

MARY KAY

SEPTEMBER 2021

applause®

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

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

Awaken Wonder.

Discover new products for merry gifts that can make spirits bright!

SEPTEMBER *Dates*

HOW-TO GUIDE

⊕ TAP HERE

1

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

13

Mary Kay Inc. 58th anniversary.

15

Holiday 2021 promotion early ordering for all Independent Beauty Consultants begins.

Deadline to place orders for Quarter 1 Star Consultant quarterly program.

3

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

6

Holiday 2021 *Preferred Customer Program*SM customer mailing of *The Look* begins. (Allow 7–10 business days for delivery.)

Labor Day. All Company offices closed. Postal holiday.

10

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

16

Holiday 2021 promotion begins. Official on-sale date.

Winter 2021 *Preferred Customer Program*SM online enrollment begins for *The Look*, including an exclusive sample (while supplies last).

Quarter 2 Star Consultant quarterly program begins.



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

[Share](#) this issue.

20

Online prize selection available for Quarter 1 Star Consultant quarterly program.

21

Seminar 2021 Event Site closes and last day to download your Bling Badge at 11:59 p.m. CT.

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.



“

My primary motivation for going into this business was to help women. I wanted to provide opportunities for them to create better lives. I saw Mary Kay Inc. as a vehicle for women to realize their dreams. Our organization would supply the quality products, education, encouragement and motivation women need to succeed.

”

Mary Kay

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. ©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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Happy Anniversary, Mary Kay!

One of the original glass ceiling-breakers, Mary Kay Ash founded her beauty company in 1963 with three goals: develop rewarding opportunities for women, offer irresistible products and make the world a better place. She opened a 500-square-foot storefront in Dallas with the help of her son Richard Rogers, her life savings of \$5,000 and nine Independent Beauty Consultants. Today, that dream has blossomed into a multibillion-dollar company with millions of independent sales force members in nearly 40 countries.

This month's [Social Media Playbook](#) offers tips on how you can share this milestone with your customers!



Suite 13™ : Share Mary Kay in 3D!

Invite your customers into an immersive experience that brings Mary Kay to life! They'll enjoy historical highlights, skin care collection features and irresistible *Mary Kay*® products. They can even order straight from your *Mary Kay*® Personal Web Site using the Add to Bag feature. Accessible from any internet-connected device, you can give your customers a guided VIP tour or opt to let them explore on their own. This Mary Kay-branded virtual space is the perfect backdrop for any get-together, and it's the first of its kind in the direct-selling industry.

[Discover SUITE 13™](#)



Fabled Old-World Beauty ... Meet Mary Kay!

SEPTEMBER 2022
**2022 TOP SALES
DIRECTOR TRIP**

Edinburgh, Scotland

**2022 TOP SALES DIRECTOR
PRESTIGE TRIP**

Dublin and Limerick, Ireland

Visit [2022 Top Sales Director Trip](#) for all the details and requirements.



Applause® Magazine Team:

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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 in Touch!* 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.

AWAKEN Wonder!

It's time to bring cheer to your customers! From bold strokes of color to joyfully scented self-care essentials and fun, festive treasures. 'Tis the season to help your customers tap into the essence of the holidays with Mary Kay and feel truly wonderstruck.



NEW! LIMITED-EDITION[†] MARY KAY[®] MATTE + SHINE LIP SET, \$28 EACH

Pucker up for mixing, mingling and mistletoe magic with these versatile lip color sets. Each set includes a Matte Liquid Lipstick and a lustrous clear Lip Oil to transform a look from opaque to high shine in an instant. Available in Rose Pink and Cinnamon.



NEW! LIMITED-EDITION[†] MARY KAY AT PLAY[®] METALLIC LIQUID EYELINER, \$12 EACH

Adorn eyes with awe-inspiring strokes that glisten like tinsel. They're the perfect ribbons of shimmer to wrap up any holiday look. Available in Copper and Silver.



