

MARY KAY MARKETING PLAN AND INFORMATION FACT SHEET

WE ARE NOT A MULTILEVEL COMPANY:

- Consultants and Directors purchase their products directly from one of 6 Mary Kay distribution centers in the U.S.
- Commissions and bonuses are paid by Mary Kay Cosmetics straight to the Consultant and Director.
- We have no “territories” within the United States- we can conduct skin care classes and recruit anywhere we choose.
- We have several insurance plans available for you, your family and your product.

AREAS OF INCOME:

• SKIN CARE CLASSES AND FACIALS

- Skin Care Classes= 3-6 women present
- Facial = 1=2 women present
- 40%-50% profit
- Average class length- 2 ½ hours (including driving time to and from class).
- Average class sales- \$150.
- Average income/hour (profit) \$25.

• REORDERS

- The product is consumable (like flour, bread, and milk).
- 40%-50% profit
- Average customer purchases \$150/year.

• DOVETAIL

- If, for any reason you cannot hold a scheduled class, you can ask a sister Consultant to conduct it for you. She will pay you 15% of the total sales from that class, because you were the consultant who originally scheduled the class.

• TEAM BUILDING

- You will earn a commission for sponsoring other women into Mary Kay Cosmetics. (All commissions paid monthly).
- 4% with 1-4 active team members. (3 active team members-Star Recruiter status).
- 9% with 5 active team members. (5 active team members- Team Leader status).
- 13% with 5 or more of your team members ordering in one calendar month and you also order in that same month.
- \$50 cash bonus every month you add 1 or more new qualified team members. (\$50 bonus paid on each new qualified team member. *Star Recruiter and above (5 new qualified= \$250 bonus) (Qualified= \$600 wholesale order minimum).



- **GRAND ACHIEVER:= FREE PONTIAC GRAND AM**

- You must have a minimum of 5 active team members to begin qualification.
- Qualification period 1-4 months.
- Begin with 5 active and end the qualification period with 12 active team members.
- A minimum of \$4,000 combined personal and team production each month.
- Total combined team and personal production of \$18,000 in the 1-4 month time period.
- Ex: January- You and a minimum of 5 active team members produce a total of \$9,000 wholesale, February you add 7 new team members. Between you and your now 12 team members you produce an additional \$7,000 wholesale production. That's a total of 12 active team members and \$18,000 wholesale production..you earn the use of the car. (90% of car insurance paid by Mary Kay, registration and licensing will be paid at 100%).



- **DIRECTORSHIP:**

- 13%- of unit production each month.
- 13%- of personal team production.
- 13%- of personal wholesale order.
- \$300 cash bonus for every 3 new qualified unit member.
- Up to \$5,000 per month production bonus.
- Car Program: GRAND AM- GRAND PRIX- CADILLAC
- Life Insurance paid by Mary Kay

- **OTHER BENEFITS:**

- Prizes based on personal performance.
- Golden Rule philosophy.
- Go-Give spirit.
- Opportunity to keep priorities straight- God (faith) first, family second, and career third.

- **TAX BENEFITS:**

- Automobile costs- \$0.33 per mile (see current tax guide).
- House payment or rental-a portion for a separate room and/or office.
- Utilities- a portion to heat and light office.
- Insurance- a portion of car and home insurances.
- Entertainment- in accordance with the current tax rules.
- Child care- when on business.
- Office Supplies- etc.

- **NO WHERE ELSE WIL YOU FIND A COMPANY THAT GIVES YOU THE SUPORT WE DO:**
 - Quality training (and it's free).
 - Self employment benefits program.
 - Company promotions and prizes.
 - Preferred Customer Program sent to your customers (advertising).

- **WHY YOU MIGHT CHOOSE TO JOIN MARY KAY COSMETICS:**
 - Make new friends.
 - Gain self confidence.
 - Run you won business and develop new skills.
 - Earn extra income with flexible hours.
 - Opportunity for advancement based on you individuality.

- **STEPS TO GET STARTED:**
 - Signed Beauty Consultant Agreement with payment for beauty showcase to the company.
 - Attend training classes and observe skin care classes with a Senior Consultant.
 - Schedule your first 5-8 classes.



- **FACTS YOU SHOULD KNOW:**

- For the 10th year in a row, Mary Kay Cosmetics is the best-selling brand of facial skin care and color cosmetics in the United States. (This is based on the most recently published industry sales data). Mary Kay Cosmetics has approximately 10% of the U.S. facial skin care market and 9% of the facial color cosmetics market.
- Mary Kay Cosmetics has in 1997 wholesale sales of more than 1.5 billion (which equates to well over \$2.5 billion in retail sales)- the 13th consecutive record breaking year.
- More than \$675,000 Mary Kay Beauty Consultants and Directors serve customers in 36 countries worldwide. They are all independent business people, operating their own Mary Kay business.
- It is estimated that more women have earned over \$1 million from their Mary Kay careers than at any other company in the world!
- Mary Kay Cosmetics has included in the original 1984 edition of the 100 Best Companies to work for in America, and was one of only 55 companies to repeat in the 1993-1998 editions. Mary Kay Cosmetics was listed as one of the “10 Best Companies” for women to work for. “It is the only direct seller and the only cosmetic company on the 100 Best List.
- Since 1989 Mary Kay Cosmetics has not engaged in any animal testing.
- Mary Kay Cosmetics has been widely recognized by such organizations as the U.S. Environmental Protection Agency and the United Nations Environmental Program for its efforts to preserve the environment.
- There are approximately 15,000 Mary Kay free cars on the road with a value of more than \$150 million.
- Mary Kay Cosmetics is currently #214 in the FORTUNE 500 private listing.
- 90% product buy back guarantee within one year of product purchase.