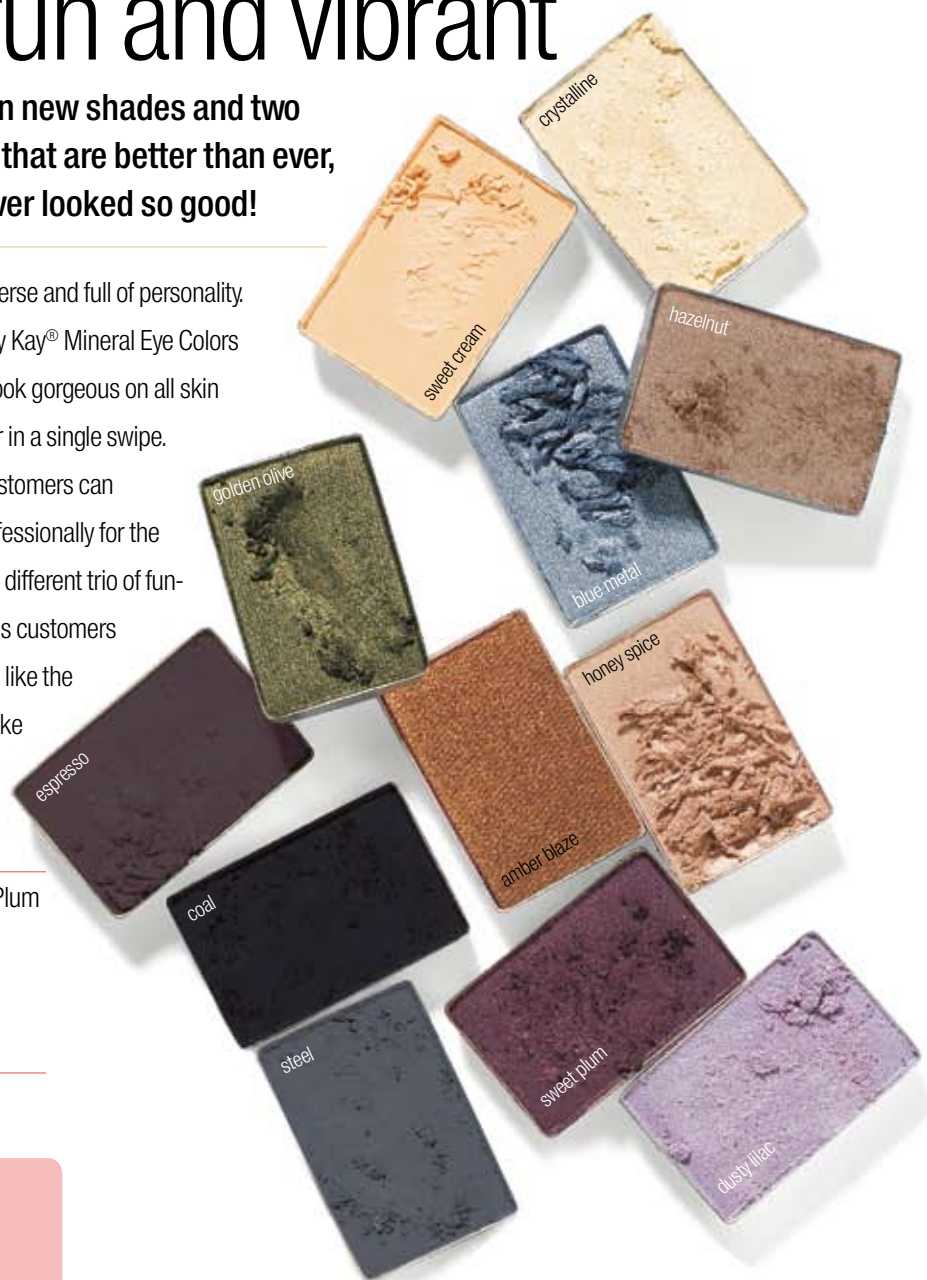
Perfect Personality. They're vibrant, diverse and full of personality. From completely matte to shimmery, Mary Kay® Mineral Eye Colors offer long-lasting, fade-resistant shades that look gorgeous on all skin tones. They'll give you intense, crease-resistant color in a single swipe. And because they're easy-going, they blend well. Customers can choose three smart shades that empower them professionally for the perfect day look. Then, for evening, they can select a different trio of fun-loving, head-turning shades. No matter which shades customers choose, all were created to make them look and feel like the brightest, most gorgeous girls in the room. Sounds like the perfect circle of friends! **Php 330.00**

NEW! shades to love

- Amber Blaze
- Blue Metal
- Coal
- Dusty Lilac
- Espresso
- Golden Olive
- Honey Spice
- Sweet Cream
- Sweet Plum
- Steel

returning favorites

- Crystalline
- Hazelnut



eliminate the guesswork
Help your customers select a perfect new
eye color with this handy chart.

If your customer loved...	She may like to try...
Blue Moon	Blue Metal
Cotton Candy	Honey Spice and Blue Metal
Jungle	Golden Olive
Tooti Fruiti	Honey Spice and Hazelnut
Cinnabar	Espresso
Copper Beach	Honey Spice
Cranberry Ice	Sweet Plum
Golden Rod	Amber Blaze
Rose Mist	Hazelnut
Spun Silk	Amber Blaze
Tropical Sun	Sweet Cream
Virtual Violet	Sweet Plum
Woodland	Amber Blaze

eye-popping benefits

With these great benefits, eye color is more beautiful than ever.

