

Have you ever

Considered Pink?



get to know

the

beautiful
faces

of Mary Kay

It started with a very remarkable woman named Mary Kay Ash and her vision of enriching women's lives.SM

Discover the Possibilities in Mary Kay!

at-a-glance

Mary Kay's mission is to enrich women's lives.™

about the company

Mary Kay is one of the largest direct sellers of skin care and color cosmetics in the world. Mary Kay Inc. and its international subsidiaries achieved another year of record results in 2008, with \$2.6 billion in wholesale sales.

Richard Rogers, Mary Kay's son, is Executive Chairman, and David Holl is President and CEO.

Mary Kay opened its first international subsidiary in Australia in 1971 and its most recent in India in 2007 and Singapore in 2009. Today, Mary Kay has a strong presence in more than 35 markets throughout Europe, Asia Pacific and the Americas.

The largest international markets are China, Mexico and Russia.

The Mary Kay Foundation has awarded \$18 million to shelters and programs addressing domestic violence and nearly \$12 million to find a cure for cancers affecting women in the United States.

about the woman

After retiring from a successful 25-year career in direct sales, Mary Kay Ash wanted to enrich women's lives by providing an unparalleled business opportunity that allowed women to achieve their dreams while keeping their priorities in order.

On Sept. 13, 1963, Mary Kay, her son Richard Rogers and nine Independent Beauty Consultants opened Beauty by Mary Kay from a 500-square-foot storefront in Dallas.

Mary Kay built her Company upon the Golden Rule and the priorities of God first, family second and career third. It was Mary Kay's ardent desire that women would realize and use their God-given talents. She often said, "If today one woman realizes how great she is, then it's a great day!"

Mary Kay Ash was Chairman Emeritus when she passed away on Nov. 22, 2001.

In a study conducted in 2003 by Baylor University, Mary Kay Ash was named the greatest female entrepreneur in American history.



about the products

The Mary Kay® product line includes more than 200 premium products in five categories: facial skin care, color cosmetics, body care, sun protection and fragrance.

Mary Kay products are sold in more than 35 global markets.

Mary Kay develops, tests, manufactures and packages the majority of its own products at its state-of-the-art facilities in Dallas and China.

The Mary Kay® Compact is the most customizable, refillable compact ever created by Mary Kay with over 18 million possible color combinations.

about the career car program

Mary Kay Inc. introduced the famous pink Cadillac to the U.S. independent sales force in 1969. Today, the global Career Car program also includes Toyota, Mercedes, BMW and Ford models.

Since the program's inception, more than 120,000 independent sales force members have qualified or re-qualified for the use of a Career Car or elected the Cash Compensation option.

Mary Kay® Career Cars have logged an estimated 3 billion miles in the United States since the Career Car program began.

about the facts (versus fiction)



about the sales force

The Mary Kay global independent sales force includes more than 2 million people.

Approximately 500 women worldwide have become Independent National Sales Directors, the highest pinnacle of a Mary Kay business.

Approximately 36,000 women are currently Mary Kay Independent Sales Directors worldwide.

Starting a Mary Kay independent business is affordable. The price of the Starter Kit and educational materials varies by market.

Fiction: Mary Kay Inc. is a *Fortune 500* company.

Fact: Mary Kay Inc. appears on *Forbes'* 2002 list of the largest private companies in the United States. In 1995, criteria for the *Fortune 500* list was changed, and now the list includes only companies that make their financial information available to the general public. As a private company, Mary Kay does not release such information and, consequently, does not appear on the list.

Fiction: More women in Mary Kay earn \$100,000 or more than in any other company.

Fact: Nearly 300 Independent National Sales Directors in the United States have earned more than \$1 million in commissions.

Fiction: Our Web site is No. 2 in the United States for online sales, second only to www.amazon.com.

Fact: Online orders from the independent sales force account for more than 90 percent of Company revenues. Mary Kay Inc. was noted as one of the top companies in the world in online sales according to *Interactive Week* magazine, and *Women's Wear Daily* magazine listed Mary Kay as one of the Top 10 Most Visited Beauty Web Sites.

