

MARY KAY

MAY 2022

applause®

APPLAUSE WORTHY!

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

Make Every Moment
Beautiful!

Now is the time to seize the days of summer – from weekend getaways to everyday magical moments, these are the days that make life beautiful. And you can show your customers how to make a splash with the latest lineup of Mary Kay® beauty products!

Calendar

MAY

1

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

2

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

3

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

8

Mother's Day.

9

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

10

Early ordering of the new Summer 2022 promotional items begins for Star Consultants who qualified during the Dec. 16, 2021 – March 15, 2022, quarter and for Independent Beauty Consultants who enrolled in *The Look* for Summer 2022 through the *Preferred Customer Program*™.

12

Mary Kay Ash's birthday.

15

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

16

Summer 2022 promotion begins. Official on-sale date.

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.

30

Memorial Day. All Company offices closed. Postal holiday.

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.

JUNE

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 for Independent Sales Directors at 1 p.m. CT. Check your email for details and link.

3

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

15

Deadline to place orders for Quarter 4 of the Star Consultant Program.

16

Quarter 1 of the Star Consultant Program begins.

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

19

Father's Day.

20

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

29

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

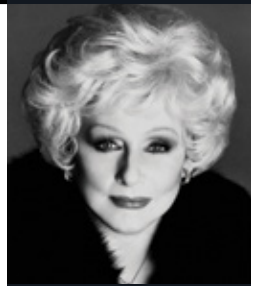
30

Seminar 2022 contest period ends.

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.

Seminar recognition registration deadline at 11:59 p.m. CT.



“

With all my heart, I believe the one quality which sets Mary Kay Inc. apart from other companies is our commitment to the Go-Give spirit. The very foundation of this Company is based on the premise of helping others. By applying the Go-Give principles, you have the opportunity to enrich the lives of others on a daily basis. All you have to do to be successful is remember that if you help enough people get what they want, you will get what you want.

”
Mary Kay



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

HELPFUL NUMBER: Customer Success Center 800-272-9333

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

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

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TRENDING Now



HAPPY BIRTHDAY, MARY KAY!

On May 12, and EVERY day, we celebrate the life and legacy of our Founder, Mary Kay Ash! One way you can celebrate is by giving to the **Mary Kay Ash FoundationSM**. Guided by Mary Kay Ash's dream to enrich the lives of women everywhere, the Foundation raises and distributes funds to invest in breakthrough cancer research to find cures for cancers affecting women and to end domestic violence against women. Visit marykayashfoundation.org.



ATTENTION

MARY KAY NATIONAL AREA INDEPENDENT SALES DIRECTORS!

We are excited to introduce a brand-new quarterly livestream event exclusively for you. It's called **Zoom to Success Extended Edition**. The first 30 minutes will be similar to the Zoom to Success meetings you now attend – as one large general session. Then, we'll move into breakout sessions by Seminar affiliation and career path status to create smaller, more intimate learning experiences. And as with our current Zoom to Success meetings, these extended editions will be held in both English and Spanish. Please join us on June 1, 2022, at 1 p.m. CT, to discuss the topic: **Crossing the Finish Line**. You will receive an email from your Sales Force Development team with a link to join. It's going to be epic!



#MYMKLIFE SOCIAL MEDIA CHALLENGE

We'd love to feature **YOU** on our Mary Kay U.S. Facebook page and Instagram!

Now through June 30, you can enter the challenge by posting how your Mary Kay business "just fits" in your life!

Be sure to use hashtag **#MyMKLife** and tag **@MaryKayUS** for your chance to be featured on the Mary Kay U.S. Facebook page and Instagram!

One of the best ways to ensure your posting is consistent with our updated social media guidelines is to check out *Phrases and Concepts to Avoid*, a NEW resource developed to offer guidance on words and phrases to

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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 the 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.

NEW! MARY KAY® INSTANT PUFFINESS REDUCER, \$35

HELP IS HERE!

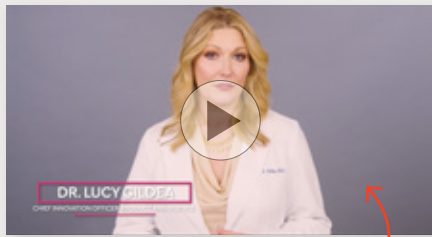
Product details and helpful resources such as fliers, digital assets, videos and more are all right [here!](#)



This at-home solution is clinically shown* to instantly reduce the look of puffiness under the eyes, and the effect lasts for up to six hours!

WHY INSTANT PUFFINESS REDUCER?

- For a special occasion.
- To address the look of tiredness and undereye puffiness.
- As a temporary addition to your skin care routine, as often as needed.



Watch this [video](#) featuring Dr. Lucy Gildea to learn more!

HOW TO USE

- After washing your face, squeeze a rice grain-sized amount (per eye) of *Mary Kay*® Instant Puffiness Reducer on your finger.
- Lightly pat a thin layer to the undereye area; leave damp on skin and limit facial expressions for minimum of three minutes.
- The full effect should take place after 15 minutes and last for up to six hours.
- **After 15 minutes**, if you choose to apply foundation and/or concealer to the undereye area, gently tap on a small amount using a finger or brush.
- Remove completely with a *Mary Kay*® cleanser or Oil-Free Eye Makeup Remover.

