



## Theme: Easter

As Easter approaches, we all feel a sense of renewal and new beginnings with the budding and blossoming of nature all around us. Many of your customers will follow the Easter tradition of giving Easter baskets to friends and family, or maybe to themselves, as a needed boost after winter weather. This could be a great time to pass along the emphasis of fresh starts to your customers by creating your own Easter basket gift sets to sell for spring.

### Easter Goodies for All

Independent Executive Senior Sales Director Pam Higgs of Newburg, Md., has awesome spring sales by offering the following Easter gift ideas for her eggs-tra special customers.

#### **For Some Bunny Special**

Customized color sets in vinyl bags.

#### **For My Honey Bunny**

One each of MK Signature Crème Lipstick, MK Signature Eye Color and MK Signature Cheek Color

#### **Spring Chick Collection**

One each of Time Wise Age-Fighting Eye Cream and Indulge Soothing Eye Mask.

#### **For Sun-Bunny Special**

Any combination of Sun Essentials products.

#### **Basic Bunny**

Basic skin care products with a bunny.

#### **Pretty Peepers**

Any combination of color or skin supplement eye products.

### Theme: A New Spring Look

It's time to pack away the winter look and start anew with fresh spring colors! Mary Kay lip colors for spring are the best way to begin your new spring wardrobe. Teaching your customers how to achieve the lip look they always wanted, using our fabulous lip products and online application tips is sure to boost your spring sales.