

MARY KAY

JUNE 2024

# applause<sup>®</sup>

MARY KAY

SEMINAR  
2024

OMNI  HOTEL



This is the final month to register. Plus, skin care is on sale!

**NOW'S THE TIME FOR SKY-HIGH SUCCESS!**

## JUNE

1

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

3

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

4

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

12

Rise Up and Finish Strong Live in the My Mary Kay Facebook group. English at 11 a.m. CT, Spanish at 11:45 a.m. CT.

15

Deadline to resolve orders by 11:59 p.m. CT for Quarter 4 of the Star Consultant Program.

16

Quarter 1 of the Star Consultant Program begins.

2024-2025 *All-Star* Star Consultant Program year begins.

Father's Day.

20

Star Consultant Program Quarter 4 earned credits now available for redemption or accrual. Quarter 4 Star Consultants can be the first to redeem the Mary Kay-branded Star prize at noon CT! Limited quantities and limit one per Star Consultant.

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 qualification deadline at 11:59 p.m. CT.

Customer Success available to assist with closing out the Seminar year from 6 p.m. to 11:59 p.m. CT..

## 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 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.

17

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.



I believe anyone can be a success if they will simply use the three important steps toward becoming successful.

1. Planning.
2. Persistence.
3. Work.



[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 In Touch*™, special events, product information, etc.

APPLAUSE™ magazine is published in recognition of and as information for members of the Mary Kay Inc. independent contractor sales organization, Independent National Sales Directors ("National Sales Directors"), Independent Sales Directors ("Sales Directors") and Independent Beauty Consultants ("Consultants") in the United States, Puerto Rico, U.S. Virgin Islands and Guam by Mary Kay Inc., Dallas, Texas. ©2024 Mary Kay Inc. Member: Direct Selling Association, Personal Care Products Council. Mary Kay Inc., 1625 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, marykay.com.

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



## *Episode 54*

JUNE 2024

### **Sherell McDonald Love,**

an Independent Sales Director and former military gunnery sergeant, shares how trusting herself and learning the importance of work-life balance helped her achieve her goals.



**LISTEN NOW**



### **Miss an episode?**

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



# TRENDING *Now*

# New!

## June Skin Care Product Promotion



June 1-30

Have you heard? Some skin care favorites are on sale all month, and you've got options! We've bundled the *TimeWise® Miracle Set®* and the *TimeWise Repair® Volu-Firm® Set* with some of their skin care besties. You can save on these bundles AND receive the *Mary Kay® Travel Roll-Up Bag* FREE while supplies last! Limit 13 per bundle per independent sales force member.



[Get details!](#)

## CELEBRATE PINK!

National Pink Day Is June 23.

Let's turn social media pink for National Pink Day! You can create excitement with products such as *Mary Kay® Skin Care*, *TimeWise® Moisture Renewing Gel Mask* and *Mary Kay® Hydrogel Eye Patches*.

[Get inspired!](#)



## June Is Acne Awareness Month.

Help your customers get their confidence back, and they'll spread the word to their friends. The *Clear Proof® Acne System* can help clear the way to beautiful skin. And of course, *Clear Proof® Deep-Cleansing Charcoal Mask* is always a customer-favorite!



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 regulations.



# GET READY TO POWER UP IN DALLAS!



## FINAL MONTH TO REGISTER!

The deadline to register is July 1, 2024, 11:59 p.m. CT.

Make way for THE main event of the year: Seminar 2024!

- **Power UP** your dreams, and unleash boundless belief, gravity-free thinking and skyward goal-setting!
- **Soak UP** all the latest, greatest education to help you reach your new goals, from full-circle selling strategies to team-building tips to the latest digital marketing resources and technology.
- **Team UP** with your fellow goal-getters, and share all the must-know nuggets you've learned in your business.
- **Show UP** and **Glow UP** at the Seminar Awards show, celebrating achievers as they **Light UP** the stage.

**All of this** is waiting for you at Seminar 2024!

MARY KAY  
**SEMINAR**  
2024

Product Perk! 

## SEMINAR DATES:

**Emerald:** July 25–28

**Diamond:** July 29 – Aug. 1

**Ruby:** Aug. 2–5

**Sapphire:** Aug. 6–9



### Registration Fees:

- **\$250** for those who register by the registration deadline, except for new Independent Beauty Consultants whose Agreements are accepted by the Company, July 1, 2023, through July 1, 2024; their registration fee will be \$225.
- **\$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.
- **\$70** On-Site Transfer Fee.

There will be no General Session Viewing option.



### Location:

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



### 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.

[Learn more](#) about the Mary Kay National Area *Party in Pink* Reception and Celebration, and find Seminar Recognition FAQs.

**Register today!** Hurry! The registration deadline is July 1.

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MARY KAY  
**SEMINAR**  
2024

## Product Perk!

If you register for and attend Seminar 2024, you will receive a special bundle of products on-site for you to try! Be sure to save a little space in your checked luggage.

**Diamond:** July 29 – Aug. 1

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**Sapphire:** Aug. 6–9



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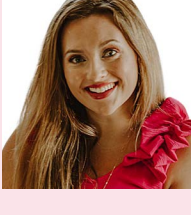
[Register today!](#) Hurry! The registration deadline is July 1.





# COUNTDOWN TO SEMINAR!

Close out the Seminar year with these wins! Final month to achieve these challenges! All end June 30, 2024!