LOVE THE RESULTS FROM OUR INSTANT PUFFINESS REDUCER? You and your customers can share your before-and-after photos and tag [@marykayus](#) with **#MKBeforeAndAfter!**



MARY KAY® INSTANT PUFFINESS REDUCER SELLING CHALLENGE

APRIL 26 – JUNE 30, 2022

Join us in the challenge to collectively sell 1 million units of *Mary Kay*® Instant Puffiness Reducer! Four units per Seminar affiliation (a total of 16 achievers) will receive \$200 gift cards. Winners will be announced in early July.

Get [details](#) and check out the sales tracker!

AND JUST LIKE THAT ...

96% of panelists also experienced these results:

- Instantly smooths the look of skin under the eyes.
- Temporarily delivers a more toned and lifted look.
- Instant Puffiness Reducer is also clinically shown* to instantly reduce the appearance of lines, wrinkles and crepiness.



LET THEM TRY BEFORE THEY BUY!
MARY KAY® INSTANT PUFFINESS REDUCER SAMPLES, STRIP/6, \$6 ON SECTION 2

MARY KAY INSTANT PUFFINESS REDUCER IS AVAILABLE FOR ALL MARY KAY INDEPENDENT SALES FORCE MEMBERS TO [ORDER](#) AS OF APRIL 26!

All prices are suggested retail

*Results based on an independent expert evaluator assessing 28 panelists during a 6-hour clinical study

Courageous
Pink

Natural
Confidence

HELP IS HERE!

Product details and helpful resources such as fliers, digital assets, videos and more are all right [here!](#)

NEW! LIMITED-EDITION†

MARY KAY® HEART-SHAPED LIPSTICK, \$18 EACH

Matte finish formula. Soft, lightweight and velvety feel. Glides on smoothly and has a rich color payoff. It is a moisturizing formula and is infused with vitamin E.

Shades complement a broad range of skin tones.

APPLICATION TIPS:

Swipe on straight from the applicator – use the pointy part of the heart to line your lips – or apply with the **Mary Kay® Cream Color Brush, \$12.**

Tip! Only click out the amount of lipstick you need. Once it's out, it's out!

PURPOSE IN YOUR PURCHASE

For nearly 60 years, Mary Kay and its Company-sponsored foundations have committed to enriching the lives of women and their families around the world. From investing in breakthrough cancer research to grants for domestic violence shelters, we believe in supporting community outreach.

PINK CHANGING LIVES®

You can join Mary Kay's global *Pink Changing Lives®* cause empowerment program and help change the lives of women and their families.

In the United States, from April 26 through Aug. 15, 2022, Mary Kay Inc. will donate \$1 from each sale of the **limited-edition† Mary Kay® Heart-Shaped Lipstick**. Mary Kay is committed to supporting the **Mary Kay Ash Foundation™** efforts to invest in breakthrough cancer research for women-related cancers and ending domestic violence and gender-based violence against women and girls in the United States and around the world.

AVAILABLE FOR ALL MARY KAY INDEPENDENT SALES FORCE
MEMBERS TO [ORDER](#) ON MAY 15!

All prices are suggested retail

†Available while supplies last

NEW! LIMITED-EDITION†

MARY KAY® GEL CREAM BLUSH, \$18 EACH

From subtle and sheer to flushed and fabulous, build the blush of your dreams with a fresh, relaxed take on a timeless makeup staple. This get-it-while-you-can formula features moisturizing ingredients, such as hyaluronic acid, for a plump, dewy glow.



ADORN YOUR CHEEKS WITH ONE OF FOUR FLATTERING SHADES

Tip! For a lifted look, apply the blush higher up along the cheekbones. Blend it upward and outward to the tops of the ears, concentrating on the outer edges of the cheekbones.



A BUILDABLE BLUSH

Choose your application tool based on the intensity you want!

Fresh Fingertip Flush:

Squeeze a little on clean fingertips, then gently pat to blend.

The Brush Blush:

Apply with the *Mary Kay®* Cheek Brush, \$14, for less intensity.

Sheer Subtle Glow:

Use a damp *Mary Kay®* Blending Sponge, \$12, for sweet subtlety.

Although the pigmentation and performance of this Gel Cream Blush is great, it is buildable color that you can also layer with your favorite shade of *Mary Kay Chromafusion®* Blush, \$14 each.



HELP IS HERE!

Product details and helpful resources such as fliers, digital assets, videos and more are all right [here!](#)



COMPLETE THE LOOK!

MARY KAY® LIQUID EYE SHADOW, \$16 EACH

Creamy yet lightweight, this Liquid Eye Shadow saturates lids with pigment-packed color in a single swipe. Glide on a surge of stellar color with an easy-to-use applicator for brilliant, one-and-done eye looks!

