

# the rewards go on and on!

**Ready, Set, Sell!** As a new Mary Kay Independent Beauty Consultant, the fun is just beginning, and so are the rewards that come with building a strong customer base and maintaining consistent retail sales. Since the rewards go on and on, be watching your future orders for helpful business-building materials. Everything is in place to help you succeed, including rewarding programs like these.

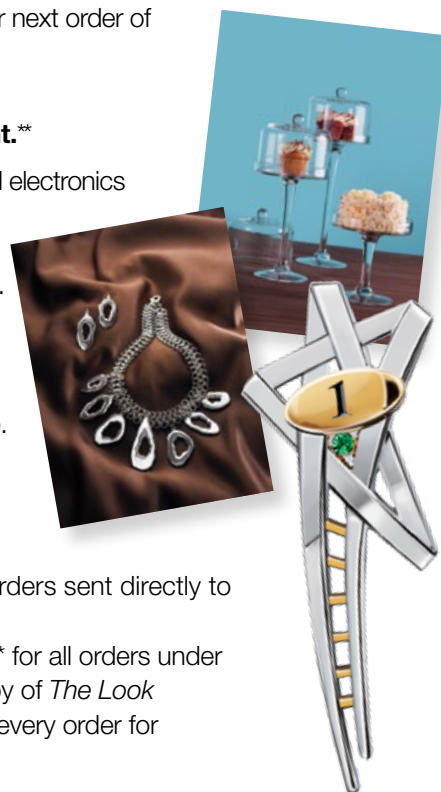


### Earn FREE\* BizBuilder Bucks credit on future product orders.

- You choose the Section 1 and Section 2 products you want and need with the credit you earn.
- For every \$400 or more Section 1 wholesale order you place, you can receive credit toward your next order of \$400 or more Section 1 wholesale.

### Enjoy the prizes and perks of being a Star Consultant.\*\*

- You can earn fabulous prizes like jewelry, accessories and electronics every quarter that you achieve Star Consultant status through consistent retail sales. Start with your first order and consider building a business based on product sales.
- Earn the prestigious Ladder of Success pin that signifies your success.
- Receive customer referrals from the Consultant Locator as a Star Consultant with a Mary Kay® Personal Web Site.



### Save with Customer Delivery Service



- Save time, gas and money by having orders sent directly to your customers from the Company.
- Ship to your customers for just \$5\*\*\* for all orders under \$100 wholesale. Plus, include a copy of *The Look* product catalog or two samplers in every order for no additional charge.

Visit Mary Kay InTouch® for full details on these exciting programs.

\*The BizBuilder Bucks credit will be applied toward the next qualifying order of at least \$400 Section 1 wholesale (\$600 suggested retail) as long as the order is placed while the Independent Beauty Consultant ("IBC") is still in active status. An IBC is considered "active" in the month a minimum \$200 wholesale Section 1 product order is received by the Company and in the following two calendar months. The credit will expire upon the expiration of the IBC's active status.

\*\*Star Consultant images are representative only. Prizes change quarterly and are available while supplies last.

\*\*\*The shipping and handling fee for Customer Delivery Service orders of \$100 wholesale or more is \$8.75. The shipping and handling fee is \$30 for Customer Delivery Service orders to Alaska, Guam, Hawaii, Puerto Rico and the U.S. Virgin Islands.



