

A GREAT CHOICE

GEMS

JOY BAILEY-GRESS'
GENUINE GEMS MARY KAY UNIT



Communication is Key!

My email: genuinegem@roadrunner.com

My toll-free phone number: 866-319-2657

My fax number: 334-341-4609

Company Website: www.marykayintouch.com

Unit Website: www.myunitsite.com/jgress (password: dream)

Future Genuine National Area
Walking in Faith, Changing Lives, Designing Futures

Local to Joy, Success Meeting Info:
MK Studio Training Center
Every Monday Night 7pm-8:30pm
1247 Rucker Blvd. Suite 10 Enterprise, AL

NEW CONSULTANT PACKET

**I have a premonition that soars on silver wings
It is a dream of your accomplishments of many wondrous things
I do not know beneath which sky or where you'll challenge fate.
I only know it will be high, I only know it will be great!
~ Unknown**



Welcome to our Unit!

I am so excited to be the first to welcome you to the best business opportunity for women in America! We are so glad to have you in our group. There must be a million questions running through your mind right now and I can assure you that this is normal. I was so excited when I joined in 1998. I wanted to learn everything now.....right now. Be patient with yourself.

I began my business in November of 1998. I have been in the National Court of Sales three times: earning three incredible rings! I have been in the National Court of Sharing six times: earning six diamond bumblebees and earning 23 Gold Medals! I have been a consistent Star Consultant for 48 quarters. My unit has been recognized in the Circle of Achievement nine times - with the highest in the \$450,000 category. My highest commission check in one month was over \$9,600 - NOT COUNTING my personal sales or my brand new PINK Cadillac! I've earned seven cars since 2002, with four being the famous pink Cadillac. I was selected by my peers as a monthly Go-Give, one of the highest honors in all of Mary Kay, for the Pearl Division for July 2006. Our exciting unit goals this year include building 5 NEW Directors! Will one of them be YOU? Whatever goals you have for your Mary Kay business, I will be watching with pride as you carve your own path and pursue your dreams! I encourage you to jump right in and grow along with us.

Your journey in Mary Kay will be one of both personal and professional growth. I encourage you, first and foremost, to be a good student. You can learn all you need to know about makeup in one day but you will spend years learning about yourself and others, attitude management, time and money management, etc. It will be both exciting and rewarding.

Enclosed in this welcome packet you will find ideas on how to get your business started. I encourage you to listen to the "Making a Business Decision" CD within the next 24 hours. I will call and follow up with you to answer any questions you may have and to help you get started. We will discuss all of your questions and concerns in detail. I am here to train and support you along your new journey!

A system of learning has been developed just for you. Begin with your welcome packet. Each assignment is designed to build a specific skill. Your weekly success meetings are your first baby steps. Each week, we have Success Events for training and recognition. Attendance at the Success Events, whenever possible, will be vital to your success in this business. It is a fabulous opportunity to learn the business and get to know other Consultants and Directors. You should try to never miss these - "Those that show up, go up!" If you are not local to me, I will locate a Mary Kay Success Event/Unit Meeting near you.

As your Director, it's my job to match my time with 100% of your efforts. This business is truly what you design it to be, and I'm here to help in any way that I can. Congratulations on your new business and welcome to our Genuine Gems unit!

Joy Bailey-Gress
Senior Sales Director

Welcome to Mary Kay!

As a new Independent Beauty Consultant, you can receive a **“NEW LOOK” FREE** from Mary Kay. A complete Color 101 Set customized specifically for you by Mary Kay is waiting for you, but you must act quickly! This free set includes the following products:

- 3 MK Mineral Eye Colors
- MK Mineral Cheek Color
- MK Eyeliner
- MK Lip Liner
- 2 MK NouriShine Plus Lip Glosses
- Black Lash Love Mascara
- Mini Compact
- 2 Eye Applicators
- Cheek Color Brush



The total value of your Free Color 101 Set is \$115!

