













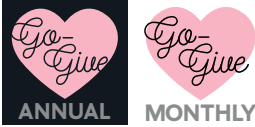

















RECOGNITION









Celebrate your Mary Kay accomplishments with well-earned recognition, rewards and more! For all that you've done for your business's personal growth to meet your Seminar 2024 goals, you deserve to be recognized as the star that you are. From earning stylish Bling Buttons to strutting into the stage spotlight, explore below what your achievements can earn you!


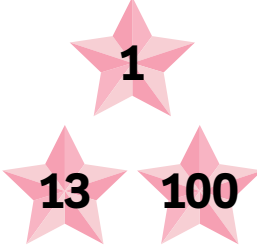







CONTEST NAME	BLING BUTTON	REWARDS	QUALIFIERS
SPECIAL CELEBRATIONS			
HALF - MILLION - DOLLAR UNIT LUNCHEON		<ul style="list-style-type: none"> • Early Entry to Luncheon • VIP Bling Button 	Sales Directors and their unit members who from July 1, 2023, through June 30, 2024, achieve the \$800,000 Circle of Excellence Prestige or above.
		<ul style="list-style-type: none"> • Half-Million-Dollar Luncheon • Bling Button 	Sales Directors and their unit members who from July 1, 2023, through June 30, 2024, achieve the \$500,000 Circle of Achievement or above. NOTE: If an Independent Sales Director achieves the Half-Million-Dollar Circle of Achievement or above AND debuts a first-line offspring Independent Sales Director from August 2023 through June 2024, that new offspring Sales Director will be invited to the luncheon along with their unit members.
ROYALTY RECEPTION		<ul style="list-style-type: none"> • Early Entry to the Royalty Reception • VIP Bling Button 	Independent sales force members who from July 1, 2023, through June 30, 2024, achieve ONE of the following: <ul style="list-style-type: none"> • \$800,000 Circle of Excellence or above • Top 20 Queen's Court of Personal Sales, Queen's Court of Sharing or Unit Circle • Seminar 2024 Monthly <i>Go-Give</i>® • Triple Star Achievement
		<ul style="list-style-type: none"> • Royalty Reception • Bling Button 	Independent sales force members who from July 1, 2023, through June 30, 2024, achieve any of the Seminar Awards 2024 Courts or Unit Circles.
CADILLAC LUNCHEON	 CADILLAC DIRECTOR CADILLAC PARADE	<ul style="list-style-type: none"> • Cadillac Luncheon • Bling Button 	Sales Directors who earn the use of a Cadillac as of July 1, 2024, and their unit members.
	 CADILLAC UNIT CADILLAC OFFSPRING	<ul style="list-style-type: none"> • Cadillac Luncheon • Bling Button 	New Independent Sales Directors who from Aug. 1, 2023, through June 1, 2024, have debuted out of a Cadillac unit along with their unit members.


