

Spark a Chain Reaction! Fall Consistency Challenge

Frequently Asked Questions

July 1, 2020 – Dec. 31, 2020

1. What is the *Spark a Chain Reaction! Fall Consistency Challenge*?

Independent Beauty Consultants and Independent Sales Directors can earn an exclusive designer *Spark a Chain Reaction! Fall Consistency Challenge* necklace when they meet the *Spark a Chain Reaction! Yearlong Challenge* requirements each month from July 2020 to December 2020.

PLUS:

Independent Sales Directors who personally achieve the *Spark a Chain Reaction! Consistency Challenge* AND have three or more unit members who achieve the *Spark a Chain Reaction! Fall Consistency Challenge* will also receive an invitation to the Party at Leadership Conference 2021 – the evening of Day 0 at Leadership Conference 2021.

2. What are the qualifications for the *Spark a Chain Reaction! Yearlong Program*?

Independent Sales Force members who sell enough product to support a cumulative \$600 or more wholesale Section 1 order in a given month during the challenge period will receive that month's *Spark a Chain Reaction!* jewelry piece from the *Spark a Chain Reaction! Jewelry Collection* by R.J. Graziano. This can be achieved in a single \$600 or more order or through multiple cumulative orders in a single month. In addition, Customer Delivery Service, Guest Checkout, and EZ Ship orders count toward your qualifying total amount.

Each jewelry piece will be available for only one month. There will be a new jewelry piece each month, and it will arrive with your qualifying order. There is a limit of one jewelry piece per qualifying independent sales force member per month.

3. Is there an exception for new Independent Beauty Consultants whose Independent Beauty Consultant Agreements are received and accepted by the Company during the challenge period?

New Independent Beauty Consultants whose Independent Beauty Consultant Agreements are received and accepted by the Company in the months of July, August, September, October and November are eligible if they meet the requirements below:

| New Independent Beauty Consultant Agreement Received and Accepted by the Company | Months to Achieve the <i>Spark a Chain Reaction!</i> Challenge | How to Achieve the <i>Spark a Chain Reaction!</i> Challenge |
|--|--|--|
| July 2020 | August – December 2020 (each month) | A new Independent Beauty Consultant in the month of July must achieve the <i>Spark a Chain Reaction!</i> Challenge in the month following the acceptance of her Agreement and each remaining month of the challenge period. |
| August 2020 | September – December 2020 (each month) | A new Independent Beauty Consultant in the month of August must achieve the <i>Spark a Chain Reaction!</i> Challenge in the month following the acceptance of her Agreement and each remaining month of the challenge period. |
| September 2020 | October – December 2020 (each month) | A new Independent Beauty Consultant in the month of September must achieve the <i>Spark a Chain Reaction!</i> Challenge in the month following the acceptance of her Agreement and each remaining month of the challenge period. |
| October 2020 | November – December 2020 (each month) | A new Independent Beauty Consultant in the month of October must achieve the <i>Spark a Chain Reaction!</i> Challenge in the month following the acceptance of her |

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| | | Agreement and each remaining month of the challenge period. |
| November 2020 | November – December 2020 (each month) | A new Independent Beauty Consultant whose Agreement is received and accepted by the Company in November must achieve the <i>Spark a Chain Reaction!</i> Challenge in the month her Agreement is accepted (November) and in December. This is to meet the minimum requirement of two consecutive achievement months for consistency. |
| December 2020 | Not eligible | A new Independent Beauty Consultant whose Agreement is received and accepted by the Company in December is unable to meet the minimum requirement of two consecutive achievement months for consistency and is, therefore, not eligible for this challenge. |

4. How will an Independent Beauty Consultant receive her exclusive designer necklace from the *Spark a Chain Reaction! Fall Consistency Challenge*?

Her necklace will be mailed to her after Leadership Conference in January 2021.

5. How will an Independent Sales Director receive her exclusive designer necklace from the *Spark a Chain Reaction! Fall Consistency Challenge*?

