

MARY KAY

MAY 2024

# applause<sup>®</sup>



Experience  
**Mary Kay**  
your way!



You can help your customers feel empowered with *Mary Kay*<sup>®</sup> products tailored to meet their unique needs and exceed their expectations. This summer, your customers can experience a masterful lineup of products that is sure to bring out their best beauty!

## MAY

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

Last day to resolve on-hold orders by 1 p.m. CT to count toward April Section 1 product sales volume.

3

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

8

Summer 2024 *Preferred Customer Program*<sup>SM</sup> customer mailing of *The Look* begins. (Allow 7–10 business days for delivery.)

10

Early ordering for the Summer 2024 product promotion begins for Star Consultants who qualified during the Dec. 16, 2023 – March 15, 2024, quarter and for Independent Beauty Consultants who enrolled in *The Look* for Summer 2024 through the *Preferred Customer Program*<sup>SM</sup>.

12

Mary Kay Ash's birthday.

Mother's Day.

15

Ordering for the Summer 2024 product promotion begins for all Independent Beauty Consultants.

16

Summer 2024 product promotion begins. Official on-sale date.

Summer product launch Facebook Live at Noon CT.

27

Memorial Day. All Company offices closed. Postal holiday.

30

Telephone orders accepted until 6 p.m. CT to count toward this month's Section 1 product sales volume.

31

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

Customer Success will be working extended hours to assist in resolving month-end orders and Agreements from 6 p.m. until 11:59 p.m. CT.

## JUNE

1

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

3

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

4

Last day to resolve on-hold orders by 1 p.m. CT to count toward May Section 1 product sales volume.

5

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

15

Deadline to resolve orders for Quarter 4 of the Star Consultant Program.

16

Quarter 1 of the Star Consultant Program begins.

*All-Star* Star Consultant Program year begins.

Holiday 2024 *Preferred Customer Program*<sup>SM</sup> online enrollment begins for *The Look*, including an exclusive sample (while supplies last).

Father's Day.

20

Star Consultant Program Quarter 4 earned credits now available for redemption or accrual.

27

Telephone orders accepted until 6 p.m. CT to count toward this month's Section 1 product sales volume.

28

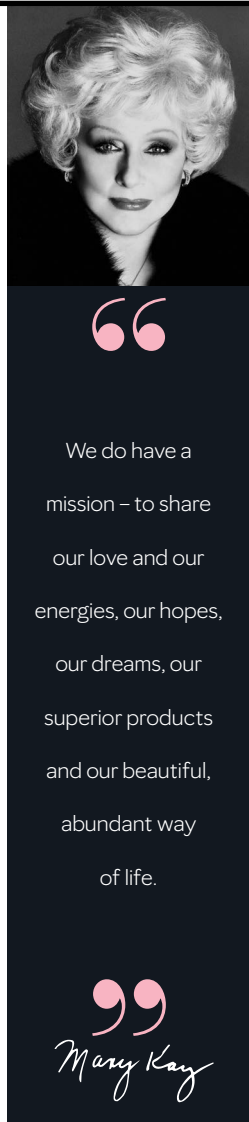
Online Independent Beauty Consultant Agreements and orders accepted until 11:59 p.m. CT.

30

Seminar 2024 year ends.

Seminar 2024 recognition registration deadline at 11:59 p.m. CT.

Customer Success available to assist with closing out the Seminar year from 9 a.m. to midnight CT.



“  
Mary Kay”



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

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

For questions regarding *Mary Kay*<sup>SM</sup> product orders, *Mary Kay InTouch*<sup>SM</sup>, special events, product information, etc.

APPLAUSE<sup>SM</sup> 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. ©2024 Mary Kay Inc. Member: Direct Selling Association, Personal Care Products Council. Mary Kay Inc., 1625 L Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, marykay.com.

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# *Another* *Round of* **applause**<sup>®</sup> PODCAST



## *Episode 53*

MAY 2024

### **Pricila Martínez,**

an Independent Executive Senior Sales Director, shares how staying true to her goals and perseverance have contributed to her success in her Mary Kay business.



**LISTEN NOW**



### **Miss an episode?**

Check out the archive, and catch up today through the *Mary Kay*® Digital Showcase App.

# TRENDING *Now*



## Happy Birthday, Mary Kay Ash!

On May 12, we celebrate **Mary Kay Ash's birthday!** And it's **Mother's Day too!**

Join the *Team Up for Women!*<sup>®</sup> campaign to celebrate Mary Kay Ash's legacy of giving back to women-related causes in meaningful ways by giving to the *Mary Kay Ash Foundation*<sup>SM</sup>.

Visit [marykayashfoundation.org](http://marykayashfoundation.org) for helpful tips on how to participate and support the Foundation.



## *it just fits!*<sup>®</sup>

**NEW!** *It Just Fits*<sup>®</sup> [video](#) featuring **Independent Senior Sales Director Keila Lopez**. Hear the inspiring journey of how she transformed into the woman, mother and leader she always aspired to be by working her Mary Kay business.



*Applause*<sup>®</sup> Magazine Team:

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**SENIOR PREPRESS ARTIST:** RICHARD HUDSON **COPY EDITORS:** LISA HORNE, GAYLEEN WOODALL **SENIOR PROOFREADER:** JESSICA HAMILTON

Within *Applause*<sup>®</sup> 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*<sup>®</sup> > Resources > Business Compliance. When in doubt, Mary Kay Inc. recommends face-to-face contact as the best form of communication, which should help you avoid any issues with these types of regulations.





# NEW SUMMER PRODUCTS



The new *Mary Kay*® Skin Care line has officially earned the Good Housekeeping Seal after careful evaluation by the Good Housekeeping Institute!

The Good Housekeeping Institute has been rigorously testing products since 1900. Their team of engineers, scientists, analysts and product experts thoroughly vet each product and take into account consumer testing before granting a product the trusted Seal.

## NEW! MARY KAY® SKIN CARE LINE

For your customers who are not ready for age-defying products and want a simple but effective skin care routine, the NEW *Mary Kay*® Skin Care line is just for them!

Available in regimens as well as open stock that can be mixed and matched to suit daily skin care needs.

### REGIMENS

**NEW! *Mary Kay*® Hydrating Regimen, \$80**  
Discover healthy, hydrated skin with the *Mary Kay*® Hydrating Regimen! It features fundamental products designed with **normal to dry skin** in mind, but is suitable for all skin types – including sensitive skin – with a **hydrating cleanser** and a **hydrating moisturizer**, plus a **universal scrub and toner**.



**NEW! *Mary Kay*® Mattifying Regimen, \$80**  
Discover healthy, shine-free skin with the *Mary Kay*® Mattifying Regimen! It features fundamental products designed with **combination to oily skin** in mind, but is suitable for all skin types – including sensitive skin – with a **mattifying cleanser** and a **mattifying moisturizer**, plus a **universal scrub and toner**.

**MIX AND MATCH:** Choose from Hydrating or Mattifying Cleansers and Moisturizers based on individual skin care needs, then add the universal Exfoliating Scrub and Balancing Toner.



### HYDRATE

Designed with **normal to dry skin** in mind, but suitable for all skin types. Use morning and night.

- **NEW! *Mary Kay*® Hydrating Cleanser, \$20**  
Effectively removes impurities and oil, so skin feels hydrated, fresh and soft – not tight or dry.
- **NEW! *Mary Kay*® Hydrating Moisturizer, \$20**  
Nourishes with a nongreasy, lightweight formula that delivers increased levels of moisturization.

**MATTIFY**  
Designed with **combination to oily skin** in mind, but suitable for all skin types. Use morning and night.

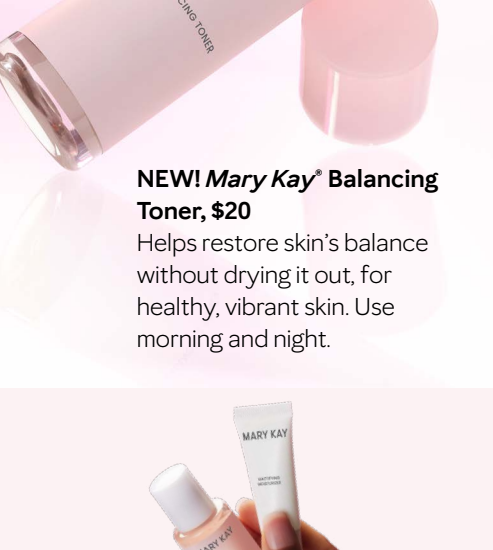
- **NEW! *Mary Kay*® Mattifying Moisturizer, \$20**  
Provides skin with necessary daily hydration while helping to mattify oily skin.
- **NEW! *Mary Kay*® Mattifying Cleanser, \$20**  
Effectively removes impurities and excess oil to help reduce shine, so skin feels fresh and soft and looks mattified.