To receive your customized, FREE, Color 101 Set, **you must place a \$600 wholesale order or greater within your first 15 days as a new Consultant!**

The FREE Color 101 set is in addition to any other FREE product bonuses that you receive when you place your first order. Don't let this opportunity pass you by!

Your agreement was submitted on:

Make sure to place your first order within 15 days to receive your FREE Color 101 Set!!

Follow these simple directions:

1. Log on to the Mary Kay Intouch website at www.marykayintouch.com.
2. If this is the first time you are logging on, you will be asked to create a password and a marykay.com email for forwarding address.
3. If it is within 15 days of submitting your agreement, you'll then be directed to the Signature Look web page where you will complete an on-line questionnaire that includes a series of questions about your coloring and facial features. Once the questionnaire is complete, you'll be directed to continue on through Smart Start or on-line ordering.

Your customized NEW LOOK is just a step away! Remember to qualify, you must place a \$600+ wholesale order within your first 15 days!

Unit Name:
Genuine Gems

National Area:
Go-Give

Seminar:
Pearl Division

Unit #:
AV14

Your Consultant #:

Your Recruiter:

www.marykayintouch.com

*To log in, you will need your Consultant # shown above
and a password of your choice.*

*This is where you will order your products, learn about the
company, receive training, contest info, product
education and updates, and much more!*

It is a DAILY MUST!!

My Office Information

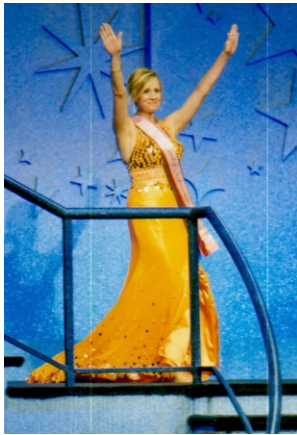
113 Crescent Drive Enterprise, AL
genuinegem@roadrunner.com
334-477-5623 or 866-319-2657

www.myunitsite.com/jgress (password: dream)

Training Center Information

MK Studio
1247 Rucker Boulevard Suite 10 Enterprise, AL

unit information



about Joy

Joined Mary Kay in November 1998 while working 3 jobs as a single mother. "I wanted a little; God knew I needed a lot" and blessed me through this amazing company. I became a Sales Director in June 2002 after earning my 1st career car in May 2002. I cherish most the everlasting friendships I've made through Mary Kay. My most treasured honor was being nominated the monthly Ms. Go Give in July 2006 for the Pearl Seminar. I am married to Brandon, who serves in the U.S. Army, and have two grown children. I enjoy rescuing animals, shopping, walking my dogs, reading, and exercising. I am excited for the growth of our Future National Area, helping women discover their God-given talents. Our Area mission statement is to Walk in Faith, Change Lives & Design Futures.

Name: Joy Bailey-Gress

Family: husband and 2 grown children (1 boy, 1 girl)

My favorite MK memory: spending time with my National Emeritus Joan Chadborn

People would be surprised that I: won an ice cream eating contest! I have skydived, parasailed and zip lined.

Best Asset: personality

To unwind, I: run, walk my dog & read.

My favorite city: Austin, TX

Best book I ever read: *The Greatest Salesman in the World*

My favorite meal: anything someone else has cooked!

I usually order: more than I can eat.

My favorite time of day: mid-morning

Hobbies: caring for animals & shopping

I collect: magnets from places I visit.

I am motivated by: being better.

Best advice I ever got: Look up, to not miss the view!

Advice I'd Give a New Consultant:

Don't try to learn everything before getting started...Get started and learn as you go!

My Favorite Mary Kay Gift: my girlfriends

I Describe Our Company As: Life changing!



Yearly Unit Goals

\$650,000 Unit Club

5 Offspring Sales Directors

3 Grand Achievers

65 Star Consultants

3 Gems in National Court of Sales

3 Gems in National Court of Sharing

let's get ready...

Let's Get Ready...