AVAILABLE FOR ALL MARY KAY INDEPENDENT SALES FORCE
MEMBERS TO [ORDER](#) ON MAY 15!



NEW! *SATIN BODY*® PRODUCTS

Your customers are sure to
delight in this fresh new scent!

HELP IS HERE!

Product details and helpful
resources such as fliers, digital
assets, videos and more are
all right [here!](#)

NEW! LIMITED-EDITION† FRESH WATERLILY *SATIN BODY*® WHIPPED SHEA CRÈME, \$24

A decadent dose of all-day moisture.

NEW! LIMITED-EDITION† FRESH WATERLILY *SATIN BODY*® REVITALIZING SHEA SCRUB, \$20

For polished skin that feels beautifully revitalized
and moisturized.

FRESH WATERLILY NOTES

- Top Notes: Italian Bergamot, Persian Lemon, Airy Freesia
- Middle Notes: Jasmine Water, Delicate Tea, Waterlilies
- Bottom Notes: Osmanthus, Cashmeran Musk

NEW PRODUCTS? TIME TO PARTY!

Whether **virtual, in person or hybrid**, a party is a great
way to share new products with your customers! Need party
pointers? [Get them here!](#)



AVAILABLE FOR ALL MARY KAY INDEPENDENT SALES FORCE
MEMBERS TO [ORDER](#) ON MAY 15!

EAST OR WEST, DADS ARE THE BEST!



Father's Day is the perfect time to pamper dads with the best grooming gifts – products that will help keep them looking and feeling like the superheroes they are!

MKMen® REGIMEN, \$80

Regimen includes Daily Facial Wash, Shave Foam, Cooling After-Shave Gel and Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30.*

CLEANSE

MKMen® DAILY FACIAL WASH, \$18

Tough on dirt and oil and gentle on skin.

SHAVE

MKMen® SHAVE FOAM, \$18

Creates a comfort zone between the razor and skin for a clean, close shave. Protects against razor burn.

IMPORTANT NOTE:

Effective May 15, 2022, the MKMen® Regimen will now include the MKMen® Cooling After-Shave Gel **IN PLACE OF** the MKMen® Advanced Eye Cream.

CONDITION

MKMen® COOLING AFTER-SHAVE GEL, \$18

Helps calm razor burn, leaving skin feeling soft and moisturized. Contains ingredients that soothe, cool and refresh the skin.

HYDRATE

MKMen® ADVANCED FACIAL HYDRATOR SUNSCREEN BROAD SPECTRUM SPF 30,* \$26

Protects skin from damaging UVA and UVB rays. Contains an antioxidant to help fight free radicals on the skin.

SUNDAY, JUNE 19 IS FATHER'S DAY!

Did you know? The idea of Father's Day was conceived more than a century ago by Sonora Smart Dodd of Spokane, Wash. Dodd wanted a special day to honor her father, William Smart, a widowed Civil War veteran who was left to raise his six children on a farm.**

Father's Day spending stats: In 2022, the National Retail Federation estimated that U.S. consumers will spend more than \$20.1 billion on Father's Day.

OFFER YOUR CUSTOMERS COLOGNE FOR THE GUYS!



MK HIGH INTENSITY® SPORT COLOGNE SPRAY, \$46

An ambery oriental fragrance with intriguing top notes of Gin Berry and Icy Bergamot.

CITYSCAPE® COLOGNE SPRAY, \$56

A refined, masculine scent with top notes of Italian Bergamot and French Lavender.

SOAP AND WATER JUST AREN'T ENOUGH FOR HIM!

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

The mask is formulated with activated charcoal, an ingredient so powerful, it can bind up to double its weight in pore-clogging impurities. Plus, mineral clay ingredients, kaolin and bentonite, boost the mask's absorbency.



NEW UPDATE!

The **Mary Kay® Skin Analyzer App** has been

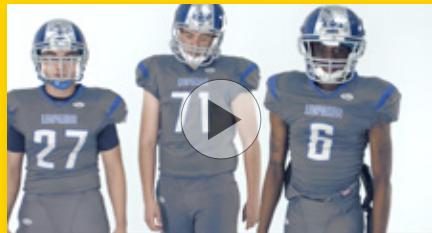
updated to scan both men and women! Once logged in to the app, there is an option to select male, female or prefer not to say. If male is selected, the scan will suggest applicable MKMen® products and additional skin care solutions. See the [FAQs](#).

Tip: You can use this app as a way to entice a customer to book an appointment or party. It's also a great way to follow up or reconnect with a customer. You could say something like, "We haven't had an appointment in a while. With the seasons changing, so may your skin care needs. Why don't you complete a Skin Analyzer scan and let's talk about if there are any new products you'd like to add to your routine."

Then, download the app for free, and encourage your customers to do the same! You can find it at the app store you use.

#MANUP!

Father's Day is a great opportunity to share this [video](#) and show how Mary Kay is redefining what it means to "man up" by encouraging men to be positive role models.



All prices are suggested retail.

