

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!



Beautiful Benefits of Inventory

There are several benefits to think about when considering an investment in inventory.†

- 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® 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!

*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.

 What are your Mary Kay Desired Monthly Earnings 	goals? Check the answers that best apply to you: (b) Selling Appointments
\$1,200 + = 4 POINTS	3+ appointments per week = 4 POINTS
\$800 - \$1,199 = 3 POINTS	1 - 2 appointments per week = 3 POINTS
\$400 - \$799 = 2 POINTS	2 - 3 appointments per month = 2 POINTS
\$100 - \$399 = 1 POINT	
(c) Success Meetings	
I am committed to attending suc	cess meetings each week. = 3 POINTS
I plan to attend success meeting	s twice a month. = 2 POINTS
I plan to attend success meeting	s when they fit into my schedule. = 1 POINT
(d) Goals Check all that apply.	
I would like to build a SOLID C	USTOMER BASE. = 2 POINTS
I would like to earn the use of a !	MARY KAY CAREER CAR. = 2 POINTS
I would like to become an INDE	EPENDENT SALES DIRECTOR. = 2 POINTS
I would like to earn a little EXT i	RA 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		
	13+POINTS	\$3,600 +WHOLESALE		
	12 POINTS \$3,000 WHOLESALE			
	11 POINTS	\$2,400 WHOLESALE		
	8 – 10 POINTS	\$1,800 WHOLESALE		
	5 – 7 POINTS	\$1,200 WHOLESALE		
	2-4 POINTS	\$600 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						Maximum	
	Wholesale	Suggested Retail	Product Bonus Bundles* up to \$88 each	Color Look*** \$129	Mirror With Tray \$5.50 each (Section 2 price)	Travel Roll-Up Bag \$35 each	Bonus Value ^{††} (Based on Retail Value and Free Business Tools)	Star Consultant Level"
	\$3,600	\$7,200	6	1	2	2	<i>\$738</i>	EMERALD
	\$3,000	\$6,000	5	1	2	2	\$650	DIAMOND
	\$2,400	\$4,800	4	1	2	2	<i>\$562</i>	RUBY
	\$1,800	\$3,600	3	1	2	2	\$474	SAPPHIRE
	\$1,200	\$2,400	2	1	2	1	\$351	0.
	\$600	\$1,200	1	1	2	1	\$263	11.

It's never been more fun to start a Mary Kay business, so visit marykayintouch.com to place your initial order!

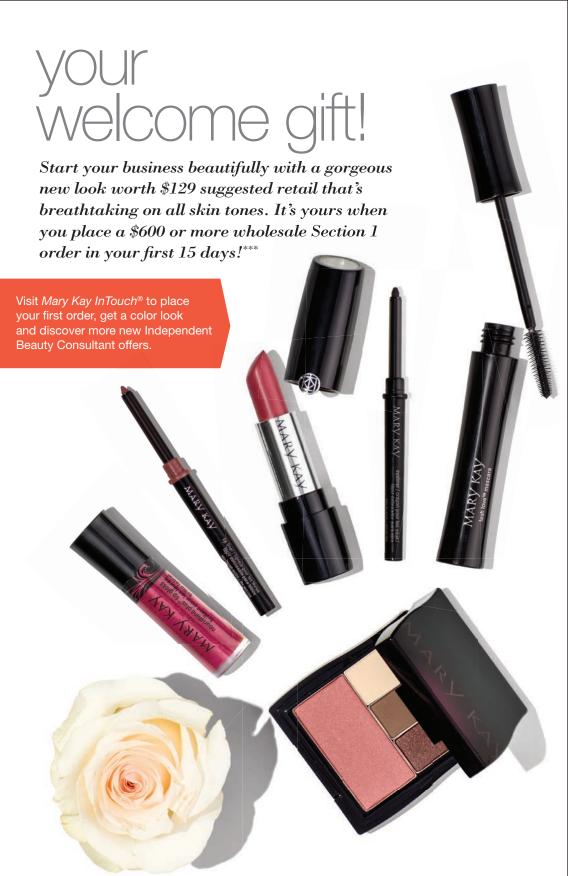
Unless noted, all Section 1 prices are suggested retail

^{*}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 gernstone 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.



