

MARY KAY

AUGUST 2022

applause[®]

APPLAUSE WORTHY!

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



Let's Have a Fall for All!

New products are here – fun for fall and fun
for all! Plus, now's the time to give the gift of
confidence through the Mary Kay opportunity!



AUGUST

1

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

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

2

On-hold product orders must be resolved by 1 p.m. CT to count for July business.

Diamond Seminar begins.

3

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

10

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

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

15

Fall 2022 promotion early ordering for all Independent Beauty Consultants begins.

MK5K[®] registration opens.

16

Fall 2022 promotion begins. Official on-sale date.

17

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

26

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

30

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.

SEPTEMBER

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.

5

Labor Day. All Company offices closed. Postal holiday.

9

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

10

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

13

Mary Kay Inc. 59th anniversary.

15

Holiday 2022 promotion early ordering for all Independent Beauty Consultants begins.

Deadline to process orders for Quarter 3 of the Star Consultant Program.

16

Holiday 2022 promotion begins. Official on-sale date.

Winter 2022 *Preferred Customer Program*SM online enrollment begins for *The Look*, including an exclusive sample (while supplies last).

Quarter 2 Star Consultant quarterly contest begins.

18

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

20

Star Consultant Program Quarter 4 earned credits now available for redemption or accrual.

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.



“

It's so important at your skin care classes that you go to give, not to get. ... All you send into the lives of others does indeed come back into your own.

”

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 In Touch*[®], 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.

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**MK5K®: START
PLANNING NOW!**

You can support the

Mary Kay Ash Foundation™

by participating in person or by joining the virtual challenge. Don't miss out on this year's **MK5K®** Runners Swag Collection – available during registration! **Registration opens Aug. 15. Early registration pricing is \$35, available until Sept. 23 at 11:59 p.m. CT. [See details.](#)**

IN PERSON

- **18th Annual MK5K® and One-Mile Fun Run at The Mary Kay Building, Addison, Texas. Saturday, Oct. 1, 2022**

Our first in-person **MK5K®** event since 2019!

VIRTUAL

- **MK5K® My Way: Complete 13 miles in 13 days. Oct. 1 - 13, 2022**

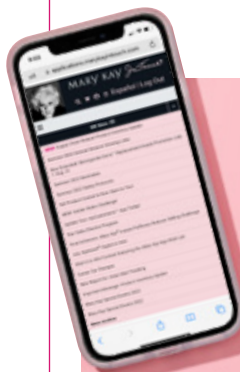
You can walk, run, bike, swim or even maintain your daily step count! Track your distance using the RaceJoy app, and complete the challenge in one day or spread it out over 13 days.

**SEPTEMBER IS
FOR SKIN CARE!**

September is Skin Care Awareness Month! Plan to make the most of this opportunity so you can help your customers find the perfect *Mary Kay®* skin care routine based on their beauty needs and goals. Need selling ideas? **MKUniversity** has everything you need to become a selling superstar!

**KEEP CALM, YOU
STILL HAVE TIME!****WISH IT TO WIN! CONTEST ENDS AUG. 12!**

Featuring the *Mary Kay®* App Wish List, this contest is all about encouraging your customers to save their beauty faves to one convenient place. When they do, their name – and yours – will be entered to win a \$50 Visa gift card – no purchase necessary! So go ahead, tell your customers to list every item their hearts desire. Mary Kay is making beauty wishes come true!

[LEARN MORE!](#)**SAY NO TO
COMMUNICATION
FOMO**

Here are a few tips for staying up to date:

- **CHECK MK NEWS OFTEN.** We post hot news and important updates on the **[Mary Kay InTouch®](#)** homepage several times a week!
- **OPT IN.** Be sure we have your correct email and mobile info on file. **[Set your preferences](#)** to help ensure you receive emails and texts.
- **JOIN THE MY MARY KAY FACEBOOK GROUP!** As a member, you'll enjoy exclusive content that's only available for the group, important Mary Kay news and updates, plus the opportunity to share inspiration and ideas with each other. **[Click here](#)** to join the group.

**AUG. 18, 7 P.M. CT FOR ENGLISH
7:30 P.M. CT FOR SPANISH.**

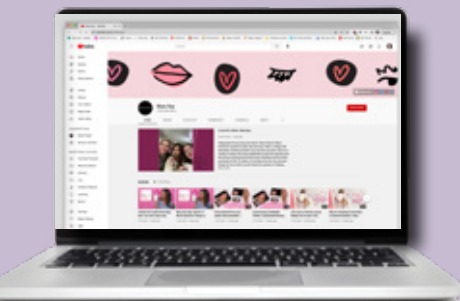
IT JUST FITS™ YOUTUBE PREMIERE

Join us for this fun Premiere and invite others: those with whom you're sharing the opportunity for the first time, those who need a little more information to make a decision and anyone in between!

It's easy! [Subscribe](#) to the Mary Kay U.S. YouTube channel where the Premieres will be hosted. Then be sure to share the link along with the dates and times with your prospective team members, and encourage them to subscribe. No reservation necessary. No cost. No limit to the number of guests!

