

# 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.

- 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.
- You choose the products you want and need with the credit you earn.



### 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.
- 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 (\$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.

\*\*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 \$8.95. The shipping and handling fee is \$35 for Customer Delivery Service orders to Alaska, Guam, Hawaii, Puerto Rico and the U.S. Virgin Islands.



# ready, set, sell!

## Inventory Options for New Consultants

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

As part of your First Steps offers, receive a 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 [marykayintouch.com](http://marykayintouch.com).

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

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

\*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.

# 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!\*

#### Enjoy the benefits.

- Stock your store with products you choose.
- Deliver service to your customers quickly with products on hand.
- Receive your fabulous **FREE**<sup>††</sup> product bonus bundle.
- Get the Travel Roll-Up Bag and mirrors with trays **FREE**.<sup>††</sup>
- 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 [marykayintouch.com](http://marykayintouch.com).



\*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.

<sup>††</sup>Sales tax is required on the suggested retail value of the Section 1 products included in the bonus.

# 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 also can 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. Starting at the \$1,200 Section 1 wholesale level and above, you choose your own additional product bundles seen 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!\*

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

\* 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.

\*\* 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.

\*\*\* 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!\*

one TimeWise®  
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.\*\*

worth  
**\$115**  
retail value!\*

one TimeWise®  
Skin Care Bundle



\$30 suggested retail value\*  
One Travel Roll-Up Bag  
(unfilled)

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.\*\*

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

# 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 **product bonus bundles** 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 > Starter Kit/New Consultant Tools > Ready, Set, Sell Inventory Options**. 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.

# 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 your business.** With the product bonus bundles below, getting the most for your money with your first product order has never been easier. The more you invest in your business, the more FREE\* products you will receive ... and the hotter your retail 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



\$75

### TimeWise Repair™ Volu-Firm™ Foaming Cleanser & Night Treatment Bundle

Renew skin's radiance and reactivate youthful-looking skin with Retinol.

- Volu-Firm™ Foaming Cleanser
- Volu-Firm™ Night Treatment With Retinol



\$90

### TimeWise Repair™ Volu-Firm™ Day Cream & Eye Renewal Cream Bundle

Restore skin's youthful cushion and reawaken tired eyes.

- Volu-Firm™ Day Cream Sunscreen Broad Spectrum SPF 30†
- Volu-Firm™ Eye Renewal Cream



Prices reflect the suggested retail value of the bundles.

†Over-the-counter drug product

\*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.

## 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.

- Mary Kay® Ultimate Mascara™ in Black
- Oil-Free Eye Makeup Remover
- 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 (unfilled)
- Mary Kay® Compact (unfilled)
- 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-looking 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



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



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.

# You can get:

**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  
(unfilled)



Two  
Mirrors  
With  
Trays



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

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

## Did you know?

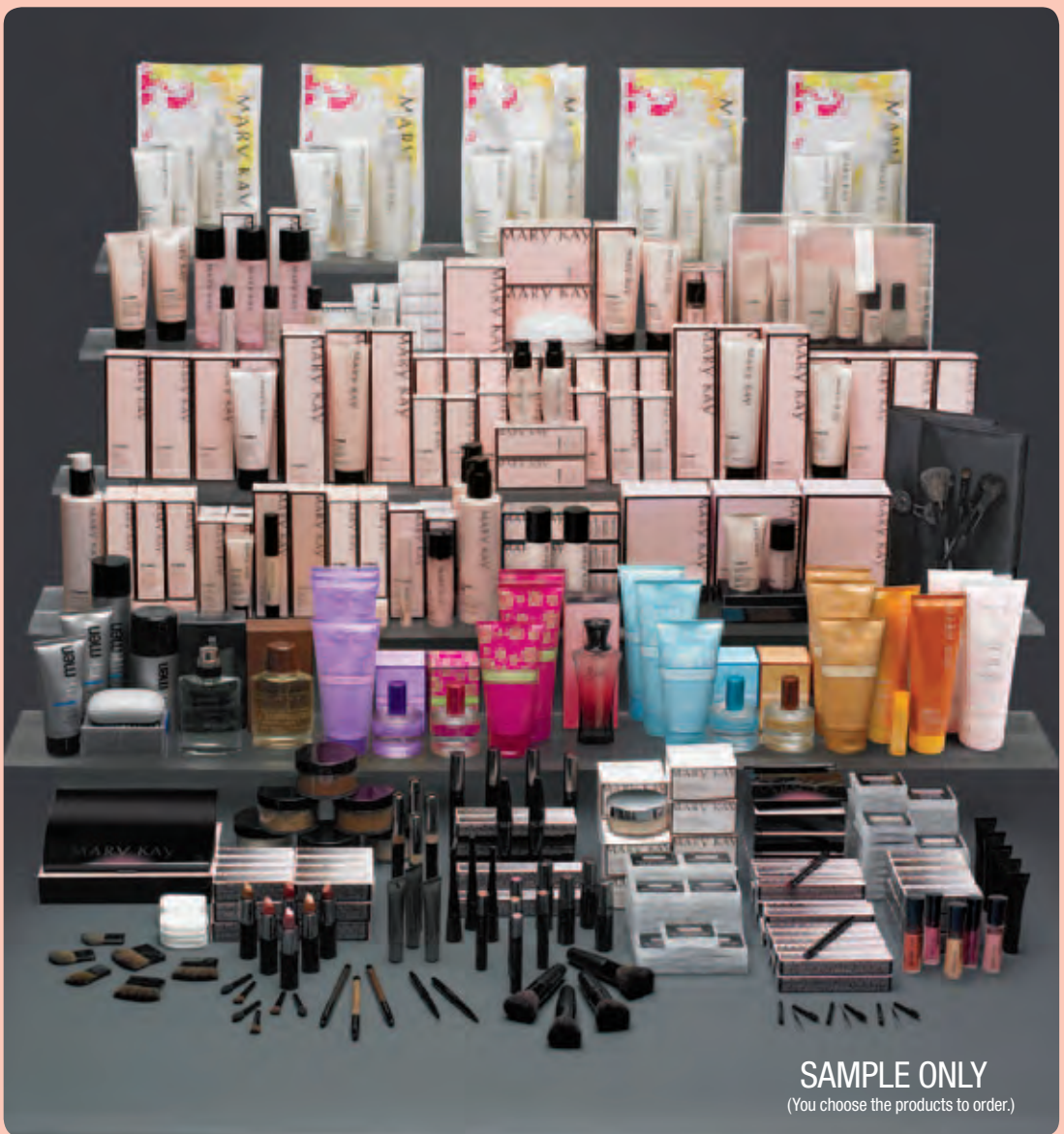
Being a product expert is easy with printable fact sheets just a quick click away. Product Central on the Mary Kay InTouch® website has just the information you need on every product you sell.

