

MARY KAY.

JULY 2024

applause[®]

POWER UP
FOR A

NEW
SEMINAR
YEAR!



With a new Seminar year comes so many new opportunities!
Are you ready for your best year yet? Now is the time to **Power UP!**

JULY

1

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

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

Last day to make Seminar Awards 2024 reward(s) selections. If a selection is not made, rewards will default to cash rewards.

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

Seminar 2025 year begins.

2

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

4

Independence Day. All Company offices closed. Postal holiday.

16

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

25

Emerald Seminar begins.

29

Diamond Seminar begins.

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.

AUGUST

1

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

2

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

Ruby Seminar begins.

3

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

6

Sapphire Seminar begins.

17

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

21

New Independent Sales Director Education – Leadership Evolution begins.

26

Early ordering begins for Fall/Holiday 2024 product promotion for all Independent Sales Directors.

29

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.



“

I have said many times, 'Nothing happens until somebody sells something.' It really doesn't matter how wonderful our products are, how creative and motivating our publications are, how accurately orders are being filled or how timely they are delivered – if nobody is selling our products.

”

Mary Kay



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

HELPFUL NUMBER: Customer Success Center 800-272-9333

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

APPLAUSE™ magazine is published in recognition of and as information for members of the Mary Kay Inc. independent contractor sales organization: Independent National Sales Directors ("National Sales Directors"), Independent Sales Directors ("Sales Directors") and Independent Beauty Consultants ("Consultants") in the United States, Puerto Rico, U.S. Virgin Islands and Guam by Mary Kay Inc., Dallas, Texas. ©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.

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



Episode 55

JULY 2024

Lisa “Cadillac” Mack ,

an Independent Senior Sales Director, emphasizes the importance of maintaining consistency in order to build confidence and reach goals.

Hear her story as she shares how her experiences in her Mary Kay business have empowered her to “pass it on” to future generations.



LISTEN NOW



Miss an episode?

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

TRENDING Now

JULY 29:

NATIONAL LIPSTICK DAY

Help your customers celebrate this fun day with these lip tips for the perfect pucker!

STEP 1: PREP.

White Tea & Citrus *Satin Lips*® Set, \$22

Includes Shea Sugar Scrub and Shea Butter Balm.

STEP 2: LINE.

Mary Kay® Waterproof Lip Liner, \$14 each

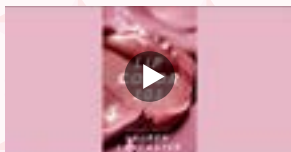
Helps to prevent smudging, smearing and flaking of lipstick and lip gloss all day.

STEP 3: PUCKER.

Mary Kay® Gel Semi-Matte and Semi-Shine Lipsticks, \$20 each

NEED HELP?

Watch the [Lip Prep How-To video](#) for tips on how to get a beautiful lip look with the best shade for her!



NEED INSPIRATION FOR SHARING ON SOCIAL MEDIA?

The Summer 2024 [Social Media Playbook](#) is here to help!



AUG. 15: NATIONAL RELAXATION DAY

Help your customers relax and unwind with these fun, spalike, *Mary Kay*® pampering products:

- White Tea & Citrus *Satin Body*® Whipped Shea Crème, \$26
- *Indulge*® Soothing Eye Gel, \$18
- *Mary Kay*® Hydrogel Eye Patches, \$40, pk./30 pairs
- *Mint Bliss*™ Energizing Lotion for Feet & Legs, \$12

Tip: These products also make great back-to-school gifts for teachers!



ORDER NOW!

All prices are suggested retail.

Save the Date for MK5K® & One-Mile Fun Run 2024!

You're invited to join us in person or virtually for the 20th annual MK5K® and One Mile Fun Run Oct. 5, 2024!

Early-bird registration:

July 9 – Sept. 20 at 11:59 p.m. CT

[Register Today!](#)



RECEIVE A DISCOUNT CODE AT SEMINAR 2024!

Stop by the *Mary Kay Ash Foundation*™ booth in Expo at Seminar to receive a special discount code for \$5 off registration. You must register during the Seminar 2024 time frame to receive this special offer!

Applause® Magazine Team:

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Within Applause® magazine, you MAY periodically find articles which suggest building your business through referrals and/or by contacting potential guests for upcoming skin care parties or other events. Prior to contacting such individuals via telephone or email, you should consider whether such communication is consistent with state and/or federal "do-not-call" and/or "SPAM" laws and regulations. For more information on this subject, you can go to [Mary Kay InTouch](#) > Resources > 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 regulators.

