WHAT’S IN THE STARTER KIT?

$100 to start your Mary Kay Business (+ shipping & handling)

IMAGINE THE POSSIBILITIES
EXPLORING THE MARY KAY OPPORTUNITY

“We are not just selling cosmetics. We are touching lives.”

Mary Kay

Full Size Retail Product Included:
- TimeWise Age Minimize 3D 4-in-1 Cleanser (Normal/Dry)
- TimeWise Age Minimize 3D 4-in-1 Cleanser (Combination/Oily)
- TimeWise Age Minimize 3D Day Cream (Normal/Dry)
- TimeWise Age Minimize 3D Day Cream (Combination/Oily)
- TimeWise Age Minimize 3D Night Cream (Normal/Dry)
- TimeWise Age Minimize 3D Night Cream (Combination/Oily)
- TimeWise Age Minimize 3D Eye Cream
- Translucent Powder
- Oil-Free Eye Makeup Remover
- Mary Kay Ultimate Mascara (Black)
- 5 Mary Kay CC Creams SPF 15
  - Very Light
  - Light to Medium
  - Medium to Deep
  - Deep
  - Very Deep
- White Tea & Citric Satin Hands Pampering Set

Samplers:
- 30 Color Cards
- 30 Mascara Brushes
- 30 Sponge-Tip Applicators

Education Materials:
- Start Something Beautiful DVD
- Start Something Beautiful Magazine
- Ready, Set, Sell! New Consultant
- Inventory Options Brochure
- Miracles Happen Book
- Steps to Success Brochure
- Skin Care Party Flip Chart
- Welcome Card
- Datebook
- 4 Name Cards
- 4 Placemats
- 4 Dry Erase Markers
- 30 Customer Profiles
- 30 Sales Tickets
- 10 Look Books

Tools:
- Starter Kit Bag
- 4 Mirrors with Trays
- 30 Disposable Trays
- 30 Facial Cloths

$382 Full Size Product Value
$99+ Business Supply Value
$481+ Total Value
**WHAT MAKES MARY KAY DIFFERENT?**

**HIGHEST DIRECT SELLING COMMISSION AVAILABLE**
No one can beat MaryKay, Inc. We offer **50% product commission**, the highest available in the direct selling world.

**SOLID VALUES** — We run our businesses with the Golden Rule as our guide: “Do unto others as you would have them do unto you” and the priorities of God first, Family second, Career third.

**CULTURE** — Mary Kay, Inc is considered the “Gold Standard” in the Direct Selling industry. Since 1963 we have been a mission minded company with a legacy of empowering women through building confidence, leaders and millionaires ...we know how to build women... well. From our systems, our traditions and our “class” - we are set apart.

**POSITIVE COMMUNITY** — Mary Kay is more than just “post on social media.” You’ll be a part of a confidence-boosting sisterhood of over 3.5 million Independent Beauty Consultants worldwide, with opportunities to connect and build friendships as much as you like. A positive, personal growth oriented community makes a radical difference in your success.

**LEADERSHIP, MENTORSHIP, COACH-DRIVEN** — Mary Kay Ash always said, “You’re in business FOR yourself but not BY yourself.” This company is filled with strong female role models and leaders. You’ll be assigned to an Independent Sales Director who will lead and coach you to success.

**PERSONAL GROWTH EDUCATION** — We believe in developing the holistic woman. How you run your life is how you run your business. The education you learn through your Mary Kay journey will positively influence all areas of your life. From time management, attitude, mindset, the art of listening or how to manage money - get ready to learn while you earn.

**SOCIAL RESPONSIBILITY** — We took social responsibility seriously decades before it was cool. Our manufacturing plant has a zero-landfill site status and the company has an extensive Pink Doing Green recycling program. The May Kay Foundation has donated more than $22 million to cancer researchers and $50 million to help end domestic violence.

**QUALITY & TESTING** — MaryKay, Inc. spends millions of dollars and conducts hundreds of thousands tests every year to ensure that every Mary Kay product meets the highest standards. In fact, we go above and beyond the more than 1,300 ingredients banned worldwide to meet our high standards of product safety.

**OUR PRODUCTS ARE MANUFACTURED IN THE USA.**

*Other companies are solely product-driven. We are transformation-driven.*

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**CONSIDER THE POSSIBILITIES**

**WHAT IS MOST IMPORTANT TO YOU IN LIFE?**

**HOW SATISFIED ARE YOU?**

**WHAT MIGHT BE MISSING?**

**WHAT DO YOU WANT MORE OF IN YOUR LIFE?** (CONFIDENCE, FUN, FLEXIBILITY, EXTRA INCOME, PERSONAL GROWTH, ETC.)

**ARE YOU A WOMAN OF EXCELLENCE OR DO YOU WANT TO BECOME EXCELLENT?**

**IF YOU COULD CREATE OR DESIGN YOUR IDEAL LIFE WHAT WOULD IT LOOK LIKE?**

**WHAT ARE YOUR DREAMS, GOALS, AMBITIONS?**

**HOW DO YOU WANT TO FEEL 12 MONTHS FROM NOW?**

**IF MARY KAY WAS SOMETHING YOU MIGHT CONSIDER, WHAT WOULD BE YOUR REASON WHY?**

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HOW DO I GET STARTED?

