

# Boulevard®

MAIN STREET QUARTERLY NEWS  
US EDITION

**Find out who bought  
foundations, create a sales  
event, send an email then  
watch the sales come in!**



*Yes, yes, yes, and  
yes, please!*

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## **CONSULTANT ORDER FORM**

Section 1 price changes,  
additions and discontinued  
items dated:

05.16.2019 to 08.16.2019



# CONTENT

03

## **HELLO THERE**

Say Hi to the New Limited Edition & Regular Line items released May 16, and the items from the previous order form being moved from the new item product categories.

04

## **PRODUCT CATEGORIES**

Categories included for the current order form

05

## **FAREWELL...**

Products moved to Last Chance / Closeout Items

06

## **SPOTLIGHT FEATURES**

- Customer Product Purchase History for Foundations
- Create a Sales Event
- Send a Group Email with the Sale Items & Discounts

## **ONLINE SUPPORT CENTER & WEBINARS**

We're here to support you; from an online Support Center to Facebook, Twitter, YouTube and live webinars

**Boulevard  
2020 will launch  
on June 3<sup>rd</sup>!**

**Be sure log into your account before June 1<sup>st</sup> to ensure that your credit card info is up-to-date. You don't want to miss out on the special \$40 auto-renewal pricing!**

# NEW ITEMS & PRICE CHANGES

ADDED TO PRODUCT CATEGORY:

## SUMMER 2019

**SUN CARE** PRODUCT LINE

- Sun Care After-Sun Replenishing Gel
- Sun Care Subtle Tanning Lotion

**BEAUTY THAT COUNTS** PRODUCT LINE

- Pink Paparazzi Matte Lipstick

ADDED TO PRODUCT CATEGORY:

## MATTE 3D FOUNDATIONS

**TIMEWISE 3D** PRODUCT LINE

- Ivory C 100 Matte 3D Foundation
- Ivory C 110 Matte 3D Foundation
- Ivory W 130 Matte 3D Foundation
- Ivory N 140 Matte 3D Foundation
- Ivory W 150 Matte 3D Foundation
- Ivory N 160 Matte 3D Foundation
- Beige W 100 Matte 3D Foundation
- Beige C 110 Matte 3D Foundation
- Beige C 120 Matte 3D Foundation
- Beige C 130 Matte 3D Foundation
- Beige C 140 Matte 3D Foundation
- Beige N 150 Matte 3D Foundation
- Beige W 160 Matte 3D Foundation
- Beige C 170 Matte 3D Foundation
- Beige W 180 Matte 3D Foundation
- Beige N 190 Matte 3D Foundation
- Beige N 200 Matte 3D Foundation
- Beige N 210 Matte 3D Foundation
- Beige C 220 Matte 3D Foundation
- Bronze W 100 Matte 3D Foundation
- Bronze W 110 Matte 3D Foundation
- Bronze W 120 Matte 3D Foundation
- Bronze W 130 Matte 3D Foundation
- Bronze W 140 Matte 3D Foundation
- Bronze W 150 Matte 3D Foundation
- Bronze C 160 Matte 3D Foundation
- Bronze C 170 Matte 3D Foundation
- Bronze C 180 Matte 3D Foundation

ADDED TO PRODUCT CATEGORY:

## BEAUTY TOOLS

**MARY KAY** PRODUCT LINE

- Blending Brush

## PRICE CHANGES

- CC Cream SPF 15 (All Shades)  
from \$20 to \$22
- Foundation Primer SPF 15  
from \$18 to \$20
- Oil-Free Eye Makeup Remover  
from \$15 to \$17
- Oil Mattifier  
from \$16 to \$18
- MKMen Advanced Facial Hydrator SPF 30  
from \$24 to \$25
- Age-Fighting Lip Primer  
from \$24 to \$25
- Volu-Firm Deep Wrinkle Filler  
from \$45 to \$48
- Ultimate Volu-Firm Set  
from \$315 to \$318
- Oil-Free Eye Makeup Remover Deluxe Mini  
from \$2 to \$2.50

# HELLO THERE!

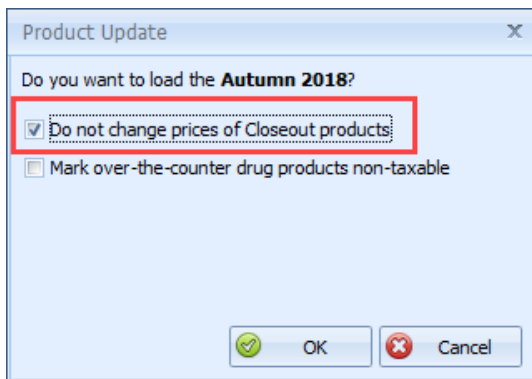
# PRODUCT CATEGORIES

Your Boulevard Product List contains the following categories for the current order form:

## IMPORTANT NOTE:

Pink Sale items will be placed in the **Last Chance /Closeout Items** category.

