



Mary Kay

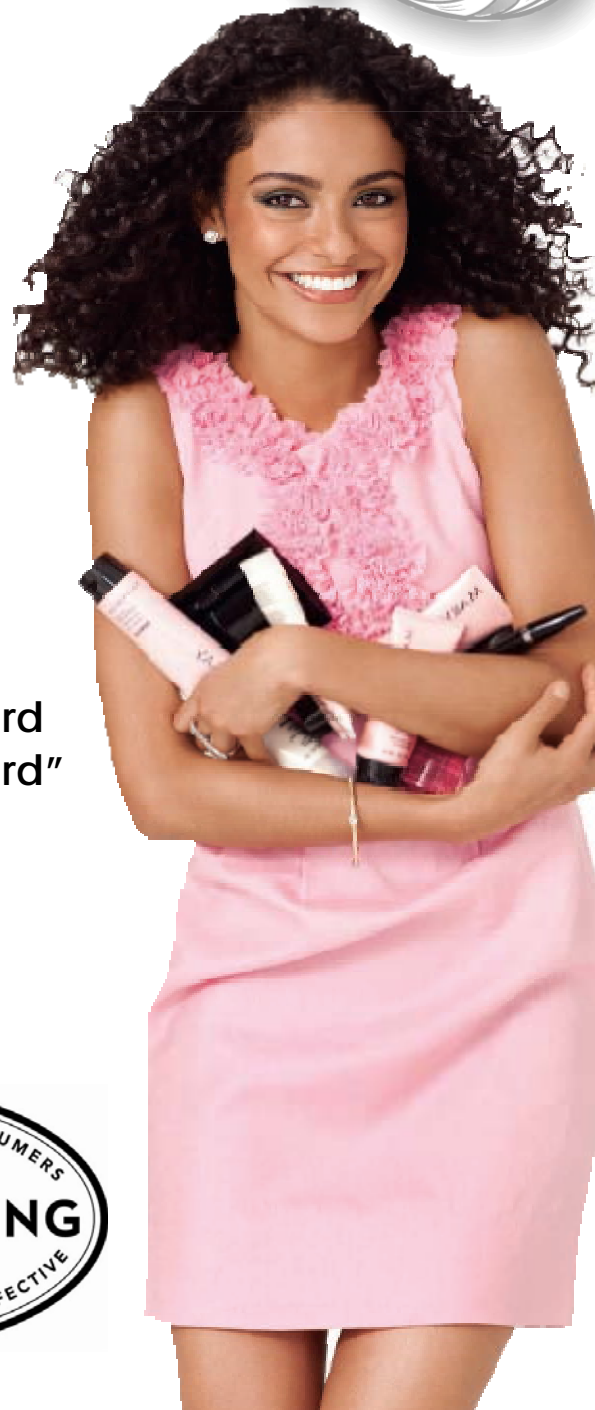
**THE PERFECT OPPORTUNITY**



**TEN REASONS TO HAVE A  
MARY KAY BUSINESS!**

# 1

## The Products Sell Themselves!



### *Mary Kay Products are....*

- #1 in Customer Loyalty with Brand Keys Award
- Recognized with "Good Housekeeping Award"
- 100% Customer Guaranteed
- Try Before You Buy
- Made in USA by Mary Kay, Inc.
- Consumable
- Recession Proof
- *Not* Animal Tested
- High Quality Research



# 2

## Earn Extra Money!

Classes/Parties - 50% with 3+ attending  
A \$200 class/party gives you \$100 in profit  
A \$300 class/party gives you \$150 in profit  
*In about 2-3 hours*



Facials - 50% with 1-2 attending  
A \$100 facial gives you \$50 in profit  
*In about 1 hour*



Reorders - 50%  
At *On-the-Go* appointments  
*Online* through your website or email  
*By phone call or text*