Fiction: Our products are the same as other high-end cosmetics, only for much less.

Fact: Mary Kay Inc. develops, tests, manufactures and packages the majority of its own products at its state-of-the-art facilities in Dallas and China. All Mary Kay[®] skin care and cosmetics products are scientifically formulated and packaged using the latest technology. Mary Kay[®] products are priced competitively to compete with other prestige brands.

Fiction: Mary Kay management principles are taught at Harvard.

Fact: Case studies on Mary Kay's business model have been shared at the collegiate level at several prestigious universities. Professors and college textbook writers have contacted Mary Kay Inc. to learn more about Mary Kay Ash and the Company she founded.

The Mary Kay Web site address is www.marykay.com.

The information provided here is intended for the use of Mary Kay independent sales force members in responding to questions about the Company. The statements contained here are precisely worded to accurately portray this information. Should you get any inquiries from the media, please refer them to Mary Kay Inc. Corporate Communications at (972) 687-5332 or corpcom@mkcorp.com.

Don't say this:	When you mean this:
Win a free car or company car ...	Earn the use of a Career Car
Go into management ...	Move up the career path
Job ...	Mary Kay "business" or "opportunity"
Pay raises ...	Give yourself a raise
Training ...	Education
Paycheck ...	Commission check
Salary ...	Commissions

AREAS of INCOME

- 1. Skin Care Classes & Facials**
50% profit - highest direct sales commission in the United States.
- 2. Reorders**
50% profit - Our products are consumable, so reorders are a large part of our income. An average customer using the skin care plus a few glamour items will reorder about \$300 a year.
- 3. Internet Orders**
50% of Mary Kay customers shop online. A Consultant is eligible to purchase her own business website (completely maintained by Mary Kay). Customers shop online, and any new customer inquiries will be referred to the registered Consultant by zip code.
- 4. Dovetailing**
When a Consultant is unable to hold a scheduled appointment, another Consultant can hold it and pay 15% of the total sales to the Consultant who originally scheduled it. This area of income allows the freedom and flexibility to prioritize family and business.
- 5. Team Building**
Sharing the Mary Kay opportunity has always been considered a privilege. A Consultant is able to develop her leadership management skills while earning commissions through personally selecting her team members:
 - 4% - 1 - 4 active team members
 - 9% - 5 or more active team members
 - 13% - 5 or more active team members who place a minimum wholesale order during one month AND you place a minimum \$600 wholesale order.
- 6. Car Program**
Qualified Consultants earn the use of the Chevy Malibu with the majority of car insurance paid by Mary Kay.
- 7. Directorship**
Directors receive income from above as well as 13% commission for educating, motivating and inspiring unit members to success, unit volume and recruiting bonuses, company car - Toyota Camry, Chevy Equinox or Pink Cadillac.
- 8. National Sales Director**
NSD's average greater than a six figure per year income. Receive their choice of Pink Cadillac, annual worldwide trips, a fully funded retirement program, life insurance and admiration of corporate America.

TAX BENEFITS

- Automobile Expenses
- Office & Computer Supplies
- Skin Care Class Supplies
- Telephone
- Entertainment & Travel
- Consult your tax advisor for details

Advantages

- No territories
- No franchise program
- No quotas
- Full training program
- Retirement - for National Sales Directors
- 100% guarantee on all products through Product Replacement Program
- Prizes - Diamonds, other jewelry, cars, trips and more

Your Investment

- **\$100 Beauty Starter Kit** (plus local tax & shipping)
- **Inventory** - optional but recommended
- **90% Money Back Guarantee** from Mary Kay, Inc.