- Intense color in one sweep
- Fade-resistant
- Crease-resistant
- Provides long-lasting wear
- Contains vitamins A, C, and E to help protect against wrinkle-causing free radicals
- Weightless / lightweight texture
- Applies smoothly and evenly
- Clinically tested for skin irritancy and allergy
- Suitable for sensitive eyes
- Suitable for contact lens wearers



discover radiant color at first blush

With two new shades and one returning favorite that's even better than ever, cheeks have something to blush about!

Just Cheeky. Don't be shy about building relationships that last. Mary Kay® Mineral Cheek Color is so versatile that no matter what her skin tone, she can start with a natural glow and then build color as she likes it. There's always something for everyone! Choose from a range of fade-resistant, true-color shades that blend easily. From matte to pearl, these shades look radiant on everyone.

Php 420.00

find a *new* shade

You can use this chart to help your customers select a perfect new cheek color.

<i>If your customer loved...</i>	<i>She may like to try...</i>
Apricot Breeze	Shy Blush
Pink Flamingo	Pink Petals
Orchid	Sunny Spice

shades for everyone

- Pink Petals
- Shy Blush
- Sunny Spice

Samplers are your Selling Friends!

New Mary Kay® Mineral Eye Color and Mineral Cheek Color Samplers in each shade are available in **sheets of 18 for Php 100.00.** Backed with adhesive, you can stick them on business cards, copies of The Look, thank-you notes and more for quick and convenient sampling opportunities.



more benefits to share

Give your customers even more reasons to love cheek color.

- Fade-resistant, long-lasting wear
- Contains vitamins A, C, and E to help protect against wrinkle-causing free radicals
- Does not settle into fine lines or wrinkles
- Weightless/lightweight texture
- Feels silky
- Applies smoothly, easily and evenly
- Suitable for sensitive skin
- Clinically tested for skin irritancy and allergy
- Non-comedogenic



best friend forever

Flexible. Forgiving. Fashionable. Your customers have never met anything like the sleek, ultraversatile Mary Kay® Compact. With the flexibility to be what you need at the right time and the strength to survive the harshest handbag conditions all with beauty and grace – this is definitely your customers' new BFF.

We all need a flexible friend who meets our every need! You've found one in the new Mary Kay® Compact. She offers unlimited customizable options, adapting to a woman's every makeup need. Whether it's all eye color, cheek and eye color, a single powder or two bronzers – she can do it all. And because only true friendships stand the test of time, the Mary Kay® Compact stays strong during the toughest. From cell phones to loose change to car keys, there's no match for this resilient beauty. She always comes out looking as gorgeous as the day you met her.

Mary Kay® Compact | Php 695.00

how she operates

To open the compact, hold it in the palm of one hand and gently lift the lid with the thumb of the other hand. To fill, place the desired metal refill pan into the magnetic refill area and position in place. Gently press the release tab located next to the magnetic square to remove refills. The scratch- and scuff-resistant surface features a special coating that can be easily wiped clean. Magnets should not desensitize credit cards, hotel room keys, parking lot tickets or gift cards in purse. As an added precaution, keep cards with magnetic strip at least ½ inch from the opening of the compact.

all that and more

Here are more reasons why your new best friend is the best!

- Ultradurable, purse-tested finish
- Highly customizable with thousands of possible color combinations
- Makeup organization has never been easier
- Refillable, so it's easy on the environment
- Sized to fit perfectly into a woman's hand
- Revolutionary magnetic refill system
- Patent-pending product release tab



flexible to meet all your needs

A woman can be all business one moment and totally carefree the next. That's why she needs the right look at the right time. The Mary Kay® Compact allows you to modify in the blink of an eye! Here are just a few combinations customers can select, and even more options are shown above:

- Six Mary Kay® Mineral Eye Colors, Eye Applicators (one sponge, one brush), Mary Kay® Crème Lipstick
- Three Mary Kay® Mineral Eye Colors, one Mary Kay® Mineral Cheek Color, Compact Cheek Brush, Eye Applicators (one sponge, one brush), Mary Kay® Crème Lipstick
- On Mary Kay® Sheer Mineral Pressed Powder, Compact Powder Brush, Mary Kay® Nourishine™ Lip Gloss
- One Mary Kay® Mineral Bronzing Powder, one Mary Kay® Mineral Cheek Color, Compact Powder Brush, Mary Kay® Crème Lipstick
- Mary Kay® Mineral Highlighting Powder, Mary Kay® Mineral Bronzing Powder, Compact Powder Brush, Mary Kay® Nourishine™ Lip Gloss
- One Mary Kay® Crème-To-Powder Foundation, one Cosmetic Sponge, Mary Kay® Crème Lipstick

gal pals

New Mary Kay® Applicators, available on Section 1 of the Consultant Order Sheet, have been redesigned to fit the compact: Cosmetic Sponges (pk/2), Php125; Compact Powder Brush, Php150; Compact Cheek Color Brush, Php 80; Eye Applicators (pk/2), Php50 (includes one sponge and one brush). Customers can also purchase the fabulous new Retractable Lip Color Brush, Php100, but please remind them that this tool does not fit in the Mary Kay® Compact.

Mary Kay® Compact Pro

Flexible. Customizable. Incomparable.