### What We Do...

**We teach Skin Care and Color Cosmetics**  
**Use a try before you buy approach**  
**Provide On the Spot delivery**



*Question many ask: How much money can I make?*

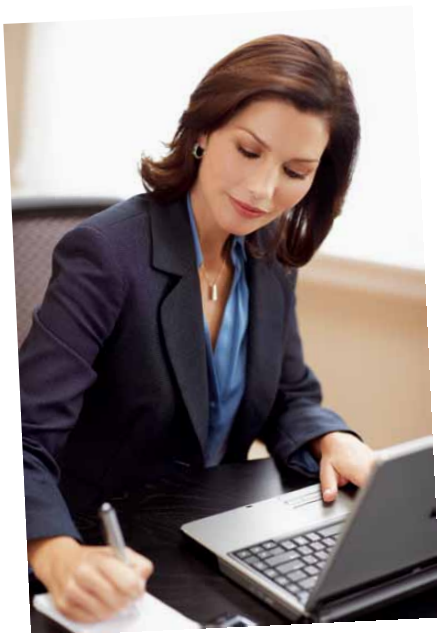
# 3

## Flexibility = No quotas OR Territories



*Your weekly plan and estimated earnings*

	Sun	Mon	Tues	Wed	Thur	Fri	Sat
8 AM							
12 AM							
5 PM							
9 PM							



*You are your own boss.  
We teach you to work Mary  
Kay into your current  
lifestyle.*

**Mary Kay teaches us to keep our priorities in order:  
*God First - Family Second - Career Third***

# Classes	# Hours	Average Sales	Profit
1	2.5	\$300	\$150
2	5	\$600	\$300
3	7.5	\$900	\$450
4	10	\$1200	\$600
5	12.5	\$1500	\$750
6	15	\$1800	\$900
7	17.5	\$2100	\$1050
8	20	\$2400	\$1200
9	22.5	\$2700	\$1350
10	25	\$3000	\$1500
11	25.5	\$3300	\$1650
12	28	\$3600	\$1800

# 4

## Low Starter Kit Cost



# Over \$400 Value for \$100!

# \$100 Could Change Your Life!

The first step to starting your own Mary Kay business is getting your very own Starter Kit. The stylish 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!

### Independent Beauty Consultant Agreement

3/10

For office use only  
Consultant No. \_\_\_\_\_

Please complete all spaces in black or blue ink and do not abbreviate unless necessary. Please provide your legal name and write in all capital letters.

Last Name: \_\_\_\_\_ Date: \_\_\_\_\_  
 First Name: \_\_\_\_\_ Middle Name: \_\_\_\_\_ Other's License No.: \_\_\_\_\_  
 Home Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_  
 Call Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_ E-mail address: \_\_\_\_\_  
 \*These questions are optional but will help with marketing research and product development.

Your Social Security No. (SSN) is: \_\_\_\_\_ E-mail address: \_\_\_\_\_  
 \*This may be either a Social Security Number (SSN) or an Individual Taxpayer Identification Number (ITIN). The Company will not accept Federal Employment identification numbers from partnerships or corporations. Either an SSN or an ITIN is required to avoid Internal Revenue Service liability withholding on all commissions and prizes.

Which of the following best describes your race?  White  Black or African American  American Indian or Alaska Native  Asian  Native Hawaiian or Pacific Islander  Other

Which of the following best describes your ethnicity?  Hispanic or Latino  Not Hispanic or Latino  Basic  F  M

Under what name: \_\_\_\_\_ Former Consultant No.: \_\_\_\_\_  
 Former Sales Director's name: \_\_\_\_\_ If yes, have you ever returned product inventory to the Company?  Yes  No

**FAMILY DATA**  
 Married?  Yes  No (Spouse's Name (First and Last) \_\_\_\_\_)  
 If married, is your spouse a Mary Kay Beauty Consultant?  Yes  No If yes, spouse's Consultant No.: \_\_\_\_\_  
 Do you have relatives who are Mary Kay Beauty Consultants?  Yes  No If yes, how many? \_\_\_\_\_  
 List names, specifying relationships: \_\_\_\_\_  
 Do you have relatives employed by Mary Kay Inc.? (A corporate employee - not a member of the independent sales force)  Yes  No  
 If yes, how many? \_\_\_\_\_ List names, specifying relationships: \_\_\_\_\_

The Company reserves the right to accept, not accept or terminate your Independent Beauty Consultant Agreement based on your relationship with a Mary Kay Inc. employee.