### PLUS

**NEW! *Mary Kay*® Skin Care Go Sets (Hydrating and Mattifying), \$22 each**  
Includes travel-sized cleanser, moisturizer, scrub and toner.

***Mary Kay*® Skin Care Samples (Hydrating and Mattifying), \$3 each, pk./3, Section 2**  
Each packette set contains cleanser, moisturizer and scrub. (Toner not included due to its liquid form).



**NEW! *Mary Kay*® Balancing Toner, \$20**  
Helps restore skin's balance without drying it out, for healthy, vibrant skin. Use morning and night.

- Four Steps to Beautiful Skin**
1. Cleanse
  2. Exfoliate
  3. Tone
  4. Moisturize

### Mary Kay® Skin Care Formula Attributes

- Suitable for all skin types, including sensitive skin.
- Fragrance-free.
- Non-comedogenic.
- Tested for skin irritancy and allergy.
- Dermatologist-tested.

### The Customer

- Anyone who is just starting their skin care journey and is looking for simple skin care products and isn't interested in age-defying products.
- For *Botanical Effects*® customers who are interested in a similar routine that's gentle, effective and suitable for sensitive skin. *Botanical Effects*® products are phasing out and are available under While Supplies Last of Section 1.
- The look and feel of products are also important considerations:
  - Lightweight and nonsticky feel.
  - For skin care, they don't like the shiny/oily look and slimy/sticky feel.
  - For cosmetics, they want light coverage, natural-looking, and blends well.
  - They are also attracted to aesthetic and sustainable packaging with simple, clean colors.
- The majority of Gen Zers discover and learn about products through social media. Instagram and TikTok are their primary sources.
- After learning about products through social media, 69% prefer to purchase their products in person so they can touch and feel the products before buying.
- Gen Zers are more likely to buy from companies with a cause. *Mary Kay* has been giving back through the *Mary Kay Ash Foundation*™ since 1996. Before they were born! Nobody knows more about helping others and enriching women's lives than *Mary Kay*!

### HELP IS HERE!

- Learn all about the NEW *Mary Kay*® Skin Care line about the reaching *Fresh Faces* mini-series, exclusive to the [My Mary Kay Facebook group](#), May 7–10.
- Be sure to tune in to the [Mary Kay U.S. Facebook Live](#) on May 16 at noon CT to learn more about the NEW *Mary Kay*® Skin Care line and all the new summer products.
- Check out all the updated resources on [Mary Kay InTouch](#)®.
- Learn about [Paid Social Media Advertising](#). You'll find step-by-step instructions and creative examples to help you get started!

Summer 2024 products are available for all independent sales force members to order on May 15.

# GET READY FOR GEN Z!

The next generation of product lovers is now discovering *Mary Kay*. Gen Z includes those born 1997–2012. Many are now old enough and interested in learning, using, buying and potentially selling beauty products.

No matter your age or time as a *Mary Kay* Independent Beauty Consultant, reaching Gen Zers is a great way to expand your reach and grow your business. A recent study\* revealed the following:

- 62% of Gen Zers are using skin care more than once per day. They prefer an easy-to-follow skin care routine with four steps or less.
- They desire products that deliver the following benefits:
  - Promote healthy skin balance (addresses oily or dry skin).
  - Contain SPF to protect skin and even skin tone/hyperpigmentation.
  - Fragrance-free formulas with simple ingredients.
- The look and feel of products are also important considerations:
  - Lightweight and nonsticky feel.
  - For skin care, they don't like the shiny/oily look and slimy/sticky feel.
  - For cosmetics, they want light coverage, natural-looking, and blends well.
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### EXPAND YOUR TEAM WITH GEN Z!

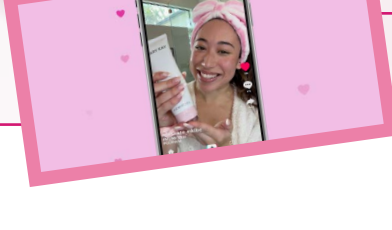
Once they fall in love with *Mary Kay*® products, be sure to share the opportunity with them! Think about all the Gen Zers who are 18+ and looking to earn a little extra income!

\*Gen Z Screener Survey (n=82)

### THE POWER OF ONE MORE

What happens when the power of one new generation meets the power of one new skin care line made just for them? Opportunity after opportunity.

The new *Mary Kay*® Skin Care line takes the power of one more to a whole new level by reaching just one more – generation!



- Reach Gen Zers where they are on social media!
- Look to existing customers to share. Each of them could have daughters, nieces or even neighbors who need the new *Mary Kay*® Skin Care line.
- Leverage Go Sets and samples to introduce Gen Zers to the line – they love trying before they buy!

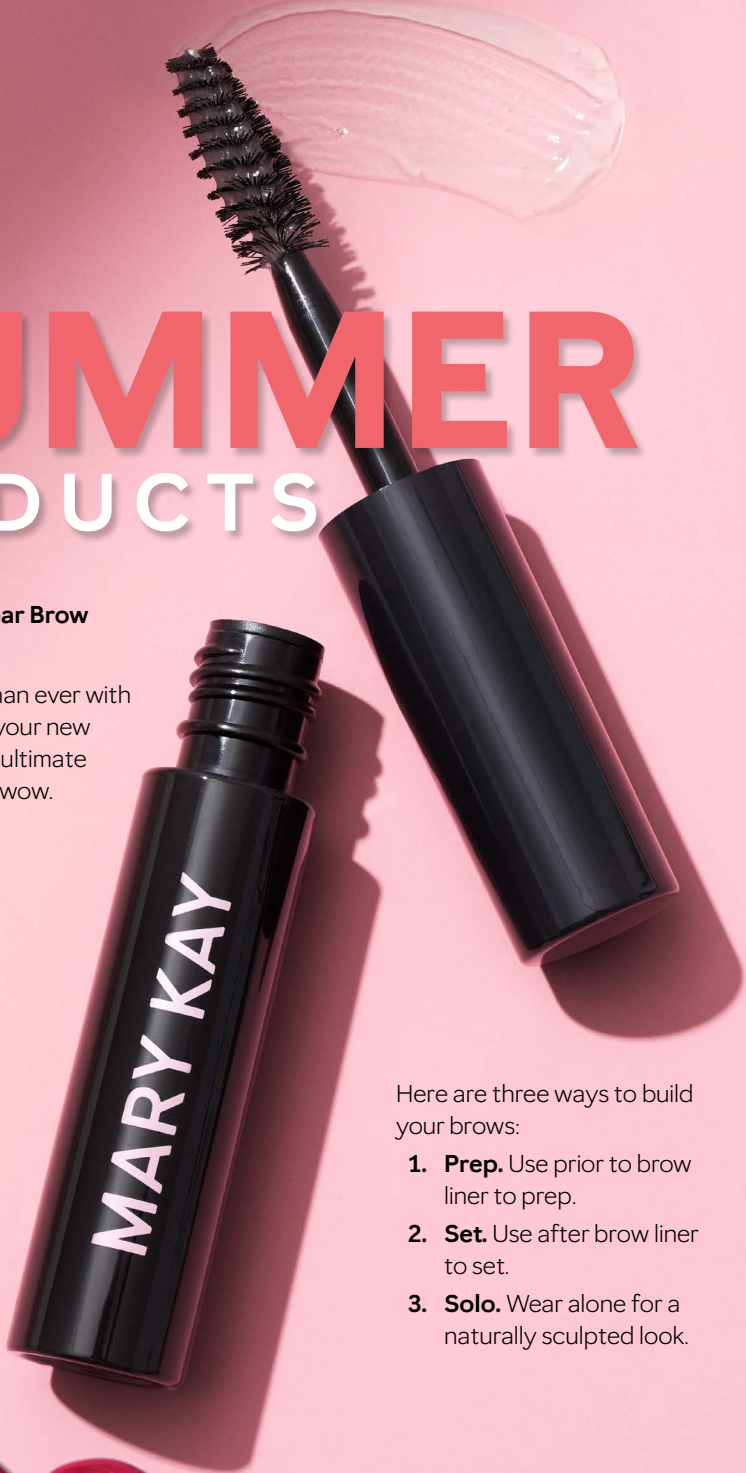
[Watch this video](#) to learn more about the Power of One More!