Qualities of a Successful Beauty Consultant

- 1. TOO BUSY:** "Busy people get more done!" They are better time managers and know how to prioritize their time. Mary Kay provides full-time pay for part-time hours!
- 2. MONEY-MOTIVATED:** Whether you want to reduce debt, have more free time, are saving for the future, or want to contribute to society, you are your own boss in Mary Kay.
- 3. NOT THE "SALES TYPE":** Due to our consumable product line, not being pushy is a benefit to insure a strong reorder business. The best Beauty Consultant likes to work with people.
- 4. DON'T KNOW A LOT OF PEOPLE:** We offer free, comprehensive consultant training, which can help you build your business outside of family and friends.
- 5. FAMILY-ORIENTED:** Women are known to do much more for their family than for themselves. Mary Kay offers the freedom and flexibility to have more time for your family. **Our priorities are FAITH, FAMILY and then CAREER.**
- 6. DECISION-MAKER:** You'll never know unless you try!
You are in your business for yourself, but never by yourself! (\$100 may not change your standard of living, but it may change your life.)

Your Starter Kit – Let's Get Your Future Started!

A \$100 Decision!

Plus tax & shipping

**\$325
Retail
Value
plus much more....**



Retail-sized Products:

TimeWise 3-in-1 Cleanser
(normal to dry and combination to oily)

TimeWise Age-Fighting Moisturizer
(normal to dry and combination to oily)

Timewise Day and Night Solution

Oil-Free Eye Makeup Remover

Black Ultimate Mascara

Mineral Powder Foundation x 7 shades

Mineral Foundation Brush (4)

PLUS Business Tools:

Starter Kit Bag, Face Case (4)

Disposable Trays, Facial Cloths, Sponge-Tip
Applicators and Mascara Brushes

Look Books, Beauty Books, Flip Chart,

Consultant Education-*Consultants Guide*, DVD

Date Book, Sales Tickets, Empty Quick Zip
Bags (4), Customer Profiles, Color Cards

Mineral Powder Foundation Bundles,
Fragrance-Free Satin Hands Pampering
Set Samplers

Brochures: Hostess, Team-Building, Inventory
Options, *Starting Now Magazine*

The Mary Kay opportunity allows you to begin your own business with a flexible schedule, no quotas, no territories, unlimited earning potential, advancement opportunities, tax advantages and best of all.....

YOU ARE YOUR OWN BOSS!

* * * * *

A Special Note

\$100 may not change your financial situation, but it could change or make a difference in your life. As your Independent Sales Director I am here to mentor you every step of the way. I will share my support, knowledge and experience as you achieve success.

Teaching skin care allows total flexibility and unlimited earning potential based on personal goals and activity. Making a plan and working that plan are the keys to your success.

By joining our team of enthusiastic women as an Independent Beauty Consultant you are fulfilling your dreams and enriching the lives of others. This is a \$100 decision with nothing to lose and everything to gain!

Bee.....lieving in YOU,

Nancy

Independent Senior Sales Director

UNIT Means

U & I.... TOGETHER

In 1971, Mary Kay traveled to Australia to launch the Company's first subsidiary. While there, she discovered a poem that spoke to her heart as no other, a poem that would return home with her and take its place at the very core of our culture. Holding an honored place in the Mary Kay Museum is the "On Silver Wings" sculpture commissioned in honor of the Company's 25th anniversary. Mary Kay loved the words so much she often used their stirring imagery to conclude her speeches and letters.

*I have a premonition that soars on silver wings.
It is a dream of your accomplishment
Of many wondrous things.
I do not know beneath which sky
Or where you'll challenge fate.
I only know it will be high!
I only know it will be GREAT!*

- Anonymous



SOAR to Success!

For Consultants:



Chevy Malibu LS in Dark Grey

OR \$375 Monthly

For Directors:



Toyota Camry LE in Silver



OR \$500 Monthly



Chevy Equinox LT in Silver

Your Choice of **PINK** Cadillac OR \$900 Monthly



Cadillac CTS



PLUS the majority of car insurance paid by Mary Kay!



Cadillac DTS

Independent Beauty Consultant
Soaring Success Unit

Phone: _____

Cell: _____

Email: _____

Website: _____

Considering Pink?

Discover the possibilities!
Join the dynamic women of our

SUCCESSFUL UNIT

Please call me with any questions you may have. I am committed to your success, and I look forward to WORKING and GROWING with you!

Bee.....lieving in YOU,



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