



Mary Kay

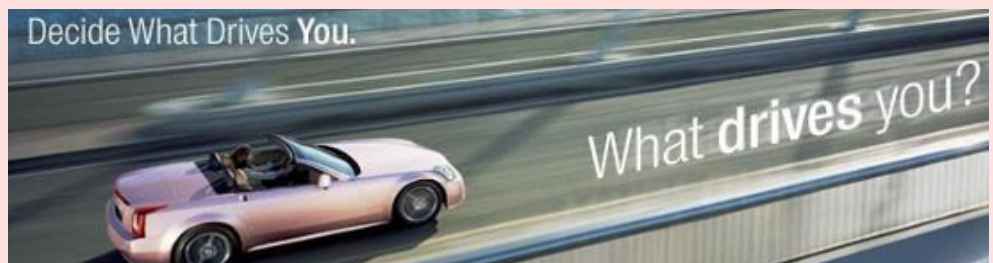
IT BEGAN
WITH A DREAM



*Building Dreams
One Step at time*

today's agenda

- ✓ Get to know Each other
- ✓ Share the Mary Kay Dream
- ✓ I'll answer any questions
- ✓ When we are done, I'll ask your thoughts?
- ✓ Did you earn your FREE gift



Tell me a little bit about you!

- Family, Hobbies, Fun
- Do you work outside the home?
- What is your average week?
- If you had the power to design your dream job, what would you want?
- What would you do with extra money in your budget?
- What is your favorite Mary Kay product?

TOTALLY FLEXIBLE! TOTALLY FUN! FITS YOUR LIFE!



WHICH OF THESE 6 QUALITIES OF A SUCCESSFUL MARY KAY BEAUTY ADVISOR BEST DESCRIBES YOU?

- ☐ Women who are in great demand.
- ☐ Women who are motivated to make more money for our family and charitable organizations.
- ☐ Women who are teachers, coaches and mentors.
- ☐ Women who enjoy professional and personal growth.
- ☐ Women who love to make other women feel beautiful, powerful and important.
- ☐ Women who can make decisions quickly.

IF YOU HAD THE POWER TO DESIGN YOUR DREAM JOB, WHAT WOULD YOU WANT?

WHAT WOULD YOU DO WITH EXTRA MONEY IN YOUR BUDGET?

SOME WAYS WE WORK OUR BUSINESS

Which of these would appeal to you?

15 min. Sessions...

- ☐ Messenger Parties
- ☐ Social Media-
#GRWM
- ☐ LIVESTREAM in
Client Group

30 min. Sessions...

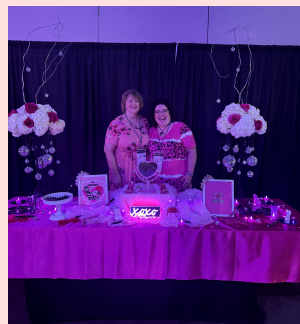
- ☐ Lunch Appointment-
demo products on
back of hand
- ☐ Virtual Product
Previews
- ☐ Virtual Skin Care
or Glamour

60 min. Sessions...

- ☐ In-Person
gatherings with
3+ people
- ☐ Virtual gatherings
with 3+ people

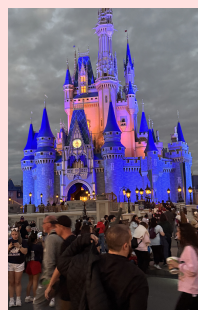


My Why!



BUSTING THE MYTHS!

Let's set the record straight about what it's really like to be a Mary Kay Beauty Consultant



Join My Team

It's more than just a company!

www.marykay.com/kkaasa

Teresa Kaasa

MARY KAY

Exciting Incentives | Powerful Products | Living Legacy!

Who is Teresa?

- I grew up on poor and lived on Farm. I know what it's like to be broke.
-
-
- Oh and I like unicorns.

REASONS TO LOVE A Mary Kay Business!

