

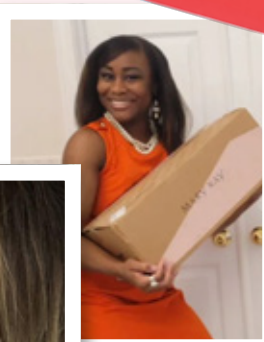
MARY KAY

OCTOBER 2022

# applause®

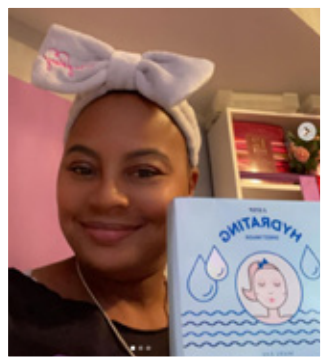
## Inside!

Don't miss the newest episode of the Applause podcast on Mary Kay® Digital Showcase.



## Gifts for All!

From amazing Mary Kay® products to an awesome opportunity, you have so much to offer your customers this holiday season!  
**Get ready to Rocktober!**



## OCTOBER

1

Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m. CT.

3

Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until 11:59 p.m. CT.

**Mary Kay National Area Zoom to Success** call at 1 p.m. CT. Check your email for details and link.

4

Last day to resolve on-hold orders by 1 p.m. CT to count toward September Section 1 product sales volume.

10

Columbus Day observed. Postal holiday.

Public voting begins in the *Uniquely Hue* Makeover Contest.

17

Last day to enroll online for the Winter 2022 *Preferred Customer Program*™ mailing of *The Look*, including an exclusive sample (while supplies last).

Last day for public voting in the *Uniquely Hue* Makeover Contest. Winners to be announced after October 19th.

20

*It Just Fits*™ YouTube Premiere. 7 p.m. for English. 7:30 p.m. for Spanish.

26

Early ordering begins for Winter 2022 product promotion for all Independent Sales Directors.

28

Last day of the month for Independent Beauty Consultants to place telephone orders to count toward this month's Section 1 product sales volume.

31

Last day of the month for Independent Beauty Consultants to place online orders to count toward this month's Section 1 product sales volume.

Online Independent Beauty Consultant Agreements and orders accepted until 11:59 p.m. CT.

## NOVEMBER

1

Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m. CT.

**Mary Kay National Area Zoom to Success** call at 1 p.m. CT. Check your email for details and link.

2

Last day to resolve on-hold orders by 1 p.m. CT to count toward October Section 1 product sales volume.

3

Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until 11:59 p.m. CT.

7

Leadership Conference 2023 registration opens for Independent National Sales Directors.

9

Winter 2022 *Preferred Customer Program*™ customer mailing of *The Look* begins. (Allow 7–10 business days for delivery.)

Leadership Conference 2023 registration opens for Independent Executive and Elite Executive Senior Sales Directors.

10

Early ordering of the new Winter 2022 promotional items begins for Star Consultants who qualified during the June 16 – Sept. 15, 2022 quarter and Independent Beauty Consultants who enrolled in *The Look* for Winter 2022 through the *Preferred Customer Program*™.

**Virtual New Director Education** – Spanish, 10 a.m. – noon CT. Bonus Classes via Zoom begin at 12:30 p.m. CT.

11

Veterans Day. Postal holiday.

**Virtual New Director Education** – English, 10 a.m. – noon Bonus Classes via Zoom begin at 12:30 p.m. CT.

Leadership Conference 2023 registration opens for Independent Sales Directors.

14

Leadership Conference 2023 registration opens for Independent Directors-in-Qualification.

15

Ordering begins for Winter 2022 product promotion for all Independent Beauty Consultants.

16

Winter 2022 promotion begins. Official on-sale date.

24

Thanksgiving Day. All Company offices closed. Postal holiday.

25

Company holiday. All Company offices closed.

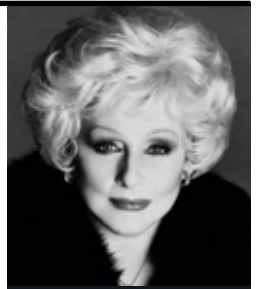
29

Last day of the month for Independent Beauty Consultants to place telephone orders to count toward this month's Section 1 product sales volume.

30

Last day of the month for Independent Beauty Consultants to place online orders to count toward this month's Section 1 product sales volume.

Online Independent Beauty Consultant Agreements and orders accepted until 11:59 p.m. CT.



“

What a marvelous change comes about when we go the second mile and make that 10 percent extra effort. It is well said that triumph is just a combination of “try” and “umph,” and that’s really not so hard.

”

Mary Kay



[Download and share](#) a PDF of this issue.

Find past issues [here](#) on the *Mary Kay*® Digital Showcase App.

**HELPFUL NUMBER:** Customer Success Center 800-272-9333

For questions regarding *Mary Kay*® product orders, *Mary Kay InTouch*®, special events, product information, etc.

APPLAUSE® magazine is published in recognition of and as information for members of the Mary Kay Inc. independent contractor sales organization, Independent National Sales Directors ("National Sales Directors"), Independent Sales Directors ("Sales Directors") and Independent Beauty Consultants ("Consultants") in the United States, Puerto Rico, U.S. Virgin Islands and Guam by Mary Kay Inc., Dallas, Texas. ©2022 Mary Kay Inc. Member: Direct Selling Association, Personal Care Products Council. Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, marykay.com.

