

MARY KAY

AUGUST 2021

applause®

APPLAUSE WORTHY!

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



Fall Treasures!

Share these head-to-toe beauty products and power up your sales!

AUGUST *Dates*

HOW-TO GUIDE

⊕ TAP HERE

1

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

3

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

6

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

10

Early ordering of the new Fall 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 Fall 2021 through the *Preferred Customer Program*™.

13

Seminar 2021 registration and special needs requests deadline at 11:59 p.m. CT.

15

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

National Relaxation Day

16

Fall 2021 promotion begins. Official on-sale date.

17

Last day to enroll online for the Holiday 2021 *Preferred Customer Program*™ mailing of *The Look*, including an exclusive sample (while supplies last).

18

Seminar Event Site goes live on *Mary Kay InTouch*® for all Seminar registrants.

19–21

Seminar 2021

30

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

31

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

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



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

[Share](#) this issue.



“

Enthusiasm is the motivating power to success. The person who is enthusiastic exercises a magnetic influence over those with whom he or she comes in contact.

To become enthusiastic, act enthusiastic.

It could easily revolutionize your life.

”

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. ©2020 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.

YOUR INDEPENDENT CONTRACTOR STATUS: As an independent contractor, you are not an employee nor an agent of Mary Kay Inc. Throughout *Applause*® magazine, you will receive guidance, suggestions and ideas regarding your Mary Kay business, yet you have the freedom to choose your own hours and the business methods that work best for you. The Company retains no right of control over you, except those terms of your Independent Beauty Consultant, Independent Sales Director and/or Independent National Sales Director Agreement(s) with the Company. You, in turn, have no power or authority to incur any debt, obligation or liability, or to make any representation or contract on behalf of the Company.

TRENDING *Now*

September Is Skin Care Awareness Month.

Skin care gets top billing this month! Remind your customers about the importance of a daily routine to keep skin fresh and beautiful. New to selling or need ideas to maximize your business? *Mary Kay InTouch*® has everything you need. We're talking skin care videos and fliers, digital resources for social posts and more! [It's all here!](#)

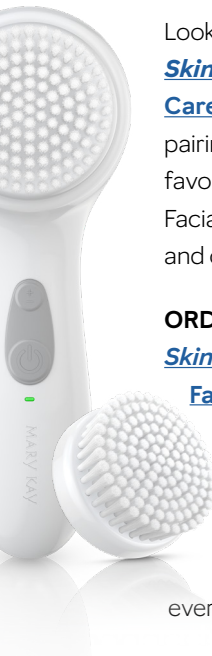
Looking for a fan fave?

[***Skinvigate Sonic™ Skin Care System, \\$75.***](#) A perfect pairing with your customers' favorite cleansers. Includes one Facial Cleansing Brush Head and one USB cord.

ORDER EXTRA!

[***Skinvigate Sonic™ Facial Cleansing Brush Heads, \\$20. pk./2***](#)

It is recommended to replace the Facial Cleansing Brush Head every three months.



Prices are suggested retail

MARYKAY® ORDERING APP

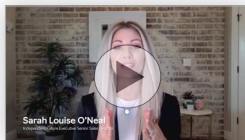
Place inventory orders quickly and on the go!



The [**Mary Kay® Ordering App**](#) has been enhanced and is better than ever! The interactive design helps you work smarter, not harder, with intuitive features that allow you to:

- Conduct simple product searches by product name, category or part number.
- Review your order history and manage inventory with ease.
- Access business-boosting promotions, flash sales and more.
- Be alerted to insider information, such as key ordering dates.
- Transfer your cart from the app to your *Mary Kay InTouch*® account in a snap.
- Enjoy quarterly product updates and new product offerings!

Find out why **Sarah Neal, an Independent**



Future Executive Senior Sales Director from Muldrow, Okla., LOVES the
Mary Kay® Ordering App.

Applause® Magazine Team:

MANAGING EDITOR: MEGHAN BONDS **CONTRIBUTING WRITER/PUBLICATIONS SPECIALIST:** NICOLE CALDWELL **FREELANCE WRITERS:** ALESIA RITENOUR, GABRIELA MUSTAROS
SPANISH MANAGING EDITOR: MARGARITA HERNÁNDEZ CONTRERAS **ART PRODUCER:** SHARILYN GETZ **SENIOR PRINT PRODUCER:** JAN STEEL **PRINT PRODUCER:** KIM RIND
ART DIRECTOR/DESIGN STUDIO SUPERVISOR: BIANCA CAMANO **SENIOR GRAPHIC DESIGN/PRODUCTION ARTISTS:** CHERYL FELLEBAUM, PATTI CASAMASSIMA
SENIOR PREPRESS ARTIST: RICHARD HUDSON **COPY EDITORS:** LISA HORNE, GAYLEEN WOODALL

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

TREAT YOURSELF LIKE A treasure.

