

GREAT *Start*

READY,  
SET,  
SELL!

GET GOING WITH THE  
BEST OFFER EVER!



MARY KAY®



*Hurry before  
time runs out!*

Earn your  
**FREE**  
**PRODUCT  
BONUS BUNDLES**  
NOW!

See Page 4  
for details.

# What's Better Than FUN AND FREE?

## **NOTHING!**

This guide shows you how you can get the most profit in your pocket when you place your first order and start your Mary Kay business strong. Share beauty with your family and friends. Have a blast meeting new friends. And you can earn free product bundles each valued at up to \$158.\* Are you ready to have the time of your life? Let's go!



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

# Get the Richest REWARDS.



## HERE'S HOW IT WORKS:

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

Place your initial \$600 or more wholesale Section 1 order  
in your first two months.

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

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

Initial Order Amount		Ultimate Product Bonus Bundles** up to \$158 each	Color Look*** \$132.50	Mirror With Tray \$5.50 each	Travel Roll-Up Bag \$35 each	Maximum Bonus Value†	Star Consultant Level††
Wholesale	Suggested Retail						
\$3,600	\$7,200	6	1	2	2	\$1,161.50	EMERALD
\$3,000	\$6,000	5	1	2	2	\$1,003.50	DIAMOND
\$2,400	\$4,800	4	1	2	2	\$845.50	RUBY
\$1,800	\$3,600	3	1	2	2	\$687.50	SAPPHIRE
\$1,200	\$2,400	2	1	2	1	\$494.50	
\$600	\$1,200	1	1	2	1	\$336.50	

Place an initial \$600 or more wholesale Section 1 product order within your first *two months*, and get free\*\* Ultimate Product Bonus Bundles valued at up to \$158 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.com](http://marykayintouch.com) to place your initial order.

Unless noted, all Section 1 prices are suggested retail.

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

\*\* See Pages 12-15 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).

\*\*\* 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 values 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.

† 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 \$158 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.

†† 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 InTouch*® for complete details.

# FREE *Welcome Gift!*

Place a \$600 or more wholesale Section 1 order in the first 15 days\*\*\* of starting your business, and get this gorgeous color look worth \$132.50 suggested retail. Visit *Mary Kay InTouch*<sup>®</sup> to place your order, get your **FREE color look** and see more offers just for you!

**HURRY!**

*THIS BEAUTY IS ONLY  
AVAILABLE FOR A  
LIMITED TIME!*



\*\*\*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 values can be found on the *Mary Kay InTouch*<sup>®</sup> website. The Company reserves the right to change or update products, packaging and programs. Please go to the *Mary Kay InTouch*<sup>®</sup> website for the most up-to-date information.

# START *Smart.*

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## PICK

the products right for  
your business.



## PLACE

your initial order on  
*Mary Kay InTouch*®.



## PROFIT

with your choice of  
Ultimate Product Bonus Bundles.

(Pages 12–15)



## PLAN

your parties or *Great Start* Grand  
Opening by visiting Party Central  
on *Mary Kay InTouch*® and reading  
the *Start Something Beautiful*®  
magazine in your Starter Kit.

“YOU CAN’T  
SELL FROM AN  
EMPTY WAGON.”

– MARY KAY ASH

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**  
→ **\$7,200 SUGGESTED RETAIL VALUE**



**\$3,000 WHOLESALE SECTION 1 SAMPLE**

→ **\$6,000 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**

→ **\$4,800 SUGGESTED RETAIL VALUE**



“NOTHING HAPPENS UNTIL  
SOMEBODY SELLS SOMETHING.”

- MARY KAY ASH

**\$1,800 WHOLESALE SECTION 1 SAMPLE**

→ **\$3,600 SUGGESTED RETAIL VALUE**



TODAY IS YOUR DAY.

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.