New!

POWER YOUR SALES

MONTHLY SELLING CHALLENGE

July 1, 2024 – June 30, 2025

THE CHALLENGE

New Seminar year, new goal, new place to win! POWER YOUR SALES in your Mary Kay businesses this Seminar year, with a new place to win! Each month during the 2024–2025 Seminar year that you order \$700* or more in wholesale Section 1 products, you can earn a monthly reward from the [Power Your Sales Monthly Selling Challenge](#). The order(s) can be a single order or cumulative orders of \$700 or more, as long as they occur during a single month. Establishing a strong customer base and selling \$700* or more a month in wholesale Section 1 products can help you Power UP your Mary Kay business!



JULY 1–31: EARN THIS BAG!

This pink Mary Kay-branded puffy crossbody bag can be yours when you order \$700* or more in wholesale Section 1 products in July.



POWER YOUR SALES 12-MONTH CONSISTENCY CHALLENGE

Earn your daily dose of inspiration from Mary Kay Ash! When you achieve the Power Your Sales Challenge each month, July 1, 2024 – June 30, 2025, you can earn this Mary Kay Ash Quote of the Day Flip Book!

*Wholesale Section 1 product orders must be tied to legitimate consumer demand. The order(s) can be a single order or cumulative orders of \$700 or more, as long as they occur during a single month. Customer Delivery Service, Guest Checkout and EZ Ship order amounts count toward your order(s) of \$700 or more in wholesale Section 1 products. You'll receive your monthly reward inside your qualifying order. One reward per achiever each month.

THIS IS Your Year!

With a new Seminar year comes so many new opportunities! And now it's time to Power UP! UP is always the right direction for your success. UP is an attitude that turns obstacles into learning opportunities. UP is an answer to every defeating thought that is within you, just waiting for you to say, "Yes, I can!" UP is an action plan. By asking, "What's my next step?", you can continue to rise beyond your limits.

These Independent Sales Directors share their tips to help you Power UP your new Seminar year!



FOCUS ON YOUR GOALS!

Independent Executive Senior Sales Director Karime Rosas, Wichita, Kan.

"July is a very important month for our new Seminar year, and I find it crucial to approach this period with a clear focus on both personal and team goals. This involves **setting a distinct goal for team-building and fostering a collaborative environment.** We break down our yearly goals into 12 manageable monthly segments, allowing us to maintain steady progress toward our ultimate objective. As Mary Kay Ash wisely put it, 'You can eat an elephant one bite at a time.' This emphasizes the ease of achieving our goals when we tackle them one step at a time.

Get ready to work toward your goal! Mary Kay Ash also said, 'Don't rest on your laurels.' This implies that **you shouldn't remain stagnant just because it's comfortable.** It's fair to say that we're constantly doing something that will either propel us forward or set us back. Always choose things that challenge you because that's where you'll experience growth."



VISUALIZE YOUR GOALS!

Independent Senior Sales Director Michelle Hurston, Clinton Township, Mich.

"When the new Seminar year kicks off, my unit first aligns with the Company's theme. We pray, asking God to tell us where and how He wants us to win. Within the unit, we start with vision-casting of where we want to start and end our year. Coming back from Seminar is even more impactful because dreams are realized and clarity is gained. I encourage unit members to share and develop their strengths, ensuring they understand the recognition of their ideas, creativity and hard work.

We break down goals quarterly first, then work backward. For instance, if the goal is to be a Star Consultant, we count the weeks of the Star Consultant quarter and determine how much in sales is needed weekly to accomplish it. We monitor progress with tracking sheets and income-generating activities. The new Seminar year creates excitement, motivation and an even starting ground for everyone. It offers a fresh start, enabling you to craft your most successful year yet."



CONNECT THROUGH SOCIAL MEDIA!

Independent Sales Director Isela Martinez, Brandon, Miss.

"**Seminar is my greatest inspiration.** I love attending because, when I return home, I feel empowered, charmed, inspired, enthusiastic, and I have well-established goals to work on during the new Seminar year. One of those goals is to create my sales goals poster as soon as I get home, where I capture all the goals I want to achieve and how I will be working on them, weekly, monthly and quarterly. I also keep my priorities in order so I can balance my life. I share Mary Kay Ash's philosophy of God first, family second and this great Mary Kay business third.