**SAMANTHA HILL,**  
INDEPENDENT SALES DIRECTOR, SENOIA, GA.

**Five tips to help you finish your Seminar year on top!**

## “IT’S GO TIME!”

- DECIDE** where you will finish. It doesn't matter where you started, where you've been or even what your Mary Kay career path status is. It's where you want to go today! Find your win, and decide what you want to accomplish. Write it down. Make your goal visible everywhere you are.
- Make a **PLAN**. Mary Kay Ash said, 'Create a plan and work it.' Know what you're going for. Have a plan and do the work to make it happen. There are so many distractions out there. Put on your blinders and focus on faces. There's no need to reinvent the wheel – everything you need is right here. Concentrate on the products and on finding faces at your parties. That's where sales, recruits and new bookings come from.
- FOCUS** and don't overcomplicate. K.I.S.S. = Keep It Simple, Sweetie.
- Embrace your Mary Kay **ENTHUSIASM**. Get excited about where you're going in your Mary Kay business. Your enthusiasm is contagious. Soon you'll notice others getting behind you in your goals and dreams. Get your goals out there for others to embrace and get behind.
- Get to **WORK!** You've got everything in place now. It's up to you! You **CAN** do it!"

- 3 FINAL MONTH!** Independent Sales Director **6 Most Important Things Game**  
Jan. 1 – June 30, 2024
- 2 FINAL MONTH!** Independent Beauty Consultant **6 Most Important Things Game**  
April 3 – June 30, 2024
- 1 FINAL MONTH!** Seminar 2024 **Power of One More Challenge**  
March 1 – June 30, 2024

### 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.](#)



Hear more from Samantha Hill, Independent Sales Director, and Pricila Martinez, Independent Executive Senior Sales Director, during the Rise Up and Finish Strong Facebook Live in the My Mary Kay Facebook group on June 12!

[Join the group!](#)

## FINAL MONTH! Independent Sales Director 6 Most Important Things Game

Jan. 1 – June 30, 2024

Are you reaching your goals in the 6 Most Important Things Game? Complete as many game squares as possible within the challenge time frame.

### Rewards

- WHEN YOU ACHIEVE ANY 3**: Custom Mary Kay® Cosmetic Bag
- WHEN YOU ACHIEVE ANY 4**: Custom Mary Kay® Crossbody With Interchangeable Straps, Custom Mary Kay® Cosmetic Bag, Onstage Recognition at Seminar 2024
- WHEN YOU ACHIEVE ANY 5**: Tory Burch Watch, Custom Mary Kay® Crossbody With Interchangeable Straps, Custom Mary Kay® Cosmetic Bag, Onstage Recognition at Seminar 2024
- WHEN YOU ACHIEVE ALL 6**: iPad 10th Generation 64GB Pink With Mary Kay® Logo, Tory Burch Watch, Custom Mary Kay® Crossbody With Interchangeable Straps, Custom Mary Kay® Cosmetic Bag, Onstage Recognition at Seminar 2024

[Get all the details and FAQs!](#)

## FINAL MONTH! 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!

Independent Beauty Consultants can earn a red jacket that they can pick up at Seminar 2024 and can earn onstage recognition when they complete all six game squares on the gameboard within the challenge time frame!

Qualifications: Independent Beauty Consultants must have personal retail sales of \$600 or more in wholesale Section 1 products 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.

[Get all the details and FAQs!](#)

## FINAL MONTH! Seminar 2024 Power of One More Challenge

March 1 – June 30, 2024

Embrace the power of one more! Take the challenge to enhance your Seminar 2024 experience, and get access to express lines! Finish out the Seminar year by achieving the new Seminar 2024 Power of One More Challenge!

**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.

[Get all the details!](#)

**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, which includes:

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



\*For purposes of the Seminar 2024 Power of One More Challenge, a Great Start®-qualified team member is one who has personal retail sales amount can be a single order or cumulative orders 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 to attend Seminar 2024 by July 1, 2024, to qualify.  
All third-party trademarks, registered trademarks and service marks are the property of their respective owners.  
To receive a reward, an Independent Beauty Consultant must be in good standing with the Company at the time the reward is presented.



JUNE 1-30

FINAL MONTH!

AIM FOR SKY-HIGH SUCCESS!  
AIM FOR SKY-HIGH SUCCESS!  
AIM FOR SKY-HIGH SUCCESS!  
AIM FOR SKY-HIGH SUCCESS!

MARY KAY  
*soar like never before*

As the Seminar year wraps up, you undoubtedly are clear on your plan. Now is the time for that last concerted effort of persistence and work! You're so close to the finish line – can't you feel it? Finish the race with extra endurance and hard work, and see how successful you can be!

This gorgeous wing-inspired silver-tone bracelet can be yours when you have personal retail sales of \$600\* or more in wholesale Section 1 products in **June**.



**FINAL MONTH! 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.



# BE INTENTIONAL WITH YOUR BUSINESS.

These resources can help you glow up your business and reach the next generation of skin care-lovers!

## WHAT'S NEW ON MKCONFIDENT™

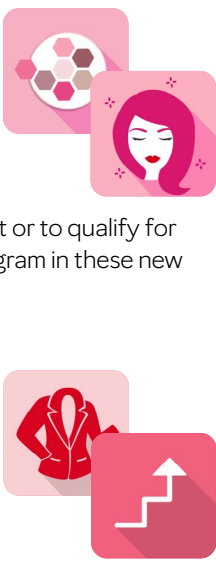
NEW Product Education modules are now available! These new modules are perfect for revamping your product strategy and brushing up on your product knowledge.

- NEW! **Skin Care Module** including the new *Mary Kay*® Skin Care line.
- NEW! **Color Module** with updated Brow education.

