

March 16 – June 15, 2005

# ready set, sell!

Inventory Options for New Consultants



MARY KAY®

# New Consultant Product Bonus guidelines

## When you order this amount:

Initial Wholesale Section 1 Order = Suggested Retail Value

## You can get this

New Consultant Product Bonus: Suggested Retail Value + Star Consultant Gemstone and Contest Prize\*

\$3,600	\$7,200	\$610	Emerald
\$3,000	\$6,000	\$524	Diamond
\$2,400	\$4,800	\$408	Ruby
\$1,800	\$3,600	\$327.50	Sapphire
\$1,200	\$2,400	\$224.50	
\$600	\$1,200	\$114	

\*Once you achieve \$1,800 in wholesale Section 1 orders postmarked in a contest quarter, you are eligible for the Ladder of Success pin, one gemstone and a contest prize. See the *Star Consultant Planner* for complete details.

- An Independent Beauty Consultant's initial order with the Company must equal \$600 or more in wholesale Section 1 products to be eligible.
- 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.
- We reserve the right to substitute product of equal or greater value if necessary.
- Sales tax is required on the suggested retail value of the bonus. Please include the actual value of the bonus (shown above) in the total amount subject to sales tax on the Consultant order form. If you qualify for the signature look gift, please add the \$102 suggested retail value, subject to sales tax, to the bonus value on the Consultant order form.





a gift  
for you

your signature look

Welcome!

(A \$102 value - yours FREE!)



We want to welcome you with a fabulous **FREE** gift. Consider placing a minimum **order now**, and you can get a color look created especially for you!

### Look how easy getting your free gift can be:

- Your free customized signature look will arrive with your first order\* placed **online NOW**.
- To create your look, just join the Mary Kay InTouch® Web community at **[www.marykayintouch.com](http://www.marykayintouch.com)** and complete the brief interactive questionnaire.
- If placing your initial order\* **by phone or by mail**, you'll receive a standard signature look that complements all skin tones and eye colors.

\*A minimum wholesale order of \$600 or above must be received by the Company within 15 calendar days after the Independent Beauty Consultant Agreement is received and accepted by the Company. Sales tax is required on the actual \$102 suggested retail value of the gift.

# Congratulations

on choosing this exciting Mary Kay independent business opportunity!

As an Independent Beauty Consultant, your initial inventory decision is an important part of your new business.

Here are a few reasons you may choose to have inventory:

- It's a great way to immediately satisfy your customers' wants and needs for products, making them more likely to keep their business with you.
- You can receive a **free** bonus of top-selling products based on the inventory you choose.
- You can even get the Travel Roll-Up Bag – free. It's designed to hold the popular *Beauty Essentials* product sets featured in the *Beauty Book*.
- You can receive well-deserved recognition and prizes for your commitment to success.



# New Independent Beauty Consultant Inventory Worksheet



Before reviewing the ordering options featured in this brochure, you may want to complete this inventory worksheet with your Independent Sales Director or recruiter. The worksheet is designed to assist you in determining your ideal inventory investment.

1. What are your Mary Kay goals? Check the one best answer from each category below:

## Selling Appointments

- \_\_\_\_\_ 3 or more appointments per week = 3 points
- \_\_\_\_\_ 1 to 2 appointments per week = 2 points
- \_\_\_\_\_ 2 to 3 appointments per month = 1 point
- \_\_\_\_\_ 1 to 2 appointments per month = 0 points

## Success Meetings

- \_\_\_\_\_ I am committed to attending success meetings each week. = 3 points
- \_\_\_\_\_ I plan to attend success meetings twice a month. = 2 points
- \_\_\_\_\_ I plan to attend success meetings when they fit into my schedule. = 1 point
- \_\_\_\_\_ I do not plan to attend success meetings. = 0 points

## Long-Range Goals

- \_\_\_\_\_ I would like to earn the use of a Mary Kay career car. = 3 points
- \_\_\_\_\_ I would like to become an Independent Sales Director. = 3 points
- \_\_\_\_\_ I would like to replace my full-time income. = 3 points
- \_\_\_\_\_ I would like to build a solid base of customers. = 2 points
- \_\_\_\_\_ I will rarely hold appointments. = 0 points

## Desired Monthly Earnings

- \_\_\_\_\_ \$1,200+ = 3 points
- \_\_\_\_\_ \$400 to \$1,199 = 2 points
- \_\_\_\_\_ \$100 to \$399 = 1 point
- \_\_\_\_\_ Less than \$100 = 0 points



2. Do you have the resources to purchase Mary Kay® inventory? Yes \_\_\_\_\_ No \_\_\_\_\_

3. Calculate your points to see the suggested inventory category for you.\*

- |                  |  |
|------------------|--|
| 12 points:       | \$3,600, \$3,000 or \$2,400 wholesale category |
| 10 to 11 points: | \$1,800 wholesale category                     |
| 6 to 9 points:   | \$1,200 wholesale category                     |
| 0 to 5 points:   | \$600 wholesale category                       |

Name: \_\_\_\_\_

\*This brochure provides a visual representation of the approximate volume and quantity of items in each category and for the bonuses available based on your initial order. You are not required to place an order to become a Mary Kay Independent Beauty Consultant.

