



MARY KAY®

Living the Dream



Imagine living the life of your dreams. Having a career that inspires your success. And a business that offers you unlimited earning potential. Plus, the freedom to achieve. The recognition you deserve. And the values you treasure, like time for your family and a remarkable community of women to celebrate your success.

The Mary Kay business opportunity can help you live this dream. Inspired and empowered, you can create the balanced, rewarding life you want – building your financial success while nurturing your faith and your family. You can surround yourself with mentors who will motivate you to reach your goals. And, as you build your business, you can enjoy incredible rewards that recognize your accomplishment.

It's the best of both worlds. The freedom to be your own boss. Plus, the resources of a multibillion-dollar global corporation that offers great products, proven avenues of financial success, and rewards. It's an opportunity that has helped thousands of women, like the ones in this brochure, turn their potential into profits and their dreams into realities.

Find out how you too can have it all – from the personal to the financial success that can help you bring *your* dreams to life.

A COMPANY FOR WOMEN

On September 13, 1963, Mary Kay Ash created a Company to enrich women's lives. From financial security to personal fulfillment and family balance, her vision offered women an unparalleled business opportunity – free of glass ceilings and corporate downsizing – where women from all walks of life could achieve their dreams.



Our Company highlights include:

- A diverse independent sales force that has grown from nine Independent Beauty Consultants in Texas in 1963, to more than 900,000 in 33 markets worldwide.
- A business opportunity that gives women multiple avenues of income in product sales, team building and leadership.
- More than \$1.4 billion global wholesale sales in 2001 (equating to more than \$2.8 billion retail).
- The Mary Kay Ash Charitable Foundation, established to help Canadian women living with cancer through the "Look Good Feel Better" program and to end the cycle of domestic violence against women.
- Lifetime TV award honouring Mary Kay Ash as the 20th century's most influential businesswoman.



The Mary Kay Inc. World Headquarters in Dallas, Texas

Sonia Páez

The drive to excel

Independent National Sales Director Sonia Páez had big dreams as a girl. Then, at age 17, she moved to the United States to join her family. "I was so young for such a big change," says Sonia. "I began to lose hope and confidence in my ability to achieve my dreams."

But, at age 24, a chance encounter would change everything for Sonia. She was working a temporary second job at an auto repair shop when a customer arrived in a pink Cadillac. "I wanted what she had! When we talked, I felt that spark of hope return." Seven months later Sonia was driving a new Grand Am, and one year later – a Cadillac! Now Sonia is living her dreams as an Independent National Sales Director.

"With my Mary Kay business I've been provided opportunities for myself and my family beyond anything I've ever hoped for. I've earned recognition from others that fills my heart with joy. And I've earned financial rewards beyond my wildest dreams – and the Cadillac was just the beginning. My Mary Kay family provided the tools and support I needed to make my dreams come true. Now, women see me and want what I've got. And giving them hope that they can achieve their dreams is my greatest reward!"





Alia Head

Finding the ideal balance

Alia Head was on her way to law school when she discovered the Mary Kay business opportunity. "I thought I would sell Mary Kay just to make money while I searched for my ideal career," she says.

Ten months later, Alia was an Independent Sales Director and realized the Mary Kay business opportunity was her ideal career. "I've never in my life had to work nine to five in an office or make a car payment. I am able to put God first, family second – and still achieve incredible success and financial security. In fact, my husband Daniel and I have been delighted to find that my commissions *and* family time have both **increased** as I've climbed the ladder of success.

"I know what it's like to wake up every day full of joy. And with my Mary Kay business, a lot of that joy comes from being able to give professional women the same opportunity to achieve balance, security and financial success."

UNLIMITED OPPORTUNITY

With the Mary Kay business opportunity, you'll be working *for* yourself – but not alone. That's because this opportunity offers you the resources, and a remarkable sisterhood of women, to help you turn your talents and commitment into financial success. The Mary Kay business opportunity gives you the freedom and flexibility to advance – at your pace – to the highest level of success you choose.

As a Mary Kay Independent Beauty Consultant, you can:

- Achieve your dreams on a career path that offers unlimited rewards for your accomplishments as an Independent Beauty Consultant, Independent Sales Director and Independent National Sales Director.
- Enhance your success with programs like automated customer mailings, 24/7 online ordering, plus updates that let you build relationships and keep your customers excited about the latest products you offer.



- Experience heartfelt rewards – like the confidence that comes from achieving your dreams and helping others achieve theirs.
- Earn spectacular rewards like sparkling jewelry and luxury trips. Plus, you can earn the use of an incredible car. From the Pontiac Vibe to the pink Cadillac, you can earn freedom from car payments or take a cash option that allows you to choose a driving plan that fits your lifestyle.