Congratulations on becoming a Mary Kay Beauty Consultant!! I am so excited that you have chosen to start your own Mary Kay business, and I have designed the next few pages with you in mind! Now, whether you've started Mary Kay as a fun hobby, as a way to earn some great part-time cash, or as the means to replace your current income, you're in the right place because I've taken all the guess work out of how to get your business off on the right foot. One great thing to remember about Mary Kay is that you'll always have the freedom to move at your own pace, and to position yourself for long-term success, the following information is provided as a step-by-step guide to help you get started!

STEP 1: Setting up for success

STEP 2: Getting Started

STEP 3: You're in business

Step 1: Setting up for Success

step 1

Now that you are a new Beauty Consultant, you have some great options for how you would like to begin your business. The best news is that your Director or Recruiter is available to walk you through each and every step along the way and to answer any questions you may have!

Key decisions and activities to focus on **Right Now:**

1. Visit www.marykayintouch.com

Sign on to your InTouch homepage. Here you can set up your website, take advantage of your free offer from MKConnections, and fill out your Signature Look Questionnaire. Be sure to set up your PROPAY account.

2. Meet with or have a conference call with your Director and make a product decision.

It's important to meet with or talk with your Director within your first few days so that you can hear all of the options that are available to you and take advantage of some time-sensitive incentives that Mary Kay offers only to New Consultants. Your director will help you determine the best course of action for you depending on how you want to run your business!

3. Create your contact list.

Your contact list is a great tool to help you make decisions about where to take your business! Think through your friends, family, acquaintances, co-workers, college/high school friends, etc. It's okay if you think that they won't be interested in Mary Kay, but you never know who else you might think of by including that initial person! (See next page for some memory enhancers)

4. You have 1 of 2 ways to launch your business.

1. Power Start and/or
2. Business debut conducted by your sales director when you begin your business with a Sapphire Star inventory level.

Get with your Sales Director immediately and let her know how you want to launch your business.



FREQUENTLY ASKED QUESTIONS FROM NEW CONSULTANTS

1. How do I log into the Mary Kay Intouch website?

Go to www.marykayintouch.com and you will need your consultant number and password.

2. How do I set up my Personal Shopping Website?

Go to www.marykayintouch.com and log in as a consultant. You will have the option to purchase your website for \$25 in the month you begin your business or the following month.

3. How do I order my business cards?

Go to www.marykayintouch.com and order business supplies through MKConnections.

4. How do I accept credit cards as a payment from my customers?

You'll need to set up a Propay account. Log into Intouch and click on "Propay" under the "Ordering" heading. Click on "Sign-Up" and follow the simple steps outlined.

5. How do I order my product?

Your Director will place your first order for you. After your initial order, you can order on www.marykayintouch.com by clicking on the "Ordering" heading at the top of the page. You may also mail in your order using an Order Form or call Customer Service at 800-272-9333 (there is a charge for telephone ordering).

6. My order is missing a product or has an extra product. What do I do?

Call Branch Customer Service at 800-272-9333.

7. How do I get a Mary Kay sticker for my car?

You will earn the Mary Kay sticker as a gift from your director, when you place your first product order.

8. How do I fill out a Weekly Accomplishment Sheet?

All Weekly Accomplishment Sheet instructions are on www.marykayintouch.com under the "Business Tools" heading.

9. When do I receive my "Star Consultant Ladder"?

After the quarter ends (3/15, 6/15, 9/15, or 12/15), the company begins the mailing. Please call Branch Customer Service if you do not receive it within 8 weeks (800-272-9333).

Step 2:

Getting Started

Step 2 is where being a New Consultant gets even more fun because you can start to **make money** as you build your business, and you gain more confidence by completing some “behind-the-scenes” work that will get you off to a great start!!

Key decisions and activities to focus on during **WEEKS 1, 2 and 3** as a New Consultant:

1. Choose to start with a Perfect Start or a Power Start!

As you are deciding how to begin holding appointments as a New Consultant, remember that you have the freedom to move at your own pace. Choosing to start with a **Perfect Start** or a **Power Start** allows you to introduce your friends and family to your new business while helping you master the business basics, make money, and earn prizes all at the same time! Need help knowing just what to say?

