



As part of your First Steps offers, receive a fabulous customized look **free\*** when you place a \$600 or more wholesale Section 1 order

#### Create a custom look.

Create the look by taking a brief questionnaire at marykayintouch.com.



### Sign up now for other First Steps offers!

Log on to the Mary Kay InTouch® website at marvkavintouch.com and follow the links to take advantage of First Steps offers, place your first inventory order and customize a FREE\* look.

\*A minimum wholesale Section 1 order of \$600 or above must be received and accepted by the Company within 15 calendar days of when the Independent Beauty Consultant Agreement is received and accepted by the Company. Sales tax is required on the actual suggested retail value of the gift. Suggested retail values can be found on the Mary Kay InTouch® website under Education > Starter Kit/New Consultant Tools > Bonuses. 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.

# Open for business! Start smart with product inventory.

Why wait to earn money? Consider launching your business with the inventory level right for you and turn your first product order into profits.

Enjoy the benefits, imagine the possibilities and explore the options.

### The choice is yours!

#### Enjoy the benefits.

- Stock your store with products you choose.
- Deliver service to your customers quickly with products on hand.
- Receive your fabulous FREE<sup>††</sup> product bonus bundle.
- Get the Travel Roll-Up Bag, Mary Kay® Brush Cleaner and mirrors with trays FREE.††
- Earn the BizBuilder Bucks credit for future orders.
- Earn Star Consultant recognition and rewards.

#### Imagine the possibilities.

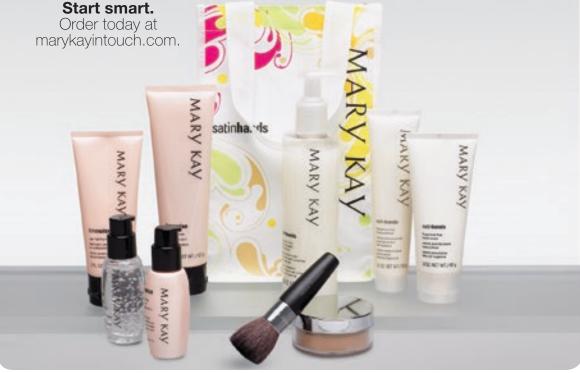
Just imagine what your business can mean for you! Use the inventory worksheet to help identify your business needs, and set your goals in motion.

- How much money do you want to earn?
- How active will you be?
- How much inventory do you want to work your business?

#### Explore the options.

At certain inventory levels, you get amazing products, plus the bonus bundles right for you.

Look to your right to discover the six inventory options that qualify you for product bundles, and keep reading for fun facts too.



\*Purchasing inventory is an individual decision, and it's certainly not a requirement for you to begin your Mary Kay business. We always recommend that you determine what activity level you plan to pursue in your Mary Kay business. Then, if appropriate for your personal circumstances, invest in a level of inventory that supports that activity. If you decide that this opportunity is not right for you, Mary Kay will repurchase, at 90 percent of your original net cost, original and unused Section 1 products, as long as these items were purchased by you from the Company within one year prior to return. Please refer to your Independent Beauty Consultant Agreement for complete details.

†\*Sales tax is required on the suggested retail value of the Section 1 products included in the bonus.

# Pick your products. Boost your bonus.

#### Which inventory level is right for you?

Your inventory is only the beginning. As a new Independent Beauty Consultant, you also can earn FREE\* product bonus bundles that you can choose! Plus, you can earn FREE BizBuilder Bucks credit, Star Consultant recognition and more. It's never been more fun to start a Mary Kay business.

#### Here's how it works:

- 1. Select the inventory level that's right for you and your business.
- 2. Starting at the \$1,200 wholesale Section 1 level and above, you choose your own additional product bundles seen on the following pages.
- 3. Place your inventory order and get your business started.

