WELCOME

TO YOUR MARY KAY BUSINESS!

JUST GETTING STARTED? MARY KAY® PINK POWER REWARDS HAVE YOU COVERED.


I CHOSE
MARY KAY®



CONGRATS!

YOU'RE AN INDEPENDENT BEAUTY CONSULTANT!

You said yes to an opportunity designed to fit your life. Now let's make your New Consultant time frame feel clear, supported and doable with **Mary Kay® Pink Power Rewards.** Your guide to getting started with confidence, it outlines early milestones, simple goals and rewards you can earn along the way. Move at your pace. Celebrate progress as you go. And remember, you may be in business for yourself, but you're never alone.

SCAN ME TO WATCH YOUR WELCOME VIDEO.

EARN FROM DAY ONE — YOUR WAY.

Whether you sell a little or a lot, you choose how and when you earn.

UNDERSTAND YOUR PROFIT POTENTIAL.

- Start earning 30% profit* on retail sales immediately through your online personalized Shop (My Shop).
- Unlock up to 50% profit potential when you become an active** Independent Beauty Consultant.

SELL HOW YOU WANT.

There are so many ways to sell. Find what works for you!

- Online with My Shop
- One-on-one (virtual and in person)
- Parties (virtual and in person)
- Social media

START SIMPLE WITH MY SHOP.

Your personalized Shop makes it easy to share products digitally and to start selling and earning immediately.

- Customers can browse, buy and receive products.
- Easy online payments.
- Direct shipping handled for you.
- Share anytime, anywhere — no pressure.
- Attract potential team members with the optional "Join My Team" button on your profile page.

*The 30% profit is based on gross figures. These do not reflect expenses such as taxes, shipping or applicable fees. Net earnings may vary.
**An Independent Beauty Consultant is considered active with personal retail sales of $450 in one month and will remain active for two months following any month with qualifying active order(s).

BEGIN WITH THE SIX MOST IMPORTANT THINGS.

These simple steps can help you build early confidence and quick wins. Start with what feels right, and celebrate progress over perfection!

- ☐ 1 **Set Up** My Shop and start earning 30% profit* today on all online retail sales, or unlock up to 50% profit potential when you become an active** Independent Beauty Consultant.
- ☐ 2 **Connect** with your Sales Director or recruiter for support and mentorship as you begin your journey.
- ☐ 3 **Create** a contact list of friends, family and acquaintances to invite to your business launch party.
- ☐ 4 **Send** your My Shop link to 24 people in 24 hours.
- ☐ 5 **Make** your Mary Kay business official on social media! Take a selfie with the I CHOSE MARY KAY page in this brochure, and post it with #MyMKLife and tag @marykayus.
- ☐ 6 **Set** your goals — your way, at your pace. Consider using the goal planning sheet on the next page to help ideate and set your vision!

As a new Beauty Consultant, access essential information, fun education, digital beauty tools and helpful resources on MKConfident™ on Mary Kay InTouch®.

CREATE SIMPLE, ATTAINABLE GOALS.

Use this worksheet to decide how you want to sell, to set short-term goals and to celebrate wins along the way!

WORK YOUR BUSINESS YOUR WAY.

What excites you most about starting your Mary Kay business?

Will you share your online business (My Shop) with family and friends?

Do you want to host parties online or in person? Maybe both?

How will you share on social media? How often? (Don't forget to follow us @MaryKayUS)

What's a monthly sales goal you'd love to reach?

Will you bring a bestie on this journey?

MY WINS WILL HELP ME...

These early goals are meant to feel empowering — and yes, even fun. Go to **Mary Kay InTouch® > Education > Selling** to learn about all the ways to sell.

MARY KAY®
PINK POWER REWARDS

Exclusive to new Independent Beauty Consultants, **Mary Kay® Pink Power Rewards** are designed to help you build momentum with exclusive bonuses spanning your **Agreement month plus two months.** This is known as the **New Consultant time frame,** which is the month your Agreement is received and accepted by the Company plus the following two calendar months. During this time frame, you can earn **Pink Power Credit*** in several ways!



