














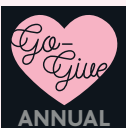




























CAREER CONFERENCE 2024 RECOGNITION





Celebrate your Mary Kay accomplishments with well-earned recognition, rewards and more! For all that you've done for your business's personal growth to your achievements as a unit, you deserve to be recognized as the star that you are. From earning stylish Bling Buttons to strutting into the stage spotlight, explore below what your achievements can earn you!

CONTEST NAME	BLING BUTTON	REWARDS	QUALIFIERS
CAREER CONFERENCE 2024 POWER OF ONE MORE CHALLENGE		<ul style="list-style-type: none"> Entered into Louis Vuitton handbag drawing. Bling Button 	<p>Independent sales force members who from Dec. 2, 2023, through Feb. 29, 2024, add two or more <i>Great Start</i>™-qualified* new personal team members and register to attend Career Conference 2024 will be entered into a drawing to win a gorgeous Louis Vuitton handbag!</p> <p>Each additional <i>Great Start</i>™-qualified* new personal team member will count as an additional entry into the drawing.</p> <p>There will be one Louis Vuitton winner drawn for each Career Conference location.</p>
CADILLAC UNITS	 	<ul style="list-style-type: none"> Onstage recognition Bling Button 	Sales Directors who earn the use of a Cadillac as of Feb. 29, 2024, and their unit members.
PREMIER CLUB UNITS	 	<ul style="list-style-type: none"> Standing recognition Bling Button 	Sales Directors who earn the use of a Premier Club Career Car as of Feb. 29, 2024, and their unit members.
GRAND ACHIEVER UNITS	 	<ul style="list-style-type: none"> Standing recognition Bling Button 	Sales Directors who earn the use of a Grand Achiever Career Car as of Feb. 29, 2024, and their unit members.
GRAND ACHIEVER INDEPENDENT BEAUTY CONSULTANT		<ul style="list-style-type: none"> Standing recognition Bling Button 	Independent Beauty Consultants who earn the use of a Grand Achiever Career Car as of Feb. 29, 2024.
NEW DIRECTOR UNITS	 	<ul style="list-style-type: none"> Onstage recognition Bling Button 	New Sales Directors who debut from April 1, 2023, through March 1, 2024, and their unit members.

CONTEST NAME	BLING BUTTON	REWARDS	QUALIFIERS
ON-TARGET TRIPLE STAR		<ul style="list-style-type: none"> Onstage recognition Gift at registration Bling Button 	<p>Independent Sales Directors who from July 1, 2023, through Feb. 29, 2024, are on-target to achieve ALL THREE of the following:</p> <ul style="list-style-type: none"> Queen's Court of Personal Sales Queen's Court of Sharing Circle of Achievement or Excellence
ON-TARGET DOUBLE STAR		<ul style="list-style-type: none"> Onstage recognition Gift at registration Bling Button 	<p>Independent sales force members who from July 1, 2023, through Feb. 29, 2024, are on-target to achieve TWO of the following:</p> <ul style="list-style-type: none"> Queen's Court of Personal Sales Queen's Court of Sharing Circle of Achievement or Excellence (ISDs only)
ON-TARGET SINGLE COURT OR CIRCLE		<ul style="list-style-type: none"> Standing recognition Gift at registration Bling Button 	<p>Independent sales force members who from July 1, 2023, through Feb. 29, 2024, are on-target to achieve ONE of the following:</p> <ul style="list-style-type: none"> Queen's Court of Personal Sales Queen's Court of Sharing Circle of Achievement or Excellence (ISDs only)
TOP 10 UNIT SALES		<ul style="list-style-type: none"> Onstage recognition 	<p>Top 10 Independent Sales Directors with the highest unit retail sales volume at each Career Conference.</p> <p>Must be registered for a Career Conference location by the registration deadline and have a minimum of \$200,000 in unit retail sales volume from July 1, 2023, through Feb. 29, 2024, to be considered on-target. Sales force members who register on-site are not eligible.</p>
TOP 10 QUEEN'S COURT OF SHARING		<ul style="list-style-type: none"> Onstage recognition 	<p>The Top 10 independent sales force members with the highest number of <i>Great Start</i>[™]-qualified* new personal team members at each Career Conference location.</p> <p>A maximum of 13 <i>Great Start</i>[™]-qualified* new personal team members in any calendar month may count toward the challenge.</p> <p>Must be registered for a Career Conference location by the registration deadline and have a minimum of 16 <i>Great Start</i>[™]-qualified* new personal team members from July 1, 2023, through Feb. 29, 2024, to be considered on-target. Sales force members who register on-site are not eligible.</p>
TOP 10 INDEPENDENT SALES DIRECTOR QUEEN'S COURT OF PERSONAL SALES		<ul style="list-style-type: none"> Onstage recognition 	<p>Top 10 Independent Sales Directors in personal retail sales at each Career Conference.</p> <p>Must be registered for a Career Conference location by the registration deadline and have a minimum of \$26,000 in personal retail sales from July 1, 2023, through Feb. 29, 2024, to be considered on-target. Sales force members who register on-site are not eligible.</p>
TOP 10 INDEPENDENT BEAUTY CONSULTANT QUEEN'S COURT OF PERSONAL SALES		<ul style="list-style-type: none"> Onstage recognition 	<p>Top 10 Independent Beauty Consultants in personal retail sales at each Career Conference.</p> <p>Must be registered for a Career Conference location by the registration deadline and have a minimum of \$26,000 in personal retail sales from July 1, 2023, through Feb. 29, 2024, to be considered on-target. Sales force members who register on-site are not eligible.</p>