Your customers are sure to **FALL** in love with these new products. It's all about treating themselves to this product treasure trove for head-to-toe beauty.

regular line

NEW! MARY KAY® BODY CARE COLLECTION

Offer your customers this head-to-toe treat – 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

NEW! LIMITED-EDITION* MARY KAY® PRECIOUS GEMS TREND COLLECTION

Inspired by the raw beauty of natural gemstones, this trend collection features a high-impact mix of jewel-toned shades and geometric shapes.

NEW! LIMITED-EDITION* MARY KAY® SHIMMER LIQUID EYE SHADOW, \$16 EACH

This new formula has more shimmer than current *Mary Kay®* Liquid Eye Shadows. Lightweight, glides on smoothly. Infused with rich metallic pearl pigments that give a multidimensional color and shimmer effect. Wear it alone or layer over eye shadow. In Graphite and Amethyst.

NEW! LIMITED-EDITION* MARY KAY® SPARKLE LIPSTICK, \$20 EACH

A fun, new formula takes your lip look to shimmering new heights. Features a sparkle coating, but wears like a normal lipstick. Ultrasmooth, gliding texture. Ultra-reflective pearls provide you with a multidimensional look. Formulated with ingredients that help moisturize. In Ruby and Sunstone.

NEW! LIMITED-EDITION* MARY KAY® NAIL POLISH, \$10 EACH

New formula has rich color pigments, metallic shimmer and multifaceted prismatic shine with a high-shine finish. Available in Emerald and Rose Quartz.

NEW! LIMITED-EDITION* MARY KAY® HIGHLIGHTER, \$16 EACH

New formula – different from our current highlighters. This luminescent pearl shimmer highlighter is a smooth and silky light-reflecting powder that gives skin an all-over radiant glow. In Rose Sapphire and Canary Diamond.

NEW! LIMITED-EDITION* MARY KAY® PRECIOUS GEMS TREND COLLECTION BAG

\$5 with a \$50 *Mary Kay®* Precious Gems Trend Collection purchase

Jewel-toned trend collection bag features gemlike geometric details that help the bag serve as a perfect storyteller to tie the collection together. All products in the collection fit in the bag along with the *Mary Kay Perfect Palette®*, \$18. 7.75" L x 3.75" H x 2.70" W

WANT TO CREATE A LOOK WITH THIS FUN TREND COLLECTION? [LEARN HOW!](#)

— TAP HERE

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

self-care

NEW! 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.

- **DELIGHT.** Unwind with **plumeria extract**, known to have antioxidant properties which help protect against free radicals on the skin.
- **CLEANSE.** Perfectly pink, **mineral-rich clay** helps remove the day away, revealing clean skin and a natural glow.
- **INDULGE.** Wrap skin in velvety-soft texture as dreamy notes of **dewy peony** and **tea blossom** evoke the joy of carefree strolls through a garden.
- **RENEW.** Revive dull, fatigued, "Is it Friday yet?" skin in just 10 minutes, and leave skin feeling soft and smooth.

TO USE:

- Cleanse skin with ***Mary Kay®* Micellar Water** and/or ***Mary Kay®* cleanser**, then pat dry.
- Smooth on ***Mary Kay®* Pink Clay Mask** across clean skin using ***Mary Kay®* Mask Applicator** or fingers. Be pretty in pink for 10 minutes while mask dries.
- Rinse thoroughly with warm water and pat dry. Follow with ***Mary Kay®* moisturizer**.
- 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](#).

— TAP HERE



NEW! SPECIAL-EDITION* MARY KAY® FACE TOWEL, \$2 AVAILABLE ON SECTION 2

Dry skin after cleansing with the slate gray towel that features embroidered scripting. 100% cotton. Size: 13" x 13". Loop on top of towel for convenient hanging.

*Available while supplies last
All prices are suggested retail



AUG. 1-31: POWER UP YOUR SALES!

Sharing fabulous *Mary Kay*® products is such a joyful way to empower a woman to feel beautiful in her own skin. From innovative, world-class skin care for every skin type and need to an impressive array of color products, you can add beauty to a woman's life and add life to her beauty.

Plus, the Golden Rule customer service you provide by listening to her needs and making her feel important helps empower her to feel beautiful on the inside too. So Power Up Your Sales with the right products for the right customers. That is the beauty of being **Powered by Pink!**

This fun circle bracelet is yours when you sell enough product to support placing a \$600* or more wholesale Section 1 order in August.

