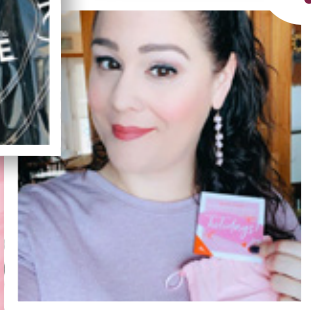
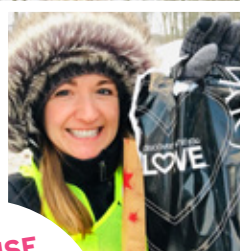
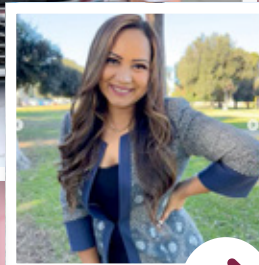
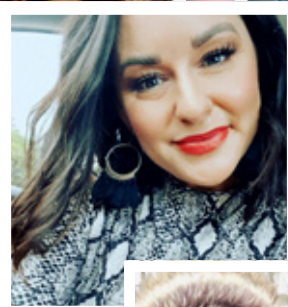
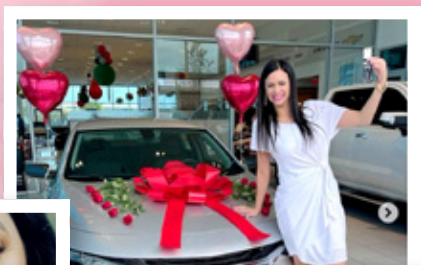
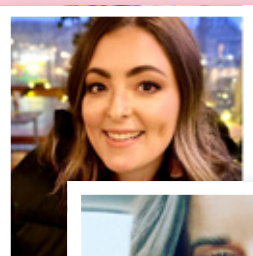
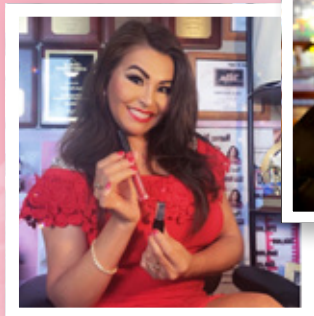


MARY KAY

MARCH 2022

# applause<sup>®</sup>



**APPLAUSE  
WORTHY!**

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



## Spring Into Action!

A new season brings new opportunities to make your business bloom! Look inside for tips to help you power up your parties and plant the seeds for growth!

## MARCH

1

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

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

3

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

15

Deadline to process orders for Quarter 3 of the Star Consultant Program.

16

Quarter 4 of the Star Consultant Program begins.

Summer 2022 *Preferred Customer Program*™ online enrollment begins for *The Look*, including an exclusive sample (while supplies last).

18

Week 1 of Career Conference 2022 begins (March 18–19 and March 20–21).

20

Star Consultant Program Quarter 3 earned credits now available for redemption or accrual.

25

Week 2 of Career Conference 2022 begins (March 25–26 and March 27–28).

30

Last day of the month for Independent Beauty Consultants to place telephone orders to count toward this month's Section 1 product sales volume.

31

Last day of the month for Independent Beauty Consultants to place online orders to count toward this month's Section 1 product sales volume.

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

## APRIL

1

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

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

3

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

15

Good Friday. All Company offices closed.

17

Last day to enroll online for the Summer 2022 *Preferred Customer Program*™ mailing of *The Look*, including an exclusive sample (while supplies last).

22

Earth Day. [Learn](#) about Mary Kay's commitment to sustainability.

26

Early ordering begins for Summer 2022 product promotion for all Independent Sales Directors.

28

Last day of the month for Independent Beauty Consultants to place telephone orders to count toward this month's Section 1 product sales volume.

30

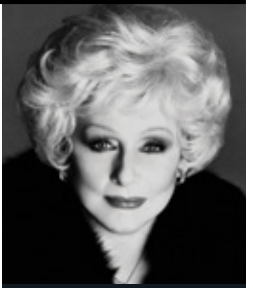
Last day of the month for Independent Beauty Consultants to place online orders to count toward this month's Section 1 product sales volume.

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



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

**WANT TO BE ON THE COVER?** Share your posts on #MyMKLife for a chance to be featured!



“

The best salespeople work with their customers as facilitators and create a partnership that enhances the selling relationship. Your motivation for maintaining a solid relationship with your customers is powerful: It costs five times as much to attract a new customer as it does to maintain an established one. You must earn your customer's respect, trust and interest.”

