

MARY KAY

FEBRUARY 2022

applause®

**APPLAUSE
WORTHY!**

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



*Step Into
Your Power!*

New products are here ...
From vivacious color to
concentrated skin care
to reviving self-care. Your
customers can explore a
new realm of empowering
possibilities to express
themselves with confidence.

FEBRUARY *Dates*

HOW-TO GUIDE

⊕ TAP HERE

1

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

Online registration opens for Career Conference 2022 at 8:30 a.m. CT for NSDs and their personal unit members.

2

Online registration opens for Career Conference 2022 at 8:30 a.m. CT for Week 1 conferences (March 18-19 and March 20-21)

3

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

Online registration opens for Career Conference 2022 at 8:30 a.m. CT for Week 2 conferences (March 25-26 and March 27-28)

9

Spring 2022 *Preferred Customer Program*SM customer mailing of *The Look* begins. Allow 7–10 business days for delivery.

10

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

14

Valentine's Day.

15

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

16

Spring 2022 promotion begins. Official on-sale date.

21

Presidents Day. Postal holiday.

25

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

28

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

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

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

#MyMKLife Social Challenge ends at 11:59 p.m. CT. [Learn more!](#)



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



“

Success comes from providing a product second to none, sold at a reasonable price. We started with a wonderful product, one that I had used personally, that simply provided better skin care than any other product I had seen at that time. Then, over the years, we have developed it and advanced it so that our product line has kept pace with the state of the art in skin care, along with the latest innovations in glamour.

”

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. ©2022 Mary Kay Inc. Member: Direct Selling Association, Personal Care Products Council. Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, marykay.com.

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TRENDING *Now*



MARY KAY® APP



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

[Want to learn more?](#) Check out the videos that share specific features of the app and why your customers are sure to love connecting with you this way.

The [Mary Kay® App](#) is free for your customers to download from their app store.

MARY KAY® CAREER CONFERENCE 2022

**CAREER CONFERENCE
REGISTRATION IS NOW OPEN!**
[FIND OUT WHY YOU
NEED TO BE THERE!](#)



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

New!

MARY KAY CLINICAL SOLUTIONS® BOOSTERS

Break through to your best skin with potent, patent-pending boosters. These dermocosmetic treatments combine concentrated doses of some of science's most acclaimed ingredients to unleash your skin's full potential with every precious drop. Great complements to almost any skin care routine!

MARY KAY CLINICAL SOLUTIONS® C + RESVERATROL LINE-REDUCER, \$38

Take wrinkle reduction to the next level with our highest concentrations of vitamin C and resveratrol. Support your skin, and target critical components of skin aging with a boost of potent active ingredients.

- **VITAMIN C** supports skin's natural production of collagen and elastin proteins.
- **RESVERATROL** supports skin's natural production of collagen and elastin proteins and helps protect* against photodamage.
- **ACETYL HEXAPEPTIDE-8** helps diminish signals that over time lead to lines and wrinkles.

MARY KAY CLINICAL SOLUTIONS® HA + CERAMIDE HYDRATOR, \$38

Experience science's powerhouse hydrators that deliver advanced aid to dry skin. Replenish three critical hydration factors at once, and support your skin's barrier with a unique boost of moisturizing ingredients.

- **HYALURONIC ACID** in two forms takes a dual-action approach to combating dry skin.
- **CERAMIDE** helps improve skin hydration and support normal barrier function.
- **VERBENA OFFICINALIS EXTRACT** supports skin's natural production of natural moisturizing factor.

#MKCLINICALSOLUTIONS

Prices are suggested retail.

Booster Basics

- Boosters are intended to complement your current regimen.
- Each solution-specific product addresses a targeted skin concern, whereas serums take a broader approach.
- Each booster targets a singular benefit by harnessing the power of a very narrow set of highly potent ingredients.

IMPORTANT NOTES:

- If using both boosters, apply *Mary Kay Clinical Solutions®* C + Resveratrol Line-Reducer first and then apply the *Mary Kay Clinical Solutions®* HA + Ceramide Hydrator. Do NOT mix them together.
- It is recommended to introduce *Mary Kay Clinical Solutions®* C + Resveratrol Line-Reducer only after completing the retinization process. *Mary Kay Clinical Solutions®* HA + Ceramide Hydrator can be used during and after completing the retinization process.

Help Is Here!

- The new [*Mary Kay Clinical Solutions®* boosters comparison chart](#), FAQs and videos are available to help you share and sell to your customers.

MARY KAY CLINICAL SOLUTIONS®				
A dermocosmetic collection of products containing high-concentration ingredients that have been clinically proven for efficacy. Use the chart to determine which Mary Kay Clinical Solutions® products can help take your skin care to the next level by targeting specific skin care concerns.				
	Mary Kay Clinical Solutions® Retinol ES	Mary Kay Clinical Solutions® C + Resveratrol Line-Reducer	Mary Kay Clinical Solutions® C + Resveratrol Line-Reducer	Mary Kay Clinical Solutions® HA + Ceramide Hydrator
• RETINOL	Those who want to prevent or reverse the visible signs of aging.	Those who are in the prime of their lives.	Those who are ready to take a targeted approach to skin care and specifically, scientifically-acclaimed ingredients.	Those who want to take a targeted approach to skin care and specifically, scientifically-acclaimed ingredients.
• KEY INGREDIENTS	Two high-concentration retinols, the gold standard against skin aging concerns.	Peptide-rich berry acids, such as vitamin C, hyaluronic acid, and ceramide.	High concentrations of potent vitamin C, hyaluronic acid, and ceramide.	Dual action hyaluronic acid and ceramide.
• KEY BENEFITS	Reduces surface cell turnover, improves overall skin texture, and helps to prevent signs of aging.	Delivers potent hydration, soothes, and can be added to your makeup.	Reduces signs of skin aging, improves skin texture, and supports collagen production.	Hydrates and soothes skin, helps to prevent signs of aging, and supports collagen production.



