

Hanna's Heartseekers

ANYTHING CAN CHANGE AND YOU CAN CHANGE ANYTHING!

Hanna Deberlegand



Happy May Heartseekers!!

This is a GREAT Month to have EVERYTHING you want in Mary Kay! The New Charcoal Mask is debuting!! This product is going to be a GAME CHANGER!! And...Everyone can order it by May 15th! Our Unit Goal is having 30 consultants ordering this month & putting money in YOUR family budget!



Here's important promotions for May

1. NEW MK Charcoal Mask-Debuting May 10th! PCP Enrolees & Star Consultants can order on May 10th! Everyone can order May 15th!
2. Unit Team Building Challenge- 5 Interviews by May 12th, earn a MK Coin Purse + Add 3 team members, earn a wallet and if 1 becomes qualified, earn MK Purse & wallet!
3. Ordering Promotion-Place a combined \$400 or more wholesale order by May 16th-earn a MK Cosmetic Bag + Place a combined \$600 wholesale order by May 28th and earn BOTH!
4. Company Promo-Embrace Your Dreams Seminar Challenge! **Earn the Party at Seminar!** When you earn your Embracelet for the months of March, April, May and June...you'll earn the Gilley's!!
5. Company Red Jacket Promotion-Have 3 qualified team Member from April-June and earn for FREE a New Red Jacket + Get to go to the Party at Gilley's @ Seminar
6. May Embracelet- Place a combined \$600 or more Wholesale order in May and earn it!

May Unit Goals:

- 13 New Unit Members
- \$10,000 Wholesale orders
- 3 New Red Jackets
- 100 Unit Members by 5/30
- Equinox Unit June 30th
- 30 Consultants ordering in May

Hanna



Our Goal is 100 Unit Members by May 31st.



100 Unit Members by May 31st

Happy Anniversary!

We Celebrate You!



Happy Birthday

Consultant Name	Birthday
Jackie Louise Rayburn	May 7
Claudia Jeannette Price	May 18
Lucy Garcia	May 22
Sharon Lynne Macon	May 31

Happy Anniversary

Consultant Name	Anniversary	Year
Nichole Elizabeth Jones	May 30	1st
Lucille Damita Damita Wallace	May 30	1st
Alex Marie Cuellar	May 12	3rd
Katy Worden	May 27	7th
Kathleen Elizabeth Langlinais	May 10	13th
Meagan Tait	May 11	13th
Brenda Gale Munro	May 17	14th
Norine J. Lanman	May 28	21st



New Consultant	From	Recruiter
Relinda Landry	Richmond, TX	Ereka Humphrey -McGinty
Gracie Luna	Crosby, TX	Ereka Humphrey-McGinty



Career Builders

Consultants that placed a whole-sale product order last month.

Congratulations

You get to order the New Summer Products Early- May 10th!

Shirley McWilliams, Dalila Favela, Helen Castilaw, Tamara Garrett, Tammy Corley, Norine Lanman, Vicki Haberman, Carrie St.Cyr, Tracey Dean, Ereka Humphrey-McGinty Heather Haberman



Victoria Dekerlegand
 Vanessa Wells
 Vanessa Radomski
 Tracey Dean
 Dalila Favela
 Tracey Dean
 Relinda Landry
 Gracie Luna
 Kristi Panahi
 Rachael Johnson
 Maria Barrientos
 Norine Lanman
 Heather Haberman
 Jennifer Taylor
 Hanna Dekerlegand



May Unit Promotions

MAY PROMOTIONS



PLACE A COMBINED
\$400 WHOLESALE
ORDER BY 5/16
EARN THIS MK
COSMETIC BAG

PLACE A COMBINED
\$600 WHOLESALE
ORDER BY 5/28
EARN THE MK
COSMETIC BAG + MK
MUG + EMBRACELET



RECRUITING PROMOTION



COMPLETE 5
INTERVIEWS WITH
YOUR DIRECTOR BY
MAY 12TH. EARN
THE MK COIN PURSE

ADD 3 TEAM MEMBERS IN MAY
EARN THE WALLET
1 QUALIFIED TEAM MEMBER EARN
THE WALLET & MK TOTE



JUST \$24!
NOT A PEEL OFF MASK!!
WON'T RIP YOUR FACE OFF!!



Pulls dirt, oil and impurities out of pores and for ALL Skin Types. Great for Skin discoloration. Men, Women, Teenage boys and girls. Only \$24 for 30 treatments = .80 cents per use for customers And .40 cents per use for consultants.



Works on dark spots too!



A-Z Info on Charcoal Mask

- A-ALL SKIN TYPES
- B-BRILLIANT RESEARCH @ MK
- C-CLEARER LOOKING COMPLEXION
- D-DEEP CLEANS
- E-EXCESS OIL REMOVAL
- F-FOR THE ENTIRE FAMILY
- G-GENTLE COOLING SENSATION
- H-HONESUCKLE
- I-IMPURITIES OUT
- J-JUST 2 X A WEEK
- H-HAOLIN
- L-LEAVE ON 10-20 MIN
- M-MULTIMASKING
- N-NAVY BEANS
- O-OVER THE TOP TESTING
- P-PEPPERMINT
- Q-QUICKLY WORKS
- R-ROSEMARY
- S-SOOTHES
- T-TWENTY FOUR DOLLARS
- U-UNCLOGS PORES
- V-VISIBLE DIFFERENCE
- X-2X IMPURITIES PULLED OUT
- Y-YOU'LL LOVE IT
- Z-ZERO RISK 100% SATISFACTION



SUMMER 2017

POWER

Harness the power of activated charcoal!
\$24

Triple-action charcoal mask acts like a magnet to deep-clean pores.



