

MARY KAY

MARCH 2024

applause[®]



MAXIMIZE YOUR MARCH!

Spring into your best self, team-build with confidence and maximize your month by utilizing these new promotions and education opportunities. Keep reading for details!

MARCH

1

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

Mary Kay National Area Zoom to Success call at 1 p.m. CT. Check your email for details and link. 2

2

Customer Success representatives will be available from 9 a.m. to 12 p.m. CT to assist you with online orders, *Mary Kay InTouch*® issues, and any month-end questions you may have.

3

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

4

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

8

International Women's Day.

15

Deadline to resolve orders by 11:59 p.m. CT for Quarter 3 of the Star Consultant Program.

16

Quarter 4 of the Star Consultant Program begins.

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

19

First day of Spring!

20

Star Consultant Program Quarter 3 earned credits now available for redemption or accrual.

22

Career Conference 2024 begins for March 22–23 cities.

24

Career Conference 2024 begins for March 24–25 cities.

27

Telephone orders accepted until 6 p.m. CT to count toward this month's Section 1 product sales volume.

29

Good Friday. All Company offices closed.

31

Online Independent Beauty Consultant Agreements and orders accepted until 11:59 p.m. CT.

Customer Success will be working to assist in resolving month-end orders and Agreements 6 p.m. – 11:59 p.m. CT.

Easter Sunday

APRIL

1

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

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

2

Last day to resolve on-hold orders by 1 p.m. CT to count toward March 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.

17

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

22

Seminar 2024 Registration opens to all NSDs at 8:30 a.m. CT.

Earth Day. Learn about Mary Kay's [commitment to sustainability](#).

24

Seminar 2024 Registration opens to all ESSDs and EESSDs at 8:30 a.m. CT.

26

Seminar 2024 Registration opens to all ISDs at 8:30 a.m. CT.

Early ordering begins for Summer 2024 product promotion for all Independent Sales Directors.

29

Seminar 2024 Registration opens to ALL independent sales force members at 8:30 a.m. CT.

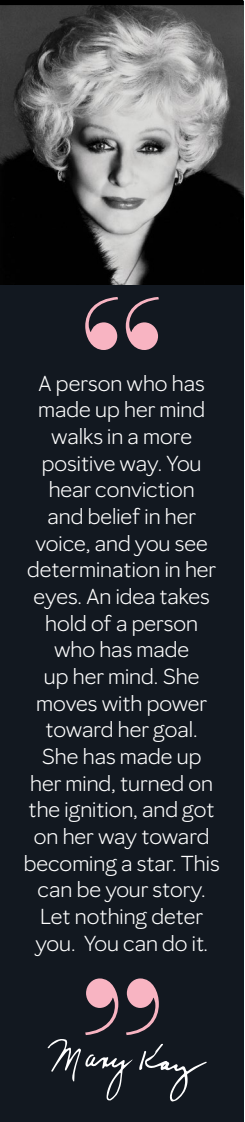
Telephone orders accepted until 6 p.m. CT to count toward this month's Section 1 product sales volume.

30

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 6 p.m. – 11:59 p.m. CT.

Career Conference 2024 General Session Viewing on Demand ends today.



“

A person who has made up her mind walks in a more positive way. You hear conviction and belief in her voice, and you see determination in her eyes. An idea takes hold of a person who has made up her mind. She moves with power toward her goal. She has made up her mind, turned on the ignition, and got on her way toward becoming a star. This can be your story. Let nothing deter you. You can do it.

”

Mary Kay



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

HELPFUL NUMBER: Customer Success Center 800-272-9333

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

APPLAUSE® magazine is published in recognition of and as information for members of the Mary Kay Inc. independent contractor sales organization, Independent National Sales Directors ("National Sales Directors"), Independent Sales Directors ("Sales Directors") and Independent Beauty Consultants ("Consultants") in the United States, Puerto Rico, U.S. Virgin Islands and Guam by Mary Kay Inc., Dallas, Texas. ©2024 Mary Kay Inc. Member: Direct Selling Association, Personal Care Products Council. Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, marykay.com.

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Another *Round of* **applause** PODCAST



Episode 51

MARCH 2024

Tanya Love-Pringle

Independent Senior Sales Director Tanya Love-Pringle, says,
“My Mary Kay business has taught me the power of positivity, and
I realize what could be a setback is actually a setup for my success.”



LISTEN NOW



Miss an episode?

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

TRENDING *Now*

SEMINAR AWARDS 2024

MARCH DOUBLE CREDIT PROMOTION

MARCH 1-31, 2024

It's true! **DOUBLE CREDIT** is yours for the taking when you focus on building sales and sharing the opportunity during this special promotion.

