

Seminar 2021

October Double Credit Promotion

Frequently Asked Questions

October 1–31, 2020

1. What is double credit?

Double credit is **additional** credit that Independent Beauty Consultants and Independent Sales Directors can earn toward the Seminar 2021 Queens' Courts of Personal Sales, Queen's Court of Sharing and Circle of Achievement or Circle of Excellence during October.

2. What are the qualifications?

Queens' Courts of Personal Sales

- Independent Sales Directors and Independent Beauty Consultants can earn \$1 in Seminar double credit for each \$1 in personal estimated retail production* on orders **received and accepted by the Company October 1–31, 2020**.
- They can receive up to \$4,000 in retail credit toward the Seminar Awards 2021 Independent Sales Director and Independent Beauty Consultant Queens' Courts of Personal Sales.
- The Seminar double credit of up to \$4,000 can be in addition to the monthly estimated retail maximum of \$13,000, for a total of \$17,000.

2a. What does this mean for the Queens' Courts of Personal Sales?

This means that any orders up to \$4,000 retail placed in October will be doubled for personal estimated retail production. For example, if an Independent Beauty Consultant purchases Section 1 products that total \$4,000 retail during the promotion time frame, she will receive a total of \$8,000 personal estimated retail production in Seminar credit toward the Queen's Court of Personal Sales.

Queen's Court of Sharing

Independent Sales Directors and Independent Beauty Consultants can earn double credit toward the Seminar 2021 Queen's Court of Sharing for up to six *Great Start*-qualified** new personal team members **Oct. 1–31, 2020**.

- For purposes of the Queen's Court of Sharing double credit, a *Great Start*-qualified new personal team member is one whose Independent Beauty Consultant Agreement is received and accepted by the Company Oct. 1–31, 2020, and the initial order or cumulative orders with the Company are \$600 or more in wholesale Section 1 products, and the order(s) are received and accepted by the Company in October 2020, November 2020, December 2020 and/or January 2021.
- The potential double credit for October 2020 can be for up to six *Great Start*-qualified** new personal team members, in addition to the regular monthly cap of 13 *Great Start*-qualified** new personal team members, for a maximum potential credit of up to 19 *Great Start*-qualified** new personal team members. If more than 13 *Great Start*-qualified** new personal team members' Agreements are processed by the Company in October, the 13 new team members with the highest commissions earned by the recruiter will count toward the Queen's Court of Sharing.

2b. What does this mean for the Queen's Court of Sharing?

This means that we will only count Independent Beauty Consultants whose Agreements are received and accepted by the Company in October 2020. However, their qualifying initial order or cumulative orders of \$600 or more in wholesale Section 1 products must be placed in October 2020, November 2020, December 2020 and/or January 2021 to be counted as *Great Start*-qualified** new personal team members. For example, if an Independent Beauty Consultant adds the maximum 13 new personal team members during October, she will only receive additional credit for six new personal team members toward the Court of Sharing, for a total of 19.

Circle of Achievement or Circle of Excellence

- Independent Sales Directors can earn \$1 in unit Seminar double credit for each \$1 in unit estimated retail production* on orders received and accepted by the Company **Oct. 1–31, 2020**.
- They can receive up to a maximum of \$40,000 in unit retail double credit toward the Seminar Awards 2021 Circle of Achievement or Circle of Excellence.

2c. What does this mean for the Circle of Achievement or Circle of Excellence?

This means that any orders received and accepted by the Company in October up to \$40,000 in unit estimated retail production will be doubled. For example, if a Sales Director and her unit members have a total of \$40,000 in unit estimated retail production during this month, the sales unit will receive a total of \$80,000 in Seminar credit toward the Circle of Achievement or Circle of Excellence.

3. Who can participate in the Double Credit Promotion?

All Independent Beauty Consultants and Independent Sales Directors can participate in the Seminar 2021 Double Credit Promotion for the Queens' Courts of Personal Sales and Queen's Court of Sharing. All Independent Sales Directors can also participate in the Double Credit Promotion for the Circle of Achievement or Circle of Excellence.

