



New eCommerce Experience

WHAT YOU NEED TO KNOW

Mary Kay's eCommerce platform is launching soon! Use this guide to prepare for the upcoming changes and to help navigate what's coming!

PREPARE TO MEET YOUR CUSTOMERS ONLINE

The Mary Kay eCommerce platform will be introduced later this year. It is going to be bold, efficient, effective and will make connecting with your customers easier than ever before. This new resource was developed with you and every Independent Beauty Consultant in mind and keeps Mary Kay's original direct-selling business model at its structural core. To help you and your team be prepared and educated on the new system and the changes coming along with it, please take the time to read and review this What You Need to Know document.

Before we get into the details, here is a quick overview of what is changing with the launch of this eCommerce platform.

- Updated marykay.com site
- Mary Kay® Personal Web Site (PWS) is now called My Shop
- PWS Manager is now called Shop Manager
- Updates to myCustomersSM
- Transitioning from ProPay to Stripe for payment processing
- Consultant Locator becomes Consultant Connector

The eCommerce platform is going to be an exciting experience for everyone, and resources from videos to educational guides will be provided to help set you up for success. To get started on your journey, please watch [An Investment in You: The New eCommerce Experience](#) to learn about some of the changes and updates you can expect when the eCommerce platform launches.

You can also expect a variety of updates and tutorials on what is new and what will be changing. All of this and more will be covered in ongoing updates leading to the official launch.

SELLING TO YOUR CUSTOMERS THROUGH PERSONAL INVENTORY OR ONLINE THROUGH MY SHOP

When the eCommerce platform goes live, you can continue to take orders at in-person/virtual parties or appointments with your customers like you do today. You can also continue to accept direct orders via text or email and provide your own delivery with your own personal inventory. The great part of the Mary Kay business is that your personal style will still lead the way. The addition of My Shop will simply be a modern extension of your selling power, designed to support how you already work, not replace it. You may continue selling from your personal inventory, while adding this online option when it fits best for you and your business.

MY SHOP AND SHOP MANAGER

Your new personalized website, My Shop, will make it fast and effortless for your customers to shop with you online and have the product shipped directly to the customer from Mary Kay. Within the Shop Manager tool, you can customize your online shop by adding your I-Story and sharing up to six of your favorite photos. Plus, you can display preselected promotional offers or free shipping.

CONNECT HUB

The Connect Hub on Mary Kay InTouch® is your go-to resource for all things eCommerce! Be sure to go over the available assets, guides and videos now and don't forget to check back in the coming weeks as additional resources, tutorial videos and more will be shared.

Go to: Mary Kay InTouch® > Resources > Connect Hub.



MARY KAY

MARK YOUR CALENDAR!

LAUNCH TIMING:

The finishing touches are being made to ensure everything is polished before an official launch date is announced. Your patience is appreciated, and the precise window will be revealed as soon as possible. In the meantime, please keep these milestones in mind:

OCTOBER

October will be the final month commissions are paid through ProPay.

Complete the myCustomersSM prework by Oct. 31.

NOVEMBER

Current PWS subscribers will have access to the Shop Manager to set up their Shop and Stripe account.

MARYKAY.COM

In addition to My Shop, the entire marykay.com site will undergo a transformation with streamlined content, more robust product experience pages and a mobile-friendly interface. Look forward to the new marykay.com coming soon!

PLEASE NOTE:

Active Independent Beauty Consultants are eligible to receive a 50% wholesale discount on Section 1 products. An Independent Beauty Consultant is considered active with personal retail sales of \$450 in a single month. They will remain active for two months following any month with a qualifying active order(s).

PAYMENT PROCESSING

With the upcoming eCommerce experience, Mary Kay will switch payment processing vendors from ProPay to Stripe. Stripe, a global financial infrastructure platform, will process your customers' online My Shop payments and the profits you earn will be deposited directly into your personal bank account. Unlike ProPay, Stripe does not act as a holding bank. We know you will be excited to hear that Stripe will also allow you to accept more payment options from your customers, like Apple Pay and Google Pay.