From March 1 through 31, you have the chance to earn double credit toward the Seminar Awards 2024 **Queens' Courts of Personal Sales, Queen's Court of Sharing** and **Circle of Achievement** or **Circle of Excellence**.

Don't miss this exciting opportunity to double up on your sales, develop your team and shine forever with Seminar Awards!

[GET ALL THE DETAILS!](#)



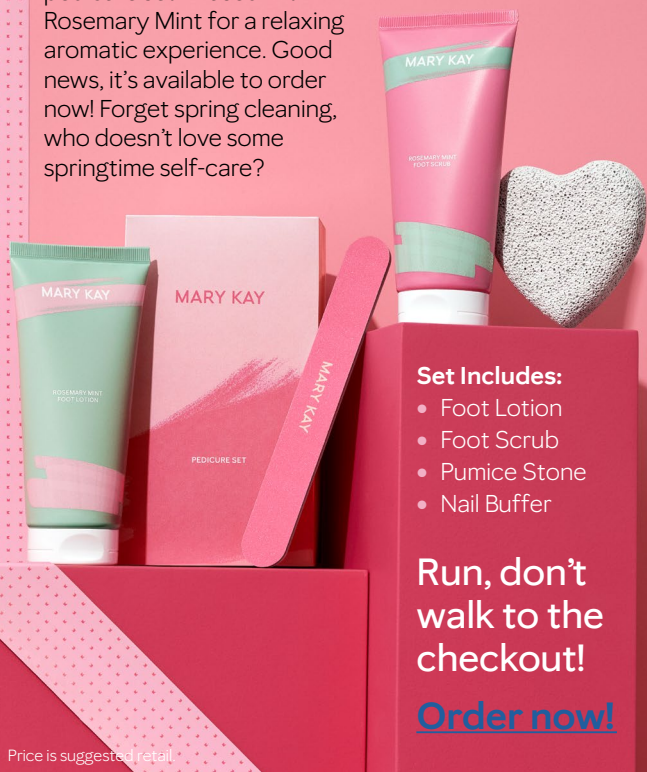
SPRING INTO SALES!

March 19 is the first day of spring! You can use these new skin care and reviving self-care products to help take your parties to the next level. Are you ready to set beautiful intentions? It's time [to bring on your best self!](#)



NEW! Limited-Edition *Mary Kay*® Pedicure Set, \$30

Soothe and smooth your soles with this three-step do-it-yourself pedicure set infused with Rosemary Mint for a relaxing aromatic experience. Good news, it's available to order now! Forget spring cleaning, who doesn't love some springtime self-care?



Set Includes:

- Foot Lotion
- Foot Scrub
- Pumice Stone
- Nail Buffer

Run, don't
walk to the
checkout!

[Order now!](#)

Price is suggested retail

MARCH 8 International Women's Day!

One of the original glass ceiling-breakers, Mary Kay Ash founded her Company in 1963 with a dream of offering a rewarding opportunity for women. That dream blossomed into a multibillion-dollar Company with millions of independent sales force members in more than 35 countries. It's time to celebrate! Find sharable images in honor of [International Women's Day!](#)

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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.

SHARE THE



You can touch so many lives when you share the Mary Kay opportunity. Now's the time to maximize March with this special offer that can help you grow toward your goals!

NEW! LIMITED TIME ONLY!

MARCH MARY KAY® eSTART PROMOTION

MARCH 1-31, 2024

Your potential team member can kick-start her own Mary Kay business for just **\$10*** with the **Mary Kay® eStart!** This includes business essentials to help her get started and a few **Mary Kay®** product samples and informational materials that are fun and functional. Plus a beautifully branded **Mary Kay®** Personal Web Site for one year.

She can continue to customize her startup experience with the amazing add-on options **Mary Kay® eStart Plus** for an additional \$45 and/ or **Mary Kay® Pro Start** for an additional \$90!



Use the March **Mary Kay® eStart** [MKeCard®](#) and [Flier](#) to share the opportunity this month!

*This promotion is a limited-time offer; the promotion is subject to change with advance notice.

NEW TO TEAM-BUILDING?

Go to **MKConfident™** to complete the new Team-Building Modules to help you share the Mary Kay opportunity with confidence.

