

MARY KAY

NOVEMBER 2021

# applause<sup>®</sup>



## Share it all!

Power up your sharing of everything Mary Kay – last-minute holiday gifts, your love for Mary Kay and the opportunity to start something new!



**APPLAUSE  
WORTHY!**

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

# NOVEMBER *Dates*

## HOW-TO GUIDE

⊕ TAP HERE

1

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

3

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

5

Winter 2021 *Preferred Customer Program*<sup>SM</sup> customer mailing of *The Look* begins. (Allow 7-10 business days for delivery.)

10

Early ordering of the new Winter 2021 promotional items begins for Star Consultants who qualified during the June 16 – Sept. 15, 2021, quarter and Independent Beauty Consultants who enrolled in *The Look* for Winter 2021 through the *Preferred Customer Program*<sup>SM</sup>.

11

Veterans Day. Postal holiday.

15

Early ordering begins for Winter 2021 product promotion for all Independent Beauty Consultants.

16

Winter 2021 promotion begins. Official on-sale date.

Facebook Live: Introduction of Winter 2021 products on Mary Kay U.S. Facebook page. 7 p.m. CT

25

Thanksgiving Day. All Company offices closed. Postal holiday.

26

Company holiday. All Company offices closed.

29

Last day of the month for Independent Beauty Consultants to place telephone orders to count toward this month's production.

30

Last day of the month for Independent Beauty Consultants to place online orders to count toward this month's production.

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



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



“

Remember  
that you can  
never obtain  
riches until  
you begin to  
enrich the  
lives of others.  
All you send  
into the lives  
of others  
comes back  
into your own.

”

Mary Kay

**HELPFUL NUMBER:** Customer Success Center 800-272-9333

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

APPLAUSE<sup>®</sup> 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. ©2021 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*

## NOVEMBER 1965

Thankful for you! Thanksgiving was Mary Kay Ash's favorite holiday, and the world lost her on Thanksgiving Day 2001. We can think of no better way to honor her than to use her words to express how thankful we are for this great Company she founded and for each and every one of you!

“

*Thank you for the privilege and gift of living in a world filled with beauty and excitement. Thank you for the gift of loving and being loved, for your friendship and understanding. You have made my every day a day of Thanksgiving!*

”

– Mary Kay Ash



It's almost here!  
The hottest shopping weekend of the year:

**FRIDAY, NOV. 26:** Have fun turning Friday pink.

**SATURDAY, NOV. 27:** Ask everyone to shop big with small businesses like yours!

**MONDAY, NOV. 29:** Celebrate Cyber Monday with special online offers.

With lots of great products to offer, there's still time to make the most of this weekend! Find [Mary Kay Pink Weekend™ resources](#) designed to help everyone turn this weekend pink!

Be sure to [check updates](#) for product limits and availability, updated every Monday, Wednesday and Friday.

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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® website and click on "Tax and Legal" 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.



# WINTER WONDERS

## New! **MARY KAY®** **SILKY SETTING POWDER,** **\$20 EACH**

Create a smooth finish with a multitasking powder that delivers a soft-focus effect and minimizes shine. Dry skin? A plant-based emollient helps minimize dryness.

### One product. Two ways to wear.

Alone as a subtle complexion enhancer or over your foundation to set your look.

Available in

## 12 skin tone-matching shades

that deliver subtle color-correction and a shine-minimizing, matte finish.



[GET MORE INFO ON SILKY POWDER](#)

Three Steps to

## Flawless

- With the lid on, gently shake powder into the lid.
- Remove the lid, lightly swirl the [Mary Kay® All-Over Powder Brush, \\$16](#), into the powder, and tap off the excess.
- Apply starting from the center of your face, and work your way out toward your hairline and jawline, blending well.

#### FORMULA ATTRIBUTES

- Dermatologist-tested.
- Tested for skin irritancy and allergy.
- Safe for sensitive skin.
- Non-comedogenic.
- Fragrance-free.



Download the new [Shade Finder Chart](#) you can share with your customers, and help them find the shade that's right for them!

## It's Back!

### LIMITED-EDITION\* **MARY KAY® INTUITIVE** **Ph LIP BALM, \$18 EACH**

Love your lips with two feel-good lip balm shades that feature pH-reactive ingredients for a hue that's all you.

The balm contains a moisturizing complex for soft, creamy color and kissable lips.

Each shade transforms based on your unique chemistry. Both shades provide a subtle flush of one-of-a-kind color.

Available in Berry and Pink.



### [TIMEWISE REPLENISHING SERUM C+E™, \\$58](#)

The highly potent antioxidant, vitamin E, teams up with pure vitamin C in an age-defying duo that's better together. Add this benefits-packed serum to your daily routine to see skin that's brighter, firmer and glowing with good health.

### [TimeWise Repair® Volu-Firm®](#) [Advanced Lifting Serum, \\$70](#)

Reach for this next-generation serum to reclaim your triangle of youth. Tackle a sagging jawline, hollow cheeks and crepiness on the neck with an age-defying facial serum that uses a biomimetic peptide, a skin volume-supporting peptide and plant stem cells to deliver impressive results.



## GIFT WITH PURCHASE

Receive a **FREE\* limited-edition\* rose quartz roller** when you purchase either the **TimeWise Replenishing Serum C+E™** or the **TimeWise Repair® Volu-Firm® Advanced Lifting Serum**.

