

MARY KAY

JANUARY 2023

applause[®]



ON OUR WAY TO THE 60TH



We're on our way to celebrating 60 incredible years together, and the fun starts **NOW!**

JANUARY

1

New Year's Day.

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

2

New Year's Day postal holiday observed.

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

Last day to resolve on-hold orders by 1 p.m. CT to count toward December 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.

14

Sapphire and Emerald Leadership Conference 2023 begins in Nashville, Tenn.

16

Martin Luther King Jr. Day. Postal holiday.

17

Last day to enroll online for the Spring 2023 *Preferred Customer Program*™ mailing of *The Look*, including an exclusive sample (while supplies last).

18

Ruby, Diamond and Canada Leadership Conference 2023 begins in Nashville, Tenn.

26

Early ordering begins for Spring 2023 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.

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.



[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* **applause**™



Episode 37

JANUARY 2023

Hear from Independent Senior Sales Director **JENNY AGBEJA** from Chula Vista, Calif., who shares how she went from being a Naval command career counselor to her Mary Kay business.



LISTEN NOW



Miss an episode?

Check out the archive, and catch up today.

TRENDING *Now*

Save the Date!



The **Spring Into the 60th virtual event** for all Mary Kay independent sales force members premieres on **March 24, 2023**. It's absolutely **FREE** and will include great educational content and motivational moments. You'll hear from top independent sales force leaders, along with important business updates from Mary Kay Team U.S. Leaders.

This will be the motivational boost you're looking for as we spring toward our big celebration at Seminar!

Plus, all Independent Beauty Consultants and Independent Sales Directors on-target for

Seminar Awards 2023 at the end of March 2023 will earn an invite to an exclusive virtual class on April 24, led by a top Independent Sales Director, to help them finish the Seminar year strong.

Independent Sales Directors:

When you debut an offspring Independent Sales Director December 2022 – April 2023, you and your offspring can earn special access to a virtual class April 24, led by an Independent National Sales Director, targeted to help you maximize your leadership goals!

[**LEARN MORE!**](#)



AUTOMATE YOUR REORDER BUSINESS WITH THE MARY KAY® APP!

The *Mary Kay®* App now has a Reorder Reminders 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 and build customer loyalty! Be sure to encourage your customers to download the app, connect with you and opt in to push notifications! [**Get details!**](#)

Have you heard about the new *Mary Kay®* App challenge? [**Sell to Play!**](#)

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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.

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ON OUR WAY TO THE 60TH

We're on our way to celebrating 60 incredible years together,
and the fun starts **NOW!**

It's your time to shine during our diamond anniversary season with new and exciting selling and team-building initiatives. Every month, you can build on your momentum as you work your Mary Kay business full circle – a fundamental principle established by Mary Kay Ash herself.

With new challenges, new products, a special virtual event and more, this could be your best Seminar year yet!

HERE'S WHAT'S NEW IN JANUARY:

NEW! Mary Kay CEO

Ryan Rogers, our Founder's grandson and the third generation of Mary Kay Ash family members to lead the Company, will carry our brilliant and beautiful legacy forward into a future that's brighter than ever.



SHARE THE MARY KAY DREAM

THEN. NOW. ALWAYS.™

NEW! SHARE THE MARY KAY DREAM GLOBAL CHALLENGE

JAN. 1 – JUNE 30, 2023

Big dreams call for big actions! Be a part of the FIRST-EVER Mary Kay global independent sales force challenge!

The goal: 600,000 new Mary Kay Independent Beauty Consultants globally by June 30, 2023!
Plus special recognition for the Top 60 achievers in each global region!

MOST IMPORTANT THINGS

NEW! MOST IMPORTANT THINGS GAME JAN. 1 – JUNE 30, 2023

As we kick off our 60th anniversary year, now is the time to focus on what makes your Mary Kay business a success – with the help and motivation of this game!



**THEN.
NOW.
ALWAYS.**

NEW! DIAMOND POWER START 60 FACES IN 60 DAYS CHALLENGE

JAN. 1 – MARCH 1, 2023

In honor of our 60th diamond anniversary, we want to challenge each of you to book 60 faces in 60 days! As our Founder Mary Kay Ash said, "Decide to take leadership over your future and set goals. The difference between top and bottom people is the difference between the goals that they set – so become a goal-setting, goal-inspired, goal-achieving person."



NEW! 8 OUT OF THE GATE JAN. 1 – JUNE 30, 2023

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

All Elite Team Leaders can enter the Sales Director-in-Qualification (DIQ) Program with **8** or more active* personal team members versus our current standard requirement of **10** or more active* personal team members.

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!

ON OUR WAY!

*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.



LEAD WITH LOVE.

