

MARY KAY

JULY 2022

applause®

MIX
GOLD
INTO
YOUR

Goals

APPLAUSE
WORTHY!

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



Happy New
Seminar Year!

With a new Seminar year comes so many new opportunities!
And now it's time to **Mix Gold Into Your Goals!** Are you
ready for your best year yet? Now is your time to shine!



JULY

1

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

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

New Seminar 2023 year begins.

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

3

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

4

Independence Day. All Company offices closed. Postal holiday.

5

On-hold product orders must be resolved by 3 p.m. CT to count for June business.

17

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

19

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

21

Ruby Seminar begins

25

Sapphire Seminar begins.

26

Early ordering begins for Fall 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.

29

Emerald Seminar begins.

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.

AUGUST

1

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

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

2

On-hold product orders must be resolved by 1 p.m. CT to count for July business.

Diamond Seminar begins.

3

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

10

Early ordering of the new Fall 2022 promotional items begins for Star Consultants who qualified during the March 16 – June 15, 2022, quarter and Independent Beauty Consultants who enrolled in *The Look* for Fall 2022 through the *Preferred Customer Program*™.

Fall 2022 *Preferred Customer Program*™ customer mailing of *The Look* begins. (Allow 7–10 business days for delivery.)

15

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

16

Fall 2022 promotion begins. Official on-sale date.

17

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

26

Early ordering begins for Holiday 2022 product promotion for all Independent Sales Directors

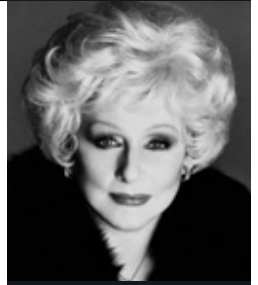
30

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.



“

As the personal chemist of your own future, are you putting enough of the fine, raw materials of faith, confidence, effort, study and the Golden Rule into your mix of life?

”

Mary Kay



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

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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JULY 29 IS NATIONAL LIPSTICK DAY!

Help your customers celebrate this fun day with perfect red lips! Because beauty is feeling beautiful in your own skin and rocking that awesome red lipstick!

MARY KAY® SUPREME HYDRATING LIPSTICK IN ROCKSTAR RED, \$18

A shade that feels as good as it looks. Created with a formula that drenches lips with luscious hydration. The result is lips that feel instantly hydrated and have a brilliant shine finish.

Check out the complete range of *Mary Kay*® Supreme Hydrating Lipstick shades, plus other favorite *Mary Kay*® lip products!



Find images to post in the [Mary Kay® Digital Library.](#)

CHILLAX!

Aug. 15 Is National Relaxation Day!

It was founded back in 1985 by Sean Moeller, who was only a fourth grader at the time! Help your customers relax and unwind with these *Mary Kay*® pampering products:

- ***TIMEWISE*® MOISTURE RENEWING GEL MASK, \$24**
- ***MARY KAY*® HYDROGEL EYE PATCHES, \$40, PK./30 PAIRS**
- ***MINT BLISS*™ ENERGIZING LOTION FOR FEET & LEGS, \$12**
- **WHITE TEA & CITRUS *SATIN HANDS*® PAMPERING SET, \$36**
- **WHITE TEA & CITRUS *SATIN BODY*® WHIPPED SHEA CRÈME, \$24**

All prices are suggested retail.

ORDER NOW!

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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 *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.

GOLDEN Rules

CHALLENGE

JULY 1, 2022 – JUNE 30, 2023

Thinking of others is what sets YOU apart with a Mary Kay business. After all, Mary Kay was founded on the principle of the Golden Rule: Do unto others as you would have them do unto you. And how you put this simple, but treasured philosophy into

- practice can make all the difference in your success. From simple acts of kindness to shifting into a Go-Give mindset, **YOU** can be a shining example of what it means to be Golden. And at Mary Kay, *Golden Rules!* This year, we're embracing our Founder's legacy by sharing a glint and glimmer of the Golden Rule every month in actionable ways.

THE CHALLENGE

Each month during the 2022–2023 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 *Golden Rules* Collection. Establishing a strong customer base and selling \$600* or more a month in wholesale Section 1 products can help you become a quarterly Star Consultant and so much more.

THE COLLECTION

Each piece in the *Golden Rules* Collection is inspired by the Golden Rule, the others-first principle that Mary Kay Ash founded her Company on. This year's collection includes custom accessory items, as well as jewelry items designed by celebrity designer R.J. Graziano. They're fabulous items that you can't get in a store – you can only get them by achieving this challenge.

