

50%. Customers buy their products directly from their Consultants and Directors. Mary Kay, Inc. has 10% of the skin care market. Therefore, any thoughts of saturation in your city or state is unfounded.

In addition to the \$100.00 minimum investment, most women spend between \$600.00 and \$3,600.00 additionally to purchase inventory. This allows customers to purchase their skin care products immediately from your wife. All inventory purchased is subject to the 90% guarantee buy-back mentioned previously. This inventory is a necessary investment in building a profitable business. If a sufficient amount of inventory isn't purchased it is like a golfer who has a set of irons but no woods.

In order for your wife to be successful as a Mary Kay Consultant and move up the ladder, she will have to spend time to make her business grow. This often involves unit meetings which may run 2 hours. During these meetings your wife will be introduced to the Mary Kay business and undergo training. Guests are invited to these meetings so that they are informed of the Mary Kay opportunity. You can expect that your wife will be involved in sales of the product and recruiting others to become consultants.

The amount of time that your wife spends in the business of course, will be directly related to her monetary goals. Since this is a sales and recruiting business, there are going to be ups and downs for her and any words of encouragement that you can give to her would be most helpful. I tell husbands for example, on the evening that your wife has her meeting, that if you could do the dishes and clean up the counters in the kitchen that will help lift her spirits. Little things like this go a long way.

I, again, welcome you to the Mary Kay "family" and I honestly feel this is one of the best business opportunities that I have ever seen. There is a wide diversity of Consultants as far as age, education, background and amount of business experience. I have seen some women who have their lives changed from shy, timid women who had little self-confidence and didn't think they could step out of their "comfort zone" to sell and recruit to self-confident women with a purpose of making life better for themselves and their families. Many of these women are like flowers which have opened up and blossomed. This is not a business opportunity where the money is just going to fall into your wife's lap, but if she works at it there is a tremendous opportunity in this company.

Now that your wife has chosen to become a Mary Kay Independent Beauty Consultant we hope she sets her goal on directorship. From a husbands view point, as a director, she will make more money and work less hours. Besides I am now happy and proud to be driving the "free" trophy on wheels – the Pink Cadillac. Look forward to meeting you in the near future.

Sincerely,



Kenneth L. Butters

KLB/csc