

Want to know why MK may be the perfect opportunity for you?



Flip through to find out!



# The Products Sell Themselves

## *Mary Kay® Products are*

- #1 in Customer Loyalty with Brand Keys Award
- Recognized with “Good Housekeeping” Award
- Top 15 color makeup brand globally
- Top 10 skin care brand globally
- 100% Customer Guaranteed
- High Quality Research
- Not Animal Tested!
- Try Before You Buy



# How We Make Our Money

*We buy from Mary Kay® at a wholesale price, then resell it to our customers at retail price for a 50% profit.*



*A few of the ways we sell are:*

- Skin Care Classes
- Facials
- On-The-Go  
*(sprinkle it into your everyday life!)*
- Online through a personal website
- Product reorders

*Below is an example of what your sales can look like.*

Each Mary Kay® Consultant works her business differently. It's up to you how you choose to run your business!

*A class is when you demo Mary Kay® products on three or more women at one time.*

A \$200 class or party gives you \$100 in profit

A \$300 class or party gives you \$150 in profit

A \$500 class or party gives you \$250 in profit

The average skin care class takes about 2-3 hours.

*A facial is when you demo Mary Kay® products on one or two women at one time.*

A \$50 facial gives you \$25 in profit

A \$100 facial gives you \$50 in profit

A \$200 facial gives you \$100 in profit

The average facial takes about a 1 hour.

Anytime anyone places a reorder you make 50% profit.



# The Prizes, Career Cars & Recognition



*Mary Kay® rewards it's sales force with cars, cash, luxury trips, diamonds, and more!*





# The Tax Advantages & Inventory



## *No Risk Inventory!*

- 90% buyback for all consultants
- 100% satisfaction guarantee for customers

*Mary Kay Consultants may be allowed certain tax deductions because they are running their own business:*

- Automobile expenses/mileage
- Business phone and Internet
- Office Supplies (postage, printing, paper, etc.)
- Skin Care Class Supplies, clothes, starter kits, etc.
- Entertainment and Mary Kay® related travel



# The Friendships, Freedoms, and Flexibility

*Becoming a Mary Kay® Consultant comes with unbelievable rewards:*

- **Make your own schedule** based around your time, and you'll never have to worry about missing out on important family events.
- Gain self-confidence from a **positive and encouraging environment** where you'll acquire some of the best friendships of your life.
- **Receive recognition** for all your hard work with well earned prizes and vacations for your entire family.
- Challenge yourself to grow as an individual and **create a legacy** for yourself, your family, and all the beautiful women that join you in this amazing journey.



# The Low Cost Starter Kit

Only \$100 Start Up, at a \$446 Retail Value!  
(with TimeWise Liquid Foundation)

Training/Start Up  
Materials

Supplies included in  
Your Starter Kit

Stylish Starter  
Kit Bag!

Products included in  
Your Starter Kit

A Small Investment  
with HUGE Rewards!

Designed by QT Office

Designed by QT Office





## Learning is Easy



### *\$100 is all you need to change your life!*

Your Starter Kit comes with everything you need to open the best Mary Kay® cosmetic business you can. It comes with retail-sized products to share with prospective clients at parties, plenty of samplers to give out, and a wide array of brochures, DVDs, and training material to start you off right.

You'll have endless material at your fingertips to help you learn how to explain and assign skin care and color products for your clients, how to conduct skin care classes, manage your business and money, advance in your career, and how to schedule appointments.





# And Most Importantly, Mary Kay Ash



Mary Kay Ash started her business in 1963 at the age of 45. She was tired of seeing men she trained be promoted above her and in turn earn more money. She wanted women to have a chance to **build their own career and have the opportunity to benefit from their successes.**

She promoted a positive work environment and attitude and was admired for her savvy strategies and marketing skills. She believed in the golden rule **“treat others as you want to be treated,”** and always said **“God first, family second, and career third.”**

-National Business Hall of Fame, *Fortune* (1996)

-“Most Outstanding Woman in Business in the 20th Century.” *Lifetime Television* (1999)

-Baylor University’s “Greatest Female Entrepreneur in American History” (2003)

-“100 Greatest Women of 100 Years” by the YWCA of Metropolitan Dallas (2008)



What else is left to consider? *Get Started Today!*



Order your Starter Kit, attend local training meetings, observe skin care classes, set up your first appointments, and start this fantastic journey to a brand new way of life!

