

MARY KAY

NOVEMBER 2023

# applause®



**BRIGHTEN UP THE  
HOLIDAYS!**

Bring joy to others with  
blissful products as you  
light up your sales!



## NOVEMBER

1

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

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

2

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

3

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

6

Leadership Conference 2024 registration opens at 8:30 a.m. CT for Independent National Sales Directors and Independent National Sales Directors Emeriti.

8

Leadership Conference 2024 registration opens at 8:30 a.m. CT for Independent Elite Executive Senior Sales Directors and Independent Executive Senior Sales Directors.

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

Mary Kay National Area Fall Advance at 7 p.m. CT.

10

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

Leadership Conference 2024 registration opens at 8:30 a.m. CT for Independent Sales Directors.

11

Veterans Day. Postal holiday.

13

Leadership Conference 2024 registration opens at 8:30 a.m. CT for Independent Sales Directors-in-Qualification.

15

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

16

Winter 2023 promotion begins. Official on-sale date.

Winter 2023 Products Facebook Live on Mary Kay U.S. Facebook Page at 12 p.m. CT.

23

Thanksgiving Day. All Company offices closed. Postal holiday.

24

Company holiday. All Company offices closed.

24–27

*Mary Kay Pink Weekend*™

29

Telephone orders accepted until 6 p.m. CT to count toward this month's Section 1 product sales volume.

30

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

## DECEMBER

1

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

**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.

4

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

7

For those in Alaska, Hawaii, Guam, Dominican Republic, U.S. Virgin Islands and Puerto Rico, your product orders must be received and processed to help ensure delivery of your orders before the holidays.

10

To help ensure delivery of your orders before the holidays, your product orders must be received and processed, with the exception of Alaska, Hawaii, Guam, Dominican Republic, U.S. Virgin Islands and Puerto Rico. Those orders must be placed by Dec. 7.

15

Deadline to resolve orders by 11:59 p.m. CT for Quarter 2 of the Star Consultant Program.

Last day current *Mary Kay InTouch*® and Online Ordering sites available.

Last day to place wholesale orders on the *Mary Kay*® Ordering App.

16

Quarter 3 Star Consultant Program quarterly contest begins.

16–17

No access to *Mary Kay InTouch*®, Online Ordering, *Mary Kay*® Personal Web Site, marykay.com and all apps that integrate with Mary Kay systems.

18

New *Mary Kay InTouch*® and new Online Ordering sites will be available at 8 a.m. *Mary Kay*® Personal Web Site, marykay.com and all apps that integrate with Mary Kay systems will be available again.

19

Spring 2024 *Preferred Customer Program*™ online enrollment begins for *The Look*, including an exclusive sample (while supplies last).

20

Star Consultant Program Quarter 2 earned credits now available for redemption or accrual.

24

No access to *Mary Kay InTouch*®, Online Ordering, *Mary Kay*® Personal Web Site, marykay.com and all apps that integrate with Mary Kay systems.

25

Christmas Day. All Company offices closed. Postal holiday.

No access to *Mary Kay InTouch*®, Online Ordering, *Mary Kay*® Personal Web Site, marykay.com and all apps that integrate with Mary Kay systems.

26

*Mary Kay InTouch*® and new Online Ordering sites will be available at 8 a.m. *Mary Kay*® Personal Web Site, marykay.com and all apps that integrate with Mary Kay systems will be available again.

Company holiday. All Company offices closed.

29

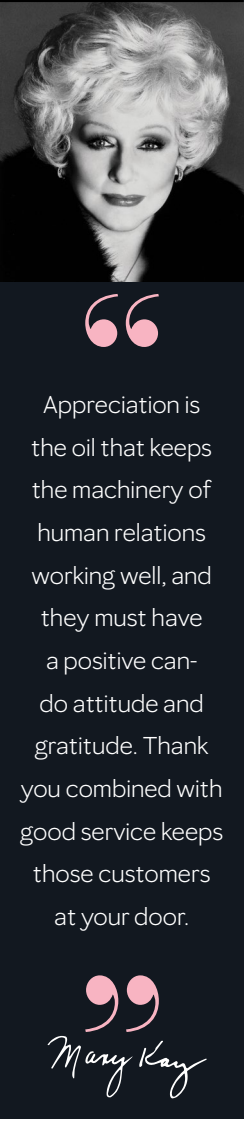
Telephone orders accepted until 6 p.m. CT to count toward this month's Section 1 product sales volume.

