

celebrating



pink

Never underestimate the power of pink.

It's more than a color. It's the irrepressible symbol that reflects the softness, strength and spirit of women. Whether it's a tender-me pastel or a shout-out-loud magenta, pink makes the statement that women are joining together to shape their world in new ways – and loving every minute of it. So take a look at the power of pink and why it's here to stay.





IN THE PINK

Pink – the new neutral. Designers have rediscovered pink’s uncanny ability to be feminine, flirtatious and fantastic all at the same time. Which is just how we think of ourselves, too.

WHY PINK?

Just say the words, “It’s a girl!” and you automatically think pink. The reason dates back to the Middle Ages when, according to European legend, pink was associated with baby girls because they were said to be born in the hearts of pink roses.



ROSE-COLORED GLASSES

Want to add a flash of positive energy to your daily routine? A few carefully chosen, brilliantly hued home accessories will do the trick. Sip your morning o.j. from a fuchsia glass. Dry yourself with a peony-pink towel. Toss your trash in a raspberry bin. Instant uplift.



THINKING PINK

In 1963, Mary Kay Ash introduced the business world to the power of pink. Her best-selling autobiography, *Miracles Happen*, tells about her life and her dream to create opportunities for women. Her mission was



to help them achieve personal fulfillment, financial freedom and a balanced life – without limitations and glass ceilings. She chose pink as the Company’s signature color and made thinking like a woman a formula for success. Translated into nine languages, the motivating principles in *Miracles Happen* continue to inspire women around the world.



THE SHAPE OF THINGS

The tunic is turning up everywhere, the best and most practical aspect of fall’s craze for “Greek Chic.” Easy and elegant, in lengths that range from hip to knee, it’s a style that feels as good as it looks.

IT’S A PINK SCENE

No doubt about it. Pink is the hot color this season. It’s fun, flirty and comes in so many fabulous shades. Try Simply Pink lipstick, Pink Pout lip gloss and Dusty Pink lip liner, shown below, from the MK Signature™ Color Collection.



BETTER THAN RUBY SLIPPERS

Bring home a pair of pink shoes, and your entire wardrobe instantly looks different. That plain white skirt becomes playful, your blue jeans look lively, a sugary print turns ladylike. And your whimsical purchase becomes an essential.



ACTIVE WEAR

In the early 1990s, the smartest fashion statement making the scene was a simple pink ribbon. Millions of women embraced this symbol as they joined together in the fight against breast cancer. The ribbon helped raise awareness while symbolizing the power of women helping women. The Mary Kay Ash Charitable Foundation joins in the mission of helping women by supporting research to find cures for cancers that affect women and by supporting programs to end domestic violence. And *Marie Claire*, together with Save the Children, embarked on the "One World, One Wish" Campaign, helping women and children in war-torn countries.

A BEAUTIFUL VISION

One of the missions of Mary Kay is to help women gain confidence by looking their best. That vision led to years of best-selling products that help women look beautiful *and* feel great, such as MK Signature™ Eye Color shown above in Sheer Pink and Raspberry Rush.

AN EYE FOR COLOR

Sweep a sheer wash of pale pink shadow across your lids to open your eyes and brighten the gaze. You can wear a soft pink alone or as a base for a deeper shadow. For evening, choose a shade with a touch of shimmer.

PRETTY STRONG

Where would you be without your girlfriends? Women support each other in a special way, sharing laughter, tears and joy with compassion. Every day, all over the world, women are working together to make a difference. It's a powerful feeling.



PRETTY SMART

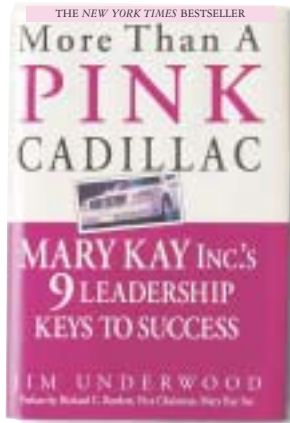
Leave it to a company committed to enriching women's lives to create streamlined anti-aging skin care. The TimeWise® system brings women younger-looking skin in the time it takes to cleanse and moisturize.



