

**Mary Kay**  
***You Hold the Key***  
**Career Conference 2019**  
**Consistency Challenge**  
**Frequently Asked Questions**  
Dec. 1, 2018 – Feb. 28, 2019

**1. What is the Mary Kay *You Hold the Key* Career Conference Consistency Challenge?**

An **Independent Beauty Consultant** or **Independent Sales Director** can earn exclusive designer Mary Kay *You Hold the Key* Career Conference Consistency Challenge earrings when she achieves the Mary Kay *You Hold the Key* Challenge every month from December 2018 through February 2019. She must attend Career Conference to receive the exclusive designer earrings.

In addition, an **Independent Beauty Consultant** or **Independent Sales Director** who achieves the Mary Kay *You Hold the Key* Career Conference Consistency Challenge **AND** has one or more new personal team member(s) who become *Great Start*-qualified\* during the challenge time frame will be invited to the Career Conference VIP (CCVIP) Luncheon. She must attend Career Conference to receive the exclusive designer earrings.

**2. What are the qualifications for the Mary Kay *You Hold the Key* Yearlong Challenge?**

Independent sales force members who place \$600 or more in wholesale Section 1 orders in a given month during the challenge time frame will receive that month's Mary Kay *You Hold the Key* jewelry piece from the Mary Kay *You Hold the Key* 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. The jewelry piece will arrive with your qualifying order! (There is a limit of one jewelry piece per independent sales force member per month.)

### 3. What are the qualifications for the CCVIP Luncheon?

In order to be eligible to attend the CCVIP Luncheon, independent sales force members must:

- Achieve the Mary Kay *You Hold the Key* Challenge for December, January and February, **AND**
- Add one or more new personal team member(s) who become *Great Start-qualified\** during the challenge time frame.

### 4. If a new personal team member's Independent Beauty Consultant Agreement is received and accepted by the Company prior to this challenge but she becomes *Great Start-qualified\** within the challenge time frame, does she still count?

Yes. It does not matter if her Independent Beauty Consultant Agreement is received and accepted by the Company outside of the challenge time frame, but for the purposes of this challenge, the new personal team member must become *Great Start-qualified\** within the challenge time frame. That means the order(s) need to be received and accepted by the Company within December, January or February to count for this challenge.

### 5. If a new personal team member's Independent Beauty Consultant Agreement is received and accepted by the Company in November 2018 but she becomes *Great Start-qualified\** in December 2018 by placing a single or cumulative \$600 or more wholesale Section 1 order, does she still count?

Yes. For purposes of the challenge, the initial or cumulative \$600 or more wholesale Section 1 order has been received and accepted by the Company within the challenge time frame of Dec. 1, 2018 – Feb. 28, 2019.

### 6. If a new personal team member's Independent Beauty Consultant Agreement is received and accepted by the Company in October 2018 but she becomes *Great Start-qualified\** in February 2019 by placing a single or cumulative \$600 or more wholesale Section 1 order, does she still count?

Yes. For purposes of the challenge, the initial or cumulative \$600 or more wholesale Section 1 order has been received and accepted by the Company within the challenge time frame of Dec. 1, 2018 – Feb. 28, 2019.

7. **If a new personal team member's Independent Beauty Consultant Agreement is received and accepted by the Company in February 2019 but she becomes *Great Start*-qualified\* in March 2019 by placing a single or cumulative \$600 or more wholesale Section 1 order, does she still count?**

No. For purposes of the challenge, the initial or cumulative \$600 or more wholesale Section 1 order must be received and accepted by the Company within the challenge time frame of Dec. 1, 2018 – Feb. 28, 2019.

8. **Is the monthly cumulative \$600 or more 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 and achieve the Career Conference Consistency Challenge?**

- **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 or more wholesale Section 1 order, you will receive a jewelry piece for that month. That month also will count toward the Mary Kay *You Hold the Key* Career Conference Consistency Challenge.
  - If your adjusted wholesale Section 1 production falls below the minimum cumulative \$600 or more wholesale Section 1 order requirement, you will not receive a jewelry piece. If by chance 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 the Mary Kay *You Hold the Key* Career Conference Consistency Challenge associated with achieving that month's Mary Kay *You Hold the Key* Challenge since you did not actually meet the minimum cumulative \$600 or more wholesale Section 1 order requirement.
- **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 *You Hold the Key* report on *myBusiness*<sup>SM</sup> on the *Mary Kay InTouch*<sup>®</sup> website.

