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your way to beautiful™ makeover **CONTEST**

Sept. 1 - Dec. 15, 2010

Step 1  Entry/Submission

Step 2  Public Voting

Step 3  Private Judging



Reach out to new and current customers and invite them to enter the Mary Kay® *Your Way to Beautiful™* Makeover Contest! Three lucky consumers could be the Grand Prize winners of a fantastic dream vacation and many more consumers can win fantastic Mary Kay® products! And, there are exciting ways that you could win too!

The contest has three exciting phases:

1. Entry/Submission – (Sept. 1 – Oct. 31)

To enter, customers visit you for a complimentary personalized makeover and then submit a brief statement about beauty along with before-and-after photos on your Mary Kay® Personal Web Site. During the Entry Period, photos may be seen and shared by the public, and entrants will be prompted to share the contest via Facebook, Twitter and email. As a “fun perk” for entering early, the first 250 customers who enter the contest from **Sept. 1 – Sept. 14**, will receive a Mary Kay® Nourishine® Lip Gloss (while supplies last). [Click here](#) for complete details.

2. Public Voting – (Nov. 1 – Nov. 14)

During the Voting Period, all entries can be voted upon by consumers and independent sales force members. The top 250 vote-getters in the contest will become finalists and will receive a TimeWise® Trial Miracle Set. Also, each time someone votes on a contest entry or shares the contest link, they receive an entry into our separate Voting & Sharing Sweepstakes (limit five entries per day); and ten lucky winners will receive a cool Pure Digital Flip Ultra2 4GM Camcorder! [Click here](#) for complete Voting & Sharing Sweepstakes Official Rules.

3. Private Judging – (Nov. 15 – Dec. 15)

The entries from the top 250 finalists in the contest will then be judged by Mary Kay’s judging panel. Three Grand Prize winners will be selected and will receive \$4,000 that they can use toward a dream vacation! [Click here](#) for complete Contest Official Rules

And, here’s how you can win!

1. Encourage your customers to enter the contest early and you could win a fabulous Dooney & Bourke® tote!

Get your customers excited about completing their complimentary personalized makeover with you during the first two weeks of the contest! The 50 independent sales force members who have the most customers to enter the contest from **Sept. 1 – Sept. 14**, will win a [Dooney & Bourke® patent tote!](#)

2.



Share the contest and vote on makeover entries!

Be sure to share the contest and vote during the public voting for your chance to win in the [Voting & Sharing Sweepstakes](#)

3. Win a fantastic home office makeover!

If your customer is one of the three Grand Prize winners, you could win \$2,000 to help you makeover your home office!

Helping your customers feel beautiful and sharing about it can have its rewards!