

# in support of women and children apple berry to spread a sweet message

Did you know that Mary Kay® Apple Berry is the third most popular Mary Kay® Creme Lipstick shade\* and according to global makeup artists, the most suitable shade of our entire product line for all skin tones? Around the world! Because of its on-trend, “every-woman” appeal, now Apple Berry has much more to tout than just a pretty pout. In honor of Mary Kay’s birthday on May 12, Mary Kay markets from the American Southwest to the Asian South Pacific, and points in between and beyond, can turn this hot seller into a heart-felt benefit for women and children. Through a new charitable initiative called Beauty That Counts™, Mary Kay will donate 100 percent of its profits from the sale of Mary Kay® Creme Lipstick in Apple Berry from May 2008 through the end of the year to charitable organizations that support women and children – just part of our Pink Changing Lives™ corporate commitment to change the lives of women and children around the world.

Why wrap this Beauty That Counts™ donation initiative around just one shade? Because Apple Berry is globally suited to any skin tone, the entire world of Mary Kay can rally behind one product with universal consistency. When you see a woman wearing this color you – and your customers and independent sales force members – know she’s helping to make a lasting difference. It’s all part of pink changing lives™ through a cause that’s too important to ignore.

Planned special packaging for Apple Berry lipstick will help tell the story of our mission and offers a brand-building gift item for you and your customers. And because each market will contribute to a local cause that supports women and children, giving and receiving Apple Berry lipstick becomes even more beautiful! Considering the millions of lives we can potentially touch, who wouldn’t love reaching out through this simple gesture?



## pink changing lives™

### How to Start Making a Difference

Your purchase of Mary Kay® Creme Lipstick in Apple Berry, beginning May 1, 2008, will contribute to this effort. For every tube you buy, you’ll receive in your order a FREE limited-edition bag, available while supplies last. The coordinating bag features special printed messages on the outside that convey the Company’s mission to help change the lives of women and children through this initiative. To ignite your customers’ own spark of generosity, all you have to do is put the tube in the bag with your own special touch. We request that

the bags be used only with Apple Berry lipstick to preserve the impact of this special donation. Why not give your customers a way to reach out to women and children today? You could even make Mary Kay’s May 12 birthday your kick-off point for this campaign.

Mary Kay® Creme Lipstick in Apple Berry, **\$13 – New Part # 10-022682**. (Be sure to use the new part number starting May 1 to ensure that 100 percent of Mary Kay profits go to this important cause!)

\*Based on unit sales in the United States, Mexico and Russia

All prices are suggested retail.