

MARY KAY

SEPTEMBER 2022

applause®

APPLAUSE WORTHY!

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



Give Joy Fully!

You can be a possibility
thinker to make magical
moments for your
customers with wish
lists fulfilled, smiles for
miles and total delight.

SEPTEMBER

1

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

2

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

5

Labor Day. All Company offices closed. Postal holiday.

9

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

10

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

13

Mary Kay Inc. 59th anniversary.

15

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

Deadline to process orders for Quarter 1 of the Star Consultant Program.

16

Holiday 2022 promotion begins. Official on-sale date.

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

Quarter 2 Star Consultant quarterly contest begins.

20

Star Consultant Program Quarter 1 earned credits now available for redemption or accrual.

29

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

30

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

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

OCTOBER

1

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

3

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

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

4

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

10

Columbus Day observed. Postal holiday.

Public voting begins in the Mary Kay Uniquely Hue Makeover.

17

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

Last day for public voting in the *Uniquely Hue* Makeover Contest.

28

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

31

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

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



“

A possibility thinker is one who looks at obstacles and sees opportunities. Aim at something bigger than you are sure you can achieve, then plan your work and work your plan.

”

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.

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AN OVATION FOR THIS O-WARD!

Mary Kay Clinical Solutions® C + Resveratrol Line-Reducer is a recent recipient of an Oprah Beauty O-Ward by *O Quarterly!* It was named best Vitamin C Booster!



[SHARE THIS NEWS](#) WITH YOUR CUSTOMERS!



HAPPY ANNIVERSARY, MARY KAY!

Fifty-nine years ago, Mary Kay Ash started with a vision of her dream company, empowering women to feel confident in their business goals despite all challenges. Thanks to YOU, Mary Kay Inc. continues to enrich women's lives around the world through the simple but timeless values of balanced priorities, living by the Golden Rule and an emphasis on giving and making others feel important.

[SEE MARY KAY ASH'S MOST INSPIRING ACCOMPLISHMENTS!](#)



LET'S REIGN IN SPAIN!

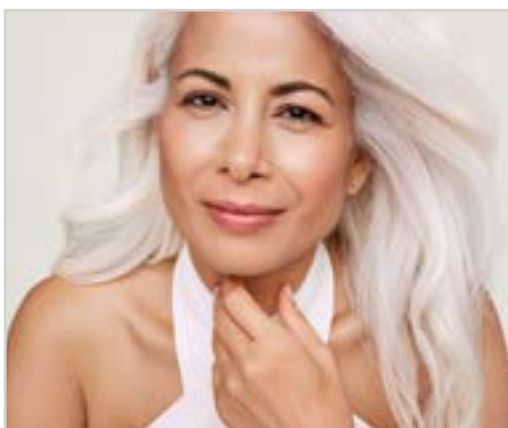
2023 TOP SALES DIRECTOR TRIP

- Sept. 4–11, 2023
- Barcelona, Spain

2023 TOP SALES DIRECTOR PRESTIGE TRIP

- Sept. 11–15, 2023
- Mallorca, Spain

[CLICK HERE](#) FOR ALL THE EXCITING DETAILS AND REQUIREMENTS.



SEPTEMBER IS SKIN CARE AWARENESS MONTH!

You can help your customers prioritize their skin care goals by finding them the perfect *Mary Kay*® skin care regimen.

[STEP UP YOUR SKIN CARE KNOWLEDGE!](#)

New! Initial Order Product Bonus Promotion!

September 2022 Agreements

An Independent Beauty Consultant whose Agreement is received and accepted by the Company during September 2022 and who places a single initial order of \$225 or more wholesale Section 1 products in September or October 2022, gets a FREE *Skinvigate Sonic*™ Skin Care System added to the initial product order. [GET DETAILS](#)

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

*Within Applause® magazine, you MAY periodically find articles which suggest building your business through referrals and/or by contacting potential guests for upcoming skin care parties or other events. Prior to contacting such individuals via telephone or email, you should consider whether such communication is consistent with state and/or federal "do-not-call" and/or "SPAM" laws and regulations. For more information on the 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.

give joy fully!



'Tis the season for twirling tinsel, a rush of sparkles, twinkling touches and inescapable cheer. Your customers are sure to be filled with joy when they try new limited-edition holiday must-haves plus so much more!

pampering products

LIMITED-EDITION* BLISSFUL POMEGRANATE SATIN HANDS® PAMPERING SET, \$36

This lush scent features juicy pomegranate – a globally loved fruit with gemlike seeds, cultivated since ancient times – blended with a fruity medley of wild berries, apples, pears and passion fruit. Set includes *Satin Hands*® Protecting Softener, *Satin Hands*® Satin Smoothie® Refining Shea Scrub and *Satin Hands*® Nourishing Shea Cream in a giftable bag.

