

MARY KAY ASH CREATED AN
**OPPORTUNITY
FOR YOU!**



MARY KAY ASH STARTED
HER DREAM COMPANY
SO THAT WOMEN COULD
SUCCEED ON THEIR
OWN TERMS.

For nearly 60 years,
millions of women all over
the world have enriched
their lives, their families'
lives and the lives of
countless women through
the Mary Kay opportunity.

You could too!

MARY KAY

“Our story is not about money or status or fame. I like to think of it as a story of two people,

like a mother and daughter on a

mission.

And it's also the story of many women whose lives our Company has touched and whose lives have touched mine. It really is true that *ALL* you send into the lives of others comes back into your own.”

ManyKay



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WHY YOU? WHY NOW?

Everyone has different goals when they start their Mary Kay business.



Fits my life.

[▶ Watch Video](#)

Helps me be me.

[▶ Watch Video](#)

Sell quality products.

[▶ Watch Video](#)

The heart of Mary Kay.

[▶ Watch Video](#)

Why I chose Mary Kay.

- ♥ What *attracted* me to Mary Kay in the first place.
- ♥ The *rewards* I get out of it.
- ♥ The steps that led to *my success.*





FITS YOUR LIFE

This Opportunity Comes With Fun, Freedom and Flexibility.

- Anyone can **fit** a Mary Kay business into their life, no matter when or why they start.
- Everyone has different goals when they **start** a Mary Kay business.
- A way to potentially earn **extra money** on the side.
- You get to **choose** how much time to put in and how involved you want to be.
- You can **earn** up to 50% profit* on everything you sell at suggested retail.

How do you see Mary Kay fitting into your life?

*The 50% profit potential is based on a minimum \$225 wholesale Section 1 product sales volume.

HELPS YOU BE YOU

We Care About Helping Other Women.

- Mary Kay **helps support** me every step of the way. The Company **cares** about my business and my customers.
- **Opportunities** for education and personal development.
- Helped me achieve **personal growth**, focus on my development and become more **confident**.
- Mary Kay has helped me develop my **leadership skills**.

How do you think this opportunity could help you empower others?





PRODUCTS YOU CAN BELIEVE IN

Every *Mary Kay*[®]
Product Is Made With
the Highest Quality
Ingredients.

- *Mary Kay*[®] products are **high-quality** and backed by research.
- Extensively **researched** by conducting hundreds of thousands of product tests each year.
- You can always find something that's right for you and your **customers**.
- *Mary Kay*[®] products deliver real **results**.

Which *Mary Kay*[®] product is your favorite and why?



THE HEART OF MARY KAY

**Nearly 60 Years
of *Enriching*
Women's Lives®.**

- Values-based Company with purpose and **staying power**.
- Proven business opportunity that helps women discover extra income potential, **empowered choices** and true beauty from the inside out.
- **Making a difference** in many countries around the world.
- Core value of **faith** first, **family** second and **career** third.

How can Mary Kay enrich your life?





**START WITH
WHO YOU
KNOW,
THEN WHO
THEY KNOW.**

**Every person you
know knows at
least five people
you don't know.**

**This is how you can
find customers.**

*With every party you hold,
your list of customers and potential
customers continues to grow.*

SO MANY WAYS TO SELL!

Customers have different preferred ways of purchasing.

- Many different ways to **share** *Mary Kay*® products, both virtually and in person.
- Gives Independent Beauty Consultants lots of **flexibility** because different women are comfortable with different approaches.
- **Customers** also love flexibility in how they purchase *Mary Kay*® products.

♥ VIRTUAL PARTIES

♥ IN-PERSON PARTIES

♥ ONE-ON-ONES

♥ SOCIAL SELLING

♥ PERSONAL WEBSITE





HOW YOU CAN GET STARTED

Choose the Option That's Right for You!

- Different ways to start a Mary Kay business.
- Let's talk about each one to see what you think would work best for you.
- [Startup Options.](#)



Contact your Mary Kay Independent Beauty Consultant for more information.



*“A dream is just a wish
until you act upon it, and
then it becomes a goal!”*

- MARY KAY ASH



MARY KAY®