As the launch date approaches, please continue to utilize your ProPay account because your Stripe account will not become active until launch later this year. However, current PWS subscribers can set up their Stripe account within the Shop Manager in November. Finally, in order to set up a Stripe account, you will need to update your Mary Kay InTouch[®] Profile with your Social Security Number (SSN) or Individual Taxpayer Identification Number (ITIN) before you can begin the process of setting up your Stripe account. More information about Stripe will be shared soon!

CONSULTANT CONNECTOR



The Consultant Connector on marykay.com will be upgraded so customers can easily search for you by location, name or phone number. To help make the Consultant Connector work harder for you, the new search radius will expand from only searching in your indicated ZIP codes to searching anywhere from 10 – 50 miles from your specified ZIP codes.

You will have two ZIP codes attached to your profile, with one of the two automatically set to your home address. While your home ZIP code can be adjusted or changed, both ZIP codes must be valid in the United States and Puerto Rico. The change from the five ZIP codes we currently have to two will actually increase the search radius for your

business because it will include more communities and potential customers for your zone, and help potential customers gain visibility to your Mary Kay business. This is especially true if you live in an area where ZIP codes cover smaller geographical areas.

If for some reason you choose not to set up a My Shop, you can create a Contact Card that allows you to be searched within the Consultant Connector. A Contact Card features your image and name.

NEW TIERED DISCOUNT STRUCTURE

Starting with the official eCommerce launch, we will be introducing a new tiered discount structure which includes both a 50% discount for all active sales force and a **new** 30% discount for Beauty Consultants not currently in active status. This dynamic structure is designed to help new sales force members earn money right away. They can take advantage of the new 30% profit potential to help get their Mary Kay business thriving and provide a flexible way to accumulate to active status.

Beauty Consultants who are not currently at active status will be able to earn the 30% discount, but everyone should still strive to earn the 50% discount as it is still the best way to maximize a Mary Kay business.

30% DISCOUNT

Non-active (New, I- and T-status) Beauty Consultants are eligible to receive a 30% wholesale discount on Section 1 products until they reach active status.

- My Shop orders to \$449.99 suggested retail
- Inventory orders from \$100 to \$449.99 suggested retail

50% DISCOUNT

- Beauty Consultants are considered active with personal retail sales of \$450 suggested retail in one month. (Accumulating from both My Shop and Inventory orders)
- Will remain active for two months following any month with qualifying active order(s).

If you have more questions regarding the new tiered discount structure or any other aspect of the Great Start® program that is **not** changing, please refer to the *How to Calculate the Discount* video or the FAQ section, all located on the [Connect Hub](#). Independent Sales Directors and above also have access to the *Change Management* video.

MYCUSTOMERSSM

Effective on launch day, the myCustomersSM platform will be updated to become mobile-friendly. However, this update will come with a few important changes to keep in mind.

After careful analysis, the only date field consistently used by the majority of Beauty Consultants was the Birthday field. While most of the customer information fields will transfer to the new version, all date-related fields will be unavailable in the updated myCustomersSM platform, **except** for birthdays. To track or manage information from these fields, you can use the Notes section for all additional customer information. Some of these date-related fields include anniversaries, graduations, profile creation, etc.



Second, a business decision has been made to migrate only the last two years of customer orders to the new platform. Please be aware that any customer order information in the Pending and New status will not be migrated. You will need to either update, delete or archive the information.

To best prepare yourself for the update, it is **highly recommended** that you do some prework in October, as these changes have to happen prior to the go-live date later this year. This recommended prework involves **manually** adding/typing in any information from the non-Birthday date fields into the Notes section of your customer's current profile that you would like to keep. All customer orders from December 2023 through the go-live date later this year will be migrated to the new system. With this in mind, we also recommend you download/export customer orders from before December 2023 if you have a business need for them.

Please review the chart below to help you navigate the data that will migrate automatically and the data that you will need to manually enter into the Notes section.

