



# What If ?



## WHAT IF...

...when you went to the cosmetics counter, the woman behind the counter knew your name and remembered your skin type?

## WHAT IF...

...she was able to tell you that favorite lip color you had purchased last year, but lost?

## WHAT IF...

...she would deliver your products to your home or office,  
or mail them to you at no cost?

## WHAT IF...

...you brought some friends with you to the cosmetics counter,  
and the woman gave you free products as a thank you for sharing?

## WHAT IF...

...you could get rid of the “what was I thinking” drawer, because all of your  
products are 100% satisfaction guaranteed?

## WHAT IF...

...you had a personal consultant who would keep you in-the-know on the latest products  
and newest trends by sending a quarterly mailing with free samples enclosed,  
AND who would check on you from time to time to make sure you are  
happy with your products,  
AND who offered to stop by and show you these new products in  
person as soon as they came out?

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