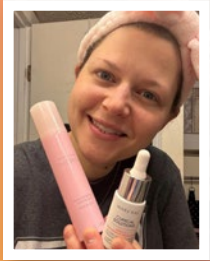
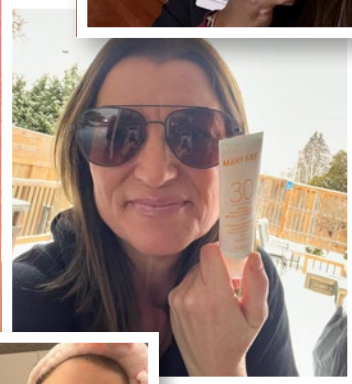
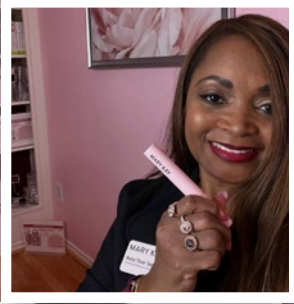


MARY KAY

APRIL 2025

# applause



# glow on!

Share irresistible products for seasonal celebrations.

# CALENDAR

---

## APRIL

1

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

---

3

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

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 2025 *Preferred Customer Program*<sup>SM</sup> mailing of *The Look*, including an exclusive sample (while supplies last).

---

18

Good Friday. All Company offices closed.

---

20

Easter Sunday

---



22

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

---

26

Early ordering begins for Summer 2025 product promotion for all Independent Sales Directors.

---

29

Last day of the month for Independent Beauty Consultants to place telephone orders until 6 p.m. CT to count toward this month's Section 1 product sales volume.

---

# 30

Last day of the month for Independent Beauty Consultants and Sales Directors to place online orders and submit online Independent Beauty Consultant Agreements until 11:59 p.m. CT.

---

Deadline to be on-target for the Queens' Courts of Personal Sales and/or Circle of Achievement Half Million and above to ensure your reward is available for pick up at Seminar.

---

We ♥  
Mary Kay



“

Long ago someone said, 'It is as honorable to sell as it is to buy.' You and I have the responsibility to keep the honor in selling, remembering that our nation's economy depends upon the fact that nothing happens until somebody sells something.

”

Mary Kay

**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. ©2025 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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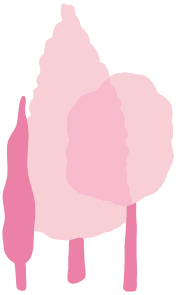
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CALENDAR

# TRENDING

## APRIL 22 IS EARTH DAY.

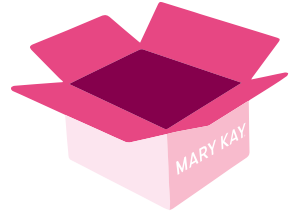
Our iconic founder, Mary Kay Ash, was passionate about not only changing the world, but protecting it. In 2025 and beyond, our sustainability pride points highlight Mary Kay's promise to make decisions that are right for our planet and its people:



**1.4 Million Trees Planted:** We've planted 1.4 million trees in reforestation projects around the world through a 16-year-long partnership with the Arbor Day Foundation.

**Sustainable Sourcing:** Mary Kay promotes economic well-being for the 16 million women shea collectors in West Africa through our membership with the Global Shea Alliance.

**100% Biodegradable Packing Materials:** Packing peanuts (biopeanuts), made from renewable corn and potato starch, are used to ship millions of products each year.



**100% Renewable Energy:** Mary Kay's global manufacturing and R&D facility, as well as other Texas-based facilities, are powered by 100% renewable energy.

**Water Stewardship:** Partnering with The Nature Conservancy for 36 years, Mary Kay supports the "Super Reefs" initiative to protect resilient coral reefs.

**Recognition:** In 2023 and again in 2024, Mary Kay received an award for Leadership in Conservation and Sustainability from [Texan by Nature](#).

## STRESS AWARENESS MONTH

April is dedicated to raising awareness about stress and its impact on our lives. It's the perfect opportunity to host a fun girls night or indulge in a relaxing self-care day, as shown here by **Independent Beauty Consultant Meaghan Quilop, Millis, Mass.**, who is wearing the *TimeWise Repair*® Lifting Bio-Cellulose Mask.



## PARTY IDEA!

**April 23 is Administrative Professionals Day.** It's a great time to host parties at businesses for hardworking individuals who could use a little pampering! And it's an opportunity to find new faces, new customers and even potential new team members. Find party tips and scripts on [Mary Kay InTouch](#)®.