Ready to grow? You can get more information on how to earn a red jacket or to qualify for the Sales Director-in-Qualification Program in these new *MKConfident*™ modules:

- Ready in RED
- Sales Director-in-Qualification

**GET INFORMED, GET CONFIDENT!**  
[GO TO MKCONFIDENT™.](#)



## NEW SOCIAL MEDIA CONTENT ADDED TO THE GREAT START® MODULE!

Encourage your new unit members to check out the **Intro to Social Media** and **Start Selling** lessons within the *MKConfident*™ *Great Start*® module to learn about the importance of following up with new customers. These lessons provide tips for utilizing digital resources, such as paid social media advertising, to exemplify Golden Rule customer service and building or expanding your connections via social media!  
[Check them out!](#)

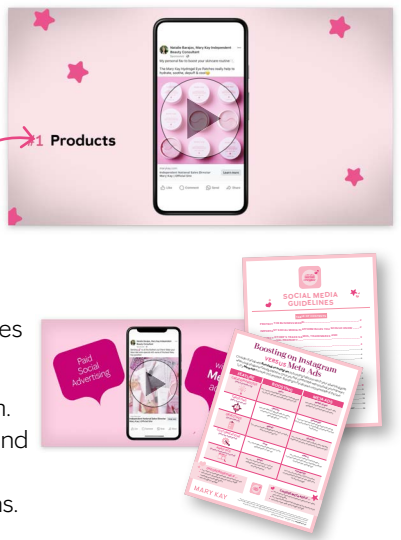
## PAID SOCIAL MEDIA ADVERTISING PILOT PROGRAM

As a Mary Kay Social Creator, you know the incredible impact and opportunity that social media marketing can bring. What if, by extending your reach further than ever through social media advertising, you could unleash your true sales potential? Amazing news – you can!

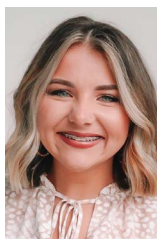
Visit the Paid Social Media Advertising page on [Mary Kay InTouch®](#) to get an introduction to this pilot program. First, set yourself up for success by reviewing and accepting the Terms and Conditions. Then check out the [Raise Your Reach With Paid Social Ads](#) video to learn about the importance of this initiative from corporate leaders and a Meta representative.

We also outline the steps to help you get started in paid social media advertising using various educational resources including:

- Step-by-step instructions on how to boost on Instagram.
- Visual examples of what paid social media ads look like and what kind of messaging you can use.
- A video demonstrating how to set up Meta ad campaigns.



## WIN WITH TIKTOK!



**CHEYENNE HUSAK,**  
INDEPENDENT SALES  
DIRECTOR, GRIFFIN, GA.  
"I love using TikTok! It **helps me reach people I would never meet in person**, and it also helps me reach the Gen Z audience. My biggest tip is to not post only *Mary Kay*® product information, but to post videos of family, friends, DIYs, and, of course, fun trends going viral, even if they don't have anything to do with your business. TikTok allows you to share – and for new people to discover – **your authentic self**, which in turn can inspire them to purchase from you!

On TikTok, I enjoy discovering makeup trends and I love replicating these trends using *Mary Kay*® products. Gen Z is all about skin care, which makes creating TikTok posts easier because **I can post my skin care routine** or even *Mary Kay*® products that have a specific skin care ingredient that is going viral.

**Promoting your business on social media is one step of a layering process.** I never post directly about the opportunity due to TikTok's guidelines, but I do love posting about Mary Kay, sisterhood and even fun Mary Kay events.

**Showing people the pink lifestyle through social media makes them want to be part of it.** Not everyone has time to come to my customer events, but I guarantee they have time every day to scroll on a social media platform, so why not let them get a glimpse into my business and my life? This can lead to a sale, a facial or even a new team member.

My biggest reason for posting on social media is to **reach people who have never heard of Mary Kay.** We want the next generation to learn about Mary Kay now! They could be the future product-lovers and independent sales force leaders who can carry on the Mary Kay legacy on for generations to come!"

## JOIN US ON TIKTOK!

Follow and share some love on the [@MaryKayUS TikTok account!](#) TikTok is an amazing platform Mary Kay is utilizing to expand our reach to 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!

With the exciting launch of the **NEW *Mary Kay*® 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 outlast any trend. So if you want to grow 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.](#)







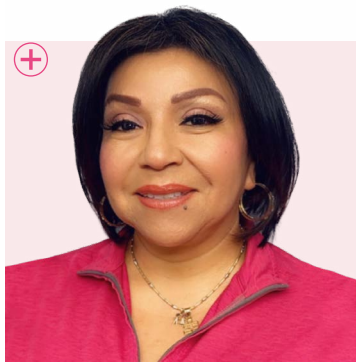
READY TO CELEBRATE  
**AMAZING  
ACHIEVEMENTS?**