LIMITED-EDITION* BLISSFUL POMEGRANATE SATIN HANDS® NOURISHING SHEA CREAM, \$12, ALSO SOLD SEPARATELY.

NEW! LIMITED-EDITION* MARYKAY® MASKING MINIS, \$18 (SET OF 2)

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

NEW! LIMITED-EDITION* GIFT WITH PURCHASE

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



Bundle up!

Create a cute gift bundle of masking greatness with the limited-edition* *Mary Kay*® Masking Minis, \$18 (Set of 2) and the *Mary Kay*® Mask Applicator, \$12.



feel-good fragrances



Tip! Add a dime-sized amount to hands, then massage onto arms, legs and décolleté.

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

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

- **Top Notes:** Fresh Cut Stems, Bergamot, Cilantro, Muddled Spearmint
- **Middle Notes:** Peony, White Tea, Violet Leaves, Water Lily
- **Bottom Notes:** White Woods, Oak Moss, Musk

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

Enchant the senses with a fragrant gift set for her, perfectly packaged for the holidays or any special occasion. Set features these three fine fragrance sprays in a giftable carton:

- *Live Fearlessly*® Eau de Parfum
- *Love Fearlessly*® Eau de Parfum
- *Dream Fearlessly*® Eau de Parfum



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



MARY KAY® ORDERING APP FOR YOU!

Attention all Mary Kay independent sales force members! You can order wholesale Section 1 products with your mobile device using the *Mary Kay*® Ordering App! To place orders, simply select the products you want to order, add them to your cart and check out. Perfect for holiday ordering – or anytime you need to place an order at home or on the go! It's free [to download!](#)

Holiday products

ARE AVAILABLE FOR ALL INDEPENDENT SALES FORCE MEMBERS TO [ORDER](#) ON SEPT. 15!

[GET IDEAS ON HOLIDAY SELLING!](#)

shine bright!

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

Share warm wishes and winter kisses with vinyl shine for the perfect shiny liquid lipstick look. Experience comfort and joy with a blend of moisturizing ingredients to help keep lips hydrated and soft. Advanced gel formula holds the high-impact color in place so lips will stay selfie-ready! The flocked precision applicator offers smooth and comfortable application.

TWO SETS AVAILABLE:

- Luminous Red and Vivid Berry
- Glowing Neutral and Brilliant Brown



tiny tools



NEW! LIMITED-EDITION† MARY KAY® HIGHLIGHT BRUSH & CONTOUR SPONGE SET, \$15

Makeup-mavens will love these tools specially designed for touch-ups, travel and more. This tiny but mighty two-piece set helps sculpt, highlight and set with perfect precision.

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

Bundle up!

Create a great gift bundle using the limited-edition†
Mary Kay® Highlight Brush & Contour Sponge Set and:

- **MARY KAY PERFECT PALETTE® (UNFILLED), \$18**
- **MARY KAY CHROMAFUSION® HIGHLIGHTER IN GLAZED AND HONEY GLOW, \$14 EACH**
- **MARY KAY CHROMAFUSION® CONTOUR IN COCOA AND LATTE, \$14 EACH**
- **PALETTE CHEEK BRUSH, \$2**



All prices are suggested retail. †Available while supplies last



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Holiday products

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[GET IDEAS ON HOLIDAY SELLING!](#)

for the guys



LIMITED-EDITION+ MARY KAY® MEN'S HAIR AND BODY WASH GIFT SET, \$28

Shower all the guys on your list (including teens) with this scentworthy set of these travel-friendly multitasking hair and body washes. Set includes:

- Limited-Edition+ *True Original*® Hair and Body Wash
- Limited-Edition+ *MK High Intensity Ocean*® Hair and Body Wash
- A convenient, mesh drawstring bag

Bundle up!

Pair this set with its matching fragrances to really brighten his holiday!



NEW! LIMITED-EDITION* MKMEN® GIFT WITH PURCHASE

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



ALL WRAPPED UP

NEW! LIMITED-EDITION+ MARY KAY® GIFT BOX SET, PK./3, \$8

Set of three Mary Kay-branded gift boxes. Small, Medium and Large sizes to fit a variety of products. Includes one of each:

- **Small:** 5.3" (L) x 2.4" (W) x 1.2" (H)
- **Medium:** 6" (L) x 4.5" (W) x 2" (H)
- **Large:** 8.125" (L) x 6" (W) x 3.25" (H)



All prices are suggested retail.

*Available while supplies last

*Available from participating Independent Beauty Consultants only and while supplies last



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Holiday products

ARE AVAILABLE FOR ALL INDEPENDENT SALES
FORCE MEMBERS TO [ORDER](#) ON SEPT. 15!

[GET IDEAS ON HOLIDAY SELLING!](#)

Holiday Sales

Get ready to sleigh the holidays! It's not too early to plan.