### APPLAUSE® MAGAZINE TEAM:

MANAGING EDITOR: JULIE HICKS COPYWRITERS/EDITORS: NICOLE CALDWELL, ERIN VIRGIL

SPANISH MANAGING EDITOR: MAUREEN ROBINSON ART PRODUCER: SHARILYN GETZ

SENIOR PRINT PRODUCER: JAN STEEL DESIGN STUDIO MANAGER: BIANCA CAMANO COPY EDITOR: LISA HORNE

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.

TRENDING



# spring CELEBRATIONS

It's a season of gift-giving and celebrations – weddings, Mother's Day, proms, quinceañeras and graduations to name a few! Celebrate the season by sharing the love with your customers and helping them make every occasion special.

# CELEBRATE mom

- *TimeWise Repair*® Lifting Bio-Cellulose Mask, \$70, pk./4
- *Mary Kay*® Hydrogel Eye Patches, \$40, pk./30 pairs

## HER big day

- *Mary Kay*® Mineral Facial Sunscreen Broad Spectrum SPF 30,\* \$28
- *Mary Kay*® Supreme Hydrating Lipstick, \$20 each
- *Mary Kay*® Waterproof Lip Liner, \$14 each

All prices are suggested retail.  
\*Over-the-counter drug product

PRODUCTS



# HEAD-TO-TOE pampering

- *Mary Kay*® 2-In-1 Body Wash & Shave, \$18
- *Mary Kay*® Hydrating Lotion, \$18

## **Glow Pretty**

- Limited-Edition† Best in Brightness Bundle, \$98



**TIPS:** You can offer a variety of bundles to fit any price range, or create your own irresistible gift bundle by pairing two or more products.

**ORDER NOW!**

All prices are suggested retail.  
†Available while supplies last

PRODUCTS



# UNLOCKING YOUR POTENTIAL



New to team-building and don't know how to start? We asked these Mary Kay Independent Sales Directors for their tips on team-building success.

TEAM-BUILDING

## PAMPER BEAUTIFUL FACES!



**SAMANTHA HILL,**  
INDEPENDENT  
SENIOR SALES  
DIRECTOR,  
SENOIA, GA.

“Everything you desire in your business begins with pampering beautiful faces! I love to work my business virtually. Nothing excites me more than mailing bougie boxes full of samples, an inexpensive headband, *The Look* and what I call my *Is It Worth Sheet* (a few highlights of what this business has done for me and my family in seven years).

On Mondays and Thursdays, I go live at 8:30 p.m. ET and wash my face! All the ladies with bougie boxes follow along using their samples. I have done this for five years! It’s a blast, and the women love it! We wash our faces with *TimeWise*® 4-in-1 Cleanser and apply *Clear Proof*® Deep-Cleansing Charcoal Mask on one side and *TimeWise*® Microdermabrasion Refine on the other side. After the session, I send them a three-question survey. This survey has been a huge part of my team-building success!



It lets me know where my guests stand! The *It Just Fits*® video series provided by the Company is the perfect resource to share with potential team members. But my biggest tip is to have them try the product first! When they fall in love with the product first and then hear about the opportunity, it can increase the chances that they will start a Mary Kay business!”

## FIND PROSPECTS AT SKIN CARE CLASSES!



**CATALINA  
BARAHONA,**  
INDEPENDENT  
SENIOR SALES  
DIRECTOR,  
GERMANTOWN, MD.

“Since starting my business, I’ve found that facials and skin care classes are the best ways to connect with leads. It’s where people try the products and fall in love with them! I come prepared with materials such as *The Look* and sales receipts for both the hostess and her guests. I explain that as an Independent Beauty Consultant, she could earn up to a 50% discount, while as a hostess, she only gets the agreed-upon product value. I also always emphasize the importance of setting goals.

I encourage others to build their teams by highlighting the possible rewards – extra income and the prestige of becoming a Red or Independent Sales Director. I share my testimonial as an immigrant who faced challenges, including a language barrier.

I also promote Power Start and *Great Start*®: Ready, Set, Sell!, and teach my unit members how to use Facebook, Instagram and YouTube in their businesses. I walk them through how to use these social media platforms while following *Mary Kay*® Legal Guidelines. Mary Kay truly gives us everything at our fingertips and is at the forefront of technology; we simply need to put our hearts and souls into it!”

