

MARY KAY

FEBRUARY 2023

applause®



Power in POSSIBILITY

We're talking potent skin care to crushworthy color to energizing self-care. It's all here for you and your customers as We're On Our Way to the 60th!

FEBRUARY

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 January 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.

8

Spring 2023 *Preferred Customer Program*™ customer mailing of *The Look* begins. Allow 7–10 business days for delivery.

10

Early ordering of the new Spring 2023 promotional items begins for Star Consultants who qualified during the Sept. 16 – Dec. 15, 2022, quarter and for Independent Beauty Consultants who enrolled in *The Look* for Spring 2023 through the *Preferred Customer Program*™.

14

Valentine's Day.

15

Spring 2023 promotion early ordering for all Independent Beauty Consultants begins.

16

Spring 2023 promotion begins. Official on-sale date.

Save-the-date: Facebook Live announcing Spring 2023 products! Watch for details coming soon.

20

Presidents Day. Postal holiday.

27

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

28

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.

MARCH

1

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

Mary Kay National Area Zoom to Success Extended Edition 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 February 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.

6

Registration for English and Spanish April 2023 Virtual NDE sessions opens at 8:30 a.m. CT.

15

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

16

Quarter 4 of the Star Consultant Program begins.

Summer 2023 *Preferred Customer Program*™ online enrollment begins for *The Look*, including an exclusive sample (while supplies last).

20

Star Consultant Program Quarter 3 earned credits now available for redemption or accrual.

24

Spring Into the 60th Virtual Event. Watch for details coming soon.

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.

Registration for English and Spanish April 2023 Virtual NDE sessions closes at 11:59 p.m. CT.



“

Make every decision based on the Golden Rule, putting yourself in the other person's shoes and trying to think how she would like to have her problem resolved if you were in her shoes and she was in yours. I guarantee you that it works.

”

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. ©2023 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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Another Round of TM applause



Episode 38

FEBRUARY 2023

MARIA (MABY) IBARRA, an Independent Sales Director from Waco, Texas, shares how she went from being a civil engineer to starting her own Mary Kay business and soaring well beyond her dreams. Hear her story!



LISTEN NOW



Miss an episode?

Check out the archive, and catch up today.

TRENDING *Now*



DIAMOND POWER START

FINAL MONTH!

JAN. 1 – MARCH 1, 2023

60 FACES IN 60 DAYS CHALLENGE

In honor of our 60th diamond anniversary, we want to challenge each of you to book 60 faces in 60 days!

You can use the downloadable tracking sheet and social media posts to [help you along](#) the way! You can do it!



In honor of Mary Kay's 60th anniversary, we have a goal to add 60,000 members to the **My Mary Kay Facebook group** this year! This group is the official Facebook community for Mary Kay U.S. Independent Beauty Consultants! As a member, you'll enjoy exclusive content that's only available for the group, plus the opportunity to connect with one another. Please help us reach our goal!



[Join the group today](#), and encourage your Mary Kay independent sales force friends to do the same!

it just fits![®]

New *It Just Fits*[®]! video featuring **Brandi Bridges-Wheeler**. Hear how the Mary Kay opportunity and growing up pink has taught her and her kids self-confidence through goal-setting.



Applause[®] Magazine Team:
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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 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.

FOR BEST RESULTS!

Experiencing a complexion plateau? We got you! Break through to a new level of complexion perfection with TWO new dermocosmetic boosters that elevate your skin care even more.



NEW! MARY KAY CLINICAL SOLUTIONS® PHA + AHA RESURFACER, \$38

Accelerate surface skin renewal and gently dissolve dead skin cells with these proven skin-smoothing ingredients:

- **Poly-Hydroxy Acid (PHA):** Provides gentle exfoliation on the skin's surface.
- **Alpha-Hydroxy Acid (AHA):** Provides deep exfoliation below the skin's surface.
- **Glycerin:** A humectant that helps boost moisture levels.



NEW! MARY KAY CLINICAL SOLUTIONS® FERULIC + NIACINAMIDE BRIGHTENER, \$38

Uneven skin tone is the result of an irregular production of melanin. It's triggered by internal factors such as age or hormones and external factors such as sun damage and pollution. Address multiple pathways to reduce uneven skin tone and boost skin's brightness with a trio of proven skin-brightening ingredients:

- **Ferulic Acid (pronounced fe-RULE-ic):** A high-potency antioxidant that defends from external factors that may lead to skin discoloration (hyperpigmentation).
- **Niacinamide (pronounced nahy-uh-SIN-uh-mahyd):** One of two major forms of vitamin B3, this essential nutrient is a brightening superpower.
- **Navy Bean Extract:** A proprietary ingredient technology patented by Mary Kay identified for its brightening efficacy.



Q&A

Questions? We have answers!

[Learn more.](#)

TARGET CUSTOMER

Mary Kay Clinical Solutions® boosters can be incorporated into existing skin care regimens for women and men of any age who want to:

- Focus and/or overcome a specific skin concern.
- Use a dermocosmetic solution for a specific skin concern.
- Find well-known and scientifically acclaimed ingredients for their skin concerns.

FORMULA ATTRIBUTES

For all four Mary Kay Clinical Solutions® boosters:

- Dermatologist-tested.
- Tested for skin irritancy and allergy.
- Non-comedogenic.



HELP IS HERE!

We've [got you covered](#) with shareable fliers, a handy order of application chart, comparison guide, *MKeCard*®, digital posts, *Skin Care Extras* and Science Behind the Beauty videos!

FACEBOOK LIVE!