I've discovered that groups on social media platforms such as Facebook and WhatsApp are easy ways to keep my unit members informed and inspired. In these

groups, I share information about new promotions, deadlines, work strategies, challenges, virtual workshops and conferences.



Two pieces of advice I often give are to **always maintain a positive attitude and remember to smile.** A smile can open doors anywhere! The most important thing is self-belief. I want my unit members to become strong leaders with a clear vision, like an eagle. Everyone progresses at their own pace, some faster than others. Mary Kay is like a buffet where you can decide how much you want. I motivate unit members to take on as much as they can, to strive, to set clear goals and to achieve them.

Try not to be disheartened by a single failure, as failure is a stepping stone to growth.

People will say 'no,' but that doesn't mean you won't be able to achieve your goals. If you persist, over time, that 'no' can turn into a 'yes.'"



FRESH START

Independent Sales Director Amy Houseman, Lancaster, Pa.

"**The new Seminar year is just so exciting! It's a fresh start.** Building on your past efforts, you can refocus, reset, re-energize and prepare for victory. I enjoy beginning July with a mindset that aligns with my own dreams. It fuels me to wake up with passion and a purpose. **You know we are on a mission to make an impact internally, externally**

or for all eternity with everyone we meet. Mary Kay Ash always said, 'Treat everyone you meet as if they have a sign around their neck that says, **Make me feel important.**' It's offering people an opportunity to change their lives and enjoy flexibility, fun and connection! I encourage everyone to remember who you are, remember your why, and remember the dynamic impact your life can have as you walk out and take your next step.

Here are four key tips for working your business while overcoming challenges and shining as a light to others!

1. Live your vision, not your circumstances.
2. Party and pass it on.
3. Plan for success.
4. Focus on the wins."

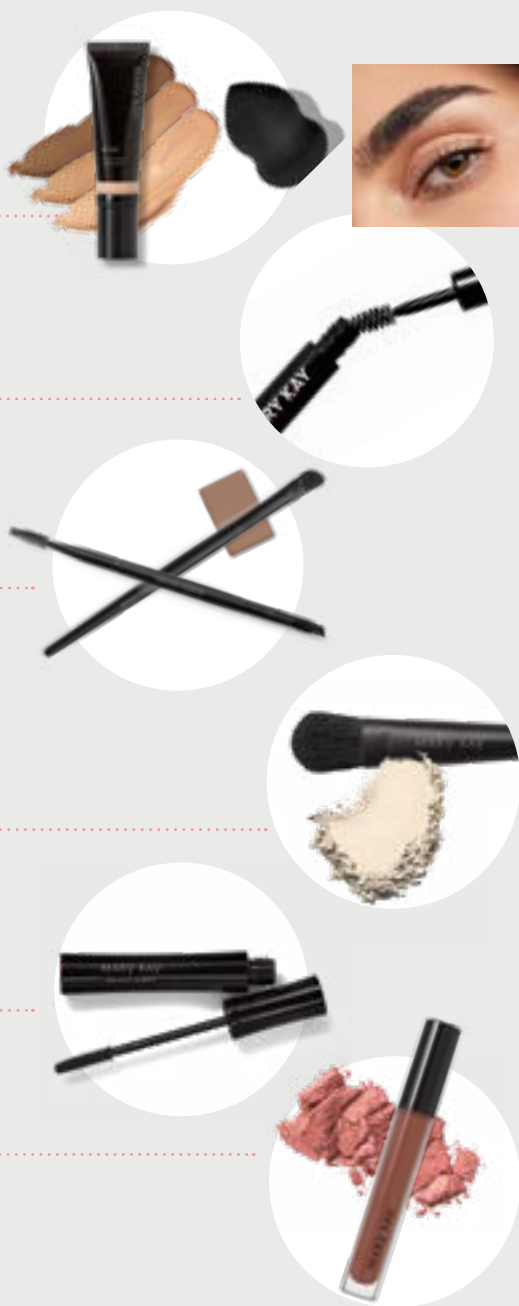


LAID-BACK BEAUTY

Help your customers keep it simple and embrace their natural beauty with the **Laid-Back Beauty** makeup artist look that's also featured in the Summer 2024 issue of *The Look!*

GET THE LOOK:

