

MARY KAY

APRIL 2024

applause®



GET IN THE GAME!

The new Independent Beauty Consultant *6 Most Important Things* Game is here! Are you ready? Plus, excite your customers with gift ideas that are perfect for spring celebrations.



APRIL

2

IMPORTANT!

March month-end extended through April 2, 2024.

Online Independent Beauty Consultant Agreements and Orders to be counted toward March will be accepted until 11:59 p.m. CT.

Customer Success will be working to assist in resolving month-end orders and Agreements 9 a.m. – 6 p.m. CT.

3

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

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

Last day to resolve on-hold orders by 3 p.m. CT to count toward March 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.

17

Last day to enroll online for the Summer 2024 *Preferred Customer Program*SM mailing of *The Look*, including an exclusive sample (while supplies last).

22

Seminar 2024 Registration opens to all NSDs at 8:30 a.m. CT.

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

24

Seminar 2024 Registration opens to all ESSDs and EESSDs at 8:30 a.m. CT.

26

Seminar 2024 Registration opens to all ISDs at 8:30 a.m. CT.

Early ordering begins for Summer 2024 product promotion for all Independent Sales Directors.

29

Seminar 2024 Registration opens to ALL independent sales force members at 8:30 a.m. CT.

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

30

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 6 p.m. – 11:59 p.m. CT.

Career Conference 2024 General Session Viewing on Demand ends today.

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 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*SM 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*SM.

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.

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.



You must make your goals realistic yet aim high enough that you will have to stretch to reach them. Whatever your goals are, plan how you are going to do that. Don't limit yourself to just one route. Plan several ways to reach the destination that you want.

Mary Kay



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

HELPFUL NUMBER: Customer Success Center 800-272-9333

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

APPLAUSESM 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., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, marykay.com.

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

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

Another *Round of* **applause**[®] PODCAST



Episode 52

APRIL 2024

Doris Backes-Delp,

an Independent Sales Director from Rolla, Mo., shares how she's made her Mary Kay business thrive since 1981!



LISTEN NOW



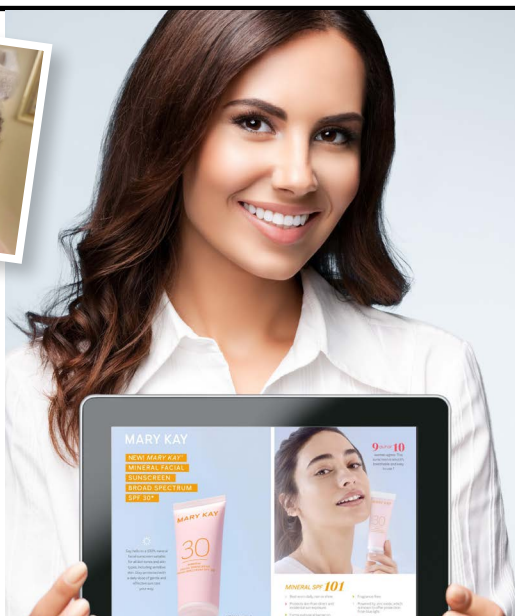
Miss an episode?

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

TRENDING *Now*

STRESS AWARENESS MONTH

April is dedicated to raising awareness about stress and its impact on our lives. What a perfect occasion to host a girls night! Or how about indulging in a luxurious self-care day shown here by **Independent Beauty Consultant Seamone Wright, Alexander City, Ala.**



APRIL 22 IS EARTH DAY.

Mary Kay is doing its part to make the planet a more beautiful place by

preserving the Earth's resources. **Pink Doing Green®** is our promise to create and maintain sustainable business practices, while also partnering with organizations whose mission is to preserve and beautify our communities globally. Use the [Social Media Playbook](#) to help you post about Earth Day!

APRIL 24 IS ADMINISTRATIVE PROFESSIONALS DAY.

This is a great time to offer parties at businesses for those hard workers who could use some pampering! And it's an opportunity to find new faces and even new team members. Find party tips and scripts on [Mary Kay InTouch®](#).



QUICK TIPS FOR MARY KAY® ONLINE ORDERING

Visit the [Connect Hub](#) to learn how to create your personalized lists from the [Lists Tutorial Video](#) which can make it easier for you to place wholesale orders wherever you are! The new List feature allows you to also share an order with your Independent Sales Director. Get

the full details in the [List Tutorial Guide for Independent Beauty Consultants](#). Plus, find other great tutorial videos on topics that will make it easier for you to navigate *Mary Kay InTouch®* and Online Ordering!

Applause® Magazine Team:

MANAGING EDITOR: MEGHAN BONDS COPYWRITERS/EDITORS: NICOLE CALDWELL, ERIN VIRGIL, ALESIA RITENOUR SPANISH MANAGING EDITOR: MAUREEN ROBINSON ART PRODUCER: SHARILYN GETZ SENIOR PRINT PRODUCER: JAN STEEL PRINT PRODUCER: KIM RIND ART DIRECTOR/DESIGN STUDIO SUPERVISOR: BIANCA CAMANO GRAPHIC DESIGNERS: JOSH BOULDEN, ERICH SCHOLZ, RACHEL HARRISON SENIOR PREPRESS ARTIST: RICHARD HUDSON COPY EDITORS: LISA HORNE, GAYLEEN WOODALL SENIOR PROOFREADER: JESSICA HAMILTON

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 > 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.

