

# Product Preview Evaluation Form

Redefining Elegance & Holiday 2011



TimeWise Night  
Restore & Recover  
complex

Love this and want it now \_\_\_\_ Love this and want to earn it FREE \_\_\_\_ Not interested in this product \_\_\_\_

What is the most appealing to you about the TimeWise Night Restore & Recover Complex?

Is building collagen important to you? Why or why not?

Would you add this product to your beauty routine? If no, why not?



Beauty That  
Counts Lipstick in  
Give Hope, Give  
Dreams, Give Joy

Love this and want it now \_\_\_\_ Love this and want to earn it FREE \_\_\_\_ Not interested in this product \_\_\_\_

Do you like the colors of the Beauty that Counts lipsticks?

If the colors don't appeal to you, what colors do appeal to you?

Does the fundraiser behind these lipsticks encourage your purchase? Why or why not?



Mary Kay  
Miniature  
Fragrance

Love this and want it now \_\_\_\_ Love this and want to earn it FREE \_\_\_\_ Not interested in this product \_\_\_\_

What appeals to you the most about the Miniature Fragrance Collection?

Why do you wear fragrance?

What fragrance items appeal to you the most? (i.e. lotion, bath gel...)

What are your favorite fragrances from this collection?



Thinking of You  
Body Lotion

Love this and want it now \_\_\_\_ Love this and want to earn it FREE \_\_\_\_ Not interested in this product \_\_\_\_

Do you like the scent of the Thinking of You Lotion?

Is fragrance layering to extend the length of time of your fragrance important to you?

Would you be interested in other Thinking of You products? If yes, what in particular would you like to see?



Mary Kay  
Lip Suede  
Luscious Plum  
Polished Pink

Love this and want it now \_\_\_\_ Love this and want to earn it FREE \_\_\_\_ Not interested in this product \_\_\_\_

How do you like the feel of the Lip Suede on your lips?

What color appeals to you the most?

What do you think about the packaging?



Mary Kay Luxury Liner in Black Velvet, Rich Plum & Classic Sable

Love this and want it now \_\_\_\_ Love this and want to earn it FREE \_\_\_\_ Not interested in this product \_\_\_\_

Do you like the colors of the Mary Kay Luxury Liners? Which are your favorites?

Do you wear liquid eyeliner? If no, why not?

What are your thoughts on the packaging?



MK Nail Lacquer in Gold Leaf, Plush Plum, Lavish Sable & Base/Top Coat

Love this and want it now \_\_\_\_ Love this and want to earn it FREE \_\_\_\_ Not interested in this product \_\_\_\_

What appeals to you the most about nail lacquers?

Which of these on trend shades are your favorites?

What colors would you like to see Mary Kay produce?



Filigree Eye & Cheek Powder in Stunning & Splendid

Love this and want it now \_\_\_\_ Love this and want to earn it FREE \_\_\_\_ Not interested in this product \_\_\_\_

Do you like the concept of the eye colors and cheek color being and all in one palette?

Which is your favorite palette?

Which compact would you prefer to put these color palettes in?



Compact Mini \_\_\_\_



Compact \_\_\_\_



Compact Pro \_\_\_\_



Little Gifts Hand Creams in Vanilla Mint & Vanilla Berry

Love this and want it now \_\_\_\_ Love this and want to earn it FREE \_\_\_\_ Not interested in this product \_\_\_\_

Do you like the feel of the Little Things hand creams?

Which scent do you prefer?

What are your thoughts about having seasonal scents of our regular line items?



Little Gifts Lip Balm Set with Vanilla Mint, Vanilla Berry & Vanilla

Love this and want it now \_\_\_\_ Love this and want to earn it FREE \_\_\_\_ Not interested in this product \_\_\_\_

Do you like the idea of scented lip balms? Why or why not?

Do you like the idea of your lip balm sealing in moisture up to 6 hours?

Do you like that you can use these under any of Mary Kay's other color lip products?

What scents would you like to see in the future?