### Just look at all you can get with your initial product order!\*

ORDER THIS WHOLESALE AMOUNT	Suggested retail value inventory	Free product bonus bundles*	Free wholesale credit off a future product order**	Star Consultant gemstone pin and prizes***
\$3,600	\$7,200	bundles worth \$647 retail value!*	BizBuilder Bucks** <b>\$125</b>	Emerald Star Consultant***
\$3,000	\$6,000	bundles worth \$551 retail value!*	BizBuilder Bucks** <b>\$100</b>	Diamond Star Consultant***
\$2,400	\$4,800	bundles worth \$455 retail value!*	BizBuilder Bucks** <b>\$80</b>	Ruby Star Consultant***
\$1,800	\$3,600	bundles worth \$359 retail value!*	BizBuilder Bucks** <b>\$50</b>	Sapphire Star Consultant***
\$1,200	\$2,400	bundles worth \$228 retail value!*	BizBuilder Bucks** <b>\$35</b>	
\$600	\$1,200	<i>TimeWise®</i> Skin Care bundle worth \$122 retail value!*	BizBuilder Bucks** <b>\$15</b>	

<sup>\*</sup> An Independent Beauty Consultant's initial order with the Company must equal \$600 or more in wholesale Section 1 products to be eligible for a free product bonus bundle. Sales tax is required on the suggested retail value of the Section 1 products included in the bonus. Please include the actual value of the bonus in the total amount subject to sales tax on the Consultant order form. The initial order must be received and accepted by the Company in the same or following calendar month that the Independent Beauty Consultant Agreement is received and accepted by the Company.

<sup>\*\*</sup> Suggested wholesale value to use on your next BizBuilders qualified order of at least \$400 wholesale (\$800 suggested retail) as long as the order is placed while the Independent Beauty Consultant ("IBC") is still in active status. An IBC is considered "active" in the month a minimum \$225 wholesale Section 1 product order is received by the Company and in the following two calendar months. The credit will expire upon the expiration of the IBC's active status.

<sup>\*\*\*</sup> Once you achieve \$1,800 in wholesale Section 1 orders received and accepted by the Company in a contest quarter, you are eligible for the Ladder of Success pin, one gemstone and a contest prize. See the Star Consultant Program eBrochure for complete details.

# welcome!

Start your business beautifully with a custom look. **It's our welcome gift.** 



Plus, keep reading to see how you can earn product bonus bundles with a qualifying order.

<sup>\*</sup>A minimum wholesale Section 1 order of \$600 or above must be received and accepted by the Company within 15 calendar days of when the Independent Beauty Consultant Agreement is received and accepted by the Company. Sales tax is required on the actual suggested retail value of the gift. Suggested retail values can be found on the Mary Kay InTouch® website under Education > Starter Kit/New Consultant Tools > Ready, Set, Sell! Inventory Options. 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.

# You choose the FREE\* product bonus bundles YOU WANT!

### **Product Bonus Bundles**

Choose from these eligible bundles when you place your first qualified order.\*

What's better than earning fabulous FREE\* products? Choosing the FREE\* product bonus right for your business. With the product bonus bundles below, getting the most for your money with your first product order has never been easier. The more you invest in your business, the more FREE\* products you will receive ... and the hotter your retail sales and profits can be!

Don't let low inventory leave your earnings cold. Bundle up!

TimeWise Repair®

Cleanser & Night

**Treatment Bundle** 

reveal youthful-looking skin with Retinol.

Foaming Cleanser

Treatment With Retinol

Volu-Firm®

Volu-Firm® Night

Volu-Firm® Foaming

Renew skin's radiance and



### TimeWise® Skin Care Bundle

Face the future beautifully.



- TimeWise® Microdermabrasion Plus Set (Includes refine and pore minimizer products)
- *TimeWise*® Firming Eye Cream

TimeWise Repair®
Volu-Firm® Day Cream &
Eye Renewal Cream Bundle

Restore skin's youthful cushion and reawaken tired eyes.

- Volu-Firm® Day Cream Sunscreen Broad Spectrum SPF 30†
- Volu-Firm® Eye Renewal Cream



†Over-the-counter drug product

Prices reflect the suggested retail value of the bundles.

\*An Independent Beauty Consultant's initial order with the Company must equal \$600 or more in wholesale Section 1 products to be eligible for the product bonus. The initial order must be received and accepted by the Company in the same or following calendar month that the Independent Beauty Consultant Agreement is received and accepted by the Company. Sales tax is required on the suggested retail value of Section 1 products included in the product bonus. 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.

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### \$87

#### **Botanicals Cleanse & Hydrate** Skin Care Bundle

Enjoy the goodness of clean, moisturized skin.

- Botanical Effects® Cleanse Formula 1 Dry
- Botanical Effects® Hydrate Formula 1 Dry
- Botanical Effects® Cleanse Formula 2 Normal
- Botanical Effects® Hydrate Formula 2 Normal
- Botanical Effects® Cleanse Formula 3 Oily
- Botanical Effects® Hydrate Formula 3 Oily





### Mary Kay® **Favorites Bundle**

Keep customers coming back for more.