*Pink Power Credit = Section 1 Retail Product Credit

SPECIAL OFFER ALERT!
SEE PAGE 9.

MARY KAY®
PINK POWER REWARDS CHART

Earn Pink Power Credit* each month you sell more than $450 retail within the New Consultant time frame — then redeem the following month. (Monthly retail sales totals include orders from My Shop, Customer Delivery Service (CDS) and personal orders on Mary Kay InTouch®.)

MONTHLY RETAIL SALES VOLUME Totals must be met to qualify for Pink Power Credit.*	**MONTHLY RETAIL SALES REWARD** The Pink Power Credit* earned is based on your month-end sales total.	**TEAM-BUILDING REWARD** When you recruit a friend and she achieves a monthly retail sales total of more than $450, you earn Pink Power Credit* too!
MONTHLY RETAIL SALES	**PINK POWER CREDIT***	**PINK POWER CREDIT***
$450+	**$25**	**$25**
$600+	**$50**	**$35**
$800+	**$75**	**$45**
$1,000+	**$100**	**$55**
$1,200+	**$125**	**$65**
$1,800+	**$150**	**$75**

Your monthly retail sales volume and potential Pink Power Credits* accumulate monthly and reset each month of your New Consultant time frame. Pink Power Credit* earned each month must be redeemed the following month, in the next single personal order of $100 or more in Section 1 retail on Mary Kay InTouch®. Unused Pink Power Credit* will expire if not redeemed at that time.

SPECIAL OFFER!

Sell **$1,200 retail** in your first 15 days to receive a **free† bonus product pair.**

Retail value of $68†





PLUS MORE REWARDS

With the **Team-Building Reward,** you can earn rewards when someone you introduce to Mary Kay reaches monthly retail sales goals in your New Consultant time frame.

With the **My Shop Reward,** you can earn a one-time Pink Power Credit* reward when My Shop sales reach qualifying totals during your New Consultant time frame.

- $25 Pink Power Credit* for orders totaling $200 or more in retail sales.
- $50 Pink Power Credit* for orders totaling $400 or more in retail sales.



New Beauty Consultants Start Here.

SCAN TO WATCH THE MARY KAY® PINK POWER REWARDS VIDEO.

*Pink Power Credit = Section 1 Retail Product Credit

†Independent Beauty Consultants are eligible to earn a free product pair with $1,200 in Section 1 retail sales within 15 days of when their Agreements are received and accepted by the Company. Sales tax is required on the actual suggested retail value of the gift. Order total does not include sales tax, shipping or any applicable additional fees. Suggested retail values can be found on the Mary Kay InTouch® website. The Company reserves the right to change or update products and packaging. Please go to the Mary Kay InTouch® website for the most up-to-date information.

SIMPLE WAYS TO START **THE CONVERSATION**

Not sure what to say? Try one of these easy prompts.



I LOVE MARY KAY:

"Sharing a few reasons I love Mary Kay — community, flexibility and products I genuinely love.

MY SHOP:

I just opened my own online store where you can shop for skin care and beauty 24/7! Here is my online Shop link.

IN PERSON:

I'm starting my own beauty business with Mary Kay and would love your support at my launch party this weekend. Texting you the details now!

HOSTING:

Want to host a Mary Kay® beauty party with me? It's super fun and low-key. I'll call you to book the date!

PARTY INVITE:

Hi! I recently started selling Mary Kay! I would love for you to join me at my open house this weekend! It'll be fun, easy and zero pressure.

SOCIAL MEDIA:

Big news! I'm officially a Mary Kay Independent Beauty Consultant. Start shopping now! Link in bio.

WELCOME TO THE MARY KAY COMMUNITY!

Rooted in connection, confidence and purpose, this is where beauty is more beautiful shared.

Founded by a woman, Mary Kay has championed connection, confidence and entrepreneurship for more than 60 years. With more than $100 million donated through the Mary Kay Ash Foundation® to help end domestic violence and fund women's cancer research, this mission goes far beyond beauty.

Let's stay connected on social!

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