That's the new Mary Kay® Compact Pro. The sleek black design offers even more room for new Mary Kay® color products, providing multiple color looks while on the go or at home. This professionally versatile compact take color opportunities to a whole new level through sensational and super customizable mixing.

Mary Kay® Compact Pro | P 1,500.00



selling deep & wide

What is 'deep and wide'?

In order to build a customer base that will not only grow, but also sustain your business, there's a simple concept called selling "**deep and wide**". It means that along with adding as many customers as possible to your customer base – called selling "wide" – you also want to make sure they experience the entire Mary Kay® product line – called selling "deep". Wouldn't you agree that the more customers you have the more products they buy, the more sales you will have?

That's why successful Independent Beauty Consultants believe that the ultimate goal is not to have just skin care customers or just color customers. When you think about every customer as a complete Mary Kay customer, you both win. She gets the product she needs, the benefits she wants and the customer service that helps simplify her life. And you develop a loyal customer for life – that is because the average woman doesn't have a lot of time to spend on herself. Making it easy for her to get all the skin care, color and pampering products she needs from you can turn her into a customer for life.

So how can you tell your customers about everything you have to offer? Sending customers The Look book and other correspondence helps expose them to all the incredible Mary Kay® products and gives you a reason to follow-up.

You can show customers how important they are by suggesting gift ideas throughout the year and by introducing them to your hostess program that lets them earn a fabulous gift when they have friends over for some "girl time". With the right combination of attitude, products, follow-up and relationship building tools, you'll be well on your way to a larger and more productive customer base and greater success.

Building Customers for Life

In order to find new customers and keep them interested in what you have to offer, you need to excel in building relationships and exceptional customer service. So how can you do this?

1 Making Connections

Growing your customer base is all about making new connections with people, but you must remember that they aren't going to call you. That means it's up to you to make the first move and it is as simple as making new friends. Always carry your business cards, a copy of The Look book and a product sampler with you to give to those special women you want to meet much easier to make a connection when you have something to give.

2 Follow up is a must

When first developing your customer base, it's all about follow-up, follow-up and more follow-up! Initially, this is a one way street. You simply can't expect people to call you until the relationship you are trying to create solidifies.

3 Selling Deep

While you're adding new customers, you'll also want to develop the ones you have. That means continuing to build their trust and loyalty in several ways:

- Once your customer base becomes established, keeping an appropriate supply of products may become easier servicing your customers. You'll have products on hand when your customers need it, and you'll feel confident in knowing that your large customer base should keep it moving.



The more customers you have, the more opportunities you have for increasing your sales. But it's also important to remember that while a large customer base is vital for success, you must do the legwork it takes to keep those customers interested in trying new Mary Kay® products. That's the “**deep and wide**” concept.

hot tip

Make sure to ask for the potential customer's name and phone number for a follow up call.

- Use samplers to sell. Research shows that customers are more likely to purchase once they have sampled.
- Build a personal profile on each customer. As you develop relationships with your customers, begin recording birthdays, anniversaries, family information and family events. Of course don't forget to include each customer's skin care and color profile.
- Know your product. Excellent customer service means knowing your products. You can use your Applause magazine and online tools to help you learn more about product benefits, application tips and more.
- Always ask for referrals.

4 Share the opportunity

Make it a point to share information about the opportunity as you continue to excel in customer service. Who knows, one of your customers might love to be a Beauty Consultant and may just be waiting for you to ask her.



tools of the trade

Here are new great sales tools specially designed for Independent Beauty Consultants like you to use when you're out on field or doing skin care classes. These tools will surely attract both new and existing customers to your Mary Kay Business.