CONTEST NAME	BLING BUTTON	REWARDS	QUALIFIERS
RECOGNITION			
SEMINAR 2024 POWER OF ONE MORE CHALLENGE†		<ul style="list-style-type: none"> • Power Pass • Standing Recognition • Bling Button 	<p>Independent sales force members who from March 1 through June 30, 2024, add 3 or more <i>Great Start</i>®-qualified* new personal team members can be entered into a drawing for a Power Pass. Two hundred independent sales force members will win a Power Pass at each Seminar.</p> <hr/> <p>The Power Pass gives access to an express line for Registration, the <i>MKConnections</i>® booth, the <i>Mary Kay Ash Foundation</i>™ booth and so much more!</p>
		<ul style="list-style-type: none"> • Power Pack: <ul style="list-style-type: none"> ○ Power Pass ○ \$300 Gift Card ○ Designer Tote Bag ○ Onstage Recognition • Bling Button 	<p>The Top 5 independent sales force members per Seminar affiliation with the highest number of <i>Great Start</i>®-qualified* new personal team members can earn the Power Pack.</p> <hr/> <p>The Power Pass gives access to an express line for Registration, the <i>MKConnections</i>® booth, the <i>Mary Kay Ash Foundation</i>™ booth and so much more!</p>
INDEPENDENT NATIONAL SALES DIRECTOR CIRCLES		<ul style="list-style-type: none"> • Bling Button 	<p>Independent sales force members whose National Areas achieve Seminar 2024 Inner Circle Platinum, Inner Circle, Diamond Circle or Gold Circle.</p>
INDEPENDENT SALES DIRECTOR 6 MOST IMPORTANT THINGS CHALLENGE		<ul style="list-style-type: none"> • Standing Recognition • Bling Button 	<p>Sales Directors who from Jan. 1 through June 30, 2024, achieve one to three squares of the Independent Sales Director <i>6 Most Important Things</i> Challenge.</p>
		<ul style="list-style-type: none"> • Onstage Recognition • Bling Button 	<p>Sales Directors who from Jan. 1 through June 30, 2024, achieve four to six squares of the Independent Sales Director <i>6 Most Important Things</i> Challenge.</p>
INDEPENDENT NATIONAL SALES DIRECTOR 6 MOST IMPORTANT THINGS CHALLENGE		<ul style="list-style-type: none"> • Standing Recognition • Bling Button 	<p>National Sales Directors who from Jan. 1 through June 30, 2024, achieve one or two squares of the Independent National Sales Director <i>6 Most Important Things</i> Challenge.</p>
		<ul style="list-style-type: none"> • Onstage Recognition • Bling Button 	<p>National Sales Directors who from Jan. 1 through June 30, 2024, achieve three to six squares of the Independent National Sales Director <i>6 Most Important Things</i> Challenge.</p>

CONTEST NAME	BLING BUTTON	REWARDS	QUALIFIERS
INDEPENDENT EXECUTIVE SENIOR SALES DIRECTORS AND ELITE EXECUTIVE SENIOR SALES DIRECTORS	N/A	<ul style="list-style-type: none"> Onstage Recognition 	<p>Executive Senior Sales Directors who as of July 1, 2024, have five to seven first-line offspring Independent Sales Directors.</p> <p>Elite Executive Senior Sales Directors who as of July 1, 2024, have eight or more first-line offspring Independent Sales Directors.</p>
GO-GIVE® AWARD	 <p>MONTHLY</p>	<ul style="list-style-type: none"> Onstage Recognition Bling Button 	Sales Directors who from July 2023 through June 2024 achieve the monthly <i>Go-Give</i> ® Award.
	 <p>ANNUAL MONTHLY</p>	<ul style="list-style-type: none"> Bling Button 	Sales Directors who achieved the monthly or annual <i>Go-Give</i> ® Award any time during the course of their Mary Kay businesses.
COURT OF PERSONAL SALES	 <p>BEAUTY CONSULTANT SALES DIRECTOR</p>	<ul style="list-style-type: none"> Seminar Awards 2024 Reward Onstage Recognition Bling Button 	Independent sales force members who from July 1, 2023, through June 30, 2024, achieve \$40,000 or more in personal retail sales.
TOP 20 QUEEN'S COURT OF PERSONAL SALES	 <p>BEAUTY CONSULTANT SALES DIRECTOR TOP 20 TOP 20</p>	<ul style="list-style-type: none"> Seminar Awards 2024 Reward Onstage Recognition Bling Button 	Top 20 Beauty Consultants and Top 20 Sales Directors in personal retail sales from July 1, 2023, through June 30, 2024.
COURT OF SHARING		<ul style="list-style-type: none"> Seminar Awards 2024 Reward Onstage Recognition Bling Button 	Independent sales force members who from July 1, 2023, through June 30, 2024, add at least 24 <i>Great Start</i> ®-qualified** new personal team members.
TOP 20 QUEEN'S COURT OF SHARING	 <p>TOP 20</p>	<ul style="list-style-type: none"> Seminar Awards 2024 Reward Onstage Recognition Bling Button 	Top 20 independent sales force members who from July 1, 2023, through June 30, 2024, with the highest commissions earned on the 24 or more <i>Great Start</i> ®-qualified** new personal team members.
CIRCLE OF ACHIEVEMENT	 <p>\$300K ACHIEVEMENT</p>	<ul style="list-style-type: none"> Plaque Onstage Recognition Bling Button Pink Lounge Access for \$500,000 or more 	Sales Directors who from July 1, 2023, through June 30, 2024, achieve \$300,000 or more in unit retail sales volume. Recognition begins at \$300,000 unit retail sales volume and continues in \$50,000 increments thereafter.
	 <p>\$300K ACHIEVEMENT UNIT</p>	<ul style="list-style-type: none"> Bling Button 	Independent Beauty Consultants whose units achieve \$300,000 or more in unit retail sales volume from July 1, 2023, through June 30, 2024.

