Fact Vs. Fiction: Talking Points You Can Use

Although it may not happen often, you may occasionally be approached by a Mary Kay doubter or pessimist or even someone representing a competitive company, and if you are approached, we want to give you a few suggestions on how to respond. Additionally, we also thought you might like to have some suggested answers to questions we have heard a few of you may be getting.

First, resist the urge to argue. Arguments hardly ever change someone's mind and often leave both parties angry. As Mary Kay Ash said, "When you handle a situation in a positive way, positive things will happen."

Second, stay true to what you know. Mary Kay also said, "Remember, you have a wealth of influence, and everyone you meet forms an impression of you by your words and actions." There is an excellent article in the July 2006 *Applause*® magazine entitled "Staying True to What We Know" which can help you organize your thoughts.

Also, the following statements, delivered with a positive, enthusiastic attitude, can help turn a pessimist into a supporter:

- Mary Kay® products are developed in Mary Kay's state-of-the-art labs by a talented staff of scientists from a variety of disciplines, and highly skilled cosmetic professionals. Mary Kay® products are innovative and on-trend, and they are priced competitively to compete with other prestige brands.

- Mary Kay® products are consistently featured in some of the best-read women's magazines across the country -- like *Good Housekeeping*, *O/The Oprah Magazine*, *Essence*, *Latina*, *Lucky* and *Marie Claire*. These editorial mentions are strong third-party endorsements by industry beauty experts.

- Many Mary Kay® products have patented ingredients and formulas. **And**, they deliver powerful results that are proven by strenuous testing. For instance:

    - The **TimeWise® Microdermabrasion Set** fights fine lines, refines pores and achieves beautifully smooth skin immediately! In fact in a consumer study by an independent research facility, after just one week, 85 percent of participants saw improvement in skin texture, 73 percent saw a reduction in fine lines and 71 percent saw smaller-looking pores!

    - The **Miracle Set** is the premium collection of age-fighting products that work together beautifully. The set utilizes the latest skin care science to bring you the younger-looking skin you want. As seen by a dermatologist on panelists in a 12-week clinical study, 83 percent of participants had a reduction in fine lines and wrinkles, there was up to 25 percent improvement in skin elasticity, 100 percent had softer more supple skin, and there was a 46 percent improvement in more even skin tone.

- Mary Kay® products are packaged beautifully! Just take a look at the TimeWise® Firming Eye Cream which features an *airless* pump – it's a beautiful package that delivers the right amount of product every time!

- In addition to powerhouse skin care and captivating color products, the Mary Kay independent sales force makes Mary Kay's story even more remarkable. There are approximately 700,000 Independent Beauty Consultants across the United States and more than 1.6 million world-wide! For over 40 years, Mary Kay has offered an open-ended opportunity for women to run their own businesses based on their abilities and dreams. And with the Mary Kay® Personal Web Site program, customers can purchase products from their Independent Beauty Consultants 24/7 from the comfort of their own homes!

  And, if you hear negative comments about Mary Kay from a representative for a competitive company, or even if the comments they make about their company seem too good to be true, you can always pull up the competitive company's official web site to see if the comments are actually being supported by the company, or if perhaps they have been taken out of context by the representative.

  And, as promised, here are a few questions you may have heard and suggested answers you can use:

  Q: What can I tell those customers who have questions about the safety of the ingredients in Mary Kay® products?

  A: Mary Kay is an industry leader when it comes to product safety. Mary Kay's Product Safety Department ensures that all ingredients and products meet very rigid standards. And if they do not meet those standards Mary Kay does not use them -- end of story. Mary Kay Independent Beauty Consultants can be assured that the product that they sell to their customers is state of the art in the cosmetic industry. It is also important to note that Mary Kay has been providing safe, high-quality products for over 40 years. As Mary Kay said, "We have a quality product – one that we can sell with complete honesty, confidence and integrity. A product that each of us uses daily so we know that it works. A product that our laboratories, filled with scientists, never cease to test for safety, purity and improvement." You may also want to direct customers to the www.marykay.com Web site where they can find more information under the Product Research and Development section.

  Q: What does mineral oil do, and is it harmful?

  A: We know many of you have heard myths about mineral oil. The fact is cosmetic quality mineral oil, which Mary Kay uses, is very safe and has a well documented safety profile. Also, you will be glad to know cosmetic quality mineral oil does not clog pores and is not comedogenic. All Mary Kay® facial skin care products are tested for and carry a non-comedogenic claim. Mineral oil is approved for use by all the governmental agencies in the 30 plus markets where Mary Kay® products are sold, and that includes the US and Europe. Mineral oil is the key component of baby oil -- you can't get safer than that! From a functional standpoint, mineral oil is an excellent emollient, especially for dry and normal skin, and it has good cleansing qualities so you'll often see it used in cosmetic cleansing products.

  Q: Does Mary Kay have an "all-natural" claim?

