

Business Debut Wish It to Win! Contest

Mary Kay® App Wish List Frequently Asked Questions

For New Independent Beauty Consultants Who Start Their Mary Kay
Businesses in October or November 2022

1. What is the purpose of the *Business Debut Wish It to Win! Contest*?

The *Business Debut Wish It to Win!* Contest was created exclusively to help new Independent Beauty Consultants get their Mary Kay businesses off to a rockin' start using the *Mary Kay® App*! It provides an opportunity for new Independent Beauty Consultants to contact and ask their customers to connect with them and register in the app. By doing so, the customers will be able to take advantage of all the features within the app and have an easy way to shop, place orders and engage with the Mary Kay brand and with their Independent Beauty Consultants.

2. Who is eligible to participate in the contest?

This contest is available to customers of Independent Beauty Consultants who start their Mary Kay businesses in October or November 2022. To be eligible, customers must add ONE product to their Wish Lists in the *Mary Kay® App* Oct. 1 – Dec. 31, 2022. No purchase necessary.

3. What is the contest reward?

A \$50 Visa gift card will be awarded to randomly selected participating customers and their Independent Beauty Consultants.

4. How are the contest winners chosen?

For Independent Beauty Consultants who submitted their Mary Kay Agreements in October or November 2022:

On Jan. 6, 2023, 50 customers who have added at least ONE item to their Wish Lists in the *Mary Kay® App* from Oct. 1 through Dec. 31, 2022 – and their Independent Beauty Consultants – will be randomly selected to receive a \$50 Visa gift card.

5. How will the contest winners receive their \$50 Visa gift card?

The Company will mail the \$50 Visa gift cards directly to the winning customers and their Independent Beauty Consultants.

6. How will I know if my customers have added items to their Wish Lists?

To view your customers' activity on the *Mary Kay® App*, visit *Mary Kay InTouch®* > Business Tools > *myBusiness*SM > Reports > *Mary Kay® App*. Here you can view **Wish List Updates**, which provides you with the dates your customers add new items. If the activity occurs within the contest time frame, they are eligible to win.

7. How will I know if one of my customers and I have been selected as winners?

You, the Independent Beauty Consultant, will be notified via email within five days after the contest end date. At that time, you can share the exciting news with your customer and let her know that Mary Kay is mailing her a \$50 Visa gift card!

8. How do customers add an item to their Wish Lists?

For customers who are registered and signed in to the *Mary Kay*® App, they can simply follow these steps:

- Tap the **shop icon** at the bottom of the screen.
- Select a **product** to view its details.
- Tap the **heart icon** at the top right corner of the screen.
- When the **heart turns purple**, the item has been successfully added!

For new customers who have not registered on the *Mary Kay*® App or on their Independent Beauty Consultant's Personal Web Site, they will follow these steps:

- Download the free *Mary Kay*® App from the App Store or Google Play.
- Tap **Find Your Beauty Consultant** OR tap **Consultant** at the bottom of the screen, and search by first name, last name and state.
- Select the correct profile, and tap **Shop With Me**.
- Complete the **registration process**, and **sign in**.
- Find a product, and tap the **heart icon**.
- When the **heart turns purple**, the item has been successfully added!

9. How do customers view their Wish Lists?

To view their Wish Lists, your customers must be signed in to the app. Then, they simply tap the **My MK tab** at the bottom of the screen, and then tap the **Wish List icon**.

10. What does it mean if a customer attempts to open her Wish List and it appears grayed out with a lock icon over it?

This means that your customer is not signed in to the app. Customers must complete the registration process and sign in using their email addresses and passwords.

11. Will I be taxed on the value of the gift card?

Yes.

All third-party trademarks, registered trademarks and service marks are the property of their respective owners.

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