

GREAT *Start*

TEAM-BUILDING REWARDS

JULY 1, 2018 – JUNE 30, 2019



MARY KAY®

SHARE THE FUN!

You're having fun in your Mary Kay business. You probably already know someone who would love to share this experience with you, don't you? Great news! When you and a friend go on this journey together, you can both have a *Great Start* with profitable rewards!

HOW IT WORKS

When you add a new personal team member within your first four months* of business, you can earn two product bonus bundles valued at up to a total of \$220 suggested retail** and a \$50 cash Team-Building bonus when*** your new personal team member becomes a *Great Start*-qualified Independent Beauty Consultant†.

No Limits!

THE REWARDS KEEP COMING!

After your first four months of business, you can continue to earn the \$50 cash Team-Building bonus for each*** new personal team member who becomes a *Great Start*-qualified Independent Beauty Consultant†.

No Limits!

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

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

** The actual total value of the product bonus bundles received 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 Section 1 wholesale order placed after the product bonus bundles are earned. To receive your product bonus bundles, your Section 1 wholesale order must be placed in the month they are earned or within the three following 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 active to receive the bonus. An Independent Beauty Consultant is considered active in the month a minimum \$225 wholesale Section 1 order is received and accepted by the Company and in the following two calendar months.

† A *Great Start*-qualified Independent Beauty Consultant is one whose initial order or cumulative orders are \$600 or more in wholesale Section 1 products and the orders are accepted and received by the Company in the same or following three calendar months that her/his Independent Beauty Consultant Agreement is accepted by the Company.

GREAT START: TEAM-BUILDING PRODUCT BONUS BUNDLES

**BUNDLE UP!
CHOOSE
TWO OF THESE
BUNDLES*,
AND SELL FOR
MAXIMUM
PROFIT!**



**TimeWise® Miracle Set 3D™ Bundle,
\$110**



**Open for Business Bundle,
\$103**



**Skin Care Solutions Bundle,
\$95**



**TimeWise® Liquid
Foundation Bundle, \$106**

Choose from Matte-Wear® or Luminous-Wear®
Liquid Foundation in light or dark shades.



**Lash and Lip Bundle,
\$93**



*See reverse side of this brochure for full details.

MARY KAY

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

From July 1, 2018, to June 30, 2019, these Team-Building Rewards supersede all prior team-building bonuses offered to Star Team Builders, Team Leaders, Future Independent Sales Directors and Independent Sales Directors-in-Qualification.

KEEP GOING and Growing!

The rewards keep coming! As you sell more and grow your business, you can earn Essential Product Bonus Bundles valued at approximately \$100 each.*

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 get a free* Essential Product Bonus Bundle valued at approximately \$100.*

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 order amounts that qualify for Ready, Set, Sell! product bonus bundles. See the *Ready, Set, Sell!* brochure for full details.

GREAT START: READY, SET, KEEP SELLING!

Cumulative Order Amount		Essential Product Bonus Bundles* up to \$110 each	Mirror With Tray \$5.50 each	Maximum Bonus Value**	Star Consultant Level†
Wholesale	Suggested Retail				
\$3,600	\$7,200	6	6	\$693.00	EMERALD
\$3,000	\$6,000	5	5	\$577.50	DIAMOND
\$2,400	\$4,800	4	4	\$462.00	RUBY
\$1,800	\$3,600	3	3	\$346.50	SAPPHIRE
\$1,200	\$2,400	2	2	\$231.00	
\$600	\$1,200	1	1	\$115.50	

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

Visit marykayintouch.com 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 wholesale 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 \$110 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.

† Once you achieve \$1,800 in wholesale Section 1 orders received and accepted by the Company in a contest quarter, you are eligible for the Ladder of Success pin, one gemstone and a contest prize. See the Star Consultant Program page and eBrochure under Recognition/Contests on Mary Kay InTouch® for complete details.

Start SELLING.

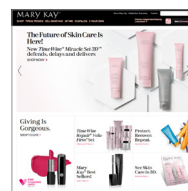


Mary Kay Ash famously said, "Nothing happens until somebody sells something!" She believed a brand-new Beauty Consultant could hold parties and start earning money right away. Mary Kay said that a new Beauty Consultant, "... does it with enthusiasm, certainly not with technique." That means you don't have to be an expert right from the start! You can get going with enthusiasm, product love and a heart for helping women. The tools 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 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!



MKUniversity™

BE OUR GUEST.

Guest Checkout
Reach consumers who are not registered on your PWS.

EXCLUSIVE SNEAK PEEKS

Preferred Customer Program™
Create customer loyalty and generate orders using *The Look*.



