

MARY KAY eSTART

Frequently Asked Questions

1. What is the \$30 limited-time* Mary Kay eStart offer?

The limited-time* Mary Kay eStart offer is a new option for any eligible new or returning Independent Beauty Consultant to start her business.

The \$30 limited-time* Mary Kay eStart offer will be available for purchase for a limited time* and includes:

- One year of *Mary Kay*® Personal Web Site access (a \$30 value).
- One year of ProPay** access (a \$39.95 value).
- Access to *Mary Kay InTouch*® (Visit New Independent Beauty Consultants Start Here to get started).
- Access to FREE *Mary Kay*® apps.

2. When will the new \$30 limited-time* Mary Kay eStart offer launch?

April 20, 2020

3. How long will this offer be available?

It will be available until December 31, 2020.

4. Why was this offer extended?

As social distancing continues, we are extending this limited time offer until December 31, 2020 to continue to provide another option for your potential team members to quickly begin their businesses.

5. Will you extend the limited-time* Mary Kay eStart offer option past December 31, 2020?

We will continue to evaluate the program to determine if an extension is needed.

6. Why is Mary Kay introducing this limited-time* Mary Kay eStart offer?

The \$100 Starter Kit is a great value and full of useful materials. Unfortunately, during this time of social distancing, most of those items are not usable. Therefore, we wanted to provide an optional way for your potential team members to quickly begin their businesses.

7. How do eligible new or returning Independent Beauty Consultants purchase the \$30 limited-time* Mary Kay eStart offer?

Beginning April 20, 2020, through the online Independent Beauty Consultant Agreement only, potential recruits can select the \$30 limited-time* Mary Kay eStart offer.

8. Can eligible new or returning Independent Beauty Consultants who purchase the \$100 Starter Kit also purchase the \$30 limited-time* Mary Kay eStart offer?

Yes, any eligible new or returning Independent Beauty Consultant who purchases the \$100 Starter Kit can also take advantage of the limited-time* Mary Kay eStart offer and add it to their purchase as they are completing the online Independent Beauty Consultant Agreement. It must be purchased at the time the online Independent Beauty Consultant Agreement is completed.

After she has purchased a \$100 Starter Kit as a final transaction, she will no longer be eligible to purchase the \$30 limited-time* Mary Kay eStart offer. Therefore, Independent Beauty Consultants must ensure the \$30 limited-time* Mary Kay eStart offer is purchased **at the same time** the online Independent Beauty Consultant Agreement is completed.

9. If an eligible new or returning Independent Beauty Consultant submits her Independent Beauty Consultant Agreement before April 20, 2020, can she purchase the \$30 limited-time* Mary Kay eStart offer?

No, she cannot. The promotion begins April 20, 2020.

This also applies to those Independent Beauty Consultants who started April 1–19, 2020. As you know, with any promotion there is always a start date and end date.

10. If an eligible new or returning Independent Beauty Consultant chooses the \$100 Starter Kit, can she add the \$30 limited-time* Mary Kay eStart offer after her Independent Beauty Consultant Agreement has been received and accepted by the Company?

No, it must be purchased at the time the online Independent Beauty Consultant Agreement is completed.

11. Can Independent National Sales Directors or Independent Sales Directors purchase the \$30 limited-time* Mary Kay eStart offer?

No, National Sales Directors and Sales Directors cannot purchase the \$30 limited-time* Mary Kay eStart offer.

12. Can existing Independent Beauty Consultants purchase the \$30 limited-time* Mary Kay eStart offer?

No, existing Independent Beauty Consultants cannot purchase the \$30 limited-time* Mary Kay eStart offer. However, they can purchase a *Mary Kay*® Personal Web Site for **\$30** and a ProPay** account for **\$39.95**.

13. If an eligible new or returning Independent Beauty Consultant chooses the \$30 limited-time* Mary Kay eStart offer can she add the \$100 Starter Kit after her Independent Beauty Consultant Agreement has been received and accepted by Company?

No, it must be purchased at the time the online Independent Beauty Consultant Agreement is completed.

14. What is the Mary Kay eStart Supplies Convenience Bundle?

The new Mary Kay eStart Supplies Convenience Bundle boosts your business with materials to help you with in-person appointments. It's also a great option for Independent Beauty Consultants who want to refresh their existing supplies. This bundle does not include Section 1 products or Section 2 samplers.

It is available May 16, 2020 – Dec. 31, 2020, on Section 2 only through online ordering. It is located under Section 2 > Supplies/Packaging > Party Supplies. It is \$75.