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## FIND PROSPECTS AT PARTIES!



**KIMBERLY  
GEORGE,**  
INDEPENDENT  
SENIOR SALES  
DIRECTOR,  
ACWORTH, GA.

“I find my next prospective team members at my parties and facials. I do both virtual and in-person parties and

facials. I always share the business opportunity at every appointment, and if someone isn’t ready to start a business on the spot, I schedule a sharing call with them and book them for my next event. I encourage Beauty Consultants to grow their teams by holding two

## MAKE EVERYONE YOUR GIRLFRIEND!



**RENEE WILSON,**  
INDEPENDENT  
SALES DIRECTOR,  
ENGLEWOOD, N.J.

“I try to make it about support, empowerment, goal-setting, sisterhood and winning together. I tell my team, ‘Make everyone your girlfriend, and they just might become your *goalfriend*.’ I attract people who are motivated, energetic, want a change and have a passion for people. They could be family members, friends or co-workers. I explain the flexibility and earning potential that the Mary Kay opportunity offers.

As an Independent Sales Director, I show my commitment to my unit and its growth by leading by example. I encourage everyone to share the opportunity because just as their lives were changed, someone else needs Mary Kay too! We have individual goals that lead to our unit goals. We celebrate big and small steps along the way together. No win is too small to celebrate. This helps everyone inspire and celebrate their team members. Our unit is called Vision because we see the win first, and that’s what we are walking and working toward!”

guest events each week where they get to see me interact with guests and share the opportunity. I also play a key role in their follow-up process by making sure they book their guests for the next event. I give each person a copy of the Team-Building Flier and *Mary Kay*® eStart Flier as

another layering resource. If it’s an in-person session, the guest will take these resources home. If it’s a virtual session, I mail these resources either with their samples or with the thank-you gift I give them for showing up to the virtual session.”

# SHARE THE fun & rewards

Greater rewards await when you work your business full circle. Share the Mary Kay opportunity, and build your team with confidence to unlock even more incredible success.



REWARDS

# NEW! APRIL 2025 TEAM-BUILDING CHALLENGE

April 1-30, 2025

Get Fired UP for the new April 2025 Team-Building Challenge! Independent Sales Directors and Independent Beauty Consultants can earn a maximum of one credit towards the Seminar Awards 2025 Queen's Court of Sharing goal when they add three or more *Great Start*®-qualified\* new personal team member from April 1-30, 2025.

This is an amazing way to get one step closer to achieving the Seminar Awards Queen's Court of Sharing!

## [Learn more!](#)

\* A *Great Start*®-qualified new personal team member is one who has personal retail sales of \$600 or more in wholesale Section 1 products within the *Great Start*® time frame. The wholesale order(s) to support this retail sales amount can be a single order or cumulative orders. For the purpose of the April 2025 Team Building Challenge, New Independent Beauty Consultants whose Agreements are received January through April 2025 must place the qualifying single initial order or cumulative orders during the challenge time frame April 1-30, 2025.



## MARY KAY® STARTUP PROMOTION

Extended through April 30, 2025

Your potential new team member can kick-start her own Mary Kay business for **\$20\* (regularly \$35) with *Mary Kay*® eStart!** This includes business essentials to help her get started, such as informational materials that are fun and functional along with *Mary Kay*® product

samples. Plus, she'll have access to a beautifully branded *Mary Kay*® Personal Web Site for one year.

She can continue to customize her startup experience by adding *Mary Kay*® Pro Start for an additional \$80 (regularly \$90)!

**TIP:** Use the Team-Building Flier to share with potential team members what you love about your Mary Kay business and how it fits your life.



\*Price is as shown plus applicable sales tax. *Mary Kay*® eStart offer cannot be combined with any other discounts or promotions. Mary Kay Inc. reserves the right to extend, modify, eliminate or reduce this offer at any time.

REWARDS

# NEW! GLOBAL GROW & CELEBRATE CHALLENGE



Join the global *Grow & Celebrate* Challenge for awesome rewards while building a team and taking the next steps toward leadership!

## • TEAM LEADER+ CHALLENGE

**April 1 – June 30, 2025, for Independent Beauty Consultants**

**Challenge:** Independent Beauty Consultants can achieve the first phase of the new global *Grow & Celebrate* Challenge when they are a Team Leader, Elite Team Leader or in the Sales Director-in-Qualification Program with 5 or more active\* personal team members by June month end.