Exclusive look at new Mary Kay Clinical Solutions® Boosters with Dr. Michelle Hines, Director of Product Formulation, and Cristin Bensen, U.S. Marketing Director. Invite your customers to join and get the 411 on these skin-boosting innovations. [Mary Kay U.S. Facebook Live](#). Thursday, Feb. 16 at 12 p.m. CT.

DID YOU KNOW?

Sharing **The Look Interactive Catalog** is quick and easy, especially when you share a link from your Mary Kay® Personal Web Site! [Learn more!](#)



ORDER TODAY!

Spring products are available for all Independent Beauty Consultants to order on **Feb. 15!**



REMINDER: MARY KAY® ORDERING APP

You can order wholesale Section 1 products with this convenient app. Simply select the products, add them to your cart, and check out.

[IT'S FREE TO DOWNLOAD!](#)

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Q&A

Q: WHAT IS A DERMOCOSMETIC?

A: A term used to describe products at the intersection of cosmetic beauty and skin health. Dermocosmetic products are similar to formulas you'd find in a dermatologist's office or med spa.

Q: WHAT'S THE DIFFERENCE BETWEEN BOOSTERS AND SERUMS?

A: Boosters are concentrated, targeted skin care solutions designed to supercharge and personalize a skin care regimen. They tend to have a clearly defined benefit focus to address a specific skin concern. They harness the power of a very narrow set of high-concentration ingredients, allowing you to target a singular benefit like never before. You can vary the number of boosters added to your regimen to address multiple concerns if needed.

Similar to cleansing and moisturizing, serums serve as an everyday step in achieving your healthiest skin. They take a broader, multibenefit approach to addressing skin needs. They often feature several key ingredients alongside a blend of other skin-loving additions such as botanicals and extracts.

Q: WHAT'S THE PURPOSE OF A DROPPER-STYLE BOTTLE?

A: Competitively, many boosters have simple, traditional dropper-style packaging. This packaging is useful for boosters because formulas are typically very fluid, and the droppers allow for a more controlled dosage. Droppers also have a more clinical look.

Q: CAN THE BOOSTERS BE USED WITH OTHER MARY KAY® PRODUCTS?

A: Yes. They can be incorporated into a *Mary Kay*® skin care routine.

Q: CAN I USE THE BOOSTERS WITH MARY KAY CLINICAL SOLUTIONS® RETINOL 0.5?

A: Our recommendations are as follows:

BOOSTER	WHEN
<i>Mary Kay Clinical Solutions</i> ® C + Resveratrol Line-Reducer OR <i>Mary Kay Clinical Solutions</i> ® Ferulic + Niacinamide Brightener	AFTER the retinization process.
<i>Mary Kay Clinical Solutions</i> ® HA + Ceramide Hydrator	DURING OR AFTER completing the retinization process.

We DO NOT recommend using *Mary Kay Clinical Solutions*® PHA + AHA Resurfacer with:

- *Mary Kay Clinical Solutions*® Retinol 0.5.
- *Clear Proof*® products containing salicylic acid.
- Other exfoliating products on the same day, including *TimeWise Repair*® Revealing Radiance® Facial Peel, *TimeWise*® Microdermabrasion Refine, *Mary Kay Naturally*® Exfoliating Powder or *Clear Proof*® Deep-Cleansing Charcoal Mask. If you experience irritation, scale back the use of exfoliating products as tolerated by your skin.
- *Skinvigor*ate Sonic™ Skin Care System on the same day. May be used on alternating days.

Q: CAN I USE THE BOOSTERS TOGETHER?

A: You can use *Mary Kay Clinical Solutions*® HA + Ceramide Hydrator with ANY OF THE OTHER THREE BOOSTERS, applying each product separately.

However, it is recommended to choose **ONLY ONE** of the other three boosters – line-reducer, brightener or resurfacer – based on your primary concern.

BOLD & SUPREME

Hydration meets lipstick in this fiercely supreme formula with intense color payoff for all skin tones – now in TWO NEW SHADES!

VERY RASPBERRY



New
SHADES
TO LOVE!

THINK OF PINK

MARY KAY® SUPREME HYDRATING LIPSTICK, \$18 EACH

- Formulated with sunflower oil and vitamin E to keep lips hydrated.
- Intense color payoff for all skin tones.

New!

New!

ROCKSTAR RED

FUCHSIA DREAM

VERY RASPBERRY

THINK OF PINK

POETIC PINK

FESTIVE PINK

CORAL CONFETTI

BOHO PLUM

CASUAL ROSE

BETTER THAN BARE

\$1.50
EACH

SAMPLE THIS!

Section 2 samples available.
Strip of 8 with one of each shade included.

HELP IS HERE!

We've [got you covered](#) with fliers, *MKeCard*®, digital posts and more!



ORDER TODAY!

Spring products are available for all Independent Beauty Consultants to order on **Feb. 15!**



REMINDER: MARY KAY® ORDERING APP

You can order wholesale Section 1 products with this convenient app. Simply select the products, add them to your cart, and check out.


[IT'S FREE TO DOWNLOAD!](#)

GLOW UP DUOS




Give your customers a dewy glow up! This creamy, dreamy texture glides on smoothly and blends easily – seamlessly adding warm vibes to every look.

NEW! LIMITED-EDITION* MARY KAY® CREAM BRONZER DUO STICK, \$18 EACH

 Bronze & Shimmer

 Honey & Luster

NEW! LIMITED-EDITION* MARY KAY® CREAM HIGHLIGHTER DUO STICK, \$18

 Pearl & Gold

QUESTIONS?

Q: IS THIS BRONZER AND HIGHLIGHTER THE SAME FORMULA THAT WAS LAUNCHED IN 2020 AS CREAM BLUSH DUOS?

A: Yes. This is the same base formula and component as those launched in 2020.