JULY 1–31: MIX GOLD INTO YOUR GOALS.

Say HELLO to another exciting Seminar year! What are your goals? More importantly, how golden are your goals? When you find ways to mix the Golden Rule into your goals, watch out, good things are bound to happen. You can find both small and big ways to help others while you work toward your sales and team-building goals.

This heart charm bracelet is a conversation-starter for sure and can be yours when you have personal retail sales of \$600* or more in wholesale Section 1 products in July.



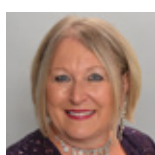
GOLDEN RULES YEARLONG CONSISTENCY CHALLENGE

Embrace and apply the Golden Rule for 12 months as you work your Mary Kay business and complete the monthly challenges. Charge ahead! You won't regret it! When you achieve the *Golden Rules* Challenge each month July 1, 2022 – June 30, 2023, you can earn this gorgeous earrings and bracelet set.

*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.

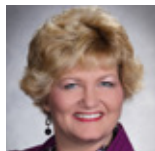
Fresh START

These savvy Independent Sales Directors share their tips to help you start the NEW Seminar year strong!!



START STRONG.
DEBORAH DUDAS,
INDEPENDENT SENIOR SALES
DIRECTOR, NILES, MICH.

"Mary Kay Ash used to tell us to get out of the starting gate FAST! Treat July in the same manner as June; 'think BIG,' as Mary Kay Ash would say. Consider beginning July with a 10-party week and the mindset of achieving a Gold Medal! It takes a large amount of energy to move from one spot to the next, so start July STRONG, and we will be celebrating YOU next Seminar year!"

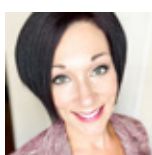


WHAT YOU BELIEVE, YOU CAN ACHIEVE.
LISA JONES, INDEPENDENT
SALES DIRECTOR, MONKTON, MD.

"It's all about affirmations and visualization, starting with reciting our affirmation 21 times a day! When I was qualifying for the use of my first Mary Kay Career Car, a red Pontiac Grand Am, I kept a picture of it on my fridge to motivate me to go to work. Mary Kay Ash always said, 'What you believe, you can achieve.'

I ask my unit members if they see themselves as a Red or on-target to earn the use of a Career Car. I encourage them to place a vision board around the house to keep them motivated, to be intentional about their goals, to work their businesses in powerful pockets of time and to set up strategies that focus on working their businesses full circle (book, sell and team build). How many appointments do you have on your books? Are you excited about posting \$100 days in our Facebook group? Who are you sharing the opportunity with today? What you think about, you bring about! Your goal is always in front of you! 'Reach for the moon, and you will land among the stars!'"

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REINVENT YOURSELF, SET GOALS AND FOCUS.

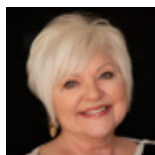
SARA MANGIARACINA, INDEPENDENT SALES DIRECTOR, GAITHERSBURG, MD.

"I start goal-setting a few months before the new Seminar year begins. I prepare myself for what I want to focus on and build momentum to start the year strong. I encourage my unit members to do the same. What you focus on grows. If you focus on how you didn't do what you set out to do, you will only grow self-doubt. If you focus on what you are actively going to do differently and build a viable action plan, you will inevitably grow in confidence, skills and results. Action + effort = results!

I believe it's important to focus on proactive tasks every single day. Don't worry about the responses or the result of the task. I set a number of tasks I want to accomplish each day and track it in a notebook. For example, if I set out to achieve 10 contacts a day, it means I'm texting 10 people for bookings, following up on orders, sharing the business opportunity, inviting people to an *It Just Fits*™ event, meeting people, and giving a sample and texting them to book an appointment. The results will follow!

It took me almost 22 years to achieve the Queen's Court of Personal Sales, but I always knew it was something I wanted. This is possible for any Independent Beauty Consultant. It just takes focus, mental clarity and knowing the numbers. But most of all, it takes belief! You must believe you can achieve for your mind to do the work.

I have grown into a successful, strong Independent Sales Director. I trust the process and myself because I have become confident through the journey, which included a lot of challenges. I work my Mary Kay business with Golden Rule customer service first and make people feel special. I live by this quote: 'Extraordinary results in life come from doing ordinary things with extraordinary consistency.'



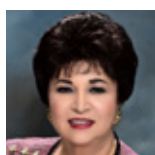
VISUALIZE YOUR DREAM.
CAROLYN THOMPSON,
INDEPENDENT

FUTURE EXECUTIVE SENIOR SALES DIRECTOR, MANKATO, MINN.