- Every day can feel like an ultimate spa day when you use this real rose quartz roller to massage in your favorite serum or facial oil.
- Aids in product application to help make the most of your facial serum or oil.
- Provides a soothing facial massage to help you feel more relaxed.
- Comes in a beautiful organza bag which makes this upscale beauty tool perfect for travel and use on the go.

#### HOW TO USE THE ROSE QUARTZ ROLLER:

- **Step 1:** Apply serum and start the roller in the middle of face, rolling outward across the cheeks.
- **Step 2:** Move to the eyebrows, and roll upward across forehead.
- **Step 3:** Move below lower lip, and roll downward across the chin.
- **Step 4:** Wipe the roller gently with a damp cloth, and towel dry after each use.

## Learn more

about all of these products, and  
find great resources to help you sell!

All prices are suggested retail.  
\*Available while supplies last



# SCENT- sational!



Discover party-ready fragrances that make this holiday season extra special.

**New!**

## SPECIAL-EDITION<sup>†</sup> MARY KAY<sup>®</sup> SCENTS COLLECTION IN BLUSH SCENT EAU DE PARFUM AND VELVET SCENT EAU DE PARFUM, \$36 EACH

Let the light and airy scents swirl around you with two extraordinary, artisanal creations.

### BLUSH SCENT EAU DE PARFUM

Juicy, sparkling Cassis and rich, clean Sandalwood surround its heart of timeless Bulgarian Rose.

### VELVET SCENT EAU DE PARFUM

Delicious warmth of Vanilla, while notes of Pear and Jasmine float above.



**TRY ONE. TRY THE OTHER. THEN LAYER THEM TOGETHER.**

It's a great reason to have your customers buy them both.

[Create excitement!](#)

## GIFT SETS! THEY LOOK AS WONDERFUL AS THEY SMELL!

Each travel-sized collection includes three *Mary Kay*<sup>®</sup> fine fragrances in one convenient set. Perfectly packaged for holiday wins.

### FOR HER

#### LIMITED-EDITION<sup>†</sup> MARY KAY<sup>®</sup> WOMEN'S FRAGRANCE GIFT SET, \$36

One favorite, two new scents!

- **LIVE FEARLESSLY<sup>®</sup> EAU DE PARFUM:** A floral woody fragrance.
  - ☐ **Top Notes:** Italian Bergamot, Ginger, Lush Petals
  - ☐ **Middle Notes:** Bold Rose, Lily of the Valley, Orchid
  - ☐ **Bottom Notes:** Roasted Tonka Bean, Cedarwood, Australian Sandalwood, Vanilla Musk
- **NEW! LOVE FEARLESSLY<sup>®</sup> EAU DE PARFUM:** A sophisticated floral fragrance.
  - ☐ **Top Notes:** Baie Rose, Cardamom, Mandarin
  - ☐ **Middle Notes:** Jasmine Sambac, Pink Peony, Plum Blossom
  - ☐ **Bottom Notes:** Patchouli Indonesia, Australian Sandalwood, Sensual Musk
- **NEW! DREAM FEARLESSLY<sup>®</sup> EAU DE PARFUM:** A chypre floral fragrance.
  - ☐ **Top Notes:** Italian Bergamot, Rose de Mai, Pink Peppercorns, Pineapple
  - ☐ **Middle Notes:** Night-Blooming Jasmine, Orange Flower, Tiger Lily
  - ☐ **Bottom Notes:** Patchouli Flower, Benzoin Laos, Cedarwood



### FOR HIM

#### LIMITED-EDITION<sup>†</sup> MARY KAY<sup>®</sup> MEN'S FRAGRANCE GIFT SET, \$36

Three favorites in one set!

- **CITYSCAPE<sup>®</sup> COLOGNE SPRAY:** Woody aromatic.
  - ☐ **Top Notes:** Italian Bergamot, French Lavender
  - ☐ **Middle Notes:** Whiskey Barrel Accord, Orange Flower
  - ☐ **Bottom Notes:** Cedarwood, Mediterranean Rockrose
- **MK HIGH INTENSITY<sup>®</sup> COLOGNE SPRAY:** Ambery oriental.
  - ☐ **Top Notes:** Icy Black Fennel, Silver Sage
  - ☐ **Middle Notes:** Black Tea, Violet Leaf
  - ☐ **Bottom Notes:** Royal King Wood, Amber
- **MK HIGH INTENSITY<sup>®</sup> SPORT COLOGNE SPRAY:** Ambery oriental.
  - ☐ **Top Notes:** Gin Berry, Icy Bergamot, Liquid Oxygen Accord
  - ☐ **Middle Notes:** Cool Cardamom, Crushed Mint Leaf, Violet Pepper
  - ☐ **Bottom Notes:** Wild Birch Bark, Amber



## SECRETS THAT HELP SCENTS LAST LONGER:

- Apply lotion before your fragrance. Fragrance will last longer on skin that's well-moisturized.
- Spray it onto your pulse points (neck, wrist, end of arm, back of knee). Don't rub! Rubbing "crushes" the scent.