6 MOST IMPORTANT THINGS

Remaining Game Time 3 months | 27 days | 10 hours | 35 mins | 4 secs

First Great Start®-Qualified New Team Member APRIL - JUNE 2024 Goal: 1 You have: 0	Second Great Start®-Qualified New Team Member APRIL - JUNE 2024 Goal: 1 You have: 0	Third Great Start®-Qualified New Team Member APRIL - JUNE 2024 Goal: 1 You have: 0
\$600 Wholesale Section 1 Order APRIL 2024 Goal: \$600.00 You have: \$0.00 You need: \$600.00	\$600 Wholesale Section 1 Order MAY 2024 Goal: \$600.00 You have: \$0.00 You need: \$600.00	\$600 Wholesale Section 1 Order JUNE 2024 Goal: \$600.00 You have: \$0.00 You need: \$600.00

To achieve the 6 Most Important Things Game, you must have a single or cumulative \$600 wholesale Section 1 order(s) in each of the following months: April, May and June AND have 3 or more Great Start®-qualified new team members over the challenge time frame.

Complete all six squares to earn your red jacket and onstage recognition at Seminar 2024!

REWARDS AND QUALIFICATIONS: POWER PASS, POWER PACK, TOP 5, SEMINAR 2024 WINNER/LIFE

Last Updated Mon Mar 04, 2024, at 12:23 PM CST

MARY KAY

WORK HARD. PLAY HARDER!

INDEPENDENT BEAUTY CONSULTANT 6 MOST IMPORTANT THINGS GAME

APRIL 3 - JUNE 30, 2024

Here's a fun game designed to help you develop your team and boost your sales as you work toward your goals!

Earn a red jacket that you can pick up at Seminar 2024, plus onstage recognition at Seminar, when you complete all six game squares on the gameboard within the challenge time frame.

How? Place a single initial order or \$600 in cumulative wholesale Section 1 orders in each of the following months, April, May and June, AND have three or more Great Start®-qualified* new team members during the challenge time frame.

Questions? Read the [FAQs!](#)

*A Great Start®-qualified new 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 become Great Start®-qualified by June 30, 2024.



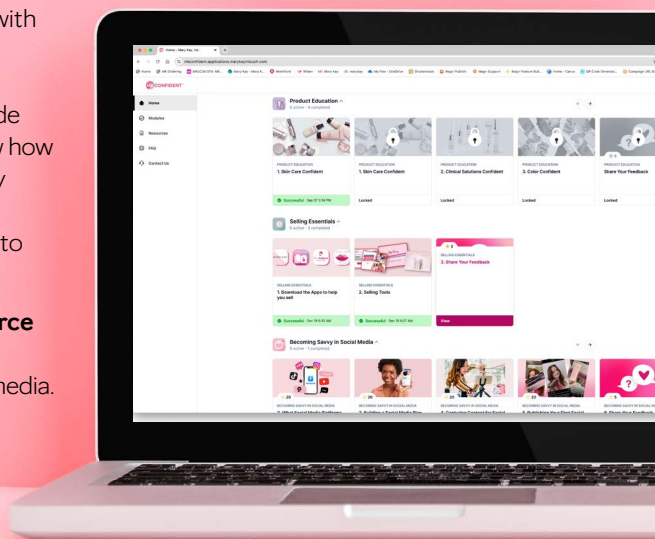
MKCONFIDENT™

SHARE THE MARY KAY OPPORTUNITY WITH CONFIDENCE!

MKConfident™ has new team-building modules to help you develop your team with confidence!

- New **team-building modules** now include **role-playing videos!** These videos show how easy it can be to talk about the Mary Kay opportunity! You can practice with role-playing conversations so you'll be ready to chat with potential team members.
- The new **Tips From Mary Kay Sales Force Mentors** feature videos on topics from motivation and selling to utilizing social media.

[LEARN MORE!](#)



SEMINAR 2024

POWER OF ONE MORE CHALLENGE

MARCH 1 - JUNE 30, 2024

President of Global Sales and Marketing Nathan Moore has challenged everyone to maximize every aspect of the incredible Mary Kay opportunity by embracing the power of one more! And now you can finish the Seminar year strong by achieving the new **Seminar 2024 Power of One More Challenge!**

REWARDS AND QUALIFICATIONS:



POWER PASS

Get access to an express line at Seminar 2024 for special functions and parades that you qualify for. Plus Registration, the MKConnections® booth, the Mary Kay Ash Foundation™ booth and so much more!

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.

Each additional Great Start®-qualified* new personal team member will count as an additional entry into the drawing.

There will be 200 Power Pass achievers for each Seminar affiliation.



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 a Power Pack.

[Get all the details.](#)

*A Great Start®-qualified new personal team member is one who has personal retail sales of \$600 or more in wholesale Section 1 products within the Great Start® time frame. The wholesale order(s) to support this retail sales amount can be 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.

HOW TO DEVELOP TEAMS *of* TEAMS



Mary Kay Independent Sales Directors share how they've developed strong units!