Color Your Way to Success

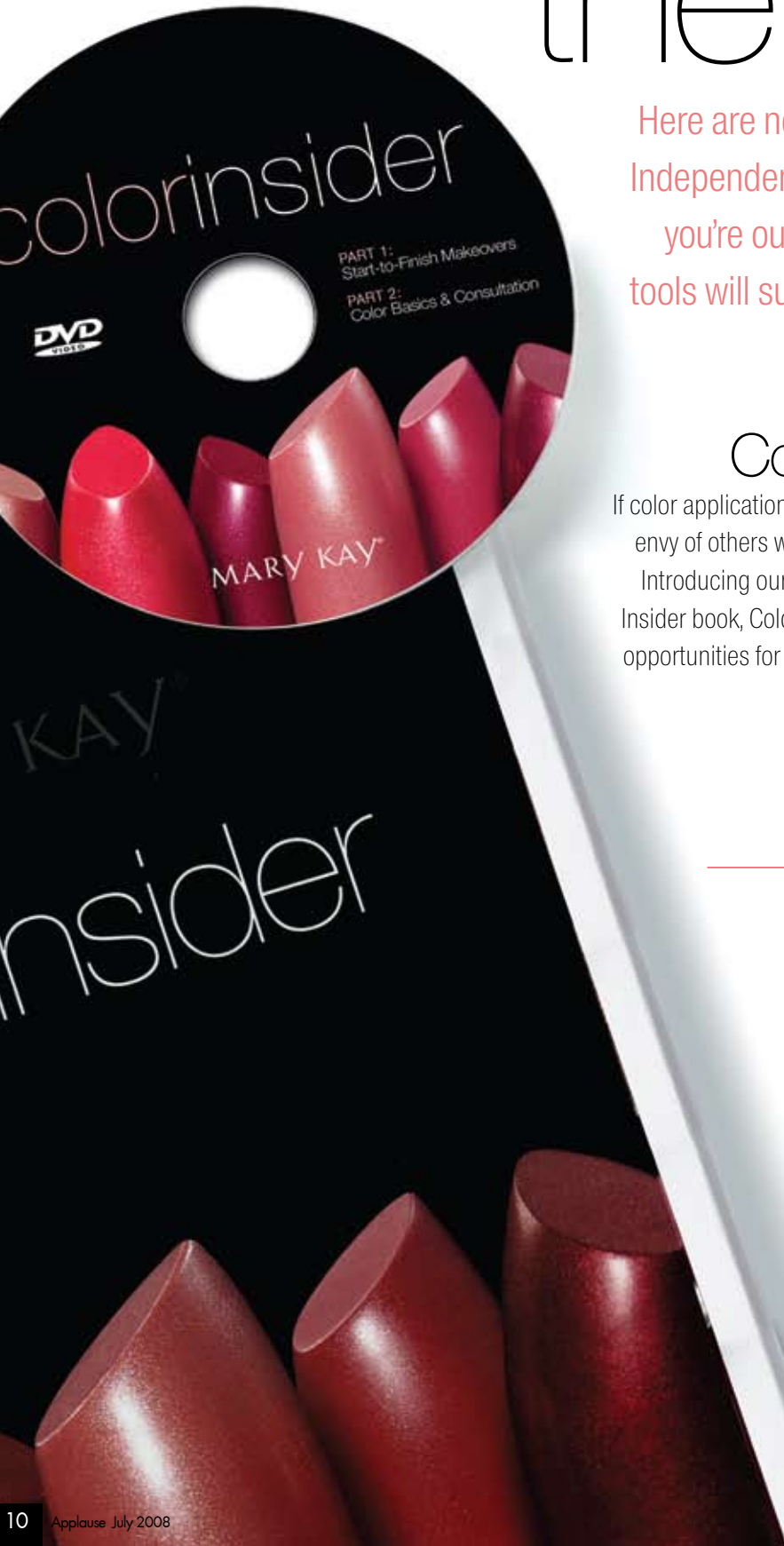
If color application turns you white with fear, gray with uncertainty or green with envy of others who seem to have it mastered, then put your color woes aside.

Introducing our first-of-a-kind Color Showcase sales tool featuring the Color Insider book, Color Insider DVD and some color samplers. Now you have more opportunities for booking consultations than ever before. It's what you've been asking for, and now it's all here - in full color, of course!

Color Insider DVD

The DVD brings to life all the color application tips featured in the Color Insider book. Three world-renowned, award-winning makeup artists demonstrate color application techniques and proper placement so you can teach your customers how easy it is to do themselves. In various segments you'll learn:

- How to prepare the face, focusing on application techniques for concealer, foundation, highlighting pen and loose powder.
- How to identify the six most common eye shapes and how to apply eye products for each shape.
- How to apply cheek and lip products so they work best for each woman's unique face and lip shape.
- All you need to know about application order with start-to-finish makeovers.
- Plus, see an actual demonstration of a color consultation with a customer, from the first "hello" to closing the sale.





The Color Insider Book

This beautifully photographed how-to-guide gives you more than 50 pages of perfect tips. From concealing imperfections and finding the right foundation shade to creating sensational eyes, cheeks and lips, you'll learn expert application techniques from the best makeup artists around. With special sections on party looks and makeovers, you'll be able to offer your customers the expert, professional color advice they desire.

Plus, the easy-to-understand format includes 10 before-and-after model photos with plastic overlays that show exactly which color cosmetics have been applied and where. You'll even find advice on playing up your customer's individual attributes such as deep-set eyes or thin lips.

The Color Insider book is a must-have tool you can refer to every day, every week, every time you do a color consultation!



NEW
Look Book
(July'08 edition)

Great news! A new edition of The Look is now available this July'08. Use this powerful tool to show your customers the great product selection we have available – from skin care to body care, color cosmetics to fragrances. Grab your copy now and share this wonderful catalog to your customers!

Php 40.00 – 1 piece
Php 180.00 – pack of 5

The Color Showcase

The Color Showcase is a powerful sales tool every Beauty Consultant must have. It contains items you will need to run a color booking or consultation with your customers! Color Showcase includes pouch, Color Insider Book, Color Insider DVD and 3 samples. This showcase is available from July to August only*

Php 800.00

* This Color Showcase also comes with ESRS product sets starting July!

* Also you can get these fabulous sales tools if you avail of the MOB. See how on page 18.



Cosmetic Display Tray



Show your Mineral Color Collection! This tray carries all your 12 shades of eye colors 3 cheek colors, highlighting and bronzing powders plus your mineral sheer pressed powder. Perfect for your color application class!

Php 250.00

Don't miss your chance to get the complete Exclusive Mary Kay® Dream Collection this last quarter and parade on Seminar stage!!!

Star consultant rewards program

June 2008 – August 2008

Dazzle as we celebrate 45 years of enriching women's lives. Keep the dream alive and continue to earn prizes as you shine as Mary Kay Star Consultant!

Star Consultant Rewards Program will help you reach the top – one goal at a time – one step after another toward your Seminar goals!