NEW TO THE REGULAR LINE! LASH LOVE FANORAMA[®] MASCARA, \$16

This popular mascara is back and is now part of the regular line. Catch everyone's eye with a pair of ultrafluttery and fully fanned-out lashes. Use the three unique application zones on the brush that coats, combs and perfectly places each lash. Its zigzag design covers lashes in the iconic *Lash Love*[®] formula, while rows of the soft, silicone bristles push as much pigment-rich mascara into lashes as possible. Enjoy panoramic lash impact.



IT'S BACK! LIMITED-EDITION[†] MARY KAY[®] EYELASH CURLER, \$12

This eyelash curler helps create an eye-opening effect. Soft silicone pads in this eyelash tool are designed to help protect against eyelash breakage. The perfect product to bundle with *Lash Love Fanorama*[®] Mascara!

**WATCH MARY KAY GLOBAL BEAUTY
AMBASSADOR LUIS CASCO
SHARE HIS BEST EYE-OPENING MASCARA TIPS!**



IT'S BACK! LIMITED-EDITION[†] MARY KAY AT PLAY[®] HIGHLIGHTING STICK, \$14

Get that glow! This precise highlighting stick can enhance the high points of your face, adding extra dimension and a touch of rose gold radiance. Available in Rose Gold Glow.

SPECIAL-EDITION[†] MARY KAY[®] PINK CLAY MASK, \$18

Reset and de-stress with this floral-infused mask in Mary Kay's signature hue for 10 minutes of delightful, indulgent "me" time. Use one or two times a week. Avoid use in eye and mouth areas. Do not use on irritated skin.

Get details on each *Mary Kay*[®] mask in this handy [mask comparison chart](#).



All prices are suggested retail.

[†]Available while supplies last



SHARE THE WONDER!

Watch this fun video that highlights all the festive holiday products, then **share** it with your customers! Available Sept. 16.



ALL WRAPPED UP NEW! LIMITED-EDITION[†] MARY KAY[®] GIFT BOX SET, \$6. PK./3

Set of 3 Mary Kay-branded gift boxes. Small, Medium and Large sizes to fit a variety of products. Set includes one of each:

- Small: 5.25" (L) x 2.5" (W) x 1.25" (H)
- Medium: 6" (L) x 4.5" (W) x 2" (H)
- Large: 8.125" (L) x 6" (W) x 3.25" (H)

FIND ALL THE [RESOURCES](#) TO HELP YOU SELL THESE FUN PRODUCTS, INCLUDING CUSTOMIZABLE AND DOWNLOADABLE PARTY INVITES, GIFT TAGS, FLIERS, VIDEOS AND MORE!

nder!

as just as exciting as
as gorgeous wish
ed-edition+
and
on the
glance,

HOLIDAY BEAUTY MUST-HAVES

[illegible]

†Available while supplies last

HOLIDAY COUNTDOWN

The best path toward successful holiday selling? Start now!
These Independent Sales Directors share their 12 best tips on what
to do NOW for a very merry holiday season!



HEATHER HULSEY,
INDEPENDENT
SALES DIRECTOR,
SPARTANBURG, S.C.



JUDITH COTTON,
INDEPENDENT
SENIOR SALES
DIRECTOR, LORAIN, OHIO

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nine

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Start planting the seeds

about holiday products and the Mary Kay opportunity so that when your customers start thinking about buying gifts or potentially generating extra income during the holiday season, you've already given them the thought.

Schedule your appointments. I hold a holiday open house by appointment in 30-minute time slots. I may have 8 a.m. – noon open, then not have another opening until 4 p.m. I do this for a full week, but try to book everyone the first three days and encourage them to book early in case I sell out of their favorites. Sometimes I have two or three people at once, but I try to make it mostly one-on-ones so I can give her all of my attention.



Offer a virtual party option

for those who might not yet be comfortable with in-person gatherings.

Plan ahead. I decide what product bundles I'd like to make so I can order what I need to make multiple versions of bundles. I include new products as well as old faithfuls like **Mary Kay® Oil-Free Eye Makeup Remover** and **Satin Hands®** products. The bundles can be simple – they don't have to be fancy or expensive.

Carry bundles with you as examples to share your ideas. Your customers can place their orders and give you plenty of time to deliver!



Take pictures that you can post on social media of each item or bundle you plan to sell against a black backdrop.