- ✱ Make **30% or 50% profit** on every sale, so extra cash is always within reach.
- ✱ Be surrounded by an **inspiring community of women** who lift each other up.
- ✱ **No pressure & no required inventory** - Get to build a business your way.
- ✱ **Create your own schedule** giving the flexibility to put your life first.
- ✱ Getting started **costs less than a dinner date**, and the potential to grow is unlimited!
- ✱ Get exclusive access to **discounts and perks**, making beauty even more fun!
- ✱ Have the chance to **earn rewards, prizes, and even trips** just for working your business.
- ✱ A Mary Kay business allows you to **make a difference** while making an income.
- ✱ Get to **share products you genuinely love** with people who appreciate them.
- ✱ This business will **boost your confidence** and **helped you grow** as a person.



The Very Best Part...



Is the Person...Mary Kay Ash

Unique Business Philosophy
of God, Family, Career

◆ Golden Rule
Management

◆ Positive Environment
/Attitude



Is the Manufacturing...

Ensuring it meets the high expectations of the IBCs and the demands of its consumers, Mary Kay invests in its operations and product innovation for IBCs around the world. Mary Kay has invested over \$100 million in its two state-of-the-art manufacturing facilities in Dallas, Texas, U.S.A.

PINK DOING GOOD

1.4 MILLION

trees planted around the world
in partnership with the Arbor Day
Foundation.



**WOMEN-LED
COMPANY**

54% Executive Team, 63% Global
Workforce, 63% of R&D team,
and 57% of leadership positions in the
top 10 markets are held by women.

Global
Shea
Alliance



**WOMEN
& Shea**

Mary Kay joined the Global Shea Alliance
in 2023 to support initiatives promoting
new industry sustainability standards.

100% BIODEGRADABLE
PACKING
MATERIALS

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

100+ OCEAN
PR★JECTS

supported by Mary Kay through
its 37- year partnership with
The Nature Conservancy.

\$225 MILLION
DONATED

in monetary and product by
Mary Kay and its four company -
sponsored foundations globally.

**YOUNG
WOMEN
IN STEM**

29 grants and \$195,000 awarded to
young women pursuing their dreams
in STEM-related fields.

\$18+ MILLION
DONATED

through Pink Changing LivesSM
to enrich women's lives around
the world.

100% RENEWABLE
ENERGY

powers Mary Kay's global
manufacturing and R&D facility,
as well as other Texas-based facilities.

600k+ WOMEN

positively impacted globally through
the Women's Entrepreneurship
Accelerator powered by Mary Kay.

60 YEARS OF MARY KAY

OUR COMPANY



YEARS IN BUSINESS

On **September 13, 1963**, Mary Kay Ash founded her dream company for women to access equal opportunities.

FOUNDER

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

FAMILY-OWNED & LED

by Mary Ash's grandson, Ryan Rogers, to remain true to her vision as a company of careholders not shareholders.



35+ MARKETS

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



QUALITY PRODUCTS

1678 patents filed¹, **800+** products in our portfolio², **more than 500K tests** conducted annually to ensure product safety, quality, and performance.

GLOBAL SALESFORCE

20,000 Independent Beauty Consultants attended Mary Kay's 2023 Seminar in Dallas, including 380+ independent sales force members from 28 countries.



POSITIVE IMPACT

MORE THAN
\$200
MILLION

Given in monetary and product donations to organizations all over the world by Mary Kay and its foundations since we began tracking our philanthropic efforts.

100%

BIODEGRADABLE PACKING MATERIALS

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

100%



RENEWABLE ENERGY

Powers the Mary Kay global headquarters and manufacturing facility.



1.3 MILLION
TREES PLANTED

in partnership with the Arbor Day Foundation globally.

OUR VALUES

MAKE ME FEEL IMPORTANT

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



GOLDEN RULE

"Do unto others as you would have them do unto you" is a tried-and-true principle that serves as the foundation upon which our company was built.

GO-GIVE SPIRIT

The real spirit of Mary Kay is the shared passion of our people to be part of something greater than our selves. "Go-Give Spirit" was Mary Kay Ash's term for this selfless pursuit of the greater good.