**MARK YOUR CALENDARS FOR
THESE UPCOMING PREMIERES:**

- Oct. 20
- Dec. 15



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*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 InTouch* > 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.



Great
gifting
idea!

New!

LIMITED-EDITION*
MARY KAY®
BEAUTY BOX, \$48



FILLED WITH PRODUCTS YOUR CUSTOMERS ARE SURE TO *FALL* IN LOVE WITH!

With the *Mary Kay*® Beauty Box, you aren't just delivering products, you're **delivering an experience**. Imagine how excited your customers will feel when they unbox an assortment of *Mary Kay* treats that were **specially curated** with them in mind. That moment of joy can lead to something bigger and brighter – a passion for all things *Mary Kay*® beauty. The *Mary Kay*® Beauty Box is **perfectly packaged** and ships conveniently along with other product orders. It's a great gift for beauty enthusiasts, an enticing array for curious customers or a special reward for those who deserve a **beauty-full treat!** Includes:



- *Clear Proof*® Deep-Cleansing Charcoal Mask
- *Lash Love Fanorama*® Mascara
- *Mary Kay*® Liquid Eye Shadow in Pink Starlight
- *Mary Kay*® Hydrogel Eye Patches
Samples, two pairs

GREAT VALUE

Receive \$57 worth of suggested retail products **for only \$48!** Plus, get two **FREE** pairs of Hydrogel Eye Patches samples.



UNBOX BEAUTY BLISS!

Share your unboxing experience, and tag  
@marykayus
with the hashtag
#MaryKayBeautyBox.

Price is suggested retail. *Available while supplies last.

ORDER TODAY!

NEW PRODUCTS WILL BE AVAILABLE FOR ALL INDEPENDENT SALES FORCE MEMBERS ON AUG. 15!

New!

HOW TO USE



SPECIAL-EDITION[†] **MARYKAY® 2-STEP HYDRATING SHEET MASK, \$40, PK./8**



Mask your way to refreshed and hydrated skin at home or on the go with the special-edition[†] *Mary Kay*® 2-Step Hydrating Sheet Mask.

The ultimate portable pampering treat!

A single-serving, airtight pouch keeps the gel essence separate from the dry sheet mask until you're ready to use it.

Enjoy hydration at your fingertips!

The gel essence is filled with skin-conditioning ingredients known to moisturize and soften skin. And since it's packaged separately from the dry mask, you can create a fun hydration experience whenever you're ready. It's easy, portable pampering, perfect for daytime, nighttime, travel time, anytime!

Makes a great
gift with purchase!



NEW! SPECIAL-EDITION[†] MARYKAY® SLEEP MASK, \$4, AVAILABLE ON SECTION 2

YOUR QUESTIONS ANSWERED ...

How is this mask different from the *TimeWise Repair*® **Lifting Bio-Cellulose Mask** and *TimeWise*® **Moisture Renewing Gel Mask**?

The *Mary Kay*® **2-Step Hydrating Sheet Mask** contains skin-conditioning ingredients known to help hydrate skin. An airtight pouch keeps the gel essence separate from the dry sheet mask until you're ready to use it.

The *TimeWise Repair*® **Lifting Bio-Cellulose Mask** helps skin look lifted and firmed, and it reduces the appearance of fine lines and wrinkles. The mask is also clinically shown to increase skin's moisture levels for 24 hours.*

The *TimeWise*® **Moisture Renewing Gel Mask** is an age-defying formula that delivers 10 skin-renewing benefits** in 10 minutes. It may be applied before bedtime and left on overnight for a skin-pampering experience while you sleep. It helps minimize the appearance of fine lines and wrinkles.

*Based on a clinical skin-measurement study

**In an independent consumer study, women agreed that their skin appeared less stressed, felt nourished and calmed, and that the mask helped reduce the appearance of pores, among many other visible results.

[†]Available while supplies last
Price is suggested retail.

ORDER TODAY!

NEW PRODUCTS WILL BE AVAILABLE FOR ALL INDEPENDENT SALES FORCE MEMBERS ON AUG. 15!

New!

**SPECIAL-EDITION[†]
MARYKAY[®] 2-STEP
HYDRATING SHEET
MASK, \$40, PK./8**

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The ultimate portable pampering treat!
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Makes a great
gift with purchase!



**NEW! SPECIAL-EDITION[†]
MARYKAY[®] SLEEP MASK,
\$4, AVAILABLE ON SECTION 2**

HOW TO USE



STEP
1

FOLD



SQUEEZE



STEP
2

MASSAGE



APPLY



YOUR ANSWERS

How is this mask different from the *TimeWise Repair[®] Lifting Bio-Cellulose Mask* and *TimeWise Moisture Renewing Gel Mask*?

The *Mary Kay[®] 2-Step Hydrating Sheet Mask* contains skin-conditioning ingredients known to hydrate and soften skin. The airtight pouch keeps the gel essence separate from the dry sheet mask until you're ready to use it.

