

## Mary Kay Philosophies and Principles

*“Though much has changed, much still remains the same. The foundation upon which our Company was built: the Go-Give® spirit, the Golden Rule and keeping our priorities in order with God first, family second and career third, has not changed. And I think that God has showered His blessings upon us because of this.”*

– Mary Kay Ash

**M**ary Kay’s philosophies and principles are what make the Mary Kay opportunity so unique. The caring and sharing spirit has enabled the Company and the independent sales force to grow beyond Mary Kay’s wildest dreams.

### The Importance of Image

Mary Kay always knew the importance of making a good first impression. She also understood how important image was in the business world. To her, image included not only what you wore, but also how you treated others. Over the years this concept of image has come to be known as “the Mary Kay image.” If you’re looking for ideas on what “the Mary Kay image” might entail, here are a few suggestions:

#### Attire

- Always dress in professional business attire when attending a function relating to your Mary Kay business.
- You are a walking advertisement for your business, so think of the benefits of keeping your makeup, hair and nails impeccable.
- Keep your shoes scuff-free, and carry an extra pair of hose with you in case of a runner. *(Panty hose are now optional)*
- It’s best to keep your accessories to a minimum.

#### Actions

- Always be honest, fair and compassionate.
- Think about what you say and how you say it.
- The use of profanity in everyday conversations is not professional.
- You’ll want to be pleasant and courteous to people who service you in stores, restaurants, and hotels. Never miss an opportunity to make a good first impression.
- Be prompt. Being late to functions shows a lack of respect for other people’s time.

### Telephone

- The message on your answering machine should be professional.
- Answer calls in a pleasant, professional manner.
- Consider teaching family members how to answer your phone in a manner that's professional.
- Return phone calls promptly.

### Business Functions

- It is impolite to talk or walk around during a class or get up and walk out on a speaker or a teacher. Silencing cell phones can avoid embarrassing interruptions.
- Mary Kay always believed that alcoholic beverages were not professional at business functions.
- You'll want to attend all business functions that might be helpful in your business, such as Seminar and Career Conference, and arrive on time to general sessions and classes. *Your recruits* will follow your example.

### Cars

- Think about all the people you encounter while in your car. Keeping the inside and outside of your car clean and neat, and being courteous while driving could help to make a great first impression.

### Business Aids and Literature

- It's wise to use literature and team-building materials that are professional-looking. Using materials produced by the Company may be helpful in this effort.
- You'll want to check any written material you distribute for misspelled words or typographical errors.
- Be sure that any facts about the Company that you may use are accurate.

*“The Company has been built on the Go-Give® spirit. If you will give of yourself without thought of financial gain, then financial gain will come. Give. Give enthusiastically. Give willingly. And be willing to give beyond that for which you are being paid, and watch the returns come in.”*

*– Mary Kay Ash*