

Golden Rules Challenge

Frequently Asked Questions

July 1, 2022 – June 30, 2023

1. What are the qualifications for the *Golden Rules* Challenge?

Independent sales force members who have personal retail sales of \$600 or more in wholesale Section 1 products in each month during the challenge time frame (July 1, 2022 – June 30, 2023) can earn an exclusive monthly piece from the *Golden Rules* Collection.

The wholesale order(s) to support this retail sales amount can be a single order or cumulative orders. In addition, Customer Delivery Service, Guest Checkout and EZ Ship order amounts count toward your qualifying total amount.

Each piece will be available for only one month. There will be a new piece each month, and it will arrive with your qualifying order. There is a limit of one piece per independent sales force member per month.

2. Can progress be tracked with a report in *myBusiness*SM?

Yes. A *Golden Rules* report is available in *myBusiness*SM on the *Mary Kay InTouch*[®] website.

3. How will each *Golden Rules* piece be revealed?

On the first of each month in the 2022–2023 Seminar year, the new *Golden Rules* piece will be featured on the *Golden Rules* Challenge page on the *Mary Kay InTouch*[®] website and in publications such as *Applause*[®], *Directors Memo* and *National News Notes*. And don't forget to check out the My Mary Kay Facebook group for exclusive content for this challenge.

4. Why are there pieces that are not jewelry in the *Golden Rules* Collection this year?

We are trying something new this year! We are very excited to offer pieces other than jewelry as part of this collection.

5. What information is provided to support this challenge?

- Monthly updates (including educational materials) to the *Golden Rules* Challenge page.
- Monthly digital assets and images featuring that month's piece for you to post and share online and via text or email.
- A yearlong flier to share for inspiration and to display to your team.
- *MKeCards*® to send to unit members.
- *Golden Rules* launch video that can be shared.

6. What other promotions and initiatives will tie into the *Golden Rules* Challenge?

There will be several other promotions that support this challenge. Check the *Golden Rules* Challenge page on *Mary Kay InTouch*® each month for new challenges and other fun happenings.

7. Are the jewelry pieces in the *Golden Rules* collection nickel-free?

Yes. Each jewelry piece is nickel-free.

8. What are the monthly and consistency themes of the *Golden Rules* Challenge?

- JULY: Mix Gold Into Your Goals.
- AUGUST: Give the Gift of Confidence.
- SEPTEMBER: Be a Possibility Thinker.
- OCTOBER: Add Extra to the Ordinary.
- NOVEMBER: Share Joy.
- DECEMBER: Celebrate Beauty.
- JANUARY: Lead With Love.
- FEBRUARY: Walk a Mile in Her Shoes.
- MARCH: Expect the Best.
- APRIL: Make Them Feel Important.
- MAY: Go Forth With Go-Give.
- JUNE: Unleash Your *And Then Some*.
- YEARLONG CONSISTENCY CHALLENGE: Be Golden.

9. Is the monthly cumulative personal retail sales of \$600 or more in wholesale Section 1 products requirement adjusted or unadjusted cumulative wholesale Section 1 sales volume?

It is adjusted wholesale Section 1 sales volume.

10. How does the adjusted wholesale Section 1 sales volume affect the requirements for me to earn my monthly collection piece?

Adjustments made during the month: Any adjustments you make to your personal cumulative wholesale Section 1 sales volume during the month will count toward your monthly collection piece sales volume requirement.

- If your order still meets the minimum requirement of cumulative personal retail sales of \$600 or more in wholesale Section 1 products, you can earn a collection piece for that month, and that month also will count toward the consistency challenge.
- If your adjusted wholesale Section 1 sales volume falls below the minimum requirement of cumulative personal retail sales of \$600 or more in wholesale Section 1 products, you are not eligible to earn a collection piece. If you have already received your collection piece before your adjustment was made, you do not need to return the collection piece; it is yours to keep. However, you are not eligible to earn credit for the consistency challenge since you did not actually meet the minimum cumulative personal retail sales of \$600 or more in wholesale Section 1 products requirement. Note that you are not eligible to earn the consistency challenge jewelry set 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 *Golden Rules* report in *myBusiness*SM on the *Mary Kay InTouch*[®] website.

- If your adjusted cumulative Section 1 sales volume falls below the minimum cumulative personal retail sales of \$600 or more in wholesale Section 1 products requirement, you are not eligible to earn credit for the consistency challenge since the minimum cumulative personal retail sales of \$600 or more in wholesale Section 1 products requirement was not maintained. You can, however, keep that month's collection piece you received.

Golden Rules Yearlong Consistency Challenge

Frequently Asked Questions

July 1, 2022 – June 30, 2023

1. What is the *Golden Rules* Yearlong Consistency Challenge?

Independent Beauty Consultants and Independent Sales Directors can earn an exclusive *Golden Rules* Yearlong Consistency Challenge bracelet and earrings set by designer R.J. Graziano when they meet the *Golden Rules* Challenge requirements each month from July 2022 through June 2023.

