

March 2023 Startup Options Promotion

Frequently Asked Questions

For New Independent Beauty Consultants or Returning Independent Beauty Consultants Who Start Their Mary Kay Businesses in March 2023

1. What is the March 2023 Startup Options Promotion?

Starting March 1, 2023, through March 31, 2023, new or returning Independent Beauty Consultants whose Independent Beauty Consultant Agreements are received and accepted by the Company may choose from two startup options, each at a special price: the *Mary Kay*[®] eStart[†] for \$20 or the *Mary Kay*[®] Starter Kit[†] for \$90.

2. What are the dates for the March 2023 Startup Options Promotion?

The March 2023 Startup Options Promotion begins March 1, 2023, and ends March 31, 2023, at 11:59 p.m. CT.

3. What does the *Mary Kay*[®] eStart[†] for \$20 include?

In March 2023, the *Mary Kay*[®] eStart[†] is a \$20 startup option for new or returning Independent Beauty Consultants who start their businesses between March 1 and March 31, 2023.

The *Mary Kay*[®] eStart[†] for \$20 includes:

- Access to a *Mary Kay*[®] Personal Web Site for one year, which is a beautifully branded website that allows you to share your business with your potential customers.
- Access for one year to ProPay[®], a credit card processing service to securely process credit card and debit card orders.
- Access to *Mary Kay InTouch*[®] (Visit **New Independent Beauty Consultants Start Here** to get started.) This is your backstage pass to all things Mary Kay, full of information, education and branded materials to get your business moving.
- Access to FREE *Mary Kay*[®] apps. These world-class apps are for you to use and share with your potential customers to help support your business success.

Keep in mind that this special offer for the *Mary Kay*[®] eStart[†] for \$20 is only available during the month of March 2023. New or returning Independent Beauty Consultants who submit their Independent Beauty Consultant Agreements on April 1, 2023, or after will receive the current *Mary Kay*[®] eStart[†] for \$30.

4. What is the *Mary Kay*® Starter Kit† for \$90, and what does it include?

The March 2023 *Mary Kay*® Starter Kit† for \$90 includes the *Mary Kay*® eStart†, plus retail-sized products for sampling, product samples, education, literature and party supplies. It is available for new or returning Independent Beauty Consultants who start their businesses between March 1 and March 31, 2023.

The contents are:

- Access to a *Mary Kay*® Personal Web Site for one year.
- Access for one year to ProPay®.
- Access to *Mary Kay InTouch*® (Visit **New Independent Beauty Consultants Start Here** to get started.)
- Access to FREE *Mary Kay*® apps.

PRODUCTS:

- *TimeWise*® Age Minimize 3D® 4-in-1 Cleanser (Normal/Dry).
- *TimeWise*® Age Minimize 3D® 4-in-1 Cleanser (Combination/Oily).
- *TimeWise*® Age Minimize 3D® Day Cream SPF 30 Broad Spectrum Sunscreen* (Normal/Dry).
- *TimeWise*® Age Minimize 3D® Day Cream SPF 30 Broad Spectrum Sunscreen* (Combination/Oily).
- *TimeWise*® Age Minimize 3D® Night Cream (Normal/Dry).
- *TimeWise*® Age Minimize 3D® Night Cream (Combination/Oily).
- *TimeWise*® Age Minimize 3D® Eye Cream.
- *Mary Kay*® Translucent Loose Powder.
- *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.
- White Tea & Citrus *Satin Hands*® Pampering Set.
- *Mary Kay*® *Ultimate Mascara*™ in Black.
- (2) Blue Eyes Look Color Cards, pk./5.
- (2) Green/Hazel Eyes Look Color Cards, pk./5.
- (2) Brown Eyes Look Color Cards, pk./5.

ADDITIONAL PRODUCTS FOR MARCH ONLY:

- Retail-Sized *TimeWise*® Microdermabrasion Refine.
- Retail-Sized *TimeWise*® Pore Minimizer.
- *Mary Kay*® Product Samples.