TAKE THE CHALLENGE!

The August 2021 [Powered By Pink Great Start Challenge!](#)

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!



CONSISTENCY IS KEY!

GINA GUILIANO,
INDEPENDENT SALES
DIRECTOR, MONROE, N.Y.
"I love the monthly \$600

challenges because they set the tone for a healthy track that everyone can run on to reach their goals with simplicity. It also encourages the consistency that can lead to Star Consultant status and beyond.

The challenges have built camaraderie in my unit. We call it the Pink Club, and everyone wants to join! We share creative sales ideas to help others achieve the challenge each month. I break it down by challenging my unit to reach \$300 wholesale by the 15th of the month, then

recognize those who meet the challenge at the end of the month with something fun for their businesses.

[GET ALL THE
DETAILS!](#)

The beautiful jewelry is a conversation starter that attracts our customers' attention, and they inevitably ask where we got it. We love to share that we can earn an exclusive jewelry piece each month, and our customers are intrigued by how the Company celebrates us for a job well done.

Consistency is key! The more we share Mary Kay with women, the more they fall in love with the products and share that love with their friends. Consistency builds confidence, and with confidence you can do anything you put your mind to!"

*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 up your SEMINAR YEAR!

Get your **Seminar year** off to an **AMAZING** start when you **work your business FULL CIRCLE!**



JAMIE LAWRENCE,
INDEPENDENT
SENIOR SALES
DIRECTOR, CONCORD, N.C.
The key to success in a

Mary Kay business? Working

full circle: **book, coach, sell and team-build.**

When you leave out one critical ingredient, it's like driving your car with one flat tire. You move forward but it won't be as smooth as when all four tires are full.

✓ BOOK

- **Get in the habit of asking and parties can follow!** Don't starve in an apple orchard – **open your mouth and ask.** Ask Facebook friends, the bank teller, your child's teacher, neighbor, work associates, your husband's work associates, church friends, etc.
- **Rebook from bookings.** When I held my first party, my Independent Sales Director said, "Jamie, don't leave your party without booking more parties."

Here's what she meant: At your parties you'll have those who try products and buy. They probably have friends who could benefit from *Mary Kay*® products. If you **have five women at a party and they each hold a party with five of their friends – you now have potentially 25 customers** from that one party of five!

- **Be a Mary Kay poster.** Show your Mary Kay pride. The pink Cadillac is my greatest advertisement. Before I earned the use of it, my car had a *Mary Kay*® decal. They're 75 cents on Section 2. Once, our exterminator saw my decal. He was so excited to buy his favorite *Domain*® Cologne Spray.
- **Follow up.** I still have customers from my first skin care party 13 years ago! Make sure you treat your customers the way you want to be treated and they can be customers for life.
- **Check in** to see how they like their products and to book a follow-up second color appointment. Check back when they're due to reorder. The personal customer service and home delivery you can offer is unique from retail stores.

✓ COACH

Mary Kay Ash said, "A party worth booking is a party worth coaching." Connect with your hostess to help fulfill her needs. Some suggested words to say:

1. *If you could wave a magic wand and fix anything about your skin, what would it be?*
2. Rank your anti-aging skin care needs 1–3, 1 being I don't care about wrinkles, and 3 being I need all the help I can get.
3. If you were on a deserted island and could only bring one beauty item, what would you take?

You can also ask your hostess about those attending her party and coach her on the party details.

And while we are on the topic of coaching ... what about coaching your new team members? When you add people to your team, have fun sharing all of the ins and outs you've learned working your Mary Kay business!

The ***Great Start*** Program for new Independent Beauty Consultants, is perfect to help them get what they want out of their businesses. You both can download the ***Mary Kay Great Start***® App and use it as a guide to keep track of the rich product bonus bundles offered to them during their ***Great Start*** time frame.

✓ SELL

If you enjoy something, you naturally want to share! Pick a *Mary Kay*® product you love and share it today. Let's say it's ***Clear Proof***® **Deep-Cleansing Charcoal Mask**. Tell everyone about it! Set a goal on how many you want to sell in one month. Learn every fun detail, carry one in your purse to show on the go, take selfies and post the fun places you mask. Take pics and post your insane product love. Selling can be SO much fun.

✓ TEAM-BUILD

NOW is the time to press the play button on developing your team! You get to build a group of likeminded individuals looking for more. You're helping build your future. You're helping others build their futures.