"Our unit kicks off the Seminar year by concentrating on goal-setting and visualizing. We each design or refresh a dream book with pictures representing the dreams we want to see come true in our personal lives (our outside goals) and the dreams we want to achieve in our Mary Kay businesses (our inside goals). We share ideas of what to include in the dream books in various areas of our lives: financial,

personal growth, health and fitness, spiritual, and of course, Mary Kay.

I like to share inspirational stories from Independent Sales Directors and National Sales Directors about how a vision of a goal became real! It is an exciting time to look at the new Seminar Awards and break down how to achieve that goal plus any other goals, such as becoming a Red or earning the use of a Career Car. We're to include those pictures in our dream books too! Once we have a vision and dream books or goal posters made, it's time to share our dreams with everyone in our unit within a week because a shared dream becomes a commitment."



PASS IT ON!
NATALIE REED, INDEPENDENT
SENIOR SALES DIRECTOR,
CLARKSVILLE, MD.

"It's a new Seminar year, and we learn every year what works and what needs upgrading. And this year, we'll continue to adjust to our new world, drawing upon the new ways of working both virtually and in-person.

I'm excited to be holding in-person meetings again, and I plan to have more contact with guests, unit members and my customers on a personal level. Mary Kay built this Company on personal contact, and nothing will change that. I will keep my Zoom meetings for out-of-towners, and I will continue to hold education on Zoom. I plan my education after simply asking, 'What do you need?' Each unit member might need different things, but all need the basic foundation of a Mary Kay business with which to start. Be sure you learn how to use all of the digital resources, apps and social media as well. We live in a different world and need to

understand all the different ways we can reach people. I'm focused on developing Reds this year, and I will hold special classes for those who want to develop their businesses. In my personal business, I will continue with my monthly \$600 or more order, always reaching for the stars every quarter because I have never missed becoming a Star since the program began!

I have had a Mary Kay business for 52 years! I was taught by **Mary Kay Ash** and **Dalene White, Independent Elite Executive National Sales Director Emeritus**. They were the originals, and they built the foundation of Mary Kay. My goal is to continue to pass on what I've learned to the newest Independent Beauty Consultants and Independent Sales Directors. Life will change, situations will change, products will change, rules will change, but the basics of this business will never change. Take good care of yourself, your team or unit members and your customers. They are your business."

Need more inspiration?
START HERE!

SUMMER REFRESH

It's time for some fun in the sun! We rounded up **10 MUST-HAVE PRODUCTS**, perfect to offer now with temps heating up and vacations top of mind.



DESTINATION VACATION!

Here's a fun interactive game idea for online or in-person summer parties. Show five images of popular vacation locales. Think Hawaii, Grand Canyon, New York City, Orlando, San Francisco. The first guest to correctly name the locale wins a prize. Some ideas? A product sample, a limited-edition product you have extras of or a discount off their purchase that day. Get creative and have fun!

All prices are suggested retail

Tip! Reach out to your customers online or via social media using [fun product images](#), and watch your sales sizzle!

SUMMER REFRESH

It's time for some fun in the sun! We rounded up **10 MUST-HAVE PRODUCTS**, perfect to offer now with temps heating up and vacations top of mind.

1

MARYKAY®
MICELLAR WATER, \$18

2

MARYKAY®
FOUNDATION PRIMER
SUNSCREEN BROAD
SPECTRUM SPF 15*, \$12

3

TIMEWISE BODY
TARGETED-ACTION®
TONING LOTION, \$34

4

INDULGE®
SOOTHING EYE GEL, \$18

5

CLEAR PROOF®
DEEP-CLEANSING
CHARCOAL MASK, \$25

Mary Kay® Mask Applicator sold separately.

6

BEAUTY BLOTTERS® OIL-
ABSORBING TISSUES,
\$8, PK./75 TISSUES

7

MARYKAY® HYDROGEL
EYE PATCHES,
\$40, PK./30 PAIRS

8

MARYKAY® CC CREAM
SUNSCREEN BROAD
SPECTRUM SPF 15,* \$22

9

LASH LOVE®
WATERPROOF MASCARA,
I ♥ BLACK, \$16

10

MARYKAY
CHROMAFUSION®
CONTOUR, \$14

DESTINATION VACATION!

Here's a fun interactive game idea for online or in-person summer parties. Show five images of popular vacation locales. Think Hawaii, Grand Canyon, New York City, Orlando, San Francisco. The first guest to correctly name the locale wins a prize. Some ideas? A product sample, a limited-edition product you have extras of or a discount off their purchase that day. Get creative and have fun!