Q: CAN YOU USE THE HIGHLIGHTER AND BRONZER ON YOUR BODY?

A: Yes. This is a multipurpose cream bronzer and cream highlighter that can be used on face and body. The bronzers also offer a matte and shimmer finish to create different makeup looks.

HELP IS HERE!

We've [got you covered](#) with a flier, *Beauty Extras* video, *MKeCard*®, digital posts and more!



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[IT'S FREE TO DOWNLOAD!](#)



SWEET SCENTS OF SPRING

Indulge in sensorial self-care with three luxurious hand creams featuring decadent textures and uplifting aromas in every drop. These mood-boosting scents will help you stop and smell the flowers, allowing you to find joy in the present!

NEW! LIMITED-EDITION* MARY KAY® HAND CREAM, \$10 EACH

- Mandarin & Rose
- Mango & Orange Flower
- Wild Berry & Passionflower

HELP IS HERE!

We've [got you covered](#) with a flier, *MKeCard*®, digital posts and more!



Gift Idea!

Makes a sweet Valentine's treat packaged alone or bundled with other Mary Kay® products.

It's Back!



SPECIAL-EDITION* SUN CARE AFTER-SUN REPLENISHING GEL, \$15



Treat your skin to a refreshing recovery from a day in the sun. This blue gel helps sun-kissed skin feel cool, refreshed and – most importantly – hydrated once again.

TALKING POINTS:

- Contains botanical extracts rich in antioxidants.
- Leaves skin feeling soft.
- Nonsticky formula.

TURN YOUR CUSTOMERS INTO TEAM MEMBERS!

Your customers are already product-lovers, so why not ask some of them to join your team? Now is a perfect time with [Mary Kay® Startup Options](#) extended until June 2023! Whether it's the **\$130 Mary Kay® Starter Kit** or **\$30 Mary Kay® eStart** with or without the optional add-on New Independent Beauty Consultant Sample Pack, new team members can choose how they want to start their Mary Kay businesses!



ORDER TODAY!

Spring products are available for all Independent Beauty Consultants to order on **Feb. 15!**



REMINDER: MARY KAY® ORDERING APP

You can order wholesale Section 1 products with this convenient app. Simply select the products, add them to your cart, and check out.

IT'S FREE TO DOWNLOAD!

BRUSH WITH GREATNESS.

Your face deserves a fresh start with these pro-level brushes. The collection includes five high-quality, precisely shaped brushes, which are ideal for creating a range of looks, packed in a stylish, portable clutch.



MARY KAY® ESSENTIAL BRUSH COLLECTION, \$56

COLLECTION INCLUDES:

- All-Over Powder Brush
- Cheek Brush
- All-Over Eye Shadow Brush
- Eye Crease Brush
- Eye Smudger Brush

TALKING POINTS:

- Brush shapes help anyone create makeup looks with confidence.
- Each brush excels at blendability, application and pickup.
- Synthetic bristles are compatible with liquid, cream and powder.



BE COLOR CONFIDENT!

The main struggles women have with color are **selecting shades and applying them**. Great news! You can offer them simple solutions to both! **Color Confident** is a step-by-step approach that makes it easy for you and your customers to achieve beautiful results. Once you learn the basics, you can make up your own rules. **BECAUSE COLOR RULES!**

ADD ON TO YOUR SALE

MARY KAY® BRUSH CLEANER, \$12

This fast-drying cleaner eliminates makeup residue from brushes to provide proper hygiene.



MARY KAY® BLENDING SPONGE, \$12

A versatile, reusable tool that helps you achieve a flawless finish. The unique, open-cell structure is designed to allow the sponge to absorb water – and less product – in order to minimize waste so that you get the most out of your makeup.

ORDER TODAY!



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IT'S FREE TO DOWNLOAD!

WALK A MILE MILE IN HER SHOES!

FEB. 1-28:

As we walk into our 60th anniversary, it's the perfect time to connect with a Golden Rule attitude. Whether you're team-building or connecting with a customer or both, put yourself in her shoes to discover what she NEEDS. An encouraging word? A new product recommendation? Listen to learn!



These beautiful hoop earrings can be yours when you have personal retail sales of \$600* or more in wholesale Section 1 products in February.

BE GOLDEN YEARLONG CONSISTENCY CHALLENGE

When you achieve the *Golden Rules Challenge* each month July 1, 2022 – June 30, 2023, you can earn this gorgeous earrings and bracelet set.



GET DETAILS

*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.

NEW BUSINESS DEBUT ASSORTMENT

JAN. 1 – MARCH 31, 2023

- Includes products that are easy to sell, plus **free samples**.
- Cost is \$600 wholesale* (Part No. 225520).
- While this New Business Debut Assortment was created to help new Independent Beauty Consultants get off to a great start, it's available for all! NO LIMITS!
- With one click, you can achieve the *Golden Rules Challenge* for the month and be on track for the Star Consultant Program and *Great Start: Ready Set Sell*.

New Business Debut
Assortment Includes:

[Download the FAQs and Flier.](#)

*This limited-time assortment is available to Independent Beauty Consultants Jan. 1 at 12:01 a.m. CT through March 31, 2023, at 11:59 p.m. CT. No limits apply to this assortment. Tax will be charged on the suggested retail price of each product in this assortment, except on the free samples. Not available through Customer Delivery Service through *myCustomers*™, marykay.com, Guest Checkout or EZ Ship.



Achieve that *Golden Rules Challenge* reward in one easy step!



WALK A MILE IN HER SHOES!

