

# MARY KAY

ready, set  
**sell**

*Inventory Options  
for New Independent  
Beauty Consultants*

**PICK**  
PRODUCTS  
FOR YOUR  
INITIAL ORDER.

**BOOST**  
YOUR BUSINESS  
WITH LIMITED-TIME  
FREEBIES.



# open for business.

*Congratulations on starting your own Mary Kay business! When you give your dreams the wings to fly by setting and meeting your personal goals, you can discover the beautiful benefits that come with being a Mary Kay Independent Beauty Consultant!*

**Maximize your  
first order!**

## ***Beautiful Benefits of Inventory***

There are several benefits to think about when considering an investment in inventory.<sup>†</sup>

- Service your customers quickly by having products on hand.
- Receive **FREE\* limited-time product bonus bundles** and a color look (Page 5) based on your initial order.
- Get the *Discover What You Love*<sup>®</sup> **Travel Roll-Up Bag and mirrors with trays for FREE.\***
- Earn Star Consultant recognition and rewards.

## ***Give Your Dreams Wings!***

**Do you remember why you started your business? You can use the Inventory Worksheet to set your goals in motion.**

## ***Explore the options!***

**At certain inventory levels, you can get amazing products, plus the FREE\* limited-time product bonus bundles right for you.**

***Start Smart.  
Order today at  [marykayintouch.com](http://marykayintouch.com)!***

\*See Pages 12-13 for full details about the free limited-time product bonus bundles. Sales tax is required on the suggested retail value of the wholesale Section 1 products included in the bonus.

†Purchasing inventory is an individual decision, and it's certainly not a requirement for you to begin your Mary Kay business. We always recommend that you determine what activity level you plan to pursue in your Mary Kay business. Then, if appropriate for your personal circumstances, invest in a level of inventory that supports that activity. If you decide that this opportunity is not right for you, Mary Kay will repurchase, at 90 percent of your original net cost, original and unused Section 1 products, as long as these items were purchased by you from the Company within one year prior to return. Please refer to your Independent Beauty Consultant Agreement for complete details.



# New Independent Beauty Consultant *inventory worksheet*

Before reviewing the ordering options featured in this brochure, you may want to complete this inventory worksheet with your Independent Sales Director or recruiter. The worksheet is designed to assist you in determining your ideal inventory investment.

**1. What are your Mary Kay goals? Check the answers that best apply to you:**

**(a) Desired Monthly Earnings**

- \$1,200+** = 4 POINTS
- \$800 – \$1,199** = 3 POINTS
- \$400 – \$799** = 2 POINTS
- \$100 – \$399** = 1 POINT

**(b) Selling Appointments**

- 3+** appointments per week = 4 POINTS
- 1 – 2** appointments per week = 3 POINTS
- 2 – 3** appointments per month = 2 POINTS
- 1** appointment per month = 1 POINT

**(c) Success Meetings**

- I am committed to attending success meetings each week.** = 3 POINTS
- I plan to attend success meetings twice a month.** = 2 POINTS
- I plan to attend success meetings when they fit into my schedule.** = 1 POINT

**(d) Goals Check all that apply.**

- I would like to build a SOLID CUSTOMER BASE.** = 2 POINTS
- I would like to earn the use of a MARY KAY CAREER CAR.** = 2 POINTS
- I would like to become an INDEPENDENT SALES DIRECTOR.** = 2 POINTS
- I would like to earn a little EXTRA CASH.** = 1 POINT

**2. Calculate your points to see an inventory category for you.\***

*Check the box that best applies to your total.*

TOTAL POINTS	POINTS	WHOLESALE CATEGORY
<input type="checkbox"/>	13+POINTS	<b>\$3,600+</b> WHOLESALE
<input type="checkbox"/>	12 POINTS	<b>\$3,000</b> WHOLESALE
<input type="checkbox"/>	11 POINTS	<b>\$2,400</b> WHOLESALE
<input type="checkbox"/>	8 – 10 POINTS	<b>\$1,800</b> WHOLESALE
<input type="checkbox"/>	5 – 7 POINTS	<b>\$1,200</b> WHOLESALE
<input type="checkbox"/>	2 – 4 POINTS	<b>\$600</b> WHOLESALE