- Lightly balance your complexion with your shade of **Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15,* \$22**. Apply it with a damp **Mary Kay® Blending Sponge, \$12**.
- Frame your face and anchor your look by brushing and shaping your brow with the **Mary Kay® Clear Brow Styling Gel, \$14**
- Create a natural-looking eye by applying **Mary Kay Chromafusion® Eye Shadow in Hazelnut, \$8**, from inner to outer corner along the crease using the **Mary Kay® Eye Crease Brush, \$12**. Blend the same shade into your lower lashline and inner corner of your eye using the **Mary Kay® Eyebrow/Eyeliner Brush, \$10**.
- Lightly highlight the eyes by applying **Mary Kay Chromafusion® Eye Shadow in Crystalline, \$8**, to your brow bone with the **Mary Kay® All-Over Eye Shadow Brush, \$12**.
- Open your eyes in a flash with **Lash Love® Mascara, \$16**.
- Add dimension to your face with **Mary Kay Chromafusion® Blush in Shy Blush, \$14**. Complete this simple look with a few swipes of **Mary Kay Unlimited® Lip Gloss in Tawny Nude, \$18**.



HELP IS HERE!

- [Check out](#) the Laid-Back Beauty makeup tutorial video to help create the look.
- **MKConfident™**. Take quizzes, learn more, and earn your *Advanced Color Consultant* designation and a Bling Button.

Find this and other great looks!

This is just one of many looks from the *Mary Kay® Looks Collection*. Book a makeover party or share the looks through the [Mary Kay® Digital Showcase App](#) and on [marykay.com](#).

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



July 15 – Aug. 31, 2024

Calling all makeover-lovers! The **Mary Kay Your Way Makeover Contest** can empower your customers to express beauty their way by combining complexion-perfecting foundations with gorgeous glam offerings to create new looks that are ALL THEM!

This contest starts on **July 15**, so get ready and **get your customers ready!** You can prep by reaching out to your customers to line up appointments and plan makeup look ideas!

[Watch this video](#) to learn more about this fun makeover contest!

YOUR CUSTOMERS CAN ENTER IN 3 EASY STEPS:



1 Your customers book an appointment with you to create their new looks.



2 They complete the entry form on the [contest microsite](#), July 15 – Aug. 31, 2024.



3 They submit a photo of their new look with a caption that includes the foundation shades they're wearing, along with how their new looks makes them feel like their best selves.

HOW TO WIN:

- A panel of Mary Kay judges will choose the top 13 finalists based on originality and creativity, adherence to the contest theme, and the makeover look and caption. Four grand prize winners will be selected.
- Two more grand prize winners will be selected from the nine remaining finalists through Facebook voting.
- Winners will be announced in mid-September.
- An Independent Beauty Consultant must be active* at the end of August 2024 for her and her customers to be eligible to win.

Grand Prize:

Six grand prize winners (and their Independent Beauty Consultants) will receive an **ultraglamorous trip** for themselves and a guest to Scottsdale, Ariz., **Dec. 6-8, 2024**. All winners must be available to travel on these dates. The trip includes:

- Round-trip airfare for two.
- Two nights at a luxury hotel.
- Spa treatments.
- \$1,000 in spending money.
- An assortment of *Mary Kay®* products

Cash Prize:

Seven honorable mention winners (and their Independent Beauty Consultants) will receive:

- A \$500 gift card.
- An assortment of *Mary Kay®* products.



*An Independent Beauty Consultant is considered active with personal retail sales of \$225 in wholesale Section 1 products and will remain active for two months following any month with this amount in sales.



Mary Kay

NATIONAL AREA

THE HISTORY OF THE MARY KAY NATIONAL AREA

The Independent National Sales Director title was created in 1971 with the debut of **Helen McVoy** and **Dalene White**. Before that, they were known as Area Directors. Of course, there were still many Independent Sales Directors who were not affiliated with Helen and Dalene. These Sales Directors formed the nucleus of the MaryK Area.

In 1991, Mary Kay Ash renamed the MaryK Area the Go-Give Area. She felt the name captured the spirit of the most caring and sharing National Sales Directors within the independent sales force.

In 2019, this area came full circle when it was relaunched as the Mary Kay National Area in honor of our iconic Founder, Mary Kay Ash.

In 2022, Mary Kay Ash's great-granddaughter, **Jessica Bair**, was named Mary Kay National Area Legacy Ambassador. Jessica is thrilled to help carry on Mary Kay Ash's legacy of enriching women's lives.

Members of the Mary Kay National Area can feel proud to carry on this legacy, embracing the strength of our past and the spirit of our future.

FOR MARY KAY NATIONAL AREA MEMBERS

If you're a member of the Mary Kay National Area, you can show your pride with branded merchandise that's available through [MKConnections](#)!