LITERATURE AND EDUCATION:

- Welcome Card.
- *I Chose Mary Kay* Sign.
- Skin Care Party Flip Chart Binder With Pages.
- Laminated Place Card Set, pk./4, and Laminated *Satin Hands*® Pampering Set Instructions for Use Card (1).
- Skin Care Place Mat Set, pk./4.
- Sales Tickets, pk./30.
- Beauty Profile, pk./30.
- *Start Something Beautiful*® Magazine.
- Second Appointment Laminated Place Mat Set, pk./4.
- *Great Start: Ready, Set, Sell!* Brochure.
- *Miracles Happen* – Mary Kay Autobiography.
- *The Look* Catalog, pk./10.

PARTY SUPPLIES:

- (4) Mirrors With Trays.
- Disposable Trays, pk./30.
- Facial Cloths (Disposable), pk./30.
- Dry Erase Markers, pk./4.
- (2) Disposable Mascara Sample Wands, pk./15.
- Foundation Finder Tool.

Keep in mind that this special offer for the *Mary Kay*® Starter Kit for \$90 is only available during the month of March 2023. New or returning Independent Beauty Consultants who submit their Independent Beauty Consultant Agreements on April 1, 2023, or after will receive the current *Mary Kay*® Starter Kit for \$130.

5. Is there a difference between the *Mary Kay*® Starter Kit† for \$130 and the *Mary Kay*® Starter Kit† for \$90 in the March 2023 Startup Options Promotion?

Yes. There are a few changes to the *Mary Kay*® Starter Kit† for \$90. To eliminate the risk of back-ordering due to supply chain challenges and to ensure we can provide the *Mary Kay*® Starter Kit† for \$90 in the March 2023 Startup Options Promotion to all new Independent Beauty Consultants, a few of the items included in the *Mary Kay*® Starter Kit† for \$130 are not included in the promotional *Mary Kay*® Starter Kit† for \$90, including:

- Starter Kit Bag.

- Party Tray Inserts.
- Disposable Sponge-Tip Applicators, pk./30.

These items will continue to be available to purchase from Section 2.

Also, the *Mary Kay*® Starter Kit† for \$90 will include additional retail-sized products (for sampling) and product samples:

- Retail-Sized *TimeWise*® Microdermabrasion Refine.
- Retail-Sized *TimeWise*® Pore Minimizer.
- *Mary Kay*® Product Samples.

Keep in mind that this special offer for the *Mary Kay*® Starter Kit† for \$90 is only available during the month of March 2023. New or returning Independent Beauty Consultants who submit their Independent Beauty Consultant Agreements on April 1, 2023, or after will receive the current *Mary Kay*® Starter Kit† for \$130.

6. Is the Starter Kit bag included in the \$90 *Mary Kay*® Starter Kit?

No. To allow this promotional option for March, the Starter Kit bag is not included, but the full-size *TimeWise*® Microdermabrasion Refine and Pore Minimizer that have a \$64 retail value are included. The Starter Kit bag is available for purchase on Section 2 for \$25 dollars.

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7. If new or returning Independent Beauty Consultants submit their Independent Beauty Consultant Agreements before March 1, 2023, can they purchase the startup options at the special price?

No. The March 2023 Startup Options Promotion is available only from March 1 through March 31, 2023, and promotional startup options are only available to purchase 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.

8. If new or returning Independent Beauty Consultants' Independent Beauty Consultant Agreements are received and accepted by the Company after March 31, 2023, can they purchase the startup options at the special price?

No. The March 2023 Startup Options Promotion is available only from March 1 through March 31, 2023, and the promotional startup options are only available to purchase 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.

9. When a new or returning Independent Beauty Consultant chooses the *Mary Kay*[®] Starter Kit[†] for \$90, what is the cost for the shipping and handling?

The shipping and handling cost for the *Mary Kay*[®] Starter Kit[†] remains \$14.95. The shipping cost is \$44.95 to Alaska, Guam, Hawaii, Puerto Rico, Dominican Republic and U.S. Virgin Islands.