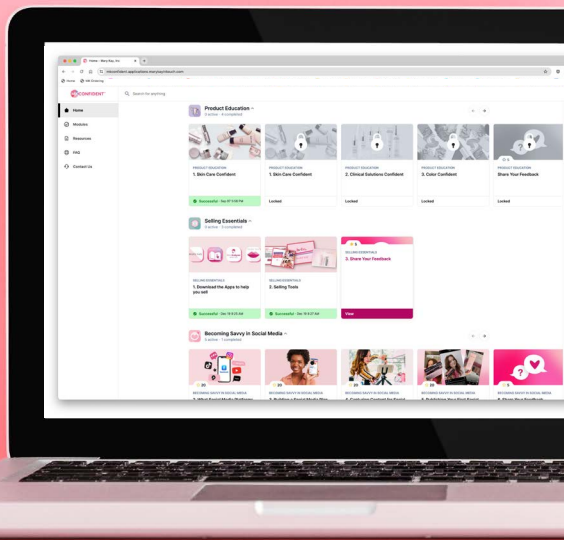
Then, use the [Team-Building Flier](#) and the [Team-Building Playbook](#) to share with potential team members what you love about your Mary Kay business and how it fits your life.



This online learning platform has been updated with team-building modules!

WHAT'S NEW:

- **Team-building modules** with updated education for all Independent Beauty Consultants – everything you need to team-build with confidence!
- **Videos: Tips from Mary Kay Sales Force Mentors** on topics from motivation and selling to utilizing social media.
- **COMING SOON! New skin care and color product education** to help you share **Mary Kay®** products with confidence.



NEW BLING BUTTONS!



- **Advanced Skin Care Consultant** Bling Button for those who complete all **Skin Care** modules.



- **Advanced Color Consultant** Bling Button for those who complete all **Color** modules.



- **Advanced Product Consultant** Bling Button for those who completed both **Skin Care** and **Color Product Education** modules.

PLEASE NOTE:

- MKUniversity **Skin Care**, **Clinical Solutions** and **Color Confident** courses have been retired.
- There is no longer an **Advanced Clinical Solutions Consultant** Bling Button as **Clinical Solutions®** education is now in the new **Skin Care** module in **MKConfident™**.
- Those who earned Bling Buttons through MKUniversity can use them until Dec. 31, 2024. **To earn new Bling Buttons, please complete the new modules in MKConfident™.**
- On Jan. 1, 2025, Bling Buttons earned through MKUniversity will no longer be available.



[GET CONFIDENCE!](#)



READY, SET, SUN- PROOF!

New!

Mary Kay® Mineral Facial Sunscreen Broad Spectrum SPF 30*

Help your customers safeguard their skin against the damaging effects of the sun with 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.

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

ORDER OF APPLICATION:

- Moisturizer
- Eye Cream
- Mineral Facial Sunscreen Broad Spectrum SPF 30*
- Foundation
- Makeup

Price is suggested retail.

*Over-the-counter drug product



\$28

[ORDER NOW](#)

SCENTS FOR SPRING

Limited-Edition[†] *Mary Kay Boundless Blue™* Eau de Parfum

Boundlessly you! Like the sea, boundaries cannot confine who you are meant to be. Bright fruity florals, sparkling citrus and hints of the sea.

MORE BEAUTIFUL FRAGRANCES TO OFFER!



- *Bella Belara*® Eau de Parfum, \$44
- *Forever Diamonds*® Eau de Parfum, \$46
- *Live Fearlessly*® Eau de Parfum, \$48
- *Thinking of Love*® Eau de Parfum, \$36
- *Thinking of You*® Eau de Parfum, \$36

**FIND ALL THE GREAT MARY KAY®
FRAGRANCES AVAILABLE FOR HER AND
HIM ON *MARY KAY INTOUCH*!***

SCENT-SATIONAL WINS!



LARELLE BRYSON,
INDEPENDENT SALES
DIRECTOR, HYDE PARK,
MASS.

"I love to hold fragrance parties, and I book them as often as I book skin care

and glamour parties.

At my fragrance parties, I display various fragrances, along with gift sets. I promote fragrance gifts for all occasions, and I emphasize that every day is a great day to make someone feel special.

When I deliver orders to my customers, I make sure to have gift sets available to show and sell.

My personal favorite is *Thinking of You*® Eau de Parfum.

My best-sellers are *Thinking of You*® Eau de Parfum, *Forever Diamonds*® Eau de Parfum, *Live Fearlessly*® Eau de Parfum, *MK High Intensity*® Sport Cologne Spray and *Domain*® Cologne Spray."

All prices are suggested retail.

*Available while supplies last



ORDER NOW



THE NEW NUDES

Get your complexion glowing with a warming palette of luminous brown shades ranging from dark chocolate to shining copper. This New Nudes makeup artist look is featured in the Spring 2024 issue of *The Look*.



