

The reason Mary Kay Cosmetics is Stronger and Better than ever – info presented by Yvette Franco – VP of Marketing and Product Development at MK cruise.

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 WalMart 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.

Our Time Wise Firming Eye Cream outsold Clinique's Repair Eye Cream 4 to 1. (it was considered the no. 1 best selling brand)

In prestige facial exfoliators, Microderm Abrasion outsold Clinique 's & Day Rinse off Scrub 4 to 1.

Our oil free eye make up remover sold more units than the top 10 leading prestige brands combined, which makes us the no. 1 selling brand of Eye Make up remover in the country!

Our Ultimate Mascara outsold the top 3 prestige brands combined in unit sales. Ultimate mascara outsold Lancolm's #1 best selling mascara 3-1.

Our eye shadow unit sales beat the #1 best selling eye shadow brand MAC 25 to 1!!!!

Our Cream Lipstick sales outsold the top 3 prestige brands combined 3 to 1.

Our Lip Gloss Sales outsold the top 9 prestige brand sales combined 3 to 1.

Do you need any more proof that we do sell products that women want?

If you watched the CMA awards I know you are so proud to be a part of this incredible company. The Commercials were awesome! So get out there and let people know you are in this business!!!! If ever there was a perfect time to put ourselves into our marketplace...that time is RIGHT NOW!