Be sure to visit the [Mary Kay National Area page](#) on *Mary Kay In Touch*® for resources made just for you, including Zoom backgrounds for virtual parties and meetings, *Let's Connect* videos and the upcoming Fall Advance Class video.

MARY KAY NATIONAL AREA SUCCESSES SINCE 2019:

- 2,280 Independent Sales Director Debuts
- 603 Top Sales Director Trip Achievers
- 59 Million-Dollar Sales Directors
- 5 Independent National Sales Director Debuts

MARY KAY
SEMINAR
2024



If you're going to Seminar 2024, join us for the exclusive *Party in Pink* Reception* and Celebration on Day 0.

*Must qualify for the *Party in Pink* Reception.

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it just fits!®

PASS IT ON!

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

↑

It was 1996 when Lisa Mack, a once stay-at-home mom to two-year-old CeCi, found herself as a divorced 27-year-old who suddenly needed a new opportunity. She needed extra income, but she wanted flexibility.

NEVER SAY NEVER.

“My cousin invited me to a Mary Kay event with now **Independent Senior National Sales Director Emeritus Judie McCoy,**” says Lisa. “Driving there I thought, I’m never going to use *Mary Kay*® products. I’m never going to sell Mary Kay. But ‘never’ came sooner than I expected!”

At that event, Lisa was pleasantly surprised to find a room full of confident, caring women. “Everyone was friendly and made me feel welcome. Looking back, I don’t remember what I heard, but I remember the way they made me feel.”

With marginal expectations, Lisa decided to give it a try and submitted her Mary Kay Independent Beauty Consultant Agreement a few days later.

FOUND HER CALLING

“I had no sales experience, but my daughter was my immediate motivation. And after a few weeks and better-than-expected sales, I decided I wanted to pursue it even more,” she says. “It turned out I was good at meeting women, holding parties and putting product on faces. And I liked being surrounded by positive and supportive Mary Kay women who were helping me heal from the wounds of divorce.”

Lisa focused on debuting as an Independent Sales Director. “I was coachable and learned from my Mary Kay mentors. I attended Mary Kay events to grow and develop relationships. I got to work making no excuses,” she says.

She achieved her goal and debuted as an Independent Sales Director in 1999. My hard work and accomplishments, despite everything, were overwhelming but also exciting. I wasn’t looking for Mary Kay, but luckily Mary Kay found me. The extra income, flexibility and balanced priorities of faith, family and career were everything I wanted.

“I believe we were created for community and connection,” says Lisa. “I tell my unit members when you don’t know what to do next . . . book a party! That’s been my mantra from the start, and it works!”

ALL IN THE FAMILY

Today, Lisa’s family includes her husband Terry, whom she met in 1996 on her way to a *Mary Kay*® party; her daughter **Independent Sales Director CeCi Scheuber, 27;** and sons, Mason, 23, and Carson, 20. My family gives me great joy,” she says.

CeCi, who is also Lisa’s offspring Independent Sales Director, is busy planning her October nuptials. “CeCi started her Mary Kay business at age 18 and debuted as an Independent Sales Director in 2019. I love watching her grow and flourish as she becomes the best version of herself.

“And my mom, **Independent Beauty Consultant Dori Anderson,** was my first team member. With her entrepreneurial spirit, it’s no surprise that she’s been in the Independent Beauty Consultant Queen’s Court of Personal Sales nine times.

“My Mary Kay business has taught me so much and it also helps me be a better wife, mother, daughter and leader,” she says. “One mission I’m passionate about is to lead women in becoming the courageous, confident women God intended them to be. I love to share our unique Mary Kay culture with others any opportunity I get.”

BEAUTY AND BRAINS

Lisa’s advice to any Mary Kay Independent Beauty Consultant? Do something for your business each day.

“Consistency is definitely the key to a successful business,” she says. “From having a party to following up with a customer and everything in between. I can’t do something occasionally and expect to be good at it. Consistency builds confidence and helps me stack my wins. My experience has been that there’s a place for everyone at Mary Kay. You can learn life lessons from your business and pass that on to future generations.”

Lisa’s next step on her Mary Kay journey is to focus on becoming an Independent National Sales Director. “Legacy is the word that comes to mind,” she says. “I’m excited about the future and our next generation of Mary Kay sales force leaders. And I’m passionate about stepping up to carry it on.”

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Lisa “Cadillac” Mack,
INDEPENDENT SENIOR SALES DIRECTOR,
MENOMONEE FALLS, WIS.