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GET DETAILS

PRODUCT	QTY.	PRODUCT	QTY.
<i>TimeWise Miracle Set 3D*</i> (Normal/Dry)	1	<i>Lash Love Fanorama*</i> Mascara	3
<i>TimeWise Miracle Set 3D*</i> (Combination/Oily)	1	White Tea & Citrus <i>Satin Hands*</i> Pampering Set	1
<i>TimeWise Repair*</i> <i>Volu-Firm*</i> Set	1	Fragrance-Free <i>Satin Hands*</i> Pampering Set	1
<i>Mary Kay*</i> Micellar Water	2	<i>Mary Kay*</i> Berry & Vanilla Scented Shower Gel	1
<i>TimeWise*</i> Microdermabrasion Plus Set	1	<i>Mary Kay*</i> Berry & Vanilla Scented Body Lotion	1
<i>Mary Kay*</i> Oil-Free Eye Makeup Remover	3	<i>Mary Kay*</i> Apple & Almond Scented Shower Gel	1
<i>Clear Proof*</i> Deep-Cleansing Charcoal Mask	1	<i>Mary Kay*</i> Apple & Almond Scented Body Lotion	1
<i>TimeWise*</i> Moisture Renewing Gel Mask	1	<i>Mary Kay*</i> Waterproof Liquid Eyeliner Pen (Intense Black)	2
<i>Mary Kay*</i> Hydrogel Eye Patches, pk./30 pairs	1	FREE <i>Mary Kay*</i> Hydrogel Eye Patches Samples, pk./1 pair	3
<i>Mary Kay*</i> Essential Brush Collection	1	FREE <i>TimeWise*</i> Microdermabrasion Plus Set Samples, pk./6 pairs	2
Special-Edition** <i>Mary Kay*</i> Travel Color Bag (unfilled)	1	FREE <i>Mary Kay*</i> Instant Puffiness Reducer Samples, strip/6	2
<i>Mary Kay Unlimited*</i> Lip Gloss	14 (1 each of 14 shades)	--	--

**Available while supplies last

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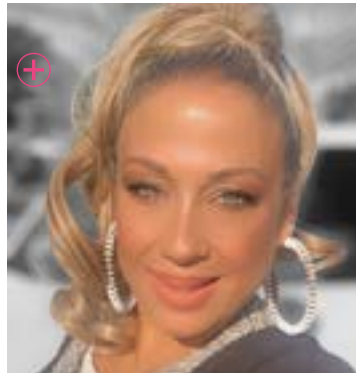
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Go-Give[®] Award

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.



Kristin Harkness



Jacqueline Acevedo



Jacqueline Jones-Steele



Connie Hoffman

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

Go-Give[®] Award

DIAMOND

Kristin Harkness

Independent Sales Director

Began Mary Kay Business

September 2008

Sales Director Debut

March 2016

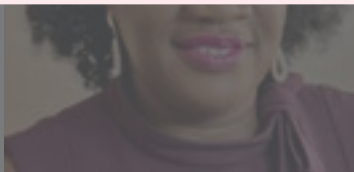
National Sales Director

Mary Kay National Area

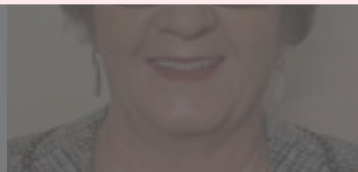
Personal: Lives in North Ogden, Utah. Husband, Will; sons: Brennan, Brecken; daughters: Kaydence, Kailyne, Khloe.

"I am motivated to help others because it brings me so much joy to see them succeed and to be a part of their journey! I love watching others gain confidence, which bleeds into every aspect of their lives, and they are changed for the better."

Testimonial: Independent Beauty Consultant Julie Lacy of Layton, Utah, says, "Kristin is an amazing person inside and out and embodies the Go-Give spirit in her daily life by helping those around her and being an inspiration to everyone! She has definitely enriched all the women she has come in contact with through her example of love, encouragement, inspiration, positivity and a joyful spirit!"



Jacqueline Jones-Steele



Connie Hoffman

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

Go-Give[®] Award

EMERALD

Jacqueline Acevedo

Independent Senior Sales Director

Began Mary Kay Business

September 2018

Sales Director Debut

June 2019

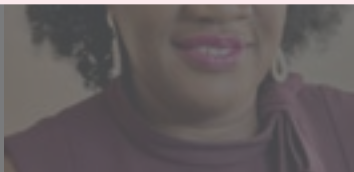
National Sales Director

Patricia Turker

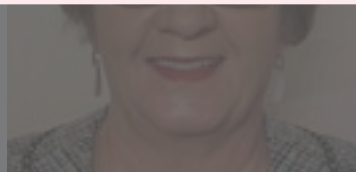
Personal: Lives in Toms River, N.J. Husband, John; daughter, Areliz.

"I am motivated to help others because I learned through my own struggles that we are all uniquely created and destined with a purpose on earth, and through our personal testimonies, we can relate and be empathetic to others by being that vessel to help others fight for their dreams too."

Testimonial: Independent Beauty Consultant Maria Rodriguez of Valley Stream, N.Y., says, "Jacqueline is an excellent example of a Sales Director who goes above and beyond her duties. She not only helps her customers and unit members, but she also helps the community. Jackie is a great leader; she motivates her unit members weekly during her meetings. All her achievements are well deserved because of the hardworking and Go-Give person she is."



Jacqueline Jones-Steele



Connie Hoffman

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

Go-Give[®] Award

RUBY

Jacqueline Jones-Steele

Independent Senior Sales Director

Began Mary Kay Business

March 2005

Sales Director Debut

August 2006

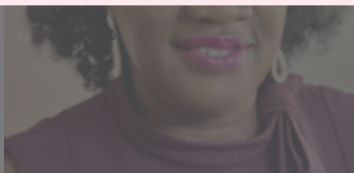
National Sales Director

Mary Kay National Area

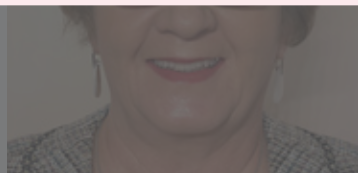
Personal: Lives in Danbury, Conn. Daughter, Danielle.