*Over-the-counter drug product

**United States Census Bureau

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MARY KAY® SEMINAR 2022

SEMINAR 2022 IS IN PERSON FOR THE FIRST TIME IN THREE YEARS. Excited is an understatement! We're beyond ecstatic to be able to celebrate you in person!

RELISH IN MIND-BLOWING RECOGNITION!

NEW! INDEPENDENT BEAUTY CONSULTANT PRINCESS COURT OF PERSONAL SALES:
JULY 1, 2021 – JUNE 30, 2022

Independent Beauty Consultants who achieve at least \$20,000 in personal retail sales will receive a sash, onstage recognition during the Awards Show and a [Bling Button](#) on their badges.



Words really can't express the amazing moments at Seminar! See why you will want to be at Seminar!

PRODUCT PERK!

If you register for in-person Seminar 2022 without canceling, you will receive an exclusive Seminar product bundle valued at \$44 suggested retail included in your first wholesale Section 1 product order placed from Aug. 8 through Sept. 12, 2022.

Bundle includes White Tea & Citrus *Satin Lips*® Shea Butter Balm, *Mary Kay*® Eyeliner in Black, *Mary Kay*® Foundation Primer - Sunscreen Broad Spectrum SPF 15* and *TimeWise Repair*® Revealing Radiance Facial Peel Sample pk/6.

*Over-the-counter drug product

SAVE THE DATE!

- **RUBY:** July 21–24
- **SAPPHIRE:** July 25–28
- **EMERALD:** July 29 – Aug. 1
- **DIAMOND:** Aug. 2–5

LOCATION:

**Kay Bailey Hutchison
Convention Center Dallas**
650 S. Griffin St.
Dallas, Texas 75202

REGISTRATION FEES

\$225 Registration fee for those who registered for in-person Career Conference 2022 without canceling.

\$250 All other registrants except for new Independent Beauty Consultants whose Agreements are accepted by the Company July 1, 2021, to July 1, 2022. Their fee is \$225.

\$275 On-site, space-permitting. Except for new Independent Beauty Consultants whose Agreements are accepted by the Company beginning July 1, 2022. Their fee is \$225.



You have the option to register to view the General Sessions for your Seminar affiliation as they happen. Find [more details](#) on *Mary Kay InTouch*®.

REGISTER

**TO JOIN US IN DALLAS THIS SUMMER FOR A MARY KAY SEMINAR
UNLIKE ANY BEFORE. DEADLINE IS JULY 1, 11:59 P.M. CT.**



POWER UP YOUR

Go-Give Spirit!

MAY 1-31, 2022

Carrying on the example set by Mary Kay Ash, Independent Beauty Consultants who embrace the Go-Give spirit reach out to others with their hearts and their support – sharing warmth, love, generosity and compassion.

Mary Kay Ash said, “The very foundation of this Company is based on the premise of helping others. By applying the Go-Give principles, you have the opportunity to enrich the lives of others on a daily basis. All you have to do to be successful is remember that if you help enough people get what they want, you will get what you want.” When you **Power Up Your Go-Give Spirit, you join the legacy of our iconic Founder in being *Powered by Pink*.**

An empowered customer is a loyal customer! And loyalty can generate sales and even referrals! This beautiful **light pink crystal stone necklace** can be yours when you sell enough product to support personal retail sales of \$600* or more in wholesale Section 1 products in May.



[Get details](#) about the *Powered by Pink* team-building challenges!

Powered by Pink 6-Month Spring Consistency Challenge

Earn this gorgeous bracelet when you achieve the *Powered by Pink* Challenge each month Jan. 1 – June 30, 2022.



Powered by Pink 12-Month Yearlong Consistency Challenge

Achieve the monthly challenge each month July 2021 through June 2022 to earn this beautiful long, gold-tone necklace.



[GET ALL THE DETAILS!](#)

*The order(s) to support the personal retail sales of \$600 or more in wholesale Section 1 product 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 prize inside your qualifying order. One prize per achiever each month.

For consistency challenge prizes, you'll receive your prize inside your next order (does not need to be a qualifying order) following the end of the challenge and month end. One prize per achiever for each consistency challenge.

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 unselfishly and supporting adoptees as much as unit members.



Maren Moore



Donna Kimich



Jackie Hopkins Craver



Monica Goubeaux

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

Go-Give[®] Award

DIAMOND

Maren Moore

Independent Senior Sales Director

Began Mary Kay Business

September 2006

Sales Director Debut

September 2010

Offspring one first-line

National Sales Director

Mary Kay National Area

Achievements: 44-times Star Consultant; two-times Sales Director Queen's Court of Personal Sales; two-times Circle of Achievement; two-times Double Star Achievement

Personal: Lives in Portland, Ore. Son, Milo; daughters: Olivia, Lila

"I am motivated to help others because kindness always wins. In a world that is filled with stress, grief, anxiety, and pain, kindness is our light. And by staying in my light through the practice of gratitude, I am able to pour more into others."

