



Mary Kay

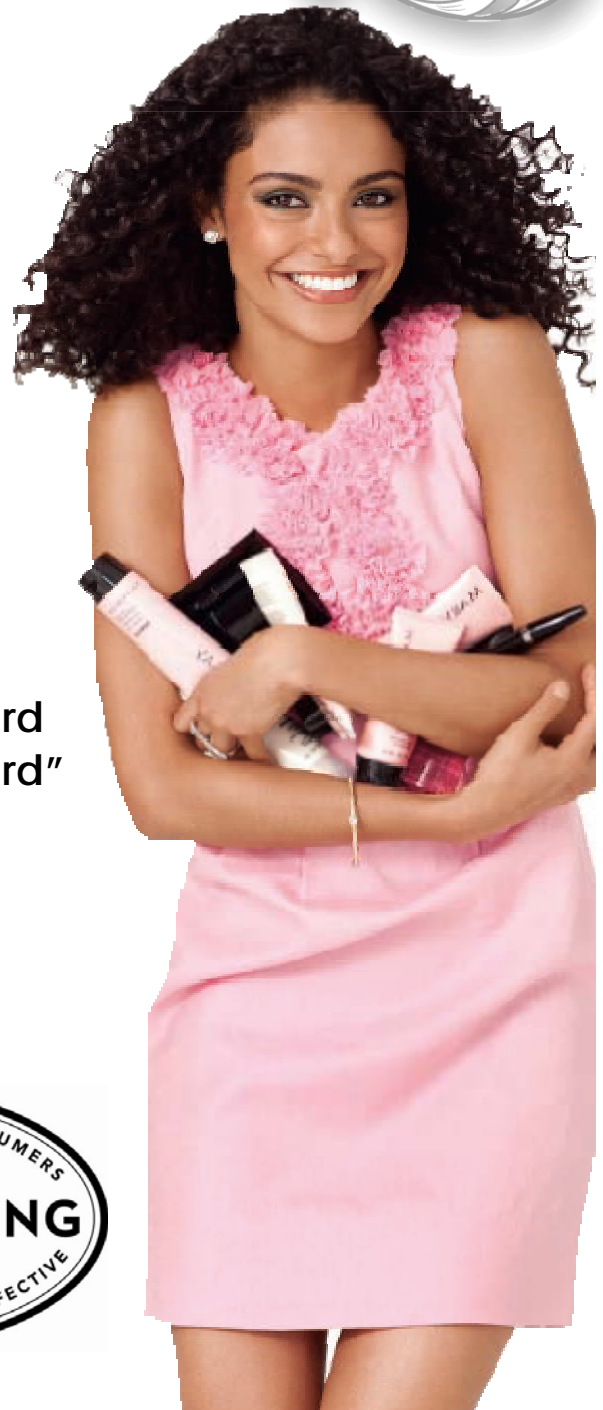
THE PERFECT OPPORTUNITY



**TEN REASONS TO HAVE A
MARY KAY BUSINESS!**

1

The Products Sell Themselves!



Mary Kay Products are....

- #1 in Customer Loyalty with Brand Keys Award
- Recognized with "Good Housekeeping Award"
- 100% Customer Guaranteed
- Try Before You Buy
- Made in USA by Mary Kay, Inc.
- Consumable
- Recession Proof
- *Not* Animal Tested
- High Quality Research



2

Earn Extra Money!

Classes/Parties - 50% with 3+ attending
A \$200 class/party gives you \$100 in profit
A \$300 class/party gives you \$150 in profit
In about 2-3 hours



Facials - 50% with 1-2 attending
A \$100 facial gives you \$50 in profit
In about 1 hour



Reorders - 50%
At *On-the-Go* appointments
Online through your website or email
By phone call or text



What We Do...

We teach Skin Care and Color Cosmetics
Use a try before you buy approach
Provide On the Spot delivery



Question many ask: How much money can I make?