JANUARY 2023

Could you be someone's inspiration? Don't keep that to yourself! As we begin our 60th anniversary year, you can share our legacy of leading others how you would want to be led. Everyone can be a mentor to someone, so choose to lead with love. Whether you lead a team of hundreds or a team of just a few, choose to **lead with love.**



This beautiful "love" adjustable bracelet is a conversation-starter and can be yours when you have personal retail sales of \$600* or more in wholesale Section 1 products in January.

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.



New Independent Beauty Consultants can earn too! Check the [FAQs](#) for 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

Share the New Business Debut Assortment to help new Independent Beauty Consultants who join your team get off to a great start! This new assortment is \$600 wholesale* and includes products that are easy to sell! Plus **FREE** samples!

With the convenience of one-click ordering, new Independent Beauty Consultants can:

- Earn the *Golden Rules* Challenge reward for the month.
- Be on track for the Star Consultant Program and *Great Start*: Ready, Set, Sell!

*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 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.



DEVELOPED FOR NEW INDEPENDENT BEAUTY CONSULTANTS, BUT AVAILABLE FOR ALL TO ORDER. NO LIMITS!

MAKE POWER MOVES!

Take advantage of a special **SKINVIGORATE SONIC™ SKIN CARE SYSTEM PROMOTION** in honor of our 60th anniversary! For a limited time, this innovative system will be priced at \$60 SRP – reduced from \$75 SRP – and **ACTIVE* INDEPENDENT BEAUTY CONSULTANTS WILL BE ABLE TO PURCHASE IT AT \$30 WHOLESALE.**

PROMO DATES:

- **IBC ORDERING:** Jan. 26 through Sept. 30, 2023
- **CONSUMER ORDERING:** Feb. 16 through Sept. 30, 2023

ADDITIONALLY, the special-edition* *Skinvigate Sonic™* Stand will be available as a Section 2 item for \$5 – no Section 1 purchase necessary. It would make a great gift with purchase to bolster this promo even more.



*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.

*Available while supplies last

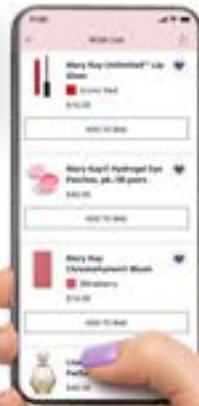
NEW! SELL TO PLAY MARY KAY APP® CHALLENGE!

JAN. 1 – MARCH 31, 2023, FOR ALL

INDEPENDENT BEAUTY CONSULTANTS!

You'll be entered into a drawing for a \$60 Visa gift card when you receive five or more customer orders in the app in January, February or March. Sixty Independent Beauty Consultants who do so will be randomly selected at the end of EACH month. If you have five or more customer orders each month, you're in the drawing all three times!

[GET ALL THE DETAILS!](#)



THIS IS YOUR YEAR!

Dream big, set new goals and do the work to achieve them. This savvy Independent Sales Director shares tips on how you can do just that as you say hello to 2023!



6 TIPS FOR A SUCCESSFUL YEAR

SHERRY MCDONALD,
INDEPENDENT SALES
DIRECTOR, ONEIDA, N.Y.

"I have been building my Mary Kay business for more than 37 years and have had my share of peaks and valleys. I'm still here because I decided early on to never quit! My word for this year is 'TRUST,' which put simply is 'Trust in the Lord and do good.' My top tips to a successful year include:

1
**START WITH
THE END
IN MIND.**



2
**WHAT DO YOU
SPECIFICALLY
WANT TO
HAPPEN THIS
MONTH?**



3
**UTILIZE THE
MARKETING
PLAN.**



4
**BE ON
PURPOSE
WITH YOUR
TIME.**



5
**HAVE A
VISION
BOARD.**



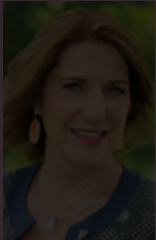
6
**STAY IN YOUR
OWN LANE!**



**NEW INDEPENDENT BEAUTY CONSULTANTS:
GET MORE TIPS AND IDEAS [HERE!](#)**

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INDEPENDENT
SALES DIRECTOR

"I have been building my Mary Kay business for more than 37 years and have had my share of ups and downs. I'm still here because I didn't quit! My word for 2023, but simply is 'Trust'. My top tips to a

START WITH THE END IN MIND.

Truly productive people know the results they are after and remain focused on them. Reverse engineer your big goal (year-end) into a series of small, actionable steps, all the way to the smallest one, such as your daily goal. Where do you see yourself by June 30, 2023? Planning, I've learned, is never a waste of time. The months I thought I could just fly by the seat of my pants were the months that were mediocre.

START WITH
THE END
IN MIND



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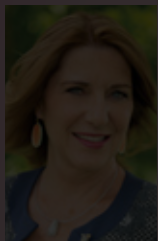
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"I have been building my Mary Kay business for more than 37 years and have had my share of ups and downs. I'm still here because I love what I do! My word for 2023 is 'Trust'. My top tip to a new consultant is to 'Trust' your instincts and your team."