**Inventory Options**  
for New Consultants

## Order fast! Only 15 days to free\* and fabulous.

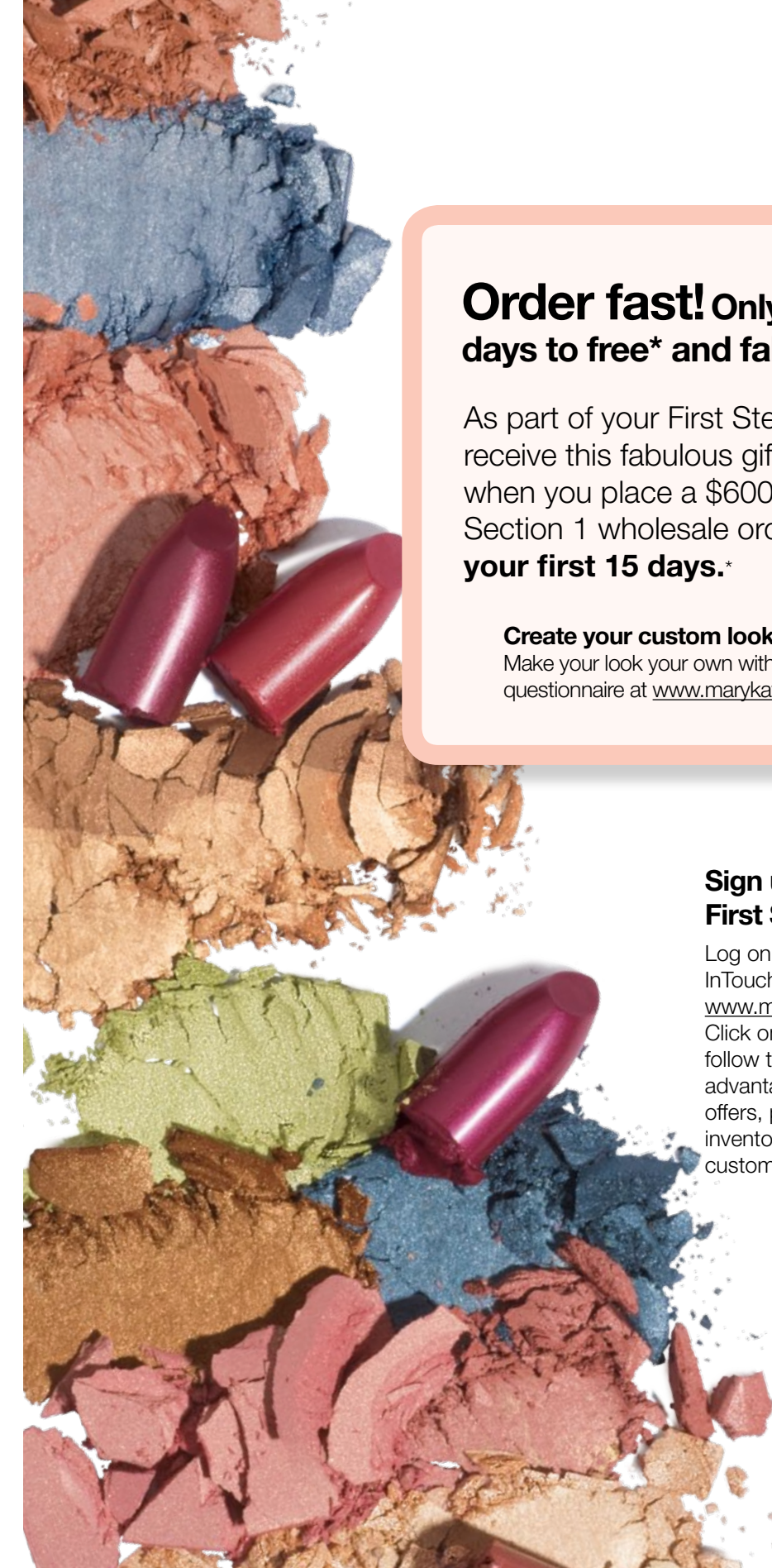
As part of your First Steps offers, receive this fabulous gift **free** when you place a \$600 or more Section 1 wholesale order **in your first 15 days.\***

### Create your custom look.

Make your look your own with the brief questionnaire at [www.marykayintouch.com](http://www.marykayintouch.com).

### Sign up now for other First Steps offers!

Log on to the Mary Kay InTouch® website at [www.marykayintouch.com](http://www.marykayintouch.com). Click on "First Steps" and follow the links to take advantage of First Steps offers, place your first inventory order and customize your FREE\* look.





# Open for business!

## Start smart with product inventory.

Why wait to earn money? Consider launching your business with the inventory level right for you and turn your first product order into profits.

Enjoy the benefits, imagine the possibilities and explore the options.

### The choice is yours!<sup>†</sup>

#### Enjoy the benefits.

- Stock your store with products you choose.
- Deliver service to your customers quickly with products on hand.
- Receive your fabulous **FREE\*** product bonus bundle.
- Get the Travel Roll-Up Bag and mirrors with trays **FREE**.
- Earn the BizBuilder Bucks credit for future orders.
- Earn Star Consultant recognition and rewards.

#### Imagine the possibilities.

Just imagine what your business can mean for you! Use the inventory worksheet to help identify your business needs and set your goals in motion.

- How much money do you want to earn?
- How active will you be?
- How much inventory do you want to work your business?

#### Explore the options.

At certain inventory levels, you get amazing products, plus the bonus bundles right for you.

Look to your right to discover the six inventory options for you and keep reading for fun facts too.

#### Start smart.

Order today at [www.marykayintouch.com](http://www.marykayintouch.com).



# Pick your products.

## Boost your bonus.

### Which inventory level is right for you?

Your inventory is only the beginning. As a new Independent Beauty Consultant, you can also earn **FREE\*** product bonus bundles that you can choose! Plus, you can earn **FREE** BizBuilder Bucks credit, Star Consultant recognition and more. It's never been more fun to start a Mary Kay business.

### Here's how it works:

1. Select the inventory level that's right for you and your business.<sup>†</sup>
2. Choose your own product bonus bundles on the following pages.
3. Place your inventory order and get your business started.

### Just look at all you can get with your initial product order!<sup>\*</sup>

ORDER THIS WHOLESALE AMOUNT	Suggested retail value inventory	Free product bonus bundles <sup>*</sup>	Free wholesale credit off a future product order <sup>**</sup>	Star Consultant gemstone pin and prizes <sup>***</sup>
\$3,600	\$7,200	6 bundles worth up to \$620 retail value! <sup>*</sup>	BizBuilder Bucks <sup>**</sup> <b>\$125</b>	Be an Emerald Star Consultant. <sup>***</sup>
\$3,000	\$6,000	5 bundles worth up to \$525 retail value! <sup>*</sup>	BizBuilder Bucks <sup>**</sup> <b>\$100</b>	Be a Diamond Star Consultant. <sup>***</sup>
\$2,400	\$4,800	4 bundles worth up to \$430 retail value! <sup>*</sup>	BizBuilder Bucks <sup>**</sup> <b>\$80</b>	Be a Ruby Star Consultant. <sup>***</sup>
\$1,800	\$3,600	3 bundles worth up to \$335 retail value! <sup>*</sup>	BizBuilder Bucks <sup>**</sup> <b>\$50</b>	Be a Sapphire Star Consultant. <sup>***</sup>
\$1,200	\$2,400	2 bundles worth up to \$210 retail value! <sup>*</sup>	BizBuilder Bucks <sup>**</sup> <b>\$35</b>	
\$600	\$1,200	1 bundle worth up to \$115 retail value! <sup>*</sup>	BizBuilder Bucks <sup>**</sup> <b>\$15</b>	