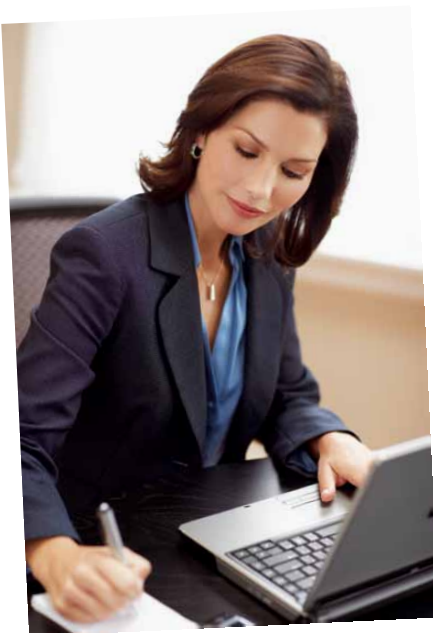
3

Flexibility = No quotas OR Territories



Your weekly plan and estimated earnings

	Sun	Mon	Tues	Wed	Thur	Fri	Sat
8 AM							
12 AM							
5 PM							
9 PM							



*You are your own boss.
We teach you to work Mary
Kay into your current
lifestyle.*

**Mary Kay teaches us to keep our priorities in order:
*God First - Family Second - Career Third***

# Classes	# Hours	Average Sales	Profit
1	2.5	\$150	\$75
2	5	\$300	\$150
3	7.5	\$450	\$225
4	10	\$600	\$300
5	12.5	\$750	\$375
6	15	\$900	\$450
7	17.5	\$1050	\$525
8	20	\$1200	\$600
9	22.5	\$1350	\$675
10	25	\$1500	\$750
11	25.5	\$1650	\$825
12	28	\$1800	\$900

4

Low Starter Kit Cost



Over \$400 Value for \$100!

\$100 Could Change Your Life!

The first step to starting your own Mary Kay business is getting your very own Starter Kit. The stylish Mary Kay® Starter Kit Bag is packed with:

- Retail-sized products to demonstrate with friends at parties.
- Samplers to share with your potential customers.
- Brochures and DVDs with easy-to-learn sales tips.
- All this and more for just \$100!

Independent Beauty Consultant Agreement

3/10

For office use only
Consultant No. _____

Please complete all spaces in black or blue ink and do not abbreviate unless necessary. Please provide your legal name and write in all capital letters.

Last Name: _____ Date: _____
 First Name: _____ Middle Name: _____ Other's License No.: _____
 Home Address: _____
 City: _____ State: _____ ZIP Code: _____
 Call Home Phone: _____ Work Phone: _____ E-mail address: _____
 *This may be either a Social Security Number (SSN) or an Individual Taxpayer Identification Number (ITIN). The Company will not accept Federal Employment Identification Numbers from partnerships or corporations. Either an SSN or an ITIN is required to avoid Internal Revenue Service liability withholding on all commissions and prizes.

Which of the following best describes your ethnicity? White Black or African American American Indian or Alaska Native Asian Native Hawaiian or Pacific Islander Other

Which of the following best describes your ethnicity? Hispanic or Latino Not Hispanic or Latino Basic F M

*These questions are optional but will help with marketing research and product development.

Have you ever been a Mary Kay Beauty Consultant? Yes No If yes, termination year: _____
 Former Consultant No.: _____
 Former Sales Director's name: _____ If yes, have you ever returned product inventory to the Company? Yes No

FAMILY DATA
 Married? Yes No Spouse's Name (First and Last): _____
 If married, is your spouse a Mary Kay Beauty Consultant? Yes No If yes, spouse's Consultant No.: _____
 Do you have relatives who are Mary Kay Beauty Consultants? Yes No If yes, how many? _____
 List names, specifying relationships: _____
 Do you have relatives employed by Mary Kay Inc.? (A corporate employee - not a member of the independent sales force) Yes No
 If yes, how many? _____ List names, specifying relationships: _____

*The Company reserves the right to accept, not accept or terminate your Independent Beauty Consultant Agreement based on your relationship with a Mary Kay Inc. employee.

