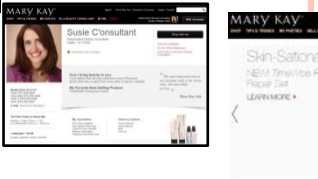














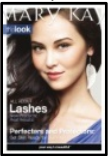



Mary Kay Consumer Marketing Tools At-A-Glance

TOOL	BOOKING	SELLING	TEAM BUILDING	WHERE TO GET IT	COST
<p>Mary Kay® Personal Web Site (PWS)</p> 	<p>The 'Profile' area on your Mary Kay® Personal Web Site (PWS) is a chance to highlight your business services.</p> <p>Increase your chances of having a potential new customer choose you to hold a Mary Kay party:</p> <ul style="list-style-type: none"> • Display your picture • Add a customized message • Include your specialties 	<p>Your Mary Kay® Personal Web Site (PWS) is the foundation for your online business. Your customers can:</p> <ul style="list-style-type: none"> • Create stunning new looks with the Virtual Makeover. • Take advantage of free sample offers. • Shop day or night - at their convenience. 	<p>A Mary Kay® Personal Web Site (PWS) is a great tool to promote to your potential new team members as one of many incredible tools the Company offers when they start a Mary Kay business. PLUS, they are eligible to receive a 50% discount on a Personal Web Site when they start.</p>	<p>Business Tools > Personal Website Manager</p> <p>A PWS allows your customers to place orders online with you and pay with their credit and debit cards.</p> <p>You must have a ProPay® account to process your customers' cards through your PWS and to give you immediate access to those funds. The ProPay® annual fee of \$39.95 may be split into three payments of \$13.32.</p> <p>Sign up for Propay®: <i>Mary Kay InTouch</i>®: > Ordering > ProPay®</p>	<p>PWS cost: \$30 annual fee, plus tax if applicable</p>
<p>Social Publisher</p> 	<p>Regular posts to your Mary Kay business Facebook page provide a great to engage followers and allow you to reach out to see if they're interested in booking a party.</p>	<p>Regular automated posts provide a constant stream of product info to followers, exciting them about new products, as well as classic favorites.</p> <p>On-demand posts allow you to customize what you want to promote.</p>	<p>Team Building posts available on-demand to promote the opportunity to your Facebook business page followers.</p>	<p>Business Tools > Digital Zone> Mary Kay® Social Publisher</p>	<p>Free with your PWS subscription</p>
<p>my Customers +™ App</p> 	<p>Manage your customer base to uncover booking opportunities with this powerful tool.</p> <ul style="list-style-type: none"> • "Tag" customers based on their level of interest to make marketing opportunities easier to identify. • Set reminders for following up with customers. • Text, email, call customers directly from app. 	<p>Real-time inventory management in an instant!</p> <ul style="list-style-type: none"> • Customer order history makes reorders a snap. Easily view product lists by customer to see all their past purchases. • Never run out of high-selling items again! Set low quantity alerts. • Create and email sales tickets from your mobile device and have products sold automatically deducted from your inventory. • No more manual calculations of discounts and sales taxes. You have the flexibility, the app does the math. 	<p>A powerful way to demonstrate how easy a Mary Kay business can be.</p> <ul style="list-style-type: none"> • Use in the presence of potential team members while conducting your Mary Kay business. • Highlight and demonstrate the app's functionality to potential new team members. • Use 'tags' to keep track of potential new team members. • Schedule your layering appointments using 'reminders'. 	<p>Download from App Store or Google Play</p>	<p>Cost: The MyCustomers+ App is free.</p> <p>Available for Apple and Android devices in English and Spanish.</p> <p>You can load and use on multiple devices. Data will sync among devices.</p>
<p>eCatalogs - Look Book, Trend Report, Product brochures, Team Building, Bridal</p> 	<p>Build excitement around Mary Kay® products and reach new customers.</p> <p>Show any of the themed catalogs at your parties to book a second appointment.</p>	<ul style="list-style-type: none"> • Drive customers to marykay.com where they can navigate to your PWS for easy shopping and creating wish lists. Please note eCatalogs no longer include links to shop on your PWS and will link back to marykay.com. • Your customers can interact with eCatalogs from their mobile devices. • When sending Beaute-Vites you can elect to include a link to the eCatalogs on marykay.com. 		<p>MaryKay.com and and your Personal Web Site under eCatalog</p> <p>App: Mary Kay® ecatalog</p>	<p>Free app available for Apple and Android devices.</p>

