# I'm So Excited

***you are a part of our***

# Mary Kay Family



Giving families choices is what Mary Kay is all about and my greatest desire is to help YOU design the life of your dreams! We all begin with the same Starter Kit and then we get to choose what success looks like for us, based on our timing and terms. How empowering is that??



I started just like you in 1987 while I was active duty in the Air Force. After just one year, I was able to step away to build my business full-time. My goal from the beginning was to be a 6-figure, work-from-home Mom.

My husband, Tom, has since retired from the Air Force and because of my Mary Kay income, he works with me in our dream home in Tennessee. He takes care of the paper side of the business so I get to invest all of my time coaching leaders like you.

Our daughter, Samantha, who was 18 months old when I started, is now our Unit Manager. You will hear from her soon so she can walk you through the digital side of the business. So fun to have a family business.



You are joining one of the top ranked Units in the U.S. that has sold over 20 Million dollars of product since 1987. You are also a part of our Dream Team National Area, which is currently Top 50 in the nation. Together, we have sold over 60 Million dollars of product! That's blessing a lot of clients with this powerhouse product!!

You are an important part of our Mary Kay family, regardless of your activity. I am honored to be partnering with you to step you into the life of your dreams!! Let the journey begin today...let's write your success story and make it a masterpiece!

**YOUR #1 FAN!**

Diana


## YOU CAN REACH ME SEVERAL WAYS

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#1 DIRECT SELLING BRAND OF SKIN CARE & COLOR COSMETICS IN THE WORLD

# Start Your MARY KAY Story





**BEAUTY CONSULTANT**
Share the products you love

**SENIOR CONSULTANT**
Build clients
Build confidence

**STAR TEAM BUILDER**
Build your team
Inspire others

**TEAM LEADER**
Lead your team
Make an impact

**ELITE TEAM LEADER (DIQ)**
Grow your business
Change lives

**INDEPENDENT SALES DIRECTOR**
Achieve more
Live your dream

**NATIONAL SALES DIRECTOR**
Inspire leadership
Leave a legacy

## 2026 - 2027 TRIP DESTINATION

# ROME
## ITALY

Live the Dream
Inspire Others
Create Your
*Legacy*




DREAM IT. BELIEVE IT. ACHIEVE IT. MARY KAY

# Quick Start

## 6 MOST IMPORTANT LIST

## 6 WAYS TO WIN IN YOUR FIRST 3 DAYS

### COMPLETE IN 3 DAYS

Complete your 6 Most Important List + the Goal worksheet...

...earn a beautiful Crystal Bow Sterling Silver bracelet.



- ☐ 1 **Set Up My Shop** and start earning 30% profit today on all online retail sales, or unlock up to 50% profit potential when you become an active Independent Beauty Consultant.
- ☐ 2 **Connect** with your Sales Director or recruiter for support and mentorship as you begin your journey.
- ☐ 3 **Create** a contact list of friends, family and acquaintances to invite to your business launch party.
- ☐ 4 **Send** your My Shop link to 24 people in 24 hours.
- ☐ 5 **Make** your Mary Kay business official on social media! Take a selfie with the "I CHOSE MARY KAY" page in this brochure, and post it with #MyMKLife and tag @marykayus.
- ☐ 6 **Set** your goals — your way, at your pace. Consider using the goal planning sheet on the next page to help clarify and set your vision!

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# Goals

## CREATE SIMPLE, ATTAINABLE GOALS.

Use this worksheet to decide how you want to sell, to set short-term goals and to celebrate wins along the way!

## WORK YOUR BUSINESS YOUR WAY.

What excites you most about starting your Mary Kay business?

Will you share your online business (My Shop) with family and friends?

Do you want to host parties online or in person? Maybe both?

How will you share on social media? How often? (Don't forget to follow us @MaryKayUS)

What's a monthly sales goal you'd love to reach?

Will you bring a bestie on this journey?

## MY WINS WILL HELP ME...

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# PINK POWER REWARDS

| MONTHLY RETAIL SALES VOLUME | MONTHLY RETAIL SALES REWARD | TEAM BUILDING REWARD |
|---|---|---|
| *Totals must be met to qualify for Pink Power Credit* | *The Pink Power Credit earned is based on your month-end sales total* | *When you recruit a friend and she achieves a monthly retail sales total of more than $450, you earn Pink Power Credits too!* |

| MONTHLY RETAIL SALES | PINK POWER CREDIT | PINK POWER CREDIT |
|---|---|---|
| $1800+ | $150 | $75 |
| $1200+ | $125 | $65 |
| $1000+ | $100 | $55 |
| $800+ | $75 | $45 |
| $600+ | $50 | $35 |
| $450+ | $25 | $25 |

## 15-DAY PRODUCT BUNDLE SPECIAL OFFER!

Sell $1,200 retail in your first 15 days to receive a FREE bonus product pair.