”

Mary Kay

Less than 1% of Mary Kay Independent Beauty Consultants meet the criteria to earn the use of a Mary Kay Career Car or the Cash Compensation option. All third-party trademarks, registered trademarks and service marks are the property of their respective owners.

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

For questions regarding *Mary Kay*™ product orders, *Mary Kay In Touch*®, special events, product information, etc.

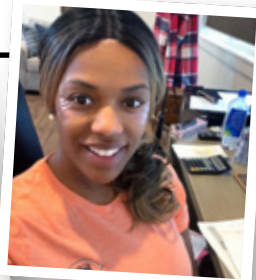
APPLAUSE® magazine is published in recognition of and as information for members of the Mary Kay Inc. independent contractor sales organization, Independent National Sales Directors ("National Sales Directors"), Independent Sales Directors ("Sales Directors") and Independent Beauty Consultants ("Consultants") 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*

## #MYMKLIFE CHALLENGE EXTENDED TO JUNE 30, 2022!

We love your posts so much that we want to keep the challenge going! Keep sharing how your Mary Kay business fits into your life using **#MyMKLife** on social media, and be sure to tag **@MaryKayUS**. We will pick some of the favorites and feature them on our Mary Kay U.S. Facebook page and Mary Kay U.S. Instagram page.

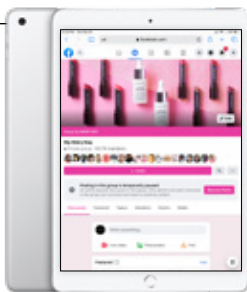


Before posting, [click on this link](#) to review resources that can help you create your best content!

## JOIN THE CLUB!

The [My Mary Kay Facebook group](#) is the official

Facebook community for U.S. Mary Kay Independent Beauty Consultants! As a member, you'll enjoy exclusive content, important Mary Kay news, updates and reminders, plus the opportunity to share inspiration and ideas with one another.



## SHOUT-OUT TO [DECEMBER'S TOP 10 CONTRIBUTORS!](#)

## MARY KAY® CAREER CONFERENCE 2022

## CAREER CONFERENCE IS ALMOST HERE!

Be sure to download the [Mary Kay® Events - USA App](#) for the latest information and updates. And be sure to share your favorite moments on social media using **#MyMKLife!**

### Applause® Magazine Team:

MANAGING EDITOR: MEGHAN BONDS COPYWRITER/EDITOR: ANUMITA GHOSH CONTRIBUTING WRITER/PUBLICATIONS SPECIALIST: NICOLE CALDWELL  
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 GRAPHIC DESIGNER: JOSH BOULDEN 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® > 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.



# SPRING INTO SALES!

March 20 is the first day of spring! A great way to celebrate? By using these new products to Power Up Your Parties!

## SPRING BREAK SPECIAL!

It's back! NEW! [Special-Edition<sup>†</sup> Mary Kay<sup>®</sup> Sun Care After-Sun Replenishing Gel](#), \$15

After a day in the sun, enjoy this cooling, refreshing, hydrating gel. Leaves skin feeling soft and silky, never sticky.

## MARY KAY CLINICAL SOLUTIONS<sup>®</sup> 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 *Mary Kay Clinical Solutions<sup>®</sup> Retinol 0.5* or any skin care routine!

### MARY KAY CLINICAL SOLUTIONS<sup>®</sup> C + RESVERATROL LINE-REDUCER, \$38

Take wrinkle reduction to the next level with our highest concentrations of vitamin C and resveratrol.

### MARY KAY CLINICAL SOLUTIONS<sup>®</sup> HA + CERAMIDE HYDRATOR, \$38

Replenish three critical hydration factors at once, and support your skin's barrier with a unique boost of moisturizing ingredients.

# REMINDERS

If using both boosters, apply *Mary Kay Clinical Solutions<sup>®</sup> C + Resveratrol Line-Reducer* first and then apply the *Mary Kay Clinical Solutions<sup>®</sup> HA + Ceramide Hydrator*. **Do NOT** mix them together.

It is recommended to introduce *Mary Kay Clinical Solutions<sup>®</sup> C + Resveratrol Line-Reducer* only after completing the retinization process. *Mary Kay Clinical Solutions<sup>®</sup> HA + Ceramide Hydrator* can be used during and after completing the retinization process.



