

## ...In Your 50's

- A. A woman in her 50's values the fact that every Mary Kay Beauty Consultant gets all the tax deductions of owning a business. She loves her country ...but would like to keep MORE of the money she earns.
- B. A woman in her 50's appreciates the fact that she can just stay home and give a facial at her kitchen table one day...then fly to the other side of the States to conduct a class with a friend the next!
- C. She values the fact that Mary Kay has been rated the #1 Skin Care and Color Cosmetic Company in the US for 12 of last 13 years—so the success of her company speaks for itself!
- D. She is at a time in her life where she wants to use every product available that will diminish lines, dryness, blotches and WHAT EVER! And now...she gets them all at a 50% discount!
- E. She puts special value on the kind of women she associates with in this company: Happy, Positive, Goal-Oriented, Loves People and is Supportive. She knows that her Success Meetings will give her everything she needs to be as successful as she chooses!

## ...In Your 60's

- A. No one in the job market realizes what she is worth...but she does! And Mary Kay gives her the opportunity to prove it!
- B. She loves being her own boss and working whenever she wants...and never feels guilty about setting lots of time aside for travel, grandchildren, church and long lunches with girlfriends!
- C. She can earn extra income to help along with retirement.
- D. She gets to go to Dallas once a year and attend the world-famous Mary Kay Seminar and play 'dress up' in her fabulous evening gowns!
- E. She keeps herself younger than her friends because her spirit is young...she never stopped growing!!!

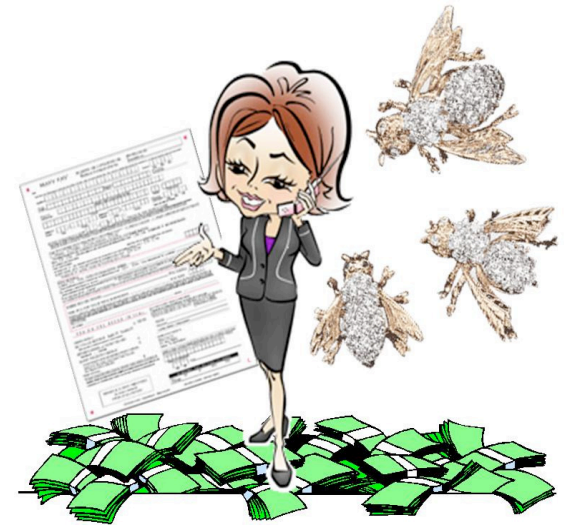
Beginning a  
**Mary Kay**  
Career  
**ANYTIME**

Can you afford  
**NOT** to???



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## Beginning a **Mary Kay** Career

# In Your 20's

- A. Those who say Yes at this age...either married or planning to be married shortly can anticipate that a decision to have children gives them a choice to be a 'stay-at-home' Mom..with great income!!
- B. In the 20's...it's a tremendous value that Mary Kay has no sales or time quotas...She can be her own boss, and the fact that Mary Kay has no territories...will allow her to sell products and build a team all across the country!
- C. It will allow that woman to be in a situation where—in addition to being home with her family, gives her something of her own..but still able to attend her children's school events and travel with her husband.
- D. She has the privilege of "earning what she is worth....and not what the job is willing to pay!" for nearly her entire lifetime.
- E. Her children will be raised watching their Mom work. Watching her set goals...reaching some...and not reaching others. They will learn while she earns. The desire to really 'make a difference' will be instilled deeply in them, thus perpetuating an exciting new circle of influence!

# ...In Your 30's

- A. A woman starting a career in her 30's would be so wonderful because—if you have children, they are beginning to hit the years where they really need you home...and they really need your time at their events!
- B. By starting a career at this time in her life...she knows what it is to look forward to financing college educations and buying new homes...and your Mary Kay career can be just the way to do that—thus taking unnecessary stress and strain from the budget!
- C. It is the time that you spend many hours sitting on bleachers, benches, and committees with other parents—and it can become your favorite way to build a customer base.
- D. Mary Kay's values of Faith 1st, Family 2nd and Career 3rd are so important in each of our lives at this time.
- E. By this point in a woman's life, she knows how valuable she is. She knows what jobs are willing to pay...and she knows that she is worth far more than what someone else will give her! Mary Kay is her way to be "paid what she is worth!"



# ...In Your 40's

- A. Beginning a Mary Kay career in a woman's 40's is the perfect way to fill that empty hole in her heart when the children leave home—go off to college—or off on their own.
- B. A woman in her 40's is Fun and Confident about who she is and she attracts those same confident women to her.
- C. A woman in her 40's isn't afraid to take a chance on herself—She knows that to start a Mary Kay Career—she only needs \$100—it is easy for her to compare that to the time she went on a shopping spree—bought a new outfit—wore it to a party—got a stain on it—and sent it off to the dry cleaners—and when it was returned the outfit was shrunk!!...or the time she went out for a very special dinner—the bill was over \$100—she was disappointed in the food! At least with her Mary Kay Starter Kit, she gets to demo TimeWise Skin Care, foundation, and a myriad of wonderful items including tools, training and glamour with a value of over \$400 that she can use with her friends...or build a business...or on herself!
- D. A woman in her 40's is tired of corporate politics, late hours at a j.o.b., vacations scheduled around co-workers, hours traveling to-from work on interstate, little time left for household chores—while being overworked and under- appreciated.