

Thank you...

for your interest in Mary Kay!

Included in this packet is a few sheets of information, a fact brochure and a Choices CD for you to listen to. Please take a few minutes to look everything over and listen to the very motivating CD in your car sometime today.

I know that you will be surprised by this incredible business, I sure was. This opportunity may or may not be for you, but you definitely owe it to yourself to find out. Also, if you know someone who you believe would be a great Mary Kay consultant, and you refer her to me, once she is active, I will give you **\$50 in FREE Product** of your choice!

When you listen to the Choices CD and call me within 48 hours, I'll have a FREE LIPSTICK or LIPGLOSS for you! This is my way of saying thank you, REGARDLESS of whether this is something that you would consider right now.

I look forward to hearing from you!!! And then I'll pick up the Choices CD from you, at your convenience.





COULD YOU USE \$30,000 PER YEAR PART TIME?!

GIVE YOURSELF A PROMOTION & JUST TRY!!! DISCOVER WHAT MARY KAY HAS TO OFFER!

74% of the workforce today are *women*: they all have skin and need to care for it. The average woman today spends in excess of \$600 per year just on skin care & cosmetics! More and more women start their own businesses to gain more time with family & financial freedom. Don't stop your regular job....**MARY KAY** is very part-time—at your own schedule! Of all the millionaires in the world today, only 3% are women! **AND.....of that 3%.....70% are in MARY KAY!**

Three appointments per week*

3 classes x \$200 avg. sales = \$600 weekly x 42 weeks = \$25,200
200 new **TimeWise** clients + 200 reorders at \$200/year = \$40,000
\$65,200 = Total Annual Sales
\$32,600 PROFIT

WHAT YOU CAN EXPECT FROM YOUR APPOINTMENTS AND REORDER BUSINESS AFTER ONE YEAR....

A skin care class ranges from 3-6 people (Average 4)
Sales average about \$200 per class for a new consultant.
(Seasoned consultants can have classes ranging from \$500 to \$1000)
We retain about 85% of our clients

The average skin care reorders per customer each year is about \$200.

1 Class Per Week*

85 clients end of 1st Year
Profit/classes = \$4,200 (\$350/mo)
Profit/reorders = \$5,800 (\$475/mo)
\$10,000 PER YEAR

2 Classes Per Week*

170 clients end of 1st Year
Profit/classes = \$8,500 (\$700/mo)
Profit/reorders = \$11,500 (\$924/mo)
\$20,000 PER YEAR



If your boss offered to add \$800 to your paycheck each month if you worked just 5 hours overtime each week, WOULD YOU DO IT?!

Important facts you should know:

No quotas, No territories, Tax advantages, 90% buy-back guarantee, free and local training
Other avenues of income include team building commissions, free car & insurance, Director commissions & bonuses
**Above figures based on working 4-6 hours per week—42 weeks in a year.*

THE TOP SIGNS YOU NEED TO DO MARY KAY!



1. You Didn't Buy Everything You Wanted Today Because Your Finances Are Tight... In Fact, You Are Worried About Mounting Credit Card Debts and Other Bills. You Know You Should be Saving for the Future But It Is Never a Good Time to Start.



2. You Cry & Groan Going to Work Each Morning. You Wish You Could Find Another Career But You Can't Afford to Quit Your Current Job to Look for One or Start Your Own Business.



3. You Love Your Job But You Aren't Getting Paid Enough! You Would Do It For Free If You Were a Millionaire; Problem Is, You're Not! You Would Love Extra Money But You Don't Want a Part-Time Job with Set Hours or That Takes a Lot of Time. Besides, Most Part-Time Jobs Don't Pay Much.



4. Your Self-Esteem Has Evaporated. For the Last Few Years Your Most Informed Conversations Have Been About Car Seats. Of Course, You Still Enjoy being at Home Raising Your Children, But Now You Want Something to Do That's Just for You.



5. You Feel Like You Are in a Dead-End Job. You've Either Reached a Glass Ceiling or You Can't See How to Go Any Further in Your Career because You Have No One to Show You the Way.



6. The Fun Has Gone Out of Your Life! And You Want It Back! You Want to Socialize with Girl Friends, Win Prizes, Get Dressed Up & Actually Have Some Place to Wear a Tiara!



7. Take an Expensive Vacation Somewhere? HA! You Find Yourself Settling for Less and Less. You Can't Imagine Your Dreams Really Coming True... And you are starting to believe that's okay.

If Two or More of These Signs Fit YOU—Then You Need To Do Mary Kay!

"But Who Would I Sell To?"

In addition to the obvious of your immediate family, in-laws, cousins, neighbors, friends, and work associates, What about the person...