The *TimeWise Repair[®] Lifting Bio-Cellulose Mask* helps skin look lifted and firmed, and it reduces the appearance of fine lines and wrinkles. The mask is also clinically shown to increase skin's moisture levels for 24 hours.*

The *TimeWise[®] Moisture Renewing Gel Mask* is an age-defying formula that delivers 10 skin-renewing benefits** in 10 minutes. It may be applied before bedtime and left on overnight for a skin-pampering experience while you sleep. It helps minimize the appearance of fine lines and wrinkles.

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Price is suggested retail.

ORDER TODAY!

NEW PRODUCTS WILL BE AVAILABLE FOR ALL INDEPENDENT SALES FORCE MEMBERS ON AUG. 15!

Fall in Love With Fall Color!

NEW! LIMITED-EDITION*

MARYKAY® WARM HUES EYE SHADOW PALETTE, \$39

Every fall, the leaves turn the most glorious shades, so why shouldn't your eye shadow?

Your customers can enjoy endless combinations with **six warm hues:**

-  **GOLDEN POSSIBILITIES**
-  **BRONZE HORIZON**
-  **PEACH DAYDREAM**
-  **SIENNA SKIES**
-  **DREAM BIG BROWN**
-  **PURPLE VIBES**



BRUSHES TO BLEND, \$12 EACH

Your customers can create their makeup masterpieces using these impeccably crafted *Mary Kay*® eye shadow brushes that feature feather-soft bristles.

- [MARYKAY® ALL-OVER EYE SHADOW BRUSH](#)
- [MARYKAY® EYE BLENDING BRUSH](#)
- [MARYKAY® EYE SMUDGER BRUSH](#)

Say Hello

TO NEW SHADES! \$18 EACH

Help your customers complete their fall lipstick wardrobes with these new shades! Both lipsticks allow them to experience the gel technology that glides on like silk and hugs their lips with cushiony comfort.

- [MARYKAY® GEL SEMI-MATTE LIPSTICK IN SUBDUED NUDE](#)
- [MARYKAY® GEL SEMI-SHINE LIPSTICK IN DOWNTOWN BROWN](#)



Designed to complement the limited-edition* *Mary Kay*® Warm Hues Eye Shadow Palette as well as other *Mary Kay*® eye shadows.

Let them try before they buy!

Mary Kay® Gel Semi-Matte Lipstick and Gel Semi-Shine Lipstick Samples, strip/8, \$1.50, Available on Section 2.



EYE-OPENING ADD-ONS!



MARYKAY® EYE PRIMER, \$12

Extends the wear of eye shadow and prevents eye shadow from creasing and smudging.

MARYKAY® EYELINER, \$12

Easy-to-use retractable package and a shaper built into the cap. Available in MK Black, MK Deep Brown and MK Steely.



MARYKAY® WATERPROOF LIQUID EYELINER PEN, \$18

Waterproof formula with high-purity carbon black pigment for high-impact color. Pen style and no-drip precision tip for precise application. Available in Intense Black.

MARYKAY® GEL EYELINER WITH EXPANDABLE BRUSH APPLICATOR, \$20



This gel eyeliner is so creamy, it comes in a jar with an expandable brush applicator. Lightweight formula glides on smoothly without tugging or pulling and dries quickly. Available in Jet Black.

MARYKAY® ULTIMATE MASCARA™, \$16

This extremely volumizing, superthickening, exclusive formula creates the look of big, bold, separated lashes that last all day. Available in Black Brown and Black.

All prices are suggested retail. *Available while supplies last

ORDER TODAY!

NEW PRODUCTS WILL BE AVAILABLE FOR ALL INDEPENDENT SALES FORCE MEMBERS ON AUG. 15!

FOR THE GUYS

NEW! SPECIAL-EDITION[†] **MKMEN[®] FOAMING BEARD WASH, \$18**

This ultraconditioning Foaming Beard Wash is designed to cleanse, condition and nourish his beard and face. Formulated with sunflower-infused surfactants for a unique cleansing experience that rehydrates and nourishes skin. Smells like peppermint.

How to Use 



It's back!

LIMITED-EDITION[†] **MKMEN[®] BEARD OIL, \$20**

This Beard Oil softens, shines and smells divine. **Quantities are limited and ordering limits apply.**

- Conditions + softens facial hair.
- Nourishes + moisturizes beard and face.
- Adds shine to facial hair.
- Smells like peppermint, clary sage.

How to Use 



All prices are suggested retail. [†]Available while supplies last

ORDER TODAY!

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NEW! SPECIAL-EDITION[†] MKMEN[®] FOAMING BEARD WASH, \$18

This ultraconditioning Foaming Beard Wash is designed to cleanse, condition and nourish his beard and face. Formulated with sunflower-infused surfactants for a unique cleansing experience that rehydrates and nourishes skin. Smells like peppermint.



How to Use

Apply to face and beard avoiding the eye area.
Rinse thoroughly with water.

It's back!

LIMITED-EDITION[†] MKMEN[®] BEARD OIL, \$20

This Beard Oil softens, shines and smells divine. **Quantities are limited and ordering limits apply.**

- Conditions + softens facial hair.
- Nourishes + moisturizes beard and face.
- Adds shine to facial hair.
- Smells like peppermint, clary sage.