What's inside:

- Welcome Card
- Datebook (Bilingual)
- Skin Care Party Flip Chart Pages With Binder
- Laminated Place Cards (4) and Laminated Satin Hands® Pampering Set Instructions for Use Card
- Sales Tickets (30/pk)
- Customer Profiles (30/pk)
- Start Something Beautiful® Magazine (1)
- Miracles Happen Book (1)
- Steps to Success Brochure (1)
- Great Start: Ready Set Sell! Brochure (1)
- Love What You Do Team Building Flier w/insert (1)
- Dry Erase Markers (4)
- Skin Care Place Mats (4)
- Second Appointment Laminated Place Mats (4)
- Party Tray Inserts (Bilingual)(12/pk)
- Starter Kit Bag (1)
- Face Cases (4) (Mirrors With Trays)
- Disposable Trays (30/pk)
- Disposable Facial Cloths (30/pk)
- Disposable Mascara Sample Wands (30/pk)
- Disposable Sponge-Tip Applicators (30/pk)
- Foundation Finder Tool (1) (Bilingual)

15. Who is eligible to purchase the Mary Kay eStart Supplies Convenience Bundle?

All Independent Beauty Consultants are eligible to purchase the Mary Kay eStart Supplies Convenience Bundle on Section 2 for \$75 from May 16, 2020 through Dec. 31, 2020.

16. Is there a limit to how many Mary Kay eStart Supplies Convenience Bundles an Independent Beauty Consultant can order?

No, there are no limits to the number of Mary Kay eStart Supplies Convenience Bundles an Independent Beauty Consultant can order.

17. How do I purchase the retail-sized products and Section 2 product samples included in the \$100 Starter Kit?

You can purchase them individually on Section 1 and Section 2.

18. Why were samples not included in the \$30 limited-time* Mary Kay eStart offer?

We understand that sampling is a part of how independent sales force members are working their Mary Kay businesses during this time. As we've shared, overwhelming sales have surpassed our normal forecasts and we continue to experience temporary shortages of some samples. If Company-manufactured product samples are not available, the best solution is to encourage consumers to purchase the full-size product, reminding them of the Company's 100% Satisfaction Guarantee.

19. Why can't an eligible returning Independent Beauty Consultant purchase the \$25 Business Restart Kit?

Sales of the \$25 Business Restart Kit have been temporarily suspended while the \$30 limited-time* Mary Kay eStart offer is available. The \$25 Business Restart Kit contains samples, and as we've shared, overwhelming sales have surpassed our normal forecasts and we continue to experience temporary shortages of some samples. If Company-manufactured product samples are not available, the best solution is to encourage consumers to purchase the full-size product, reminding them of the Company's 100% Satisfaction Guarantee.

20. Does an eligible new or returning Independent Beauty Consultant who chose the \$30 limited-time* Mary Kay eStart offer qualify for the *Great Start* Program?

Yes, the new Independent Beauty Consultant can become *Great Start*-qualified[†] if her single or cumulative orders are \$600 or more in wholesale Section 1 products and the order(s) are received and accepted by the Company in the same or following three calendar months that their Agreement is received and accepted by the Company.

21. If my first order ONLY includes Section 2 items, will I be able to earn *Great Start: Ready, Set, Sell!* product bundles?

No, if your first order had ONLY Section 2 items, you will not be eligible to earn *Great Start: Ready, Set, Sell!* product bundles on that order. You earn *Great Start: Ready, Set, Sell!* product bundles when you place a single order of \$600 or more in wholesale Section 1 products within the same or following month that your Independent Beauty Consultant Agreement is received and accepted by the Company.

22. If my first order ONLY includes Section 2 items, but my next order is \$600 or more in wholesale Section 1 products within the same or following month that my Independent Beauty Consultant Agreement is received and accepted by the Company, will I be able to earn Great Start: Ready, Set, Sell product bundles?

Yes, if your first order had ONLY Section 2 items, but you place a single order of \$600 or more in wholesale Section 1 products within the same or following month that your Independent Beauty Consultant Agreement is received and accepted by the Company, you will be eligible to earn *Great Start: Ready, Set, Sell!* product bundles.

23. If I placed my first order with ONLY Section 2 items, but my next order includes \$600 or more in Section 1 products is received within 15 days of the Company receiving my Independent Beauty Consultant Agreement, will I receive the Color Look?

Yes. If your first order has ONLY Section 2 items, you will get the Color Look if you place a single order of \$600 or more in wholesale Section 1 products within 15 days of your Independent Beauty Consultant Agreement being received and accepted by the Company.

24. Will an eligible new or returning Independent Beauty Consultant who chooses the \$30 limited-time* Mary Kay eStart offer be able to participate in the Bring Your Besties discount?

Yes, her first three new personal team members who become a Mary Kay Independent Beauty Consultant during her *Great Start*^{††} time frame can receive a \$25 discount on their \$100 Starter Kits. The \$25 Starter Kit discount only applies toward the purchase of the \$100 Starter Kit. It does not apply to any other Starter Kit, limited-time* offer or otherwise, or any other business startup cost, process or program.

25. Can a Bring Your Besties discount be applied to the \$30 limited-time* Mary Kay eStart offer?

No, the Bring Your Besties discount coupons are only applicable toward the purchase of a \$100 Starter Kit. It does not apply to any other Starter Kit, limited-time* offer or otherwise, or any other business startup cost, process or program.

26. Can a Bring Your Besties discount be applied to the \$100 Starter Kit + \$30 limited-time* Mary Kay eStart offer?

Yes. A Bring Your Besties discount can be applied toward the purchase of a \$100 Starter Kit when an Independent Beauty Consultant purchased the \$100 Starter Kit + \$30 limited-time* Mary Kay eStart offer. However, it cannot be applied to the \$30 limited-time* Mary Kay eStart offer by itself.