BALANCED PRIORITIES

We understand that a successful career is just one part of a balanced life. Inspired by Mary Kay Ash's personal desire for balance, we encourage our employees to find proper balance in their own lives.

¹As of 2023.

²As of 2022. We have 854 products in our portfolio (skin care / sun care / color / fragrance / nutritional supplements / men's care).

*Building a Mary Kay Business
doesn't take 40 hours a week.
It takes about 5 focused hours,
a smart strategy,
and a willingness to bet on yourself.*

BUSTING THE MYTHS!

Let's set the record straight about
what it's really like to be a
Mary Kay Beauty Consultant



*I'm here to support YOU, not pressure
you!*

Questions for me?

Earning Options

START EARNING FROM DAY ONE.

Launch your Mary Kay business with My Shop

– your online Shop that allows customers to see, buy and receive products with easy online payments and direct shipping.



HERE'S HOW IT WORKS:

As an Independent Beauty Consultant,
you can start earning a profit on all customer
retail purchases from your Shop.

You can START with a 30% profit potential as
a non-active* Independent Beauty Consultant
and GROW to 50% profit potential.

OR

You can START with a 50% profit
potential as an active** Independent
Beauty Consultant.

Profit potential is based on gross figures. These do not
reflect expenses such as taxes, shipping or applicable
fees. Net earnings may vary.



One Wholesaler
Mary Kay, Inc.



One Retailer
MK Consultant

Start your Success Story

3 FORMS OF INCOME

Sales

- 50% Commission
- At Beauty Experiences
- On Reorders
- Online & On-the-Go

Career Car

Career Car
(insurance included)
Or
Cash Compensation

Build a Team

Receive 4% - 36% Commission
Receive "Love Checks"
Leadership Position with
no glass ceiling



CHEVY TRAX
\$425/MO

CHEVY EQUINOX
\$525/MO



PINK CADILLAC
\$925/MO

PINK ESCALADE
\$1,400/MO

WHAT ARE THE PERKS?

FINANCIAL

- Average Part-Time Consultant earn 50% commission.
- Full-Time Sales Directors can earn 50% commission on products, 13-26% commission, bonuses and more!
- Average NSD is an official Mary Kay Millionaire.
- Family Security Program provides after-retirement income for NSD's.
- Tax deductions can include car mileage, office supplies, travel, business supplies, etc...
- U.S. tax laws were created to benefit business owners.

FOUNDATIONAL GROWTH

- God 1st, Family 2nd, Career 3rd.
- Mary Kay's mission – Enriching Women's Lives.
- Living by the Golden Rule - treating others the way you want to be treated.
- Becoming the best version of yourself.
- Positively impacting other women.
- Knowing God created you for something more.

FREEDOM • FLEXIBILITY

- A home business makes a great PLAN B.
- Enjoy flexible working hours.
- Enjoy the freedom of being your own boss.
- Transform your life and reach your dreams.
- Increase your influence and financial circumstances.
- Write your own paycheck.

FUN • FRIENDS • FRIVOLOUS

- No quotas & no territories allow you to focus on relationship building.
- Friends are always fun, especially when there are no drama mamas.
- Travel to your fun, inspirational, tax deductible Mary Kay events.
- Be a part of a team and fall in love with creating wins.
- Weekly recognition fills your cup and fuels your dream.
- A buffet of diamonds, gift cards, 5-star luxury trips and other prizes await you.

What is
my next
best
step?

THIS IS MARY KAY

WE WERE BUILT BY A WOMAN FOR WOMEN.
WE BELIEVE IN EMPOWERING YOU!

AS YOU'RE LISTENING,
WHAT PART OF THIS
FEELS LIKE IT COULD
FIT INTO YOUR LIFE IN
A REALLY GOOD WAY

—

OR

MAYBE EVEN MADE
YOU THINK, "HMM... I
COULD ACTUALLY DO
THIS'?"