<sup>\*</sup> An Independent Beauty Consultant's initial order with the Company must equal \$600 or more in wholesale Section 1 products to be eligible for a free product bonus bundle. Sales tax is required on the suggested retail value of the Section 1 products included in the bonus. Please include the actual value of the bonus in the total amount subject to sales tax on the Consultant order form. The initial order must be received and accepted by the Company in the same or following calendar month that the Independent Beauty Consultant Agreement is received and accepted by the Company.

<sup>\*\*</sup> Suggested wholesale value to use on your next BizBuilders qualified order of at least \$400 wholesale (\$800 suggested retail) as long as the order is placed while the Independent Beauty Consultant ("IBC") is still in active status. An IBC is considered "active" in the month a minimum \$200 wholesale Section 1 product order is received by the Company and in the following two calendar months. The credit will expire upon the expiration of the IBC's active status.

<sup>\*\*\*</sup> Once you achieve \$1,800 in wholesale Section 1 orders received and accepted by the Company in a contest quarter, you are eligible for the Ladder of Success pin, one gemstone and a contest prize. See the *Star Consultant Program* brochure for complete details.

## You can get:

worth up to  
**\$210**  
retail value!<sup>\*</sup>

one TimeWise<sup>®</sup>  
Skin Care Bundle

**YOUR CHOICE** of ONE additional  
product bonus bundle



+

you  
choose  
**1**

(shown on Pages 2 and 3)

To qualify, your initial order must be received and accepted by the Company in the same or following calendar month as your Independent Beauty Consultant Agreement.

**Plus,** earn a BizBuilder Bucks **\$35** wholesale product credit.<sup>\*\*</sup>

worth up to  
**\$115**  
retail value!<sup>\*</sup>

one TimeWise<sup>®</sup>  
Skin Care Bundle



\$30 retail value<sup>\*</sup>

One Travel Roll-Up Bag

Two Mirrors With Trays

To qualify, your initial order must be received and accepted by the Company in the same or following calendar month as your Independent Beauty Consultant Agreement.

**Plus,** earn a BizBuilder Bucks **\$15** wholesale product credit.<sup>\*\*</sup>

<sup>\*</sup> Sales tax is required on the suggested retail value of the Section 1 products in the bonus. Suggested retail values can be found at [www.marykayintouch.com](http://www.marykayintouch.com).

<sup>\*\*</sup> The BizBuilder Bucks credit will be applied toward the next qualifying order of at least \$400 wholesale (\$800 suggested retail) as long as the order is placed while the Independent Beauty Consultant ("IBC") is still in active status. An IBC is considered "active" in the month a minimum \$200 wholesale Section 1 product order is received by the Company and in the following two calendar months. The credit will expire upon the expiration of the IBC's active status.

<sup>†</sup>Purchasing inventory is an individual decision, and it's certainly not a requirement for you to begin your Mary Kay business. We always recommend that you determine what activity level you plan to pursue in your Mary Kay business. Then, if appropriate for your personal circumstances, invest in a level of inventory that supports that activity.

# welcome!

Start your business beautifully with your own custom look. **It's our welcome gift to you.**

a \$115 value –  
yours free!\*



Plus, keep reading to see how you can earn **free\*\* products** with a qualifying order.

\*A minimum wholesale Section 1 order of \$600 or above must be received and accepted by the Company within 15 calendar days of when the Independent Beauty Consultant Agreement is received and accepted by the Company. Sales tax is required on the actual suggested retail value of the gift. Suggested retail values can be found on the Mary Kay InTouch® website under **Education > Business Basics > Starter Kit Information > Bonuses**. The Company reserves the right to change or update products and packaging. Please go to the Mary Kay InTouch® website for the most up-to-date information.

\*\*Sales tax is due on the suggested retail value of Section 1 product.



# You choose the FREE\* product bonus bundles **YOU WANT!**

## Product Bonus Bundles

Choose from these eligible bundles when you place your first qualified order.\*

What's better than earning fabulous FREE\* products? **Choosing the FREE\* product bonus right for you.** With the product bonus bundles below, getting the most for your money with your first product order has never been easier. The more you order, the more FREE\* products you will receive ... and the hotter your sales and profits can be!

**Don't let low inventory leave your earnings cold. Bundle up!**

\$85

### TimeWise® Skin Care Bundle

Face the future beautifully.



- TimeWise® Micro-dermabrasion Set (Step 1: Refine, Step 2: Replenish)
- TimeWise® Firming Eye Cream

### Botanicals Cleanse & Hydrate Skin Care Bundle

\$90

Enjoy the goodness of clean, moisturized skin.

- Botanical Effects™ Cleanse Formula 1 – Dry
- Botanical Effects™ Hydrate Formula 1 – Dry
- Botanical Effects™ Cleanse Formula 2 – Normal
- Botanical Effects™ Hydrate Formula 2 – Normal
- Botanical Effects™ Cleanse Formula 3 – Oily
- Botanical Effects™ Hydrate Formula 3 – Oily



### Mary Kay® Favorites Bundle

\$95

Keep customers coming back for more.

