

# MARY KAY®

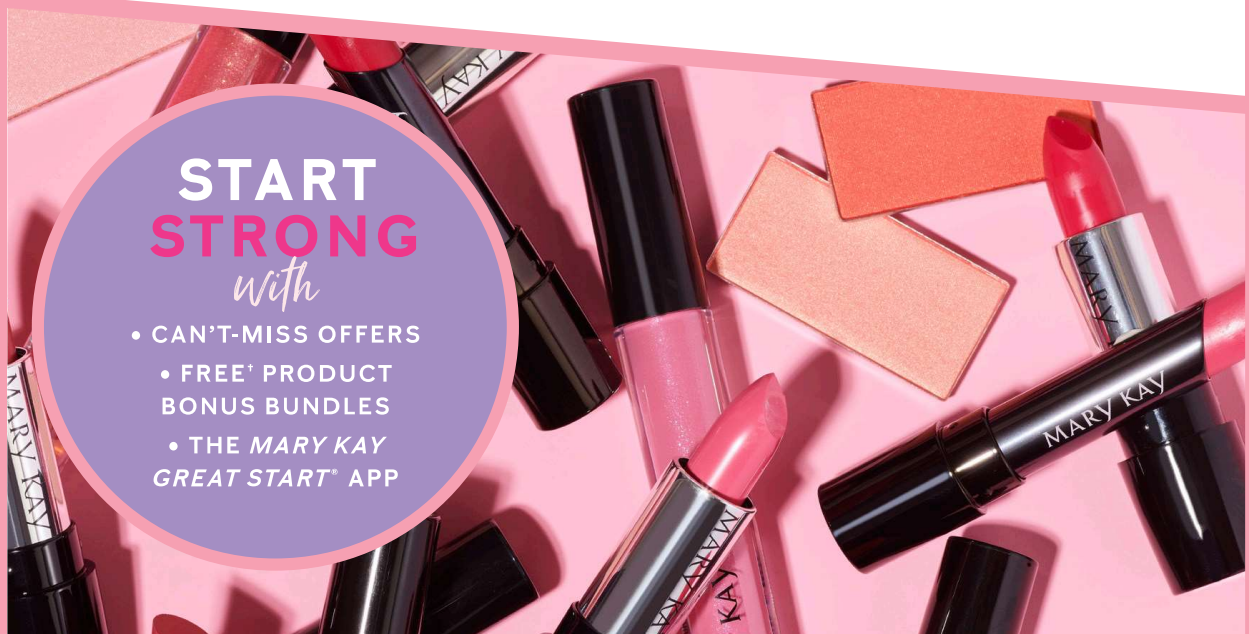


MAKE IT A  
**GREAT  
START!**



**START  
STRONG**  
*with*

- CAN'T-MISS OFFERS
- FREE\* PRODUCT BONUS BUNDLES
- THE MARY KAY GREAT START™ APP



# BEGIN WITH INSTANT WINS!

The **Great Start® Program** is your expressway to quick wins – with can't-miss opportunities and limited-time offers – designed to help boost your profits and confidence as a new Independent Beauty Consultant.

**ARE YOU READY  
FOR YOUR GREAT START?**



*Let's go!*

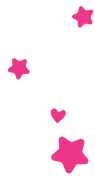


### Take Your **Great Start®** to Go!

Download the FREE *Mary Kay Great Start®* App – an essential digital resource created to help YOU, a new Independent Beauty Consultant, maximize *Great Start™* Rewards. You can access helpful brochures, personalized tracking reports, checklists, videos, education and even a selection of social media posts that feature favorite *Mary Kay®* products!



**DOWNLOAD NOW!**



## WHAT TO EXPECT FOR YOUR *GREAT START*<sup>®</sup> TIME FRAME!



Your *Great Start*<sup>®</sup> time frame begins the day your Independent Beauty Consultant Agreement is received and accepted by the Company plus the following three calendar months. The *Great Start*<sup>®</sup> Program is designed to help you maximize these initial months with business-boosting incentives that can give you the best start ever!