By handling it this way, when loading product updates, you can decide whether price changes will be made if applicable.



**SUMMER 2019**  
**TIMEWISE**  
**TIMEWISE REPAIR**  
**BOTANICAL EFFECTS**  
**CLEAR PROOF**  
**MKMEN**  
**CUSTOMIZED SKIN CARE**  
**FLAWLESS FACE**  
**MATTE 3D FOUNDATION**  
**LUMINOUS-WEAR FOUNDATION**  
**ENDLESS PERFORMANCE CREME-TO-POWDER**  
**SHEER MINERAL PRESSED & LOOSE POWDER**  
**BLUSHES, CONTOUR & HIGHLIGHTERS**  
**EYE COLORS**  
**EYELINER, MASCARA & BROWS**  
**LIP LINER**  
**NOURISHINE PLUS LIP GLOSS**  
**GEL SEMI-MATTE LIPSTICK**  
**GEL SEMI-SHINE LIPSTICK**  
**TRUE DIMENSIONS LIPSTICK**  
**BEAUTY TOOLS**  
**BODY CARE / SUNCARE**  
**FRAGRANCES**  
**SATIN HANDS & BODY**  
**LAST CHANCE / CLOSEOUT ITEMS**  
**PRODUCT COLLECTIONS & LOOKS**  
**PROMOTIONAL ITEMS**  
**PRODUCT SAMPLES**  
**PARTY SUPPLIES**  
**BUSINESS SUPPLIES & PRODUCT PACKAGING**  
**EDUCATIONAL & TEAM-BUILDING MATERIALS**  
**MARY KAY CULTURE**  
**CLOSEOUT SUPPLIES**  
**DELUXE MINIS**  
**ARCHIVED PRODUCT**



ADDED TO PRODUCT CATEGORY:

**LAST CHANCE / CLOSEOUT ITEMS**


- All Matte-Wear Foundations
- All Medium-Coverage Foundations
- Blue Eyes Look Bundle
- Brown Eyes Look Bundle
- Green/Hazel Eyes Look Bundle
- Bronze Light Illuminating Drops
- Golden Horizon Illuminating Drops
- Silver Sands Illuminating Drops
- Canyon Coral Lip Tint
- Desert Flora Lip Tint
- Magenta Mirage Lip Tint
- Cosmetic Sponges
- Eye Applicators
- Miracle Set 3D Non-SPF - Combo/Oily
- Miracle Set 3D Non-SPF - Normal/Dry
- Skinvigorate Cleansing Brush
- Spring 2019 Collection Bag
- TimeWiseRepair+ Bundle
- Volu-Firm Lifting Serum
- Volu-Firm Set
- Volu-Firm The Go Set

LAST CHANCE / CLOSEOUT ITEMS


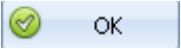
# Customer Product Purchase History for Foundations

Customer product usage information can be pulled for individual items, groups or categories. Follow the steps below to find out which customers have purchased the Luminous or Matte-Wear foundations and either print as a report or save a name list to access at any time!