- Mary Kay<sup>®</sup> Ultimate Mascara™ in Black
- Mary Kay® Oil-Free Eye Makeup Remover
- TimeWise® Replenishing Serum+C®
- Fragrance-Free Satin Hands® Hand Cream

### Mary Kay® **Color Bundle**

Get back to the basics with color must-haves.

- Mary Kay® Compact Mini (unfilled)
- Mary Kay® Compact (unfilled)
- Lash Love<sup>®</sup> Mascara in I ♥ black
- NouriShine Plus® Lip Gloss in Café au Lait



- NouriShine Plus® Lip Gloss in Berry Dazzle
- Mary Kay<sup>®</sup> Brow Gel



### **Botanicals Freshen & Mask** Skin Care Bundle

Enjoy the goodness of refreshed, revitalized skin.

- Botanical Effects® Freshen Formula 1 Dry
- Botanical Effects® Mask Formula 1 Dry
- Botanical Effects® Freshen Formula 2 Normal
- Botanical Effects® Mask Formula 2 Normal
- Botanical Effects® Freshen Formula 3 Oily
- Botanical Effects® Mask Formula 3 Oily



\$91

### When you order \$3,600 wholesale...



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.

### Get your business off to a powerful start with \$3,600 wholesale inventory. It gives you:

- \$7,200 suggested retail product for \$3,600 wholesale
- Plus, one TimeWise® Skin Care Bundle + your choice of five product bundles!

Products shown represent approximately \$3,600 wholesale inventory. The Company periodically updates product packaging.

Therefore, the product you receive may be packaged differently than shown in this brochure.

one TimeWise® Skin Care Bundle



YOUR CHOICE of FIVE additional product bonus bundles!

(shown on Pages 2 and 3)

worth up to retail value!

To qualify, your initial order must be received and accepted by the Company in the same or following calendar month as vour Independent Beauty Consultant Agreement.

Plus, earn a BizBuilder Bucks \$125 wholesale product credit.\*\*



\$70 suggested retail value (\$35 each)\*



Two Mirrors With Travs



Mary Kay® Brush Cleaner



### Did you know?

Being a product expert is easy with printable fact sheets just a quick click away. Product Central under Products on the Mary Kay InTouch® website has just the information you need on every product you sell.

<sup>\*</sup>Sales tax is required on the suggested retail value of the Section 1 products in the bonus. Suggested retail values can be found at marykayintouch.com.

<sup>\*\*</sup>The BizBuilder Bucks credit will be applied toward the next qualifying order of at least \$400 wholesale (\$800 suggested retail) as long as the order is placed while the Independent Beauty Consultant ("IBC") is still in active status. An IBC is considered "active" in the month a minimum \$225 wholesale Section 1 product order is received by the Company and in the following two calendar months. The credit will expire upon the expiration of the IBC's active status.

<sup>\*\*\*</sup>Once you achieve \$1,800 in wholesale Section 1 orders received and accepted by the Company in a contest quarter, you are eligible for the Ladder of Success pin, one gemstone and a contest prize. See the Star Consultant Program eBrochure for complete details.

### When you order \$3,000 wholesale...



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.

### Get your business off to a powerful start with \$3,000 wholesale inventory. It gives you:

- \$6,000 suggested retail product for \$3,000 wholesale
- Plus, one TimeWise® Skin Care Bundle + your choice of four product bundles!

Products shown represent approximately \$3,000 wholesale inventory. The Company periodically updates product packaging.
Therefore, the product you receive may be packaged differently than shown in this brochure.

one TimeWise® Skin Care Bundle YOUR CHOICE of FOUR additional product bonus bundles!



(shown on Pages 2 and 3)

worth up to retail value!<sup>3</sup>

To qualify, your initial order must be received and accepted by the Company in the same or following calendar month as vour Independent Beauty Consultant Agreement.

Plus, earn a BizBuilder Bucks \$100 wholesale product credit.\*\*



Two Mirrors





\$70 suggested retail value (\$35 each)\*

With Travs Brush Cleaner

### Did you know?

Mary Kay Inc. stands behind the products sold by Mary Kay Independent Beauty Consultants to their customers. If for any reason a customer is not completely satisfied with any Mary Kay® product, it will be replaced without charge, exchanged or the full purchase price refunded following its return to the customer's authorized Mary Kay Independent Beauty Consultant or, if she is no longer active, to the Company with proof of purchase.