Find out what is in store for you:

sapphire

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

PIN
Ladder of Success Pin + Sapphire gemstone

REWARD
One item in the Sapphire Category Star Consultant & Director Rewards Program*

GUIDE TO ACHIEVE THE SAPPHIRE LEVEL

Minimum Average sales/month:
Php 27,000

Simply sell:
Botanical Customized Skin Care Set: 6
Timewise Miracle Set: 2
PureWhite Set: 0



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

PIN
Ladder of Success Pin + Ruby gemstone

REWARD
One item in the Ruby Category Star Consultant & Director Rewards Program*

GUIDE TO ACHIEVE THE RUBY LEVEL

Minimum Average sales/month:
Php 33,667

Simply sell:
Botanical Customized Skin Care Set: 5
Timewise Miracle Set: 4
PureWhite Set: 0

ruby



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

PIN
Ladder of Success Pin + Diamond gemstone

REWARD
One item in the Diamond Category Star Consultant & Director Rewards Program*

GUIDE TO ACHIEVE THE DIAMOND LEVEL

Minimum Average sales/month:
Php 40,334

Simply sell:
Botanical Customized Skin Care Set: 5
Timewise Miracle Set: 3
PureWhite Set: 1

diamond



emerald

TOTAL SECTION 1 RETAIL SALES REQUIREMENT
P141,001-above

PIN
Ladder of Success Pin + Emerald gemstone

REWARD
One item in the Emerald Category Star Consultant & Director Rewards Program*

GUIDE TO ACHIEVE THE EMERALD LEVEL

Minimum Average sales month:
Php 47,000

Simply sell:
Botanical Customized Skin Care Set: 3
Timewise Miracle Set: 6
PureWhite Set: 1

Here's what some achievers say about the program:

"You will increase your income and at the same time get recognition and fabulous gifts. Stretch yourself to exceed your previous best as you go up to the next ladder level and you'll become experts in selling" - SSD Rochelle Guinto

"For me, it is a must to achieve the ladder because it brings pride and success. You will gain a lot of profit by achieving the ladder. Most importantly the program serves as motivation to work hard to achieve my goal" - SSD Malou Manalo

It's time to take your place on stage at Philippine Seminar 2008 where we are going to celebrate the dream!

Be an all-star all year long with

Star consistency program

(September 2007- August 2008)

Show how you shine in Celebrate the Dream Philippine Seminar 2008!

If you are...

- Beauty Consultants and Sales Directors who achieve Ladder of Success (any level) in the 4 quarters of seminar year, you will be awarded the **Star Consultant Consistency Award**.
Ex: sapphire level I- 4 quarters achieved
- Sales Directors with 3, 5, 8, 10 and more Ladder of Success achievers in the 4 quarters of seminar year, you will be awarded the **Star Director Consistency Award**. Sales Directors must also be Star Consultant consistency awardee.
Ex: 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 2008
 - Receive a collectors item symbolical of the seminar year's theme
 - 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 classy watch**.

Visit MK Buzz in www.marykay.com.ph to check out more Star Consultant Rewards Program prizes and updates.

MARY KAY PHILIPPINES

red jacket RALLY

Contest Period : May 2008- September 2008

Perfect the art of teambuilding and be a competent leader by working your way to attend this prestigious Rally!

Simply be a **Red Jacket** within the contest period with **6 active personal recruits with Php16,000 personal sales** each and get to attend the Red Jacket Rally in November 2008 to be held in 4 cities --- Manila, Cebu, Davao and Zamboanga!

Manila | November 8, 2008
Davao | November 22, 2008
Cebu/Zamboanga | November 22, 2008

There's more!

- **Top 1 Red Jacket** with the highest team sales will receive an **overnight hotel accommodation** for 1 during the RJ Rally.
- **Top 3 Red Jackets** with the most number of Team Members with P16,000 each within the contest period will receive a **special pin** from Mary Kay.
- **Top 3 Red Jackets in Team Sales** within the challenge period will receive a **special pin** from Mary Kay.
- **Top 3 Sales Directors** with most number of Red Jacket Achievers will grace the event and share her I-story.

“ Our Mary Kay career has opened the door to rich and fulfilling lives for thousands of women. You can help pass our special way of life on to others; and in doing so, your own dreams will come true, too!” ”

So what do you do?
BUILD, BUILD and BUILD
to SUCCEED!

* Check your Beauty Centers for final schedule and venues.



red jacket corner



Tips & Strategies
to build your

DREAM TEAM

The Mary Kay Way

It starts with you.

How you present yourself is how they will perceive Mary Kay is. So it is highly important that you know how you come across to your prospective team members.

Read these five tips for keeps.

- 1 Know that image is everything. The way you walk, talk and carry yourself – right down to the pen in your purse and the way you approach someone
- 2 Discern the difference between confidence and charisma, and master both. Confidence enables you to start a conversation.
- 3 Understand how enthusiasm is the key to all aspects of team building. If you're totally sold on this business opportunity, the woman you approach will know. If you're not, she'll know that too!"
- 4 Show sincere interest in her. Learn things about her by focusing and showing real concern.
- 5 Decide to be the woman you want on your team – and become her before you look for her.

Learn more Teambuilding Tips and Strategies by attending Teambuilding Classes and Red Jacket University. Call your Beauty Centers for schedules. You may also access MK Buzz in www.marykay.com.ph to know more about teambuilding programs.