## SOMETHING SPIRITED FOR HER

- **CITYSCAPE<sup>®</sup> EAU DE PARFUM, \$50**
  - ☐ **Notes:** Red Currant, Pink Pepper, Orchid, Vanilla Beans and Amber
- **BELARA<sup>®</sup> EAU DE PARFUM, \$38**
  - ☐ **Notes:** Fig, Snowdrop Flower, Gold Acacia Blossoms, Sandalwood
- **ENCHANTED WISH<sup>®</sup> EAU DE TOILETTE, \$36**
  - ☐ **Notes:** Orange Oil Brazil, White Pineapple, Peony, Passion Fruit, Brown Sugar and Warm Amber



## SOMETHING ORIGINAL FOR HIM

- **TRUE ORIGINAL<sup>®</sup> COLOGNE SPRAY, \$36**
  - ☐ **Notes:** Lemon, Fuji Apple, Amber, Cedarwood and Patchouli
- **DOMAIN<sup>®</sup> COLOGNE SPRAY, \$38**
  - ☐ **Notes:** Crisp Macintosh, Juniper Berry, Ice Mint, Black Vanilla Bean, Musk
- **MK HIGH INTENSITY<sup>®</sup> SPORT COLOGNE SPRAY, \$40**
  - ☐ **Notes:** Gin Berry, Icy Bergamot, Cool Cardamom, Crushed Mint Leaf, Violet Pepper, Wild Birch Bark and Amber



## WRAP UP THE HOLIDAYS!

[Watch](#) this fun Holiday Merchandising Video for gift bundle ideas and share with your customers!

All prices are suggested retail.

<sup>†</sup>Available while supplies last



# WONDER-STRUCK

There's nothing boring about this high-glam holiday look! It's fun. It's festive. And it's out of this world!



[WATCH](#) AND SHARE THIS VIDEO THAT HELPS YOU GET THIS LOOK!

## BOOK A HOLIDAY GLAM PARTY!

**SUGGESTED TEXT:** Have you started planning your holiday looks yet? Let's do it together – whether virtually or in person, we'll have a great time re-creating holiday looks that you'll want to rock and repeat through New Year's. You can also have your friends join us, and I will give you a special thank-you gift!

[PARTY CENTRAL](#) HAS ALL THE RESOURCES YOU NEED TO PERFECT YOUR PARTIES!



## HOME FOR THE HOLIDAYS

Take advantage of the [Mary Kay MirrorMe™ App](#) to share holiday

looks with customers who prefer to shop from the comfort of their homes.



Earn your [Advanced Color Consultant](#) Bling Button, and share pro makeup tips and tricks with your customers!





# *Holiday* COUNTDOWN!

Here are a few ideas to help make your holiday sales *merry* in December.

1



two



3



4



five



6



GET MORE BUSINESS-BUILDING IDEAS WITH THE  
[HOLIDAY SELLING AND TEAM-BUILDING TIPS VIDEO](#) AND [PRINTABLE GUIDE](#).



# Holiday COUNTDOWN!

Here are a few ideas to help make your holiday sales *merry* in December.

## PLAN AHEAD.

Begin booking New Year, New You makeovers for January. You can offer the Mary Kay opportunity as a potential new beginning for the new year.



## GET SOCIAL.

Need ideas for social media posts? [Social Media Central](#) can help.



## HOLD A HOLIDAY OPEN HOUSE.

In person or online, this is a great way to let guests come and go to do their shopping.



## BE THEIR PERSONAL SHOPPER.

If you haven't already, you can share the wish list with your customers to fill out for their loved ones or for themselves! If they choose products they'd like for themselves, you can connect with those who are buying gifts for them. Think spouses, mothers, daughters and BFFs. Consider offering to wrap the gift as an extra incentive to make the sale.



## HAVE PRODUCTS ON HAND.

Carry a basket of favorite *Mary Kay*® product bundles of stocking stuffers for those you meet on the go.



## TARGET LOCAL BUSINESSES.

Start a list of those you frequent. Contact them with gifting ideas for their employees and/or clients.



GET MORE BUSINESS-BUILDING IDEAS WITH THE  
[HOLIDAY SELLING AND TEAM-BUILDING TIPS VIDEO](#) AND [PRINTABLE GUIDE](#).



POWERED BY  
*pink*  
MARY KAY



# TAKE THE CHALLENGE!

JULY 1, 2021 – JUNE 30, 2022

## STAR CONSULTANT PROGRAM Double Team-Building Challenge

**600**  
*extra*  
CREDITS

NOV. 1 – 30.

You already receive **600 program credits** for each qualified\* new personal team member you add.

But **ONLY FOR NOVEMBER**, you can earn **ADDITIONAL 600 program credits** for each qualified\* new personal team member.

**600 + 600 = 1,200** program credits.

**DO THE MATH!**

$1,800 + 1,200 = 3,000$ .

You can move up a Star Consultant prize category by adding just one qualified\* new team member.

There is **NO LIMIT** on how many qualified\* new personal team members you can add. So, keep reaching for the stars.

[SEE MARYKAYINTOUCH® FOR CHALLENGE DETAILS](#)

POWER UP YOUR  
*sharing!*

### NOV. 1–30

When you share the Mary Kay opportunity to empower a woman, you're sharing the gift of choices.

The choice to have a business that's flexible. The choice to potentially earn a little extra income. The choice to be surrounded and supported by a community of women who want to help her succeed.

Those choices can open up a new world to her, to her family and to everyone whose life she touches. Now is your time to lean into Mary Kay's mission of *Enriching Women's Lives*®. So **Power Up Your Sharing**, and give even more women the opportunity to be **Powered by Pink!**

nov

This hot pink baguette necklace is yours when you sell enough product to support placing a \$600\*\* or more wholesale Section 1 order in November.

### **POWERED BY PINK** 6-MONTH FALL CONSISTENCY CHALLENGE

Earn these festive crystal-encrusted ball earrings when you achieve the *Powered by Pink* Challenge *each* month July 1 – Dec. 31, 2021.



