

Staying True to What We Know

When Mary Kay Ash founded her Company, she began with the highest ideals. The Company would operate on the premise of the Golden Rule, with honesty and integrity as its cornerstones.

Today, more than 1.6 million Independent Beauty Consultants around the world enrich the lives of women by sharing Mary Kay® products and the Mary Kay business opportunity. As Mary Kay said so many times, "No greater opportunity for women exists than the one we have to offer."

We know your belief in Mary Kay and her Company is unshakable. While we also know your "blood runs pink," there are others who may approach you, your unit members or your customers with negative information about Mary Kay® products or the opportunity in an attempt to advertise their own products or opportunity. You may want to keep the following responses in mind:

- Stay true to what we know. "With products of the highest quality and an unparalleled business opportunity, it's easy to see why more than 1.6 million women throughout the world sell Mary Kay® products. And our recent research shows that women who use Mary Kay® products love them! In fact, the Company achieved another year of record results in 2005, with nearly \$2.2 billion in wholesale sales."
- Confidence comes with knowledge and experience. If you're approached with a product or product ingredient untruth or

misconception, you might say something like, "It's interesting that you should say that. With more than 40 years of experience in the industry, Mary Kay continues to meet customer demands in an ever-changing environment. I know our laboratories carefully evaluate and select our product ingredients from around the world. Through significant knowledge and experience, Mary Kay confidently delivers high-performing, clinically-tested — and the safest — products to our valued customers." You also can direct customers to The Science Behind the Beauty Web site from your own Personal Web Site or marykay.com.

- Take the high road. Mary Kay never "knocked" the competition. She felt that the most valuable assets we carry with us are our integrity, our reputation and the good, honest name upon which we can build our future. Why not consider what it says about someone else if she has to tear others down to make herself look good? You might want to share something like, "Are you interested in pursuing an opportunity with a positive company that only speaks of its own products or a company that uses scare tactics and negativity to sell its products?" With responses like these, you may just

cause someone to step back and think about her own opportunity!

- Follow the Golden Rule. When approached by others who may choose to use the above-described tactics relating to Mary Kay® products, commission program and/or other incentive programs, you may be tempted to create your own version of a comparison between Mary Kay and another company and share it with potential team members and/or your sister Independent Beauty Consultants via e-mail or in files or other written materials. Creating these types of materials on your own can be risky because you may be inadvertently disseminating facts about another company. Disseminating such information can not only cause legal scrutiny for both you and Mary Kay, it also contradicts the Golden Rule philosophy upon which the Mary Kay opportunity was built. You certainly don't want other companies disseminating incorrect facts about Mary Kay, so it is wise to avoid putting yourself in a situation where you may inadvertently do the same thing to another company!

Earnings and Tax Representations

As a dedicated professional, you know that every effort should be made to accurately portray the Mary Kay opportunity to prospective team members. State and federal regulatory agencies may interpret exaggerated earning claims to be "misleading representations" which could subject you to severe sanctions. We feel that sharing your own earning experience is by far the most effective and believable way of approaching this subject with a prospective team member. Besides, your very own I-story will mean much more to them than boring statistics!

While the earning potential associated with the Mary Kay opportunity is indeed unlimited, it also is important to make sure that prospective

team members understand that *their* level of success depends on the amount of time and energy *they* choose to put into their Mary Kay businesses.

Similarly, it's important to accurately portray the tax aspects of the Mary Kay opportunity. As a self-employed person, you may be entitled to a variety of tax deductions which will benefit your business if they are supported by accurate records. However, we caution against offering tax advice which cannot be substantiated by current Internal Revenue Service regulations. We suggest that your potential team member consult with her accountant or tax adviser to determine how a Mary Kay business will affect her personally.

POWER Notes