

# Startup Options

## Frequently Asked Questions

### 1. What are the new startup options?

The new startup options are:

- *Mary Kay*® eStart for \$35.
- *Mary Kay*® eStart Plus for \$45.
- *Mary Kay*® Pro Start \$90.

Any eligible new or returning Independent Beauty Consultant will sign up with a *Mary Kay*® eStart for \$35. To continue to build upon the startup experience, a potential team member may add the *Mary Kay*® eStart Plus for \$45 and/or the *Mary Kay*® Pro Start for \$90. These can be added onto the *Mary Kay*® eStart at the time the Independent Beauty Consultant Agreement is submitted.

If the potential new team member is not sure which option to add to her *Mary Kay*® eStart at the time she is submitting her Agreement, she will have the opportunity to add *Mary Kay*® eStart Plus or *Mary Kay*® ProStart or both within 15 days of submitting her Agreement.

For detailed information and full content list visit *Mary Kay InTouch*®.

### 2. What is *Mary Kay*® eStart for \$35, and what is included?

Any eligible new or returning Independent Beauty Consultant will start her business with *Mary Kay*® eStart. *Mary Kay*® eStart includes:

- Welcome Brochure
- *Great Start*™ Brochure
- *The Look*® Catalog
- *TimeWise*® *Miracle Set*® Sample Set in Normal/Dry, pk./1
- *TimeWise*® *Miracle Set*® Sample Set 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.

PLUS:

- 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.

**3. What is *Mary Kay*<sup>®</sup> eStart Plus option for an additional \$45 and what is included?**

*Mary Kay*<sup>®</sup> eStart Plus is a great option for quick wins with the most frequently requested *Mary Kay*<sup>®</sup> product samples! This is a great way to introduce potential customers to products they are sure to love.

*Mary Kay*<sup>®</sup> eStart Plus for \$45 includes:

**LITERATURE AND EDUCATION**

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

**PRODUCT SAMPLES**

- *TimeWise*<sup>®</sup> *Miracle Set*<sup>®</sup> Sample Sets Sunscreen Broad Spectrum SPF 30\* in Normal/Dry, pk./3 (2)
- *TimeWise*<sup>®</sup> *Miracle Set*<sup>®</sup> Sample Sets Sunscreen Broad Spectrum SPF 30\* in Combination/Oily, pk./3 (2)
- *TimeWise*<sup>®</sup> Eye Cream Samples, pk./6 (2)
- *Clear Proof*<sup>®</sup> Deep-Cleansing Charcoal Mask Samples, pk./6 (2)
- *TimeWise*<sup>®</sup> Microdermabrasion Plus Set Samples, 6 pairs (2)
- *TimeWise Repair*<sup>®</sup> *Volu-Firm*<sup>®</sup> Sample Sets, pk./3 (2)
- *Mary Kay*<sup>®</sup> Supreme Hydrating Lipstick Samples in Casual Rose, strip/8
- *Mary Kay*<sup>®</sup> Supreme Hydrating Lipstick Samples in Rockstar Red, strip/8
- *Mary Kay Unlimited*<sup>®</sup> Lip Gloss Samples in Pink Fusion, strip/8
- *Mary Kay Unlimited*<sup>®</sup> Lip Gloss Samples in Beach Bronze, strip/8
- *Lash Intensity*<sup>®</sup> Mascara Deluxe Mini in Black (2)
- *Lash Love*<sup>®</sup> Mascara Deluxe Mini in I ♥ black

**4. What is *Mary Kay*<sup>®</sup> Pro Start for an additional \$90 and what is included?**

This is an option to further enrich the startup experience of a new Independent Beauty Consultant and empower sales even more with retail-sized *Mary Kay*<sup>®</sup> products to sample, essential party supplies, business resources and more! It also includes a sleek bag to transport these supplies from parties to appointments in a professional way.

*Mary Kay*<sup>®</sup> Pro Start for \$90 includes:

**LITERATURE AND EDUCATION**

- Flip Chart Binder With Pages
- Sales Tickets, pk./50
- New! 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)

### **5. Why was the decision made to change the startup options?**

We partnered with a research company and asked for feedback from new Independent Beauty Consultants, current Independent Beauty Consultants and Independent Sales Directors in order to make enhancements to the new Independent Beauty Consultant experience. These enhancements can help

new Independent Beauty Consultants build confidence, plus find motivation and support to keep going in the first four months of their Mary Kay businesses.

