

welcome!

TO YOUR BEAUTIFUL JOURNEY



MARY KAY®

YAY! YOU'RE HERE!



WELCOME TO THE MARY KAY FAMILY! Think of this journey as a personalized business plan that's simple, exciting and interactive – designed with quick wins and long-term gains in mind. And while this path is unique to you, you won't be alone. Encouragement and support will surround you every step of the way, because this journey isn't just meant to help you have a great experience, it's also meant to reveal the greatness within.



ARE YOU READY? WHEREVER YOU GO, IT'S GOING TO BE GREAT!

GET STARTED by scanning this QR code to watch a welcome video created just for YOU! You can also access this video on Mary Kay InTouch®.

WATCH NOW!

WHAT'S IN YOUR WELCOME PACKET?

★ ★ *Let's unpack it!* ★ ★



PRODUCT SAMPLES

Let's start with the most exciting part! Try each sample to experience the excellence of Mary Kay® skin care or share them with a friend. Scan this QR code to see order of application tips and tricks.



GREAT START® BROCHURE

Read it to discover how you can achieve quick wins right from the start – within your first four months – such as earning up to 50% profit on everything you sell with personal retail sales of \$450 in one month.



THE LOOK

Browse this seasonal selling staple to see new products and signature essentials – including skin care, color and pampering must-haves – that your customers are sure to love. You can also flip through a digital version of *The Look* on marykay.com in the Interactive Catalog!



BEGIN WITH THE SIX MOST IMPORTANT THINGS!

Take your first steps by checking off this top six list.

1 **CONNECT** with your Sales Director or recruiter for support to help you begin your journey.

2 **EXPLORE** New Beauty Consultants Start Here on Mary Kay InTouch® to get familiar with this absolute go-to for all the resources you'll want to start your business strong. Set up your My Shop, a seamless experience where your customers can see and buy Mary Kay® products, and receive them via direct shipping.

3 **MAKE** your Mary Kay business official by announcing it on social media! Flip this Welcome Brochure over to take a selfie with the I CHOSE MARY KAY sign. Post it on your social media channels with #MyMKLife and tag the Mary Kay U.S. account.

4 **CREATE** a contact list of friends and family members you'd like to share Mary Kay® products with.



5

ACCESS the digital version of the Great Start® Brochure, personalized tracking reports, checklists, videos, education and more on Mary Kay InTouch®.



6

SCHEDULE your Grand Opening with friends and family either in person or virtually. You've got this!

THE SIX MOST IMPORTANT THINGS LIST IS A DAILY PRACTICE MARY KAY ASH BELIEVED IN. WRITE DOWN THE SIX MOST IMPORTANT THINGS YOU WANT TO ACHIEVE EACH DAY, AND COMPLETE WHAT YOU CAN. WHAT YOU DON'T COMPLETE MOVES TO THE TOP OF TOMORROW'S LIST. IT'S A SMALL HABIT THAT CAN YIELD BIG RESULTS!



