

# GREAT START™ JOURNEY *overview*

Welcome to the *Great Start™* Journey! Created for new Independent Beauty Consultants, the *Great Start™* Journey intuitively guides new Independent Beauty Consultants through the first four months of their Mary Kay businesses with simplified, essential information. This allows them to focus on learning to sell with confidence from the start! As a team-builder, your role is to help support them along the way. Use this overview to learn what's new and improved – from print to digital resources, featuring fresh information and a whole new look.

## NEW STARTUP OPTIONS



ALL NEW INDEPENDENT  
BEAUTY CONSULTANTS  
WILL BEGIN  
THEIR MARY KAY  
BUSINESSES WITH  
MARY KAY® eSTART.

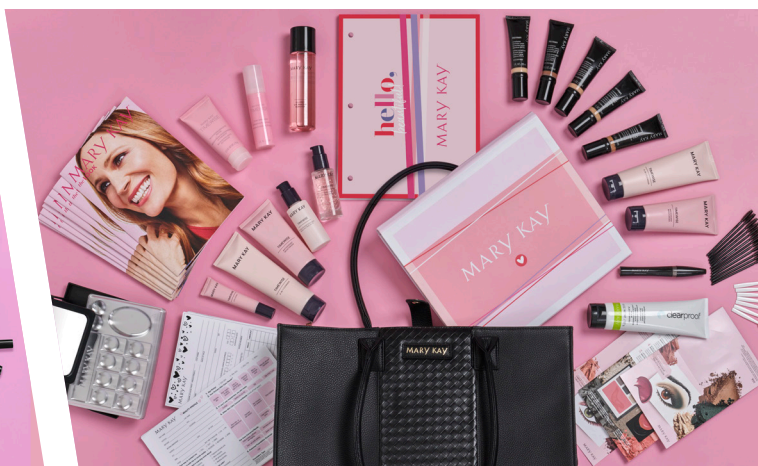


MARY KAY® eSTART

New Independent Beauty Consultants will be able to customize their experiences by adding on startup options! They can select *Mary Kay® eStart Plus*, *Mary Kay® Pro Start* or both when submitting their Independent Beauty Consultant Agreements.



MARY KAY® eSTART PLUS







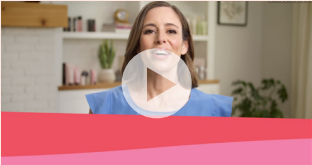
MARY KAY® PRO START

If they do not select their additional startup options when submitting their Independent Beauty Consultant Agreements, new Independent Beauty Consultants have up to 15 days from their start dates to select their additional startup options.

## NEW STARTUP RESOURCES

PREVIOUS	GREAT START™ JOURNEY	WHAT'S CHANGED?
<p>New Independent Beauty Consultant Agreement Process</p>	<p>My Personalized Agreement Link</p>	<p>The new My Personalized Agreement Link allows potential team members to complete their Independent Beauty Consultant Agreements via text or email. It even auto-populates the recruiter's information for efficiency.</p>
<p>Mary Kay® eStart</p>	<p>NEW! Mary Kay® eStart</p> 	<p>In addition to <i>Mary Kay</i>® eStart, new Independent Beauty Consultants will also receive a Welcome Packet, which includes business resources, to help them start their journeys.</p> <p>It features:</p> <ul style="list-style-type: none"> <li>• Welcome brochure.</li> <li>• <i>Great Start</i>™ brochure.</li> <li>• <i>The Look</i> catalog.</li> <li>• A few product samples.</li> <li>• <i>Mary Kay</i>® Personal Web Site (one year).</li> </ul>
<p>New Beauty Consultant Sample Pack</p>	<p>NEW! Mary Kay® eStart Plus</p> 	<p>This startup option includes essential business resources and product samples to share with their first customers.</p> <p>It includes:</p> <ul style="list-style-type: none"> <li>• Skin care and color product samples.</li> <li>• Sales Tickets.</li> <li>• Beauty Profile Cards.</li> <li>• <i>The Look</i> catalogs.</li> </ul>
<p>Starter Kit</p>	<p>NEW! Mary Kay® Pro Start</p> 	<p>This startup option can help empower their sales with retail-sized products for guests to sample, essential party supplies, business resources and more!</p> <p>It includes:</p> <ul style="list-style-type: none"> <li>• Retail-sized products to sample.</li> <li>• Product samples.</li> <li>• Essential party supplies.</li> <li>• <i>Mary Kay</i>® Pro Start Tote.</li> <li>• Flip Chart Binder With Pages.</li> <li>• Sales Tickets.</li> <li>• Beauty Profile Cards.</li> <li>• <i>The Look</i> catalogs.</li> </ul> <div data-bbox="1230 1507 1474 1751" style="border: 2px solid #e91e63; border-radius: 50%; padding: 10px; text-align: center;"> <p>Take your business essentials everywhere with this sleek tote!</p> </div>