**6. How will a new Independent Beauty Consultant order the startup options?**

Any eligible new or returning Independent Beauty Consultant will sign up with a *Mary Kay*® eStart for \$35. To continue to build upon the startup experience, a potential team member may add the *Mary Kay*® eStart Plus for \$45 and/or the *Mary Kay*® Pro Start for \$90. These can be added onto the *Mary Kay*® eStart at the time the Independent Beauty Consultant Agreement is submitted.

If the potential new team member is not sure which option to add to her *Mary Kay*® eStart at the time she is submitting her Agreement, she will have the opportunity to add *Mary Kay*® eStart Plus or *Mary Kay*® ProStart or both within 15 days of submitting her Agreement.

For detailed information and full content list visit *Mary Kay InTouch*®.

**7. How does a new Independent Beauty Consultant order the *Mary Kay*® eStart Plus and/or *Mary Kay*® Pro Start after submitting an Independent Beauty Consultant Agreement?**

A new Independent Beauty Consultant has 15 days from her start date to order the *Mary Kay*® eStart Plus and/or *Mary Kay*® Pro Start from the online ordering section of *Mary Kay InTouch*®. The *Mary Kay*® eStart Plus and the *Mary Kay*® Pro Start will be available for purchase, one per Independent Beauty Consultant, within 15 days of her start date.

**8. Does a new Independent Beauty Consultant need to place a product order to be able to order the *Mary Kay*® eStart Plus and/or *Mary Kay*® Pro Start?**

No, a new Independent Beauty Consultant does not have to place an order to be able to order the startup options. However, a new Independent Beauty Consultant can include a product order with the startup options that she chooses.

**9. Will all of the new startup options include the new *TimeWise*® *Miracle Set*®?**

Yes. All of the new startup options will include the new *TimeWise*® *Miracle Set*® product and/or samples, depending on which startup option is ordered.

**10. What if a new Independent Beauty Consultant submitted her Independent Beauty Consultant Agreement prior to the launch of the new startup options?**

The new Independent Beauty Consultant who submitted her Independent Beauty Consultant Agreement in July or August with a *Mary Kay*® Starter Kit

for \$130 or a *Mary Kay*® Starter Kit + Sample Pack for \$175 will qualify for the retrofit offer for \$30.

**11. What does the *Mary Kay*® Retrofit for \$30 include?**

The *Mary Kay*® Retrofit includes:

- NEW! *TimeWise*® 4-in-1 Cleanser in Normal/Dry
- NEW! *TimeWise*® 4-in-1 Cleanser in Combination/Oily
- NEW! *TimeWise*® Antioxidant Moisturizer in Normal/Dry
- NEW! *TimeWise*® Antioxidant Moisturizer in Combination/Oily
- NEW! *TimeWise*® Nighttime Recovery
- NEW! *TimeWise*® Daytime Defender Sunscreen Broad Spectrum SPF 30\*
- NEW! *TimeWise*® Eye Cream
- *Clear Proof*® Deep Cleansing Charcoal Mask
- *TimeWise*® Microdermabrasion Plus Set
- NEW! Flip Chart Pages and Binder
- NEW! Sales Tickets, pk./50
- NEW! Beauty Profile Cards, pk./30

**12. Will a new Independent Beauty Consultant be able to purchase *Mary Kay*® eStart Plus and *Mary Kay*® Pro Start after she submits her Independent Beauty Consultant Agreement?**

Yes. A new Independent Beauty Consultant has up to 15 days from her start date to purchase *Mary Kay*® eStart Plus, *Mary Kay*® Pro Start or both!

**13. What if a new Independent Beauty Consultant does not order startup options with the first 15 days of submitting her Agreement? Can she order the *Mary Kay*® eStart Plus and/or *Mary Kay*® Pro Start after her initial 15 days?**

No. A new Independent Beauty Consultant will not be able to order the additional startup options past the 15 days from her start date. However, she can purchase her product samples and literature through the consultant order form. There are no exceptions.

