

# A Mary Kay Business Can Be Beautiful.

From extra money to personal fulfillment and flexibility, owning your own Mary Kay business can offer you unparalleled opportunity!



## Be your own success story

You love all things beauty! So, why not share your passion for Mary Kay® products with friends, family and acquaintance – and make money? **The Mary Kay opportunity is for you!**



### The Business of Being You

A Mary Kay business lets you tailor your business to your needs, your lifestyle and your natural talents. And your achievements can be recognized with world-class trips, use of a Career Car and awards and honors.

### A Company With Heart



From the earth-kind efforts of Pink Doing Green® to the worldwide support of women and children through the *Beauty That Counts*® program, Mary Kay is dedicated to enriching women's lives.

### Tools to Help You Succeed

You'll be in business *for* yourself but never *by* yourself. You'll have Company support and tools like your own Mary Kay® Personal Web Site and the Starter Kit that's loaded with samples to share, selling tips, makeup how-tos and more!

50 YEARS **one woman can** MARY KAY

**A Company You Can Trust**  
Established in 1963, Mary Kay Inc. is one of the largest direct sellers of skin care and color cosmetics in the world. And we know better than anyone that one woman can do amazing things. Be a part of something truly special. Start your own Mary Kay business.

## Start Something Beautiful – Your Own Business For Just \$100!\*

The stylish Mary Kay® Starter Kit Bag is packed with everything you need to hit the ground running: retail-sized products to demonstrate with friends at parties, samplers to share with potential customers and sales tools to help you start earning money right away!

\*Plus shipping, handling and tax

**Contact me to find out more!**

# MARY KAY COSMETICS MARKETING PLAN

## AVENUES OF INCOME

### **1. Classes and Facials—50% Profits**

Sales at an average class with 6 women—\$200—\$300

Sales at a facial with 1 or 2 women—\$80—\$100

### **2. Reorders—50% Profit**

Cosmetics are a consumable product. Our Customers use the product up and need to reorder it on a regular basis. Average reorders—\$200/year

### **3. Dovetail—15% of Class Profits from Sales**

When a Consultant is unable to hold a skin care class, another Consultant will teach the class and pay the Consultant who booked the class 15% of the sales.

### **4. Personal Recruiting**

4% Commission for 1—4 Active Team Members

plus \$50 Team Building Bonus on 4th Qualified recruit onward

9% Commission for 5 Active Team Members

eligible to go on target for Grand Achiever Status

13% Commission when 5 or more Team Members place a min. \$200wh and you place a \$600wh order.

Commissions are paid directly from the Company to the Consultant. Money does not exchange hands between Consultants. An Active Team Member is one who places a minimum \$200 wholesale order every 3-4 months.

### **5. VIP Car Program — Eligible to qualify for Grand Achiever Status.**

Team Career Car or cash compensation

Mary Kay Corporate pays for tags and about 85% of the insurance for Consultant & spouse.

### **6. Directorship—13% Commission & monthly bonuses**

Paid on a monthly basis to the Sales Director. This check is based on the Unit's wholesale production.

Directors also may qualify for a Unit Volume Bonus from \$500—\$5000 each month.

Potential Recruiting Bonus of \$300 per month with an additional \$600 per quarter available to earn.

## TAX BENEFITS AND DEDUCTIONS

1. Automotive costs—Deduct mileage for business related trips.

2. Telephone costs—Long-distance calls to customers and sales associates

3. Entertainment and Travel—A portion of your expenses may be deducted when conducting your Mary Kay business.

4. Skin Care Class supplies—Washcloths, cotton balls, starter kit, etc.

5. Office supplies—Copies, postage, pens, paper, business cards, etc.

## ADVANTAGES

1. **No Territories**—You can book, sell and recruit anywhere in the USA

2. **No Quotas**

3. **Full Training**—Daily, Weekly, Quarterly, and Yearly opportunities for training

4. **Prizes**—jewelry and many other items offered from the Company as well as your Director

5. **Family Security Plan**—(Retirement) for National Sales Directors

6. **Set your own hours**

## INVESTMENT REQUIRED

1. **\$100 Starter Kit**—Contains approximately \$400 of demo items, training materials, sales aids, etc.