PROVEN PRODUCTS

In addition to offering an exceptional business opportunity, Mary Kay also offers products that produce results – beautiful results for the women who use them. And financial results for the Independent Beauty Consultants who sell them.

Mary Kay® products offer customers:

- A 100 percent satisfaction guarantee.
- State-of-the-art skin care, including TimeWise® products with the U.S. patented TimeWise® age-fighting complex.
- Customized skin care solutions that meet a wide range of needs for women, teens and men.
- Body care products with beautiful benefits – from age-fighting body care to a super-softening hand treatment and award-winning prestige fragrances that help women express their style.



- Enticing MK Signature™ Colour for lips, eyes, cheeks and nails. Plus, professionally created looks to share with customers.
- Great gift products and sets to offer your customers for holidays throughout the year.

Sonja Hunter Mason

Partners in success

Sonja Hunter Mason and her husband Walter were partners in their own realty company when a housing slump had them searching for ways to earn extra money. “That’s why I looked into the Mary Kay business opportunity,” Sonja explains. “The products sell themselves, and the opportunity offers flexibility that allows me to work around my first priorities of faith and family.” After careful consideration, Sonja borrowed money from her mother to get her Mary Kay business started.

“When our daughter Mia expressed her desire to attend a private university, I knew that with the Mary Kay business opportunity I could earn the kind of money we needed for her tuition. That’s when I got serious – and consistent – about working my business!”

Today Sonja’s an Independent National Sales Director. And Mia graduated with honours in accounting, then chose to follow in her mother’s footsteps. At age 24, she was driving her own pink Cadillac. “We became a two-Cadillac family! Now Mia’s an Independent Executive Senior Sales Director, and we’re looking forward to being a mother-daughter team of Independent National Sales Directors!”





Renée Daras

The freedom to succeed

In the beginning, Independent Senior National Sales Director Renée Daras didn't believe she could do anything right. Her high school principal even branded her a rebel, at 15, who would never amount to anything. "I felt very insecure," Renée says. "But I thought I'd finally made it in 1978 when I started producing television commercials for a department store. I was eager to advance. Instead, I ran full-speed into the 'glass ceiling' that limits women."

That's when Renée accepted a friend's invitation to find out about the Mary Kay business opportunity.

Success came quickly for Renée, thanks to a wonderful mentor. "She believed in me before I believed in myself." Within a year, Renée earned her first Cadillac and debuted as a record-setting Independent Sales Director. Her earnings quickly climbed and so did her confidence. "I discovered my place. I proved to myself that I could not only do something – but do it right. And my life has been enriched tenfold by helping other women reach their own goals."

A PATH TO SUCCESS

For almost 40 years globally, and 25 years in Canada, the Mary Kay business opportunity has offered women one of the most accessible pathways to financial independence and personal success. This opportunity combines the highest values – and a belief in women – with flexible business options to help you achieve success.

- Mary Kay offers ongoing opportunities for education, motivation and inspiration through events like Seminar, Leadership Conference and Career Conference.
- The Mary Kay business opportunity gives you flexible selling options so you can customize your business to your life. From skin care classes to collection previews, on-the-go selling, online sales and promotional mailings, you'll find the choices you need for the business you want.
- Mary Kay offers various tools such as the *Beauty Book*, *The Look* and promotional literature to help you build your business.



- A Mary Kay® Personal Web Site gives you the ultimate sales tool – online ordering to streamline your business. In less than an hour and for as little as \$50 a year plus applicable tax, you can launch your own competitive, professional site – without any of the technical hassles.

Start living your dreams – today.

With the Mary Kay business opportunity, you can start living the balanced, rewarding life you want. Discover how easy it is to enjoy financial success while nurturing your faith and your family. It's your opportunity to have it all.



You can take the first step toward living your dreams for just \$150 plus tax and shipping. That's the price of your Starter Kit. It contains step-by-step education, and enough product for you to introduce 30 women to Mary Kay.

Plus, as a new Independent Beauty Consultant, for just \$50 plus applicable tax, you can sign up for the Personal Web Site offer and provide 24/7 online shopping on your own Mary Kay® Personal Web Site.

What a great way to get your business headed for success!

"The Starter Kit holds your keys to success – time for your family, financial security, excitement for the future, personal growth, a career with integrity, and happiness without compromise."

– Mary Kay Ash

MARY KAY®
enriching women's lives