

# ***Spark a Chain Reaction! Yearlong Challenge***

## **Frequently Asked Questions**

July 1, 2020 –June 30, 2021

**1. What are the qualifications for the *Spark a Chain Reaction! Yearlong Challenge*?**

Independent sales force members who place a cumulative \$600 or more wholesale Section 1 order in a given month during the challenge period will receive a jewelry piece from the exclusively designed *Spark a Chain Reaction!* Jewelry Collection by RJ 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 independent sales force member per month.

**2. Can progress be tracked with a report in *myBusiness*<sup>SM</sup>?**

Yes. A *Spark a Chain Reaction!* report is available on *myBusiness*<sup>SM</sup> on the *Mary Kay InTouch*<sup>®</sup> website.

**3. How will each jewelry piece be revealed?**

On the first of each month in the 2020-2021 Seminar year, the new jewelry piece will be featured on the *Spark a Chain Reaction! Yearlong Challenge* page on the *Mary Kay InTouch*<sup>®</sup> website and in publications such as *Applause*<sup>®</sup> magazine, *Directors Memo* and *National News Notes*.

**4. What information is provided to support this challenge?**

- Monthly updates (including educational materials) to the *Spark a Chain Reaction! Yearlong Challenge* page.
- Monthly digital assets and images featuring that month's jewelry piece for you to post and share online, via text, or email.
- A flier to share for inspiration and display to your team.
- *MKeCards*<sup>®</sup> to send to unit members.

**5. What other promotions and initiatives will tie into the *Spark a Chain Reaction! Yearlong Challenge*?**

There will be several other promotions that support this challenge. Check the *Spark a Chain Reaction!* page on *Mary Kay InTouch*<sup>®</sup> each month for new challenges and other fun happenings.

**6. Are each of the *Spark a Chain Reaction!* jewelry pieces nickel-free?**

Yes. Each of the pieces are nickel-free.

7. **What are the monthly and consistency themes of the *Spark a Chain Reaction!* Challenge?**

- JULY: Start With a Bang!
- AUGUST: Spread the Product Love!
- SEPTEMBER: Link to the Legacy.
- OCTOBER: Make Waves of Change!
- NOVEMBER: Radiate With Gratitude.
- DECEMBER: Celebrate Your Wins!
- **FALL/LEADERSHIP CONSISTENCY: Spark Your Enthusiasm!**
- JANUARY: Reignite Your Passion!
- FEBRUARY: Strike Up New Friendships!
- **CAREER CONFERENCE CONSISTENCY: Spark Your Belief!**
- MARCH: Fire Up Your Goals!
- APRIL: Fuel Your Connections!
- MAY: Embrace the Golden Rule.
- JUNE: Fly Through the Finish Line!
- **SEMINAR CONSISTENCY: Spark Your Determination!**

8. **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.

9. **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!* Yearlong Challenge. This is because 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*<sup>SM</sup> 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! Yearlong 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.