### **POWERED BY PINK** 12-MONTH YEARLONG CONSISTENCY CHALLENGE

Earn this beautiful necklace with a crystal-encrusted ball when you achieve the *Powered by Pink* Challenge *each* month July 1, 2021 – June 30, 2022. This necklace complements the earrings you can earn in the *Powered by Pink* 6-Month Fall Consistency Challenge!



[Get all the Powered by Pink details!](#)

\*For purposes of the Star Consultant 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 initial or cumulative orders of \$600 or more in wholesale Section 1 products are also received and accepted by the Company within the program quarter.

\*\*The \$600 or more wholesale Section 1 order 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 will also count toward your \$600 or more wholesale Section 1 order requirement. 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 product 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.

New!

# MARY KAY® APP

This exciting app was **created for your customers** to shop, order from you and even create wish lists and more from the convenience of their phones. Think of it as an extra layer of Golden Rule customer service.

## HOW YOUR CUSTOMERS CONNECT WITH YOU:

They download the [\*Mary Kay® App\*](#) from **their app store**. (They can opt in to push notifications and stay current on the latest products and special offers!)

MARY KAY

They search for you (by name and state) and connect.

## YOUR CUSTOMERS CAN:

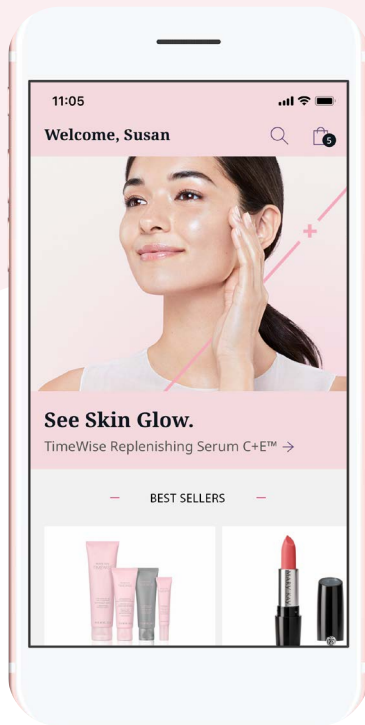
- Order products from you.
- Receive product recommendations based on their Beauty Profiles.
- Get their own unique order of application based on products they select.
- Create and share wish lists with you.

## HELP IS HERE!

You'll find [\*\*great resources\*\*](#) such as a shareable promo video, *MKeCard®*, an action plan with suggested scripts you can use, digital posts, fliers and much more!

## FIND IT!

To find the *Mary Kay® App* in your app store, be sure to search the entire app name "Mary Kay App".



## YOU CAN:

- **Get referrals!** Encourage your customers to share your profile with three, five or more friends straight from the app.
- **Connect with your customers.** When your customers complete their Beauty Profiles, they will get product recommendation lists. You will automatically see the information generated in *myCustomers<sup>SM</sup>* and *myCustomers+<sup>SM</sup>* so you can easily help them create their own personalized skin care routines.
- **Keep customers engaged** and excited about new and existing products.





“Belief in success is the one basic and absolutely essential ingredient in successful people. Believe you can succeed, and you will.”  
— Mary Kay Ash

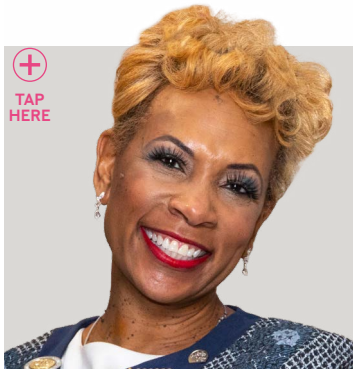
Ready to celebrate all of your amazing achievements?

**Recognition Central** is here!

# *Go-Give<sup>®</sup> Award*

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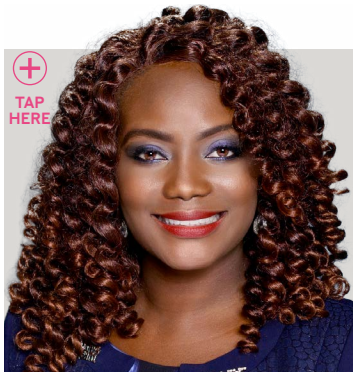
**Mary Kay Ash said,** “The **Go-Give<sup>®</sup> Award** is perhaps the greatest honor a Mary Kay Independent Sales Director can earn. Those who possess the Go-Give spirit are the heart of this Company and our shining hope for the future.” These award recipients best exemplify the Golden Rule – helping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



**Laura D. Dyess**



**Missouri Simmons**



**Tiqkia Barrow**



**Amber Villegas**

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



# Go-Give<sup>®</sup> Award

Mary Kay Ash said, "The **Go-Give<sup>®</sup> Award** is perhaps the greatest honor a

## RUBY

### Laura D. Dyess

Independent Senior Sales Director

### Began Mary Kay Business

November 2003

### Sales Director Debut

May 2005

### Offspring one first-line

### National Sales Director

Mary Kay National Area

**Career Achievements:** 69-times Circle of Honor; three-times Sales Director Queen's Court of Personal Sales; two-times Queen's Court of Sharing; three-times Circle of Achievement; two-times Double Star Achievement; Triple Star Achievement

**Personal:** Lives in Richmond Heights, Ohio. Husband, Michael; sons: Robert Jr., Sir Michael; daughter, Amber.

**"I am motivated to help others because** I want to help women realize their purpose, pursue their passion and live to leave a legacy for generations to come. I am inspired to let people know, "you matter – we all matter. Let the world see you SHINE!"