From your old job?
 From school or college?
 Because of your favorite sports or hobbies?
 Because of your children's activities?
 From your church?
 From municipal activities?
 Because you rent or own your own home?
 Because you have lived in other neighborhoods?
 Who sold your house?
 Who do you know through your husband or boyfriend?
 Who checks you through at the grocery store?
 At the cleaners? At the drugstore?
 Your doctor? OBGYN? Dentist? Attorney? Optometrist?
 Their secretaries and office staff?
 At your dentist's office?
 Who sells you your clothes? Your shoes?
 Who gives your children music lessons?
 Who waits on your table at your favorite restaurant?
 Who is the fashion and beauty editor of your local newspaper?
 Who cuts your hair?
 Who leads your PTA? Girl Scout Leader?
 Who bought the new house on your street?

Who is your bank teller?
 Who is your florist?
 Who was the nurse that looked after you in the hospital?
 Who was the maid of honor?
 Who is the cleaning lady?
 Who is the nice woman you met while _____?
 While in line at the grocery store? Or at the bank?
 Who was the bride you saw pictured in the local newspaper?
 Who is your child's teacher?
 The secretary at his/her school?
 Who did you meet while on vacation?
 Who checked you in to the hotel/motel?
 Who sold you your glasses?
 Who fills your prescriptions?
 Who did you meet at the local businesswomen's luncheon?
 Who's behind the desk at your health club?
 Who served you the last time you were at the jewelry store?
 The last time you booked a vacation?
 The last time you bought a painting?
 Who gave you decorating advice?
 What woman did you read about in the business section who just got a big promotion?
 Who is the receptionist at your hair salon? Nail salon?



WRITE DOWN 25 NAMES

NO PRE-JUDGING! Only prerequisite: *She Must Have Skin!*

1	14
2	15
3	16
4	17
5	18
6	19
7	20
8	21
9	22
10	23
11	24
12	25
13	

Imagine the Possibilities!

\$1,099.50/Yr. of Commonly Used Products
 X 25 Customers = \$27,487.50 / Yr.

\$13,743.75 = Gross Profit when ordered at 50%!
 By servicing YOURSELF and your closest family
 and friends!!!

The Value of Driving a Mary Kay Car

Examples use an average 4-year car loan, and an average of \$10/month car insurance payment

MONTHLY PAYMENT SAVINGS:

GRAND ACHIEVERS $\$375 \times 48 \text{ MOS} = \$18,000 + \$3,360 \text{ APPROX INS.} = \$21,360$

PREMIER CLUB $\$500 \times 48 \text{ MOS} = \$24,000 + \$3,360 \text{ APPORX INS.} = \$27,360$

CADILLAC $\$900 \times 48 \text{ MOS} = \$43,200 + \$3,360 \text{ APPROX INS.} = \$46,560$

There are **12,000+ FREE Mary Kay** cars being driven by successful Mary Kay consultants and Sales Directors today. Each of these thousands of women are saving thousands of dollars for themselves and their families.

LOOK WHAT YOU COULD DO WITH THE SAVINGS

GRAND ACHIEVERS \$21,360

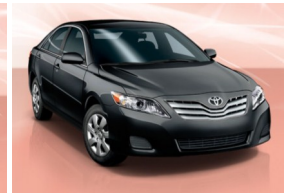
1. College education for one child
2. Family vacations for several years
3. A nice down payment on a home
4. A nice retirement investment



White Chevy Malibu LS

PREMIER CLUB \$27,360

1. College education for one child
2. Family vacations every year
3. A great down payment on a home
4. A great retirement investment



Black Chevy Equinox LT or Toyota Camry LE

CADILLAC CLUB \$46,560

1. College education for two children
2. Great family vacations every year
3. A substantial payment
4. A substantial retirement investment



Pink Cadillac CTS or Cadillac SRX (crossover)

Say YES to the kind of savings that can allow you and your family to live your dreams!



Mary Kay Avenues of Income

Our own In-Home Business . . . we call the shots!



\$\$ Classes and Facials \$\$

50% Profit on all Sales

Facial = 1 to 2 People / Class = 3 to 6 People
(our home or theirs)

Avg. income from "Forever Young" class = \$50/hr.

\$\$ Dovetail \$\$

15% - like a booking agent fee

\$\$ Recorders \$\$

50% Profit on all Sales

(again & again & again)

Basic Customer orders avg. \$200 per year
(replacing products when they run out)

\$\$ Team Building \$\$

Commissions

4%	1 to 4 Team Members	<i>Paid from</i>
9%	5 or more Team Members	<i>MK's</i>
13%	5 ordering w/ own \$600 wh.	<i>profits . . .</i>
	<i>\$50 Bonus for each new qualified</i>	<i>not from</i>
	<i>Team Member beginning with 4th</i>	<i>Consultant</i>

\$\$ Career Car \$\$

White Chevy Malibu (loaded)

Mary Kay pays 85% of insurance

\$ _____ Car Payment

+ _____ Insurance Premium

= _____ stays in family budget

\$\$ Management \$\$

ALL of the Above and . . .

