

MARY KAY COSMETICS MARKETING PLAN

AVENUES OF INCOME

1. Classes and Facials—50% Profits

Sales at an average class with 4 women—\$300—\$400

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—\$300/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— Up to 26% Commission & monthly bonuses

Paid on a bi-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 or more each month.

Potential Unit Recruiting Bonus of \$500 per month, and/or \$100 for each personal Qualified recruit

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 \$306 of full size products and demo items, training materials, sales aids, etc.

2. Inventory—Optional, but highly recommended

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