The rewards we can earn as we build have never been better. Amazing startup options like ***Mary Kay***® **eStart** for \$30, **Starter Kit** for \$130, and the **New Independent Beauty Consultant Sample Pack** for \$45 [make it easier than ever for someone to join your team.](#)

AUGUST TO-DOS

You can use this **handy checklist** to help you get your month off with a bang. **Party Central** has booking and selling tips, videos, downloadable charts and more to help with each step.

- ✓ **Make a list and contact 30+** people to hold a party. Sample script: *Hi, [name]. It's [your name], your Mary Kay Independent Beauty Consultant. I hope you're having a great day! Just wanted to see if you're up for a fun event – either virtual or at home – with you and some friends. You all will get some much deserved pampering and get to experience great products. I have [offer available times] available. Do any of these work? If not, what's a great day/time for you? I look forward to seeing you soon!*
- ✓ **Book three parties** each week this month. Stretch goal? Make it five!
- ✓ **Coach your hostesses** beforehand. Learn more to understand guests' skin care needs.
- ✓ **Promote your Mary Kay business** on social media. Get tips in the Digital Zone.
- ✓ [Wear Mary Kay-branded apparel](#) while you're out to help promote your Mary Kay business.
- ✓ **Ask each party guest** for five friends' names/contact info who would enjoy a complimentary pampering session.
- ✓ **Pick your favorite Mary Kay**® product and promote it. Set a sales goal and see what happens!
- ✓ **Brush up** on the ***Great Start*** Program to share all the rewards of a Mary Kay business with others. Be sure to share the Mary Kay opportunity at your parties.



“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.



Pamela Cox



Alma Santos Soto



Latricia Henry



Tricia Bless

[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 fi

o **RUBY**

Pamela Cox

Independent Future Executive Senior Sales Director

Began Mary Kay Business

June 2000

Sales Director Debut

July 2001

Offspring Four first-line

National Sales Director

Mary Kay National Area

Honors Circle of Honor; Sales Director Queen’s Court of Personal Sales; 12-times Queen’s Court of Sharing; 13-times Circle of Achievement; Circle of Excellence; eight-times Double Star Achievement; Triple Star Achievement

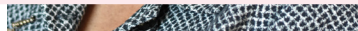
Personal Lives in Columbia, S.C. Daughter, Brittany

“I am motivated to help others because there is joy in seeing another woman achieve her personal goals.”

Testimonial Independent Sales Director Malaika Oliver of Waldorf, Md., says, “Without reservation or expected retribution, Pam is always willing to assist sister Sales Directors and Independent Beauty Consultants. Pam consistently displays grit, and she continues to enrich both her Mary Kay sisters and her community.”



Latricia Henry



Tricia Bless

[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.”

SAPPHIRE

Alma Santos Soto

Independent Senior Sales Director

Began Mary Kay Business

October 1992

Sales Director Debut

May 1998

Offspring One first-line

National Sales Director

Evalina Chávez

Honors Circle of Honor; Consultant Queen's Court of Personal Sales; five-times Sales Director Queen's Court of Personal Sales; 10-times Queen's Court of Sharing; two-times Circle of Achievement; two-times Double Star Achievement

Personal Lives in Grass Valley, Calif. Husband, Craig

“I am motivated to help others because I want everyone to discover their potential and become the greatest version of themselves.”

Testimonial Independent Senior Sales Director Mayra Orozco of Santa Rosa, Calif., says, “She is always available to help everyone around her - in her community and at events.”



Latricia Henry



Tricia Bless

[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.”

EMERALD

Latricia Henry

Independent Future Executive

Senior Sales Director

Began Mary Kay Business

July 2007

Sales Director Debut

July 2012

Offspring Three first-line

National Sales Director

Gloria Mayfield Banks

Honors Star Consultant; Sales Director Queen’s Court of Personal Sales; Queen’s Court of Sharing; three-times Circle of Achievement; Circle of Excellence; Triple Star Achievement

Personal Lives in Lawrenceville, Ga. Son, Brandon; daughter, Britani

“I am motivated to help others because so many have helped me over the years, personally and professionally. I consider it a privilege to pay it forward into the lives of the people around me.”

Testimonial Independent Sales Director Ebony Jordan of Columbia, S.C., says, “Latricia is an amazing Independent Sales Director and embodies what it means to be Miss Go-Give®. She goes above and beyond to give her best. She is kind, humble and a teacher extraordinaire. She is truly a servant leader.”



