

brighten up!

It's the makeup must-have to light up sales.

The new MK Signature™ Facial Highlighting Pen optically "lifts" the shadowy areas of the face for a brighter, more refreshed look. Plus, this super-sheer formula can be easily reapplied to keep the face bathed in the perfect light all day. And it comes in four shades for all skin tones. \$18

Everyday wear. Easy to reapply. What could be better for sales and reordering opportunities than the MK Signature™ Facial Highlighting Pen? You might suggest one for home, the office and on the go! See Page 6 to learn more from the experts about this exciting new product.

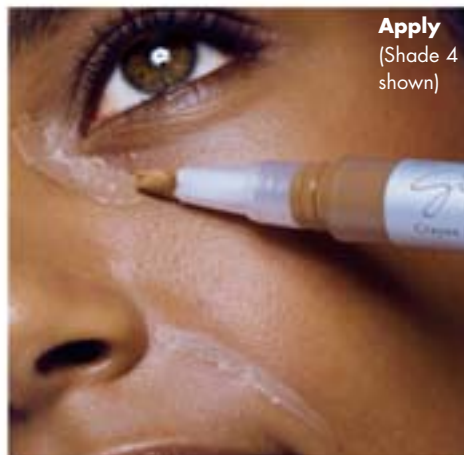
Seeing Is Believing!

Help your customers see the difference the new MK Signature™ Facial Highlighting Pen can make. You can use the Winter 2005 issue of *The Look* featuring the unretouched photos shown below. Or try applying the product on your face to "highlight" the effects of this easy-to-use product! Here's what you might say:



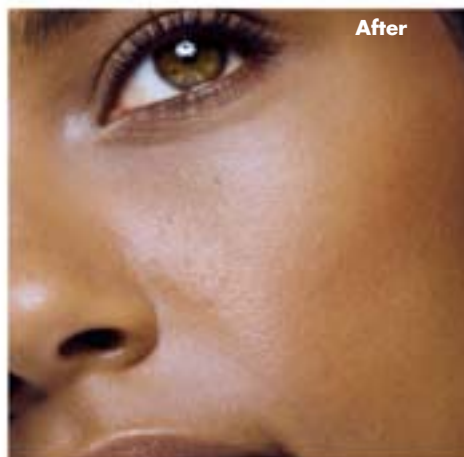
Before

"First, apply foundation as usual."



Apply (Shade 4 shown)

"Give the MK Signature™ Facial Highlighting Pen a few clicks and apply it to the shadowy areas of your face. Blend with fingertip and go."



After

"See how easy that is! Your face appears brighter and more radiant-looking instantly. And you can reapply it anytime to freshen your look."

Finding the Perfect Match

If your customer wears Mary Kay® Medium- or Full-Coverage Foundation in:	Recommend MK Signature™ Facial Highlighting Pen in:
Ivory 104, Ivory 105, Ivory 204, Beige 304, Beige 305, Beige 404	Shade 1
Ivory 100, Ivory 200, Ivory 202, Beige 300, Beige 302, Beige 400	Shade 2
Beige 402, Bronze 500, Bronze 504, Bronze 507	Shade 3
Bronze 600, Bronze 607, Bronze 708, Bronze 808	Shade 4