**RECOGNITION CENTRAL  
IS HERE!**

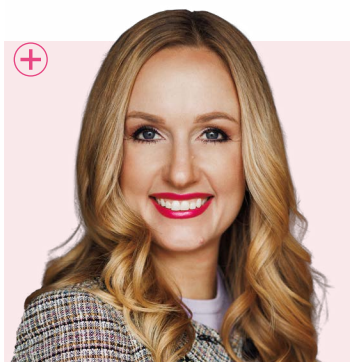


# Go-Give<sup>®</sup> AWARD

**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.



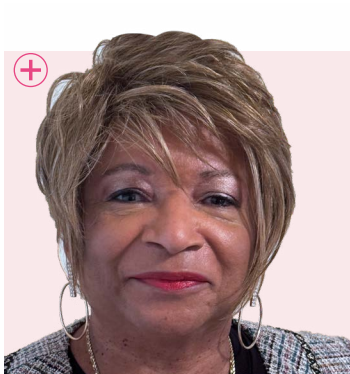
**Sonia Argueta**



**Lyndsey Lavallee**



**Bridget Penberthy**



**Vickie Harris**

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

# Go-Give® AWARD



## DIAMOND

### Sonia Argueta

Independent Future Executive  
Senior Sales Director

**Began Mary Kay Business:** November 1995

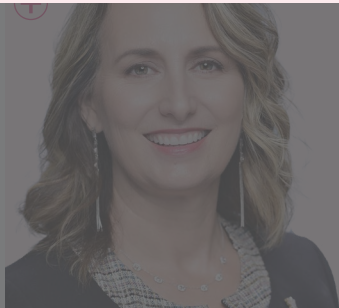
**Sales Director Debut:** June 1997

**Mary Kay National Area**

**Personal:** Lives in Daly City, Calif. Son, David; daughter, Kayla.

**“I am motivated to help others because** I don’t feel like it’s help. We are called to serve, and it is a way to thank God for all the blessings He gives me day by day. I am passionate about seeing women achieve their goals.”

**Testimonial:** Independent Senior Sales Director Rosalina Ramirez of Sun Valley, Nev., says, “Since I met her, I realized she has Mary Kay in her veins and deep inside her heart. She is always willing to help others without expecting anything in return. I am very grateful for everything I have learned from her. Thank you very much from the bottom of my heart!”



Bridget Penberthy



Vickie Harris

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

# Go-Give® AWARD



## EMERALD

### Lyndsey Lavallee

Independent Sales Director

**Began Mary Kay Business:** May 2015

**Sales Director Debut:** March 2019

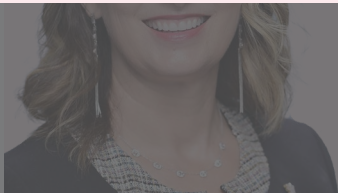
**Mary Kay National Area**

**Personal:** Lives in Manchester, N.H.

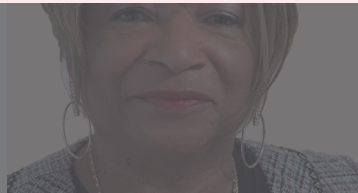
Husband, Nate.

**“I am motivated to help others because** many women have poured into me throughout the course of my business and have believed in me. They’ve given of themselves selflessly and instilled the true spirit of Mary Kay within me, which has allowed me to build a life I love in all areas. I could never keep that to myself. I will always pass that on. When I help others grow into who God meant for them to be, there is no greater reward.”

**Testimonial:** Independent Beauty Consultant Diane Clancy of Manchester, N.H., says, “Lyndsey is not only an amazing Independent Sales Director, but also an amazing person. She is kind and giving, and she helps anyone she meets. Lyndsey helps Beauty Consultants walk through the process and reach their goals. She’s amazing!”



Bridget Penberthy



Vickie Harris

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



# Go-Give® AWARD



## RUBY

### **Bridget Penberthy**

Independent Senior Sales Director

**Began Mary Kay Business:** January 2011

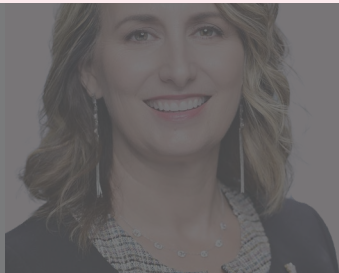
**Sales Director Debut:** July 2012

**National Sales Director:** Lara McKeever

**Personal:** Lives in Leesburg, Va. Husband, Bill; sons: Will, John; daughters: Hannah, Charlotte.

**“I am motivated to help others because** it brings me such joy to see women growing in confidence and believing in their abilities. I know I have done my job when I help a woman see how amazing she is and give her the love that she deserves. I feel so blessed to have the opportunity to do that on a daily basis.”

**Testimonial:** Independent Beauty Consultant Sharon Schlatter of Severna Park, Md., says, “Bridget is a top Sales Director in my eyes; she really is always learning and passing it on to us. No dust on Bridget. She’s a champion of women in her community and church and of the *Mary Kay Ash Foundation*™. She loves the Lord, and she represents Him beautifully.”



**Bridget Penberthy**



**Vickie Harris**

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

# Go-Give® AWARD



## SAPPHIRE

### Vickie Harris

Independent Sales Director

**Began Mary Kay Business:** January 1995

**Sales Director Debut:** September 2002

**Mary Kay National Area**

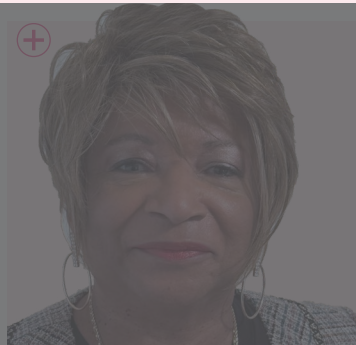
**Personal:** Lives in Lawton, Okla. Husband, Bruce; son, Bruce; nieces: Duana, Rellanda.

**“I am motivated to help others because** of the opportunities with Mary Kay and the community: to be a light, to shine His light and to enrich a life!”

**Testimonial:** Independent Beauty Consultant Annie Adams of Lawton, Okla., says, “Vickie Harris is my personal recruiter. She has a genuine servant’s heart and a love for all people. She is one of the most humble people I know. Vickie is truly a woman of faith. She is an encourager, a cheerleader and, most of all, a prayer partner. These are just a few of the many ways she gives of herself without complaining.”



Bridget Penberthy



Vickie Harris

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



*it just fits!*<sup>®</sup>

# AIMING FOR SKY-HIGH SUCCESS



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

**I**t was 2018, and **Independent Sales Director Sherell McDonald Love** was looking for new ways to meet other women.

As a wife, mother and now retired Marine Corps gunnery sergeant, she missed interaction and connection. “I longed for adult conversation. In my position as logistics specialist, I worked tirelessly with others to plan, execute and put complicated operations in place. Suddenly, I found myself at home with a teenager, a four-year-old and a two-year-old.”