SUITE 13™

- **Suite 13™** will include the new boosters in the *Mary Kay Clinical Solutions®* room within the Innovation Center, on Feb. 16. Be sure to check out and share this immersive experience with your customers.

NEW PRODUCTS AVAILABLE

to order on Feb. 15 for all Mary Kay independent sales force members!

*Based on in vitro testing

SELF-CARE STARTS WITH SKIN CARE!



SAVE \$8
when you purchase the set!
**Mary Kay Clinical Solutions®
Retinol 0.5 Set, \$120**



AND NOW YOU HAVE BOOSTERS!

**Mary Kay Clinical Solutions®
C + Resveratrol
Line-Reducer, \$38, and
Mary Kay Clinical Solutions®
HA + Ceramide Hydrator, \$38**

Have you talked to your customers about the importance of self-care? You can share how important it is to take care of themselves and their skin just the way they take care of everyone around them!

You can help your customers amplify their age-fighting with this TWO-STEP dermocosmetic system:

STEP 1: **MARY KAY CLINICAL SOLUTIONS® RETINOL 0.5, \$78**

Powered by pure, high-concentration retinol. Improves the appearance of wrinkles, firmness and skin tone. A pea-sized amount (one pump) is all it takes!

STEP 2: **MARY KAY CLINICAL SOLUTIONS® CALM + RESTORE FACIAL MILK, \$50**

Features plant oils (coconut, jojoba seed, safflower and olive) to deliver a power shot of rich fatty acids to nourish and soothe skin. Ideal for retinol-treated skin.

Prices are suggested retail



DON'T WAIT UNTIL YOU'VE SEEN YOUR FIRST WRINKLE!

Mary Kay Clinical Solutions® Retinol 0.5 is for anyone who wants healthy-looking skin. Thanks to Mary Kay's gentle eight-week retinization process, temporary skin discomforts that are traditionally associated with retinol are minimized, allowing adult skin of all ages, ethnicities and skin types to experience the benefits of retinol.

Help Is Here!



- [Watch this video](#) featuring Mary Kay experts discussing retinol, Mary Kay's unique retinization process and more! Don't forget to share this video with your customers!



- [Click here](#) to learn more about Retinol 0.5 compatibility with other ingredients and Mary Kay® products.

BRUSH UP ON YOUR SKIN CARE KNOWLEDGE!

DERMOCOSMETICS

Dermocosmetics is used to describe the intersection of products with both beauty and dermatological benefits.

DID YOU KNOW?

In developing the *Mary Kay Clinical Solutions®* line of products, Mary Kay went above and beyond the normal process of safety testing and claims review, providing behind-the-scenes access to an external advisory panel of U.S. board-certified dermatologists to help validate the formula and ingredients. The panel conducted a thorough review and evaluation of clinical tests, data and/or scientific support for the formula and ingredients.



NEW! MARY KAY® SUPREME HYDRATING LIPSTICK, \$18 EACH

Supremely hydrating with a smooth, luxurious feeling, this lipstick feels as good as it sounds! Women who tried it say* it's their new, go-to everyday lipstick. What makes it so good? It's formulated with conditioners like sunflower oil and vitamin E to nourish lips.

SHADES FOR EVERY SKIN TONE:



*Based on an independent consumer study in which 150 panelists agreed with the statement
Prices are suggested retail

CHECK OUT

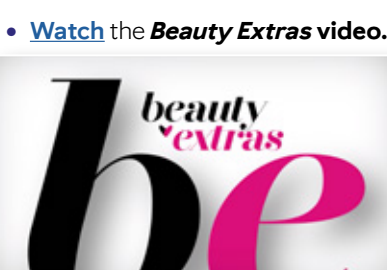
this beautiful color look using one of the new shades!

Help Is Here!

- Let them try before they buy! **NEW! Mary Kay® Supreme Hydrating Lipstick Samples, Strip/8**, \$1.50, Section 2. Available in all eight shades.



- [Download](#) the **Supreme Hydrating Lipstick flier** with the shade finder chart to share with your customers.



- [Watch](#) the **Beauty Extras** video.

[FIND ALL OF THE RESOURCES](#) AVAILABLE TO HELP YOU SELL THIS AMAZING NEW LIPSTICK.

FAQS

HOW IS MARY KAY® SUPREME HYDRATING LIPSTICK DIFFERENT FROM TRUE DIMENSIONS® LIPSTICK?

This new lipstick is the next generation of moisturizing lipstick. It immediately hydrates lips and delivers saturated color. New *Mary Kay*® Supreme Hydrating Lipstick focuses on moisturization, rich color and shine.

HOW DO I SWITCH MY CUSTOMERS FROM TRUE DIMENSIONS® LIPSTICK TO MARY KAY® SUPREME HYDRATING LIPSTICK?

