

Take Note of this HOT NEWS

1. Mineral Powder Foundation sales are already 450% above company forecasts. (You can order Mineral Powder and brush sets now by clicking on "new Limited Edition") Everyone I show Mineral Powder to buys it! The look and ease of application is fabulous.

2. The New Mary Kay Compact and additional Mineral Powder products being introduced March 15 are beyond fabulous. Sign up every customer for the spring 2008 Preferred Customer Program. Deadline is February 15. Be in touch with all your customers to sell through your current color products .

3. The current down turn in our economy is a Team Building and selling Bonanza! Here are the facts:
 - Corporate America has laid off over 5 million people in the last few years. Unemployment is rising.
 - The average US income is \$25,000 to 30,000 per year. Yet \$173 million a day is charged on credit cards. (Yes that is a day!) It will take an average income of \$147,000 to pay this off.
 - 4 out of 100 people are prepared for retirement.
 - Home based businesses are on the rise. In fact, 85% of people earning in excess of \$100,000 a year are self employed.
 - The middle class spending power is decreasing. Many people have put their retirement money into real estate while home values were going up. Now with the collapse of the sub prime rate loans and the housing market down turn, many people find their loan amount exceeds the value of their home. It is estimated to take 5 to7 years for the mortgage industry to turn around.
 - During these economic times, direct sales thrive! Mary Kay is the proven best opportunity available. We offer quantum

leap increase in income; not paycheck increase in income! Executive National Sales Director Barbara Sunden shared that she became a Cadillac Executive Senior Director during the energy crisis of the 70's and during the 80's recession and 17% interest rate she built her National Area and income to over \$200,000 a year.

- During tough times sales of cosmetics goes up because it is a smaller purchase that gives a mental lift. Witness record lipstick sales the month of 9/11 and sales of alcohol, tobacco and cosmetics during the Great Depression! Historically, MK has shown a significant surge in sales immediately following the other economic recessions in America, so take heed! Wake up! Wow!

4. Mary Kay is poised to take advantage of these economic conditions.

- Recently Mary Kay has put \$70 million in capital investments to improve our systems, product production and delivery.
- Mary Kay Inc. is a \$2 Billion company that is debt free. David Holl CEO projects that we will grow to \$4 billion in 7 years.
- Mary Kay has put millions into National Advertising! The 2007 Country Music Awards ads were seen by 35 million women, the highest rated on ABC TV in 5 years. The week of the CMA awards activity on Mary Kay Personal websites went up 70%, Beauty Consultant locator went up 179% and connecting to a Beauty Consultant went up 188%. Wow! Mary Kay plans to do even more National Advertising in 2008. Be a Star Consultant and have a Mary Kay Personal website to really cash in on this. Another bit of good news: MARY KAY WILL BE THE OFFICIAL SPONSOR for the 2008 Awards as well! YEEHAW!

5. You can be proud of Mary Kay's Corporate Responsibility;

- Mary Kay was named as #2 in philanthropy in Dallas and this was amongst other companies that are 50 times bigger.
- \$3 million was raised for the Mary Kay Ash Charitable Foundation from this fall's "Host a class, Help a Cause" Holiday Wishes Purse.
- Pink will be doing Green! Pink and platinum compacts can be brought to Career Conference, Seminar 2008 and Mary Kay will be planting a tree for every compact up to 100, 000 trees on Arbor Day.

What can YOU do to cash in on this boom?!

1. **Hold Beauty Shows and Facials.** Those in the field are harvesting big business! If you haven't done a facial or show for a while, why not contact your Director to update your skills? Sales are UP for anyone putting in the effort!
2. **Attend your local Success Meeting** to get updated on the newest products and ideas.
3. **Register for Career Conference 2008** on Feb 5th to educate and prepare yourself.
4. **Sign your customers up for Spring 2008 PCP.** Deadline is February 15.
5. **Get a Mary Kay Personal web site**