CONTEST NAME	BLING BUTTON	REWARDS	QUALIFIERS
CIRCLE OF EXCELLENCE		<ul style="list-style-type: none"> • Seminar Awards 2024 Reward • Pink Lounge Access • Plaque • Onstage Recognition • Bling Button 	Sales Directors who from July 1, 2023, through June 30, 2024, achieve \$650,000 or more in unit retail sales volume. Recognition begins at \$650,000 unit retail sales volume and continues in \$50,000 increments thereafter.
		<ul style="list-style-type: none"> • Bling Button 	Independent Beauty Consultants whose units achieve \$650,000 or more in unit retail sales volume from July 1, 2023, through June 30, 2024.
CIRCLE OF EXCELLENCE PRESTIGE		<ul style="list-style-type: none"> • Seminar Awards 2024 Reward • Pink Lounge Access • Plaque • Onstage Recognition • Bling Button 	Sales Directors who from July 1, 2023, through June 30, 2024, achieve \$800,000 or more in unit retail sales volume. Recognition begins at \$800,000 unit retail sales volume and continues in \$50,000 increments thereafter.
		<ul style="list-style-type: none"> • Bling Button 	Independent Beauty Consultants whose units achieve \$800,000 or more in unit retail sales volume from July 1, 2023, through June 30, 2024.
CIRCLE OF EXCELLENCE MILLION		<ul style="list-style-type: none"> • Seminar Awards 2024 Reward • Pink Lounge Access • Plaque • Onstage Recognition • Bling Button 	Sales Directors who from July 1, 2023, through June 30, 2024, achieve \$1,000,000 or more in unit retail sales volume.
		<ul style="list-style-type: none"> • Onstage Recognition • Bling Button 	Independent Beauty Consultants whose units achieve \$1,000,000 or more in unit retail sales volume from July 1, 2023, through June 30, 2024.
SINGLE COURT OR CIRCLE		<ul style="list-style-type: none"> • Onstage Recognition • Bling Button 	<p>Independent sales force members who from July 1, 2023, through June 30, 2024, achieve ONE of the following:</p> <ul style="list-style-type: none"> • Queen's Court of Personal Sales • Queen's Court of Sharing • Circle of Achievement or Circle of Excellence (ISDs only)
DOUBLE STAR		<ul style="list-style-type: none"> • Onstage Recognition • Bling Button 	<p>Independent sales force members who from July 1, 2023, through June 30, 2024, achieve TWO of the following:</p> <ul style="list-style-type: none"> • Queen's Court of Personal Sales • Queen's Court of Sharing • Circle of Achievement or Circle of Excellence (ISDs only)
TRIPLE STAR		<ul style="list-style-type: none"> • Onstage Recognition • Bling Button 	<p>Independent Sales Directors who from July 1, 2023, through June 30, 2024, achieve all THREE of the following:</p> <ul style="list-style-type: none"> • Queen's Court of Personal Sales • Queen's Court of Sharing • Circle of Achievement or Circle of Excellence

CONTEST NAME	BLING BUTTON	REWARDS	QUALIFIERS
NEW SALES DIRECTOR		<ul style="list-style-type: none"> Onstage Recognition Bling Button 	New Sales Directors who debut from August 2023 through July 2024.
		<ul style="list-style-type: none"> Bling Button 	Unit members of new Sales Directors who debut from August 2023 through July 2024.
CADILLAC		<ul style="list-style-type: none"> Onstage Recognition Cadillac Key Chain Bling Button 	Sales Directors who have earned or requalified for the use of a Cadillac since Seminar 2023.
		<ul style="list-style-type: none"> Bling Button 	Current Cadillac drivers and their unit members.
PREMIER CLUB		<ul style="list-style-type: none"> Onstage Recognition Premier Club Key Chain Bling Button 	Sales Directors who have earned or requalified for the use of a Premier Club Career Car since Seminar 2023.
		<ul style="list-style-type: none"> Bling Button 	Current Premier Club drivers and their unit members.
GRAND ACHIEVERS		<ul style="list-style-type: none"> Onstage Recognition Grand Achiever Key Chain Bling Button 	Independent sales force members who have earned or requalified for the use of a Grand Achiever Career Car since Seminar 2023.
		<ul style="list-style-type: none"> Bling Button 	Current Grand Achiever drivers and their unit members.