Share the Mary Kay opportunity when you do get together. Many are starting to think about the New Year and changes they might like to make. They are more open to listening, and even if they don't say yes then, they might eventually.

Take care of your family first by finding out what activities they want to do to celebrate the season. Put those activities on your calendar.



Remind your customers that they will likely see more family and friends this season than they do all year, and you would love to help them look their best. Set appointments on how to take a day look into a party look or on how to find the perfect red lip color.

Schedule your appointments around your personal activities to help you have a well-balanced, happy holiday season!



Take a single, beautifully wrapped Satin Hands® Pampering Set and give gift ideas during your parties. Doing all of this now through November can help you have huge success in November and December.



Get ready! The weekend after Thanksgiving is the hottest shopping weekend of the year. So get ready, and let's turn that weekend pink!

- **Friday, Nov. 26:** Have fun making Friday pink!
- **Saturday, Nov. 27:** Encourage everyone to shop big with small businesses like yours!
- **Monday, Nov. 29:** Celebrate Cyber Monday with special online offers.



it just fits!TM

A BUSINESS WITH NO BOUNDARIES.



For **Kiera Ellis** some of her earliest memories are cast in pink. One in particular is riding around town in a pink Cadillac. “My friends used to think my mom, **Independent National Sales Director Crisette Ellis**, was Barbie since she was so pretty and drove a pink car,” she muses. “Early on, I remember helping at her Monday night unit meetings where I would be surrounded by women who were eager to talk all things skin care and beauty.”

“I saw my mom lead, coach and mentor others as I grew up. And though I probably took it for granted at the time, I loved having her around to volunteer for field trips or lunch duty.”

THE WORLD IS YOUR OYSTER.

Kiera says both her parents encouraged her to pursue a college degree, dream big and go after her passions. “I graduated from the University of Michigan with a sociology degree and discovered I needed my master’s to really pursue a career in that field. In 2012, I got a job to make ends meet in the meantime. As I was applying for grad school, I decided to try working my own Mary Kay business.”

It wasn’t long until Kiera started seeing results with her Mary Kay business. She was having fun, sharing products that made others feel beautiful and meeting lots of new faces.

“I loved it, and of course, my mom was ecstatic,” she says. “When I was younger, I thought Mary Kay was a business for ‘moms’ since that’s who I mostly saw at my mom’s unit meetings. But I was wrong. Mary Kay is a business that knows no boundaries.”

PURPOSE DISCOVERED

“Early in my Mary Kay business, I was reminded of the Mary Kay culture of women helping women succeed. I don’t know of another organization that has our Mary Kay Go-Give spirit and culture. Mary Kay Ash taught that all you send into the lives of others does come back into your own. That philosophy is really unique to how many other businesses run these days, and it sets us apart.”

“There have been so many Mary Kay women there to mentor, encourage and coach me along the way, including my mom who is my greatest mentor in life and in business.”

Kiera debuted as an Independent Sales Director in 2013 and today her KISS unit is going strong. “We’re a group who are passionate about our businesses and empowering others,” says Kiera. “We thrive on giving back to our communities – donating products to help women dealing with breast cancer.”

A STRONG FORCE

Kiera says 2020 was an eye-opener for her unit. “We all had to change the way we worked our business overnight,” she says. “Many started their Mary Kay businesses last year because they or their spouse was looking for an opportunity. Today, they love the flexibility of working their businesses from home. Now we have more unit participation, recognition and more consistent Star Consultants because we were able to adapt. We listen to our customers’ needs, serve and support them.”

“Mary Kay can give women great options if they work hard and are accountable. To me, the secret is perseverance. You could be one person or one dollar short of missing your goal, and the next person you call (after you’ve called everyone you know) could be your ‘yes.’ To me, there’s no time to feel sorry for ourselves and give up. Instead, be confident enough to own your goal. When I first started my Mary Kay business, I spent my lunch hour in the courtyard outside my office building meeting new faces, sharing the products and my business. It was the only time that I had to work my Mary Kay business.”

“I love that my Mary Kay business gives me options. One day, I want to be home with my family and my Mary Kay business allows me flexibility and it’s fun! It gives me such joy each day.”



Kiera Ellis,
INDEPENDENT SALES
DIRECTOR, DETROIT, MICH.