WHAT DO YOU SPECIFICALLY WANT TO HAPPEN THIS MONTH?

If you're new to this business, I'd suggest starting with activity goals. And then set a sales goal.

What are you saving for? How much does it cost? When do you want it?

It creates motivation.

START WITH
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IN MIND



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BE ON
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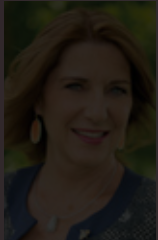
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UTILIZE THE MARKETING PLAN.

People join on emotion and when closest to the products, at your parties and conversations during reorders. Let people see you having FUN in your business. I tell my unit members all the time to have fun each week, blessing other women with these products and this opportunity.

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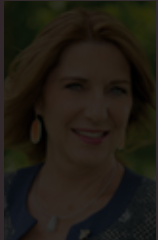
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BE ON PURPOSE WITH YOUR TIME.

Are you really working your business as hard as you think you are? How much people time are you having? How many people are you reaching out to every day? Don't let others control your time. You are the master of your own time.

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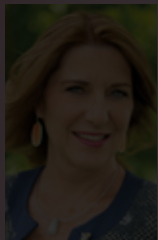
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HAVE A VISION BOARD.

What pictures do you have on yours? Add the things you want AND the things you don't want! You'll be excited when you get rid of them!

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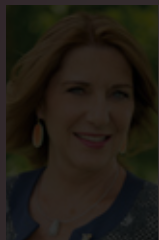
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STAY IN YOUR OWN LANE!

'Don't let your ice cream melt while you're counting someone else's sprinkles.' – Akilah Hughes. So run your own race. Don't compare because you could be comparing someone else's strength with your weakness. You do you! Own your awesome!

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NEW INDEPENDENT BEAUTY CONSULTANTS:
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Hello, 2023!

As many resolve to improve, renew and refresh, now's the time to share the Mary Kay dream with others! Here's what several Independent Sales Directors are doing to start strong this year!



Be willing to grow and evolve.

KEILA LOPEZ,
INDEPENDENT SENIOR
SALES DIRECTOR,
LUTZ, FLA.

"If we do the same, nothing will be different. It follows that if at the beginning of a new year ..."

[+ TAP HERE](#)



Be prepared!

JUANA MURGUIA,
INDEPENDENT SENIOR
SALES DIRECTOR,
MT PROSPECT, ILL.

"One of my tips is to prepare your inventory, to have your Travel Roll-Up Bag filled for every skin care class. That can help you ..."

[+ TAP HERE](#)



Make it fun!

DEdra SCHWENKLER,
INDEPENDENT
SALES DIRECTOR,
ARLINGTON, TEXAS

"At the beginning of the year, I usually kick it off with special offers for my customers and fun activities for my unit!"

[+ TAP HERE](#)

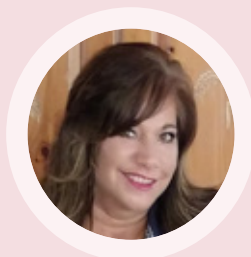


Do everything with passion!

ERIKA HULM,
INDEPENDENT SENIOR
SALES DIRECTOR,
ELIZABETH, COLO.

"New beginnings are always full of hope, excitement, new ideas and fresh energy that we can ..."

[+ TAP HERE](#)



Focus is key!

LAUREN COE,
INDEPENDENT
SALES DIRECTOR,
WEBSTER, N.Y.

"When I started my business 22 years ago, I was afraid of my own shadow and did not believe in myself. I never wore makeup, and ..."

[+ TAP HERE](#)



Focus is key!

LAUREN COE, INDEPENDENT SALES DIRECTOR,
WEBSTER, N.Y.

"When I started my business 22 years ago, I was afraid of my own shadow and did not believe in myself. I never wore makeup, and I washed my face with deodorant soap. As a domestic violence survivor, I did not have much faith in people, but mostly fear. Throughout the years, I've experienced tragedy and setbacks that would have caused the old version of me to crumble. But because of my Mary Kay business, I have learned to persevere. I have learned to stay the course. I have learned to FOCUS! 'Follow one course until successful.' **Independent Elite Executive National Sales Director Emeritus Kathy Helou** shared that at one of our coaching sessions and it stuck with me. Focus has been my mantra ever since.

Even when you're staying the course, you have to pivot with the ebbs and flows. Something as simple as a client who cancels her appointment could take us off track, but we must look at it as an opportunity to pivot. To pick up the phone and call that person that's been on your mind and say, 'Oh my goodness Mary, I just had an opening in my schedule, and I immediately thought of you. Are you able to get together?' The worst she can say is no ... and 'no' backward is 'on' to the next.