<sup>\*</sup>Sales tax is required on the suggested retail value of the Section 1 products in the bonus. Suggested retail values can be found at marykayintouch.com.

<sup>\*\*</sup>The BizBuilder Bucks credit will be applied toward the next qualifying order of at least \$400 wholesale (\$800 suggested retail) as long as the order is placed while the Independent Beauty Consultant ("IBC") is still in active status. An IBC is considered "active" in the month a minimum \$225 wholesale Section 1 product order is received by the Company and in the following two calendar months. The credit will expire upon the expiration of the IBC's active status.

<sup>\*\*\*</sup>Once you achieve \$1,800 in wholesale Section 1 orders received and accepted by the Company in a contest quarter, you are eligible for the Ladder of Success pin, one gemstone and a contest prize. See the Star Consultant Program eBrochure for complete details.

### When you order $^{\$}2,400$ wholesale...



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.

### Get your business off to a powerful start with \$2,400 wholesale inventory. It gives you:

- \$4,800 suggested retail product for \$2,400 wholesale
- Plus, one TimeWise® Skin Care Bundle + your choice of three product bundles!

Products shown represent approximately \$2,400 wholesale inventory. The Company periodically updates product packaging.

Therefore, the product you receive may be packaged differently than shown in this brochure.

**one** *TimeWise*<sup>®</sup> Skin Care Bundle

**YOUR CHOICE** of THREE additional product bonus bundles!



you choose

3

worth up to \$455 retail value!\*

To qualify, your initial order must be received and accepted by the Company in the same or following calendar month as your Independent Beauty Consultant Agreement.

(shown on Pages 2 and 3)

Plus, earn a BizBuilder Bucks \$80 wholesale product credit.\*\*



\$70 suggested retail value (\$35 each)\*



Two Mirrors With Travs



Mary Kay® Brush Cleaner



### Did you know?

Get your Mary Kay business off to a great start with the *MK Rewards*™ Visa® card! As a new *MK Rewards*™ Visa® cardholder, you can fund your Mary Kay business for 12 months at 0% intro interest.† That means no immediate out-of-pocket expenses for you! In addition, you earn 3% cash back rewards on all your *Mary Kay*® purchases and 1% everywhere else. All for no annual fee. Apply today at marykayintouch.com.



- \*Sales tax is required on the suggested retail value of the Section 1 products in the bonus. Suggested retail values can be found at marykayintouch.com.
- \*\*The BizBuilder Bucks credit will be applied toward the next qualifying order of at least \$400 wholesale (\$800 suggested retail) as long as the order is placed while the Independent Beauty Consultant (IBC) is still in active status. An IBC is considered "active" in the month a minimum \$225 wholesale Section 1 product order is received by the Company and in the following two calendar months. The credit will exoire upon the excitation of the IBC's active status.
- \*\*\*Once you achieve \$1,800 in wholesale Section 1 orders received and accepted by the Company in a contest quarter, you are eligible for the Ladder of Success pin, one gemstone and a contest prize. See the Star Consultant Program eBrochure for complete details.
- †APRs are based on creditivorthiness. 0% introductory APR on purchases and balance transfers for the first 12 billing cycles your account is open; after that, a variable APR of 16.24% or 23.24%. Cash advances and overdraft advances APR is 23.99% variable. Penalty APR of up to 29.99% variable. Variable APRs change with the market based on the Prime Rate, which was 3.25% on 12/13/13. Annual fee: None. Minimum Interest Charge: None. Balance Transfer Fee: 3% of the amount of each transaction, but not less than \$5. Note: This account may not be eligible for balance transfers. Cash Advance Fee: 3% of the amount of each advance, but not less than \$10. Foreign Transaction Fee: 3% of the U.S. dollar amount of the transaction, whether originally made in U.S. dollars or converted from a foreign currency. Credit cards are issued by Chase Bank USA, N.A. Subject to credit approval. To obtain additional information on the current terms and information on any changes to these terms after the date above, please visit marykayintouch.com. You must have a valid permanent home address within the 50 United States or the District of Columbia. Restrictions and limitations apply. Offer subject to change. Visit marykayintouch.com for pricing and rewards details.

