


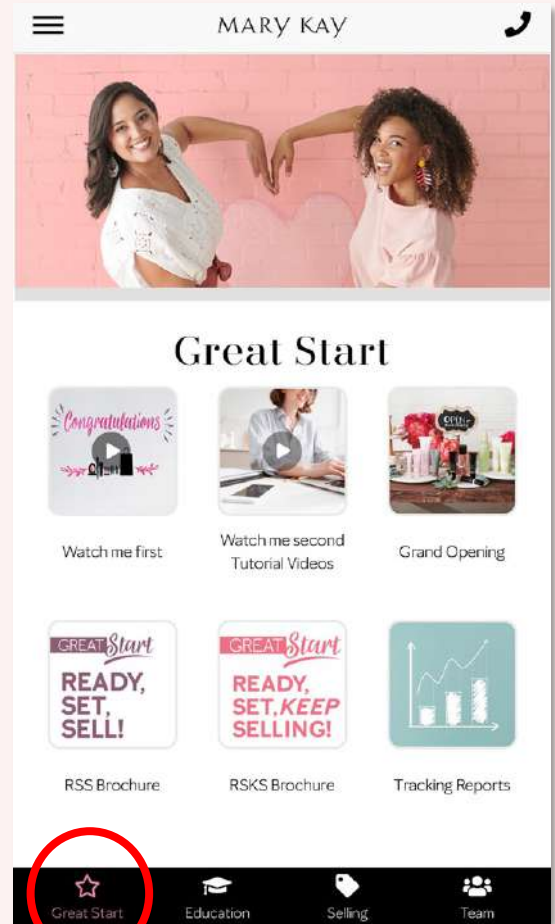
Mary Kay Great Start® App

Great Start

Designed specifically for new Mary Kay Independent Beauty Consultants, the *Great Start* App helps maximize *Great Start* Program rewards, offering access to *Great Start* brochures, personalized tracking reports and Grand Opening invitations and checklists. The app helps simplify the experience of starting your Mary Kay business and delivers content to help start a successful journey!

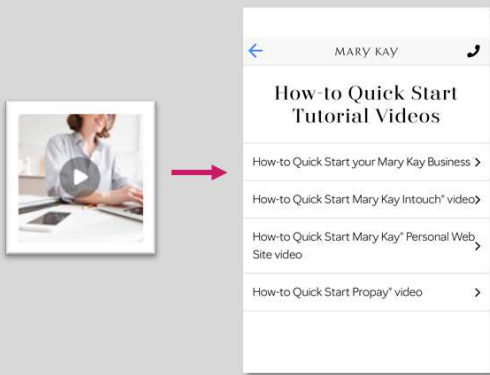


Watch Me First
Watch this video for a quick overview of the *Great Start* Program.




Tap the *Great Start* tab to access the page.

Watch me second Tutorial Videos



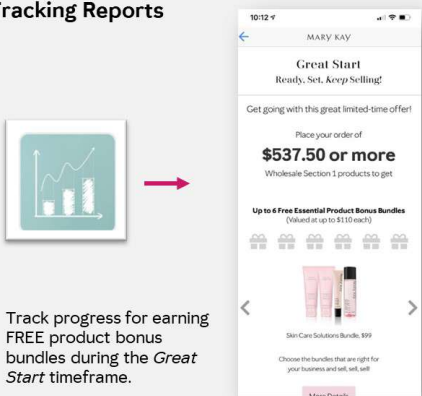
Watch these quick and easy tutorial videos to learn how to:

- Start your *Mary Kay*® business.
- Navigate *Mary Kay Intouch*® and start your business strong.
- Set up your *Mary Kay*® Personal Web Site.
- Set up your ProPay® account.



Great Start Grand Opening
Access links to checklists and tips for holding your *Great Start* Grand Opening.

Tracking Reports




Track progress for earning FREE product bonus bundles during the *Great Start* timeframe.

Personalized Notifications



New Independent Beauty Consultants will receive personalized notifications throughout their *Great Start* timeframe to help maximize the rewards in the *Great Start* program.



Great Start Brochures
Click to learn how you can earn FREE product bonus bundles during your *Great Start* time frame.

