

Welcome to a legacy like no other.



On Friday, Sept. 13, 1963, Mary Kay Ash took her first steps in achieving a dream — she opened the doors to a new opportunity that would allow women, like you, to realize their true potential. A few months after retiring from 25 years in the direct selling business, she started Mary Kay Cosmetics in a 500-square-foot storefront in Dallas. With her son, Richard Rogers, and the first nine Independent Beauty Consultants, her first steps would help women around the world succeed beyond their wildest dreams.

Since that time, there have been many successes. Women from every walk of life have captured the vision and lived richer lives while following the Golden Rule and balancing their priorities. Mary Kay Ash expressed the importance of this balance in her words, “My priorities have always been God first, family second, career third. I have found that when I put my life in this order, everything seems to work out.”

Today, as you take your first steps as a Mary Kay Independent Beauty Consultant, you become a part of this incredible sisterhood and the legacy of Mary Kay Ash. It’s a legacy like no other. It thrives today because of women like you who dare to dream and discover their own unlimited potential.



MARY KAY®
enriching women’s livesSM

FirstSteps

Ideas to get your business growing

MARY KAY®

Sign Up for Limited-Time Offers to Get Your Business Growing.

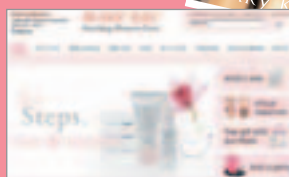
Hurry! You only have the month in which your Independent Beauty Consultant Agreement is received and accepted by the Company and the following calendar month to take advantage of these great deals. So log on to the Mary Kay InTouch® Web site, and click on "First Steps" where you will see links to the Web sites to enroll for these special offers.

- 15 FREE Customer Brochure Mailings — Through the Preferred Customer Program, you can have up to 15 personalized copies of the *Fall in Love* customer brochure announcing your business mailed to your potential customers.

- 50% Off a Mary Kay® Personal Web Site With Shopping — You can have your own professional Mary Kay® Personal Web Site With Shopping for half the annual \$50 subscription rate (for the first year)! Then, you can offer your customers 24/7 online shopping convenience. (Discount valid for first-time participants only.)

- FREE Personalized Gold-Toned Mary Kay® Name Tag — It's your free gift when you order your MKConnections® Business Kit. The kit includes 250 business cards, a pink vinyl business card case, 1,000 product reorder labels, self-inking name and address stamp, and personalized, platinum-toned name tag with magnetic clasp.

- Over \$600 in FREE Retail Products — See the *Ready, Set, Sell! Inventory Options for New Consultants* brochure to learn about the rewards available for starting your business with inventory.



Let's Get Started!

As a new Mary Kay Independent Beauty Consultant you might be asking yourself, "What's next? Who do I call? Where do I start?" **First Steps can help!** You might consider reviewing the following activities and creating the plan that's right for you. **Consider these to help get you started:**

By week 1

- Check out the Mary Kay InTouch® Web site at www.marykayintouch.com to register for the limited-time offers shown on the left.
- Make an inventory decision.

By weeks 2-3

- Open a separate checking account for your new business.
- Create your weekly plans.
- Consider scheduling a debut or grand opening to launch your business.
- Designate and organize your home workspace.

By weeks 3-4

- Complete the *Satin Hands®* Challenge shown below.
- Observe a skin care class and/or collection preview.
- Attend your Independent Sales Director's unit meeting and participate in New Consultant Orientation.
- Review *Consultants Guide* in your Starter Kit Bag.



Satin Hands® Challenge

Here's a challenge that lets you treat potential customers to soft hands and yourself to customers for life. Simply share the Private Spa Collection™ Satin Hands® Pampering Set samplers included in your On the Go Tote with 10 people. Once someone tries the Satin Hands® Pampering Set, you can ask if she'd like to buy a full-sized set of her own and book an appointment to try more great Mary Kay® products. Whenever you share the products with women you meet, give them your business card. Also, make sure you get their contact information so you can follow up and book an appointment.



**"What you can do,
or dream you can do,
begin it! Courage has
genius, power and
magic in it."**

— Mary Kay Ash