

NOT A PYRAMID, NOT MULTI-LEVEL

**MARY KAY COSMETICS
A DUAL MARKETING PROGRAM**

MULTI-LEVEL MARKETING (MLM)	DUAL-MARKETING MARY KAY COSMETICS
Buy in at different levels.	Everyone starts at the same level <u>EARN</u> S each level of success!
Different discounts on products determined by levels; usually no more than 30%.	<u>SAME</u> discount for everyone! Highest in Direct Sales Industry - 40% - 55%!!
New Person must fill customer orders through some 'over'" them. (i.e.; <i>Manager must stock for everyone under them</i>)	EVERYONE buys product <u>directly</u> from the company.
Emphasis is on recruiting, not selling.	Emphasis is on building a large customer base and building a team!
Recruiting commissions flow through levels. (<i>Too many hands in the till.</i>)	ALL recruiting commission checks are mailed directly to the individual From the <u>Company!</u> -from the <u>Company's Profit!!</u>
Buyback policy? If there is one, Manager's responsibility to buy-back	Buy-back from the <u>Company!</u> at 90%!
Disability?	Disability: Directors for 1 year Nationals for 15 years!
Retirement?	Retirement: Nationals for 15 years at 40% to 60% of prior highest earnings!
Life Insurance?	Life Insurance: Directors & Nationals!
Training?	Recognized as the <u>MOST HIGHLY TRAINED</u> #1 Teaching-Oriented Sales force in the world!
Free Cars Usage?	Pontiac Grand Am at <u>Consultant</u> level; Pontiac Grand Am, Pontiac Gran Prix, "Jimmy" SUV , or Cadillac at Director level!!
Teach importance of priorities?	Teaches faith first, family second, career third! Incorporated into marketing plan through 'dovetailing' (<i>selling appts</i>). The 'Golden Rule' taught as Company Philosophy!
Territories?	You may conduct your Mary Kay business anyplace you choose in the United States. (<i>Adoptee Program</i>).