## A CHANCE MEETING

It was while volunteering at her daughter’s school that she met another mom, **Independent Beauty Consultant Tasha Boyette**, who was delivering product to several customers at the school. We started talking, and while I already had some knowledge about Mary Kay, it was just what was needed to get back into the pink bubble, so I joined her team.

## PINK CADILLAC DREAMS

Mary Kay was not new to Sherell. She had been an Independent Beauty Consultant years prior when her now-late husband encouraged her to start her own Mary Kay business. “I remember being super stoked about the Mary Kay business plan, and I always dreamed of earning the use of a pink Cadillac to drive my family to my military retirement ceremony,” she recalls. She was enjoying her newfound independence, but then life happened, and she was deployed to Iraq. Sherell made the decision to stop working her Mary Kay business.

“Women’s lives change every four to six months, and I am a perfect example,” says Sherell. “Now, more than a decade later, I believe that this time around was the right time for my Mary Kay business. I knew the business plan but had to reacquaint myself with the products. Once again, I started with inventory as a Star Consultant. That plan worked well for me originally, and I didn’t want to waiver from that.”

Sherell started reaching out, meeting new faces and holding parties.

## AIM HIGH.

This time, Sherell saw the bigger picture and rationale behind the Mary Kay business plan. “Before, I simply followed what others coached me to do, which was fine and worked, but this time, I knew my journey could be even greater. I was hungry for more coaching. I set and tracked my goals, learning more about myself and my Mary Kay business each day.”

But even with her added focus and attention, Sherell says she struggled with team-building. “Selling was my forte for sure, and I strived to be a Star Consultant every quarter,” she says.

“At first, I would get discouraged and then become complacent about moving along the Mary Kay career path. I attended Career Conference and Seminar where I was exposed to other sales force leaders and learned so much each time.

“In 2019, I attended Career Conference outside Washington, D.C. My adopted unit was hosting, and I volunteered to help with registration. At the event, the volunteers were invited to a luncheon with several Independent National Sales Directors.”

## LIGHT BULB MOMENT

“I remember my conversation with **Independent National Sales Director Lara McKeever**. She listened as I shared my story and my team-building struggles. That conversation was raw and emotional but motivational. She told me I was standing in my own way of success and growth in my business. She shared her own story – the highs and the lows. It was like the lightbulb went off. The saying, it’s not what is taught, it’s what is caught, truly applied!”

Fast-forward five years and Sherell’s recruiter, **Independent Beauty Consultant Tasha Boyette**, began talking to her about entering the Sales Director-in-Qualification (DIQ) Program together. “Tasha encouraged me to think big, to break down my goals in order to better achieve them. To not sweat the small stuff, and to keep on going despite any setbacks along the way. I was all in.”

## STEPPING UP

Sherell says she began to see the vision of becoming an Independent Sales Director after attending an event hosted by several Independent National Sales Directors. She was ready to take the next step on the Mary Kay career path and entered the DIQ Program in April 2023.

“The floodgates opened,” she says. “I was working full circle to book, sell and now team-built. I completed the DIQ Program and debuted as an Independent Sales Director on May 1, 2023. But in my focus to complete the program, I lost sight of My Why. My sister pulled me aside one day and said, ‘Who wants to follow you when you look exhausted and don’t seem to be having fun?’ Who else but a sister could be so brutally honest? I needed that reminder!”

## READY FOR THE JOURNEY

Today, Sherell says she’s grateful for the lessons she’s learned on her Mary Kay journey, and knows there are more to come.

“I’m beginning my leadership role, and I am fortunate to have magnificent people here to support me. I’ve learned the importance of balance and of not getting ahead of myself. My military experience definitely helps me prioritize and delegate. I’m humbled to share this vision with others so they can achieve their own goals and dreams. I want to lead with integrity, openness and joy. Mary Kay Ash built her business with ease and grace. That didn’t change the work that had to go into it, but she worked with intention, and that’s what I want to embody – to be authentically me.”

Her best advice for new Independent Beauty Consultants? “Trust the process. You are exactly where you’re supposed to be. Find the joy in working your business. Be patient because what you dream you can achieve. The race is yours, so run your own race.”

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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**Sherell McDonald Love,**  
INDEPENDENT SALES DIRECTOR,  
CLINTON, MD.





# BAG UP YOUR EARNING POTENTIAL



## With the June Skin Care Product Promotion!

Enjoy 55% off\* SRP on qualifying bundles, skin care sets and *TimeWise*® Eye Cream June 1–30 while supplies last.

Each signature bundle includes a skin care set and complementary products designed to deliver an inviting, elevating skin care experience, plus a **FREE\***

**Mary Kay® Travel Roll-Up Bag** (a \$36 SRP value).

See your profit potential below:

Qualifying Skin Care Bundles/Sets/Product		Suggested Retail Price	June Skin Care Product Promotion	
			Wholesale Cost at 55% Off*	Profit Potential** With 55% Wholesale Discount Sold at Full Suggested Retail
<b>Advanced Beauty Bundle</b>		<b>\$411</b>	<b>\$168.75</b>	<b>\$242.25</b>
 <p>Includes the <i>TimeWise Repair</i>® Volu-Firm® Set, <i>Clear Proof</i>® Deep-Cleansing Charcoal Mask, <i>TimeWise</i>® Moisture Renewing Gel Mask, <i>Mary Kay</i>® Hydrogel Eye Patches, <i>TimeWise Repair</i>® Revealing Radiance® Facial Peel and a <b>FREE*</b> <i>Mary Kay</i>® Travel Roll-Up Bag (unfilled)</p>				 <p>That's <b>\$72.75 more profit potential**</b> (including selling the <b>FREE*</b> Travel Roll-Up Bag at \$36 SRP).</p>