RECRUITER'S NAME: _____ Cont. No.: _____
 INDEPENDENT SALES DIRECTOR'S SIGNATURE: _____ Unit No.: _____
 By my signature below, I verify that the information above is correct. I understand the General Terms and Conditions of this Independent Beauty Consultant Agreement, and hereby accept those Terms and Conditions and certify that I have the legal capacity to enter into this Agreement. I understand that the recruiter whose name is on this Agreement, subscribed to the Company with the Starter Kit payment, will ultimately be the one to receive any recruiter commission on my sales.

YOUR SIGNATURE: _____ Date: _____

STARTER KIT ORDER

STARTER KIT* \$100.00

FOUNDATION CHOICES Ivory/Sage Beige/Bronze Variety Collection

LITERATURE English Spanish (This will apply to all literature preferences)

SHIPPING AND HANDLING CHARGE \$ _____

SUBTOTAL \$ _____

SALES AND USE TAX** Tax @ _____ % of Total \$ _____

TOTAL COST \$ _____

MAIL TO: Mary Kay Inc. P.O. Box 750041 Dallas, TX 75379-0041

CUSTOMER SERVICE 1-800-272-6033 (Monday through Friday, 8:30 a.m. - 5 p.m. local time)

DO NOT WRITE - FOR OFFICE USE ONLY
 CA MO CK INCV ORC
 Postmark: _____

*Shipping and handling charges are not taxable in DE, IL, MD, MT, NH, OK, OR, UT and WY.
 This page - Mail to Mary Kay Inc.

Above Details Your Beauty Consultant Agreement, which You Can Fill Out Online or on Paper!

MARY KAY

5

Learning Is Easy!

As a New Consultant you will complete Orientation and learn how to:

- Get started
- Conduct Skin Care Classes
- Explain and Choose Skin Care and Color Products
- Manage a Business and Money
- Advance in the Career
- Get Appointments

Example:
Hold a Skin Care Class
with 3-5 people



Client 1: Bought a Basic:
THEN: Setup 2nd Appointment

Client 3: Bought a Basic
THEN: Setup 2nd Appointment

*Questions: Where will I get the people?
How will I learn the business?*

6

BIG! Benefits Like No Other!

DIQ

Requirements

- \$18,000 cumulative whls. unit production in one to four months.
- At least \$4,000 per month wholesale unit production.
- DIQ must have at least \$1,800 in personal cumulative wholesale production.
- 24 active unit members (includes the DIQ) at least 10 active unit members must have at least
- \$600 in cumulative whls. production during qualification.

Compensation

- Eligible to become Director
- Unit Commission and Unit bonuses
- Eligible to wear the Director Suit



TEAM LEADER

Requirements

- 5 - 7 active personal team mbrs
- You must be active

Compensation

- 9% or 13% personal team com.
- Team-building bonus



STAR TEAM BUILDER

Requirements

- 3 - 4 active personal team mbrs
- You must be active

Compensation

- 4% personal team commis.
- Team-building bonus



FUTURE DIRECTOR

Requirements

- 8+ active personal team mbrs
- You must be active

Compensation

- 9% or 13% personal team commis.
- Team-building bonus



CAREER CAR

Requirements

- 14+ active personal team mbrs
- \$20,000 in one to four months
- You must be active

Compensation

- 9% or 13% personal team commis.
- Team-building bonus
- Career Car or \$375 per month

SENIOR CONSULTANT

Requirements

- 1 - 2 active personal team mbrs
- You must be active

Compensation

- 4% personal team commis.



ASK ME FOR
THE LATEST
SUBSCRIPTION
OF APPLAUSE
TO SEE THE
MONEY BEING
MADE IN
MARY KAY!!!!