GET THE LOOK:

Begin by applying **Mary Kay Chromafusion® Eye Shadow** in **Shiny Penny** to the eyelid using the **Mary Kay® All-Over Eye Shadow Brush**.

Create intensity in the crease by blending **Mary Kay Chromafusion® Eye Shadow** in **Mahogany** from the inner to outer corners along the crease. Highlight brow bone and inner corner of the eye with **Mary Kay Chromafusion®** in **Gold Status** using the **Mary Kay® All-Over Eye Shadow Brush**.

Blend **Mary Kay Chromafusion® Eye Shadow** in **Espresso** along the upper and lower lashlines with the **Mary Kay® Eye Smudger Brush**.

Apply **Mary Kay® Waterproof Eyeliner** in **Brown** along the upper lashline. Then sweep two coats of your favorite **Mary Kay® mascara** onto the top lashes and one coat onto the bottom lashes.

Sweep **Mary Kay Chromafusion® Highlighter** in **Honey Glow** to the tops of the cheekbones using the **Mary Kay® Cheek Brush**.

Blend **Mary Kay Chromafusion® Blush** in **Golden Copper** to the apples of the cheeks using the **Mary Kay® Cheek Brush**.

Add **Mary Kay Chromafusion® Contour** in **Cocoa** below the cheekbones using the **Mary Kay® Cheek Brush**.

Apply **Mary Kay® Gel Semi-Shine Lipstick** in **Downtown Brown**. Then complete the look by applying **Mary Kay Unlimited® Lip Gloss** in **Beach Bronze**.



Tip: Find your best glow by virtually trying on shades with the **Mary Kay® Mirror Me App**.



HELP IS HERE!

Check out **The New Nudes** [makeup artist look video](#) for tips and inspiration.

Find this and other great looks!

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





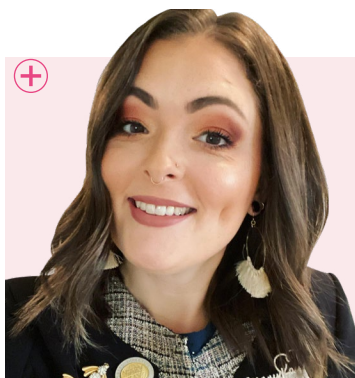
READY TO CELEBRATE

AMAZING
ACHIEVEMENTS?

RECOGNITION
CENTRAL
IS HERE!

Go-Give[®] AWARD

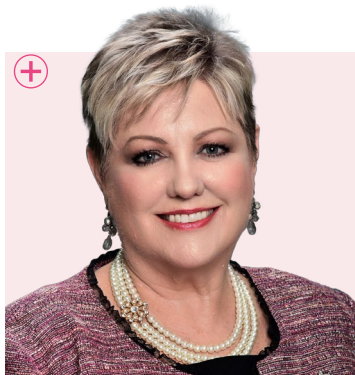
Mary Kay Ash said, “The **Go-Give[®] Award** is perhaps the greatest honor a Mary Kay Independent Sales Director can earn. Those who possess the Go-Give spirit are the heart of this Company and our shining hope for the future.” These award recipients best exemplify the Golden Rule – helping others selflessly and supporting adoptees as much as unit members.



Jessye Nichols



Greysi Carolina Mendoza



Donna Bayes Scott



Felicia Maeweather

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

Go-Give® AWARD



DIAMOND

Jessye Nichols

Independent Sales Director

Began Mary Kay Business: July 2013

Sales Director Debut: September 2014

Mary Kay National Area

Personal: Lives in Salem, Ore. Husband, Andy.

"I am motivated to help others because when other people succeed too, we all win."

Testimonial: Independent Beauty Consultant Jessica Bennett of Cascade Locks, Ore., says, "Jessye's care and love for her unit shows through in all her actions. Not only is she available to answer even the smallest questions, she checks up on her Unit members. Her Go-Give spirit is endless, and the love, support and encouragement for others outside her unit are unparalleled."



Donna Bayes Scott



Felicia Maeweather

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

Go-Give® AWARD



EMERALD

Greysi Carolina Mendoza

Independent Future Executive
Senior Sales Director

Began Mary Kay Business: February 2012

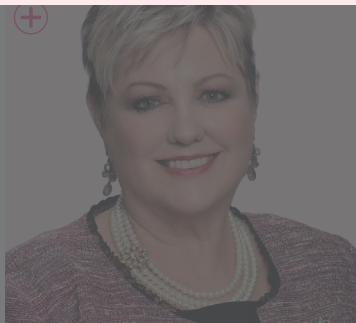
Sales Director Debut: June 2015

National Sales Director: Sonia Bonilla

Personal: Lives in Silver Spring, Md. Son, Arturo; daughter, Jessica.

