

October 2024 *Mary Kay*[®] eStart Promotion
Frequently Asked Questions
Oct. 1–31, 2024

1. What is the October 2024 *Mary Kay*[®] eStart Promotion?

From Oct. 1–31, 2024, new or returning Independent Beauty Consultants whose Independent Beauty Consultant Agreements are received and accepted by the Company can start their businesses with *Mary Kay*[®] eStart for \$10+ (normally \$35). They can build upon this startup experience by adding the *Mary Kay*[®] eStart Plus option for \$45 and/or the *Mary Kay*[®] Pro Start option for \$90 (at their regular prices). This promotion is for a limited time only.

2. What are the dates for the October 2024 *Mary Kay*[®] eStart Promotion?

The dates are Oct. 1–31, 2024, ending at 11:59 p.m. CT on Oct. 31, 2024.

3. What does *Mary Kay*[®] eStart for \$10+ (normally \$35) include?

Any eligible new or returning Independent Beauty Consultant will start her business with *Mary Kay*[®] eStart for \$10+ during the month of October 2024. New or returning Independent Beauty Consultants who submit their Independent Beauty Consultant Agreements on or after Nov. 1, 2024, will receive *Mary Kay*[®] eStart for its regular price of \$35.

Mary Kay[®] eStart includes:

- Access to a beautifully branded *Mary Kay*[®] Personal Web Site for one year.
- Free apps to help sell *Mary Kay*[®] products anytime, anywhere.
- Online step-by-step education.
- Digital tools and marketing resources for managing a *Mary Kay* business.
- Customer support.

PLUS, a free Welcome packet that includes:

- Welcome Brochure
- *Great Start*[®] Brochure
- *The Look* Catalog
- *TimeWise*[®] *Miracle Set*[®] Samples in Normal/Dry, pk./1
- *TimeWise*[®] *Miracle Set*[®] Samples in Combination/Oily, pk./1
- *TimeWise*[®] Eye Cream Samples, pk./6

(These items will be physically mailed to the new Independent Beauty Consultant's home address.)

4. What does *Mary Kay*[®] eStart Plus for \$45 include?

Mary Kay[®] eStart Plus is a great option to add on to *Mary Kay*[®] eStart for quick wins with the most frequently requested *Mary Kay*[®] product samples! This is a great way

to introduce potential customers to products they are sure to love. This additional startup option will be offered at regular price during the month of October.

Mary Kay® eStart Plus includes:

LITERATURE AND EDUCATION

- Sales Tickets, pk./50
- Beauty Profile Cards, pk./30
- *The Look* Catalog, pk./10

PRODUCT SAMPLES

- *TimeWise*® *Miracle Set*® Samples in Normal/Dry, pk./3 (2)
- *TimeWise*® *Miracle Set*® Samples in Combination/Oily, pk./3 (2)
- *TimeWise*® Eye Cream Samples, pk./6 (2)
- *Clear Proof*® Deep-Cleansing Charcoal Mask Samples, pk./6 (2)
- *TimeWise*® Microdermabrasion Plus Set Samples, 6 pairs (2)
- *TimeWise Repair*® *Volu-Firm*® Sample Sets, pk./3 (2)
- *Mary Kay*® Gel Semi-Shine Lipstick Samples in Rosewood, strip/8
- *Mary Kay*® Gel Semi-Matte Lipstick Samples in Red Stiletto, strip/8
- *Mary Kay Unlimited*® Lip Gloss Samples in Fancy Nancy, strip/8
- *Mary Kay Unlimited*® Lip Gloss Samples in Chocolate Nude, strip/8
- *Lash Intensity*® Mascara Deluxe Mini in Black (2)

5. What does *Mary Kay*® Pro Start for \$90 include?

This option adds on sales-empowering essentials to *Mary Kay*® eStart, thanks to retail-sized *Mary Kay*® products to sample, essential party supplies, business resources and more! It also includes a sleek tote to transport these supplies from parties to appointments in style. This additional startup option will be offered at regular price during the month of October.

Mary Kay® Pro Start includes:

LITERATURE AND EDUCATION

- Flip Chart Binder With Pages
- Sales Tickets, pk./50
- Beauty Profile Cards, pk./30
- *The Look* Catalog, pk./10

PARTY SUPPLIES

- *Mary Kay*® Pro Start Tote
- Mirror With Tray, (4)

- Disposable Trays, pk./30
- *Mary Kay*® *Ultimate Mascara*™ Sample Wands, pk./15
- Disposable Sponge-Tip Applicators, pk./15

PRODUCT SAMPLES

- Blue Eyes Look Color Cards, pk./5
- Green/Hazel Eyes Look Color Cards, pk./5
- Brown Eyes Look Color Cards, pk./5

RETAIL-SIZED PRODUCTS

- *TimeWise*® 4-in-1 Cleanser in Normal/Dry
- *TimeWise*® 4-in-1 Cleanser in Combination/Oily
- *TimeWise*® Antioxidant Moisturizer in Normal/Dry
- *TimeWise*® Antioxidant Moisturizer in Combination/Oily
- *TimeWise*® Daytime Defender Sunscreen Broad Spectrum SPF 30*
- *TimeWise*® Nighttime Recovery
- *TimeWise*® Eye Cream
- *Mary Kay*® Oil-Free Eye Makeup Remover
- *Mary Kay*® CC Cream Sunscreen Broad Spectrum SPF 15* in Very Light
- *Mary Kay*® CC Cream Sunscreen Broad Spectrum SPF 15* in Light-to-Medium
- *Mary Kay*® CC Cream Sunscreen Broad Spectrum SPF 15* in Medium-to-Deep
- *Mary Kay*® CC Cream Sunscreen Broad Spectrum SPF 15* in Deep
- *Mary Kay*® CC Cream Sunscreen Broad Spectrum SPF 15* in Very Deep
- *Mary Kay*® *Ultimate Mascara*™ in Black
- *Clear Proof*® Deep-Cleansing Charcoal Mask
- *TimeWise*® Microdermabrasion Plus Set (includes Microdermabrasion Refine and Pore Minimizer)

7. Can a new Independent Beauty Consultant add both *Mary Kay*® eStart Plus and *Mary Kay*® Pro Start during the promotion?