# NEW SUMMER PRODUCTS

## NEW! *Mary Kay*® Clear Brow Styling Gel, \$14

It's back and better than ever with a new formula! Meet your new brow hero! This is the ultimate bestie for brows that wow.



Here are three ways to build your brows:

- 1. Prep.** Use prior to brow liner to prep.
- 2. Set.** Use after brow liner to set.
- 3. Solo.** Wear alone for a naturally sculpted look.



## NEW! Limited-Edition† *Mary Kay*® Sparkle Cream Lipstick, \$22 each

Make a bold statement and impact with every purchase of limited-edition† *Mary Kay*® Sparkle Cream Lipstick.

- Empower
- Positive Impact

## PINK CHANGING LIVES®

MARY KAY

Join Mary Kay's global *Pink Changing Lives*® cause empowerment program and help change the lives of women and their families in the United States, through Sept. 15, 2024, Mary Kay will donate \$1 from each sale of the limited-edition† *Mary Kay*® Sparkle Cream Lipstick to the *Mary Kay Ash Foundation*™.

**SEE  
NEXT  
PAGE**



## NEW! Limited-Edition† *Mary Kay*® Matte Liquid Lipstick, \$20 each

Back by popular demand, the NEW limited-edition† *Mary Kay*® Matte Liquid Lipstick has returned in three new shades!

- Soft Fawn
- Rich Mahogany
- Red Noir

### Ulti-Matte Benefits:

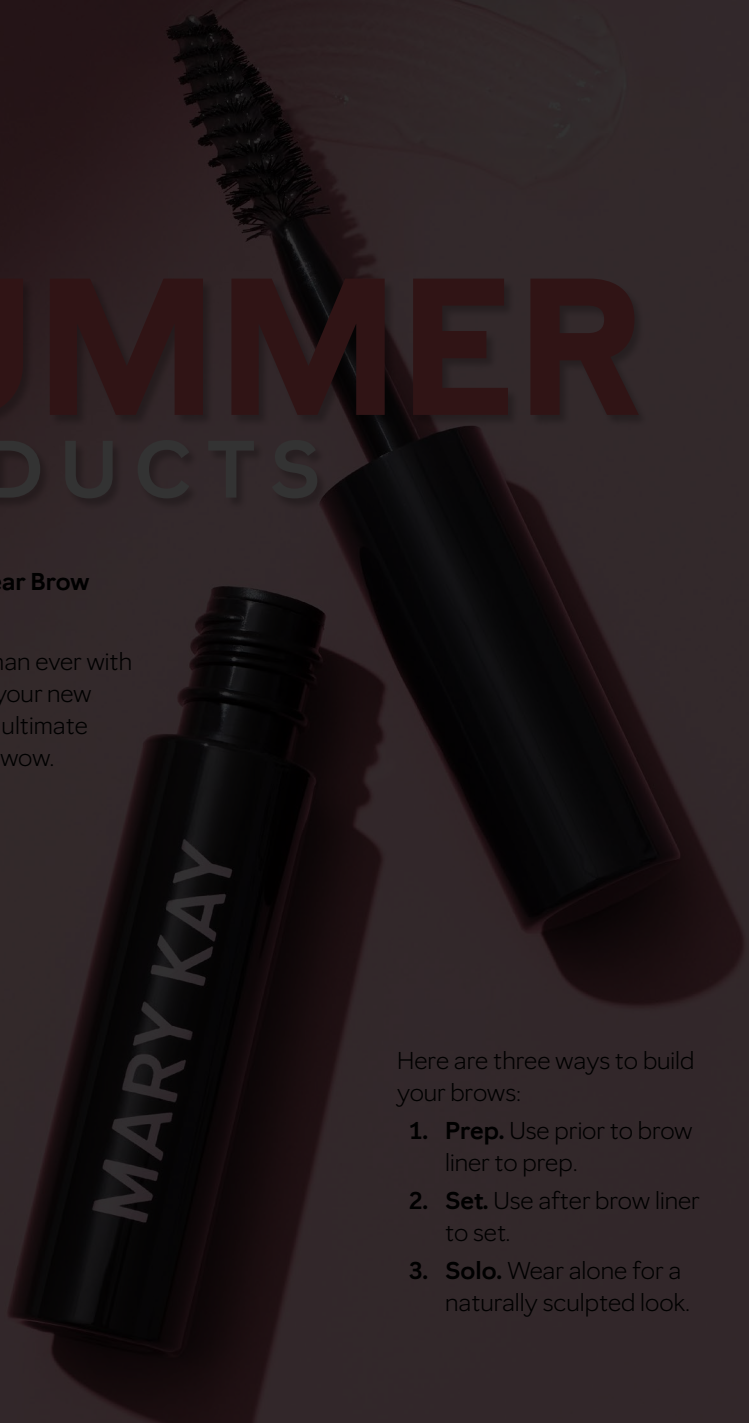
- Velvety, matte finish.
- Bold color payoff.
- Smooth, matte wear on lips.

Summer 2024 products are available for all independent sales force members to order on May 15.

# NEW SUMMER PRODUCTS

## NEW! *Mary Kay*® Clear Brow Styling Gel, \$14

It's back and better than ever with a new formula! Meet your new brow hero! This is the ultimate bestie for brows that wow.



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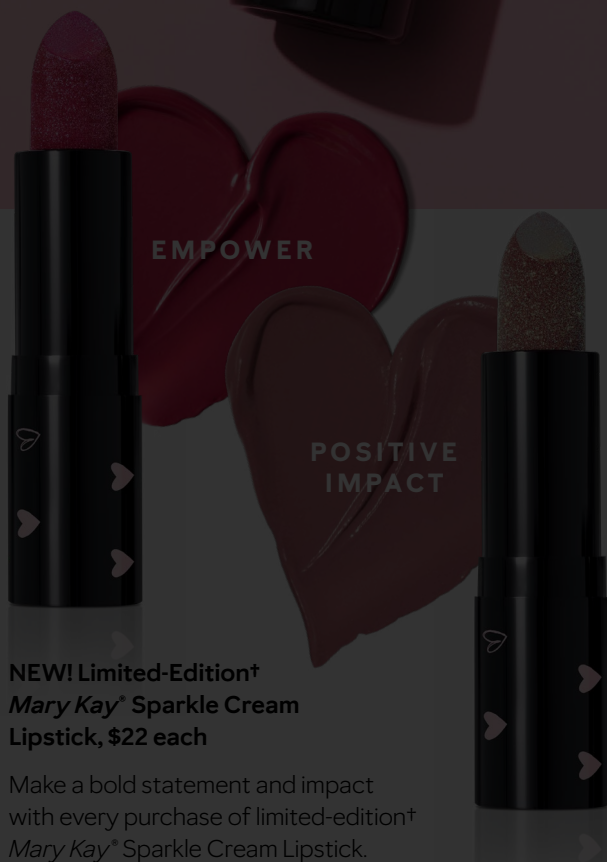
## PINK CHANGING LIVES®

MARY KAY

Join Mary Kay's global *Pink Changing Lives*® cause empowerment program and help change the lives of women and their families. In the United States, from April 26 through Sept. 15, 2024, Mary Kay Inc. will donate \$1 from each sale of the limited-edition† *Mary Kay*® Sparkle Cream Lipstick to the *Mary Kay Ash Foundation*™.

Mary Kay is committed to supporting the *Mary Kay Ash Foundation*™ and its continued efforts to invest in innovative cancer research for women-related cancers and ending domestic violence in the United States and around the world.

Since 2008, the Mary Kay global *Pink Changing Lives*® cause empowerment program has impacted more than 6 million women and their families by partnering with more than 3,000 organizations around the world, donating more than \$17 million.



## NEW! Limited-Edition† *Mary Kay*® Sparkle Cream Lipstick, \$22 each

Make a bold statement and impact with every purchase of limited-edition† *Mary Kay*® Sparkle Cream Lipstick.

- Empower
- Positive Impact

## NEW! Limited-Edition Matte Liquid Lipstick

Back by popular demand, limited-edition† *Mary Kay*® Matte Liquid Lipstick has returned in three new shades!

- Soft
- Rich
- Red

### Ulti-Matte Benefits:

- Velvety, matte finish.
- Bold color payoff.
- Smooth, matte wear on lips.



Summer 2024 products are available for all independent sales force members to order on May 15.



