

# MARY KAY

## THE CHOICE IS YOURS!

The Mary Kay opportunity is all about **flexibility**. It fits your life, so you can balance the important things in your life and put them first while still running a successful Mary Kay business. Even HOW you start your Mary Kay business is flexible. Whether you decide to go all in with the Starter Kit<sup>†</sup> or start your business digitally with the *Mary Kay*<sup>®</sup> eStart<sup>†</sup>, you can **earn up to 50% profit\*** on the *Mary Kay*<sup>®</sup> products you sell at suggested retail.



	MARY KAY <sup>®</sup> eSTART <sup>†</sup>	STARTER KIT <sup>†</sup>
PRICE	\$30	\$130
DESCRIPTION	The <i>Mary Kay</i> <sup>®</sup> eStart <sup>†</sup> is a great way to work from the comforts of home and still have the opportunity to connect virtually with your customers on a personal level. And at only \$30, freedom and flexibility is yours for the taking!	Perfect for <b>connecting</b> with your first hostesses and customers, this Starter Kit <sup>†</sup> includes retail-sized products, business resources, tips and selling techniques designed to help increase your <b>confidence</b> and <b>empower</b> your sales. And there's even a gorgeous designer bag for you to carry it all in!
BUSINESS SUBSCRIPTIONS	<ul style="list-style-type: none"> <li>• Access to a beautifully branded <i>Mary Kay</i><sup>®</sup> Personal Web Site for one year.</li> <li>• Access to ProPay for one year, a credit card processing service to securely process credit card and debit card orders.</li> </ul>	<ul style="list-style-type: none"> <li>• Access to a beautifully branded <i>Mary Kay</i><sup>®</sup> Personal Web Site for one year.</li> <li>• Access to ProPay for one year, a credit card processing service to securely process credit card and debit card orders.</li> </ul>
BUSINESS RESOURCES	<ul style="list-style-type: none"> <li>• Free apps to help you sell products anytime, anywhere.</li> <li>• Online step-by-step education to help you grow as you go!</li> <li>• A treasure trove of digital marketing resources.</li> <li>• Customer support.</li> </ul>	<ul style="list-style-type: none"> <li>• Free apps to help you sell products anytime, anywhere.</li> <li>• Online step-by-step education to help you grow as you go!</li> <li>• A treasure trove of digital marketing resources.</li> <li>• Customer support.</li> </ul>
FULL-SIZED RETAIL PRODUCTS	X	Revel in our fabulous <i>Mary Kay</i> <sup>®</sup> products, including world-class skin care, flawless face and more. Valued at \$400,** it's enough for 30 faces!
LITERATURE AND EDUCATION	X	From a Skin Care Party Flip Chart and super cute place mats to helpful brochures and a glossy magazine as your guide, this Starter Kit is chock-full of literature and education to help you succeed.
PARTY SUPPLIES	X	This Starter Kit has all the party supplies you need to get your in-person parties up and running! It even comes with a gorgeous designer Starter Kit Bag to carry it all in!

# NEW BEAUTY CONSULTANT SAMPLE PACK, \$45

An **optional add-on** for either the *Mary Kay*® eStart<sup>†</sup> or the Starter Kit<sup>†</sup>, this powerful pack is only available while choosing your startup options.



The New Beauty Consultant Sample Pack is a strong way to **maximize** how you start your Mary Kay business. It includes enough **Mary Kay**® **product samples for 30 faces** (a \$69\*\* value) as well as literature that's both educational and inspirational. Keep in mind that you can't order the New Beauty Consultant Sample Pack separately. It is only available to purchase as an add-on to either the *Mary Kay*® eStart<sup>†</sup> or the Starter Kit<sup>†</sup> while completing your online Independent Beauty Consultant Agreement.

The New Beauty Consultant Sample Pack is only available for purchase with the purchase of either the Mary Kay® eStart or Starter Kit option. Price is as shown plus applicable 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. Products contained in this sample pack are not meant for resale. 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 50% gross profit calculation is based on a minimum \$225 wholesale Section 1 product order.

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\*\**Mary Kay*® products contained in the Starter Kit and New Beauty Consultant Sample Pack are not intended to be purchased from the Company for resale and are for demonstration purposes only.