Your Independent Contractor Status: As an independent contractor, you are not an employee nor an agent of Mary Kay Inc. Throughout *Appliance*® magazine, you will receive guidance, suggestions and ideas regarding your Mary Kay business, yet you have the freedom to choose your own hours and the business methods that work best for you. The Company retains no right of control over you, except those terms of your Independent Beauty Consultant, Independent Sales Director and/or Independent National Sales Director Agreement(s) with the Company. You, in turn, have no power or authority to incur any debt, obligation or liability, or to make any representation or contract on behalf of the Company.

All third-party trademarks, registered trademarks and service marks are the property of their respective owners.

# Another Round of <sup>TM</sup> applause



## Episode 34

OCTOBER 2022

From military master sergeant to Mary Kay Independent Senior Sales Director, **JOELEANN COUNTRYMAN** shares how working hard and building relationships helps her achieve her goals.



**LISTEN NOW**



**Miss an episode?**

Check out our archive section, and catch up today.

# TRENDING *Now*

Leadership Conference 2023 is in  
Nashville, Tenn., the can't-miss event for  
all

MARY KAY®

LEADERSHIP

Rocktober!

**GET READY TO ROCK** your Mary Kay  
business in a **BIG** way with exciting  
team-building initiatives this month!

Whether you're taking your first steps on the  
Mary Kay journey or building an even stronger unit  
or area, you'll find the solutions that rock your world!

**LET'S ROCK!**

**ORDER NOW!**

***Surprise! It's back!***

**Initial Order Product Bonus Promotion**

*Applause® Magazine Team:*

MANAGING EDITOR: MEGHAN BONDS COPYWRITER/EDITOR: ANUMITA GHOSH CONTRIBUTING WRITER/PUBLICATIONS SPECIALIST: NICOLE CALDWELL  
SPANISH MANAGING EDITOR: MARGARITA HERNÁNDEZ CONTENTS EDITORIAL INTERN: ERIN VIRGIL ART PRODUCER: SHARILYN GETZ SENIOR PRINT PRODUCER: JAY STEEL PRINT PRODUCER: KIM RIND  
ART DIRECTOR/DESIGN STUDIO SUPERVISOR: BIANCA CAMANO GRAPHIC DESIGNERS: JOSH BOULDEN, ERICH SCHOLTZ SENIOR PREPRESS ARTIST: RICHARD HUDSON COPY EDITORS: LISA HORNE, GAYLEEN  
WOODALL SENIOR PROOFREADER: JESSICA HAMILTON

"Within Applause® magazine, you MAY periodically find articles which suggest building your business through referrals and/or by contacting potential guests for upcoming skin care parties or other events. Prior to contacting such individuals via telephone or email, you should consider whether such communication is consistent with state and/or federal "do-not-call" and/or "SPAM" laws and regulations. For more information on this subject, you can go to *Mary Kay in Touch*™ Resources > Legal or Tax in the drop-down menu. When in doubt, Mary Kay Inc. recommends face-to-face contact as the best form of communication, which should help you avoid any issues with these types of regulations.

All third-party trademarks, registered trademarks and service marks are the property of their respective owners.

# TRENDING *Now*

**Leadership Conference 2023 is in Nashville, Tenn.,** the can't-miss event for all Independent Sales Directors and above!

MARY KAY®  
**LEADERSHIP**  
**2023**

**Sapphire and Emerald:**  
Jan. 14–17, 2023

**Ruby and Diamond:**  
Jan. 18–21, 2023

INDEPENDENT SALES DIRECTORS-IN-QUALIFICATION CAN ALSO ATTEND!

[GET DETAILS!](#)

“pic” your   
**FAVE!**

**OCT. 10 – NOV. 7, 2022**

You've already downloaded this issue of *Applause*® magazine. Now simply find your favorite story in this issue, snap a screenshot, then share what you love most about it on Instagram using **#MyMKLife**.

**Five posts will be featured in the December *Applause*® magazine!**

**MARY KAY®  
SILKY SETTING  
POWDER IS  
AN AWARD  
WINNER!**

*ESSENCE* and *People en Español* both named Mary Kay® Silky Setting Powder as one of the best in their annual beauty awards shared earlier this spring. *ESSENCE* notes that the Setting Powder is a “masterful” finisher, and *People en Español* notes the powder minimized appearance of pores and other imperfections.

**[ORDER NOW!](#)**



***Surprise! It's back!***

**[Initial Order Product Bonus Promotion](#)**

**Applause® Magazine Team:**  
MANAGING EDITOR: MEGHAN BONDS COPYWRITER/EDITOR: ANUMITA GHOSH CONTRIBUTING WRITER/PUBLICATIONS SPECIALIST: NICOLE CALDWELL  
SPANISH MANAGING EDITOR: MARGARITA HERNÁNDEZ CONTRERAS EDITORIAL INTERN: ERIN VIRGIL ART PRODUCER: SHARILYN GETZ SENIOR PRINT PRODUCER: JAN STEEL PRINT PRODUCER: KIM RIND  
ART DIRECTOR/DESIGN STUDIO SUPERVISOR: BIANCA CAMANO GRAPHIC DESIGNERS: JOSH BOULDEN, ERICH SCHOLTZ SENIOR PREPRESS ARTIST: RICHARD HUDSON COPY EDITORS: LISA HORNE, GAYLEEN WOODALL SENIOR PROOFREADER: JESSICA HAMILTON

“Within *Applause*® magazine, you MAY periodically find articles which suggest building your business through referrals and/or by contacting potential guests for upcoming skin care parties or other events. Prior to contacting such individuals via telephone or email, you should consider whether such communication is consistent with state and/or federal “do-not-call” and/or “SPAM” laws and regulations. For more information on this subject, you can go to *Mary Kay iTouch*™ > Resources > Legal or Tax in the drop-down menu. When in doubt, Mary Kay Inc. recommends face-to-face contact as the best form of communication, which should help you avoid any issues with these types of regulations.

