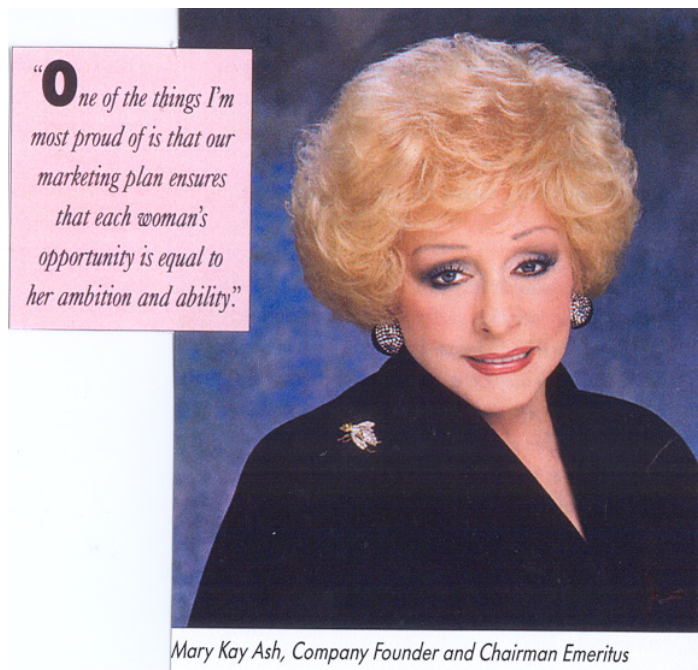


IT BEGAN WITH A dream.

In the early 1960's it would have been difficult to find a company whose primary goal was to help women achieve success in every aspect of their lives. With this objective in mind, Mary Kay Ash created a company that would give women an opportunity they had never been offered before.

Few companies can boast the rich heritage that belongs to Mary Kay, a company founded upon a unique set of values. Among them, that you should treat others as you want them to treat you; and that you should have the freedom to put faith first, family second, career third. We believe that these principles form the foundation for success.



AMERICA'S **best-selling brand.**

Today Mary Kay is the best-selling brand of facial skin care and color cosmetics in the U.S.,* with equal pride taken in being recognized as one of the 100 best companies to work for in America, as well as one of the 10 best for women.

In addition, Mary Kay educates people about the causes and prevention of skin cancer and provides valuable research dollars towards the fight against cancer. Mary Kay was among the first cosmetics companies to discontinue animal testing, and is a leader in developing and utilizing safe and effective alternatives.

Insert pictures of Mary Kay products here

No quotas

No territories

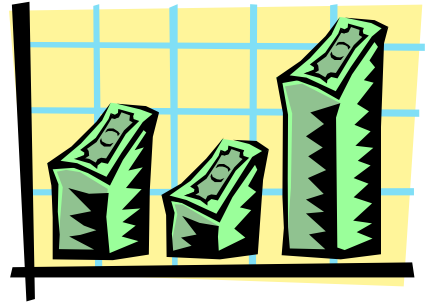
*In business for yourself,
but not by yourself.*

Avenues of Income

- **On the face**
- **On paper**
- **On line**
- **On the Go**
- **On with the Show**
- **Leadership**

Money and Income Potential

Could you get excited about earning \$25 to \$75 per hour as a new Mary Kay consultant?



Paste your first or highest commission check here.



It is estimated that more women make over \$100,000 per year in Mary Kay Cosmetics than in any other company in the world.

Insert a copy of your Director's paycheck on this page.