## NEW STARTUP RESOURCES

PREVIOUS	GREAT START™ JOURNEY	WHAT'S CHANGED?
<p><i>Start Something Beautiful</i>® Magazine</p>	<p><b>NEW!</b> <b>MKConfident™</b> Online Education Platform</p> 	<p>This new learning platform was created for the <i>Great Start</i>™ Journey. <i>MKConfident</i>™. It includes modern education that's fun and functional.</p> <p>Available Sept. 1, 2023.</p>
<p><b>New Independent Beauty Consultant Startup Guide</b></p>	<p><b>NEW!</b> <b>Welcome Brochure</b></p> 	<p>This brochure is included in every Welcome Packet for all new Independent Beauty Consultants. It contains the six most important steps to starting a Mary Kay business.</p>
<p><b>Welcome Video</b></p>	<p><b>NEW!</b> <b>Welcome Video</b></p> 	<p>This exciting video warmly welcomes new Independent Beauty Consultants to their Mary Kay businesses.</p> <p>Available Sept. 1, 2023.</p>
<p><b><i>Great Start</i>™: Ready, Set, Sell! Brochure</b></p> <p><b><i>Great Start</i>™: Ready, Set, Keep Selling! Brochure</b></p> <p><b><i>Great Start</i>™: Team-Building Rewards Insert</b></p>	<p><b>NEW!</b> <b><i>Great Start</i>™ Brochure</b></p> 	<p>This comprehensive <i>Great Start</i>™ brochure contains information for all three <i>Great Start</i>™ Programs. A printed version will be included in the Welcome Packet for all new Independent Beauty Consultants. It's also available on <i>Mary Kay InTouch</i>®, <i>Mary Kay Great Start</i>® App and Section 2 of the Consultant order form.</p> <p>Available Sept. 1, 2023.</p>
<p><b>Inventory Video</b></p>	<p><b>NEW! <i>Great Start</i>™ Inventory Video</b></p> 	<p>This updated video contains the <i>Great Start</i>™ Program information as well as inventory information!</p>

## NEW STARTUP RESOURCES

### PREVIOUS

### GREAT START™ JOURNEY

### WHAT'S CHANGED?

#### Flip Chart Binder With Pages

#### NEW! Flip Chart Binder With Pages



This Flip Chart is included with *Mary Kay*® Pro Start and is available for purchase on Section 2 of the Consultant order form. New content features fresh Guest Pages and Dialogue Pages for skin care, color and pampering parties.

#### Flip Chart Pages

#### NEW! Flip Chart Pages



The updated Flip Chart Pages feature fresh Guest Pages and Dialogue Pages for skin care, color and pampering parties. The pages will be available for purchase on Section 2 of the Consultant order form.

#### Virtual Skin Care Party Flip Chart

#### Virtual Pampering Party Flip Chart

#### Virtual Color Party Flip Chart

#### NEW! Digital Flip Chart



This three-in-one updated Digital Flip Chart features fresh Guest Pages and Dialogue Pages for skin care, color and pampering parties.

#### Pop-Up Party Guide

#### Pop-Up Party Guide



The *Pop-Up Party Guide* provides sample dialogues and a template for a quick, fun, casual party in less than 30 minutes. Updated with new branding and products, it is available to download on *Mary Kay InTouch*®.

#### Skin Care Party, Virtual Skin Care Party and Hybrid Party Videos

#### NEW! All the Ways of Selling Video



This new video features all the ways to sell. New Independent Beauty Consultants can learn about in-person, virtual and hybrid parties, along with open houses and pop-up parties.

## NEW STARTUP RESOURCES

### PREVIOUS

### GREAT START™ JOURNEY

### WHAT'S CHANGED?

Skin Care Place Mat

Skin Care Closing Set Sheet

This closing set sheet is available on *Mary Kay InTouch*® so you can print it for your guests or send it to them digitally.



Second Appointment Place Mat

Color Closing Set Sheet

This closing set sheet is available on *Mary Kay InTouch*® so you can print it for your guests or send it to them digitally.



Pampering Party Closing Set Sheet

Pampering Party Closing Set Sheet

This closing set sheet is available on *Mary Kay InTouch*® so you can print it for your guests or send it to them digitally.



*Miracles Happen* - Mary Kay Ash Autobiography

*Miracles Happen* - Mary Kay Ash Autobiography

New Independent Beauty Consultants will receive a *Miracles Happen* book by Mary Kay Ash for FREE with a minimum \$225 single wholesale Section 1 initial product order.



# SIX MOST IMPORTANT THINGS

## *GREAT START™* JOURNEY

### TRANSITION TIPS

1

**GO TO** *Mary Kay InTouch®* to review all the new *Great Start™* Journey information!

2

**REVIEW** the updated Online Agreement Guide on *Mary Kay InTouch®* to learn more about the new Independent Beauty Consultant Agreement process. Available August 15, 2023.

3

**CREATE** a list of new resources you'll need to update to support your new team members.

4

**ENCOURAGE** new team members to customize their startup experiences by adding one or both startup options to their Mary Kay businesses. With the new *Great Start™* Journey, new team members will begin with *Mary Kay®* eStart and can select *Mary Kay®* eStart Plus and/or *Mary Kay®* Pro Start immediately or within 15 days of submitting their Agreements. Help them make the best decision for them.

5

**UPDATE** your own new Independent Beauty Consultant welcome process with new *Great Start™* Journey materials.

6

**MAKE TIME** with your unit and team-builders to walk them through the new process and resources.

The Company grants all Mary Kay Independent Beauty Consultants a limited license to duplicate these pages in connection with their Mary Kay businesses. These pages should not be altered from their original form nor incorporated into other materials. For a printable version of these pages, go to the *Mary Kay InTouch®* website.

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