To participate in this challenge, Independent Beauty Consultants, Independent Senior Beauty Consultants or Independent Star Team Builders must have 4 or fewer active\* personal team members as of March 31, 2025.

**Reward:** When they achieve the challenge and attend Seminar 2025, they will earn a special lanyard at Bling Badge pickup! [Get details!](#)

And this is just the beginning! More stages, more opportunities, more rewards and most importantly, more lives positively changing await as we continue to grow and celebrate together!

\*An Independent Beauty Consultant is considered active with personal retail sales of \$225 in wholesale Section 1 products and will remain active for two months following any month with this amount in sales.

## **POWER UP YOUR OFFSPRING CHALLENGE** August 2024 – July 2025

Independent National Sales Directors and Independent Sales Directors can earn up to four stylish, **pink gemstone-encrusted adjustable fashion rings**, one for **each**

new or returning first-line offspring Sales Director who debuts from August 2024 through July 2025. The reward ring(s) will be mailed to you the same month the offspring

REWARDS



## STEP UP TO SALES DIRECTOR PROMOTION

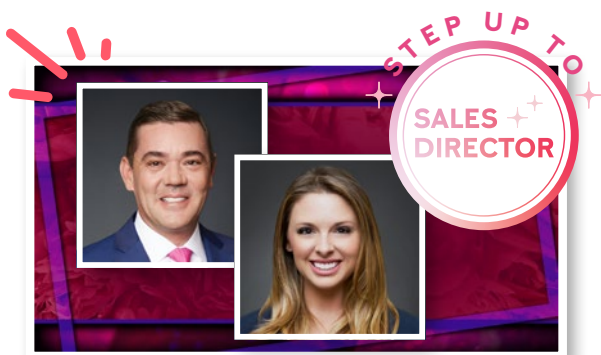
January – July 2025

Independent Beauty Consultants and Independent Sales Directors-in-Qualification who debut as Independent Sales Directors from January through July 2025 will receive an invitation to the

**New Sales Director Retreat** that will be held in Dallas Oct. 17–18, 2025! This is not just any retreat; it is a full-on, one-time-only experience! Not only will you have your own hotel room paid for, but you'll also receive a \$500 cash reward to put toward airfare, gas or any travel expenses!

Best of all, the event will include a special appearance from **Ryan Rogers, CEO and grandson of Mary Kay Ash, and Jessica Bair, great-granddaughter of Mary Kay Ash.**

[Get qualifications!](#)



debut! Plus, if you **debut four or more** first-line offspring Sales Directors, you can also earn a ring box in which to store your rings safely.

[Get details!](#)



REWARDS



# POWER YOUR SALES

## MONTHLY SELLING CHALLENGE

Dial UP your motivation, and turn your goal-setting into goal-*getting!* Each month during the 2024–2025 Seminar year when you order \$700\* or more in wholesale Section 1 products, you can earn the monthly reward from the ***Power Your Sales Monthly Selling Challenge.***

The order(s) can be a single order or cumulative orders of \$700\* or more as long as they occur during a single month. Establishing a strong customer base and selling \$700\* or more a month in wholesale Section 1 products can help you **Power UP** your Mary Kay business!



### April 1–30: Earn This Prize!

This Mary Kay-branded insulated cooler can be yours when you order \$700\* or more in wholesale Section 1 products in **April.**

### Power Your Sales 12-Month Consistency Challenge

Earn your daily dose of inspiration from Mary Kay Ash! When you achieve the *Power Your Sales* Monthly Selling Challenge each month, July 1, 2024 – June 30, 2025, you can earn this Mary Kay Ash quote of the day flip book!



\*Wholesale Section 1 product orders must be tied to legitimate consumer demand. The order(s) can be a single order or cumulative orders of \$700 or more as long as they occur during a single month. Customer Delivery Service, Guest Checkout and EZ Ship order amounts count toward your order(s) of \$700 or more in wholesale Section 1 products. You'll receive your monthly reward inside your qualifying order. One reward per achiever each month.

REWARDS

Ready to celebrate  
**AMAZING**  
**ACHIEVEMENTS?**

Recognition Central is here!



