

# What's Your Why?

***Find out inside!***

*One Woman Can*®  
Pursue Her Dreams ▶



**10 Reasons this may be the perfect opportunity for you!**

# #1 The Products Sell Themselves

**10 Reasons** this may be the perfect opportunity for you:

**#1 Products Sell Themselves**

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## **FUN FACT:**

The Mary Kay® Palettes are the most customizable, refillable palettes ever created by Mary Kay with over 18 million possible color combinations.



## **Mary Kay Products are....**

- **#1 in Customer Loyalty with Brand Keys Award**
- **Recognized with "Good Housekeeping Award"**
- **100% Customer Guaranteed**
- **Try Before You Buy**
- **Made in USA by Mary Kay, Inc.**
- **Consumable**
- **Recession Proof**
- **Not Animal Tested**
- **High Quality Research**



## #2 Earn Extra Money

10 Reasons this may be the perfect opportunity for you:

#1 Products Sell Themselves

#2 Earn Extra Money

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### **FUN FACT:**

The Mary Kay® product line includes more than 200 premium products in five categories: facial skin care, color cosmetics, body care, sun protection and fragrance.

### **Parties/Virtual Events - 50% with 3+ attending**

a \$200 Party gives you \$100 in profit

a \$300 Party gives you \$150 in profit

**in about 2-3 hours**



### **Facial/Virtual one on one - 50% with 1-2 attending**

a \$100 Facial gives you \$50 in profit

**in about 1 hour**



### **Reorders- 50%**

at **On-the-Go** appointments

**Online** through your website or email  
by **phone call** or text



### **What we do**

**We teach Skin Care and Color Cosmetics**  
**Use a try before you buy approach**  
**Provide on the spot delivery**





## #3 Flexibility

10 Reasons this may be the perfect opportunity for you:

#1 Products Sell Themselves

#2 Earn Extra Money

#3 Flexibility

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### **FUN FACT:**

On Sept. 13, 1963, Mary Kay, her son Richard Rogers and nine Beauty Consultants opened Beauty by Mary Kay from a 500-square-foot storefront in Dallas.



**You are your own boss.  
We teach you to work Mary  
Kay into your current  
lifestyle.**

### **Your weekly plan and estimated earnings**

	Sun	Mon	Tues	Wed	Thur	Fri	Sat
8 AM							
12 AM							
5 PM							
9 PM							

**Mary Kay teaches us to keep our priorities in order:  
*God First - Family Second - Career Third***

# Classes	# Hours	Average Sales	Profit
1	2.5	\$150	\$75
2	5	\$300	\$150
3	7.5	\$450	\$225
4	10	\$600	\$300
5	12.5	\$750	\$375
6	15	\$900	\$450
7	17.5	\$1050	\$525
8	20	\$1200	\$600
9	22.5	\$1350	\$675
10	25	\$1500	\$750
11	25.5	\$1650	\$825
12	28	\$1800	\$900

## #4 Low Starting Cost Options

10 Reasons this may be the perfect opportunity for you:

#1 Products Sell Themselves

#2 Earn Extra Money

#3 Flexibility

#4 Low Starting Costs

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### FUN FACT:

More than 600 women worldwide have become Independent National Sales Directors, the highest pinnacle of a Mary Kay business.

★ **JOIN MARY KAY** *your way!* ★

### Get started with **MARY KAY® eSTART.†**

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

It includes business essentials to help you get started. You'll receive a few key *Mary Kay®* product samples along with informational materials that are fun and functional.

**INCLUDES:** Welcome Brochure, *Great Start™* Brochure, *The Look* catalog, *TimeWise®* *Miracle Set®* Sample Set in Normal/Dry, *TimeWise®* *Miracle Set®* Sample Set in Combination/Oily and *TimeWise®* Eye Cream Samples, pk./6.

#### PLUS:

- Access to a beautifully branded *Mary Kay®* Personal Web Site for one year.
- Free apps to help you sell *Mary Kay®* products anytime, anywhere.
- Online step-by-step education to help you grow as you go!
- Digital tools and marketing resources for managing your business.
- Customer support.