[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.” Those award recipients best exemplify the Golden Rule by being

DIAMOND

Tricia Bless

Independent Sales Director

Began Mary Kay Business

March 2007

Sales Director Debut

September 2011

National Sales Director

Heidi Goelzer

Honors Star Consultant; five-times Sales Director Queen’s Court of Personal Sales; three-times Queen’s Court of Sharing; Circle of Achievement; Double Star Achievement; Triple Star Achievement

Personal Lives in Ormond Beach, Fla. Husband, Jeff; daughters: Erin, Melody

“I am motivated to help others because when I am able to help a woman grow her confidence, she can be a better version of herself in all areas of her life. Confident women make confident wives, moms, employees, sisters, daughters and friends. My passion is to build confidence one face at a time.”

Testimonial Independent Beauty Consultant Rose Helms of Stoughton, Wis., says, “Tricia is THE QUEEN of giving herself and leading by example, she offers the most sincere assistance to all of us in her unit! She is always ready to serve!”



Latricia Henry



Tricia Bless

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

*it just fits!*TM

CHOOSE A LIFE YOU LOVE



When Brielle Flanagan was 19 years old, she was in college playing Division I volleyball, going to school and working 80 hours a week in a pre-med program. With plans to become a surgeon, the last thing Brielle had time for was a Mary Kay business. Or so she thought.

"I fell in love with Mary Kay at 19, but was so busy and had my future planned out. I didn't think a Mary Kay business was for me, but I decided to start one because of my love of the products." A seed had been planted.

Brielle was working in a hospital while going to school when she spoke to doctors who worked on major surgeries and realized the number of hours required. She started to wonder if she would ever be able to achieve a work life balance. "Around that same time, I met Stephen, the man who would become my husband. We were filling out applications for Ph.D. programs and after dating for about nine months he suggested we go on a vacation to south Mississippi to interview for doctorate positions. Thinking I wasn't totally shutting the door to medicine, we both got into Ph.D. programs at the University of Southern Mississippi and moved across the country together. He was focused on science research and I was focused on molecular biology."

In between earning her Bachelor's degree and entering the Ph.D. program in Mississippi, Brielle had started working her Mary Kay business. "If you've ever been in a position where you wouldn't be able to pay your light bill if you didn't quickly make some money, that's where I was. I soon learned that it's not about *how much time* you have, but *how you spend* the time you do have. So, I booked skin care classes when it worked with my schedule and started earning some income."

CHANGING COURSE.

Brielle's Ph.D. advisor told her that she shouldn't get a dog, because of the time commitment. "That was really my tipping point. I just didn't want to be in a position where other people were calling the shots. All this time, my Mary Kay business was going strong, and it was with the help of my earnings that we were able to finance our first home. After two years in my doctorate program, I decided to leave to pursue my Mary Kay business full time."

Until 2020, Brielle built her business seeing as many faces as possible. "I thought I had to be 'toe to toe, knee to knee' to achieve my goals. When everything shut down, it was a real eye opener. I had been meeting virtually with my unit for years, having lived in several states. But, we shifted everything to virtual, even reignited old relationships and really grew together. And last year, I shipped 573 packages and serviced six different states in every corner of the U.S.! My business has grown virtually all over the U.S. thanks to incredible hostesses who were willing to share me with their friends and family."

Brielle says she slowed down long enough to figure out everyone's business is unique. "The way one person earns the use of a Cadillac can be totally different than your story. You can work your business virtually or in person. Being in California, we were shut down for more than a year, and I have been dreaming of earning the use of a pink Cadillac since I started my Mary Kay business. I had to figure out a way to achieve my goal no matter the circumstances. I love seeing people in person but after spending a year of being virtual, it's nice to know that I can work my business the way I need to, and my customers and unit will support me. The momentum is starting to shift back to in-person appointments and now we're getting back in the swing of things. But I am going to forever maintain options for hostesses to hold parties in-person or virtually."

CONFIDENCE CAN CHANGE LIVES.

Brielle is focused on helping her unit – and her unit members – grow. "We have what we call the Confidence Confab where customers and potential team members can come together to talk about the power of confidence. I started this because confidence is one of the biggest gifts my Mary Kay business has given me. Katherine Feinstein, an Independent Beauty Consultant in my unit, is such a great example of growth. She has grown so much in her confidence that she now shares her story and encourages others even outside of our platform. I love the direction this is moving our unit and I know we'll continue to sustain growth because when you help a woman with her confidence, you help change her life."

LIVING ON HER OWN TERMS.

Brielle reflects on how her life has changed. "When I was little, I remember saying goodbye to my mom for one week out of every month as she commuted for work, and I remembered that pain. I have always wanted to put my family first. We now have two dogs, Dutch and Cocoa. My husband and I are pregnant with our baby girl, Vivienne Quinn. Last year when making New Year resolutions and planning for the year, I asked Stephen what he wanted more, earning the use of a Cadillac or having a baby. He said Cadillac, then the baby so we can bring her home in the pink car. We earned the use of the Cadillac and then just a couple of days before our pickup in January 2021, we found out that we were pregnant!