REWARDS

# Go-Give<sup>®</sup> AWARD

**Mary Kay Ash said,** “The **Go-Give<sup>®</sup> 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.



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



**DIAMOND**

## **Mariel Santiago**

Independent Senior Sales Director

**Began Mary Kay Business:**  
October 2007

**Sales Director Debut:** March 2012

**Mary Kay National Area**

**Personal:** Lives in San Sebastian, Puerto Rico. Husband, Hector; son, Joshua; daughter, Ideslie.

**“I am motivated to help others because** it is a feeling that comes from my heart, and I believe God brought us to serve and help others.”

**Testimonial:** Independent Beauty Consultant Alida Gonzalez of Cidra, Puerto Rico, says, “Mariel’s dedication to empowering and enriching the lives of women both within the Mary Kay family and in her community truly exemplifies the Go-Give spirit. She consistently goes above and beyond to support and mentor other Beauty Consultants, offering her time and expertise to help them succeed. She is the best!”



## EMERALD

### **Bonnie Neumann**

Independent Sales Director

**Began Mary Kay Business:**  
October 1982

**Sales Director Debut:** June 1989

**Mary Kay National Area**

**Personal:** Lives in Random Lake, Wis. Husband, Kurt; sons: Tom, Garrett; daughter, Calli.

**“I am motivated to help others because** being adopted showed me the Go-Give spirit of Mary Kay and definitely got me off to a great start. I am motivated to help others feel valued as I did.”

**Testimonial:** Independent Beauty Consultant Rochelle Pattengale of Mt. Pleasant, Wis., says, “Bonnie is always helping our unit and including us as her own and never expects anything in return. She is very involved in her community and always portrays enthusiasm and a positive attitude.”



**RUBY**

**Laynee DePietro**

Independent Sales Director

**Began Mary Kay Business:** May 1995

**Sales Director Debut:** June 2000

**Mary Kay National Area**

**Personal:** Lives in Mesa, Ariz. Husband, Michael; sons: Nicholas, Caden.

**“I am motivated to help others because** it’s the core of who I am. Mary Kay Ash created a culture in our Company to empower others and shine in their greatness so they can live out their values and priorities and make a difference – not only in their lives but also in those around them. Watching others grow and know they are meant for more fills my heart with so much joy, and I’m committed to keeping Mary Kay Ash’s dream and culture alive and thriving!”

**Testimonial:** Independent Beauty Consultant Christine Matthews of Fountain Hills, Ariz., says, “Laynee is amazing. She has an amazing Go-Give heart and goes out of her way for her customers, unit and sister Sales Directors. She does things for others without expecting anything in return, and she freely gives her knowledge and her time.”



## SAPPHIRE

### Courtney Young

Independent Sales Director

**Began Mary Kay Business:**  
January 2012

**Sales Director Debut:** December 2013

**Mary Kay National Area**

**Personal:** Lives in Westville, S.C. Husband, Dillon; son, Javier; daughter, Zoey.

**“I am motivated to help others because** I love Jesus, and I know how much He has done for me. I also believe we are called to treat others the way we want to be treated.”

**Testimonial:** Independent Senior Sales Director Susan Boothe of Hickory, N.C., says, “Courtney is a true example of the Go-Give spirit. Over the last year, she has been a Mary Kay angel to me. Courtney is always checking on me and sending me ideas for my unit meetings. She is encouraging and has been holding Sales Director’s meetings for our area since our Independent National Sales Director retired. Our Company is blessed to have someone with the same heart, work ethic and integrity as our precious Mary Kay Ash.”

*it just fits!*<sup>®</sup>

# Early Encounters

**FELICIA  
VICE**

Independent  
Senior Sales  
Director,  
Baltimore, Md.

**F**elicia was introduced to *Mary Kay*<sup>®</sup> products multiple times throughout her life, but it wasn't until a pivotal moment that her journey truly began. "The first time I was introduced to *Mary Kay*<sup>®</sup> products, I was a teenager in a fashion show with my best friend, and the makeup artist was a Mary Kay Independent Beauty Consultant," Felicia remembers.

IT JUST FITS<sup>®</sup>



Later, another Beauty Consultant came to her workplace and gave her a facial during her lunch break. Felicia bought lipstick, but the real turning point came when she found herself complaining about her skin to a co-worker. “She told me she was a Beauty Consultant, and she offered me a free facial. I agreed because I was living paycheck to paycheck, and my skin was in bad shape,” Felicia admits.