<p>Beaut-e-News® Customer Newsletter</p> 	<p>Sent via email on your behalf by Mary Kay:</p> <ul style="list-style-type: none"> • Helps you stay top-of-mind with your customers by emailing them the latest trend & product info once a week. • Your contact info is included in every newsletter so your customers can easily reach you. 	<ul style="list-style-type: none"> • Gives your customers the latest info about Mary Kay® products, gift ideas and beauty trends. • Directs customers to your Mary Kay® Personal Web Site, where they can make purchases. 		<p>InTouch: Business Tools > Beaute-e-News</p> <p><i>Note: Beaut-e-News® is only available for PWS subscribers.</i></p>	
<p>Virtual Makeover</p> 	<ul style="list-style-type: none"> • This free, interactive online color playground offers a fun, risk-free "try before you buy" experience. • Gives your customers another reason to contact you - to purchase their new look! 	<ul style="list-style-type: none"> • Try on-trend makeup artist looks or create custom looks. • Your customers can save, print, e-mail, share their makeovers to the gallery or on social media. • Your customers can click through to your PWS to purchase their new look. 		<p>InTouch: Business Tools>Digital Zone>Apps for Your Mary Kay Business</p> <p>marykay.com and your Personal Web Site > Tips & Trends > Makeover & Beauty Tools</p> <p>App: Mary Kay® mobile Virtual Makeover</p>	<p>Free app available for Apple, Android and Kindle Fire devices</p>
<p>Mary Kay Digital Showcase</p> 	<ul style="list-style-type: none"> • Show and Sell will allow you to share great product information and beautiful videos during your skin care party. 		<ul style="list-style-type: none"> • The Love What You Do team building app makes sharing the Mary Kay opportunity fun and easy. • Want to see all the great rewards you can earn? Star Consultants and Seminar Awards brochures are at your finger tips. 	<p>InTouch: Business Tools>Digital Zone>Apps for Your Mary Kay Business</p> <p>App: Mary Kay® Digital Showcase</p>	<p>Free app available for Apple, Android and Kindle Fire devices.</p>
<p>MKeCards®</p> 	<p>Send MKeCards® featuring the new products for the season.</p> <ul style="list-style-type: none"> • Get your customers interested in hosting a party • Entice them to book an appointment to try before buying. 	<p>MKeCards® are an easy way to:</p> <ul style="list-style-type: none"> • Create new product excitement • Drive customers to your PWS • Thank customers for their order <p>Take advantage of this cost-effective tool that you can send anytime!</p>	<p>For those customers or friends with whom you want to share the Mary Kay opportunity, send team-building MKeCards®.</p>	<p>InTouch: Busienss Tools > MKeCards</p> <p><i>Note: Customer eCards are only available for PWS subscribers.</i></p>	
<p>Social Media</p> <p>Follow Mary Kay: </p>	<ul style="list-style-type: none"> • Facebook is not only a great way to stay connected with friends and family, it is also a powerful tool for engaging and communicating with customers. • Share videos from Mary Kay's YouTube channel (trends, videos, application tips and more) • Subscribe to the Mary Kay® YouTube Channel for the latest video updates. 	<ul style="list-style-type: none"> • A free and easy way to let friends know about your Mary Kay business. • Share products from your PWS to your Facebook page using the easy-to-use share feature. • Facebook parties are a great way to reach new customers or those that prefer an online shopping experience. Use the #GlowandTell post and dialogs provide on InTouch: Education -> Get the Party Started -> Pick Your Party to get started . 	<p>There is great online content that can be shared with your potential new team members.</p> <ul style="list-style-type: none"> • Share the links to the "Be a Beauty Consultant" section on the Mary Kay Facebook Page and on marykay.com and your Personal Website. • Also, there are "Opportunity" videos featured on the Mary Kay® YouTube Channel 	<p>InTouch: Business Tools>Digital Zone</p> <ul style="list-style-type: none"> • facebook.com/marykay • twitter.com/marykay • youtube.com/marykay • pinterest.com/marykayus • instagram.com/marykayus • Instagram.com/marykaybrides 	