Leadership Conference 2024 registration, hotel reservation, cancellation and special needs requests deadline at 11:59 p.m. CT.

31

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

Leadership Conference 2024 recognition qualification deadline is at 11:59 p.m. CT.



[Download and share](#)

a PDF of this issue.

Find past issues [here](#) on the *Mary Kay*® Digital Showcase App.

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

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

APPLAUSE™ magazine is published in recognition of and as information for members of the Mary Kay Inc. independent contractor sales organization, Independent National Sales Directors ("National Sales Directors"), Independent Sales Directors ("Sales Directors") and Independent Beauty Consultants ("Consultants") in the United States, Puerto Rico, U.S. Virgin Islands and Guam by Mary Kay Inc., Dallas, Texas. ©2023 Mary Kay Inc. Member: Direct Selling Association, Personal Care Products Council. Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, marykay.com.

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# *Another* *Round of* **applause** PODCAST



## *Episode 47*

NOVEMBER 2023

**Melinda Nash-Bell,**

an Independent Future Executive Senior Sales Director, is thankful for the sisterly support and personal growth she has experienced through her Mary Kay business. Listen as she shares her joy!



**LISTEN NOW**



**Miss an episode?**

Check out the archive, and catch up today.

# TRENDING *Now*

## NOV. 25: REMIND YOUR CUSTOMERS TO THINK SMALL!

You run a small business, and Saturday, Nov. 25, is a great day to remind your friends, customers and neighbors that you would love their support. In 2022, the Saturday after Thanksgiving generated **\$17.9 billion in sales**. And **72 percent of consumers** who shopped on that day said the day makes them want to **shop small** all year long!\*\*

\*\*Source: American Express\*

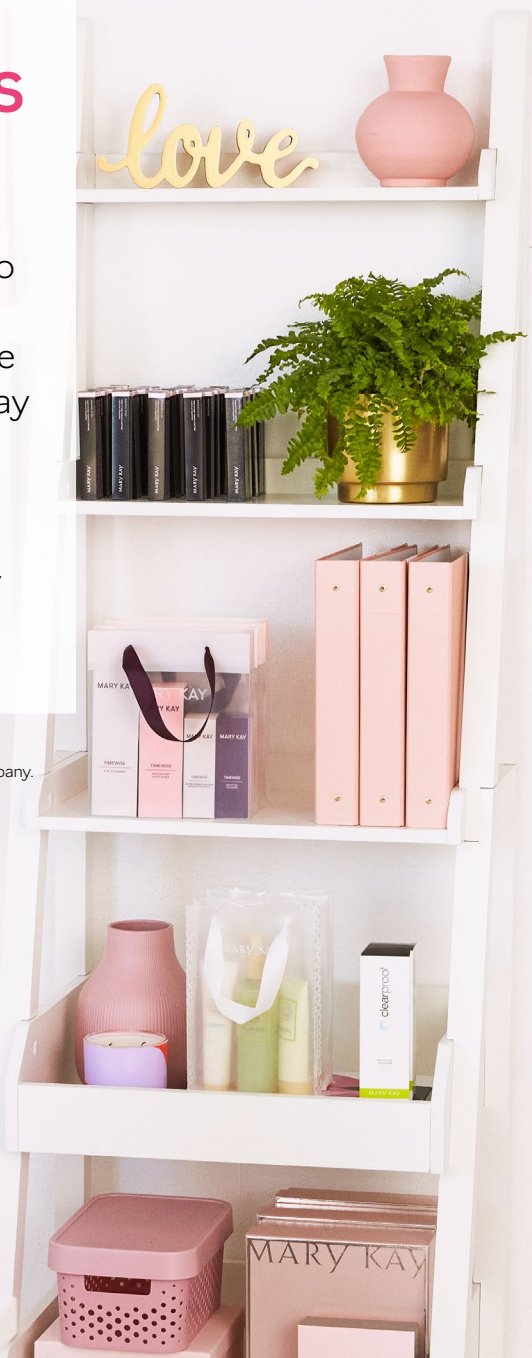
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Within Applause® magazine, you MAY periodically find articles which suggest building your business through referrals and/or by contacting potential guests for upcoming skin care parties or other events. Prior to contacting such individuals via telephone or email, you should consider whether such communication is consistent with state and/or federal "do-not-call" and/or "SPAM" laws and regulations. For more information on this subject, you can go to *Mary Kay In Touch* > Resources > Legal or Tax in the drop-down menu. When in doubt, Mary Kay Inc. recommends face-to-face contact as the best form of communication, which should help you avoid any issues with these types of regulations.