### *GREAT START*<sup>®</sup>: **READY, SET, SELL!**

Create unstoppable momentum by earning incentives in your first two months. See Page 4.



### *GREAT START*<sup>®</sup>: **READY, SET, KEEP SELLING!**

Keep the momentum going with even more incentives. See Page 16.



### *GREAT START*<sup>®</sup>: **TEAM-BUILDING**

Attract potential team members by sharing your love of all things Mary Kay. See Page 18.

# START STRONG WITH THE BEST OFFERS!

When your customer demand supports it, you can put the most profit in your pocket from the start when you place your single initial order and start your Mary Kay business strong.

HERE'S WHERE YOUR GREAT START *begins!*

With your single initial order of \$600 or more in wholesale Section 1 products in the first 15 days\* of starting your business, you can earn a gorgeous color look worth \$144.50 suggested retail price.



15 DAYS

TREAT YOURSELF TO A FREE\* GIFT!

Visit *Mary Kay InTouch*® to place your order and earn this **FREE\*** Welcome gift! You'll also find other offers created just for you.

# NEW INDEPENDENT BEAUTY CONSULTANT PRODUCT PLANNING WORKSHEET

Complete this planning worksheet with your Independent Sales Director or recruiter to help decide how much product is right for you as you start your business!

## 1. WHAT ARE YOUR MARY KAY BUSINESS 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* **FABULOUS PRIZES AND RECOGNITION.** = 2 POINTS  
 \_\_\_\_\_ *I would like to become an* **INDEPENDENT SALES DIRECTOR.** = 2 POINTS  
 \_\_\_\_\_ *I would like to earn a little* **EXTRA INCOME.** = 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 (WHOLESALE COST)
<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: \_\_\_\_\_

Access the digital version of the *Great Start*<sup>®</sup> brochure and Product Planning Worksheet on the *Mary Kay Great Start*<sup>®</sup> App.

\*Independent Beauty Consultants are eligible to earn a free color look with a single initial order of \$600 or more in wholesale Section 1 products within 15 days of when their Agreements are 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 and packaging. Please go to the *Mary Kay InTouch*<sup>®</sup> website for the most up-to-date information.

\*\*You are eligible to earn up to a total of six Ultimate Product Bonus Bundles. The actual total value of the bonuses earned will depend on the suggested retail values of the product bonus bundle(s) selected and is subject to any required tax obligations. See Page 8 for full details about the free limited-time Ultimate 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).

\*\*Gross monthly income goals do not take into consideration taxes and business expenses.

