

GOOD BUSINESS LANGUAGE

When you are preparing a creative work for sale to the general public or members of the Mary Kay independent sales force or talking to others about Company business and your business, it is important to use the right business language to avoid misunderstandings or misconceptions. This is particularly true in the case of some words that may have some legal inference that may be quite different from your meaning. We would like to share with you some thoughts and observations regarding the proper terminology that you may wish to use in connection with your Mary Kay business. This will help us avoid misunderstandings with people who are unfamiliar with our manner of operations and will also help you avoid misunderstandings with the people with whom you conduct your business.

As self-employed businesspeople, it is important to you and all Beauty Consultants that your legal status and classification as “independent contractors” be maintained. This classification may depend on your ability to take various tax deductions in connection with your Mary Kay business and to receive your full earnings from the Company without withholding tax, etc.

Your freedom to select your own means, method and manner of operation, and to choose the hours and location of your Mary Kay selling activity makes you an independent contractor and sets you apart from an “employee.” All of the Company’s materials, suggestions and involvement are to help and aid you to be a greater success in your own chosen Mary Kay career.

Listed below on the left are certain expressions and/or actions carrying possible legal connotations that are inconsistent with the independent contractor status that you, Sales Directors and Beauty Consultants enjoy. It is suggested that if any of you are using these expressions loosely without realizing their possible legal implications, such use should be avoided (in your NSD creative works, conversation, correspondence, your area newsletters, etc.).

EXPRESSIONS

DON'T USE

1. hire
 employ
 sponsor

2. fire
 discharge

3. agent
 representative

WHEN YOU MEAN....

- recruit
-
- terminate agreement
-
- Independent Beauty Consultant
independent salesperson
independent contractor

EXPRESSIONS (Continued)

DON'T USE.....

WHEN YOU MEAN

- | | | |
|-----|--|---|
| 4. | supervise
control
instruct
manage
direct
train | educate
motivate
assist
aid
help
inform
counsel |
| 5. | pay
wages
salary | earnings
income
commissions
discounts |
| 6. | job
work
duty
employment | career
business
opportunity
profession |
| 7. | territory | business area
locality |
| 8. | require
must
shall | may
recommend |
| 9. | require attendance
require reports
require hours
requirements | opportunity to attend
suggest reports
suggest hours
recommendations |
| 10. | quotas | prize competition
contests
extra income or
discount opportunities
qualifications
standards |
| 11. | win a car
free car | earn the use of a career car |