All third-party trademarks, registered trademarks and service marks are the property of their respective owners.



# gifts for all!

Make magical merry moments with wish lists fulfilled, smiles for miles and utter delight.

## merry bliss-mas!



### LIMITED-EDITION<sup>†</sup> BLISSFUL POMEGRANATE **SATIN HANDS<sup>®</sup> PAMPERING SET, \$36**

Set includes *Satin Hands<sup>®</sup> Protecting Softener*, *Satin Hands<sup>®</sup> Satin Smoothie<sup>®</sup> Refining Shea Scrub* and *Satin Hands<sup>®</sup> Nourishing Shea Cream* in a giftable bag. Nourishing Shea Cream, \$12, is also available separately. White Tea & Citrus and Fragrance-Free *Satin Hands<sup>®</sup> Pampering Sets*, \$36 each, are also available.

## full-body pampering

Offer your customers the gift of satiny-soft skin!

- **WHITE TEA & CITRUS SATIN BODY<sup>®</sup> REVITALIZING SHEA SCRUB, \$20**
- **WHITE TEA & CITRUS SATIN BODY<sup>®</sup> SILKENING SHEA LOTION, \$20**
- **WHITE TEA & CITRUS SATIN BODY<sup>®</sup> INDULGENT SHEA WASH, \$20**
- **WHITE TEA & CITRUS SATIN BODY<sup>®</sup> WHIPPED SHEA CRÈME, \$24**



## mini and marvelous for “me” time



### LIMITED-EDITION<sup>†</sup> MARY KAY<sup>®</sup> **MASKING MINIS, \$18 (SET OF 2)**

Set of two mini masks, including *Mary Kay<sup>®</sup> Pink Clay Mask* and *TimeWise<sup>®</sup> Moisture Renewing Gel Mask*.

## for more merry masking



### SPECIAL-EDITION<sup>†</sup> **MARY KAY<sup>®</sup> 2-STEP HYDRATING SHEET MASK, \$40, PK./8**

**TIMEWISE<sup>®</sup> MOISTURE RENEWING GEL MASK, \$24**



**CLEAR PROOF<sup>®</sup> DEEP-CLEANSING CHARCOAL MASK, \$25**



**TIMEWISE REPAIR<sup>®</sup> LIFTING BIO-CELLULOSE MASK, \$70, PK./4**

### **CHECK OUT**

the new chart designed to help your customers choose which mask is best for them!



**MARY KAY<sup>®</sup> MASK APPLICATOR, \$12**

## masking must-have

**ORDER NOW!**

<sup>†</sup>Available while supplies last All prices are suggested retail.

# gifts for all!

Make magical merry moments with wish lists fulfilled, smiles for miles and utter delight.

## for makeup-mavens and fragrance fans

### NEW! LIMITED-EDITION† MARYKAY® VINYL SHINE LIQUID LIP SET, \$20 EACH

Two sets available:  
Luminous Red & Vivid Berry  
Glowing Neutral & Brilliant Brown



### LIMITED-EDITION† MARYKAY® HIGHLIGHT BRUSH & CONTOUR SPONGE SET, \$15

This tiny but mighty two-piece set helps sculpt, highlight and set with perfect precision.

- Use the **Highlight Brush** to highlight and set with perfect precision.
- Use the **Contour Sponge** wet or dry to contour and conceal.

### LIMITED-EDITION† MARYKAY® WOMEN'S FRAGRANCE SET, \$36

Includes *Live Fearlessly*® Eau de Parfum, *Love Fearlessly*® Eau de Parfum and *Dream Fearlessly*® Eau de Parfum.



### NEW! LIMITED-EDITION† MARYKAY® SILKENING DRY OIL, \$22

Give skin a silky sheen and a peaceful pick-me-up! Lightweight and quick absorbing. Leaves a beautiful silky sheen on skin. This luxe, dry body oil in a *Peaceful Garden*™ scent will elevate your day with a bouquet of delicate floral fragrance.

### LIMITED-EDITION† MARYKAY® MEN'S HAIR AND BODY WASH GIFT SET, \$28

Includes limited-edition† *True Original*® Hair and Body Wash, limited-edition† *MK High Intensity Ocean*® Hair and Body Wash and a convenient, mesh drawstring bag.



## Limited-Edition\* GIFTS WITH PURCHASE

Receive a FREE\* pair of fuzzy socks when you purchase *Mint Bliss*™ Energizing Lotion for Feet & Legs, \$12.

**NOTE:** You must add part no. 10-206533 for CDS orders only. It will automatically be added to your order with the qualifying skin care set part number.

Receive a FREE\* *MKMen*® dopp kit with your purchase of any regular-line men's fragrance.

**NOTE:** You must add part no. 10-203201 for CDS orders only. It will automatically be added to your order with the qualifying fragrance part number.