- Oil-Free Eye Makeup Remover
- Mary Kay® Ultimate Mascara™ in Black
- TimeWise® Replenishing Serum+C®
- Fragrance-Free Satin Hands® Hand Cream



### Mary Kay® Color Bundle

\$87

Get back to the basics with color must-haves.

- Mary Kay® Compact Mini
- Mary Kay® Compact
- Mary Kay® Lash Love™ Mascara in I ♥ black
- Mary Kay® NouriShine Plus™ Lip Gloss in Au Naturel
- Mary Kay® NouriShine Plus™ Lip Gloss in Berry Tart
- Mary Kay® Brow Gel

### Botanicals Freshen & Mask Skin Care Bundle

\$84

Enjoy the goodness of fresh, radiant skin.

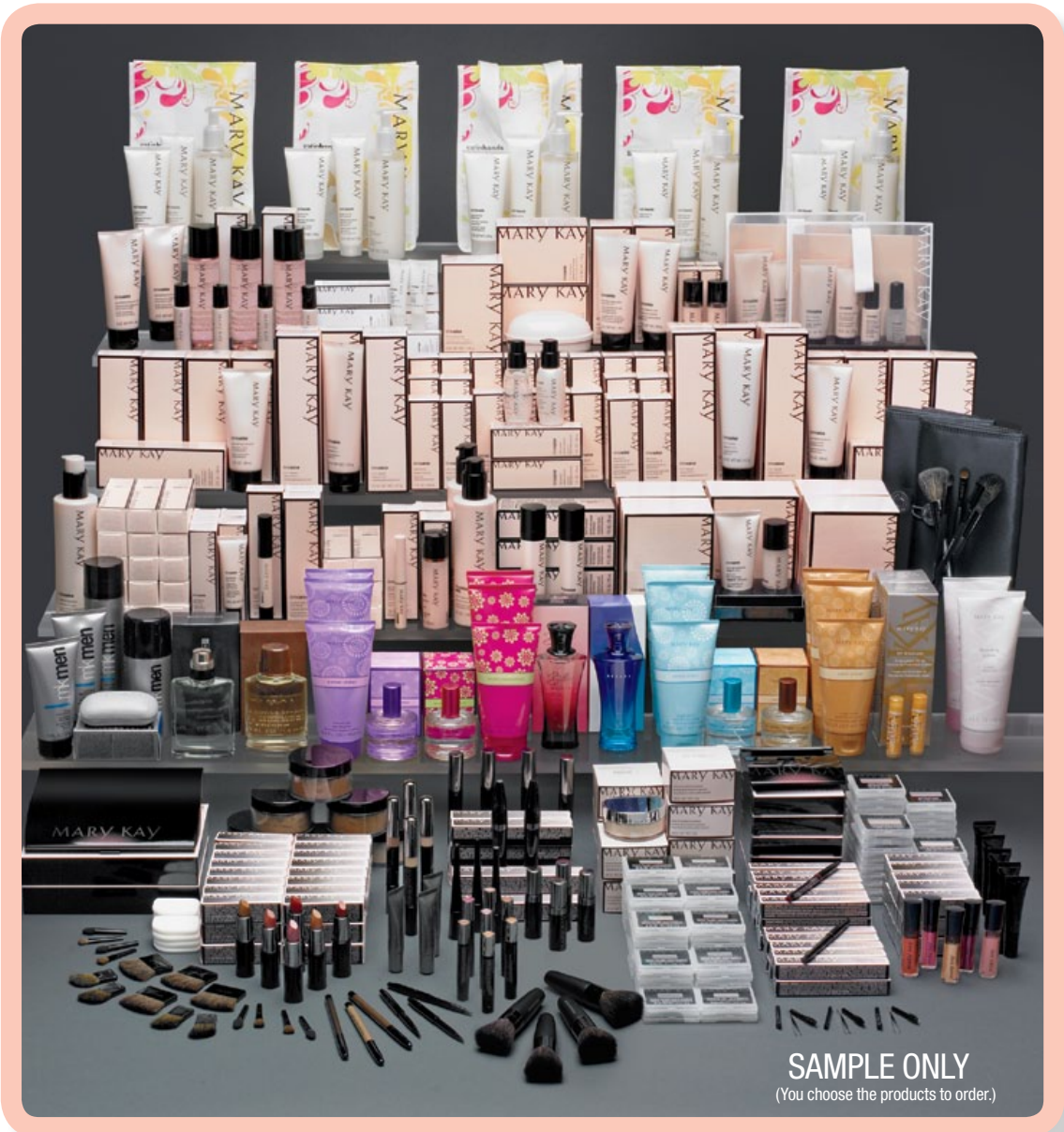
- Botanical Effects™ Freshen Formula 1 – Dry
- Botanical Effects™ Mask Formula 1 – Dry
- Botanical Effects™ Freshen Formula 2 – Normal
- Botanical Effects™ Mask Formula 2 – Normal
- Botanical Effects™ Freshen Formula 3 – Oily
- Botanical Effects™ Mask Formula 3 – Oily



\*An Independent Beauty Consultant's initial order with the Company must equal \$600 or more in wholesale Section 1 products to be eligible for the product bonus. The initial order must be received and accepted by the Company in the same or following calendar month that the Independent Beauty Consultant Agreement is received and accepted by the Company. Sales tax is required on the suggested retail value of Section 1 products included in the product bonus. The Company reserves the right to change or update products and packaging. Please go to the Mary Kay InTouch® website for the most up-to-date information.