4. What are the Double Credit Promotion qualification dates?

The Double Credit Promotion runs Oct. 1–31, 2020. However, for the Queen's Court of Sharing, the Independent Beauty Consultant Agreement must be received and accepted by the Company Oct. 1–31, 2020, but the initial order or cumulative orders of \$600 or more in wholesale Section 1 products can be received and accepted by the Company in the same or following three calendar months (October 2020, November 2020, December 2020 and/or January 2021) that the new personal team member's Independent Beauty Consultant Agreement is received and accepted by the Company.

5. Is the double credit based on retail or wholesale orders?

The double credit toward the Queens' Courts of Personal Sales is based on the retail amount of an order. The Queen's Court of Sharing requires that new personal team members place their initial or cumulative order(s) of \$600 or more in wholesale Section 1 products in October 2020, November 2020, December 2020 and/or January 2021.

6. What recognition does the Double Credit Promotion count toward?

Seminar Awards 2021: Queens' Courts of Personal Sales, Queen's Court of Sharing, Circle of Achievement and Circle of Excellence, Mary Kay National Area Princess Court of Personal Sales, Mary Kay National Area Princess Court of Sharing

7. When do October orders and Independent Beauty Consultant Agreements begin counting toward the Double Credit Promotion?

Agreements received and accepted by the Company beginning Oct. 1 at 8 a.m. CT will be counted for the Double Credit Promotion. Agreements received and accepted by the Company after Oct. 31 at 11:59 p.m. CT will not count.

For the Queen's Court of Sharing, qualifying orders may be placed in October 2020, November 2020, December 2020 and/or January 2021 beginning Oct. 1, 2020, at 8 a.m. CT and continuing until Jan. 31, 2021, at 11:59 p.m. CT.

For the Queens' Courts of Personal Sales and Circle of Achievement or Circle of Excellence, October orders will begin to be counted on Oct. 1 at 8 a.m. CT and will continue to be counted until Oct. 31 at 11:59 p.m. CT.

8. For this promotion, which order date is used: the postmark date or the date that the order or Independent Beauty Consultant Agreement is received and accepted by the Company?

The date that the order or Agreement is received and accepted by the Company will be used.

9. How does the regular monthly cap of 13 for the Queen's Court of Sharing apply to the Double Credit Promotion?

In a normal month, you may count only 13 *Great Start*-qualified** new personal team members toward the Queen's Court of Sharing. The potential double credit for October 2020 can be for up to six *Great Start*-qualified** new personal team members in addition to the regular monthly cap of 13 *Great Start*-qualified** new personal team members, for a maximum potential credit of up to 19 *Great Start*-qualified** new personal team members. If more than 13 *Great Start*-qualified** new personal team members' Agreements are received and accepted by the Company in October, the 13 new personal team members with the highest commissions earned by the recruiter will count toward the Queen's Court of Sharing. For additional questions on the Queen's Court of Sharing, see the Seminar Awards Rules on *Mary Kay InTouch*®.

10. Do returning Independent Beauty Consultants who restart their Mary Kay businesses with the \$25 Business Restart count toward the Queen's Court of Sharing double credit?

Yes. A returning Independent Beauty Consultant's \$25 Business Restart Agreement must be received and accepted by the Company Oct. 1–31, 2020, and the initial order or cumulative orders of \$600 or more in wholesale Section 1 products must be received and accepted by the Company in October 2020, November 2020, December 2020 and/or January 2021.

11. If my October 2020 new personal team member qualifies as a Star Consultant outside of her *Great Start* time frame, will that new personal team member count toward the Queen's Court of Sharing double credit?

No. To qualify for double credit, your new personal team member's Independent Beauty Consultant Agreement must be received and accepted by the Company Oct. 1–31, 2020, and her initial order or cumulative orders with the Company are \$600 or more in wholesale Section 1 products, and the order(s) are received and accepted by the Company October 2020, November 2020, December 2020 and/or January 2021. If your new personal team member qualifies as a Star Consultant within the July 1, 2020 – June 30, 2021 Seminar year but outside of her October *Great Start* time frame, she would count toward the Seminar 2021 Queen's Court of Sharing but not for the Double Credit Promotion.

12. For the Queen’s Court of Sharing double credit, how are *Great Start*-qualified new personal team members counted?**

For purposes of this promotion, the maximum double credit is six *Great Start*-qualified** new personal team members. The regular monthly maximum for the Queen’s Court of Sharing is 13 *Great Start*-qualified** new personal team members.

