

soar like never before

CHALLENGE

JULY 1, 2023 – JUNE 30, 2024

BELIEVE IN YOUR POTENTIAL AND THAT

ALL POSSIBILITIES ARE WITHIN REACH, AND YOUR MARY KAY BUSINESS CAN SPARKLE WITH BRILLIANT OPPORTUNITY!

Every party can become a pivotal moment. Every product sale can boost your momentum. And every conversation you have about the flexibility of running a small business can elevate your life in unimaginable ways.

THE CHALLENGE

Each month during the 2023–2024 Seminar year that an Independent Beauty Consultant has personal retail sales of \$600* or more in wholesale Section 1 products, she can earn a monthly piece from the *Soar Like Never Before* Collection. Establishing a strong customer base and selling \$600* or more a month in wholesale Section 1 products can help her become a quarterly Star Consultant and so much more.

THE COLLECTION

Each piece in the *Soar Like Never Before* Collection is inspired by the “On Silver Wings” poem. This year’s collection includes accessories and custom-designed jewelry. They’re fabulous items that you can’t get in a store – you can only get them by achieving this challenge.



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

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MARY KAY

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**SET YOUR
SIGHTS ON**

success!



J U L Y 2 0 2 3

Start this Seminar year with your eye on the prize. Use the energizing power and knowledge from Seminar 2023 to inspire your plan and propel you forward as you work that plan. Consider setting a sales or team-building goal that seems a little – or a lot – more challenging than any you’ve set before. Now is the time to stretch yourself and set the pace for the year!

soar *like never* **before**

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AUGUST 2023

SOAR WITH YOUR
STORY!
i



Everyone has a story to tell - including you! As we celebrate the Company's 60th anniversary, why not focus on the story that has led you to your Mary Kay business. You are part of a fabric woven by opportunity, empowerment and dreams. When you share those tales with others and get to know what moves them, you may be surprised at the ways you can help impact their lives, starting with the amazing *Mary Kay®* products you have to offer.

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PARTY
NEVER LIKE
BEFORE!

SEPTEMBER 2023

By empowering Independent Beauty Consultants with quality products, exciting opportunities and a sound business plan, Mary Kay Ash established a culture where women could prosper. Her legacy lives on with every party, every *Mary Kay*® product sale and every new team member who starts a business.

As we commemorate the Company's 60th anniversary, you can continue her legacy and embody her philosophy of sharing and giving simply by booking parties! So whether you hold a virtual party, a pop-up party or an in-person party, remember all the possibilities our Founder set up for you, and party like never before!

soar like never before

MARY KAY®

celebrate
**YOUR TRUE
COLORS!**

OCTOBER 2023

Like a rare diamond, your sparkle is just a little different from anyone else's. There is a special blend that makes you, you. Step into your own extraordinary qualities, and don't be afraid to shine with intensity. From your personal selling style to the cutting-edge *Mary Kay*® products and opportunities that excite you, remember that YOU have the magic to color your world!

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GLOW WITH GRATITUDE



NOVEMBER 2023

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

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DECEMBER 2023

radiate
**GOOD
CHEER!**

Bundle up your holiday cheer as you wrap up the season with giftable *Mary Kay*® products. The holidays abound with opportunity to bring joy to others: parties, open houses, cards and, of course, merrymaking gifts – courtesy of you! You never know, some of your customers may be so exhilarated by your uplifting presence that they join your team!

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JANUARY 2024



The new year is a perfect time to revisit your dreams and double down on your goals. Forget about any missteps that may have happened last year, and focus on the months to come. The power is within you: the power to share *Mary Kay*® products like never before, to reach your sales goals, to develop your team and to raise the bar on all that is possible. Take time to focus on those positive traits, and keep stepping higher and higher.

soar like never **before**

MARY KAY®

FEBRUARY 2024

ascend
WITH AMBITION!



It's time to rise above the ordinary into the extraordinary!

Let your determination elevate your successes in all areas of your Mary Kay business, from product sales to team-building and beyond. When you let your determination and ambition lead the way, you may be surprised at the rewards, recognition and opportunities just around the bend.

soar *like never* before

MARY KAY®

MARCH 2024



take flight with
CONFIDENCE!



There is unspeakable power in self-confidence, and the good news is that anyone can achieve it! Mary Kay Ash said that with preparation, education and experience, anyone can become confident. She also said that confidence yields a positive buying environment. How can you find more ways to believe in yourself this month? Consider how you can become more sure-footed, and watch yourself take flight!

soar *like never* **before**

MARY KAY®

elevate YOUR GOALS!

APRIL 2024

Mary Kay Ash practiced (and preached) the art of writing down short- and long-term goals and breaking them into manageable pieces. What are your long-term goals? Consider stretching them even further! When you strive to achieve and even beat your weekly goals, you just might see your Mary Kay business reach new heights!

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MAY 2024



What can you do to spread the Mary Kay mission this month?

Offering *Mary Kay*® products to old and new friends is a great start!

When you do, you create a natural transition into another element of the vision: inspiring others to take hold of an empowering opportunity that fits their lives. You can extend Mary Kay Ash's legacy by sharing her story and yours and by allowing others to build their own stories one product and party at a time.

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JUNE 2024

AIM FOR SKY-HIGH SUCCESS!
AIM FOR SKY-HIGH SUCCESS!
AIM FOR SKY-HIGH SUCCESS!
AIM FOR SKY-HIGH SUCCESS!



As the Seminar year wraps up, you undoubtedly are clear on your plan. Now is the time for that last concerted effort of persistence and work! You're so close to the finish line – can't you feel it? Finish the race with extra endurance and hard work, and see how successful you can be!

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YEARLONG CONSISTENCY CHALLENGE
JULY 2023 – JUNE 2024

SOAR ON
SILVER
WINGS!



Mary Kay Ash always had big dreams for you and faith that you could achieve anything. You CAN accomplish wonderful things and take flight on the wings of your accomplishments. When you do, you could achieve the yearlong consistency challenge and earn this custom *Mary Kay*® watch that features a mother-of-pearl face and the *Mary Kay*® logo. You'll also find Mary Kay Ash's signature etched on the back!

soar like never before

MARY KAY®

ON
SILVER
WINGS

I have a premonition that soars on silver wings.

It is a dream of your accomplishments

Of many wondrous things.

I do not know beneath which sky

Or where you'll challenge fate.

I only know it will be high!

I only know it will be great!

– ANONYMOUS

soar like never before