

## Product Presentation

As a Mary Kay Independent Beauty Consultant, you can be proud of the high-quality products you offer. Your product knowledge and professional presentation can directly affect your guests' confidence about both you and the products. Here are a few simple safety guidelines to help impress your customers with your professionalism.

### Safe Demonstration of Retail-Sized Products

When it comes to sharing product with your customers, there are a few important things to keep in mind. When demonstrating from retail-sized products contained in the Starter Kit, you must provide unused, clean product from your separate inventory to sell to your customers. As stated in your Independent Beauty Consultant Agreement, the retail-sized products from the Starter Kit that are used for demonstration must not be offered for sale. Many states and provinces have both general and specific rules governing this type of activity.

There are ways to demonstrate safely; you just need to pay attention to the details and think about what you are doing. If done correctly, your customers will always be impressed with the quality and safety of your procedures.

Products in tubes, with pumps or in bottles with a small orifice can all provide a safe way to demonstrate products. Tubes, like foundations, can be squeezed onto the back of your customers' hands or onto a disposable tray so they can sample the product.

### The "No Touching" Policy

The Company strongly recommends that Mary Kay Independent Beauty Consultants adopt a "no touching" policy at all appointments. Although Beauty Consultants use the term "giving a facial," this actually means that they instruct and guide customers in applying Mary Kay® products themselves.

From a practical standpoint, it is important that customers learn how to use the products themselves during a class or facial so that they feel confident about repeating the process on their own at home. Although a customer may be insistent upon having a Beauty Consultant apply the cosmetics for her, our recommended response is a polite explanation that the Mary Kay concept is to teach the customer to do it for herself so that she can repeat the procedures when the Beauty Consultant is not there. The customer will appreciate this logical and professional response, and you will avoid any potential misunderstandings with licensing authorities.

There are also legal and hygienic reasons why you should not touch your customers during the application of cosmetics. Legally in many states, the practice of cosmetology is defined as "application of cosmetic preparations to the face, hands or body by means of the hands or a mechanical device." (Brushes and other applicators are considered mechanical devices.) The practice of cosmetology usually requires a license, which can be expensive. Hygienically, touching is high risk for transferring microorganisms (and possibly infection) from person to person in the skin care class.

We strongly recommend that even those Independent Sales Directors and Independent Beauty Consultants who are licensed cosmetologists avoid touching the customers or applying cosmetics at skin care classes, model makeovers, etc., because this practice can lead to misunderstandings in the minds of customers, other Beauty Consultants and licensing authorities about the usual practices of Mary Kay Independent Beauty Consultants in their normal businesses.

Because laws governing the practice of cosmetology vary from state to state, and because the Company wants to ensure that all customers have the opportunity to try Mary Kay® products themselves before they buy, we have always maintained the philosophy that Mary Kay Independent Beauty Consultants should not touch their customers.

## Shelf Life

Most Mary Kay® products are produced to have a minimum shelf life of three years from the date of manufacture. This is the standard for the cosmetic industry, not a regulation. The Food and Drug Administration (FDA) regulates the shelf life of over-the-counter (OTC) drug products such as sunscreens, antiperspirants, etc., as follows:

If the shelf life is less than three years, then the expiration date of the product must be clearly indicated on the package. This is not required if the shelf life is greater than three years.

Some Mary Kay® products may have an expiration date because they have a shelf life of less than three years. For these products, it is particularly important to check the expiration date before using them. These products are:

- TimeWise® Day Solution Sunscreen SPF 25<sup>†</sup>
- TimeWise® Age-Fighting Moisturizer Sunscreen SPF 15<sup>†</sup>
- Acne Treatment Gel<sup>†</sup>
- Blemish Control Toner 3<sup>†</sup>
- Mary Kay® Facial Cleansing Cloths
- TimeWise® Even Complexion Essence
- MKMen® Moisturizer Sunscreen SPF 25<sup>†</sup>
- Mary Kay® Lip Protector Sunscreen SPF 15<sup>†</sup>
- Mary Kay® SPF 30 Sunscreen<sup>†</sup>
- Subtle Tanning Lotion
- Mary Kay® Tinted Moisturizer With Sunscreen SPF 20<sup>†</sup>
- Mary Kay® Tinted Lip Balm Sunscreen SPF 15<sup>†</sup>
- TimeWise® Replenishing Serum+C
- TimeWise Body™ Hand and Décolleté Cream Sunscreen SPF 15<sup>†</sup>

<sup>†</sup>Products indicated with a single dagger identify over-the-counter drug products. Customers should carefully read and observe all warnings, indications and directions for use on the labels of these products.

