

# MARY KAY

Love What You Do!

## Make Over Your Life

by turning your passion for beauty  
into a **personal success story.**





# Explore This Guide **to Begin Your Own Success Story.**





# Look for for these clickable tools!

1.

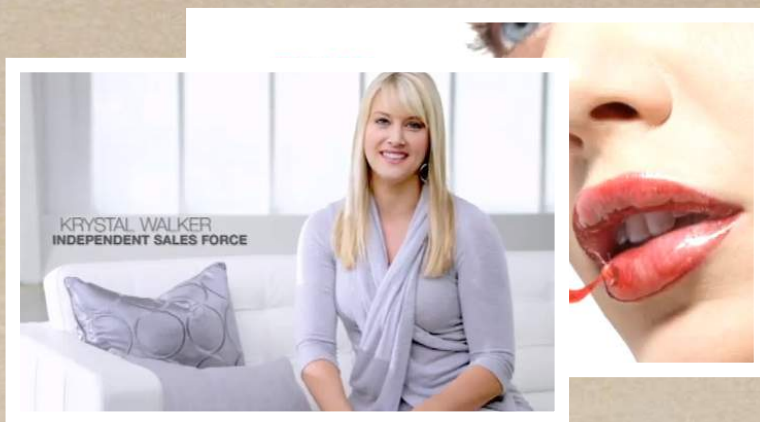


**Flip** through this quick guide that includes an audio tour. Skim short, simple facts that help you think about **new possibilities**.



2.

**Look for videos** like these that inform and educate.



Use **virtual sticky notes** to keep track of what's important to you.

3.



**Have Fun!**

This is your time to explore what's important to you.

**GET STARTED NOW**

And **look for** the "get started now" button along the way.



# You Crave Sharing All Things **Beauty!**

Of-the-moment makeup



Innovative skin care





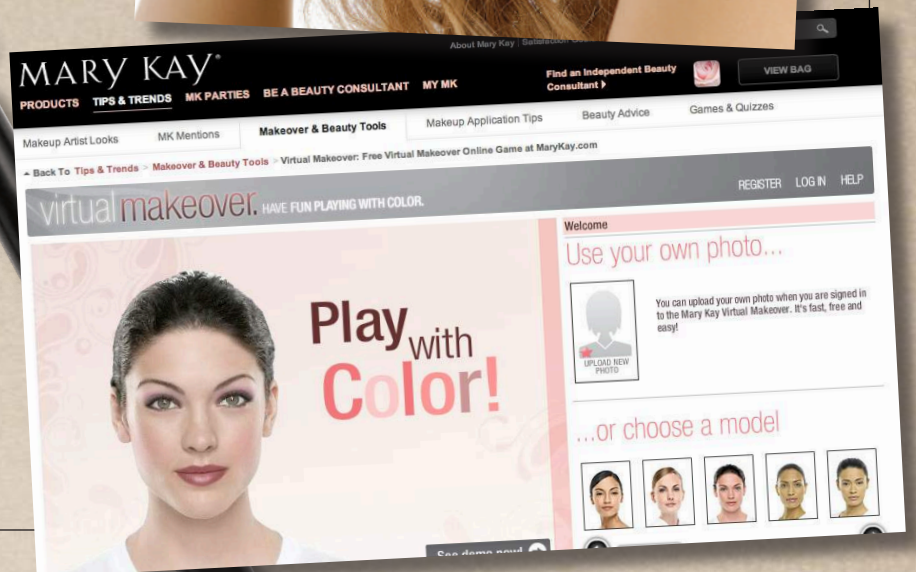
Irresistible  
fragrances



**So just imagine  
filling your day by  
sharing beauty tips,**  
new looks and trends and by helping  
others look and feel beautiful.



**Note to self:  
Share my favorite  
beauty musts!**





# Women Like You Love Beauty Too!



Women everywhere love to explore and stick by their beauty products, from the greatest skin care find to the latest makeup trend to a must-have fragrance. And they love to talk about them too. Share your favorite Mary Kay® products with women you know and get the conversation going!



Who are other **beauty lovers** you know?

Simple ... the women you have contact with every day!

**Share everything** you love about Mary Kay.

online friends

social groups

neighbors

family members

All of these women are potential customers.





GET  
STARTED  
NOW

# Women Always Have Reasons to Buy!

And you can be there to help them make shopping for all of their beauty and gift-giving needs easier! Whether it's online, on the phone or in person, you've got a shopping solution and product selection to meet their needs. Here are just a few reasons ... you may even think of others. **Go you!**



**On-Trend Makeup** – Who can resist the must-have colors of the season?



**Skin Care Breakthroughs** – Women are always looking for the latest innovations to keep their skin looking its best.

**Favorite Fragrances** – Great for giving and for falling in love with a signature scent.



**Reorders** – Mary Kay® product lovers are some of the most loyal around!



**Gift-Giving** – Birthdays, anniversaries, graduations, Valentine's Day, Christmas, Mother's Day and Father's Day ... occasions for giving happen all year long.