Yes! New Independent Beauty Consultants can add *Mary Kay*® eStart Plus or *Mary Kay*® Pro Start or BOTH during their Agreement submission during the October promotion at regular price or within their first 15 days after they submit their Agreements.

8. Can a new Independent Beauty Consultant purchase *Mary Kay*® eStart Plus and/or the *Mary Kay*® Pro Start options after her first 15 days of submitting her Agreement during the month of October 2024?

No. New Independent Beauty Consultants can only add on *Mary Kay*® eStart Plus and/or *Mary Kay*® Pro Start within their first 15 days after they submit their Agreements. After 15 days, the products, product samples and selling tools can be purchased online from Sections 1 and 2.

9. If new or returning Independent Beauty Consultants submit their Independent Beauty Consultant Agreements before Oct. 1, 2024, can they purchase *Mary Kay*[®] eStart for \$10[†] (normally \$35)?

No. The October 2024 *Mary Kay*[®] eStart Promotion is only available Oct. 1–31, 2024, and *Mary Kay*[®] eStart will only be available to purchase for \$10[†] during the online Agreement process. There are no exceptions. This is a limited-time offer, and the promotion is subject to change with advance notice.

10. If new or returning Independent Beauty Consultants' Independent Beauty Consultant Agreements are received and accepted by the Company after Oct. 31, 2024, can they purchase *Mary Kay*[®] eStart for \$10[†]?

No. The October 2024 *Mary Kay*[®] eStart Promotion is only available Oct. 1–31, 2024, and *Mary Kay*[®] eStart will only be available to purchase for \$10[†] during the online Agreement process during the month of October 2024. There are no exceptions. This is a limited-time offer, and the promotion is subject to change with advance notice.

11. What does “subject to change with advance notice” mean?

If for any reason there is an out-of-stock situation on any of the *Mary Kay*[®] startup components, the Company reserves the right to change or update products, packaging or programs. Please visit *Mary Kay InTouch*[®] for the most up-to-date information.

12. When a new or returning Independent Beauty Consultant submits an Agreement with *Mary Kay*[®] eStart for \$10[†] (normally \$35), what is the cost for the shipping and handling?

There will not be a shipping and handling cost for *Mary Kay*[®] eStart. Only applicable tax will be added to the total. The same will apply to Alaska, Guam, Hawaii, Puerto Rico, the Dominican Republic and the U.S. Virgin Islands.

13. When a new or returning Independent Beauty Consultant submits an Agreement with *Mary Kay*[®] eStart and adds the *Mary Kay*[®] eStart Plus option and the *Mary Kay*[®] Pro Start option, what is the cost for the shipping and handling?

The shipping and handling cost for *Mary Kay*[®] eStart + *Mary Kay*[®] eStart Plus + *Mary Kay*[®] Pro Start will be \$14.95. The total will be \$145 plus applicable tax and \$14.95 in shipping and handling. The shipping cost will increase to \$44.95 for Alaska, Guam, Hawaii, Puerto Rico, the Dominican Republic and the U.S. Virgin Islands. The total will be \$145 plus applicable tax and \$44.95 in shipping and handling.

14. Does *Mary Kay*® eStart for \$10+ qualify for the 90% repurchase policy?

Yes. If the Independent Beauty Consultant Agreement is terminated within one year of purchase, then *Mary Kay*® eStart, *Mary Kay*® eStart Plus and *Mary Kay*® Pro Start qualify for the 90% repurchase of original and unused products. To request the 90% repurchase form, contact Customer Success. The form will be emailed, along with detailed information on the process including the dollar amount eligible for repurchase and shipping information for the return. The original and unused *Mary Kay*® eStart, *Mary Kay*® eStart Plus and/or *Mary Kay*® Pro Start must be received by Customer Success before the return is processed. Returns are processed within six to eight weeks, and payments are issued through the preferred payment of method on the account.

15. Does *Mary Kay*® eStart, *Mary Kay*® eStart Plus and *Mary Kay*® Pro Start qualify for the 100% refund?

Yes. Upon cancellation of the Independent Beauty Consultant Agreement within 30 days after the acceptance of the Agreement by the Company and upon return of the Beauty Consultant's original and unused *Mary Kay*® eStart, *Mary Kay*® eStart Plus and/or *Mary Kay*® Pro Start, a 100% refund may be issued. To cancel the Agreement within 30 days after acceptance, contact Customer Success who will initiate the 100% refund.

16. Is there a special *MKeCard*® created for this promotion?

Yes. There is an *MKeCard*® you can share with your team members and your customers via *Mary Kay InTouch*®.

Footnotes:

*Over-the-counter drug product

†Price is as shown plus applicable sales tax. *Mary Kay*® eStart offer cannot be combined with any other discounts or promotions. Mary Kay Inc. reserves the right to extend, modify, eliminate or reduce this offer at any time. *Mary Kay*® products contained in the *Mary Kay*® Pro Start and *Mary Kay*® eStart Plus are not intended to be purchased from the Company for resale and are for demonstration purposes only. 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.