“Sharing this opportunity is a gift! Imagine a beautiful package with a gorgeous bow that could potentially change your life. That is what we have to offer. When you are on a mission to make a difference, sharing becomes a natural part of conversation. ... [more](#)”

Share the Opportunity and Products!

Holly Brown, Independent Senior Sales Director, Nicholasville, Ky.



“Most of our new unit members come from our parties and our customer bases. I recommend that you take a few minutes during your parties to share your I-Story. If we're not sure exactly what to say, we read from pages ... [more](#)”

Share Your I-Story!

Barbie Gizzo, Independent Senior Sales Director, Westerville, Ohio



“When I am team-building, I look for people who love life and enjoy exploring new opportunities; they must love the products and must love people! Of course, nothing happens until someone sells something; therefore, I look ... [more](#)”

Find Prospects at Skin Care Classes!

Marie Vlaminck, Independent Senior Sales Director, Marshall, Minn.



“I find prospective team members wherever people exist. Let me tell you what that looks like: my neighbors, friends, family, gatherings, workplace, grocery store, weddings, shopping and various events. The point is that my Mary Kay business ... [more](#)”

Find Prospects From Referrals!

Ashley Wright, Independent Senior Sales Director, Brooklyn, N.Y.



“Mary Kay Ash said to lead by example. My goal is to work at being my best at all times. Mary Kay taught me about the Six Most Important Things list and writing those things down the night before. It gives me a sense of clarity ... [more](#)”

Lead By Example!

Kayla Ashlee Shaw, Independent Senior Sales Director, Hanahan, S.C.



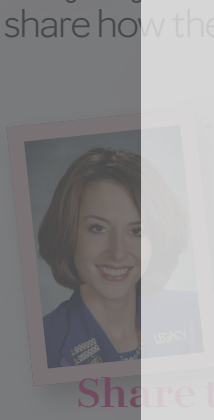
Share the Opportunity and Products!

Holly Brown, Independent Senior Sales Director, Nicholasville, Ky.

“Sharing this opportunity is a gift! Imagine a beautiful package with a gorgeous bow that could potentially change your life. That is what we offer. When you are on a mission to make a difference, sharing becomes a natural part of conversation.

Facials and parties are where you can find new team members. I love to share *Mary Kay*® products to make women feel beautiful. While I'm sharing our products, I get to know them and ask questions. The best conversation-starter I have found is, 'Tell me about yourself.' Then listen for ways Mary Kay could work for them and their families. I love to use the *Team-Building Flier* with the startup options. I show this to everyone. If the opportunity isn't for them, they may have a sister, friend or neighbor who it would be perfect for!

When I'm out doing life, I love to meet people. So I wear my *Mary Kay*® pin every day, everywhere. A lot of times, people ask me about my pin, and it starts the conversation. I keep business cards, *The Look* and samples with me to give goodies to hand out. I've built my business at the grocery store and while out doing what I need to do! I ask God to help me find those who need Mary Kay and the women who Mary Kay needs! ”



Share Your I-Story!

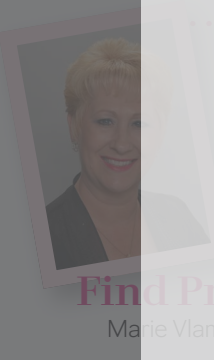
Barbie Gizzo, Independent Senior Sales Director, Westerville, Ohio

“Most of our new unit members come from our parties and our customer bases. I recommend that you take a few minutes during your parties to share your I-Story. If you're not sure exactly what to say,

you can read from pages of the [Flip Chart](#). The words are perfect! It's just enough information to pique their interests in hearing more. We ask the guests to watch us during the party to see if they'd like to 'Red Rover, Red Rover, come on over to the wonderful world of Mary Kay!' Then, when at least two women stay to learn more, we offer a gift to the hostess. When we use resources such as the *Flip Chart*, the *Mary Kay*® Skin Analyzer App, the *Mary Kay*® Mirror Me App and the *Mary Kay*® App, prospective new team members can see all the great resources that are available to us.

You can develop your team by honoring Mary Kay Ash and passing it on! Moving along the career path means you are helping women change their lives. By helping others start their Mary Kay businesses, we are doing what Mary Kay Ash wanted the most. When my unit members share this opportunity, I thank them for helping keep Mary Kay Ash's dream alive.

”



Find Prospects From Referrals!

Marie Vlaminck, Independent Senior Sales Director, Marshall, Minn.

“When I am team-building, I look for people who love life and enjoy exploring new opportunities; they must love the products and must love people! Of course, nothing happens until someone sells something; therefore, I look for potential Independent Beauty Consultants at my skin care classes and facials! I share the [Team-Building Flier](#) and then book time to get to know them and their goals for the future! I love working with women who want more in life and who love to help others succeed! Everything in team-building begins with a dream that the new potential team member has, and then I build on how and where she can fit it in her Mary Kay business.

We have so many hats we put on in a day, and the Mary Kay opportunity can fit their lifestyles and goals. I also look for women who believe in our Mary Kay principles of God, family and career! Mary Kay Ash always said, 'In that order, everything works!'

I've had my Mary Kay business for 42 years, and I believe in the principles of the Company! I always encourage my active team members to ask at each appointment, 'Who do you know who would be good at doing what I do? How about you?'