2. Complete the All-Star Checklist on the next page

The All-Star checklist was strategically designed to set the stage for success in your Mary Kay business. The best time to get started is after your Perfect or Power Start is scheduled. Have Fun!

3. Participate in Training

Conference training calls cover booking, coaching, Skin Care Class procedure and basic team building. You can call in from the convenience of your home on Sunday nights at 8pm CST (dial 712-432-1680 pin 993713# for access). I also send out weekly “Hot Tips & Cool News” emails to keep you up-to-date and motivated.

4. Get plugged in to your weekly UNIT MEETINGS!

Each week you have the opportunity to plug into a Success Event that provides training and support for you as you build your business. If you are local to me, these meetings are currently being held at the MK Studio (1247 Rucker Blvd. Suite 10) on Monday nights at 7pm .

Want to get your new business off to a **POWERFUL START?!?**

This sheet contains "step-by-step" instructions to your success. Please follow this All-Star Checklist for strongest results in your first 30 days. If you want success fast, stick to the Checklist. If you ever feel overwhelmed, go back to the Checklist. Regardless of any other information you receive along the way, **STAY WITH THIS CHECKLIST!**

Name: _____ **Start Date:** _____

ALL-STAR CHECKLIST (to be completed in your first 30 days)	
	Listen to the "Making a Business Decision" CD to determine your inventory needs. Make your decision within 24-48 hours and then work with your Director to place initial order to be sure you take advantage of all first-time ordering bonuses . The Signature Look bonus will expire 15 days from your start date.
	I have ordered my BUSINESS CARDS , set up my Mary Kay WEBSITE & set up PROPAY account so that I can process customer credit cards.
	I have visited www.myunitsite.com/jgress (password: dream)
	After sharing my goals with my Director, I have made an inventory decision for my business.
	I have created my contact list of 30 - 100 names. These contacts will be the start of my business. Don't pre-judge...I will invite everyone I would invite to my wedding. I will make a special mark next to those people who I might would like to have on my team.
	I understand the Perfect Start and Power Start challenges and will complete my booking blitz by my 14th DAY as a consultant to hold at least 5 classes by the end of my first 30 days.
	I have studied the educational tools and watched the Skin Care Class DVD that came with my Starter Kit, at least 2-3 times .
	I have listened to the Sunday Night Conference Training Call (712-432-1680 access code 993713#) every Sunday night at 8pm CST and the LIVE Marketing Call every Tuesday night at 8pm CST (same #).
	I have my Skin Care Class supplies put together and ready to go with my demo products in my demo Travel Roll-up Bag.
	I have tried all the products in my Starter Kit . Use all products, from head to toe. Study the Look book & Beauty Book to become familiar with products and prices.
	Open a BANK ACCOUNT for your business and keep your business funds SEPARATE . Go to a bank that offers accounts with FREE checking and a debit card.



Completion Bonus:

Complete all of the tasks within your **first 30 days** and receive this gorgeous jeweled MK calculator.

Step 3:

You're in Business

Step 3 is all about creating a sustainable, profitable business as you move into the future!

Key decisions and activities to focus on during **WEEKS 4, 5, and 6** as a New Consultant:

1. Complete Perfect Start or Power Start & Pearls of Sharing

The best training in Mary Kay is on-the-job training! As you wrap up your first Perfect Start or Power Start, you are on your way to becoming a master Beauty Consultant. Congratulations! Be sure to complete your **Power Start tracking sheet** to receive the recognition and prizes for all of your great work! **TRACKING IS A HUGE PIECE OF THE SUCCESS OF YOUR BUSINESS!**

2. Share the Mary Kay Business Opportunity

To help you master sharing the facts about our great company, our fantastic products, and our business plan, we recommend that you complete 5 practice interviews with your Director within your first 30 days.

