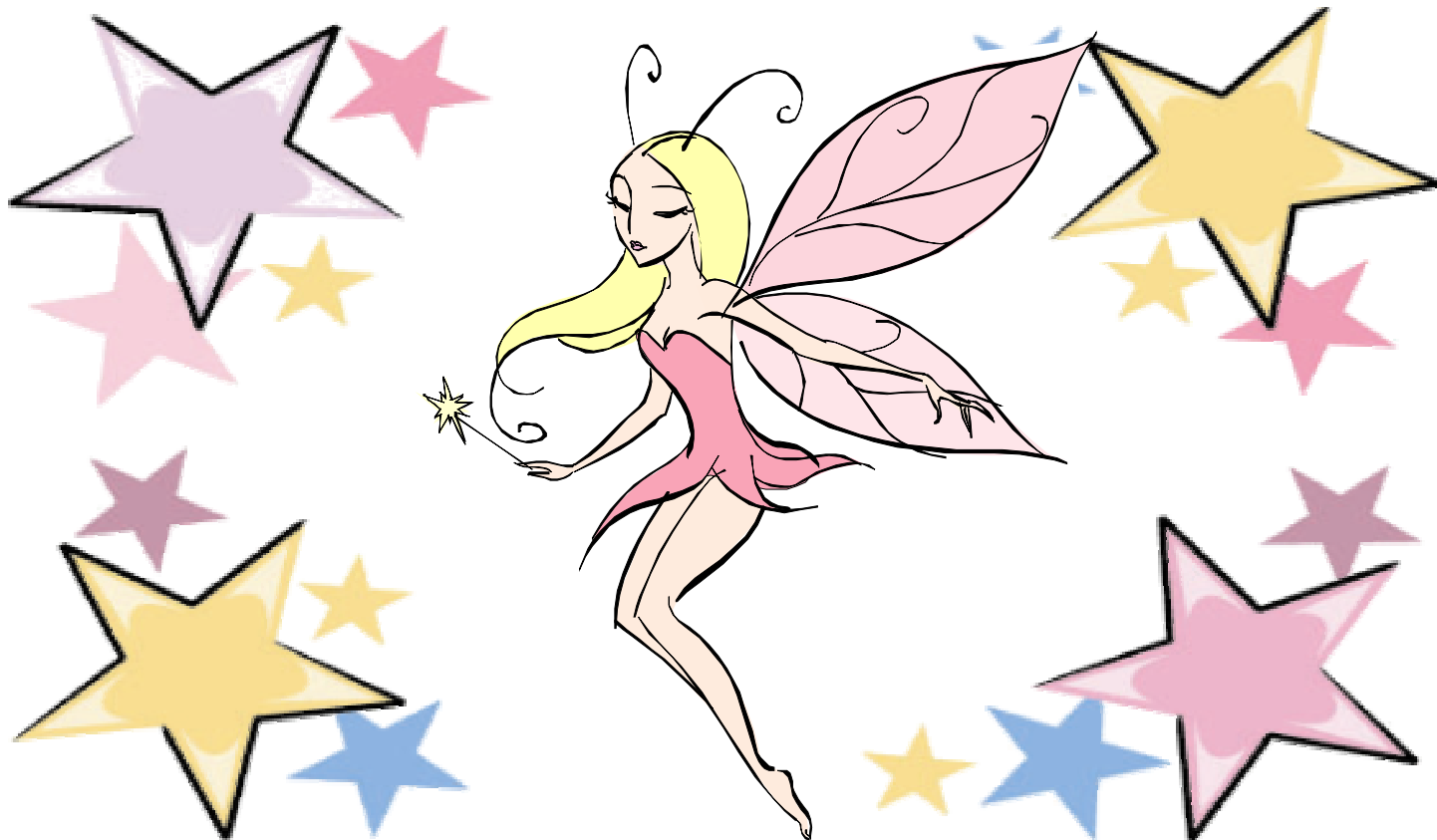


A Mary Kay Fairy Tale



Once upon a time....

A beautiful baby girl was born.