Unit Member	October <i>Great Start</i> -Qualified** New Personal Team Members	Queen’s Court of Sharing Double Credit (Maximum: Six <i>Great Start</i> -Qualified** New Personal Team Members)	Total Count Toward Seminar <i>Great Start</i> -Qualified** New Personal Team Members
Courtney	3	3	6
Mary Jo	6	6	12
Rachel	13	6	19
Brooke	15	6	19

- **Courtney** had three *Great Start*-qualified** new personal team members and, therefore, received double credit on those three team members for a total of six toward the Queen’s Court of Sharing double credit.
- **Mary Jo** had six *Great Start*-qualified** new personal team members and, therefore, received the maximum double credit of six on those six team members for a total of 12 toward Queen’s Court of Sharing double credit.
- **Rachel** had 13 *Great Start*-qualified** new personal team members and, therefore, received the maximum double credit of six on those 13 team members for a total of 19 toward Queen’s Court of Sharing double credit.
- **Brooke** had 15 *Great Start*-qualified** new personal team members and, therefore, received the maximum double credit of six on those 15 team members for a total of 19 toward Queen’s Court of Sharing double credit. She exceeded the monthly maximum for the Queen’s Court of Sharing, which is 13 *Great Start*-qualified** new personal team members. If more than 13 *Great Start*-qualified** new personal team members’ Agreements are received and accepted by the Company in October, the 13 with the highest commissions earned by the recruiter will count toward the Queen’s Court of Sharing.

13. How do I know if my new personal team member is *Great Start*-qualified for Queen’s Court of Sharing double credit?**

For purposes of this promotion, a *Great Start*-qualified** new personal team member is an Independent Beauty Consultant whose Independent Beauty Consultant Agreement is received and accepted by the Company in October 2020 and whose initial order or cumulative orders with the Company are \$600 or more in wholesale Section 1 products, and the order(s) are received and accepted by the Company in the same or following three calendar months that her/his Independent Beauty Consultant Agreement is received and accepted by the Company.

Examples

New Personal Team Member	Agreement Date	Order Type and Date	Wholesale Section 1 Order Amount	<i>Great Start</i> -Qualified** for Queen’s Court of Sharing Double Credit?
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Courtney	Sept. 1, 2020	Initial Order	Oct.12, 2020	\$600	No
Sarah	Oct. 1, 2020	Initial Order	Oct. 10, 2020	\$600	YES!
Sherly	Oct. 6, 2020	Initial Order	Oct. 29, 2020	\$310	YES!
		2nd Order	Nov. 15, 2020	\$100	
		3rd Order	Dec. 10, 2020	\$200	
Kim	Nov. 1, 2020	Initial Order	Dec. 2, 2020	\$310	No
		2nd Order	Jan. 8, 2021	\$310	
Rachel	Oct. 31, 2020	Initial Order	Feb. 2, 2021	\$600	No
Sheena	Oct. 12, 2020	Initial Order	Jan. 4, 2021	\$800	YES!

- **Courtney’s** Independent Beauty Consultant Agreement was received and accepted by the Company on Sept. 1, and she placed her initial order totaling \$600 within her *Great Start* time frame (September 2020, October 2020, November 2020 and/or December 2020). However, because her Agreement was received in September 2020, she does not count toward the Seminar 2021 Queen’s Court of Sharing Double Credit Promotion. However, she is *Great Start*-qualified** and does count toward the Seminar Awards 2021 Queen’s Court of Sharing.
- **Sarah’s** Independent Beauty Consultant Agreement was received and accepted by the Company on October 1, and she placed her initial order of \$600 in wholesale Section 1 products on October 10. Therefore, she is considered *Great Start*-qualified** for the Queen’s Court of Sharing double credit because she placed her initial or cumulative order(s) within her *Great Start* time frame (October 2020, November 2020, December 2020 and/or January 2021).
- **Sherly’s** Independent Beauty Consultant Agreement was received and accepted by the Company on Oct. 6, and she placed cumulative orders totaling \$600 in wholesale Section 1 products by Dec. 10, 2020. Therefore, she is considered *Great Start*-qualified** for the Seminar 2021 Queen’s Court of Sharing double credit because her cumulative \$600 wholesale qualifying orders were placed within her *Great Start* time frame (October 2020, November 2020, December 2020 and/or January 2021).
- **Kim’s** Independent Beauty Consultant Agreement was received and accepted by the Company on Nov. 1, and she placed cumulative orders totaling \$600 in wholesale Section 1 products within her *Great Start* time frame (November 2020, December 2020, January 2021 and/or February 2021). Because her Agreement was in November 2020, she does not count toward the Seminar Awards 2021 Queen’s Court of Sharing Double Credit Promotion. However, she does qualify as *Great Start*-qualified** and does count toward the Seminar 2021 Queen’s Court of Sharing.
- **Rachel’s** Independent Beauty Consultant Agreement was received and accepted by the Company on October 31, and she placed her initial order of \$600 in wholesale Section 1 products on July 2, outside of her *Great Start* time frame (October 2020, November 2020,