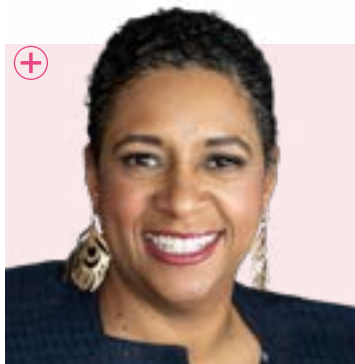
READY TO CELEBRATE
**AMAZING
ACHIEVEMENTS?**

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.



Neressa Orr



Wendy Rickertsen



Terri Young



Cheri Pearce

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

Go-Give® AWARD



DIAMOND

Neressa Orr

Independent Sales Director

Began Mary Kay Business: March 1998

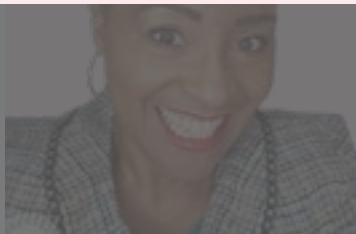
Sales Director Debut: December 2002

Mary Kay National Area

Personal: Lives in Lees Summit, Mo. Husband, Franklin; son, Bradley; daughter, Ryan

“I am motivated to help others because I’ve experienced the transformative power of support and guidance in my own journey. By extending a helping hand to another, I become a catalyst for positive change in someone else’s life and help create a community where we all can thrive.”

Testimonial: Independent Beauty Consultant Crystal Yoakum of Adrian, Mo., says, “Neressa sets an exceptional example of leadership. She provides sound advice and will go out of her way to help us find solutions and answers, as well as work through not only our business challenges but also personal challenges. Neressa is what a leader should be. Fierce but supportive. Loving but also challenging us to be our best selves!”



Terri Young



Cheri Pearce

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

Go-Give® AWARD



EMERALD

Wendy Rickertsen

Independent Sales Director

Began Mary Kay Business: March 1998

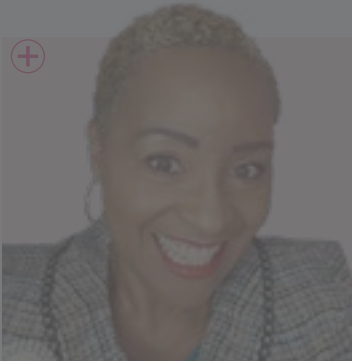
Sales Director Debut: July 2000

Mary Kay National Area

Personal: Lives in Yuba City, Calif. Husband, Justin; sons: Braxtin, Jaxson; daughters: Gia, Lily.

"I am motivated to help others because the gifts I have received are not for me. They are to bless others, and I want to bless as many as I can."

Testimonial: Independent Senior Sales Director Shari Kendall of Draper, Utah, says, "Wendy is the epitome of Go-Give! She is a support and an encouragement to all she knows. She gives of herself freely and truly cares about others. She is always ready to help in any way she can. Wendy truly has a Mary Kay Go-Give heart."



Terri Young



Cheri Pearce

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

Go-Give[®] AWARD



RUBY

Terri Young

Independent Sales Director

Began Mary Kay Business: May 1993

Sales Director Debut: August 2002

Mary Kay National Area

Personal: Lives in Ewa Beach, Hawaii. Husband, Robert; daughters: De'Jana, Devyn, Deliesha.

"I am motivated to help others because I love helping others crush doubt and tap into their God-given gifts and abilities."

Testimonial: Independent Beauty Consultant Lynn Jenkins of Honolulu, Hawaii, says, "Terri and I met in 2018. She then became my adopted Independent Sales Director, even though we lived on different islands. She gives her all, has so much energy and includes me like I am one of her own. She truly displays the Go-Give spirit in everything she does. She is committed to helping me advance in my career path. I am truly grateful that we met!"



Terri Young



Cheri Pearce

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

Go-Give[®] AWARD



SAPPHIRE

Cheri Pearce

Independent Sales Director

Began Mary Kay Business: May 1990

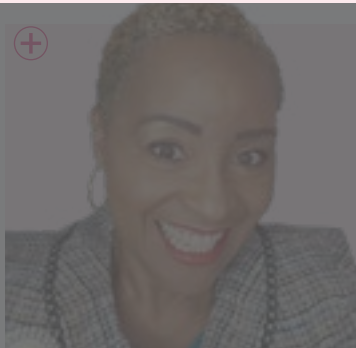
Sales Director Debut: February 1993

Mary Kay National Area

Personal: Lives in Mason, Ohio. Husband, Steve; son, Zack; daughter, Courtney.