**14. What is the cost of shipping for the startup options?**

Startup Options			
	Retail Price	Shipping Fee	Total Price + Tax
<i>Mary Kay</i> ® eStart	\$35	\$0	\$35 + Tax
<i>Mary Kay</i> ® eStart Plus	\$45	\$8.95	\$53.95 + Tax
<i>Mary Kay</i> ® Pro Start	\$90	\$14.95	\$104.95 + Tax

Mary Kay® eStart Plus and Mary Kay® Pro Start	\$135	\$14.95	\$149.95 + Tax
Alaska, Guam, Hawaii, Puerto Rico, Dominican Republic and the U.S. Virgin Islands			
Mary Kay® eStart	\$35	\$0	\$35 + Tax
Mary Kay® eStart Plus	\$45	\$44.95	\$89.95 + Tax
Mary Kay® Pro Start	\$90	\$44.95	\$134.95 + Tax
Mary Kay® eStart Plus and Mary Kay® Pro Start	\$135	\$44.95	\$179.95 + Tax

**15. What is the price of Mary Kay® eStart for an eligible new or returning Independent Beauty Consultant when she submits her Agreement?**

The total price of Mary Kay® eStart will be \$35 plus tax. There will be no cost for the shipment of the Welcome Packet.

**16. If an eligible new or returning Independent Beauty Consultant adds the Mary Kay® eStart Plus for an additional \$45 when submitting her Agreement, what is the total price?**

The price to add the Mary Kay® eStart Plus will be \$80 plus shipping and tax (Mary Kay® eStart for \$35 + Mary Kay® eStart Plus for \$45 + shipping of \$8.95\*\* + tax).

**17. If an eligible new or returning Independent Beauty Consultant chooses to purchase the Mary Kay® eStart Plus for \$45 within her first 15 days after submitting her Agreement, what is the total price?**

The total price will be \$45 plus shipping and tax (Mary Kay® eStart Plus \$45 + Shipping \$8.95\*\* + tax).

**18. If an eligible new or returning Independent Beauty Consultant adds the Mary Kay® Pro Start for an additional \$90 when submitting her Agreement, what is the total price?**

The total price will be \$125 plus shipping and tax (Mary Kay® eStart \$35 + Mary Kay® Pro Start \$90 + Shipping \$14.95\*\* + tax).

**19. If an eligible new or returning Independent Beauty Consultant chooses to purchase the Mary Kay® Pro Start for \$90 within her first 15 days after submitting her Agreement, what is the total price?**

The total price will be \$90 plus shipping & tax (Mary Kay® ProStart \$90 + Shipping \$14.95\*\* + tax).

**20. If an eligible new or returning Independent Beauty Consultant chooses to add the *Mary Kay*® eStart Plus for an additional \$45 and the *Mary Kay*® Pro Start for \$90 when submitting her Agreement, what is the total price?**

The total price will be \$170 plus shipping and tax (*Mary Kay*® eStart \$35 + *Mary Kay*® eStart Plus \$45 + *Mary Kay*® Pro Start for \$90 + Shipping \$14.95\*\* + tax).

**21. If an eligible new or returning Independent Beauty Consultant chooses to purchase the *Mary Kay*® Pro Start for \$90 and the *Mary Kay*® eStart Plus for \$45 within her first 15 days after submitting her agreement, what is the total price?**

The total price will be \$135 plus shipping and tax (*Mary Kay*® Pro Start \$90 + *Mary Kay*® eStart Plus \$45 + Shipping \$14.95\*\* + tax).

**22. Can an eligible new or returning Independent Beauty Consultant choose to purchase the *Mary Kay*® Pro Start for \$90 and *Mary Kay*® eStart Plus for \$45 separately on different days within her first 15 days after submitting her agreement?**

Yes. An eligible new or returning Independent Beauty Consultant can purchase *Mary Kay*® Pro Start for \$90 and *Mary Kay*® eStart Plus for \$45 separately on different days within her first 15 days after submitting her Agreement. However, shipping costs will apply separately at the time of each purchase.