Great [resources](#) are available to help you learn all about – and sell – *Mary Kay Clinical Solutions<sup>®</sup>* boosters. Check out the comparison chart, FAQs, videos, social media posts and more! You'll also find the new [Clinical Solutions<sup>™</sup> Confident](#).

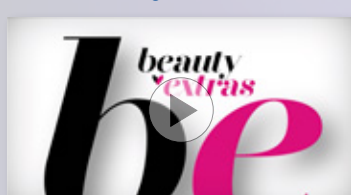
## MARY KAY<sup>®</sup> SUPREME HYDRATING LIPSTICK, \$18 EACH

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 such as sunflower oil and vitamin E to nourish lips.

### HELP IS HERE!

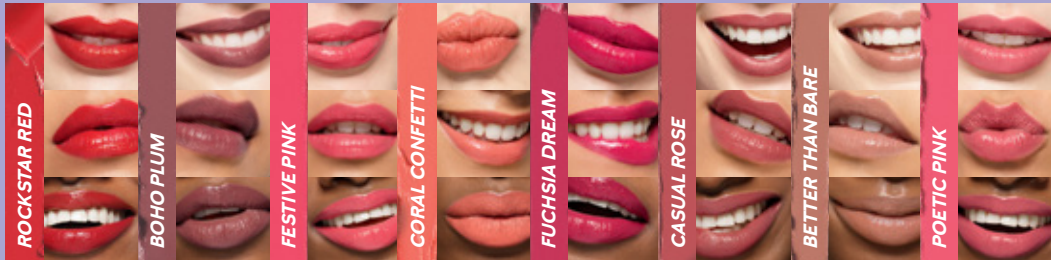


- Share this fun [promo video](#) with your customers!
- Get [Color Confident](#) with the updated education module!
- Let them try before they buy! NEW [Mary Kay<sup>®</sup> Supreme Hydrating Lipstick Samples](#), \$1.50, strip/8, Section 2. Available in all eight shades.
- Find all of the [resources available](#) to help you sell this amazing new lipstick!
- Watch the [Beauty Extras video](#).



\*Based on an independent consumer study in which 150 panelists agreed with the statement

## SHADES FOR EVERY SKIN TONE:



## SPECIAL-EDITION<sup>†</sup> MARY KAY<sup>®</sup> SKIN CARE SIDEKICK SET, \$4, SECTION 2

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

### SET INCLUDES:

- 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!

## LIMITED-EDITION<sup>†</sup> MARY KAY<sup>®</sup> 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 mini set of two favorites that addresses multiple skin needs in one portable package. Includes *TimeWise<sup>®</sup> Moisture Renewing Gel Mask* and *Clear Proof<sup>®</sup> Deep-Cleansing Charcoal Mask*.

## LIMITED-EDITION<sup>†</sup> MARY KAY<sup>®</sup> HAND CREAM MINIS, \$14, SET OF 3

This mini trio of decadent hand creams includes:

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



## LIMITED-EDITION\* GIFT WITH PURCHASE

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

Device stand is not available separately.



All prices are suggested retail.

\*Available while supplies last

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

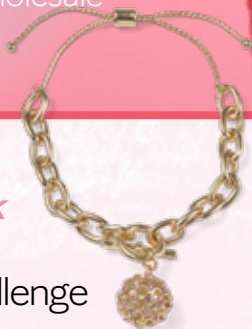


POWERED BY  
*pink*

# POWER UP YOUR *parties*

MARCH 1-31, 2022

These gorgeous earrings can be yours when you sell enough product to support personal retail sales of \$600\* or more in wholesale Section 1 products in March.



## *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

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



**GET ALL THE DETAILS!**

\*The order(s) to support the personal retail sales of \$600 or more in wholesale Section 1 product 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 prize inside your qualifying order. One prize per achiever each month.

For the consistency challenge prize, you'll receive your prize inside your next 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.



# *spring* CLEAN!

Not sure where to start? Here's a guide to help you spring into action and get organized. The No. 1 rule is to HAVE FUN as you declutter!



## CLEAN OUT YOUR CLOSET.

- Use the first-in, first-out method to help minimize expiring products.
- Be sure to properly dispose of your expired products. Remember, expired products cannot be sold, donated or returned to the Company.
- Most *Mary Kay*® products have a shelf life of three years. A day code is listed to help you keep track.
- Research what can be recycled.
- Talk with your local tax expert about deducting the cost of expired products.
- Refresh your [party supplies](#) with updated materials like the Skin Care Place Mat, Second Appointment Place Mat and Beauty Book.

