

# ALL ABOUT Mary Kay

## THE OF MARY KAY

- Started by a woman for women
- For more than 60 years, Mary Kay has been empowering women to be their own bosses, to be self-starters and to be who they truly want to be.
- Core value of **faith first, family second, career third.**



## BE WHO WANT TO BE

- Mary Kay Consultants care about one another and helping other women.
- Nothing beats the encouragement & empowerment you receive from other women like you.
- MK offers opportunities for education & personal development that can help you build your sales skills.

## MARY KAY



### OF INSPIRATION, INNOVATION & IMPACT

What sets us apart? Not just one thing but many facets that, put together, create a brand unlike the rest.

#### THE COMPANY



**#1**

MARY KAY IS THE #1 DIRECT SELLING BRAND of Skin Care and Color Cosmetics in the World.\*

#### FOUNDER

Mary Kay Ash, from humble beginnings to a champion of ensuring women could take their rightful place in the business world.

#### ACHIEVEMENT

Mary Kay Ash was recognized as one of the "Most Outstanding Women in the 20th Century" by USA Today.

OVER  
60



YEARS IN BUSINESS, outlasting hundreds of Fortune 500 companies.

#### 35+ MARKETS

Mary Kay® products are sold in dozens of countries around the world.



**133**

Product awards in prestigious U.S. publications since 2012.

#### UP TO 1.1 MILLION

Products produced every day at the Richard R. Rogers Manufacturing / R&D Center in Lewisville, Texas.

### MARY KAY® PRODUCTS



MORE THAN  
500K

Tests conducted every year to ensure product safety, quality and performance.



### HUNDREDS OF PRODUCTS

Including skin care, color and fragrance in our global portfolio.

39

GOOD HOUSEKEEPING

Mary Kay® products (and counting!) currently have earned the Good Housekeeping Seal – the most recognized consumer emblem in the U.S.

#### POSITIVE IMPACT

MORE THAN  
\$225 MILLION

Donated by Mary Kay Inc. and the Mary Kay Ash Foundation® to provide research and support services for cancers affecting women, help end domestic violence, beautify and safeguard our planet and communities, and encourage girls to follow their dreams.

MORE THAN  
\$57 MILLION

Awarded by the Mary Kay Ash Foundation® since 2001 to more than 2,800 domestic violence shelters supporting over 6 million women seeking shelter and services to be free from abuse.

100%  
RENEWABLE ENERGY

Powers the Mary Kay world headquarters and manufacturing facility.



**\$39**  
MILLION

Awarded by the Mary Kay Ash Foundation® since 1996 to research and support programs for cancers affecting women.



**100%**  
BIODEGRADABLE  
PACKING PEANUTS

Made from corn and potato starch are used to ship millions of Mary Kay® products every year.

MORE THAN  
1 MILLION

Trees planted in partnership with the Arbor Day Foundation.



**100%**

Of Independent Beauty Consultants are independent business owners with the flexibility to grow their businesses in ways that work best for them.

**MILLIONS  
OF WOMEN**

All over the world have enriched their lives, their families' lives and the lives of countless others through the Mary Kay opportunity.

**50%**

Is the profit all Independent Beauty Consultants can earn on product sales.\*\*

#### GO-GIVE

Women selflessly helping other women because we're stronger together.

#### VALUES



**FAMILY OWNED & LED**

By Mary Kay Ash's grandson, Ryan Rogers, to remain true to her vision of a Company of caretakers not shareholders.

**MAKE ME FEEL  
IMPORTANT**

Following Mary Kay Ash's guidance, we imagine everyone has a sign around their neck with this sentiment.

#### GOLDEN RULE

Guided by the principle of treating others the way you would like to be treated.

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\*Source Euromonitor International Limited, Beauty and Personal Care 2024 Edition, value sales at RSP, 2023 data\*

\*\*The 50% gross profit calculation is based on a minimum personal retail sales volume of \$225 in wholesale Section 1 products.

# ALL ABOUT our unit



## THE RED HOT ROCKSTAR UNIT



### Meet Reba

- 18 years in MK
- 9 career cars - 2 Pink Cadillacs!
- Started MK as a 19-year-old college student! Joined for the discount and stayed for the flexibility and supportive environment.
- Loves being outside

- Our Unit debuted in December 2010
- We sell on average \$300,000 a year
- We currently have Consultants in 13 states across the US!
- Our youngest Consultant is 19 and our most seasoned Consultant is 87 years fabulous!
- We love to laugh and grow together as much as possible.
- We're best known for showing up as a large group to events and praying for one another.
- Our name comes from Philippians 2:15-16 "so that you may become blameless and pure, "children of God without fault in a warped and crooked generation." Then you will shine among them like stars in the sky as you hold firmly to the word of life. And then I will be able to boast on the day of Christ that I did not run or labor in vain."
- Our goal for 2026 is to grow our unit size over 100 and debut 3 offspring

# THE *Mary Kay* OPPORTUNITY...

## 1 FITS YOUR LIFE

- **Flexible opportunity** that works for you.
- **Make extra money** on the side while working your business as much or as little as you want.
- At the heart of every Mary Kay opportunity is **fun, freedom and flexibility**.
- You can **balance** the important things in your life and put them first while still running your own successful Mary Kay business.
- **You choose** how much time to put in and how involved you want to be.
- You can enjoy **30% profit** potential from day one and upgrade to **50% profit** potential anytime!