I love sharing the opportunity with everyone that I possibly can because if **Independent Future Executive Senior Sales Director Michele Armes** had not shared the opportunity with me, I would still be stuck in my horrible past and would not be who I am today. You never know whose dreams and hopes are attached to yours. So we need to learn how to get out of our own way for the greater purpose and good of others. I believe that it is our responsibility to pay it forward by sharing Mary Kay with others. That's one way I stay focused on my mission! I think of God as my business partner and am thankful that He always gives me direction and clarity."

JUANA MURGUIA,
INDEPENDENT SENIOR
SALES DIRECTOR,
MT PROSPECT, ILL.

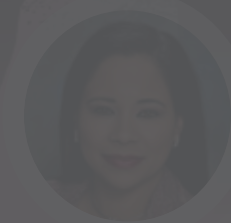
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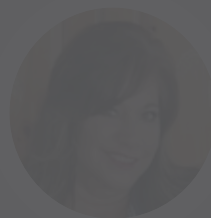


Do everything with passion!

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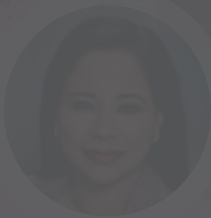


Do everything with passion!

ERIKA HULM, INDEPENDENT SENIOR SALES DIRECTOR, ELIZABETH, COLO.

"New beginnings are always full of hope, excitement, new ideas and fresh energy that we can all take advantage of. In our unit, we share all the new promotions and digital resources that we have on *Mary Kay InTouch*®. We implement weekly challenges and encourage every unit member to sell a minimum number of products each week. We share the opportunity with every single person we have the chance to talk to. Doing everything with passion and commitment can always drive us to success!"

time to share the Mary Kay dream with others! Here's what several Independent Sales Directors are doing to start strong this year!



Be willing to grow and evolve.

KEILA LOPEZ, INDEPENDENT SENIOR SALES DIRECTOR, LUTZ, FLA.

"If we do the same, nothing will be different. It follows that if at the beginning of a new year ..."

← TAP HERE



Be prepared!

JUANA MURGUIA, INDEPENDENT SENIOR SALES DIRECTOR, MT PROSPECT, ILL.

"One of my tips is to prepare your inventory, to have your Travel Roll-Up Bag filled for every skin care class. That can help you ..."

← TAP HERE

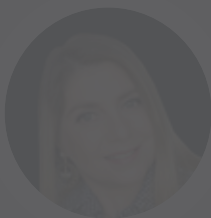


Make it fun!

DEDRA SCHWENKLER, INDEPENDENT SALES DIRECTOR, ARLINGTON, TEXAS

"At the beginning of the year, I usually kick it off with special offers for my customers and fun activities for my unit!"

← TAP HERE



Do everything with passion!

ERIKA HULM, INDEPENDENT SENIOR SALES DIRECTOR, ELIZABETH, COLO.

"New beginnings are always full of hope, excitement, new ideas and fresh energy that we can ..."

← TAP HERE



Focus is key!

LAUREN COE, INDEPENDENT SALES DIRECTOR, WEBSTER, N.Y.

"When I started my business 22 years ago, I was afraid of my own shadow and did not believe in myself. I never wore makeup, and ..."

← TAP HERE



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DEDRA SCHWENKLER, INDEPENDENT SALES DIRECTOR,
ARLINGTON, TEXAS

"At the beginning of the year, I usually kick it off with special offers for my customers and fun activities for my unit!"

I encourage my customers to bring a friend or two to their parties for a special incentive. When they book their facials, I say, 'Would you like to share this with a friend or two?' They usually ask, 'Can I?' And I say, 'Yes! It's free for them too!'

Every month, I check Facebook or *myCustomers*SM for birthdays and offer incentives for their birthdays.

At every appointment I say, 'Mary Kay Ash always said, 'There's a new Independent Beauty Consultant at every party.' So watch what I do today, and if this looks like fun and you could use some positive girlfriend time, or even some extra money, I can share more information with you later. OK, are ya'll ready for this?' Then I hum the beginning of MC Hammer's 'Can't Touch This.' And the girls know they are about to have some fun!

We do virtual facials as a unit. We preprofile our guests, and then my husband prepares all the pampering packages filled with samples (yes, he is awesome!) and mails them to our guests so they'll have them in time for the virtual party. We all get our faces ready for bed. Honestly, I love to wash my face! It really is one of the best parts of my day, so I always dramatically say, 'I LOVE TO WASH MY FACE!' at every virtual pampering session. It's become my goofy catchphrase!"

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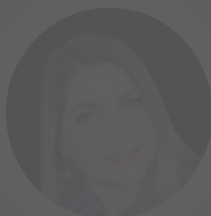
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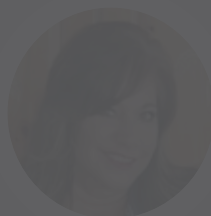


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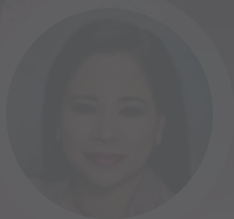


Be prepared!

