

customer profile

1. What is your age range? 20s 30s 40s 50s 60s+

2. Pick the one statement that best describes your skin care needs:**

- I want a simple, healthy skin care regimen and/or I have sensitive skin.
- I have early-to-moderate signs of aging and would like to diminish future signs.
- I have advanced signs of aging and would like to diminish future signs.
- I have mild-to-moderate acne blemishes I would like to address.

3. Pick the one statement that most closely describes your skin type:

- Dry Normal Combination Oily

4. Pick the statements that best describe your other skin care needs: (Check all that apply.)

- Brighten and even skin tone and reduce the appearance of dark spots Want skin to appear lifted and firmed
- Improve the texture of my skin and reduce appearance of pores Need extra hydration
- Need on-the-go cleanser for the gym, vacation, etc. Control excess oil on my face or T-zone
- Help reduce the appearance of expression lines Need maximum hydration for extremely dry skin

5. The skin around your eye and lip areas requires special care.

Select the statements that apply to you: (Check all that apply.)

- Reduce the appearance of puffiness and sagging around the eyes Remove eye makeup gently
- Moisturize, visibly firm, brighten and minimize the look of fine lines and wrinkles around the eye area Reduce the appearance of fine lines and wrinkles around my lips
- Soothe tired eyes or diminish the appearance of dark circles Smooth dry lips

6. Describe what you want most from your foundation:

- Age-Fighting Moisturization
- Minerals Sunscreen
- Oil control

The finish I prefer is: Matte Luminous/Dewy

My skin tone is: Ivory (fair) Beige (medium) Natural

Bronze (dark)

Hostess: _____

MARY KAY®

Name _____ Date _____

Birthday _____ Occupation _____

Wedding anniversary _____ The best time to reach me A.M. P.M.

Address _____

Email _____

Mobile phone _____ Home phone _____ Work phone _____

May I contact your spouse about gift-giving ideas?

- Please! Name _____
- Contact number _____
- No, thank you.

Contact me New products Monthly Every 2 months Every 3 months

I prefer to be contacted: By text By phone At work By email

I am interested in learning more about:

- Color application techniques Earning extra money
- Fragrance and body care Earning hostess rewards
- Men's products Wedding services
- Additional skin care options Gift-giving services

7. I'd like a personalized look created just for me!

Hair color _____ Eye color _____

Lips: Thin Medium Full

Eyes: Standard Close-Set Wide-Set Deep-Set Hooded Asian

Face shape: Round Square Oval Heart

*This customer profile card allows you to share information regarding your skin care needs and cosmetic preferences with your Independent Beauty Consultant (IBC). IBC agrees to keep this information confidential.

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