**Testimonial:** Independent Beauty Consultant Cheriece Moore of Columbus, Ohio, says, "Laura always goes above and beyond for everyone in her unit. She is always so warm and inviting and provides advice but is mainly that listening ear. Laura shows us every day the culture, beliefs and legacy of Mary Kay."



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

# Go-Give<sup>®</sup> Award

Mary Kay Ash said, "The **Go-Give<sup>®</sup> Award** is perhaps the greatest honor a

## SAPPHIRE

### Missouri Simmons

Independent Senior Sales Director

#### Began Mary Kay Business

April 2010

#### Sales Director Debut

July 2014

Offspring two first-line

#### National Sales Director

Mary Kay National Area

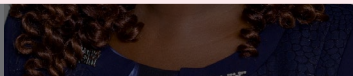
**Career Achievements:** 44-times Star Consultant; Sales Director Queen's Court of Personal Sales; three-times Queen's Court of Sharing; Circle of Achievement; Circle of Excellence; Double Star Achievement; Triple Star Achievement

**Personal:** Lives in College Park, Ga. Husband, Patrick; son, Isaiah; daughter, India.

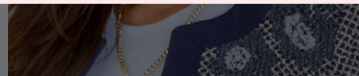
**"I am motivated to help others because** I have been blessed to be a blessing.

Giving is an honor, and the reward is seeing others achieve their God-given dreams using their gifts and talents. I am grateful for this opportunity to continue the legacy while taking others with me, because we are better together."

**Testimonial:** Independent Sales Director Kendria Harris of Greensboro, N.C., says, "She exemplifies the Go-Give spirit, the way she leaves no sister behind. She has a full life and is always willing to serve another. She is simply a servant at heart!"



**Tiqkia Barrow**



**Amber Villegas**

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



# Go-Give<sup>®</sup> Award

Mary Kay Ash said, “The **Go-Give<sup>®</sup> Award** is perhaps the greatest honor a

## EMERALD

### Tiqkia Barrow

Independent Elite Executive Senior Sales Director

Began Mary Kay Business

May 2014

Sales Director Debut

November 2015

Offspring nine first-line

National Sales Director

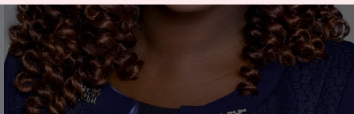
Dacia Wiegandt

**Career Achievements:** 28-times Star Consultant; two-times Queen’s Court of Sharing; Circle of Achievement; Circle of Excellence Million-Dollar; two-times Double Star Achievement

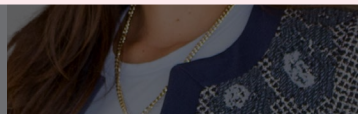
**Personal:** Lives in Greenacres, Fla. Husband, James; daughter, Brianna.

**“I am motivated to help others because** I believe that’s the best way to serve others and represent who I am as a follower of Jesus Christ.”

**Testimonial:** Independent Sales Director Bree Lenoir of Miami, Fla., says, “Tiqkia enriches women’s lives by helping them first to realize their purpose. She offers a helping hand wherever she sees the need and loves to serve those in need. She truly thinks of herself less and others more.”



**Tiqkia Barrow**



**Amber Villegas**

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

# Go-Give<sup>®</sup> Award

Mary Kay Ash said, "The **Go-Give<sup>®</sup> Award** is perhaps the greatest honor a

## DIAMOND

### Amber Villegas

Independent Sales Director

Began Mary Kay Business

June 2006

Sales Director Debut

July 2007

National Sales Director

Rebbeca Evans

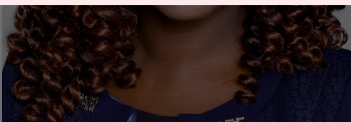


**Career Achievements:** 62-times Circle of Honor; five-times Queen's Court of Personal Sales; Queen's Court of Sharing; Circle of Achievement; Double Star Achievement

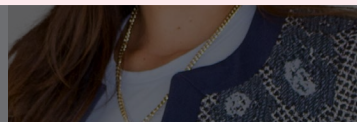
**Personal:** Lives in Norwalk, Calif. Husband, Luis; daughter, Elena.

**"I am motivated to help others because** it's the way I was raised. There is no greater joy than to see another gain their confidence, believe in themselves, start dreaming again and becoming the best version of themselves."

**Testimonial:** Independent Beauty Consultant Maria Perez-Bernal of Maywood, Calif., says, "Amber has a firm and strong foundation for empowering women. She goes above and beyond to help each one of us individually and as a group. I love her positive attitude, encouragement and praises."



Tiqkia Barrow



Amber Villegas

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



# it just fits!<sup>TM</sup>

## PASSING IT ON



It was early 1977 when Faith and her husband, Gill, brought home their tiny bundle of joy – a son, Darin, whom they cherished after waiting nine years to conceive. “I was a social worker having just completed my master’s degree in counseling,” says Faith. “I hated returning to work after maternity leave, but we needed the income.”

### YOU’RE INVITED ...

Faith was invited to a Mary Kay party two years later, which she admits now she was hesitant to attend. “There were just two guests, and the other woman left early because she had bees in her chimney,” Faith muses. “But Barb, who was a new Independent Beauty Consultant, didn’t miss a beat. With utmost confidence she stated, ‘Mary Kay Ash always says there’s a new Independent Beauty Consultant at every beauty show, and tonight I’ve selected you!’ Now some 40 years later, I’m so thankful that she did! The Mary Kay opportunity was there when I needed it most.”