How to Use

Place 3 or 4 drops into hand, rub hands together, and apply to beard and mustache. Massage the oil smoothly and gently into beard, front to back from the root to the tip. Brush or comb through to distribute evenly throughout the hairs. Best applied after showering to help lock in moisture.

All prices are suggested retail. [†]Available while supplies last

ORDER TODAY

NEW PRODUCTS WILL BE AVAILABLE FOR ALL INDEPENDENT SALES

5!

GOLDEN Rules

CHALLENGE!

JULY 1, 2022 – JUNE 30, 2023

AUG. 1-31

GIVE THE GIFT OF CONFIDENCE.

When you give a *Mary Kay*® party, you're not only selling high-quality and effective products, you're also giving your customers the **gift of confidence.**

This **enamel and crystal heart necklace** is a conversation-starter for sure and can be yours when you have personal retail sales of \$600* or more in wholesale Section 1 products in **August.**



GOLDEN RULES YEARLONG CONSISTENCY CHALLENGE

Embrace and apply the Golden Rule for 12 months as you work your Mary Kay business and complete the monthly challenges. Charge ahead! You won't regret it! When you achieve the *Golden Rules* Challenge each month July 1, 2022 – June 30, 2023, you can earn this gorgeous earrings and bracelet set.



SMALL WINS BUILD CONFIDENCE.



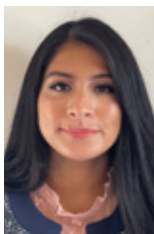
JOYCE PERRY,
INDEPENDENT
SALES DIRECTOR,
LYNCHBURG, VA.

"When I said yes to the Mary Kay opportunity, I had no sales experience

but loved the products. I stepped out of my comfort zone, learned new skills, and worked my business with consistency and perseverance. I am stronger today thanks to the lessons and experiences along the way. As my business has grown, so has my confidence. It's satisfying to know that I'm passing along an opportunity with potential to those willing to work hard and with consistency. I love watching others have success as they realize their potential.

I compare it to learning how to ride a bike. You may stumble or fall at first, but with practice come small successes. Each success builds your confidence a little more until finally you're gliding along, enjoying the views and the breeze on your face."

Establishing a strong customer base and selling \$600* or more a month in wholesale Section 1 products can also help you become a quarterly **Star Consultant** too!



KNOWLEDGE IS POWER!

YOSSELIN OCHOA,
INDEPENDENT SENIOR
SALES DIRECTOR,
BROOKLYN, MD.

"Before my Mary Kay business, my sole focus was that of a homemaker dedicated to my three kids, husband and home. My Mary Kay business changed me in ways that I couldn't have even considered, and my confidence blossomed. I've been able to develop as a human being without ever losing sight of my children and my family life. I'm inspired by the idea of shooting for the moon and landing among the stars, and I'm empowered by the knowledge that when I define, plan and set a goal for myself, I know I can achieve it."

*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.

HOW TO MAKE FALL fabulous

IT'S BACK-TO-SCHOOL SEASON!
Teachers, moms and even students can be your focus right now!

Plan an after-school pampering party for all your teacher friends and customers. You can even offer extra hostess credit if they host a party!



get creative

WITH PROMOTIONS LIKE A MARY KAY® SCHOOL SUPPLY LIST.

- **PENCILS:** *Mary Kay® Eyeliner*, \$12 each
- **CRAYONS:** *Mary Kay® Supreme Hydrating Lipstick*, \$18 each
- **ERASERS:** *Mary Kay® Perfecting Concealer*, \$16 each
- **PAINTS:**
 - *Mary Kay Unlimited® Lip Gloss*, \$16 each
 - Limited-Edition† *Mary Kay® Gel Cream Blush*, \$18 each
 - *Mary Kay Chromafusion® Eye Shadow*, \$8 each
 - *Mary Kay® Ultimate Mascara™*, \$16 each

WHETHER YOUR SELLING STYLE IS VIRTUAL, IN PERSON OR BOTH, YOU CAN FIND ALL THE INFORMATION AND RESOURCES TO PERFECT YOUR PARTIES AT [PARTY CENTRAL!](#)

MAKE IT EASY FOR MOMS!



Share the [Mary Kay® App](#) with her!

With it, she can uncover her own customized skin care routine and receive the perfect product recommendations from you! It's free in your app store.



Tip! PUT MOM ON YOUR TEAM!

SHARE THE [TEAM-BUILDING FLIER.](#)

The front of this beautiful flier highlights the reasons for starting a Mary Kay business. The back features the different startup options available.

Get more [team-building resources.](#)



TEENAGERS - YOU'VE GOT THEM COVERED!