WINNING COLORS

Ever wonder what drives women to achieve? At Mary Kay, it starts with a philosophy of praising other people's success, mentoring them and recognizing their achievements with fabulous rewards – like earning the use of the pink Cadillac. Since awarding the first Cadillacs in 1969, the Company has put thousands of women behind the wheels of this legendary symbol of success.





REDEFINING BUSINESS

Mary Kay introduced the world to a new way of doing business. In the best-seller *More Than a Pink Cadillac*, award-winning author and business professor Dr. Jim Underwood explains why a company founded on the Golden Rule and enriching women's lives has achieved such extraordinary success.

TICKLED PINK

What a great expression! It's the feeling that Mary Kay Independent Beauty Consultants get from sharing the can-do spirit and the joy of helping one another turn their dreams into reality.



SITTING PRETTY

The season's best clothes are sporty yet glamorous, a modern approach to movie-star style. Designers worked with a full palette of pinks, from shell to shocking, keeping the mood upbeat and feminine. These are clothes that make you feel pretty, a simple idea worth repeating.



WORLDWIDE WOMEN

From culture to culture and language to language, the Mary Kay opportunity and mission translate into success for women around the world. Today, there are more than 1 million Mary Kay Independent Beauty Consultants in 34 global markets embracing the Mary Kay dream.



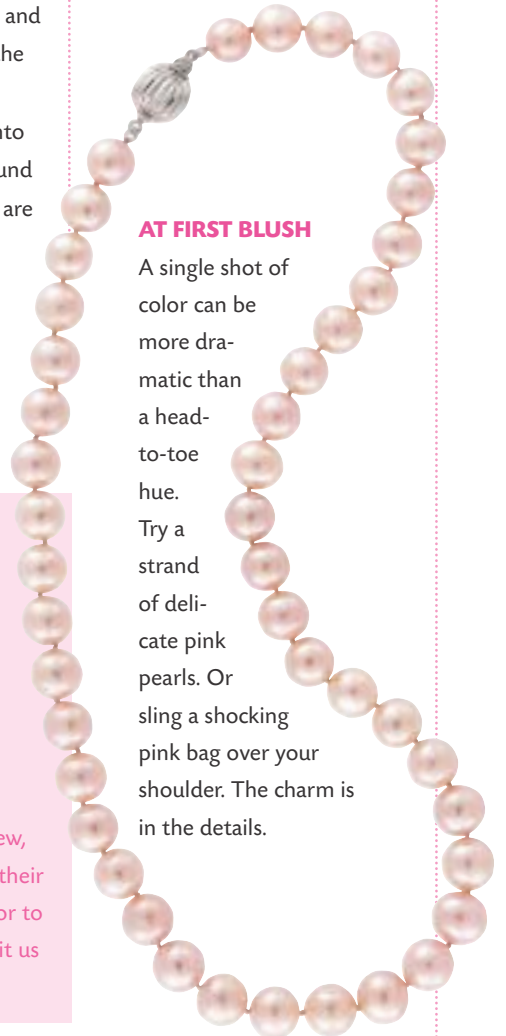
CELEBRATING 40 YEARS OF WOMEN HELPING WOMEN

This celebration of pink was brought to you by Mary Kay Inc. For 40 years, we've offered women new, relevant ways of enriching their lives and celebrating their own personal power. To learn more about Mary Kay or to find an Independent Beauty Consultant near you, visit us at www.marykay.com or call 1-800-MARY KAY.



MEMORABLE IMPRESSION

In honor of its 40th Anniversary and founder Mary Kay Ash, the Company for and about women created Mary Kay Tribute® Eau de Parfum – a delightful, floral-oriental scent – to add to its collection of top-selling fragrances.



AT FIRST BLUSH

A single shot of color can be more dramatic than a head-to-toe hue. Try a strand of delicate pink pearls. Or sling a shocking pink bag over your shoulder. The charm is in the details.