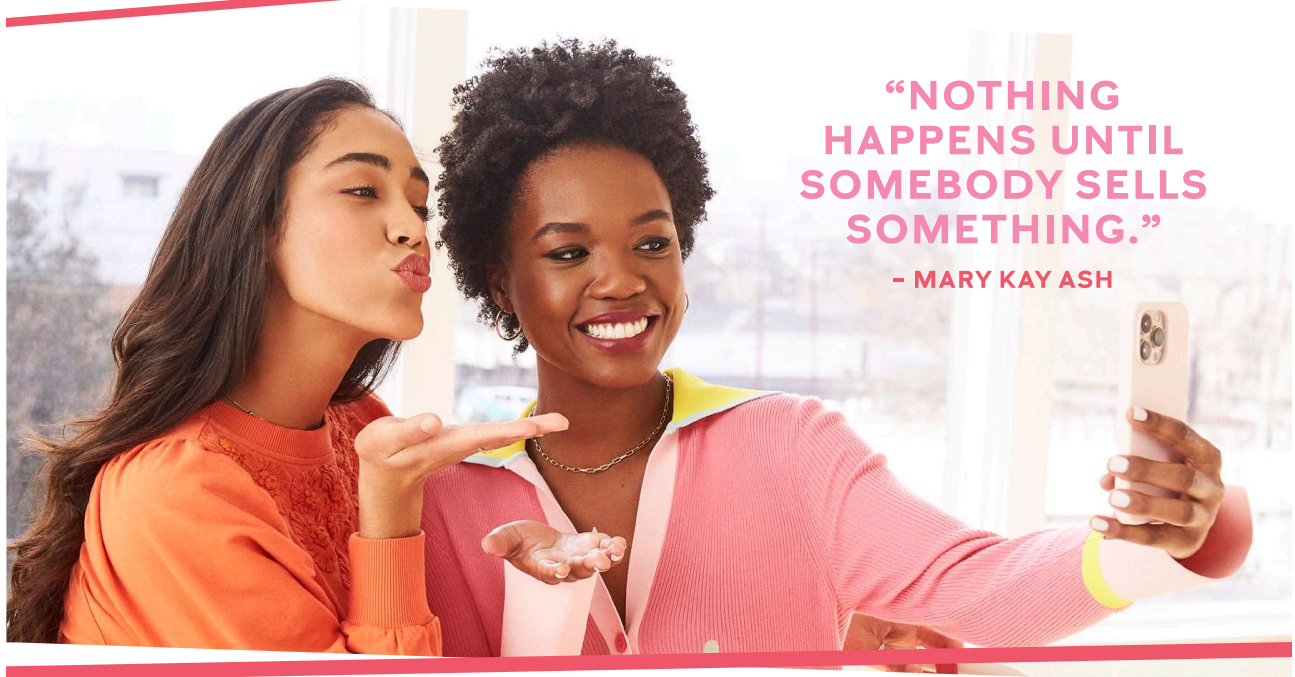
\*\*\*Purchasing inventory is an individual decision, and it's certainly not a requirement for you to begin your Mary Kay business. We always recommend that you determine what activity level you plan to pursue in your Mary Kay business. Then, if appropriate for your personal circumstances, invest in 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.

# PLAN YOUR INITIAL ORDER.

Your initial order puts everything into motion. From a commitment to your business and customers to free incentives, it means you're all in and ready to make wins.

## HERE'S HOW IT WORKS:



- Decide how much product is right for you to start your business and service the demand of your customer base.\*
- Place a single initial order of \$600 or more in wholesale Section 1 products within your first two months – which includes the month your Independent Beauty Consultant Agreement is received and accepted by the Company and the following calendar month.
- Choose **FREE\*\*** Ultimate Product Bonus Bundles that you can sell for up to 100% profit.



**“NOTHING  
HAPPENS UNTIL  
SOMEBODY SELLS  
SOMETHING.”**

**- MARY KAY ASH**

**BE REWARDED  
WHEN YOU ORDER.**

Initial Order Amount		Ultimate Product Bonus Bundles** up to \$180 each	Color Look*** \$144.50	Mirror With Tray \$5.50 each	Travel Roll-Up Bag \$36 each	Maximum Bonus Value†	Star Consultant Prize Category**
Wholesale	Suggested Retail Price						
\$3,600	\$7,200	6	1	2	2	\$1,307.50	EMERALD
\$3,000	\$6,000	5	1	2	2	\$1,127.50	DIAMOND
\$2,400	\$4,800	4	1	2	2	\$947.50	RUBY
\$1,800	\$3,600	3	1	2	2	\$767.50	SAPPHIRE
\$1,200	\$2,400	2	1	2	1	\$551.50	
\$600	\$1,200	1	1	2	1	\$371.50	

Place a single initial order of \$600 or more in wholesale Section 1 products within your first two months, and get free\*\* Ultimate Product Bonus Bundles valued at up to \$180 each.† You'll also receive the *Miracles Happen* book by Mary Kay Ash.

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

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

Unless noted, all Section 1 prices are suggested retail.

\*See the Product Planning Worksheet on Page 5 for full inventory details and disclaimers.

\*\*See Page 8 for full details about the free limited-time Ultimate 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).

\*\*\*See Page 4 for details on how to earn a free color look.