The Ready, Set, *Keep Selling!* brochure will only display after the new Independent Beauty Consultant places an initial order of any size.



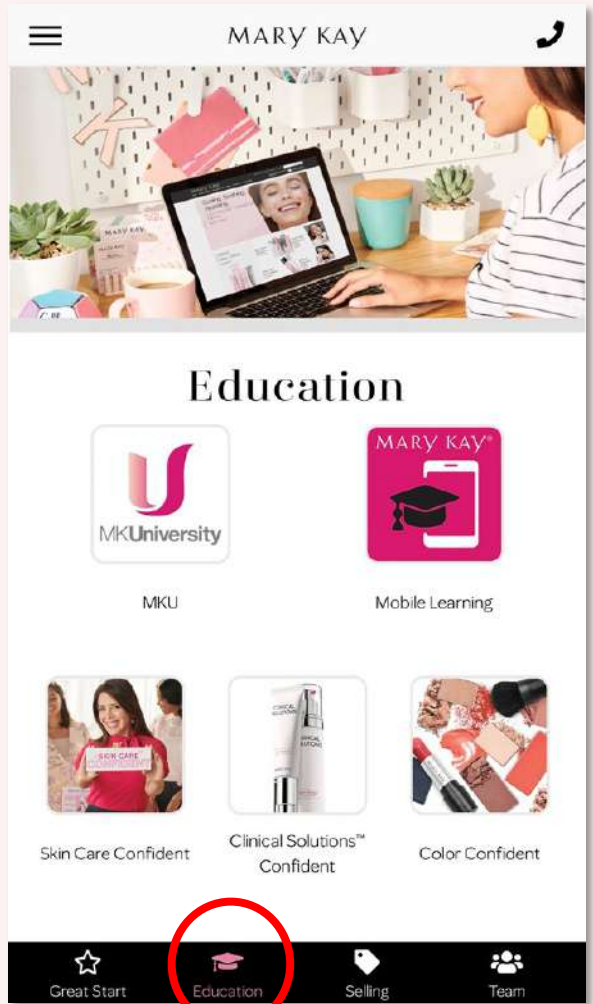
Mary Kay Great Start[®] App Education



MKUniversity
Complete each MKUniversity step to learn business essentials that support your success.



Mobile Learning
Learn on-the-go with inspirational and educational audio and videos on the *Mary Kay*[®] Mobile Learning app.



Tap the **Education** tab to access the page.



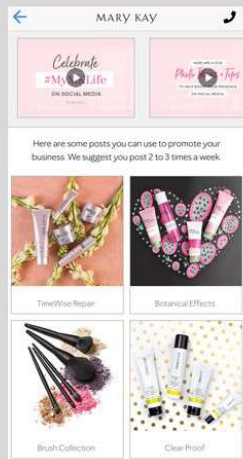
Skin Care Confident, Clinical Solutions Confident, Color Confident

Watch these videos and take quizzes to elevate your skin care and color cosmetic credibility with your customers!



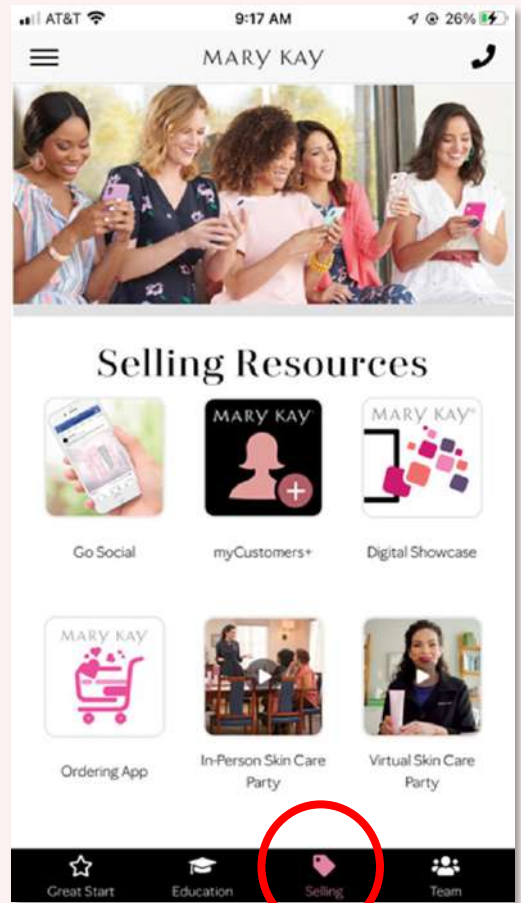
Mary Kay Great Start[®] App Selling Resources

Go Social



Access handy tips to help make your *Mary Kay*[®] business posts viewable, clickable and potentially profitable!