JUANA MURGUIA, INDEPENDENT SENIOR SALES DIRECTOR,
MT PROSPECT, ILL.

"One of my tips is to prepare your inventory, to have your Travel Roll-Up Bag filled for every skin care class. That can help you generate successful sales. Always provide small giveaways to obtain referrals. You can find potential new customers in your circle of friends. Make sure you share the Mary Kay business opportunity at every skin care party. I love to share samples wherever I go. This is the way I keep busy promoting products on the go. Empower yourself with educational resources found on *Mary Kay InTouch*® and always show the best version of yourself; show lots of enthusiasm and passion for what you do; and always be certain of your why."

dream with others! Here's what
several Independent Sales
Directors are doing to start
strong this year!

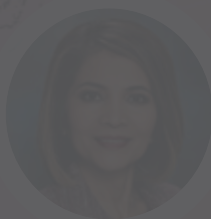


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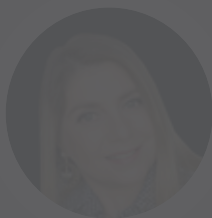


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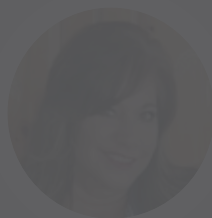


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makeup, and ..."

← TAP HERE



Be Willing to grow and evolve.

KEILA LOPEZ, INDEPENDENT SENIOR SALES DIRECTOR, LUTZ, FLA.

"If we do the same, nothing will be different. It follows that if at the beginning of a new year, we don't change our mentality and improve our incorrect behaviors, we will only have a new calendar on repeat. Only with a change in our planting can we have a different crop.

"I can start by saying what Mary Kay Ash said, 'plan, persist, work.' Only in this way will success be yours. We need to have a work plan and an action plan to know where we are going. Be persistent with your goal, stay constant and firm, work the skin care parties, and work your business full circle.

Reach out. Make a decision to create connections.

Schedule. Have the courage to push through to schedule skin care classes.

Sell and coach. Be prepared with all the information and product knowledge to provide excellent customer service.

Share the business opportunity. Pass on the rewards of being part of a company that enriches women's lives.

Focus on growth. Keep your eyes on the target because you will start to find obstacles.

Turn your excuses into reasons. Remember that the person who has a 'why' in life will always find a way to make it happen. Your success can be in direct proportion to how many times you said yes to the things you need to do in your business: names, scheduling, faces, sales.

Persevere. Continue to persevere because it can make you a champion.

"A Mary Kay business can help you build your dreams. Share your success, and allow others to shine. Go for your best year! Never give up."

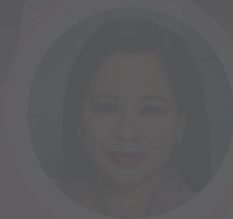
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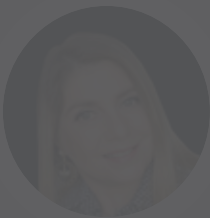


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it just fits!TM

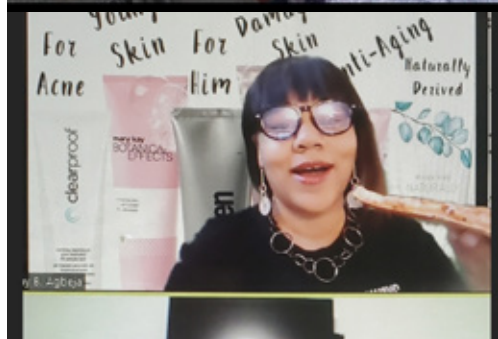
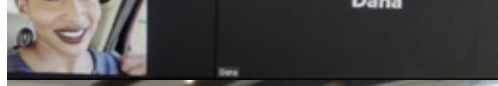
CELEBRATE BEAUTY.



HEAR
JENNY
TELL HER
STORY ON THE
[PODCAST.](#)



Jenny Agbeja
INDEPENDENT SENIOR SALES DIRECTOR,
CHULA VISTA, CALIF.



Independent Senior Sales Director **Jenny Agbeja, Chula Vista, Calif.,** was a naval command career counselor before starting her Mary Kay business in 2016. “As a command career counselor, my job was guiding sailors to make the best career decisions,” she says. “I worked to place them in the right positions, realizing their strengths and abilities. If someone wasn’t happy or growing in their current position, it was my responsibility to mentor them. I took pride in ensuring they had the resources and training they needed to succeed in life.”

TRANSFERRING SKILLS

Looking back, Jenny says her background was a perfect segue to her Mary Kay business. She enjoys uplifting, connecting and mentoring others, and has built her unit doing just that.

She says her adoration for Mary Kay began as a customer who loved the products, then when the Mary Kay opportunity came, she was all in. Now, some six years later, Jenny continues coaching her unit members to success.

“With coaching, I was able to build my business and move along the Mary Kay career path, eventually earning the use of a Mary Kay Premier Club car and becoming an Independent Senior Sales Director.