Whether they're struggling with acne or they want to keep their beauty routines gentle, simple and effective, you can help them with *Mary Kay®* skin care:

- *Clear Proof® Acne System*, \$50
- *Botanical Effects® Regimen*, \$60

[ORDER NOW!](#)

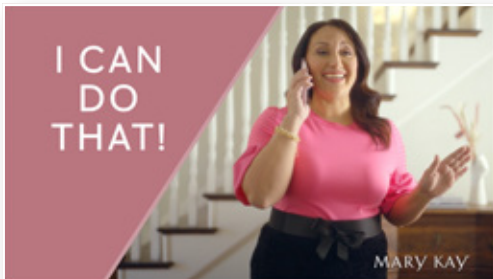


SKIN CARE 101

Share this [video](#) as **Dr. Cristi Gomez, Director Product Safety & Environmental Toxicology**, and **David Gan, Senior Manager, Upstream Research, Clinical Research, Scientific Credentialing, Skin and Clinical Research**, answer common questions about the importance of having a skin care routine.

NEW! I CAN DO THAT VIDEO!

[Share](#) to show how shopping with you exceeds competitive shopping experiences in today's world!



†Available while supplies last
All prices are suggested retail.

Go-Give[®] Award

Mary Kay Ash said, “The **Go-Give[®] 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.



Tanya Satcher



Shauna Abbotts



Patricia Amaro



Christine Jessee

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

Go-Give[®] Award

DIAMOND

Tanya Satcher

Independent Future Executive
Senior Sales Director

Began Mary Kay Business

May 1998

Sales Director Debut

August 2001

Offspring

four first-line

National Sales Director

Mary Kay National Area

Achievements: 83-times Star Consultant; six-times Sales Director Queen's Court of Personal Sales; 16-times Queen's Court of Sharing; 10-times Circle of Achievement; three-times Circle of Excellence; five-times Double Star Achievement; four-times Triple Star Achievement

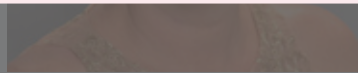
Personal: Lives in Jacksonville, Ala. Husband, Kenneth; sons: Kenneth (KJ), Kenon; daughter, Kenya

"I am motivated to help others because I love to touch and change lives."

Testimonial: Independent Sales Director Jan Hubbard of Gadsden, Ala., says, "After working my Mary Kay business face to face for 31 years, I was having difficulty learning how to pivot to virtual. She poured into me for two full days. I will forever be thankful for her! She is more than deserving of our Go-Give[®] award."



Patricia Amaro



Christine Jessee

Nominate a well-deserving Independent Sales Director who displays the Go-Give spirit!

Go-Give[®] Award

EMERALD

Shauna Abbotts

Independent Future Executive
Senior Sales Director

Began Mary Kay Business

February 2005

Sales Director Debut

September 2005

Offspring four first-line

National Sales Director

Monique Balboa

Achievements: 70-times Star Consultant; 13-times Sales Director Queen's Court of Personal Sales; Queen's Court of Sharing; five-times Circle of Achievement; eight-times Circle of Excellence; 11-times Double Star Achievement; Triple Star Achievement

Personal: Lives in Colorado Springs, Colo. Husband, Mark; son, Nikolas; daughter, Grace

"I am motivated to help others because it means their lives are a little better, which means they illuminate the lives of others around them as well."

Testimonial: Independent Sales Director Kimberly Guler of Melbourne, Fla., says, "She is a venerable leader who uses her daily life challenges to help her future area Beauty Consultants and offspring Sales Directors develop the skills needed to face and manage life changes while successfully working and growing our businesses. She enriches my life and the lives of others, and the ripple effect is an amazing blessing to many, many more!"



Go-Give[®] Award

RUBY

Patricia Amaro

Independent Sales Director

Began Mary Kay Business

October 2013

Sales Director Debut May 2014

National Sales Director

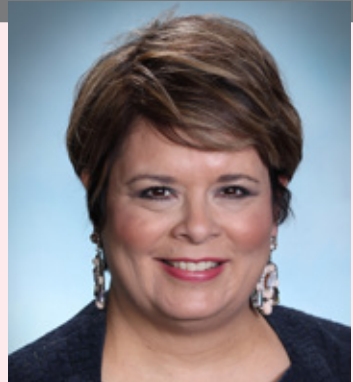
Mary Kay National Area

Achievements: 32-times Star Consultant; Sales Director Queen's Court of Personal Sales; Queen's Court of Sharing; Double Star Achievement

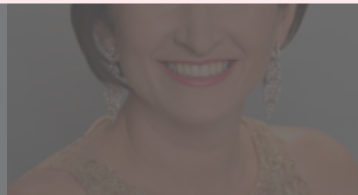
Personal: Lives in San Antonio, Texas. Daughter, Crystal

"I am motivated to help others because that's the Mary Kay way. Like the Golden Rule, I have joy motivating women to be their best, as so many of my sister Sales Directors and mentors have motivated me."

Testimonial: Independent Sales Director Malaika Oliver of Waldorf, Md., says, "Patti consistently displays a true spirit of a servant leader. She leads with excellence, setting a witnessed example while joyfully motivating and empowering her unit and those blessed to partner with her. She displays a CAN-DO spirit effortlessly and with zeal."



Patricia Amaro



Christine Jessee

Nominate a well-deserving Independent Sales Director who displays the Go-Give spirit!