When you order **\$3,600** wholesale . . .

**You can get:**



**SAMPLE ONLY**  
(You choose the products to order.)

**one** TimeWise®  
Skin Care Bundle



**YOUR CHOICE** of FIVE additional  
product bonus bundles!

**you  
choose  
5**

(shown on Pages 2 and 3)

worth up to  
**\$620**  
retail value!\*

To qualify, your initial order must be received and accepted by the Company in the same or following calendar month as your Independent Beauty Consultant Agreement.

**Plus,** earn a BizBuilder Bucks **\$125** wholesale product credit.\*\*



Two  
Travel  
Roll-Up  
Bags

\$60 retail value (\$30 each)\*



Two  
Mirrors  
With  
Trays



Be an  
Emerald  
Star  
Consultant!\*\*\*

**Get your business off to a powerful start with \$3,600 wholesale inventory. It gives you:**

- \$7,200 suggested retail product for \$3,600 wholesale
- Plus, **one** TimeWise® Skin Care Bundle + your choice of **five** product bundles!

Products shown represent approximately \$3,600 wholesale inventory. The Company periodically updates product packaging. Therefore, the product you receive may be packaged differently than shown in this brochure.

### Did you know?

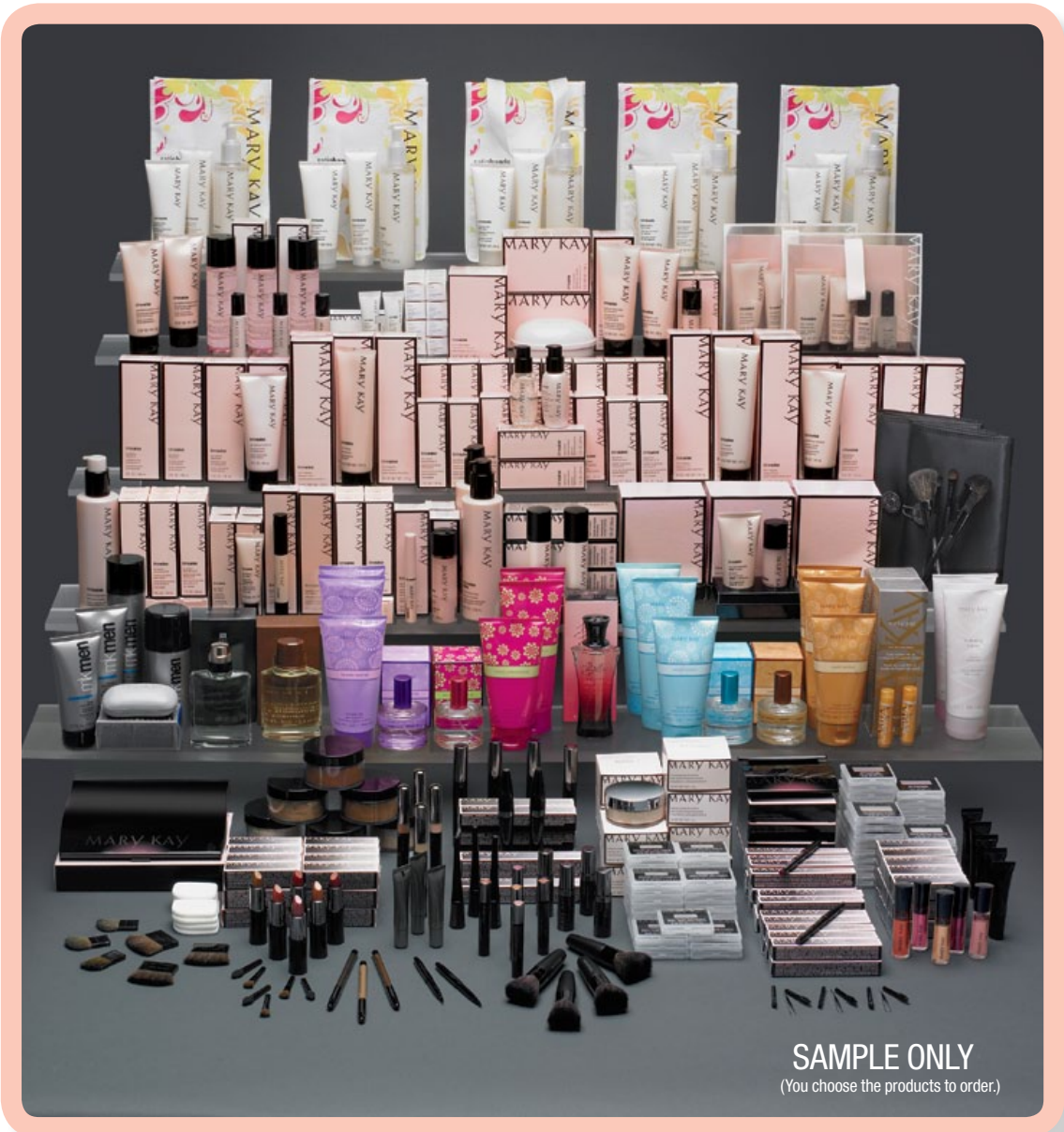
Being a product expert is easy with printable fact sheets just a quick click away. Product Central on the Mary Kay InTouch® website has just the information you need on every product you sell.

