

MARY KAY

CAREER CAR DOS & DON'TS

We know you are excited when you or someone you know earns the use of the career car, and you want to share that accomplishment with your team, friends and family. And rightly so! It takes a lot of hard work and dedication to be part of that elite 1% of the Mary Kay independent sales force who earn the use of a career car.

To provide better transparency and context to consumers about the Mary Kay Career Car program and/or earning the use of a Pink Cadillac, the Company has created education to guide independent sales force members to create compliant posts that aim to avoid unwanted legal or regulatory attention while at the same time allowing you to share the great news on social media.

IMPORTANT: When posting a picture or mentioning any of the career cars the following disclosure statement must be included in the **CAPTION** of your post.

- Only the top 1% of the Mary Kay Independent sales force earn the use of a career car through their Mary Kay business.
- For more information about the Career Car Program visit www.marykay.com/en-us/sell-mary-kay/career-car-program

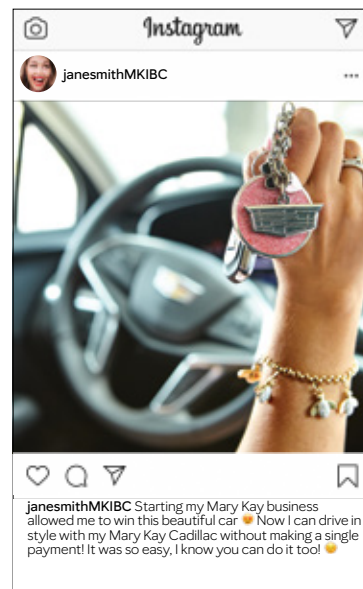
DO

- Always be truthful and accurate in what you post.
- Emphasize that you **EARNED** the use of a career car.
- **CONTEXT IS KEY.** Consider talking about how long you have been in business and how much work and dedication it took to earn the use of the career car. This helps give someone who knows nothing about the Mary Kay opportunity better insight into your achievement.
- Add the disclosure in the caption of the post.



DON'T

- Don't refer to career cars as "Free" or "Won".
- Don't mention a car payment or cost or value of the car.
- Don't use images or words that could lead your audience to believe that a career car is something guaranteed or easily achieved by starting a Mary Kay business.
- Don't post about your earnings or what someone could potentially earn by starting a Mary Kay business. Earnings representations, even if true and accurate, do not belong on social media or the internet.
- Don't add the disclosure in the comments.



Jane should not post a message that includes that she won a car or the cost of the car. Additionally, Jane should not include a misleading message that earning a Mary Kay Cadillac is "so easy." She needs to add the disclosure statement and the link to the Career Car Program on marykay.com

KEY WORDS AND CONCEPTS YOU SHOULD **NOT** USE IN YOUR POSTS ABOUT THE OPPORTUNITY:

- Financial freedom
- Financial flexibility
- Financial autonomy
- Financial Security
- Financial Independence
- Financial success
- Limitless earning potential
- Significant earning potential
- Debt free
- Pay off debt
- Fire your boss
- Quit your job
- Quit school
- Quit college
- Riches
- Retire
- Guaranteed income
- Passive income
- Residual income
- Permanent income
- Replace your income
- Career income
- Full-time income
- Free car
- Won car
- Driving free
- No car payment
- Free trip/vacation
- Executive income
- Unlimited income
- Disposable income
- Open-ended income
- Life-changing income
- Six-figure income
- Top 5% income
- Duplicate your income
- Citing specific dollar amounts that a person can make
- No dollar amounts
- No lifestyle claims
- No images of money