

Important Note: Have you checked out March *Applause* magazine yet?  
See it on the [Community Page](#) now!

February 27, 2009

## Only one more month of eMessenger in hard copy!

Do you want to be in-the-know in *real* time? Then make sure you're receiving eMessenger via email. If you're still relying on your printed copy of eMessenger, you're going to be missing out on some amazing opportunities and information - and the ease of having everything you need just a click away!

## Introducing the Mary Kay® MelaCEP Whitening System

**NEW**

**YOUR FREE GIFT**

Watch the Mary Kay® MelaCEP Whitening System product introductory video [HERE!](#)

Launching March 16, 2009

For more product information [CLICK HERE >>>](#)

Check these videos out!

### Watch and share with your unit members.

1. Watch the official welcome to the Mary Kay® MelaCEP Whitening System with KK Chua, President of Mary Kay Asia Pacific Region - [CLICK HERE >>>](#)
2. Watch the science behind this innovative new system - [CLICK HERE >>>](#)

Your Hero Product - DARK SPOT SERUM

Target visible dark spots with this unique serum.

## Be in the KNOW...

### 1. Don't just take our word for it!

See what some of your sister Sales Directors think about the new Mary Kay® MelaCEP Whitening System - [CLICK HERE >>>](#)

### 2. Online launch support tools

Don't forget about all the tools you can access via the **Community Page** under the 'MelaCEP Whitening Launch' heading in the Education section. [TO DOWNLOAD CLICK HERE >>>](#)

(Please also note that the brand new **The Look book**, as previously announced, has begun being dispatched. Please advise your unit members to make use of this time - and the availability of the new The Look book, to pre-promote our great offers ready for March 16. And don't forget to download your **Product Education Notes!**)

3. Here's a great tool to help you educate your unit members on selling the Mary Kay® MelaCEP Whitening System. [CLICK HERE for your "How to Sell" Fact Sheet >>>](#)

4. Refer to this table for the key differences between the Mary Kay® MelaCEP Whitening System and Mary Kay PureWhite®.

Mary Kay PureWhite®	Mary Kay® MelaCEP Whitening System
The technology and formula of Mary Kay PureWhite® were not as advanced as those used to develop the new whitening system.	The Mary Kay® MelaCEP Whitening System was formulated with ingredients that fight more of the reasons why uneven skin tone forms.
Feedback on Mary Kay PureWhite® products called for a system that was gentle enough to use every day while delivering dramatic whitening benefits.	Products and ingredients were evaluated by highly trained experts, utilising highly rigorous safety testing methods and were formulated to deliver improved aesthetics such as being gentle to skin.
From a testing standpoint, two clinical studies were conducted with Mary Kay PureWhite® and significantly less claims were tested and substantiated.	Six clinical studies <b>and</b> two consumer studies were conducted in several cities with the Mary Kay® MelaCEP Whitening System, with significantly more claims being tested and substantiated.

Please note: Mary Kay PureWhite® will be discontinued and will only remain on the online ordering system until Wednesday March 31, 2009. Products will only be available strictly while stocks last!

## Only Available Strictly While Stocks Last!

**YOUR FREE GIFT**

### with every Mary Kay® MelaCEP Whitening System Set

The exquisite Mary Kay® MelaCEP handbag comes **FREE** with every purchase of the Mary Kay® MelaCEP Whitening System Set.

[CLICK HERE >>>](#) for all the details from *March Applause* magazine.

### The Mary Kay® MelaCEP Whitening Miniature Set

The Mary Kay® MelaCEP Whitening System Miniature Set provides the perfect opportunity for you to sample this amazing new product range - or to reward your VIP customers with! You can earn this great set for **FREE** during March as an **Order Level Reward**.

[CLICK HERE >>>](#) for all the details from *March Applause* magazine.

## Limited Edition Fragrance Gifts

Also available March 16, 2009 are the delectable Bella Belara Fragrance Solid Compact and Mary Kay® Body Lotions. [CLICK HERE >>>](#) for all the details from *March Applause* magazine.