All prices are suggested retail

Tip! Reach out to your customers online or via social media using [fun product images](#), and watch your sales sizzle!

LIP SERVICE

MARY KAY HAS A PERFECT LIP PRODUCT,
NO MATTER WHAT FINISH SHE WANTS!



She wants ...

UNAPOLOGETICALLY LUSCIOUS AND HYDRATING

TRY [MARY KAY® SUPREME HYDRATING LIPSTICK, \\$18 EACH](#)

Rich color and a brilliant shine finish. Conditioners like sunflower oil and vitamin E nourish and hydrate lips. 8 luxe shades.

NONDRYING, VELVETY MATTE FINISH

TRY [MARY KAY® GEL SEMI-MATTE LIPSTICK, \\$18 EACH](#)

Rich, stay-true color that lasts for hours without leaving lips looking or feeling dry. 12 gorgeous shades.

NONSTICKY, HIGH-SHINE GLOSS

TRY [MARY KAY UNLIMITED® LIP GLOSS, \\$16 EACH](#)

Glides on smoothly with no drag and delivers instant moisture. 14 lip-loving shades.

RADIANT COLOR, LUMINOUS SHINE

TRY [MARY KAY® GEL SEMI-SHINE LIPSTICK, \\$18 EACH](#)

Long-lasting wear without drying lips. Highly pigmented shades provide intense, stay-true color. 12 mouth-dropping shades.

GREAT ADD-ONS!

- [MARY KAY® LIP LINER IN 8 SHADES, \\$12 EACH](#)
- [WHITE TEA & CITRUS SATIN LIPS® SET, \\$22](#)



JULY 29 IS NATIONAL LIPSTICK DAY!

Here's your chance to plump those lip sales this month. Check out [fun post ideas](#) you can use.

You can also play the [Kissologist](#) game at your next party and get the conversations buzzing all about lips!



LIP TIPS!

- Lip colors with blue or berry undertones can make teeth appear whiter.
- Lip gloss helps make teeth look brighter.

HELP IS HERE!

Complete the [Color Confident](#) product education module for a step-by-step approach to color that will make it easy for you and your customers to achieve beautiful results. Once you learn the basics, you can make up your own rules. Because color rules!



it just fits!TM

ALL THAT GLITTERS



Katie says she had envisioned “doing something for herself” when her friend and **Independent Executive Senior Sales Director Missy O’Neal** shared the Mary Kay opportunity.

It was the fall of 2020. The stay-at-home mom was handling the stresses of everyday life while homeschooling her three children: sons, Caden, 15, and Carson, 11, and daughter, Kinsley, 7. All of this left little time for herself.

PLANT THE IDEA.

“I certainly didn’t think my new thing was to be an Independent Beauty Consultant,” laughs Katie. But the more she learned about the Company and its philosophy of God first, family second and career third, the more intrigued she became. Katie had left her full-time job in 2015 when Kinsley was born. Now she was ready for a something new.

On Sept. 7, 2020, after prayer and careful thought, Katie submitted her Independent Beauty Consultant Agreement. She jumped on the phone right away, calling friends and family, booking online parties, getting more referrals at her parties and sharing her Mary Kay business with others.

“I think I was so excited, my enthusiasm was infectious because within two weeks, I had 10 team members and had entered Sales Director-in-Qualification.

“Not surprisingly, I found many women were like me, tired of feeling isolated and wanting something to look forward to in their lives,” she says. “It was so much fun sharing *Mary Kay*’ products, pampering women, laughing and talking, even if it was on a computer screen.”

CADILLAC GOALS

With her Mary Kay business off to a quick start, it didn’t take Katie long to start setting goals. “I remember thinking early on that maybe I could become an Independent Sales Director and one day earn the use of a pink Cadillac,” she says.

“If I learned one thing quickly, it was to work my business with consistency – consistent selling and team-building and to book from bookings,” she says. “I held online parties every week. I invited guests to bring a friend or two to hop online. I got busy booking, selling and sharing, and on Nov. 1, I became an Independent Sales Director with 26 active team members. I remember Halloween night sharing the Mary Kay opportunity with women at my son’s Little League playoff game in order to make my goal.” She earned the use of her first Mary Kay Career Car, a Chevy Malibu, on Dec. 31, then three months later, she earned the use of a Chevy Equinox.