★ *consider your* ★ **BUSINESS NEEDS!**

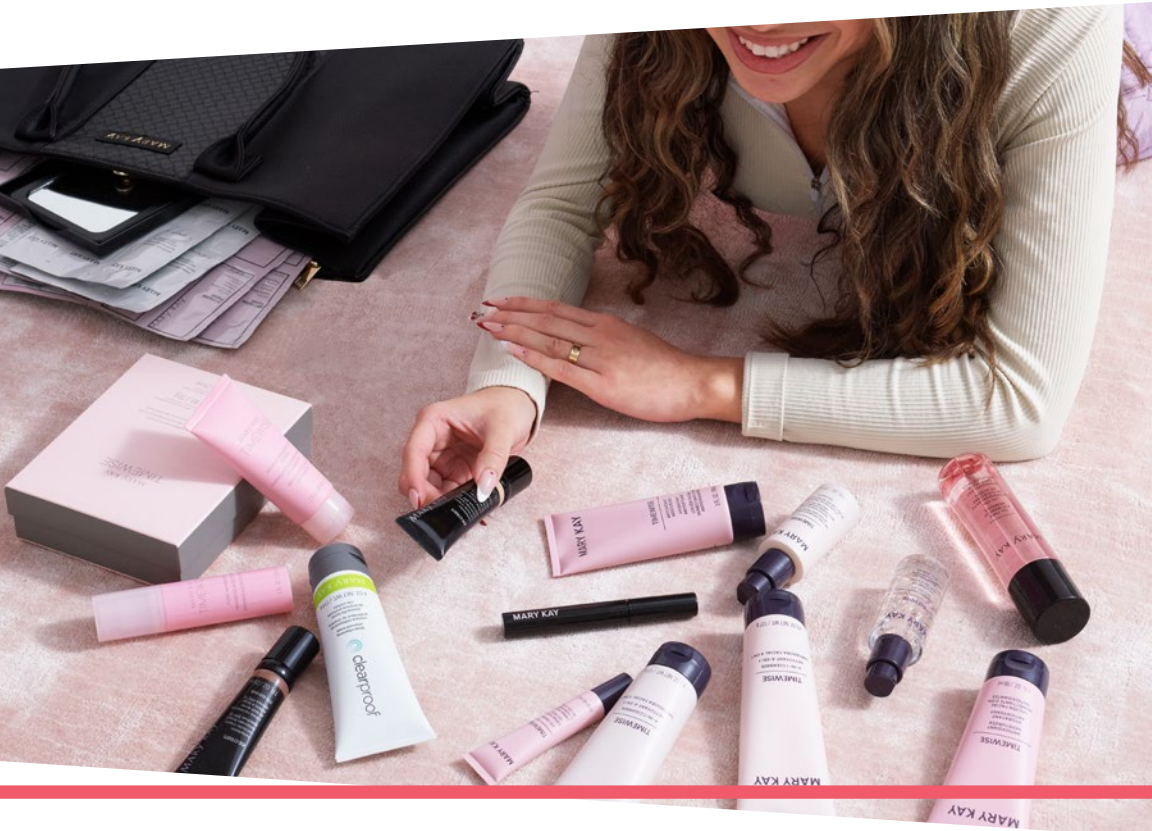
Did you know that you have **15 DAYS** from your start date to add on Mary Kay® Pro Start? Consider what this addition includes and how it can help support your in-person, virtual and hybrid parties.

YOU HAVE MARY KAY® eSTART.

YOU CAN ADD:

MARY KAY® PRO START*

Go to **Mary Kay InTouch® > Education > New Beauty Consultants Start Here** to see the complete list of Mary Kay® Pro Start items.



*Mary Kay® products contained in the Mary Kay® Pro Start are not intended to be purchased from the Company for resale and are for demonstration purposes only. All terms, conditions, rights and/or restrictions set forth in the Independent Beauty Consultant Agreement with Mary Kay Inc., including the Company's 90% Repurchase Policy, apply.

The Company reserves the right to change or update products, packaging and programs.
Please go to the Mary Kay InTouch® website for the most up-to-date information.

LEARN TO SELL WITH CONFIDENCE.

Ready to start selling? Here's everything you need to sell with confidence – from online education to innovative apps to share-worthy resources – all in one convenient place.

Scan this QR code to access them all.



GET STARTED!



Meet your online learning platform, which provides a modern, on-demand approach to education – complete bite-sized lessons anytime, anywhere that will boost your confidence every step of the way.



**MARY KAY®
MIRROR ME
APP**

Meet your glam assistant, which allows your customers to virtually try on hundreds of Mary Kay® products, shades and specially curated makeup artist looks before they buy them.



**MARY KAY®
SKIN
ANALYZER APP**

Meet your skin care assistant, which can help you make pro-level product recommendations in a snap. In one quick scan, you'll be able to evaluate your customers' complexions and provide personalized regimens.

**MARY KAY
PRIDE POINTS**

Meet your Mary Kay pride, which can help you share your love of this family-owned and -led Company – from our female-founded origins to our innovative products to our empowering philanthropy and inspiring core values.

I **Ch**OSE
MARY KAY[®]



#MYMKLIFE