**NOTE:** The **FREE\*** *Mary Kay*® Travel Roll-Up Bag is only available when you purchase the qualifying bundles!

Qualifying Skin Care Bundles/Sets/Product		Suggested Retail Price	June Skin Care Product Promotion	
			Wholesale Cost at 55% Off*	Profit Potential With 55% Wholesale Discount Sold at Full Suggested Retail**
<b>Miracle-Maker Bundles</b> (Normal/Dry or Combination/Oily)		<b>\$296</b>	<b>\$117</b>	<b>\$179</b>
 <p>Includes the <i>TimeWise</i>® Miracle Set®, <i>TimeWise</i> Replenishing Serum C+E®, <i>TimeWise</i>® Microdermabrasion Plus Set, <i>Clear Proof</i>® Deep-Cleansing Charcoal Mask and a <b>FREE*</b> <i>Mary Kay</i>® Travel Roll-Up Bag (unfilled)</p>				 <p>That's <b>\$67 more profit potential**</b> (including selling the <b>FREE*</b> Travel Roll-Up Bag at \$36 SRP).</p>

Qualifying Skin Care Bundles/Sets/Product		Suggested Retail Price	June Skin Care Product Promotion	
			Wholesale Cost at 55% Off*	Profit Potential With 55% Wholesale Discount Sold at Full Suggested Retail**
<b>TimeWise Repair® Volu-Firm® Set</b>		<b>\$215</b>	<b>\$96.75</b>	<b>\$118.25</b>
				

Qualifying Skin Care Bundles/Sets/Product		Suggested Retail Price	June Skin Care Product Promotion	
			Wholesale Cost at 55% Off*	Profit Potential With 55% Wholesale Discount Sold at Full Suggested Retail**
<b>TimeWise® Miracle Set®</b> (Normal/Dry or Combination/Oily)		<b>\$116</b>	<b>\$52.20</b>	<b>\$63.80</b>
				

Qualifying Skin Care Bundles/Sets/Product		Suggested Retail Price	June Skin Care Product Promotion	
			Wholesale Cost at 55% Off*	Profit Potential With 55% Wholesale Discount Sold at Full Suggested Retail**
<b>TimeWise® Eye Cream</b> (Normal/Dry or Combination/Oily)		<b>\$38</b>	<b>\$17.10</b>	<b>\$20.90</b>
				

\*This offer applies only to the June Skin Care Product Promotion. Offer begins June 1, 2024, at 8 a.m. CT and ends June 30, 2024, at 11:59 p.m. CT. Limit 13 applies to each qualifying bundle/set/product per Independent Beauty Consultant at the fixed wholesale price while supplies last. Tax will be charged on the full suggested retail price of each product in this offer. On-hold orders containing any of the 55% off suggested retail price June Skin Care Product Promotion qualifying bundles/sets/products must be resolved by 11:59 p.m. CT, June 30, 2024. If not cleared as noted, the June Skin Care Product Promotion products will be removed from your cart. No exceptions will be made after the deadline. Available only through Online Ordering and Customer Delivery Service through *myCustomers*™ and does not include orders placed through *marykay.com*, Guest Checkout or EZ Ship.

\*\*The gross profit calculation is based on products being sold at the suggested retail prices; however, all Independent Beauty Consultants are independent contractors and can choose to sell these products at any price they desire.

Due to the June Skin Care Product Promotion, your wholesale total may be less than you expect, so please make sure to check your wholesale total before checking out.

The Company grants all Mary Kay Independent Beauty Consultants a limited license to duplicate this page in connection with their Mary Kay businesses. This page should not be altered from its original form nor incorporated into other materials.





# New! MARY KAY® SKIN CARE LINE

It's here to help you reach the next generation of product-lovers who are new to a skin care regimen and are not yet showing any signs of aging!



## REGIMENS

Each regimen includes a cleanser and moisturizer, plus a universal scrub and toner.

- NEW! *Mary Kay*® Hydrating Regimen, \$80
- NEW! *Mary Kay*® Mattifying Regimen, \$80

**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 is suitable for all skin types. Use morning and night.

- NEW! *Mary Kay*® Hydrating Cleanser, \$20
- NEW! *Mary Kay*® Hydrating Moisturizer, \$20



## MATTIFY

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

- NEW! *Mary Kay*® Mattifying Cleanser, \$20
- NEW! *Mary Kay*® Mattifying Moisturizer, \$20



## UNIVERSAL

Designed with all skin types in mind.

- NEW! *Mary Kay*® Exfoliating Scrub, \$20  
Use 2 or 3 times per week.

- NEW! *Mary Kay*® Balancing Toner, \$20  
Use morning and night.

## GOOD THINGS COME IN SMALL PACKAGES!

Samples and Go Sets are great to let your customers try before they buy. They're also great for travel!

- NEW! *Mary Kay*® Hydrating Go Set, \$22
- NEW! *Mary Kay*® Hydrating Samples, \$3, pk./3 on Section 2
- NEW! *Mary Kay*® Mattifying Go Set, \$22
- NEW! *Mary Kay*® Mattifying Samples, \$3, pk./3 on Section 2

Balancing Toner not included in the Samples due to its liquid form.



Visit [Mary Kay InTouch](#) to learn more about this new skin care line, and discover resources to help you sell.



## GEN Z FAST FACTS

- They 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 Z is 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!

