

HUSBANDS CORNER

Dear Husband,
Congratulations on being the husband of a new Mary Kay Independent Beauty Consultant! This is a great time for your wife to be starting a Mary Kay business because we are experiencing an incredible growth.

Most people begin a business with Mary Kay to make extra money. However, because of the great opportunity to help others, your wife can gain a tremendous amount of self-satisfaction from her business. Her new business could provide anything from a little extra spending money to a business from which the entire family can benefit. A Mary Kay business offers the flexibility to fit your goals and lifestyle. The sky is the limit!

Weekly and daily activity is vitally important to any business. Please encourage your wife to attend all her weekly business meetings. It is the lifeline to keeping a positive attitude, learning and being productive each week.

Another important aspect of your wife's new business is inventory. It can be beneficial to begin any business with inventory, and Mary Kay is no exception. As your wife starts her business, it is my role to offer advice on how to sell products and manage her business income wisely.

I look forward to meeting you in the near future. You can always contact me if you have any questions concerning the Mary Kay opportunity. Feel free to join us at any of our unit functions. Your wife's belief in herself, coupled with your belief, can help her achieve whatever she desires for her Mary Kay business and family!

Husbands FAQs

Questions from husbands always concern the well-being and success of their wives. If you've had a chance to read or listen to any Mary Kay materials your wife has received, you will have a better understanding of a Mary Kay Career.

Here is a list of Frequently Asked Questions:

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. We suggest developing a weekly plan sheet 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. A Mary Kay career is like many other endeavors, the more you put into it the more you get out of it.

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.

6. What is in the starter kit?

Your wife is setting up her own business and 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 and over \$323 in full size products. This is essentially all she will need to get started for only \$100.

7. Why does my wife need inventory?

Inventory is the product your wife sells to earn a profit. The starter kit is only a tool. 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 recorded information call that you may listen to help you better understand the importance of inventory and what level is best for your wife to start.

8. Will you help my wife decide on the amount of inventory?

Yes. After signing her agreement, your wife and I will get together to plan her first 30 days in the business. We will discuss her goals and set an inventory amount to reach those goals.

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 help to make her 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. How will this career change our current family structure?

The opportunity to work for yourself and at your own pace allows for great flexibility. Being your own boss means you determine your success and financial success of your family. You get out of the business what you put into it. 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!

About Mary Kay Inc.

About the Company



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 2009, with over \$2.4 billion in wholesale sales. Our goal by 2012 is to reach \$5 billion.

Richard Rogers, Mary Kay's son, is Executive Chairman, and David Holl is President and CEO.

Mary Kay opened its first international subsidiary in Australia in 1971 and its most recent in India in 2007. Today, Mary Kay has a strong presence throughout Europe, Asia Pacific and the Americas.

The largest international markets are China, Mexico and Russia.

About the Products

The Mary Kay® product line includes more than 200 premium products in five categories: facial skin care, color cosmetics, body care, sun protection and fragrance. Mary Kay products are sold in more than 35 global markets. Mary Kay develops, tests, manufactures and packages the majority of its own products at its state-of-the-art plants in Dallas and China. Mary Kay does not conduct animal testing for its products and has pledged to never do so.

About the Woman

After retiring from a successful 25-year career in direct sales, Mary Kay Ash wanted to enrich women's lives by providing an unparalleled business opportunity that allowed women to achieve their dreams while keeping their priorities in order.

On Sept. 13, 1963, Mary Kay, her son Richard Rogers and nine Independent Beauty Consultants opened Beauty by Mary Kay from a 500-square-foot storefront in Dallas. Mary Kay built her Company upon the Golden Rule and the priorities of God first, family second and career third. It was Mary Kay's ardent desire that women would realize and use their God-given talents. She often said, "If today one woman realizes how great she is, then it's a great day!" Mary Kay Ash was Chairman Emeritus when she passed away on Nov. 22, 2001.

In a study conducted in 2003 by Baylor University, Mary Kay Ash was designated as the greatest female entrepreneur in American history. [Click Here](#) for a deeper look at Mary Kay Ash.

About the Career Car Program

Mary Kay Inc. introduced the famous pink Cadillac to the U.S. independent sales force in 1969. Today, the global Career Car program also includes Saturn, Pontiac, Toyota, Mercedes, BMW and Ford models.

Since the program's inception, more than 120,000 independent sales force members have qualified or re-qualified for the use of a Career Car or elected the Cash Compensation option.

About the Sales Force

The Mary Kay independent sales force includes more than 1.8 million people. Approximately 500 women worldwide have become Independent National Sales Directors, the upper echelon of Mary Kay business owners. Approximately 34,000 women are currently Mary Kay Independent Sales Directors worldwide. Starting a Mary Kay independent business is affordable. The price of the Starter Kit and educational materials varies by market.

Suggested Dos & Don'ts of a Mary Kay Husband

DO

Love your wife. Everything else will follow.
Encourage her to use the time available for her business when an appointment cancels. For instance, she could book selling appointments, do customer service calls, invite guests to her unit meeting.
Write her notes, telling her how proud you are of her.
Acknowledge her accomplishments.
Keep her motivated by offering dinner, movie or time alone without the children, if she meets her weekly goals.
Help her set family and business goals. Dream with her.
Read Company-related material and compliment her when you see her name in print.
Tell your friends how well she's doing.
Strategize with her. Two minds are better than one.

DON'T:

Point out the frustrating parts of her business. She already knows them.
Ignore her accomplishments. She works for your praise.
Be selfish. Share your time with her by doing things that will allow her to work her business.
Say, "You'll never accomplish that." Think out of your comfort zone. If her goals don't sound far-fetched, she isn't reaching far enough.
Ask how much she sold. She'll tell you, if it's good news.
Listen to negative comments from your friends, family or colleagues about her business.