**For example:** If a new Independent Beauty Consultant purchases the *Mary Kay*® Pro Start on the fourth day after submitting her online Agreement, the total price will be \$90 plus shipping and tax (*Mary Kay*® ProStart \$90 + Shipping \$14.95\*\* + tax). Later she decides to purchase the *Mary Kay*® eStart Plus as well on the 10th day after submitting her online Agreement. The total price will be \$45 plus shipping and tax (*Mary Kay*® eStart Plus \$45 + Shipping \$8.95\*\* + tax).

**23. Can an eligible new or returning Independent Beauty Consultant who submitted her Independent Beauty Consultant Agreement before the launch of the new startup options purchase the optional add-on options?**

No, she cannot. The additional add-on options are only available for new or returning Independent Beauty Consultants.

**24. I am a new Independent Beauty Consultant who chose both the *Mary Kay*® eStart Plus and the *Mary Kay*® Pro Start. Why did I only receive one of the options?**

The *Mary Kay*® Pro Start and the *Mary Kay*® eStart Plus have been shipped separately. You should be receiving the other one shortly.

**25. Can Independent National Sales Directors or Independent Sales Directors purchase any *Mary Kay*<sup>®</sup> startup options?**

In order to ensure there is sufficient inventory for the new Independent Beauty Consultants, the startup options will not be available to order. Please check the new digital resources available on *Mary Kay InTouch*<sup>®</sup> and order on Section 2.

**26. Can existing Independent Beauty Consultants purchase a *Mary Kay*<sup>®</sup> eStart, *Mary Kay*<sup>®</sup> eStart Plus or *Mary Kay*<sup>®</sup> Pro Start that is offered to the new Independent Beauty Consultants?**

No. Existing Independent Beauty Consultants cannot purchase *Mary Kay*<sup>®</sup> eStart, *Mary Kay*<sup>®</sup> eStart Plus or *Mary Kay*<sup>®</sup> Pro Start, as these options are only available for new Independent Beauty Consultants. **There are no exceptions.**

Literature materials and product samples included in *Mary Kay*<sup>®</sup> eStart can be purchased from online ordering on Section 2 and retail products can be purchased from online ordering on Section 1.

**27. How do I access my included one-year subscription for *Mary Kay*<sup>®</sup> Personal Web Site?**

You can visit the Personal Web Site page on *Mary Kay InTouch*<sup>®</sup> to create your account.

**28. Is there a time frame in which a new Independent Beauty Consultant must create a *Mary Kay*<sup>®</sup> Personal Web Site?**

Independent Beauty Consultants can subscribe and create a *Mary Kay*<sup>®</sup> Personal Web Site at any time. In order to receive all the perks of the free one-year access included with her *Mary Kay*<sup>®</sup> eStart, it is suggested to sign up as soon as their Independent Beauty Consultant Agreement has been received and accepted by the Company. The one-year access begins the day the *Mary Kay*<sup>®</sup> Personal Website account is created.

**29. Do I have an expiration date to redeem my one-year access to *Mary Kay*<sup>®</sup> Personal Web Site?**

No. There is no limit to redeem one-year access to the *Mary Kay*<sup>®</sup> Personal Web Site. The one-year access begins the day the *Mary Kay*<sup>®</sup> Personal Web Site is created.

**30. After my first year, what will be the annual subscription fee for a *Mary Kay*<sup>®</sup> Personal Web Site?**

Should you choose to renew your *Mary Kay*<sup>®</sup> Personal Web Site subscription, the annual fee is \$30.



**31. Does the Independent Beauty Consultant have to be in active status to have access to create her *Mary Kay*<sup>®</sup> Personal Web Site?**

No, the Independent Beauty Consultant does not have to be active status to create her *Mary Kay*<sup>®</sup> Personal Web Site. She can create a *Mary Kay*<sup>®</sup> Personal Web Site if she has a valid Independent Beauty Consultant Agreement on file.

An Independent Beauty Consultant is considered active with personal retail sales of \$225 in wholesale Section 1 products and will remain active for two months following any month with this amount in sales.

**32. Why is ProPay not included with the new *Mary Kay*<sup>®</sup> eStart?**

ProPay will continue to be available to all new Independent Beauty Consultants. Go to *Mary Kay InTouch*<sup>®</sup> to get the up-to-date information.