# PRODUCT POWER PLAY

During the Summer 2024 promotional period, we're focusing on skin care and foundation. With the change of seasons, it's a great time to reach out to your customers to evaluate any changes in their formula and shade needs. Once you've helped them find their perfect [skin care routines](#), then it's time to help them find their favorite foundations.

## BARELY THERE

Get out the door with a glowing complexion and sun protection.

**Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15,\* \$22 each**



**Mary Kay® Blending Sponge, \$12**



## STUNNINGLY SEAMLESS

This foundation allows you to go from work to play with confidence.

**TimeWise® Matte 3D Foundation, \$25 each**

**TimeWise® Luminous 3D Foundation, \$25 each**



**Mary Kay® Blending Brush, \$16**



## CLOSE-UP CONFIDENCE

Get close-up with this full-coverage, heat- and humidity-resistant formula that evens out skin tone and dries to a matte finish.

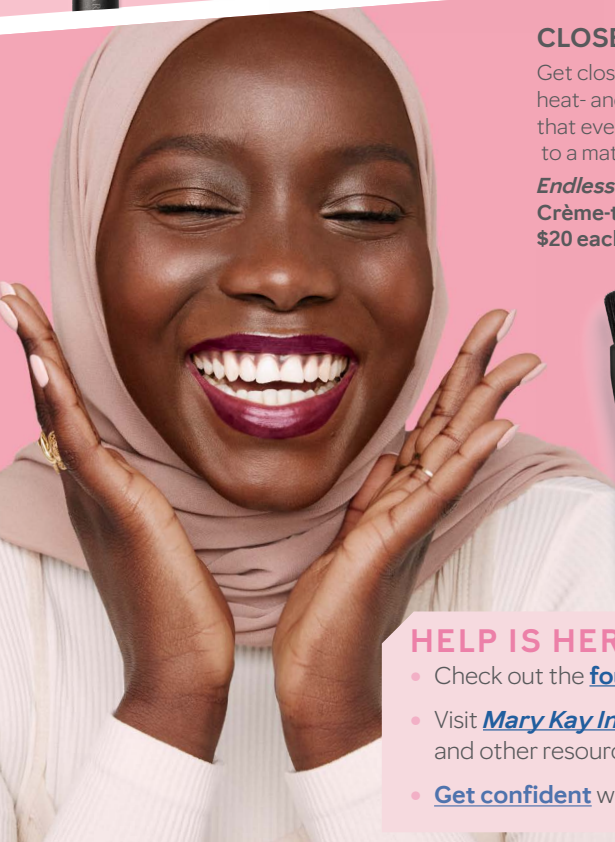
**Endless Performance® Crème-to-Powder Foundation, \$20 each**



**Mary Kay® Liquid Foundation Brush, \$14**



**Mary Kay® Foundation Finder Tool (Section 2), \$5**



## HELP IS HERE!

- Check out the [foundation chart](#) to find your perfect shade!
- Visit [Mary Kay InTouch®](#) for product details, videos, fliers and other resources to help you sell!
- [Get confident](#) with *MKConfident™* educational modules.

# FIND YOUR PERFECT SHADE!

With the change of seasons, it's a great time to reach out to your customers to evaluate any changes in their foundation formulas and shades. This fun beauty quiz can help you guide them to complexion perfection.



## MARY KAY® FOUNDATIONS QUIZ

Are you ready to achieve complexion perfection? Find your perfect foundation – or foundations – by taking this fun beauty quiz! Simply answer each question and tally up your score to reveal your results. Then share your results with your Independent Beauty Consultant for expert-level shade-matching.

### 1 What is your skin type?

- A. Normal.
- B. Dry.
- C. Oily.
- D. Combination.

### 4 How do you spend most of your day?

- A. Working from home.
- B. Running errands.
- C. Working at the office.
- D. Brunching or lunching.

### 2 Which finish do you prefer?

- A. Natural.
- B. Glowing.
- C. Matte.
- D. Glam.

### 5 What is your perfect evening?

- A. Girls night in.
- B. Date night out.
- C. Painting the town red.
- D. Celebrating like a star.

### 3 Which coverage do you prefer?

- A. Light.
- B. Light to medium.
- C. Medium to full.
- D. Full.

### 6 What is your favorite go-to outfit?

- A. Athleisure wear.
- B. Jeans and a T-shirt.
- C. Super cute dress.
- D. Trendy ensemble.

## MEET YOUR MATCH! FIND YOUR SHADE

Tally your score! Did you answer mostly A, B, C or D?



#### Mostly A: **Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15,\* \$22 each**

You want natural-looking beauty. *Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15\** provides lightweight coverage and sun protection for an effortless look.

[Click Here](#) to find your perfect shades.

#### Mostly B: **TimeWise® Luminous 3D Foundation, \$25 each**

You want to feel confident all day with a dewy glow. *TimeWise® Luminous 3D Foundation* delivers 12 hours of moisturization and weightless coverage for comfortable all-day wear.

[Click Here](#) to see your shades.



#### Mostly C: **TimeWise® Matte 3D Foundation, \$25 each**

You want to feel confident all day with a matte finish. *TimeWise® Matte 3D Foundation* provides 12 hours of oil control and long-lasting coverage.

[Click Here](#) to see your shades.

#### Mostly D: **Endless Performance® Crème-to-Powder Foundation, \$20 each**

You want buildable coverage for all your big events! *Endless Performance® Crème-to-Powder Foundation* features a heat- and humidity-resistant formula that evens skin tone, then dries to a soft, powdery, matte finish.

[Click Here](#) to see your shades.



AVAILABLE TO [DOWNLOAD](#) AND SHARE.  
This resource and more are available on *Mary Kay InTouch®*.

All prices are suggested retail. \*Over-the-counter drug product



# FIND YOUR

# PERFECT SHADE!

## NOW THAT YOU KNOW YOUR COVERAGE, FIND YOUR PERFECT SHADE!

**A**



### Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15\*

very light	light-to-medium	medium-to-deep
deep	very deep	

\*Over-the-counter drug product

**B**



### TimeWise® Luminous 3D Foundation

IVORY	ivory C 100	ivory W 130	ivory N 160
	ivory C 110	ivory N 140	
	ivory W 120	ivory W 150	
BEIGE	beige W 100	beige C 140	beige N 190
	beige C 110	beige N 150	beige N 210
	beige C 120	beige W 160	beige C 220
	beige C 130	beige W 180	
BRONZE	bronze W 100	bronze W 150	bronze C 170
	bronze W 130	bronze C 160	

### 1 What is your skin type?

- A. Normal
- B. Dry
- C. Oily
- D. Combination

### 2 Which finish do you prefer?

- A. Natural
- B. Glowing
- C. Matte
- D. Full coverage

### 3 What is your perfect occasion?

- A. Girls night in
- B. Date night out
- C. Running errands
- D. Working at the office

Tally your score! Did you answer mostly A, B, C or D?

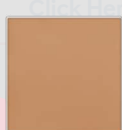
#### Mostly A:

Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15,\* \$22

You want natural-looking beauty. Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15\* provides lightweight coverage and sun protection for an effortless look.

[Click Here](#) to find your perfect shades.

**D**



### Endless Performance® Crème-to-Powder Foundation

IVORY	ivory 1	ivory 3	ivory 5
	ivory 2	ivory 4	
BEIGE	beige 1	beige 3	beige 5
	beige 2	beige 4	beige 6
BRONZE	bronze 1	bronze 3	bronze 5
	bronze 2	bronze 4	

[Click Here](#) to see your shades.

#### Mostly D:

#### Endless Performance® Crème-to-Powder Foundation, \$20 each

You want buildable coverage for all your big events! *Endless Performance®* Crème-to-Powder Foundation features a heat- and humidity-resistant formula that evens skin tone, then dries to a soft, powdery, matte finish.

[Click Here](#) to see your shades.

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All prices are suggested retail. \*Over-the-counter drug product

FATHER'S DAY IS JUNE 16!

# Dads Are The Best!



FATHER'S DAY is the perfect time to **PAMPER** dads, sons, brothers or a significant other! Encourage your customers to start thinking about the guys in their lives because you have the **PRODUCTS** they need!

## MKMEN® REGIMEN, \$62

Regimen includes Daily Facial Wash, Cooling After-Shave Gel and Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30.\*



### CLEANSER ☀️

#### MKMen® Daily Facial Wash, \$18

Tough on dirt and oil, and gentle on skin.

### CONDITION ☀️

#### MKMen® Cooling After-Shave Gel, \$18

Helps calm razor burn, leaving skin feeling soft and moisturized. Contains ingredients that soothe, cool and refresh the skin.