†You are eligible to earn up to a total of six Ultimate Product Bonus Bundles. Maximum bonus value is an example based on the maximum product bonus bundle value of \$180 suggested retail. The actual total value of the bonuses earned 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 on *Mary Kay In Touch*® for complete details.

## ULTIMATE PRODUCT BONUS BUNDLES

### PUT PROFIT IN YOUR POCKET!

These **FREE\*** **Ultimate Product Bonus Bundles** can mean pure profit for your business. You are eligible to earn up to a total of six Ultimate Product Bonus Bundles. Select which ones are best for your customer base, then get ready to make sales!

**1**



**TimeWise® Miracle Set® Bundle, \$180**  
**COMBINATION/OILY SET  
OR NORMAL/DRY SET**  
Also included in each bundle:

- TimeWise® Moisture Renewing Gel Mask
- TimeWise® Eye Cream

**2**

**Open for Business Bundle, \$166**

- TimeWise® Microdermabrasion Plus Set
- White Tea & Citrus *Satin Hands*® Pampering Set
- Clear Proof® Deep-Cleansing Charcoal Mask
- Mary Kay® Oil-Free Eye Makeup Remover
- White Tea & Citrus *Satin Lips*® Shea Sugar Scrub
- White Tea & Citrus *Satin Lips*® Shea Butter Balm



**HOLD AN IN-PERSON OR VIRTUAL GRAND OPENING**  
to make your business official and start selling!



**3**



**Lash and Lip Bundle, \$158**

- *Lash Intensity*® Mascara in Black
- *Lash Love*® Waterproof Mascara in I ♥ Black
- *Lash Love Fanorama*® Mascara in I ♥ Black
- *Mary Kay Unlimited*® Lip Gloss in Beach Bronze, Fancy Nancy, Unique Mauve, Sheer Illusion, Berry Delight and Pink Ballerina

beach bronze  
fancy nancy  
unique mauve  
sheer illusion  
berry delight  
pink ballerina

**4**



**Ultimate Targeted Solutions Bundle, \$150**

- *Mary Kay*® Hydrogel Eye Patches
- *TimeWise Repair*® Volu-Fill® Deep Wrinkle Filler
- *TimeWise Replenishing Serum C+E*®



**BUSINESS-BOOSTER**

You'll also earn a *Mary Kay*® Travel Roll-Up Bag (unfilled), two mirrors with trays and the *Miracles Happen* book by Mary Kay Ash!

See Page 7 for details.

\*An Independent Beauty Consultant's single 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 single 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 In Touch*® website for the most up-to-date information. Prices reflect the suggested retail value of each product bonus bundle.

# SELL SHELFIE-WORTHY PRODUCTS.

As a brand-new Independent Beauty Consultant, you can start holding parties, selling products and earning money right away. These Section 1 product inventory examples can help you determine how much inventory your business may need. Remember that you choose the products you order, and these sample inventory pages are for visualization purposes only.

Numbers assigned to products indicate the quantity shown in each inventory example.



# INVENTORY EXAMPLE



**\$3,600**

WHOLESALE  
SECTION 1  
EXAMPLE

\$7,200 suggested  
retail value

The images shown on these pages are examples 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.

# INVENTORY EXAMPLE



# INVENTORY EXAMPLE



“ HOW DO YOU GET STARTED?  
BY SIMPLY  
**BEGINNING!** ”

-MARY KAY ASH

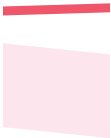
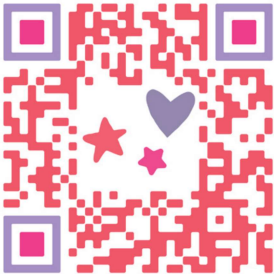
# INVENTORY EXAMPLE



# INVENTORY EXAMPLE



★ **SCAN THIS QR CODE**  
to watch the *Great Start*® Inventory video!





# PUT MORE PROFIT IN YOUR POCKET!

Introducing even more incentives to keep selling! As your business grows, so can your sales. To keep your momentum going, plan to earn the **Essential Product Bonus Bundles** for pure profit potential.