Go-Give[®] Award

SAPPHIRE

Christine Jessee

Independent Sales Director

Began Mary Kay Business

March 1999

Sales Director Debut

February 2002

National Sales Director

Mary Kay National Area

Achievements: 83-times Star Consultant; 12-times Sales Director Queen's Court of Personal Sales; monthly *Go-Give*[®] Award winner, January 2015; six-times Circle of Achievement; five-times Circle of Excellence; 10-times Double Star Achievement

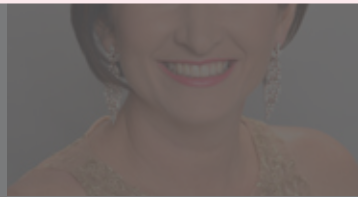
Personal: Lives in Justin, Texas. Husband, Ben; son, Andrew; daughters: Audrey, Abigail

"I am motivated to help others because Mary Kay Ash asked us to pass it on."

Testimonial: Independent Beauty Consultant Patti Haguewood of Purvis, Miss., says, "Christine has shown the Go-Give spirit by helping others and helping our unit in so many ways. She has a heart bigger than a pot of gold. She doesn't mind reaching out to help where she's needed."



Patricia Amaro



Christine Jessee

Nominate a well-deserving Independent Sales Director who displays the Go-Give spirit!



READY TO CELEBRATE ALL OF YOUR
amazing
achievements?

RECOGNITION CENTRAL IS HERE!

it just fits!TM

“CHICA MARY KAY” FOREVER!



Independent Sales Director **Laurie Marte Bonilla** of Bayamón, Puerto Rico, knew she would one day become a “Chica Mary Kay.” She was three months old when her mother, **Independent Future Executive Senior Sales Director Eusebia Bonilla**, started taking her to her Mary Kay appointments. As she grew up, Laurie started helping her mother set up facials and parties and assisting her with other tasks, such as filling product orders.

“I’ve been fortunate to grow up in a pink world,” says Laurie. “As I got older, somewhere in my heart I knew I was going to become an Independent Beauty Consultant to show my mother my gratitude for all she’s done for my brother Elvin and me and to show that her sacrifice was not lost on me.”

Laurie still wanted to finish her college degree, and she did – achieving her Bachelor of Science with honors in Forensic Chemistry in 2017.

THE RIGHT TIME

Laurie remembers exactly how she decided to start her Mary Kay business. “Right after Hurricane Maria hit our island, my mom (Mami) went for a challenge to have 20 guests attend a Company event where **Nathan Moore, President, Global Sales and Marketing**, was there to show his support to Puerto Rico in the aftermath.

“The night before the event, one guest canceled. Mami asked me to go, but I declined. Mami didn’t take no for an answer though! She explained that there were only three car payments remaining on my car and that if I didn’t accompany her to this important event, I was solely responsible for the three payments. Needless to say, I went to that event, and now I am so thankful I did.”

Laurie knew her mother’s Mary Kay life well, but that day, listening to other women explain the impact their Mary Kay businesses had on their lives and hearing Nathan’s story inspired her even more to make the decision. She submitted her Independent Beauty Consultant Agreement and purchased her Starter Kit. “Knowing that a Mary Kay business had impacted so many, as well as seeing the heart of Mary Kay in Nathan’s remarks and the fact he traveled a great distance to show his support touched my heart. I fell even more in love with the Mary Kay opportunity.”

Laurie set her sights on her Mary Kay business and achieved Independent Sales Director status in July 2019 – just two months later.

Laurie is happily married to Ariel Figueroa. “Ariel gives me his full support. He goes to Seminar with me and is great at motivating and, sometimes, at just providing guidance.”

LAURIE’S WHY

“My why today includes preparing myself to become a mother one day, because I want to be present for my children.”

MY MAMI, THE QUEEN

The Spanish-language saying “if you’re a tiger’s cub, you’ll be striped is similar in meaning to the apple does not fall far from the tree.” Laurie says what she most admires about her mother is that she works with a heart for others. It does not matter the heartache and adversities she may face; she works from a place of love.

“Mami is a queen. I listen to all her tips. She’s already gone through what I face in my business today. I know everything she suggests is for my ultimate success. And my results speak for themselves.

“From my mother, I know that if you have a big goal in your heart, you can achieve it. It requires that you define your path, have an action plan and work hard. She plans her days by the hour and very clearly walks the path toward her goal.

“I believe I have become a youthful version of Mami, perhaps a bit more creative in promoting the products and working my social media. I like to think I’m a modern version of her.”

Laurie also has kind words about her father, Pedro P. Marte, who passed away in September 2021 at age 59. “I’m his carbon copy. He had an entrepreneurial spirit and was a visionary. Every time he and Mami would return from Seminar, he’d say to me, ‘Laurie, my dream is to see you walk across the Seminar stage and see you recognized for your achievements.’ He was my No. 1 fan. As a matter of fact, our last hug was when I was recognized as No. 1 Most Improved in Puerto Rico in 2021.”

A FULL-CIRCLE FANATIC

“I work my business full circle; this means that I sell products and share the Mary Kay opportunity with others. I also work closely coaching my team members. My long-term goal is to be the youngest Independent National Sales Director in Puerto Rico.