**Bridal Parties** – The Mary Kay® Virtual Makeover helps you create complete makeup looks for the bride and her wedding party.



**Spa Indulgences** – Fill the need for at-home spa treatments for hands, skin, face and brows – for a fraction of the cost. Your customers will love you for it!





# You Can Start Something Beautiful!

Mary Kay Ash was one smart cookie. When she founded her Company 50 years ago, she created the ultimate *opportunity* ... one that let women just like you shape a business around personal needs and goals – to define success on their own terms. And to help women realize both their inner and outer beauty. Today, her mission to enrich women's lives still drives the opportunity.


When you help women find great skin care or bring out their best features and see their confidence grow, you'll be amazed at how good it feels to be a part of something so beautiful. And as your confidence grows and you begin sharing the opportunity with other women, you, too, will be part of this incredible mission of enriching women's lives.





# A Company You Can Trust



 You want to be a part of a company you believe in, and that starts with values you share, a mission you stand behind, products you love and an opportunity that lets you build on your strengths. Here are even more reasons that will make you feel confident about choosing the Mary Kay opportunity.

**1** Mary Kay is a top 10 skin care brand globally\*.

**2** Mary Kay is a top 15 color makeup brand globally\*.

**3** There are more than 2.4 million Mary Kay Independent Beauty Consultants worldwide.

**4** Mary Kay® products are sold in more than 35 global markets.

**5** Mary Kay has been enriching women's lives for 50 years.

**6** Mary Kay supports charitable efforts to bring an end to domestic violence against women and children and to fight cancers that affect women.

**7** Mary Kay consults with industry experts, like a global trend leader in fashion and beauty, to develop on-trend makeup; a global fragrance house; a team of global makeup artists and leaders in the digital marketing world.





# Get Ready to Let Your **Natural Talents** Shine Through!

We all have certain things we're good at ... some of us are great social networkers, others excel at being goal-focused and following a plan, while others may love helping to make a change in the world. No matter what you love to do, **the Mary Kay opportunity lets you be you by showing you how to put your natural talents to work.**



## Note to self:

Take time to identify **what's important to me** ... then share my thoughts.

- Influencing others
- Sharing the things I love
- Being self-motivated and goal-driven
- Building strong, lasting relationships
- Gaining personal confidence





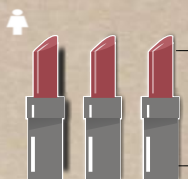
# Ready for Your Own Business?

# **Build It Your Way!**

Keep things simple. Decide what you want and how you want to work your business, and then make your plans from there. Just use the sticky note feature to remind yourself what's important to you.



Set my own hours



Share products I love



Earn extra money to help my family

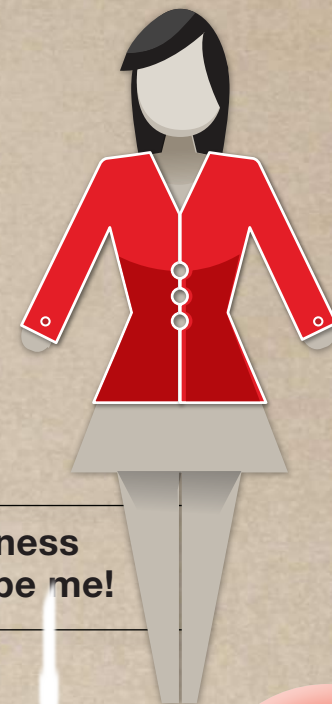


Share the opportunity and build a team



Make a change in my life

Note to self:  
Make my new  
Mary Kay business  
**all about me!**



My own business  
that lets me be me!

**GET  
STARTED  
NOW**



# Design Your **OWN** Office Space!

Express your working style in the way that's all you.



Whether it's picking your perfect spot in a casual café and using your laptop ...

OR

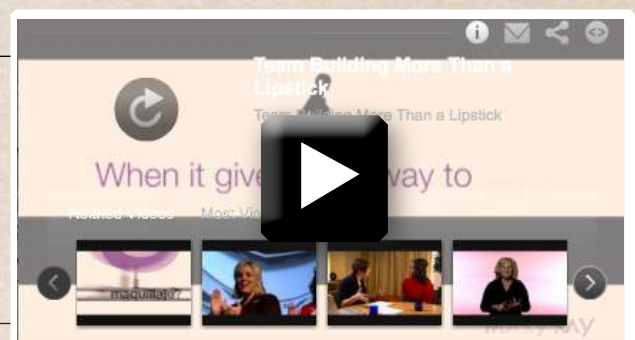
... having a relaxed gathering of friends ...