"I am motivated to help others because it is a way for me to give back to the community of women who are always so supportive of each other. It also gives me a feeling of positivity and makes me feel I have made a difference in someone else's life."

Testimonial: Independent Beauty Consultant Rita Rogers of Astoria, N.Y., says, "The Woman of Steele is an exemplary leader. She is so knowledgeable in the areas of social media and visual ideas. She's informative and educating on the many resources that are available to us; strong at making sure we get what we need to optimize our businesses; and persuasive in her delivery of inspiration and motivation."



Jacqueline Jones-Steele



Connie Hoffman

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

Go-Give[®] Award

SAPPHIRE

Connie Hoffman

Independent Sales Director

Began Mary Kay Business

July 1990

Sales Director Debut

June 2004

National Sales Director

Deb Wehrer

Personal: Lives in Spearfish, S.D. Husband, Tom; Son, Bob; Daughters: Julie, Sarah.

"I am motivated to help others because I feel God has blessed me with a nurturing spirit, and I love helping others look and feel beautiful, confident and create the life they strive for!"

Testimonial: Independent Beauty Consultant Peggy Howard of Sundance, Wyo., says, "I would have dropped out of Mary Kay, but Connie encourages me and says, 'Don't give up. YOU CAN DO IT!' She is quiet, soft-spoken and the epitome of who a Mary Kay Independent Sales Director should be."



Jacqueline Jones-Steele



Connie Hoffman

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

The background of the entire image is a solid light pink color. Scattered across this background are numerous small, white, circular confetti pieces. In the upper half of the image, there are several large, inflated balloons in two shades of pink: a vibrant magenta and a softer, pale pink. The balloons are clustered together, with some partially overlapping, creating a festive and celebratory atmosphere.

READY TO CELEBRATE
amazing
achievements?

RECOGNITION CENTRAL
IS HERE!

it just fits![®]

WINGS TO SOAR IN ANY SKY!

HEAR
MARIA
TELL HER
STORY ON THE
PODCAST.



Maria (Maby) Ibarra
INDEPENDENT SALES DIRECTOR

As a young 22-year-old college graduate, Independent Sales Director Maria (Maby) Ibarra left her native Mexico and moved to Waco, Texas, with the dream of earning a master's degree. This civil engineer was also leaving behind a difficult family life. Her father faced mental health issues which made her mother's everyday life very challenging.

"I quickly saw my limitations. I did not speak English, and I didn't have a car. An acquaintance told me that for people in my circumstances, the options were few: housecleaning, babysitting or perhaps as a server in a restaurant," explains Maria. "None of those appealed to me, but I tried cleaning houses for a week and realized that it truly was not for me. I worked at a Mexican restaurant and went from the kitchen to the front, even helping in the management of the business.

"I had been at the restaurant for three months when I had an acne breakout in the fall of 1994. A friend told me that Mary Kay had events in Waco. Despite understanding very little of what was said at that event, everything changed for me that day: my life, my mind and even hope nestled in my heart."

Maria says that the first thing she noticed was the diversity and inclusion of the group. "I saw women of different races and backgrounds, and nobody focused on our differences. Instead, they spoke about the marketing plan and finding our personal 'why.' Here, my limitations regarding not knowing the language, not having a car and my lack of experience were not an issue."

A SIMPLE PLAN

Ambitious and determined, Maria started operating her Mary Kay business by bicycle. "I tried to work around the extreme Texas weather. I would try to schedule my skin care parties and deliveries early in the morning or in the evening so I could transport myself on my bike. Sometimes, my hostesses were willing to give me a ride. Thankfully, long before Uber was a thing, I found this retired gentleman willing to drive me around for a couple of bucks per ride. It was a win-win for him and me."

Maria's Sales Director, Independent Future Executive Senior Sales Director Ruth Allen-Williams, told her that there was a simple plan she could follow to make her way and succeed with the Mary Kay opportunity. "Ruth asked me if I knew 10 people; I answered no. When she asked if I knew three, I said yes, a co-worker, my mother and her supervisor. She explained how those three people could become nine, and then 27. Soon, I was holding three to five parties per week, and in six weeks, I became a Star Consultant."

Maria explains that her life in Mexico had made her go out into the world and find the services her family needed. "Early in life I had to see psychologists in order to face my dad's mental health issues and to learn not to take ownership of his problems; but I also had to find a balance that would allow me to help my mother."

As a basic lip gloss and mascara user, Maria remembers needing help with her color look for her Independent Sales Director 'graduation.' "I soon realized I couldn't stay an introvert, that it was up to me to go out and knock on doors. I had to put my shyness aside to go out and find all that was out there for me."

A MOTHER'S LOVE

Maria has been a productive and successful Independent Sales Director since May 1997 and happily married since 1998 to her high school sweetheart, Artemio Ibarra, who is also an engineer and business owner like her. Together they have four children: Eloy, 23, who graduated from Baylor University with a degree in arts and film and digital media; Uriel, 21, who got a full-ride scholarship to Notre Dame University; Aldo, 17, a high school senior; and Samantha, 11, their special-needs daughter who Maria asserts is her special gift from God.

"Our Sammy is a Down syndrome child. She was premature, and her first three years came with tremendous hardships; she had to go through multiple surgeries. Raising her is a labor of love. For example, I remember that as an infant I would feed her breast milk with a dropper. It was very important for me that she got all the benefits of her mother's milk.

