

# July Hydrogel Selling Challenge

## Frequently Asked Questions

July 1 – 31, 2020

**1. What is the purpose of this July Hydrogel Selling Challenge?**

The purpose of the July Hydrogel Selling Challenge is simple – to beat the goal of selling 125,000 *Mary Kay*<sup>®</sup> Hydrogel Eye Patches in the month of July. The hydrogel eye patches are a great product for soothing and reviving tired eyes. What better way to kick off the new Seminar year strong by offering this to customers!

**2. What are the dates of the July Hydrogel Selling Challenge?**

The July Hydrogel Selling Challenge will be live from 8 a.m. CT on July 1, 2020 through 11:59 p.m. CT on July 31, 2020.

**3. What can I earn in the July Hydrogel Selling Challenge?**

By helping sell more hydrogel eye patches, you can help your unit earn recognition as a top-selling unit in July, toward the goal of selling 125,000 hydrogel eye patches. In addition, at the end of month, the Independent Sales Directors of the units that sell the most hydrogel eye patches could win a gift card valued at \$200.

**4. How many prizes are being awarded in the July Hydrogel Selling Challenge?**

There are 16 total gift card prizes valued at \$200 being awarded to the Independent Sales Directors of the units that sell the most hydrogel eye patches in each Seminar. There will be four gift card winners per Seminar, as shown below:

| Seminar  | #1 Unit Sales | #2 Unit Sales | #3 Unit Sales | #4 Unit Avg. Sales |
|----------|---------------|---------------|---------------|--------------------|
| Diamond  | \$200         | \$200         | \$200         | \$200              |
| Ruby     | \$200         | \$200         | \$200         | \$200              |
| Emerald  | \$200         | \$200         | \$200         | \$200              |
| Sapphire | \$200         | \$200         | \$200         | \$200              |

**5. What do I need to do to make sure my unit is a top selling unit in the July Hydrogel Selling Challenge?**

All orders that include the Section 1 Retail retail *Mary Kay*<sup>®</sup> Hydrogel Eye Patches product from July 1, 2020, at 8 a.m. CT until July 31, 2020, at 11:59 p.m. CT will count toward their unit's production.

**6. How are the winners being selected for the top three units in each Seminar?**

After the challenge closes on July 31, 2020, at 11:59 p.m. CT, we will award gift cards to the Independent Sales Directors of the top three units in each Seminar that have sold the greatest number of hydrogel eye patches between July 1 and 31, 2020.

**7. What if there is a tie for the top three units at the end of the month?**

In the event of a tie (such as if four or more units sell the exact same number of hydrogel eye patches for the month), we will award the gift cards to the Independent Sales Directors of the top three units with the highest overall unit production for the month of July.

**8. How is the fourth gift card prize for each Seminar being awarded?**

This gift card will be awarded to the Independent Sales Director of the unit that has the highest average sales of hydrogel eye patches per Independent Beauty Consultant in that unit. In other words, we'll take each unit's overall quantities sold of hydrogel eye patches divided by the number consultants in that unit to get an average. The unit with the highest average (regardless of non-terminated unit size or total quantity sold) wins the fourth gift card in each Seminar. So even smaller units with fewer Independent Beauty Consultants can still win a prize in this challenge.

**9. What's the difference between the weekly recognition of units and the gift card prize winners?**

Each week we'll be posting a list of the top 20 units in quantities sold of hydrogel eye patches for the previous week. This is special recognition on *Mary Kay InTouch*® each week, building excitement as units compete. Then, after the challenge closes on July 31, we'll award \$200 gift cards to the Independent Sales Directors of the top-selling units in each Seminar.

**10. How will I know if I am a winner in the July Hydrogel Selling Challenge?**

You will receive an email from the Company letting you know you have won!

**11. If my order was placed before the July Hydrogel Selling Challenge kicked off at 8 a.m. CT on July 1, will my order count toward the challenge?**

No. Your order must be placed after 8 a.m. CT on July 1 to be counted toward recognition and your unit's production for the challenge.

**12. Are you phasing out of hydrogel eye patches and that's why you're trying to sell so many?**

Absolutely not! The purpose of the July Hydrogel Selling Challenge is to help Independent Beauty Consultants start the new Seminar year strong with a great product that their customers will love!

**13. Will I receive a 1099 on this July Hydrogel Selling Challenge?**

Winning Independent Sales Directors will be issued a 1099 on the total amount of the gift card - \$200.

**14. Do marykay.com, Customer Delivery Service, Guest Checkout and EZ Ship orders qualify for the July Hydrogel Selling Challenge?**

Yes! All orders placed during the challenge time frame through online ordering, telephone and mail orders will count for recognition and toward unit production in the July Hydrogel Selling Challenge.

**15. I'm an Independent Sales Director. How do I check to see how my unit sales are doing during the challenge?**

View your unit's hydrogel eye patches sales for Sales Directors only via: **Mary Kay InTouch® > Reports > Contests and Promotions > Hydrogel Selling Challenge.**