Earning the use of the pink Cadillac came from continuing to build relationships all over the country even though I've lived in: California, Colorado, Mississippi, Monana and Washington. My unit members and customers were all massive contributors to our pink Cadillac success!"

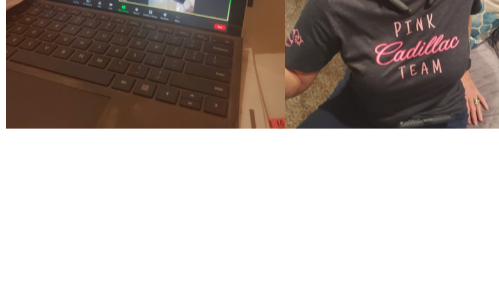
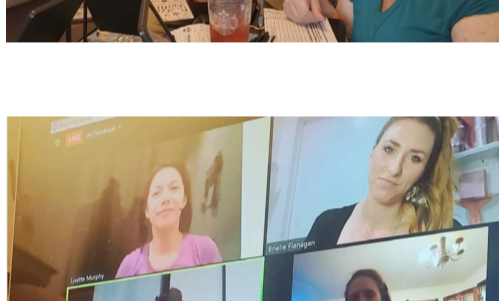
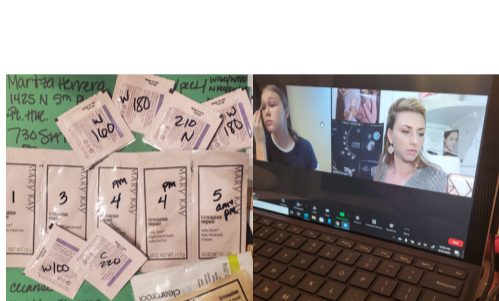
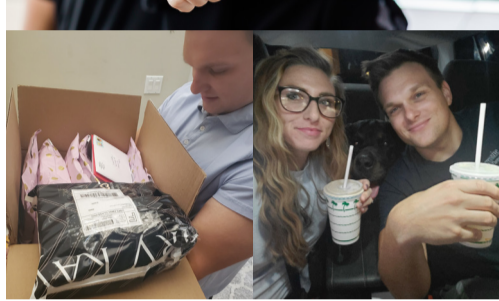
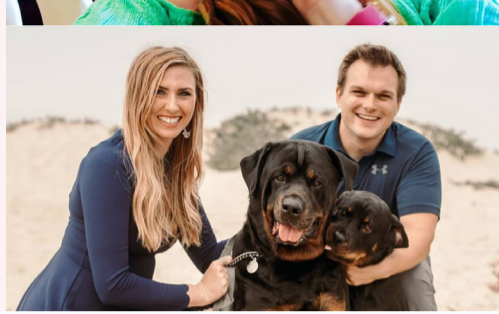
Stephen and I have been together 10 years and it's been nice to achieve all of this by age 29, especially knowing that this is just the beginning. My unit is doing big things! It is when we can be in the space together and witness others achieving their dreams that we begin to believe in our own.

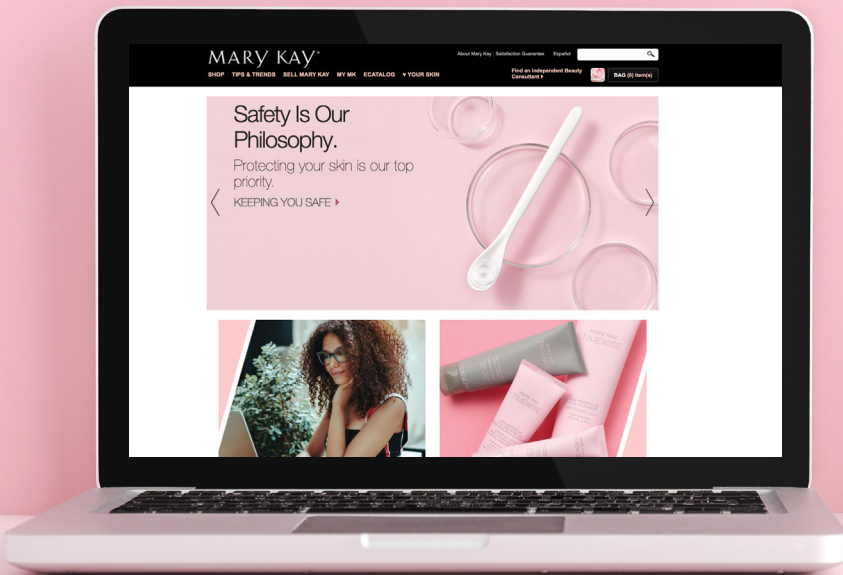
Mary Kay Ash and her Company changed my life. This business has shaped the woman I have become, and the little daughter that I will have in September. She will grow up pink. I am so grateful for the women in my life who have mentored me. I can't say enough about the sisterhood of Mary Kay, the Go-Give® spirit, the love and acceptance we share as a Company and a brand. It is a great honor to serve as the leader of The Bombshell Unit, and our future Prevail Area."