Note: This is a picture of Mary Kay's new great granddaughter, Everly Ash Rogers

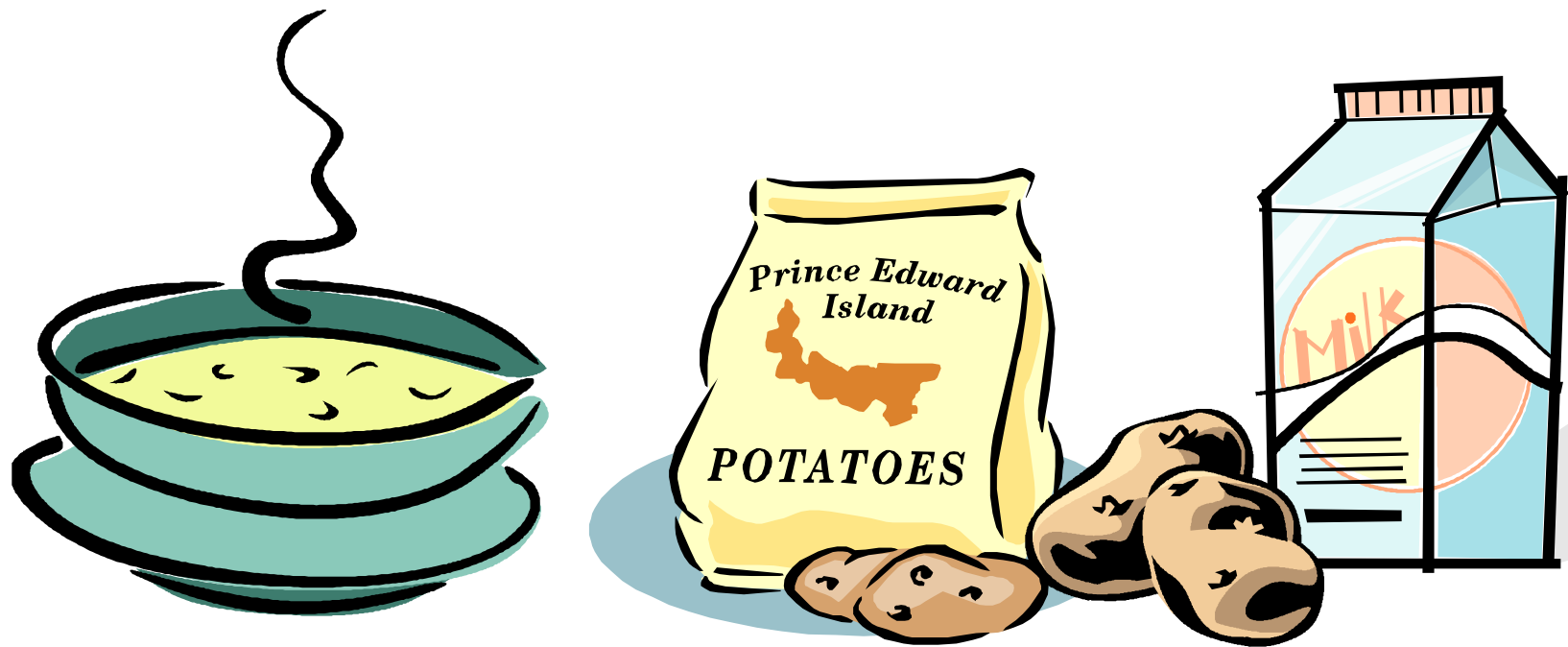


She lived a simple life
with love,



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 the belief she had learned to pass on to others!



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!



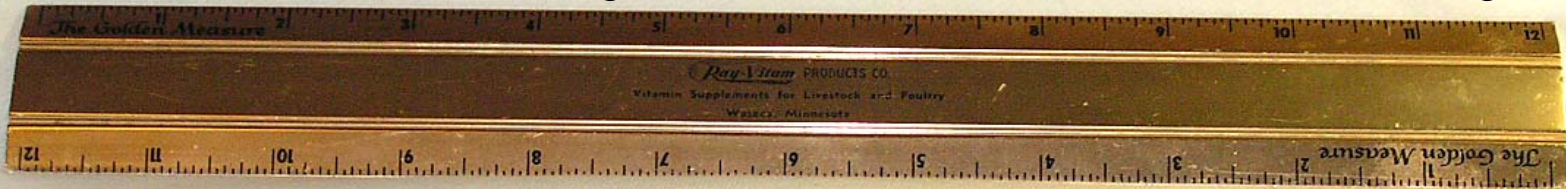
AND she chose the color

PINK

because it looked good in
everyone's white bathroom
back in the '60'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 everyone
to keep their
priorities in the
right order.



And she created an environment
that praised others to success,



Built a unique
support system she
knew women would thrive in...

AND provided women
with the opportunity
for the personal &
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...



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

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



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



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!



Written by
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