**33. Do the *Mary Kay*<sup>®</sup> eStart, *Mary Kay*<sup>®</sup> eStart Plus and *Mary Kay*<sup>®</sup> Pro Start qualify for the 90% repurchase policy?**

Yes, if the agreement is terminated within one year of purchase, then the *Mary Kay*<sup>®</sup> eStart, *Mary Kay*<sup>®</sup> eStart Plus and *Mary Kay*<sup>®</sup> Pro Start optional add-ons qualify for the 90% repurchase. To request the 90% repurchase form, contact Customer Success. The form will be emailed to you, and you will be provided detailed information on the process, including the dollar amount eligible for repurchase and shipping information for the return. The original and unused *Mary Kay*<sup>®</sup> eStart, *Mary Kay*<sup>®</sup> eStart Plus or *Mary Kay*<sup>®</sup> Pro Start optional add-on (if purchased) 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 method on the account.

**34. Do the *Mary Kay*<sup>®</sup> eStart, *Mary Kay*<sup>®</sup> eStart Plus and the *Mary Kay*<sup>®</sup> Pro Start qualify for the 100% refund?**

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

**35. If a new Independent Beauty Consultant ordered the *Mary Kay*<sup>®</sup> eStart Plus add on and/or *Mary Kay*<sup>®</sup> Pro Start, can she cancel part of the components?**

No. What a new Independent Beauty Consultant purchased at the time the online Independent Beauty Consultant Agreement was completed is what she will receive. She must return the entire package, not just a portion of it. If she

wishes to return to get a full refund, she must cancel the Agreement within 30 days after acceptance and contact Customer Success to initiate the 100% full refund.

**36. Can a new Independent Beauty Consultant cancel the *Mary Kay*<sup>®</sup> Personal Web Site included within her *Mary Kay*<sup>®</sup> eStart and keep the physical items included?**

No. What an Independent Beauty Consultant purchased at the time the online Independent Beauty Consultant Agreement was completed is what she will receive. She must return the entire physical package not just a portion of it. If she wishes to return and get a full refund, she must cancel the Agreement within 30 days after acceptance and contact Customer Success to initiate the 100% refund.

**37. Why is the *Mary Kay Miracles Happen* book no longer offered in the startup options?**

The *Mary Kay Miracles Happen* book will be provided for free to any new Independent Beauty Consultant upon their first single \$225 or more section 1 wholesale order.

**38. Why is the *Start Something Beautiful* magazine not included in the new startup options?**

The education included in the *Start Something Beautiful* magazine is now available on *MK Confident*<sup>™</sup>, a new and exciting education platform. Visit *Mary Kay InTouch*<sup>®</sup> for more information. This new education portal features step-by-step education to help new Independent Beauty Consultants take their first steps in their Mary Kay businesses. It provides the information they need in a simple and fun format to help them feel confident and empowered.

**39. Why are the placemats not included in the startup options?**

The placemats will now be offered digitally on *Mary Kay InTouch*<sup>®</sup> and are called Closing Set Sheets. You could use them virtually or print them out from *Mary Kay InTouch*<sup>®</sup>.

**40. Do the new *Mary Kay*<sup>®</sup> Flip Chart pages feature the new *TimeWise*<sup>®</sup> *Miracle Set*<sup>®</sup>?**

Yes. The new and updated *Mary Kay*<sup>®</sup> Flip Chart pages do feature the new *TimeWise*<sup>®</sup> *Miracle Set*<sup>®</sup> and are available for purchase on Section 2 for \$3. You can also watch the *How to Use Your Flip Chart* tutorial video on *Mary Kay InTouch*<sup>®</sup> to learn how to use the new and updated flip chart for your in-person and virtual parties.

**41. Does a new Independent Beauty Consultant have to be active to place her Customer Service Delivery orders?**

Yes. The rules for participating in the Customer Delivery Service did not change. That means the new Independent Beauty Consultant must be in active status to place her Customer Delivery Service orders.

An Independent Beauty Consultant is considered active with personal retail sales of \$225 in wholesale Section 1 products and will remain active for two months following any month with this amount in sales.

**Footnotes**

\*Over-the-counter drug product

\*\*Shipping cost is \$44.95 to Alaska, Guam, Hawaii, Puerto Rico, Dominican Republic, and U.S. Virgin Islands.