Her skin had oily patches, and she struggled with whiteheads, blackheads and discoloration from constantly popping pimples. After the facial, she bought a *TimeWise® Miracle Set®* and placed it under her bathroom sink, unsure of what would come next. “I didn’t think much of it at first,” Felicia says. “It was out of sight, out of mind, until one day I remembered the products and decided to use them.”

## **A TRANSFORMATIONAL MOMENT**

Felicia’s skin began to improve, and even her daughter Morgan noticed the difference. “She felt my face and said, ‘Mommy, your skin doesn’t feel bumpy anymore.’ At that moment, I was sold on the product,” Felicia shares. She started thinking about the possibilities that the Mary Kay opportunity could offer her family. “I was looking for something more – something that would help me build a better future,” Felicia says. Shortly afterward, her friend met a Mary Kay Independent Sales Director at an event and urged Felicia to talk to her. “That’s when I decided to start my own Mary Kay business,” she recalls.

Felicia’s final decision came after a conversation with her supportive husband, Maurice. “I shared the *Great Start®: Ready, Set, Sell!* options with him, and he was all in. I started as a Star Consultant, and although my original recruiter and Sales Director no longer has her Mary Kay business, I am still standing strong.”

## **OVERCOMING SETBACKS**

Felicia’s desire to become an Independent Sales Director was clear from the start. However, it took time for her to build the confidence and skills necessary to achieve that goal. “I knew I wanted to move into leadership, but I had a lot of growing to do,” she admits. “I tried several times but didn’t have the confidence



to complete the process. My heart wasn't fully in it until I realized what I needed to do."

Her biggest cheerleader was her mother, Carol. "I remember crying to her on the phone when I didn't finish the first month of DIQ in 2011," Felicia says. "She always encouraged me to keep going." After her mother passed away due to complications from ALS, Felicia's perspective shifted. "I decided to try DIQ one more time, but this time it was different. I was determined to do it in honor of my mother," Felicia reflects.

With renewed clarity and determination, Felicia set her sights on becoming an Independent Sales Director. "I decided to do a Power Start every month. I held two parties a week, booked like my life depended on it and made sure I always had five faces in each time slot. I embraced the phrase, 'New Faces Take You Places,' and it became my mantra," she shares. "I knew I needed new faces to get the sales."

## **EMBRACING SOCIAL MEDIA**

Felicia quickly adapted to the changing landscape of business by leveraging social media. "I use Facebook, Instagram and TikTok. Mary Kay has provided us with a Social Media Playbook that helps us know what and when to post," Felicia says. Her social media presence allowed her to connect with her community in new ways, giving them a peek into both her personal life and her business journey. "People love seeing what I share about myself and my family, and they love learning about *Mary Kay*® products," she says.

Social media also opened doors for Felicia, with messages pouring in from people interested in purchasing products and even starting a business themselves. "Once I confirm they aren't



working with another Beauty Consultant, I move forward with sharing the opportunity,” she explains.

## **PERSONAL GROWTH AND TRANSFORMATION**

Felicia’s journey has not only transformed her business but also her personal development. “I used to be a shy, unconfident introvert. Now, my faith in God and in myself is at a level 10,” she says with confidence. “I know that God will favor and bless me. I have a big belief!”

She has found gratitude for life, for her loved ones and for her Mary Kay community. “I’ve been poured into, cheered for, recognized, loved on and prayed for by my sister Beauty Consultants and Sales Directors. This business is so much more than skin care and cosmetics – it’s a community of those who believe in you and push you to be your best,” she shares.

Felicia’s belief in the power of Mary Kay extends beyond just products and sales. “I’ve been stretched to reach goals I didn’t know I could. I have found inspiration in stories of triumph,” she says. “Mary Kay has taught me to leave my fears behind because, in this business, your dreams can come true.”

## **WORDS OF WISDOM**

Felicia has learned important lessons throughout her journey, which she eagerly shares with others. “Do what you want to do in your business when you want to do it. Only listen to people who have achieved what you want to achieve,” she advises. “Always be positive, shut down negativity and hang around those who have your answers. Get away from those who have your problems.”

She also emphasizes the simplicity of the Mary Kay business. “What we do is simple. We teach women how to take care of their skin and become more confident in the skin they are in. When you help enough people get what they want, you will get what you want.”

Above all, Felicia stays grounded in Mary Kay’s core philosophy: “God first, family second and career third,” she concludes. This belief guides her both in business and in life, ensuring that her journey with Mary Kay continues to be one of purpose, growth and fulfillment.