PHILIPPINE SEMINAR 2008

where dreams

mark your calendar

September 20, 2008, Saturday

registration fee: **Php1000**

registration starts: **July 2, 2008**

registration deadline: **August 26, 2008**

(NO EXTENSION except for new Independent Beauty Consultants who submit BC Agreement from August 27 - September 10 only)



For two days at Celebrate the Dream! Philippine Seminar 2008, women just like you will be toasting a year of outstanding education, achievement and sisterhood, while encouraging the fires of belief and setting new goals for the coming year. Make sure you are there to witness and experience inspirational speeches at every turn, bits of conversation grabbed here and there, ideas from women you've never met and those from old friends you're meeting again. Give birth to new dreams destined to come alive, take flight, change lives. Is there any reason why your dream shouldn't be one of them? Turnarounds and breakthroughs such as the ones these women have experienced are what give Seminar special place in Mary Kay hearts ...

take flight



what do I get when I attend

1 Outstanding education from our very own national and global mentors



Christina Boyd
Phillipine Independent
National Sales Director



Barbara Sunden
Global Independent Elite Executive
National Sales Director



Pam Fortenberry Slate
Global Independent
Senior National Sales Director



Elena Sarmago
Global Independent
National Sales Director

2 Exciting new products as gift worth p1,850 in retail

3 Seminar Bag

4 Heavy snack for those who registered until august 26 only!

5 Fabulous entertainment that should not be missed



seminar awards

RESERVED SEATING

The Top 3 Units in Sales and Top 3 Units in Recruiting for Seminar Year 2008 will enjoy reserved seatings during the General Assembly and Awards program in Seminar.

SPECIAL LUNCHEON

Be a qualified Director-In-Qualification or a new Sales Director in June to August 2008 and grace a Special Luncheon with the Stars! SSD of New DIQs and new SDs are also eligible to attend the Special Seminar Luncheon. Spouses of new DIQs and New Sales Directors in good standing from June to August will also join the special luncheon in Seminar

** DIQs and the new SDs must be able to maintain her minimum monthly requirements at least 200k until the time of the Seminar.*

TOP DIRECTOR TRIP

Cruise your way to the Seminar stage if you become one of the Top Sales Director with 10 Million and 13 Million the entire Seminar Year.

QUEEN'S COURT

Make sure you're on your way to hail the throne at Seminar Stage. Visit www.marykay.com.ph or ask your Sales Development Associates to track down your status.

master the basics of your mary kay business with Essential Steps To Reach Success



what is esrs all about

It is a two-day program that will add success to your business as soon as you sign up. It puts confidence into your hands to conduct your business professionally. This program will prepare you to be productive on a long term basis.

beginning the month of JULY 2008

you will get a voucher worth **P6,000** with great product sets to choose from which all includes a Color Showcase, for your first single purchase order of **P16,000!!!** Let's take a look at the three (3) exciting sets with the new Color Showcase!!

Color Showcase includes:
Pouch, Color Insider Book,
Color Insider DVD, and
3 samplers



product set

Components:

Botanical F3 Cleanser, Botanical F3 Mask, Botanical F3 Freshener, Botanical F3 Moisturizer, Crème-to-Powder Beige 1, TW Targeted Action Eye Revitalizer **PLUS!** Color Showcase

Retail Value: Php 6,230.00



product set

Components:

Red Tea & Fig Cleanser, Red Tea & Fig Moisturizing Lotion, Red Tea & Fig Body Spritzer, Satin Hands Satin Smoothie, 2-in-1 Wash & Shave **PLUS!** Color Showcase

Retail Value: Php 6,285.00



product set

Components:

TW Cellu-shape Daytime Body Moisturizer, TW Cellu-shape Night-time Body Gel, MK Men Moisturizer SPF 25 **PLUS!** Color Showcase

Retail Value: Php 6,295.00



how to claim your Php 6,000 voucher

- 6,000 Graduation Voucher may be used upon Independent Beauty Consultant's FIRST SINGLE P16,000 retail purchase after graduation
- Choose from available P6,000 product sets and Color Showcase and get even more value.
- The P6,000 Graduation Voucher is valid until the end of the following month

Find out the reasons from our directors why this training program is a must!

"I encourage new Beauty Consultants to start from the basic. Attend ESRS. Bear in mind that in war, victory is assured if you know the terrain. In Mary Kay, success is assured when you are equipped with the basic knowledge of the business. You work smart, not hard. You can learn all the tips you need in ESRS. Enroll now!" - Senior Sales Director Ma. Linda Duran

"We highly recommend that new Beauty Consultants attend ESRS. Why? This will serve as a strong foundation in your Mary Kay career; we want you to be with us on a long term basis and this will be a pre-requisite to your success" - Senior Sales Director Anna Gayle Guerrero

"ESRS is really good and helps new Beauty Consultants start their business. In Mary Kay, having all the knowledge will help you a lot to earn more money for your family" - Sales Director Virgie dela Cruz

It's definitely your solid foundation to a financially rewarding career of a lifetime! So if you are a new consultant and you haven't enrolled in ESRS, enroll now and enjoy the overall benefits of what this class has to offer you!

power! notes

July 2008

1. **Begining July, MK Signature Eye and Cheek color will no longer be available.**
2. **Orders on line must be placed in Mary Kay's official e-mail account (mkporder@mkcorp.com) and not through any staff's office email address. Inquiries may be coursed through mkpcservice@mkcorp.com**

Mary Kay's Pride

Top in Unit Sales



Louella M. Sopoco
1,786,380

Nanette P. Caguring-Mission	1,166,960
Jeanie B. Dela Paz	1,144,640
Marita Del Corro	1,095,290
Cena, Marites P. Cena	910,235
Rochelle Lynn C. Guinto	812,385
Nory A. Macatigos	678,945
Susan M. Cruz	668,890
Mary Jane B. Castillo	616,725
Cecile A. Cahoy	592,935

