

# Mary Kay Inc. Facts

- ♥ Mary Kay has the highest commission structure in the Direct Sales Industry.
- ♥ Our company was founded on the concept of Faith first, Family second and Career third and the "Golden Rule".
- ♥ Our products are consumable.
- ♥ Mary Kay is not a multi-level or pyramid company.
- ♥ Starting a Mary Kay independent business costs as little as \$100 (plus tax and shipping) for a starter kit and educational materials.
- ♥ Mary Kay Inc. develops, tests, manufacturers and packages the majority of its own products at its state-of-the art plants in Dallas and China.
- ♥ Mary Kay Inc. does not conduct animal testing for its products and is a PETA pledge member.
- ♥ Over 100,000 Independent Consultants & Directors have earned the use of a Career Car or Cash compensation. The Career Car Program includes 2 different Pink Cadillac models, Charcoal Toyota Camry or Chevy Equinox, or Charcoal Chevy Malibu.
- ♥ Nearly 24,000 women across the world have reached the rank of Independent Sales Director. In the U.S., more than 15,000 women have attained this position.
- ♥ Mary Kay Ash's autobiography has sold more than two million copies and her two other books, *You Can Have It All* and *Mary Kay on People Management* achieved best-seller status.
- ♥ Mary Kay Inc. is one of the 20 company profiles in the 1996 book, *Forbes Greatest Business Stories of All Time*. Mary Kay Ash is the only woman included.
- ♥ Mary Kay Inc. has been named three times as one of the "Top Companies to Work For in America" (1984, 1993, and 1998) and one of the "10 Best Companies for Women to Work For".



## Why do people join Mary Kay?



♥ **Money** Wouldn't you love to be in control of the amount of money you earn? You decide just how much you want to earn with Mary Kay. Your earnings will depend on how many appointments you hold each week.

- ♥ Each Skin Care Class ranges from 3-6 people (average 4)
- ♥ Average sales nation-wide is \$200 per appointment
- ♥ 50% or more buy a Skin Care Set
- ♥ We retain 80% of our customers
- ♥ The average customer reorders \$157 per year

### ♥ Tax Benefits

Business in your home benefits.

### ♥ Friends and Positive Camaraderie

Don't you love a positive support system?

### ♥ Recognition and Prizes

When do we get recognized in our jobs? When we mess up! When was the last time you got a round of applause? In Mary Kay, we're recognized for everything; whether with diamonds, ribbons or words of praise.

### ♥ Cars

Can you imagine a company that gives you the use of a career car for part-time work hours?

### ♥ Flexibility, Priorities and Upward Mobility

You decide how much you work. Wouldn't you love to be your own boss and work according to your priorities?

### ♥ Personal Growth

Can you get excited about a business that builds your income, and also builds your self esteem, self confidence and empowers women to be their best?

### ♥ Education and Support

Our education is ongoing, you are in business for yourself, but not by yourself.

### 3 Appointments Per Wk (6 Hrs) = \$33,840 Profit at 50%

\$200 Appt. X 3	= \$ 600 Weekly Sales
\$600 x 50 Weeks	= \$30,000 Yearly Sales
240 Customers X \$157 per year	= \$37,680 Yearly Reorders

### 2 Appointments Per Wk (4 Hrs) = \$22,560 Profit at 50%

\$200 Appt. X 2	= \$ 400 Weekly Sales
\$400 x 50 Weeks	= \$20,000 Yearly Sales
160 Customers X \$157 per year	= \$25,120 Yearly Reorders

### 1 Appointment Per Wk (2 Hrs) = \$11,280 Profit at 50%

\$200 Appt. X 1	= \$ 200 Weekly Sales
\$200 x 50 Weeks	= \$10,000 Yearly Sales
80 Customers X \$157 per year	= \$12,560 Yearly Reorders