December 2020 and/or January 2021). Because her order was placed outside of her *Great Start* time frame, she does not count toward the Seminar 2021 Queen's Court of Sharing Double Credit Promotion or Queen's Court of Sharing.

- **Sheena's** Independent Beauty Consultant Agreement was received and accepted by the Company on October 12, and she placed her initial order of \$800 wholesale on January 4. Therefore, she is considered *Great Start*-qualified** for the Seminar 2021 Queen's Court of Sharing double credit because she placed her initial or cumulative order(s) within her *Great Start* time frame (October 2020, November 2020, December 2020 and/or January 2021).

14. How does double credit work for the Queens' Courts of Personal Sales?

For purposes of this promotion, the maximum Seminar double credit is \$4,000. Double credit on the Queens' Courts of Personal Sales is counted toward the personal estimated retail production, not the wholesale production. The regular monthly maximum for the Queens' Courts of Personal Sales is \$13,000 personal estimated retail production.

Unit Member	October Personal Estimated Retail Production*	Double Credit (Maximum: \$4,000)	Total Retail Credit Toward Seminar 2021
Lisa	\$3,800	\$3,800	\$7,600
Tracy	\$13,000	\$4,000	\$17,000
Stephany	\$20,000	\$4,000	\$17,000

15. How does double credit work for the Circle of Achievement and the Circle of Excellence?

For purposes of this promotion, Independent Sales Directors can receive an additional credit of up to \$40,000 in unit estimated retail credit toward the Circle of Achievement or the Circle of Excellence.

Sales Director	October Unit Estimated Retail Production*	Double Credit (Maximum: \$40,000)	Total Retail Credit Toward Seminar 2020
Maria	\$38,000	\$38,000	\$76,000
Julie	\$75,000	\$40,000	\$115,000

16. When will I be able to see the double credit in reports?

Front Office reports are real-time reports. However, please allow at least one hour for all orders to process.

17. Do the Ready, Set, Sell! and Ready, Set, Keep Selling! product bonus bundles count toward the Queens' Courts of Personal Sales and Unit Circles (Circle of Achievement and Circle of Excellence) for October double credit?

Yes. These product bonus bundles do count toward October double credit for the Queens' Courts of Personal Sales and Circle of Achievement or Excellence.

- 18. Do Starter Kit Product Bonus Promotions count toward the Queens' Courts of Personal Sales and Unit Circles (Circle of Achievement and Circle of Excellence) for October double credit?**
No. Starter Kit Product Bonus Promotions do not count toward October double credit.
- 19. Does double credit count toward Independent National Sales Director ranking?**
No. NSD ranking is based on commissions earned.
- 20. Does the October Double Credit Promotion include the National Sales Director Boost Your Ranking?**
No. The October Double Credit only applies to the Court of Personal Sales, Court of Sharing and Circle of Achievement or Excellence.
- 21. Does the Double Credit Promotion count toward the Seminar Awards 2021 Unit Building Challenge?**
No. The October Double Credit only applies to the Court of Personal Sales, Court of Sharing and Circle of Achievement or Excellence.
- 22. Does the Double Credit Promotion count toward the Independent Sales Director New Offspring Retail Credit?**
Yes. However, the offspring Independent Sales Director MUST still be an Independent Sales Director in good standing with the Company on June 30, 2021, for the credit to be applied to the Senior Sales Director's year-end unit retail amount.

Please Note:

As a reminder, the maximum Independent Sales Director New Offspring Retail Credit is \$25,000 per offspring Sales Director depending on her production. See Seminar Awards Rules for more information.