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

There's a reason this magazine is called
Applause®. It's to celebrate **YOU!**

CHECK OUT ALL OF YOUR AMAZING ACHIEVEMENTS!

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.



Elizabeth Anne Viola



Karen D. Dorsey



Carol Mouradian



Kristi White Eggers

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

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RUBY

Elizabeth Anne Viola

Independent Senior Sales Director

Began Mary Kay Business:

November 2003

Sales Director Debut:

March 2005

Offspring one first-line

National Sales Director:

Mary Kay National Area

Achievements: Circle of Honor; two-times Sales Director Queen’s Court of Personal Sales; Queen’s Court of Sharing; nine-times Circle of Achievement; three-times Double Star Achievement

Personal: Lives in Pensacola, Fla. Husband, Mike; sons: Micah, Brinn, Dustin; daughter, Meighan.

“I am motivated to help others because it is my passion. In doing so, I am blessed and it fulfills God’s purpose in me.”

Testimonial: Independent Beauty Consultant Kimberley Adams of Jay, Fla., says, “I have watched Elizabeth selflessly give her time, wisdom, and strength to help others build. She has not only helped her own unit members become Sales Directors, Elite Team Leaders, Star Team Leaders, and Seniors but also those she has adopted have become Sales Directors.”



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

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SAPPHIRE

Karen D. Dorsey

Independent Sales Director

Began Mary Kay Business:

June 1992

Sales Director Debut:

September 2000

National Sales Director:

Mary Kay National Area

Achievements: Circle of Honor; Consultant Queen's Court of Personal Sales; 14-times Sales Director Queen's Court of Personal Sales; seven-times Circle of Achievement; seven-times Double Star Achievement

Personal: Lives in Columbus, Ohio. Husband, David; daughters: Demi, Kiara.

“I am motivated to help others because I see the beauty in each person. It brings me joy when I can help her develop confidence and belief.”

Testimonial: Independent Beauty Consultant Tamira Campbell of Columbus, Ohio, says, “Karen is a great leader who leads by example. She speak positivity and life into her unit members and creates a culture of sisterhood among the women and in her unit.”



Carol Mouradian



Kristi White Eggers

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EMERALD

Carol Mouradian

Independent Sales Director

Began Mary Kay Business:

February 1985

Sales Director Debut:

August 1990

National Sales Director:

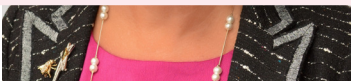
Mary Kay National Area

Achievements: Circle of Honor; 21-times Sales Director Queen's Court of Personal Sales; four-times Circle of Achievement; four-times Double Star Achievement

Personal: Lives in Melrose, Mass.

“I am motivated to help others because it brings me joy to see them grow personally, gain confidence in themselves and achieve success in their businesses.”

Testimonial: Independent Beauty Consultant Susan Pirie of Bozrah, Conn., says, “Carol is always there to help, mentor our Unit and our beautiful Future Executive Senior Sales Director Susan Manocchio. Our unit can always count on her Go-Give Spirit. She exemplifies the true meaning and spirit of this prestigious Mary Kay Award!”



Carol Mouradian



Kristi White Eggers

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

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 Gold Standard of leading.

DIAMOND

Kristi White Eggers

Independent Sales Director

Began Mary Kay Business:

July 2006

Sales Director Debut:

September 2019

National Sales Director:

Mary Kay National Area

Achievements: Star Consultant

Personal: Lives in Glenwood, Ariz. Husband, Wade; son, Jonathan; daughters: Hannah, Katie.

“I am motivated to help others because my greatest thrill in life is pouring belief and success into the lives of others by showing them their great potential. It’s who I believe God called me to be. My parents raised me to give, expecting nothing in return.”

Testimonial: Independent Sales Director Janis Onstott of Brentwood, Tenn., says, “Kristi is the epitome of the Mary Kay Go-Give Spirit and I know Mary Kay Ash would be so proud to see her in action as she gives selflessly to Independent Beauty Consultants and Sales Directors. Her mission in life is to see others succeed and will give of her time and energy to see it through!”