“LIKE” US

“Up to this point, I was doing parties via video conferencing,” says Katie. “I realized that virtual parties worked for me and that the world as we knew it was still slow and cautious to return to how we were before. I began to watch and learn from others having success holding Facebook parties. I watched a lot of parties, and I took little pieces that I liked most from each one and created my own version to fit me.”

Katie says while the video conferences were fun and interactive, the Facebook parties gave her more control and streamlined the process. “I showcase the products I’m promoting at the party, women type in their purchases in the comments, I make up a sales ticket and message them with their orders. I also ask if they’d like to have their own party and offer hostess rewards for doing so.

“The Facebook parties really elevated my sales and team-building,” she says. “I asked my cousin Amber Buchanan to host a Facebook party. She was reluctant to do so until I sent her the *TimeWise Repair Volu-Firm The Go Set*’ to try. Naturally, she loved the products and agreed! From her party, I got three new team members (including my cousin), four more parties on my books and product sales. The momentum from that one party started a huge wave, including eventually debuting my first offspring Independent Sales Director Amber Powell, who came from that one party. It’s the same month that I also earned the use of a pink Cadillac!”

SETBACKS HAPPEN

Katie is the first to say her Mary Kay journey, albeit a quick one, is not without some bumps. In December 2020, her mother-in-law passed away unexpectedly as Katie was working to earn her first Mary Kay Career Car. Katie also suffers from Addison’s Disease that tends to flare up with stress. In December 2021, as she was earning the use of her pink Cadillac, she contracted COVID-19. Based on her underlying conditions, Katie was hospitalized and eventually sent home on bed rest.

“My unit helps me get through the tough times. We certainly work as a connected, encouraging group and a support system for one another. When I was sick, I lay in bed as we talked, laughed and cried – all via video conference! They really came to my rescue, and I’m so thankful for them. Not only did I earn the use of my pink Cadillac, but my offspring Independent Sales Director Amber Powell earned the use of a Chevy Malibu the same month.

Katie also loves the impact her Mary Kay business has on her children. “There’s nothing better than the Mary Kay world,” she says. “They get to see me reap the rewards of my hard work. They are surrounded by positivity and strong beliefs, and they love the Mary Kay Career Car pickups. I thought my 15-year-old might be embarrassed, but he was the one most excited. My whole family gets involved in my goals. When I was working to earn the use of the pink Cadillac, they would color in a square on my goal board every time I did \$100 in wholesale sales. My husband Michael said he wouldn’t drive a pink car, but he’s a 100-percent caddy daddy now!”

HEART OF GOLD

While Katie says she’s realized many of her initial aspirations, her new goal is to earn the Top Sales Director Trip next year and one day become an Independent National Sales Director. “We have so many amazing mentors in our Mary Kay businesses, including my **Independent Executive Senior Sales Director Missy O’Neal** and my **Independent National Sales Director Kimberly Copeland**. “I’m grateful for their Go-Give spirit, their coaching and motivation. Company events such as Seminar are also a great learning and motivational time.”

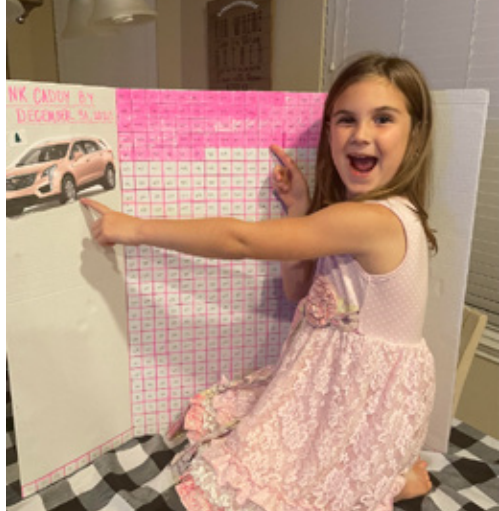
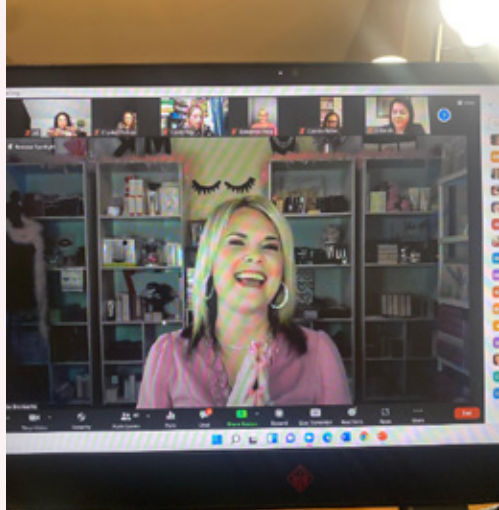
Katie says her parents had a big influence on her life as well. “I’m adopted, and my parents have always been my biggest supporters. They believe in me, and they raised me to dream big and work hard for my goals. They live about 15 minutes away and are instilling those same beliefs in their grandchildren.”