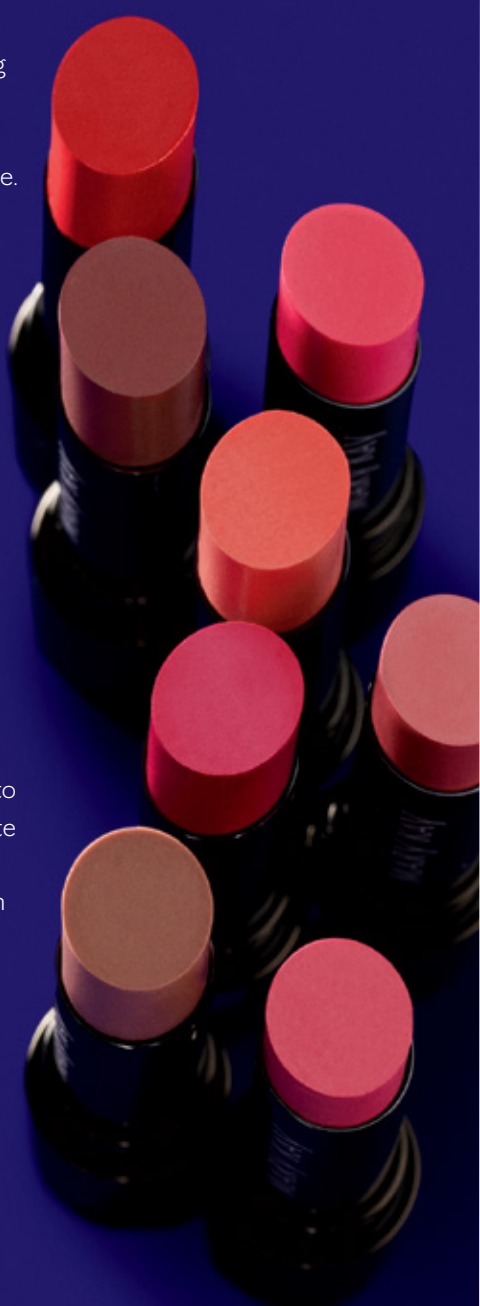
For customers who enjoy the moisturization and comfort of *True Dimensions*® Lipstick, they likely will also enjoy the benefits of *Mary Kay*® Supreme Hydrating Lipstick. For customers who are looking for long-lasting color, you could suggest they try *Mary Kay*® Gel Semi-Matte Lipstick or *Mary Kay*® Gel Semi-Shine Lipstick.

HOW IS MARY KAY® SUPREME HYDRATING LIPSTICK DIFFERENT FROM MARY KAY® GEL SEMI-MATTE LIPSTICK AND MARY KAY® GEL SEMI-SHINE LIPSTICK?

Mary Kay® Supreme Hydrating Lipstick is formulated to deliver great moisturization. *Mary Kay*® Gel Semi-Matte Lipstick and *Mary Kay*® Gel Semi-Shine Lipstick are primarily designed to lock in color, in two finishes, with technology using silica microspheres.

[LEARN MORE.](#)

NEW PRODUCTS AVAILABLE
TO ORDER ON FEB. 15 FOR
ALL MARY KAY INDEPENDENT
SALES FORCE MEMBERS!





GET THIS
LOOK

TAP HERE

BEND THE RULES!

You can share this fun look with your customers for a special date or for fun with friends!

BEND THE RULES



- Apply **Mary Kay Chromafusion® Eye Shadow** in **Crystalline** to the brow bone and inner corner.
- Layer in a halo around the eye using **Mary Kay Chromafusion® Eye Shadow** in **Dusty Rose** and **Golden Mauve**.
- Define with **Mary Kay® Gel Eyeliner With Expandable Brush Applicator** in **Jet Black**, **Lash Intensity® Mascara** in **Black** and **Mary Kay® Precision Brow Liner** in **Black Brown**.



- Add a touch of radiance to cheeks with **Mary Kay Chromafusion® Blush** in **Wineberry** and **Mary Kay Chromafusion® Highlighter** in **Honey Glow**.



- **NEW! Mary Kay® Supreme Hydrating Lipstick** in **Casual Rose**.

BOOK A PARTY!

Suggested text:

If you're looking to go all out with your makeup, I have the perfect look for you! It's gorgeous, and I can't wait to show how easily you can create this look on your own. Can we get together in the next week or two? In person or virtually, the choice is yours. In fact, we can have a Makeover party! I'll bring the makeup, and you bring your friends. It's going to be so much fun!

PERFECT YOUR COLOR PARTIES!

- [Mary Kay MirrorMe™ App.](#) It offers virtual makeovers in real time.
- [Second Appointment Place Mat.](#) Use it to guide your customers.
- [Virtual Color Party Flip Chart.](#) Share with your guests during virtual color parties.
- [Shake Up Your Makeup Video.](#) Watch it for simple yet very helpful tips.
- [Kissologist Game.](#) Let your customers have fun discovering their pucker personality!



Your customers can find this look in the Spring 2022 edition of *The Look*. And watch for a video tutorial coming on the [Mary Kay YouTube channel](#) later this month!

Spring CELEBRATIONS

Spring is right around the corner, and there's lots to celebrate! From **Spring Break to Mother's Day, prom, graduations and weddings**, these fun new products make the perfect gifts.

NEW! LIMITED-EDITION† **MARY KAY® MASKING MINIS, \$18, SET OF 2**

Maximize your "me" time, give a gift to a masking maven, or have an on-the-go spa day with a multimasking set of two favorites that addresses multiple skin needs in one portable package.