CONTEST NAME	BLING BUTTON	REWARDS	QUALIFIERS
I'M IN RED!		<ul style="list-style-type: none"> Onstage recognition Bling Button 	Star Team Builders, Team Leaders, Elite Team Leaders and Independent Sales Directors-in-Qualification who have three or more active+ team members by Feb. 29, 2024.
GO-GIVE® AWARD	 	<ul style="list-style-type: none"> Standing recognition Bling Button 	Sales Directors who achieved the monthly or annual Go-Give® Award any time during the course of their Mary Kay businesses.
ON-TARGET CIRCLE OF EXCELLENCE MILLION	 	<ul style="list-style-type: none"> Bling Button 	Sales Directors and their unit members who from July 1, 2023, through Feb. 29, 2024, achieve \$665,000 or more in unit retail sales volume.
ON-TARGET CIRCLE OF EXCELLENCE PRESTIGE	 	<ul style="list-style-type: none"> Bling Button 	Sales Directors and their unit members who from July 1, 2023, through Feb. 29, 2024, achieve \$530,000 or more in unit retail sales volume.
ON-TARGET CIRCLE OF EXCELLENCE	 	<ul style="list-style-type: none"> Bling Button 	Sales Directors and their unit members who from July 1, 2023, through Feb. 29, 2024, achieve \$430,000 or more in unit retail sales volume.
ON-TARGET CIRCLE OF ACHIEVEMENT	 	<ul style="list-style-type: none"> Bling Button 	Sales Directors and their unit members who from July 1, 2023, through Feb. 29, 2024, achieve \$200,000 or more in unit retail sales volume.
ON-TARGET QUEENS' COURTS OF PERSONAL SALES	 	<ul style="list-style-type: none"> Bling Button 	Sales Directors and Beauty Consultants who from July 1, 2023, through Feb. 29, 2024, achieve \$26,000 or more in personal retail sales.
ON-TARGET COURT OF SHARING		<ul style="list-style-type: none"> Bling Button 	Sales Directors and Beauty Consultants who from July 1, 2023, through Feb. 29, 2024, have at least 16 <i>Great Start</i> ™-qualified* new personal team members whose Independent Beauty Consultant Agreements are received and accepted by the Company from July 1, 2023, through Feb. 29, 2024.
INDEPENDENT NATIONAL SALES DIRECTOR CIRCLES	   	<ul style="list-style-type: none"> Bling Button 	Independent sales force members whose National Areas achieved Seminar 2023 Inner Circle Platinum, Inner Circle, Diamond Circle or Gold Circle.
TEACHERS		<ul style="list-style-type: none"> Standing recognition Bling Button 	Independent National Sales Directors and Sales Directors who teach a class during Career Conference 2024.

