

GREAT *Start*

**READY,  
SET,  
SELL!**

GET GOING WITH THE  
BEST OFFER EVER!

MARY KAY



*Plus!*

**READY,  
SET, *KEEP*  
SELLING!**

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

# What's Better Than FUN AND FREE?

## NOTHING!

### START WITH PRODUCT INVENTORY.

Why wait to earn money? Consider launching your business with the inventory level that's right for you – and turn your first product order into profits. Enjoy the benefits, imagine the possibilities and explore all the options with the *Ready, Set, Sell* program.

### ENJOY THE BENEFITS

- Stock your store with products you choose.
- Deliver service to your customers quickly with products on hand.
- Receive your choice of fabulous FREE\* product bonus bundles.



\* Place an initial \$1200 or more Section 1 retail product order within your first two months, and receive free Ultimate Product Bonus Bundles.

Product packaging may not be exactly as shown, is subject to change without prior notice and may be substituted with other product at the sole discretion of the Company.

# 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	INVENTORY CATEGORY
<input type="checkbox"/>	13+ POINTS	\$3,600+ wholesale / \$7,200+ retail
<input type="checkbox"/>	12 POINTS	\$3,000 wholesale / \$6,000 retail
<input type="checkbox"/>	11 POINTS	\$2,400 wholesale / \$4,800 retail
<input type="checkbox"/>	8 - 10 POINTS	\$1,800 wholesale / \$3,600 retail
<input type="checkbox"/>	5 - 7 POINTS	\$1,200 wholesale / \$2,400 retail
<input type="checkbox"/>	2 - 4 POINTS	\$600 wholesale / \$1,200 retail

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.

# Get the Richest REWARDS.

## HERE'S HOW IT WORKS:


Decide how much product is right for you to start your business.\*

Place your initial \$1200 or more Section 1 retail order in your first two months.

Choose free Ultimate Product Bonus Bundles\*\* that you can sell for up to 100 percent profit.

Plus, you will receive 100 FREE names and 5 FREE gift-with-purchase premiums for the Preferred Customer Program<sup>SM</sup>!

**You'll be off to a Great Start!**

Initial Order Amount		Ultimate Product Bonus Bundles** up to \$141 each	Maximum Bonus Value****	Star Consultant Level††
Wholesale	Suggested Retail			
\$3,600	\$7,200	6	\$996	EMERALD
\$3,000	\$6,000	5	\$855	DIAMOND
\$2,400	\$4,800	4	\$714	RUBY
\$1,800	\$3,600	3	\$573	SAPPHIRE
\$1,200	\$2,400	2	\$432	
\$600	\$1,200	1	\$291	

Place an initial \$1200 or more Section 1 retail product order within your first *two months*, and get free\*\* Ultimate Product Bonus Bundles valued at up to \$141 each.†

Your first two months means the month your Independent Beauty Consultant Agreement is received and accepted by the Company and the following month.

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

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

Unless noted, all Section 1 prices are suggested retail.

\* See Page 3 for full inventory details and disclaimers.

\*\* See Page 5 for full details about the free limited-time product bonus bundles. Sales tax is required on the suggested retail value of the Section 1 products included in the product bonus bundle(s).

\*\*\* You are eligible to receive up to six product bonus bundles total. Maximum bonus value is an example based only on the maximum product bonus bundle value of \$141 suggested retail. The actual total value of the bonuses received will depend on the suggested retail values of the product bonus bundle(s) selected and is subject to any required tax obligations.

† The Great Start Debut Offer value of \$150 is included in each of the Maximum Bonus Values.

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

# ULTIMATE PRODUCT BONUS BUNDLES!

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



## 1 TimeWise Repair® Bundle, \$141

- TimeWise Repair® Volu-Fill™ Deep Wrinkle Filler
- TimeWise Repair® Volu-Firm® Foaming Cleanser
- TimeWise Repair® Volu-Firm® Day Cream With SPF 30



## 2 Mary Kay® Favourites Bundle, \$132

- Mary Kay® Ultimate Mascara™ in Black
- Mary Kay® Oil-Free Eye Makeup Remover
- TimeWise Replenishing Serum+C®
- ClearProof® Deep-Cleansing Charcoal Mask



## 3 Get Lippy Bundle, \$127

- Satin Lips® Set
- Mary Kay® Lip Liner in Medium Nude
- NouriShine Plus® Lip Gloss in Café au Lait
- Mary Kay® Gel Semi-Shine Lipstick in Naturally Buff
- TimeWise® Age-Fighting Lip Primer
- Mary Kay® Lip Brush



## 4 Let There be Light Bundle, \$118

- TimeWise® Tone-Correcting Serum
- TimeWise Repair® Revealing Radiance™ Facial Peel



## 5 The Eyes Have It Bundle, \$110

- Lash Love® Mascara in I♥Black
- Mary Kay® Lash Primer
- Eye Smudger Brush
- Mary Kay Petite Palette™
- Mary Kay Chromafusion™ Eye Shadow: Moonstone, Burnished Bronze, Frozen Iris, Hot Fudge



## 6 Fresh Face Bundle, \$108

- TimeWise® Microdermabrasion Plus Set
- TimeWise Moisture Renewing® Gel Mask
- Indulge Soothing Eye Gel®

\*An Independent Beauty Consultant's **initial** order with the Company must total \$1200 or more (excluding shipping, handling and tax) in retail Section 1 products to be eligible for the Ultimate product bonus bundles. 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 bundles.

