

Brighten UP New Faces Challenge

Frequently Asked Questions

Nov. 1 – Dec. 31, 2024

1. What is the *Brighten UP New Faces Challenge*?

From Nov. 1 through Dec. 31, 2024, the top 61 active* Independent Beauty Consultants and Independent Sales Directors who add the highest number of new customers by the end of the challenge time frame can earn a pair of Gucci sunglasses and a congratulatory card signed by Ryan Rogers.

2. Can a past customer count toward the challenge?

No. The challenge is to add new customers only.

3. Why do new customers have to be added through these platforms (*myCustomers*sm, *myCustomers+*TM App, *Mary Kay*[®] Personal Web Site or *Mary Kay*[®] App) to count toward the challenge?

For the Company to track new customers and their order totals to determine the top 61, new customers must be entered into one of these platforms during the challenge time frame.

4. How can new customers' order amounts be tracked for the challenge if they pay in cash?

To track orders paid in cash, add the new customers and their orders to one of the following platforms, and mark their payment statuses as "partially paid" or "fully paid" in the payment status field.

- *myCustomers*sm
- *myCustomers+*TM App
- *Mary Kay*[®] Personal Web Site
- *Mary Kay*[®] App

5. Can a new customer count more than once during the challenge time frame?

No. Each customer has a unique customer ID number and will only count once toward this challenge.

6. What if there is a tie between the top 61 achievers?

Ties will be broken by the total retail sales volume of the new customers added during the challenge time frame.

7. How will the top 61 achievers be announced?

The top 61 achievers will be announced on *Mary Kay InTouch*[®] on the *Brighten UP New Faces Challenge* webpage in early January 2025. Achievers will also be notified via email.

8. How will the top 61 achievers receive their rewards?

The Gucci sunglasses and congratulatory card from Ryan Rogers will be mailed to the achievers' addresses on file in late January 2025.

*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.

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Each new customer will count toward the challenge once.

To receive a reward, an Independent Beauty Consultant must be in good standing with the Company at the time the reward is presented.

New customers cannot be Independent Beauty Consultants.