Living in a rural area and trusting one another is very important. Building trust with your customers then leads them to want to do what you do, if it fits for them. ”

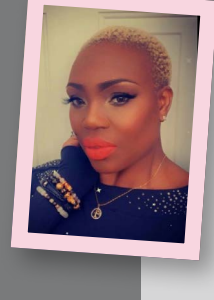


Find Prospects From Referrals!

Ashley Wright, Independent Senior Sales Director, Brooklyn, N.Y.

“Find prospective team members wherever people exist. Let me tell you what that looks like: my neighbors, friends, family, gatherings, workplace, grocery store, weddings, shopping and various events. The point is that my Mary Kay business goes wherever I go, and I have a strong referral program by asking all existing customers quarterly for the names of 10 potential new customers who I can introduce the products to. Everyone is familiar with someone you haven't met yet, and I can offer an incentive so they can enjoy participating in our referral program.

As time goes by, I share the potential income variations if they have team members and how nice it would be to earn a commission along with their personal sales using resources like *MKConfident*™, the *Great Start*® Independent Beauty Consultant Team-Building Cash Bonus, etc. My goal is to always keep their needs in mind and show them how they can be achieved by having a Mary Kay business. ”



Lead By Example!

Kayla Ashlee Shaw, Independent Senior Sales Director, Hanahan, S.C.

“Mary Kay Ash said to lead by example. My goal is to work at being my best at all times. Mary Kay taught me about the Six Most Important Things list and writing those things down the night before. It gives me a sense of clarity and direction when I wake up the next day. Being crystal clear about my goals and starting from a finished place not only keeps me focused, but also fuels my passion. I've learned that Mary Kay isn't talent-based, but skill-based. Sharpening my skills every day, intentionally, is important to my success.

I love all of the resources from Mary Kay. I introduce people to our cutting-edge website, showing them how they can work virtually and in person. I often use a *MKeCard*® to not only motivate my unit members but to speak to the hearts of prospects and customers. I look at the person and choose which [It Just Fits](#)® video to share based on that individual prospect's story.

[Steps to Success](#) has been pivotal for me when answering questions about the career path. There is magic that happens when a pen hits a pad, so having them take notes is another habit I've been practicing. The follow-up formula after selling to customers is two days, two weeks and two months. Somewhere in between that, I slip in a coffee meetup for those I am not able to close on the business immediately. It is so brilliant how diversified we can be now. But it is important to never lose that one-on-one individual touch, no matter how you meet. This encourages retention for a team and customer base.

Once I started to share more about my lifestyle and products on social media, it drew more interest from others. I encourage my team members with the 'me first, now you' motto. When you set an example and a standard, the people you lead are inspired to follow suit and expect nothing different. Team-building should be fun and can be simple when you maintain the Mary Kay spirit. ”



IT'S ALL ABOUT HER!

Spring into the season of gift-giving and celebrations, such as weddings, Mother's Day, proms, quinceañeras and graduations to name a few! All are prime reasons to share your love for the season.



STEP INTO "ME" TIME FOR MOM.

NEW! LIMITED-EDITION* MARYKAY® PEDICURE SET, \$30

A three-step DIY pedicure set infused with Rosemary Mint for a relaxing aromatic experience. Includes a Foot Lotion, Foot Scrub, Pumice Stone and Nail Buffer.



MARYKAY® ESSENTIAL BRUSH COLLECTION, \$56

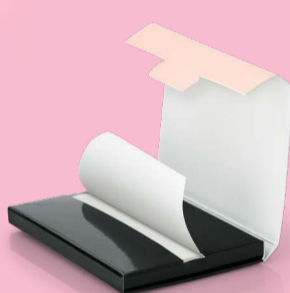
Five high-quality, precisely shaped brushes, ideal for creating a range of looks. Includes All-Over Powder Brush, Cheek Brush, All-Over Eye Shadow Brush, Eye Crease Brush, Eye Smudger Brush, portable clutch.



THE BIG DAY FOR THE BRIDE – BUILD YOUR OWN BUNDLES!

Help her makeup last all day – from the ceremony to the reception.

- Lash Love® Waterproof Mascara, \$16
- Mary Kay® Makeup Finishing Spray by Skindinavia, \$20
- Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15,* \$20
- Beauty Blotters® Oil-Absorbing Tissues, \$8, pk./75 tissues



HEAD-TO-TOE PAMPERING

MARYKAY® APPLE & ALMOND

- Scented Shower Gel, \$16
- Scented Body Lotion, \$16

MARYKAY® BERRY & VANILLA

- Scented Shower Gel, \$16
- Scented Body Lotion, \$16

WHITE TEA & CITRUS SATIN BODY® COLLECTION

- Indulgent Shea Wash, \$22
- Revitalizing Shea Scrub, \$22
- Silkening Shea Lotion, \$22
- Whipped Shea Crème, \$26

WHITE TEA & CITRUS SATIN LIPS® SET, \$22

Set includes Shea Sugar Scrub and Shea Butter Balm.

WHITE TEA & CITRUS SATIN HANDS® PAMPERING SET, \$38

Set includes a fragrance-free protecting softener, a scented shea scrub and a scented shea cream in a giftable bag. Also available as a fragrance-free set.



