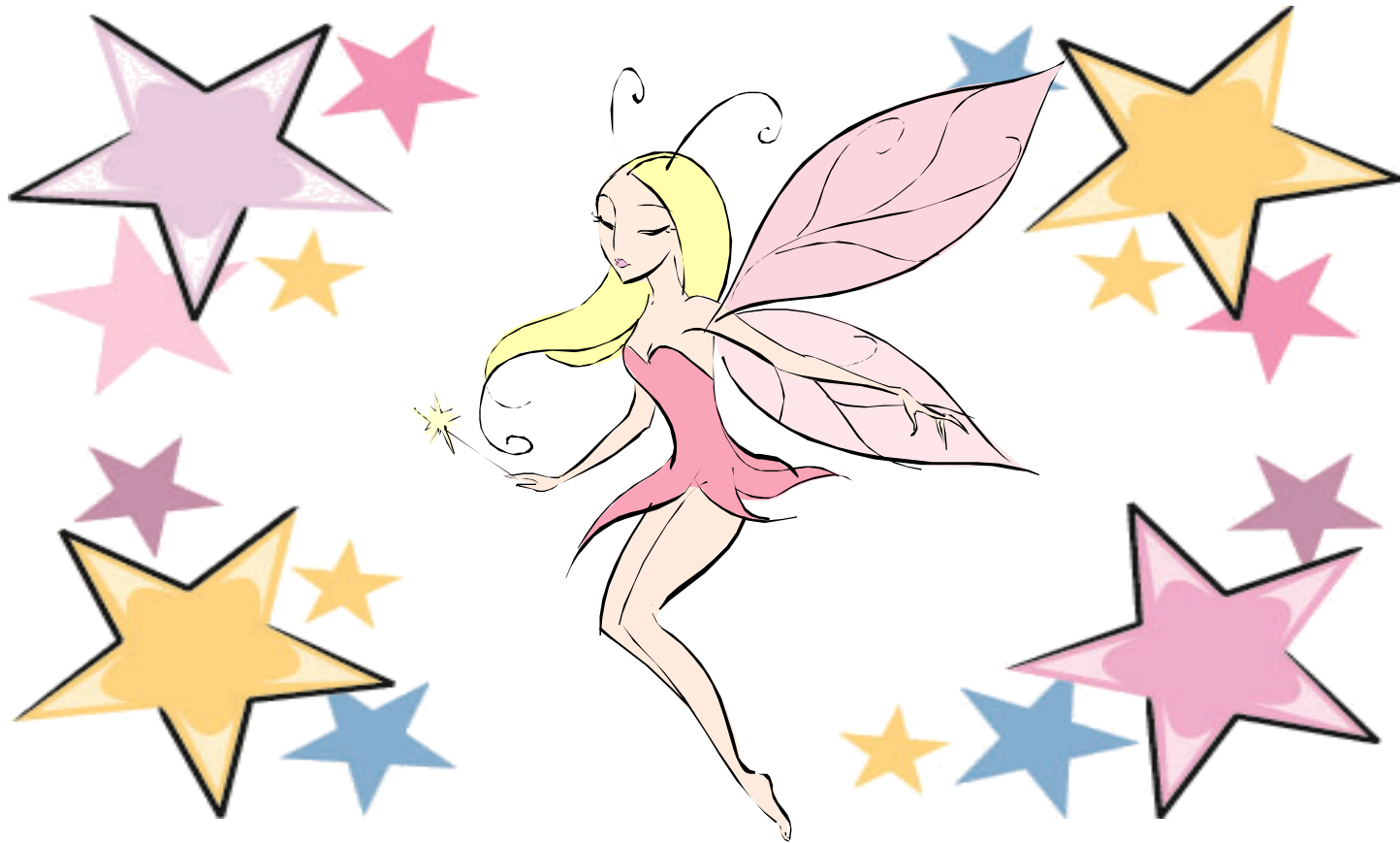


# A Mary Kay Fairy Tale



**O**nce upon a time....

**A beautiful baby girl was born.**

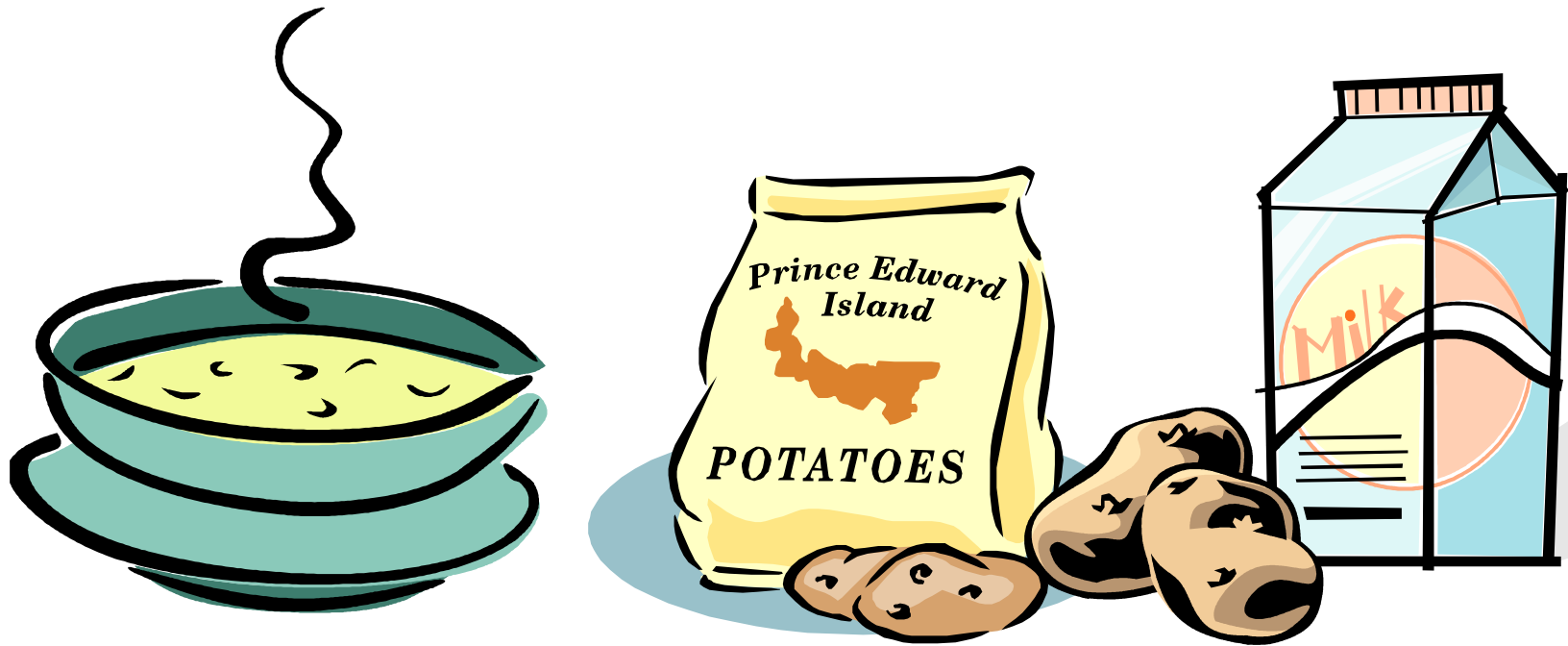


**She lived a simple life  
with love,**



**but her father was very ill, and her  
mother had to work long hours to  
provide for her family.**

Often her father's caregiver, she would have to take on daunting tasks as a small child. One was cooking her father's favorite dish, potato soup!



Her mother would often give her words of encouragement and tell her,

**"You can do it, Mary Kay, you can do it!"**

Later, she would inspire millions with this belief that you can achieve it if you believe it.



Unlock  
your passion



**She grew into a  
beautiful,  
hard-working  
woman,  
and worked for many  
years in the**



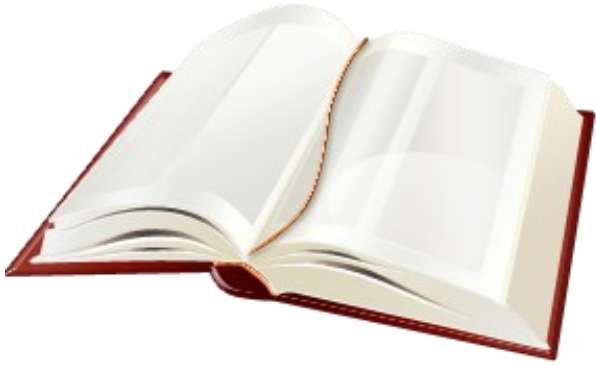
**direct– selling industry raising her  
family on the income she made.**

But it was not easy to fit in to a “man’s world” in corporate America at that time!



She resigned her position when yet another man she had trained was promoted above her, *at twice her salary!*





She started to write a book that would help other women in business.

But she ended up with a list of what she would keep and what she would change...

***AND REALIZED SHE HAD  
A PLAN FOR A DREAM  
COMPANY!***



# *But what would she market?*

She chose COSMETICS because:

- 1) Everyone used them,
- 2) They were consumable.
- 3) They made women feel good!



AND she chose the color **PINK**  
because it looked good in  
everyone's white bathroom  
back in the 1960's!

Then she chose the  
*Golden Rule* as her guide,

Do unto others as you would have them do unto you.



Luke 6:31

and taught every  
one to keep their  
priorities in the  
right order.



And she created an environment that praised others to success and built a unique support system she knew women would thrive in...



AND provided women with the opportunity for the personal and financial success they deserve!



*She also added things that are  
near and dear a women's heart, such as:*

**FLEXIBILITY** so she could still  
be a good wife and mother...



Make Every Day

**Count**



Beautiful Cinderella **PRIZES** &  
tons of **PRAISE & RECOGNITION...**



The chance to **OWN HER OWN BUSINESS**  
with no glass ceiling...

the  
world is at  
your doorstep



And don't forget the **PINK**  
**CARS** and **FREE TRIPS!**

you Go Girl!



*SO, now you may be thinking  
that this is just a fairy tale,*



*and these kinds of things  
just don't happen...*



But In  
MARY  
KAY...

Fairytales  
do come true