7

Prizes, Awards & Recognition

No quotas, just incentives



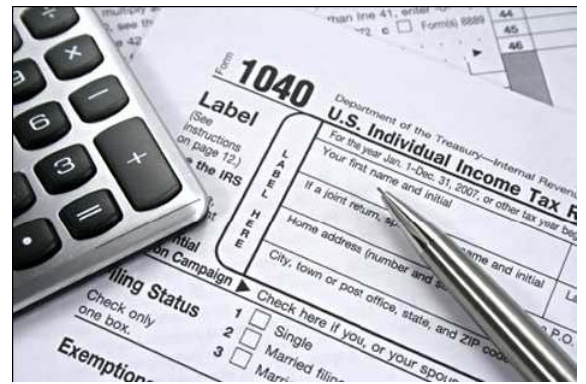
**SEMINAR 2013
IS OUR
ANNUAL
EVENT HELD IN
DALLAS, TEXAS**

8

Tax Benefits +

As a self-employed Mary Kay consultant you could be entitled to deductions...

- Car Expenses-Mileage
- Telephone
- Supplies
- Gifts and Demo Items
- Postage
- Office in Home
- Mary Kay Related Travel



No Risk Inventory

90 % Buyback for Consultants
100 % Satisfaction Guarantee
for Customers



9

The Very Best Part...



Is the Person...Mary Kay Ash

In 1963, Mary Kay Ash began her company with a dream to help women.

- ◆ Unique Business Philosophy of God, Family, Career
- ◆ Golden Rule Management
- ◆ Positive Environment/Attitude



Today—Almost 50 Years Later, Mary Kay Inc....

- ◆ Is a global leader
- ◆ Has 2 million consultants in over 35 markets (countries)
- ◆ Has only 10% of the available market.... no saturation

10

Personal Growth

- Self-confidence
- Challenge and purpose
- Development of new skills
- Positive non-risk environment
- Encouragement
- Satisfaction from helping others
- New friends
- Maintain and improve appearance



MK

Circles the Globe



Our arms stretch around the globe changing women's lives...

Here are just a few of the ways Mary Kay impacts the world and changes lives for people in the United States and around the globe::



Mary Kay Foundation ::



Since the Foundation began in 1996, it has granted **\$25 million** dollars to organizations fighting cancer and violence against women

Commitment to End Domestic Violence ::



The Mary Kay Foundation awards **\$3 million** in shelter grants to 150 domestic violence shelters nationwide each year. By the end of 2012, The Mary Kay Foundation will have donated more than **\$31 million** to domestic violence organizations nationwide.

MK

Circles the Globe



Around the Globe ::



From donating funds to supporting computer literacy among underprivileged girls in **India** to building libraries for children in **Korea**, to **Ukraine's** commitment to breast cancer awareness and working with an anti-trafficking organizations in **Spain** our impact reaches around the globe

Pink Doing Green ::



Mary Kay continuously seeks opportunities to improve our environmental performance and find ways to be even more sustainable and green by recycling, planting greens, researching and implementing "greener" packaging, working to conserve energy, being aware of our carbon footprint and more!

MK

Your Starter Kit

\$410*

Retail Value

Plus so much more....

*retail value based on choice of foundation bundle



The Mary Kay opportunity allows you to begin your own business with a flexible schedule, no quotas, no territories, unlimited earning potential, Advancement opportunities, tax advantages and best of all.....
YOU ARE YOUR OWN BOSS!!



A Special Note

\$100 may not change your financial situation, but it could change or make a difference in your life. As your recruiter and

fellow Independent Beauty Consultant I am here to mentor you every step of the way. I will share my support, knowledge and experience as you achieve success.

Teaching skin care allows total flexibility and unlimited earning potential based on personal goals and activity. Making a plan and working it is the key to your success. By joining our team of enthusiastic women as an Independent Beauty Consultant you can earn as little or as much as you like while enriching the lives of others. This is a \$100 decision with nothing to lose and everything to gain!

