

America's No.1 cosmetics company announces the Winners of the "Model of Beauty Search"

Mary Kay is investing approx \$20 million in India; Launches TimeWise® Cellu-Shape™ & MK Men™ Skin Care Range; Pioneers in sophisticated makeover tool with Mary Kay® Virtual Makeover; Donates to Navjyoti India Foundation, NGO of Dr. Kiran Bedi from the proceeds of the "Beauty That Counts" AppleBerry CSR campaign

New Delhi, Delhi, January 7, 2009 /[India PRwire](#)/ -- Mary Kay Cosmetics India Pvt Ltd., one of the world's largest Direct sellers of skin care and color cosmetics , adding to its existing product portfolio, launched TimeWise® Cellu-Shape™ Contouring System & MK Men™ Skin Care Range (product shots and write ups available in the CD).

Mary Kay In India has launched the most in-depth and sophisticated makeover tool currently available - the **Mary Kay® Virtual Makeover**. This unique tool allows users to upload their photo for a state-of-the-art, personalized makeover. This FREE, fun tool lets them play with color and create custom looks to suit their style at the moment – from everyday color to something a little bolder. Users also can select hairstyles and hair colors (even highlights!) to change their look even more.

Speaking on the occasion, Hina Nagarajan, Country Manager for Mary Kay India says, "Today, every woman has a makeup drawer full of product 'mistakes' – shades that looked good in the package but weren't flattering on. With the Mary Kay® Virtual Makeover, women can try colors on before they buy them. This incredible new online tool offers women a fun, risk-free way to experiment with and create new color looks – from the everyday to the outrageous! And best of all, it's free and easy to use."

With the company's mission to Enrich Women's Lives Mary Kay India launched the internationally acclaimed "**Model Of Beauty**" search campaign- Beautiful from the inside out - in July 2008. ". Through this search Mary Kay has recognized ordinary women who are actually extraordinary because they excel and inspire others in their role as daughter, wife, mother, professional, home-maker etc. Campaign period was from August 1st to October 31st, 2008. Hundreds of women participated across the country and finally 4 winners were chosen by the **Judge's panel which included - Founder Chairperson NGO Navjyoti - Dr. Kiran Bedi, Celebrity Makeup artist Gopika Pillai, International Photographer Sameer Parekh and Country Manager Mary Kay India- Hina Nagarajan.** The winners have been given a free make-over by Gopika Pillai, a professional photo shoot by Sameer Parekh and an opportunity to be featured in the 2009 January Look Book and Mary Kay India web site apart from other great prizes.

On the occasion Mary Kay proudly handed over a cheque of the proceeds from "**Beauty That Counts**" **Apple Berry Lipstick Global CSR campaign to Dr.Kiran Bedi's** NGO – Navjyoti India Foundation to support the cause of computer literacy for the underprivileged girls. As a part of this campaign from July 1st – Dec 31st 2008, Mary Kay India has donated 100% of its net profits from the sale of Mary Kay Crème Lipstick Apple Berry to Navjyoti India Foundation. This is yet another initiative by Mary Kay towards Enriching Women's Lives.

Magsaysay Laureate Kiran Bedi, Founder Chairperson Navjyoti India Foundation expressed, "We at Navjyoti value Mary Kay's support. The campaign started by Mary Kay will go a long way in making a difference in the lives of underprivileged women and children of our NGO Navjyoti."

Lastly, **Hina Nagarajan, Country Manager, Mary Kay India, said,** "Today, as we take another big step in the Indian market, we would like to thank our consultants and customers who have faith in us. We at Mary Kay are committed to enrich the lives of Women in every way including our association with Dr.Kiran Bedi's NGO Navjyoti Foundation. We are very excited to expand our portfolio, as the demand for our products is ever growing. The "Model of Beauty" search is a unique platform for women from all walks of life to demonstrate their inner beauty – a dimension we celebrate at Mary Kay."

Notes to Editor

About Mary Kay Inc.:

Mary Kay is a leading brand of skin care cosmetics and color [cosmetics](#) sold by Mary Kay Inc.

Mary Kay World Headquarters is located in the Dallas suburb of Addison, Texas. Mary Kay Inc. is one of the largest direct sellers of quality skin care and color cosmetics in the world. It was created from one woman's desire to enrich women's lives. Mary Kay Inc. is one of the largest direct sellers of skin care and color cosmetics in the world with \$2.4 billion in wholesale sales.

Worldwide, more than 1.8 million Independent Beauty Consultants currently own their own Mary Kay businesses in more than 35 global markets spread across five continents. Mary Kay develops tests, manufactures and packages the majority of its own products at its state-of-the-art plants in Dallas and China. During a typical year, Mary Kay performs more than 300,000 tests to ensure the safety and efficacy of its products.

Privately held Mary Kay Inc. anticipates investing approximately \$20 million USD in India over the next five years. Mary Kay India's headquarter is in Gurgaon, with a Beauty Center in Delhi's fashionable Rectangle-1 Mall in Saket and Mumbai – India's fashion capital.

With hundreds of Mary Kay Independent Beauty Consultants offering quality products and VIP service, Mary Kay® products are easy to get.

To learn more about Mary Kay, log on to www.marykay.co.in or call 0124-6784900

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