### HYDRATE ☀️

#### MKMen® Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30,\* \$26

Protects skin from damaging UVA and UVB rays. Contains an antioxidant to help fight free radicals on the skin.

## SUPERHERO SCENTS!



#### True Original® Cologne Spray, \$42

A fresh, clean scent with notes of Citrus Lemon and Cedarwood.



#### MK High Intensity® Cologne Spray, \$46

A captivating and distinctive scent with notes of Icy Black Fennel and Silver Sage.



#### Domain® Cologne Spray, \$42

A contemporary blend of outdoor notes, including Crisp Macintosh and Desert Sage.



#### MK High Intensity® Sport Cologne Spray, \$46

A fresh, invigorating fragrance with notes of Gin Berry and Icy Bergamot.



#### MK High Intensity Ocean® Cologne Spray, \$46

A fresh, citrus-marine scent with notes of Sea Mist Accord and Italian Bergamot.



#### Cityscape® Cologne Spray, \$56

A refined, masculine scent with notes of Italian Bergamot and French Lavender.



## SUPERPOWER FOR THE SUPERHERO!

#### Clear Proof® Deep-Cleansing Charcoal Mask, \$26

The mask is formulated with activated charcoal, an ingredient so powerful, it can bind up to double its weight in pore-clogging impurities. Plus, mineral clay ingredients, kaolin and bentonite, boost the mask's absorbency.



**Tip:** The [Mary Kay® Skin Analyzer App](#) can scan both men and women. If male is selected, the scan will suggest applicable MKMen® products and additional skin care solutions. You can use this app to entice a customer to book an appointment or a party. It's also a great way to follow up or reconnect with a customer.

**ORDER NOW!**

\*Over-the-counter drug product  
All prices are suggested retail.



# SEMINAR 2024

# POWER OF ONE MORE CHALLENGE

MARCH 1 - JUNE 30, 2024

Nathan Moore, President of Global Sales and Marketing, has challenged you to maximize every aspect of the incredible Mary Kay opportunity by embracing the power of one more! And now you can finish out the Seminar year by achieving the new [Seminar 2024 Power of One More Challenge!](#)

## REWARDS AND QUALIFICATIONS



### POWER PASS

The Power Pass gives you access to an express line for special functions and parades that you qualify for, plus Registration, the *MKConnections*® booth, the *Mary Kay Ash Foundation*™ booth and so much more! Each additional *Great Start*®-qualified\* new personal team member will count as an additional entry into the drawing.

### POWER PASS QUALIFICATIONS

Independent sales force members who add three or more *Great Start*®-qualified\* new personal team members and register to attend Seminar 2024 will be entered into a random drawing to earn a Power Pass.

Two hundred independent sales force members will earn a Power Pass at each Seminar.



### POWER PACK QUALIFICATIONS

The top 5 independent sales force members with the highest number of *Great Start*®-qualified\* new personal team members at each Seminar can earn the Power Pack, which includes:

- Power Pass.
- \$300 gift card.
- NEW! Kurt Geiger tote bag and Jimmy Choo sunglasses
- Onstage recognition.



\*A *Great Start*®-qualified 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 a single order or cumulative orders. The *Great Start*® time frame is the month her/his Agreement is received and accepted by the Company plus the following three calendar months. New Independent Beauty Consultants whose Agreements are received March 2024 through June 2024 must meet qualification requirements and must place the qualifying single initial order or cumulative orders by June 30, 2024.

Limit of 52 entries into the drawing. Must be registered for Seminar 2024 by July 1, 2024, to qualify.



# dream big IN DALLAS!

## SAVE THE DATE!

**Emerald:** July 25–28

**Ruby:** Aug. 2–5

**Diamond:** July 29 – Aug. 1

**Sapphire:** Aug. 6–9



### LOCATION:

Kay Bailey Hutchison Convention Center Dallas  
650 S. Griffin St.  
Dallas, Texas 75202



### REGISTRATION FEES:

\$250 Registration Fee for those who register by the registration deadline except for new Independent Beauty Consultants whose Agreements are accepted by the Company beginning July 1, 2023 – July 1, 2024, their registration fee will be \$225.

\$275 On-site Registration Fee, space-permitting except for new Independent Beauty Consultants whose Agreements are accepted by the Company beginning July 1, 2024, their registration fee will be \$225.

\$70 On-Site Transfer Fee.



### DEADLINES:

Recognition Qualification: June 30, 2024, by 11:59 p.m. CT.  
Registration, Hotel Reservation, Cancellation, Special Needs Requests: July 1, 2024, by 11:59 p.m. CT.

**NOTE:** There will be no General Session Viewing option this year. Find all the details on [Mary Kay InTouch](#)®!



### WHY SEMINAR?



**JESSICA BARBER**, INDEPENDENT SENIOR SALES DIRECTOR, ATLANTA, GA.

“My favorite Mary Kay Seminar memory will forever be etched in my mind! **Independent National Sales Director Emeritus Mattie**

**Dozier** really wanted me to attend. She called me and said you must come to Seminar; it’s the only way to see what Mary Kay is all about. So I made my way to Dallas.

I received a warm welcome that afternoon, and the festivities began. Mary Kay Ash floated onto the stage in the most beautiful white gown with a sapphire blue necklace. She was not able to speak at that time, but **Independent Elite Executive National Sales Director Emeritus Gayle Gaston** read her speech, and I could understand every word as Mary Kay Ash’s mouth was moving. As I held my candle up, I cried profusely. Uncontrollable tears of joy rolled from my eyes. My heart was so full!

That was Mary Kay Ash’s last official appearance at a Company event – Seminar 1997. That was the day that I knew Mary Kay was for me! The rest was history. I went home to become an Independent Sales Director.”

### SEMINAR AWARDS 2024

If you are on-target for a court or circle, now is the time to make your reward selection. We can’t wait to celebrate you with some new bling!

[GET ALL THE RECOGNITION DETAILS.](#)



PLAN NOW TO JOIN US IN DALLAS FOR FUN, INSPIRATION, SISTERHOOD AND MARY KAY MAGIC!

**REGISTER TODAY!**

DEADLINE IS JULY 1, 11:59 P.M. CT.



READY TO CELEBRATE  
**AMAZING  
ACHIEVEMENTS?**

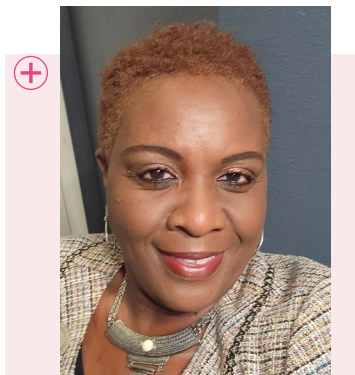
**RECOGNITION CENTRAL**

**IS HERE!**



# 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 selflessly and supporting adoptees as much as unit members.



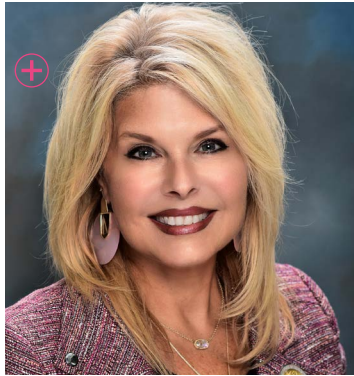
**Brenda Merrion**



**Anita Bowen**



**Wendy Masterson**



**Susan Boothe**

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



# Go-Give® AWARD



## DIAMOND

### Brenda Merrion

Independent Sales Director

**Began Mary Kay Business:** June 2005

**Sales Director Debut:** May 2012

**Mary Kay National Area**

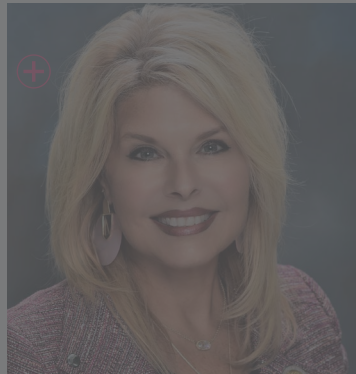
**Personal:** Lives in Jacksonville, Fla. Son, Don.

**“I am motivated to help others because** I believe in what Mary Kay has taught us: All you send into the lives of others comes back into your own. I am very passionate about helping as many people as I can to be successful. I realize that at the end of the day, it is not about me; it is truly about seeing other people with smiles on their faces.”

**Testimonial:** Independent Beauty Consultant Jessica Simon of Orange Park, Fla., says, “Brenda always put her customers first! Top-notch service.”