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# SCENT-SATIONAL SCENTS

Find the perfect scent for everyone on your list.



## FOR HER

### **CITYSCAPE®**

**EAU DE PARFUM, \$56**

An elegant scent inspired by glamorous city skylines.

### **MARY KAY ILLUMINEA™**

**EXTRAIT DE PARFUM, \$80**

This signature scent embodies warmth and confidence.

### **FOREVER DIAMONDS®**

**EAU DE PARFUM, \$46**

A sophisticated fragrance for the woman who embraces life.

### **LIVE FEARLESSLY®**

**EAU DE PARFUM, \$48**

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

### **THINKING OF YOU®**

**EAU DE PARFUM, \$36**

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



## FOR HIM

### **TRUE ORIGINAL®**

**COLOGNE SPRAY, \$42**

A fresh, clean scent for the truly original man.

### **MK HIGH INTENSITY®**

**COLOGNE SPRAY, \$46**

A captivating and distinctive scent that demands attention.

### **DOMAIN®**

**COLOGNE SPRAY, \$42**

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

### **MK HIGH INTENSITY® SPORT**

**COLOGNE SPRAY, \$46**

A fresh, invigorating fragrance that stimulates the senses.

### **MK HIGH INTENSITY OCEAN®**

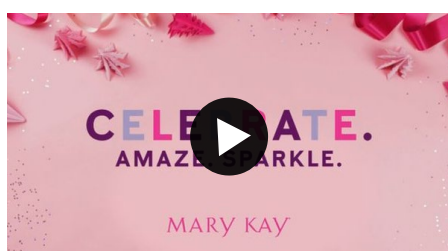
**COLOGNE SPRAY, \$46**

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

### **CITYSCAPE®**

**COLOGNE SPRAY, \$56**

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



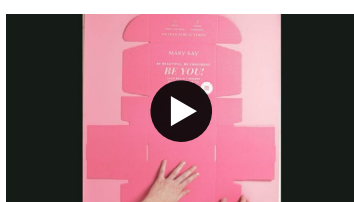
## HOLIDAY GIFT WRAPPING TIPS

Wrap up the holidays! [Watch](#) this fun holiday merchandising video for gift bundle ideas, and share with your customers.

## Unbox Awe-Mazing Beauty!

**Limited-Edition\* Mary Kay® Beauty Box Bundle (unfilled, flat-packed), \$10, pk./4. Section 2**

These great boxes are still available and are perfect to create customized bundles for your customers and everyone on their lists! Available in either a stripes or lips pattern.



All prices are suggested retail.

**ORDER NOW!**

# BLISSFUL GIFTS

Help your customers turn cold and dreary into bold and cheery with these Mary Kay pick-me-ups!

## NEW! LIMITED-EDITION\* MARY KAY® BODY CARE SET, \$30

Uplift your senses and enliven your routine with these self-care essentials. A delicate aromatic mix of fresh, airy, floral notes capture a sense of joy perfect for gift-giving. Each layer of the fragrance takes you on a journey certain to be remembered. Includes Lavender Magnolia Fragrance Mist and Lavender Magnolia Body Lotion.