  You was a valid permanent home address within the 50 United States or the District of Columbia. Restrictions and limitations apply. Offer subject to change. Visit marykayintouch.com for pricing and rewards details.

### When you order \$1,800 wholesale...



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.

### Get your business off to a powerful start with \$1,800 wholesale inventory. It gives you:

- \$3,600 suggested retail product for \$1,800 wholesale
- Plus, one TimeWise® Skin Care Bundle + your choice of two product bundles!

Products shown represent approximately \$1,800 wholesale inventory. The Company periodically updates product packaging.
Therefore, the product you receive may be packaged differently than shown in this brochure.

one TimeWise® Skin Care Bundle YOUR CHOICE of TWO additional product bonus bundles!



(shown on Pages 2 and 3)

worth up to retail value!<sup>3</sup>

To qualify, your initial order must be received and accepted by the Company in the same or following calendar month as vour Independent Beauty Consultant Agreement.

Plus, earn a BizBuilder Bucks \$50 wholesale product credit.\*\*



\$70 suggested retail value (\$35 each)\*



Two Mirrors With Travs



Mary Kay® Brush Cleaner



### Did you know?

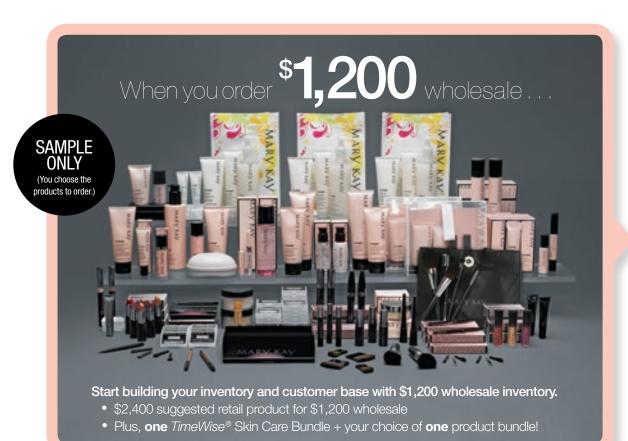


Homeowners, rental, auto and umbrella insurance generally does not cover business-related inventory. That's why MKConnections® has resources to insure your Section 1 inventory. Check out the MKConnections® website for information about PRO Insurance Managers, a company that can provide well-priced plans to help you protect your Mary Kay® business inventory. For more information, visit Pro4.us.

<sup>\*</sup>Sales tax is required on the suggested retail value of the Section 1 products in the bonus. Suggested retail values can be found at marykayintouch.com.

<sup>\*\*</sup>The BizBuilder Bucks credit will be applied toward the next qualifying order of at least \$400 wholesale (\$800 suggested retail) as long as the order is placed while the Independent Beauty Consultant ("IBC") is still in active status. An IBC is considered "active" in the month a minimum \$225 wholesale Section 1 product order is received by the Company and in the following two calendar months. The credit will expire upon the expiration of the IBC's active status.

<sup>\*\*</sup>Once you achieve \$1,800 in wholesale Section 1 orders received and accepted by the Company in a contest quarter, you are eligible for the Ladder of Success pin, one gemstone and a contest prize. See the Star Consultant Program eBrochure for complete details.





worth up to \$228 retail value!\*

**one** *TimeWise*<sup>®</sup> Skin Care Bundle

YOUR CHOICE of ONE additional product bonus bundle





\$35 suggested retail value\*
One Travel Roll-Up Bag
(unfilled)



Two Mirrors With Trays



Mary Kay® Brush Cleaner

### you choose

(shown on Pages 2 and 3)

To qualify, your initial order must be received and accepted by the Company in the same or following calendar month as your Independent Beauty Consultant Agreement.

Plus, earn a BizBuilder Bucks \$35 wholesale product credit.\*\*

worth \$122 retail value!\*

**one** *TimeWise*<sup>®</sup> Skin Care Bundle





\$35 suggested retail value\*

One Travel Roll-Up Bag (unfilled)



Two Mirrors With Trays

To qualify, your initial order must be received and accepted by the Company in the same or following calendar month as your Independent Beauty Consultant Agreement.

Plus, earn a BizBuilder Bucks \$15 wholesale product credit.\*\*

\*Sales tax is required on the suggested retail value of the Section 1 products in the bonus. Suggested retail values can be found at manykayintouch.com.