## wrap up the wonder!



### NEW! LIMITED-EDITION† MARYKAY® GIFT BOX SET, \$8, PK./3

## ORDER NOW!

†Available while supplies last All prices are suggested retail.  
\*Available from participating Independent Beauty Consultants only and while supplies last

# Holiday Selling

## November/December To-Do List:



**Stash Your Sleigh.** Have giftables on hand at various price points wrapped and ready for your customers' last-minute needs. Make sure they know you are holiday headquarters when it comes to gifting!



**Host a Holiday Open House.** Virtual or in person, both are great ways to let guests shop for everyone on their lists. Find more [great hosting tips](#).



**Use the Holiday Wish List.** It's a great resource to help your customers [find perfect gifts](#) for others as well as some for themselves! You can share it online or print copies and include them in product orders, share at parties, etc.



**Get Personal.** Appoint yourself personal shopper and follow up with your customers who received the [holiday issue of The Look](#). Ease anxieties and fill their orders with all their gifting favorites. Remind them about gift needs they might have for neighbors, teachers, co-workers, manicurists/hairdressers, etc.



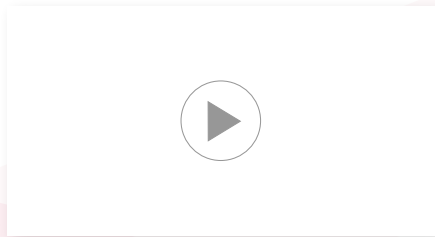
**Use the newly updated Mary Kay® Looks Collection** to help your customers find new color looks as well as techniques that reflect current trends and appeal to all women. Available on the Mary Kay® Digital Showcase App.



**Plan 2023 Parties Now!** What a great way to keep the momentum going! Start now and book *New Year, New You* makeovers or *Back to Basics* skin care parties for January. Be sure to offer your customers the Mary Kay opportunity as an attractive new start to their new year.

MARY KAY  
*Pink*  
WEEKEND™

NOV. 25-28



### BRIGHT IDEA!

Watch the new [Bright Ideas video](#) on how to use the Beauty Box to boost your holiday sales!

We are ready to support **YOU** for the busiest selling weekend of the year.

**Everything Mary Kay Pink Weekend™ goes live on Mary Kay InTouch® Oct. 17.** Gorgeous images, social posts, *MKECards®*, and a printable/customizable invite will be available to help you set a sales plan.

Promote holidays gifts on your social media channels, and use **#MKPinkWeekend**. Get ideas from the [Social Media Playbook](#) and share from the Mary Kay® Digital Library and the Mary Kay U.S. social media channels.



Your customers with the [Mary Kay® App](#) will receive notifications throughout the weekend reminding them to check out all the holiday goodies. The app is available in any app store.

### POTENTIAL SALES BOOSTER

Last year, Independent Beauty Consultants with Mary Kay® Personal Web Sites saw a boost in sales during *Mary Kay Pink Weekend™*.

marykay.com/Mary Kay® Personal Web Sites	Number of Transactions	Average Order
Friday after Thanksgiving 2021	8,500	\$101
Typical Friday	1,450	\$73

Don't have a **Mary Kay®**  
Personal Web Site?

[GET YOURS TODAY!](#)

### EAT, DRINK, AND MARY KAY



**LIZ VORAN,**  
INDEPENDENT  
EXECUTIVE  
SENIOR SALES  
DIRECTOR,  
TALLAHASSEE, FLA.  
"During

this season, I share the Mary Kay opportunity at my Sip and Shop parties. Guests can see how easy it can be to sell the amazing products and build a Mary Kay business all while sipping something warm and yummy!

"I let each guest know that now is a great time to start a Mary Kay business, as it's one of the busiest selling seasons of the year. I also love to share the Mary Kay opportunity right before the new year. The possibilities are endless, and a new business could be the very thing that helps make their New Year's resolutions come true!"





See how one savvy sales force member combines virtual and in-person connections to deliver Golden Rule customer service to her customers across the country.



**JAN ONSTOTT**, INDEPENDENT SENIOR SALES DIRECTOR, BRENTWOOD, TENN.

**APPLAUSE: THANKS FOR JOINING US. FIRST OFF, YOU CLAIM TO BE A PIONEER OF VIRTUAL PARTIES. PLEASE EXPLAIN.**

**JAN:** I joke that I was doing virtual parties and unit meetings before it was even a “thing.” As the wife of a high school swim coach, we moved around – from Iowa to Texas to Illinois and now Tennessee. And, with each city, I developed relationships with new customers and team members. I’ve had my Mary Kay business for 43 years, so that’s a lot of customers and team members. Video conferencing and FaceTime have been the best ways to stay connected and keep those relationships going. Today, it’s definitely an easier and more accepted practice.

**APPLAUSE: HAVE YOUR VIRTUAL EXPERIENCES OR PLATFORMS CHANGED MUCH SINCE THOSE EARLY DAYS?**

**JAN:** Yes. Like most, I made the pivot to mostly all-virtual parties in 2020. I did video conferences before and now mostly use Zoom and Facebook Live for my parties. Like many, I watched those Independent Beauty Consultants who were having real success and learned from them. Today, I do a mix of in-person and virtual parties, depending on my hostesses’ preferences. I do think we have the potential to reach broader audiences with virtual parties.

To me, virtual parties are about taking the in-person experience to the small screen and learning to be confident in front of a camera. I don’t take myself too seriously. My goal is to make it fun.