Clear Proof®
Deep-Cleansing
Charcoal Mask

BENEFITS AT-A-GLANCE

- Activated charcoal acts like a magnet to unclog pores.
- Formula is clinically shown to instantly absorb excess oil and reduce shine.
- 79% of men and women agreed: "Skin looks clearer" after use.¹
- Extracts of rosemary and peppermint deliver a fresh scent to awaken your senses.

PAIR IT

Multi-Mask



Pair the Clear Proof® Deep-Cleansing Charcoal Mask with **TimeWise® Moisture Renewing Gel Mask \$22**: Instantly hydrates, locks in moisture, de-stresses, purifies, nourishes, calms, firms, smooths, softens and minimizes pores.*

Replenish



Mary Kay® Sun Care
After-Sun Replenishing Gel

This ultralight, cool blue gel contains soothing botanical extracts, rich in antioxidants, to replenish vital moisture to sun-kissed skin. \$15

Made by Theresa Herstowski Independent Sales Director

Beauty that Counts

Beauty on a Mission

Mary Kay® Baked Cheek Powder



Kind Heart



Giving Heart

The two complementary shades look gorgeous on their own or blended together for a customizable finish. \$18

In the United States, through August 15, 2017, Mary Kay, Inc. **will donate \$1** from each sale of these limited-edition baked cheek powders. Your purchase benefits the Mary Kay Foundation, including its support of women's shelters and survivors of abuse. **Mary Kay is committed to bringing an end to domestic violence.**

Indulge

Limited-Edition: White Tea
and Citrus Satin Hands®

Satin Smoothie®



White Tea & Citrus Satin Hands® Satin Smoothie® Refining Shea Scrub gently yet effectively exfoliates skin, polishing away dull and dry areas. \$18

Prime & Fight



TimeWise® Age-Fighting Lip Primer

Combines age-fighting and priming benefits in one incredible product. \$24

- Helps prime the lips for improved lipstick wear.
- Reduces the appearance of lines and wrinkles on the lips and around the lip area.
- Helps to prevent feathering and bleeding of lipstick and lip gloss. 100% of women had an improvement of fine lines on the lips.*



Superhero Mask

NEW! Clear Proof® Deep-Cleansing Charcoal Mask

\$24

Triple-action charcoal mask acts like a magnet to deep-clean pores and instantly absorb oil.

Leave on 10 to 20 minutes!
It's a breeze to use and a cinch to rinse!

Who's the Customer?

While it's branded under the *Clear Proof®* name due to its pore purification properties, this mask is **suitable for all skin types** and anyone looking to delight in a mask that leaves skin grime- and shine-free! Full face or a T-zone focus – your customers can see and feel it work.

It's the HOT Product!

- Ingredients instantly absorb excess oil while reducing the appearance of pores.
- Activated charcoal is known to absorb up to double its weight in impurities. Helps unclog pores, taking skin beyond clean.
- Charcoal facials are among the most requested treatments in luxury spas.

Order of Application:
Use **two-to-three times per week** after cleansing. Follow with your preferred moisturizer.



Build Customers for Life!

Skin changes over time, and a woman's regimen should change along with it.

Clear Proof® Acne System



\$45

TARGET CUSTOMER:
Anyone with mild-to-moderate acne

Botanical Effects® Skin Care



\$58

TARGET CUSTOMER:
Holistic benefits for sensitive skin

TimeWise® Miracle Set®



\$95

TARGET CUSTOMER:
Early-to-moderate signs of aging

TimeWise Repair® Set



\$205

TARGET CUSTOMER:
Advanced age-fighting



Stats to Help You Sell!

Men and women who tried **Clear Proof® Deep-Cleansing Charcoal Mask** in an independent consumer study† confirmed this triple-action mask helps clean skin, while leaving skin looking clearer and shine-free.

84%	Skin feels deeply cleansed.
80%	My face appears shine-free.
79%	My skin looks clearer.
89%	Skin feels soothed.
79%	My complexion appears healthier.

Trend Alert! MULTIMASKING

WHAT IS IT? Using two or more masks to target different areas of the face. Your complexion benefits from a customized product combination.

HOW TO MULTIMASK

- Determine oilier areas (T-zone: chin, nose, lower forehead) and drier areas (cheeks, upper forehead, under the eyes).
- Treat oily areas using **Clear Proof® Deep-Cleansing Charcoal Mask** and drier or more delicate areas using a hydrating mask such as **TimeWise® Moisture Renewing Gel Mask**.
- For best results and an even application, use a clean **Mary Kay® Liquid Foundation Brush**, \$10.



MULTIMASK PARTY IDEAS

BEFORE: Choose a theme like a PJ party where your guests show up sans makeup. Preprofile guests to have a customized multimask option for each. (See ideas below, or make up your own!)

OPTION 1: FINDING BALANCE

- **Clear Proof® Deep-Cleansing Charcoal Mask.** For oilier/acne-prone areas.
- **Botanical Effects® Mask Formula 3 (Oily Skin).** For antioxidant powers of special botanicals.



OPTION 2: HIT REFRESH

- **TimeWise® Moisture Renewing Gel Mask.** For a fresher and more youthful look.
- **Botanical Effects® Mask Formula 2 (Normal Skin).** For sensitive areas.



OPTION 3: BRIGHT & BEAUTIFUL

- **Clear Proof® Deep-Cleansing Charcoal Mask**
- **TimeWise® Moisture Renewing Gel Mask**



AFTER: It's always optimal to have product available on the spot, but you also can have orders delivered quickly with the **Customer Delivery Service**. And include a summer edition of *The Look* for free. Get details on *Mary Kay InTouch®!*



Watch the [Skin Care Extras](#) video for more ways to multimask! Find it on Product Central.