\*\*The BizBuilder Bucks credit will be applied toward the next qualifying order of at least \$400 wholesale (\$800 suggested retail) as long as the order is placed while the Independent Beauty Consultant ("IBC") is still in active status. An IBC is considered "active" in the month a minimum \$225 wholesale Section 1 product order is received by the Company and in the following two calendar months. The credit will expire upon the expiration of the IBC's active status.

## the rewards go on and on!

**Ready, Set, Sell!** As a new Mary Kay Independent Beauty Consultant, the fun is just beginning and so are the rewards that come with building a strong customer base and maintaining consistent retail sales. Since the rewards go on and on, be watching your future orders for helpful business-building materials. Everything is in place to help you succeed, including rewarding programs like these.



#### Earn FREE\* BizBuilder Bucks credit on future product orders.

- For every \$400 or more wholesale Section 1 order you place, you can receive credit toward your next order of \$400 or more wholesale Section 1.
- You choose the products you want and need with the credit you earn.

#### Enjoy the prizes and perks of being a Star Consultant.\*\*

- You can earn fabulous prizes like jewelry, accessories and electronics every quarter that you achieve Star Consultant status through consistent retail sales.
- Earn the prestigious Ladder of Success pin that signifies your success.
- Receive customer referrals from the Consultant Locator as a Star Consultant with a Mary Kay® Personal Web Site.



#### **Save with Customer Delivery Service.**

- Save time, gas and money by having orders sent directly to you customers from the Company.
- Ship to your customers for just \$5.75\*\*\* for all orders under \$100 wholesale. Plus, include a copy of *The Look* catalog or two samples in every order for no additional charge.

#### Visit Mary Kay InTouch® for full details on these exciting programs.

<sup>\*</sup>The BizBuilder Bucks credit will be applied toward the next qualifying order of at least \$400 wholesale Section 1 (\$800 suggested retail) as long as the order is placed while the Independent Beauty Consultant ("IBC") is still in active status. An IBC is considered "active" in the month a minimum \$225 wholesale Section 1 product order is received by the Company and in the following two calendar months. The credit will expire upon the expiration of the IBC's active status.

<sup>\*\*</sup>Star Consultant images are representative only. Prizes change quarterly and are available while supplies last.

<sup>\*\*\*</sup>The shipping and handling fee for Customer Delivery Service orders of \$100 wholesale or more is \$9.35. The shipping and handling fee is \$37 for Customer Delivery Service orders to Alaska, Guam, Hawaii, Puerto Rico and the U.S. Virgin Islands.

### New Independent Beauty Consultant

Name: \_

### Inventory Worksheet

Before reviewing the ordering options featured in this brochure, you may want to complete this inventory worksheet with your Independent Sales Director or recruiter. The worksheet is designed to assist you in determining your ideal inventory investment.

1. What are you	r Mary Kay goals?	Check th	ne answers that best apply to you:		
Desired M	onthly Earr	nings	Selling Appointments		
\$400 t	0+ = 4 points to \$1,199 = 3 points to \$799 = 2 points to \$399 = 1 point		3 or more appointments per week = 4 points 1 to 2 appointments per week = 3 points 2 to 3 appointments per month = 2 points 1 appointment per month = 1 point		
Success N	/leetings				
I plan	to attend success	meetings	ess meetings each week. = 3 points twice a month. = 2 points when they fit into my schedule. = 1 point		
Goals (check	k all that apply)				
I would	d like to earn the u	use of a M an Indeper	of customers. = 2 points  Italian larger than the state of the state o		
•	•	-	/ category for you.*		
13 poi	nts or more:		wholesale category or more wholesale category		
11 poi			wholesale category		
	) points:		wholesale category		
5 to 7	points:	\$1,200	wholesale category		
2 to 4	points:	\$600 wh	holesale category		

<sup>\*</sup>Purchasing inventory is an individual decision, and it's certainly not a requirement for you to begin your Mary Kay business. We always recommend that you determine what activity level you plan to pursue in your Mary Kay business. Then, if appropriate for your personal circumstances, invest in a level of inventory that supports that activity. If you decide that this opportunity is not right for you, Mary Kay will repurchase, at 90 percent of your original net cost, original and unused Section 1 products, as long as these items were purchased by you from the Company within one year prior to return. Please refer to your Independent Beauty Consultant Agreement for complete details.