One of the most rewarding aspects of Mary Kay is the privilege of sharing this amazing opportunity with other women. Most consultants set a goal to achieve **Senior Consultant status within their first month** of business. Once you add your first active team member, you will receive the coveted Senior Consultant Pin Enhancer to signify your first promotion along the Mary Kay Career Path! Speak with your director for more details.

3. Business systems up and running

As the Mary Kay business basics become more familiar, check out the training available on Intouch (www.marykayintouch.com) You can learn more about great topics like: customer service, time management, advancement, and money management!

4. BEGIN YOUR NEXT PERFECT OR POWER START!

satin HANDS CHALLENGE



The Satin Hands Pampering Set is one of our best-selling products and by completing this challenge in 2 weeks, you can earn a fabulous prize!!

When you sell 25 sets, the retail total will be \$850 & you earn the Grand Prize!

When you sell 20 sets, the retail total will be \$680 & you earn a fabulous prize!

When you sell 15 sets, the retail total will be \$510 & you earn a great prize!

When you sell 10 sets, the retail total will be \$340 & you earn a prize!

My name: _____ My 2-week time period: _____

Name	Phone Number	# of Sets	Sub Total	Tax	Total
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					
18.					
19.					
20.					
21.					
22.					
23.					
24.					
25.					

what to wear to Mary Kay appointments, meetings & events

dress for success

Mary Kay Ash asked two things of us...never break the Basic Skin Care Set, and wear a skirt or dress to all Mary Kay Appointments and Events.

Mary Kay Consultant

Dress or Business Suit, black or neutral hose when appropriate, and professional dress shoes. Mary Kay logo pin.



Mary Kay Senior Consultant

Same attire as MK Consultant with MK Senior Consultant Enhancer.



Star Team Builder

Black skirt, white blouse, RED Jacket with Star Team Builder Enhancer, black or neutral hose when appropriate, and black professional dress shoes.



Team Leader

Same attire as Star Team Builder except Team Leader Enhancer is worn.



Future Sales Director

Same attire as Team Leader RED Jacket with Future Sales Director Enhancer and scarf, black or neutral hose when appropriate, and black professional dress shoes.



DIQ/Director in Qualification

Black skirt, BLACK blouse (DIQ only), RED Jacket with Future Sales Director Enhancer and scarf, black or neutral hose when appropriate, and black professional dress shoes.



Your Mary Kay Pins are a representation of your incredible accomplishments in your business and should be worn with pride. However, be careful not to overdue it. Too many pins adorning your lapel can look cluttered and distasteful. A good rule of thumb is no more than 3 pins including your Mary Kay Logo Pin. Your Ladder of Success Pin and Power Start Pin are always great choices.

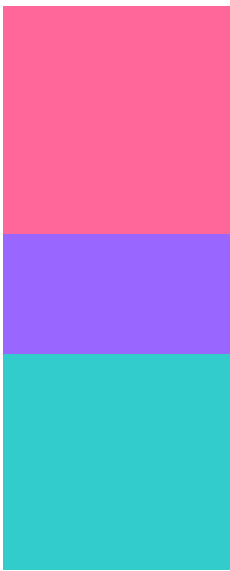


Taking pride in your appearance and the way your starter kit and mirrors look is all a part of Business Etiquette. You cannot expect to sell the product if you do not wear the product.



power up checklist

- Perfect Start** - facial 15 customers in a 2-week period beginning with your first class or facial.
- Power Start** - facial 30 customers in a 1-month period beginning with your first class or facial.
- Pearls of Sharing Earrings** - hold 3 team building appointments in your first 2 weeks.
- Pearls of Sharing Bracelet** - hold 6 team building appointments in your first month.
- Pearls of Sharing Necklace** - add 1 new personal team member in your first month who places a minimum \$600 wholesale initial order.
- Power Start Plus** - facial 30 customers (Power Start) and share the opportunity with 6 people (Pearls of Sharing) in your first month.
- Bronze Medal** - add 3 new personal team members in one calendar month.
- Silver Medal** - add 4 new personal team members in one calendar month.
- Gold Medal** - add 5 new personal team members in one calendar month.
- Red Jacket** - add 3 active team members within your first 30 days and receive your Red Jacket FREE!