Wendy Masterson



Susan Boothe

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

# Go-Give<sup>®</sup> AWARD



## EMERALD

### Anita Bowen

Independent Senior Sales Director

**Began Mary Kay Business:** February 1997

**Sales Director Debut:** December 1997

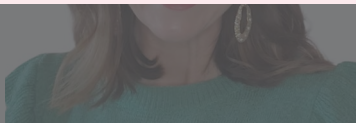
**Mary Kay National Area**

**Personal:** Lives in Chicago, Ill. Husband, Gene;

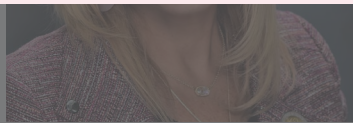
daughters: Gianna, Chyna.

**“I am motivated to help others because,** when you love what you do, it’s neither work nor a chore. Teaching others, then seeing their smiles of pride and watching their confidence and belief in themselves blossom, brings me immeasurable joy. I’m a shy person by nature. The steady development of my Mary Kay business for more than 26 years has helped me get out of my comfort zone so that my love of empowering others shines through. And that enables me to easily and eagerly pass it on!”

**Testimonial:** Independent Future Executive Senior Sales Director Nancy Bryie of Camarillo, Calif., says, “For over 20 years, Anita has been the adopted Sales Director for all the Beauty Consultants in my unit who live in Chicago. She has always awarded them prizes, just like they were her own unit members. She is so embracing of absolutely everyone and the epitome of the Go-Give spirit that Mary Kay Ash wanted us all to be.”



Wendy Masterson



Susan Boothe

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

# Go-Give<sup>®</sup> AWARD



**RUBY**

## Wendy Masterson

Independent Senior Sales Director

**Began Mary Kay Business:** October 2010

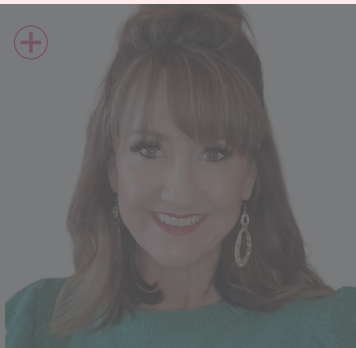
**Sales Director Debut:** October 2012

**Mary Kay National Area**

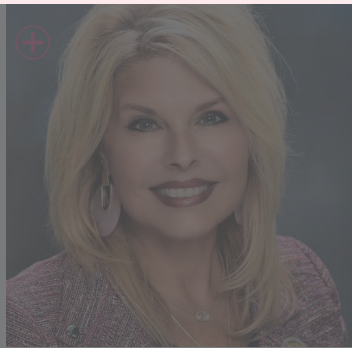
**Personal:** Lives in Guthrie, Texas. Husband, Robert; son, Hadley; daughter, Mattie.

**"I am motivated to help others because** I believe that God has placed me in this business to shine His light and to give other women hope to be all He has created them to be as well!"

**Testimonial:** Independent Beauty Consultant Lesli White of Pooler, Ga., says, "Wendy is a true giver at heart. She is so sweet and speaks with kind words to everyone. She wants everyone to succeed and does it with such enthusiasm! We love being part of her unit."



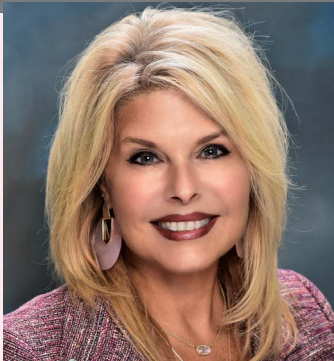
Wendy Masterson



Susan Boothe

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

# Go-Give<sup>®</sup> AWARD



## SAPPHIRE

### Susan Boothe

Independent Senior Sales Director

**Began Mary Kay Business:** March 1997

**Sales Director Debut:** December 1997

**Mary Kay National Area**

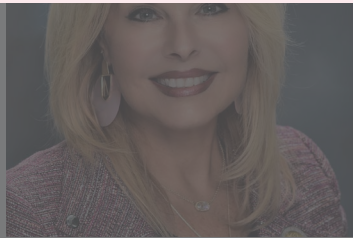
**Personal:** Lives in Hickory, N.C. Husband, Tim; son, Nick; daughters: Mandy, Mckensi, Emily.

**“I am motivated to help others because** I believe what I have heard Mary Kay Ash say: What you send into the lives of others comes back into your own. It has definitely come back to me threefold. I love my Mary Kay family! I love watching my unit members grow and prosper; this brings me so much joy. I believe God gave me the heart to love others!”

**Testimonial:** Independent Beauty Consultant Sasana Bowman Jones of Mountain City, Tenn., says, “Susan has Mary Kay Ash’s heart and vision for passing on the opportunity to others. She is an amazing leader with a true heart for Mary Kay and is always willing to go the extra mile for anyone at any time! She is the epitome of Go-Give with love for all!”



Wendy Masterson



Susan Boothe

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



# it just fits!®

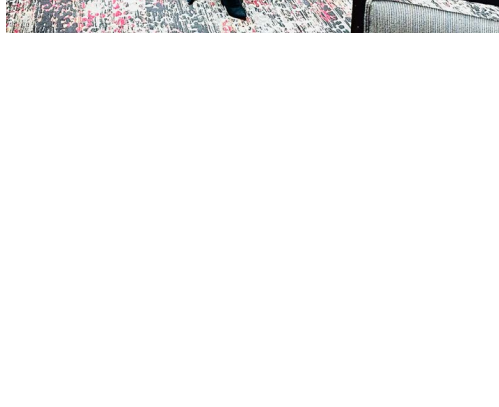
## UPHOLDING HER VISION



HEAR  
PRICILA  
TELL HER  
STORY ON THE  
[PODCAST.](#)



**Pricila Martínez,**  
INDEPENDENT EXECUTIVE SENIOR SALES  
DIRECTOR, NEBRASKA CITY, NEB.



**I**ndependent Executive Senior Sales Director Pricila Martínez was just 19 when the nurse at her high school shared the Mary Kay opportunity. Pricila loved the *Mary Kay*® products and the thought of earning a little extra income.

“Looking back, it was the best decision,” says Pricila. “I maintained my Mary Kay business selling to friends and family through college, then after graduation I started working as a social worker at a health clinic. Today, I realize I was not only making a difference in my life, but also in the lives of other women.”

### COFFEE WITH DREAM

“I remember calling my Independent Sales Director to meet for coffee. I shared that I wanted everything my Mary Kay business could offer. I wanted to become an Independent Sales Director. I had the vision. I just needed her help to develop a plan to get there. We discussed product inventory to service new and existing customers. She encouraged me to achieve the Pearls of Sharing, which I did. We talked about consistency and not giving up. One year later in 2018, I debuted as an Independent Sales Director.”

Pricila’s attitude? For her, failure was not an option.

“I took ownership of my goal,” she says. “I got busy holding parties, finding new faces, warm-chatting and sharing the Mary Kay opportunity. I was strategic, booking parties mainly on weekends when my husband could watch the kids. I booked from bookings, so I always had more parties on my calendar. And I continue to do all these things today!”

Today, Pricila says a highlight for her is seeing other women achieve their goals. One, in particular, is her 58-year-old mom. “My mom is one of my offspring Independent Sales Directors. She, along with my sister-in-law, has earned the use of a Mary Kay Career Car. It’s so gratifying to see Mary Kay Ash’s vision continue.”

Pricila loves that she’s able to be successful in her Mary Kay business while remaining true to her values and principles of God first, family second, career third. “To me, love and integrity are the most important aspects of any leader. Progress is always correlated with serving others. Magic can happen when we make others feel valued and important.”

### ANYTHING YOU DREAM, YOU CAN ACHIEVE.

“I could write books about everything I’ve learned on my Mary Kay journey, but to me, the biggest power we hold as women is how we can make a difference and contribute to the world. Mary Kay Ash said, ‘What you believe, you can achieve, if you believe strongly enough and are willing to do the work.’”

And Pricila’s advice for anyone new in their Mary Kay business?

“Stay connected with your Independent Sales Director and recruiter,” says Pricila. “This business is relational and centers around building others up. When we connect, we are never alone. Be honest and open when you need help. Your Mary Kay mentor can help you navigate. Also be consistent with your daily work, treating your Mary Kay business with respect and responsibility. Consistent daily work can compound into success and growth. If you don’t give up, you can succeed. One more day, one more face.”