A: Don't just rely on a verbal claim of "all-natural." You can see how "natural" any product is by looking at the ingredient list on the package. Most cosmetic products are made with similar quantities of natural and synthetic ingredients, including Mary Kay® products. An "all-natural" claim has not been Mary Kay's focus. Mary Kay focuses on delivering the best possible product. Yes, Mary Kay® products do contain as many natural ingredients as many of our competitors have, however, Mary Kay would never sacrifice quality for an "all-natural" claim. All Mary Kay® products go through extensive testing, individually and with other Mary Kay® products, and you can rest assured that all of these products work very well, are high quality, and are extremely safe to use. Try not to be misled by an "all natural" claim. For example, if you hear a competitor's representative claim their products are "all natural," consider checking the competitor's official Web site to see if the company supports such a claim.

Q: Does Mary Kay use lead in lipsticks?

A: Mary Kay does not use lead or lead-based ingredients in its lipstick or in any of its other skin care or color cosmetics. Because lead occurs naturally throughout the environment, however, there are *trace* amounts of it in most consumer products, including most lipsticks and other cosmetics. According to the American Council on Science and Health, potential trace amounts of lead occurring naturally in cosmetics are not harmful to the consumers who use those products.

The U.S. Food and Drug Administration (FDA) and the Environmental Protection Agency (EPA) have set daily safe levels of exposure for adults, children and pregnant women. Any naturally occurring trace amounts of lead in Mary Kay® products are well within the limits established by the FDA and EPA.

Ingredients that Mary Kay uses in its lipstick meet all requirements for cosmetic ingredients. Further, Mary Kay performs thorough, ongoing reviews of its products and ingredients and works closely with its suppliers to ensure the safety of all product ingredients. Mary Kay has been a recognized leader in product and ingredient safety for many years and stands behind the quality and safety of our entire product line. Mary Kay® products are safe, and you can continue to use them with complete confidence.

Q: I've heard about a "gold ring test" that supposedly demonstrates the presence of lead in lipsticks. Is that test reliable?

A: No. The so-called "test" has absolutely no scientific validity and, in reality, is nothing more than urban legend. Mary Kay does not use lead or lead-based ingredients in its lipstick or in any its other skin care or color cosmetics. Because lead occurs naturally throughout the environment, however, there are *trace* amounts of it in most consumer products, including most lipsticks and other cosmetics. Any naturally occurring trace amounts of lead in Mary Kay lipsticks or other of the Company's products are well within the daily safe levels of exposure as established by the U.S. Food and Drug Administration (FDA) and Environmental Protection Agency (EPA).

With regard to the so-called “test” mentioned above, the dark substance that appears during the test is really oxidized metal from the ring itself – just as your silver turns black when exposed to the air for a long time. A dark substance is released when you polish your silver, which is the same thing that happens in this so-called test. The appearance of the dark substance has nothing to do with the presence of lead.

Ingredients that Mary Kay uses in its lipstick meet all requirements for cosmetic ingredients. Mary Kay performs thorough, ongoing reviews of its products and ingredients and works closely with our suppliers to ensure the safety of all ingredients. We have been a recognized leader in the area of product and ingredient safety for many years and steadfastly stand behind the quality and safety of our entire product line. Mary Kay® products are safe, and you can continue to use them with complete confidence.

Q: How can you tell where a product is manufactured?

A: This information can be found on all products and is generally identified by a “made in” statement.

Q: Are Mary Kay® products safe?

A: Yes. Mary Kay stands behind the quality and safety of its entire product line and has been a recognized leader in the area of product and ingredient safety for many years. As a global manufacturer of skin care products and one of the largest direct sellers of skin care and color cosmetics in the world, Mary Kay strongly believes it has a legal and moral responsibility to test the safety of its products and therefore uses a variety of safety tests on all of its products.

Q: What should I tell my customers who ask about the safety of Mary Kay® products?

A: Product safety is our number one priority. Mary Kay has long been a leader in developing and marketing innovative high-performing products. You can be assured that Mary Kay stands behind the quality and safety of its entire product line, and your customers can continue to use the Company’s products with complete confidence.

Q. If my customer has a nut allergy, can she still use the Mary Kay® Red Tea & Fig Loofah Body Cleanser?

A: Mary Kay steadfastly stands behind the quality and safety of its entire product line and has been a recognized leader in the area of product and ingredient safety for many years. Mary Kay strongly believes it has a legal and moral responsibility to test the safety of its products and therefore uses a variety of safety tests on all its products, including the new Mary Kay® Red Tea & Fig Loofah Body Cleanser. However, as with any new product, anyone with known allergies or ingredient sensitivities will want to review the packaging ingredient list and/or consider talking to a doctor before using a new product.

These are just a few quick points you can use in a conversation. For additional powerful statements, just review your current issue of *The Look* –it's filled with great information! And, for fast, accurate facts you can share about the Company, click here. Also, make sure you use the Product Knowledge Web site on Mary Kay InTouch® to stay educated about all of our great products.