CONTEST NAME	BLING BUTTON	REWARDS	QUALIFIERS
STATE HIGHEST AND MOST IMPROVED		<ul style="list-style-type: none"> Bling Button 	Independent Sales Directors who from December 2022 through November 2023 achieve State Highest and/or Most Improved, and their unit members.
I'M A STAR!		<ul style="list-style-type: none"> Bling Button 	Independent sales force members who achieve Star Consultant status will receive a Bling Button highlighting the number of quarters they have achieved Star Consultant status during the course of their Mary Kay businesses.
ADVANCED COLOR CONSULTANT		<ul style="list-style-type: none"> Bling Button 	Sales Directors who as of Feb. 29, 2024, complete the <i>Color Confident</i> Program and become an <i>Advanced Color Consultant</i> .
ADVANCED SKIN CARE CONSULTANT		<ul style="list-style-type: none"> Bling Button 	Sales Directors who as of Feb. 29, 2024, complete the program and become an <i>Advanced Skin Care Consultant</i> .
ADVANCED CLINICAL SOLUTIONS CONSULTANT		<ul style="list-style-type: none"> Bling Button 	Sales Directors who as of Feb. 29, 2024, complete the program and become an <i>Advanced Clinical Solutions Consultant</i> .
ADVANCED COLOR AND CLINICAL SOLUTIONS CONSULTANT		<ul style="list-style-type: none"> Bling Button 	Sales Directors who as of Feb. 29, 2024, complete the <i>Advanced Color and Clinical Solutions</i> Programs and become an <i>Advanced Color and Clinical Solutions Consultant</i> .
ADVANCED SKIN CARE AND COLOR CONSULTANT		<ul style="list-style-type: none"> Bling Button 	Sales Directors who as of Feb. 29, 2024, complete the <i>Advanced Skin Care and Color Consultant</i> Programs and become an <i>Advanced Skin Care and Color Consultant</i> .
ADVANCED SKIN CARE AND CLINICAL SOLUTIONS CONSULTANT		<ul style="list-style-type: none"> Bling Button 	Sales Directors who as of Feb. 29, 2024, complete the <i>Advanced Skin Care and Clinical Solutions</i> Programs and become an <i>Advanced Skin Care and Clinical Solutions Consultant</i> .
ADVANCED PRODUCT CONSULTANT		<ul style="list-style-type: none"> Bling Button 	Sales Directors who as of Feb. 29, 2024, complete the <i>Advanced Skin Care Confident</i> , <i>Color Confident</i> and <i>Clinical Solutions Confident</i> Programs and become an <i>Advanced Product Consultant</i> .
MARY KAY UNIVERSITY		<ul style="list-style-type: none"> Bling Button 	Independent sales force members who as of Feb. 29, 2024, complete the required curriculum assessments.

CONTEST NAME	BLING BUTTON	REWARDS	QUALIFIERS
MARY KAY UNIVERSITY SALES DIRECTORS		<ul style="list-style-type: none"> • Bling Button 	Sales Directors who as of Feb. 29, 2024, complete the required curriculum assessments.
LEGAL EDUCATION		<ul style="list-style-type: none"> • Bling Button 	Independent sales force members who as of Feb. 29, 2024, complete the required curriculum assessments.
MARY KAY ANNIVERSARY		<ul style="list-style-type: none"> • Bling Button 	<p>Everyone will receive a Bling Button on their badges representing the number of years in their Mary Kay businesses.</p> <p>Independent sales force members who started their Mary Kay businesses from March 1, 2023, through Feb. 29, 2024, will receive the "I'm New!" Bling Button.</p>
MILLION-DOLLAR CLUB		<ul style="list-style-type: none"> • Bling Button 	Independent Sales Directors who have become Million-Dollar Sales Directors during the course of their Mary Kay businesses.

*A *Great Start*™-qualified 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. The *Great Start*™ time frame is the month her/his Agreement is received and accepted by the Company plus the following three calendar months.

For the purpose of the Career Conference 2024 *Power of One More* Challenge, new Independent Beauty Consultants whose Agreements are received December 2023 through February 2024 must meet qualification requirements and must place the qualifying single initial order or cumulative orders by Feb. 29, 2024.

For the purpose of the Court of Sharing Challenge, Independent Beauty Consultant Agreements must be received and accepted by the Company during the challenge time frame of July 1, 2023, through Feb. 29, 2024, and the qualifying single initial order or cumulative orders must be placed by Feb. 29, 2024.

†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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