**APPLAUSE: JUST AS YOUR UNIT MEMBERS ARE SCATTERED ACROSS MANY STATES, THEY ARE DIVERSE IN JUST ABOUT EVERY WAY. CAN YOU TELL US ABOUT THAT?**

**JAN:** Several moms in my unit have passed their love for Mary Kay to their daughters. We have at least three mother/daughter duos and one grandmother/daughter/granddaughter trio. I love seeing the Mary Kay opportunity passed from one generation to the next. It proves what Mary Kay Ash said that in the end, every woman wants to look and feel her best. That concept is ageless and cross-cultural.

**APPLAUSE: CAN YOU SHARE A RECENT EXAMPLE?**

**JAN:** Independent Beauty Consultant Nawal Rhidi, who is a Red in my unit, found me on one of my Mary Kay social media platforms. She is originally from Morocco, grew up in Finland

and now lives in Tennessee. Nawal is passionate about making a difference in women’s lives and is working hard in her Mary Kay business. Her first Mary Kay event was attending the debut of **Independent National Sales Director Jamie Taylor**, so she caught the vision right away. She’s just one of my many unit members who I love to watch grow.

**APPLAUSE: THE RELATIONSHIPS YOU’VE DEVELOPED THROUGH THE YEARS ARE DEFINITELY BENEFICIAL, BUT HOW DO YOU CONTINUE TO MEET NEW CUSTOMERS AND POTENTIAL TEAM MEMBERS?**

**JAN:** I make a point to get out and meet new women, especially now that people are more comfortable getting out. I meet them at the local chamber of commerce and women’s networking events in addition to on social media.

### PARTY POINTERS

Find everything you need to help you master in-person and virtual parties on [Party Central!](#)

**APPLAUSE: SO COMBINING VIRTUAL PARTIES WITH IN-PERSON EVENTS IS DEFINITELY WORKING. ANY SECRETS TO YOUR APPROACH?**

**JAN:** I remember early on watching successful sales force leaders with various talents and it made me think, “what do I want to be known for?” I decided I wanted to be known as being fun. I started telling everyone I was fun to be around, and people believed what they heard. I think it became a self-fulfilling prophecy!

**APPLAUSE: WELL, EVERYONE LIKES BEING AROUND FUN PEOPLE. I’D SAY THAT WAS A GREAT DECISION ON YOUR PART. ANY FINAL WORDS BEFORE WE END?**

**JAN:** Just to never give up on people. When I started my Mary Kay business, I was queen skeptic. I probably wouldn’t have said yes to the Mary Kay opportunity had it not been for my husband who believed in me more than I believed in myself. Today, I can’t imagine my life without my Mary Kay business. It has opened so many doors for me and my family. I’ve met the most amazing people, including Mary Kay Ash at my first Seminar. That experience was life-changing even to this former skeptic. It’s really all about making people feel important.



*it just fits!*<sup>TM</sup>

## AIM HIGH

HEAR  
JOELEANN  
TELL HER  
STORY ON THE  
PODCAST.



Joeleann remembers being at the virtual skin care party of her friend and now **Independent Executive Senior Sales Director Lindsay Freisthler** when her husband Evan walked in and asked what she was doing. “I told him I was doing a Mary Kay facial,” says Joeleann. “Evan began to watch with me, looked over and said, ‘you should do this!’

“We talked a little more during the party and before it was over, I messaged Lindsay and said, ‘Sign me up!’ That next day, Feb. 19, 2021, I became an Independent Beauty Consultant. Never did I dream when I joined the party that I would leave as a Mary Kay Independent Beauty Consultant – again!”

### NOW WHAT?

Joeleann was familiar with the Mary Kay opportunity and the 50 percent earning potential. She had started a Mary Kay business back in 2009 while in college to earn extra money. But an Air Force career in security forces took her in another direction.

“I still loved the products, especially some of the newer ones. So when I started my Mary Kay business again in 2021, I was excited and began reaching out via social media and texts to friends and family,” she says. Joeleann had met people all over the world during her military career, so she had connections from her high school, college friends back in Michigan and others she met while on active duty in Iraq.

“My enthusiasm and love for the products was authentic,” she says. “My friends responded by buying products and joining my team. The Company makes it easy and convenient now with the *Mary Kay*® eStart option.”

### DISCIPLINED APPROACH

Joeleann continued to consistently hold virtual parties each week. She was quick to make sales and add new team members, and by May, she entered the Director-in-Qualification Program with 16 team members. She earned the use of her first Mary Kay Career Car, a Chevy Malibu, that same month. Joeleann debuted as an Independent Sales Director in June 2021, then she earned the use of a pink Cadillac four months later.

“When I began, I did my parties online and still do the majority of them that way. It just works for me and my schedule. I joke that many people typically don’t like to wash their faces at someone else’s house, but would rather do so in the comfort of their own homes. I love that I can hop on a Facebook Live party while Tucker, my two-year-old, naps in the next room. I still work in the Air Force full time as a security forces master sergeant and drive 30 miles to the Fort Worth base, so I want to make the most of my time and work efficiently. Holding online parties helps me do that.”

### FROM MILITARY TO MAKEUP

Joeleann admits it took her a minute to pivot from working with and training military police officers to coaching her all-female Mary Kay team.

“As a drill status guardsman, I was used to the physicality and toughness of training and running drills that required endurance and brute strength. I was the highest-ranking female in my military unit, so I had to be tougher and work twice as hard to gain the trust and respect of my predominantly male unit.