\*Sales tax is required on the suggested retail value of the Section 1 products in the bonus. Suggested retail values can be found at [www.marykayintouch.com](http://www.marykayintouch.com).  
\*\*The BizBuilder Bucks credit will be applied toward the next qualifying order of at least \$400 wholesale (\$800 suggested retail) as long as the order is placed while the Independent Beauty Consultant ("IBC") is still in active status. An IBC is considered "active" in the month a minimum \$200 wholesale Section 1 product order is received by the Company and in the following two calendar months. The credit will expire upon the expiration of the IBC's active status.  
\*\*\*Once you achieve \$1,800 in wholesale Section 1 orders received and accepted by the Company in a contest quarter, you are eligible for the Ladder of Success pin, one gemstone and a contest prize. See the *Star Consultant Program* brochure for complete details.



When you order **\$3,000** wholesale . . .

**You can get:**



**SAMPLE ONLY**  
(You choose the products to order.)

**one** TimeWise®  
Skin Care Bundle

**YOUR CHOICE** of FOUR additional  
product bonus bundles!



+

**you  
choose  
4**

(shown on Pages 2 and 3)

worth up to  
**\$525**  
retail value!\*

To qualify, your initial order must be received and accepted by the Company in the same or following calendar month as your Independent Beauty Consultant Agreement.

**Plus,** earn a BizBuilder Bucks **\$100** wholesale product credit.\*\*



Two  
Travel  
Roll-Up  
Bags



Two  
Mirrors  
With  
Trays



Be a  
Diamond  
Star  
Consultant!\*\*\*

\$60 retail value (\$30 each)\*

**Get your business off to a powerful start with \$3,000 wholesale inventory. It gives you:**

- \$6,000 suggested retail product for \$3,000 wholesale
- Plus, **one** TimeWise® Skin Care Bundle + your choice of **four** product bundles!

Products shown represent approximately \$3,000 wholesale inventory. The Company periodically updates product packaging. Therefore, the product you receive may be packaged differently than shown in this brochure.

