

Dearest Girlfriend,

I would love to show my appreciation to one of the best clients in the world... **You!**  
**SO...** I am starting a **Client Appreciation Program**.

**First** - You will receive a custom "punch" card with your name and phone number on it. Every time you make a purchase of \$10 or more we can mark off the appropriate 10s. When the card is full, return it to me to be included in my once a year drawing. To start the year off right, the drawing will be held in January. There will be awards of **\$100, \$50 and \$25 in Free Product.**

*Your chances of winning are definitely better than winning the lottery!*

**Second** - You will be rewarded for purchasing products. A date sticker will be placed on your **Skin Care, Foundation** and **Mascara**. When it is replaced every 3 months you will receive the **FOURTH ONE FREE!** This incentive is to encourage your use of the products the way they were designed, not only to keep it fresh but to keep you looking **younger too!**

*My goal is to help you look and feel beautiful.*

**Third** - I am offering a **Preferred Hostess Program**.

*Think of time with me as time at a Day Spa.*

*This time is designed for pampering you and your special friends.*

*Product is always available to purchase,*

*But a purchase is not required.*

***There will be product rewards for you when you decide to be a hostess.***

- For a qualifying session (party) you will receive \$75 of products for only \$25 or \$100 of products for only \$45 when you choose \$25 in skin supplements.
- A qualifying session is 2 to 5 friends with sales totaling \$100 or more.
- My Preferred Hostesses will be having so much fun they will want to get together 3 times a year. This qualifies them to receive a **10 to 20% discount** (depending on attendance and total sales) on all of their products for the next 12 months.
- **Plus** the **Preferred Hostess** will receive a birthday gift,
  - She will be the first to try the new Mary Kay Product samples
  - **And** get extra **Basic Skin Care** discounts when three referrals purchase the **Miracle Set**.

Thank you for allowing me to be **your personal** beauty consultant. Remember, my services are free because...***I love pampering you and helping you to look and feel your best!***