Testimonial: Independent Senior Sales Director Ashley Orr-Graves of Silverton, Ore., says, "Maren epitomizes the Go-Give spirit. I am amazed at her constant positive attitude and how she embodies the Golden Rule. Her servant's heart makes her an incredible Sales Director. I think of Maren when I think of who Mary Kay Ash would want to represent her and the Company today. She would be so proud to have Maren as one of her 'daughters.'"



Jackie Hopkins Craver

Monica Goubeaux

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

Go-Give[®] Award

EMERALD

Donna Kimich

Independent Sales Director

Began Mary Kay Business

February 1984

Sales Director Debut

July 1987

National Sales Director

Mary Kay National Area

Achievements: 103-times Star Consultant; seven-times Queen's Court of Personal Sales; three-times Queen's Court of Sharing; two-times Circle of Achievement; Double Star Achievement

Personal: Lives in Spring, Texas. Husband, Ken; sons: Matthew, Brian; daughter, Christine

"I am motivated to help others because I believe now, more than ever, we need to show others that "they matter" and give our time and talents generously to help them. I am so proud to associate with a Company that embraces the Go-Give way of life, and I will pass that on to everyone I meet."

Testimonial: Independent Senior Sales Director Joline Knotek of Colorado Springs, Colo., says "Donna has a servant's heart. Mary Kay Ash would be so proud because Donna runs her business as Mary Kay Ash would want – with honesty, integrity and love. She is beautiful on the inside and out and has a smile that lights up the room."



Jackie Hopkins Craver



Monica Goubeaux

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

Go-Give[®] Award

RUBY

Jackie Hopkins Craver

Independent Senior Sales Director

Began Mary Kay Business

June 1997

Sales Director Debut

August 2000

Offspring one first-line

National Sales Director

Mary Kay National Area

Achievements: 87-times Star Consultant; six-times Queen's Court of Personal Sales; five-times Queen's Court of Sharing; 13-times Circle of Achievement; two-times Double Star Achievement; three-times Triple Star Achievement

Personal: Lives in Hempstead, Texas.

"I am motivated to help others because I believe it's God's way and the Mary Kay way! Mom instilled in me that the secret to living is giving and making a difference in the world and our communities, including the people God entrusts to us. I am passionate about helping women approach life's challenges with confidence and determination and empowering others to keep Mary Kay Ash's dream and legacy alive."

Testimonial: Independent Beauty Consultant Sheryl Sellers of Katy, Texas, says, "Jackie has taken me under her wing for many years and gives me as much assistance and encouragement as she does to her unit. Her unit members are surprised when they learn that I am an adopted Beauty Consultant. Jackie also gives back to her community, schools, churches and organizations. A true believer in the Golden Rule and giving back"



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

Go-Give[®] Award

SAPPHIRE

Monica Goubeaux

Independent Sales Director

Began Mary Kay Business

March 2003

Sales Director Debut

September 2009

National Sales Director

Mary Kay National Area



Achievements: 74-times Star Consultant; 15-times Queen's Court of Personal Sales; two-times Queen's Court of Sharing; four-times Circle of Achievement; two-times Double Star Achievement; two-times Triple Star Achievement

Personal: Lives in Versailles, Ohio. Husband, Curt; son, Jacob; daughters: Lydia, Sarah

"I am motivated to help others because I believe Mary Kay Ash and Jesus asked us to. There have been so many wonderful ladies who have taken the time to share an idea, teach or coach me that it only makes sense for me to pass it on. Treat others the same way you want them to treat you."

Testimonial: Independent Sales Director Nicole Chabola of Erie, Pa., says, "Monica's incredible heart is the role model for Mary Kay. She is always there to give her time and ideas to all of us. We are so lucky to have Monica as a great leader and example. Mary Kay Ash would be so proud."



Jackie Hopkins Craver



Monica Goubeaux

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



READY TO CELEBRATE ALL OF YOUR
amazing
achievements?

RECOGNITION CENTRAL IS HERE!

*it just fits!*TM

MY MARY KAY BUSINESS FITS MY LIFE LIKE A GLOVE!



Is it possible for one woman to have it all – family time, great friends, a thriving business and multiple careers? “YES!” says Cecelia. “My Mary Kay business fits my life like a glove! I can balance the important things in my life while still running my own successful Mary Kay business.”

MULTITASKER ON A MISSION

Cecelia wears many hats! She’s a wife, mother, grandmother, a strong businesswoman who also works as an administrative assistant for a pre-K program, and a hairstylist!

“When Independent Beauty Consultant Elizabeth Thurman introduced me to the opportunity, I thought I had too much going on and not enough time to start a Mary Kay business of my own. But once she explained the 50% profit potential on personal retail product sales, I was sold,” says Cecelia.

With so many responsibilities, how does Cecelia weave in all the different areas of her life so seamlessly? “I believe the multiple roles fill my life with special meaning! They work hand in hand with my passion for what I do from day to day, and that is helping others.”

MARK – MY BEST HALF

Cecelia’s husband Mark has always been her biggest cheerleader!