Access social posts to promote your business. We suggest you post 2 to 3 times a week.



Tap the **Selling** tab to access the page.



myCustomers+TM
Turn your smartphone into a portable business manager at your fingertips with the *myCustomers+TM* app.



Digital Showcase
Your one-stop app for *Mary Kay*[®] digital publications, including: Applause, Skin Care Party Flip Charts, Team-Building materials and more.



Ordering App
Independent Beauty Consultants can order wholesale products via their mobile devices, thanks to the FREE *Mary Kay*[®] Ordering App!



Skin Care Party How-To Videos
Prep for your virtual and in-person skin care parties with these educational videos.



Mary Kay

Great Start[®] App

Team Building

→ **New Independent Beauty Consultant**

Team-Building Flier



Build your business with on-brand, professionally designed materials that inform, impress and motivate potential team members to join.

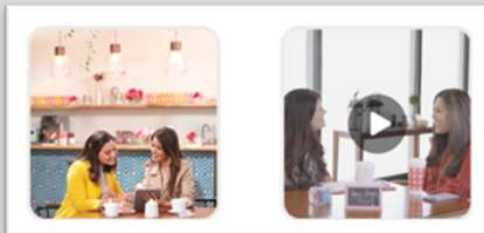


Tap the **Team** tab to access the page.



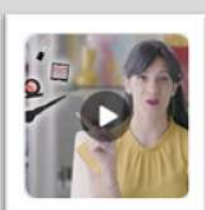
Team-Building Rewards

You probably know someone who would love to share this experience with you. When you and a friend go on this journey together, you can both have a *Great Start* with profitable rewards.



Conversation Guide and Conversation Role Play

Consider using the Conversation Guide to understand what a team-building conversation could look like. And watch how an Independent Beauty Consultant shares the Mary Kay opportunity in the role-play videos.



Inventory Discussion

Watch this informative and helpful video with your new team member before she places her initial product order.



Mary Kay Great Start[®] App

Team Building

 **Team Builders**

Team-Building Flier



Build your business with on-brand, professionally designed materials that inform, impress and motivate potential team members to join.



Team Building



Team Building Flier



Personal Team Tracking Reports



Team Building Rewards



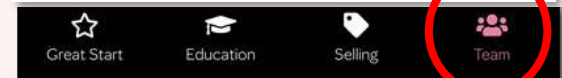
Conversation Guide



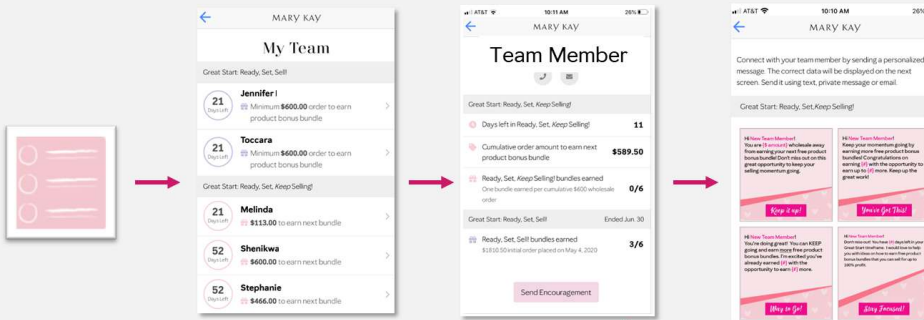
Conversation Role Play



Inventory Discussion



My Personal Team Report



Provides *Great Start* timeframe data to help support your team.

Tapping the "Send Encouragement" button takes you to messaging library options.

Send your team encouraging messages right from the App during their *Great Start* timeframe.

Tap the *Team* tab to access the page.



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