\*Sales tax is required on the suggested retail value of the Section 1 products in the bonus. Suggested retail values can be found at 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 . . .



**SAMPLE ONLY**

(You choose the products to order.)

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.



# You can get:

**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  
(unfilled)



Two  
Mirrors  
With  
Trays



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

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

## Did you know?

“Mary Kay Inc. stands behind its products sold by Mary Kay Independent Beauty Consultants. If for any reason you are not completely satisfied with any Mary Kay® product, it will be replaced without charge, exchanged or the full purchase price refunded following its return to your authorized Mary Kay Independent Consultant or, if she is no longer active, to the Company with proof of purchase.”

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

\$60 suggested 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 the Mary Kay InTouch® website 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 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.)

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.

# 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  
(unfilled)

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



Two  
Mirrors  
With  
Trays



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

## 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 marykaintouch.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!

## New Independent Beauty Consultant

# Inventory Worksheet

Before reviewing the ordering options featured in this brochure, you may want to complete this inventory worksheet with your Independent Sales Director or recruiter. The worksheet is designed to assist you in determining your ideal inventory investment.

### 1. What are your Mary Kay goals? Check the answers that best apply to you:

#### Desired Monthly Earnings

- \_\_\_\_\_ \$1,200+ = 4 points
- \_\_\_\_\_ \$800 to \$1,199 = 3 points
- \_\_\_\_\_ \$400 to \$799 = 2 points
- \_\_\_\_\_ \$100 to \$399 = 1 point

#### Selling Appointments

- \_\_\_\_\_ 3 or more appointments per week = 4 points
- \_\_\_\_\_ 1 to 2 appointments per week = 3 points
- \_\_\_\_\_ 2 to 3 appointments per month = 2 points
- \_\_\_\_\_ 1 appointment per month = 1 point

#### Success Meetings

- \_\_\_\_\_ I am committed to attending success meetings each week. = 3 points
- \_\_\_\_\_ I plan to attend success meetings twice a month. = 2 points
- \_\_\_\_\_ I plan to attend success meetings when they fit into my schedule. = 1 point

#### Goals (check all that apply)

- \_\_\_\_\_ I would like to build a solid base of customers. = 2 points
- \_\_\_\_\_ I would like to earn the use of a Mary Kay Career Car. = 2 points
- \_\_\_\_\_ I would like to become an Independent Sales Director. = 2 points
- \_\_\_\_\_ I would like to replace my full-time income. = 2 points
- \_\_\_\_\_ I would like to have a little extra spending cash. = 1 point

### 2. Calculate your points to see the suggested inventory category for you.\*

- |                    |                                    |
|--------------------|------------------------------------|
| 13 points or more: | \$3,600 wholesale category or more |
| 12 points:         | \$3,000 wholesale category         |
| 11 points:         | \$2,400 wholesale category         |
| 8 to 10 points:    | \$1,800 wholesale category         |
| 5 to 7 points:     | \$1,200 wholesale category         |
| 2 to 4 points:     | \$600 wholesale category           |

Name: \_\_\_\_\_

\*This inventory worksheet provides suggestions to assist you in determining your ideal inventory investment. Your ultimate decision is completely up to you and will likely depend on multiple factors that may not be represented on this page.