"Now everything is under control, and Sammy is thriving. She has her own dreams and is fairly high functioning. She dreams of becoming a teacher or a nurse to work with her brother Uriel who plans to be a doctor. Or having her own shop, 'Coffee and Desserts by Sammy.' We are confident she will achieve great things having her three protective older brothers to support and cheer her on."

ONCE UPON A TIME, TWO MEN IN AFRICA ...

Maria explains that when she started her Mary Kay business, she constantly thought about this story to stay motivated: Two shoemakers traveled to Africa with the plan to expand their business there. They noticed that most everybody went barefoot. The first shoemaker became discouraged because he could not see how they were ever going to sell shoes, since no one wore them. Meanwhile, the second shoemaker instantly became enthused. He immediately saw a wide-open new market with unlimited potential. He would help create the need for shoes, and everyone would buy from them!

Maria says, "For me, it was not about the shoes, but about skin. I became excited about my Mary Kay business when I realized that regardless of background, race, language, culture or status, everyone has skin. And I can help satisfy all their skin care needs! It's a matter of perspective."

A FEW GOOD TIPS

This successful Independent Sales Director who has earned the use of 12 pink Cadillacs and plans on reaching Independent National Sales Director status by 2027 or sooner has the following tips to help you along your journey:

Release your fears. Let them go. Keep in mind that the Mary Kay opportunity offers you a business model. You must work it. "I remember when I worked 60 hours a week, holding five to seven parties on the weekends because I was determined. If you want results, you must be willing to pay the price."

If you work for the benefit of others, your rewards will follow. Think about how to help others satisfy their needs. Maria says that her Mary Kay business has been and is an incredible support.

Establish a work plan to follow. Define your goals. You must set a deadline to get there. It's essential that you do not deviate from your plan.

Do not put any limits on your dreams. Share your wings so someone else can soar.

Final reminder: You never stop being an Independent Beauty Consultant. It is as an Independent Beauty Consultant that you must apply yourself to the business basics. But it is as an Independent Sales Director when you can lead and inspire others to realize their dreams and you start seeing your best growth.



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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Share the Love!

Why I love MK



I ♥ MY MARY KAY!

These Independent Sales Directors share their amazing love stories.

SHARE THE LOVE!

Want to share your love for your Mary Kay business?
Here are some [tips and ideas!](#)

I ♥ THE PRINCIPLES.



"I love my Mary Kay business because it allows me to be me and to focus on my family principles and values without having to choose. I also love that I can share the love for my Mary Kay business with everyone I meet with confidence, love and respect. Mary Kay is more than products; it is a family of entrepreneurs who really cares about your well-being. The best part about the business is the products. I love it when people say, 'Are you wearing *Mary Kay*' products?' I answer, 'Absolutely! Can I share the products I love with you?'"

KIM MEYERS,
Independent Executive Senior Sales Director, Summerville, S.C.

I ♥ THE POSSIBILITIES.



"My life has changed since I learned about the great Mary Kay opportunity. My Mary Kay business has impacted different areas of my life, spiritually and emotionally. The best part is that I have been able to create a lifestyle for my family, and it has created great possibilities for my children, Frida and Itzae, to fulfill their dreams. I have also been able to spend quality time with them and enjoy the various stages of their lives. The best is yet to come because now I can support more women so they, too, can create changes and make their dreams come true. I am thankful to God, to Mary Kay and to all the people who have brought this Company to me, one of them being Independent Executive National Sales Director Lupita Magaña, my great life mentor. It is because of this and so much more that I love Mary Kay!"

YESSICA NAVARRO,
Independent Senior Sales Director, Oxnard, Calif.

I ♥ THE RELATIONSHIPS.



"I love Mary Kay for SO many reasons. After working as an executive in corporate America for 18.5 years, I needed to feel valued. Mary Kay treats me like the queen I am with the opportunity to earn rewards, recognition, the use of a pink Cadillac, trips and a girl's best friend – diamonds. I love the red-carpet treatment and how the Company sets us up for success by equipping us with the resources, promotions and marketing strategies to build a strong business.

My Mary Kay business is a dream come true for my family. Our foundation of God first, family second and career third means everything to me. After experiencing serious health issues, taking care of myself is a priority and feels like a full-time job. I cannot imagine working for someone else and having to manage my health as well. Being my own boss allows me to rest when I need to and still succeed. I have gained lifelong besties, mentors, girlfriends and sisters. The relationships are unbelievably rich! It is truly rewarding to mentor women and be on the journey of growth and success with them."

ROBYN BARNWELL,
Independent Senior Sales Director, Bedford, Ohio

I ♥ THE CULTURE.



"I love that I don't have to compromise my priorities. I have the pleasure of being present with my husband and children, and I love helping people grow and learn. The confidence this business produces is exhilarating! When a woman is confident, it shows in all areas of her life. I love the culture of Mary Kay. I've developed quality relationships that can't be replaced or found anywhere else. Mary Kay has grown for almost 60 years while being family owned, and that inspires me to continue the legacy Mary Kay Ash passed on."

CHELSI ADKINS WRATCHFORD,
Independent Senior Sales Director, Moorefield, W.Va.

I ♥ THE FLEXIBILITY.



"I love my Mary Kay business for the flexibility. It allows me to be present in my children's lives. I can take and pick them up from school and attend all their school activities. I also enjoy getting to meet people, and often many of my customers become not only Independent Beauty Consultants but also my friends, almost like family members. Another great aspect of my business is the ability to earn the use of what we call a 'trophy on wheels,' the Mary Kay Career Car. That is a source of great pride for me. Mary Kay Ash knew perfectly well what women's needs were, in all their height and depth, and was able to address them from the beginning. Simply put, having a Mary Kay business is just amazing!"