2. **Inventory**—Optional, but highly recommended

3. **90% buy-back** guarantee from the company on inventory

## 6 Key Qualities in Successful Consultants

(may have one or all of these traits)

### 1. They are busy people.

- Therefore know how to prioritize
- They're good time managers
- They're easier to train
- The average Consultant (73%) works full time, is married and has two children

### 2. They have more month than money.

- Therefore, they're motivated to make more money
- They're goal oriented and ambitious
- They can find access to some money
- Women are more creative with money

### 3. They are not "the Sales type".

- They're not pushy but informative
- They like people and want repeat business
- They're not aggressive—  
attract not attack!

### 4. They don't know a lot of people

- We know nobody gets rich off friends and family! They want to build a business with real customers
- Wonderful way to meet new people
- Developing customers is covered in training and with ideas shared at weekly meetings

### 5. They are family oriented; motivated by the needs of their family.

- They don't use their family as an excuse but as a reason to do well.
- They want more for their family and want to be a good example for their children
- They pass on a good work ethic

### 6. They are decision makers, not procrastinators

- There's never a good time for something new.
- The lights on the highway are never all green at the same time
- They take one step at a time on their time-table
- They live by their dreams and not by their circumstances

## 6 Reasons People Choose to Start A Business with Mary Kay

### 1. Money

- 50% Profits
- Class average \$200—\$300 for 2½ hours
- Facials average \$80—\$100 for 1 hour
- Dovetail—15% of profits from class
- 4, 9, 13% Commission
- Directorship

### 2. Recognition

- Prizes weekly, monthly, quarterly, yearly
- People in general will work hard for a pat on the back and the feeling of success than for money
- Praises people to success

### 3. Self Esteem—Personal Growth

- Self-improvement course you get paid to take
- The only way to grow is to step out of your comfort zone and get your heart racing!

### 4. Car

- Eligible to earn the use of a career car
- Tag and about 85% Insurance paid
- Build team from 5 to 12 and meet wholesale production in a 1 to 4 month period

### 5. Advantages—Advancements

- Best part is you advance at your own pace. You decide to promote yourself
- Tax breaks, auto costs, and mileage
- No territories
- Not a franchise
- Full Training
- Retirement available to NSD's
- No Quotas

### 6. Be your own Boss

- This can be tricky—you could be the best boss!
- Investment is \$100 plus tax, shipping and \$5 video
- Inventory is optional—a privilege to carry it
- 2 guarantees: Me as a Consultant to you, my customer.
- Mary Kay to me as a consultant (90% buy-back)

# Ten Most Commonly Asked Questions about Mary Kay Cosmetics or...WIIFM (What's In It For Me?)

## 1. How do I get started?

After discussing career details with a Beauty Consultant, you simply submit an Agreement and purchase your own Starter Kit at a low cost, which includes all the demonstration items and business-building sales tools needed to start your business. \$100 + tax and shipping

## 2. How much time do I have to put in and are there any sales quotas?

In Mary Kay, we have no sales quotas, so there is never any pressure to sell. An Active Consultant is one who places a minimum order of \$200 every three months. Remember, everyone's situation is different and you work your business the way you want.

## 3. What if I don't know anything about selling?

With Mary Kay, you are teaching and servicing customers. Continuing education and training is one of the foundations of career growth in Mary Kay. Every Consultant has access to audio and video motivational tapes, regular Company newsletters, & weekly training.

## 4. How much money will I make?

There are several different avenues open to you to increase your earning potential. In addition to profits from retail sales, skin care classes, facials and reorders, Mary Kay offers many other benefits such as personal team building commissions paid by the Company, prizes, car programs, and Director Commissions and bonuses as you progress up the career ladder of success!

## 5. Where can I sell Mary Kay products?

Beauty Consultants can sell and build their teams in any of the 50 states, Puerto Rico, the American Virgin Islands or Guam. There are no "assigned" territories.

## 6. How will I book my first class?

As part of your Mary Kay training, you are taught how to book your classes. Also, a Director or myself will be there to help you in any way possible. If you are located out of town, an Adoptee Director will guide and train you as well, so you have a Mary Kay family wherever you are.

## 7. What if I don't like selling Mary Kay?

Personally, for me, it's been more fun than work. If you decide it's not for you, Mary Kay has a 90% buy-back guarantee on products purchased within the last year.

## 8. What makes Mary Kay different from other Direct Selling Companies?

To name just a few, Mary Kay Inc :

- pays the highest commissions structure of any direct sales company today
- founded on the concept of the Golden Rule (God first, Family second, Career third)
- Has the highest paid women, with hundreds earning over \$100,000 per year
- Named three times as one of the "Top 100 Companies to work for in America" (1984, 1993, 1998) and as one of the "10 Best Companies for Women to Work For"
- Does not test on animals;
- Products are consumable and you will always have repeat business
- Not a pyramid, nor is it a multi-level company. You deal directly with the company and there is no middle man. All Director and team building commissions are paid directly out of the profits from Mary Kay, never out of Consultant's or Director's pocket.