# What's in Your Starter Kit?



START SOMETHING  
*Beautiful*



**\$600 in materials**  
**(\$410 of it is retail product)**

#### Samplers:

- ▼ Botanical Effects™ Cleanse - Normal, pk/6
- ▼ Botanical Effects™ Moisturize - Normal, pk/6
- ▼ Botanical Effects™ Freshen - Normal, pk/6
- ▼ Botanical Effects™ mask - Normal, pk/6
- ▼ TimeWise® Microdermabrasion Set Samplers, 6 pairs
- ▼ Fragrance-Free Satin Hands® Pampering Set Packettes, pk/12
- ▼ Lip Gloss Samplers, 2 strips of 6 with applicator
- ▼ Color Cards, 2 pks/5
- ▼ Foundation Finder Tool (Bilingual)
- ▼ Disposable Mascara Brush Samplers, pk/15
- ▼ Disposable Sponge-Tip Applicators, pk/15

#### Retail-sized Products\*:

- ▼ 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
- ▼ TimeWise® Day Solution SPF 35
- ▼ TimeWise® Night Solution
- ▼ Oil-Free Eye Makeup Remover
- ▼ Ultimate Mascara™ - Black
- ▼ Mineral Powder Foundation bundle OR
- ▼ TimeWise® Liquid Foundation bundle
- ▼ Mary Kay Foundation Brushes, 6

\* Retail Product in the Starter Kit is not intended for resale, and is for demonstration purposes.

#### Literature & Education Materials

- ▼ "Start Something Beautiful" DVD
- ▼ *Miracles Happen* Book
- ▼ "Start Earning Now" New Consultant Magazine
- ▼ Business & Product Basics (Consultants Guide)
- ▼ Datebook (Bilingual)
- ▼ *Ready, Set, Sell!* Inventory Options Brochure
- ▼ Beauty Books, pk/10
- ▼ Sales Tickets, pk/25
- ▼ Hostess Brochure
- ▼ Customer Profiles, pk/25
- ▼ Team Building Brochure
- ▼ MKConnections® Generic Business Cards
- ▼ *The Look*, pk/10

#### Tools

- ▼ Starter Kit Bag (includes Organizer Caddy)
- ▼ Mirror with Tray, 4
- ▼ Disposable Trays, pk/30
- ▼ Facial Cloths, pk/30

## Career Path

### Director and above

*24+ Unit Members*  
9-13% Unit Commission  
9-13% Pers. Team Commission  
Bonuses starting at \$500 monthly and more!  
\$100 Bonus-each qual. New Team Member

### DIQ (Director in Qualification)

*10+ Active Team Members*  
9-13% Pers. Team Commission  
\$50 Bonus-each qual. New Team Member

### Car Driver (Grand Achiever)

*14+ Active Team Members*  
*4 months to qualify*  
9-13% Pers. Team Commission  
\$50 Bonus-each qual. New Team Member

### Future Director

*8+ Active Team Members*  
9-13% Pers. Team Commission  
\$50 Bonus-each qual. New Team Member

### Team Leader

*5+ Active Team Members*  
*Eligible to go On-Target to earn Career Car*  
9-13% Pers. Team Commission  
\$50 Bonus-each qual. New Team Member

### Star Team Builder

*3+ Active Team Members*  
*Eligible to wear the coveted Red Jacket*  
4% Personal Team Commission  
\$50 Bonus w/4th qual. New Team Member

### Senior Consultant

*1-2 Active Team Members*

### Ind. Beauty Consultant

*Star Consultant, Company Prizes, Products*  
50% Discount Retail Products  
50% Profit on customer purchase

## You may be thinking . . .

- ▼ **I don't have the time; I'm too busy.** Is what you're busy with right now, getting you to your goals?
- ▼ **I don't have the money.** Wouldn't you love to be in a position that \$100 decision isn't difficult anymore?
- ▼ **I'm not the sales type.** Great! Do you see yourself as a caring person? Our products are consumable; therefore, we look for women who are interested in building relationships. It's easier to teach someone how to show the products than it is to teach them how to care about people.
- ▼ **I'm too shy.** How long do you want to stay that way? I've never met a shy person that loves being shy.
- ▼ **I don't know anyone.** Would you like to change that? We can teach you to build your business without knowing anyone.
- ▼ **This isn't the right time.** Is there ever a good time to add something new to your life? We are always in some sort of crisis; in the beginning, middle or end of one, getting ready to start another one.