RECRUITER'S NAME: \_\_\_\_\_ Cont. No.: \_\_\_\_\_  
 INDEPENDENT SALES DIRECTOR'S SIGNATURE: \_\_\_\_\_ Unit No.: \_\_\_\_\_  
 By my signature below, I verify that the information above is correct. I understand the General Terms and Conditions of this Independent Beauty Consultant Agreement, and hereby accept those Terms and Conditions and certify that I have the legal capacity to enter into this Agreement. I understand that the recruiter whose name is on this Agreement, subscribed to the Company with the Starter Kit payment, will ultimately be the one to receive any recruiter commission on my sales.

YOUR SIGNATURE: \_\_\_\_\_ Date: \_\_\_\_\_

**STARTER KIT ORDER**

STARTER KIT\* \$100.00

FOUNDATION CHOICES  Ivory/Sage  Beige/Bronze  Variety Collection

LITERATURE  English  Spanish (This will apply to all literature preferences)

SHIPPING AND HANDLING CHARGE \$ \_\_\_\_\_

SUBTOTAL \$ \_\_\_\_\_

SALES AND USE TAX\*\* Tax @ \_\_\_\_\_ % of Total \$ \_\_\_\_\_

TOTAL COST \$ \_\_\_\_\_

MAIL TO: Mary Kay Inc. P.O. Box 750041 Dallas, TX 75379-0041

CUSTOMER SERVICE 1-800-272-6033 (Monday through Friday, 8:30 a.m. - 5 p.m. local time)

DO NOT WRITE - FOR OFFICE USE ONLY  
 CA MO CK INCV ORC  
 Postmark: \_\_\_\_\_

\*Shipping and handling charges are not taxable in DE, IL, MD, MT, NH, OK, OR, UT and WY.  
 \*\*Shipping and handling charges are not taxable in DE, IL, MD, MT, NH, OK, OR, UT and WY.

This page - Mail to Mary Kay Inc.

### Above Details Your Beauty Consultant Agreement, which You Can Fill Out Online or on Paper!

MARY KAY

# 5

## Learning Is Easy!

As a New Consultant you will complete Orientation and learn how to:

- Get started
- Conduct Skin Care Classes
- Explain and Choose Skin Care and Color Products
- Manage a Business and Money
- Advance in the Career
- Get Appointments

**Example:**  
Hold a Skin Care Class  
with 3-5 people



Client 1: Bought a Basic:  
THEN: Setup 2nd Appointment

Client 3: Bought a Basic  
THEN: Setup 2nd Appointment

*Questions: Where will I get the people?  
How will I learn the business?*

# 6

## BIG! Benefits Like No Other!

### DIQ

#### Requirements

- \$18,000 cumulative whls. unit production in one to four months.
- At least \$4,000 per month wholesale unit production.
- DIQ must have at least \$1,800 in personal cumulative wholesale production.
- 24 active unit members (includes the DIQ) at least 10 active unit members must have at least
- \$600 in cumulative whls. production during qualification.

#### Compensation

- Eligible to become Director
- Unit Commission and Unit bonuses
- Eligible to wear the Director Suit



### TEAM LEADER

#### Requirements

- 5 - 7 active personal team mbrs
- You must be active

#### Compensation

- 9% or 13% personal team com.
- Team-building bonus



### STAR TEAM BUILDER

#### Requirements

- 3 - 4 active personal team mbrs
- You must be active

#### Compensation

- 4% personal team commis.
- Team-building bonus



### FUTURE DIRECTOR

#### Requirements

- 8+ active personal team mbrs
- You must be active

#### Compensation

- 9% or 13% personal team commis.
- Team-building bonus



### CAREER CAR

#### Requirements

- 14+ active personal team mbrs
- \$20,000 in one to four months
- You must be active

#### Compensation

- 9% or 13% personal team commis.
- Team-building bonus
- Career Car or \$375 per month

### SENIOR CONSULTANT

#### Requirements

- 1 - 2 active personal team mbrs
- You must be active

#### Compensation

- 4% personal team commis.