Retail-sized Products:

TimeWise® 3-In-1 Cleanser (Normal/Dry)
TimeWise® 3-In-1 Cleanser (combination/Oily)
TimeWise® Age-Fighting Moisturizer (Normal/Dry)
TimeWise® Age-Fighting Moisturizer (Combination/Oily)
TimeWise® Day Solution Sunscreen SPF 35*

TimeWise® Night Solution
Oil-Free Eye Makeup Remover
Mary Kay® Ultimate Mascara™ In Black

As well as your choice of:

Mary Kay® Mineral Powder Foundation Bundle =
7 foundations + 6 brushes

OR

TimeWise® Liquid Foundation Bundle =
12 Luminous & Mate formulas

PLUS Business Tools:

Starter Kit Bag (includes Organizer Caddy)
Mirror with Tray, 4 & Disposable Trays, pk./30
Facial cloths, pk./30 & Color Cards 2 pks./5
Business and Product Basics (Consultants Guide)
Disposable Sponge=Tip Applicators, pk./15
Disposable Sponge-Mascara Brush Samplers, pk./15
Fragrance-Free Satin Hands® Pampering Set Packets, pk./12
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, 6 pairs
Lip Gloss Samplers, 2 strips of 2 with applicator
Foundation Finder Tool (Bilingual)
“Start Earning Now” Magazine & Miracles Happen Book
Date Book— Bilingual
Ready, Set, Sell! Inventory Options Brochure
MKConnections® Generic Business Cards & Special Offer Flyer
Beauty Book, pk./1- (includes 10 inserts and Instructor’s Guide)
Sales Tickets, pk./25 & Customer Profiles, pk./25
Hostess Brochure & Team Building Brochure
The Look, pk/10



How It Works

We set up a store in our home



We buy at one price and sell for double



We purchase products directly from Mary Kay



One Wholesaler
Mary Kay, Inc.



One Retailer
MK Consultant

MK

Would You Like To Try... The Mary Kay Opportunity?

Here's How To... Get Started Today!

- Say "YES!"
- Order your Starter Kit for \$100 (\$400 value)
- Attend Local Training
- Observe Live Skin Care Classes
- Receive your Starter Kit within a Week
- Make a list of your First *Practice Appointments*



MK

Keeping Products on Hand

Inventory is Optional



- Inventory is not required, but recommended to allow "On-the-Spot Delivery."

- The purchase of a Starter Kit gives you inventory privileges
- Customers buy 3 times more when inventory is available
 - Most consultants choose to keep inventory on hand
 - We teach you how and what to order.
 - The Company offers 90% *Buy Back* protection





Closing Questions

...as you finish telling the MK story from your Mkt Plan Book, ask the following:

1. If you did this, what would you enjoy the most?
2. What assets do you have that would make you an asset to Mary Kay?
3. If it takes 2 hours to do an appointment *(with classic basic, 1 hour for TimeWise)* how many would you hold per week?
4. If I show you how to do this, could you do it?
5. If I could show you how to take \$100 and turn it into \$1,000 in 30 days, could you find \$100?
6. How would you like to handle it...Visa, MC, check or cash? *(fill out agreement)*

Map this Out for Her...

Taking \$100 and turning it into \$1000 within 30 days:

- ◆ 3 classes a week (3 hours) X \$200 Class average= **\$600**
- ◆ \$600 X 4 weeks= \$2,400 at 50% profit= \$1200
(even at a 60/40 split, that is \$960 profit) Ask: **"Is that enough?"**

MARY KAY CAREER CARS



● Cadillac Career Car Reward Option:

Choose from either:

Cadillac SRX or Cadillac CTS

● Premier Club +

Career Car Reward Option:

Ford Mustang



● Premier Club Career Car
Reward Option:

Choose from either:

Chevy Equinox or Toyota Camry



Grand Achiever Career Car ●

Reward Option:

Chevy Cruze



Mary Kay

THE PERFECT OPPORTUNITY

**I have a premonition
That soars on Silver Wings
It's a dream of your accomplishment
Of many Wondrous things.
I do not know beneath which sky
Or where you'll challenge fate.
I only know it will be high!
I only know it will be great!
(Author unknown)**