

MARY KAY®

# Media Coverage

In

**Mainline Papers**

Dec. 08

## Mainline Papers:

<b>S No.</b>	<b>Headline</b>	<b>Publication</b>	<b>Date</b>	<b>Edition</b>
1	<b>Mary Kay shines at Mrs. India North East</b>	<b>Meghalaya Guardian</b>	16 <sup>th</sup> Decemebr, 2008	Guwahati, Shillong
2	<b>Mary Kay shines at Mrs. India North East</b>	<b>The North East Times</b>	16 <sup>th</sup> Decemebr, 2008	Guwahati, Shillong

**Meghalaya Guardian**  
 Guwahati, Shillong  
 16<sup>th</sup> Decemebr, 2008

## MARY KAY Shines at Mrs. India North East 2008

GUWAHATI, DEC 15: Mary Kay Inc., America's Best Selling Brand in combined categories of Skin care & Color cosmetics\* and one of the World's leading Direct Selling companies, in celebration of womanhood, participated in 3rd Darpan Mrs. India North East 2008 as a proud sponsor for Mrs. MARY KAY Beautiful Skin Award.

Mrs. Ananya Autturi was announced as the winner of "Mrs. MARY KAY Beautiful Skin Title" at the pageant. She was given a special Mary Kay gift hamper. Mary Kay also did an exclusive grooming session for all the contestants a day before the event.

The event had been conceptualized with a motive to give a platform to the women of today to showcase their talents and potential. Mary Kay has always taken a step ahead in the activities which are involved in enriching women's lives and this event was one such opportunity to help women who wanted to showcase their talent and potential.



Mary Kay in India offers a portfolio of Powerhouse Skin Care™, Captivating Colors™, Extra Ordinary Body Care™ and Mineral Make-up range to enhance women's beauty. Mary Kay's endeavour is to keep bringing in latest product marvels to pamper the Indian women. Privately held Mary Kay Inc. anticipates investing approximately \$20 million in India over the next 5 years, with the first phase of the launch being a success in Delhi, Mumbai, Guwahati, Shillong, Ludhiana, Jalandhar, Mumbai, Pune... to name a few.

Mary Kay has been America's best selling

cosmetic brand for consecutively 14 years. After being spread in more than 40 countries with about 1.8 million beauty consultants contributing to a global annual turnover of \$ 2.4 bn, Mary Kay entered in India on 13th Sep 2007 with a mission of Enriching Women's Lives. Within just a short span of its launch in India, Mary Kay has made its mark in the country, following 2 great awards for their selected products by recently held ELLE BEAUTY AWARDS. Mary Kay has been spreading its wings across the country with its mission to help women fulfill their dreams.

**The North East Times**  
 Guwahati, Shillong  
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