CUSTOMER DATA THAT WILL BE MIGRATED	CUSTOMER DATA THAT WILL NOT BE MIGRATED
<p>The following Customer Record items:</p> <ul style="list-style-type: none"> Name, photo, birthday, address, email, mobile phone number, flags/metadata, current reminders Registered Customers Customers created in myCustomersSM Archived records <p>Customer Preferences and Profile info:</p> <ul style="list-style-type: none"> Interests, frequency of contact, preferred contact method, questionnaire for beauty/skincare, social media URL Customer Orders dating back to December 2023** Customer Tags and Order Tags Any information you manually added to the Notes section Product catalog data required to support historical customer order views 	<p>The following Customer Record items:</p> <ul style="list-style-type: none"> Home phone number, work phone number, profile date, anniversary, graduation, new baby, new job, vacation, wedding, other date, recommended by, occupation, gender, marital status <p>If you want any of the above data fields to migrate to the new system, you will need to manually add the data to each customer's Notes section of their profile by Oct. 31.</p> <p>Previously deleted customer data, including customer data still in your trash can</p> <ul style="list-style-type: none"> Customer Password: Customers will need to reset their passwords when the new site goes live.

** 2025 Orders will be visible at the time of launch; All 2024 orders will be visible shortly after launch.

MYCUSTOMERSSM + MOBILE APPLICATION

As we upgrade our myCustomersSM platform, the myCustomersSM + mobile application will sunset later this year. The main functions and aspects of the app will be available on the myCustomersSM platform.

PLAN AHEAD FOR PARTIES AND SALES

You should continue to work your Mary Kay business as you normally do today. Further information and instructions will be provided once the eCommerce platform launch date has been announced.

Checklist for eCommerce Preparation

- REVIEW** the What You Need to Know document and the *An Investment in You; The New eCommerce Experience* video to learn more about the new eCommerce platform.

SHOP MANAGER AND STRIPE PREWORK

- In your Mary Kay InTouch® Account, update your profile to add a preferred banking institution for direct deposit.
 - October commissions will be the last month where Beauty Consultants will be paid out to their ProPay account.
 - Starting with November commissions, Beauty Consultants will need to have a direct deposit in place.
 - Otherwise, your payout will be in the form of a Mary Kay® Pre-Paid Visa Credit Card.
- If you haven't already done so, update your Mary Kay InTouch® profile to include your SSN or ITIN. The Stripe account set-up process cannot be initiated until your SSN or ITIN is updated.
- REMEMBER:** Please continue to use your ProPay account until your Stripe account becomes active at launch.
- Start working on your personal I-Story. Writing it ahead of time will help you expedite the My Shop set-up process.
- Select personal photos to showcase you and your Mary Kay business. Your online Shop can have up to six photos.
- Stay tuned for the *Setting Up a My Shop Account Using Shop Manager* tutorial video coming later this month. Familiarize yourself with the instructions on how to set up your online Shop and Stripe account.

MYCUSTOMERSSM PREWORK (MUST BE COMPLETED BY OCT. 31.)

- REVIEW** the data migration chart in the myCustomersSM section. If there are any customer record items that you want to be migrated, such as non-birthday date fields, please use the month of October to add that information to your Notes section.
- REVIEW** the last two years (from December 2023 on) of unresolved customer order information and make any updates or status changes before the end of October.
 - **REMEMBER:** New or Pending orders will not migrate to the new system. Update the status of any New or Pending orders if you want to see them in the new system. If not, leave them as is.

IMPORTANT NOTE

ALL Independent Beauty Consultants who have customer data saved in myCustomersSM need to do the above prework by Oct. 31. The myCustomersSM data migration will start in November and will affect every sales force member, even if they choose not to set up a My Shop or create a Contact Card.