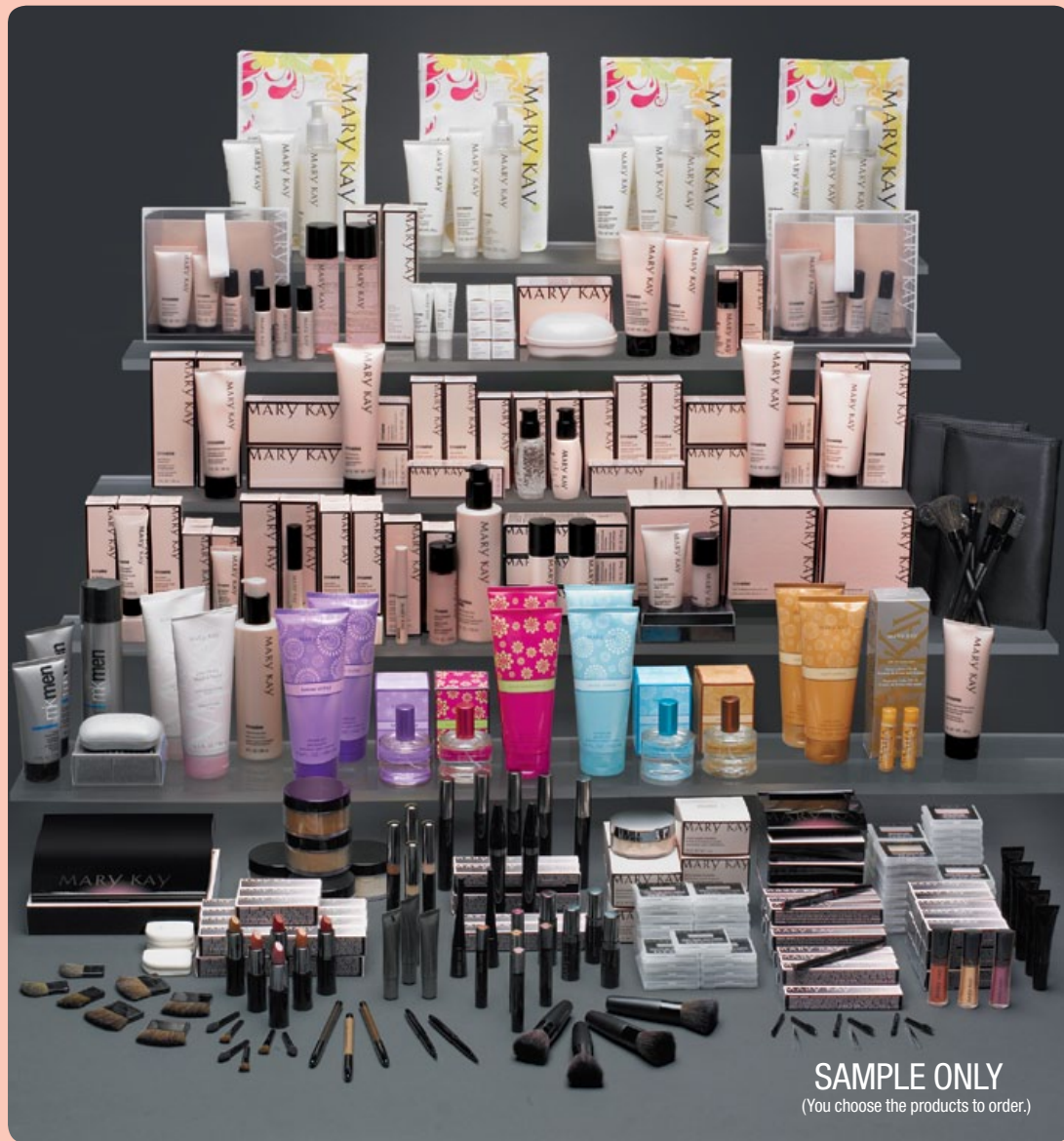
**Did you know?**

You can proudly offer customers the Mary Kay Satisfaction Guarantee. If for ANY reason a customer is not completely satisfied with their purchase, it can be replaced at no charge or with a full refund. For full details on the satisfaction guarantee, please visit:

[www.marykay.com/guarantee.aspx](http://www.marykay.com/guarantee.aspx)

\*Sales tax is required on the suggested retail value of the Section 1 products in the bonus. Suggested retail values can be found at [www.marykayintouch.com](http://www.marykayintouch.com).  
\*\*The BizBuilder Bucks credit will be applied toward the next qualifying order of at least \$400 wholesale (\$800 suggested retail) as long as the order is placed while the Independent Beauty Consultant ("IBC") is still in active status. An IBC is considered "active" in the month a minimum \$200 wholesale Section 1 product order is received by the Company and in the following two calendar months. The credit will expire upon the expiration of the IBC's active status.  
\*\*\*Once you achieve \$1,800 in wholesale Section 1 orders received and accepted by the Company in a contest quarter, you are eligible for the Ladder of Success pin, one gemstone and a contest prize. See the *Star Consultant Program* brochure for complete details.

When you order **\$2,400** wholesale . . .



**SAMPLE ONLY**  
(You choose the products to order.)

Get your business off to a powerful start with \$2,400 wholesale inventory. It gives you:

- \$4,800 suggested retail product for \$2,400 wholesale
- Plus, **one** TimeWise® Skin Care Bundle + your choice of **three** product bundles!

Products shown represent approximately \$2,400 wholesale inventory. The Company periodically updates product packaging. Therefore, the product you receive may be packaged differently than shown in this brochure.

**You can get:**

**one** TimeWise® Skin Care Bundle

**YOUR CHOICE** of THREE additional product bonus bundles!



+

**you choose**  
**3**

(shown on Pages 2 and 3)

worth up to  
**\$430**  
retail value!\*

To qualify, your initial order must be received and accepted by the Company in the same or following calendar month as your Independent Beauty Consultant Agreement.

**Plus,** earn a BizBuilder Bucks **\$80** wholesale product credit.\*\*



Two Travel Roll-Up Bags

\$60 retail value (\$30 each)\*



Two Mirrors With Trays



Be a Ruby Star Consultant!\*\*\*

**Did you know?**

You have a one-stop shop for all your Mary Kay® business gear! Can't carry all your products? Need a "helping hand"? Then go to MKConnections® on Mary Kay InTouch® and check out the fun Mary Kay® branded gear.



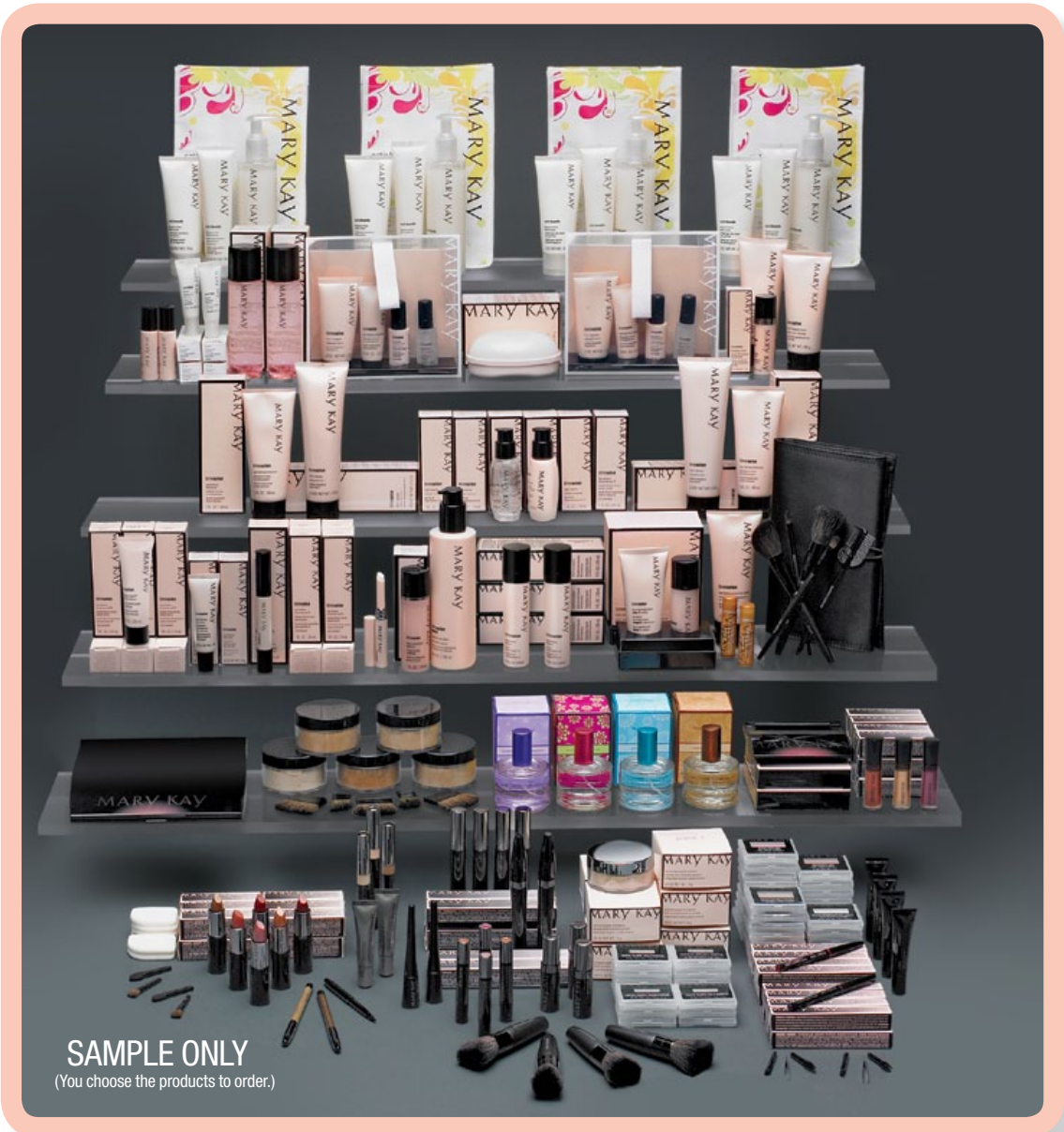
\*Sales tax is required on the suggested retail value of the Section 1 products in the bonus. Suggested retail values can be found at [www.marykayintouch.com](http://www.marykayintouch.com).