“Now with my Mary Kay business, I am building personal relationships and working to gain trust. I had to develop my empathy skills and listen rather than command.

“I also listen to motivational and leadership audio books while driving to and from the Air Force base. And I spend that commute time checking in and being a good listener to my team members. I’ve found that most don’t need advice, they just need someone to acknowledge whatever it is they are going through and have compassion. In the end, we all want to be heard and respected.”

### WATCH AND LEARN

Joeleann says that during those first few months as an Independent Sales Director, she followed the lead of other Independent Sales Directors. “When they had challenges and offered rewards, I did the same,” she says. “After a while, I gained confidence and came up with my own rhythm. My hope is that I can motivate and help others grow and develop their own successes. I coach my Reds to step up into sales force leadership roles. Each small win helps build confidence and, ultimately, success. I believe when we learn and experience something firsthand, we remember it.”

### ORDINARY TO EXTRAORDINARY

In June 2021, while she was working out in the gym, Joeleann heard a pop in her shoulder. Doctors told her she had two herniated discs at C5 and C6. Based on the injury severity, her military career will most likely be over. Joeleann is awaiting the Air Force’s decision on her medical retirement. “The military has been part of my life for 19 years. One evening shortly after my injury, I was on a web call with my sales unit when something just came over me. I realized that Mary Kay was my true calling and that I was exactly where I was supposed to be. I was meant to help women love themselves, find confidence and dream big. I’ve never had that sort of feeling before.

“Mary Kay is a sisterhood. Mary Kay Ash gave us the best advice and that is ‘you can do it!’ She left us with so many great teachings that I hope to pass along to others. Extraordinary efforts along with unwavering faith can produce unbelievable results.”

Joeleann looks forward to the future and what lies ahead for her and her sales unit. “Our goal is to ultimately build a National Area. I already have our name, which is the TNT Area (Tough and Tender). And of course, I know ‘we can do it.’”

All third-party trademarks, registered trademarks and service marks are the property of their respective owners.  
Less than 1% of Mary Kay Independent Beauty Consultants meet the criteria to earn the use of a Mary Kay Career Car or the Cash Compensation option.



**Joeleann Countryman**  
INDEPENDENT SENIOR SALES DIRECTOR,  
GRANBURY, TEXAS





# *Go-Give<sup>®</sup> Award*

---

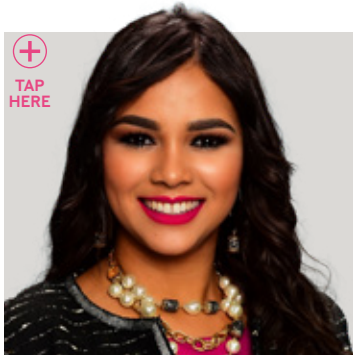
**Mary Kay Ash said,** “The **Go-Give<sup>®</sup> Award** is perhaps the greatest honor a Mary Kay Independent Sales Director can earn. Those who possess the Go-Give spirit are the heart of this Company and our shining hope for the future.” These award recipients best exemplify the Golden Rule – helping others selflessly and supporting adoptees as much as unit members.



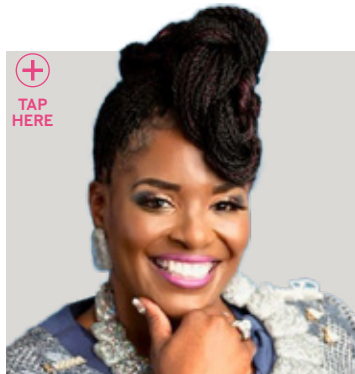
**Christy Bigham**



**Evelyn Nail**



**Laurie Marte Bonilla**



**Larinda King**

[Nominate a well-deserving Independent Sales Director who displays the Go-Give spirit!](#)

# Go-Give<sup>®</sup> Award

## DIAMOND

### Christy Bigham

Independent Executive Senior Sales Director

#### Began Mary Kay Business

November 1999

#### Sales Director Debut

February 2003

**Offspring** five first-line

**National Sales Director** Roxanne McInroe

**Achievements:** 88-times Star Consultant; nine-times Sales Director Queen's Court of Personal Sales; Queen's Court of Sharing; 11-times Circle of Achievement; six-times Circle of Excellence; eight-times Double Star Achievement; Triple Star Achievement

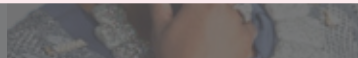
**Personal:** Lives in Lubbock, Texas. Husband, Rick; son, Grady; daughter, Madison

**"I am motivated to help others because** helping others is the foundation of what we do. I am grateful to those who have helped me. I desire to help others where I can so they can have the same opportunity and support that I had."