Brielle Flanagan,

INDEPENDENT SALES DIRECTOR,
THOUSAND OAKS, CALIF.





MARY KAY® PERSONAL WEB SITE

Five Reasons to have a
Mary Kay® Personal Web Site:

[Get
Yours!](#)

- Your customers can buy products from you 24/7.
- You can customize your profile – it's like your virtual business card.
- You can offer promotions, such as free shipping, order discounts, gifts with purchase and free samples.
- You can opt in to send Product Reorder Reminders and *Beaute News*® that can help drive your customers back to your website.
- New customers and potential new team members can find you using the Consultant Locator.

A MARY KAY® PERSONAL WEB SITE CAN HELP BOOST SALES!

Personal revenue* from the customers of Mary Kay Independent Beauty Consultants with a *Mary Kay®* Personal Web Site was \$14 million in the first three months of 2021.



**MAXIMIZE
THE
BENEFITS.**
OLUSHOLA KUKU,
INDEPENDENT
SENIOR SALES

DIRECTOR, SPRINGFIELD, N.J.

"My *Mary Kay®* Personal Web Site is a great tool for me. I get a lot of customer reorders and new sales from my website as well as several team members. And many of my customers love being able to shop online, so it's a great option to offer. I'm definitely maximizing the benefits of having it!"



**CECILIA RUA-
MENDEZ,**
INDEPENDENT
SENIOR
SALES DIRECTOR,
DINUBA, CALIF.

"I like having a *Mary Kay®* Personal Web Site because it helps me get new leads and I can share a digital version of *The Look* as soon as a new quarter launches! I also like that I can provide links to my social media pages from my website."

*Source: Adobe Analytics



Summer SELLERS

From coast to coast, these Independent Sales Directors share their summer best-sellers and how they make their sales sizzle!



MARIA MUNGER,
INDEPENDENT
SALES DIRECTOR,
DIAMONDHEAD, MISS.
“Growing up in South
Mississippi you learn

to embrace the heat and humidity. You learn to look for products that will keep your makeup that you took time to apply right where it is meant to be – and stay put all day long. My favorites are [Mary Kay® Foundation Primer](#) [Sunscreen Broad Spectrum SPF 15*](#) to help my makeup stay in place, and [Mary Kay Naturally® Nourishing Oil](#) for extra hydration.



SAIRA ALCONEDO,
INDEPENDENT
SENIOR SALES
DIRECTOR, BROOKLYN
CENTER, MINN.
“I sell a lot of fragrances,

such as [Mary Kay Illuminea™ Extrait de Parfum, Belara® Eau de Parfum](#) and [Bella Belara® Eau de Parfum](#), which are classics that make perfect gifts for any occasion, like *quinceañera* parties and weddings – common during the summer in Minnesota.”



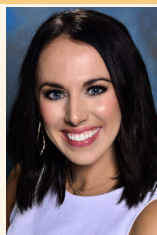
JAMEEL JAMES,
INDEPENDENT SENIOR
SALES DIRECTOR,
INDIANAPOLIS, IND.
“I love selling [Hello,](#)

[Clean](#) that includes the **Mary Kay® 2-In-1 Body Wash & Shave** and **Mary Kay® Hydrating Lotion**. I believe that it is one of my best-sellers because I love it! I tell everyone about the lightly scented, rich lather and the high level of hydration within the lotion. It's so pleasant to come home after a hot day and be able to have a refreshing self-care experience!”



JOLI DOCKERY,
INDEPENDENT SENIOR
SALES DIRECTOR,
LEVELLAND, TEXAS
“I love [Mary Kay®](#)
[Micellar Water](#). Wow –

what a great way to double cleanse your face after a hot, sweaty day!”