“I am motivated to help others because I am inspired to see others achieve their goals and dreams as well as help their families! And it’s just what Mary Kay Ash would want us to do.”

Testimonial: Independent Beauty Consultant Lisa George of Fairfield, Ohio, says, “Cheri always welcomes adoptees into her unit, mentors them and coaches them as her own. Her own unit doesn’t even know who the adoptees are. She loves, praises and encourages us to success!”



Terri Young



Cheri Pearce

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

Be the You of Your Dreams

with Seminar Awards 2025!

July 1, 2024 – June 30, 2025

Prepare to give your expectations a Glow UP with the new Seminar Awards 2025, and embrace the you of your dreams! Mary Kay Ash believed in rewarding great achievements with exquisite jewelry fit for a queen.



CIRCLE OF EXCELLENCE 2025 TOP SALES DIRECTOR TRIP

Budapest, Hungary, Sept. 10–16, 2025

Top Independent Sales Directors who achieve the \$650,000 Circle of Excellence or above in unit retail sales volume will pay a royal visit to the Queen of the Danube – Budapest, Hungary!

PRESTIGE TRIP

Prague, Czech Republic, Sept. 16–19, 2025

For those who achieve the \$800,000 Circle of Excellence Prestige or above in unit retail sales volume, your adventure continues in the city of a hundred spires – Prague, Czech Republic!



See the [Seminar Awards 2025 Qualifications, Rewards and FAQs](#) for all the details.

New! Sales Director-in-Qualification PROGRAM ENHANCEMENTS

As you know, the *8 Out of the Gate* Promotion ended last month. The promotion was so successful, and based on your feedback, the Sales Director-in-Qualification Program will continue with these qualification requirements:

- To enter the DIQ Program: **8 or more active* personal team members the month prior**
- To debut as an Independent Sales Director: **24 or more active* unit members**

NEW! PINK UP AND SHOW UP PROMOTION

For Aug. 1 – Dec. 1, 2024 Debuts:

In addition to the qualification requirement update, we are offering tier-based special incentives to Independent Sales Directors who debut during the promotional time frame. When you debut from Aug. 1 through Dec. 1, 2024, with **more than the minimum 24 active* unit members**, you can achieve the new *Pink UP and Show UP* Promotion:

- **Pink UP Tier:** If you debut as a Sales Director during the promotion time frame with **30–35 active* unit members**, you can **Pink UP** and **earn a Perfectly Pink Sales Director Jacket!**
- **Show UP Tier:** If you debut as a Sales Director during the promotion time frame with **36 or more active* unit members**, you can **Show UP** by **earning registration to Leadership Conference 2025** in addition to earning a Sales Director jacket!

EDUCATION AND SUPPORT

Starting this fall, the program will include **new resources, education and motivation** to help new DIQs along their journey toward debuting as an Independent Sales Director.

Pre-DIQ Education: Get a better understanding of the DIQ process and qualifications, gain confidence and determine readiness, receive motivation and inspiration and get the opportunity to complete all **MKConfident™ DIQ modules** BEFORE entering the program!

Zoom Education and Recognition Throughout DIQ Process: Understand what you can be working on and when, learn how to measure success and receive special recognition while celebrating wins with others on this DIQ journey!

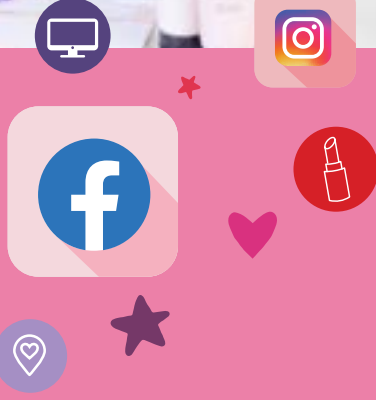
If debuting as an Independent Sales Director is your goal, get ready to grow! [Get Details.](#)

*An Independent Beauty Consultant is considered active with personal retail sales of \$225 in wholesale Section 1 products and will remain active for two months following any month with this amount in sales.



SOCIAL SELLS!

Become a Mary Kay Social Creator to help grow your business by using social media to expand your reach to the next generation of beauty lovers. If you want to learn how to confidently create content for social media, we have amazing social media support and education to help you become a confident Social Creator.



TIKTOK TIPS

Tune in every Tuesday through July 30, 2024, in the My Mary Kay Facebook group.

