

Frequently Asked Questions

I've Talked about the Mary Kay Opportunity with many consultants and their husbands.

Questions from husbands always concern the well-being and success of their wives.

If you've had a chance to listen so any Mary Kay tapes your wife received,
you may have a better understanding of a Mary Kay Career.

However you may still have some questions.

Following is a list of Frequently Asked Questions and their answers.

1. *Exactly what will my wife be doing?*

She will be teaching skin care to women and selling Mary Kay products. She will be self employed in her own business. She will not be my employee. She will hold skin care classes and facials for small groups of women.

2. *Where will she be working?*

Her classes will be held in either her home or the home of a hostess who has invited her. Your wife will have no territories and may work anywhere she chooses.

3. *Is Mary Kay a pyramid scheme or multi-level marketing?*

There are no levels of wholesalers and discounts between the Company and the customer. Every consultant and director, regardless of level or seniority, purchases product directly from the Company at the same published wholesale prices. We are considered to be a 'dual marketing company' --ALL consultants have the same buying discount.

4. *What sort of hours will my wife be expected to work?*

She may set her own hours since she's in business for herself. We do not impose any quotas or requirements. However, we suggest that the two of you develop a weekly plan sheet every week so you know and agree upon her schedule. Her hours can vary depending on family plans and desired income. It is vital that you agree upon her schedule and that she works as planned. The more hours worked the higher her income potential.

5. *What can we expect for the time my wife does work?*

Average class times are about 2 hours, with an average of 4 people present.

Considering a 50 week year with one class per week and assuming industry averages (orders, customer retention, reorders, and hostess credits), you can expect:

85 customers at the end of the first year

Profit from classes = \$3,500

Profit from reorders = \$6,375

2-3 hours per week = \$9,875 per year



Revised © 2005 Kissa's K creations

6. What is in the starter kit?

Your wife is setting up her own business, and she needs tools with which to work. The kit includes demonstration products for her use at skin care classes. She also receives a selection of literature to help her get started. This is essentially all she will need to get started. It actually contains over \$306 in full size products, samples and supplies for only \$100.

7. What is inventory and why does my wife need it?

Inventory is not required to start her business, but it helps her get her business off to a good start. Inventory is the product your wife will sell to earn a profit. The starter kit is a tool only. She will buy product at wholesale and sell it for retail. The more inventory she has on hand, the better prepared she'll be to meet customer needs. There is a tape included in her kit that will help you better understand the importance of inventory and what level is best for your wife to start.

8. What amount of inventory is really best for my wife?

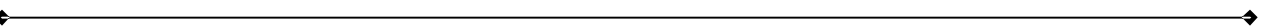
After signing her agreement, your wife and I get together to plan her first 30 days in business. Once she determines who her initial contacts will be, a decision on how much inventory can be determined.

9. What kind of support can we expect from you as her Director?

It is my job to help your wife every step of the way. I hold weekly sales meetings that are not mandatory but recommended for those who want to make their business a success. The cosmetic industry is an ever changing market so on-going training is vital for consultants to continue progressing in their business. The weekly meetings help them stay informed and motivated. If your wife should decide to promote herself to the management level of the company, our working relationship would become much more involved, however, all steps she takes for added training are by her personal choice. I am always available to help!

10. With all this training and all this money, I'm a little afraid of the change I may see in my wife.

Part of Mary Kay's philosophy is a strong belief in priorities – God first, family second and career third. With your encouragement and continued moral support, your wife can only succeed. Most of us in Mary Kay are wives and mothers. That doesn't ever stop. It just gets better!



- Mary Kay Inc. is one of the largest direct sellers of skin care and color cosmetics in the world. The Company achieved another year of record results in 2004, exceeding \$1.8 billion in wholesale sales.
- In the United States, Mary Kay has been the best-selling brand in the combined categories of facial skin care and color cosmetics for the past 11 years.
- Mary Kay Inc. is one of 20 company profiles in the 1996 book, *Forbes Greatest Business Stories of All Time*. Mary Kay Ash is the only woman featured.
- Nearly 400 women worldwide have attained the position of Independent National Sales Director and have average annual incomes from their Mary Kay businesses well into six figures.