## HERE'S HOW IT WORKS:

- Each time you reach \$600 or more in cumulative wholesale Section 1 product orders within your **first four months**, you'll earn a FREE\* Essential Product Bonus Bundle valued at approximately \$116.\*\*

Cumulative Order Amount		Essential Product Bonus Bundles** up to \$116 each	Mirror With Tray \$5.50 each	Maximum Bonus Value**	Star Consultant Prize Category†
Wholesale	Suggested Retail Price				
<b>\$3,600</b>	<b>\$7,200</b>	6	6	<b>\$729.00</b>	EMERALD
<b>\$3,000</b>	<b>\$6,000</b>	5	5	<b>\$607.50</b>	DIAMOND
<b>\$2,400</b>	<b>\$4,800</b>	4	4	<b>\$486.00</b>	RUBY
<b>\$1,800</b>	<b>\$3,600</b>	3	3	<b>\$364.50</b>	SAPPHIRE
<b>\$1,200</b>	<b>\$2,400</b>	2	2	<b>\$243.00</b>	
<b>\$600</b>	<b>\$1,200</b>	1	1	<b>\$121.50</b>	

**IT'S NEVER BEEN MORE FUN TO START A MARY KAY BUSINESS!**

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

### EARN A 50% PRODUCT DISCOUNT.

When you place a \$225 or more wholesale Section 1 product order, you will receive a 50% discount on your entire Section 1 order and will qualify for the Earned Discount Privilege. With the Earned Discount Privilege, you can receive a 50% discount on any subsequent orders you place, regardless of size, through the end of two months after your order month. You will be eligible for the Earned Discount Privilege as long as you maintain active status.

Unless noted, all Section 1 prices are suggested retail.

See the Product Planning Worksheet on Page 5 for full inventory details and disclaimers.

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



## ESSENTIAL PRODUCT BONUS BUNDLES

These **FREE\*** Essential Product Bonus Bundles can mean more profit in your pocket! Select which ones are best for you and get growing!

**1**



**TimeWise® Miracle Set® Bundle, \$116**  
COMBINATION/OILY SET  
OR NORMAL/DRY SET

**3**



**Lash and Lip Bundle, \$106**

- *Lash Intensity®* Mascara in Black
- *Lash Love®* Mascara in I ♥ Black
- *Mary Kay Unlimited®* Lip Gloss in Beach Bronze, Fancy Nancy, Unique Mauve and Sheer Illusion

**2**



**Open for Business Bundle, \$108**

- *TimeWise®* Microdermabrasion Plus Set
- *Clear Proof®* Deep-Cleansing Charcoal Mask
- White Tea & Citrus *Satin Lips®* Shea Sugar Scrub
- White Tea & Citrus *Satin Lips®* Shea Butter Balm

**BUSINESS-BOOSTER**



If you have not already placed an initial order during *Great Start®*: Ready, Set, Sell!, you will receive a *Miracles Happen* book by Mary Kay Ash with a minimum \$225 single wholesale Section 1 initial product order.

**KEEP HOLDING PARTIES**  
and having fun as you sell to your friends and family!

\*An Independent Beauty Consultant's single initial order or cumulative orders 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 single initial order or 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. This offer does not apply to order amounts that qualify for *Great Start®* Ready, Set, Sell Ultimate Product Bonus Bundles.

\*\*You are eligible to earn up to a total of six Essential Product Bonus Bundles. Maximum bonus value is an example based on the maximum product bonus bundle value of \$116 suggested retail price. The actual total value of the product bonus bundle(s) earned will depend on the suggested retail values of the product bonus bundle(s) selected and is subject to 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 on *Mary Kay In Touch®* for complete details.

# SHARE THE LOVE!

By now, you probably love all things Mary Kay, and it shines through. Every time you sell a product, have a party or create a social post, you are sharing the opportunity! When you share this experience with friends, you can all have a great start with exciting rewards!