2. What are the qualifications for the monthly *Golden Rules* Challenge?

Independent sales force members who have personal retail sales of \$600 or more in wholesale Section 1 products in a given month during the challenge time frame can earn that month's *Golden Rules* piece from the *Golden Rules* Collection. The wholesale order(s) to support this retail sales amount can be a single order or cumulative orders. In addition, Customer Delivery Service, Guest Checkout and EZ Ship order amounts count toward your qualifying total amount.

Each piece will be available for only one month. There will be a new piece each month, and it will arrive with your qualifying order. There is a limit of one piece per independent sales force member per month.

3. 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 the months of July 2022 through January 2023 are eligible if they meet the requirements below:

New Independent Beauty Consultant Agreements Received and Accepted by the Company	Months to Achieve the <i>Golden Rules</i> Yearlong Consistency Challenge	How to Achieve the <i>Golden Rules</i> Yearlong Consistency Challenge
July 2022	August 2022 – June 2023 (each month)	New Independent Beauty Consultants in July must achieve the <i>Golden Rules</i> Challenge in the month following the acceptance of their

		Agreements and in each remaining month of the challenge time frame.
August 2022	September 2022 – June 2023 (each month)	New Independent Beauty Consultants in August must achieve the <i>Golden Rules</i> Challenge in the month following the acceptance of their Agreements and in each remaining month of the challenge time frame.
September 2022	October 2022 – June 2023 (each month)	New Independent Beauty Consultants in September must achieve the <i>Golden Rules</i> Challenge in the month following the acceptance of their Agreements and in each remaining month of the challenge time frame.
October 2022	November 2022 – June 2023 (each month)	New Independent Beauty Consultants in October must achieve the <i>Golden Rules</i> Challenge in the month following the acceptance of their Agreements and in each remaining month of the challenge time frame.
November 2022	December 2022 – June 2023 (each month)	New Independent Beauty Consultants in November must achieve the <i>Golden Rules</i> Challenge in the month following the acceptance of their Agreements and in each remaining month of the challenge time frame.

December 2022	January – June 2023 (each month)	New Independent Beauty Consultants in December must achieve the <i>Golden Rules</i> Challenge in the month following the acceptance of their Agreements and in each remaining month of the challenge time frame.
January 2023	January – June 2023 (each month)	New Independent Beauty Consultants whose Agreements are received and accepted by the Company in January must achieve the <i>Golden Rules</i> Challenge in the month their Agreements are accepted (January) and in each remaining month of the challenge time frame. This is to meet the minimum requirement of six consecutive achievement months for consistency.
February – June 2023	Not Eligible	New Independent Beauty Consultants whose Agreements are received and accepted by the Company in February 2023 through June 2023 are NOT eligible.

4. As an Independent Beauty Consultant or Independent Sales Director, how will I receive my exclusive bracelet and earrings set from the *Golden Rules* Yearlong Consistency Challenge?

When you achieve the *Golden Rules* Yearlong Consistency Challenge, your set will be included in your next product order (does **not** need to be a qualifying order) following the end of the challenge and month end. Yearlong consistency challenge rewards will no longer be given out at Seminar.

5. I have achieved the *Golden Rules* Yearlong Consistency Challenge. Is there a time limit on when I need to place a product order to receive my reward?

Yes. In order to receive your jewelry set, you will need to place a product order of **any amount** by Sept. 30, 2023.

6. Why can't my final qualifying order for the consistency challenge include my reward?

If we were to include the reward in the order which qualified you for the challenge, we would not be able to honor any new Independent Beauty Consultant Agreement exceptions. As a reminder, we honor the following exceptions for the challenge.

New Independent Beauty Consultant Agreement exceptions:

Agreement Month	Must Achieve the <i>Golden Rules</i> Yearlong Consistency Challenge in:
July 2022	August, September, October, November, December, January, February, March, April, May and June
August 2022	September, October, November, December, January, February, March, April, May and June
September 2022	October, November, December, January, February, March, April, May and June
October 2022	November, December, January, February, March, April, May and June
November 2022	December, January, February, March, April, May and June

December 2022	January, February, March, April, May and June
January 2023	January, February, March, April, May and June
February – June 2023	New Independent Beauty Consultants whose Agreements are received and accepted by the Company in February through June 2023 are NOT eligible.

In order to include these new Independent Beauty Consultants who submit their Agreements within the challenge time frame, we wait until the end of the challenge time frame to process achievers. Therefore, to receive your jewelry set in a product order, an additional product order must be placed after the challenge time frame and month end.

7. Do I need to register for or attend Seminar in order to receive my *Golden Rules Yearlong Consistency Challenge bracelet and earrings set*?

No. You do not need to be registered for Seminar in order to receive your reward. There is no longer a connection between the consistency challenge piece and events. The consistency challenge reward will be included in your next product order that follows the end of the *Golden Rules Yearlong Consistency Challenge*.

8. Is there a report for the *Golden Rules Yearlong Consistency Challenge*?

For Independent Beauty Consultants and Independent Sales Directors, there is a *Golden Rules* report in *myBusiness*SM on *Mary Kay InTouch*[®].

9. Is the monthly cumulative personal retail sales of \$600 or more in wholesale Section 1 products requirement adjusted or unadjusted cumulative wholesale Section 1 sales volume?

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10. How does the adjusted wholesale Section 1 sales volume affect the requirements for me to earn my monthly collection piece?

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