**ASK ME FOR  
THE LATEST  
SUBSCRIPTION  
OF APPLAUSE  
TO SEE THE  
MONEY BEING  
MADE IN  
MARY KAY!!!!**

# MARY KAY CAREER CARS



● Cadillac Career Car Reward Option:

*Choose from either:*

Cadillac SRX or Cadillac CTS

● Premier Club +

Career Car Reward Option:

Ford Mustang



● Premier Club Career Car  
Reward Option:

*Choose from either:*

Chevy Equinox or Toyota Camry



Grand Achiever Career Car ●

Reward Option:

*Chevy Cruze*



# 7

## Prizes, Awards & Recognition

No quotas, just incentives



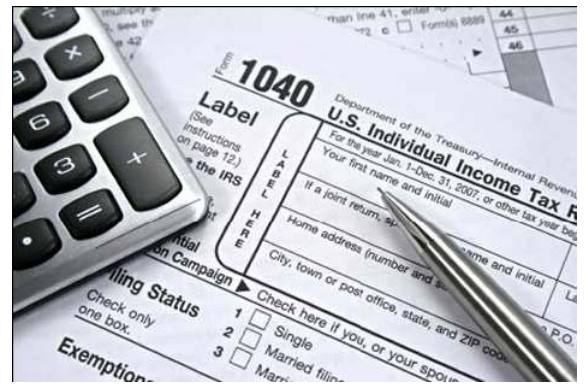
**SEMINAR 2013  
IS OUR  
ANNUAL  
EVENT HELD IN  
DALLAS, TEXAS**

# 8

## Tax Benefits +

As a self-employed Mary Kay consultant you could be entitled to deductions...

- Car Expenses-Mileage
- Telephone
- Supplies
- Gifts and Demo Items
- Postage
- Office in Home
- Mary Kay Related Travel



## No Risk Inventory

90 % Buyback for Consultants  
100 % Satisfaction Guarantee  
for Customers



# 9

## The Very Best Part...



### Is the Person...Mary Kay Ash

In 1963, Mary Kay Ash began her company with a dream to help women.

- ◆ Unique Business Philosophy of God, Family, Career
- ◆ Golden Rule Management
- ◆ Positive Environment/Attitude



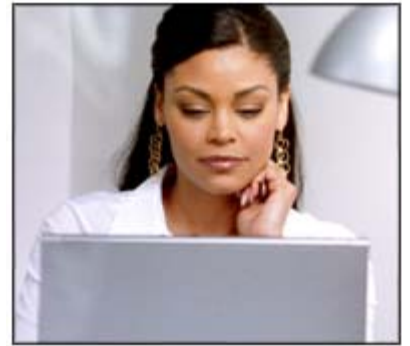
Today—Almost 50 Years Later, Mary Kay Inc....

- ◆ Is a global leader
- ◆ Has 2 million consultants in over 35 markets (countries)
- ◆ Has only 10% of the available market.... no saturation

# 10

## Personal Growth

- Self-confidence
- Challenge and purpose
- Development of new skills
- Positive non-risk environment
- Encouragement
- Satisfaction from helping others
- New friends
- Maintain and improve appearance



# MK

## Your Starter Kit

### \$410\*

Retail Value

Plus so much more....

\*retail value based on choice of foundation bundle



The Mary Kay opportunity allows you to begin your own business with a flexible schedule, no quotas, no territories, unlimited earning potential, Advancement opportunities, tax advantages and best of all.....  
**YOU ARE YOUR OWN BOSS!!**



### A Special Note

\$100 may not change your financial situation, but it could change or make a difference in your life. As your recruiter and

fellow Independent Beauty Consultant I am here to mentor you every step of the way. I will share my support, knowledge and experience as you achieve success.

Teaching skin care allows total flexibility and unlimited earning potential based on personal goals and activity. Making a plan and working it is the key to your success. By joining our team of enthusiastic women as an Independent Beauty Consultant you can earn as little or as much as you like while enriching the lives of others. This is a \$100 decision with nothing to lose and everything to gain!