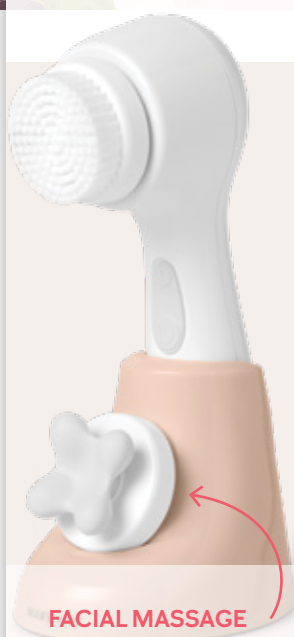
- Create a petite pampering session using **TimeWise® Moisture Renewing Gel Mask** to instantly hydrate and help reduce the appearance of fine lines, wrinkles and pores.
- Purge impurities with the **Clear Proof® Deep-Cleansing Charcoal Mask** with activated charcoal that acts as a magnet to draw impurities out of your skin, absorb excess oil and reduce shine with a gently cooling formula.



NEW! LIMITED-EDITION† **MARY KAY® HAND CREAM MINIS, \$14, SET OF 3**

This mini trio of decadent hand creams includes:

- **Pink Freesia.** Notes include Grapefruit Zest, Honeysuckle and Pink Freesia.
- **Citrus Fields.** Notes include Citrus Medley, Jasmine and Warm Amber.
- **Peach Gardenia.** Notes include Bergamot, Gardenia and Sandalwood.



LIMITED-EDITION* GIFT WITH PURCHASE

Receive a **FREE* stand** with your purchase of the **Skinvigorate Sonic™ Skin Care System, \$75**, which includes the device, one Facial Cleansing Brush Head and USB cord.

Device stand is not available separately.

Try with **Mary Kay Naturally® Purifying Cleanser** and **TimeWise Repair® Volu-Firm® Foaming Cleanser!**



FACIAL MASSAGE

Offer the Facial Massage Head attachment for a relaxing application of serums** or oil such as **Mary Kay Naturally® Nourishing Oil** or **TimeWise Repair® Volu-Firm® Advanced Lifting Serum**. **Skinvigorate Sonic™ Facial Massage Head, \$25, pk./1**

NEW! SPECIAL-EDITION† **MARY KAY® SKIN CARE SIDEKICK SET, \$4, SECTION 2**

Perfect to keep hair out of the way when cleansing, masking or demonstrating any beauty prep routine! Makes a great gift with purchase!

Set includes:

- Two scrunchies and two hair clips
 - One black satin polyester scrunchie with Mary Kay-branded star design in metallic rose gold
 - One fuzzy velour pink scrunchie (solid color)
 - Two metal alloy hair clips in rose gold finish
- Comes in a clear polybag!



Idea: Use this Skin Care Sidekick Set when creating video content on social media for your customers to see and love!

NEW PRODUCTS AVAILABLE TO ORDER ON FEB. 15 FOR ALL MARY KAY INDEPENDENT SALES FORCE MEMBERS!

All prices are suggested retail.

† Available while supplies last.

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

**The device was not designed to be paired with acne or sunscreen products.

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.



Sarah Anderson



Traci Wimer



Jennifer Isenhardt



Verlyn Jenkins

[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 pe

DIAMOND

Sarah Anderson

Independent Sales Director

Began Mary Kay Business:

June 1993

Sales Director Debut:

September 2014

National Sales Director:

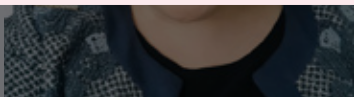
Mary Kay National Area

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

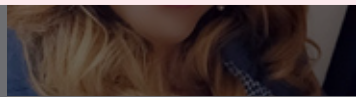
Personal: Lives in San Antonio, Texas. Husband, Dave; son, James; daughter, Rachel.

"I am motivated to help others because I have been blessed and mentored by many intelligent and caring women over the past three decades. Teaching and empowering women to use their unique gifts and talents is a small way to give back. I love that we are in business FOR ourselves but never BY ourselves."

Testimonial: Independent Sales Director Gwen Ristow of Pflugerville, Texas, says, "Sarah shares the joy of Mary Kay with everyone. She welcomes in adoptees into her Unit as if they were a part of her personal team. She is a master at giving the best to everyone. Her energy and support for ALL is wonderful!"



Jennifer Isenhardt



Verlyn Jenkins

[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

EMERALD

Traci Wimer

Independent Sales Director

Began Mary Kay Business:

October 2001

Sales Director Debut:

October 2003

National Sales Director:

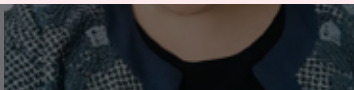
Mary Kay National Area

Career Achievements: 72-times Star Consultant; Sales Director Queen's Court of Personal Sales; six-times Circle of Achievement; Double Star Achievement

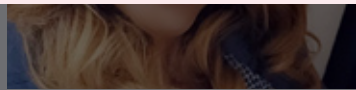
Personal: Lives in Oklahoma City, Okla. Husband, Tad; son, Harrison; daughters: Natalie, Brooke.

"I am motivated to help others because whether in a business setting or a personal matter, investing in those around me is a key component to my purpose and joy while reflecting Christ's love."

Testimonial: Independent Beauty Consultant Allison Gober of Noble, Okla., says, "Traci has such a giving heart and is always ready to help and encourage all who cross her path no matter what is going on in her life. She is a strong Woman of God who leads by example. She has a bubbly personality and excels at motivating our unit."



Jennifer Isenhardt



Verlyn Jenkins

[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

RUBY

Jennifer Isenhardt

Independent Senior Sales Director

Began Mary Kay Business:

August 2002

Sales Director Debut :

August 2003

Offspring: two first-line

National Sales Director:

Mary Kay National Area

Career Achievements: six-times Star Consultant; 13-times Circle of Achievement; Circle of Excellence

Personal: Lives in Wilmington, N.C. Husband, Bryan; son, Andrew; daughter, Kaelyn.

