

Introducing the New MK Signature Brush Set

Made from Natural Fibers *excluding the brow



Competitive Price Comparison

Mary Kay	Estee Lauder	Mac	Lancome
Powder	Powder \$25.00	Powder \$40.00	Powder \$35.00
Blush	Blush \$20.00	Blush \$30.00	Blush \$38.00
Shadow	Shadow \$25.00	Shadow \$26.00	Shadow \$28.00
Shading	Shading \$15.00	Shading \$16.00	Shading \$22.00
Liner	Liner \$15.00	Liner \$18.00	Liner \$16.50
Brow	Brow —	Brow —	Brow —
Complete Set w/ Free Bag	Bag —	Bag —	Bag \$18.50
Total \$45.00	Total \$130.00	Total \$100.00	Total \$158.00

Competitive Price Comparison with Mary Kay Product Line

Cost of Products PER Ounce

Product Type	Mary Kay	Clinique	Lancome	Estee Lauder	Prescriptives	MAC
Cleanser	\$1.54	\$3.30	\$3.60	\$5.15	\$3.73	\$3.20
Exfoliator	\$3.00	\$4.41	\$6.47	\$6.18	\$5.44	\$4.37
Moisturizer	\$4.00	\$6.47	\$22.35	\$27.30	\$23.53	\$13.24
Day Solution	\$25.00	\$27.64	\$39.41	\$52.00	\$38.24	\$14.71
Night Solution	\$25.00	\$27.64	\$28.24	\$45.00	\$38.24	\$14.71
Foundation	\$14.00	\$19.50	\$33.50	\$32.50	\$32.50	\$22.00
Eye Mask	\$10.71	\$79.00	\$74.00	\$90.00	\$90.00	\$16.67
Eye Cream	\$23.08	\$42.50	\$31.00	\$90.00	\$70.00	\$50.00
Eye Enhancer	\$23.08	\$52.00	\$94.00	\$75.00	n/a	\$28.00
Lip Mask	\$21.11	n/a	n/a	n/a	n/a	n/a
Lip Balm	\$60.00	\$43.75	\$30.00	n/a	\$71.43	\$18.00
Lip Enhancer	\$30.00	\$48.00	\$59.00	\$53.00	\$70.00	\$28.00
Eye Makeup Remover	\$3.73	\$6.20	\$5.00	\$10.60	\$85.00	\$3.00
Acne Gel	\$4.67	\$25.00	n/a	\$33.34	\$17.00	n/a
Lumineyes	\$56.00	n/a	\$94.00	\$75.00	\$90.00	n/a

Information obtained via Estee Lauder, MAC, and Clinique's web sites.

By Trish Weir, Independent Sales Director

Highest Cost per ounce

Lowest Cost per ounce