OR



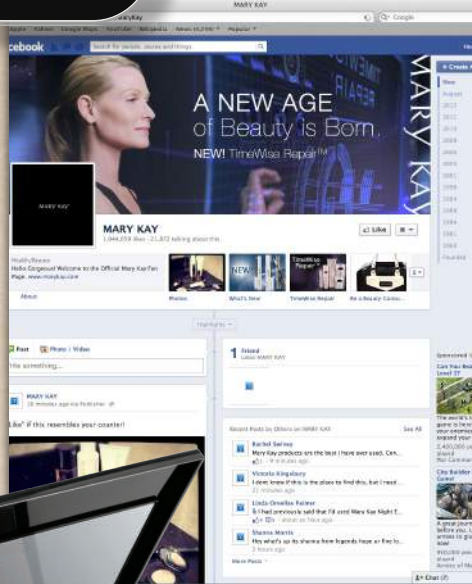
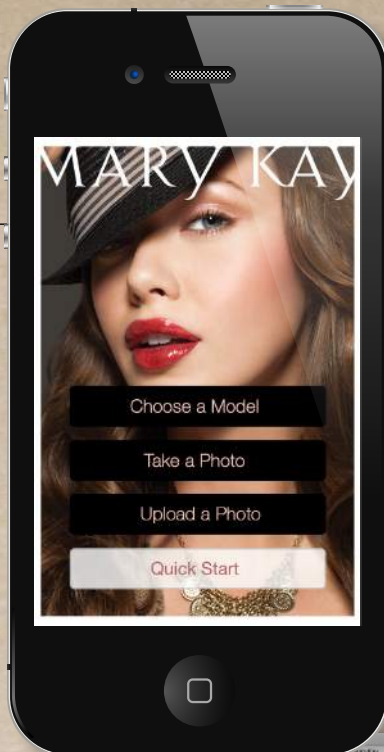
... leading women to their ultimate goals, the Mary Kay opportunity can be built on your plan for success.





# Choose the Tools That Fit Your Style!

Mary Kay Ash always said, ***"You're in business for yourself, but not by yourself,"*** and that's still true. Follow the path you choose and then select among the following tools that can help your business take off!



## Your Business **Beauty Supplies** Include:

- Product samplers to share
- Mobile apps like the Mary Kay® Mobile Virtual Makeover App that let that let women try makeup looks on the go
- A dynamic Mary Kay® Personal Web Site that can generate customer reorder reminders, wish lists, targeted product recommendations and more
- Social media tools to share products where your friends are talking
- Beautiful product catalogs
- Emails, newsletters and invitations you can send out
- And the support of a world-wide network of women just like you!





# Find Your Own Success Story With a Mary Kay Business.

Everyone has her own reason for starting a Mary Kay business ... including you! Find the woman who you identify with most and then check out her complete story online. You'll find more tips, tools and ideas that could help you be your own success story.



[the social network]



[the everyday hero]



[the rising star]



[the super mom]



[the biggest fan]



[the mobile entrepreneur]



[the second act]



[the image maker]



[the life of the party]

**Which one are you?**  
Not sure ... **Click here**  
to take the quiz.



# Get Started

## It's more than a bag. It's a beginning.

The first step to starting your own Mary Kay business is getting your very own Starter Kit when your Independent Beauty Consultant Agreement is accepted by the Company.

### 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 (plus shipping, handling and tax)

### Limited-Time Special Offers!

#### Right away, you can get:

- A FREE custom color look (\$118 value)\*
- Opportunities to earn FREE products\*\*
- A FREE business announcement eCard
- A 50 percent savings on your Mary Kay® Personal Web Site
- A 40 percent savings on a business kit that includes your business cards

### Earn 50% on everything you sell.†

With all the education available, several ways to sell and the support of other Independent Beauty Consultants, you can start earning money within days of receiving your Starter Kit. And you're in control of how much money you make. If you just want extra money to pay some bills or indulge your love of shoes, you can. If you want more for vacations or a down payment on a car, it's very achievable. Just think how quickly the money can add up when you're earning 50% on everything you sell!† It's one of the highest income-earning percentages in the industry! So what are you waiting for?

\* and \*\*Certain restrictions apply. [Click here](#) for details.

† The 50 percent gross profit calculation is based on suggested retail prices.





# You Can Earn Pretty Perks.

Just when you thought this whole Mary Kay success story couldn't get any better, it does! Following in the Mary Kay tradition of praising people to success, your achievements will be rewarded in the ways that matter to you the most. From words of encouragement to applause onstage to jewelry, state-of-the-art business tools or the use of a dream car, there's a reward waiting for every challenge achieved. And don't forget to acknowledge your daily successes ... they're the first steps to reaching your bigger goals!

## Praise from others



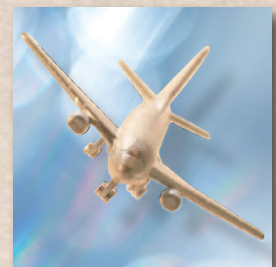
## Exquisite jewelry



## Digital tools



## Exotic trips



**GET  
STARTED  
NOW**

## On-stage recognition



Ready to make a change in your life or just want to know more?  
**Contact your Mary Kay Independent Beauty Consultant.**

**Don't have one?**  
Find one at [marykay.com](http://marykay.com) today!