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

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

# READY, SET *Keep Selling!*



The rewards keep coming! As you sell more and grow your business, you can earn additional Product Bonus Bundles valued at approximately \$90 each.\*

## HERE'S HOW IT WORKS:

Each time you reach \$1200 or more in cumulative Section 1 retail product orders within your first four months, you'll receive a free\* Essential Product Bonus Bundle valued at approximately \$90.\*

Plus, you will receive 100 FREE names and 5 FREE gift-with-purchase premiums for the Preferred Customer Program<sup>SM</sup>, if it was not already claimed in the Ready, Set, Sell program.

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 initial order amounts that qualify for Ready, Set, Sell! Ultimate Product Bonus Bundles.

Cumulative Order Amount		Essential Product Bonus Bundles* up to \$94 each	Maximum Bonus Value***	Star Consultant Level**
Wholesale	Suggested Retail			
<b>\$3,600</b>	▶ <b>\$7,200</b>	6	<b>\$564</b>	<i>EMERALD</i>
<b>\$3,000</b>	▶ <b>\$6,000</b>	5	<b>\$470</b>	<i>DIAMOND</i>
<b>\$2,400</b>	▶ <b>\$4,800</b>	4	<b>\$376</b>	<i>RUBY</i>
<b>\$1,800</b>	▶ <b>\$3,600</b>	3	<b>\$282</b>	<i>SAPPHIRE</i>
<b>\$1,200</b>	▶ <b>\$2,400</b>	2	<b>\$188</b>	
<b>\$600</b>	▶ <b>\$1,200</b>	1	<b>\$94</b>	

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

Visit [marykayintouch.ca](http://marykayintouch.ca) 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 Section 1 products included in the product bonus bundle(s).

\*\* You are eligible to receive up to six product bonus bundles total. Maximum bonus value is an example based only on the maximum product bonus bundle value of \$94 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.

† The Maximum Bonus Value will increase by \$150 if the Great Start Debut Offer was not already claimed in the *Ready, Set, Sell!* Program.

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

# ESSENTIAL PRODUCT BONUS BUNDLES!

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



## 1 Contour & Highlight Bundle, \$94

- Mary Kay® Perfect Palette (unfilled)
- Mary Kay® Lash Intensity® Mascara in Black
- Mary Kay® Cheek Brush
- Chromafusion™ Highlighter – Glazed
- Chromafusion™ Contour – Latté

## 2 Botanical Effects® Bundle, \$84

- Botanical Effects® Gel Cleanser
- Botanical Effects® Moisturizer
- Botanical Effects® Toner
- Botanical Effects® Scrub



## 3 Here Comes The Sun Bundle, \$74

- Mary Kay® SPF 30 Sunscreen
- Mary Kay® Lip Protector Sunscreen SPF 15
- Mary Kay® Foundation Primer Sunscreen SPF 15
- Mary Kay® Liquid Foundation Brush



## 4 Rescue Me! Bundle, \$70

- Clear Proof® Clarifying Cleanser for Acne-Prone Skin
- Clear Proof® Blemish Control Toner
- Clear Proof® Oil-Free Moisturizer for Acne-Prone Skin
- Clear Proof® Spot Solution for Acne-Prone Skin



MARY KAY®



## 5 The Basics Bundle

- Travel Roll-Up Bag (unfilled) - 1
- Mirrors With Trays - 2
- Mascara Brushes (pack of 15) - 2
- Sponge Tip Applicators (pack of 15) - 1
- Spatulas (pack of 24) - 1
- Mary Kay® Car Decal - 1

\*An Independent Beauty Consultant's cumulative orders with the Company must total \$1200 or more (excluding shipping, handling and tax) in retail Section 1 products to be eligible for the product bonus bundles. The cumulative orders 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 visit *Mary Kay InTouch*® for the most up-to-date information.

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

# 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 resources 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!



### **WAREHOUSE TO HER HOUSE**

#### **Customer Direct Ship**

A time-saving shipping option for your customer orders.

### **LEARN HOW TO EARN**

#### **Mary Kay Education**

Learn how to book, sell, team-build and more with Link & Learn!



### **EXCLUSIVE SNEAK PEEKS**

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

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



### **FUN DIGITAL TOOL**

#### **Mary Kay SkinSight™ App**

With one quick scan, SkinSight™ evaluates your customer's skin in real time ground-breaking technology. Get customized product recommendations for your customer as soon as the scan is complete! Best of all, it's FREE for you! Download it today from the Apple App Store or Google Play Store.



# MARY KAY

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