Use this handy September to-do list to help you get started. Make the most of the holidays when you maximize sales and team-building.

SET YOUR GOALS.

One for sales, another for team-building. One idea? Determine your family holiday spending budget. Anything additional is well ... merry and bright!

START BOOKING.

Organize parties around your personal holiday commitments over the next few months to help alleviate stress, manage your time and enjoy the season.

STRATEGIZE.

Determine your inventory, number of parties/faces, sales per party, etc., that you'll need to hit your goals. Order products early, including limited-edition holiday products.



ONLINE HELPERS.

You'll find professionally designed and shareable product fliers, a holiday product wish list and videos. Plus, there's the *Holiday Selling and Team-Building Guide*, open house invitation, gift tags and more!

POWER START.

Nothing says momentum and early wins like seeing 30 faces in 30 days. Don't forget to ask for customer referrals and to share the Mary Kay opportunity.

HOLIDAY MATH



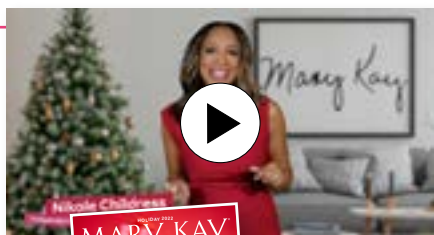
JENNY SIEMONSMA,
INDEPENDENT
SENIOR SALES
DIRECTOR,
CONROE,
TEXAS

"Christmas begins for me the day school starts in the fall! I use the one-third rule when it comes to the holidays. Everyone will shop for the holidays this year, so why not make sure they shop with you?"

"One-third are early birds who start the minute kids go back to school. One-third start shopping once the cooler temps arrive and fall begins, and one-third are last-minute shoppers.

"I offer specials for each group and make sure I capture their attention as their go-to girl for every gift-giving need.

"And when you contact those early birds, they'll probably shop with you several times throughout the holiday season. Remember, just because it's NOT the way you shop, it doesn't mean other people aren't that way."



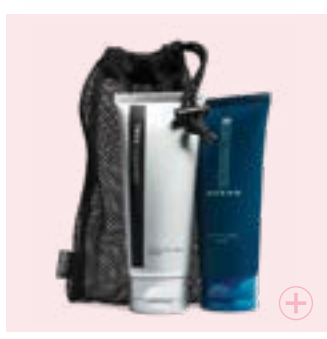
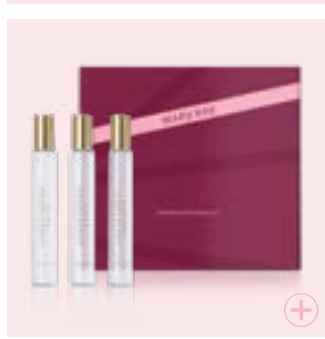
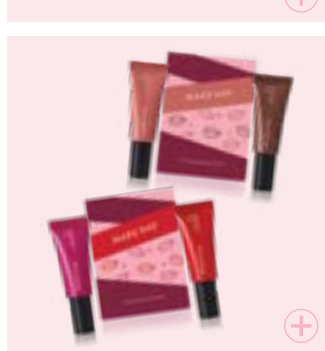
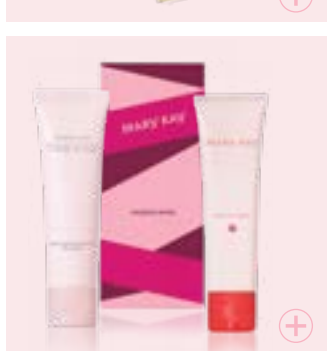
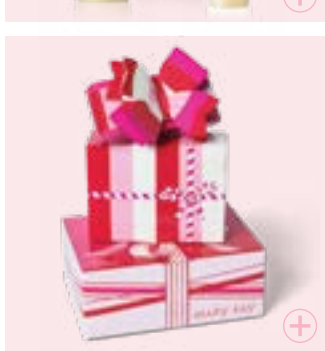
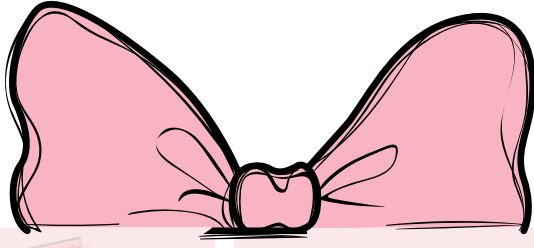
HOLIDAY HELPERS!

You'll find professional and shareable product fliers, a holiday wish list, fun videos and more! It's all waiting for you to [click and share](#).

give joy fully!

From new festive finds to fan-favorites, Mary Kay has everything you need to bring on the beauty and spread holiday cheer. Browse through this wish list for easy-to-shop, ready-to-share delights.

