

MARY KAY

JANUARY 2024

# applause<sup>®</sup>



HIT  
**REFRESH**  
FOR **2024!**

Resolve to recharge, and ring in your best skin!

## JANUARY

1

New Year's Day. All Company offices closed. Postal holiday.

2

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

3

Last day to resolve on-hold orders by 1 p.m. CT to count toward December Section 1 product sales volume.

Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until 11:59 p.m. CT.

15

Martin Luther King Jr. Day. Postal holiday.

17

Last day to enroll online for the Spring 2024 *Preferred Customer Program*™ mailing of *The Look*, including an exclusive sample (while supplies last).

Emerald, Ruby and Canada Leadership Conference 2024 begins in Fort Worth, Texas.

21

Diamond and Sapphire Leadership Conference 2024 begins in Fort Worth, Texas.

26

Early ordering begins for Spring 2024 product promotion for all Independent Sales Directors.

30

Telephone orders accepted until 6 p.m. CT to count toward this month's Section 1 product sales volume.

31

Online Independent Beauty Consultant Agreements and orders accepted until 11:59 p.m. CT. Customer Success will be working to assist in resolving month-end orders and Agreements from 6 p.m. until 11:59 p.m. CT.

## FEBRUARY

1

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

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

Online registration opens for Career Conference 2024 at 8:30 a.m. CT for National Sales Directors.

2

Last day to resolve on-hold orders by 1 p.m. CT to count toward January Section 1 product sales volume.

3

Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until 11:59 p.m. CT.

5

Online registration opens for Career Conference 2024 at 8:30 a.m. CT for all independent sales force members.

8

Spring 2024 *Preferred Customer Program*™ customer mailing of *The Look* begins. Allow 7–10 business days for delivery.

10

Early ordering of the new Spring 2024 promotional items begins for Star Consultants who qualified during the Sept. 16 – Dec. 15, 2023, quarter and for Independent Beauty Consultants who enrolled in *The Look* for Spring 2024 through the *Preferred Customer Program*™.

14

Valentine's Day.

15

Spring 2024 promotion early ordering for all Independent Beauty Consultants begins.

16

Spring 2024 promotion begins. Official on-sale date.

19

Presidents Day. Postal holiday.

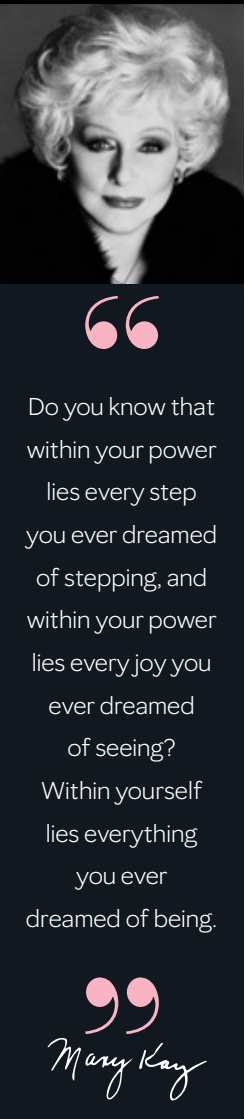
28

Telephone orders accepted until 6 p.m. CT to count toward this month's Section 1 product sales volume.

29

Online Independent Beauty Consultant Agreements and orders accepted until 11:59 p.m. CT. Customer Success will be working to assist in resolving month-end orders and Agreements from 6 p.m. until 11:59 p.m. CT.

Career Conference 2024 recognition, registration, cancellation, special needs requests, transfer and hotel reservation deadline at 11:59 p.m. CT.



[Download and share](#)  
a PDF of this issue.

**HELPFUL NUMBER:** Customer Success Center 800-272-9333

For questions regarding *Mary Kay*® product orders, *Mary Kay InTouch*®, special events, product information, etc.

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# *Another* *Round of* **applause** PODCAST



## *Episode 49*

JANUARY 2024

**Jennifer Besecker**

Find out what's new this month, plus hear from Independent Senior Sales Director Jennifer Besecker as she shares how she overcame adversity by being determined and focused on her mission to achieve her goals.



**LISTEN NOW**



### **Miss an episode?**

Check out the archive, and catch up today through the *Mary Kay*® Digital Showcase App.