“I am a motivator by nature,” she says. “Working with others and helping them achieve their goals and dreams is what I love about my Mary Kay business. Skills I learned early in life from my mother, in my military career and by becoming a mother myself have proven beneficial.”

SOME SLIPS AND SLIDES

Jenny’s story and journey have not been without setbacks. “When I retired from the military, I was classified as disabled. An on-duty injury left me with only 60 percent peripheral vision in my right eye. Then a recurring back injury required two major surgeries, which only made my condition and pain worse. At about the same time, my brother passed away unexpectedly.”

This once outgoing and fun-to-be-around person felt trapped and fell into a deep depression. “I went into a dark place and didn’t want to leave my house. I had just moved to California and only knew a few people, so I really lost connection with the world. It wasn’t until a friend insisted I go with her to an event that I finally gained the courage to leave my house.”

BEAUTIFUL ENCOUNTER

The event turned out to be a gathering of women entrepreneurs where Jenny met a Mary Kay Independent Beauty Consultant. She offered Jenny a free facial, and the once hard-core tomboy did not turn her down. “I was a sneakers and sweatpants kind of person, and I had never been pampered with a facial before, so I thought, why not?”

Jenny loved how her skin felt. “I bought the *Satin Hands*® Pampering Set and *Satin Lips*® Set that day,” she says. “My Independent Beauty Consultant said I could get hostess credit toward skin care products if I had a party, so I did. She shared the Mary Kay opportunity, and I decided to give it a try.”

She submitted her Independent Beauty Consultant Agreement in September 2016. “At that point, I was content with selling products and not really motivated to move along the Mary Kay career path. But after a few years working my Mary Kay business, the lightbulb went on. I could see the bigger picture. I thought back on my days in military recruiting and knew those skills I developed could help me in my new venture.”

BACK IN THE SADDLE

“Today, I am feeling great. My family as well as my Mary Kay family are my prayer warriors, positive leaders and visionaries. Working in that environment has helped improve my mental health.

“My customers and new team members inspire me to keep moving forward, and my love for coaching others has returned. When it comes to my team, our goal is to learn one thing until we get a win, then do another and another to help build confidence. I love that we all come from different backgrounds with unique interests and goals.”

She loves to breathe belief into others, build trust and dispel negativity by sharing her story. “When someone says, ‘I can’t’, I turn around and say, ‘what if you could?’ To me, it’s turning those negative thoughts into possibilities and believing anything is possible with hard work and consistency.”

IT ADDS UP.

While Jenny is a motivator at heart, she also likes developing strategies and reviewing the data to make solid, informed decisions. “I’m a ‘show me the numbers’ kind of person,” says Jenny.

“I want to help develop strong leaders who can look at the numbers and adjust their strategies if necessary. At Mary Kay, there are so many resources. You definitely don’t need to re-create the wheel. Sometimes it’s just steering them back on the right emotional path. At the end of the day, we are entrepreneurs with a desire to learn, grow and enrich the lives of others through our Mary Kay businesses.”

ALL IN THE FAMILY

Jenny says her family definitely benefits from the lessons she’s learned in her Mary Kay business as well. “My son Andre is serious about his skin care and is an Independent Beauty Consultant who loves *Mary Kay*® men’s products. My youngest daughter Victoria loves *Mary Kay Naturally*® products and has her own small crafting business venture. My kids see the importance of setting goals and working with consistency to reach them. They’ve learned that sometimes you miss the target, but the key is to get back up and persevere. I share my favorite quote by Nelson Mandela, ‘I never lose. I either win or I learn.’

“My Mary Kay business is a family affair. My oldest daughter Azariah assists me and is counting down the days until she can start her own Mary Kay business. My brother Earl helps with my deliveries, and my mother Marie helps me in my business as well.

“Finally, I want my kids to realize their lives and dreams are worthy. This was a big “aha” moment for me when I realized even with my disabilities, my dreams can still come true. I have my Mary Kay business, my mother and my husband AJ to thank for that.”

Only the top 1% of Mary Kay independent sales force members earn the use of a Mary Kay Career Car or the Cash Compensation option through their Mary Kay businesses.

Go-Give[®] Award

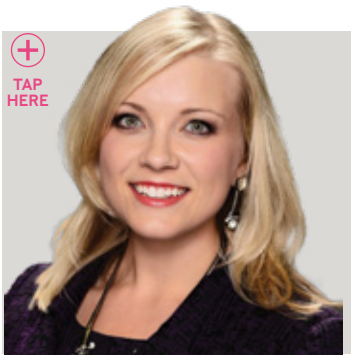
Mary Kay Ash said, “The **Go-Give[®] Award** is perhaps the greatest honor a Mary Kay Independent Sales Director can earn. Those who possess the Go-Give spirit are the heart of this Company and our shining hope for the future.” These award recipients best exemplify the Golden Rule – helping others selflessly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