LIMITED-EDITION WONDERS



product spotlight



more magical finds

Double up on holiday happiness with these ultimate wow-worthy pairings.

sparkling spritz

Belara® Eau de Parfum, \$44

Linger in lushness with an invigorating blend of luminous florals and creamy warm notes.



MERRY & BRIGHT!

Deliver a deep clean and glowing skin with this powerful pairing.

Skinvigate Sonic™ Skin Care System, \$75

(Facial Massage Head is sold separately.)

&

TimeWise Replenishing Serum C+E*, \$60

Simplify his skin care routine with these multibenefit must-haves.

MKMen® Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30, \$26**

&

Special-Edition* MKMen® Foaming Beard Wash, \$18

PROTECT & PAMPER!

Pamper skin from head to toe with this terrific team.

White Tea & Citrus Satin Body® Revitalizing Shea Scrub, \$20

&

Mary Kay Clinical Solutions® HA + Ceramide Hydrator, \$38

BOOST & BUFF!

Help anyone confidently create makeup looks with this dynamic duo

Mary Kay® Essential Brush Collection, \$56

&

Mary Kay® Brush Cleaner, \$12

CREATE & CLEAN!

SMOOTH & SOOTHE!

Share the gift of a long-lasting lip look with these merry makeup essentials.

Mary Kay® Supreme Hydrating Lipstick, \$18 each

Better Than Bare
Casual Rose
Poetic Pink
Coral Confetti

Festive Pink
Rockstar Red
Fuchsia Dream
Boho Plum

Mary Kay® Lip Liner, \$12 each

Dark Chocolate**
Deep Nude
Medium Nude
Light Nude

Rose
Coral
Berry
Red

LINE & SHINE!

*Available while supplies last

**Over-the-counter drug product

*Available from participating Independent Beauty Consultants only and while supplies last

**Mary Kay® Lip Liner classic formula

All prices are suggested retail.

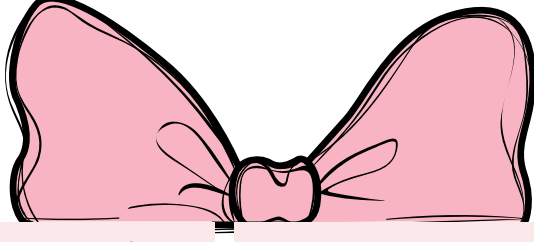
Holiday products

ARE AVAILABLE FOR ALL INDEPENDENT SALES FORCE MEMBERS TO [ORDER](#) ON SEPT. 15!

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LIMITED-EDITION WONDERS



Limited-Edition[†] Blissful Pomegranate *Satin Hands*[®] Pampering Set, \$36

Indulge in lush scents of juicy pomegranate, wild berries, apples, pears and passion fruit.

Comes in a gift-ready bag!

Limited-Edition[†] Blissful Pomegranate *Satin Hands*[®] Nourishing Shea Cream, \$12

Wrap skin in creamy hydration bliss with nourishing shea butter.

NEW! Limited-Edition[†] Mary Kay[®] Highlight Brush & Contour Sponge Set, \$15

Sculpt, highlight and set with perfect precision using this two-piece set.

NEW! Limited-Edition[†] Mary Kay[®] Gift Box Set, \$8, pk./3

Wrap up the wonder with ease in three festive and fabulous gift boxes.

NEW! Limited-Edition[†] Mary Kay[®] Masking Minis, \$18 (Set of 2)

Share a petite pampering session with a portable set of two mini masking faves. Includes *TimeWise*[®] Moisture Renewing Gel Mask and *Mary Kay*[®] Pink Clay Mask.

NEW! Limited-Edition[†] Mary Kay[®] Vinyl Shine Liquid Lip Set, \$20 each

Shine bright with two sets of lightweight, high-impact color.

- Glowing Neutral and Brilliant Brown
- Vivid Berry and Luminous Red

Limited-Edition[†] Mary Kay[®] Beauty Box, \$48

Share holiday cheer with a *beauty-full* assortment of beauty faves and skin care must-haves.

Ready-to-give gift!

NEW! Limited-Edition[†] Gift With Purchase

Receive a FREE* pair of fuzzy socks with the purchase of *Mint Bliss*[™] Energizing Lotion for Feet & Legs, \$12.

Limited-Edition[†] Mary Kay[®] Women's Fragrance Set, \$36

Captivate her senses with a trio of travel-sized, spray-on scents. Includes *Live Fearlessly*[®] Eau de Parfum, *Love Fearlessly*[®] Eau de Parfum and *Dream Fearlessly*[®] Eau de Parfum.

NEW! Limited-Edition[†] Mary Kay[®] Silkening Dry Oil, \$22

Give skin a peaceful pick-me-up with the calming, aromatic *Peaceful Garden*[™] scent.