## OUT WITH THE OLD, IN WITH THE NEW!

Once a product is opened, its shelf life changes as it has been introduced to oxygen and human contact. These are suggested guidelines for replacing opened products.

- Liquid (foundation, concealer) – 1 year
- Powder (foundation, cheek color, eye color) – 2 years
- Liquid eye shadow – 1 year
- Lipstick/lip gloss – 1 year
- Mascara – 3 months
- Lip liner/eyeliner – 1 year



## *fun tips!*

### MAKE YOUR OWN TIME-TO-CLEAN PLAYLIST!

Music makes everything better!

### TAKE SELFIES, AND SHARE YOUR CLEANING SHENANIGANS!

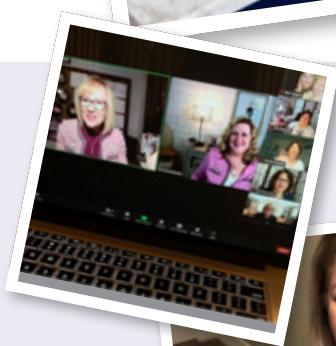
Your customers might get motivated, kick off a spring-cleaning spree of their own and realize they need some product updates from you!

### THROW A SPRING-CLEANING PARTY! VIRTUAL, IN-PERSON OR HYBRID!

You can offer an incentive on products that are near their expiration dates or are discontinued, or an exchange of a product from another brand for a *Mary Kay*® product. Your guests can have a great time sampling products and finding their new *Mary Kay*® favorites.

### NEW TO HYBRID PARTIES?

A hybrid party is a *Mary Kay*® party at which both in-person and virtual guests attend at the same time. [LEARN HOW HERE!](#)



### SHARE THESE TIPS FOR A FRESH START ON FOUNDATION:

Clean makeup brushes daily with *Mary Kay*® **Brush Cleaner** to remove makeup residue and oil that the brush hairs absorb from your skin.

Wash the *Mary Kay*® **Blending Sponge** with water and gentle soap and allow it to air dry completely after each use. The sponge should be replaced every three months.

## Streamline and Stay Connected!

Make sure your customer lists are up-to-date in *myCustomers+*™ and the *Preferred Customer Program*™.

Haven't heard from your customers in a while? Now is a great time to reach out, ask how they're doing and if they are ready to reorder or try something new!







# GET READY TO GROW.

## PREFERRED CUSTOMER PROGRAM<sup>SM</sup>

The *Preferred Customer Program*<sup>SM</sup> is a great way to keep your customers in-the-know about the latest *Mary Kay*<sup>®</sup> products – and to keep YOU top of mind! When you enroll your customers each quarter, they'll receive *The Look*, featuring an exclusive product sample. And it's a great reason for you to reach out and follow up with them!

Get ready to enroll your customers to receive the **Summer 2022** issue of *The Look*:

**ENROLLMENT DATES:** March 16 – April 17  
**MAILING BEGINS:** May 9

### PERKI

Early ordering is available to Independent Beauty Consultants who enrolled their customers in the *Preferred Customer Program*<sup>SM</sup> for the designated quarter.

### SUMMER 2022

- **EARLY ORDERING PRIVILEGE:** May 10 – 15
- **EARLY ONLINE ORDERING FOR ALL INDEPENDENT BEAUTY CONSULTANTS:** May 15
- **QUARTER ON-SALE DATE:** May 16

**Tip:** Follow up! If you reach out 7 to 10 business days after *The Look* begins mailing, you can share your enthusiasm about all the new products. Combined with your customers' excitement, it could mean increased sales and more success for you!

### SUGGESTED DIALOGUE:

Hi, [Customer's Name]. It's [Your Name]. I wanted to make sure you've received the Summer 2022 issue of *The Look*. It's filled with fun new products – plus all the *Mary Kay*<sup>®</sup> faves – to help you look and feel beautiful throughout the summer months. Did you love the new sample? Why don't we schedule an in-person or virtual party so you can experience all of the new products?! You can earn hostess perks, too, when you hold a party and invite a few friends. Are you available on [Date] at [Time]?

## Let the *Preferred Customer Program*<sup>SM</sup> work for you!

**TERRY MCDERMID,**  
INDEPENDENT BEAUTY CONSULTANT, JOPLIN, MO.  
“The *Preferred Customer Program*<sup>SM</sup> is one of the best resources I have for my Mary Kay business. I send *The Look* to all of my customers and friends. At first, I had fewer than 20 customers to enroll, and now I have nearly 150 customers on my list each quarter! I also send several copies of *The Look* to my house with the name VIP Customer on them to give to any new customers who came in after the enrollment deadline.