**\$35<sup>+</sup>**



## CUSTOMIZE YOUR STARTUP EXPERIENCE!

Build your ideal Mary Kay business with one or both of these options:

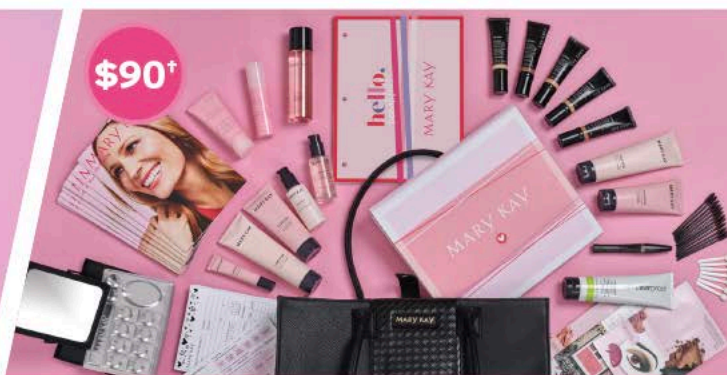
**\$45<sup>+</sup>**



### **MARY KAY® 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<sup>+</sup>**



### **MARY KAY® 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!



# #5 Learning is Easy

10 Reasons this may be the perfect opportunity for you:

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#5 Learning is Easy

#6

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## **FUN FACT:**

Approximately 42,000 women are currently Mary Kay Independent Sales Directors worldwide.

**As a New Consultant you will complete orientation and learn how to:**

- Get Started
- Conduct Skin Care Parties and Virtual Events
- Explain and choose Skin Care and Color Products
- Manage a Business and Money
- Advance in the Career
- Get appointments



# #6 BIG Benefits

**10 Reasons** this may be the perfect opportunity for you:

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**#6 BIG Benefits**

**#7**

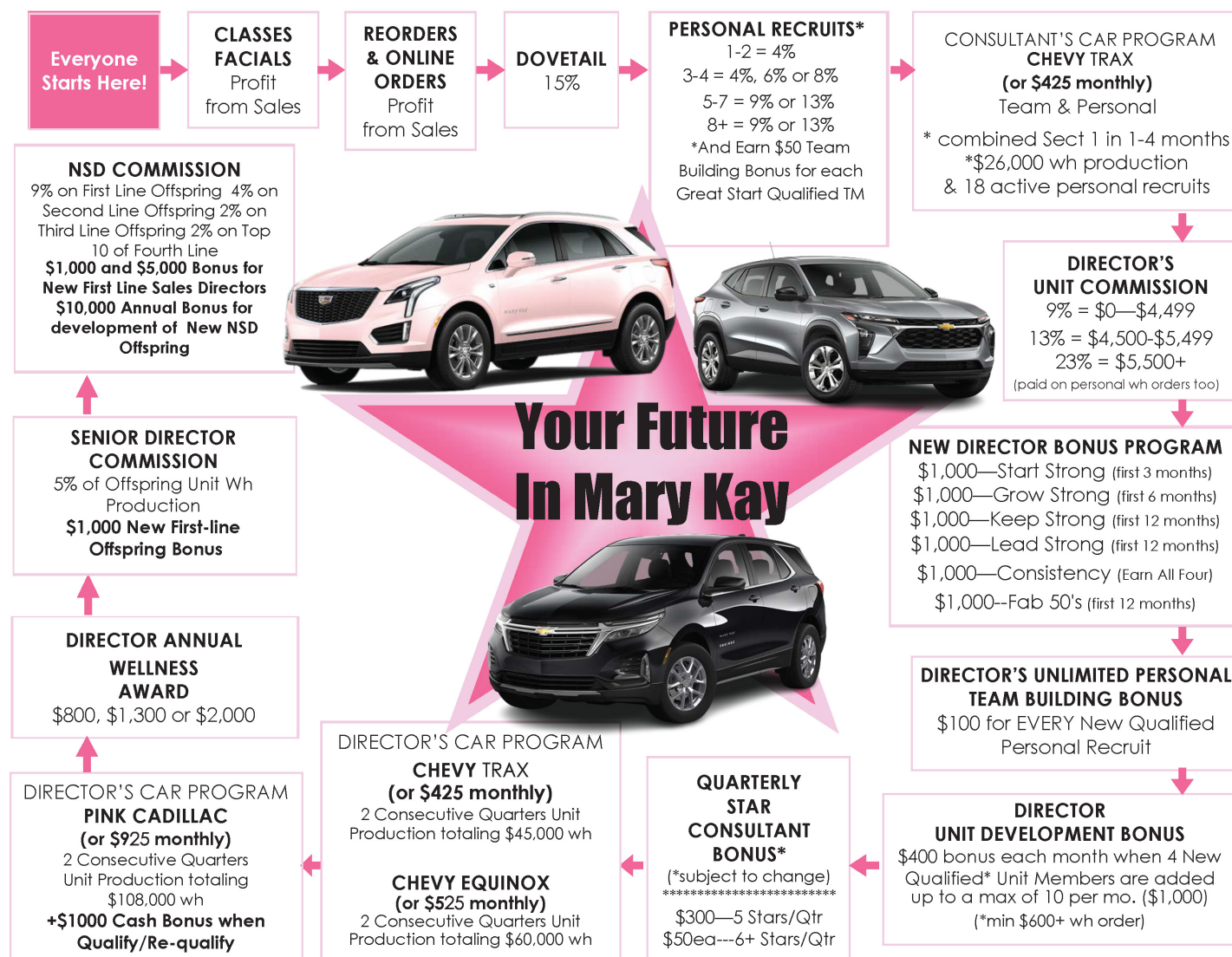
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## FUN FACT:

