

Mary Kay's Mission

Enriching Women's Lives



The opportunities in Mary Kay are endless! And the avenues of income in a Mary Kay business are unlimited. The MK career offers an open-ended professional solution, free of glass ceilings and corporate downsizing. You are free to advance to the level of success you choose, at your own pace. Look how solid our company is:

- ♦ Mary Kay, Inc. has been in business for **40 years** = longevity!
- ♦ Our Marketing Plan is taught at **Harvard** & many other Universities.
- ♦ More than **1 million** MK Independent Beauty Consultants worldwide
- ♦ Mary Kay is currently serving **33+ countries**
- ♦ Over **13,000** women in the U.S.A. are in the leadership role of Independent Sales Director, signifying their accomplishments

Top Reasons Women begin a Mary Kay Career



- * **Money**
- * **Personal Growth**
- * **Prizes , Awards, Recognition**
- * **Quality of Products**
- * **Quality of Training**
- * **Be Your Own Boss**
- * **Mary Kay Car Program**

MONEY



LearnMK,
Achieve,
Succeed™

Avenues of Income



Retailing the Product

Sell the products in many ways: On the face, On the Go, Online, On Paper, On with “shows”, and Reorders.

Discount on products is 50% for everyone; from new beauty consultants to National Sales Directors!

Team Building



Commissions: Receive commissions of 4% to 13% paid directly from MK - not just once, as long as both are active.

Company Car: Earn the use of a red Grand Am with car insurance (based on eligibility). Would it make a difference in your financial situation to eliminate a car payment?

Leadership

Promote yourself! You decided to promote yourself to the position of Independent Sales Director & take advantage of unlimited earnings.

Choose your Car: Earn the Grand Prix or the pink Cadillac.

Fast Track Plan: If you need an executive income use the fast track.

Free Life & Disability Insurance



Remember, this career opportunity is not a “get rich quick” scheme.

Rather an income that will grow as you add clients and, if you choose, build a team of consultants.

Earn a \$30,000 per year Income Part-Time!



Breaking things down really does make a difference!
Even working on a very part-time basis (*only 1 skin care class per week*)
you can achieve a great extra income.

With a sales average of \$300 per skin care class—
that's selling only 3 basic skin care sets and misc. glamour....
Then we'll base the reorder business on the assumption that your customers
will reorder an average of only \$15 per month—this is very conservative!

2 Classes per Week = \$30,000 Annual Profit

(2 hours each class x 2 classes per week = **4 hours each week**)

\$300 per class x 2 classes = \$ 600 Weekly Retail Sales	&	\$600 x 50 weeks =	\$30,000 Annual Retail Sales
150 New Basic Customers each Year = 200 re-orders x \$200 per Year =			<u>\$30,000 Annual Retail Reorders</u>
			\$60,000 Total Annual Retail Sales
			\$30,000 Annual PROFIT from Sales

1 Class per Week = \$17,500 Annual Profit

(2 hours each class x 1 class per week = **2 hours each week**)

\$300 per class x 1 class = \$ 300 Weekly Retail Sales	&	\$300 x 50 weeks =	\$15,000 Annual Retail Sales
100 New Basic Customers each Year = 200 re-orders x \$200 per Year =			<u>\$20,000 Annual Retail Reorders</u>
			\$35,000 Annual Retail Reorders
			\$17,500 Annual PROFIT from Sales



The above illustration does not include the Team Building
Avenue of Income or the MK Car Program.....

Grand Am's, Grand Prix's & Cadillacs

What's your Dream?

You can make your dreams come true with Mary Kay!

Tax Benefits

Automobile: You may deduct a large percentage of your auto expenses!

- Mileage
- Car Washes
- Gasoline
- Service/Maintenance
- Insurance, plates



Office In Your Home: Including but is not limited to:

- Mortgage Note or Rent
- Utilities
- Taxes
- Pest Control
- Insurance,
- Lawn Service
- Repairs
- Painting
- Housekeeping / Maid
- Telephone Bill / Long Distance
- Cell Phone



Furniture & Fixtures for Your Office:

These are 100% deductible up to \$10,000 a year and can be depreciated over the following years. This includes but is not limited to:

- Desk / Chairs / Sofa
- Computers
- Filing Cabinets
- TV/VCR for training
- Tables/Lamps
- Carpet
- Cabinets (for product)





Mary Kay Career Path

"All the you put into the lives of others comes back to you"
Mary Kay Ash



DIRECTOR

30+ unit members
9-13% unit commission +
9-13% team commission +
Bonus up to \$5,000/mo.