MARY KAY

MARY KAY

GIFTING MADE SPECIAL

Make it even more special with the newly rebranded **Mary Kay® Plastic Shopping Bags**, available on Section 2.

- Small, pk./100, \$7.50
- Large, pk./50, \$8.50

ORDER NOW.

All prices are suggested retail.

*Available while supplies last

*Over-the-counter drug product

APRIL 3-30

elevate

YOUR GOALS!

soar *like never* before

MARY KAY

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

This gorgeous white crocodile-printed mini purse with short iridescent chain can be yours when you have personal retail sales of \$600* or more in wholesale Section 1 products in **April**.



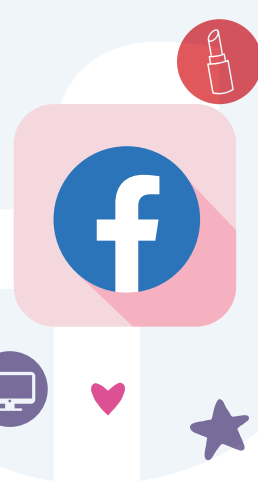
SOAR ON SILVER WINGS YEARLONG CONSISTENCY CHALLENGE

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.

TOP 10 My Mary Kay FACEBOOK GROUP CONTRIBUTORS



Shout-out to these top contributors* to the **My Mary Kay Facebook group!**



1. **Christine Rhoney**,
Independent
Beauty Consultant,
Stafford, Va.



6. **Adriana Velasco**,
Independent
Beauty Consultant,
Marina, Calif.



2. **Amy Parra**,
Independent
Sales Director,
Mesa, Ariz.



7. **Leighann Shaw**,
Independent
Beauty Consultant,
Brooklet, Ga.



3. **Andrea Falcher**,
Independent
Beauty Consultant,
Cheltenham, Md.



8. **Tamara Witt**,
Independent
Beauty Consultant,
Elwood, Neb.



4. **Patricia "Pat" Arnold**,
Independent
Beauty Consultant,
Lynchburg, Va.



9. **Myronette "MJ" Alsbaugh**,
Independent
Beauty Consultant,
Statesville, N.C.



5. **Ana Marcelo**,
Independent
Beauty Consultant,
Lowell, Mass.



10. **Amanda Hendershot**,
Independent
Sales Director,
Gilbert, Ariz.

NOT A MEMBER?
[JOIN THE MY MARY KAY FACEBOOK GROUP,](#)
AND YOU COULD BE A TOP CONTRIBUTOR TOO!

*February 2024 top contributors



TAKE THE CHALLENGE!

#WhyMaryKay Social Media Challenge

ENDS APRIL 30!

We encourage you to share your "Why Mary Kay" stories on social media. Use the hashtag #WhyMaryKay in the captions of posts on your public-facing Facebook or Instagram accounts for a chance to receive a **Mary Kay-branded #1 Yeti tumbler** and to potentially be featured on the Mary Kay U.S. social media channels!

You are welcome to participate in this challenge whether you are a brand-new Independent Beauty Consultant or you have been with Mary Kay for decades. **Thirty winners** will be randomly selected to receive a Yeti tumbler at the end of April!



POST EXAMPLES:

- Selfie wearing *Mary Kay*® products with a caption explaining why you started your Mary Kay business.
- Day-in-the-life video showing your life as an Independent Beauty Consultant or Independent Sales Director. Include short video clips of yourself sending emails, packing orders or visiting customers, and then combine them all into an Instagram Reel. In the caption of the post, explain why you chose this opportunity and how it fits your life.
- A post that highlights how proud you are that Mary Kay is the #1 Direct Selling Brand of Skin Care and Color Cosmetics in the World.*

Visit [Social Media Central](#) for more ideas on how to participate in this social media challenge.

**Source Euromonitor International Limited; Beauty and Personal Care 2023 Edition, value sales at RSP, 2022 data*

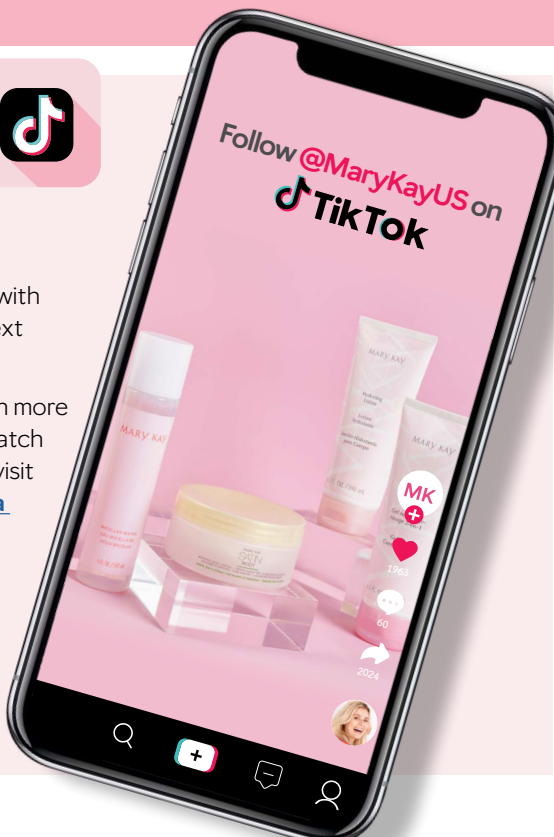
MARY KAY U.S. Is on TikTok!