“I am motivated to help others because I know that their lives can be changed just as mine has, and I can leave a legacy and beautiful memories for the people who know me and for those with whom I share this beautiful journey called Mary Kay.”

Testimonial: Independent National Sales Director Sonia Bonilla of Silver Spring, Md., says, “Greysi is always willing to give without expecting something in return. She always considers others, and she shares all her knowledge to make sure others learn. She treats everyone with love, and she loves to motivate and inspire women across the area and beyond to self-develop and achieve higher statuses.”



Donna Bayes Scott



Felicia Maeweather

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

Go-Give® AWARD



RUBY

Donna Bayes Scott

Independent Senior Sales Director

Began Mary Kay Business: October 1977

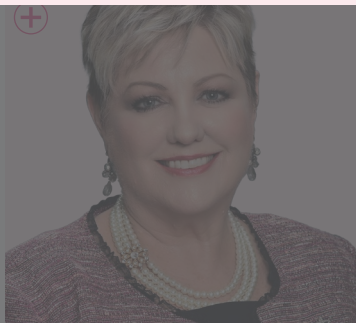
Sales Director Debut: October 1981

Mary Kay National Area

Personal: Lives in Wamego, Kan. Husband, Bill; sons: Matt, Brian; daughters, Rebekah, Lisa.

"I am motivated to help others because when I met Mary Kay Ash for the first time in 1978, she asked me to pass it on, to be a go-giver and to teach that we can't outgive God. I believe that it is more blessed to give than to receive. So every time I help someone, I feel like I'm honoring both Mary Kay Ash and God."

Testimonial: Independent Future Executive Senior Sales Director Linda Sigle of Manhattan, Kan., says, "Donna is a very creative person and is often creating plans and systems that make business easier for Independent Beauty Consultants and Independent Sales Directors. She shares her knowledge and systems with all of us."



Donna Bayes Scott



Felicia Maeweather

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

Go-Give® AWARD



SAPPHIRE

Felicia Maeweather

Independent Senior Sales Director

Began Mary Kay Business: October 2001

Sales Director Debut: November 2013

Mary Kay National Area

Personal: Lives in Douglasville, Ga.

Husband, Gabriel.

"I am motivated to help others because I believe that's what we should do as God's children. Mary Kay Ash always said we should pass it on. Enriching women's lives is what I'm passionate about."

Testimonial: Independent Beauty Consultant Linda Clark of Shreveport, La., says, "Mrs. Felicia is always giving of her time and knowledge to her unit. She inspires and leads by example, supports through words and deeds, and she not only cares about our goals in our Mary Kay businesses, but she cares about us as individuals/people. Her Go-Give spirit is contagious. She is definitely a shero!"



Donna Bayes Scott



Felicia Maeweather

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

MARCH 1-31

take flight with CONFIDENCE!

MARY KAY

soar *like never before*

There is unspeakable power in self-confidence, and the good news is that anyone can achieve it! Mary Kay Ash said that with preparation, education and experience, anyone can become confident. She also said that confidence yields a positive buying environment and success itself. How can you boost your self-confidence this month? Consider the ways you can become more sure-footed, and watch yourself take flight in new ways!

This beautiful cosmetic bag can be yours when you have personal retail sales of \$600* or more in wholesale Section 1 products in **March**.



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.

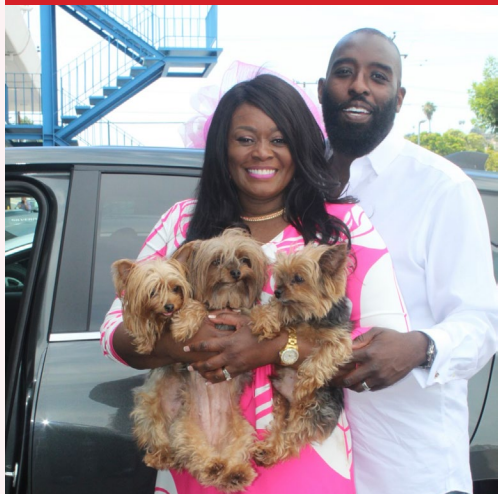
it just fits!®

NO LIMITS!

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



Tanya Love-Pringle,
INDEPENDENT SENIOR SALES DIRECTOR,
BEVERLY HILLS, CALIF.



↑

Tanya chuckles when she thinks about how she started her Mary Kay business. “I tell others I recruited myself,” she muses. “It was 2016 and I was working as a corporate tax accountant for a prestigious firm. While my job was fulfilling, it was extremely demanding. I didn’t want to work for someone else forever, and I knew I would eventually work for myself.