Reaching the next generation of product-lovers is a great way to expand your reach and grow your business. Be sure to share the opportunity with them!



**CONNECT WITH GEN Z!**  
**TRACEE WILKERSON,**  
INDEPENDENT SALES DIRECTOR, SAN ANTONIO, TEXAS

"Social media plays an important role when it comes to reaching other generations, especially Gen Z. For me, it starts with keeping up with the latest trends and then asking questions on social media to find out what they're interested in. For example:

- If they're into the 'glass look,' I let them know they can achieve that same look with *Mary Kay Naturally*® Nourishing Oil and that great skin can be achieved with consistent use of *Mary Kay*® skin care.
- If they like a mascara-only, natural makeup look, I share with them a quick natural look featuring our fabulous mascaras and include a picture of my 18-year-old daughter who loves *Lash Intensity*® Mascara and *Lash Love Fanorama*® Mascara.
- Since *Mary Kay*® Mineral Facial Sunscreen Broad Spectrum SPF 30\* is all the rage, I ask if my Gen Z customers and potential new customers are using 100% mineral sunscreen. This is a great opportunity to get the opinions of women aged 18–25 and introduce them to the NEW *Mary Kay*® Skin Care line and other products I think they'll love!"

## Reach Gen Z Where They Are.

Learn about the [Paid Social Media Advertising Pilot Program](#) as a resource to help you reach a new audience on Instagram. You'll find step-by-step instructions and creative examples to help you get started!

All prices are suggested retail. \*Over-the-counter drug product  
All third-party trademarks, registered trademarks and service marks are the property of their respective owners.



# BROW HERO

**NEW! MARYKAY® CLEAR BROW STYLING GEL, \$14**

Meet your new brow hero! This is the ultimate bestie for brows that wow. Here are three ways to build your brows:

**PREP.** Use prior to brow liner to prep.

**SET.** Use after brow liner to set.

**SOLO.** Wear alone for a naturally sculpted look.



**Complete the look!** Recommend a favorite Mary Kay® brow liner and eyeliner!

## ULTIMATELY YOU

**MARYKAY® ULTIMATE MASCARA™, \$16 EACH**

The packaging has a new look, but this popular mascara features the same amazing formula and brush inside. Available in Black and Black Brown.



 Volumizing

 Long-Lasting

 Separation



### Effortless Application Tips

1. Pull the wand out of the tube without swirling or pumping.
2. Lightly brush mascara onto lashes working back and forth, starting at the base of the lashline and sweeping outward.
3. Using the tip of the wand, brush mascara onto lower lashes in a light, sweeping motion.

## SHOW YOUR LIPS SOME LOVE!

**NEW! LIMITED-EDITION\* MARYKAY® 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®

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™.



Soft Fawn



Rich Mahogany



Red Noir

**NEW! LIMITED-EDITION\* MARYKAY® MATTE LIQUID LIPSTICK, \$20 EACH**

Back by popular demand, this Matte Liquid Lipstick has returned in three new shades:

- Soft Fawn
- Rich Mahogany
- Red Noir

#### Benefits:

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



**ORDER TODAY!**

# GET SOCIAL!

Check out the [Social Media Playbook](#) for creative ideas for social media posts, photos and prompts for effective captions. There is also a paid social media ad tip included for every post to help you amplify your content to new audiences.



All prices are suggested retail.  
\*Available while supplies last





MARY KAY  
**NEW!**

**TIMEWISE® TARGETED-ACTION® TONING LOTION, \$36**

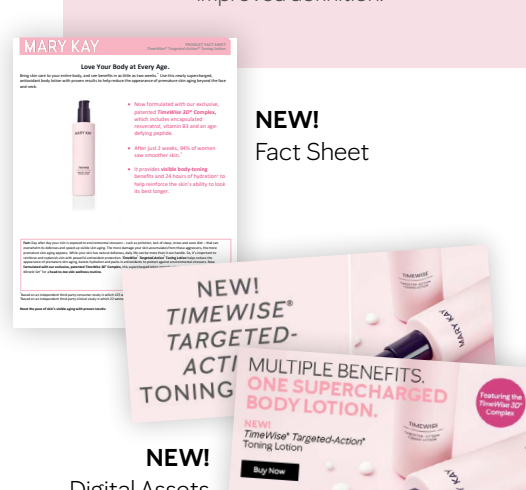
Help your customers reset the pace of skin's visible aging beyond their face and neck starting in as little as 2 weeks\* with *TimeWise® Targeted-Action®* Toning Lotion.

This super-charged toning lotion now features our exclusive, patented *TimeWise 3D®* Complex!

Extend what you love about *TimeWise® Miracle Set®* for a head-to-toe skin wellness routine. It provides visible body-toning benefits and 24 hours of hydration to help reinforce skin's ability to look its best longer.

These **new resources** are available to help your customers get summer-ready today!

Body care meets self-care with visible results like these:



**ORDER TODAY!**

Current *TimeWise® Targeted-Action®* Toning Lotion is now available in the while supplies last section of Online Ordering.  
\*Based on an independent third-party consumer study in which 125 women used the product twice a day



**SELL-EBRATE SUMMER!**



**NEW! MARY KAY® MINERAL FACIAL SUNSCREEN SPECTRUM SPF 30,\* \$28**

Mary Kay's first 100% mineral sunscreen that protects against both UVA and UVB rays. Lightweight and low shine, it's perfect for wearing under makeup or for applying to bare skin for daily sun defense. It's suitable for all skin types, including sensitive skin.

**HOW TO USE**

Apply *Mary Kay®* Mineral Facial Sunscreen Broad Spectrum SPF 30\* evenly to face, neck, chest and backs of hands – anywhere skin is likely to receive sun exposure.