Katie’s best advice? “Be consistent and do something for your Mary Kay business every day. It’s paid off for me to get out of my comfort zone. I was scared at my first Facebook party. It was unfamiliar, and I didn’t know what would happen, but I took an adage from Mary Kay Ash – be willing to do things you’ve never done before to get to places you’ve never been.”

HEAR
KATIE SHARE
HER STORY
ON THE
PODCAST!



Katie Bronkema,
INDEPENDENT SENIOR SALES
DIRECTOR, PORTER, TEXAS



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.

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Go-Give[®] Award

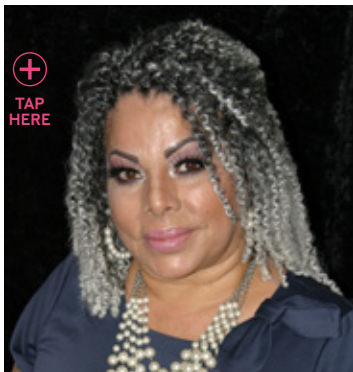
Mary Kay Ash said, “The **Go-Give[®] Award** is perhaps the greatest honor a Mary Kay Independent Sales Director can earn. Those who possess the Go-Give spirit are the heart of this Company and our shining hope for the future.” These award recipients best exemplify the Golden Rule – helping others selflessly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



Yolanda Carrillo



Rita Jean Barthel



Elvia Cordova



Alyssa Epperson

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

Go-Give[®] Award

DIAMOND

Yolanda Carrillo

Independent Executive Senior Sales Director

Began Mary Kay Business

April 1991

Sales Director Debut

June 1993

Offspring six first-line

National Sales Director

Mary Kay National Area

Achievements: 103-times Star Consultant; four-times Sales Director Queen's Court of Personal Sales; 16-times Queen's Court of Sharing; 13-times Circle of Achievement; seven-times Double Star Achievement; three-times Triple Star Achievement

Personal: Lives in Riverside, Calif. Husband, Juan; sons: Kevin, Bryan, Juan

"I am motivated to help others because I have seen the change in most women when we work as a team, and today more than ever, I am convinced that we can achieve much more together than the sum of what we could do each one individually."

Testimonial: Independent Senior Sales Director Minerva Guzman, of Fernley, Nev., says, "Yolanda is truly a perfect role model for the Go-Give[®] Award! She demonstrates how valuable it is to be part of this beautiful Company. Through her experience and wisdom, she shows us the passion of living day to day to be of service to others through our Mary Kay business."



Elvia Cordova

Alyssa Epperson

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

Go-Give[®] Award

EMERALD

Rita Jean Barthel

Independent Senior Sales Director

Began Mary Kay Business

May 1981

Sales Director Debut

July 1984

Offspring two first-line

National Sales Director

Mary Kay National Area

Achievements: 153-times Star Consultant; 17-times Sales Director Queen's Court of Personal Sales; 25-times Circle of Achievement; 11-times Double Star Achievement

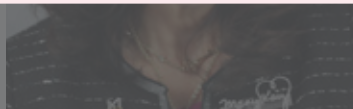
Personal: Lives in Billings, Mont. Husband, Larry; son, Lane; daughter, Mandy

"I am motivated to help others because that is how I grew up. My mom and dad were always helping people. And as the saying goes, "it is not what is taught but what is caught." My goal is to put a smile on at least one person a day!"

Testimonial: Independent Beauty Consultant Robin West of Billings, Mont., says, "Rita is the perfect example of *Miss Go-Give*[®]. She shares her knowledge and motivation freely. She is always there to lend a hand, both in Mary Kay and in her personal life. Rita truly shows the world Mary Kay's heart."