27. How can I access my included subscription of my *Mary Kay*® Personal Web Site and ProPay?

- Access the Personal Web Site Manager to create your Personal Web Site from InTouch<New Independent Beauty Consultants Start Here page or InTouch<Business Tools<Personal Website Manager.
- Sign up for your ProPay account from InTouch/New Independent Beauty Consultants Start Here or InTouch<Ordering<ProPay

28. After my first year, what will the annual subscription fee be for my *Mary Kay*® Personal Web Site and ProPay?

Should you choose to renew your *Mary Kay*® Personal Web Site subscription, the annual fee is \$30, and should you choose to renew your ProPay subscription, the annual fee is \$39.95.

29. I purchased the \$30 limited-time* *Mary Kay* eStart offer, why is ProPay charging me \$1 to activate my subscription?

ProPay's system is currently set up to mandate the processing and verification of at least a minimal credit card transaction (in this case \$1) as a part of their identity verification process which is required by Federal "Know Your Customer" laws.

30. If a new Independent Beauty Consultant purchased the \$30 limited-time* *Mary Kay* eStart offer, does she have to be active*status to place her Customer Delivery Service orders?**

Yes, the rules for participating in the Customer Delivery Service did not change. That means the new Independent Beauty Consultant must be in active*** status to place her Customer Delivery Service orders.

31. Can an Independent Beauty Consultant choose to have a *Mary Kay*® Personal Web Site and not have a ProPay account?

Yes, if an Independent Beauty Consultant chooses to have a *Mary Kay*® Personal Web Site without ProPay, then she will have to contact her customers directly for payment.

32. If I choose not to use the ProPay service because I do not have a Social Security Number or Tax ID number, do I still have to pay the full \$30 for the *Mary Kay* eStart?

Yes, the limited-time* *Mary Kay* eStart offer includes your access to both ProPay and a *Mary Kay*® Personal Web Site, regardless of whether you choose to use either platform. If you do not choose to sign up for these services, for whatever reason, you are still obligated to pay the \$30 in order to become an Independent Beauty Consultant.

33. Why do I have to provide a Social Security Number or a Tax ID Number to set up my ProPay account? A Social Security Number was not required when I signed my Independent Beauty Consultant Agreement.

Although you can become an Independent Beauty Consultant without a Social Security Number or Tax ID number, ProPay requires this information in order to comply with its

legal obligations under various banking laws and therefore not exclusive to members of the independent sales force.

The limited-time* Mary Kay eStart offer includes access to certain tools, which are not provided by Mary Kay; rather, they are provided by third-party vendors like ProPay**. By signing up for the limited-time* Mary Kay eStart offer, you agree to comply with all applicable third-party provider terms and fees including, providing your Social Security Number or Tax Identification Number, when necessary, and paying a \$1 account set-up fee with a valid credit or debit card to verify your account and identity. If you are unwilling or unable to comply with third-party providers' terms, conditions, and fees, Mary Kay is relieved from guaranteeing access to such third-party services.

*Offer is valid for a limited time and is set to expire December 31, 2020. Price is as shown **plus applicable sales tax**. Offer cannot be combined with any other discounts or promotions including, but not limited to, the Bring Your Besties Starter Kit Discount. Mary Kay Inc. reserves the right to extend, modify, eliminate or reduce this offer at any time.

In addition to the terms, conditions, rights and/or restrictions set forth in the Independent Beauty Consultant Agreement with Mary Kay Inc. ("Mary Kay"), your use of and access to all products and services contained in Mary Kay eStart is subject to the following terms: Mary Kay eStart includes access to certain resources that are not provided by Mary Kay; rather, they are provided by third-party providers. You agree to comply with all applicable third-party provider terms and fees including, **but not limited to, providing your Social Security number or taxpayer identification number, when necessary, and paying a \$1 account set-up fee with a valid credit card or debit card to verify your account and identity. **Depending on the identity verification information provided, the third-party provider may request additional information to substantiate your identity; however, providing any verification information is not a guarantee the third-party will grant you access.** Those terms may be supplied to you within the Mary Kay eStart service or directly by the third-party provider. If you are unwilling or unable to comply with third-party providers' terms, conditions and fees, Mary Kay is relieved from guaranteeing access to such third-party services.

Third-party terms, conditions, fees and obligations are not considered when Mary Kay calculates its obligations under the Company's 90% Repurchase Policy.

*** An Independent Beauty Consultant is considered active in the month a minimum \$225 wholesale Section 1 product order is received and accepted by the Company and in the following two calendar months.

†A *Great Start*-qualified Independent Beauty Consultant is one whose initial order or cumulative orders are \$600^{or} more in wholesale Section 1 products, and the orders are received and accepted by the Company in the same or following three calendar months that her/his Independent Beauty Consultant Agreement is received and accepted by the Company.

††Your *Great Start* time frame is the month your Independent Beauty Consultant Agreement is received and accepted by the Company and the following three calendar months.