Follow and share some love on the new [@MaryKayUS](#) TikTok account, and keep up with new content posted regularly to reach the next generation of Mary Kay customers!

Plus, if you or your unit members want to learn more about how to use TikTok for your business, watch the [TikTok Social Media Master Class](#) and visit [MKConfident™](#) to complete the [Social Media Savvy: TikTok module!](#)

Please note, **TikTok should only be used to share product posts - not for content related to the opportunity or team-building purposes.** However, you can have a link in your account bio to your *Mary Kay*® Personal Web Site.



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



READY TO CELEBRATE
**AMAZING
ACHIEVEMENTS?**

RECOGNITION CENTRAL
IS HERE!

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.



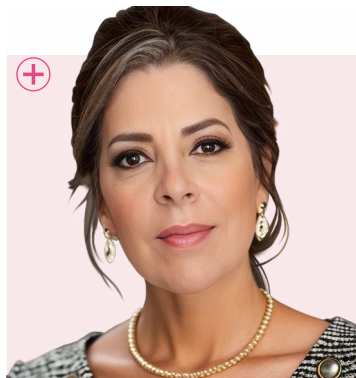
Deanna Manning



Donna Munnik



Jana Strunk



Maria Leon

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

Go-Give® AWARD



DIAMOND

Deanna Manning

Independent Senior Sales Director

Began Mary Kay Business: June 2004

Sales Director Debut: June 2005

Mary Kay National Area

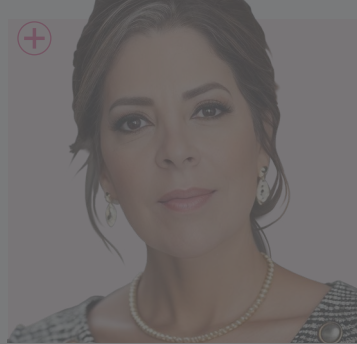
Personal: Lives in Mooresville, Ind. Husband, Jeremy; sons: Aaron, Micah, Zeke, Noah.

“I am motivated to help others because I love Jesus, my family and Mary Kay. I want to represent them all well everywhere I go, truly living out the principle that everyone we meet in life has a sign around her neck that says, “Make me feel important.”

Testimonial: Independent Beauty Consultant Emily Webb of Bedford, Ind., says, “She empowers her unit daily and helps us strive for our goals, even if we think that the goals are hard to achieve. She is always there when you need her.”



Jana Strunk



Maria Leon

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

Go-Give® AWARD



EMERALD

Donna Munnik

Independent Sales Director

Began Mary Kay Business: December 1982

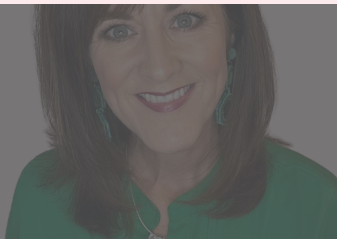
Sales Director Debut: June 2001

Mary Kay National Area

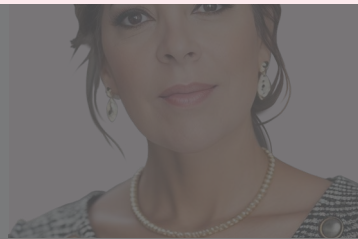
Personal: Lives in Franklin, Wis.

“I am motivated to help others because I am elated, energized and feel fulfilled when I can bring joy into the lives of others. The Golden Rule has been a part of my life since my childhood, and I continue to live it. I love being associated with a company that was built on that principle and continues to allow us to hold fast to it in our daily lives.”

Testimonial: Independent Beauty Consultant Margie Skuja of Wallingford, Pa., says, “Donna is truly a legacy leader and gives selflessly to all Beauty Consultants no matter what unit they are from. She has been working her Mary Kay business for 41 years and always has a positive spirit, encouraging others. She is a servant leader and has so much wisdom and heritage to share; she truly lives Mary Kay Ash’s Go-Give philosophy!”



Jana Strunk



Maria Leon

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

Go-Give® AWARD



RUBY

Jana Strunk

Independent Senior Sales Director

Began Mary Kay Business: May 2003

Sales Director Debut: September 2005

Mary Kay National Area

Personal: Lives in Wamego, Kan. Husband, Paul;

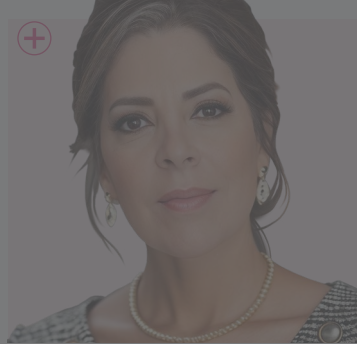
sons: Gavin, Garrett.

“I am motivated to help others because countless others have helped me in my life and in my Mary Kay business. And I believe we’re all called to be the hands and feet of Christ on this earth.”