She will pick up her exclusive designer necklace from the *Spark a Chain Reaction! Fall Consistency Challenge* at Prize Pickup at Leadership Conference 2021 in Expo on Day 0. If an Independent Sales Director does not attend Leadership 2021, her necklace will be mailed to her after the event.

- 6. If an Independent Sales Director who earns the exclusive designer necklace from the *Spark a Chain Reaction!* Fall Consistency Challenge attends Leadership Conference 2021 but cannot attend the Prize Pickup, will she still receive her necklace?**

Yes. If she misses the Prize Pickup at Leadership Conference 2021, she can pick up her jewelry piece at registration.

- 7. If an Independent Sales Director who achieves the *Spark a Chain Reaction!* Fall Consistency Challenge registers for Leadership 2021 on-site, will she still be able to attend the Prize Pickup?**

Yes. Any achiever who registers on-site will receive an invitation to the Prize Pickup and will receive her exclusive designer necklace.

- 8. Is there a report for the *Spark a Chain Reaction!* Fall Consistency Challenge?**

For Independent Beauty Consultants and Independent Sales Directors, there is a *Spark a Chain Reaction!* Report in *myBusiness*SM on *Mary Kay InTouch*[®].

For Independent Sales Directors, the Leadership Recognition Report in *myBusiness*SM on *Mary Kay InTouch*[®] will help you track you and your unit members' monthly progress throughout the *Spark a Chain Reaction!* Fall Consistency Challenge.

- 9. What happens if I debut an offspring Independent Sales Director July 1 through Dec. 31, 2020?**

If a unit member debuts as an Independent Sales Director who has achieved the *Spark a Chain Reaction!* Fall Consistency Challenge and was in your unit at any time during the challenge period (July 1 – Dec. 31, 2020) they will count as one of your three unit members.

- 10. Can an Independent Sales Director count herself as one of the three personal unit members needed to achieve the Independent Sales Director portion of the *Spark a Chain Reaction!* Fall Consistency Challenge?**

No. An Independent Sales Director must achieve this challenge herself AND she must have three personal unit members who achieve this challenge as well.

- 11. Is the monthly cumulative \$600+ wholesale Section 1 order requirement *adjusted* or *unadjusted* cumulative wholesale Section 1 production?**

It is adjusted wholesale Section 1 production.

- 12. How does the adjusted wholesale Section 1 production affect the requirements for me to earn my monthly jewelry piece?**

Adjustments made during the month: Any adjustments you make to your personal cumulative wholesale Section 1 production during the month will count toward your monthly jewelry piece production order requirement.

- If your order still meets the minimum requirement of a cumulative \$600+ wholesale Section 1 order, you will receive a jewelry piece for that month, and that month also will count toward any current consistency challenge.
- If your adjusted wholesale Section 1 production falls below the minimum cumulative \$600+ wholesale Section 1 order requirement, you will not receive a jewelry piece. If you already have received your jewelry piece before your adjustment was made, you do not need to return the jewelry piece; it is yours to keep. However, you will not receive credit for any current consistency challenge associated with achieving that month's *Spark a Chain Reaction!* Challenge since you did not actually meet the minimum cumulative \$600+ wholesale Section 1 order requirement. Note that you will not receive the consistency challenge jewelry piece either.

Adjustments made after the month has closed: Any adjustments you make to a given month after that month has closed will be updated and reflected on your *Spark a Chain Reaction!* report on *myBusiness*SM on the *Mary Kay InTouch*[®] website.

If your adjusted cumulative wholesale Section 1 production falls below the minimum cumulative \$600+ wholesale Section 1 order requirement, you will not receive credit for any current consistency challenge associated with achieving that month's *Spark a Chain Reaction!* Challenge since the minimum cumulative \$600+ wholesale Section 1 order requirement was not maintained. You can, however, keep that month's jewelry piece you received.