**Name:**

\*Purchasing inventory is an individual decision, and it's certainly not a requirement for you to begin your Mary Kay business. We always recommend that you determine what activity level you plan to pursue in your Mary Kay business. Then, if appropriate for your personal circumstances, invest in a level of inventory that supports that activity. If you decide that this opportunity is not right for you, Mary Kay will repurchase, at 90 percent of your original net cost, original and unused Section 1 products, as long as these items were purchased by you from the Company within one year prior to return. Please refer to your Independent Beauty Consultant Agreement for complete details.







# optimize your order.

## Which level is right for you?

Your inventory is only the beginning! As a new Independent Beauty Consultant, you can earn **FREE\* limited-time product bonus bundles** that you can choose based on the needs of your Mary Kay business. Plus, you can earn a Ladder of Success pin™ and other contest prizes as a Star Consultant™ and more! Today is your day to discover the beauty of having a Mary Kay business!

## Here's how it works:

1. Select the inventory level that's right for you and your business.†
2. Starting at the \$600 wholesale Section 1 level and above, you choose your own product bonus bundles.\*
3. Place your initial order and get your business started!

Initial Order Amount		Product Bonus Bundles* <i>up to \$88 each</i>	Color Look*** \$129	Mirror With Tray \$5.50 each <i>(Section 2 price)</i>	Travel Roll-Up Bag \$35 each	Maximum Bonus Value†† <i>(Based on Retail Value and Free Business Tools)</i>	Star Consultant Level™
Wholesale	Suggested Retail						
\$3,600	\$7,200	6	1	2	2	\$738	 EMERALD
\$3,000	\$6,000	5	1	2	2	\$650	 DIAMOND
\$2,400	\$4,800	4	1	2	2	\$562	 RUBY
\$1,800	\$3,600	3	1	2	2	\$474	 SAPPHIRE
\$1,200	\$2,400	2	1	2	1	\$351	
\$600	\$1,200	1	1	2	1	\$263	

*It's never been more fun to start a Mary Kay business, so visit [marykayintouch.com](http://marykayintouch.com) to place your initial order!*

Unless noted, all Section 1 prices are suggested retail

\*See Pages 12-13 for full details about the free limited-time product bonus bundles. Sales tax is required on the suggested retail value of the wholesale Section 1 products included in the bonus.

††Once you achieve \$1,800 in wholesale Section 1 orders received and accepted by the Company in a contest quarter, you are eligible for the Ladder of Success pin, one gemstone and a contest prize. See the Star Consultant Program page and eBrochure under Recognition/Contests on *Mary Kay InTouch®* for complete details.

†See Page 2 for full inventory details and disclaimers.

††Maximum bonus value is an example based only on the maximum bundle value of \$88 suggested retail. The actual total value of the bonuses received will depend on the suggested retail values of the product bonus bundles selected.



# your welcome gift!

*Start your business beautifully with a gorgeous new look worth \$129 suggested retail that's breathtaking on all skin tones. It's yours when you place a \$600 or more wholesale Section 1 order in your first 15 days!\*\*\**

Visit [Mary Kay InTouch®](#) to place your first order, get a color look and discover more new Independent Beauty Consultant offers.



\*\*\*A minimum wholesale Section 1 order of \$600 or above must be received and accepted by the Company within 15 calendar days of when the Independent Beauty Consultant Agreement is received and accepted by the Company. Sales tax is required on the actual suggested retail value of the gift. Suggested retail values can be found on the [Mary Kay InTouch®](#) website. The Company reserves the right to change or update products and packaging. Please go to the [Mary Kay InTouch®](#) website for the most up-to-date information.

