

MARY KAY

applause

FALL 2021



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BEAUTY FROM WITHIN

From colour to skin care, here at Mary Kay, we live and breathe all things beauty. So, it only made sense to take our commitment to outside beauty and bring out its best from within.

87.80% **47D000**™ Supplements. Yes, we're talking nutrition!

Did you know that the direct selling industry already "owns" nearly 40% of the nutritional/wellness supplement market worldwide and that the nutrition supplement market is expected to grow over 5% through 2024 with estimated sales of 1.5 Billion CAD in 2025? In Canada alone, skin health nutrition products grew a whopping 87% from July 2018 to July 2020.

Collagen and Antioxidants, two of the products we're introducing, are amongst the fastest growing categories to support skin health and your customers are currently purchasing these products elsewhere. Let's switch them to Mary Kay!

WHY NUTRITION FOR MARY KAY?

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"Well, you may not know this, but we've been working on nutrition for some **480%** **187,70/47D000**™ because it complements Mary Kay® skin care when we think about beauty inside and out.

Entering into wellness was a natural transition for us because we know that people are looking for more than skin care and more than makeup for their beauty routine. Beauty is about holistic wellness and our nutritional supplements support skin health and wellness from the inside out.

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how you feel on the inside, and so it was very important for Mary Kay to enter into wellness because it's such a critical part of your beauty routine.

82% **47D000**™ we're building on the trust we've earned over a 55-year **7,0./1E4242D002,,40** products and proven results. Mary Kay **47D000**™ is no different. This line of nutritional supplements continues the tradition of maximizing beauty by supporting the journey to complete wellness and everyday betterment."

Order
Now



PRODUCT LINE-UP



Daily Benefits™ Antioxidant

(30 capsules) \$40

Specifically formulated to support and complement the antioxidant power of TimeWise Miracle Set 3D™, this vegetarian formula delivers daily wellness support through two types of powerful antioxidants: nutrient and botanical. The nutrient antioxidant sources are vitamins A, C, and E, and zinc; the botanical antioxidant sources are grape seed extract and resveratrol – one of the stars of the TimeWise® Age-Minimize 3D® complex.

This proprietary ingredient blend helps balance and support the body's antioxidant systems to help skin look healthier by helping the body fight age-accelerating free radicals and defend skin against daily stressors.

Daily Benefits™ Collagen

(30-day use-up rate) \$60

Daily Benefits™ Collagen gives the body the nutritional building blocks it needs to support skin's foundational structure. The powerful, proprietary blend of hydrolyzed marine collagen and vitamin C helps build collagen, and biotin helps support healthy skin and nails.



The hydrolyzed marine collagen and vitamin C support collagen production and minimize fine lines and wrinkles by supporting skin elasticity and increasing skin's moisture levels. They also help with skin smoothness.

Add neutral-flavoured, dissolvable Daily Benefits™ Collagen to your favourite drink or smoothie for everyday age-fighting power. And because it also contains an antioxidant, it's the perfect complement to Daily Benefits™ Antioxidant.





ASK THE EXPERT



Q&A with Jen Alfrey, Senior Director of Global Nutritionals

Why should someone incorporate supplements into their daily routine?

Even though a lot of people try to eat healthy, it is difficult with our busy lifestyle to get all the nutrients that our body needs on a daily basis – a wellness supplement helps fill that gap. We know that typical diets consumed by most people are deficient in one or more nutrients.

So, we created products that will support the body from the inside out. And we've done a lot of research on how the body functions and what the skin needs.

One thing that's important to remember is the purpose of Daily Benefits™ is to supplement a healthy diet, not replace one. To work toward overall wellness, we recommend using Daily Benefits™ in addition to eating a healthy diet and getting enough exercise.

You say Daily Benefits™ is formulated to complement Mary Kay® skin care. Can my customer still use Daily Benefits™ if they don't currently use any Mary Kay® skin care?

Absolutely! Daily Benefits™ was formulated to complement Mary Kay® skin care, but even if you're not a Mary Kay® skin care customer, you can still experience the benefits that this nutritional supplement line offers.

What if my customer or I already take a multivitamin? Why would we need additional supplements like Daily Benefits™ Antioxidant or Daily Benefits™ Collagen?

Think of a multivitamin as your baseline supplement. It contains a balanced blend of vitamins, minerals, and superfoods for foundational antioxidant support. But Daily Benefits™ Antioxidant and Daily Benefits™ Collagen build on that by providing antioxidants and collagen at a higher level for additional beauty benefits.

Will Daily Benefits™ interfere with my skin care regimen?

Daily Benefits™ was specifically developed to complement Mary Kay® skin care and is safe to use with other Mary Kay® products.





HOW TO SELL

Entering into a brand-new category can be intimidating, especially when the category is nutritional supplements. In the absence of samples for customers to try and immediate visible benefits, your in-depth knowledge of Daily Benefits™ will be key in selling this new line of products to your customers. Your customers already depend on you for your beauty product knowledge; this is no different. You're going to want to study the numerous company resources provided to help you gain confidence in speaking on the facts and benefits of this exciting new line.

INTOUCH™ RESOURCES

- FAQs
- Fact Sheets
- Flyer
- Textable Ad
- Social Media Assets
- Promotional Video
- Meet the Maker Class
- Link & Learn™ Courses

There really is so much great content to help prepare you for this product line-up. And remember, when it comes to sharing benefits, keep it simple sweetie. Only use the company's published benefits – you can be confident they are supported by science.

Q&A

Who is the Daily Benefits™ customer?

Daily Benefits™ is for anyone looking for a boost to enhance their overall skin health, beauty and wellness from the inside out. Because the body cannot produce enough nutrients on its own, Daily Benefits™ provides supplemental nutrition to help keep skin healthy.



What if I or my customer is already healthy and active? Why would I need wellness supplements?

Even healthy bodies need help achieving adequate nutrition, and sometimes diet alone is not enough to deliver nutrients to the body. That's why supplements like Daily Benefits™ can help keep your body healthy and enhance overall wellness, not to mention the skin health benefits.



How do I convince my customers to switch from their supplements to Daily Benefits™?

What sets Mary Kay apart is our product promise: we always put you first. Your customers can trust that with Daily Benefits™ from Mary Kay, they are getting high-quality, rigorously tested wellness supplements. Not only that, but with you, your customers get personalized, expert service unmatched anywhere else.



But, really, it's important to think of it as a full-circle selling approach – consider both existing and potential customers. Not only is there a whole new potential customer base, you have your existing customers who already come to you for all their skin care, body care, colour and fragrance needs. Plus, you'll also have the opportunity to cross-sell to new customers. And just think: REPEAT BUSINESS.

Seriously, think about it. A brand new customer who becomes a Daily Benefits™ customer. You have the opportunity to introduce them to the entire Mary Kay portfolio!

For current customers – this a natural extension of their existing skin care regimen. We know they care about taking care of their skin on the outside because they're dedicated Mary Kay skin care users, now they can do it from the inside as well – and help boost their health and wellness in the process.



With the introduction of Daily Benefits™, we are introducing a new “section category”. As you know, we currently have Section 1 for retail products that you sell to your customers, and we have Section 2 for sales aids and business tools. Daily Benefits™ will fall under a new **Section 5** category. And to be in line with our direct selling competitors, these products will have a **30% earned discount**. We conducted extensive competitive research on retail selling price, and Mary Kay is priced attractively in this category amongst retail and direct selling competitors. And, yes, Section 5 products will count toward ALL contests and recognition programs.