Ask Me Anything

THIS CAN CHANGE EVERYTHING

Start Your Own

Only \$35!

eSTART

\$35

MK Business

- Welcome Brochure
- Great Start Brochure
- The Look catalog

- TimeWise Miracle Set Sample Set in Normal/Dry AND Combination/Oily
- TimeWise Eye Cream Samples

PLUS a beautifully branded website for one year and apps, education, digital tools, and digital marketing resources to help you manage your business!

OPTIONAL ADD ON!

\$400+ OF FULL SIZED PRODUCTS & SUPPLIES FOR IN PERSON BEAUTY SESSIONS!

15 DAYS TO SELECT THIS ADD ON IN CASE YOU AREN'T SURE RIGHT NOW :)

Optional

Add-On

PRO-Start



LITERATURE & EDUCATION

- Flip Chart Binder with Pages
- Sales Tickets pk./50
- Beauty Profile Cards pk./30
- The Look Catalog pk./10

PRODUCT SAMPLES

- Blue Eyes Look Color Cards pk./5
- Green/Hazel Eyes Look Color Cards pk./5
- Brown Eyes Look Color Cards pk./5
- 2 TimeWise Repair Volu-Firm Samples pk./3

PARTY SUPPLIES

- Mary Kay Pro Start Tote
- Mirror With Tray (4)
- Disposable Trays pk./30
- Mary Kay Ultimate Mascara Sample Wands pk./15
- Disposable Sponge-Tip Applicators pk./15

RETAIL-SIZED PRODUCTS

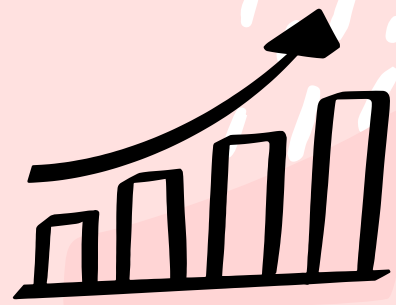
- TimeWise 4-in-1 Cleanser in Normal/Dry
- TimeWise 4-in-1 Cleanser in Combination/Oily
- TimeWise Antioxidant Moisturizer in Normal/Dry
- TimeWise Antioxidant Moisturizer in Combination/Oily
- TimeWise Daytime Defender Sunscreen Broad Spectrum SPF 30
- TimeWise Nighttime Recovery

TimeWise Eye Cream

- Mary Kay Oil-Free Eye Makeup Remover
- Mary Kay CC Cream Sunscreen Broad Spectrum SPF 15 in Very Light
- Mary Kay CC Cream Sunscreen Broad Spectrum SPF 15 in Light-to-Medium
- Mary Kay CC Cream Sunscreen Broad Spectrum SPF 15 in Medium-to-Deep
- Mary Kay CC Cream Sunscreen Broad Spectrum SPF 15 in Deep
- Mary Kay CC Cream Sunscreen Broad Spectrum SPF 15 in Very Deep
- Mary Kay Ultimate Mascara in Black
- Clear Proof Deep-Cleansing Charcoal Mask
- TimeWise Microdermabrasion Plus Set (includes Microdermabrasion Refine and Pore Minimizer)

Over \$400
SRP Value!

NEW CONSULTANT *earning options*



Remember, this is YOUR business journey! You get to decide how you want to begin and how you want to earn. Explore the options below and choose the path that aligns with your goals and your season.

Questions? I'm here to support you! Reach me at 605-520-0843

START EARNING **30%** FROM DAY ONE!

Ready to kick off your business right away? Start sharing your My Shop link and enjoy 30% earnings right from the start!



Example:
\$116 Retail
\$34.80 profit

UPGRADE TO **50%** ANYTIME!

Ready to glow up your perks? Reach \$450 retail within one month and unlock your 50% perks for the rest of the month and the following 2 months!



Example:
\$116 Retail
\$58.00 profit

GREAT START FREEBIES!

Want the biggest perks available to you? An initial \$1,200 retail order unlocks your 50% perks right away, lets you choose a FREE Great Start bundle, helps you stock your vanity to show off your favorites, and prepares you for any offline orders!