Are you looking to break into TikTok? Tune in to the weekly TikTok Tips series in the My Mary Kay Facebook group! We will cover many topics related to TikTok every week through the end of July. Learn how to film footage, create TikTok videos, engage with your audience and more!

[Join the group today!](#)



NEED SOME SOCIAL MEDIA GUIDANCE?

Check out the **Guides** section in the **My Mary Kay Facebook group** for access to the Paid Social Media Advertising Pilot Program and TikTok guides! These guides are curated just for you with helpful information, including insights in the comments from your fellow independent sales force members! You will even find fun interactive games you can download to use on your own social media page or print out to use at team meetings!

Join the [My Mary Kay Facebook group](#) for access to these guides, exclusive content and so much more!

PAID SOCIAL MEDIA ADVERTISING PILOT PROGRAM

Social media advertising is a great way to extend your network and possibly generate new leads! Think of it as another option that's available to help you reach your goals. There are two ways you can advertise:

- Learn [How to Boost a Post](#) on Instagram if you want to simply amplify existing social media posts on your professional account.
- Experiment with Meta ads if you want more advanced targeting customizations. Learn [How to Set Up Meta Ads](#) with this [detailed demo video!](#)

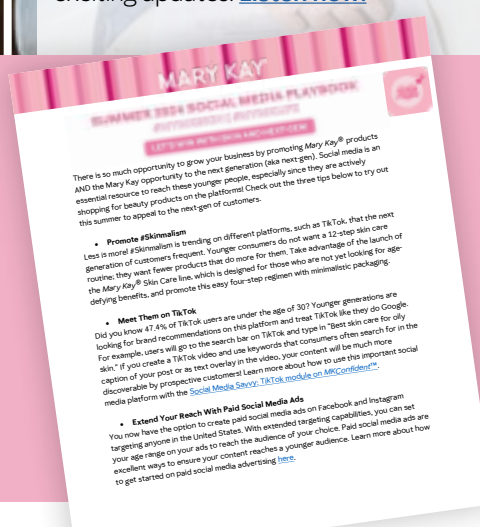
Visit the [Paid Social Media Advertising page on Mary Kay InTouch®](#) to set yourself up for success by reviewing and accepting the Terms and Conditions.



MY MARY KAY LEGAL LIFE™

Episode 4: Mary Kay Legal: Paid Social Media Advertising

Questions about the new pilot program? We're here to share the details and give you the confidence to give it a shot! Find out what's new from a legal point of view now that the Paid Social Media Advertising Pilot Program is underway. Listen in as your compliance partners **Mary Kay Chief Counsel Naisha Covarrubias** and **Mary Kay Senior Paralegal Angelica Ledezma** share exciting updates! [Listen now!](#)



Mary Kay wants to help you feel confident sharing about your Mary Kay business in your social media posts. Plan your social media content calendars for the entire summer season using the **Summer 2024 Social Media Playbook!** This essential resource gives you all the information you need to create a social media post, and there is even a paid social media ad tip to help amplify your content.

Download the Social Media Playbook from [Social Media Central](#) today!

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MARY KAY
SEMINAR
 2024

SHOW UP AND GLOW UP!

Join the party to celebrate YOUR success!

Emerald: July 25–28
Diamond: July 29 – Aug. 1

Ruby: Aug. 2–5
Sapphire: Aug. 6–9

IT'S NOT TOO LATE!
ON-SITE REGISTRATION IS AVAILABLE!

\$275 on-site, 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.

Product Perk! If you register for and attend Seminar 2024, you will receive a special bundle of products on-site for you to try! Don't forget to save a little space in your checked luggage for this surprise.

Redeem MKConnections® Vouchers in Advance.

If you plan to redeem Star Consultant Program credits for an MKConnections® voucher from the Star Boutique to use at Seminar 2024, make sure you **redeem it by the below-mentioned date.** If you redeem a voucher after the recommended date, you might not receive your digital voucher in time to use it at Seminar.

- **Emerald:** July 13
- **Ruby:** July 21
- **Diamond:** July 17
- **Sapphire:** July 25

Get
SOCIAL SAVVY at
 Seminar 2024!



Come by the Social Media booth at Expo where members of the Mary Kay social media team will answer your questions. You can walk away with valuable information and exclusive educational materials, experience hands-on demonstrations and stage presentations and more!

REMINDER!

Be sure to download the [Mary Kay® Events – USA App](#) for the detailed Agenda, schedules and more up-to-date information!