POSTS WITH THE MOST

Digital Playbook
Build your business online with the *Mary Kay® Social Publisher* and more!

GREAT *Start*

READY, SET, KEEP SELLING!

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

JULY 1, 2018 - JUNE 30, 2019



MARY KAY
For more details on the *Great Start* Promotion, visit *Mary Kay InTouch®*.

MARY KAY®

FREE⁺ Essential Product Bonus Bundles!

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

1 TimeWise® Miracle Set 3D™ Bundle, \$110 COMBINATION/OILY SET OR NORMAL/DRY SET



2 Skin Care Solutions Bundle, \$95

- TimeWise® Miracle Set 3D™ Day Cream, non-SPF, Normal/Dry
- TimeWise® Miracle Set 3D™ Day Cream, non-SPF, Combination/Oily
- Mary Kay® Oil Mattifier
- Mary Kay® Oil-Free Eye Makeup Remover



3 Open for Business Bundle, \$103

- TimeWise® Microdermabrasion Plus Set
- Clear Proof® Deep-Cleansing Charcoal Mask
- Satin Lips® Shea Sugar Scrub (WHITE TEA & CITRUS)
- Satin Lips® Shea Butter Balm (WHITE TEA & CITRUS)



4 TimeWise® Liquid Foundation Bundle, \$106 CHOOSE: TimeWise® Matte-Wear® OR TimeWise® Luminous-Wear® Liquid Foundation

IVORY/LIGHT BEIGE 4 SHADES/PRODUCTS

- Ivory 5
- Ivory 6
- Beige 3
- Beige 4

DARK BEIGE/LIGHT BRONZE 4 SHADES/PRODUCTS

- Beige 7
- Beige 8
- Bronze 4
- Bronze 5

Also included in each bundle:

- Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15*



5 Lash and Lip Bundle, \$93

- Lash Intensity® Mascara in Black
- Lash Love® Mascara in I ♥ black
- NouriShine Plus® Lip Gloss in Beach Bronze, Fancy Nancy, Café au Lait and Silver Moon



*Over-the-counter drug product

†An Independent Beauty Consultant's initial 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 initial or cumulative order 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 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.

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.

GREAT *Start*

READY,
SET,
SELL!

GET GOING WITH THE
BEST OFFER EVER!

JULY 1, 2018 - JUNE 30, 2019



MARY KAY®



*Hurry before
time runs out!*

Earn your
FREE
PRODUCT
BONUS
BUNDLES
NOW!

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*** \$129	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	\$1,158	 EMERALD
\$3,000	\$6,000	5	1	2	2	\$1,000	 DIAMOND
\$2,400	\$4,800	4	1	2	2	\$842	 RUBY
\$1,800	\$3,600	3	1	2	2	\$684	 SAPPHIRE
\$1,200	\$2,400	2	1	2	1	\$491	
\$600	\$1,200	1	1	2	1	\$333	

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 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 contest quarter, you are eligible for the Ladder of Success pin, one gemstone and a contest prize. See the Star Consultant Program page and eBrochure under Recognition/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 \$129 suggested retail. Visit *Mary Kay InTouch®* 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®* website. 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.

START *Smart.*

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.

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\$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, \$149

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



TimeWise® Liquid Foundation Bundle, \$150

CHOOSE: TimeWise® Matte-Wear®

OR TimeWise® Luminous-Wear® Liquid Foundation

IVORY/LIGHT BEIGE

6 SHADES/PRODUCTS

- Ivory 5
- Ivory 6
- Beige 1
- Beige 2
- Beige 3
- Beige 4

OR

DARK BEIGE/LIGHT BRONZE

6 SHADES/PRODUCTS

- Beige 6
- Beige 7
- Beige 8
- Bronze 1
- Bronze 4
- Bronze 5



Also included in each bundle:

- Mary Kay® Foundation Primer
- Sunscreen Broad Spectrum SPF 15*

Open for Business Bundle, \$154

- *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 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 tools below can help you along the way. Get ready. Get set. Get selling!

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BE OUR GUEST.

Guest Checkout

Reach consumers who are not registered on your PWS.

EXCLUSIVE SNEAK PEEKS

Preferred Customer ProgramSM

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

POSTS WITH THE MOST

Digital Playbook

Build your business online with the *Mary Kay® Social Publisher* and more!



MARY KAY

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

From July 1, 2018, to June 30, 2019, this *Great Start: Ready, Set, Sell!* promotional brochure supersedes all prior Ready, Set, Sell! programs.

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