Carol Mouradian

Kristi White Eggers

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



POWERED BY pink

JULY 1, 2021 – JUNE 30, 2022

SEPT. 1–30: POWER UP YOUR SISTERHOOD!

There's nothing like the encouragement, motivation and inspiration you **get** from your Mary Kay sisters. Except for the encouragement, motivation and inspiration you **give** to your Mary Kay sisters! So this month, **Power Up Your Sisterhood!** You can send a handwritten note of motivation, just like Mary Kay Ash did. You can make an encouraging phone call to help someone who's trying to overcome obstacles. Or send an inspiring email to help them soar to the stars. It's all within your power when you're **Powered by Pink**.

This special heart necklace is yours when you sell enough product to support placing a \$600* or more wholesale Section 1 order in September.



POWERED BY PINK 6-MONTH FALL CONSISTENCY CHALLENGE

JULY 1 – DEC. 31, 2021

Earn these festive crystal-encrusted ball earrings, reminiscent of the ball that drops on New Year's Eve, when you achieve the *Powered by Pink* Challenge *each* month July 1 – Dec. 31, 2021.



POWERED BY PINK 12-MONTH CONSISTENCY CHALLENGE

JULY 1, 2021 – JUNE 30, 2022

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



*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.

POWER OF YES!



ASHLYN COUCH, INDEPENDENT SENIOR SALES DIRECTOR, MORGANTOWN, IND., started her Mary Kay business in 2017 and earned the use of her first pink Cadillac earlier this year. Here she shares her experiences on the power of developing a team.

Q: HOW DID YOU FIND YOUR FIRST TEAM MEMBER?

ASHLYN: I'll admit I got my first team member quite by accident. I was new in my Mary Kay business doing a Power Start (30 faces in 30 days), when a customer asked *me* if she could join my team. I had to text my Sales Director to locate the Independent Beauty Consultant Agreement.

Q: WHAT HAPPENED FROM THERE?

ASHLYN: I think that first team member really broke the ice for me, as one year later, I debuted as an Independent Sales Director.

Q: THAT'S PRETTY QUICK! HOW DID YOU DO IT?

ASHLYN: I learned from experience that faces take you places, and I ran with that. Today, I still work full circle – sell products and share the Mary Kay opportunity at each party. And I coach others to do the same. I also encourage them to take advantage of the resources readily available. There's no need to reinvent the wheel when Mary Kay has professional materials and education to help.

Q: ANY OTHER TIPS ON HOW YOU SHARE THE MARY KAY OPPORTUNITY?

ASHLYN: I believe it's easy to share when you're authentic and tell others what you love about your business. I've found most women gravitate to those who are having a great time doing what they love.

Q: HOW DO YOU KEEP TEAM MEMBERS ENGAGED AND MOTIVATED?

ASHLYN: I keep it simple! I offer to help new team members get those early wins, which can build confidence and motivate them. Each person is different, so I'll offer to work alongside her at her Mary Kay Grand Opening if she wants that coaching. As a sales force leader, I want to give her the resources and room to succeed.

Q: SO, COACHING ON HOW SHE CAN WORK HER BUSINESS VERSUS DOING EVERYTHING FOR HER.

ASHLYN: Yes. To me, the secret is making others feel important and giving them the basics to grow. We can do that whether in person or on a computer screen with someone three states away. Helping others dream big and go after what they want can help me achieve my own goals.

GET GROWING!

These programs and promotions have been extended through Dec. 31, 2021, to help you develop your business!

- Bring Your Besties Starter Kit Discount*
- \$100 First-Time Red Bonus
- \$100 Red Team-Building Bonus
- Raising Reds DIQ Bonus (extended through December debuts)
- Raising Reds Sales Director Debut Bonus (extended through January 2022 debuts)

*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.

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ASHLYN'S TOP 10 REASONS TO DEVELOP A TEAM:

- It's more fun!
- You can create your own inviting culture.
- You have a chance to build deeper relationships.
- There is potential to earn commissions.
- Always fun to make new friends and share ideas.
- You can potentially change the trajectory of someone's life.
- Great chance to build leadership skills, mentor and lead others.
- Can help you achieve your goals.
- You're fulfilling Mary Kay Ash's wishes when she asked us to pass it on.
- When you encourage and coach others to realize their dreams, your dreams can come true!