# start smart.

*As Mary Kay Ash said, “You can’t sell from an empty wagon.” So it’s time to consider an investment in your business! Whether you’re starting small or going big, you can find the sample order that best suits your business needs.*

## easy as 1-2-3!

1. Pick the products right for your business and place your initial order on *Mary Kay InTouch*®.
2. See your bonus during the checkout process.
3. Plan your party by visiting “Get the Party Started” for *Mary Kay*® skin care class tips!

The images shown on these pages are samples only. You will choose the products you order. The Company reserves the right to change or update products and packaging. Please go to *Mary Kay InTouch*® for the most up-to-date *Mary Kay*® product information.



**\$3,600 WHOLESALE SECTION 1 SAMPLE ORDER**

**\$7,200 SUGGESTED RETAIL VALUE**





**\$3,000 WHOLESALE SECTION 1 SAMPLE ORDER**

**➔ \$6,000 SUGGESTED RETAIL VALUE**



*“It really is true that if you help make a woman feel prettier on the outside, she becomes prettier on the inside too.”*

*Mary Kay Ash*



# THROW A PARTY!

**\$2,400 WHOLESALE SECTION 1 SAMPLE ORDER**

**➔ \$4,800 SUGGESTED RETAIL VALUE**



*“Nothing happens until somebody sells something.”*

*Mary Kay Ash*

**\$1,800 WHOLESALE SECTION 1 SAMPLE ORDER**



**\$3,600 SUGGESTED RETAIL VALUE**



***TODAY IS YOUR DAY!***

**\$1,200 WHOLESALE SECTION 1 SAMPLE ORDER**



**\$2,400 SUGGESTED RETAIL VALUE**



**\$600 WHOLESALE SECTION 1 SAMPLE ORDER**



**\$1,200 SUGGESTED RETAIL VALUE**





# bundle up, beautiful!

Choose the **FREE†** bundles that are right for your customers when you place your first qualifying order, and you can use them for servicing your customers at parties! Starting with a \$600 wholesale Section 1 order? You get one bundle! The more you invest in your business, the more **FREE†** products you will receive! All of the details are on Page 4!



## 1 **Mary Kay® Skin Care Favorites Bundle, \$87**

TimeWise® Firming Eye Cream,  
TimeWise® Microdermabrasion Plus Set

## 2 **Mary Kay® Favorites Bundle, \$64**

Mary Kay® Oil-Free Eye Makeup Remover,  
Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15,\*  
Mary Kay® Translucent Loose Powder,  
NouriShine Plus® Lip Gloss in Beach Bronze

## 3 **TimeWise® Liquid Foundation Bundles, \$88** ivory/light beige

4 shades/products — ivory 5, ivory 6, beige 3 and beige 4

**CHOOSE:** TimeWise® Matte-Wear® **or** Luminous-Wear® Liquid Foundation

or

## **TimeWise® Liquid Foundation Bundles, \$88** dark beige/bronze

4 shades/products — beige 7, beige 8, bronze 4 and bronze 5

**CHOOSE:** TimeWise® Matte-Wear® **or** Luminous-Wear® Liquid Foundation

## 4 **Mary Kay® Mineral Powder Foundation Bundle, \$80** ivory/light beige

4 shades/products — ivory 1, ivory 2, beige 0.5 and beige 1

or

## **Mary Kay® Mineral Powder Foundation Bundle, \$80** bronze

4 shades/products — bronze 1, bronze 2, bronze 3 and bronze 4

1



\*Over-the-counter drug product

†An Independent Beauty Consultant's initial order with the Company must equal \$600 or more (excluding shipping, handling and tax) in wholesale Section 1 products to be eligible for the product bonus. The initial order must be received and accepted by the Company in the same or following calendar month that the Independent Beauty Consultant Agreement is received and accepted by the Company. Sales tax is required on the suggested retail value of Section 1 products included in the product bonus.

The Company reserves the right to change or update products and packaging. Please go to the *Mary Kay InTouch®* website for the most up-to-date information.

