

TOTALLY
FLEXIBLE.
TOTALLY
FUN!
—
MARY KAY®

1

FITS
YOUR LIFE

- **Flexible** opportunity that works for you.
- **Make 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 leadership and selling skills.



3

LETS YOU
SELL PRODUCTS
YOU CAN
BELIEVE IN

- *Mary Kay®* products are made with **high-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

SHARE THE HEART
OF MARY KAY.

- **Started by a woman for women.**
- For more than 60 years, Mary Kay has been **empowering women** to be self-starters and to be who they truly want to be.
- Core value of faith first, family second and career third.
- Since 1963, Mary Kay Inc. and the *Mary Kay Ash Foundation*™ have donated more than **\$200 million** to provide research and support services for cancers affecting women, help end domestic violence, beautify and safeguard our planet and communities, and encourage girls to follow their dreams.

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% profit potential is based on a minimum \$225 wholesale Section 1 product sales volume.

consider all
YOUR OPTIONS!

**CUSTOMIZE YOUR
 STARTUP EXPERIENCE!**

Build your ideal Mary Kay business with options to customize your experience! Consider how each of these options can support your goals and add one or both.

**CHOOSE THE STARTUP
 THAT'S RIGHT FOR YOU!**

MARYKAY® eSTART[†]

The first step in starting a Mary Kay business is with *Mary Kay*® eStart!

It includes essentials to get you going – allowing you to work your business from home or on the go! You'll receive a few key *Mary Kay*® product samples to familiarize yourself with the product, along with informational materials that are fun and functional.

\$35*



\$45*

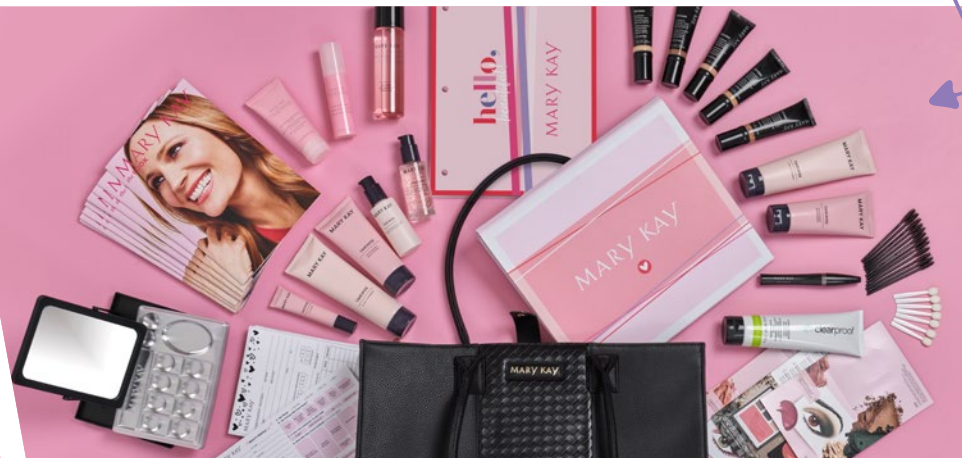
**MARYKAY®
 eSTART PLUS[†]**

Set yourself up for quick wins with a variety of *Mary Kay*® product samples! *Mary Kay*® eStart Plus is a great way to introduce your guests to products they're sure to love. Add this option to increase your selling potential!

\$90*

MARYKAY® PRO START[†]

Help empower your potential sales even more with the pro-level treatment. With *Mary Kay*® Pro Start, you'll receive retail-sized products for guests to sample, party supplies, business resources and more! You'll even be able to transport it all in a tote-ally professional bag. Add this option to increase your pro-level potential!



**CUSTOMIZE YOUR
 STARTUP EXPERIENCE**
 with one or both
 of these options!

**START
 LIKE A PRO!**

MARY KAY

* Prices are subject to change.

† Price is as shown plus applicable tax. Offers cannot be combined with any other discounts or promotions. Mary Kay Inc. reserves the right to extend, modify, eliminate or reduce this offer at any time. *Mary Kay*® products contained in the *Mary Kay*® eStart, *Mary Kay*® eStart Plus and *Mary Kay*® Pro Start 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. The *Mary Kay*® eStart Plus and *Mary Kay*® Pro Start options are only available for purchase at the time of the Independent Beauty Consultant Agreement submission or for 15 days thereafter.

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