

Bring Your Besties Starter Kit Discount Promotion Frequently Asked Questions July 1 – Dec. 31, 2021

1. What is the Bring Your Besties Starter Kit Discount Promotion?

This promotion helps incentivize a new Independent Beauty Consultant to enjoy the rewards of being a Mary Kay Independent Beauty Consultant and to bring three friends along with her on this new journey! This promotion provides discounts of \$25 on her besties' Starter Kits! When a new Independent Beauty Consultant in her *Great Start** time frame has a new personal team member whose Agreement is received and accepted by the Company and who purchases a Starter Kit, the new personal team member will automatically receive a \$25 discount on the Starter Kit at checkout! It's that easy!

2. Can the \$25 Starter Kit discount be applied to any of the Starter Kit options?

No. The Bring Your Besties discount applies only to the full-priced Starter Kit. It does not apply to any other Starter Kit option, limited-time offer or otherwise, or to any other business startup cost, process or program.

3. What are the dates of the Bring Your Besties Starter Kit Discount Promotion?

The extension of this promotion is for Independent Beauty Consultants whose Agreements are received and accepted by the Company from July 1 through Dec. 31, 2021.

4. During which months do the \$25 Starter Kit discounts apply to my first three new personal team members?

The Bring Your Besties Starter Kit Discount Promotion time frame is now extended for new Independent Beauty Consultant Agreements through Dec. 31, 2021. The discount can be applied to your besties' Starter Kit purchases while you are in your *Great Start** time frame.

For example, if you started your Mary Kay business in August 2021, your *Great Start** time frame is August 2021, September 2021, October 2021 and November 2021. Up to three new personal team members during this time frame can receive \$25 discounts on their Starter Kit purchases. Please note, you will have three total Starter Kit discounts during your *Great Start** time frame, not three discounts per month.

5. How do an Independent Beauty Consultant's first three new personal team members get their \$25 Starter Kit discounts?

A new Independent Beauty Consultant whose Agreement is received and accepted by the Company from July 1 through Dec. 31, 2021, will have three \$25 Starter Kit discounts automatically applied to her first three new personal team members' Starter Kit purchases. The \$25 discount will appear on the checkout screen and will be deducted from the total of the Starter Kit at that time.

6. In what order are the \$25 Starter Kit discounts applied to new personal team members? Are the discounts tied to the individual coupons?

An Independent Beauty Consultant's three \$25 Starter Kit discounts are applied to the *first* three new personal team members whose Independent Beauty Consultant Agreements are received and accepted by the Company through Dec. 31, 2021. The discounts are not associated with individual coupons from the flier. Those coupons are simply visual representations of the \$25 Starter Kit discounts and are not applied in the order in which the coupons are dispensed.

7. Are the coupons that are attached to the Bring Your Besties flier included in the Starter Kit and in the New Beauty Consultant Sample Pack of any value?

No. They are simply visual representations of the three \$25 Starter Kit discounts that are automatically applied to those who start their businesses from July 1 through Dec. 31, 2021, to your first three new personal team members during your *Great Start** time frame.

8. An Independent Beauty Consultant misplaced the coupons from her Starter Kit. Can she get more?

Yes. The flier PDF will be available for download on *Mary Kay InTouch*[®] > Contests/Promotions > Contests > Bring Your Besties Starter Kit Discount through Dec. 31, 2021.

Keep in mind that these coupons have no value and are only visual representations of the \$25 Starter Kit discounts. Also, remember that each Independent Beauty Consultant will only be able to provide the \$25 Starter Kit discounts to her *FIRST* three new personal team members whose Agreements are received and accepted by the Company during her *Great Start** time frame.

9. An Independent Beauty Consultant started her Mary Kay business with *Mary Kay*[®] eStart. Can she use the Bring Your Besties Starter Kit Discount Promotion with any new personal team members she adds?

Yes. No matter how a new Independent Beauty Consultant starts her Mary Kay business, when her new personal team members begin their Mary Kay businesses with Starter Kits, they will receive the \$25 discounts at checkout. The \$25 Starter Kit discounts do not apply to *Mary Kay*[®] eStart.

10. Can I give two of my \$25 Starter Kit discounts to another Independent Beauty Consultant?

No. The three \$25 Starter Kit discounts are directly applied to your first three new personal team members whose Agreements are received and accepted by the Company during your *Great Start** time frame. They cannot be transferred to another Independent Beauty Consultant.

- 11. If any of the Independent Beauty Consultant's first three new personal team members' Agreements are received and accepted by the Company during a Starter Kit Bonus Product month, will they receive both the \$25 Starter Kit discount toward the purchase of their own Starter Kit AND the Starter Kit Bonus Product?**

Yes. The first three new personal team members will receive both the \$25 Starter Kit discount AND the bonus product if their Agreements are received and accepted by the Company during the same month as a Starter Kit Bonus Product Promotion.

- 12. If an Independent Beauty Consultant's Agreement is received and accepted by the Company in January 2022, will her first three new personal team members be eligible for the \$25 Starter Kit discounts?**

No. The promotion ends with Independent Beauty Consultant Agreements that are received and accepted by the Company through Dec. 31, 2021.

- 13. If an Independent Beauty Consultant's Agreement is received and accepted by the Company in December 2021, will her first three personal team members be eligible for the \$25 Starter Kit discounts?**

Yes. She has until the end of her *Great Start** time frame to add her new personal team members. In this scenario, the end of her *Great Start** time frame would be March 31, 2022.

- 14. Does the new Independent Beauty Consultant also receive a \$25 Starter Kit discount?**

No. Only the Independent Beauty Consultant's first three new personal team members will receive the \$25 Starter Kit discount toward their Starter Kit purchases.

- 15. An Independent Beauty Consultant has added more than three new personal team members during her *Great Start** time frame. Can she receive more than three \$25 Starter Kit discounts to provide to all her new personal team members?**

No. While we are thrilled at her team-building success, the \$25 Starter Kit discount applies only to the first three new personal team members she adds during her *Great Start** time frame.

- 16. Where and when can I find information on the Bring Your Besties Starter Kit Discount Promotion?**

Information can be found on *Mary Kay InTouch*® > Education > Starter Kit/New Consultant Tools > Supporting Materials through Dec. 31, 2021. You can also get to the Bring Your Besties information via the pathway mentioned in Question 8.

- 17. Is there a flier available for this promotion? Are there clip art images or digital resources?**

Yes. Team-building materials are available on *Mary Kay InTouch*® > Education > New Independent Beauty Consultants Start Here > Supporting Materials through Dec. 31, 2021.

- 18. Is there a tracking report for the Bring Your Besties Starter Kit Discount Promotion?**

Yes. The tracking report is available on *Mary Kay InTouch*® > Business Tools > *myBusiness*SM > Reports > Contests & Promotions > *Great Start* Tracking.

19. Does the Independent Beauty Consultant need to be active to add three new personal team members?

No. She does not need to be active to add her three new personal team members. 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.

*The *Great Start* time frame is the month an Independent Beauty Consultant Agreement is received and accepted by the Company and the following three months.

To receive an award, an Independent Beauty Consultant must be in good standing with the Company at the time the award is presented.