"I am motivated to help others because of the example of service that my parents set! The Mary Kay philosophy of "Go-Give" aligns with the values that I have held and allows me to put those values into action. I love helping my Consultants and Sales Directors build successful, lucrative, Christ-centered Mary Kay businesses."

Testimonial: Independent Beauty Consultant Ebony Mosby of Leland, N.C., says, "Jennifer is the glue to so many units. She follows the golden rule of treating people how you would like to be treated and holds the legacy and integrity of the company. She always takes the high road and holds Mary Kay Ash in the highest regard. Jennifer gives freely and openly without expecting anything but great results from everyone she loves on in return."



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

SAPPHIRE

Verlyn Jenkins

Independent Sales Director

Began Mary Kay Business:

May 2008

Sales Director Debut:

December 2011

National Sales Director:

Mary Kay National Area

Career Achievements: 51-times Star Consultant; eight-times Sales Director Queen's Court of Personal Sales; three-times Queen's Court of Sharing; Circle of Achievement; two-times Double Star Achievement; Triple Star Achievement

Personal: Lives in Dallas, Texas. Husband, Elder Stanley M. Jenkins; sons: Michael, Jesse; daughters: Dorilyn, Irionne.

"I am motivated to help others because I love seeing others succeed. I realize that I didn't reach where I am by myself. I had mentors to encourage me along the way. My strong faith in God has helped me through the good times and the bad, and without Him, I could do nothing."

Testimonial: Independent Beauty Consultant Etta Dean of DeSoto, Texas, says, "She provides training and prayers for her unit and others across the Mary Kay family. She devotes her time to helping women develop themselves and inspires them to be the best. Verlyn is an encouraging leader and strives to be a positive influence for women."



Jennifer Isenhart

Verlyn Jenkins

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

The background of the entire image is a light pink color, decorated with numerous small white dots resembling confetti. In the upper half, there are several large, out-of-focus balloons in shades of pink and white. A solid, darker pink diagonal band cuts across the middle of the image, serving as a backdrop for the main text.

READY TO CELEBRATE ALL OF YOUR
amazing
achievements?

RECOGNITION CENTRAL IS HERE!

it just fits!TM

YOUR VIBE ATTRACTS YOUR TRIBE!



When a woman empowers another woman, incredible things happen! Back in 2005, Debbie Wagner was organizing a Mother's Day Makeover for the moms at her church and looking for someone local who could help her with the makeovers.

"I went to marykay.com, and I invited

Independent Beauty Consultant

LaDonna VanDeventer to join us.

LaDonna and I clicked at that event. We

became fast friends.

"LaDonna invited me to attend her weekly success event. That's where I first heard about the Mary Kay opportunity. I went home and thought about it for a while.

Later I called LaDonna to tell her I wanted to join her team. She almost dropped the

phone in disbelief! I was the least likely person to start a Mary Kay business of my

#MYMKLIFE SOCIAL MEDIA CHALLENGE

JAN. 3 – FEB. 28

You can use #MyMKLife to share your posts on social media with how your Mary Kay business FITs into your life.

own – too busy, didn't know too much about makeup and wasn't out-going enough, all the traditional objections we hear. But what made the biggest impact on me was the culture I saw at that success event. These women genuinely cared about one another and truly wanted one another to succeed. I knew I needed that in my life."

MY MARY KAY BUSINESS FIT MY LIFESTYLE – SMALL STEPS, BIG LEAPS AND EVERYTHING IN BETWEEN!

Debbie has a master's degree in special education and was a teacher for 15 years.

"Ten years into my Mary Kay business, I

decided to leave my teaching job."

Debbie became an Independent Sales Director and earned the use of three Mary Kay Career Cars while juggling her full-time job as a teacher, raising her three kids and serving as a board member at her church. "Hitting these milestones was crucial for me! I wanted to lead by example and show my unit members how they could keep growing their Mary Kay businesses while working their full-time jobs."

WIN TODAY AND EVERY DAY!

In 2019, Debbie added yet another feather to her cap. "My then husband and I became business partners with another couple in ownership of a CrossFit gym where I had been a member for seven years. In 2021, my almost 22-year marriage dissolved, leaving my business partners and me as owners of the gym. Managing two businesses while being there for my kids meant I had to define my priorities and live every day in alignment with these priorities.

"I am a strict member of the 4:30 a.m. club, and I stick to my **Weekly Plan Sheet** and **Six Most Important Things list**. I'm also blessed with the best business partners! We run our gym based on the three pillars of Community, Equality and Consistency. We intentionally create a community that gives every single athlete a place to win and grow every day."

For the past few years, the coaches and community members of the gym have teamed up with a government-funded program called Expanding Horizons to champion the cause of helping at-risk youth stay out of juvenile detention centers.

"Kids in our community who are on probation come to our gym four days a week with their probation officers to work out and gain a healthier lifestyle – both physically and emotionally. They also attend counseling," explains Debbie.

"My goal for my Mary Kay business and the gym is to help each person I interact with accomplish a *win* for the day. If it's a new skin care customer, it's helping her be able to look in the mirror after her pampering session and light up at how great her skin looks and feels. If it's one of my unit members, it's helping her be 1% better in her business than she was the day before. If it's one of my athletes, it's coaching them to work harder and then to push to work even harder before the workout is over. I find that when people see a win in themselves for the day, they begin to see themselves with more value, and that trickles into other areas of their lives," says Debbie.

