

YVETTE FRANCO- MK VP Brand Dev. 11/07

Comparing Number of units sold With prestige brands

Mary Kay is a Prestige Brand in the Market place; which means we compete with Department Store brands like Clinique, Estee Lauder, Lancolm and Mac. Brands sold in Drug Stores and Wal Mart such as Maybelline and Cover Girl and even Avon , are considered mass brands and are not whose market share we are competing for.

In Comparison to other Prestige Brands, here is how we fared in unit sales this past year in the market place.

Firming Eye Cream: Outsold Clinique Repair Eye wear 4 to 1

Microdermabrasion: Outsold Clinique's #1 product – 7 day rinse off scrub
4 to 1

Oil Free Eye Makeup Remover: Sold more units than the Top 10 Prestige Brands combined. (Includes Lancome, Clinique, etc.

Ultimate Mascara sold more than the Top 3 Brands combined MK outsold Lancome Finiscils (their #1) 3 to 1.

Eye Shadow – Mary Kay sold 25% more units than MAC eye shadow (which is the #1 eye shadow)

Lipstick & LipGloss: Crème Lipstick sold more than the Top 7 Brands combined. Outsold MAC 3 to 1. MK sold more than the Top 3 combined, including MAC and Clinique.

MK Lip Gloss sold more than the Top 9 products combined. MAC and Chanel hold the Top 2 Gloss spots and we sold more than the top 9 combined. We outsold MAC glosses by 3 to 1

Yvette said that Mary Kay sells the products that women really love

Mineral Powder Foundation: (Can order in Dec!!! YAY!!!)

Why do people ask for it?

It has grown 30% in the last 3 years.

This is a critical opportunity product for your Seminar year.

It is fantastic with a great price!

- Long Wearing!
- Transfer Resistant!
- Has the Coverage of Foundation!
- It has the comfort of a silky powder.
- It easily blends and you can build
- Can get a natural look or can put on as much as you want
- Oil and fragrance free & dermatologist tested.
- Safe for Sensitive Skin (Competition doesn't have this)

What makes it different?

Foundation in a powder formour dual coverage is light and more like a pressed powder.

This has a flawless look that covers

Doesn't fade away at mid day. It's buildable.

Why are Mineral powders a big deal?

Our Powders have always been mineral based.

People like the idea of "mineral powders" because it lends the idea of natural and health. Minerals are from rocks and of course they must be processed!

Difference from loose powder: Loose powder is to set your makeup and is not build – able. MP is not a different form of loose powder.

APPLICATION:

Have to buy as a set – brush and powder. Brush is Goat Hair and has a flat side. The set sells for \$28. (MP \$18 & Brush \$10) (Bare Minerals costs \$35)

Can't use with current brushes or on a cotton ball. Must sample on the back of hand.

Can't make a mistake with the application. Get product on brush and then tap it 3 times on jar. Start at nose.

So many people have converted because

1. They like what it does.
2. It takes 2 seconds.

Not limited to skin type or age. Considered to be particularly great for oily skin, but great for ALL skin types. **Everyone can wear at least 2 or 3 shades.** It comes in **6 shades.**

Use up rate is 2 months!!

SPF? No. Recommended best form of sunscreen is cream or lotion. Claims that other brands make should not be made. They claim SPF because they have titanium dioxide...which offers protection from the sun, but not adequate!

Concealer & Highlighter? Still use...but before MP. No need to use additional loose powder.

Here are a few things Yvette shared at the extra class on Sunday:

*The price of the lipstick is not changing – we need to thank **David Holl** for this. Yvette said that with all the changes, they really should have raised the price, but David wanted to keep it at \$13. **She suggested we send him a thank you.** Go to www.marykayintouch.com click on **Contact us** in the upper left hand corner.

*The new compact will be \$18 – it will be smaller than the custom compact, but larger than the color compact. It will hold 6 eye shadows OR one foundation OR 3 eye shadows and 1 blush (the trays with the product in them will also be squared instead of horse shoe shape like we have now)

*The dual end applicator will be replaced with sponge tip only and blending brush only – smaller versions

*You will no longer use water with the eye shadow (a lot of people don't know you can do that now.))

*When the company does research on products, the age range is 24-54 years

*Our new brush set that we have now is goat and pony hair

*NO lipsticks have lead in them – that is a rumor

*She suggested a web site to go to that shows a lot of studies done on cosmetics and that this lady is realistic and nice to Mary Kay 😊 Her name is Paula Begoun www.paulabegoun.com - she is the cosmetic cop. Yvette brought this up because of all the questions about lead, mineral oil, nano particles, etc.

*Mary Kay studies Europe & China to see what's hot in cosmetics

*We are the only cosmetic company that has the true color for bronze skin