This formula may be comfortably worn under your favorite *Mary Kay®* foundation and other makeup products. Use as much of this facial sunscreen as you need to ensure adequate coverage. That amount may vary from person to person, but we recommend starting with at least a nickel-sized amount.

**OTHER GREAT SUMMERTIME FAVES!**



**Tip:** Spending time outdoors? It's recommended to reapply every two hours (more frequently if swimming or sweating).



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



**MARY KAY® FOUNDATION PRIMER SUNSCREEN BROAD SPECTRUM SPF 15,\* \$20**



**LASH LOVE® WATERPROOF MASCARA, \$16**



**MARY KAY® OIL-FREE EYE MAKEUP REMOVER, \$20**

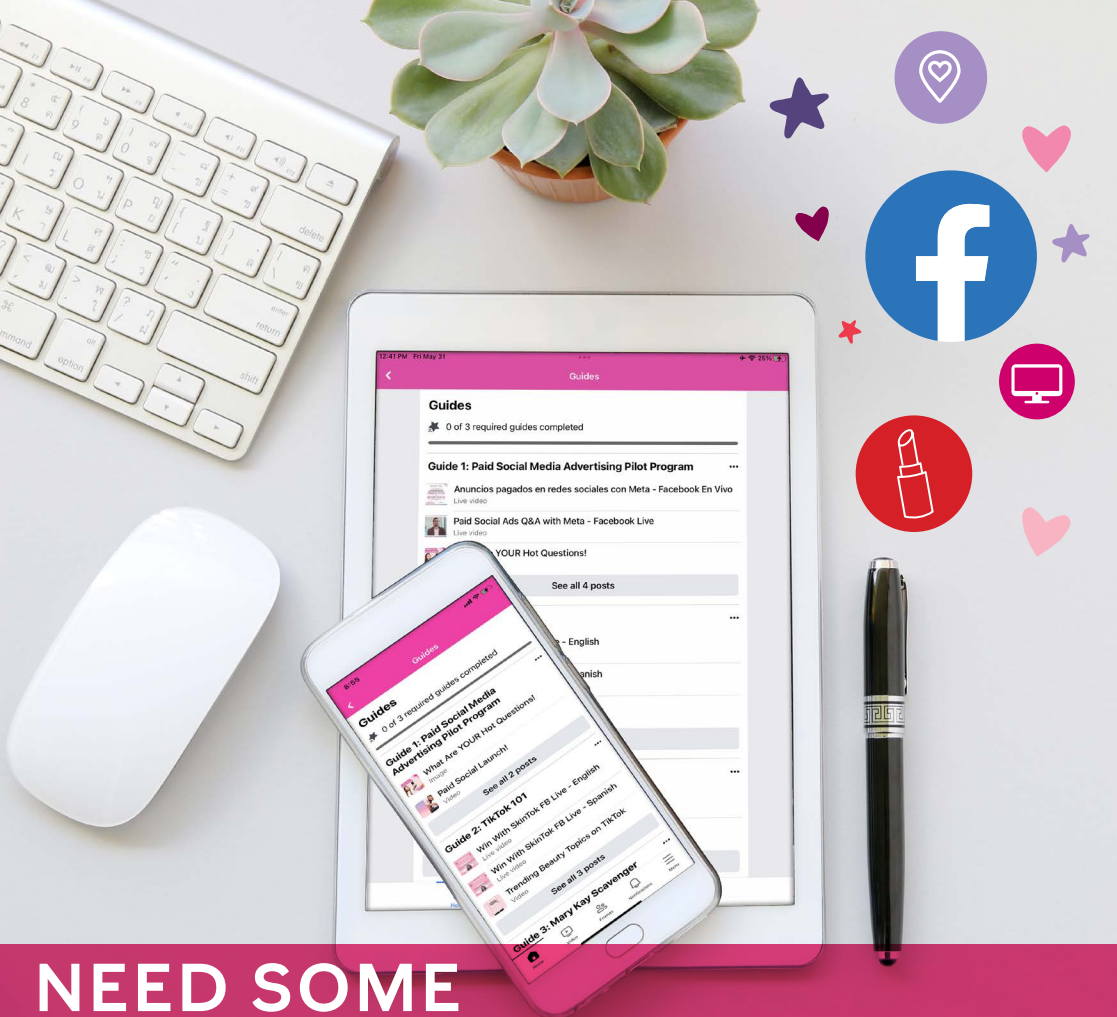


**TIMEWISE® MIRACLE SET® THE GO SET, \$28**  
Go Sets are available for All *Mary Kay®* Skin Care lines. Perfect for summer travel!

**ORDER TODAY!**

All prices are suggested retail.  
\*Over-the-counter drug product  
Mary Kay is proud to share that *Mary Kay®* Mineral Facial Sunscreen Broad Spectrum SPF 30\* has earned the Good Housekeeping Seal.





NEED SOME  
SOCIAL MEDIA

# GUIDE-ANCE?

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!

## Rise Up and FINISH STRONG

### FACEBOOK LIVE

#### June 12 in the My Mary Kay Facebook Group

English: 11 a.m. CT. Featuring **Samantha Hill**, Independent Sales Director, and **Mike Strong**, Managing Director, U.S. Sales Force Development.

Spanish: 11:45 a.m. CT. Featuring **Priscila Martinez**, Independent Executive Senior Sales Director, and **LuzAngelica Monohan**, Managing Director, U.S. Sales Force Development.

Tune in to this exclusive Facebook Live that will provide tips for some last-push power moves as you finish out the last few weeks of the Seminar year.



Not a member? Join the [My Mary Kay Facebook group!](#)