- If your adjusted cumulative wholesale Section 1 production falls below the minimum cumulative \$600 or more wholesale Section 1 order requirement, you will not receive credit for the Mary Kay *You Hold the Key* Career Conference Consistency Challenge associated with achieving that month's Mary Kay *You Hold the Key* Challenge since the minimum cumulative \$600 or more wholesale Section 1 order requirement was not maintained.

**10. Is there an exception for new Independent Beauty Consultants whose Independent Beauty Consultant Agreements are received and accepted by the Company during the challenge time frame?**

New Independent Beauty Consultants whose Independent Beauty Consultant Agreements are received and accepted by the Company in December 2018 and January 2019 are eligible if they meet the requirements in the chart below:

New Independent Beauty Consultant Agreement Received and Accepted by the Company	Months to Achieve the Mary Kay <i>You Hold the Key</i> Challenge	How to Achieve the Mary Kay <i>You Hold the Key</i> Career Consistency Challenge Earrings	How to Achieve the CCVIP Luncheon
December 2018	January and February 2019 (both months)	A new Independent Beauty Consultant in December must achieve the Mary Kay <i>You Hold the Key</i> Challenge in the month following the acceptance of her Agreement by the Company and in each remaining month of the challenge time frame.	A new Independent Beauty Consultant in December must achieve the Mary Kay <i>You Hold the Key</i> Challenge in January and February 2019, AND also have at least one <i>Great Start</i> -qualified* new personal team member during the challenge time frame.
January 2019	January and February 2019 (both months)	A new Independent Beauty Consultant whose Agreement is received and accepted by the Company in January must achieve the Mary Kay <i>You Hold the Key</i> Challenge in the month her Agreement is accepted (January) and in February. This is to meet the minimum requirement of two consecutive achievement months for consistency.	A new Independent Beauty Consultant whose Agreement is received and accepted by the Company in January must achieve the Mary Kay <i>You Hold the Key</i> Challenge in January and February 2019, AND also have at least one <i>Great Start</i> -qualified* new personal team member during the challenge time frame.
February 2019	Not eligible	A new Independent Beauty Consultant whose Agreement is received and accepted by the Company in February is unable to meet the minimum requirement of two consecutive achievement months for consistency and is therefore not eligible for this challenge.	A new Independent Beauty Consultant whose Agreement is received and accepted by the Company in February is unable to meet the minimum requirement of two consecutive achievement months for consistency and is therefore not eligible for this challenge.

**11. As an Independent Beauty Consultant or Independent Sales Director, how will I receive my exclusive designer earrings from the Mary Kay *You Hold the Key Career Conference Consistency Challenge*?**

When you achieve the Mary Kay *You Hold the Key Career Conference Consistency Challenge* **AND** attend Career Conference 2019, you will receive your earrings when you pick up your Bling Button Badge at Registration.

**12. As an Independent Sales Director, is there another way to earn the CCVIP Luncheon?**

Yes. **Independent Sales Directors** who, from July 1, 2018, through Feb. 28, 2019, are on-target for the \$500,000 Circle of Achievement with at least \$330,000 or more in unit estimated retail production, will earn an invitation to the CCVIP Luncheon. If you did not meet the requirements for the Mary Kay *You Hold the Key Career Conference Consistency Challenge*, you can attend the CCVIP Luncheon, but you will not receive the Mary Kay *You Hold the Key Career Conference Consistency* earrings.

**13. If an Independent Beauty Consultant or Independent Sales Director who achieves the Mary Kay *You Hold the Key Career Conference Consistency Challenge* CCVIP Luncheon registers for Career Conference 2019 on-site, will she still be able to attend the CCVIP Luncheon?**

While we always try to accommodate on-site registrants, we can only guarantee space in the CCVIP Luncheon to those who register by the Career Conference registration deadline, Feb. 28, 2019, 11:59 p.m. CT.

**14. If an achiever who earns the exclusive designer earrings from the *You Hold the Key Career Conference Consistency Challenge* cannot attend Career Conference 2019, will she still receive her earrings?**

No. She must be present to receive the rewards.

**15. Is there a report for the Mary Kay *You Hold the Key Career Conference Consistency Challenge*?**

For Independent Beauty Consultants and Independent Sales Directors, this challenge will be included on the *You Hold the Key Report* in *myBusiness*<sup>SM</sup> on *Mary Kay InTouch*<sup>®</sup>.

**\*Great Start-qualified:** A *Great Start*-qualified new personal team member is one 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 Independent Beauty Consultant Agreement is received and accepted by the Company.