When I receive *The Look* at my house, I know that my customers have probably received theirs too. That's when I post on my VIP Facebook page that I'm having a contest. The first to comment with what sample they received inside *The Look* gets a prize. This helps ensure that my customers are looking through it! I also hold a Facebook Live on the Saturday morning after *The Look* comes out. I often wear one of the looks that's featured, and I share what's new.”

**AMY PARRA,**  
INDEPENDENT BEAUTY CONSULTANT, MESA, ARIZ.  
The *Preferred Customer Program*<sup>SM</sup> makes building my Mary Kay business so simple! I love the ease of enrollment and the cost effectiveness! My customers receive *The Look*, which is a beautiful, on-trend brochure. The sample and customized greeting from me makes it look so professional! When my customers receive their mailing, they are reminded that my business is open, and I am ready to serve them with the latest and greatest products to try each season! It's the perfect way to reach out to my customers, follow up and touch base with them at least each quarter.”

**LYNN JENKINS,** INDEPENDENT BEAUTY CONSULTANT, KAILUA KONA, HAWAII  
I absolutely LOVE the *Preferred Customer Program*<sup>SM</sup>. Mary Kay makes it so easy for us! I like to enroll my current customers as soon as enrollment opens each quarter, and then add new customers as I go! *The Look* is beautifully personalized and saves me time and money. It allows me to reach my customers with the latest products much faster than if I had to do it myself.”

# *Go-Give<sup>®</sup> Award*

---

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



**Sherrie Clark Purvis**



**Carrie Bloink**



**Rachael Bullock**



**Kara Joy Boucher**

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



# Go-Give<sup>®</sup> Award

Mary Kay Ash said, "The **Go-Give<sup>®</sup> Award** is perhaps the greatest honor a

## DIAMOND

### Sherrie Clark Purvis

Independent Future Executive Senior  
Sales Director

**Began Mary Kay Business** February 2011

**Sales Director Debut** January 2012

**Offspring** four first-line

**National Sales Director** Lynnea Tate

**Career Achievements:** 44-times Star Consultant; 10-times Sales Director Queen's Court of Personal Sales; 10-times Queen's Court of Sharing, including 4 times Runnerup and 1 time as the Queen; Circle of Achievement; seven-times Circle of Excellence; Double Star Achievement, including 3 times as a Million Dollar Sales Director, a Runnerup and 3 times as the Queen; three-times Top 10 Sales Director Nationwide; nine-times Triple Star Achievement

**Personal:** Lives in Lexington, S.C. Husband, Rocky; sons: Jonathan, Joshua, Matthew; daughter, Mary.

**"I am motivated to help others because** of the gift that's been given to me through the Mary Kay business opportunity, and my greatest desire is to pass it on and be an encouragement and inspiration to those around me."

**Testimonial:** Independent Beauty Consultant Kathy Foster of Lexington, S.C., says, "Sherrie Purvis is a torch-carrier for Mary Kay and everything this Company embodies! She is a faithful servant of God and an excellent Independent Sales Director. She always finds the time needed for her team members and pushes us to be our best."



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

# Go-Give<sup>®</sup> Award

Mary Kay Ash said, "The **Go-Give<sup>®</sup> Award** is perhaps the greatest honor a

## EMERALD

### Carrie Bloink

Independent Executive Senior Sales Director

**Began Mary Kay Business** October 2008

**Sales Director Debut** December 2009

**Offspring** five first-line

**National Sales Director** Mary Kay National Area

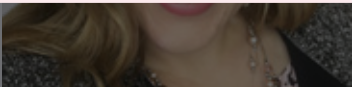


**Career Achievements:** 53-times Star Consultant; 10-times Sales Director Queen's Court of Personal Sales; Queen's Court of Sharing; four-times Circle of Achievement; four-times Circle of Excellence; eight-times Double Star Achievement; Triple Star Achievement

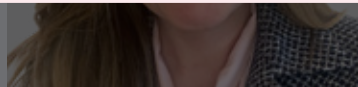
**Personal:** Lives in Northville, Mich. Husband, Jason; son, Justin; daughter, Katelyn.

**"I am motivated to help others because** I truly believe we were made to THRIVE. I want to give that gift away every single day! I am motivated to honor our beautiful Founder Mary Kay Ash and my late National Sales Director Lise Clark by being a servant leader and showing up daily for others."