IMPORTANT CHANGES BEFORE AND AFTER THE GO-LIVE LAUNCH DATE

Once our Mary Kay eCommerce platform has launched, there will be some noteworthy changes to your online resources. Please take note of these updates.*

PRIOR TO GO-LIVE	AFTER GO-LIVE
Mary Kay® Personal Web Site	<p>My Shop</p> <ul style="list-style-type: none"> Your Personal Web Site will be replaced by the My Shop platform. Your Shop can be customized through the Shop Manager.
Personal Web Site Manager	<p>Shop Manager</p> <ul style="list-style-type: none"> The new Shop Manager will make customizing your Shop a seamless experience.
<p>Shipping to customers via Personal Web Site</p> <ul style="list-style-type: none"> The Beauty Consultant chooses the shipping method 	<p>Shipping to customers via My Shop</p> <ul style="list-style-type: none"> All customer orders placed through a Beauty Consultant's My Shop will be fulfilled and shipped by Mary Kay Inc. on behalf of the Beauty Consultant. The Beauty Consultant will no longer have the option to fulfill the online order from her inventory.
ProPay	<p>Stripe</p> <ul style="list-style-type: none"> Stripe will be the new payment processor for all My Shop orders and will function without acting as a holding bank.
ProPay funds	<p>Stripe processing</p> <ul style="list-style-type: none"> Profits from your Shop sales will be deposited into the bank account of your choice through your Stripe account via direct deposit. If you do not have a bank account, there is also the option of using a Mary Kay® Pre-Paid Visa Credit Card.
No social security number required	<p>SSN or ITIN required</p> <ul style="list-style-type: none"> To use Stripe, you will need to add a Social Security number or Individual Taxpayer Identification Number to your Mary Kay InTouch® account profile. However, if you choose not to set up a Shop, you can still create a Contact Card.
All Beauty Consultants in the US, Puerto Rico, Guam and the U.S. Virgin Islands are eligible to set up a Mary Kay® Personal Web Site.	<p>My Shop will not be available to Beauty Consultants in Guam and the U.S. Virgin Islands.</p> <ul style="list-style-type: none"> My Shops are only available to Beauty Consultants in the United States and Puerto Rico. Beauty Consultants in Guam and the U.S. Virgin Islands will not have the ability to set up a Shop. However, Beauty Consultants in these territories can still create a Contact Card to be easily connected with potential customers.
Consultant Locator	<p>Consultant Connector</p> <ul style="list-style-type: none"> Updated search tool design to create meaningful connections between Beauty Consultants and potential customers.
Five ZIP codes can be selected in the current Personal Web Site Manager.	<p>Two ZIP Codes can be selected in the new Shop Manager. Plus, there are two ways to search for a Beauty Consultant in the Consultant Connector.</p> <ul style="list-style-type: none"> Customers can search for a Beauty Consultant by either her name or phone number to be directly connected to their preferred Beauty Consultant. You will have two ZIP codes attached to your profile, with one of the two automatically set to your home address. While your home ZIP code can be adjusted or changed, both ZIP codes must be valid in the United States. The change from the five ZIP codes we currently have to two will actually increase the search radius for your business because it will include more communities and potential customers for your zone and help potential customers gain visibility to your Mary Kay business. This is especially true if you live in an area where ZIP codes cover smaller geographical areas.

EZ Ship Delivery Option	<p>All My Shop orders fulfilled directly by Mary Kay</p> <ul style="list-style-type: none"> • Now that all consumer orders are fulfilled and shipped by Mary Kay, the EZ Ship option is no longer necessary.
Guest Checkout	<p>Change in name only</p> <ul style="list-style-type: none"> • The functionality of making a purchase as a guest will remain the same. When a customer goes to checkout from marykay.com, she will fill out her personal information including her address. Based on her address location, the Consultant Connector will match the customer to a Beauty Consultant in her area. However, the guest has the option of whether or not she wants to share her information with a Beauty Consultant. The customer also has an opportunity to choose "Already Have a Consultant?" to search for her personal Beauty Consultant, if she has one. • In Shop Manager, you can choose to be visible (or not) to customers who utilize the Guest ordering feature.
Customer Delivery Service (CDS) payments where Beauty Consultants could input the customer's credit card number into the CDS order.	<p>Beauty Consultants must use their personal credit cards to place CDS orders.</p> <ul style="list-style-type: none"> • Beauty Consultants are encouraged to precollect for the order before they place the CDS order.

***Note:** This chart is **not** an exhaustive list of all changes. These are significant items to note. Updated FAQs with more information will be available before the launch date.

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