AREAS OF INCOME

Classes & Facials—50% commission
Reorders—50% commission
Team Members—4-13% commission
Car Program—or cash compensation
Directorship

TAX BENEFITS

Mileage deduction of $0.54 per mile
Phone and internet costs
Entertainment and travel expenses
Skin care class supplies
Office supplies

START-UP COST

$100 Starter Kit—($318 retail value) + tax & shipping
Inventory—Optional, but highly recommended
90% Buy Back Guarantee

COMPANY PHILOSOPHIES

Mary Kay Philosophy—God first, family second, and career third
Golden Rule
“Do unto others as you would have them do unto you” Luke 6:31

Projected Annual Sales

<table>
<thead>
<tr>
<th>HOBBY</th>
<th>PART TIME</th>
<th>FULL TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-4 Hours Per Week</td>
<td>5-20 Hours Per Week</td>
<td>20-40 Hours Per Week</td>
</tr>
</tbody>
</table>

A show will have 3-6 guests with an average of 4. On average women spend $50, with an average of $175 per show.
The average reorder per customer each year is $157.

5 Shows Per Week

15-20 HOURS

$175 x 5 = $875 Weekly Sales
$875 x 50 weeks = $43,750 Annual Sales
425 customers x $157 = $66,725 Annual Reorders
$710,475 Total Annual Sales ÷ 2 = $355,237 PROFIT

4 Shows Per Week

10-15 HOURS

$175 x 4 = $700 Weekly Sales
$700 x 50 weeks = $35,000 Annual Sales
340 customers x $157 = $53,380 Annual Reorders
$88,380 Total Annual Sales ÷ 2 = $44,190 PROFIT

3 Shows Per Week

6-8 HOURS

$175 x 3 = $525 Weekly Sales
$525 x 50 weeks = $26,250 Annual Sales
255 customers x $157 = $40,035 Annual Reorders
$66,285 Total Annual Sales ÷ 2 = $33,142 PROFIT

2 Shows Per Week

4-6 HOURS

$175 x 2 = $350 Weekly Sales
$350 x 50 weeks = $14,500 Annual Sales
170 customers x $157 = $26,690 Annual Reorders
$44,190 Total Annual Sales ÷ 2 = $22,095 PROFIT

1 Show Per Week

2 HOURS

$175 x 1 = $175 Weekly Sales
$175 x 50 weeks = $8,750 Annual Sales
85 customers x $157 = $13,345 Annual Reorders
$22,095 Total Annual Sales ÷ 2 = $11,047 PROFIT

Of course, these numbers are all averages and do not include any team building commissions or other bonuses available to earn as you grow your business!

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