13% Unit Commission (13% on own orders)
13% Personal Team Member Commission
\$500 / 5 qualified Unit Growth Monthly Bonus
\$500+ unlimited Monthly Bonuses
\$100 Bonus each new qualified team member
Career Cars: Black Saturn Aura or Saturn Vue

COMPANY PHILOSOPHIES

"God First, Family Second, Career Third"

The Golden Rule

"do unto others as you'd have them do unto you"

***The more people you help become successful
The more successful you become***

14 yrs. Mary Kay has been the #1 Best Selling
Brand of Skin Care & Color Cosmetics in
the United States

10% MK on less than 10% of cosmetics market

100% Satisfaction Guarantee for consumer

90% Buy Back Guarantee — within one year,
if you decide Mary Kay isn't for you, you can
return unused products for 90% of your cost

*Mary Kay's consumer loyalty comes from our
great relationship building business and typically
the reason women stop using Mary Kay is because
they've lost their consultant (MK Orphans)*

Additional Sales Opportunities

Personal Web Page & Preferred Customer Mailing

STYLES OF MARY KAY CONSULTANTS

You Choose the Style for You

1. CAREER: 30 to 40 Hours per week
2. FULL TIME: 20 Hours per week
3. PART TIME: 10 Hours per week
4. HOBBY: just for fun
5. SPARE TIME: when there is any . . . *plus*
products for yourself, family & friends, etc.

***Income potential is unlimited and it's matched by
your efforts . . . when you do this you get that***

Only required cost to start is \$100



***Sales & Recruiting incentives are substantial
for Sales Directors because Mary Kay wants
them to keep their skills sharp so they can
better train and inspire Consultants***

Approximately 12,000 Career Car Qualifiers in the U.S.

Your Starter Kit – Let's Get Your Future Started!

A \$100* Decision!

*plus applicable tax and shipping

\$410*

Retail Value plus so much more....

(*retail value based on choice of
foundation bundle)



The Mary Kay opportunity allows you to begin
your own business with a flexible schedule,
no quotas, no territories, unlimited earning
potential, advancement opportunities,
tax advantages and best of all.....

YOU ARE YOUR OWN BOSS!

A Special Note

\$100 may not change your financial situation, but it could
change or make a difference in your life. As your recruiter and
fellow Independent Beauty Consultant I am here to mentor you
every step of the way.

I will share my support, knowledge and experience as you
achieve success.

Teaching skin care allows total flexibility and unlimited earning
potential based on personal goals and activity. Making a plan
and working it is the key to your success.

By joining our team of enthusiastic women as an Independent
Beauty Consultant you can earn as little or as much as you like
while enriching the lives of others. This is a \$100 decision with
nothing to lose and everything to gain!

Bee.....lieving in YOU,

Retail-sized Products:

TimeWise® 3-In-1 Cleanser (Normal/Dry)
TimeWise® 3-In-1 Cleanser (Combination/Oily)
TimeWise® Age-Fighting Moisturizer (Normal/Dry)
TimeWise® Age-Fighting Moisturizer (Combination/Oily)
TimeWise® Day Solution Sunscreen SPF 35*
TimeWise® Night Solution
Oil-Free Eye Makeup Remover
Mary Kay® Ultimate Mascara™ in Black
As well as your choice of:

Mary Kay® Mineral Powder Foundation Bundle =
7 foundations + 6 brushes

OR

TimeWise® Liquid Foundation Bundle =
12 Luminous & Matte formulas

PLUS Business Tools:

Starter Kit Bag (includes Organizer Caddy)
Mirror with Tray, 4 & Disposable Trays, pk./30
Facial Cloths, pk./30 & Color Cards. 2 pks./5
Business and Product Basics (Consultants Guide)
Disposable Mascara Brush Samplers, pk./15
Disposable Sponge-Tip Applicators, pk./15
Fragrance-Free Satin Hands® Pampering Set Packettes, pk./12
Botanical Effects Cleanse - Formula 2 (Normal), pk./6
Botanical Effects Moisturize - Formula 2 (Normal), pk./6
Botanical Effects Freshen - Formula 2 (Normal), pk./6
Botanical Effects Mask - Formula 2 (Normal), pk./6
TimeWise® Microdermabrasion Set Samplers, 6 pairs
Lip Gloss Samplers, 2 strips of 2 with applicator
Foundation Finder Tool (Bilingual)
"Start Earning Now" Magazine & Miracles Happen Book
Date Book - Bilingual
Ready, Set, Sell! Inventory Options Brochure
MKConnections® Generic Business Cards & Special Offer Flyer
Beauty Book, pk./10 (includes 10 inserts and Instructor's Guide)
Sales Tickets, pk./25 & Customer Profiles, pk./25
Hostess Brochure & Team-Building Brochure
The Look, pk./10