### Retail-sized Products:

TimeWise® 3-In-1 Cleanser (Normal/Dry)  
TimeWise® 3-In-1 Cleanser (combination/Oily)  
TimeWise® Age-Fighting Moisturizer (Normal/Dry)  
TimeWise® Age-Fighting Moisturizer (Combination/Oily)  
TimeWise® Day Solution Sunscreen SPF 35\*

TimeWise® Night Solution  
Oil-Free Eye Makeup Remover  
Mary Kay® Ultimate Mascara™ In Black

As well as your choice of:

Mary Kay® Mineral Powder Foundation Bundle =  
7 foundations + 6 brushes

**OR**

TimeWise® Liquid Foundation Bundle =  
12 Luminous & Mate formulas

### PLUS Business Tools:

Starter Kit Bag (includes Organizer Caddy)  
Mirror with Tray, 4 & Disposable Trays, pk./30  
Facial cloths, pk./30 & Color Cards 2 pks./5  
Business and Product Basics (Consultants Guide)  
Disposable Sponge=Tip Applicators, pk./15  
Disposable Sponge-Mascara Brush Samplers, pk./15  
Fragrance-Free Satin Hands® Pampering Set Packets, pk./12  
Botanical Effects Cleanse—Formula 2 (Normal), pk. 6  
Botanical Effects Moisturize—Formula 2 (Normal), pk. 6  
Botanical Effects Freshen—Formula 2 (Normal). Pk. 6  
Botanical Effects Mask—Formula 2 (Normal). Pk. 6  
TimeWise® Microdermabrasion Set Samplers, 6 pairs  
Lip Gloss Samplers, 2 strips of 2 with applicator  
Foundation Finder Tool (Bilingual)  
“Start Earning Now” Magazine & Miracles Happen Book  
Date Book— Bilingual  
Ready, Set, Sell! Inventory Options Brochure  
MKConnections® Generic Business Cards & Special Offer Flyer  
Beauty Book, pk./1- (includes 10 inserts and Instructor’s Guide)  
Sales Tickets, pk./25 & Customer Profiles, pk./25  
Hostess Brochure & Team Building Brochure  
The Look, pk/10



# How It Works

We set up a store in our home



We buy at one price and sell for double



We purchase products directly from Mary Kay



One Wholesaler  
Mary Kay, Inc.



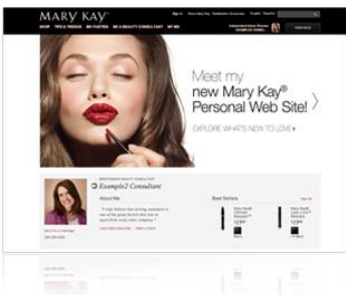
One Retailer  
MK Consultant

# MK

## Would You Like To Try... The Mary Kay Opportunity?

# Here's How To... Get Started Today!

- Say "YES!"
- Order your Starter Kit for \$100 (\$400 value)
- Attend Local Training
- Observe Live Skin Care Classes
- Receive your Starter Kit within a Week
- Make a list of your First *Practice Appointments*



# MK

## Keeping Products on Hand

### Inventory is Optional



• Inventory is not required, but recommended to allow "On-the-Spot Delivery."

- The purchase of a Starter Kit gives you inventory privileges
- Customers buy 3 times more when inventory is available
  - Most consultants choose to keep inventory on hand
    - We teach you how and what to order.
  - The Company offers 90% *Buy Back* protection







# Closing Questions

*...as you finish telling the MK story from your Mkt Plan Book, ask the following:*

1. If you did this, what would you enjoy the most?
2. What assets do you have that would make you an asset to Mary Kay?
3. If it takes 2 hours to do an appointment *(with classic basic, 1 hour for TimeWise)* how many would you hold per week?
4. If I show you how to do this, could you do it?
5. If I could show you how to take \$100 and turn it into \$1,000 in 30 days, could you find \$100?
6. How would you like to handle it...Visa, MC, check or cash? *(fill out agreement)*

## Map this Out for Her...

***Taking \$100 and turning it into \$1000 within 30 days:***

- ◆ 3 classes a week (3 hours) X \$200 Class average= **\$600**
- ◆ \$600 X 4 weeks= \$2,400 at 50% profit= \$1200  
(even at a 60/40 split, that is \$960 profit) Ask: **"Is that enough?"**





## 50 Years of Success

“The dream I have for you soars on silver wings. You must embrace your dream with all your might and work at it every single day with love-filled intensity.”

~ Mary Kay Ash

# Mary Kay

## THE PERFECT OPPORTUNITY

**I have a premonition  
That soars on Silver Wings  
It's a dream of your accomplishment  
Of many Wondrous things.  
I do not know beneath which sky  
Or where you'll challenge fate.  
I only know it will be high!  
I only know it will be great!  
(Author unknown)**