Testimonial: Independent Future Executive Senior Sales Director Liz Voran of Tallahassee, Fla., says, “Jana is always thinking of others before herself. She carries the heart of Mary Kay Ash. She treats every adoptive Beauty Consultant as her own and lives by the Golden Rule!”



Jana Strunk



Maria Leon

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

Go-Give® AWARD



SAPPHIRE

Maria Leon

Independent Senior Sales Director

Began Mary Kay Business: June 1996

Sales Director Debut: January 2001

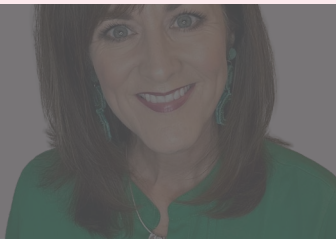
National Sales Director: Maribel Barajas

Personal: Lives in Berwyn, Ill. Husband, Refugio;

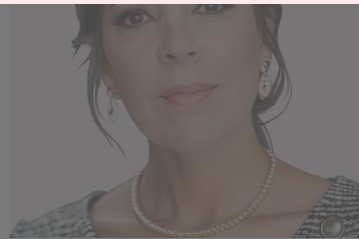
son, Kevin; daughters: Lory, Julie.

“I am motivated to help others because I am a woman who loves her business and is proud to be able to inspire other women to follow their dreams. My heart fills with joy when I see that I can help someone else grow as a person. I always respect the Golden Rule of treating others as I would like to be treated, and I put God, my family, and my work in that order of priority. I believe that doing things with love and gratitude is the key to being happy and successful.”

Testimonial: Independent Sales Director Gloria Gastelum of Ontario, Calif., says, “She is a great woman, always willing to help and share her knowledge and skills so that everyone can grow. She always looks spectacular and inspires from a distance wherever she is.”



Jana Strunk



Maria Leon

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

it just fits!®

ELEVATE YOUR GOALS.



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



Doris Backes-Delp,
INDEPENDENT SALES DIRECTOR,
ROLLA, MO.



Doris' interest in Mary Kay first blossomed in 1981 while she was putting herself through college. It was her aunt and a Mary Kay recruiter who shared how Doris could earn up to half of what she sold at suggested retail. "That's all I needed to hear," she says. "I received a *Mary Kay*® skin care set for high school graduation, and I loved how it made my skin feel. I felt confident others would love the products as well!"

And with her competitive spirit in full swing, Doris' first goal was to exceed her aunt in product sales. "It sounds silly, but that was my driver. I qualified for Star Consultant status my first quarter and checked off that first goal!"

CONFIDENCE ... AND REWARDS

Early on, Doris realized consistently working her Mary Kay business and reaching Star Consultant status each quarter gave her confidence and momentum to keep going and growing. It also helped her stay on-target to achieve other goals, such as making an appearance in the Sales Director Queen's Court of Personal Sales 27 times.

"And the fabulous prizes I earned as a Star Consultant didn't hurt," says Doris. "Gifts I may not have purchased for myself. I cherish the prizes and even have some of the very first ones, including a brass quail in my living room and a trio of brass flowerpots."

Doris kept working her Mary Kay business after graduating with an accounting degree and starting a new job. A few years later, she moved to Eldon, a small town near the Lake of the Ozarks, where she worked for the USPS.

SIGNED, SEALED, DELIVERED

"Working for the postal service and being around more people helped me expand my customer base. Then in 1989, I married Bob. We decided I should work my Mary Kay business more. We wanted to start a family and liked the flexibility that my Mary Kay business could provide. I remember feeling a little anxious wondering if I could work my Mary Kay business the way I wanted to."

Doris got to work warm-chatting, holding parties and sharing Mary Kay with others. Her hard work paid off, and she debuted as a Mary Kay Independent Sales Director one year later. Today, her two daughters, Liz, 29, and Hannah, 25, have fond memories of growing up with Mary Kay. "Over the years, they loved getting dressed up and going to the dealership to pick up the numerous Mary Kay Career Cars I earned the use of. While the girls were in high school, our house was 'makeover central' for all the dances. All their friends loved getting styled at our house."

DEEP AND WIDE

Doris loves the sisterhood and mentorship her Mary Kay business provides and says that is what sets Mary Kay apart from other direct sellers.

"**Independent Senior Sales Director Zoe Patterson**, one of my early Mary Kay mentors, told me to find a way or make a way. She advised me and other unit members to get out of our comfort zones, diversify and share Mary Kay with women of all ages and backgrounds. She told us having variety could help with stability. That was sage advice and something I continue doing today.

"We are surrounded by big thinkers, positivity, knowledge about business strategies, motivation and goal-setting. And it all started with one woman who just wanted to help other women. We can never take that for granted.

"Throughout my journey, I've attended Mary Kay events. I've listened, been inspired and learned a lot along the way. There is always room to grow and improve your skills. At Mary Kay, it's all about helping others get what they want. Mary Kay Ash said what we send into the lives of others does indeed come back into our own. When I do that, I get everything I need and more."

MAGIC HAPPENS

"I tell others magic can happen when you're close to the product. My focus is to sell something every day. Whether it's an eye cream or five skin care sets, just get out, put product on women's faces, and you will see the results."