ELSA LUGO,
Independent Senior Sales Director, Duncanville, Texas

I ♥ THE PRIORITIES.



"Because of my Mary Kay business, I am able to keep my priorities of God, family and career in order. When I started my Mary Kay business, I was young, married with one daughter, and my husband was in the Air Force. We had one car, so earning the use of a Mary Kay Career Car was important to our family, and I feel honored and privileged to drive one. I love that when I started my Mary Kay business, I received guidance to build a strong customer base. Because of that foundation, I get to reap the benefit of having loyal customers, many of whom I have had since I started my Mary Kay business 40 years ago.

Some of the joys are simple but important, like having my quiet time and getting my exercise in before my day gets busy. Having coffee with my husband first thing in the morning is a big deal. I get to have the flexibility to spend time with my family, have lunch with my bestie, shop and take vacations without having to ask for permission. I get to be my own boss and collaborate with my unit and my offspring, allowing me to empower others and pass on Mary Kay's dream to enrich lives. I get to be mentored by others, so while I'm pouring out, my cups get filled as well. It's our core values, the way we celebrate others and the way we are celebrated. My next chapter is to build more amazing leaders so that the Living the Dream National Area will be birthed in time to celebrate Mary Kay's 60th anniversary."

JEAN WILSON,
Independent Future Executive Senior Sales Director, Suffolk, Va.

ON OUR WAY TO THE 60TH

Be sure to make the most of these promotions while you can!



Radiate in Red!

2023-2026 RED JACKET COLLECTION

These chic new styles debuted at Leadership Conference, and if you've been dreaming of earning your red jacket, now's the time! This is your year to step into power and develop a team! Remember, through the Independent Beauty Consultant **Most Important Things Game**, you have the chance to earn one of three new red jacket styles (pictured here) and commemorative scarf!

From left, a color-lover's dream, this fun throwback features a rose gold-toned zipper and hot pink lining, Second, made of recycled fabric, this timeless style boasts a classic cut and is lined with a pink pop of color. Third, this edgy cop jacket is accented with faux leather and lined with black satin.

[Get the details!](#)



MOST IMPORTANT THINGS GAME

JAN. 1 - JUNE 30, 2023

Independent Beauty Consultants: You have two goals to focus on, and when you achieve more, you can earn more! A commemorative scarf, a red jacket from the new 2023 - 2026 Red Jacket Collection, plus on-stage recognition at Seminar 2023!



HOW TO EARN THE SCARF:

- Develop three or more *Great Start*-qualified* new personal team members.
- Be a Star Consultant in either Quarter 3 or Quarter 4.

HOW TO EARN THE SCARF, A MARY KAY® RED JACKET AND ON-STAGE RECOGNITION:

- Develop five or more *Great Start*-qualified* new personal team members.
- Be a Star Consultant in either Quarter 3 or Quarter 4.

INDEPENDENT SALES DIRECTORS AND NATIONAL SALES DIRECTORS, YOU HAVE GAMES TO PLAY TOO!

GAME DETAILS

*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. To receive an award, an Independent Beauty Consultant must be in good standing with the Company at the time the award is presented.

MARY KAY®



SHARE THE MARY KAY DREAM

GLOBAL CHALLENGE

JAN. 1 - JUNE 30, 2023

Our first-ever global independent sales force challenge! The goal: 600,000 new Mary Kay Independent Beauty Consultants globally by June 30! Be a part of history!

[GET ALL THE DETAILS!](#)

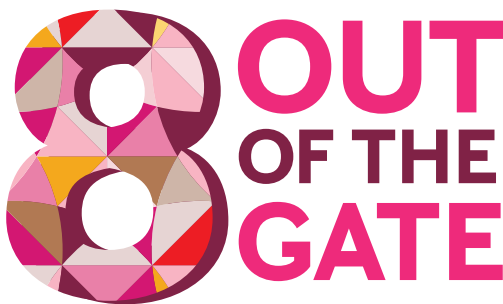
CHALLENGE DETAILS:

Independent Sales Directors and Independent Beauty Consultants who from Jan. 1 to June 30, 2023, add one or more new personal team members during the challenge time frame to help us reach our goal of 600,000 new team members will receive a:

- Special video message from Nathan Moore at the end of the challenge time frame.
- Bling Button at Seminar 2023.

Plus, the top 60 sales force members in each global region with the highest number of new personal team members during the challenge time frame will be recognized on a special LED billboard placed in front of Mary Kay world headquarters in Addison, Texas, during our biggest event of the year - Seminar!

Back for a limited time!



JAN. 1 - JUNE 30, 2023

In honor of our 60th anniversary, Sales Director-in-Qualification Program requirements are rolling back for a limited time.

For a limited time and effective Jan. 1 - June 30, 2023, instead of needing 10 or more active* personal team members, all Elite Team Leaders with 8 or more active* personal team members the month prior to submitting their DIQ Commitment form, are eligible to enter the qualification program.

Also, the DIQ active* personal team member requirements to debut as an Independent Sales Director will decrease from 30 to only 24 active* DIQ team members!

All other program requirements will remain unchanged.

Learn more about 8 Out of the Gate and monthly and total wholesale Section 1 sales volume requirements.

*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.

[GET DETAILS](#)

Social Network

Social Media Tips to Help You Share Your Mary Kay Business

If you're not using social media to connect with your customers and to raise awareness about your Mary Kay business, it's not too late!

An engaged following can help you spread the word about new products and share how your Mary Kay business fits your life. It takes a little work to establish, but that effort can pay off, big time.

Two Mary Kay sales force leaders share their tried-and-true tips on how to grow followers and engage with your social media audiences.