### TOP NOTES:

- Airy Freesia
- Fresh Ozonic Notes
- Soft Lavender

### MIDDLE NOTES:

- Pink Honeysuckle
- Sheer Jasmine
- Magnolia Petals

### BOTTOM NOTES:

- Sheer Amber
- Solar Musk



## NEW! LIMITED-EDITION\* ORCHARD PEACH SATIN HANDS® PAMPERING SET, \$36

Fresh picked for winter! *Satin Hands®* Pampering Set is a satiny spa experience ripe for providing instant relief from winter dryness. Set includes a fragrance-free protecting softener, a scented shea scrub, a scented shea cream and a giftable bag.

Also sold separately:

## NEW! LIMITED-EDITION\* ORCHARD PEACH SATIN HANDS® NOURISHING SHEA CREAM, \$12

Includes mood-boosting notes of:

- Grapefruit and Peach
- Almond Blossom
- Sandalwood

**Also available:** White Tea & Citrus *Satin Hands®* Pampering Set and Fragrance-Free *Satin Hands®* Pampering Set.

## INDULGE IN INSTANT BLISS IN THREE STEPS.

### STEP 1



*Satin Hands®* Protecting Softener protects and prepares.

### STEP 2



*Satin Hands®* Satin Smoothie® Refining Shea Scrub refines and polishes.

### STEP 3



*Satin Hands®* Nourishing Shea Cream nourishes and soothes.

## LEARN MORE!

The new Winter 2023 products are available for all independent sales force members to order on **Nov. 15!**



*it just fits!*<sup>®</sup>

## A LIFE OF PLEASANT SURPRISES



Like many with successful Mary Kay businesses, Melinda didn't initially believe a Mary Kay business was right for her.

"I was that girl with no self-esteem and a bad complexion; I was basically a hot mess," she says. "And in August 1996, I submitted my Independent Beauty Consultant Agreement ... against my better judgment."

Melinda's sister-in-law had been emphatic that the two start their Mary Kay businesses together. "She had 8-month-old twins and needed to supplement her family's income. I was married with no children but also working to help cover our expenses."

### CONFIDENCE ON TAPE

Melinda remembers watching a Company-provided VHS tape with skin care party tips. "I probably watched that tape 10 times before I felt comfortable and somewhat confident," she says. "My party ended up as a facial for one, but my customer purchased skin care and color products, and I came home with money in my pocket. It was definitely a turning point for me."

That first facial gave her the confidence she needed to move forward in her Mary Kay business. "I thought if I can have success selling by watching a video, imagine my potential with a little more education and coaching."

### OUT AND ABOUT

When Melinda started her business, she had a small circle of influence. "I worked to build my business by getting out and warm chatting," says Melinda. "I talked to women everywhere I went. I believed in the products and the Mary Kay opportunity, and my enthusiasm showed. Of course I got rejections, but my goal was to contribute toward our house payment. The phrase, 'people can disappoint, but numbers never do' rang true for me then and still does today."

Today, Melinda coaches her unit members to consistently book three to five parties a week to grow their businesses.

Her consistency paid off. Seven months later, Melinda earned the use of her first Mary Kay Career Car, a Grand Am, and went into the Sales Director-in-Qualification Program. And in October 1997, she debuted as a Mary Kay Independent Sales Director. Two years later, their daughter, Stasha, was born. Their son, Ashton, was born in 2004.

### DREAM CATCHER

"My sister-in-law was the one who saw the vision first, and I bought into her dream. I'm so thankful I did and that she inspired and motivated me to keep working. I call her my sister-in-love, not my sister-in-law!"

**"Independent National Sales Director Cecilia James** is another great example of someone with a strong work ethic. She stands by me as an encourager and motivator. Cecilia sets a good example to others by believing big and making big things happen. I've seen her stretch and not reach a goal. But she never quits. Instead, she resets and then crushes it!

"Likewise, **Independent Future Executive Senior Sales Director Melinda Balling** is a great encourager and motivator to me. She breathed belief in me when I needed it most and helped change my state of mind. 2011 was my worst year, and I turned around with my best year in 2012 when I earned the use of a pink Cadillac. I attended Leadership Conference at the beginning of that year and recaptured my dream.

"My biggest cheerleader is my husband, Stacey. He is the one who sees my potential, motivates me to go after my dreams and encourages me along the way.