Limited-Edition[†] Mary Kay[®] Men's Hair and Body Wash Gift Set, \$28

Shower guys with this set of multitasking hair and body washes. Includes *True Original*[®] Hair and Body Wash and *MK High Intensity Ocean*[®] Hair and Body Wash.

NEW! Limited-Edition[†] MKMen[®] Gift With Purchase

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

product spotlight

Mary Kay[®] Ultimate Mascara[™], \$16

Jingle all the way with big, bold, separated lashes that last all day.

- Black
- Black Brown

more magical finds

Double up on holiday happiness with these ultimate wow-worthy pairings.

sparkling spritz

Belara[®] Eau de Parfum, \$44

Linger in lushness with an invigorating blend of luminous florals and creamy warm notes.



MERRY & BRIGHT!

Deliver a deep clean and glowing skin with this powerful pairing.

Skinvigate Sonic[™] Skin Care System, \$75

(Facial Massage Head is sold separately.)

&

TimeWise[®] Replenishing Serum C+E[®], \$60

Simplify his skin care routine with these multibenefit must-haves.

MKMen[®] Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30,[†] \$26

&

Special-Edition[†] MKMen[®] Foaming Beard Wash, \$18

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Pamper skin from head to toe with this terrific team.

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&

Mary Kay[®] Clinical Solutions[®] HA + Ceramide Hydrator, \$38

Help anyone confidently create makeup looks with this dynamic duo

Mary Kay[®] Essential Brush Collection, \$56

&

Mary Kay[®] Brush Cleaner, \$12

CREATE & CLEAN!

SMOOTH & SOOTHE!

Make "me" time a lot easier to find with these signature skin care staples.

TimeWise[®] Microdermabrasion Plus Set, \$58

&

Mary Kay[®] Hydrogel Eye Patches, \$40, pk./30 pairs

Share the gift of a long-lasting lip look with these merry makeup essentials.

Mary Kay[®] Supreme Hydrating Lipstick, \$18 each

Better Than Bare
Casual Rose
Poetic Pink
Coral Confetti

Festive Pink
Rockstar Red
Fuchsia Dream
Boho Plum

Mary Kay[®] Lip Liner, \$12 each

Dark Chocolate**
Deep Nude
Medium Nude
Light Nude

Rose
Coral
Berry
Red

LINE & SHINE!

[†]Available while supplies last

^{††}Over-the-counter drug product

*Available from participating Independent Beauty Consultants only and while supplies last

***Mary Kay*[®] Lip Liner classic formula

All prices are suggested retail.

Holiday products

ARE AVAILABLE FOR ALL INDEPENDENT SALES

FORCE MEMBERS TO **ORDER** ON SEPT. 15!

it just fits!TM

POSSIBILITY THINKER



Independent Sales Director Denetra Henry may have just celebrated her one-year anniversary in her Mary Kay business, but she says the philosophies and culture behind the Company are part of her DNA.

“I love people and get pleasure making others feel special,” she says. “I’ve been that way as long as I can remember.”

NURTURER BY NATURE

Not surprisingly, before starting her Mary Kay business on July 11, 2021, Denetra was a full-time nurse working in a cardiac clinic in Lafayette, La. Mary Kay Ash’s quote, “People don’t care how much you know until they know how much you care,” rang true in her nursing profession as well as today in her Mary Kay business.

“A simple smile, a caring response, an attentive ear – all these gestures show others how you genuinely care about their needs, and I think that also can play a role in the healing process,” she says. “I open the door for conversation and then listen, and people open up to me. I try to make others feel comfortable wherever they are or whatever is going on in their lives. I get fulfillment and joy knowing I made someone feel important and heard.”

CIRCLE OF INFLUENCE

That personal touch that comes so naturally for Denetra is now working in her Mary Kay business.

“I started my Mary Kay business during the pandemic, so I shared the products and the Mary Kay opportunity with those closest to me – mainly my family and friends,” she says.

“My college-aged daughter, **Independent Beauty Consultant Jireh Mouton**, was one of my first team members. She is an honors student majoring in biochemistry at Louisiana State University with plans to attend medical school to become a pediatrician. Jireh loved all the *Mary Kay*® products, especially the skin care, and she is having success now sharing Mary Kay with her friends and fellow students. This past Seminar, she earned the Princess Court of Personal Sales her first year in her business. My mom is another one of my first team members.”

BREAKING BELIEF BARRIERS

Denetra debuted as an Independent Sales Director in September 2021, just two months after starting her Mary Kay business. “I started sharing with those closest to me, which helped build my confidence to share Mary Kay with others.

“Today, I share Mary Kay both in person and online. I still work in nursing, but now I’m in a teaching capacity that allows more flexibility. In this new role, I am surrounded by women of all backgrounds, and I share my Mary Kay business with everyone – at work, at parties and when I’m out and about. I’m also in school part time to get my license in social work.”

ATTITUDE DETERMINES ALTITUDE.