JESSICA DUDLEY,

INDEPENDENT SALES DIRECTOR,
RUCKERSVILLE, VA.

INSTA: [SKINCARE_AND_SAVASANA](#)



Using Facebook and Instagram help me engage with more customers, potential customers and team members. Here are a few tips:

1. Proper lighting can elevate the number of views or comments I get no matter what I'm trying to sell or promote. Stand near a window for great natural light, or use a ring light you can buy at discount stores. Mine actually clips to my phone, which is handy.

2. When taking photos, experiment using different angles for the most flattering and interesting looks. I shy away from looking down at the camera or being too close where my face covers the entire frame.

3. I try and schedule three posts a day in my VIP Facebook group. The first one in the morning is inspirational. At lunchtime, I'll post a *Mary Kay*® product or a promotion I'm running, or one about my Mary Kay business and how it fits my lifestyle. Around dinner I do an interactive post about something going on in my life.

4. On Sundays, I use the scheduling tool on Facebook to plan my posts for the week. It takes the guesswork and stress away from posting during the week when I'm busy. Then during the week, I just engage by reacting to comments or 'likes' from those posts. You can do a web search to get an easy tutorial on how to use the scheduling tool.

5. To add new people to my Facebook VIP group, I do an Add a Friend Friday. I ask current VIP Facebook friends to tag five friends

to join the group. If they accept and are not currently working with another Independent Beauty Consultant, I offer them a product discount to be used within the month. I have gotten new team members as well by doing this. It's a great way to find new faces!



RACHEL BOND,

INDEPENDENT SENIOR SALES
DIRECTOR, LAS CRUCES, N.M.

INSTA: [BEAUTYWITHBOND](#)



Social media is all about building relationships. That's what we do in our Mary Kay businesses, so it's a natural fit!

I use Instagram to make new connections and turn those into potential facials, parties, clients and new team members. Right now, my posts consist mainly of Reels, which are videos. I sprinkle my Mary Kay business with my personal life, because to me, viewers want to see real people and life scenarios, not perfection.

Look at your life to determine where you spend your time, and show up with that content. When I choose to follow someone, I gravitate toward others who may have similar interests. I'm a millennial mom of three, so I tend to post my life experiences as that.

When posting, I think about who I serve through my content and what value it will bring. I want to keep viewers engaged and entice them to come back. When someone comments on my post, I respond, and I'll like her comment so it will pop up in her feed later. Let your viewers direct what your content should be by the number of views, likes and comments you get with your posts.

So many ask what they should post, but really everything is content. I'll capture whatever I'm doing. I also dedicate specific times throughout the week to develop my content. I choose to spend time creating content because it's a joy for me. The more you practice, the better you get!



Help Is Here!

Mary Kay wants to help you feel confident when sharing about your Mary Kay business in your social media posts. Find helpful videos, guidelines, playbooks, checklists and more on [Social Media Central](#).



WHERE CAN I SAY THAT?

SOCIAL NETWORK	TYPE OF ACCOUNT	PRODUCT INFORMATION (educational resources)	RISK, FEASIBILITY, COMPLEXITY	PRICE, RESOURCES, COMMITMENT	SPR. OPPORT. POTENTIAL	HOW MUCH TIME CAN YOU SPEND WITH A MARY KAY BUSINESS?
FACEBOOK	Personal Profile	✓	✓	✓	✓	
	Business Page	✓	✓	✓	✓	
	Group: Public	✓	✓	✓	✓	
	Group: Closed or Secret	✓	✓	✓	✓	
PI*	pub.	✓	✓	✓	✓	
	pr.	✓	✓	✓	✓	
	pr. (un)	✓	✓	✓	✓	
	pr. (un) (un)	✓	✓	✓	✓	
Other	Content	✓	✓	✓	✓	
	Account	✓	✓	✓	✓	
Other	Content	✓	✓	✓	✓	
	Account	✓	✓	✓	✓	

Mary Kay is a registered trademark and should only be referenced in a social network on terms of Mary Kay. Mary Kay is not affiliated with social media sharing your personal experience with your Mary Kay business and how much you may earn.

MARY KAY® SPRING INTO THE 60TH



VIRTUAL EVENT ON MARCH 24

It will be packed with education and motivation along with informative business updates to help you boost your business, and it's FREE! There will also be special access content in April for sales force members who are on-target for Seminar Awards and for those who have debuted offspring Independent Sales Directors.

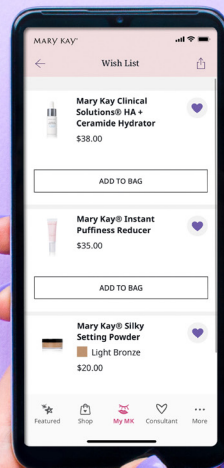


[LEARN MORE!](#)

SELL

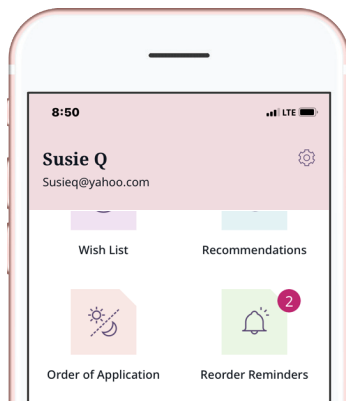
To play

MARY KAY® APP CHALLENGE



JAN. 1 – MARCH 31, 2023

FOR ALL INDEPENDENT BEAUTY CONSULTANTS! [GET DETAILS!](#)



The *Mary Kay*® App now has a Reorder Reminder feature to let your customers know when it's time to replenish their favorite products! It's an excellent opportunity to automate your reorder business! Be sure to encourage your customers to download the app, connect with you and opt in to receive push notifications! [Learn more!](#)