Elvia Cordova



Alyssa Epperson

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

Go-Give[®] Award

RUBY

Elvia Cordova

Independent Executive Senior Sales Director

Began Mary Kay Business

July 1998

Sales Director Debut

June 2000

Offspring six first-line

National Sales Director

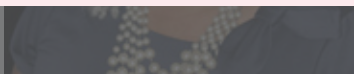
María Flores

Achievements: 92-times Star Consultant; four-times Sales Director Queen's Court of Personal Sales; nine-times Queen's Court of Sharing; 11-times Circle of Achievement; three-times Double Star Achievement; four-times Triple Star Achievement

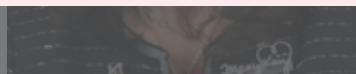
Personal: Lives in Fresno, Calif. Husband, Joel; son, Joel Jr.; daughters: Clara, Elvia, Jessica, Zury, Jacqeline

"I am motivated to help others because Proverbs reminds us that the best reward is to help! That's how I was created, and when I started my Mary Kay business, I saw that it was one of the business priorities."

Testimonial: Independent Sales Director Claudia Tamayo of Poughkeepsie, N.Y., says, "Elvia is a marvelous woman! Elvia does not keep anything; she shares all her ideas. She truly gives her heart, joy and passion to Mary Kay."



Elvia Cordova



Alyssa Epperson

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

Go-Give[®] Award

SAPPHIRE

Alyssa Epperson

Independent Sales Director

Began Mary Kay Business

June 1982

Sales Director Debut

June 1993

National Sales Director

Mary Kay National Area

Achievements: 103-times Star Consultant; five-times Sales Director Queen's Court of Personal Sales; two-times Circle of Achievement; two-times Double Star Achievement

Personal: Lives in Frisco, Texas. Husband, David; son, Kyle.

"I am motivated to help others because I was taught at a young age by my mother, the late Independent Sales Director and annual *Go-Give*[®] recipient, Sarabel Epperson, to always be grateful for our ability to serve others within this incredible Company. It gives me great happiness to help others meet their goals and know they can do it!"

Testimonial: Independent Beauty Consultant Gail Watson of McKinney, Texas, says, "Alyssa is a wonderful example of the Go-Give spirit, always making herself available to her immediate team, unit members, adoptees, and other Beauty Consultants and Sales Directors she has known and coached with over the years. She shows exquisite customer service and product knowledge, and she encourages others to grow their strengths, and as a result, everyone wants to be better."



Elvia Cordova

Alyssa Epperson

[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!

BE THE LEADER YOU'D *love* TO FOLLOW!



Preparing to go RED? Then ask yourself, *am I someone who others want to follow?* Be the role model for your team members, and find ways to build their confidence!

Remember what Mary Kay said: "Your business will blossom in proportion to the measure of care and love you send into the lives of others."

LEARN TO LEAD!

Best practices to consider as you become a team-builder.

1 WALK THE TALK. Work your business full circle to show how it's done!

2 PUT YOURSELF IN HER SHOES! Remember what it's like to be new. Let your new team members know that they aren't the first to have doubts or to have naysayers who aren't "sold" yet.

3 GET TO KNOW THE PEOPLE ON YOUR TEAM. Assess their behavioral styles and support them differently. What does support mean to them? Don't adopt a one-size-fits-all approach.

4 CELEBRATE WINS! Small successes are great incentives for your new team members!

5 WHAT'S THEIR WHY? Help your team members figure out a step-by-step strategy to help them reach their goals, based on what is most important to them.

LET'S PAINT THE TOWN RED!

INDEPENDENT SALES DIRECTOR REDS CHALLENGE

JULY 1 – DEC. 31, 2022

Now through Dec. 31, 2022, Independent Sales Directors and above who add three or more first-time Reds (Star Team Builders, Team Leaders or Elite Team Leaders) to their units, are eligible to earn onstage recognition at Leadership Conference 2023.