Be On Time...

*...for these great bonus gifts from me.
Setting you up for success is my #1 job!!
Let's take a look at all of the great gifts
I have in store for you!*

Look what you get!

Your Starter Kit –
Get Your Beautiful Future Started!

*What a bargain!
Full Retail Value of
your Starter Kit is
over \$410 plus close
to \$100 in business
tools, making it a
great value at
\$100+tax!!*



**Plus
from
me!**

For joining within 24 hours after hearing Mary Kay business plan, you will receive our Unit Ring!



For listening to inventory hotline/ CD and calling Joy within 2 days, you will receive the matching earrings!



For placing a \$600+ order within 15 days from joining, you will receive the pendant.





Yearly Mary Kay Company & Area Events

I was once told, "ALWAYS attend a Mary Kay event,
no matter what!"

It was some of the best advice I have ever been given. Remember,
this is YOUR business and these are events provided to help YOU
increase and better your business in many, many ways. I have said
it many times, if I had not attended Seminar right after joining Mary
Kay, I would not be a Sales Director today!
You won't ever regret attending!

OCTOBER

Go-Give Fall Advance - dates vary based on location attending
One day event

All Consultant and Director Levels

JANUARY

LEADERSHIP CONFERENCE
2013 - Los Angeles, CA
2014 - Miami, FL

Sales Directors of all levels

FEBRUARY

Feel the Power Retreat
1st weekend in February
Sandestin, FL

All Consultant and Director Levels

MARCH

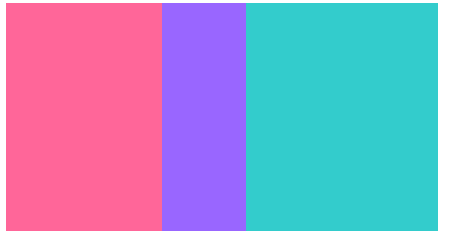
CAREER CONFERENCE - dates vary based on location attending
One and a half day event

All Consultant and Director Levels

JULY

PEARL SEMINAR Dallas, TX

All Consultant and Director Levels



Questionnaire

***** Return this sheet to me ASAP and receive your *****

Meg's Skin Care Class CD!

Please take a few minutes to fill out this questionnaire and mail or fax it back to me.
113 Crescent Drive :: Enterprise, AL 36330 :: 334-341-4609 fax

Name _____ Recruiter _____
 E-Mail Address _____ Home Phone # _____
 Cell Phone # _____ Work Phone # _____
 Address _____ City _____
 State _____ Zip _____ Birthday ____/____/____ Married _____ Children _____

I'd like to earn \$_____ weekly.

I am willing to put _____ hours into my Mary Kay business each week.

I'm interested in moving up to a management position of Team Leader (career car)___ or Director___.

My wildest Mary Kay vision is _____
_____.

What are some of your immediate goals and desires? _____
_____.

What do you expect from me, as your Director, that will help you the most? _____
_____.

What is going to inspire you? _____
_____.

Would you agree experience helps us to learn and the best results are achieved just by making a start? _____.

What would you like to purchase for yourself with your first three months profit? _____
_____.

Please share with me a little about yourself, your past work experience, and your family! Feel free to write on the back of this page if you like. Thank you!! _____

_____.

Husband's Name _____ Husband's Email address _____

Company Quick Facts

Quick facts about Mary Kay®

About Sales

Mary Kay Inc.'s global wholesale sales are \$2.5 billion.

About the Ultimate Goal

More than 600 women worldwide, have become Independent National Sales Directors, the highest status within the independent sales force.

About Mary Kay Independent Sales Directors

More than 39,000 women across the world have become Independent Sales Directors.

About Manufacturing

Mary Kay develops, tests, manufactures and packages the majority of its own products at its state-of-the-art facilities in Dallas and China.