“To new Independent Beauty Consultants, I coach them to work toward achieving 30 faces a month, identify referrals and get educated about products and the Mary Kay business by visiting *Mary Kay InTouch*® and MKUniversity.

“I also suggest they work the 2+2+2 plan. In other words: 2 days after selling a product, reach out to customers to see how they like the products; 2 weeks later, call to provide further follow up; and in 2 months, reach out for potential reorders and to share new products. And make sure you invite them to your weekly opportunity event. I’m convinced that once a customer loves our products, she’s one step away from becoming your team member.

“I still remember the day I had my first skin care party. It was there I knew that my Mary Kay business made me happy. I was happy seeing how other women reacted once they felt great about their skin and how they felt about themselves. I knew then that I was meant to be a Chica Mary Kay ... forever!”

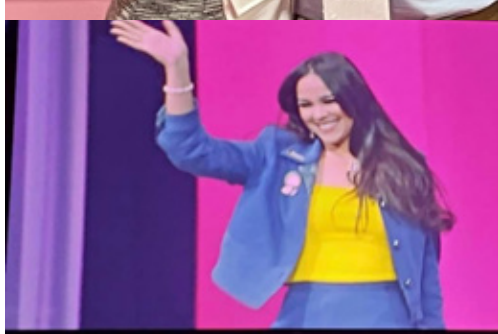
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Less than 1% of Mary Kay Independent Beauty Consultants meet the criteria to earn the use of a Mary Kay Career Car or the Cash Compensation option.
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Laurie Marte Bonilla

INDEPENDENT SALES DIRECTOR



Stars

GOTTA SHINE!



Designer handbags, jewelry, electronics, gifts and accessories, home and office essentials, travel vouchers and more treasured rewards await you!

It's all here when you're a Star Consultant. We've found **exciting ways to make this program even more rewarding** for YOU, while staying true to why Mary Kay Ash started the Star Consultant Program in 1975.

And remember, **consistently achieving the monthly Golden Rules Challenge** puts you on-target for the Star Consultant Program. It's a win-win!

Check out these [how-tos](#) and [FAQs](#) to guide you through the most common questions.

FIVE THINGS YOU SHOULD KNOW!

1 Want to save for something big? You can! **Save and rollover your Star Consultant credits** from quarter to quarter. Your hard work is never lost. A [step-by-step guide](#) helps you choose your reward and redeem your credits.

2 An easy-to-use [credit calculator](#) instantly shows you how much it would take to earn a reward you have your eye on!

3 Need a little motivation? We've got you! Build a [customized goal sheet](#), post it where you can see it, and get going! There's also a [wish list](#) where you can add rewards you want. Both offer a hands-on visual to help you stay on track!

4 The **Golden Rules Challenge** requirements **tie in perfectly with the Star Consultant Program**. When you achieve three consecutive months of the *Golden Rules* Challenge within a Star Consultant quarter, you're also a Star and can earn even more rewards!

5 You don't just earn credits at specific reward categories. For all of your wholesale dollars plus team-building activity, you earn a corresponding credit. **See the chart below.** You are rewarded for ALL your effort!

STAR CONSULTANT REWARD CATEGORIES

REWARD CATEGORY	WHOLESALE DOLLARS + TEAM-BUILDING	CREDITS EARNED
Sapphire	\$1,800	Starts at 2,000 credits
Ruby	\$2,400	Starts at 3,000 credits
Diamond	\$3,000	Starts at 4,000 credits
Emerald	\$3,600	Starts at 5,000 credits
Pearl	\$4,800	Starts at 7,000 credits
Pearl	\$6,000	Starts at 10,000 credits
Pearl	\$7,800	Starts at 17,000 credits
Pearl	\$9,600	Starts at 24,000 credits

In this scenario, Bianca ended her quarter with **\$8,500** in Wholesale Dollars + Team-Building. That means she earned credits **IN BETWEEN** the **17,000** and **24,000** credit categories.

Her earned credits will automatically show up in her account after the quarter closes as part of her "Available Credit Balance."

ABUNDANT AUGUST

Keep that momentum going from the start of the new Seminar year as you stretch to reach big goals this month. Here are some suggestions on fun and rewarding action items to help you get there!

BOOST YOUR BOOKINGS.

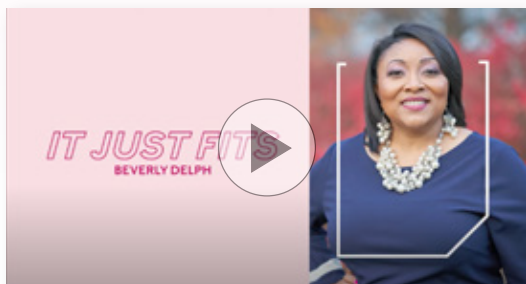
Each week this month, ask five customers to host a party (virtual or in person) and invite 10 friends. That's **200 potential new customers in August!**

BE A STAR.