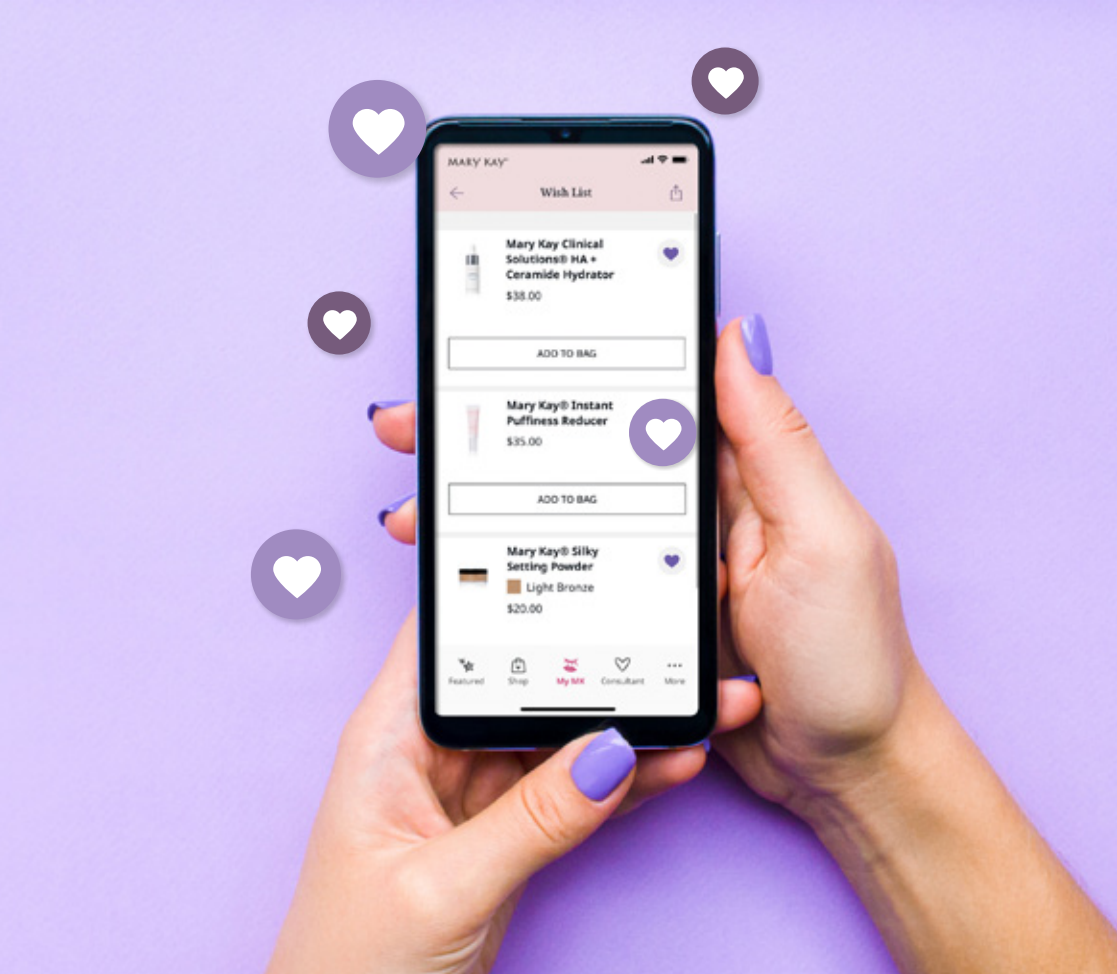
[FAQs](#)

TIME TO TAKE ACTION!

Use these resources to team build like the best!

- **Team-Building Playbook:** Offers you the ability to rely on a professionally thought-out and designed approach to sharing the Mary Kay opportunity with a prospective team member, either virtually or in person.
- **Team-Building Flier:** The front of this beautiful flier highlights the reasons women choose to start a Mary Kay business. On the back side of the flier, it features the different startup options available.

[CLICK HERE](#) FOR MORE TEAM-BUILDING RESOURCES.



WISH IT TO WIN! MARY KAY® APP WISH LIST CONTEST

July 5 – Aug. 12, 2022

You love that your customers can shop Mary Kay their way with the *Mary Kay®* App! But get ready to ♥ it even more with the ***Wish It to Win! Mary Kay®* App Contest.**

HOW TO ENTER:

- From July 5 through Aug. 12, 2022, your customers can download and open the *Mary Kay®* App.
- If they already have an account on your *Mary Kay®* Personal Web Site, your customers can simply click **shop with me** and **sign in**. If they do not have an account, they will need to register and sign in.
- To find you, your customers can search by first name, last name and state.
- Once signed in, your customers can find a product they love and add it to their Wish Lists by tapping the **heart** icon.
- As soon as ONE product is added to their lists, both of you become eligible to win a \$50 Visa gift card!

HOW TO WIN:

At the end of the contest, 60 customers who have added at least ONE item to their Wish Lists – and their Independent Beauty Consultants – will be randomly selected to receive a \$50 Visa gift card.

KNOW MORE ABOUT THIS GAME-CHANGING APP AND HOW YOU CAN INTRODUCE IT TO YOUR CUSTOMERS:

- [Watch](#) how **Independent Sales Director Tamiko Lee** is maximizing the *Mary Kay®* App in her business.
- [Watch](#) demos of the Beauty Profile and the Wish List features.
- [See](#) how the order of application feature works.
- Find more [helpful resources](#) including the *Mary Kay®* App Action Plan, social posts and *MKeCard®*.

No purchase necessary. All prices are suggested retail