IN THE STARS

“One day, my husband and I were running errands and I said to him, ‘Honey, I really need a home-based business.’ Moments later, a pink Cadillac pulled into the parking lot. I got the Independent Sales Director’s attention, and we exchanged numbers. A few days later, I submitted my Mary Kay Independent Beauty Consultant Agreement and placed my initial product order.”

Tanya was familiar with Mary Kay. She used some skin care and color products but was never offered the Mary Kay opportunity. “I wanted to find something I could be passionate about and after learning more about the culture and already experiencing the quality products, Mary Kay just fit,” she says.

TAKING FLIGHT

Tanya started working her Mary Kay business around her demanding job. “My goal at first was to have one really good *Mary Kay*® party a week. I’m good at managing time, delegating and juggling responsibilities, including helping my husband in his church ministry,” she adds. “I’m proof that Mary Kay can fit any lifestyle. You just need to want it bad enough and be willing to do the work to make it happen.”

Tanya’s goal was to become an Independent Sales Director. “I admired those women in their beautiful Sales Director jackets. That’s where I aspired to be. In 2019, I made up my mind to go after that dream. At first, it felt like a massive goal, but I held more parties, talked to more women and shared the Mary Kay opportunity with everyone. I even recruited my boss.”

Tanya debuted as an Independent Sales Director that same year.

HIGHS AND LOWS

She admits that like with anything else, there were bumps along her journey. “My Mary Kay business has taught me the power of positivity. I saw obstacles in my path as a means to an end and was always willing to do more for and be more to others.”

A LESSON IN LIFE

“One of the biggest lessons my Mary Kay business has taught me is to love people for who they are and where they are in life. As a leader, it’s natural to want my unit members to soar; however, people start their Mary Kay businesses for many reasons. Some start for the freedom and flexibility; others for the sisterhood and positive environment. Whatever the reason, everyone in my unit receives an equal dose of love no matter what they want from their Mary Kay businesses.”

Her advice to anyone who is just starting out is to keep an open mind and remain optimistic. “Educate yourself by watching *Mary Kay*® videos starting with the *Great Start*® Journey and *MKConfident*™. I encourage everyone to earn all their Bling Buttons. Knowledge is power and helps build confidence. Most importantly, surround yourself with people who believe in you and who will pray and encourage you along your journey.”

CHANGE BRINGS OPPORTUNITIES.

Lately, Tanya’s life has shifted to living bicoastal from California to Nashville to South Carolina where she cares for her aging parents and helps her husband take on a fully virtual ministry. Currently, she co-hosts her husband’s radio show a couple of times a week.

“With each shift, I realize that what could be a setback is actually a setup for my success,” she says. “I’m meeting wonderful women everywhere, acquiring new customers and adding new team members. While it requires me to pivot, it’s also opened doors for me to grow my personal business. I love sharing product samples and, most importantly, I love making people smile. I am grateful that there are no territories so I can share this amazing opportunity wherever I go.”

PASS IT ON.

“Mary Kay is a gift that has the potential to change lives spiritually and emotionally. The eyes we look into silently say they are in need of something. My goal is to fill that need for as many women as possible. Mary Kay Ash said that everyone wears an invisible sign that reads, ‘make me feel important.’ I also see an imaginary elevator where I can open the doors to every woman who is willing to step in and go to whatever floor she desires in her Mary Kay business.”

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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SPRING CLEAN!

A new season is a new opportunity to hit refresh, cut the clutter and re-energize your Mary Kay business. Not sure where to start? We've got tips to help you spring into action.

CLOSET CLEANOUT

- Use the first-in, first-out method to help minimize the number of expiring products.
- *Mary Kay*® products have a [day code](#) shown on the packaging to help you track each product's shelf life.
- Be sure to properly dispose of your expired products. Remember, expired products cannot be sold, donated or returned to the Company.
- Research what can be recycled.
- Talk with your local tax expert about deducting the cost of expired products.

PARTY IDEAS

- Help your customers freshen their beauty routines by throwing a makeup spring-cleaning party (in-person, virtual or hybrid)!
- Invite them to bring their makeup bags and maximize sales by offering them an incentive on products that are near expiration or discontinued. Remember, discounted products can still be sold as long as they are not expired.
- You can also offer your customers an incentive with the exchange of a product from another brand for a *Mary Kay*® product.



FUN TIPS!

- Create a Cleanup Playlist because music makes everything better. The No. 1 rule is to make it fun!
- Take selfies and share your spring-cleaning on your social media channels. You may inspire your customers to do the same, and they may realize they need to order some product updates from you!

