

MARY KAY® MAKEOVER contest

Get Beautiful. Give Back.

April 4 - July 13, 2012

The 2012 Mary Kay® Makeover Contest – *Get Beautiful. Give Back.* offers more chances for you and your customers to feel beautiful, while helping others at the same time. The contest works the same way as the 2011 Mary Kay® Makeover Contests with the same three phases and lots of great prizes! And coming soon in April is a mobile application for your Apple iPhone and Android device to help you easily enter the contest right after you conduct a makeover!

You can begin holding complimentary color makeovers now as of February 1, and then submit photos beginning April 4.

1. **Entry/Submission** – April 4 – June 4
2. **Public Voting** – June 5– June 15
3. **Private Judging** – June 15 – July 13

Prizes:

Independent Sales Force Members:

- **Early Entry Incentive** – April 4 – 18 50 Independent Beauty Consultants could win a fabulous J.J. Winters pink leather clutch embossed with an exquisite Ostrich Print, as featured in the Mary Kay Trend Report advertised in the May 2012 issue of People StyleWatch® magazine, valued up to \$195!
- **Participation Incentive** – April 4 – June 4 Five Independent Beauty Consultants, one from each Seminar affiliation, could win a **\$100** VISA gift card for themselves and a **\$5,000** donation to a charity of their choice*
- **NEW! For 2012: Independent Beauty Consultants** of the three Grand Prize Winners in the Consumer contest can also win:
 - \$500 donation to a charity of their choice*



Consumers:

- The top 100 vote-getters in the contest will receive a TimeWise® Trial Miracle Set
- Three Consumer Grand Prize Winners could win:
 - **\$2,500** VISA gift card shopping spree
 - **\$5,000** donation to charity of choice*

*Subject to sponsor's final approval