\*\*The BizBuilder Bucks credit will be applied toward the next qualifying order of at least \$400 wholesale (\$800 suggested retail) as long as the order is placed while the Independent Beauty Consultant ("IBC") is still in active status. An IBC is considered "active" in the month a minimum \$200 wholesale Section 1 product order is received by the Company and in the following two calendar months. The credit will expire upon the expiration of the IBC's active status.

\*\*\*Once you achieve \$1,800 in wholesale Section 1 orders received and accepted by the Company in a contest quarter, you are eligible for the Ladder of Success pin, one gemstone and a contest prize. See the *Star Consultant Program* brochure for complete details.



When you order **\$1,800** wholesale . . .



**SAMPLE ONLY**  
(You choose the products to order.)

**You can get:**

**one** TimeWise®  
Skin Care Bundle

**YOUR CHOICE** of TWO additional  
product bonus bundles!



**you  
choose  
2**

(shown on Pages 2 and 3)

worth up to  
**\$335**  
retail value!\*

To qualify, your initial order must be received and accepted by the Company in the same or following calendar month as your Independent Beauty Consultant Agreement.

**Plus,** earn a BizBuilder Bucks **\$50** wholesale product credit.\*\*



Two  
Travel  
Roll-Up  
Bags

\$60 retail value (\$30 each)\*



Two  
Mirrors  
With  
Trays



Be a  
Sapphire  
Star  
Consultant!\*\*\*

**Get your business off to a powerful start with \$1,800 wholesale inventory. It gives you:**

- \$3,600 suggested retail product for \$1,800 wholesale
- Plus, **one** TimeWise® Skin Care Bundle + your choice of **two** product bundles!

Products shown represent approximately \$1,800 wholesale inventory. The Company periodically updates product packaging. Therefore, the product you receive may be packaged differently than shown in this brochure.

**Did you know?**

When you order \$1,800 wholesale in a contest quarter, you become a Star Consultant! Not only does it sound great, but it means more for you! Enjoy things like prizes, MKConnections® vouchers, jewelry, recognition and more!

Star Consultant images are representative only. Prizes change quarterly and are available while supplies last.



\*Sales tax is required on the suggested retail value of the Section 1 products in the bonus. Suggested retail values can be found at [www.marykayintouch.com](http://www.marykayintouch.com).  
 \*\*The BizBuilder Bucks credit will be applied toward the next qualifying order of at least \$400 wholesale (\$800 suggested retail) as long as the order is placed while the Independent Beauty Consultant ("IBC") is still in active status. An IBC is considered "active" in the month a minimum \$200 wholesale Section 1 product order is received by the Company and in the following two calendar months. The credit will expire upon the expiration of the IBC's active status.  
 \*\*\*Once you achieve \$1,800 in wholesale Section 1 orders received and accepted by the Company in a contest quarter, you are eligible for the Ladder of Success pin, one gemstone and a contest prize. See the *Star Consultant Program* brochure for complete details.



When you order **\$1,200** wholesale . . .

**SAMPLE ONLY**

(You choose the products to order.)



Start building your inventory and customer base with \$1,200 wholesale inventory.

- \$2,400 suggested retail product for \$1,200 wholesale
- Plus, **one** TimeWise® Skin Care Bundle + your choice of **one** product bundle!

When you order **\$600** wholesale . . .

**SAMPLE ONLY**

(You choose the products to order.)



Start building your inventory and customer base with \$600 wholesale inventory.

- \$1,200 suggested retail product for \$600 wholesale
- Plus, the TimeWise® Skin Care Bundle!