

## Price Changes FAQs

### **PRODUCT PRICE CHANGES**

**1. WHY IS MARY KAY INCREASING PRODUCT PRICES?**

The widespread disruption caused by the global pandemic has created the need for many companies and brands – Mary Kay included – to adjust their prices because of supply chain shortages, transportation issues, and rising costs of ingredients and packaging materials. You’ve likely experienced product price and shipping and handling increases for everything from groceries to personal products to home goods to just about anything you purchase.

**2. HOW DO I EXPLAIN TO MY CUSTOMERS THAT THEIR FAVOURITE PRODUCTS COST MORE?**

Please refer to The Six Most Important Tips for Price Changes document on *Mary Kay InTouch*<sup>®</sup> for guidance when having this conversation with your customers. The Company has equipped you with materials to be prepared and feel confident when addressing objections. Additionally, all of the Spring 2022 marketing materials – such as *The Look* – will reflect the new prices, so please make sure your customers receive a copy.

**3. WHEN WILL THE PRICE CHANGES GO INTO EFFECT?**

The price changes officially go into effect on February 16, 2022 at 10 AM EST.