## PULLING PRODUCT PURCHASE HISTORY

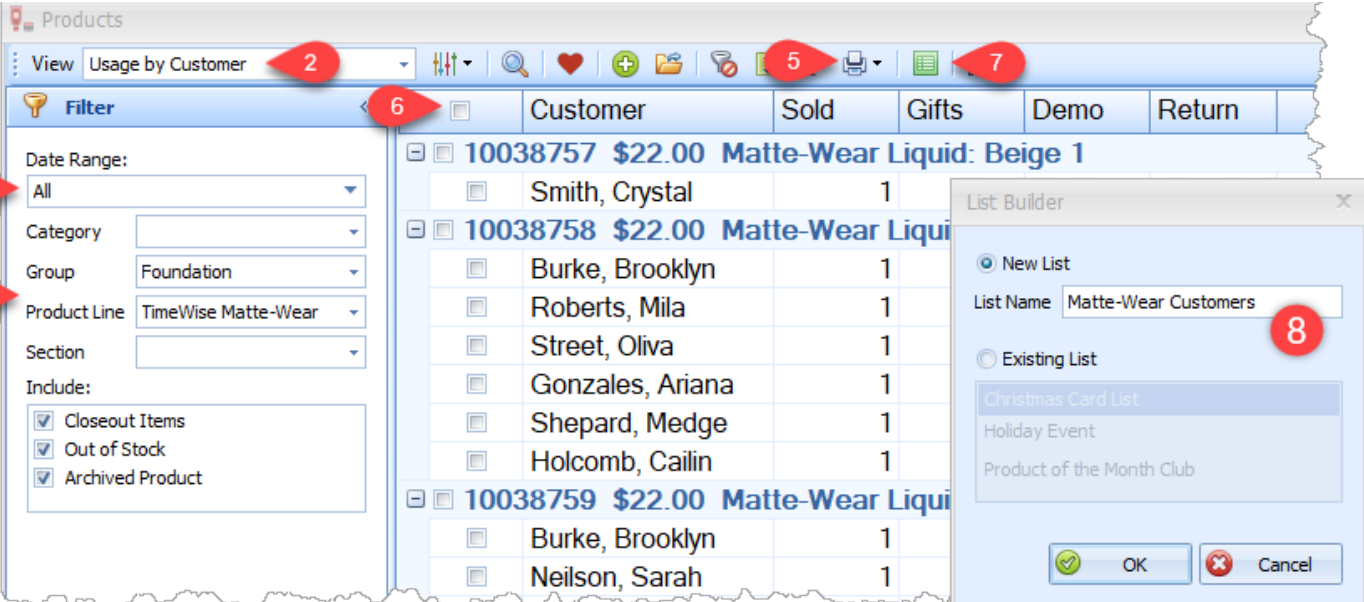
1. From the **Product** menu, select **Product List**.
2. From the product list toolbar, under the **View** options, select the **Usage by Customer** view.
3. From the *Filter* side bar, under the **Group** drop-down, select **Foundation** and under **Product Line**, select either **TimeWise Matte-Wear** or **TimeWise Luminous-Wear**.
4. Under the **Date Range** drop-down, select **All Dates** (or select a range).
5. To print, from the product list tool bar click  and choose **Print** or **Print Preview**.

## Save the List:

6. To create and save the list, click the  column header to select all.
7. Click  to open the List Builder form.
8. Enter a name (Luminous-Wear or Matte-Wear Customers) in the **List Name** field, then click  to save and then Yes or No to view the newly created list.

## Tips:

- Remove unwanted names after saving the list directly from the List Builder (See [Create, Edit or Delete a Name List from the List Builder](#) for more information).
- Repeat steps 1 -8 to add additional names to a previously created list by choosing **Existing List** in step 8.

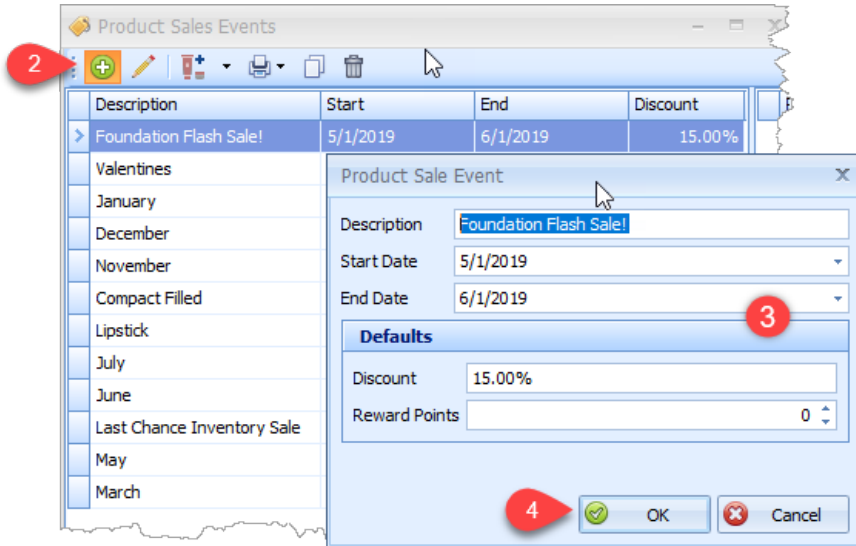



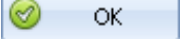
The screenshot shows the 'Products' application interface. The 'View' dropdown is set to 'Usage by Customer' (2). The 'Filter' sidebar shows 'Date Range' set to 'All' (4), 'Group' set to 'Foundation' (3), and 'Product Line' set to 'TimeWise Matte-Wear'. The main table displays a list of products and customers. The 'Customer' column header is selected (6). The 'List Builder' dialog box is open, showing 'New List' selected and 'List Name' set to 'Matte-Wear Customers' (8). The 'OK' button is visible at the bottom of the dialog.