STAY CONNECTED.

Make sure your customer lists are up to date in the [myCustomers+™ App](#) and the [Preferred Customer Program™](#). Haven't heard from your customers in a while? Now is a great time to reach out and ask them how they're doing and if they are ready to reorder or try something new!

LET'S GET Social!

New ways to use social media to grow your Mary Kay business.

#WhyMaryKay SOCIAL CHALLENGE

MARCH 1 – APRIL 30, 2024

With our exciting new March *Mary Kay*® eStart Promotion, we encourage you to share your “Why Mary Kay” stories on social media. Use the hashtag **#WhyMaryKay** in the captions of posts on your public-facing Facebook or Instagram accounts for a **chance** to receive a **Mary Kay-branded #1 Yeti tumbler** to celebrate that we are the #1 direct-selling brand of skin care and color cosmetics in the world.* And your **content could be reshared** on the Mary Kay social media channels!

SOCIAL POST IDEAS

- **Post a selfie** wearing *Mary Kay*® products.
- **Create and share a day-in-the life video** of your life as an Independent Beauty Consultant. Film short video clips of yourself sending emails, packing orders or visiting with customers, then combine them all into a Reel. In the caption of the post, you can explain how your Mary Kay business fits into your life.
- A post that highlights how proud you are to be part of the **#1 Direct-Selling Brand** of Color Cosmetics and Skin Care in the World.*

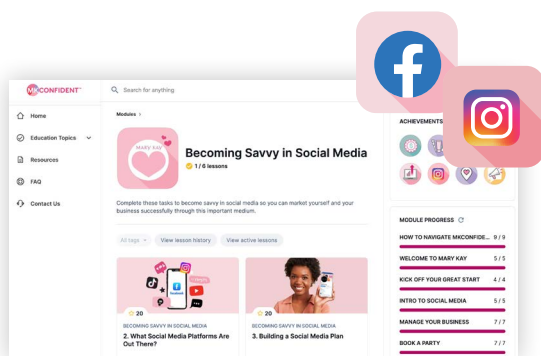
You are welcome to participate in this challenge, whether you are a brand-new Independent Beauty Consultant or you have had a Mary Kay business for decades.

Thirty winners will be randomly selected to receive the Mary Kay-branded #1 Yeti tumbler at the end of both March and April, for a total of 60 winners!

Source Euromonitor International Limited; Beauty and Personal Care 2023 Edition, value sales at RSP, 2022 data

HELP IS HERE!

Be sure to complete the [Becoming Savvy in Social Media](#) modules in *MKConfident*™ for great tips on how to engage with new and existing customers and how to help grow your business through social media!



MARY KAY U.S. IS ON TIKTOK!

Follow and share some love on the **NEW @MaryKayUS** TikTok account, and keep up with new content posted regularly to reach the next generation of Mary Kay customers!

Plus, if you want to learn more about how to use TikTok for your business, watch the [TikTok Social Media Master Class](#) and visit *MKConfident*™ to complete the [Social Media Savvy TikTok module](#)!

Please note, TikTok should only be used for Independent Beauty Consultants to share product posts – not content related to the opportunity or for team-building purposes. However, you can have a link in your account bio to your *Mary Kay*® Personal Web Site.

All third-party trademarks, registered trademarks and service marks are the property of their respective owners.



SELL IT, SISTER!

PREFERRED CUSTOMER PROGRAMSM

The *Preferred Customer Program*SM is a great way to keep your customers in the know about the latest Mary Kay® products – and to keep YOU top of mind! When you enroll your customers each quarter, they'll receive *The Look*, featuring an exclusive free product sample.



Tip: It's all about the follow-up! Contact your customers seven to 10 business days after *The Look* begins mailing. You can share your enthusiasm about all the new products. Combined with your customers' excitement, it could mean increased sales and more success for you!

GET READY!

Enroll your customers to receive the Summer 2024 issue of *The Look*:

ENROLLMENT DATES:
MARCH 16 – APRIL 17

MAILING BEGINS: MAY 8

Perk! By participating in the *Preferred Customer Program*SM, you earn early ordering privileges for the designated quarter.

SUMMER 2024

- Early Ordering Privilege: May 10–15
- Early Online Ordering for all Independent Beauty Consultants: May 15
- Quarter On-Sale Date: May 16

[GET ALL THE DETAILS](#)

Let the *Preferred Customer Program*SM work for you!



LORI POST, INDEPENDENT BEAUTY CONSULTANT, WOODBRIDGE, VA.
“I LOVE the *Preferred Customer Program*SM! For just 90 cents per name, our customers get *The Look* – a beautiful

catalog with our newest products, facts on existing products, amazing seasonal looks and a free product sample – mailed to them.