Closing...

do you have any questions

A Special Note:

\$100 may not change your financial situation, but it could change or make a difference in your life. As your Mentor 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.



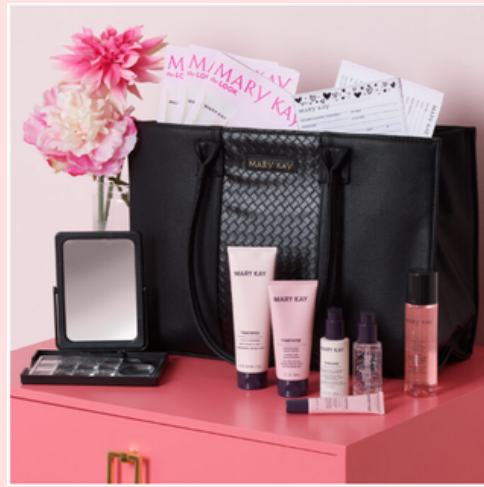
Teaching skin care allows total flexibility and unlimited earning potential based on personal goals and activity. Making a plan and working it is the key to your success. By joining our team of enthusiastic women as an Independent Beauty Consultant, you can earn as little or as much as your like while enriching the lives of others. This is a \$100 decision with nothing to lose and everything to gain!

Here how you get started today!

- Say Yes!
- Decide on kit!
- Pillow Test



Mary Kay® eStart, \$35*



Mary Kay® Pro Start, \$90*

PILLOW TEST

If you keep thinking about MK through the night, let's get you started... You passed!

If not, then we can get you placed into my VIP Client program where you will get to earn products throughout the year.

Follow this link
to join my team!





Have you ever considered Owning Your Own Business?

AREAS OF INCOME

- Classes & Facials — 30%-50% commission
- Reorders — 30%-50% commission
- Team Members — 4-13% commission
- Car Program — or cash compensation
- Directorship

TAX BENEFITS

- Mileage deduction of 65.5¢ per mile
- Phone and internet costs
- Entertainment and travel expenses
- Skin care class supplies
- Office supplies

START-UP COST

- Get started with MK eStart \$35
- + MK Pro Start \$90 — (optional)
- Inventory — optional, but highly recommended
- 90% Buy Back Guarantee

ADVANTAGES

- No sales quotas or territories
- Full training program — Education motivation & inspiration taught weekly.
- Earn Rewards — Diamonds, other jewelry, luggage, trips to exotic places.
- Website Business — Sell 24/7 with a FREE personal website.
- Family Security Program — As a National Sales Director.
- Live On Your Terms — Freedom & flexibility based on your schedule.
- Opportunity to Share — Great leading brand products that everyone will love.
- Achieve Success — Enjoy opportunities to reach your goals.
- Enrich Lives — Sharing the opportunity with other women.

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

The average beauty experience has approximately: \$200+ in total sales (4 guests // \$50 in orders per guest). The average customer reorders approximately \$200/yr. We love residual income!

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!

FULL-TIME

5 SHOWS PER WEEK
(15 - 20 HOURS)

$200 \times 5 = \$1,000$ Weekly Sales
 $\times 50$ weeks = \$50,000 Annual Retail Sales
 425 customers $\times$ \$200/year =
\$85,000 annual reorders

\$135,000 Total Annual Sales
\$67,500 profit

PART-TIME

3 SHOWS PER WEEK
(6 - 10 HOURS)

$200 \times 3 = \$600$ Weekly Sales
 $\times 50$ weeks = \$30,000 Annual Retail Sales
 255 customers $\times$ \$200/year =
\$51,000 annual reorders

\$81,000 Total Annual Sales
\$40,500 profit

HOBBY

1 SHOW PER WEEK
(2 - 4 HOURS)

$200 \times 1 = \$200$ Weekly Sales
 $\times 50$ weeks = \$10,000 Annual Retail Sales
 85 customers $\times$ \$200/year =
\$17,000 annual reorders

\$27,000 Total Annual Sales
\$13,500 profit