Prices reflect the suggested retail value of the bundles.



4



2



3



**MORE TO LOVE!**

In addition to these bonuses, you'll also receive the Discover What You Love® Travel Roll-Up Bag and two mirrors with trays for FREE!† See Page 4 for details.

# shoot for the stars!

*From earning up to 50 percent<sup>†</sup> on everything you sell to the rewards and recognition you earn along the way, such as the perks and prizes of being a Star Consultant, you decide what's important to you – and go for it!\**

## **LOVABLE LUXURIES**

You can earn fabulous prizes like jewelry, accessories and electronics every quarter that you achieve Star Consultant status through consistent retail sales.\*

## **THE STAR TREATMENT**

Receive customer referrals from the Consultant Locator as a Star Consultant with a *Mary Kay*<sup>®</sup> Personal Web Site.

## **BRING ON THE BLING.**

Celebrate your latest achievements by earning fine jewelry and recognition at one of our special events.

## **REVVED UP REWARDS**

Whether you earn the use of an iconic pink Cadillac<sup>®</sup> as an Independent Sales Director or another stylish car, you'll be rolling in style!



**Visit *Mary Kay InTouch*<sup>®</sup> for full details on these exciting programs.**

\*Star Consultant images are representative only. Prizes change quarterly and are available while supplies last.

†When you place a minimum \$450 suggested retail (\$225 wholesale Section 1) order, you will receive a 50 percent discount off the suggested retail price of all Section 1 products in your order. You will also receive the 50 percent discount on any subsequent orders you place, regardless of size, during the month the qualifying order is received and in the following two calendar months. You will be eligible for the Earned Discount Privilege as long as you maintain your active status.

Cadillac<sup>®</sup> is a registered trademark of General Motors LLC.

# start selling.

*Mary Kay Ash famously said, “Nothing happens until somebody sells something,” and these cost-effective, convenient tools can help you do just that as you deliver Golden Rule service and develop personal relationships with your customers!*



## YOUR CUSTOMER SERVICE TOOLS

### **Your Own Website**

**Mary Kay® Personal Web Site (PWS)**  
Offers 24/7 access to your business and inclusion in the Consultant Locator!

### **Business on the Go myCustomers+™ App**

Simplify managing your customers, products and orders!

### **Warehouse to Her House Customer Delivery Service & EZ Ship**

Time-saving shipping options for your orders.

### **Learn How to Earn.**

#### **Mary Kay® Education**

Learn how to book, sell and team-build with Mary Kay University and more!

### **Be Our Guest.**

#### **Guest Checkout**

Reach consumers who are not registered on your PWS.

### **Exclusive Sneak Peeks**

#### **Preferred Customer Program<sup>SM</sup>**

Create customer loyalty and generate orders using *The Look*.

### **Posts With the Most Digital Playbook**

Build your business online with the *Mary Kay® Social Publisher* and more!



# why mary kay?

*Mary Kay is about so much more than makeup. For more than 50 years, the Mary Kay opportunity has helped women discover extra income, earn remarkable rewards, make empowered choices and embrace their true beauty from the inside out.*



## **FREEDOM**

Since you can set your own schedule, free time is yours for the making and yours for the taking.

## **FLEXIBILITY**

Enjoy being your own boss and deciding the working style that works best for you!

## **FUN**

You can make money having parties and be rewarded for all of your hard work.

## **FRIENDSHIP**

You're now part of a sisterhood of millions of Independent Beauty Consultants worldwide!

## **FULFILLMENT**

Become more confident, empowered and inspired as you use your strengths to discover success.

## **FABULOUS**

Search the hashtag **#MyMKLife** on social media to see real women like you loving their lives thanks to the Mary Kay opportunity!

## **\$50 MILLION**

Mary Kay Inc. and *The Mary Kay Foundation*<sup>SM</sup> have donated to help end domestic violence.

## **MULTIBILLION-DOLLAR COMPANY**

Based on Mary Kay's global annual sales.