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**IT JUST FITS®**

✦ MARY KAY  
**SEMINAR**  
2025 ✦

# Save THE date!

We hope you are as excited as we are!

**CHARLOTTE CONVENTION CENTER**  
Charlotte, N.C.

**Diamond and Ruby:** July 24–27

**Sapphire and Emerald:** July 28–31

**REGISTRATION OPENS FOR ALL ON MAY 12!**

## **Registration Fees**

- \$250 – Online In-person registration fee for everyone except for new Independent Beauty Consultants whose Agreements are accepted by the Company from July 1, 2024, through July 1, 2025; their registration fee will be \$225. For an additional \$15, you can add GSV to your in-person registration!
- \$275 On-site registration fee, space-permitting.
- \$75 General Session Viewing (GSV) ONLY
- \$70 On-site transfer fee.

[Get all the details!](#)

## **GLOW ABOVE YOUR GOALS!**

Once you determine how much funding you need to attend Seminar, you can book parties and choose how much per party you can comfortably set aside to help you reach your goal. Plus, with all the exciting promotions this month, you can have more motivation to increase your bookings and sales!

**SEMINAR**

A photograph of two women sitting back-to-back on a white surface, laughing joyfully. The woman on the left has dark curly hair and is wearing a white short-sleeved dress. The woman on the right has long red hair and is also wearing a white short-sleeved dress. The background is a soft, light pink gradient.

SPRING'S HOTTEST ACCESSORY?

# Beautiful Skin

The foundation for beautiful skin begins with a great skin care routine. You've got just the answers with these innovative *Mary Kay*® skin care products to meet every need.

SKIN CARE



**Mary Kay® Skin Care Line, \$80 each**

Available in Hydrating Regimen or Mattifying Regimen

For those who are new to skin care and not yet showing signs of aging.

**TimeWise®  
Miracle Set®, \$116**  
For early-to-moderate signs of aging.





Save  
**\$41**  
when you  
buy the set!

***TimeWise Repair®  
Volu-Firm® Set, \$215***

For more advanced  
signs of aging.

***Clear Proof®  
Acne System, \$56***

For acne-prone skin.



Save  
**\$18**  
when you  
buy the set!

**Spread the Word:** Send your customers a gorgeous [\*\*MKeCard®\*\*](#) to generate excitement about the products. Learn, then share with your customers to educate them on the benefits of the products.

*Tip!*

Make it a party so you can share with more faces!



## GET THAT NATURAL GLOW.

Target your specific skin care needs with these high-performance dermocosmetic boosters designed to advance your routine and enhance your skin's natural radiance for next-level results.

- Ferulic + Niacinamide Brightener, \$38
- C + Resveratrol Line-Reducer, \$38
- PHA + AHA Resurfacer, \$38
- HA + Ceramide Hydrator, \$38

**Get all the details** on how to use these amazing power players, plus product fliers, social posts and so much more!

All prices are suggested retail.

SKIN CARE



# Mary Kay Ash

## FOUNDATION®

### MAKE AN IMPACT ON WOMEN'S LIVES. **TEAM UP FOR WOMEN!®**

Are you ready to *Team Up for Women!*® and help end domestic violence and cancers affecting women? This fundraising campaign was created to help *Mary Kay Ash Foundation*® supporters raise awareness and funds in their communities to further its mission of eliminating cancers affecting women and ending domestic violence.

How can you get involved and make a lasting impact? Visit the freshly updated *Team Up for Women!*® website to register your fundraiser, browse helpful fundraising resources and track your fundraisers' progress. It's never been easier – or this fun – to make a lasting impact on women's health and safety!

### PARTICIPATION IS SIMPLE AND EASY!

#### **STEP 1:** Register Your Fundraiser.

Raise funds as an individual or as a team.

#### **STEP 2:** Customize Your Personal Fundraising Page.

Share your why for supporting the Foundation and your link with family, friends and beyond.

#### **STEP 3:** Use Our Resource to Fundraise Year-Round.

Novices and pros alike have resources at their fingertips to get started.

#### **STEP 4:** Track Your Progress in the Fundraising Center.

See your Individual Fundraiser and Team Fundraiser Leaderboard status.

Learn more at [www.marykayashfoundation.org/fundraise](http://www.marykayashfoundation.org/fundraise).  
Together we can make a difference.