“We’ve been married 30 years, and Mark has been incredibly supportive! After receiving my associate degree in March 2018, I decided to go back and get my bachelor’s degree, which I finished two years later in December 2020. As usual, he supported me by saying, ‘You can do it, because whatever you put your mind to, you always achieve it.’ So when I told Mark that I had decided to pursue my own Mary Kay business, he said ‘I figured you would,’ and as always, he has encouraged me every step of the journey.”

IT’S REAL!

When Cecelia submitted her Mary Kay Independent Beauty Consultant Agreement last year, her daughters, Michelle and Melissa, backed her up from the very beginning. “Michelle is a licensed aesthetician. She will often recommend *Mary Kay*® products to her customers. Melissa, who is a math interventionist, supports me by using the *Mary Kay*® products and sharing her firsthand experiences.”

Cecelia’s son Marlik wasn’t sold on his Mom starting a Mary Kay business. Even when she started bringing home a little extra money he was skeptical about it. But when Cecelia made it to that top 1% of Mary Kay business owners that earn the use of a career car, and parked that brand-new Chevy Equinox in the driveway, Marlik was finally convinced! He could not help but brag to all his friends about the “real” business his mother was running and all her amazing success.

MY BEST SKILL IS THAT I’M COACHABLE!

Cecelia has a learner’s mentality! She says, “My success came from being coachable, being consistent and being on every call! Even when I was tired . . . juggling my job at the school, home, grandchildren, and spouse, I got on the coaching calls. When you show up, you go up – it’s an important life lesson I’ve learned from **Independent National Sales Director Monique Vallair Anthony**. I apply it to keep pushing myself forward and following through on my goals. Monique has built a culture of love and family in our area! Nobody gets left behind. And nobody has to do it alone. We know and believe we are stronger together.”

For Cecelia, being able to receive coaching and mentorship is a necessary part of growth. “I’m so grateful to Independent Senior Sales Director Cecile Reed-Randolph for giving me all the information I needed to succeed so far. Cecile always says, ‘I will not allow you to miss the money that I missed!’ That’s what makes our culture so unique – our Go-Give attitude!”

DRIVEN TO SUCCEED

As Cecelia continued to model the habits of her mentors, she was able to accelerate her success to earn the use of her first Mary Kay Career Car within a year of starting her own Mary Kay business!

“The children at school came out and cheered me on, screaming and clapping as I drove around the parking lot! I was thrilled to look at their excitement! For me, there is no greater feeling than to think I put a smile on so many faces and positively impacted so many lives. When I got home, I literally sat down on the couch and cried – tears of joy! Mary Kay has given me the confidence and courage to do what I believe I can do,” smiles Cecelia.

POTENTIAL TEAM MEMBERS ARE IN YOUR DAY-TO-DAY LIFE.

Cecelia has a very simple approach to team-building – grow with whom you know.

Cecelia’s sister Independent Sales Director Lamontra Jackson was the “first” to debut from Cecelia’s unit. The principal at Cecelia’s school is also her personal team member, Independent Beauty Consultant Angela Avery.

“Angela loved *Mary Kay*® products, but she wasn’t keen on selling. Angela insisted she would help me get orders, but because of the influence, loyalty and trust that people have in her and her heart for helping others, I reminded her of the business opportunity. Angela had already been witnessing all of my wins, and she always praised me through it all. When I said, ‘Come join me!’ a second time, she did!

“Two months into starting her own Mary Kay business, Angela lost the love of her life to cancer. She was devastated, but she didn’t stop. Angela just moved a little slower, and that was fine because being a Mary Kay Independent Beauty Consultant meant she had the flexibility to work her business as much or as little as she wanted! Then one fine day Angela told me, ‘Cecelia, I’m ready for the next step,’ and I’m so glad she did!”

GO DIGITAL TO GROW!

Cecelia feels resources such as the free *Mary Kay*® Skin Analyzer App have given her the advantage of “convenient customization” in the modern marketplace. “All it takes is one scan for customers to receive product recommendations that I can go over during a virtual skin care consultation. My customers love that!”

SET BIG GOALS!

Cecelia’s big goal is to earn the use of the car of her dreams – the pink Cadillac. She’s breaking down her big goal into these actionable steps:

- Make the most of May. “We have so many occasions – weddings, Mother’s Day, proms and graduations to name a few! All are prime reasons to reach out and find new customers!”
- Encourage new Independent Beauty Consultants to Power Start! “It’s the best action plan to be successful because seeing 30 faces in 30 days gives your new business and the entire unit unstoppable momentum.”
- Focus on building Reds! “They are the foundation of team-building success.”
- Conduct “Show Me the Money” classes for new unit members. “I strongly recommend that new unit members print out the [Mary Kay Compensation Plan](#) and learn how they can earn at every stage of the career path. I tell them if they wouldn’t work an hourly or salaried job without knowing how they will be paid, they shouldn’t do that with their Mary Kay businesses.”
- Celebrate! We celebrate new team members! We celebrate all Reds!
- Finish strong by staying on-target for the Queens’ Courts of Personal Sales. “When you finish strong, you can start stronger.”

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.
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Cecelia Willis,
INDEPENDENT SENIOR SALES
DIRECTOR, STEPHENS, ARK.