Even so, Faith was skeptical at first. “I thought I was special with my advanced degree, but the women I met at the Monday night meeting were professional and inviting. When I got home, I talked to Gill and he was like, ‘Do it! With the 90 percent buy back guarantee, what do you have to lose?’ Then I asked my mom and she said, ‘Maybe it took a master’s degree for you to find out what’s right for you!’ Their responses sealed the deal!” In July 1979, Faith submitted her Independent Beauty Consultant Agreement, and she was in business.

Faith started out doing two parties every week. “I was having success and could see the potential of my Mary Kay business. Today when I’m working with new Independent Beauty Consultants, I encourage them to make a solid plan and then do the work required. It took some time and a few missed goals before I understood that.”

### THIRST FOR KNOWLEDGE

My Independent Sales Director **Karen Piro** had just debuted at that time (now Independent Executive National Sales Director Emeritus). She encouraged me to read the Mary Kay education available to help me gain confidence in selling and sharing. **Arlene Lenarz** was our Senior Sales Director (now Independent Executive National Sales Director Emeritus).

Because I lived in a different state, I was adopted by one of Arlene’s Independent Sales Directors. My adopted Sales Director was a blessing beyond words. Today, I realize how special and unique the Go-Give spirit and Adoptee Program is. We have a culture and a heritage unlike any other direct-selling company, and I consider it one of my greatest honors being nominated a monthly *Go-Give*® Award winner twice over the years.

“When Karen came to visit, I’d pick her up in my beat-up orange VW and she’d say, ‘You’ll be driving a pink Cadillac one of these days!’” Karen was right – this year, Faith earned the use of her 18th pink Cadillac!

### MKA MEETING

A pivotal growth moment for Faith came a year and a half into her business in 1981. She was excited to achieve a Mary Kay challenge where new team leaders could go onstage at Seminar and meet Mary Kay Ash at a luncheon.

“That was a big incentive and the first of many thrills for me. It helped me see the bigger picture and got me in the mindset to work my business full circle selling and team-building. I achieved the challenge and I think the spurred momentum helped me on my trajectory toward becoming an Independent Sales Director.”

Faith went into the Sales Director-in-Qualification Program, and three months later in September 1981, she debuted as an Independent Sales Director. “I believe Mary Kay has been the best self-improvement course for me and the safest place for me to grow.”

The next year, Faith earned the use of her first Mary Kay Career Car, a pink Buick Regal. It turned out to be the first of 20 Mary Kay Career Cars she’s earned the use of in her Mary Kay business!

### DOING AS SHE WAS ASKED

“Mary Kay Ash was such a smart, grounded businesswoman. All she asked us to do was to ‘pass it on’. Over the years I’ve shared Mary Kay with so many. My mission is to introduce the Mary Kay opportunity and give others a platform to dream big. I am an encourager and motivator. My hope is that they work hard and realize their dreams. I love what my Mary Kay business has meant to me, and I want as many people as possible to have that same opportunity that can potentially be life-changing, just as it has been for me.

“I still believe that helping others grow is my greatest joy as a Mary Kay Independent Sales Director. My unit members and offspring Independent Sales Directors have blessed me beyond belief by their successes. They kept us going this year when I was diagnosed with cancer.

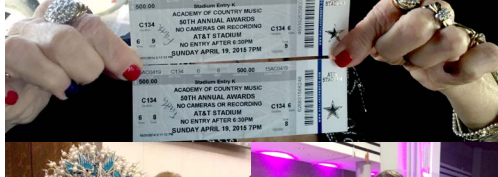
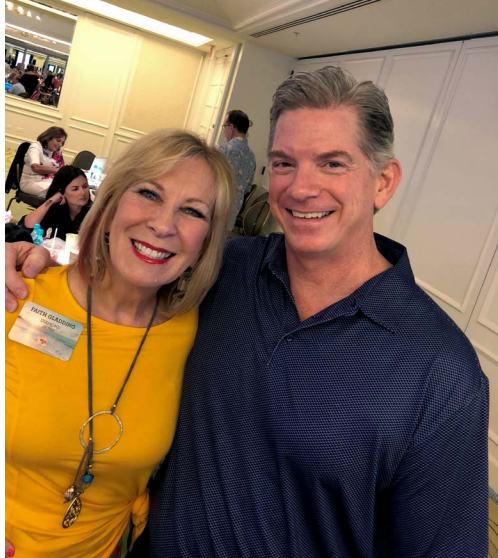
“Together, we’ve developed more than 40 Independent Sales Directors over the years, and 30 are still working their Mary Kay businesses either as Sales Directors or Independent Beauty Consultants. And I’m so proud that I’ve had over 30 adopted Sales Directors debut out of our unit over the years! Honoring the Adoptee Program truly is essential. It was a blessing to be an adoptee and to be an adopted Sales Director for others.”

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 option.”

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**Faith Gladding,**  
INDEPENDENT EXECUTIVE SENIOR SALES  
DIRECTOR, MIRAMAR BEACH, FLA.





# *it just fits!*<sup>TM</sup>

## PASSING IT ON

### FAITH'S MARY KAY HIGHLIGHTS

- **Learning from Mary Kay Ash.** Being a guest in her home, learning at her feet and feeling like you were the only one in the room when she put your face in her hands and looked into your eyes.
- **Helping coach** new Independent Beauty Consultants in Prague for two weeks when Mary Kay opened in the Czech Republic in 1997.
- **Earning the use** of 20 Mary Kay Career Cars over the past 40 years.
- **Earning a seat** at the 2015 American Country Music Awards as part of a challenge for developing the most Reds. Faith earned the reward with 19 Reds as No. 1 in her Seminar.
- **Being the No. 1 Sales Director** in the Karen Piro National Area for eight consecutive years until her Emeritus debut.
- **Traveling the world** Mary Kay style as a Circle of Excellence unit.

