

# The Truth Behind This Wedding Day Nightmare— And How You Can Avoid This Disaster On *Your* Special Day...

Your big day has arrived...you've been planning it for months.  
And now your groom...your guests...all eyes are on *you*.

Of course, you wanted to look and feel your most beautiful.  
But to your nightmarish disappointment, that didn't happen.

You're absolutely miserable. You'll never forgive yourself for the huge mistake you made. And no matter what, you can't stop feeling embarrassed. You can't relax and enjoy your own wedding day...

Dear Nancy,

I heard you're getting married soon. Congratulations!

Which is why I wrote to you right away—before *your* big day arrives.

The sad truth is that the awful nightmare I mentioned above, happened to Laura, a friend of mine, several years ago. *Before* I became a makeover professional.

On the morning of her wedding day, she let a friend apply her makeup.

Laura's friend didn't charge her anything. It was actually a "wedding present," and for that, Laura was grateful.

But because Laura's friend was an amateur, *she did a terrible job*.

She applied all the wrong shades to Laura's skin. Laura's foundation was chalky and bright. Her lipstick was dry. Her eye shadow was too dark.

And with sensitive skin, Laura broke out before she made it down the aisle.

Worst thing was, it was too late to get another makeover. She'd waited until the last minute to have this done.

Laura was so embarrassed, she could have hidden behind her veil all day long!

What happened to my friend Laura made me think. Why should a bride-to-be risk ruining one of the most important days of her life?

Which is why I'd like to give this to you Nancy:

**Your Own “Pre-Wedding Day Deluxe Makeover”  
(a \$45.00 value) absolutely FREE!**

To protect you from this same disaster happening on your own wedding day.

**I'm Irma Webb, a Makeover Professional & Independent Beauty Consultant for Mary Kay, Inc.**

As a Makeover Professional & Independent Beauty Consultant for Mary Kay, I've helped many brides-to-be look absolutely stunning on that special day of days.

So why am I offering you this great gift?

Because I know you'll love your RISK-FREE, “**Pre-Wedding Day Deluxe Makeover**” so much, you'll feel comfortable enough to have me come back and give you another makeover on your actual wedding day.

But that's totally up to you Nancy. It's for you to decide.

Another thing about your free makeover—I'll travel to you. Don't even think about driving to me. Getting a free makeover at home or any relaxed setting you pick beats going to a salon.

A salon means driving. Fighting with traffic. Stressing out. Believe me, stress never goes well with any makeover.

So I'll gladly drive to your home, apartment or wherever you are. I'll give you a gorgeous, glamorous look, absolutely FREE of charge, FREE of risk.

You won't have to go shopping at expensive malls and buy hundreds of dollars worth of makeup. You won't have to take it home, apply it, and then have it look totally different from when you tried it on with some salesperson. Your FREE “**Pre-Wedding Day Deluxe Makeover**” will wipe out that costly headache for you.

But the best part about your free makeover is this: You'll get to see, weeks ahead of time, without paying a penny, how gorgeous you can look on your wedding day.

Which can totally eliminate one of your biggest worries. No being shocked or disappointed with a terrible makeover, at the last minute, like poor Laura was.

You can avoid the embarrassment and humiliation she suffered. No bride should feel this way on one of the most special days of her life.

After all, you're being fitted for your dress BEFORE your wedding day, right? So why not for your makeover too?

And believe me Nancy, your FREE "**Pre-Wedding Day Deluxe Makeover**" comes with no hidden charges. There are no costs whatsoever, and you're not obligated to buy a thing.

*"I thought she was kidding. When I got Irma's invite for a free makeover I knew there had to be some sneaky charge somewhere. Well, there wasn't. Irma showed up, did my makeover, and didn't charge me a dime. She was great...still is! I'm not crazy—I call her back when I need to look like a sexy diva."  
—Diedra C.  
Manhattan Beach, CA*

## **You'll Get Your Most Flattering Makeup Shades and Color Combinations Chosen to Suit Your Personal Skin Tone and Hair Color**

You won't have to worry about choosing the right shades of foundation, eye shadows, lipsticks, none of that. With your free makeover, we'll choose the best shades of makeup BEFORE your big day arrives. Makeup that fully complements your skin tone, is safe for your skin type, and brings out your best features.

We'll settle back, relax, and choose from foundations in a variety of shades & formulas. We'll pick one that's just right for you. Perfect for smoothing out your skin and giving you that exquisite, flawless look.

We'll look through the *Mary Kay Signature Eye Collection*, for the loveliest shades of eye shadow. Deep, smoky or subtle, they'll expertly bring out the beauty of your eyes.

You'll choose from blushes in lovely neutral shades, and soft pinks. Romantic reds. Shades that will only enhance your personal glow.

And gorgeous, long-lasting color from the *Mary Kay Signature Lip Color Collection*. From shimmering to matte, from deep reds to natural tones. These luscious lip shades will complete your beautiful look.

And get this: your FREE "**Pre-Wedding Day Deluxe Makeover**" is great for any skin type. Whether your skin is dry, oily or sensitive, I'll only choose what's right for you. Mary Kay has a variety of products suited for many different skin types. So you can rest easy.

Not only will you get your most beautiful, glamorous look—you'll be wearing makeup that's great for your skin.