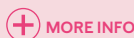


TEAM-BUILDING T.I.P.S.

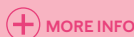
You have everything you need – smart **T**argets, great **I**deas and resources, plenty of **P**rizs and some really simple yet timeless **S**trategies to help you make all the right team-building moves!

STAY FOCUSED ON YOUR GOALS!

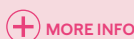
POWERED BY PINK
POWER UP YOUR
TEAM-BUILDING
CONSISTENCY
CHALLENGE



POWER UP
YOUR TEAM-
BUILDING PLUS
CONSISTENCY
CHALLENGE



READY IN RED



GRAND SALES
DIRECTOR
DEBUT
CHALLENGE



You'll find all the [resources](#) to support your team-building success on *Mary Kay InTouch*® including an easy-to-use front-and-back flier, a Team-Building Playbook and team-building role-play videos!

*The wholesale order to support this retail sales amount must be your single initial order.

**You can earn *Great Start*: Ready, Set, Sell product bonus bundles with personal retail sales of \$600* or more in wholesale Section 1 products within the first or following month that your Independent Beauty Consultant Agreement is received and accepted by the Company. Please refer to the *Great Start: Ready, Set, Sell* brochure, or go to *Mary Kay InTouch*® > Education > *Great Start* Program > New Independent Beauty Consultant Rewards.

†You are eligible to earn the color look with personal retail sales of \$600* or more in wholesale Section 1 products within 15 days of when your Agreement is received and accepted by the Company.

††For purposes of this program, a qualified new personal team member is one whose Independent Beauty Consultant Agreement is received and accepted by the Company within the program quarter and whose single initial order or cumulative orders of \$600 or more in wholesale Section 1 products are also received and accepted by the Company within the program quarter.



Get Growing With *Great Start*!

BEVERLY LOFTON,
INDEPENDENT
SALES DIRECTOR,
OWINGS MILLS, MD.

Free** Product Bonus Bundles
Help New Team Members Get

Off to a ***Great Start*!**

When a new Independent Beauty Consultant joins my team, I encourage her to hold a virtual 'kick-off' party within the first 15 days of submitting her Independent Beauty Consultant Agreement. The party helps her support personal retail sales of \$600 or more in wholesale Section 1 products in the first 15 days of starting her business, helps her earn free** Ultimate Product Bonus Bundle(s), a free color look†, two mirrors with trays and a Travel Roll-Up Bag. This strategy also helps her earn the *Powered by Pink* jewelry for the month and places her on-target to achieve Star Consultant status. It also shows her that this business can work.

We celebrate each time a new unit member earns a free** Ultimate Product Bonus Bundle(s). I also remind new Independent Beauty Consultants that they can earn up to six Ultimate Product Bonus Bundles** plus team-building bundles that they can sell for up to 100% profit.

TEAM-BUILDING TAKES IT A STEP FURTHER.

My next focus is to help my new team member focus on personal team-building! She can build her personal team as fast or/as incrementally as she wants. But I always like to encourage my new team members to take their Mary Kay businesses to the next level within a week of their kick-off parties with 1 or 2 personal team members of their own, then one new personal team member per month thereafter.

New Independent Beauty Consultants can strive to achieve the Sapphire Star Consultant prize category during their *Great Start* time frame. Then bring in new personal team members and help them get off to a *Great Start*. Each qualified new personal team member†† they add earns them 600 Star Consultant Program credits. This way, the enthusiasm of winning by earning free** product bonus bundles, *Powered by Pink* jewelry and prizes from the enhanced Star Consultant Program is passed on and helps everyone find a place to win!

TRACKING

I encourage unit members to track their activity each month. This includes tracking each sale, following up with customers and asking for referrals to build their customer bases. It's easier to team build when you continue to grow your customer base. It's best to offer the business opportunity after the customer is introduced to the amazing *Mary Kay*® products.

GRAND SALES DIRECTOR DEBUT CHALLENGE

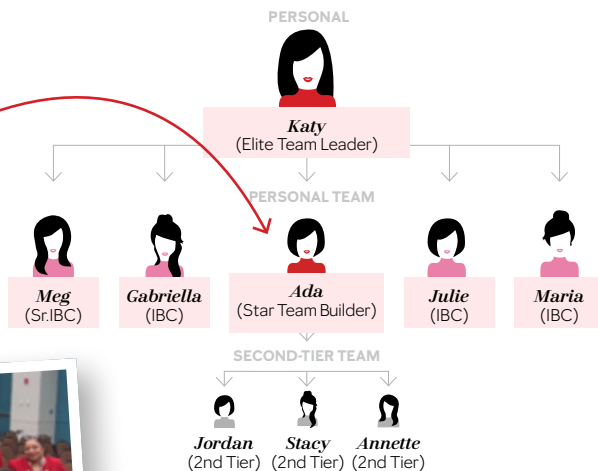
My unit members are excited about the Grand Sales Director Debut Challenge, and I'm using this challenge as an incentive to move Independent Senior Beauty Consultants to Red status and beyond. I'm teaching them how to track their team-building commissions and how to understand their earning potential as they move along the career path. Strong Reds have a better chance at becoming strong Independent Sales Directors. To boost participation in team-building, I have team sales volume contests in which the team with the most sales volume wins a prize. My unit loves these contests, as this teaches leadership skills in a fun way."

more ways to EARN!