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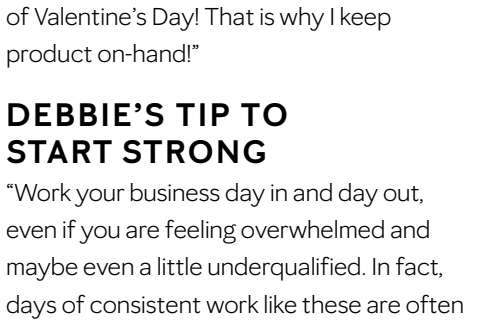
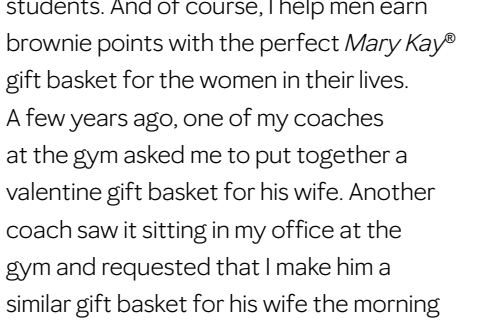
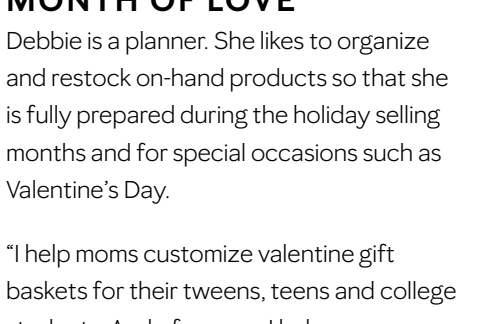
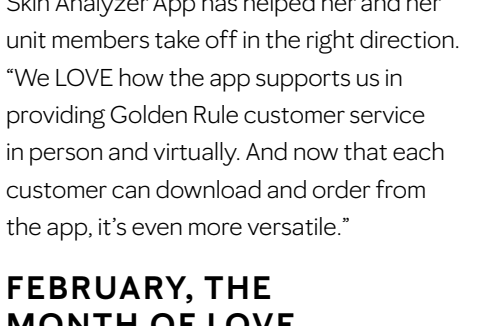
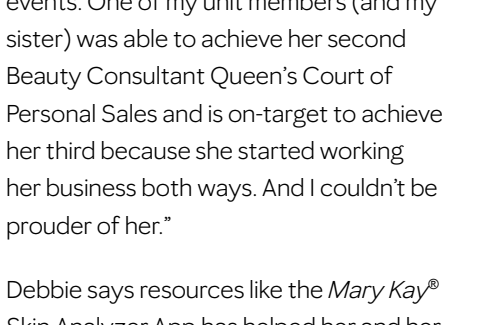
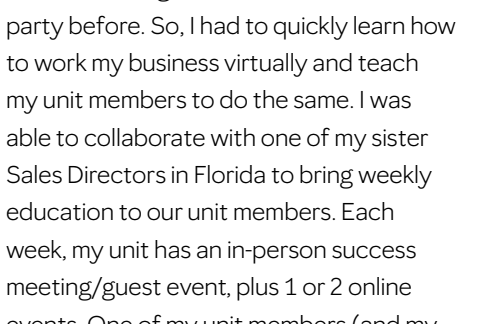
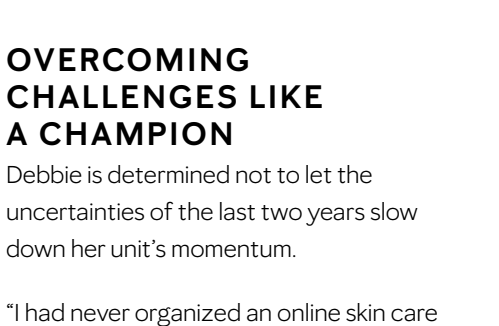
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Debbie Wagner,

INDEPENDENT SALES

DIRECTOR, CELINA, OHIO



OVERCOMING CHALLENGES LIKE A CHAMPION

Debbie is determined not to let the uncertainties of the last two years slow down her unit's momentum.

"I had never organized an online skin care party before. So, I had to quickly learn how to work my business virtually and teach my unit members to do the same. I was able to collaborate with one of my sister Sales Directors in Florida to bring weekly education to our unit members. Each week, my unit has an in-person success meeting/guest event, plus 1 or 2 online events. One of my unit members (and my sister) was able to achieve her second Beauty Consultant Queen's Court of Personal Sales and is on-target to achieve her third because she started working her business both ways. And I couldn't be prouder of her."

Debbie says resources like the *Mary Kay*® Skin Analyzer App has helped her and her unit members take off in the right direction. "We LOVE how the app supports us in providing Golden Rule customer service in person and virtually. And now that each customer can download and order from the app, it's even more versatile."

FEBRUARY, THE MONTH OF LOVE

Debbie is a planner. She likes to organize and restock on-hand products so that she is fully prepared during the holiday selling months and for special occasions such as Valentine's Day.

"I help moms customize valentine gift baskets for their tweens, teens and college students. And of course, I help men earn brownie points with the perfect *Mary Kay*® gift basket for the women in their lives. A few years ago, one of my coaches at the gym asked me to put together a valentine gift basket for his wife. Another coach saw it sitting in my office at the gym and requested that I make him a similar gift basket for his wife the morning of Valentine's Day! That is why I keep product on-hand!"

DEBBIE'S TIP TO START STRONG

"Work your business day in and day out, even if you are feeling overwhelmed and maybe even a little underqualified. In fact, days of consistent work like these are often the most fun and fulfilling!"

Only the top 1% of Mary Kay independent sales force members earn the use of a Mary Kay Career Car or the Cash Compensation option through their Mary Kay businesses. All third-party trademarks, registered trademarks and service marks are the property of their respective owners.