**\$1,200 WHOLESALE SECTION 1 SAMPLE**

→ **\$2,400 SUGGESTED RETAIL VALUE**



**\$600 WHOLESALE SECTION 1 SAMPLE**

→ **\$1,200 SUGGESTED RETAIL VALUE**



# FREE\*

## Ultimate Product Bonus Bundles!

Here's where the richest rewards begin! Choose the bundles that are right for you, and sell, sell, sell!



# 1

**TimeWise Miracle Set 3D® Bundle, \$158**  
**COMBINATION/OILY SET**  
**NORMAL/DRY SET**

Also included in each bundle:

- *TimeWise® Age Minimize 3D®* Day Cream, non-SPF
- *Mary Kay® Translucent Loose Powder*

\*An Independent Beauty Consultant's initial order 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 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 bundle(s).

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.

# 2

## Targeted Solutions Bundle, \$150

- *TimeWise Vitamin C Activating Squares*®
- *TimeWise Replenishing Serum+C*®
- *TimeWise*® Tone-Correcting Serum
- *TimeWise*® Age-Fighting Lip Primer



## *TimeWise 3D™* Foundation Bundle, \$150

### CHOOSE FROM THESE FOUR BUNDLES:

*TimeWise*® Matte 3D Foundation

**OR** *TimeWise*® Luminous 3D Foundation

#### IVORY/BEIGE

6 SHADES/PRODUCTS

##### *TIMEWISE*® MATTE 3D

- Ivory N 140
- Ivory N 160
- Beige W 100
- Beige C 120
- Beige C 130
- Beige N 150

#### IVORY/BEIGE

6 SHADES/PRODUCTS

##### *TIMEWISE*® LUMINOUS 3D

- Ivory N 140
- Ivory N 160
- Beige W 100
- Beige C 120
- Beige C 130
- Beige C 140

#### BEIGE/BRONZE

6 SHADES/PRODUCTS

##### *TIMEWISE*® MATTE 3D

- Beige N 190
- Beige N 200
- Beige C 220
- Bronze W 110
- Bronze W 140
- Bronze C 160

#### BEIGE/BRONZE

6 SHADES/PRODUCTS

##### *TIMEWISE*® LUMINOUS 3D

- Beige N 150
- Beige W 180
- Beige N 210
- Bronze W 100
- Bronze W 130
- Bronze C 160



## Open for Business Bundle, \$156

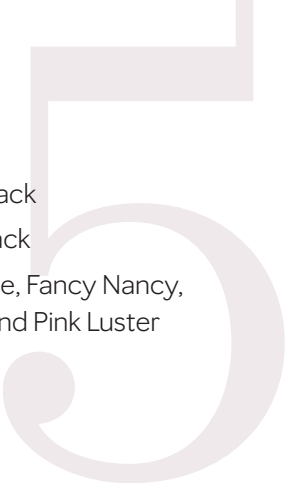
- *TimeWise*® Microdermabrasion Plus Set
- *Clear Proof*® Deep-Cleansing Charcoal Mask
- *Mary Kay*® Oil-Free Eye Makeup Remover
- *Satin Hands*® Pampering Set (WHITE TEA & CITRUS)
- *Satin Lips*® Shea Sugar Scrub (WHITE TEA & CITRUS)
- *Satin Lips*® Shea Butter Balm (WHITE TEA & CITRUS)





**Lash and Lip Bundle, \$153**

- *Lash Intensity*® Mascara in Black
- *Lash Love*® Mascara in I ♥ black
- *Lash Love*® Lengthening Mascara in I ♥ black
- *Lash Love*® Waterproof Mascara in I ♥ black
- *NouriShine Plus*® Lip Gloss in Beach Bronze, Fancy Nancy, Café au Lait, Silver Moon, Sparkle Berry and Pink Luster



**MORE TO LOVE:**

You'll also receive the Travel Roll-Up Bag (unfilled) and two mirrors with trays for FREE!

See Page 4 for 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 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!



### 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*.



### FUN DIGITAL TOOL

#### Mary Kay Great Start App™

This 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 resources to empower you to share the opportunity, hold a Grand Opening and much, much more.



# MARY KAY

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