"I've learned from personal experience that the ups and downs in life and in my Mary Kay business are merely a state of mind. When you're down, your state of mind keeps you down. Melinda always saw my potential. That's the beauty of this business when others believe in you, encourage you and lift you up. We are our sisters' keepers."

### GOING AND GROWING

Today, Melinda's Dynamite Achievers unit is going strong and developing teams of teams. "We are definitely in a growth state of mind, changing lives to finish our future Synergy National Area," says Melinda.

"To me, just being consistent isn't enough. True growth requires consistency as well as stretching to new heights. I've had hiccups in my personal life that impacted growth in my Mary Kay business. But I was able to get up, set stretch goals and do what it took to reach them. I look at those goals as nonnegotiable. I also coach my unit members to keep going 'til the very end. Don't wait for things to happen; make them happen. Keep planting the seeds for growth. Ask yourself, Did I make the calls; did I reach out; did I follow up?"

### THE FUTURE LOOKS BRIGHT.

Melinda is excited that the 60th anniversary created momentum for women everywhere. "A Mary Kay business can truly fit anyone, no matter their age, background or circumstances. My greatest joy is witnessing firsthand how lives are changed through a Mary Kay business. Mary Kay Ash asked us to pass it on. When we pour into others, it comes back to us tenfold."

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



**Melinda Nash-Bell,**  
INDEPENDENT FUTURE EXECUTIVE  
SENIOR SALES DIRECTOR



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 business.

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READY TO CELEBRATE  
**AMAZING  
ACHIEVEMENTS?**

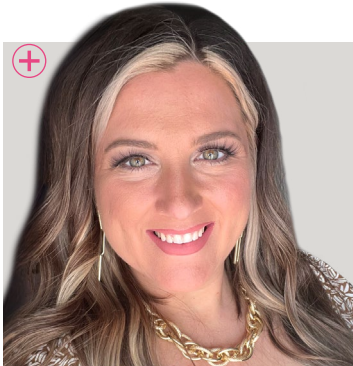
RECOGNITION CENTRAL IS HERE!





# Go-Give<sup>®</sup> AWARD

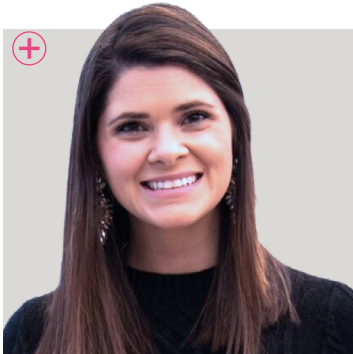
**Mary Kay Ash said,** “The **Go-Give<sup>®</sup> Award** is perhaps the greatest honor a Mary Kay Independent Sales Director can earn. Those who possess the Go-Give spirit are the heart of this Company and our shining hope for the future.” These award recipients best exemplify the Golden Rule – helping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



**Taylor McKnight**



**Lisa Mack**



**Jessica Youngker**



**Janet Johnson**

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

# Go-Give® AWARD



## DIAMOND

### Taylor McKnight

Independent Executive Senior Sales Director

**Began Mary Kay Business:** March 2017

**Sales Director Debut:** August 2017

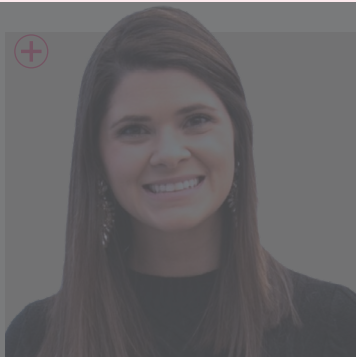
**National Sales Director:** Jamie Taylor

**Personal:** Lives in Chesapeake, Ohio. Husband,

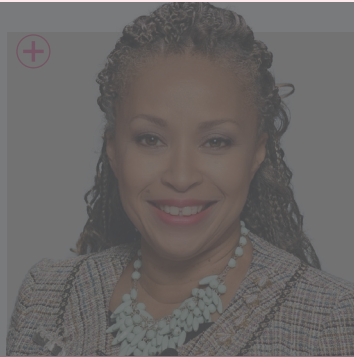
Cory; son, Landry.