TEAM-BUILDING: The Four Loves!

Are you looking for potential team members who can help you build the team, unit, or National Area you're working toward? If she exhibits these four loves, she may be your perfect team member match!

1. A **love** of beauty.

2. A **love** of learning.

3. A **love** for work.

4. A **love** for people.



[FIND GREAT TEAM-BUILDING RESOURCES HERE!](#)

POWER UP!

Now is not the time to slow down but to **POWER UP** your team-building and earn rewards along the way!

Check out the *Powered By Pink Power Up Your Team-Building Consistency Challenge* below!

MARYKAY® NEW BEAUTY CONSULTANT SAMPLE PACK DISCOUNT PROMOTION!

FEB. 1-28, 2022

You can offer potential new team members a stronger start with a \$20 discount on a New Beauty Consultant Sample Pack. Only \$25!

The New Beauty Consultant Sample Pack is a powerful optional add-on to either the *Mary Kay® Starter Kit* or *Mary Kay® eStart* and is only available during the Independent Beauty

Consultant Agreement submission process.

Any new eligible or returning Independent Beauty Consultants whose Independent Beauty Consultant Agreements are received and accepted by the Company Feb. 1-28 can save \$20 off the regular cost of \$45 on a New Beauty Consultant Sample Pack.

[GET DETAILS!](#)



POWER UP YOUR

virtual self!

This hot pink ice bracelet cuff can be yours when you achieve a retail selling goal of \$600* or more in wholesale Section 1 products in February.



POWERED BY PINK 6-MONTH SPRING CONSISTENCY CHALLENGE

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



POWERED BY PINK 12-MONTH YEARLONG CONSISTENCY CHALLENGE

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

[GET ALL THE DETAILS!](#)

POWERED BY PINK **POWER UP YOUR TEAM-BUILDING CONSISTENCY CHALLENGE!**

JAN. 1 – MARCH 31, 2022

For Independent Beauty Consultants and Independent Sales Directors: Earn this three-strand golden and pink pearl bracelet when you:

- Achieve the monthly *Powered by Pink* Challenge during the challenge time frame (January through March 2022) by setting and achieving a retail selling goal of \$600* or more in wholesale Section 1 products each month.

AND

- Develop three *Great Start*-qualified** new personal team members in the challenge time frame.

Reminder:

STARTUP OPTIONS EXTENDED!

[SEE DETAILS.](#)



NEW RESOURCES COMING FEB. 15!

Share the Mary Kay opportunity in a simple, fun and professional way!

- **NEW! Team-Building Flier:** The front highlights the reasons women choose to start Mary Kay businesses. On the back side of the flier, it features the different startup options available.
- **NEW! Team-Building Playbook:** Think of this playbook as a flip chart for team-building! The



playbook is the perfect complement to the new team-building flier, in addition to all the other amazing team-building resources.

*The \$600 or more in retail sales of wholesale Section 1 products includes Customer Delivery Service, Guest Checkout and EZ Ship amounts. 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.

** A *Great Start*-qualified new personal team member is one whose single initial order or cumulative orders with the Company are \$600 or more in wholesale Section 1 products, and the order(s) are received and accepted by the Company in the same or following three calendar months that her/his Independent Beauty Consultant Agreement is received and accepted by the Company.

To receive an award, an Independent Beauty Consultant must be in good standing with the Company at the time the award is presented.

All third-party trademarks, registered trademarks and service marks are the property of their respective owners.



These Mary Kay Independent Sales Directors share why they *Love* their Mary Kay businesses.

The journey!



LOIS HUMBERT,
INDEPENDENT
SALES DIRECTOR,
BLOOMINGTON, MINN.

"Working my Mary Kay business has helped me grow in so many areas, including personally, spiritually, emotionally, in servitude, friendships, mentoring and knowledge to name a few.

I feel that I have been a better wife, mother, sibling, friend and mentor because of the life lessons. Friends from my Mary Kay business are the greatest, lifelong friends. Friends across the nation who will lend a hand to any of us in need. What a sisterhood – what a blessing – what a paycheck of the heart, as Mary Kay Ash would say!

I love that we can work our business in all seasons of our life – now in my 49th year. I started my Mary Kay business as a newlywed and then with small children, and now a Nana and a retired husband. Rick and I are now general contractors for building our lake home. I love the flexibility that my Mary Kay business

provides so we can be where we need to be and do what we want to do. I love to continue as long as I'm still having fun and helping others. As I see it, that will be forever!

The culture Mary Kay Ash created as part of this Company gives me courage to step out and take a risk. My husband was diagnosed with Parkinson's disease, and I use many of the principles I learned from my years to be an overcomer with this and more situations. I have been very balanced through this and know it is because of my personal belief of my Savior/ my Faith journey while working my Mary Kay business. 'One day at a time' is my slogan as that is all we all have anyway – just today.

The product line is incredible. Just when we think a product is the greatest it can be, we get an even better product. Love *Mary Kay Clinical Solutions*®, especially at my age! The Company truly has our best interests at heart, and for that I feel very blessed and very thankful! Thank you, Mary Kay Ash, for your vision in creating this great Company."

The Go-Give spirit, flexibility and priorities!



UZOAMAKA OSILI,
INDEPENDENT SALES
DIRECTOR, INDIANAPOLIS, IND.

