

TOTALLY
FLEXIBLE.
TOTALLY
FUN!
—
MARY KAY

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.
- You'll find 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** through entrepreneurship.
- Core value of faith first, family second and career third.
- More than **\$96 million donated** by the *Mary Kay Ash Foundation*® to help end domestic violence and eliminate cancers affecting women.
- **100% renewable energy** powers Mary Kay's global manufacturing and R&D facility, as well as other Texas-based facilities.

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 your **BUSINESS NEEDS!**

Build your ideal Mary Kay business, and customize your experience! You'll begin with *Mary Kay*® eStart, and choose to add *Mary Kay*® Pro Start immediately or within **15 DAYS** of your start date. Consider how it can support your goals!

CHOOSE THE STARTUP THAT'S RIGHT FOR YOU!



\$35*

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.



\$90*

START LIKE A PRO!

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!

* 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 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*® Pro Start option is only available for purchase at the time of the Independent Beauty Consultant Agreement submission or for 15 days thereafter.

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