Examples

Sales Director Who Debuted July 1, 2019 – October 1, 2020	October Unit Estimated Retail Production*	Double Credit (Maximum: \$40,000)	Total Retail Credit Toward Seminar 2021	Senior Sales Director	Total Possible New Offspring Retail Credit Toward Seminar 2021 (Seminar Year Maximum: \$25,000)
Angela	\$38,000	\$38,000	\$76,000	Sue	\$25,000
Brooke	\$75,000	\$40,000	\$115,000	Jane	\$25,000
Kathy	\$10,000	\$10,000	\$20,000	Charisa	\$20,000
Martha	\$20,000	\$20,000	\$40,000	Charisa	\$25,000

- **Angela's** October unit estimated retail production is \$38,000; therefore, she receives \$38,000 in retail Seminar double credit for a total of \$76,000. If Angela is still an Independent Sales Director in good standing with the Company on June 30, 2021, her Senior Sales Director, Sue, will receive the maximum New Offspring Retail Credit of \$25,000 toward her Seminar 2021 Unit Production.

- **Brooke's** October unit estimated retail production is \$75,000; however, she will only receive the maximum \$40,000 in retail Seminar double credit for a total of \$115,000. If Brooke is still an Independent Sales Director in good standing with the Company on June 30, 2021, her Senior Sales Director, Jane, will receive the maximum New Offspring Retail Credit of \$25,000 toward her Seminar 2021 Unit Production.
- **Kathy's** October unit estimated retail production is \$10,000; therefore, she will receive \$10,000 in retail Seminar double credit for a total of \$20,000. If Kathy is still an Independent Sales Director in good standing with the Company on June 30, 2021, her Senior Sales Director, Charisa, will receive a New Offspring Retail Credit of \$20,000 toward her Seminar 2021 Unit Production.
- **Martha's** October unit estimated retail production is \$20,000; therefore, she will receive \$20,000 in retail Seminar double credit for a total of \$40,000. If Martha is still an Independent Sales Director in good standing with the Company on June 30, 2021, her Senior Sales Director, Charisa, will receive the maximum New Offspring Retail Credit of \$25,000 toward her Seminar 2021 Unit Production. Charisa now has a total of \$45,000 in New Offspring Retail Credit toward her Seminar 2021 Unit Production.

23. Does the double credit count toward compensation, commissions, Career Car qualifications, bonuses, Sales Directors-in-Qualification requirements, New Independent Sales Director Programs or the State Highest and Most Improved Challenge?

No. This double credit applies only to the Seminar Awards 2021 Queens' Courts of Personal Sales, Queen's Court of Sharing, Circle of Achievement or Circle of Excellence, and Independent Sales Director New Offspring Retail Credit.

24. Does the double credit count toward the Mary Kay Spark a Chain Reaction! Challenge?

No. This double credit applies only to the Seminar 2021 Queens' Courts of Personal Sales, Queen's Court of Sharing, Circle of Achievement or Circle of Excellence, and Independent Sales Director New Offspring Retail Credit.

25. Does double credit count toward the Mary Kay National Area Seminar Awards?

Yes. This double credit applies to all challenges related to the Seminar Awards 2021 Queens' Courts of Personal Sales, Queen's Court of Sharing, Circle of Achievement or Circle of Excellence, the Mary Kay National Area Princess Courts and Independent Sales Director New Offspring Retail Credit.

26. Does international production count toward double credit?

No. International production is additional credit that is added to an Independent Sales Director's unit production monthly.

27. Does the double credit apply to the international team members count?

No. International team members do not count toward the Court of Sharing.

*All wholesale Section 1 product orders (which include all Section 1 regular-line products, limited-edition products [available while supplies last] and Section 1 product bonuses) received during this promotional period will earn double credit on the suggested retail amount up to the promotion maximum.

**For purposes of the Seminar 2021 Double Credit Promotion, a *Great Start*-qualified new personal team member is one whose Independent Beauty Consultant Agreement is received and accepted by the Company Oct. 1–31, 2020, and the initial order or cumulative orders with the Company are \$600 or more in wholesale Section 1 products, and the order(s) are received and accepted by the Company October 2020, November 2020, December 2020 and/or January 2021.