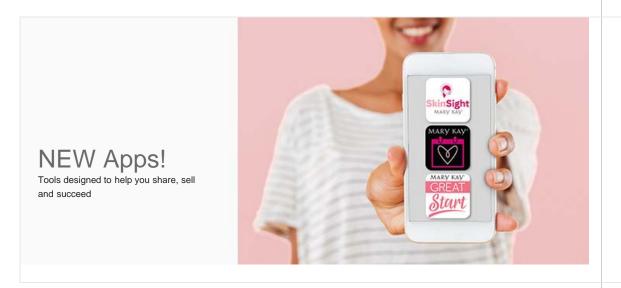
Go Mobile With Mary Kay Apps!

Digital Zone

Our world has changed, and with those changes come more options for your business. So we're thrilled to introduce brand-new Mary Kay apps designed to help you reach your customers where they are. No matter what your comfort level with technology, you'll find all of these apps oh-so-easy to use – and their professional presentation positions you as a beauty pro!



myCustomers+ [™]	•
Mary Kay Digital Showcase	▼
Mary Kay [®] Mirror Me [™]	▼
Mary Kay [®] SkinSight	▼
The Mary Kay® Events – USA App	•
Mary Kay [®] Great Start	A



Amazing Start-Up Experience

Designed specifically for new Mary Kay Independent Beauty Consultants, the *Great Start* App helps maximize *Great Start* Promotion rewards, offering access to *Great Start* brochures, personalized tracking reports and Grand Opening invitations and checklists. The app helps simplify the experience of starting your Mary Kay business and delivers content to help start a successful journey!

Educational Tools

The app provides quick access to a wealth of educational content, such as the Skin Care Party how-to video, the What's In Your Starter Kit? video, the Skin Care Confident and Color Confident modules and MKU.

Promotional Content

The *Great Start* App even contains a curated library of social media posts that feature best-selling *Mary Kay*® products. New Independent Beauty Consultants can easily share these posts with their contacts.

Additionally, the app features a conversation guide and a team-building flier to support their goals of selling and sharing the Mary Kay opportunity.

Download Now!

The *Mary Kay*[®] *Great Start* App is available for all Apple[®] and Android[™] smartphones in the following app stores:

Apple[®] App Store Google Play[™]

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