

Email Dated: May 30th by NSD Judy Brack

Mary Kay's "No Touch" Policy!

A Cosmetic license is required "To Touch" customers when selling cosmetics and our business is being evaluated because there have been complaints by cosmetologists that "WE TOUCH" customers without a license... there is an ongoing investigation in many states so, Please empower the customer with "Verbal " Instructions so she applies the products to her face!

This email was forwarded to me and deserves your immediate attention!

Hi Everyone, one of our consultants had an interesting facial yesterday - she would have sent this, but is a bit under the weather, and busy...anyway, she had a double facial in Fernley, NV and the lady kept saying that she didn't understand how to apply the color, could she help her, and on and on. She continually said 'no, we don't touch our customers, but rather I'll teach you how to apply it yourself', the lady kept after her the entire time. She never touched her....

Finally, when they were finished, the lady gave her business card to our consultant, and thanked her for not touching - she works for the State of Nevada, and they are actively out undercover seeing if we do our business under MK guidelines. The State wants to change the legislature to require schooling and business licenses for all independent beauty consultants.

She told her that they are gathering information and evidence to bring the case. The reasoning is that the state (s) – she mentioned California and NV - need the revenue due to the bad economy. Mary Kay isn't the only business they are targeting. MK can only go to bat for us in these situations when we are in compliance with the company guidelines.... and do not touch!

Can you imagine what this would do to our cosmetic business if every consultant would have to get a business license and renew it each year, and attend mandatory schooling? That would certainly impact our recruiting efforts...thought you would want to know.