JENNA LARSON,
INDEPENDENT SENIOR
SALES DIRECTOR,
BEMUS POINT, N.Y.
“[Mary Kay® CC Cream](#)
[Sunscreen Broad](#)

[Spectrum SPF 15.*](#) I'll use my perfect match shade of CC Cream all over my face, and another that's a shade or two darker to place where the sun hits (tops of cheeks, forehead, top of nose) for a bronzy glow. Followed by the [Mary Kay® Liquid Eye Shadow](#) in Pink Starlight or Light Beam and then [Lash Love® Waterproof Mascara](#). You can create a natural glowy look in under five minutes!”



BECKY CLEMENTS,
INDEPENDENT SENIOR
SALES DIRECTOR,
OOSTBURG, WIS.
I can't go without

[Mary Kay® Makeup Finishing Spray by Skindināvia!](#) It holds my beautiful color all day long when I'm in the warmer weather. I'm also a huge fan of the [Mary Kay Naturally® Exfoliating Powder](#).



[ORDER YOUR SUMMER FAVES TODAY!](#)

*Over-the-counter drug product

Prices are suggested retail

The Best Seller logo/designation refers to top-selling products within the Mary Kay® product line.

Be a DIFFERENCE MAKER!

LAURA KINNAIRD, INDEPENDENT SALES DIRECTOR-IN-QUALIFICATION, CAMBY, IND.

"I believe in myself and my abilities. And, I trust the process of working my Mary Kay business full circle: book, coach, sell and team-build. Today, I can see the rewards as I consistently work my business this way. And, of course, it helps when you love *Mary Kay*® products!"



WATCH TO LEARN LAURA'S TIPS!

As an Elite Team Leader, Laura loved the potential to earn 5% commission on her second-tier team. That was a big motivator for her.

ELITE TEAM LEADER

Two ways to be an Elite Team Leader. When you develop teams of teams, you can **unlock the second-tier team commission**.

	5 active** personal team members, 1 must be an active personal Red	8+ active** personal team members
50% PROFIT POTENTIAL ON PERSONAL RETAIL PRODUCT SALES.	★	★
PERSONAL TEAM COMMISSION: 9% OR 13%. <ul style="list-style-type: none"> Must be active.** 9% commission on combined personal team wholesale Section 1 production in a month. 13% commission on combined personal team wholesale Section 1 production when you have 5+ personal team members who place \$225+ wholesale Section 1 orders the same month you place a personal \$600+ wholesale Section 1 order. 	★	★
SECOND-TIER TEAM COMMISSION* <ul style="list-style-type: none"> Must be active.** 5% second-tier team commission when Elite Team Leader production† is \$2,000 or more. 	★	

*Elite Team Leader must be active on the last day of the month to be eligible to earn commissions.

†Elite Team Leader production is a combination of personal wholesale Section 1 production, personal team production and second-tier team production.

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

NEW TEAM MEMBERS! WHAT'S NEXT?

When it comes to developing a team, Laura shares her top five tips:

- Use programs like **Great Start** to show new team members how to maximize their potential right away.
- Encourage and coach them. Build a new level of excitement which, in turn, can increase your own!
- Engage with them on your Facebook business page. Post and celebrate their wins – big or small.
- Enthusiasm breeds results! Others want to be a part of something bigger, so sharing my team's wins is a game changer. It shows them that if I can do it, so can they.
- Keep growing! When I do all these things, it increases my confidence and desire to excel.

EXTENDED!

Ready to get growing? These programs and promotions have been extended through Dec. 31, 2021, to help you grow your business!

- Bring Your Besties Starter Kit Discount***
- \$100 First-Time Red Bonus
- \$100 Red Team-Building Bonus
- Raising Reds DIQ Bonus through Dec. 3 submissions.
- Raising Reds Sales Director Debut Bonus through January 2022 debuts
- Mary Kay*® Starter Kit for \$130*
- Mary Kay*® eStart for \$30†
- New Beauty Consultant Sample Pack \$45

[LEARN MORE!](#)

READY FOR RED?

Learn all about the **Power of Red** with **[Step 9 of MKUniversity](#)**.

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

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

Another Round of TM applause PODCAST

You just can't get enough of the good stuff!

Hear what's new, plus stories from Mary Kay Independent Sales Directors and even words of wisdom from Mary Kay Ash that were recorded at past events and still hold true today!

The latest episode is now available on the Mary Kay® Digital Showcase App.

“Fantastic monthly inspiration, information and motivation!”

– GILLIAN CARAMANNO,
Independent Beauty
Consultant, Grove City, Pa.

“I love the convenience! I can hear what's in the articles while I'm driving and not miss anything in *Applause*® magazine.”

– DORENDA HAUENSTEIN,
Independent Beauty Consultant, Largo, Fla.