## 2 HELPS YOU BE WHO YOU WANT TO BE

- Mary Kay Independent Beauty Consultants care about one another, their customers and **helping other women**.
- Nothing beats the **encouragement and empowerment** you receive from other women like you.
- Mary Kay offers opportunities for **education and personal development** that can help you build your leadership and selling skills.



## 3 HAS PRODUCTS YOU CAN BELIEVE IN

- Mary Kay products are made with **high-quality ingredients**.
- All products are **extensively researched** with hundreds of thousands of product tests conducted each year.
- Mary Kay products deliver real results that are right for you and your customers.



## 4 IS FULL OF LOVE

- **Started by a woman for women**.
- For more than 60 years, Mary Kay has been empowering women to be self-starters and to be who they truly want to be.
- Core value of **faith first, family second and career third**.
- Since 1963, Mary Kay Inc. and the Mary Kay Ash Foundation have donated more than **\$200 million** to provide research and support services for cancers affecting women, help end domestic violence, beautify and safeguard our planet and communities, and encourage girls to follow their dreams.



# MARY KAY career path

All information shown is based on **Active** Consultant status. Additional qualifications apply for certain ISD and NSD career path perks. For the most accurate and up-to-date requirements, please refer to InTouch.



## INDEPENDENT BEAUTY CONSULTANT

Can earn:

- 50% profit potential on My Shop orders
- 50% discount on all inventory orders

## SENIOR BEAUTY CONSULTANT

1 OR 2 ACTIVE PERSONAL TEAM MEMBERS

Can earn:

- 50% profit potential on My Shop orders
- 50% discount on all inventory orders
- 4% personal team commission.



## STAR TEAM BUILDER

3 OR 4 ACTIVE PERSONAL TEAM MEMBERS

Eligible to purchase and wear a red jacket – 50% off first-time purchase

Can earn:

- 50% profit potential on My Shop orders
- 50% discount on all inventory orders
- 4%, 6% or 8% personal team commission.

## TEAM LEADER

5-7 ACTIVE PERSONAL TEAM MEMBERS

Can earn:

- 50% profit potential on My Shop orders
- 50% discount on all inventory orders
- 9% or 13% personal team commission.



## ELITE TEAM LEADER

8 OR MORE ACTIVE PERSONAL TEAM MEMBERS

Can earn:

- 50% profit potential on My Shop orders
- 50% discount on all inventory orders
- 9% or 13% personal team commission.



## INDEPENDENT SALES DIRECTOR

24+ ACTIVE PERSONAL TEAM MEMBERS

Can earn:

- 50% profit potential on My Shop orders
- 50% discount on all inventory orders
- 4%, 9% or 13% personal team commission.
- 9%, 13%, or 23% unit commission.

- Eligible to earn the use of a variety of career cars.
- Eligible for Offspring Bonuses & Commissions



## NATIONAL SALES DIRECTORS

APPOINTMENT AT THE DISCRETION OF MARY KAY

- Can qualify to participate in the Global Leadership Development Program
- Cadillac Career Car (or cash comp.) qualifier
- 50% profit potential on My Shop orders
- 50% discount on all inventory orders
- 4%, 9% or 13% personal team commission.

- 13% SD personal unit commission and 10% NSD personal unit sales volume commission
- Offspring unit commission (9% on first-line, 4% on second line, and 2% on third-line)
- 2% top 10 fourth-line and beyond Sales Director commission (additional for EENSD)

# START SOMETHING *Beautiful!*



**\$35**

## eSTART

The first step in starting a Mary Kay business is with Mary Kay eStart!

Includes:

- A beautifully branded fully-functioning e-commerce website
- Welcome & Great Start Brochures
- The Look catalog
- TimeWise Miracle Set Sample Sets in Normal/Dry AND Combination/Oily
- TimeWise Eye Cream Samples

PLUS apps, education, digital tools, and digital marketing resources to help you manage your business!

## OPTIONAL ADD-ON



Add-On  
**\$90**

## Pro Start

Start your business like a pro with Mary Kay Pro Start! Add on when you submit your agreement or anytime within 15 days of your start date! Whether you're planning in-person parties or needing products to show off in reels, you'll love these retail-sized Mary Kay products, essential party supplies, business resources and more! You can even transport these supplies in a sleek bag that's tote-ally professional.

Includes:

- Retail-sized products
- Product samples
- Essential party supplies
- Mary Kay Pro Start Tote

- Flip Chart Binder With Pages
- Sales Tickets
- Beauty Profile Cards
- The Look catalogs

Over  
**\$400**  
\$400 SRP  
value!