Retail Value of $68

## CREATE AN ELEVATED *Experience!*

Have products available for you + your clients
On-the-spot delivery
Exclusive gift-giving
Great for demos!

## BECOME A STAR CONSULTANT!

*Order new products 5 days early* | *Exclusive invitation to the Star Party* | *Choose from the 10,000-item Star Boutique* | *Recognition at Mary Kay events* | *Becomes part of your introduction*

| STAR LEVEL | RETAIL | WHOLESALE (50%) | NUMBER OF CLIENTS (approximate) | PINK POWER REWARDS | 15-DAY DIRECTOR BONUS |
|---|---|---|---|---|---|
| Emerald Star | $7200 | $3600 | 25-30 | $150 |  Business Kit $60 Value |
| Diamond Star | $6000 | $3000 | 24-30 | $150 | |
| Ruby Star | $4800 | $2400 | 18-24 | $150 | |
| Sapphire Star | $3600 | $1800 | 12-16 | $150 | |

## WHAT DO I ORDER

*Reference Create a Roll-up sheet.*

| | | |
|---|---|---|
| Personal products head-to-toe MK | Gift giving within next 3 months (birthdays, holidays, weddings, baby showers) | Products to have available for immediate delivery and full size demo. |

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# PINK POWER REWARDS CALCULATOR

**START DATE:** _____ **END DATE:** _____

## MONTH 1:

| YOUR Monthly Retail Sales | Pink Power Credit | Your Team Member's Monthly Retail Sales | Pink Power Credit |
|---|---|---|---|
| $450+ | $25 | $450+ | $25 |
| $600+ | $50 | $600+ | $35 |
| $800+ | $75 | $800+ | $45 |
| $1,000+ | $100 | $1,000+ | $55 |
| $1,200+ | $125 | $1,200+ | $65 |
| $1,800+ | $150 | $1,800+ | $75 |

Month 1 Total: _____ + _____ = _____

## MONTH 2:

| YOUR Monthly Retail Sales | Pink Power Credit | Your Team Member's Monthly Retail Sales | Pink Power Credit |
|---|---|---|---|
| $450+ | $25 | $450+ | $25 |
| $600+ | $50 | $600+ | $35 |
| $800+ | $75 | $800+ | $45 |
| $1,000+ | $100 | $1,000+ | $55 |
| $1,200+ | $125 | $1,200+ | $65 |
| $1,800+ | $150 | $1,800+ | $75 |

Month 2 Total: _____ + _____ = _____

## MONTH 3:

| YOUR Monthly Retail Sales | Pink Power Credit | Your Team Member's Monthly Retail Sales | Pink Power Credit |
|---|---|---|---|
| $450+ | $25 | $450+ | $25 |
| $600+ | $50 | $600+ | $35 |
| $800+ | $75 | $800+ | $45 |
| $1,000+ | $100 | $1,000+ | $55 |
| $1,200+ | $125 | $1,200+ | $65 |
| $1,800+ | $150 | $1,800+ | $75 |

Month 3 Total: _____ + _____ = _____

## BONUS REWARDS

☐ **Product Bonus:**
I reached $1,200+ retail in the first 15 days and earned a product bundle worth $68!

☐ **MyShop Bonus:**
At the end of my New Consultant Time Frame, I earned bonus Pink Power Credit based on retail sales ordered through my personal shopping link (MyShop)

$200-$399 retail → $25

$400+ retail → $50

Bonus Total: _____ + _____ = _____

## UNLIMITED CASH BONUS

An Active Independent Beauty Consultant will receive a $50 team-building cash bonus for each personal team member who becomes New Consultant -qualified (a Qualified Consultant reaches $1,200 retail during their New Consultant Time Frame). The Recruiter will receive the bonus in the month the new personal team member's New Consultant -qualifying order is received.

