

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

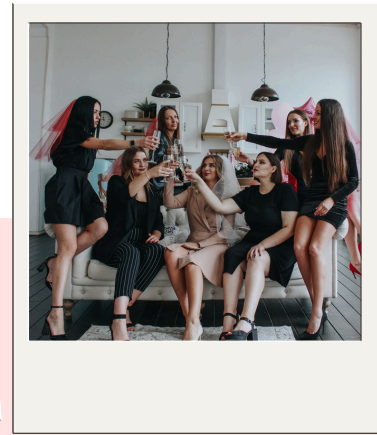
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Source Euromonitor International Limited, Beauty and Personal Care 2023 Edition, value sales at RSP, 2022 data

**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

- 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



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

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.
- Eligible to earn use of a career car.



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.



START SOMETHING *Beautiful!*



\$35

eSTART

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

Includes:

- Welcome Brochure
- Great Start Brochure
- The Look catalog
- TimeWise Miracle Set Sample Set in Normal/Dry AND Combination/Oily
- TimeWise Eye Cream Samples

PLUS a beautifully branded website for one year and apps, education, digital tools, and digital marketing resources to help you manage your business!

OPTIONAL ADD-ON

Build your ideal Mary Kay business with this option!
Customize your Startup Experience anytime within your first 15 Days!

eSTART Pro

This startup option can help empower your sales with retail-sized products and additional business resources!

Includes:

- Retail-sized products to sample
- Product samples
- Essential party supplies
- Mary Kay Pro Start Tote
- Flip Chart Binder With Pages
- Sales Tickets
- Beauty Profile Cards
- The Look catalogs



\$90
Over \$400
SRP value!