

# ALL ABOUT Mary Kay

## THE OF MARY KAY

- Started by a woman for women
- For more than 60 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.**



## BE WHO *You* WANT TO BE

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

## MARY KAY 60 YEARS OF INSPIRATION, INNOVATION & IMPACT

What sets us apart? Not just one thing but many facets that, put together, create a brand unlike the rest.

### THE COMPANY

**#1** MARY KAY IS THE #1 DIRECT SELLING BRAND of Skin Care and Color Cosmetics in the World.\*

#### FOUNDER

Mary Kay Ash, from humble beginnings to a champion of ensuring women could take their rightful place in the business world

#### ACHIEVEMENT

Mary Kay Ash was recognized as one of the "Most Outstanding Women in the 20th Century" by USA Today.



**60 YEARS IN BUSINESS**, outlasting hundreds of Fortune 500 companies



#### 35+ MARKETS

Mary Kay® products are sold in dozens of countries around the world.



### MARY KAY® PRODUCTS

**133**

Product awards in prestigious U.S. publications since 2012



**MORE THAN 500K**

Tests conducted every year to ensure product safety, quality and performance



**UP TO 1.1 MILLION** Products produced every day at the Richard R. Rogers Manufacturing / R&D Center in Lewisville, Texas



## HUNDREDS OF PRODUCTS

Including skin care, color and fragrance in our global portfolio



**39** 

Mary Kay® products (and counting!) currently have earned the Good Housekeeping Seal – the most recognized consumer emblem in the U.S.

**MORE THAN 1,600**

Global patents, which shows our dedication to innovation

### POSITIVE IMPACT

**MORE THAN \$200 MILLION**

Donated by Mary Kay Inc. and the Mary Kay Ash Foundation™ since 1963 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

**\$36.5 MILLION**

Awarded by the Mary Kay Ash Foundation™ since 1996 to research and support programs for cancers affecting women

**MORE THAN \$55 MILLION**

Awarded by the Mary Kay Ash Foundation™ since 2001 to more than 2,700 domestic violence shelters supporting over 6 million women seeking shelter and services to be free from abuse

### ZERO-LANDFILL STATUS

Achieved by global Mary Kay manufacturing facilities

**100% RENEWABLE ENERGY**

Powers the Mary Kay world headquarters and manufacturing facility.



**MORE THAN 1 MILLION** Trees planted in partnership with the Arbor Day Foundation



**100%**

Of Independent Beauty Consultants are independent business owners with the flexibility to grow their businesses in ways that work best for them.

**MILLIONS OF WOMEN**

All over the world have enriched their lives, their families' lives and the lives of countless others through the Mary Kay opportunity.

**50%**

Is the profit all Independent Beauty Consultants can earn on product sales.\*\*

### A MARY KAY BUSINESS

### VALUES

#### GO-GIVE

Women selflessly helping other women because we're stronger together



#### FAMILY OWNED & LED

By Mary Kay Ash's grandson, Ryan Rogers, to remain true to her vision of a Company of careholders not shareholders

#### MAKE ME FEEL IMPORTANT

Following Mary Kay Ash's guidance, we imagine everyone has a sign around their neck with this sentiment.

#### GOLDEN RULE

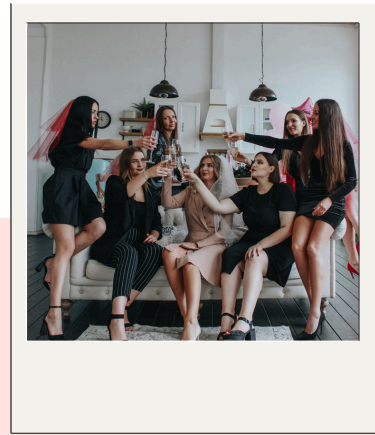
Guided by the principle of treating others the way they would like to be treated

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\*Source Euromonitor International Limited, Beauty and Personal Care 2023 Edition, value sales at RSP, 2022 data\*\*  
\*\*The 50% gross profit calculation is based on a minimum personal retail sales volume of \$225 in wholesale Section 1 products.

# ALL ABOUT *our unit*



## THE BLESSED BEELIEVERZ UNIT



### *Meet Christi*

- Began her business in 2007
- 6 career cars - 3 Pink Cadillacs!
- Started MK in 2007
- Was named Miss Go Give for the Sapphire Seminar Division in January 2023
- Triple Crown & Dean's List Achiever

- Our Unit debuted in January 2016
- We have earned 3 Pink Cadillacs & are in the process of earning our 4th
- We currently have Consultants in 16 states!
- We love to laugh and grow together as much as possible.
- Our mission is to build futures with peace and ease through consistent daily efforts; having fun and joy in all that we do.
- We are building the Happy National Area by supporting at least 20 women to the position of Sales Director



# THE Mary Kay OPPORTUNITY...

## 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 is **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 suggest retail.



## 2 HELPS YOU BE WHO YOU WANT TO BE

- Mary Kay Independent Beauty Consultants care about one another, their customers and **helping one 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 HAS PRODUCTS YOU CAN BELIEVE IN

- Mary Kay products are made with **high-quality ingredients**.
- All products are **extensively researched** with hundreds of thousands of product tests conducted each year.
- Mary Kay products deliver real results that are right for you and your customers.



## 4 IS FULL OF LOVE

- **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.





# MARY KAY

## career path



### INDEPENDENT BEAUTY CONSULTANT

Can Earn:

- 50% profit potential on personal retail product sales
- Earned Discount Privilege

### SENIOR BEAUTY CONSULTANT

1 OR 2 ACTIVE PERSONAL TEAM MEMBERS

Can Earn:

- 50% profit potential on personal retail product sales.
- Earned Discount Privilege.
- 4% personal team commission.



### STAR TEAM BUILDER

3 OR 4 ACTIVE PERSONAL TEAM MEMBERS

Can Earn:

- 50% profit potential on personal retail product sales.
- Earned Discount Privilege
- 4%, 6% or 8% personal team commission.
- Eligible to purchase and wear a red jacket – 50% off first-time purchase

### TEAM LEADER

5-7 ACTIVE PERSONAL TEAM MEMBERS

Can Earn:

- 50% profit potential on personal retail product sales.
- Earned Discount Privilege
- 9% or 13% personal team commission.



### ELITE TEAM LEADER

8 OR MORE ACTIVE PERSONAL TEAM MEMBERS

Can Earn:

- 50% profit potential on personal retail product sales.
- Earned Discount Privilege
- 9% or 13% personal team commission.



### INDEPENDENT SALES DIRECTOR

24+ ACTIVE PERSONAL TEAM MEMBERS

Can Earn:

- 50% profit potential on personal retail product sales.
- Earned Discount Privilege
- 4%, 9% or 13% personal team commission.
- 9%, 13%, or 23% unit commission.
- Eligible to earn the use of a variety of career cars.



**Enjoy additional perks, bonuses, and special opportunities as you develop offspring and build your Area.**