### EMBRACE THE UNKNOWN.

Pricila realizes life is never perfect. “I live through faith and prayer, asking for strength daily,” she says. “We had our third child, Julian, during the pandemic. My first instinct was to hide myself and our family from the world. But my faith and my dream prevailed.

“As a leader, I had a vision for my unit as well, so giving up was not an option. We had to reinvent ourselves. Together, we learned how to work in our new environment, how to hold virtual parties, how to navigate FaceTime, video conferences and Zoom meetings. Little did we know that we were at the gate of greatness.

“That year, we earned the use of our first pink Cadillac and were named the No. 1 Most Improved Unit in Nebraska. Since then, we have seen so many new leaders unfold in our unit.”

### STRONG WORK ETHIC

A devoted follower of the “Five O’Clock Club,” Pricila prescribes to a strong work ethic through discipline, planning and being intentional with her time. “I start each day with prayer and reflection to nourish my faith.” Next, there’s time to get son, Aaron, 13, daughter, Prisbeya, 9, and Julian, 4, up and ready for their days. Afternoons and evenings after the kids’ bedtimes are spent working, planning and organizing for the next day.

“I’ve learned to prioritize and delegate tasks so I can get my work done effectively and have family time,” she says. “I believe we are doing more than selling lipstick. We are changing lives as we progress to be the best versions of ourselves. I believe we have power to impact future generations, and that’s my passion.”

Only the top 1% of Mary Kay independent sales force members earn the use of a Mary Kay Career Car or the Cash Compensation option through their Mary Kay businesses.

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MAY 1-31

UPHOLD THE  
*vision.*

MARY KAY  
*soar like never before*

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.

You can earn this exquisite silver butterfly memento bracelet when you have personal retail sales of \$600\* or more in wholesale Section 1 products in **May**.



**SOAR ON SILVER WINGS  
YEARLONG CONSISTENCY CHALLENGE**

When you achieve the *Soar Like Never Before* Challenge each month July 1, 2023 – June 30, 2024, you can earn this custom *Mary Kay*® watch.

GET ALL THE **SOAR LIKE NEVER BEFORE** DETAILS!

\*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.

# RED REWARDS!

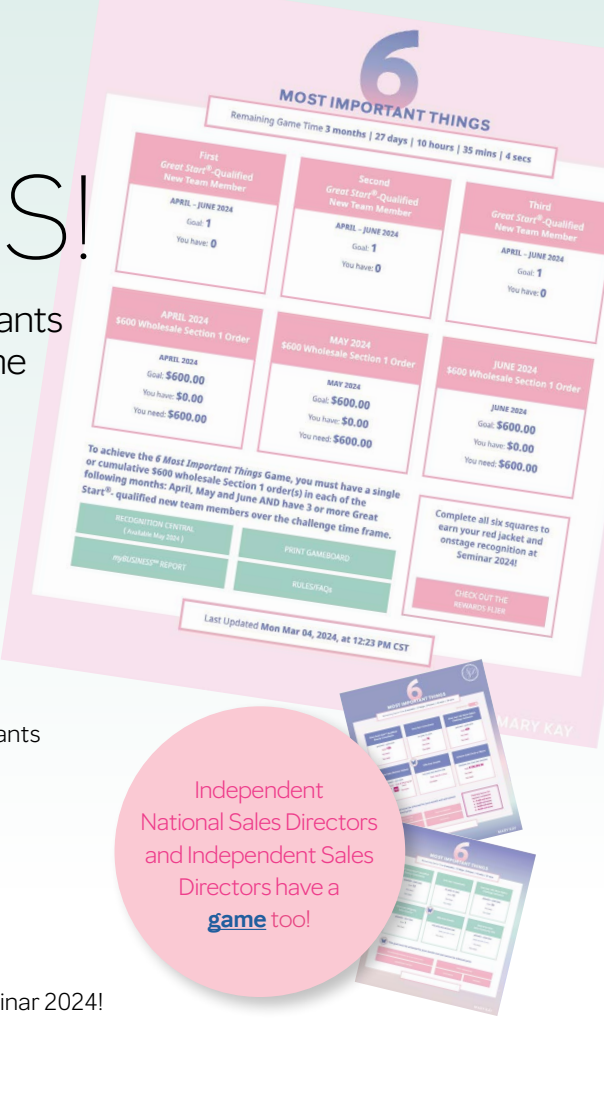
## Independent Beauty Consultants 6 Most Important Things Game

April 3 – June 30, 2024

Seminar 2024 is just two months away! Now is the time to step into power and develop a team! This fun game is designed to help you develop your team and boost your sales as you work toward your goals! Best news? All Independent Beauty Consultants through DIQs can play in this game!

**How to play:** Independent Beauty Consultants must have personal retail sales of \$600 or more in wholesale Section 1 products each month of the following months: April, May and June, and have three or more *Great Start*<sup>®</sup>-qualified\* new team members over the challenge time frame.

**Reward:** Earn a red jacket from the Red Jacket Collection, and pick it up at Seminar 2024!



Independent National Sales Directors and Independent Sales Directors have a **game tool!**

Questions? Read the [FAQs!](#)

# GO GOLD!

## Medal in May Gold Medal Challenge

May 1–31, 2024

It's time to pave a golden road to Seminar! **All independent sales force members** can earn a Gold Medal charm and charm bracelet when they achieve a Gold Medal in May 2024. Then pick up their charms and bracelets at Seminar 2024! You must be registered and in attendance for Seminar 2024 to receive the reward.

A Gold Medal is achieved when independent sales force members add five or more new personal team members whose Agreements are received and accepted by the Company in May 2024.

This challenge is extra incentive as you work toward achieving the *6 Most Important Things Game!*

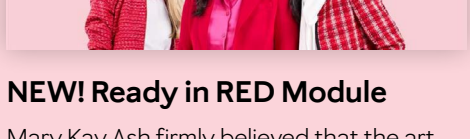
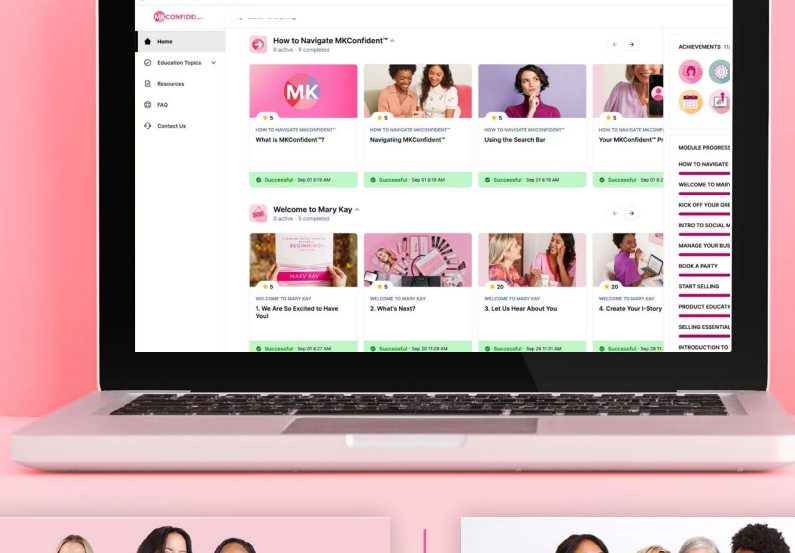
[Learn more!](#)

\*A *Great Start*<sup>®</sup>-qualified Independent Beauty Consultant is one who has personal retail sales of \$600 or more in wholesale Section 1 products within the *Great Start*<sup>®</sup> time frame. The wholesale order(s) to support this retail sales amount can be a single order or cumulative orders. The *Great Start*<sup>®</sup> time frame is the month her/his Agreement is received and accepted by the Company plus the following three calendar months.

## WHAT'S NEW ON

# MKCONFIDENT™

Encourage your unit members who are looking to grow their own teams to complete these two new *MKConfident*<sup>™</sup> modules, available now! Your unit members will get more information on various stages of the Mary Kay career path and other useful programs to help them earn red jackets or to qualify for the Sales Director-in-Qualification Program!



### NEW! Ready in RED Module

Mary Kay Ash firmly believed that the art of leading could be taught and it could be mastered. And of course, she was right! This lesson will provide a better understanding of the potential avenues of extra income and the qualifications needed for all stages of Red. And that can help Independent Beauty Consultants reach the next status of success as they build sustainable and profitable Mary Kay businesses!