Consider the alternative: You order copies of *The Look*, wait until they arrive, add your own samples, label them, add postage and mail. It can be expensive and time-consuming. I accidentally missed an enrollment date one time. Boy, did I learn my lesson!

Plus, **we can order the newest products early!** This gives us early access to limited-edition and new regular-line products just by enrolling our customers! It's the best and easiest win-win out there!

Enrollment dates are listed on Mary Kay InTouch®. I like to enroll my current customers at the beginning of the enrollment period and then add new customers and enroll them toward the end of the enrollment period. This way, I ensure I never miss an enrollment.

As motivation for myself at the beginning of each quarter, **I set a goal of how many new customers** to enroll before the next enrollment deadline. It's a fun way to motivate myself and to see how many new customers I'm getting as the quarter progresses.

We get a copy of *The Look* from the Company ahead of time, so I love to take a picture of myself holding *The Look* and text it to my customers as a reminder for them to be



on the lookout in their mailboxes for the latest Mary Kay has to offer.

With the ***Preferred Customer Program*SM reports**, follow-up is also easy! When I follow up with my customers, I check to see if they tried the sample and if they have any questions. I also check to see if they are running low on any of their products. And I set up time to let them try one of the new makeup artist looks in the catalog for a checkup appointment – one that they are welcome to share with friends, of course.

Even when the quarter is over, **I keep copies of the makeup artist looks** from each catalog to create my own “book of looks” for future new customers to try. I also include any pages that feature product facts or glamour techniques. My customers love looking through *The Look* for ideas of what they'd like to try.

*The Preferred Customer Program*SM truly allows us to **keep in touch with our customers** seasonally and gives us a reason to follow up. It helps us to make and keep loyal customers, and doing so is truly one of the best business decisions Independent Beauty Consultants can make!”

NEW! SEMINAR 2024

POWER OF ONE MORE CHALLENGE

MARCH 1 - JUNE 30, 2024

Last year, Nathan Moore, President of Global Sales and Marketing, challenged you to maximize every aspect of the incredible Mary Kay opportunity by embracing the power of one more! We've wrapped up the Leadership Conference 2024 and Career Conference 2024 *Power of One More* Challenges, and now you can finish the Seminar year strong by achieving the new **Seminar 2024 *Power of One More* Challenge!**

REWARDS AND QUALIFICATIONS:

POWER PASS QUALIFICATIONS:

Add three or more *Great Start*®-qualified* new personal team members and register to attend Seminar 2024 to be entered into a random drawing to earn a Power Pass.

The Power Pass gives you access to an express line for special functions and parades you qualify for plus Registration, the *MKConnections*® booth, the *Mary Kay Ash Foundation*™ booth and so much more! Each additional *Great Start*®-qualified* new personal team member will count as an additional entry into the drawing.

Two hundred independent sales force members will win a **Power Pass** at **each Seminar!**



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 the Power Pack, which includes:

- Power Pass.
- \$300 gift card.
- Designer tote bag.
- Onstage recognition.



[Get all the details, including FAQs!](#)



**KAY BAILEY HUTCHISON CONVENTION CENTER,
DALLAS, TEXAS**

SAVE THE DATES FOR SEMINAR 2024!

Emerald: Thursday, July 25 – Sunday, July 28, 2024

Diamond: Monday, July 29 – Thursday, Aug. 1, 2024

Ruby: Friday, Aug. 2 – Monday, Aug. 5, 2024

Sapphire: Tuesday, Aug. 6 – Friday, Aug. 9, 2024

Registration opens on *Mary Kay InTouch*® at 8:30 a.m. CT for all Seminar affiliations on these dates:

April 22: NSDs

April 24: ESSDs and EESSDs

April 26: Independent Sales Directors

April 29: Independent sales force members

REGISTRATION FEES

\$250 Registration Fee for those who register by the registration deadline.

\$275 On-site Registration Fee space permitting.

\$70 On-Site Transfer fee

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

Note: There will be no General Session Viewing option this year.

WE CAN'T WAIT FOR ALL OF US TO GET TOGETHER AGAIN IN DALLAS!

Seminar is fast approaching, and all the exciting promotions this month can help you reach your goals!

From Bling Buttons to strutting in the spotlight to special luncheons, find all the [Recognition Details](#) and watch for more details next month!

*For purposes of the Seminar 2024 *Power of One More* Challenge, 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*® timeframe. The wholesale orders(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 for Seminar 2024 by July 1, 2024 to qualify.