The MK Foundation has awarded \$50 million to shelters and programs addressing domestic violence and nearly \$28 million to find a cure for cancers affecting women in the United States.



Updated February 2024

Everyone starts at the same place. Your advancement - how fast, and how far, are completely up to you. So, you may promote as quickly as you want.



# #7 Prizes, Recognition and Career Cars

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#6 BIG Benefits

#7 Prizes & Recognition

#8

#9

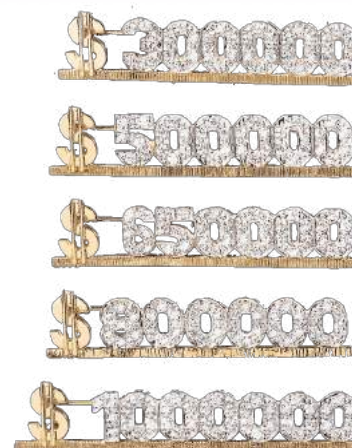
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## **FUN FACT:**

Mary Kay Inc. introduced the famous pink Cadillac in 1969. Today, the global Mary Kay Career Car program also includes Toyota, Mercedes, BMW, Ford and Chevrolet models.



## No quotas, just incentives



Mary Kay offers one of the most generous rewards and recognition programs in the direct-selling industry.





# #8 Tax Advantages/Inventory

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- #6 BIG Benefits
- #7 Prizes & Recognition
- #8 Tax Advantages
- #9
- #10

## **FUN FACT:**

Mary Kay® products are sold in more than 35 global markets.

**As a self-employed Mary Kay Consultant you could be entitled to deductions...**

- Car Expenses-Mileage
- Cell Phone
- Supplies
- Gifts and Demo Items
- Postage
- Office in Home
- Mary Kay Related Travel

## **No Risk Inventory**

**90 % Buyback for Consultants**  
**100 % Satisfaction Guarantee**  
**for Customers**



# #9 The Best Part - Mary Kay Ash

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#6 BIG Benefits

#7 Prizes & Recognition

#8 Tax Advantages

#9 The Woman

#10

## **FUN FACT:**

In a study conducted in 2003 by Baylor University, Mary Kay Ash was named the greatest female entrepreneur in American history.



## *Mary Kay Ash - The Woman*

**In 1963, Mary Kay Ash began her company with a dream to help women.**

- Unique Business Philosophy of God, Family, Career
- Golden Rule Management
- Positive Environment/Attitude



**It was Mary Kay's ardent desire that women would realize and use their God-given talents. She often said...**  
**"If today one woman realizes how great she is, then it's a great day!"**



# #10 Personal Growth

10 Reasons this may be the perfect opportunity for you:

- #1 Products Sell Themselves
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- #7 Prizes & Recognition
- #8 Tax Advantages
- #9 The Woman
- #10 Personal Growth

## **FUN FACT:**

Mary Kay Ash wanted to enrich women's lives by providing an unparalleled business opportunity that allowed women to achieve their dreams while keeping life's priorities in order.

- Self-confidence
- Challenge and purpose
- Development of new skills
- Positive non-risk environment
- Encouragement
- Satisfaction from helping others
- New friends
- Maintain and improve appearance



# Get Started Today!

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**#8 Tax Advantages**

**#9 The Woman**

**#10 Personal Growth**

## **FUN FACT:**

Mary Kay built her Company upon the Golden Rule and the priorities of God first, family second and career third.

## **An Opportunity That Fits Your Life**

As a Mary Kay Independent Beauty Consultant, you may work for yourself, but you're never by yourself. The Company supports you with amazing educational opportunities at every step along the way. And your independent Sales Director or Recruiter can help guide you with encouragement and support.

## **Connect**

Connect with your own Independent Beauty Consultant  
or

If you do not have an Independent Beauty Consultant we will help you connect with one

## **Sign Up**

Sign and submit an Independent Beauty Consultant Agreement.

## **Start Your Business**

Get your Starter Kit, and start having fun!

discover what you  
**LOVE**™