1. $100 + TAX/SHIPPING TO BEGIN YOUR MK JOURNEY!
Receive almost $400 full size retail product!

2. DECIDE HOW YOU WANT TO BEGIN!
The following is optional & recommended:
   • Order products to stock your business - from a couple hundred to a couple thousand*
   • Utilize business tools available to you like subscribing to your marykay.com website ($30/year) or ordering business cards
   • Attend your weekly success event - designed to create community, educate and celebrate you
   • Follow your Sales Director's lead on next steps to get started. We typically start with family/friends and with proper training, you learn to network from there into different groups.

HOW WILL I LEARN?

• Attend your Sales Director's New Consultant Education
• Tap into MK University - online education module set up for your success
• Shadow a sister consultant or Sales Director’s party
• Download the Mary Kay Mobile Learning app with hours of education
• DOING! Experience is the best teacher!
• Stay close to your Sales Director

* No product order is required after the starter kit, however to remain a MK Consultant, a $225 wholesale order once a year is required. A Consultant who is using the product herself will find this an extremely attainable order.

WHAT ATTRACTS WOMEN TO MARY KAY?

1. MONEY AND PRIZES
   You make 50% commission on your product sales at your Beauty Experience parties, facials, online orders and customer re-orders. Plus rich rewards in cash and product bonuses when you build your team.
   • Residual income -- How would it feel to know the time you invest in your business is building your family’s future? The relationships, customers and team you build today can continue to pay you for years to come.
   • Yearly and quarterly prizes include things women love like jewelry, purses, appliances, diamonds and trips around the world!

2. POSITIVE ENVIRONMENT
   The Mary Kay Culture is focused on positivity. We praise women to success and encourage each other to achieve their goals.
   A woman believed in will soar.

3. CONFIDENCE & GROWTH
   Isn’t it nice to know that the company provides you with the tools and training necessary to succeed?
   Where else can you earn while you learn? Make money, get organized and build your self-confidence all at the same time.

4. CARS
   Could you get excited about earning the use of a free car or getting cash each month instead?
   The company has awarded more than 80,000 career cars.

5. ADVANTAGES
   As a self-employed, independent contractor, there are tremendous tax benefits in your career. Plus education, flexibility, prizes, recognition, personal growth, no territories, a community of likeminded people and unlimited advancement potential!

6. BE YOUR OWN BOSS
   The company is activity based. You control what you earn.
   Enjoy the flexibility of being your own boss! Set your own hours. Spend time with your family. Have the freedom to call the shots!

“Low self-esteem & self-confidence is the worst cancer of all.”
~ SNSD SuzAnne Brothers
HOW WILL I MAKE MONEY?

50% PRODUCT SALES - HIGHEST DIRECT SALES COMMISSION IN U.S.
(i.e. We buy products for $10 from MK, Inc. & sell them to the consumer for $20)

BEAUTY EXPERIENCE PARTIES / FACIALS
• $250 retail - average group experience sales
• 3 to 6 guests - average attendance
• 3 hours - approximate time invested for the experience from door to door
• $125 average gross profit

ONE-ON-ONE FACIAL EXPERIENCES
• $60 retail per guest - average individual experience
• 1-2 guests
• 1.5 hours - approximate time invested
• $30 average gross profit

REORDERS – We sell a consumable product that clients use up and want more.
• Customers who are given excellent customer service spend an average of $40 per quarter.
• 100 customers ordering consistently, would average $16,000 retail sales a year ($8,000 gross profit).

DOVETAILING – If you are unable to attend an appointment, you can ask another consultant to hold it for you and then split the profit.

TEAMBUILDING – 4-13% COMMISSION
• The company says “thank you” every month by paying you a commission on your personal team members’ wholesale orders to the company (as long as you are Active: place a minimum $225 wholesale order every three months).
• A $50 Team Building Bonus will be paid for each qualified personal team member beginning with your 1st team member.
• When you have 8 team members, you may begin the qualification for becoming a Sales Director.

GRAND ACHIEVER LEVEL
• We are the only Direct Sales Company where a Consultant can earn the use of a car. You can begin the process of qualifying for the use of the career car once you reach Team Leader level with 5 Active team members.
• The Company pays the taxes, title and license fees, as well as the majority of your monthly car insurance.
• You can choose $425 monthly cash compensation instead of the car.
• Advancement Opportunities into Directorship level and upward toward National Sales Directorship, with increased commission, bonuses and rewards every step of the way.

HOW MUCH TIME WILL I NEED TO INVEST?

<table>
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<tr>
<th>HOBBY LEVEL (Buys at Wholesale, customer reorders, 0-2 Parties month)</th>
<th>PART TIME CONSULTANT (1 Party/week, customer reorders)</th>
<th>FULL TIME CONSULTANT (2-3 Parties/week, customer reorders)</th>
<th>LEADERSHIP TRACK CONSULTANT (3-5 Parties/week, customer reorders)</th>
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* Based on Beauty Experience Party averages on prior page. Does not include customer re-orders.

** SALES DIRECTOR (20-40 hours/week, unlimited profit potential)

Block out your current schedule then fill in the time slots you could fit Mary Kay.

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