

# KEEP GOING and Growing!

The rewards keep coming! As you sell more and grow your business, you can earn Essential Product Bonus Bundles valued at approximately \$100 each.\*

## HERE'S HOW IT WORKS:

Each time you reach \$600 or more in cumulative wholesale Section 1 product orders within your first four months, you'll get a free\* Essential Product Bonus Bundle valued at approximately \$100.\*

Your first four months means the month your Independent Beauty Consultant Agreement is received and accepted by the Company and the following three calendar months. Also, this offer does not apply to order amounts that qualify for Ready, Set, Sell! product bonus bundles. See the *Ready, Set, Sell!* brochure for full details.

## GREAT START: READY, SET, KEEP SELLING!

Cumulative Order Amount		Essential Product Bonus Bundles* up to \$110 each	Mirror With Tray \$5.50 each	Maximum Bonus Value**	Star Consultant Level†
Wholesale	Suggested Retail				
\$3,600	\$7,200	6	6	\$693.00	EMERALD
\$3,000	\$6,000	5	5	\$577.50	DIAMOND
\$2,400	\$4,800	4	4	\$462.00	RUBY
\$1,800	\$3,600	3	3	\$346.50	SAPPHIRE
\$1,200	\$2,400	2	2	\$231.00	♥
\$600	\$1,200	1	1	\$115.50	♥

*It's never been more fun to start a Mary Kay business!*

Visit [marykayintouch.com](http://marykayintouch.com) to place your order.

Unless noted, all Section 1 prices are suggested retail.

See the Product Planning Worksheet in this brochure for full inventory details and disclaimers.

\* See the Essential Product Bonus Bundles 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 product bonus bundle(s).

\*\* You are eligible to receive up to six Essential Product Bonus Bundles total. Maximum bonus value is an example based only on the maximum product bonus bundle value of \$110 suggested retail. The actual total value of the product bonus bundle(s) received will depend on the suggested retail values of the product bonus bundle(s) selected and is subject to required tax obligations.

† Once you achieve \$1,800 in wholesale Section 1 orders received and accepted by the Company in a program quarter, you are eligible for a program prize. See the Star Consultant Program page and eBrochure under Contests/Promotions > Contests on *Mary Kay In Touch*\* for complete details.

# Start SELLING.

Mary Kay Ash famously said, "Nothing happens until somebody sells something!" She believed a brand-new Independent Beauty Consultant could hold parties and start earning money right away. Mary Kay said that a new Beauty Consultant, "... does it with enthusiasm, certainly not with technique." That means you don't have to be an expert right from the start! You can get going with enthusiasm, product love and a heart for helping women. The tools below can help you along the way. Get ready. Get set. Get selling!



## SELLING MADE SIMPLE

### YOUR OWN WEBSITE

**Mary Kay® Personal Web Site (PWS)**  
Offers your customers 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*.



### START STRONG ON THE GO!

#### Mary Kay Great Start App™

This free app is designed to lead you through the *Great Start* Program. This app also helps you get the word out about your new journey and contains helpful tools to empower you to share the opportunity, hold a Grand Opening and much, much more.



# GREAT *Start*

# READY, SET, *KEEP* SELLING!

KEEP GOING AND GROWING WITH EVEN MORE FREE PRODUCT BONUS BUNDLES!



# MARY KAY

For more details on the *Great Start* Program, visit *Mary Kay InTouch*®.

# MARY KAY



FREE+ Essential Product Bonus Bundles!

Choose the bundles that are right for you, and sell, sell, sell! Then watch your profits grow!

1

TimeWise Miracle Set 3D® Bundle, \$110  
COMBINATION/OILY SET  
NORMAL/DRY SET



Skin Care Solutions Bundle, \$99

- TimeWise Miracle Set 3D® Day Cream, non-SPF, Normal/Dry
- TimeWise Miracle Set 3D® Day Cream, non-SPF, Combination/Oily
- Mary Kay® Oil Mattifier
- Mary Kay® Oil-Free Eye Makeup Remover

2

Open for Business Bundle, \$103

- Clear Proof® Deep-Cleansing Charcoal Mask
- White Tea & Citrus Satin Lips® Shea Sugar Scrub
- White Tea & Citrus Satin Lips® Shea Butter Balm
- TimeWise® Microdermabrasion Plus Set

3



TimeWise 3D™ Foundation Bundle, \$100  
CHOOSE FROM THESE FOUR BUNDLES:  
TimeWise® Matte 3D Foundation  
OR TimeWise® Luminous 3D Foundation

4

TIMEWISE® MATTE 3D  
IVORY/BEIGE  
4 SHADES/PRODUCTS

- Ivory C 110
- Ivory N 140
- Beige W 100
- Beige C 120

TIMEWISE® MATTE 3D  
BEIGE/BRONZE  
4 SHADES/PRODUCTS

- Beige N 200
- Beige C 220
- Bronze W 120
- Bronze W 130

TIMEWISE® LUMINOUS 3D  
IVORY/BEIGE  
4 SHADES/PRODUCTS

- Ivory N 140
- Ivory N 160
- Beige C 110
- Beige C 130

TIMEWISE® LUMINOUS 3D  
BEIGE/BRONZE  
4 SHADES/PRODUCTS

- Beige N 150
- Beige W 180
- Bronze W 130
- Bronze C 160



Lash and Lip Bundle, \$97

- Lash Intensity® Mascara in Black
- Lash Love® Mascara in I ♥ black
- Mary Kay® Unlimited Lip Gloss in Beach Bronze, Fancy Nancy, Unique Mauve and Sheer Illusion

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\*An Independent Beauty Consultant's initial or cumulative orders with the Company must total \$600 or more (excluding shipping, handling and tax) in wholesale Section 1 products to be eligible for the product bonus bundles. The initial or cumulative order must be received and accepted by the Company in the same or following three calendar months 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 bundles.

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

Prices reflect the suggested retail value of each product bonus bundle.

NEW INDEPENDENT BEAUTY CONSULTANT  
PRODUCT PLANNING WORKSHEET

Before reviewing the ordering options featured in this brochure, you may want to complete this product planning worksheet with your Independent Sales Director or recruiter. The worksheet is designed to help you decide how much product is right for you.

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 am committed to attending success meetings twice per month. = 2 POINTS
- \_\_\_\_\_ I am committed to attending 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 determine an inventory category for your selling goals.

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.