

Start Something Beautiful New Independent Beauty Consultant Experience

What's New or Changing?

- ❖ The new Independent Beauty Consultant's online experience gets a facelift! This improved First Steps portal on Mary Kay InTouch® website makes it even easier to take advantage of those limited time special offers.
- ❖ The arrival of the new Starter Kit will be a day to remember! The new Independent Beauty Consultant will be greeted with her beautifully packaged and ready to go new Starter Kit Bag filled with party essentials, tools and literature. She's equipped and empowered to get started and make the most of her new Mary Kay business with these new additions:
 - ✓ New Starter Kit Bag and Organizer Caddy
 - ✓ *Start Something Beautiful* Skin Care Party DVD
 - ✓ *Miracles Happen* Book – Mary Kay's Autobiography
 - ✓ More Samplers! (Microdermabrasion, Botanicals, NouriShine Plus™ Lip Gloss)
 - ✓ Updated and improved literature
- ❖ New Independent Beauty Consultants will still receive the free Custom Color Look.**
- ❖ The NEW *Ready, Set, Sell!* product bonuses have been updated to offer 5 newly created product bundles to choose from, allowing new Beauty Consultants to select the bundle(s) that best suits her preferences and goals.**



TimeWise® \$85

Skin Care Bundle

Face the future beautifully.

- TimeWise® Microdermabrasion Set (Step 1: Refine, Step 2: Replenish)
- TimeWise® Firming Eye Cream

Mary Kay® Favorites Bundle \$95

Keep customers coming back for more.

- Oil-Free Eye Makeup Remover
- Mary Kay® Ultimate Mascara™ in Black
- TimeWise® Replenishing Serum+CP
- Fragrance-Free Satin Hands® Hand Cream

Botanicals Freshen & Mask Skin Care Bundle \$84

Enjoy the goodness of fresh, radiant 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

Botanicals Cleanse & Hydrate Skin Care Bundle \$90

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® Color Bundle \$87

Get back to the basics with color must-haves.

- Mary Kay® Compact Mini
- Mary Kay® Compact
- Mary Kay® Lash Love™ Mascara in I ♥ black
- Mary Kay® NouriShine Plus™ Lip Gloss in Au Natural
- Mary Kay® NouriShine Plus™ Lip Gloss in Berry Tart
- Mary Kay® Brow Gel

- ❖ Don't Forget! BizBuilder Bucks Credit can be used on the next BizBuilder qualified order.

And, the Company is reaching out to "share the love" with new Independent Beauty Consultants! Here's how:

- ❖ The tried and true Welcome Letter
- ❖ A Company "thank you" card will be included in her first product order.***
- ❖ Personal messages and emails will be sent from the Company to cheer her along the way, sharing "love" and tips for her early business achievements.
- ❖ A free inspirational CD will be included in her second order.
- ❖ Postcards will be mailed, encouraging her with quick tips and easy actions.
- ❖ On her first anniversary, a gift will be given to her as a reward for achieving her first successful year in her Mary Kay business.

*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 at www.marykayintouch.com. The Company reserves the right to change or update products and packaging.

**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.

***The BizBuilder Bucks credit will be applied toward the next qualifying order of at least \$400 Section 1 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 \$200 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.