When you order this amount:

**\$3,600** wholesale 

**SAMPLE ONLY!**

You choose the products to order.



Products shown are a visual representation of an approximate product mix, volume and quantity of items. **Sample orders can be found on the Mary Kay InTouch® Web site** under Career at Full-Circle Success. Click on "Inventory Options" and then on "Sample Orders."

**Get your business off to a powerful start with the \$3,600 wholesale inventory option. It gives you:**

- \$7,200 suggested retail product for \$3,600 wholesale
- Plus the product bonus and recognition shown on the following page.

You can get this:

# product bonus

valued at over **\$600** suggested retail!\*

To qualify, your order must be received in the same or following calendar month as your Independent Beauty Consultant Agreement.



Products shown are a visual representation of an approximate product mix, volume and quantity.



- One Ultimate Miracle Set
- Two Miracle Sets
- One Basic Color Set
- One Finishing Set
- One Extra Care Set
- One Satin Set
- Five Travel Roll-Up Bags
- One Mary Kay Autobiography



## INCENTIVES AND RECOGNITION:

As a Star Consultant, you can proudly announce your award-winning performance with the Ladder of Success pin. And an inventory purchase of this amount can earn you an **emerald** star! See the *Star Consultant Planner* for other prizes and incentives you can earn. And remember, once you're a Star Consultant, your name will be entered into the Customer Referral database, so potential customers who call 1-800-MARY KAY for an Independent Beauty Consultant in their area can be referred to you!

\*Sales tax is required on the actual \$610 suggested retail value.

When you order this amount:  
**\$3,000** wholesale 

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**SAMPLE ONLY!**

You choose the products  
to order.



Products shown are a visual representation of an approximate product mix, volume and quantity of items. **Sample orders can be found on the Mary Kay InTouch® Web site** under Career at Full-Circle Success. Click on "Inventory Options" and then on "Sample Orders."

**Make a smart business decision with the \$3,000 wholesale inventory option and you get:**

- \$6,000 suggested retail product for \$3,000 wholesale
- Plus the product bonus and recognition shown on the following page.

You can get this:

# product bonus

valued at over **\$500** suggested retail!\*

To qualify, your order must be received in the same or following calendar month as your Independent Beauty Consultant Agreement.



Products shown are a visual representation of an approximate product mix, volume and quantity.



- One Ultimate Miracle Set
- One Miracle Set
- One Basic Color Set
- One Finishing Set
- One Extra Care Set
- One Satin Set
- One Satin Hands® Pampering Set
- Four Travel Roll-Up Bags
- One Mary Kay Autobiography



## INCENTIVES AND RECOGNITION:

As a Star Consultant, you can proudly announce your award-winning performance with the Ladder of Success pin. And an inventory purchase of this amount can earn you a **diamond** star! See the *Star Consultant Planner* for other prizes and incentives you can earn. And remember, once you're a Star Consultant, your name will be entered into the Customer Referral database, so potential customers who call 1-800-MARY KAY for an Independent Beauty Consultant in their area can be referred to you!

\*Sales tax is required on the actual \$524 suggested retail value.

When you order this amount:

**\$2,400** wholesale 

**SAMPLE ONLY!**

You choose the products to order.



Products shown are a visual representation of an approximate product mix, volume and quantity of items. **Sample orders can be found on the Mary Kay InTouch® Web site** under Career at Full-Circle Success. Click on "Inventory Options" and then on "Sample Orders."

**Jump-start your business with the \$2,400 wholesale inventory option and get:**

- \$4,800 suggested retail product for \$2,400 wholesale
- Plus the product bonus and recognition shown on the following page.

You can get this:

# product bonus

valued at over **\$400** suggested retail!\*

To qualify, your order must be received in the same or following calendar month as your Independent Beauty Consultant Agreement.



Products shown are a visual representation of an approximate product mix, volume and quantity.