Top in Personal Sales



Georgiana Yu
141,590

Edita Enderez	130,420
Virginia B. Pinaroc	113,725
Virginia Dela Cruz	105,475
Lynn A. Padua	102,790
Ely Mae M. Dumao	102,785
Maria Luisa E. Del Castillo	100,290
Nory A. Macatigos	95,055
Ma. Fatima A. Gonzaga	90,415
Irma A. Ventolina	90,130

Top in Personal Recruiting



Glenda G. Zamora
14

Ivy Arselyn H. Lim	9
Sherylanne M. Guzman	6
Irma A. Ventolina	5
Nanette P. Caguring-Mission	5
Sitti Fatima A. Mohamad	5
Jonabeth A. Amparo	5
Mariacel S. Capiro	5
Marietta T. Inigo	5
Emerita R. Cacho	5

Top in Team Sales



Ivy Arselyn H. Lim
591,530

Glenda G. Zamora	432,365
Rosevyl A. Caday	328,510
Louella M. Sopoco	323,620
Maribel Dizon	320,715
Charlotte O. Agustín	289,510
Nory A. Macatigos	271,470
Alma M. Albuero	265,965
Sherylanne M. Guzman	247,350
Rosaminda Piccio	231,120

“ If you expect the best, then the best will come to you. Expect to make sales, and you will make them. Expect to book, and you will book. Expect to recruit, and you will recruit. Expect to achieve the goal of your dreams, and you will achieve it. - Mary Kay Ash ”

Special Awards

Millionaires Club hitting P1 million in one month



Louella M. Sopoco



Nanette P. Caguring-Mission



Jeanie B. Dela Paz



Marita Del Corro

Fabulous 50s Club Achiever



Nory A. Macatigos

Directors-in-qualification May 2008

- Juanita Aguila
- Jonabeth Amparo
- Emerita Cacho
- Guingcangco Annaliza
- Maria Victoria Martinoff
- Jenefer Nacional
- Vernalyn Nama

director's profile | may 2008

New Senior Sales Director



NAME: Cristina S. Dizon
BEGAN MK CAREER: May 2007
SD DEBUT: March 2008
UNIT NAME: TIPS
ESSD NAME: -

New Sales Director



NAME: Ivy Arselyn H. Lim
BEGAN MK CAREER:
SD DEBUT: May 2008
UNIT NAME: APPLE
(Angelic Pretty Pink Ladies Empire)
SSD NAME: Louella Sopoco



NAME: Sherylanne M. Guzman
BEGAN MK CAREER:
SD DEBUT: May 2008
UNIT NAME: Goddess of the North
SSD NAME: Maritess Cena



NAME: Ma. Lourdes S. Gacis
BEGAN MK CAREER:
SD DEBUT: May 2008
UNIT NAME: The Chronicle of Venus
SSD NAME: Cristina Dizon



NAME: Glenda G. Zamora
BEGAN MK CAREER:
SD DEBUT: May 2008
UNIT NAME: Good Graces
SSD NAME: Jeanie Dela Paz

MARY KAY
Your
Hostess & You
Hostess Incentive Program

Boost Your Sales

Through the **Hostess Incentive Program**

Finding it hard to tempt hostesses? Want to know how to keep and hold classes? Wish you had some tools to help? Well wish no more because everything you need is here!



Stylish Hostess Clutch

This stylish clutch could be given to your hostess' for free if she generates Php8,000 from her skin care class. This black classy silk finish clutch with velvet trappings is a worthy addition to every woman's bag collection! Hostesses will surely be enticed with this lovely item!

Php 150.00

Great Hostess Flyer

To help secure bookings, use the hostess flyer which you may download (from our website) and promote during your classes. Clearly explain to your customers how it works and how they can earn lovely hostess gifts by simply hosting a class for you!



Hostess Token Charms

Charm your hostesses with this elegant keepsake when she holds a skin care class for you. It's a collectible item for sure your other customers would love to have! It's a great way to attract them to hold a class for you too!

Php 120.00 (pack of 5)



monthly ordering bonus



Color Application Kit

Grab your own **Color Application Kit** which includes a **Color Insider Book**, **Color Insider DVD**, **Mary Kay® Eye Color Quad**, and an oh-so-professional **Mary Kay portfolio bag**. This could be yours **FREE** with a personal retail sales of Php 18,000.00 and above. Now that's an eye catcher you shouldn't pass up!

Monthly Ordering Bonus (MOB) Mechanics:

- Those who may qualify for the MOB program are:
 - Beauty Consultants and non-NCB eligible Beauty Consultants
 - Sales Director
 - Non-NCB eligible Beauty Consultant means that you have missed a month with NCB and thus cannot continue with NCB program.
- For example:*
BC passed NCB1 and is on her 2nd month of the program. If BC was not able to qualify for NCB2, this does not entitle her to MOB yet. The earliest month she can qualify for MOB is on her 3rd month.
Month 1 – NCB1 achiever.
Month 2 – BC is not able to reach requirement for NCB2. However, BC submits cumulative P18,000 sales, this does not

- qualify and entitle her to MOB yet.
Month 3 – this is when BC can only qualify for MOB.
- A Beauty Consultant cannot receive NCB & MOB at the same time.
 - You must have a minimum cumulative personal retail sales of P18,000 or more to qualify for the program.
 - You can only receive free item one time only. One per consultant.
 - Each month, there will be a different MOB free item.
 - The duration of the MOB program starts at the beginning of the month until the end of that same month.
- For example:*
For the month of July, you may only get the Color Application Kit for cumulative sales from July 1 - 31 only.

new consultant bonus program

What is NCB?

