

MARY KAY®

Discussing UNAUTHORIZED SALES *With Your Team Members*

To help team members in your unit understand unauthorized sales, there are five key points you can share:

1 DIRECT SALES – The Mary Kay opportunity was created based on the direct sales business model, which means selling person-to-person away from fixed retail locations, such as flea markets or online retail and auction websites. Offering products for sale through these unauthorized channels violates your Independent Beauty Consultant Agreement and undermines the Mary Kay opportunity and your Mary Kay business, and poses risks to the Company.

2 AGREEMENT COMPLIANCE – The Company has a zero tolerance policy for *Mary Kay*® products being displayed and/or sold through unauthorized channels. The Company immediately terminates Independent Beauty Consultant Agreements when a Beauty Consultant is found engaging in unauthorized sales and, in some cases, may take further legal action. Additionally, the obligation to refrain from selling *Mary Kay*® products through unauthorized channels remains in effect even after the Agreement is terminated.

3 CUSTOMER SERVICE – You offer more than just quality, safe and authentic products. Your customers experience personalized service, such as teaching them how to apply skin care and color cosmetics, reminding them when it's time to reorder, or helping them prepare for a special event. You make the difference!

4 SUPPORT SMALL BUSINESSES – You can remind your customers that, unlike shopping on unauthorized websites, when they shop with you they are supporting your local small business. Their purchase directly impacts you, your family and your goals.

5 ONLINE RESOURCES – You have a number of online options to use to help support you in promoting your business online. You can use these resources to help build a large customer base with whom you can hold skin care classes and other selling appointments to sell your *Mary Kay*® products at retail through Mary Kay's direct sales business model. Go to *Mary Kay InTouch*® to learn more about a *Mary Kay*® Personal Web Site and to visit the Digital Zone.



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Discussing **UNAUTHORIZED SALES** With Your Customers

When talking to your customers about *Mary Kay*® products offered for sale through unauthorized channels, there are five key points you can share:

1 QUALITY PRODUCTS – By shopping with you, your customers can be assured that they are getting authentic, quality and safe *Mary Kay*® products. Consider warning your existing customers and potential new customers of the dangers and risks of purchasing *Mary Kay*® products from unauthorized sellers. Those risks include receiving products that are old and expired, opened, used, tampered with, improperly stored, or even counterfeit. And when it comes to skin care products, especially those you put on your face, why take such risk?

2 SATISFACTION GUARANTEE – When purchasing from you, an authorized Independent Beauty Consultant, your customers can return the product for a full refund, or they can exchange it if they are not completely satisfied. Products purchased through unauthorized channels, such as Amazon®, eBay®, other online marketplaces and flea markets are **not** eligible for the *Mary Kay*® Satisfaction Guarantee.

3 CUSTOMER SERVICE – You offer more than just quality, safe and authentic *Mary Kay*® products. Your customers also experience personalized service, such as teaching them how to apply skin care and color cosmetics, reminding them when it's time to reorder, or helping them prepare for a special event. You make the difference!

4 SUPPORT SMALL BUSINESSES – You can remind your customers that, unlike shopping on unauthorized websites, when they shop with you they are supporting your local small business. Their purchase is directly impacting you, your family and your goals.

5 FRIENDSHIP – Your customers are more than just a retail sale, they are your friends, your family and your neighbors. By choosing you as their *Mary Kay* Independent Beauty Consultant, they are opening themselves up to the possibility of building relationships that may last a lifetime. Some may even decide that the *Mary Kay* opportunity is right for them and join millions of women in entrepreneurship and begin their own *Mary Kay* journey.



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