### LESSONS SHE'S LEARNED THROUGH HER MARY KAY BUSINESS

- Everyone has an invisible sign that says, "Make me feel important."
- Soar with your strengths.
- Determine your *why* and your *who*.
- The best way to keep a new team member from getting cold feet is to get her feet moving.
- Sandwich lessons between two layers of praise.
- You can't climb the ladder of success without taking a lot of other people with you.
- Success comes from choosing between what you want now and what you want most.
- Representing Mary Kay's core values and the Golden Rule are an essential part of our growth.



Less than 1% of Mary Kay Independent Beauty Consultants meet the criteria to earn the use of a Mary Kay career car or the cash option.

LEARN MORE ABOUT FAITH



# THE WONDER OF RED

Being in red can mean moving ahead on the road to more success, bigger goals and even better rewards!

**CELEBRATE** YOUR POWER AND PASSION FOR **RED!**

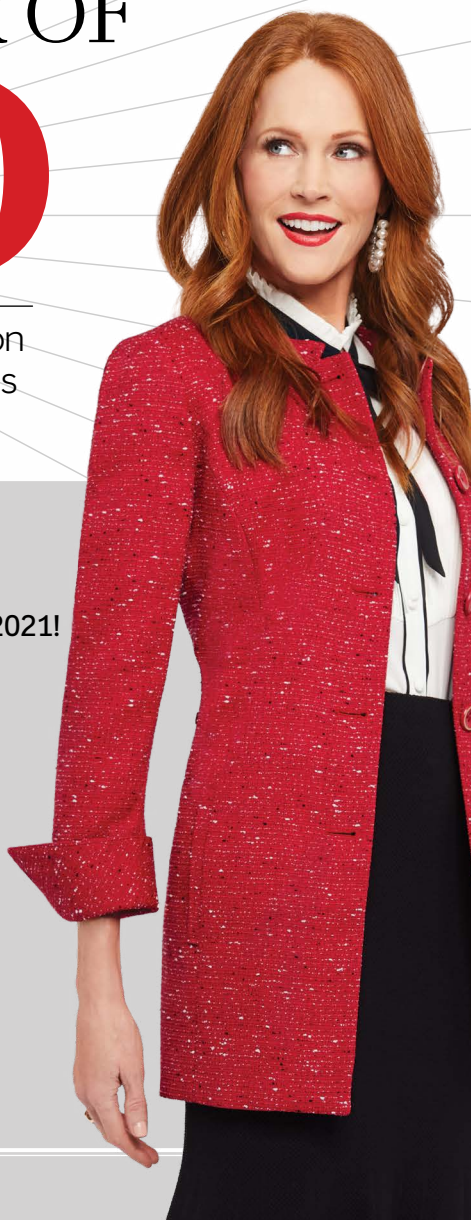
**TIME IS RUNNING OUT!** Expiring Dec. 31, 2021!

#### Team-Building Bonuses

- \$100 First-Time Red Bonus
- \$100 Red Team-Building Bonus
- Raising Reds DIQ Bonus
- Raising Reds Sales Director Debut Bonus, includes January 2022 debuts

#### Startup Options

- Bring Your Besties Starter Kit Discount\*
- *Mary Kay*® Starter Kit for \$130\*\*
- *Mary Kay*® eStart for \$30\*\*
- New Beauty Consultant Sample Pack for \$45\*\*\*

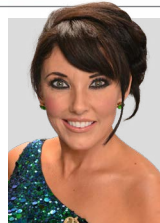


# GO RED!



[Watch](#) Independent Future Executive Senior Sales Director

**Richelle Barnes** as she shares practical tips to help Reds build their sales force leadership skills with intention.



## YOU CAN DO IT!

Turn objections into opportunities!

[Learn how](#) to overcome booking objections at MKUniversity Step 4.

## LOVE TO LEARN!

\*The Bring Your Besties discount only applies to the full-priced Starter Kit. It does not apply to any other Starter Kit, limited-time offer or otherwise, or any other business startup cost, process or program.

\*\*Prices are as shown plus applicable sales tax. *Mary Kay*® eStart offer cannot be combined with any other discounts or promotions including, but not limited to, Bring Your Besties Starter Kit Discount. Mary Kay Inc. reserves the right to extend, modify, eliminate or reduce this offer at any time. In addition to the terms, conditions, rights and/or restrictions set forth in the Independent Beauty Consultant Agreement with Mary Kay Inc. ("Mary Kay"), your use of and access to all products and services contained in the *Mary Kay*® Starter Kit and *Mary Kay*® eStart are subject to the following terms: *Mary Kay*® eStart includes access to certain resources that are not provided by Mary Kay; rather, they are provided by third-party providers. You agree to comply with all applicable third-party provider terms and fees including, but not limited to, providing your Social Security number or Taxpayer Identification Number, when necessary, and paying a \$1 account setup fee with a valid credit card or debit card to verify your account and identity. Depending on the identity verification information provided, the third-party provider may request additional information to substantiate your identity; however, providing any verification information is not a guarantee the third-party will grant you access. Those terms may be supplied to you within the *Mary Kay*® eStart service or directly by the third-party provider. If you are unwilling or unable to comply with third-party providers' terms, conditions and fees, Mary Kay is relieved from guaranteeing access to such third-party services. Third-party terms, conditions, fees and obligations are not considered when Mary Kay calculates its obligations under the Company's 90% Repurchase Policy.

