

MARY KAY®

STEPS TO SUCCESS

INDEPENDENT BEAUTY CONSULTANT can earn:

- 50% profit* potential on personal retail product sales.
- Earned Discount Privilege.
- *Great Start*®: Ready, Set, Sell! rewards and free Color Look.
- *Great Start*®: Ready, Set, Keep Selling! rewards.
- *Great Start*®: Team-Building Product Bonus Bundles.
- *Great Start*®: Independent Beauty Consultant Team-Building Cash Bonus.
- Star Consultant Program prizes.
- Monthly selling challenge prizes.
- Is eligible to earn rewards from Seminar Awards: Queen's Court of Sharing and Consultant Queen's Court of Personal Sales.
- Is eligible to attend Company events planned for Beauty Consultants and above.

INDEPENDENT SENIOR BEAUTY CONSULTANT

(1 or 2 active† personal team members) **can earn:**

- 50% profit* potential on personal retail product sales.
- Earned Discount Privilege.
- 4% personal team commission.
- *Great Start*®: Ready, Set, Sell! rewards and free Color Look.
- *Great Start*®: Ready, Set, Keep Selling! rewards.
- *Great Start*®: Team-Building Product Bonus Bundles.
- *Great Start*®: Independent Beauty Consultant Team-Building Cash Bonus.
- Star Consultant Program prizes.
- Monthly selling challenge prizes.
- Is eligible to earn rewards from Seminar Awards: Queen's Court of Sharing and Consultant Queen's Court of Personal Sales.
- Is eligible to attend Company events planned for Beauty Consultants and above.

†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.

*The 50% profit potential is based on a minimum \$225 wholesale Section 1 product sales volume.



STEPS TO SUCCESS

A RED IS A STAR TEAM BUILDER, TEAM LEADER OR ELITE TEAM LEADER.



STAR TEAM BUILDER

(3 or 4 active[†] personal team members) **can earn:**

- 50% profit* potential on personal retail product sales.
- Earned Discount Privilege.
- 4%, 6% or 8% personal team commission.
- *Great Start*[®]: Ready, Set, Sell! rewards.
- *Great Start*[®]: Ready, Set, *Keep Selling!* rewards.
- *Great Start*[®]: Team-Building Product Bonus Bundles.
- *Great Start*[®]: Independent Beauty Consultant Team-Building Cash Bonus.
- Star Consultant Program prizes.
- Monthly selling challenge prizes.
- Eligibility to purchase and wear a red jacket – 50% off first-time purchase.
- Is eligible to earn rewards from Seminar Awards: Queen's Court of Sharing and Consultant Queen's Court of Personal Sales.
- Is eligible to attend Company events planned for Beauty Consultants and above.

TEAM LEADER

(5–7 active[†] personal team members) **can earn:**

- 50% profit* potential on personal retail product sales.
- Earned Discount Privilege.
- 9% or 13% personal team commission.
- *Great Start*[®]: Independent Beauty Consultant Team-Building Cash Bonus.
- Star Consultant Program prizes.
- Monthly selling challenge prizes.
- Is eligible to earn rewards from Seminar Awards: Queen's Court of Sharing and Consultant Queen's Court of Personal Sales.
- Is eligible to attend Company events planned for Beauty Consultants and above.

ELITE TEAM LEADER

(8 or more active[†] personal team members) **can earn:**

- 50% profit* potential on personal retail product sales.
- Earned Discount Privilege.
- 9% or 13% personal team commission.
- *Great Start*[®]: Independent Beauty Consultant Team-Building Cash Bonus.
- Star Consultant Program prizes.
- Monthly selling challenge prizes.
- Is eligible to earn rewards from Seminar Awards: Queen's Court of Sharing and Consultant Queen's Court of Personal Sales.
- Is eligible to attend Company events planned for Beauty Consultants and above.

[†]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.

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STEPS TO SUCCESS

INDEPENDENT SALES DIRECTOR can earn:

- 50% profit* potential on personal retail product sales.
- Earned Discount Privilege.
- 4%, 9% or 13% personal team commission.
- Unit commission of 9%, 13% or 23%.
- *Great Start*®: Independent Sales Director Team-Building Cash Bonus.
- *Great Start*®: Independent Sales Director Unit Development Cash Bonus.
- New Independent Sales Director Program Bonuses and rewards..
- Sales Director Star Consultant Bonus.
- Cadillac Bonus.
- Unit Circle Bonus.
- Wellness Award Bonus Program.
- Top Sales Director Trip.
- Star Consultant Program prizes.
- Monthly selling challenge prizes.
- The use of a Grand Achiever, Premier Club or Cadillac Career Car or Cash Compensation option.
- Is eligible to earn rewards from Seminar Awards: Queen's Court of Sharing and Sales Director Queen's Court of Personal Sales and Circle of Achievement or Circle of Excellence.
- Is eligible to attend Company events planned for Sales Directors and above.

INDEPENDENT SENIOR SALES DIRECTOR

can earn:

- All of the compensation opportunities of an Independent Sales Director, **plus:**
 - First-Line Offspring Commission of 5%.
 - First-Line Offspring Sales Director Bonus.

INDEPENDENT FUTURE EXECUTIVE

SENIOR SALES DIRECTOR can earn:

- All of the compensation opportunities of an Independent Sales Director, **plus:**
 - First-Line Offspring Commission of 6%.
 - First-Line Offspring Sales Director Bonus.