These limited edition products provide the perfect opportunity for your customers to pamper their mums this Mothers Day. But ensure they get in quick, as they're **only available strictly while stocks last!**

**LIMITED EDITION PRODUCTS**

## Pink Changing Lives - Make Every Ultimate Mascara Count!

Don't forget to tell everyone you meet about the Pink Changing Lives CSR campaign to raise funds in conjunction with The Salvation Army's Bushfire and Disaster Relief Appeal.

- Download the customer handouts - [CLICK HERE >>>](#)
- Download the flyer - [CLICK HERE >>>](#)
- To read all about this campaign - [CLICK HERE >>>](#)



## Congratulations - For Leading The Way!

Many new Independent Beauty Consultants made the choice to join our Company during February. They had a choice of two Showcases, the \$99 MK Essential Showcase or the \$179 NZ\$229 MK Deluxe Showcase. Congratulations to you, our Sales Directors, who have led the way, not only in sharing the Opportunity that Mary Kay Ash created, but also by having fantastic processes in place that have allowed all new Consultants to enjoy the support, the training and the early success that our Opportunity offers. We know you will continue to communicate with these new team members in the most effective and supportive way.



We are so confident that these two options work for you that we are excited to announce that both Showcase options will continue for an ongoing trial period! Yes, as you continue to generate activity in your unit, so too will we support your growth expectations with a choice of start up costs. Mary Kay is the affordable opportunity.

To help you share the choice of opportunity, you'll find the following tools available to download under the 'Teambuilding' heading in the **Your Business** section on the **Community Page**:

- New Independent Beauty Consultant Agreement Form featuring both Showcase options
- New \$99 MK Essential Showcase Checklists
- New Showcase Flyer featuring both Showcase options
- All the conditions
- Great advice for Teambuilding

## Important NOTES...

### 1. Mary Kay® Concealer Has a Hot New Look!

Check out the table for new colour recommendations - [CLICK HERE >>>](#)

### 2. Special Offer on Customer Profile Cards!

The current Customer Profile Cards will be available for the special price of \$2.50 NZ\$3.50 from March 1, 2009. Please also note that the part number listed on the new Consultant Order Sheet is not in effect yet. Make sure you take advantage of this special offer!

### 3. Director Order Sheet Updates

To check out the new products available **strictly while stocks last** on the Director Order Sheet and the Director Online Ordering System as of March 1, 2009 - [CLICK HERE >>>](#)

### 4. Freight & Handling Changes

Please note that the new Freight and Handling charges published in the last edition of eMessenger were incorrect. To view the correct prices, effective April 1, 2009, on the new and updated Freight Flyer - [CLICK HERE >>>](#) or refer to the table below.

Order Level		Australia		New Zealand	
AUS	NZ	Delivery	Pick Up	Delivery	Pick Up
\$0-149	\$0-164	\$10.85	-	\$10.85	-
\$150-249	\$165-274	\$10.85	\$10.54	\$10.85	\$10.54
\$250-499	\$275-549	\$10.85	\$10.54	\$10.85	\$10.54
\$500-999	\$550-1099	\$16.23	\$10.54	\$17.86	\$10.54
\$1000-1699	\$1100-1914	\$16.23	\$10.54	\$17.86	\$10.54
\$1700+	\$1915+	\$8.11	\$10.54	\$8.64	\$10.54

### 5. March Applause Magazine

We wanted to inform you that there may be a delay in your *March Applause* magazine arriving. This delay is a result of the late inclusion of our CSR campaign supporting The Salvation Army's Bushfire and Disaster Relief Appeal. We felt that this crucial communication was extremely important in raising maximum funds for bushfire and flood victims across Australia. Please note however, that you will receive *March Applause* magazine well before the March 16, 2009 launch date of the Mary Kay® MelaCEP Whitening System and Limited Edition Fragrance Gifts.