## 9. What if I don't usually wear make-up?

Mary Kay is not just about make-up, it's about skin care. It has been the #1 selling brand for 18 years in a row! Color Cosmetics are just the "icing on a cake".

## 10. What is the worst thing that could happen if I try this?

The worst thing that could happen is NOT trying it! You have a great opportunity to be your own boss, set your own hours, and meet a lot of inspiring women. Honestly, the worst that could happen is that you would get your products at wholesale cost, rather than paying retail! And, who wouldn't want to save money? Ask yourself, "What if I tried it and succeeded?"

Congratulations on starting your very own Mary Kay business! Your Starter Kit has arrived and we know that you cannot wait to discover the business potential that it holds for you. We make every effort to ensure your Starter Kit is complete so that you can start growing your business right away. If, for some reason, any items are missing, please contact us at (800) 272-9333 and choose the option for Branch Customer Service and know that those items will be sent to you as soon as possible.



### Starter Kit Contents

#### Literature and Education Materials:

- "Start Something Beautiful" DVD
- *Miracles Happen* – Mary Kay Autobiography Book
- *Start Something Beautiful™* Magazine
- Datebook - Bilingual
- *Ready, Set, Sell!* New Consultant Inventory Options Brochure
- Beauty Books, pk./10 (includes 10 inserts and 1 Instructor's Guide)
- Sales Tickets, pk./25
- Hostess Brochure
- Customer Profiles, pk./25
- *Steps to Success* Career Path brochure
- MKConnections® Generic Business Cards and Special Offer Flyer
- *The Look*, pk./10

#### Tools:

- Starter Kit Bag (includes Organizer Caddy)

- Mirror With Tray, 4
- Disposable Trays, pk./30
- Facial Cloths, pk./30

**Samplers:**

- TimeWise Repair™ Volu-Firm™ Sampler Set, pk./1
- Botanical Effects™ Cleanse - Formula 2 (Normal), pk./6
- Botanical Effects™ Moisturize - Formula 2 (Normal), pk./6
- Botanical Effects™ Freshen – Formula 2 (Normal), pk./6
- Botanical Effects™ Mask – Formula 2 (Normal), pk./6
- TimeWise® Microdermabrasion Set Samplers (Step 1 and Step 2), 6 pairs
- Fragrance-Free Satin Hands® Pampering Set Packettes, pk./12
- Lip Gloss Samplers, 2 strips of 6 with applicator
- Color Cards, 2 pks./5
- Foundation Finder Tool (Bilingual)
- Disposable Mascara Brush Samplers, pk./15
- Disposable Sponge-Tip Applicators, pk./15

**Products:**

- TimeWise® 3-in-1 Cleanser - Normal/Dry
- TimeWise® 3-in-1 Cleanser - Combo/Oily
- TimeWise® Age-Fighting Moisturizer - Normal/Dry
- TimeWise® Age-Fighting Moisturizer - Combo/Oily
- NEW TimeWise® Day Solution SPF 35\*
- TimeWise® Night Solution
- Oil-Free Eye Makeup Remover
- Ultimate Mascara™ – Black
- Mineral Powder Foundation bundle (7 retail size shades + 6 brushes) OR TW Liquid Foundation bundle (12 tubes total: 6 shades in each Luminous & Matte formulas)

\*Over the counter drug product

**pink** doing **green**

MARY KAY®



It starts with ingredients:  
high-quality, safe ingredients.



Help complete the cycle  
by sending us your caps  
and cases for recycling.



Many products are then  
made at our zero landfill  
global manufacturing site  
in Dallas.



It's your turn to be  
green and gorgeous  
with our refillable  
color compacts and  
new Botanical Effects™.



Products are sent to the  
independent sales force using  
biodegradable biopeanuts.

● Did you know our U.S.  
distribution branches  
are also zero landfill?\*

● With your help, Mary Kay  
has planted over 400,000 trees!

● Our children are our future.  
That's why Mary Kay has  
built 13 Nature Explore  
Classrooms around the U.S.

\*Zero landfill means that we can only send a maximum  
of 10% of our waste to a landfill. We do this by recycling  
everything we can and not creating waste in the first place!