

## Product Coding System

Did you know that every Mary Kay products is labeled with an easy-to-read code right on the packaging? That makes it easy to keep your inventory fresh and ensure that your customers always get the very best. The code consists of a shade name (if applicable), part number and day code located on the bottom of a container, the barrel of a pencil or the crimp of a tube of each Mary Kay product.

For example, an eye color refill tray might be marked “Crystalline #013044 TF01”.

- ✓ “Crystalline” is the product shade name.
- ✓ The six numbers (013044) indicate the part number.
- ✓ The second four characters (TF01) indicate the date of manufacture, which in this example would be May 1, 2009. This day code is useful in maintaining the high-quality standards of Mary Kay, as it is used to trace products returned for any reason. In addition, you can refer to this date to assure that you deliver the freshest possible product (particularly any product with a limited shelf life) to your customers. Remember to rotate your inventory with the first-in, first-out system.

**The following products have a two-year shelf life: Acne Treatment Gel, TimeWise Day Solution Sunscreen SPF 25 and Subtle Tanning Lotion.**

You can interpret the day code using the following legend:

**Character 1**: Letter representing the year in the decade in which the product was produced. Products usually have a 3 year shelf life.

### **Key to Year:**

<u>Year Product Produced</u>	<u>Last Year to Sell</u>	<u>Year Product Produced</u>	<u>Last Year to Sell</u>
A-2000	2003	H-2005	2008
B-2001	2004	K-2006	2009
C-2002	2005	M-2007	2010
D-2003	2006	R-2008	2011
F-2004	2007	T-2009	2012

**Character 2**: Letter representing the month of year in alpha order, as follows (please note that the code skips some letters to avoid confusion and mistaken identification):

### **Key to Month**

A-January	F-May	R-September
B-February	H-June	T-October
C-March	K-July	V-November
D-April	M-August	X-December

**Characters 3 and 4**: Numbers representing day of month.

Example TF01 = May 1, 2009

T = 2009

F = May

01 = First day of month