### NEW! Sales Director-in-Qualification Module

This lesson leads Independent Beauty Consultants through the steps they can take to clarify their vision and begin their journey toward qualifying to enter the Mary Kay Independent Sales Director-in-Qualification Program.

Reminder! If you haven't already, check out the Team-Building modules to access resources for a refresher on team-building.

Get informed, get confident! Visit [MKConfident™](#).

# GET Social!

If you haven't already, follow the [@MaryKayUS TikTok account!](#) TikTok is an amazing platform for the next generation of Mary Kay customers! Join us by showing a new audience what we are all about: beauty inside and out, proven skin care and fabulous makeup!

### Why TikTok matters to Mary Kay:

- TikTok has more than 170 million active users in the United States.
- 63% of users are between the ages of 18 and 29: It is the platform with the highest adoption among Gen Zers and young millennials.
- Beauty and skin care are some of the most popular topics.
- Many users prefer to search for beauty products on TikTok versus a search engine. It is great for discovering and promoting new products!



With the exciting launch of the **NEW Mary Kay<sup>®</sup> Skin Care line**, consider creating more skin care content in short, fun and trendy videos! Posting skin care content is a great step into the TikTok world. Not only is it quick and easy to film your regular skin care routine, but skin will always be in! A steadfast routine and healthy skin outlive any trend. So if you want to glow up your business, turn swipes into sales and start trending toward skin care success on TikTok, learn more about it on [MKConfident™](#) or from the [Social Media Master Class](#).

# PAID SOCIAL MEDIA ADVERTISING

Social media can bring an incredible impact and opportunity for your business. Now you can extend your reach further than ever through paid social media advertising! By making a small investment of your choice, you'll be able to reach potential new customers all over the country and target them by age, interests or demographics and more.

You can direct your ads to your *Mary Kay*<sup>®</sup> Personal Web Site, your social media account or the platform's messaging app.

As always, you should stay committed to Golden Rule business practices that benefit everyone and ensure that any new prospects you meet through social media advertising are not already working with other Independent Beauty Consultants.

[Click here](#) to follow four easy steps to get started!



# GOAL FOR IT

It's the final stretch of the Seminar year!  
Have you reached your goals yet?

These amazing Independent Sales Directors share their top tips for achieving your Seminar goals.

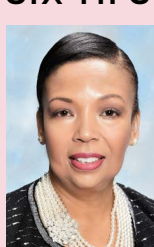
PROMOTIONS SUCH AS THESE ARE HERE IN THIS FINAL STRETCH OF THE SEMINAR YEAR TO HELP YOU ACHIEVE YOUR SEMINAR AWARDS 2024 GOALS!

• [6 Most Important Things Games](#)

• [Seminar 2024 Power of One More Challenge](#)

• [Soar Like Never Before Challenge](#)

## SIX TIPS



**ROSSANA NEVELS,**  
INDEPENDENT SALES DIRECTOR,  
STATEN ISLAND, N.Y.



## GO FOR THE GOAL!



**ELSI COTO,**  
INDEPENDENT SENIOR SALES DIRECTOR, OAK GROVE, MINN.



## FULL CIRCLE



**CLAUDIA CHAVEZ,**  
INDEPENDENT FUTURE EXECUTIVE SENIOR SALES DIRECTOR, SILOAM SPRINGS, ARK.



## BEE CONSISTENT.

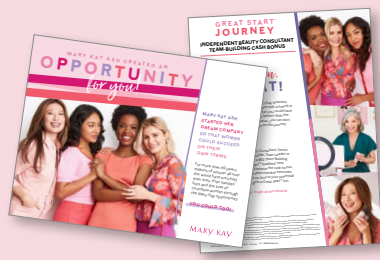


**BEVERLY LOFTON,**  
INDEPENDENT SENIOR SALES DIRECTOR, OWINGS MILLS, MD.



## HELP IS HERE!

You'll find all the [resources](#) to support your selling and team-building success to meet your Seminar goals on *Mary Kay InTouch*®, including *MKeCards*®, a Team-Building Playbook and a Team-Building Cash Bonus Flier!



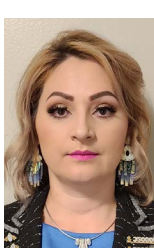
### SIX TIPS

**ROSSANA NEVELS,** INDEPENDENT SALES DIRECTOR, STATEN ISLAND, N.Y.

"I first fell in love with the products, then I learned about the great opportunity that the Company offered. Under the guidance of my recruiter, **Independent National Sales Director Candy Lewis**, I learned how to conduct skin care parties, educating guests on the steps to take, and the right products to use for healthy-looking skin. I loved educating people on the facts about this Company and the relationships I was making along the way. The more parties I held, the more I learned, and the more I wanted to share."

Here are six tips that have helped me achieve my goals along the way: I have a clear understanding that to achieve them, it's up to me.

1. Fall in love with your business: the products, the Company and the people.
2. Set clear goals for yourself (SMART): Specific, Measurable, Attainable, Relevant, Time-Bound. Mary Kay Ash said, "Every achievement, big or small, begins in your mind."
3. Continuously improve your skills: Know the products and their benefits; attend education sessions and events. Embrace a growth mindset.
4. Develop strong communication skills: Listen actively, ask questions and provide clear information to customers as well as prospective team members. Show genuine interest, and provide exceptional customer service.
5. Time management: Prioritize your tasks and be intentional about planning your activities (Six Most Important Things list); avoid procrastination.
6. Build relationships: Invest time in building relationships with your customers as well as future team members. Always ask for referrals. Who do you know?



### GO FOR THE GOAL!

**ELSI COTO,** INDEPENDENT SENIOR SALES DIRECTOR, OAK GROVE, MINN.

"First, I am very grateful to God! I love the adrenaline of knowing that when I set a big goal, the results of achieving it will also be big. That's why I set goals every month so that I can reach my objectives. Also, I love to take on challenges, and it's exciting to know that one goal can often lead us to accomplish other goals and not just the ones we are working toward; it doubles our goals. I count on my family's support, and I share my goals with them, so they always support me in my business. They motivate and drive me to accomplish the challenges I set for myself. Be organized and disciplined, work with passion and love, and remember your goal every day!

To achieve certain goals, you need to work as a team. So have a meeting with your unit and tell them they are also part of the goal and that together you can achieve the dream. Share that joy and excitement that you have because together, you can achieve excellence! I love knowing that through my example, I can help more people achieve their goals and assure them that if I can do it, they all can too."

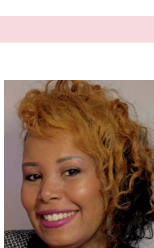


### FULL CIRCLE

**CLAUDIA CHAVEZ,** INDEPENDENT FUTURE EXECUTIVE SENIOR SALES DIRECTOR, SILOAM SPRINGS, ARK.

"I realized many years ago that the best way to grow was to work my business full circle. As Mary Kay Ash said, 'Nothing happens until someone sells something.' So I started going out and focusing on meeting five new contacts every day or finding them through referrals.

That would lead me to book three appointments per day. I would also set a daily selling goal. Then I share with my customers what I'm achieving and talk to them about the opportunity to have this wonderful business. When they say "yes" to the business, I help them get started with working full circle, encouraging them to create their lists of people who will have the opportunity to receive a facial and learn about the opportunity."



### "BEE" CONSISTENT.

**BEVERLY LOFTON,** INDEPENDENT SENIOR SALES DIRECTOR, OWINGS MILLS, MD.

"Being consistent in working my Mary Kay business full circle has helped contribute to my success and my unit's success. I meet new customers everywhere I go, so I can set a goal to achieve between 10 and 20 personal sales per week, a personal Gold Medal each month and 10 or more new unit members each month. I don't always achieve the goals, but I always come close, and some months I exceed the goals. Goal-setting is key. Setting a standard of goals as benchmarks really helps to keep you and your unit on track. It's also very helpful to have stretch goals to match each benchmark goal. Stretch goals are like 'bumblebee' goals. As Mary Kay Ash said, 'A bumblebee is not supposed to fly because its wings are too heavy, but it flies anyway. You can only achieve it if you believe it.' So be sure to set 'bumblebee' goals that appear to be unreal, but somehow you achieve them anyway despite the odds!

Remember to stay consistent no matter what things look like, and limit distractions as much as you can. Some life instances will require your immediate attention, but remember to compartmentalize your business versus life. You can do it!"

# CAREER CONFERENCE

# Selfies!

Thank you for sharing all the fun you had at Career Conference 2024!



# #mymlife

Next stop? Seminar! We hope to see you there. Registration is open.

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