As life goes on, Doris is quick to point out that things don't always go smoothly. "We all hit bumps along the way, but try not to focus on that. Cry for a bit if needed, and acknowledge it didn't go right. I always try and look for the good in every situation, even when it's hard. When the pandemic hit, we all had to pivot and work our businesses differently. But that temporary hardship gave us a whole new skill set and helped us expand our businesses virtually. Today, I have unit members across many states and can share Mary Kay to even more women."

PASS IT ON.

In her 43 years working her Mary Kay business, Doris has so many stories of seeing lives changed. Just recently she got a call for a product order. The woman on the other end told her she had a Mary Kay business many years ago, and the skills and lessons she learned changed her life.

"So much good can come from being a Mary Kay Independent Beauty Consultant. Whether it's a lifelong opportunity or just for a season, everyone can benefit from the mentorship, friendships, confidence-building and extra income opportunities. My customers' have said how I made them feel confident and beautiful. Mary Kay Ash called this 'paychecks from the heart,' and it's so true!"

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.

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

MARY KAY
SEMINAR
 2024

COUNTDOWN TO SEMINAR!

Registration opens for all on April 29!

**KAY BAILEY HUTCHISON CONVENTION CENTER
 DALLAS, TEXAS**

- **Emerald:** July 25–28
- **Diamond:** July 29 – Aug. 1
- **Ruby:** Aug. 2–5
- **Sapphire:** Aug. 6–9

REGISTRATION FEES

- \$250 Registration Fee for those who register by the registration deadline.
- \$275 On-Site Registration Fee, space-permitting.
- \$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.

[**GET ALL THE DETAILS!**](#)



SEMINAR AWARDS 2024

Turn your dreams into reality! Open the door to beautiful rewards, recognition and the celebration of a lifetime. See the rewards that you can earn as you work to achieve your Seminar goals.

[**SEE ALL THE DAZZLING SEMINAR AWARDS!**](#)

90-DAY SAVINGS PLAN

Seminar 2024 registration opens this month, and we hope you'll make plans to join us! If you're on a budget, here's an idea to help you save for Seminar! Save a little from each party and watch it add up. Example:

$$\begin{array}{r}
 4 \text{ parties} \\
 \text{a week} \\
 \times \$10 \text{ per party} \\
 \hline
 = \$40 \text{ per week} \\
 \times 4 \text{ weeks} \\
 \hline
 = \$160 \text{ saved in 1 month!} \\
 \times 3 \text{ months} \\
 \hline
 = \mathbf{\$480} \text{ saved in 3 months!}
 \end{array}$$

Elevate Your Goals! Once you determine how much you need, you can book parties and choose how much per party you can comfortably set aside to help you reach your goal. Plus, with all the exciting promotions this month, this is just more motivation to increase your bookings and sales!

BRING ON NEXT-LEVEL SKIN CARE!



These power players are the dermocosmetic products in the [Mary Kay Clinical Solutions® line](#). No matter what your skin care routine is, get ready to transform your complexion with these targeted treatments.

- *Mary Kay Clinical Solutions® Retinol 0.5 Set*, \$120 Includes Retinol 0.5 and Calm + Restore Facial Milk.
- HA + Ceramide Hydrator, \$38.
- C + Resveratrol Line-Reducer, \$38. Ferulic + Niacinamide Brightener, \$38.
- PHA + AHA Resurfacer, \$38.

Tip: Apply your booster(s) after cleansing and toning. Squeeze 6 to 8 drops (depending on personal preference) into hands. Then smooth evenly onto face. [Get all the details](#) on how to use these amazing power players!

Something for Everyone

Help your customers create the perfect routine with *Mary Kay®* skin care products that are innovative and effective and make you feel good in your own skin.

**TIMESWISE®
MIRACLE SET®, \$116**

**TIMESWISE REPAIR®
VOLU-FIRM® SET, \$215**

COMING SOON!

**NEW! MARY KAY®
SKIN CARE REGIMEN, \$80**

**CLEAR PROOF®
ACNE SYSTEM, \$56**

**MKMEN®
REGIMEN, \$62**



Spread the Word:
Send your customers a gorgeous [MKeCard®](#) to generate excitement about the products.

TEAM UP FOR WOMEN![®] GETS A MAKEOVER.

This annual fundraising campaign was created to help Mary Kay Ash FoundationSM supporters raise awareness and funds in their communities to further its **mission of eliminating cancers affecting women and ending domestic violence**. Now, *Team Up for Women!*[®], previously held in the spring, is getting a makeover so you can team up all year long!

This glow up includes new fundraising resources, a customizable online fundraising platform, flexibility and convenience to help you raise funds and support the Foundation like never before! Get started today with our new online fundraising platform **in as little as four steps**.



1 REGISTER YOUR FUNDRAISER.

Raise funds as an individual or as a team.



2 CUSTOMIZE YOUR PERSONAL FUNDRAISING PAGE.

Share your why for supporting the Foundation, and share your link with family, friends and beyond.



3 USE OUR RESOURCE TO FUNDRAISE YEAR-ROUND.

Novice and pros alike have resources at their fingertips to get started.



4 TRACK YOUR PROGRESS IN THE FUNDRAISING CENTER.

See your Individual Fundraiser and Team Fundraiser Leaderboard status.

Visit
www.marykayashfoundation.org/fundraise
for all the ways you can help.