

July 3, 2014

Dear (Consultant Name),

I've had you on my mind lately. You are an important part of my unit, and it's been awhile since you've placed an order.

I'd like to help you recapture your enthusiasm and remind you of all the great reasons you started your Mary Kay business! **By placing a minimum \$225 Section 1 wholesale order now, you can remain active and retain all of the privileges you've worked so hard to earn**, such as:

- Receiving a 50 percent discount on your favorite Mary Kay® products.
- Being one of the first to learn about exciting new products, promotions and challenges.
- Receiving *Applause*® magazine each month.
- Receiving rewards and recognition for your efforts.
- Having the opportunity to enrich women's lives.
- Receiving commissions your team members generate.

The Mary Kay dream is something much bigger than sharing wonderful products. **You are part of Mary Kay's dream to enrich women's lives.** I want you to know that I believe in you and want to help you in any way so you can achieve the goals you initially set **for yourself and your family.**

Call me if you'd like to go over the latest promotion or visit [www.marykayintouch.com](http://www.marykayintouch.com) to see the latest products and place your order online through the Mary Kay InTouch® website.

Hope to hear from you soon,

*Beth Diehl*

(267) 800-1000  
bethdiehl@marykay.com

P.S. If you choose not to order this month, you still have until February 28, 2015 to do so. However, you will permanently lose all of your team members after this month. After February, you will no longer be a consultant and will need to sign a new agreement to restart you business.