*“Irma is incredible! I’ve had a few makeovers over the years, but she’s the first one I’ve known who’ll drive to wherever I ask her to. My reception wasn’t until late in the evening. Irma arrived around six to give me this really glamorous look—I couldn’t believe it was me! The way my eyes were made up, my whole face—I just stared at myself in the mirror, feeling like a supermodel. And she’s so reasonable! A lot less than some of these salons charge. I swear, Irma is the answer if you need to look your best for any occasion!”*  
--Crystal W.  
Woodland Hills, CA

## **Make Your Stunning Entrance—and Enjoy Your Wedding Day With Poise and Confidence!**

Just picture it.

As you're walking down the aisle. Your family and friends will be looking at you. Admiring how stunning you are.

Looking into his eyes and saying your vows to the man you love. Confident in how wonderful you look.

Sitting at your reception dinner. Smiling, having your pictures taken, the ones that will last a lifetime.

Nancy, no doubt, you'll be the absolute center of attention.

It's what you deserve. To feel your most beautiful. And wanting to be seen, by everyone around you. Why shouldn't you? You're going to look gorgeous!

Would you like to see just how gorgeous? Then hurry...

### **...Call Me Today, to Reserve Your FREE, No Obligation, “Pre-Wedding Day Deluxe Makeover...”**

Call me today, at (310) 763-xxxx. I'll reserve for you a FREE makeover, on a day and time that's most convenient for you.

Or you can immediately fill out and mail back the special gift certificate I've included with this letter. Good for one **“Pre-Wedding Day Deluxe Makeover”** (a \$45.00 value) for FREE.

Whether you decide to call me or mail your certificate, *be sure to do it right away.*

To be honest, I'd love to do this for everyone. Every bride-to-be deserves to look gorgeous on her wedding day. But I can only do this for a select number of brides-to-be. I have only so many spaces available.

And I want to give you my full attention, and the absolute best makeover I can give you.

So to reserve yourself a free makeover, call me TODAY, at (310) 763-xxxx, to set up a date and time that best fits your schedule.

Remember, you don't pay a penny for this. And there's no pressure on you at all. Nothing for you to buy, sign or join.

Let me pamper you and give you your own relaxing, free makeover. You'll love it! Just read what Lindsey of Sherman Oaks had to say about her makeover:

*"I know how to do my own makeup, but it doesn't last. My eye shadow vanishes, my lipstick smears off, and my face ends up shiny in an hour. After Irma's makeover, I had this sexy, flawless face, and it lasted all day and into the night. I powdered my nose and forehead once more, not that I needed it, it was just out of habit. Irma knows what she's doing—and she didn't put me in the poorhouse while doing it!"*

*--Lindsey J.  
Sherman Oaks, CA*

### **Time Is Running Out...**

It's nearly spring, and soon, summer will be here—such a busy time of the year for weddings. I can only handle so many clients each weekend, since I'd like to give you my full and complete attention for the best makeover possible. No rush jobs. I want you to look your absolute best.

So give me a call TODAY at (310) 763-xxxx. It's easy, fast, and you can choose a day and time that's most convenient for you.

Nancy, I hope to hear from you soon. Listen, call me emotional, but I'll never forget Laura's wedding day tragedy. And of course, neither will she. It was so unfair, and breaks my heart. I don't want that nightmare to happen to you.

Don't take any chances. Let me show you, for FREE, just how gorgeous you can look on your wedding day. Hey, you've got nothing to lose, remember? It's totally free...so call me today!

Sincerely,

Irma Reid Webb  
Makeover Professional/  
Independent Beauty Consultant  
Mary Kay Cosmetics

P.S. Remember, this **“Pre-Wedding Day Deluxe Makeover”** (a \$45.00 value) is absolutely FREE. And free means FREE. You don’t buy, sign or join anything. Get your own full, deluxe, professional makeover and you can see, weeks ahead of time, how gorgeous you can look on your wedding day. Without cost or obligation. Remember, spaces are limited. Call me today, right away, at (310) 763-xxxx, to reserve your FREE **“Pre-Wedding Day Deluxe Makeover.”**

**FREE “Pre-Wedding Day Deluxe Makeover”  
Gift Certificate  
(a \$45.00 value)**

Good for one FREE “Pre-Wedding Day Deluxe Makeover” for Nancy Sims  
(This is an exclusive offer only for you Nancy, do not pass it on)

This gift certificate entitles me to one FREE “Pre-Wedding Day Deluxe Makeover.” This will be done weeks before my actual wedding day, and will give me the chance to see how beautiful I’ll look. I can then decide, ahead of time, if I’d like this same makeover done for me on my actual wedding day.

I understand that you’ll travel to wherever I am to complete this free service for me. I also know that my “Pre-Wedding Day Deluxe Makeover” is RISK-FREE. This means that there’s nothing for me to buy, sign or join. I’m not obligated in any way.

**Fastest, easiest way to respond:**

- **Call me today Nancy, at (310) 763-xxxx, to get your no risk, no obligation, FREE Pre-Wedding Day Deluxe Makeover.** We’ll set a date and time that’s most convenient for you. It’s a \$45.00 value, absolutely FREE. And there’s nothing for you to buy, sign or join.

**Or:**

- Mail your certificate today, to: Irma Reid Webb, Makeover Professional/Independent Beauty Consultant, 9xx Kemp Avenue, Carson, CA 900xx.

Nancy Sims  
43xx Heyburn Avenue  
Los Angeles, CA 900xx

Irma, I understand that you’re very busy this season, and that this is an exclusive, limited-time offer.