You can be eligible to earn second-tier team commission as an Elite Team Leader and Director-in-Qualification.

MINIMUM TEAM REQUIREMENTS TO BE ELIGIBLE FOR SECOND-TIER TEAM COMMISSIONS

5 ACTIVE PERSONAL TEAM MEMBERS, 1 OF THEM MUST BE AN ACTIVE** PERSONAL RED (STAR TEAM BUILDER, TEAM LEADER OR ELITE TEAM LEADER)**



COMPENSATION

- 50% profit potential on personal retail product sales
- Earned Discount Privilege
- **9%** or **13%** personal team commission
- **5%** second-tier team commission

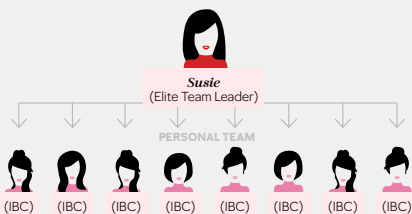
PERSONAL TEAM COMMISSION

- Must be an active** Elite Team Leader.
- **9%** personal team commission can be earned on combined personal team sales volume in any calendar month when you have 5 or more active** personal team members.
- **13%** personal team commission can be earned on combined personal team sales volume in any calendar month when you have 5 or more personal team members become active** in the same calendar month that you have personal retail sales of \$600 or more in wholesale Section 1 products.

SECOND-TIER TEAM COMMISSION

Is eligible to earn **5%** commission when these conditions are met:

- Must be an active** Elite Team Leader who has 5 active** team members, 1 of them must be an active** personal Red (Star Team Builder, Team Leader or Elite Team Leader).
- Elite Team Leader sales volume is \$2,000 or more.



Please note, you can still be an **Elite Team Leader** with 8 or more active personal team members, and can earn 9% or 13% personal team commission, but you miss out on second-tier team commission!

Note: Elite Team Leader sales volumes is the monthly wholesale Section 1 product sales volume used to determine if you qualify to earn second-tier team commission. This is a combination of your personal retail sales, personal team sales volume and your second-tier team sales volume. Personal retail sales, personal team sales volume and second-tier team sales volume are combined to determine eligibility for the commission, but the commission is paid only on second-tier team sales volume.

****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.**

SUN TIME, FUN TIME!

You can help your customers stock up on these beauty essentials as they head out to soak up the sun and vitamin sea!

LIFE IS BETTER AT THE BEACH! AND EVEN BETTER WITH AFTER-SUN CARE!

SPECIAL-EDITION[®] MARY KAY[®] SUN CARE AFTER-SUN REPLENISHING GEL, \$15

This blue gel contains botanical extracts rich in antioxidants to help sun-kissed skin feel cool, refreshed and – most importantly – hydrated once again.



YOUR ICE CREAM IS THE ONLY THING THAT SHOULD MELT THIS SUMMER!

MARY KAY[®] CC CREAM SUNSCREEN BROAD SPECTRUM SPF 15,* \$22

So remarkably lightweight, you can help your customers look naturally flawless as if they were wearing nothing at all.

MARY KAY[®] MAKEUP FINISHING SPRAY BY SKINDINÄVIA, \$20

When makeup meltdown is not an option, give it the staying power to last up to 16 hours.

BEAUTY BLOTTERS[®] OIL-ABSORBING TISSUES, \$8, PK./75 TISSUES

Powder-free tissues instantly absorb excess oil without disturbing makeup, leaving a soft, matte finish.



PERFECT-FOR-TRAVEL KITS:

- **TIMESWISE MIRACLE SET 3D THE GO SET[®], \$28**

Available in Normal/Dry or Combination/Oily

- **CLEAR PROOF THE GO SET[®], \$24**

- **MARY KAY[®] TRAVEL ROLL-UP BAG, \$36**

Whatever it takes to have her looking and feeling her best on that special day, she can pack it in this portable and versatile beauty organizer!



PARTIES ARE WHERE THE MAGIC HAPPENS AT MARY KAY!

Keep your sales sizzling with a **More Sun, Less Stress** summer party! Learn how to hold a successful virtual, in-person or hybrid party at [Party Central!](#)

SELL WITH CONFIDENCE!

When you earn the [Advanced Skin Care Consultant](#)

designation, you can familiarize yourself with different skin types and common skin conditions you may encounter, including sun damage!



*Available while supplies last

*Over-the-counter drug product

All prices are suggested retail.

CAREER CONFERENCE FUN!

Thanks for sharing all the fun you had at
Career Conference! #MyMKLife



Be sure to keep sharing
how Mary Kay fits in
your life during the
#MyMKLife Challenge now
through June 30!

NEXT STOP? SEMINAR! WE HOPE TO SEE YOU THERE. [GET DETAILS!](#)