DIQ

8+ Active team members
4 months to qualify—Director
9% to 13% commission

FUTURE DIRECTOR

8+ Active team members
Eligible to go into DIQ
9% to 13% commission



TEAM LEADER

5-7 Active team members
Eligible to go on target for CAR!
9% to 13% commission

STAR RECRUITER

3-4 Active team members
Eligible to wear the Red Jacket
4% commission + \$50 Team Bonus

SENIOR CONSULTANT

1-2 Active team members
4% commission



BEAUTY CONSULTANT

Receive up to 50% discount on products ordered
Make a 50% profit with each sale

PERSONAL GROWTH





I love watching women become
all that God
intended them to be!

Mary Kay helps you double your
self esteem & confidence
in just a few months

PRIZES, AWARDS, RECOGNITION



Prizes

Awards

Recognition

QUALITY of the PRODUCTS



Time Wise

Patented Skin Care System

QUALITY of the TRAINING



Training Center

**Weekly training offered to help you
Learn from the Best to
Achieve Success!**



**If you are out of town, Mary Kay offers
the incredible “Adoptee Program”.**

**A local Director will open her trainings to you &
I will work with you also long distance.**

BE YOUR
OWN
BOSS !

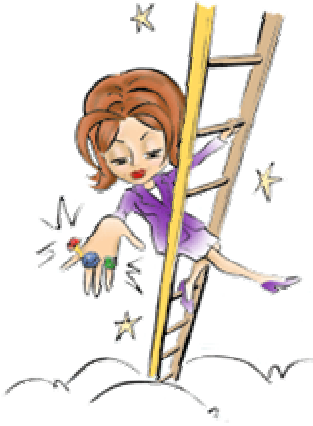


As your own Boss,
You have Choices!
Look at a few of mine...

CAR PROGRAM



What's your Top 3 Reasons ?



- * **Money**
- * **Personal Growth**
- * **Prizes , Awards, Recognition**
- * **Quality of Products**
- * **Quality of Training**
- * **Be Your Own Boss**
- * **Mary Kay Car Program**

Imagine earning

WHAT YOU'RE REALLY Worth

I imagine working for yourself

NOT SOMEONE ELSE

Imagine working

the HOURS YOU WANT

It's
Inexpensive
&
Easy
to get Started
with your
Mary Kay Business Today!





INTRODUCING THE NEW MARY KAY STARTER KIT

A GREAT VALUE AT ONLY \$100*

The Mary Kay opportunity allows you to begin your own business with a flexible schedule, no quotas, no territories, unlimited earning potential and advancement opportunities, tax advantages, and best of all...

You are the boss!

LOOK at all you get...

FULL SIZED RETAIL PRODUCTS:

- TimeWise 3-in-1 Cleanser
- TimeWise Age-Fighting Moisturizer
- Day and Night Solution
- 11 New Foundations
- Oil Free Eye Makeup Remover
- Black Endless Performance Mascara

RETAIL VALUE = \$264.50!!!

"The price of the Starter Kit is **LESS** than that!"

Really, what do you have to lose?

PLUS:

- Satin Hands Travel Set w/instructions
- Foundation demonstrator samplers in all regular line colors
- TimeWise Dual-Coverage Powder Foundation Sampler pads in all 9 colors
- 16 Color 101 Look Cards with coordinating eye, cheek and lip colors
- 6 Time Wise Sampler Packettes and 3 Velocity Sampler Packettes
- Lipstick samplers in 6 shades -36 in all
- Go Kit, Go Book, Date Book, Brochures, sales tickets, customer profile cards
- Look Books and Beauty Books
- 4 Face Case Mirrors, Styrofoam Trays, Disposable applicators
- Career Essentials Success Tools
- Starting Points Booklets and Audiocassettes

*plus \$7.95 shipping

Please contact your Independent Beauty Consultant for more info on how to get your Starter Kit.

Choices



Now is the time — Your time!

Make a choice for yourself.

A choice to have more flexibility,

more fulfillment,

more financial opportunity &

more heartfelt support than ever before.

Make the choice

to become Something More with

Mary Kay