<p>MK Connections®</p> 		<ul style="list-style-type: none"> • Mary Kay® logoed Business Cards, Beauty Coats, Carrying Cases and more. You will find tools to help you sell your products professionally and in style. 	<p>A new Independent Beauty Consultant is eligible to purchase a discounted Business Kit with her first order placed during A+1. This can be a great talking point before or after they start their business.</p>	<p>InTouch: Ordering > MKConnections</p>	
<p>MK Advertising & PR / Approved Company Advertising</p> 	<ul style="list-style-type: none"> • Share ads, videos, and media mentions/awards with customers to generate excitement for your products, strengthen customer relationships, and build credibility. • Put samples with print ads & media mentions or awards to leave with new or existing customers • Share the latest Beauty Editor awards and buzz on your Facebook page. 	<ul style="list-style-type: none"> • Play the latest Mary Kay product commercials or online videos at a party or guest night to generate excitement about a variety of products. It gives new Beauty Consultants confidence to know the company is strong and supports their business. • Keep your competitive edge by using professional, Company-provided and approved advertising. You'll find a variety of ads that you can choose from to promote every aspect of your business. You can target your audience depending on the publication or your area of expertise. 	<ul style="list-style-type: none"> • Leverage the credibility and validation of buzz-worthy program sponsorships, print ads, Beauty Editor buzz & Awards about Mary Kay® products with potential new team members. 	<p>Advertising sponsorship info. and company approved ads on InTouch: Resources > Advertising Tools</p> <p>Media mentions & awards: Marykay.com and your Personal Web Site > Tips & Trends > MK Mentions</p> <p>Sponsorship looks & videos: Marykay.com and your Personal Web Site > Tips & Trends > What's Hot</p>	
<p>Get the Party Started</p> 	<ul style="list-style-type: none"> • Post on Facebook the <i>Pick your Party</i> section from your own Personal Web Site to get customers interested in hosting a party. 	<ul style="list-style-type: none"> • Use the new Beaute-vite® Party Planner to plan parties, customizing with fun party themes. Choose to include links to eCatalogs and Virtual Makeover in your invite. • Check out the party tips and the Party Packs section for placemats, party guides and checklists 		<p>InTouch: Business Tools>Party Central</p> <p>marykay.com and your Personal Web Site under MK Parties</p>	
<p>Build Your Own Tools</p> 		<p>Use this tools to create and customize your own party placemats and brochures.</p>		<p>Business Tools>Build Your Own</p>	
<p>Products Tab InTouch</p> 		<ul style="list-style-type: none"> • One-stop-shop for all things product-related. • Obtain product ingredient information. • Print fact sheets, fliers, charts and more to share with your customers or for quick reference. • Watch product and application videos. • Earn your Advanced Color Consultant Certificate. • Earn the Advanced Skin Care Consultant designation. 		<p>InTouch: Products</p>	

<p>Team Building</p> 			<p>Take advantage of the many resources that can help you start building a team, such as online lessons and marketing tools such as the <i>Steps to Success</i> brochure, printable fliers, MKeCards® and an eCatalog that you can share with your potential new team members.</p>	<p>InTouch: Education > How to Team Build</p> <p>marykay.com and your Personal Web Site under Be a Beauty Consultant</p>	
<p>Preferred Customer ProgramSM: The Look with sampler</p> 	<ul style="list-style-type: none"> • These quarterly mailers give you a great reason to follow up with a try-before-you-buy invitation. 	<ul style="list-style-type: none"> • Get your customers to experience new products with the sampler in <i>The Look</i>. 	<ul style="list-style-type: none"> • Promote the Mary Kay opportunity using the Team-Building ad in <i>The Look</i>. 	<p>InTouch: Business Tools > Preferred Customer Program</p>	<p>Only \$0.70 per customer</p>
<p>Customer Delivery Service, EZ Ship and Guest Checkout</p> 	<ul style="list-style-type: none"> • Book & host online parties and use CDS to get your customers' orders to them quickly and conveniently 	<p>Orders come in a beautifully packed box. You can add the following to the order at no additional cost to you:</p> <p>CDS: either two samplers <u>or</u> a Look Book</p> <p>EZ Ship: two samplers selected by the Company and changed quarterly</p> <p>Guest Checkout: Look Book</p>	<ul style="list-style-type: none"> • Share with your customers how easy it is for you to fulfill orders and how fast they arrive. They may see how having a Mary Kay business really could fit into their lifestyle. 	<p>InTouch: Ordering > Order Fulfillment Options</p>	<p>Ship for only \$5.75 For orders under \$100 wholesale</p>

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A version of this flier is available on *Mary Kay® InTouch*. Just go to: My Dashboard > My Business Tools > Marketing Tools at-a-Glance