She says she feels good letting others know how her Mary Kay business has helped her become a possibility thinker. “You never know what others may be going through, and a Mary Kay business may be just what they’re looking for. I’m never offended when someone says no to the Mary Kay opportunity. I let them know I value them as customers and that the opportunity is here if they change their minds.

“Early during the pandemic, wearing my Mary Kay-branded mask around southern Louisiana was an immediate conversation-starter for me,” she says. “People would approach me and ask for products. I do keep a full inventory, so I’m typically able to fill product orders right away. Doing so helps me keep my customers happy and offer Golden Rule customer service.”

Denetra was offered the Mary Kay opportunity at a skin care party, so she works full circle and shares the Mary Kay opportunity at her parties. “I keep it simple when it comes to sharing the opportunity by explaining the 50 percent earnings potential on every product sold, and I review the new Beauty Consultant startup options with my potential new team members.” Afterward, if they wish to start with inventory, she shares the different options and the rewards available through the *Great Start* Program. “I meet them wherever they are, and I coach them and answer questions along the way,” she says.

She is excited about the possibilities that lie ahead for her. She recently earned the use of her first pink Cadillac and looks forward to debuting new Independent Sales Directors from her unit in the months ahead. “I’m still learning, and I am very coachable. I attend every conference and event Mary Kay offers. After all, Mary Kay Ash said, ‘We need to show up to go up.’”

FAMILY AFFAIR

Her family members are her No. 1 supporters: sons Kosee, 23, and Jonah, 13, and daughters Jireh, 20, and Ava, 7. “Ava is so proud to tell her schoolmates her mom drives a pink Cadillac,” she muses. “We are one big Mary Kay family,” is all I can say. In the words of my mentor

Independent National Sales Director Candy Lewis,

“CAN YOU GET EXCITED?”

WHAT’S NEXT?

Denetra says she’s focused on building a strong team of individuals who are ready and motivated to move along the Mary Kay career path. “My goal is to work my business with consistency and continue to grow my unit. I’m still getting used to all the Mary Kay recognition. This simple country girl just feels blessed with the opportunity to meet and work with so many amazing people!”



Denetra Henry
INDEPENDENT SALES
DIRECTOR, LAFAYETTE, LA.



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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Go-Give[®] Award

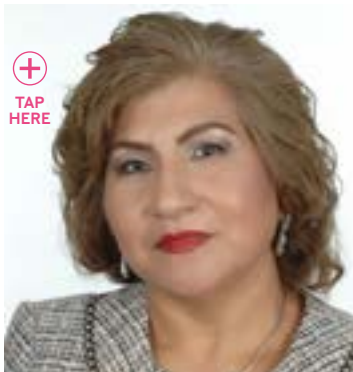
Mary Kay Ash said, “The **Go-Give[®] Award** is perhaps the greatest honor a Mary Kay Independent Sales Director can earn. Those who possess the Go-Give spirit are the heart of this Company and our shining hope for the future.” These award recipients best exemplify the Golden Rule – helping others selflessly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



Carolyn Meakim



Lisa Charity



Reina Murcia



Karen Lorenzo

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

Go-Give[®] Award

DIAMOND

Carolyn Meakim

Independent Sales Director

Began Mary Kay Business

April 2011

Sales Director Debut

February 2015

National Sales Director

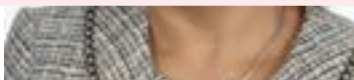
Lisa Madson

Achievements: 40-times Star Consultant; nine-times Queen's Court of Personal Sales; two-times Queen's Court of Sharing; two-times Circle of Achievement; two-times Triple Star Achievement

Personal: Lives in Hatboro, Pa. Husband, Michael; son, Marcus; daughters: Molly, Megan, Mia

"I am motivated to help others because Mary Kay Ash asked us to treat others the way we want to be treated. Therefore, working by the Golden Rule is very important to me."

Testimonial: Independent Beauty Consultant Lisa Parker of Abington, Pa., says, "Carolyn is a leader who leads with her heart. She encourages others to achieve high performance and engagement by creating a positive environment. She's well-rounded, demonstrates the ability to lead others, and works collaboratively with and influences others."



Reina Murcia



Karen Lorenzo

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

Go-Give[®] Award

EMERALD

Lisa Charity

Independent Elite Executive Senior Sales Director

Began Mary Kay Business

February 2010

Sales Director Debut

May 2012

Offspring eight first-line

National Sales Director

Mary Kay National Area

Achievements: 43-times Star Consultant; three-times Sales Director Queen's Court of Personal Sales; four-times Queen's Court of Sharing; six-times Circle of Achievement; Circle of Excellence; Double Star Achievement; three-times Triple Star Achievement

Personal: Lives in Buford, Ga. Husband, Andre; son, Devin; daughters: Amber, Lauren

"I am motivated to help others because I truly feel that everyone should have the opportunity to experience what winning feels like. To see others have success and have a win is what ultimately motivates me the most in this business."