CONTEST NAME	BLING BUTTON	REWARDS	QUALIFIERS
ALL-STAR STAR CONSULTANTS		<ul style="list-style-type: none"> • Pearl Level – Onstage Recognition • Bling Button 	Independent sales force members who from July 16, 2023, through June 15, 2024, achieve Star Consultant status all four quarters.
I'M A STAR		<ul style="list-style-type: none"> • Bling Button 	Independent sales force members who achieve Star Consultant status will receive a Bling Button with the number of stars they have achieved at any time during the course of their Mary Kay businesses.
STATE HIGHEST AND MOST IMPROVED		<ul style="list-style-type: none"> • Video during walk-in • Bling Button 	Independent Sales Directors and their unit members who from Dec. 1, 2022, through Nov. 30, 2023, achieve the highest unit wholesale sales volume in their state.
		<ul style="list-style-type: none"> • Video during walk-in • Bling Button 	Independent Sales Directors and their unit members who from Dec. 1, 2022, through Nov. 30, 2023, achieve the highest dollar increase over the previous year's unit wholesale sales volume in their state.
		<ul style="list-style-type: none"> • Video during walk-in • Bling Button 	Independent Sales Directors and their unit members who achieve both of the above.
MARY KAY ANNIVERSARY		<ul style="list-style-type: none"> • Bling Button 	Independent sales force members will receive a Bling Button on their badges representing the number of years in their Mary Kay businesses. Sales force members who started their Mary Kay businesses July 1, 2023, through June 30, 2024, will receive the "I'm New!" Bling Button.
ADVANCED COLOR CONSULTANT		<ul style="list-style-type: none"> • Bling Button 	Independent sales force members who as of June 30, 2024, complete the color product education modules in <i>MKConfident™</i> and become an <i>Advanced Color Consultant</i> .
ADVANCED SKIN CARE CONSULTANT		<ul style="list-style-type: none"> • Bling Button 	Independent sales force members who as of June 30, 2024, complete the skin care product education modules in <i>MKConfident™</i> and become an <i>Advanced Skin Care Consultant</i> .
ADVANCED PRODUCT CONSULTANT		<ul style="list-style-type: none"> • Bling Button 	Independent sales force members who as of June 30, 2024, complete the color and skin care product education modules in <i>MKConfident™</i> and become an <i>Advanced Product Consultant</i> .

CONTEST NAME	BLING BUTTON	REWARDS	QUALIFIERS
MARY KAY UNIVERSITY		<ul style="list-style-type: none"> • Bling Button 	Independent sales force members who as of June 30, 2024, complete the required curriculum assessments.
MARY KAY UNIVERSITY SALES DIRECTORS		<ul style="list-style-type: none"> • Bling Button 	Independent Sales Directors who as of June 30, 2024, complete the required curriculum assessments.
MARY KAY LEGAL EDUCATION		<ul style="list-style-type: none"> • Bling Button 	Independent sales force members who as of June 30, 2024, complete the required curriculum assessments.
TEACHERS		<ul style="list-style-type: none"> • Reward • Bling Button 	Sales Directors and National Sales Directors who teach a class during Seminar 2024.
MARY KAY ASH FOUNDATION SM AMBASSADORS		<ul style="list-style-type: none"> • Bling Button 	Independent sales force members who as of Seminar 2024 have been selected by the <i>Mary Kay Ash Foundation</i> SM to be ambassadors.

*For the purposes of the Seminar 2024 *Power of One More* Challenge, 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.

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

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

For the purpose of the Court of Sharing Challenge, Independent Beauty Consultant Agreements must be received and accepted by the Company during the challenge time frame July 1, 2023, through June 30, 2024. New Independent Beauty Consultants whose Agreements are received April through June 2024 must meet qualification requirements and must place the qualifying single initial order or cumulative orders by June 30, 2024.

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