- One Ultimate Miracle Set
- One TimeWise® Age-Fighting Eye Cream
- One Basic Color Set
- One Finishing Set
- One Extra Care Set
- One Satin Set
- Three Travel Roll-Up Bags
- One Mary Kay Autobiography



## INCENTIVES AND RECOGNITION:

As a Star Consultant, you can proudly announce your award-winning performance with the Ladder of Success pin. And an inventory purchase of this amount can earn you a **ruby** star! See the *Star Consultant Planner* for other prizes and incentives you can earn. And remember, once you're a Star Consultant, your name will be entered into the Customer Referral database, so potential customers who call 1-800-MARY KAY for an Independent Beauty Consultant in their area can be referred to you!

\*Sales tax is required on the actual \$408 suggested retail value.

When you order this amount:

**\$1,800** wholesale



**SAMPLE ONLY!**

You choose the products to order.



Products shown are a visual representation of an approximate product mix, volume and quantity of items. **Sample orders can be found on the Mary Kay InTouch® Web site** under Career at Full-Circle Success. Click on "Inventory Options" and then on "Sample Orders."

**You're off to a fantastic start with the \$1,800 wholesale inventory option. It gives you:**

- \$3,600 suggested retail product for \$1,800 wholesale
- Plus the product bonus and recognition shown on the following page.

You can get this:

# product bonus

valued at over **\$300** suggested retail!\*

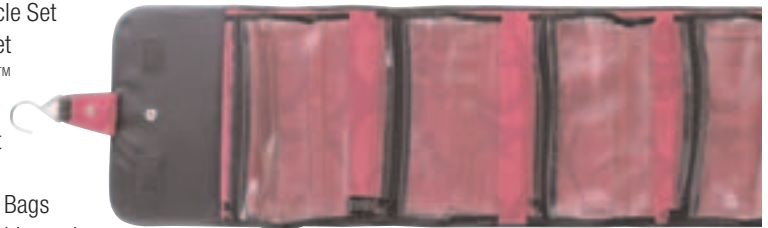
To qualify, your order must be received in the same or following calendar month as your Independent Beauty Consultant Agreement.



Products shown are a visual representation of an approximate product mix, volume and quantity.



- One Ultimate Miracle Set
- One Basic Color Set
- One MK Signature™ Eye Primer
- One Extra Care Set
- One Satin Set
- Two Travel Roll-Up Bags
- One Mary Kay Autobiography



## INCENTIVES AND RECOGNITION:

As a Star Consultant, you can proudly announce your award-winning performance with the Ladder of Success pin. And an inventory purchase of this amount can earn you a **sapphire** star! See the *Star Consultant Planner* for other prizes and incentives you can earn. And remember, once you're a Star Consultant, your name will be entered into the Customer Referral database, so potential customers who call 1-800-MARY KAY for an Independent Beauty Consultant in their area can be referred to you!

\*Sales tax is required on the actual \$327.50 suggested retail value.

When you order this amount:  
**\$1,200** wholesale

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**SAMPLE ONLY!**

You choose the products to order.



Start building your inventory and customer base with the \$1,200 wholesale inventory option and these features:

- \$2,400 suggested retail product for \$1,200 wholesale
- Plus the product bonus shown on the right.

Products shown are a visual representation of an approximate product mix, volume and quantity of items. **Sample orders can be found on the Mary Kay InTouch® Web site** under Career at Full-Circle Success. Click on "Inventory Options" and then on "Sample Orders."

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When you order this amount:  
**\$600** wholesale

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**SAMPLE ONLY!**

You choose the products to order.



Get off to a great start with the \$600 wholesale inventory option and these features:

- \$1,200 suggested retail product for \$600 wholesale
- Plus the product bonus shown on the right.

Products shown are a visual representation of an approximate product mix, volume and quantity of items. **Sample orders can be found on the Mary Kay InTouch® Web site** under Career at Full-Circle Success. Click on "Inventory Options" and then on "Sample Orders."

You can get this:

# product bonus

valued at over **\$200** suggested retail!\*

- One Ultimate Miracle Set
- One Basic Color Set
- One Travel Roll-Up Bag
- One Mary Kay Autobiography

To qualify, your order must be received in the same or following calendar month as your Independent Beauty Consultant Agreement.

\*Sales tax is required on the actual \$224.50 suggested retail value.



Products shown are a visual representation of an approximate product mix, volume and quantity.



You can get this:

# product bonus

valued at over **\$100** suggested retail!\*

- One Miracle Set
- One Travel Roll-Up Bag
- One Mary Kay Autobiography

To qualify, your order must be received in the same or following calendar month as your Independent Beauty Consultant Agreement.

\*Sales tax is required on the actual \$114 suggested retail value.



Products shown are a visual representation of an approximate product mix, volume and quantity.