**Testimonial:** Independent Beauty Consultant Janest Davis of Ecorse, Mich., says, "Carrie has a good heart, and she assists the Thrive Future Area Unit and enriches lives within our Mary Kay families. Carrie shares the opportunity. Carrie makes herself available, and she shares encouraging quotes and words with women."



**Rachael Bullock**



**Kara Joy Boucher**

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



# Go-Give<sup>®</sup> Award

Mary Kay Ash said, "The **Go-Give<sup>®</sup> Award** is perhaps the greatest honor a

## RUBY

### Rachael Bullock

Independent Future Executive Senior  
Sales Director

**Began Mary Kay Business** June 1997

**Sales Director Debut** February 1999

**Offspring** three first-line

**National Sales Director** Mary Kay National Area

**Career Achievements:** 94-times Star Consultant; four-times Sales Director Queen's Court of Personal Sales; 11-times Queen's Court of Sharing; 14-times Circle of Achievement; six-times Circle of Excellence; Top 10 Sales Director Nationwide; 10-times Double Star Achievement; two-times Triple Star Achievement

**Personal:** Lives in Nicholasville, Ky. Husband, Aaron; sons: Micah, Malachi; daughters: Jacquelyn, Rebecca.

**"I am motivated to help others because** it brings me great joy to make a positive difference in another's life. It's so rewarding to encourage and support women in becoming the best versions of themselves and to allow God to work through me to touch their lives."

**Testimonial:** Independent Sales Director Stephanie Blake of Naples, Fla., says, "Rachael has been one of the most thoughtful Sales Directors in our top Sales Director Vortex group who is always sharing her flyers for years and her scripts that help customers. She truly has such a giving heart and is an incredible representation of what it means to be Go-Give!"



**Rachael Bullock**

**Kara Joy Boucher**

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

# Go-Give<sup>®</sup> Award

Mary Kay Ash said, "The **Go-Give<sup>®</sup> Award** is perhaps the greatest honor a

## SAPPHIRE

### Kara Joy Boucher

Independent Sales Director

**Began Mary Kay Business** July 2018

**Sales Director Debut** November 2018

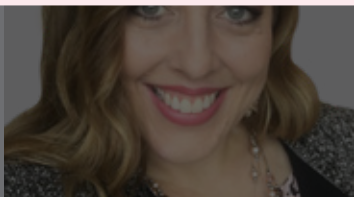
**National Sales Director** Mary Kay National Area

**Career Achievements:** 14-times Star Consultant;  
three-times Circle of Achievement

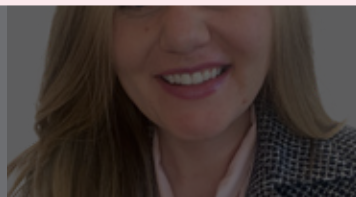
**Personal:** Lives in Castle Pines, Colo. Husband, Todd; daughter, Emma.

**"I am motivated to help others because** it is what I was raised to do. I grew up in a Mary Kay household, and serving others was instilled in me from the start, which I am eternally grateful for!"

**Testimonial:** Independent Future Executive Senior Sales Director Jeanette Beichle of Greeley, Colo., says, "Kara is always willing to share her ideas and invite other Sales Directors and Beauty Consultants to participate in virtual events. She is also very helpful in helping those who aren't so tech-savvy to navigate the virtual world. She does all this with a joyful spirit and happy heart. I know Mary Kay would be so proud of her Go-Give spirit!"



**Rachael Bullock**



**Kara Joy Boucher**

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



READY TO CELEBRATE ALL OF YOUR

*amazing  
achievements?*

RECOGNITION CENTRAL IS HERE!





*it just fits!*<sup>TM</sup>

# DON'T WAIT FOR THAT OPPORTUNITY! CREATE IT!



**I**ndependent Sales Director Reka Small has never been the kind to wait for the right opportunity. “There is no perfect time to start achieving your dreams. You need to make those perfect timings happen yourself,” says Reka.

## IT’S NEVER TOO LATE TO START.

Reka was 16 when she became pregnant, ran away from home and dropped out of high school. “I lacked self-confidence and was often mistreated and abused.” It was a tough phase, but Reka was determined to leave it behind her and start fresh!

She defied the odds – started college in her 30s and went on to pursue a career in nursing before successfully pivoting to start a Mary Kay business.