**“I am motivated to help others because** someone once helped me, and I want to return that favor to whomever I can.”

**Testimonial:** Independent Beauty Consultant Beth Deaton of Williamson, W. Va., says, “Taylor McKnight is just so awesome! Her knowledge of Mary Kay is unbelievable. She shares all she knows and does so with everyone. She has a way with words to inspire, motivate and encourage, and she has a God-given talent to lead!”



Jessica Youngker



Janet Johnson

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

# Go-Give® AWARD



## EMERALD

### Lisa Mack

Independent Senior Sales Director

**Began Mary Kay Business:** November 1996

**Sales Director Debut:** July 1999

**Mary Kay National Area**

**Personal:** Lives in Menomonee Falls, Wis.

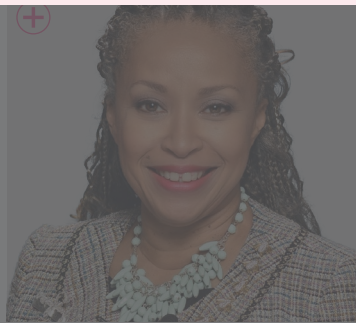
Husband, Terry; sons: Mason, Carson; daughter, CeCi.

**"I am motivated to help others because** it's simply the right thing to do! Mary Kay simply reminds us to treat each other how I believe God created us in the first place. Leading women to become the courageous and confident woman that God created them to be is my JAM."

**Testimonial:** Independent Beauty Consultant Jennifer Gurrie of Iowa City, Iowa, says, "Lisa is a force of positivity! She constantly spreads joy and continues to influence women of all generations. Her unlimited belief in others helps them to see their potential. Her ripple in this world will never end!"



Jessica Youngker



Janet Johnson

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

# Go-Give<sup>®</sup> AWARD



## RUBY

### Jessica Youngker

Independent Sales Director

**Began Mary Kay Business:** August 2011

**Sales Director Debut:** July 2013

**National Sales Director:** Kim McClure

**Personal:** Lives in Butler, Pa. Husband, Jake;

daughters: Lex, Riley

**"I am motivated to help others because** that is what we've been called to do. I believe that is our most important job in this world, and it is also what sets Mary Kay apart from other companies. It brings me incredible joy to give, so I give any way that I can to help support others on their journeys or make them feel important."

**Testimonial:** Independent Beauty Consultant Jane Milligan of Beaver Falls, Pa., says, "As our Sales Director, Jessica encourages and challenges her unit to do their best every day. She leads by example by setting and achieving goals. She is always cheering on her unit and gives us the resources we need to succeed. With Jessica, you feel like the sky is the limit."



Jessica Youngker



Janet Johnson

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



# Go-Give® AWARD



## SAPPHIRE

### Janet Johnson

Independent Senior Sales Director

**Began Mary Kay Business:** October 2014

**Sales Director Debut:** January 2016

Mary Kay National Area

**Personal:** Lives in Bronx, N.Y. Daughters:

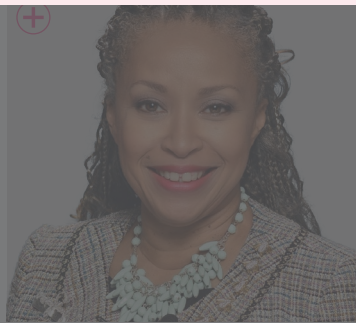
Laura, Samantha.

**"I am motivated to help others because** it brings me joy seeing how happy the people in my community become when I offer my services. I aspire to encourage the women in my life to live a life of excellence. Being my best and serving others is my 'sweet spot'!"

**Testimonial:** Independent Beauty Consultant Sharon Zeigler of Jamaica, N.Y., says, "Janet exhibits the Go-Give spirit with heartfelt care, kindness and concern. When I was her new recruit, she tirelessly gave support, encouragement and wisdom. She is the epitome of what Mary Kay Ash was looking for."