## Storage & Handling

Mary Kay® products undergo extensive quality testing, and short periods of exposure to hot or cold weather will not compromise the stability of the product. However, we do recommend storing products at a temperature between 59-86° F. If your products have been overheated or frozen, we do not recommend refrigerating or heating them in an attempt to bring them to a “normal” state. Let them slowly return to room temperature. Remember, our products are backed by the Mary Kay Satisfaction Guarantee. If a customer is not satisfied with a product for any reason, the product can be exchanged or returned.

## Product Coding System

Did you know that every Mary Kay® product is labeled with an easy-to-read code right on the packaging? That makes it easy to keep your inventory fresh and ensure that your customers always get the very best. The code consists of a shade name (if applicable), part number and day code located on the bottom of a container, the barrel of a pencil or the crimp of a tube of each Mary Kay® product.

For example, an eye color refill tray might be marked "Crystalline #013044 TF01."

- "Crystalline" is the product shade name.
- The six numbers (013044) indicate the part number.
- The second four characters (TF01) indicate the date of manufacture, which in this example would be May 1, 2009. This day code is useful in maintaining the high-quality standards of Mary Kay, as it is used to trace products returned for any reason. In addition, you can refer to this date to assure that you deliver the freshest possible product (particularly any product with a limited shelf life) to your customers. Remember to rotate your inventory with the first-in, first-out system.

You can interpret the day code using the following legend:

**Character 1:** Letter representing the year in the decade in which the product was produced.

### Key to Year

<b>K</b> – 2006	<b>1</b> - 2011
<b>M</b> – 2007	<b>2</b> - 2012
<b>R</b> – 2008	<b>3</b> - 2013
<b>T</b> – 2009	<b>4</b> - 2014
<b>V</b> – 2010	<b>5</b> - 2015

**Character 2:** Letter representing the month of year in alpha order, as follows (please note that the code skips some letters to avoid confusion and mistaken identification):

### Key to Month

<b>A</b> – January	<b>F</b> – May	<b>R</b> – September
<b>B</b> – February	<b>H</b> – June	<b>T</b> – October
<b>C</b> – March	<b>K</b> – July	<b>V</b> – November
<b>D</b> – April	<b>M</b> – August	<b>X</b> – December

**Characters 3 and 4:** Numbers representing day of month.

Example: **TF01** = May 1, 2009  
**T** = 2009  
**F** = May  
**01** = First day of month

## The Distinction Between Cosmetics and Drugs

The U.S. Food, Drug and Cosmetic Act defines cosmetics as articles intended to be applied to the human body for cleansing, beautifying, promoting attractiveness or altering the appearance without affecting the body's structures or functions. Any product claiming to change the structure or function of any part of the body or to treat or prevent disease is considered a drug and comes under a very restrictive set of drug regulations.

Consequently, we do not permit any curative or healing claims for those Mary Kay® products classified as cosmetics. If you or your customer has a skin disorder and/or are under the care of a physician, you should have your doctor pre-approve the use of all cosmetics. Neither Mary Kay® cosmetics nor any other brand of cosmetics can take the place of medication.

For products classified as over-the-counter (OTC) drugs (e.g., Acne Treatment Gel, Blemish Control Toner Formula 3, etc.), we make only those drug claims permitted in the appropriate OTC monograph. These products contain one or more FDA-approved active ingredients, and you can identify them on the label. If, at the beginning of the ingredient list you see one or more ingredients separated and declared as "active ingredients," the product is an OTC drug. If all the ingredients are listed together, the product is a cosmetic. When a company uses an FDA-approved OTC drug ingredient, it must list the active ingredients separately on the label and register the product with the FDA as an OTC drug. The FDA then allows the marketer to make certain specified claims for the product. These claims are outlined together, in publications called monographs, with other relevant requirements such as cautions and warnings.

Mary Kay® regular-line products classified as over-the-counter (OTC) drugs include the following:

- Acne Treatment Gel
- Blemish Control Toner Formula 3
- Mary Kay® Lip Protector Sunscreen SPF 15
- Mary Kay® SPF 30 Sunscreen
- Mary Kay® Tinted Moisturizer With Sunscreen SPF 20
- MKMen® Moisturizer Sunscreen SPF 25
- TimeWise® Age-Fighting Moisturizer Sunscreen SPF 15
- TimeWise® Day Solution Sunscreen SPF 25
- Mary Kay® Tinted Lip Balm Sunscreen SPF 15
- TimeWise Body™ Hand and Décolleté Cream Sunscreen SPF 15