“In July 2020, I was working full-time as an advanced practice registered nurse in outpatient family medicine. Financially, I was in a good position, but I just felt I needed ‘something’ more. So I reached out to **Independent Beauty Consultant Toya Felston** who I saw on Facebook. I wasn’t sure what it meant to be a Mary Kay independent sales force member, but I was ready to step out of my comfort zone, put myself in a new environment and learn.”

## OWN IT.

Reka’s goal during the first month of starting her own Mary Kay business was to take full ownership of her new role as an Independent Beauty Consultant.

“That very first month I added 10 new personal team members. I was working my Mary Kay business for myself and allowing others to see that. I reached out to 10 potential customers daily and asked if I could mail them samples. I made a list of people to contact in between patients. Holding virtual parties via Zoom, FaceTime and Facebook Messenger helped me boost my business (and bookings). I made sure I followed the advice and feedback I received from **Independent Senior Sales Director Karin Lei Walton-Morgan**.”

## THE AHA MOMENT.

Reka remembers her aha moment like it was yesterday! “I was a DIQ (Director-in-Qualification) and attended **Independent National Sales Director Somer Fortenberry’s** fall retreat. It was a beautiful lunch held at **Independent Elite Executive National Sales Director Emeritus Pat Fortenberry’s** beach condo in Myrtle Beach, S.C. I sat on the floor of her living room and asked questions. It was there that I caught the vision. I went back to my hotel and added five more personal team members. I told myself there’s nothing coming in between me and my debut!”

## FIND YOUR WHY.

In December 2020, just five months after submitting her Independent Beauty Consultant Agreement, Reka debuted as an Independent Sales Director! By then, she had also resigned as a nurse practitioner to focus on her Mary Kay business.

“I was so excited to become part of a sisterhood that supports and encourages one another. I knew I wanted to spend more time sharing that enthusiasm with more and more women around me.”

What ultimately motivated Reka to transition was the work-life balance. “I am a single mother of seven children. My youngest is in second grade. I am now able to take her to school and pick her up, spend more time with my kids and plan vacations without hesitation. I am so appreciative of the flexibility this opportunity has afforded me.”

## WORKING YOUR BUSINESS IN THE VIRTUAL WORLD

Reka feels if you’re not working your Mary Kay business virtually, you are missing out! “Why would I not take advantage of the fact that I can hold multiple selling appointments in multiple states all on the same day from any corner? I have never met my offspring **Independent Beauty Consultant Shondra Smith** in person, but I speak to her daily via FaceTime or Zoom.”

## FINISH STRONG! START STRONGER!

Reka is ready to finish this Seminar year on top! “I’m building more Reds. The goal is to continue developing sales force leaders. If the goal doesn’t scare you, it’s not big enough. Independent National Sales Director, here I come.”

## REKA’S TIPS FOR NEW INDEPENDENT BEAUTY CONSULTANTS

- Keep track of your business transactions through the Weekly Accomplishment Sheet.
- Don’t rely only on your customers to tell you what it’s like to use *Mary Kay*® products. Use them, and share your experiences!
- Go to MKUniversity to learn the business essentials that can support your success.

Less than 1% of Mary Kay Independent Beauty Consultants meet the criteria to earn the use of a Mary Kay Career Car or the Cash Compensation option.

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



**Reka Small,**  
INDEPENDENT SALES DIRECTOR,  
LEHIGH ACRES, FLA.





# YOU GO, girl!

Just imagine what you can accomplish between now and Seminar – add new team members, elevate yourself to Independent Sales Director, earn rewards and step into the spotlight!



## Ready for your GRAND debut?

### GRAND SALES DIRECTOR DEBUT CHALLENGE

AUGUST 2021 – JULY 2022

**Nathan Moore, President, Global Sales and Marketing**, has challenged the independent sales force to debut more than 1,000 new Independent Sales Directors before Seminar 2022.



Independent Sales Directors who debuted or will debut from August 2021 through July 2022 and their Senior Sales Directors will be invited to an exclusive mingle at Seminar 2022.

[SEE FAQs.](#)



**This One's for Keeps!** A photographer will be at the mingle to capture Nathan congratulating each of the "grand" new Independent Sales Directors!

## Final Month!

### POWERED BY PINK POWER UP YOUR TEAM-BUILDING CONSISTENCY CHALLENGE

ENDS MARCH 31.

This bracelet can be yours! A triple strand of pink and gold perfection.

When you achieve the *Powered by Pink* Challenge each month **AND** develop three *Great Start*-qualified\*\* new personal team members January through March 2022.