The NCB or New Consultant program is a 4-month consistency program especially designed for all new Independent Beauty Consultants. Enjoy free premium products when you consistently meet your single purchase goals every month.

How can I join NCB?

NCB is open to all new Independent Beauty Consultants. New BC's may qualify on the month of their sign-up date. For example: If you signed up with Mary Kay in June you may qualify for NCB1 only in June.

What do I get if I join NCB?

Get **free products** with a total retail value of **Php15,760** in your first four months! Enjoy and use these products as a demonstration tool in your SKC and selling opportunities.

How do I get all these?

Hold as many Skin Care Classes as you can! You can do this by:

- Getting more bookings for SKC appointments.
- Using the Hostess Incentive Program to have more hostesses that will invite guests and friends for a fun SKC.

1

month

NEW

Required Sales:
P12,000 single purchase

Components:
Miracles Happen Book,
Mary Kay® Custom Compact,
Mary Kay® Mineral Cheek Color,
Mary Kay® Crème Lipstick,
Mary Kay® Mineral Eye Color

Total Retail Value:
P2,445.00



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:
P2,630.00



3

month

NEW

Required Sales:
P14,000 single purchase

Components:
Red Tea & Fig Loofah Body Cleanser
Red Tea & Fig Deo Body Spritzer
PureWhite Essence

Total Retail Value:
P4,945.00

**NCB 3 composition has been changed indefinitely due to shortage of Look Books.*



4

month

Required Sales:
P16,000.00 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:
P5,740.00



*The company reserves the right to substitute another gift/reward of equal or greater value in the event that supplies run out.

New Consultant Bonus Program Mechanics

1. This is open to all new Independent Beauty Consultants. New BC's may only qualify for NCB either on the month of their sign-up date.
For example:
If you signed up with Mary Kay in July you may qualify for NCB1 also in July.
2. A minimum of P12,000 single purchase order should be placed on the 1st and 2nd month; followed by P14,000 single purchase order on the 3rd month, and P16,000 single purchase order on the 4th month.
3. Month 1 will start on the month the Consultant submits her signed Beauty Consultant Agreement.
For example:
If you signed up with Mary Kay on July 15, you may already qualify for NCB1 by placing an order of P12,000 retail single purchase on or before month-end of July.
4. This program will strictly follow calendar month-end for eligibility. No extension or grace period will be given.
5. If an Independent Beauty Consultant misses a month, she cannot continue with the program.
Example:
IBC A has the following orders within Month 2 of the program:
P10,000 single purchase
P5,000 cumulative purchases
Total P15,000 cumulative personal purchase within the month.
Since she missed her sales requirement of P12,000 single purchase order, then she cannot continue with month 3 onwards.
6. Sales Orders cannot be carried over to the next month. Each month's sales

requirements must be made within that month.

For example:
IBC B has the following orders within the month:
P12,000 single purchase
P15,000 cumulative purchases
P12,000 single purchase

Total P39,000 cumulative personal purchase within the month
If an IBC placed a minimum order of P12,000 single purchase, twice or more in Month 1, these cannot be carried over to their next NCB month, which is month 2. When she places her first P12,000 single purchase within the required month, she may already avail of the free products under the NCB program. Succeeding single purchases made within the same month will not be carried over to the following month.

Come and join the fun of teambuilding by beating this challenge

Build the **SUPER** Team CHALLENGE

JULY 1 - 31, 2008

Simply do this!

Have **ONE** new team member in the month with **Php 16,000.00** cumulative sales and receive **Mary Kay® Crest Tote Bag**

Have **TWO** new team members in the month with **Php16,000.00** cumulative sales each and receive **Mary Kay® Crest Tote Bag + Frosted almond gift set!**

Have **THREE** or more new team members in the month with **Php16,000.00** cumulative sales each and receive **Mary Kay® Crest Tote Bag + Frosted almond gift set + TW Cellu-shape Daytime Body Moisturizer!**

Note: The Company reserves the right to replace items with equal value in case of unavailability. The Company reserves the right to verify qualification achieved. When misrepresentation is discovered, this could cause forfeiture of the prize and /or termination of agreement.

MARY KAY®

Visit our website : www.marykay.com.ph

MARY KAY (PHILS), INC.

Building II La Fuerza Compound,
2241 Chino Roces Ave., Makati City
Tel. Nos: (02) 859-6222/859-MARY
Fax No: (02) 859-6299
Email: mkpccservice@mkcorp.com

QUEZON CITY

G/Flr Casa Rafael Bldg.
1223 Quezon Avenue,
Quezon City
Tel. Nos: (02) 371-83-55
Fax No: (02) 371-8322

DAVAO CITY

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

CEBU CITY

G/Flr, Cebu Capitol
Comm. Complex,
N. Escario Street,
Bgy. Camputhaw, Cebu City
Tel. No: (032) 254-8081
Fax No: (032) 253-4661

BICOL

2/F GTS Building,
Rizal Street,
Old Albay District,
4500 Legaspi City
Tel. Nos: (052) 820-6222

ZAMBOANGA CITY

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



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