Jessica Youngker



Janet Johnson

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

# MARY KAY LEADERSHIP 2024

## FORT WORTH, TEXAS

Jan. 17–20, 2024: Emerald, Ruby, Canada | Jan. 21–24, 2024: Diamond and Sapphire

### IMPORTANT NOVEMBER DATES

Registration opens at 8:30 a.m. CT.

- **Nov. 6:** Independent National Sales Directors and Independent National Sales Directors Emeriti
- **Nov. 8:** Independent Executive Senior Sales Directors and Independent Elite Executive Senior Sales Directors
- **Nov. 10:** All Independent Sales Directors
- **Nov. 13:** All DIQs

### Independent Sales Directors-in-Qualification

are invited! Plus, they can be eligible to earn the *Party Down in Cowtown* Leadership Conference 2024 Party, and receive onstage recognition! If you are looking to move along the career path, the [8 Out of the Gate Promotion](#) can help you so you can join us at Leadership Conference 2024! Must be in the DIQ Program when registering for Leadership Conference 2024.



If you register for Leadership Conference 2024 without canceling, you will receive a product giveaway. You must be present at Leadership Conference 2024 to receive it.

[\*\*GET ALL THE DETAILS!\*\*](#)

NOVEMBER 1-30

GLOW WITH GRATITUDE



MARY KAY

soar like never before

Golden Rule customer service is a powerful way to meet your customers' needs and to create customer loyalty. See just how impactful a little kindness and gratitude can be as you help others who are shopping for holiday gifts or looking for an opportunity to earn a little extra holiday income. Every open house, party or conversation offers a new opportunity for you to show gratitude.



This gorgeous silver wing inspired, two-layered necklace features an extender with a butterfly charm, and it can be yours when you have personal retail sales of \$600\* or more in wholesale Section 1 products in **November**.

SOAR ON SILVER WINGS!  
YEARLONG CONSISTENCY CHALLENGE

Mary Kay Ash always had big dreams for you and faith that you could achieve anything. You CAN accomplish wonderful things and take flight on the wings of your accomplishments. Take your successes one product sale at a time. One goal at a time. One month at a time. When you achieve the *Soar Like Never Before* Challenge each month July 1, 2023 – June 30, 2024, you can earn this custom *Mary Kay* watch.



[GET ALL THE SOAR LIKE NEVER BEFORE DETAILS!](#)

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

MARY KAY  
star  
consultant  
Program

MARY KAY  
60  
YEARS  
THEN. NOW. ALWAYS.

june 16 – sept. 15, 2023

**Be a rising star!** You can earn exciting prizes and experiences in the Star Consultant Program while building your Mary Kay business. Here's a small selection of featured prizes this quarter, but check the Star Consultant Program Boutique website for even more rewards. And don't forget: The achievements you enjoy through the Star Consultant Program can help you earn rewards in other Mary Kay programs, so keep reaching for the stars!

pearl



Solo Stove Ranger Fire Pit and Stand  
Item 08-2335



Theragun Prime  
Item 09-2234

pearl



Apple AirPods (3rd Generation) With Lightning Charger  
Item 03-10963



Rachael Ray 13-Piece Create Delicious Cookware Set  
Item 07-6094

pearl



Magic Chef Portable Ice Maker  
Item 07-6297



Tory Burch Reva Gold-Tone Bangle Watch Set With Interchangeable Bezels  
Item 15-8338

pearl



Nambe Harmony 3-Piece Salad Set  
Item 18-1115



Shark Deluxe Steam Pocket Mop  
Item 04-1945

emerald



Celestron Travel Scope 50 Portable Telescope  
Item 11-223



Kate Spade Deco Dot 2-Slice Toaster  
Item 07-7525

diamond



Brighton Alcazar Heart Earrings and Necklace Set  
Item 06-4804



Weber Smokey Joe Charcoal Grill  
Item 08-593

ruby



Ninja Master Prep Food Processor and Blender  
Item 07-3559

Supersonic Pro Live Stream 12" Flower Ring Light  
Item 03-11292



Cuisinart 3-Piece Pizza Grilling Set  
Item 08-1709

sapphire



Peepers Montauk Sunglasses  
Item 01-20454



Lilly Pulitzer Stainless Steel Water Bottle  
Item 18-3215



Shiraleah Lolita Stripe Tote  
Item 01-19397

Please note, product pricing and availability are subject to change. Some items cannot be shipped outside the contiguous United States. Items that cannot be shipped are noted in the item descriptions in the Star Consultant Program Boutique. All third-party trademarks, registered trademarks and service marks are the property of their respective owners.