**Testimonial:** Independent Sales Director Dee Russell of Forney, Texas, says, "Christy is the very definition of the Mary Kay Go-Give spirit. She is an exemplary leader, role model and citizen who genuinely allows her heart to lead the way. She is dedicated to enriching the lives of others through her selfless giving of time, love, never-ending ideas, inspiration and resources"



Laurie Marte Bonilla



Larinda King

[Nominate a well-deserving Independent Sales Director who displays the Go-Give spirit!](#)



# Go-Give<sup>®</sup> Award

## EMERALD

### Evelyn Nail

Independent Senior Sales Director

#### Began Mary Kay Business

September 1975

#### Sales Director Debut

October 1980

**Offspring** two first-line

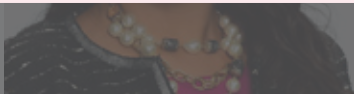
**National Sales Director** Mary Kay National Area

**Achievements:** 175-times Star Consultant; 23-times Sales Director Queen's Court of Personal Sales; 23-times Queen's Court of Sharing; 30-times Circle of Achievement; 14-times Double Star Achievement; eight-times Triple Star Achievement

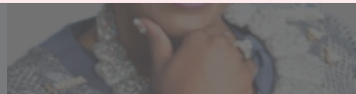
**Personal:** Lives in Sanger, Calif. Daughter, Yvonne.

**"I am motivated to help others because** I am so passionate about helping women find their full potential God-given talents."

**Testimonial:** Independent Beauty Consultant Audrey Taylor of Sanger, Calif., says, "Evelyn exemplifies the Go-Give spirit day in and day out. She leads by example, never asking her team to do anything she hasn't already done or is currently doing. Evelyn is inspirational to all of the team, always encouraging and motivating us to reach for all that Mary Kay has to offer."



Laurie Marte Bonilla



Larinda King

[Nominate a well-deserving Independent Sales Director who displays the Go-Give spirit!](#)

# Go-Give<sup>®</sup> Award

## RUBY

### Laurie Marte Bonilla

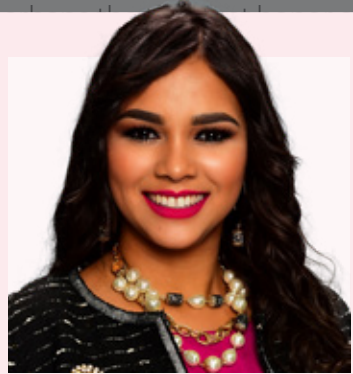
Independent Sales Director

#### Began Mary Kay Business

September 2018

#### Sales Director Debut

July 2019



**National Sales Director** Mary Kay National Area

**Achievements:** 16-times Star Consultant; four-times Queen's Court of Personal Sales; two-times Queen's Court of Sharing; two-times Circle of Achievement; two-times Triple Star Achievement

**Personal:** Lives in Bayamón, PR. Husband, Ariel

**"I am motivated to help others because** my purpose is to see others realize their dreams and continue the legacy of this wonderful opportunity."

**Testimonial:** Independent Beauty Consultant Daniela Vargas of Midlothian, Va., says, "I had never met a woman with so much love, passion and commitment to her work. Every day she gives us strength and encouragement to continue. She is always available to help, teach and share with us what works for her. Thank you for sharing the Mary Kay opportunity and being an example to follow!"



Laurie Marte Bonilla



Larinda King

[Nominate a well-deserving Independent Sales Director who displays the Go-Give spirit!](#)

# Go-Give<sup>®</sup> Award

## SAPPHIRE

### Larinda King

Independent Elite Executive  
Senior Sales Director

### Began Mary Kay Business

October 2018

### Sales Director Debut

March 2019



### Offspring 11 first-line

### National Sales Director Mary Kay National Area

**Achievements:** 16-times Star Consultant; four-times Sales Director Queen's Court of Personal Sales; four-times Queen's Court of Sharing; three-times Circle of Excellence; two-time Million Dollar Sales Director; Double Star Achievement; three-times Triple Star Achievement

**Personal:** Lives in Savannah, Ga. Husband, Christopher; son, Aldrin; daughter, Shawon

**"I am motivated to help others because** I believe this special responsibility has been appointed by God, been stained in my heart and soul, and it is my life's desire to uphold this as I believe it was the heart of Mary Kay Ash herself."

**Testimonial:** Independent Beauty Consultant Erin Wheeler of Savannah, Ga., says, "Dr. King bridges the gap between women and men who have the potential to be great, helping them reach their greatness. She pushes people to see their dream as a reality and gives them insight in how to attain it. She is one of a kind."

Laurie Marte Bonilla

Larinda King

[Nominate a well-deserving Independent Sales Director who displays the Go-Give spirit!](#)

The background is a light pink color with a subtle pattern of small, dark grey stars of varying sizes. A wide, diagonal band of a darker pink color runs from the bottom left towards the top right, creating a sense of movement and depth. The text is centered within this band.

READY TO CELEBRATE ALL OF YOUR  
*amazing*  
*achievements?*

RECOGNITION CENTRAL IS HERE!



# ADD EXTRA TO THE ORDINARY.

OCT. 1-31

Everyone wants to feel special!  
With holiday shopping season here, now  
is the perfect time to focus on adding a  
little *extra* to all you do! There is only one YOU,  
so give your one-of-a-kind enthusiasm to your  
customers and team members. How will you add  
the extra to the ordinary this month?



This **square scarf** can  
be yours when you have  
**personal retail sales of  
\$600\* or more in wholesale  
Section 1 products in  
October.**

## GOLDEN RULES YEARLONG CONSISTENCY CHALLENGE

Be Golden! Embrace and apply the Golden  
Rule for 12 months as you work your  
Mary Kay business and complete the monthly  
challenges. Charge ahead! When you achieve the  
*Golden Rules* Challenge each month July  
1, 2022 – June 30, 2023, you can earn this  
gorgeous earrings and bracelet set.



Establishing a strong customer  
base and having personal retail  
sales of \$600\* or more a month  
in wholesale Section 1 products  
can also **help you become a  
quarterly [Star Consultant](#)** too!