\*\*\*The New Beauty Consultant Sample Pack is only available for purchase with the purchase of either the *Mary Kay*® eStart or Starter Kit option. Price is as shown plus applicable tax. Offer cannot be combined with any other discounts or promotions including, but not limited to, the Bring Your Besties Starter Kit Discount. Mary Kay Inc. reserves the right to extend, modify, eliminate or reduce this offer at any time. Products contained in this sample pack are not meant for resale. All terms, conditions, rights and/or restrictions set forth in the Independent Beauty Consultant Agreement with Mary Kay Inc., including the Company's 90% Repurchase Policy, apply.





# Bundles of Joy

Help your customers bundle up with these gift ideas for everyone on their lists!

## THE SKINTELLECT

For the skin care-obsessed who only want the best

- **Mary Kay Clinical Solutions™ Retinol 0.5**, \$78
- **Mary Kay Clinical Solutions™ Calm + Restore Facial Milk**, \$50
- **Mary Kay Clinical Solutions™ Retinol 0.5 Set**, \$120  
Save \$8 when you purchase the set!
- **TimeWise Repair® Volu-Fill® Deep Wrinkle Filler**, \$48
- **TimeWise Repair® Revealing Radiance® Facial Peel**, \$65
- **Mary Kay Naturally® Nourishing Oil**, \$48
- **TimeWise® Moisture Renewing Gel Mask**, \$22



## THE ESSENTIALIST

For those on the go who want an effortless glow

- **Mary Kay® Travel Roll-Up Bag (unfilled)**, \$35
- **Mary Kay® Micellar Water**, \$17
- **Mary Kay Naturally® Moisturizing Stick**, \$28
- **Mary Kay® Hydrogel Eye Patches**, \$40, pk./30 pairs
- **Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15**,\* \$22

\*Over-the-counter drug product



## THE GLAMOLOGIST

For color queens who live to create and captivate

- **Mary Kay® Essential Brush Collection**, \$55
- **Mary Kay Chromafusion® Eye Shadow**, \$8 each
- **Mary Kay Chromafusion® Blush**, \$14

- **Mary Kay Chromafusion® Highlighter**, \$14
- **Mary Kay Chromafusion® Contour**, \$14

- **Special-Edition† Mary Kay® Travel Color Bag (unfilled)**, \$16
- **Mary Kay Pro Palette® (unfilled)**, \$25



## THE LUXOLOGIST

For next-level beauty-lovers who dream of pure luxury

- **Mary Kay Illuminea™ Extrait de Parfum**, \$70
- **White Tea & Citrus Satin Hands® Pampering Set**, \$36
- **White Tea & Citrus Satin Body® Whipped Shea Crème**, \$22
- **Mary Kay Unlimited® Lip Gloss**, \$16 each

- **Mary Kay® Waterproof Liquid Eyeliner Pen**, \$16
- **TimeWise Repair® Lifting Bio-Cellulose Mask**, \$70, pk./4



# Beauty-Full

stocking stuffers for everyone on the list!



**SPECIAL-EDITION† MARYKAY® PINK CLAY MASK**, \$18

Self-care indulgence for our everyday heroes!

**LIMITED-EDITION† MARYKAYATPLAY® HIGHLIGHTING STICK**, \$14

A gift of glow for friends on the go!  
Available in Rose Gold Glow.



## MARYKAY BODY CARE COLLECTION

Help your customers delight in a head-to-toe, fruit-focused treat they can enjoy every day.



- **Mary Kay® Apple & Almond Scented Body Lotion**, \$14
- **Mary Kay® Apple & Almond Scented Shower Gel**, \$14

- **Mary Kay® Berry & Vanilla Scented Body Lotion**, \$14
- **Mary Kay® Berry & Vanilla Scented Shower Gel**, \$14

## MORE STOCKING STUFFER EYE-deas:

- **Lash Love Fanorama® Mascara**, \$16
- **Limited-Edition† Mary Kay® Eyelash Curler**, \$12

- **Mary Kay® Oil-Free Eye Makeup Remover**, \$17



Maximize your holiday sales potential with these fantastic [resources, materials and strategies!](#)

All prices are suggested retail.  
†Available while supplies last footnote



# PUT CDS TO WORK FOR YOU!

Low product on hand?  
Busy with holiday parties and  
bookings? Let [Customer  
Delivery Service](#) (CDS) do  
the work!



With CDS, orders generated from  
your **Mary Kay® Personal Web Site**  
or a **sales ticket** are **delivered to**  
**your customers**. It's convenient  
and contactless!

## BOOST YOUR HOLIDAY BOOKINGS:

When a customer receives the  
products she needs in a beautiful and  
professionally assembled Mary Kay-  
branded box, you make a great first  
impression! And that can make her more  
likely to book with you again.

## SURPRISE AND DELIGHT YOUR CUSTOMERS:

Select two product samples to be  
included in each CDS order. You can also  
choose to add a copy of *The Look*.

## SPREAD TEAM- BUILDING CHEER:

Share with your customers how easy it  
is for you to fulfill orders, and they could  
see how having a Mary Kay business  
could fit into their lifestyles.

CDS is available to all active† Independent  
Beauty Consultants with a *ProPay*®  
account. Get it!

† An Independent Beauty Consultant is considered active in  
the month a minimum \$225 wholesale Section 1 product order  
is received and accepted by the Company and in the following  
two calendar months.

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