## HERE'S HOW IT WORKS:

When you add a new personal team member within your first four months\* of business, you can earn two Team-Building Product Bonus Bundles valued at up to a total of \$232 suggested retail price\*\* and a \$50 Team-Building Cash Bonus when\*\*\* your new personal team member becomes a *Great Start*®-qualified† Independent Beauty Consultant. **No limits!**

## KEEP THE REWARDS COMING!

After your first four months of business, you can continue to earn the \$50 Team-Building Cash Bonus for each\*\*\* new personal team member who becomes a *Great Start*®-qualified† Independent Beauty Consultant. **No limits!**



\*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.

\*\*The actual total value of the product bonus bundles earned will depend on the suggested retail value of the product bonus bundles selected and is subject to any required tax obligations. Sales tax is required on the suggested retail value of the wholesale Section 1 products included in the product bonus bundles. You will receive your product bonus bundles with your next wholesale Section 1 order placed after the product bonus bundles are earned. To receive your product bonus bundles, your wholesale Section 1 order must be placed in the month they are earned or within the following three calendar months.

\*\*\*In the month your new team member's initial or cumulative \$600 or more wholesale Section 1 orders are received by the Company, you must be in active status to receive the bonus. An Independent Beauty Consultant is considered active with personal retail sales of \$225 in wholesale Section 1 products and will remain active for two months following any month with this amount in sales.

†A *Great Start*®-qualified Independent Beauty Consultant is one who has personal retail sales of \$600 or more in wholesale Section 1 products within the *Great Start*® time frame. The wholesale order(s) to support this retail sales amount can be a single order or cumulative orders. The *Great Start*® time frame is the month her/his Agreement is received and accepted by the Company plus the following three calendar months.

# BUILD YOUR DREAM TEAM!

- Keep in touch with your recruiter or Independent Sales Director, who is a great resource for you.
- Bring a friend and earn *Great Start*®: Team-Building Rewards.
- You could earn two **FREE**\*\* Team-Building Product Bonus Bundles valued at up to a total of \$232 suggested retail price AND a \$50 Team-Building Cash Bonus for every *Great Start*®-qualified† new personal team member.


## TEAM-BUILDING PRODUCT BONUS BUNDLES

**1**



***TimeWise*® Miracle Set® Bundle, \$116**  
COMBINATION/OILY SET  
OR NORMAL/DRY SET

**3**



**Lash and Lip Bundle, \$106**

- *Lash Intensity*® Mascara in Black
- *Lash Love*® Mascara in I ♥ Black
- *Mary Kay Unlimited*® Lip Gloss in Beach Bronze, Fancy Nancy, Unique Mauve, Sheer Illusion

**2**



**Open for Business Bundle, \$108**

- *TimeWise*® Microdermabrasion Plus Set
- *Clear Proof*® Deep-Cleansing Charcoal Mask
- White Tea & Citrus *Satin Lips*® Shea Sugar Scrub
- White Tea & Citrus *Satin Lips*® Shea Butter Balm



# BUSINESS AT YOUR FINGERTIPS!

THESE DIGITAL HELPERS CAN TURN YOUR SMARTPHONE INTO A PORTABLE BUSINESS MANAGER. THESE HANDY RESOURCES ALLOW YOU TO SHARE BEAUTY WITH VIRTUAL EASE.



### **Mary Kay® Skin Analyzer App**

With one scan, your customers can see what their skin needs and receive product recommendations!



### **Mary Kay® Mirror Me App**

This virtual makeover app uses augmented reality so customers can try on color products in real time!



### **Mary Kay® Interactive Catalog App**

You and your customers can explore *Mary Kay®* catalogs from your smart device!



### **Mary Kay® App**

Your customers can shop Mary Kay their way with this dynamic app and all its features.

**FOR MORE  
DETAILS ON THE  
GREAT START®  
PROGRAM, VISIT  
*Mary Kay InTouch®*.**



This party management tool lets you create unique party links and helps make your parties more rewarding for you and your hostesses! Visit *Mary Kay InTouch®* to get started!