# HOLIDAY COUNTDOWN!

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

## 1. HAVE FAVORITE PRODUCTS ON HAND.

Carry a basket of your favorite *Mary Kay*® products bundled as stocking stuffers for those you meet on the go.

## 2. 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.

## 3. HOLD A HOLIDAY OPEN HOUSE.

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

## 4. SELECT LOCAL BUSINESSES.

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

## 5.

### GET SOCIAL.

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

## 6. PLAN AHEAD.

Be sure to offer the *Mary Kay* opportunity as a potential new beginning for the new year.



### BE IN SERVICE TO OTHERS.

**TAMEKA EPHRAIM,**  
INDEPENDENT SENIOR SALES  
DIRECTOR, KATY, TEXAS

"One of the amazing perks of being a part of the *Mary Kay* independent sales force, particularly during the holiday gifting season, is that I'm able to be in service to others. And that is what it is truly all about – helping, supporting and assisting my customers. I LOVE IT!"

### Here are a few tips:

- Be proactive, and start contacting customers early.
- Ask customers for referrals, and offer an incentive for their help.
- Offer a selection of five gifts at different price points for customers to choose from.
- Offer free gift wrapping and delivery services.
- Have a trunk show display of holiday gifts with tissue paper and gift bags.



# A MARY KAY BUSINESS – A REWARDING OPPORTUNITY!

These Independent Sales Directors share tips on how they make the most of the holiday season when sharing the Mary Kay opportunity.

## HELP IS HERE!

The **new Great Start™ Journey** with **new startup options** makes getting that “Yes!” easier than ever! New Independent Beauty Consultants can start a Mary Kay business their way with better-than-ever startup options designed with instant wins and long-term gains in mind! [Get details!](#)

The new mobile-friendly **Agreement process** makes welcoming new team members more streamlined. Check out these videos: [Where to Access Your Personalized Agreement Link](#) and [How to Fill Out an Online IBC Agreement](#).



**MKConfident™** is a new online educational platform that features simplified, bite-sized education and motivation. There are modules that help new Independent Beauty Consultants through their *Great Start™* Journey. And there are **social media modules** so that new AND existing Independent Beauty Consultants can brush up on social media best practices to grow their businesses and become savvy social creators.

Get more business-building ideas with the [Holiday Selling & Team-Building Guide](#).



**KATARZYNA CURLEJ,**  
INDEPENDENT FUTURE  
EXECUTIVE SENIOR SALES  
DIRECTOR, ELK GROVE  
VILLAGE, ILL.

Remember that this business can be so rewarding for someone. Share not only the products but especially the business opportunity. The holidays are the perfect time to start a Mary Kay business. People are looking to buy gifts, but are also looking to save some money. And earning money is even better! In every issue of *The Look*, I include the Team-Building Flier attached inside. I always say that the lady who shared the Mary Kay opportunity with me changed my life, and you, too, can change someone's life.



**KRISTA ERDMANN,**  
INDEPENDENT SALES  
DIRECTOR, OZARK, MO.

It's easy to think that team-building will just happen as we work our businesses. You may find a new business partner here and there, but to really develop a team and have passionate people working with you, you need to be intentional. Have a list of qualities you are looking for. I look for women with integrity and who have influence in their communities because they have a sense of belonging and a confidence that attracts others. I was once told that when you are in team-building mode, all of a sudden there is a new team member everywhere you look. I love finding the next woman who is coachable and has a desire for so much more in her life.

# Put **CDS** to work for you!

Low product on hand? Busy with holiday parties and bookings? No worries! Customer Delivery Service (CDS) ships orders generated from your *Mary Kay*® Personal Web Site or a sales ticket right to your customers. Plus, you can select product samples or a copy of *The Look* to include in each order for potential new sales!

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

[Get Details!](#)

MARY KAY®

†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.

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