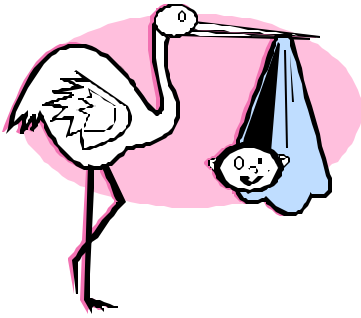


## Stork Express



Here is a super fun idea for you to pamper the expectant mothers on your customer list—"The Stork Express"!

This is a great program that will make such a difference with your customers as they are going through this period! As soon as you discover she is pregnant, give her a call and find out her due date -- then send her a congratulatory letter, and about 2-3 weeks before her due date, drop off the stork express gift to her!

The letter goes something like this:

Dear \_\_\_\_\_.

**Congratulations to the mom to be! Yea! As your personal Mary Kay Beauty Consultant -- I'm always excited to hear great news from my clients --and it is especially true if you are expecting a baby! I've put together some tidbits for you. As your body goes through changes in the next few months -- physical, hormonal, emotion -- so could your skin go through some changes!**

**1) We may need to change some of your skin care products temporality so that you may continue getting the results you expect with Mary Kay.**

**2) Take advantage of your beautiful nails -- typically your nails will grow and be strong because of the increased circulation and those prenatal vitamins -- pamper yourself with our Mary Kay nail care system, and your manicure could last 10-14 days!**

**3) When your precious bundle arrives, consider continuing a great vitamin program with Mary Kay, we have a leading edge on women's vitamins -- I'd love to fill you in on our new Daily Benefits!**

**Again, keep me posted, I'm looking forward to meeting the next addition to your family!**

**Love,**

Your Stork Express gift bag should contain: travel hand cream, Private Spa body washes -- bath sponge -- Hershey kisses in bag -- and a coupon that reads:

**When your day suddenly breaks,  
hustle, hurry - for goodness sakes,  
throw this gift in your hospital bag,  
something from me to keep you glad!**

You might also want to include a coupon for 15% off all her Mary Kay purchases until the baby is 6 weeks old!