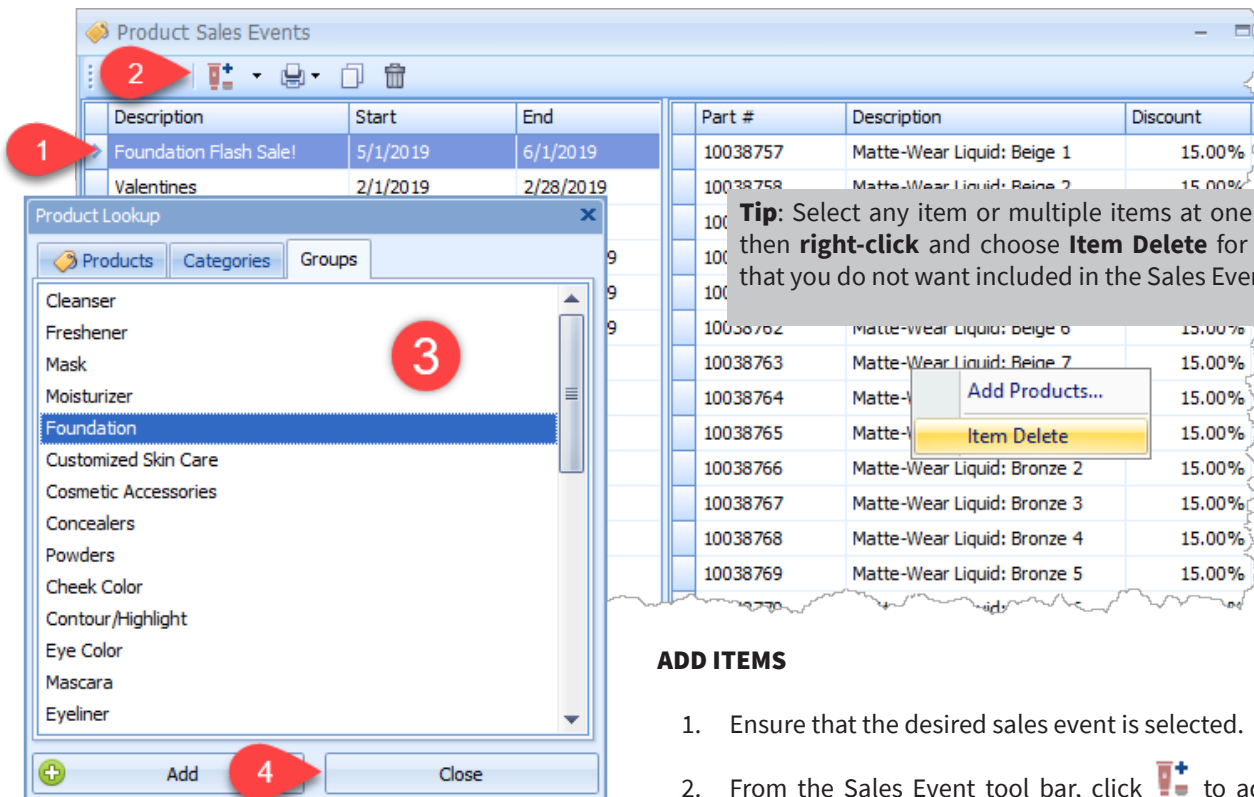
Customer	Sold	Gifts	Demo	Return
<b>10038757 \$22.00 Matte-Wear Liquid: Beige 1</b>				
<input type="checkbox"/> Smith, Crystal	1			
<b>10038758 \$22.00 Matte-Wear Liquid: Beige 1</b>				
<input type="checkbox"/> Burke, Brooklyn	1			
<input type="checkbox"/> Roberts, Mila	1			
<input type="checkbox"/> Street, Oliva	1			
<input type="checkbox"/> Gonzales, Ariana	1			
<input type="checkbox"/> Shepard, Medge	1			
<input type="checkbox"/> Holcomb, Cailin	1			
<b>10038759 \$22.00 Matte-Wear Liquid: Beige 1</b>				
<input type="checkbox"/> Burke, Brooklyn	1			
<input type="checkbox"/> Neilson, Sarah	1			