Amy Duncan



Tina Parkin



Amy Marx



Christi Rossi

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

Go-Give[®] Award

DIAMOND

Amy Duncan

Independent Senior Sales Director

Began Mary Kay Business

June 1994

Sales Director Debut

December 1997

National Sales Director

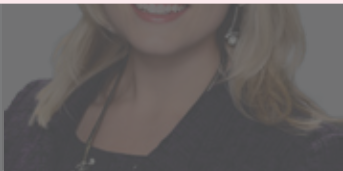
Pam Ross



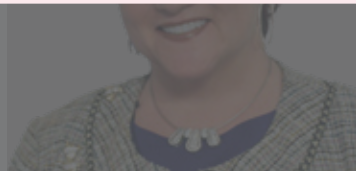
Personal: Lives in Liberty, Mo. Husband, Greg; son, Stewart; daughter, Emily.

“I am motivated to help others because I am continually inspired by all the women Mary Kay has brought into my life, and it brings me true joy to find ways to serve them. I never dreamed that I would find so many ways to live out God’s call to leadership and service through this business. I am so thankful for this company, which allows us to connect with other women in life-changing ways. I have been richly blessed, and I pray I am a blessing to others.”

Testimonial: Independent Senior Sales Director Roxy Coursey of Liberty, Mo., says, “Amy Duncan is a shining example of an attitude and work ethic to include and encourage sister sales force members in our Kansas City area. She works tirelessly to ensure our collective events honors and builds the Mary Kay way!”



Amy Marx



Christi Rossi

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

Go-Give[®] Award

EMERALD

Tina Parkin

Independent Senior Sales Director

Began Mary Kay Business

May 2005

Sales Director Debut

June 2006

National Sales Director

Tammy Crayk Smith

Personal: Lives in Midvale, Utah.

“I am motivated to help others because I can’t imagine where I’d be if someone didn’t help me. There’s so much joy that comes from winning together and stepping into our greatness.”

Testimonial: Independent Beauty Consultant Heather Thelin of Murray, Utah, says, “Tina is a beautiful soul. She is always building others up and making them feel seen and special. She is an amazing teacher and wonderful example!”



Amy Marx



Christi Rossi

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

Go-Give[®] Award

RUBY

Amy Marx

Independent Senior Sales Director

Began Mary Kay Business

April 2008

Sales Director Debut

July 2011

National Sales Director

Mary Kay National Area

Personal: Lives in Spring Hill, Tenn. Husband, Tony; son, Jack; daughter, Lucy

“I am motivated to help others because I love watching them win! There is nothing better than witnessing people grow in their confidence win by win. It’s addicting! Celebrating them as they step into their greatness is life giving.”

Testimonial: Independent Beauty Consultant Christy Britton-Isabell of Nashville, Tenn., says, “Amy is the epitome of the Mary Kay Go Give spirit. She is a constant source of encouragement, she models the Mary Kay principals of God, Family and Career and she is always ready and willing to assist any customer, beauty consultant or sales director.”



Amy Marx



Christi Rossi

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

Go-Give[®] Award

SAPPHIRE

Christi Rossi

Independent Sales Director

Began Mary Kay Business

October 2007

Sales Director Debut

January 2016

National Sales Director

Mary Kay National Area



Personal: Lives in Debary, Fla. Husband, Tom; sons: Bryan, Joe, David; daughter, Amy

“I am motivated to help others because this is exactly what Mary Kay Ash taught. My job each day is to treat others as if they are wearing a sign around their neck that reads “Make me feel important.”. I take that very seriously and I can see how many others that I’ve blessed because of it.”

Testimonial: Independent Beauty Consultant Yvonne Williams of Apopka, Fla., says, “Christi never fails to cheer and encourage her fellow sales directors or any consultants standing near her. Her energy, love, and drive for excellence is contagious. Great leader and example for others.”



Amy Marx



Christi Rossi

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

READY TO CELEBRATE
amazing
achievements?

RECOGNITION CENTRAL
IS HERE!



Valentine's Day 2022 saw **\$23.9 billion** spent on gifts for partners, friends, pets and others, the second highest year on record.*

gifts they'll love!

Valentine's Day is next month. It's a great time to remind your customers that you have gifts for the ones they love – significant others, mothers, fathers and friends! Here are a few gift ideas!

for him

MK MEN REGIMEN, \$80.

ALSO SOLD SEPARATELY.

Includes Daily Facial Wash, Shave Foam, Cooling After-Shave Gel and Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30.†



CLEAR PROOF® DEEP-CLEANSING CHARCOAL MASK, \$25



TRUE ORIGINAL® COLOGNE SPRAY, \$42

A fresh, clean scent for the truly original man.

DOMAIN® COLOGNE SPRAY, \$42

A "breath of fresh air" scent that features a contemporary blend of outdoor notes.