INDEPENDENT EXECUTIVE

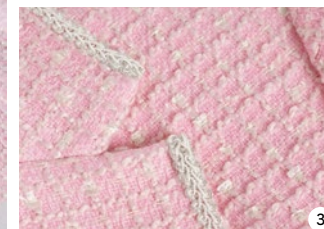
SENIOR SALES DIRECTOR can earn:

- All of the compensation opportunities of an Independent Sales Director, **plus:**
 - First-Line Offspring Commission of 7%.
 - Second-Line Offspring Commission of 1%.
 - First-Line Offspring Sales Director Bonus.

INDEPENDENT ELITE EXECUTIVE

SENIOR SALES DIRECTOR can earn:

- All of the compensation opportunities of an Independent Sales Director, **plus:**
 - First-Line Offspring Commission of 7%.
 - Second-Line Offspring Commission of 2%.
 - First-Line Offspring Sales Director Bonus.



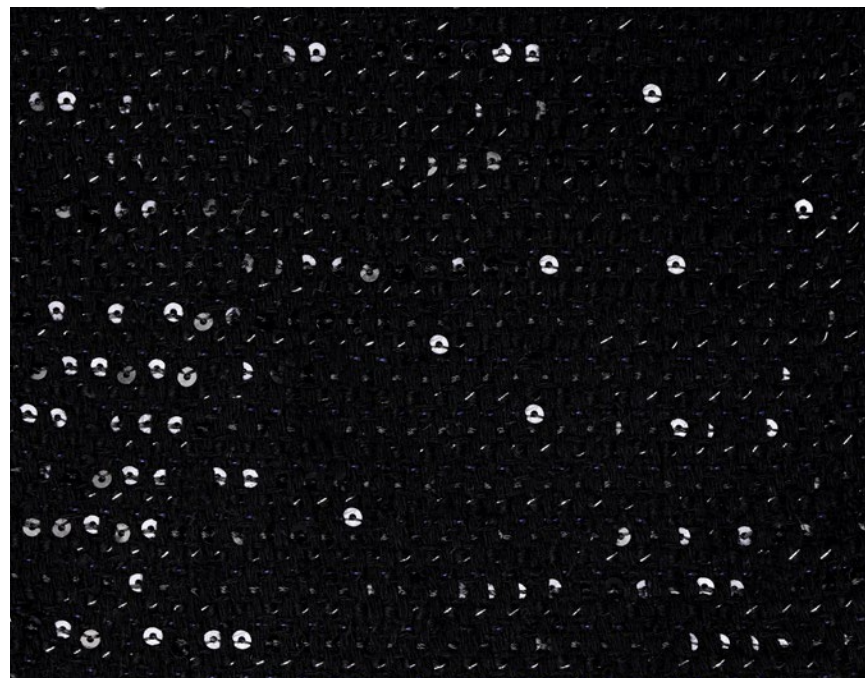
STEPS TO SUCCESS

INDEPENDENT NATIONAL SALES DIRECTOR THROUGH ELITE EXECUTIVE NATIONAL SALES DIRECTOR can earn:

- 50% profit* potential on personal retail product sales.
- Earned Discount Privilege.
- 4%, 9% or 13% personal team commission.
- 13% Sales Director personal unit commission and 10% NSD personal unit volume commission.
- 9% NSD commission on first-line offspring units, 4% on second-line offspring units and 2% on third-line offspring units.
- 2% top 10 fourth-line and beyond offspring commission for all NSDs.
- 2% fourth-line offspring commission for Elite Executive NSDs only.
- \$5,000 First-Line Offspring Sales Director Bonus.
- \$10,000 Offspring NSD Development Bonus.
- National Sales Director Area Leadership Development Bonus.
- NSD Strategy Bonuses: \$1,000 per achievement for unaffiliated Sales Directors.
- National Sales Director Motivation Account.
- Star Consultant Program prizes.
- Is eligible to earn the NSD Trip and earn the use of an NSD Career Car or Cash Compensation option when qualifications are met.
- Eligible to participate in the Family Security Program.
- U.S. Great Futures Program.
- Opportunity to develop sales force leaders in designated international markets.

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MARY KAY



STEPS TO SUCCESS

WE LOVE REVVED-UP *rewards.*



Get on the fast track to success, and hit the road in one of these magnificent Mary Kay Career Cars.



Cadillac XT5

Pink Cadillac

Earn the use of a Cadillac XT5 or Cash Compensation of up to \$925 per month as a Cadillac qualifier.



Chevy Equinox

Premier Club

Earn the use of a Chevy Equinox or Cash Compensation of up to \$525 per month as a Premier Club qualifier.



Chevy Trax

Grand Achiever

Earn the use of a Chevy Trax or Cash Compensation of up to \$425 per month as a Grand Achiever qualifier.

Only the top 1% of Mary Kay independent sales force members earn the use of a Mary Kay Career Car or the Cash Compensation option through their Mary Kay businesses.

This brochure provides a brief description of some of the incentive programs as of July 2024. The Company reserves the right to alter, modify or change commissions, bonuses or any terms of the incentive programs described herein. Vehicle models, equipment and Cash Compensation amounts are subject to change.

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