"I enjoyed my Mary Kay business right from the beginning, but truly grew to love and appreciate it when my father was diagnosed with a rare form of cancer. I had heard **Independent Senior National Sales Director Emeritus Rena Tarbet** speak about her cancer experience, and I got up the nerve to call her. We had never met; I wasn't in her National Area, but she talked to me for an hour and made introductions to a Dallas oncologist. It was amazing that a lady who didn't know me would care enough to spend that time and effort. That was my real introduction to the Mary Kay Go-Give spirit and friendships. Rena embodied all of that!

My Mary Kay business proved to be priceless

over the next few months. I lived in Indianapolis, but my Dad's initial surgery and treatments were in Dallas. For several weeks, I would fly to Dallas and spend four days assisting my parents and building my business there. Then I would fly back to Indy for three days to hold my meeting and skin care appointments. I could not have done this in corporate America. That was my introduction to Mary Kay's flexibility and the beauty of no territories.

We returned to Indianapolis, and as things took a painful turn, I moved in with my parents to help care for my dad. I held appointments when I could and left product orders by the back door. My customers would pick them up and leave a check. I still had to pay the expenses at my own house. Because of my Mary Kay business, I never missed a beat. That was when I learned – and lived – Mary Kay's priorities, God first, family second and career third."

The glow up and go up!



CHRISTINA SAMUELS,
INDEPENDENT SALES
DIRECTOR, CHARLOTTE, N.C.

"I love my Mary Kay business because it has given me the opportunity to glow up and go up! Before discovering *Mary Kay*® products, I had severe acne. *Clear Proof*® and *Mary Kay*® foundation gave me confidence and boosted my self-esteem like I never imagined! Five years later, I decided to start my Mary Kay business and realized that I could do the same thing for other women! I sprinkled it in between my full-time job, my sorority obligations and ministry. I love that you CAN DO IT ALL with a Mary Kay business. I have developed friendships that will last a lifetime and traveled to places to create memories I'll never forget. I love my Mary Kay business because it's given me the platform to impact in so many more ways than skin care and makeup. The Glow Up is so real, and you Go Up when you Show Up! That's why I love my Mary Kay business."



FINAL MONTH! #MYMKLIFE SOCIAL MEDIA CHALLENGE

JAN. 3 – FEB. 28

HERE'S WHAT TO DO:

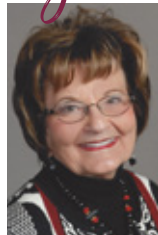
Use **#MyMKLife** to share your posts on social media @MaryKayUS – moments that best show how your Mary Kay business fits into your life and helps you be who you want to be.

We will pick the favorite posts and feature them on our Mary Kay U.S. Facebook page and Mary Kay U.S. Instagram page in the coming weeks.

HELPFUL RESOURCES

- [Sample Posts](#)
- [Social Media Guidelines](#)
- [Dos and Don'ts](#)
- [February Social Media Playbook](#)

great products, loyal customers!



NANCY DANLEY,
INDEPENDENT SENIOR SALES
DIRECTOR, GRANBURY, TEXAS

"My favorite product line is *TimeWise Repair*®, but **Mary Kay® Extra Emollient Night Cream** is our most faithful product. I love this product because you can see and feel the difference right away, and I think it's the best on the market.

Most of my customers have been with me since I started my business in New Mexico in 1977. They are very loyal and have become more like friends. I have had many health problems, but they never gave up on me or thought about another brand. I have found if your customer goes to another product, they always come back. My husband was able help me with my Mary Kay business after he retired. Age is only a number, and you can have lasting friendships and flexibility."

The personal growth!



CINDY HARNESS,
INDEPENDENT SENIOR SALES
DIRECTOR, HARRISON, ARK.

"The No. 1 thing I love about my Mary Kay business is the personal growth that I believe

God has brought me through the relationships and education. I am so very grateful that I said yes to this opportunity and continued to say yes throughout my journey.

The woman I am today is radically different from the woman who started this journey. Personal growth is more valuable to me than earning prizes. God has provided for this personal growth in every possible way. I had no idea when I started just how much He had in store for me, and I believe that my best years are still ahead."

MARY KAY®

CAREER CONFERENCE 2022

A family reunion OF PINK PROPORTIONS!

It's **YOUR** time to empower others and empower yourself during **TWO INSPIRATION-PACKED DAYS OF CELEBRATION, CONNECTION, EDUCATION AND MOTIVATION** – all of which hits close to home.

Join us for exciting recognition, inspiring stories and targeted workshops that will leave you ready to tackle your goals. Experience lightbulb moments with other goal-getters and make heartwarming memories that will help strengthen your local Mary Kay connections.

WHAT ARE YOU WAITING FOR?
WE'RE COMING TO A CITY NEAR YOU!

PERK! If you register for the in-person Career Conference 2022 without canceling, you get an exclusive Career Conference product collection valued at **\$40 suggested retail** in your first wholesale Section 1 product order placed from March 30 through April 30, 2022. Plus, a **reduced Seminar registration fee!**

\$110 Career Conference registration fee
– \$40 Career Conference product collection value at suggested retail
\$70

Own the spotlight!
[Discover](#) all the fabulous recognition that awaits you!



Interactive Checklist!
[Download](#) for what you need to know before, during and after the event!

Registration is open! **[REGISTER NOW!](#)**

Join the CLUB!



The **My Mary Kay Facebook group** is the official Facebook community for Mary Kay U.S. Independent Beauty Consultants!

As a member, you'll enjoy exclusive content that's only available for the group, important Mary Kay news and updates, plus the opportunity to share inspiration and ideas with each other.

To join the group, please click the link and be sure to include

your Consultant number, along with your first and last name. We verify your information, and that's how we keep the group exclusive to you, our Mary Kay independent sales force members.

[JOIN TODAY!](#)