^{****}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 value 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





















"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



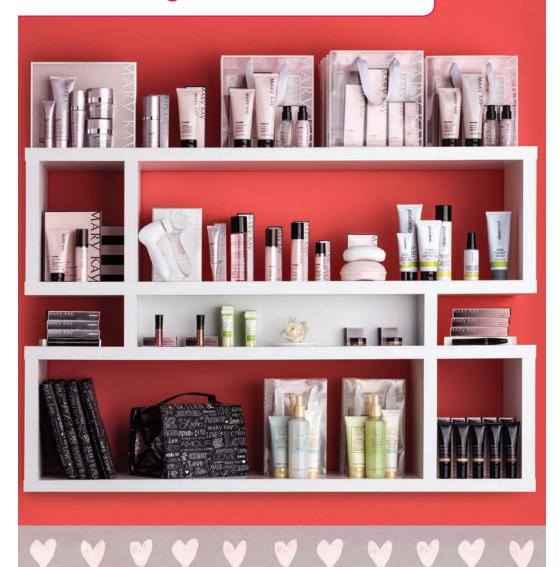


"Nothing happens until somebody sells something."

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!

Who doesn't love earning FREE† products?

Mary Kay® Skin Care Favorites Bundle, \$87
TimeWise® Firming Eye Cream,
TimeWise® Microdermabrasion Plus Set

9. 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

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

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

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

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

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

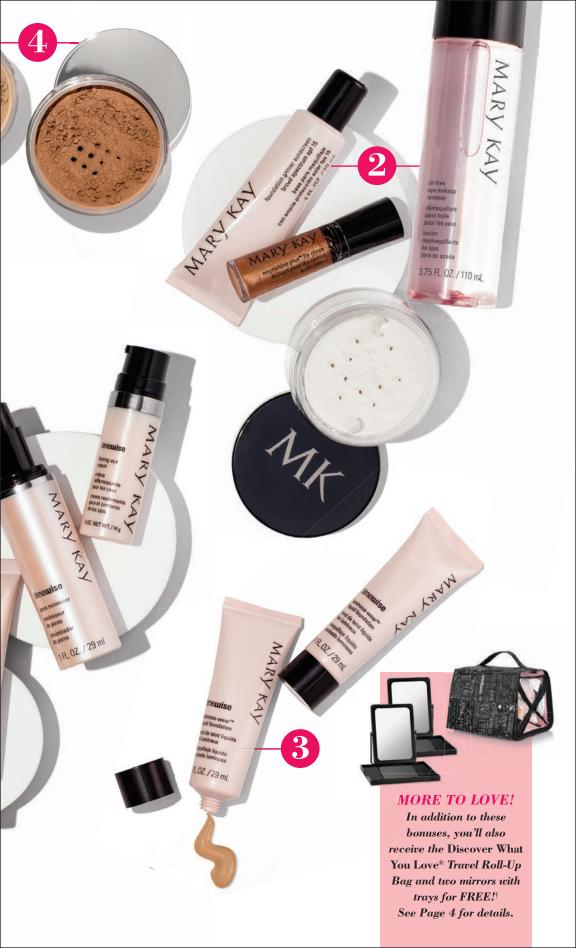
*Over-the-counter drug product

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.



[†]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.



shoot for the stars!

From earning up to 50 percent[†] 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*® 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® as an Independent Sales Director or another stylish car, you'll be rolling in style!





Visit *Mary Kay InTouch*® 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, regardle

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® 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^{sм}

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!



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*[™] have donated to help end domestic violence.

MULTIBILLION-DOLLAR COMPANY

Based on Mary Kay's global annual sales.