10. Is the optional New Beauty Consultant Sample Pack add-on for \$45 offered during the month of March 2023?

No. During the month of March 2023, the New Beauty Consultant Sample Pack will not be available for purchase.

11. If new or returning Independent Beauty Consultants choose the *Mary Kay*[®] eStart[†] for \$30 prior to March 1, 2023, can they add the *Mary Kay*[®] Starter Kit[†] for \$90 after their Agreements have been received and accepted by Company?

No. The March 2023 Startup Option Promotion is available only from March 1, 2023, through March 31, 2023, and the promotional startup options are only available to purchase 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.

12. Can Independent National Sales Directors and Independent Sales Directors continue to purchase the *Mary Kay*[®] Starter Kit[†] for \$90 during the month of March 2023?

No. To ensure that there is sufficient inventory of the promotional *Mary Kay*[®] Starter Kit[†] for \$90 available for all the new Independent Beauty Consultants, Independent National Sales Directors and Independent Sales Directors cannot purchase the *Mary Kay*[®] Starter Kit[†] for \$90 during the month of March 2023.

Independent National Sales Directors and Independent Sales Directors will be able to resume their option to purchase the *Mary Kay*[®] Starter Kit[†] for \$100 on April 1, 2023.

13. Does the *Mary Kay*[®] Starter Kit[†] for \$90 and the *Mary Kay*[®] eStart[†] for \$20 qualify for the 90% repurchase policy?

Yes. If the Independent Beauty Consultant Agreement is terminated within one year of purchase, then the *Mary Kay*[®] Starter Kit[†] for \$90 and the *Mary Kay*[®] eStart[†] for \$20 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*[®] Starter Kit[†] must be received by Customer Success before the return is

processed. Returns are processed within six weeks, and payments are issued through the preferred payment of method on the account.

14. Does the special offer *Mary Kay*® Starter Kit† for \$90 and the *Mary Kay*® eStart† for \$20 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*® Starter Kit,† a 100% refund may be issued. To cancel the Agreement within 30 days after acceptance, contact Customer Success who will initiate the 100% refund.

15. 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*® Starter Kit† 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.

16. Are there any special *MKeCards*® created for this promotion?

Yes. There are two special *MKeCards*® you can share with your team members and with your customers. Visit *Mary Kay InTouch*® > Business Tools to find these resources during the month of March 2023.

17. Are the previous *MKeCards*® for team-building still available?

Some of the *MKeCards*® for team-building have been removed temporarily during the month of March 2023 because they include startup options based on the regular pricing. They will be available again on April 1, 2023, once this promotion ends on March 31, 2023. *MKeCards*® containing general information regarding team-building and startup options are still available on *Mary Kay InTouch*®.

†Prices are 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. In addition to the terms, conditions, rights and/or restrictions set forth in the Independent Beauty Consultant Agreement with Mary Kay Inc. (“Mary Kay”), your use of and access to all products and services contained in the *Mary Kay*® Starter Kit and *Mary Kay*® eStart are subject to the following terms: The *Mary Kay*® Starter Kit and *Mary Kay*® eStart include access to certain resources that are not provided by Mary Kay; rather, they are provided by third-party providers. You agree to comply with all applicable third-party provider terms and fees including, but not limited to, providing your Social Security number or Taxpayer Identification Number, when necessary, and paying a \$1 account setup fee with a valid credit card or debit card to verify your account and identity. Depending on the identity verification information provided, the third-party provider may request additional information to substantiate your identity; however, providing any verification information is not a guarantee the third-party will

grant you access. Those terms may be supplied to you within the *Mary Kay*® Starter Kit and *Mary Kay*® eStart service or directly by the third-party provider. If you are unwilling or unable to comply with third-party providers' terms, conditions and fees, Mary Kay is relieved from guaranteeing access to such third-party services. Third-party terms, conditions, fees and obligations are not considered when Mary Kay calculates its obligations under the Company's 90% Repurchase Policy.

Mary Kay® products contained in the *Mary Kay*® Starter Kit 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.

*Over-the-counter drug product

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