Testimonial: Independent Sales Director Jamie Figueroa of Concord, N.C., says, "Lisa goes above and beyond when it comes to having the Go-Give spirit. She is caring outside of the Mary Kay world and ready to help, coach, mentor and support others in any way. She exemplifies the Mary Kay way!"



Reina Murcia



Karen Lorenzo

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

Go-Give[®] Award

RUBY

Reina Murcia

Independent Executive Senior Sales Director

Began Mary Kay Business

November 2000

Sales Director Debut

May 2003

Offspring six first-line

National Sales Director

Mary Estupiñan

Achievements: 86-times Star Consultant; 15-times Sales Director Queen's Court of Personal Sales; 13-times Queen's Court of Sharing; 12-times Circle of Achievement; Circle of Excellence; six-times Double Star Achievement; eight-times Triple Star Achievement

Personal: Lives in Newark, N.J. Son, Andreo; daughter, Claudia

"I am motivated to help others because my parents taught me from a young age that giving is what you get, and at Mary Kay, it's the perfect opportunity to help others. It is gratifying to know that I can positively touch many lives!"

Testimonial: Independent Sales Director Sara Arellano of Brooklyn, N.Y., says, "She is a Sales Director with a lot of dedication, always willing to help even if you are not from her unit. Reina is a woman full of love and an example to follow for many women. She always gives without expecting anything in return."



Reina Murcia



Karen Lorenzo

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

Go-Give[®] Award

SAPPHIRE

Karen Lorenzo

Independent Sales Director

Began Mary Kay Business

March 1994

Sales Director Debut

July 1995

National Sales Director

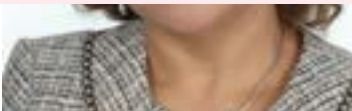
Mary Kay National Area

Achievements: 113-times Star Consultant; monthly Go-Give[®] Award winner, December 1999; 23-times Sales Director Queen's Court of Personal Sales

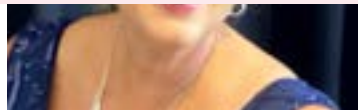
Personal: Lives in Eureka, Calif. Husband, Tim; daughters: Ashley, Tia.

"I am motivated to help others because I believe everyone deserves to have confidence, love, empowerment, and praise. There is no greater joy than to help others become the best version of themselves and to encourage them to believe in themselves."

Testimonial: Independent Beauty Consultant Lydette Laeng of Tuolumne, Calif., says, "Karen is always there when we need her. She not only helps us, but she helps adoptive Consultants as well. Karen has such a giving and loving heart and never asks for anything in return. She has blessed me and others with her willingness to help, her smile and her loving heart."



Reina Murcia



Karen Lorenzo

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

READY TO CELEBRATE ALL OF YOUR
amazing
achievements?

RECOGNITION CENTRAL IS HERE!

GOLDEN Rules

CHALLENGE!

JULY 1, 2022 – JUNE 30, 2023



When a challenge or obstacle pops up, what do you do? Do you pause, or do you pivot? You can choose to be a possibility thinker! As you dig into your plan, navigate new paths and partner with other like-minded achievers, you're choosing the beauty of possibilities! And when you share that positive mindset, you can help others overcome their challenges in return.

THE CHALLENGE

Each month during the 2022–2023 Seminar year that an Independent Beauty Consultant has personal retail sales of \$600* or more in wholesale Section 1 products, she can earn a monthly piece from the *Golden Rules* Collection. Establishing a strong customer base and selling \$600* or more a month in wholesale Section 1 products can help her become a quarterly Star Consultant and so much more.

THE COLLECTION

Each piece in the *Golden Rules* Collection is inspired by the Golden Rule, the others-first principle that Mary Kay Ash founded her Company on, and jewelry pieces and accessories. They're fabulous items that you can't get in a store – you can only get them by achieving this challenge.



This beautiful, beaded stretch key chain can be yours when you have personal retail sales of \$600* or more in wholesale Section 1 products in September.

Thinking of others is what sets YOU apart with a Mary Kay business. After all, Mary Kay was founded on the principle of the Golden Rule: Do unto others as you would have them do unto you. And how you put this simple, but treasured philosophy into practice can make all the difference in your success. From simple acts of kindness to shifting into a Go-Give mindset, YOU can be a shining example of what it means to be Golden. And at Mary Kay, *Golden Rules!* This year, we're embracing our Founder's legacy by sharing a glint and glimmer of the Golden Rule every month in actionable ways.

GOLDEN RULES 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.



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

HOLIDAY TEAM-BUILDING



BEST. GIFT. EVER!