# Create a Sales Event



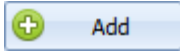
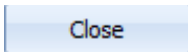
Sale events allow you to place a selection of products on sale for a specified period of time. When these products are added to invoices during the sale period, the discount you specify for each product is automatically applied on the invoice. You can also choose to give reward points when items are purchased instead of a discount.



1. From the **Product** menu, select **Sales Events**.
2. From the Sales Event tool bar, click .
3. Fill in the event **Description**, **Start** and **End Date**, **Discount** (in addition or instead of a percent discount, Rewards points can be assigned).
4. Click  to save and close the form.



## ADD ITEMS

1. Ensure that the desired sales event is selected.
2. From the Sales Event tool bar, click  to add individual items, entire categories, or groups to the event.
3. From the Product Lookup form use the drag and drop method  or select an item, then click  to add items to the event.
4. When finished, click  to close the form.




## Email the Sales Event with Items Included


Send an email to one or more recipients with a listing of items included in a current Sales Event as an attached pdf with the option to embed the list items included in the sale into the email itself.

**Please Note:** (See [Send a Sales Event Email with a Listing of Items Included](#) support article for more information.)

- Your [Outgoing Email Settings](#) must be added under Preferences before proceeding with the instructions below if you are wanting to use Boulevard's internal email function. [View](#)
- The group email feature is not intended to be used in sending more than 50 email messages at a time. For larger campaigns, we recommend that you use a specialized [email marketing service](#).


### FROM THE LIST BUILDER

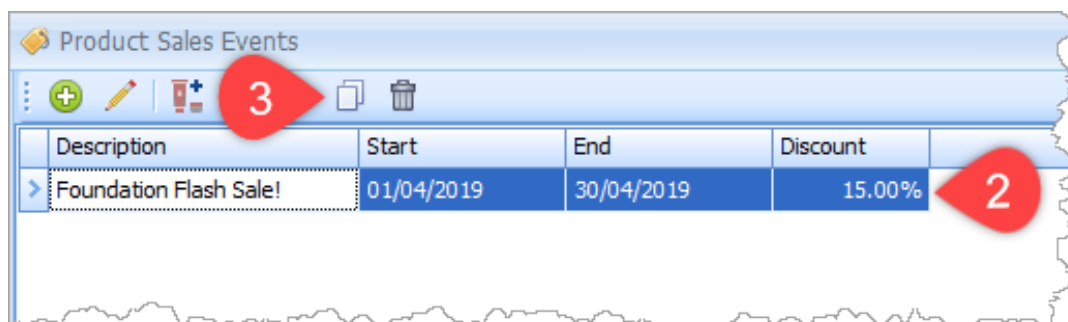
1. From the **Business Tools** menu, select **List Builder**.
2. From the List drop-down select the list to be used (ex. Luminous-Wear or Matte-Wear Customers).
3. To select everyone on the list, click the  column header.
4. Click  to launch a new email message with the recipients added.



<input checked="" type="checkbox"/>	Last	First		Preferred
<input checked="" type="checkbox"/>	Bartlett	Jocelyn	Cust	
<input checked="" type="checkbox"/>	Combs	Genevieve	Cust	
<input checked="" type="checkbox"/>	Jacobs	Jana	Cust	
<input checked="" type="checkbox"/>	Mccormick	Nelle	Cust	
<input checked="" type="checkbox"/>	Rivera	Ria	Cust	0208 908
<input checked="" type="checkbox"/>	Ryan	Alice	Cust	
<input checked="" type="checkbox"/>	Swanson	Zoe	Cust	0189 542

### ADD SALE ITEMS FROM THE SALES EVENT

1. From the **Product** menu, select **Sales Event**.
2. Ensure that the desired sales event is selected, then click .
3. Go back to the email launched from above. Click in the body of the message and from your keyboard select **Ctrl + V** to paste a listing of sale items.
4. Add any additional information or images including Subject, etc. then click **Send**.