CITYSCAPE® COLOGNE SPRAY, \$56

A refined, masculine scent that speaks to a man's sense of elegance and simple sophistication.

MK HIGH INTENSITY® SPORT COLOGNE SPRAY, \$46

A fresh, invigorating fragrance that stimulates the senses.

MK HIGH INTENSITY® OCEAN® COLOGNE SPRAY, \$46

A fresh, citrus-marine fragrance for the active man who loves the sea.

MK HIGH INTENSITY® COLOGNE SPRAY, \$46

A captivating and distinctive scent that demands attention.



for her

FOREVER DIAMONDS® EAU DE PARFUM, \$46

A sophisticated fragrance for the woman who embraces life.

THINKING OF YOU® EAU DE PARFUM, \$36

Turn a moment into a memory with this feel-good scent.

MARYKAY ILLUMINEA™ EXTRAIT DE PARFUM, \$80

This signature scent embodies warmth and confidence.

CITYSCAPE® EAU DE PARFUM, \$56

An elegant scent inspired by glamorous city skylines.

LIVE FEARLESSLY® EAU DE PARFUM, \$48

Exude confidence with notes of energizing Ginger, bold Rose and roasted Tonka Bean.



MARYKAY® BODY CARE COLLECTION

Head-to-toe, fruit-focused body care products.

MARYKAY® APPLE & ALMOND

- Scented Shower Gel, \$14
- Scented Body Lotion, \$14



MARYKAY® BERRY & VANILLA

- Scented Shower Gel, \$14
- Scented Body Lotion, \$14



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

Feel hydration with every use of this 2-step sheet mask.

The gel essence is filled with skin-conditioning ingredients known to moisturize and soften skin.



ORDER NOW!

*National Retail Federation Research Insights

†Over-the-counter drug product

All prices are suggested retail.



NEW YEAR, NEW LOOK

You can share this fun new look to help your customers feel confident in 2023! Your customers will find it in the Winter 2022 issue of *The Look!*

GET THE LOOK:



- **MARYKAY CHROMAFUSION® EYE SHADOW** IN **SOFT HEATHER**, \$8. APPLY TO CREASE.
- **MARYKAY CHROMAFUSION® EYE SHADOW** IN **CRYSTALLINE**, \$8. APPLY TO INNER CORNER AND THE BROW BONE.
- **MARYKAY CHROMAFUSION® EYE SHADOW** IN **GOLDEN MAUVE**, \$8. APPLY TO UPPER LASHLINE.

DEFINE EYES.

- **MARYKAY® EYELINER** IN **MK DEEP BROWN**, \$12
- **LASH LOVE® MASCARA** IN **I ♥ BLACK**, \$16
- **MARYKAY® VOLUMIZING BROW TINT** IN **DARK BLONDE**, \$14
- **MARYKAY® PRECISION BROW LINER** IN **DARK BLONDE**, \$14



- **MARYKAY CHROMAFUSION® BLUSH** IN **HINT OF PINK**, \$14. APPLY TO APPLES OF THE CHEEKS.
- **MARYKAY CHROMAFUSION® BLUSH** IN **DARLING PINK**, \$14. APPLY TO CHEEBONES.



- **MARYKAY® SUPREME HYDRATING LIPSTICK** IN **FUCHSIA DREAM**, \$18. FINISH THE LOOK.

All prices are suggested retail.

BOOK A PARTY!

Suggested text: If you're looking for a subtle and playful glam makeup look for Valentine's Day, I have the perfect look for you! Are you available in the next week or two? We can get together in person or virtually and have an exciting time re-creating this look. And of course, it's a Valentine's Day Makeover party, so have your friends join us!

FIND OTHER GREAT LOOKS!

This is just one of many looks from the **Mary Kay® Looks Collection**. Book a date night makeover party or share the looks through the **Mary Kay® Digital Showcase App**. Find the looks, fliers and the Pink Pop Makeup Tutorial video [here!](#)

GET COLOR CONFIDENT!



Learn the basics, take the quizzes and tell the world you're an [Advanced Color Consultant!](#)

You can share this fun new look to help your customers feel confident in 2023! Your customers will find it in the Winter 2022 issue of *The Look!*



JOIN THE *Club!*

In honor of Mary Kay's 60th anniversary, we have a goal of adding 60,000 Mary Kay independent sales force members to the My Mary Kay Facebook group this year!

The My Mary Kay Facebook group is the official Facebook community for Mary Kay U.S. Independent Beauty Consultants! Members have the opportunity to connect with one another to learn and share ideas, plus they enjoy exclusive content that's only available to the group, plus important Mary Kay news, updates and reminders.

JOIN TODAY! Invite your fellow Mary Kay independent sales force members to join too! Help us reach our goal of 60,000 new members during our 60th anniversary year!

NOTE: You will be prompted to include your **Consultant number** along with your **first** and **last name**. We will verify your information and that's how we keep the group exclusive to you, our Mary Kay independent sales force members.

