

Totally FLEXIBLE.
TOTALLY *Fun!*

MARY KAY®

1 FITS your life

- **Flexible** opportunity that works for you.
- **Make a little extra money** on the side while working your business as much or as little as you want.

- At the heart of every Mary Kay opportunity are **fun, freedom and flexibility**.
- You can **balance** the important things in your life and put them first while still running your own successful Mary Kay business.
- You choose how much time to put in and how involved you want to be.
- You can **earn up to 50% profit*** on everything you sell at suggested retail.

2 HELPS YOU *be who you want to be*

- Mary Kay Independent Beauty Consultants care about one another, their customers and **helping other women**.
- Nothing beats the **encouragement and empowerment you receive** from other women like you.
- Mary Kay offers opportunities for **education and personal development** that can help you build your sales skills.



3 LETS YOU SELL PRODUCTS *you can believe in*

- *Mary Kay*® products are made with the **highest quality ingredients** and are extensively researched. Hundreds of thousands of product tests are conducted each year.
- Finding products that deliver real results and are **right for you and for your customers**.



4 THE HEART *of Mary Kay*

- **Started by a woman for women.**
- For more than 58 years, Mary Kay has been **empowering women** to be their own bosses, to be self-starters and to be who they truly want to be.
- Core value of faith first, family second, career third.
- Mary Kay Inc. and the *Mary Kay Ash Foundation*™ have donated **\$57 million** to help end domestic violence.
- The *Mary Kay Ash Foundation*™ has donated **\$27 million** in grants to cancer research.

IS THIS OPPORTUNITY *for you?*

- A** means **Absolutely!** I am interested, *and with your help, I'm willing to try.*
- B** means **Book Me** for a second appointment. *I have questions, and I would love to talk more.*
- C** means **Could Be** for me down the road. *Until then, I would love to be your customer.*

* The 50% gross profit calculation is based on a minimum \$225 wholesale Section 1 product order.

THE CHOICE is yours!

THE MARY KAY OPPORTUNITY IS *all about flexibility.*

It fits your life, so you can balance the important things in your life and put them first while still running a successful Mary Kay business. Even **HOW** you start your Mary Kay business is flexible. Whether you decide to go all in with the *Mary Kay*® Starter Kit[†] or start your business digitally with the *Mary Kay*® eStart,[†] you can **earn up to 50% profit* on the *Mary Kay*® products you sell** at suggested retail. And know, you are in business for yourself, but never by yourself! Mary Kay continually develops resources to help you along the way.

MARY KAY® *starter kit,† \$130*

Perfect for connecting with your first hostesses and customers, this Starter Kit[†] (an over \$400** value) includes **retail-sized products, business resources, tips and selling techniques** designed to help increase your confidence and empower your sales. There's even a gorgeous bag for you to carry it all in!



MARY KAY® *eStart,† \$30*

The *Mary Kay*® eStart[†] is a great way to **work your business from the comforts of home** and still have the opportunity to connect virtually with your customers on a personal level. And at only \$30, it's an opportunity worth considering!

NEW BEAUTY CONSULTANT *sample pack, \$45*

The New Beauty Consultant Sample Pack is a strong way to maximize how you start your Mary Kay business. It includes enough *Mary Kay*® **product samples for 30 faces** (a \$100** value) as well as literature that's both educational and inspirational.

Only available to purchase as an optional add-on to either the *Mary Kay*® eStart[†] or the *Mary Kay*® Starter Kit[†] while completing your online Independent Beauty Consultant Agreement.



AN OPTIONAL *add-on*

For either the *Mary Kay*® eStart[†] or the Starter Kit[†], this powerful sample pack is **ONLY AVAILABLE while choosing your startup options.**

MARY KAY®

The New Beauty Consultant Sample Pack is only available for purchase with the purchase of either the *Mary Kay*® eStart or *Mary Kay*® Starter Kit option. Price is as shown plus applicable tax. Offer cannot be combined with any other discounts or promotions including, but not limited to, the Bring Your Besties Starter Kit Discount (this only applies to new Independent Beauty Consultants that submitted an Independent Beauty Consultant Agreement until December 31, 2021). Mary Kay Inc. reserves the right to extend, modify, eliminate or reduce this offer at any time.

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†Prices are as shown plus applicable sales tax. *Mary Kay*® eStart offer cannot be combined with any other discounts or promotions including, but not limited to, Bring Your Besties Starter Kit Discount (this only applies to new Independent Beauty Consultants that submitted an Independent Beauty Consultant Agreement until December 31, 2021). Mary Kay Inc. reserves the right to extend, modify, eliminate or reduce this offer at any time. In addition to the terms, conditions, rights and/or restrictions set forth in the Independent Beauty Consultant Agreement with Mary Kay Inc. ("Mary Kay"), your use of and access to all products and services contained in the *Mary Kay*® Starter Kit and *Mary Kay*® eStart are subject to the following terms: The *Mary Kay*® Starter Kit and *Mary Kay*® eStart include access to certain resources that are not provided by Mary Kay; rather, they are provided by third-party providers. You agree to comply with all applicable third-party provider terms and fees including, but not limited to, providing your Social Security number or Taxpayer Identification Number, when necessary, and paying a \$1 account setup fee with a valid credit card or debit card to verify your account and identity. Depending on the identity verification information provided, the third-party provider may request additional information to substantiate your identity; however, providing any verification information is not a guarantee the third-party will grant you access. Those terms may be supplied to you within the *Mary Kay*® Starter Kit and *Mary Kay*® eStart service or directly by the third-party provider. If you are unwilling or unable to comply with third-party providers' terms, conditions and fees, Mary Kay is relieved from guaranteeing access to such third-party services. Third-party terms, conditions, fees and obligations are not considered when Mary Kay calculates its obligations under the Company's 90% Repurchase Policy.

***Mary Kay*® products contained in the *Mary Kay*® Starter Kit and New Beauty Consultant Sample Pack are not intended to be purchased from the Company for resale and are for demonstration purposes only. All terms, conditions, rights and/or restrictions set forth in the Independent Beauty Consultant Agreement with Mary Kay Inc., including the Company's 90% Repurchase Policy, apply.