**GET 'EM EXCITED!**

[Share this flier](#) to spread the news about the *Powered by Pink Power Up Your Team-Building* Consistency Challenge.



## KEEP IT SIMPLE, SWEETIE!

These [new team-building resources](#) are simple, fun, research-backed and tailored for specific audiences:

- **NEW! Team-Building Flier:** Available to order (\$2, pk./10 on Section 2) or to download and print from *Mary Kay InTouch*®. Also available on *Mary Kay*® Digital Showcase App, in every *Mary Kay*® Starter Kit and in the New Beauty Consultant Sample Pack.
- **NEW! Team-Building Playbook:** You'll find it on *Mary Kay InTouch*® and on the *Mary Kay*® Digital Showcase App.
- **NEW! Team-Building Role-Play Videos:** Available on *Mary Kay InTouch*®, MKU > How to Build Your Team, *Mary Kay*® Digital Showcase App and *Mary Kay*® Mobile Learning App.

**REMINDER: STARTUP OPTIONS EXTENDED!**

[SEE DETAILS.](#)

\*\* A *Great Start*-qualified new personal team member is one who has personal retail sales of \$600 or more in wholesale Section 1 products within the *Great Start* time frame. The wholesale order(s) to support this retail sales amount can be single or cumulative. The *Great Start* time frame is the month your Agreement is received and accepted by the Company plus the following three calendar months.

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

# TOP 10 MY MARY KAY FACEBOOK GROUP CONTRIBUTORS

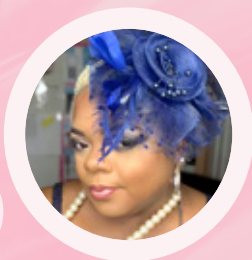
Shout-out to December's top contributors to the **My Mary Kay Facebook group!** We love that you're an active part of our community and that you share your thoughts and ideas with your fellow Mary Kay independent sales force members. Thanks for being part of the club!



**Brenda Barrow**  
Independent Senior Sales  
Director, Dayton, Ohio



**Myronette Alspaugh**  
Independent Beauty Consultant,  
Statesville, N.C.



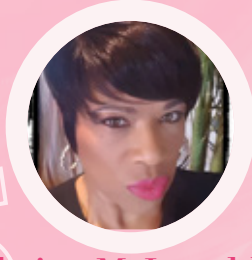
**Yolunda Jester**  
Independent Senior Sales Director,  
Round Hill, Va.



**Joanie Faulkner**  
Independent Sales  
Director, Marietta, Ga.



**Miriam Bates**  
Independent Sales Director,  
Plainfield, Ill.



**Sabrina McLaughlin**  
Independent Sales Director,  
Luling, La.



**Roikensha Craig**  
Independent Sales  
Director, Columbia, Md.



**Felicia Vice**  
Independent Senior Sales  
Director, Baltimore, Md.



**Eno Inoyo**  
Independent Senior Sales Director,  
Mesquite, Texas



**Seline Almonte**  
Independent Senior Sales Director,  
Palisades Park, N.J.

## JOIN THE CLUB!

Not a member? To join, you can click the link below. Be sure to include your Consultant number, along with your first and last name. We verify your information to keep the group exclusive to you, Mary Kay independent sales force members.

[JOIN TODAY.](#)



# NEW FEATURES ON SUITE 13

This Mary Kay-branded virtual experience has new features you'll want to see and share with your customers!

Check out the new **Mezzanine** – a great space to start your one-on-one consultations before exploring the products in each room.

## **BECOME SUITE 13™ SAVVY!**

Find resources like the **Suite 13™ Tour Map**, **Suite 13™ Appointment Guide**, **videos**, **social media posts** and **virtual backgrounds**, **education**, **MKeCards®**, **FAQs** and more on *Mary Kay InTouch®* > Education > Suite13.

## **WHAT'S IN EACH ROOM:**

In the **Innovation Center**, you'll find **TimeWise®**, **TimeWise Repair®** and **Mary Kay Clinical Solutions®** skin care lines. **New Mary Kay Clinical Solutions® boosters were added to the Innovation Center!** Remember to explore the walls near the main skin care regimens to find the supplemental products.

- The **Wellness Bar** features **Botanical Effects®** products.
- The **Terrace** features **Mary Kay Naturally®** products.
- In the **Lounge**, you'll find **Clear Proof®** products.
- **Sweet 13** features **fan-favorite products**.
- In the **Satin Spa**, you'll find **Satin Hands®**, **Satin Lips®** and **Satin Body®** products.