Description	Start	End	Discount
> Foundation Flash Sale!	01/04/2019	30/04/2019	15.00%




New Message

BentonSans Black 13 A<sup>+</sup> A<sup>-</sup> B I U S A ab ab

To: tellus.eu.augue@dapibusquamquis.com; Nullam.enim.Sed@tellusSuspendisseseed.org; adipiscing@nibhDonec.com; lacus From: boulevardsoftware...

Subject: Foundation Flash Sale! CC me

If sending to multiple recipients, each message will be sent individually to protect privacy. Recommended max recipients per email is 50.



**Sale valid while supplies last! Reply back or order through my website:**  
[www.marykay.com/suzieconsultant](http://www.marykay.com/suzieconsultant)

Item Description	Retail	Discount	Sale Price
Luminous-Wear Foundation: Beige 1	£19.50	15.00%	£16.58
Luminous-Wear Foundation: Beige 2	£19.50	15.00%	£16.58
Luminous-Wear Foundation: Beige 3	£19.50	15.00%	£16.58
Luminous-Wear Foundation: Beige 5	£19.50	15.00%	£16.58
Luminous-Wear Foundation: Beige 6	£19.50	15.00%	£16.58
Luminous-Wear Foundation: Beige 8	£19.50	15.00%	£16.58
Luminous-Wear Foundation: Bronze 3	£19.50	15.00%	£16.58
Luminous-Wear Foundation: Bronze 4	£19.50	15.00%	£16.58
Luminous-Wear Foundation: Bronze 5	£19.50	15.00%	£16.58

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## [Image & Asset Library](#)

## Upcoming Closures:

- Monday, May 27th
- Thursday & Friday, July 4th & 5th



Main Street Software, Inc.  
PO Box 92391  
Henderson, NV 89009  
(702)487-7008



## Flash Sale / TimeWise Volu-Firm Update

The **TimeWise Repair Volu-Firm** and **Ultimate Volu-Firm** sets will be added to Boulevard as pre-packs. On a product order, the row will appear yellow with a green flag (P) to indicate that it is a pre-pack. The individual items will disperse automatically into the regular product part numbers. When invoicing a customer as a set use part numbers 10139028 or 10118434 and Boulevard will automatically deduct from the individual part numbers.

**Flash Sale: Firming Eye Cream** and **Flash Sale: Pro Palette** will be added to Boulevard as pre-packs (10160649, 10160649). On a product order, the row will appear yellow with a green flag (P) to indicate that it is a pre-pack. The wholesale will be fixed at \$12.80, with a retail of \$32, and \$10 fixed, with retail of \$25 respectively. After placing and receiving the order, adjust your Section 1 Tax as shown in the image below (MK is charging tax on the suggested retail of \$32 and \$25).

The screenshot shows the 'Inventory Orders' window with a list of orders from 3/14/2017 to 3/14/2019. The 'TW Repair + C Bundle' row is highlighted in yellow and has a green flag icon. An 'Edit Order' dialog box is open, showing the details for this order. The 'Section 1 Tax' field is highlighted in red, and a red arrow points from the 'TW Repair + C Bundle' row in the order list to this field.

Status	Date	Description	Type	Section 1	Expenses	Section 2 Tax	Freight
Received	3/13/2019	TW Repair + C Bundle	Standard			\$0.90	\$10.95
Received	2/1/2019	Guest Checkout	Guest Checkout			\$0.63	\$6.95
Received	2/2/2019	February	Standard			\$0.90	\$10.95
Received	2/25/2019	February	Standard			\$1.89	\$10.95
Received	2/25/2019	Volu-Firm Bonus	Standard			\$0.90	\$10.95
Received	2/20/2019	February	Standard			\$0.71	\$9.95
Received	2/20/2019	February	Standard			\$0.77	\$9.35
Received	2/20/2019	February	Standard			\$0.71	\$9.95
Received	2/14/2019	February	Standard			\$0.77	\$9.95

Description	Value
Description	TW Repair + C Bundle
Date	3/13/2019
Section 1 Retail	\$615.00
Production Credit	\$307.50
Queen's Court Retail	\$615.00
Section 1 Wholesale	\$307.50
Section 2	\$0.00
Section 3	\$0.00
Section 1 Tax	\$50.74
Section 2 Tax	\$0.90
Freight	\$10.95
BizBuilder Bucks	\$0.00
Production Points	0
Queen's Court Points	0

Total: \$370.09

OK Cancel

After placing and receiving the order, double click on it to adjust the **Section 1 Tax**.