About Science

Mary Kay scientists regularly consult with independent dermatologists and other medical experts around the world.

About Quality

In a typical year, Mary Kay spends millions of dollars and conducts more than 300,000 tests to ensure that Mary Kay® products meet the highest standards of quality, safety and performance.

About Testing

Mary Kay does not support animal testing. Mary Kay is committed to the elimination of animal testing and is a strong advocate of utilizing alternative methods to substantiate the safety of our ingredients and products. We do not conduct animal testing on our products or ingredients, nor ask others to do so on our behalf, except when absolutely required by law. For more than two decades, we have been a global leader in helping to develop alternative testing methods for product safety. This commitment continues today, in partnership with global regulatory agencies that manage cosmetic safety, with animal advocacy groups, and with leading animal alternative researchers in an effort to gain global acceptance of these new approaches.

About our Headquarters

Mary Kay World Headquarters is located in the town of Addison; a suburb of Dallas, Texas, USA

The Mary Kay Foundation

Throughout her life, Mary Kay Ash showed others how to live. And how to give. It is a nonprofit foundation that receives donations from members of the general public, the Mary Kay independent sales force and employees. TMKF funds research grants to help find a cure for cancers affecting women, and domestic violence against women. Since the Foundation began in 1996, our support for vital programs has surged from \$500,000 in 1997 to \$3.6 million in 2004 to \$5.1 million in 2010.

The mission of the TMKF is two-fold:

- We are committed to eliminating cancers affecting women by supporting top medical scientists who are searching for a cure for breast, uterine, cervical and ovarian cancers.
- We are committed to ending the epidemic of domestic violence by providing grants to women's shelters and supporting outreach programs.

MARY KAY

One of the
**greatest
female
entrepreneurs**
in American
history



Charming. Spirited. A one-of-a-kind success story. Over the years, there have been many successful business leaders but none as unique as Mary Kay Ash, Founder of Mary Kay Inc. Her accomplishments left an unforgettable mark on American business and opened the door for women around the world to experience success on their own terms.

“You can do it!”

These words embody the very spirit of Mary Kay Ash and the Company she created. It’s the spirit she learned as a child growing up in Hot Wells, Texas. When facing new and daunting tasks, her mother encouraged her with, “You can do it, Mary Kay. You can do it.” Mary Kay Ash did more than embrace this empowering spirit – she passed it on through a remarkable company that would inspire millions in generations to come.

That company story didn’t begin until Mary Kay Ash faced a situation all too familiar to women. After 25 years in the direct selling business, Mary Kay Ash resigned her position as a national training director when yet another man she had trained was promoted above her – at twice her salary. Her response was visionary. At first, she started writing a book that would help women gain the opportunities she had been denied. But soon she realized she was creating a plan that would do much more than give advice. It formed the foundation for a new opportunity where women could develop their talents and achieve unlimited success.

“I envisioned a company in which any woman could become just as successful as she wanted to be. The doors would be wide open to opportunity for women who were willing to pay the price and had the courage to dream.”

So in 1963, with her past experience, her plan and \$5,000 in savings, Mary Kay Ash enlisted the help of her 20-year-old son, Richard, and created Beauty by Mary Kay. It was a first – a company dedicated to making life more beautiful for women. It was founded not on the competitive rule but on the Golden Rule – on praising people to success – and on the principle of placing faith first, family second and career third. It was a company, as Mary Kay Ash often said, “with heart.”

“The success [of Mary Kay Inc.] is much, much deeper than just dollars and cents and buildings and assets. The real success of our Company is measured to me in the lives that have been touched and given hope.”

Today her vision, her courage and her unwavering spirit continue to bring women the opportunity to achieve their potential and bring their dreams to life. With more than 1.8 million Independent Beauty Consultants throughout the world, Mary Kay carries on the legacy of Mary Kay Ash – inspiring, enriching and empowering women to do great things.

Learn more about the remarkable story of Mary Kay Ash at www.marykaytribute.com.