

Customer profile

At Mary Kay, we take the time to understand what you want in a skin care program. Then we build a program that works for you – your lifestyle and your needs. Want to know more? Just answer the questions below.

- 1.** Have you ever tried Mary Kay® products? Yes No
- a. If so, when? _____
- b. Are you currently using any Mary Kay® products? Yes No
- c. If so, what products? _____
- d. What other product brands are you using that you are loyal to? _____

- 2.** What would you like to change about your skin? _____

- 3.** My current skin care program consists of:
- Cleanser Mask Freshener Moisturizer Foundation
- I use it all Soap and water What's a skin care program?
- What brand are you currently using? _____

- 4.** Check the one statement that best describes your skin type.
- "Dry, dry, dry – cheeks, forehead – all dry. I'll take all the moisture I can get." "It's pretty normal, except for some oiliness on forehead and nose and/or some dryness."
- "I guess I'm lucky. My skin is normal, never too dry or oily." "My skin is so oily that by noon I need a powder touch-up to help control the shine."

- 5.** a. My skin tone is: Ivory (fair) Beige (medium) Bronze (dark)
- b. For foundation coverage, I prefer: Full Medium Sheer

DATE _____

NAME _____

E-MAIL ADDRESS _____ BIRTHDAY _____

HOME PHONE (_____) _____ WORK PHONE (_____) _____

CELL PHONE (_____) _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

How would you like to be contacted? Phone E-mail Postal MailWhat is the best time to reach you? A.M. P.M. At WorkHow often would you like to be contacted? Monthly Every other month Every 3 months New product introduction

OCCUPATION _____ PLACE OF WORK _____

SPOUSE'S NAME _____ ANNIVERSARY _____

SPOUSE'S WORK PHONE (_____) _____

- 6.** I would like products that:

- Remove eye makeup gently Help clear and prevent blemishes
- Reduce eye-area puffiness Control oil throughout the day
- Minimize the appearance of fine lines and wrinkles Even skin tone and minimize fine facial lines
- Moisturize the delicate eye area Calm skin that feels distressed and/or uncomfortable
- Smooth dry lips
- Keep lip color from feathering and bleeding

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