**New Consultant -Qualified Team Members**

1. _____
2. _____
3. _____
4. _____
5. _____

# of Qualified _____ x $50 = _____

**Pink Power Credit: $** _____

**Cash: $** _____

**GRAND TOTAL** _____

# CREATE-A-ROLLUP

## DAILY SKIN CARE

### 1 TIMEWISE REPAIR SET
*(Counts as 4 sets)*




**$230**

### 2 TIMEWISE ULTIMATE MIRACLE SET + MICELLAR WATER
*(Counts as 3 sets)*




**$168**

### 3 TIMEWISE MIRACLE SET
*(Counts as 2 sets)*




**$116**

### 4 MARY KAY SKIN CARE
*(Counts as 1 set)*




**$60**

**Ask your consultant about other skin care options.*



**YOU + 3**
*at your 2nd appointment*

**ROLL-UP BAG IS FREE!**

## NEXT LEVEL SKIN CARE

### 5 BRIGHTEN & TIGHTEN




*Serum C+E*
*Dynamic Wrinkle Limiter*
*Choose One Clinical Solutions Booster*

**$162**
*(Counts as 3 sets)*

### 6 RENEW & RESTORE




*Clinical Solutions (Retinol 0.3)*
*Clinical Solutions Barrier Restore*

**$116**
*(Counts as 2 sets)*

### 7 PEEL & PATCHES




*Revealing Radiance Facial Peel*
*Hydrogel Eye Patches*

**$112**
*(Counts as 2 sets)*

### 8 POLISH & PERFECT




*Microderm Set (Refine & Pore Minimizer)*

**$58**
*(Counts as 1 set)*

### 9 MIX & MASK




*Hydrating Cream Mask*
*Charcoal Mask*

**$50**
*(Counts as 1 set)*

## BEAUTY ESSENTIALS

### 10 ULTIMATE BEAUTY KIT




*Oil Free Eye Makeup Remover, Perfect Palette, 3 Eye Shadows, 1 Blush, Highlighter, Contour, Eye Shadow Stick, Eye Liner, Mascara, Lip Liner, Lipstick, Lip Gloss*

**$232**
*(Counts as 4 sets)*

### 11 FLAWLESS FINISH




*Perfecting Concealer*
*Foundation Primer*
*Foundation*
*Setting Powder*
*Blending Brush*
*Complexion Sponge*

**$122**
*(Counts as 2 sets)*

### 12 SATIN HANDS & LIPS




*Satin Hands Set, Satin Lips Set*

**$64**
*(Counts as 1 set)*

## Today's Specials

Choose any **8** sets for only **$409**

Choose any **6** sets for only **$309**

Choose any **4** sets for only **$209**

Choose any **2** sets for only **$99**

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# TELL ME A LITTLE ABOUT *You!*

DATE: _____

NAME: _____

PHONE: _____ TEXT OK? Y N

EMAIL: _____

**If you had plenty of money and time for some self-care, which of these sets would you treat yourself to today?**

**At your next beauty experience, what are you most excited to try?**

♡ *Flawless Foundation* ♡ *Glamour* ♡ *Advanced Skin Care*

**I would love my next beauty experience to be...**

♡ *60 minute session: Fun, In-Person Gathering with Friends*

♡ *60 minute session: A Relaxed, Virtual Girls' Night*

♡ *30 minutes session: A Little Me-Time—Just Me, In-Person or Online*

♡ *15 minute session: An Anytime, Anywhere Beauty Party*

**Based on what you saw today, what is your interest level in getting started? It's only a $35 decision...**

**1** — ***I'm Happy*** *just being a Loyal Client.*

**2** — ***I'm Curious*** *and would like to learn more.*

**3** — ***I'm Interested*** *in getting started today.*

# FUN, FREEDOM & FLEXIBILITY

## are at the heart of every Mary Kay business!

***Here are 5 FAV PERKS of being a Mary Kay Beauty Advisor!***

**D** — ***Driving the Dream****...Earn the use of a career car or cash compensation.*

**R** — ***Recognition****...Celebration that honors effort, growth and success.*

**E** — ***E-Commerce****... providing a safe, modern way to experience products online or in person.*

**A** — ***Advantages****...Freedom, flexibility and purpose without pressure*

**M** — ***Multiple Streams of Income****... Income options within a proven, value-driven company.*

# FABULOUS FRIENDS

## NOMINATE WOMEN IN YOUR LIFE FOR AN ULTIMATE PAMPERING SESSION!

*Who do you know that deserves to be honored as a Legacy Changer, Everyday Hero or be a Portfolio Model?*

| | Name | Cell Number | How Do You Know Her? |
|---|---|---|---|
| 1. | | | |
| 2. | | | |
| 3. | | | |
| 4. | | | |
| 5. | | | |
| 6. | | | |
| 7. | | | |
| 8. | | | |
| 9. | | | |
| 10. | | | |

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