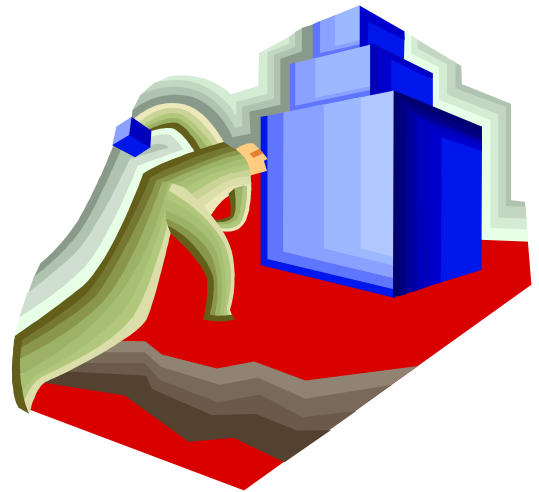
Insert one of your Weekly Accomplishment sheets on this page.

Tax Benefits

Employee Check Stub from your “Real” Job

| | |
|-----------------|-------------------|
| Gross Pay | \$3,000.00 |
| Uncle Sam/Taxes | <u>\$1,000.00</u> |
| Net | \$2,000.00 |

Would you love to keep more of the money that you work so hard to make?



There are many
TAX ADVANTAGES
to having your own
in-home business.

The Car Program

Wouldn't you love to drive a
free car
for the rest of your life?
(or receive up to \$825 per month)

Put a picture of your goal car here.

- ✓ Mary Kay pays:
 - Taxes
 - Licensing
 - Most of your insurance
 - ✓ You get a new car every two years!
 - ✓ Mary Kay awards over 200 cars every month!
-

Insert pictures of Mary Kay cars on this page.

Prizes and Recognition

Could you get excited about
earning **PRIZES** every
Week, Month, Quarter, and Year
for the great job that you do?

Insert pictures of recognition (ribbons, pictures from Applause, etc.) on this page.

Did you know that Harvard Business
School conducted a study showing that
more job satisfaction comes from
recognition rather than money?
In Mary Kay we praise women to success.

Insert pictures of Mary Kay prizes on this page.

Self Confidence and Personal Growth

Wouldn't you love to double your
Self Confidence
in the next six to eight weeks?

Insert picture of a goal position on this page.

Friends

Put pictures of Mary Kay friends and relationships here.

Can you imagine having an endless
Circle of Friends?

Flexibility – Be Your Own Boss

Could you get excited about
controlling your own schedule
for the rest of your life?

Place a picture showing what flexibility means to you here.
(Travel, more time with family, more fun, etc.)

Mary Kay's company philosophy is: **FAITH** first
FAMILY second
CAREER third
We operate by the **GOLDEN RULE** and the **GO GIVE** spirit.

Which one appeals to you most?

- *Money*
- *Tax Benefits*
- *Free Car*
- *Prizes and Recognition*
- *Self Confidence*
- *Personal Growth*
- *Friends*
- *Flexibility*

**Isn't it GREAT to know that with
Mary Kay
you can have it all!**

Qualities of Successful Consultants

✓ **They are busy people.**

Busy people know how to manage their time.

✓ **They do not know a lot of people.**

All your friends were once people you didn't know.

✓ **They are not necessarily the “sales” type.**

This business is about building relationships, tempting others with our skin care and color products, and offering a service.

✓ **They have more month than money.**

They appreciate Mary Kay because it frees them from living paycheck to paycheck. Mary Kay affords them the little extras each month and the opportunity to create a whole different lifestyle.

Qualities of Successful Consultants

✓ **They are family oriented.**

They are motivated by the needs of their families and see them not as excuses, but as a reason to be successful.

✓ **They are decision makers.**

They know a good thing when they see it.

“If you don’t like the results you have been getting, you have to change what you are doing!”

✓ **They are happy with their lives but . . . are looking for something more.**

They want to make a difference in women’s lives. It may be their own life or helping other women look and feel better while also offering them a wonderful opportunity.

How many of these qualities do YOU have?

How to get started:

- **Order your Starter Kit for \$100 plus tax and shipping.**

- **Schedule your first training class.**

If you find that the
Mary Kay opportunity is on your mind,
then this may be for you!

Why not give it a try!

Insert picture of current Starter Kit on this page.