

Want to know why MK may be the perfect opportunity for you?



Flip through to find out!



The Products Sell Themselves

Mary Kay® Products are

- #1 in Customer Loyalty with Brand Keys Award
- Recognized with “Good Housekeeping” Award
- Top 15 color makeup brand globally
- Top 10 skin care brand globally
- 100% Customer Guaranteed
- High Quality Research
- Not Animal Tested!
- Try Before You Buy



How We Make Our Money

We buy from Mary Kay® at a wholesale price, then resell it to our customers at retail price for a 50% profit.



Below is an example of what your sales can look like.

Each Mary Kay® Consultant works her business differently. It's up to you how you choose to run your business!

A class is when you demo Mary Kay® products on three or more women at one time.

A \$200 class or party gives you \$100 in profit

A \$300 class or party gives you \$150 in profit

A \$500 class or party gives you \$250 in profit

The average skin care class takes about 2-3 hours.

A few of the ways we sell are:

- Skin Care Classes
- Facials
- On-The-Go
(sprinkle it into your everyday life!)
- Online through a personal website
- Product reorders

A facial is when you demo Mary Kay® products on one or two women at one time.

A \$50 facial gives you \$25 in profit

A \$100 facial gives you \$50 in profit

A \$200 facial gives you \$100 in profit

The average facial takes about a 1 hour.

Anytime anyone places a reorder you make 50% profit.



The Prizes, Career Cars & Recognition



Mary Kay® rewards it's sales force with cars, cash, luxury trips, diamonds, and more!



The Tax Advantages & Inventory



No Risk Inventory!

- 90% buyback for all consultants
- 100% satisfaction guarantee for customers

Mary Kay Consultants may be allowed certain tax deductions because they are running their own business:

- Automobile expenses/mileage
- Business phone and Internet
- Office Supplies (postage, printing, paper, etc.)
- Skin Care Class Supplies, clothes, starter kits, etc.
- Entertainment and Mary Kay® related travel



The Friendships, Freedoms, and Flexibility

Becoming a Mary Kay® Consultant comes with unbelievable rewards:

- **Make your own schedule** based around your time, and you'll never have to worry about missing out on important family events.
- Gain self-confidence from a **positive and encouraging environment** where you'll acquire some of the best friendships of your life.
- **Receive recognition** for all your hard work with well earned prizes and vacations for your entire family.
- Challenge yourself to grow as an individual and **create a legacy** for yourself, your family, and all the beautiful women that join you in this amazing journey.



The Low Cost Starter Kit

Only \$100 start up, at over a \$400 Retail Value!

(with TimeWise Liquid Foundation)

A small investment,
With HUGE Rewards!

Training/start up
materials!

supplies included
in starter kit!

- "Start Something Beautiful" DVD
- Miracles Happen – MK Autobiography
- Start Something Beautiful Magazine
- Datebook - Bilingual
- Ready, Set, Sell! New Consultant Inventory Options Brochure
- Beauty Books, pk./10 (includes 10 inserts and 1 Instructor's Guide)
- Sales Tickets, pk./25
- Customer Profiles, pk./25
- Steps to Success Career Path Brochure
- MKConnections® Generic Business Cards and Special Offer Flyer
- The Look, pk./10

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Stylish starter
kit bag!

Products included
in starter kit!

- TimeWise® Night Solution
- Ultimate Mascara™ - Black
- Oil-Free Eye Makeup Remover
- TimeWise® Day Solution SPF 35*
- TimeWise® 3-in-1 Cleanser - Normal/Dry
- TimeWise® 3-in-1 Cleanser - Combo/Oily
- TimeWise® Age-Fighting Moisturizer - Normal/Dry
- TimeWise® Age-Fighting Moisturizer - Combo/Oily
- Mineral Powder Foundation bundle (7 retail size shades + 6 brushes) OR TW Liquid Foundation bundle (12 tubes total: 6 shades in each Luminous & Matte formulas)

- Mirror With Tray, 4
- Disposable Trays, pk./30
- Facial Cloths, pk./30
- Starter Kit Bag (includes Organizer Caddy)
- TimeWise Repair™ Volu-Firm™ Sampler Set, pk./1
- TimeWise® Microdermabrasion Set Samplers (Step 1 and Step 2), 6 pairs
- Fragrance-Free Satin Hands® Pampering Set Packettes, pk./12
- Lip Gloss Samplers, 2 strips of 6 with applicator
- Color Cards, pk./5
- Foundation Finder Tool (Bilingual)
- Disposable Mascara Brush Samplers, pk./15
- Disposable Sponge-Tip Applicators, pk./15

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Learning is Easy



\$100 is all you need to change your life!

Your Starter Kit comes with everything you need to open the best Mary Kay® cosmetic business you can. It comes with retail-sized products to share with prospective clients at parties, plenty of samplers to give out, and a wide array of brochures, DVDs, and training material to start you off right.

You'll have endless material at your fingertips to help you learn how to explain and assign skin care and color products for your clients, how to conduct skin care classes, manage your business and money, advance in your career, and how to schedule appointments.



And Most Importantly, Mary Kay Ash



Mary Kay Ash started her business in 1963 at the age of 45. She was tired of seeing men she trained be promoted above her and in turn earn more money. She wanted women to have a chance to **build their own career and have the opportunity to benefit from their successes.**

She promoted a positive work environment and attitude and was admired for her savvy strategies and marketing skills. She believed in the golden rule **“treat others as you want to be treated,”** and always said **“God first, family second, and career third.”**

-National Business Hall of Fame, Fortune (1996)

-“Most Outstanding Woman in Business in the 20th Century.” Lifetime Television (1999)

-Baylor University’s “Greatest Female Entrepreneur in American History” (2003)

-“100 Greatest Women of 100 Years” by the YWCA of Metropolitan Dallas (2008)



What else is left to consider? *Get Started Today!*



Order your Starter Kit, attend local training meetings, observe skin care classes, set up your first appointments, and start this fantastic journey to a brand new way of life!