Be sure to share the Mary Kay opportunity during your virtual or in-person parties. Mention that now is the perfect time with the holidays and gift-giving on everyone's minds. Holiday gatherings with family and friends are a perfect time to share *Mary Kay* products. They'll see how fun and rewarding a Mary Kay business can be and might want to start their own!

CHECK OUT THE [HOLIDAY SELLING AND TEAM-BUILDING GUIDE](#) FOR TIPS AND IDEAS!

you'll look great in red!

SALES DIRECTOR PERK FOR REDS!

Now through Dec. 31, 2022, with the [Independent Sales Director Reds Challenge](#), when an Independent Sales Director and above adds three or more first-time Reds (Star Team Builder, Team Leader or Elite Team Leader) to her unit, she is eligible to earn onstage recognition at Leadership Conference 2023.

Are you ready for Red? You're a Star Team Builder (aka a Red) when you have three or four active personal team members. Enjoy great perks such as up to 8 percent commission on your personal team sales volume. Plus, a \$50 Team-Building Cash Bonus for each *Great Start*-qualified* new personal team member you add as an active Independent Beauty Consultant, Senior Beauty Consultant, Star Team Builder, Team Leader or Elite Team Leader.

60TH ANNIVERSARY HIGHER UNIT CIRCLE CHALLENGE

From July 1, 2022, through June 30, 2023, Independent Sales Directors who achieve a higher Seminar Awards 2023 Circle of Achievement or Circle of Excellence than their Seminar Awards 2022 Unit Circle are eligible to earn their choice of the 60th Anniversary Ring or the \$1,000 Unit Circle Bonus.



*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.

skin care they'll love!

You can help your customers find their ideal skin care routine, even as their skin care needs change over time!



TIMEWISE MIRACLE SET 3D®, \$120

Available in Normal/Dry or
Combination/Oily



TIMEWISE REPAIR® VOLU-FIRM® SET, \$205



CLEAR PROOF® ACNE SYSTEM, \$50



MARY KAY NATURALLY®

Mix, match and multitask with naturally
derived* ingredients and gentle formulas.

- *Mary Kay Naturally®*
Purifying Cleanser, \$28
- *Mary Kay Naturally®*
Moisturizing Stick, \$30
- *Mary Kay Naturally®*
Nourishing Oil, \$50
- *Mary Kay Naturally®*
Exfoliating Powder, \$36



Mary Kay Naturally® products are
clinically shown to be suitable for
sensitive skin.

To learn more about the COSMOS standard,
see cosmos-standard.org/about-the-cosmos-standard.



BOTANICAL EFFECTS® REGIMEN, \$60

*At least 90% of ingredients are derived from natural sources processed in allowance with third-party standards – currently the COSMOS standard. Natural sources include water, plants, minerals, ingredients of mineral origin and other agricultural ingredients. For more information, go to marykay.com/naturally.
All prices are suggested retail.

Enhance your Mary Kay business with these helpful resources!



Skin Analyzer

MARY KAY

MARYKAY® SKIN ANALYZER APP

This is a digital skin care assistant that
your customers can download, use to
scan their faces and instantly get skin
care recommendations!

SKIN CARE CONFIDENT

Gain skin care knowledge, complete
quizzes, and earn a Bling Button!



MARYKAY® APP

Customers can register to shop
with you, place orders from their
smartphones and make wish lists all
in one convenient place! Encourage
them to download the app from their
app store. It's FREE and is a quick way
to shop *Mary Kay®* products!
The *Mary Kay®* App will make their
holiday shopping a breeze!

Be intentional about listening to your customers' skin care needs!



MIKAYA WARREN,
INDEPENDENT SENIOR
SALES DIRECTOR,
TALLAHASSEE, FLA.

"My best tip for
selling skin care is to

pay attention when your customers
share their desired outcomes for
their skin and skin care products. The
Mary Kay® Skin Analyzer App is always
a winning resource because it takes
the guesswork out of the process
and makes me look like the expert I
am! In listening and understanding my
customers' expectations and then
providing a custom skin care analysis,
I'm able to recommend the best-suited
Mary Kay® regimen to yield optimum
results. Optimum results + relationships =
FOREVER skin care customers.

"My best-selling *Mary Kay®* skin care
products are the *TimeWise Miracle
Set 3D®*, *Skinvigorate Sonic™* Skin Care
System, *Mary Kay Clinical Solutions®*
HA + Ceramide Hydrator and the
TimeWise® Microdermabrasion Plus Set."



Group by MARY KAY

My Mary Kay

Private group · 101.8K members



MARY KAY
2h · ⚙️

The My Mary Kay Facebook 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, important Mary Kay news and updates, plus the opportunity to share inspiration and ideas with each other.



Join the Club!

To join the group, please [click here](#) and request to join. When prompted, you must include your Consultant number, along with your first and last names. We verify your information, and that's how we keep the group exclusive to you, our Mary Kay independent sales force members.