Fabulous rewards await when you are a [Star Consultant](#). To participate, an Independent Beauty Consultant must have personal retail sales of \$1,800 in wholesale Section 1 products. The wholesale orders to support this retail sales amount must be received and accepted by the Company by Sept. 15 to earn credits for Quarter 1. Achieve Star Consultant status and ... drumroll, please ... you're an **All-Star Star Consultant!**

IT JUST FITS™

Invite prospective team members to [watch savvy independent sales force leaders](#) bring the Mary Kay opportunity to life. Subscribe to the Mary Kay U.S. YouTube channel, and share away!



PLAY FAVORITES.

You know your go-to products! Snap a pic and post it on your social media business page to share with your customers. We've got [tips](#) on how!

SIZZLE AND SPICE.

Spread the word about this month's [hottest new products](#), including popular men's products.

FUEL YOUR DREAMS.

Learn what it takes to earn the use of a [Mary Kay® Career Car](#).



CONFIDENCE BOOST

Give the Gift of Confidence! Achieve the [Golden Rules Challenge](#) in August, and earn a beautiful enamel and crystal heart necklace.

GREAT START

Bigger profits. Richer rewards. More fun! Familiarize yourself with the [Great Start Program](#) to see how it can reward your new team members!



WEAR IT OUT.

Wear [Mary Kay-branded](#) apparel when you're out and about to help promote your business.

CRUSHING ON RED!



Team-building is as simple and fun as sharing what you love. And when you become a Red, you're eligible for even more – we're talking **rewards, earnings, bonuses** and even **earning the use of a Career Car!** Check out a few of the attractive perks that await when you build a team and earn Red status.

You can be a ...

STAR TEAM BUILDER

With 3 or 4 active personal team members

COMPENSATION

- 50 percent profit potential on personal retail product sales
- Earned Discount Privilege
- Up to 8 percent personal team commission
- \$50 bonus for each *Great Start*-qualified* new personal team member

TEAM LEADER

With 5 to 7 active personal team members

COMPENSATION

- 50 percent profit potential on personal retail product sales
- Earned Discount Privilege
- **Up to 13 percent personal team commission**
- **Eligible to earn the use of a Beauty Consultant Grand Achiever Career Car** (or Cash Compensation option).
- \$50 bonus for each *Great Start*-qualified* new personal team member

ELITE TEAM LEADER

With 5 active personal team members, 1 must be an active personal Red (Star Team Builder, Team Leader or Elite Team Leader).

COMPENSATION

- 50 percent profit potential on personal retail product sales
- Earned Discount Privilege
- Up to 13 percent personal team commission
- **Eligible to earn 5 percent second-tier team commission** when your sales volume is \$2,000 or more.
- \$50 bonus for each *Great Start*-qualified* new personal team member
- Eligible to earn the use of a Beauty Consultant Grand Achiever Career Car (or Cash Compensation option).



NOTE: You can still be an Elite Team Leader with 8 or more active personal team members, but you are not eligible for the second-tier team commission unless 1 or more of your active personal team members is an active personal Red.

GOT QUESTIONS?

Here are answers to some of your frequently asked questions.

WHAT DOES IT MEAN TO BE A RED?

When you have three or four active personal team members, you're deemed a **Star Team Builder** and can wear the popular and trendy red jacket. You're also a Red when you are a **Team Leader** or **Elite Team Leader**.

Tip! Check out the [Independent Beauty Consultant Career Path Booklet](#) to get all the requirements for each career path status.

WHAT DOES ACTIVE MEAN?

An Independent Beauty Consultant is considered active with personal retail sales of \$225 in wholesale Section 1 products and will remain active for two months following any month with this amount in sales.

HOW DO I TEAM BUILD?

Just ask. You've got an audience at your parties, at work or with your family and friends. A face or two probably popped in your head already! They may want in on the action when they see you having fun and earning a little extra money.

WHAT'S AVAILABLE TO HELP ME TEAM BUILD?

For starters, your Independent Sales Director can be a great resource to guide you along the way. You also have [great resources](#) at your fingertips.

Tip! One resource in particular is the ***It Just Fits™*** YouTube Premieres. They feature amazing and experienced independent sales force leaders who can bring the Mary Kay opportunity to life in powerful ways. **There's no need to register for these events** – just tune in with your prospective team members!

These Premieres are available anytime on the [Mary Kay U.S. YouTube](#) Channel for you to watch and share with your prospective team members!

GREAT *Start*



Available on Section 2.
\$4, pk./15

(Includes 5 *Great Start: Ready, Set, Sell!* brochures, 5 *Great Start: Ready, Set, Keep Selling!* brochures and 5 *Great Start: Team-Building Rewards* inserts)

IT PAYS TO SHARE.

New Independent Beauty Consultants can get the most profit in their pockets when they place their first orders and start sharing the beauty with family and friends right away. They can earn free product bonus bundles* when they order and when they add *Great Start*-qualified† team members!

Familiarize yourself with this rich and rewarding program that you can share with your prospective team members.

How can this help you? By providing a rich pathway to all, you can develop your team, move along the Mary Kay career path and enjoy more perks, such as earning the use of a Mary Kay Career Car and much more.

*An Independent Beauty Consultant is considered *Great Start*-qualified with personal retail sales of \$600 or more in wholesale Section 1 products within her/his *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.

* Refer to the *Great Start* Program page for complete details.