



Industry Innovation Award

2011 – Mary Kay Cosmetics, Ltd.: This award recognizes the implementation of a program or service unique to the Canadian direct-selling industry by a DSA member company.

Mary Kay Cosmetics Ltd. received the award for developing and implementing a unique programme called Lynda's March Madness. This programme challenged the Mary Kay Independent Sales Force to hold 10 classes in one week in the month of March 2011 – a formidable goal to achieve. In addition, based on the premise of television's "Undercover Boss," Mary Kay Cosmetics' Vice President of Sales & Marketing, Lynda Rose held 10 skin care classes from March 16 – 22, 2011 with all profits from product sales donated to the Mary Kay Ash Charitable Foundation.

In total, Ms. Rose had 52 guests, drove 672 kilometres and raised \$15,000.00 for the Mary Kay Ash Charitable Foundation as Mary Kay Cosmetics Ltd. matched her sales. In addition, this program served to generate improvements to training and support materials provided to Mary Kay Independent Beauty Consultants thereby simplifying the sales process and increasing the potential for increased sales.

Past Recipients:

- Regal Gifts Corporation (2010)
- Mary Kay Cosmetics, Ltd. (2009)
- Tupperware Canada Inc. (2008)
- Nu Skin Canada, Inc. (2007)
- Mary Kay Cosmetics Ltd. (2003)
- Quixtar Canada Corporation (2001)