ASHLYN'S FAVORITE RESOURCES:

- **MKUniversity.** "If it pertains to your Mary Kay business, you can learn about it here! Steps 8 and 9 cover team-building and the perks of being Red."
- **Skin Care Confident, Clinical Solutions Confident** and **Color Confident.** "These programs offer a step-by-step approach that makes it easy for you to achieve beautiful results for your customers. Just watch the videos, then take and pass the quizzes to earn fun Bling Buttons!"
- **Great Start Program.** "It's perfect for new Independent Beauty Consultants to help them achieve immediate success with rewards right from the start, within their first four months (also known as their *Great Start* time frame)."

QUICK TUTORIAL VIDEOS

These [short videos](#) include easy-to-follow instructions on how to set up a *Mary Kay*® Personal Web Site and ProPay™ along with a great tutorial of *Mary Kay InTouch*® Website.

SELF-CARE SELECTIONS

Offer your customers the gift of these pampering products to delight their senses.



MARY KAY® BODY CARE COLLECTION

Offer your customers this head-to-toe treat with a fruit-forward collection of shower gels and body lotions. Available in two freshly picked scents.

SCENTED SHOWER GEL, \$14 EACH

Lather, rinse, repeat. Cleanse with a foamy and fragrant blend of bubbles.

- *Mary Kay®* Apple & Almond Scented Shower Gel
- *Mary Kay®* Berry & Vanilla Scented Shower Gel

SCENTED BODY LOTION, \$14 EACH

Soak up the goodness. Give skin the hydration it craves with easily spreadable, smells-so-good body lotion.

- *Mary Kay®* Apple & Almond Scented Body Lotion
- *Mary Kay®* Berry & Vanilla Scented Body Lotion



[Share this fun video](#) with your customers to introduce the new *Mary Kay®* Body Care Collection!



WHITE TEA & CITRUS SATIN BODY® COLLECTION

- **REVITALIZING SHEA SCRUB, \$18**
Exfoliates and immediately buffs away dry skin.
- **INDULGENT SHEA WASH, \$18**
Cleanses and soothes dry skin with an enveloping lather.
- **SILKENING SHEA LOTION, \$18**
Provides immediate relief for dryness.
- **WHIPPED SHEA CRÈME, \$22**
A rich, luxurious indulgence you'll want to experience today – and tomorrow!



OTHER GREAT GIFTS WHITE TEA & CITRUS SATIN HANDS® PAMPERING SET, \$36

Set includes Fragrance-Free *Satin Hands®* Protecting Softener, White Tea & Citrus *Satin Hands®* Satin Smoothie® Refining Shea Scrub and White Tea & Citrus *Satin Hands®* Nourishing Shea Cream. Fragrance-free set also available.

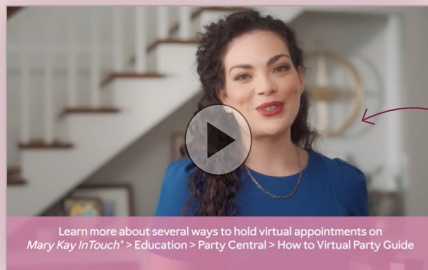
WHITE TEA & CITRUS SATIN LIPS® SET, \$22

Set includes *Satin Lips®* Shea Sugar Scrub and White Tea & Citrus *Satin Lips®* Shea Butter Balm.

[**FIND MORE HOLIDAY GIFT IDEAS!**](#)

GET THE PARTY STARTED!

It's time to book those holiday parties. Whether for in-person or virtual parties, Mary Kay offers the [resources](#) you need.



**NEW TO HOLDING VIRTUAL PARTIES?
HERE'S EVERYTHING YOU NEED!**

VIRTUAL SKIN CARE PARTY HOW-TO VIDEO

Watch this video to learn how to successfully hold your virtual parties!

VIRTUAL SKIN CARE PARTY FLIP CHART

Includes new and updated interactive education and tips for holding a virtual skin care party.

Available on *Mary Kay*® Digital Showcase and [Party Central](#) and [Working Live for Zoom](#), if you already have a membership.