\*The order(s) to support the personal retail sales of \$600 or more in wholesale Section 1 products requirement per month can be placed in one single order or placed in cumulative orders, as long as the orders are placed in the same calendar month. Customer Delivery Service, Guest Checkout and EZ Ship order amounts count toward your personal retail sales of \$600 or more in wholesale Section 1 products. You'll receive your monthly reward inside your qualifying order. One reward per achiever each month.

## HOLIDAY TEAM-BUILDING:



IS YOUR  
COLOR!

We're celebrating [Rocktober!](#) Why not rock it in Red? You're a Star Team Builder (aka, a Red) when you add three or four active personal team members. Enjoy great perks such as **up to 8 percent commission** on your personal team sales volume. Plus, a **\$50 Team-Building Cash Bonus** for each *Great Start*-qualified\* new personal team member you add as an active Independent Beauty Consultant, Senior Independent Beauty Consultant, Star Team Builder, Team Leader or Elite Team Leader.

### SPEAK RED



**JANE DAVIS**, INDEPENDENT SALES DIRECTOR, OOLTEWAH, TENN.  
"We speak RED to Independent Beauty Consultants in my unit all the time, and we encourage them to become a Red within

the first couple of months, if that's one of their goals. The Reds get special seating at our Girls Night Out events where we celebrate their accomplishments!"

### HELP IS HERE!

Check out these [fantastic resources](#) such as *MKeCards*®, shareable fliers, *It Just Fits*™ videos, MKUniversity and more!

### OCT. 20: IT JUST FITS™ YOUTUBE PREMIERE



Invite your potential team members to tune in to learn more about the Mary Kay opportunity!

**English:** 7 p.m. CT, **Spanish:** 7:30 p.m. CT.

[Subscribe](#) to the Mary Kay U.S. YouTube channel where the Premieres will be hosted and to receive a reminder to attend.

And be sure to share this link along with the date and times with your prospective team members and encourage them to subscribe.

## ACCESSORIZE WITH A RED LIP!

- **MARYKAY® SUPREME HYDRATING LIPSTICK** IN ROCKSTAR RED, \$18

- **MARYKAY UNLIMITED® LIP GLOSS** IN ICONIC RED, \$16

- **MARYKAY® GEL SEMI-SHINE LIPSTICK** IN RED SMOLDER, \$18

- **MARYKAY® GEL SEMI-MATTE LIPSTICK** IN RED STILETTO, \$18

These are just a few red lip options! You can find all the options and order [here!](#)



\*A *Great Start*-qualified team member is one who has personal retail sales of \$600 or more in wholesale Section 1 products within the *Great Start* time frame. The wholesale order(s) to support this retail sales amount can be a single order or cumulative orders. The *Great Start* time frame is the month her/his Agreement is received and accepted by the Company plus the following three calendar months.

All prices are suggested retail.

# OFFER *JOY FULL* RESULTS!



## POTENT, PATENT-PENDING BOOSTERS

These dermocosmetic treatments combine concentrated doses of some of science's most acclaimed ingredients to unleash your skin's full potential with every precious drop.



### MARY KAY CLINICAL SOLUTIONS® C + RESVERATROL LINE-REDUCER, \$38

Take wrinkle reduction to the next level with our highest concentrations of vitamin C and resveratrol. Each drop

contains vitamin C, resveratrol and acetyl hexapeptide-8, powerful active ingredients that address the look of lines and wrinkles. Give skin the support it needs by targeting critical components of skin aging with this dermocosmetic solution.

**Recent recipient of Oprah Beauty O-Ward as Best Vitamin C Booster by *O Quarterly!***



### MARY KAY CLINICAL SOLUTIONS® HA + CERAMIDE HYDRATOR, \$38

When skin experiences a moisture imbalance, lines and wrinkles can become more visible. Support skin's critical

barrier with this potent, hyaluronic acid-packed booster. Plump, replenish and hydrate with this dermocosmetic formula that helps you break through to your best skin.

## AMPLIFY AGE-FIGHTING.



### MARY KAY CLINICAL SOLUTIONS® RETINOL 0.5 SET, \$120

Help your customers elevate their skin care routines with the clinically proven impact of this two-step set.

Powered by pure, high-concentration retinol, **Mary Kay Clinical Solutions® Retinol 0.5** takes the offense against wrinkles, discoloration and loss of firmness.

The nourishing **Mary Kay Clinical Solutions® Calm + Restore Facial Milk** is clinically proven to calm irritated skin\* and deliver instant hydration.\*

Set includes *Mary Kay Clinical Solutions® Retinol 0.5* and *Calm + Restore Facial Milk*. Also sold separately.

## BOOST YOUR SALES!

Get all the information you need about **Mary Kay® Clinical Solutions®**, including helpful videos, fliers, digital posts and more!

And be sure to get product education to earn your **Clinical Solutions Confident** badge!

All prices are suggested retail.

\*Results based on two independent clinical studies in which women used the *Mary Kay Clinical Solutions® Calm + Restore Facial Milk*. Do not use *Mary Kay Clinical Solutions® Retinol 0.5* if you are pregnant, lactating or planning to become pregnant.

This product cannot be shipped to or sold in the Dominican Republic due to local regulations.

All third-party trademarks, registered trademarks and service marks are the property of their respective owners.



**FIND THEM**  
**HERE!**