# TRENDING *Now*



## IT'S ALMOST HERE!

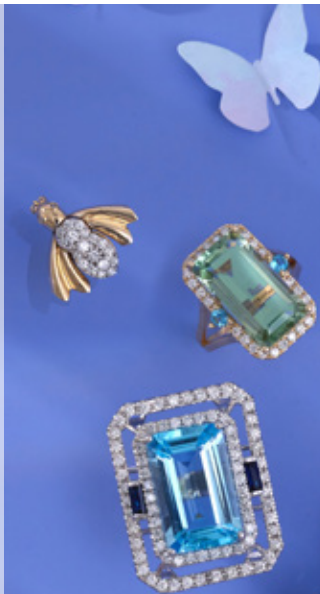
Join us as we celebrate, educate and motivate in Cowtown, aka Fort Worth, Texas. All Independent Sales Directors and Sales Directors-in-Qualification who attend Leadership Conference 2024 will be able to try on the new Sales Director Jacket Collection by visiting the Sales Director Jacket Boutique in Expo.



Find all the details on [Mary Kay InTouch®](#). And be sure to download the [Mary Kay® Events – USA App](#) before you go for all the latest updates!

## BLING *goals*

Your future is bright and so are the rewards you can earn as you work toward your **Seminar Awards 2024** year-end goals! Check out the dazzling baubles you're reaching for on [Mary Kay InTouch®](#) and on the [Mary Kay® Digital Showcase App](#), free to download from your app



FEB. 19

## NATIONAL LASH DAY!

Help your customers feel fabu-lash with the perfect eye-conic collection of lash-enhancing products such as *Mary Kay® Ultimate Mascara™*, *Lash Intensity®* Mascara or any of the other great eye-catching *Mary Kay®* lash products. You can share this fun day on social media!

**TIP:** The [Winter Social Media Playbook](#) has fun ideas to help you level up your social media game.

### Applause® Magazine Team:

MANAGING EDITOR: MEGHAN BONDS COPYWRITERS/EDITORS: NICOLE CALDWELL, ERIN VIRGIL, ALESIA RITENOUR SPANISH MANAGING EDITOR: MAUREEN ROBINSON ART PRODUCER: SHARILYN GETZ  
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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.

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# NEW YEAR, BETTER YOU



Great skin is always in, so make it your resolution to help your customers fall in love with their skin.

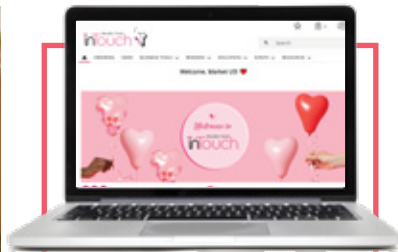
Mary Kay offers the perfect skin care solutions for your customers who are ready to discover their best skin yet. With scientifically curated regimens and customized solutions for every skin type and concern, there's something for everyone. Whether your customers are dabbling with the idea of beginning a new skin care routine or are ready to plunge into targeted treatments, you have what they need.

#MyMKSkin



*Tip.* IT ALL STARTS WITH SKIN CARE!

Once your customers' fresh-faced goals are a reality, you can elevate their Mary Kay experiences even more by sharing the opportunity! It's as simple as encouraging them to share the products they love and believe in. And as you know, a Mary Kay business is all about flexibility. So if their New Year's resolutions are to make new connections, enrich lives, learn new skills or earn extra income while saving on their own beauty essentials, you've got them covered! Plus, sharing the opportunity at your parties, and on social media using #MyMKLife, can help you reach your own goals! [Learn more!](#)



## HELP IS HERE!

Find detailed product information on *Mary Kay InTouch*®, including how-to videos located in the [Video Library](#).

# NEW YEAR, BETTER YOU



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Mary Kay offers the perfect skin care solutions for your customers who are ready to discover their best skin yet. With scientifically curated regimens and customized solutions for every skin type and concern, there's something for everyone. Whether your customers are dabbling with the idea of beginning a new skin care routine or are ready to plunge into targeted treatments, you have what they need.

**#MyMKSkin**

## ***TIMEWISE® MIRACLE SET®, \$116***

Appeals to your broadest range of customers – those looking to address early-to-moderate signs of aging.

Save \$12 when you buy the set!



## ***TIMEWISE REPAIR® VOLU-FIRM® SET, \$215***

Formulated for those who want to target advanced signs of aging.

Save \$41 when you buy the set!



## ***BOTANICAL EFFECTS® REGIMEN, \$60***

Ideal for those just learning about the importance of a skin care regimen and who are not yet concerned about the signs of aging.



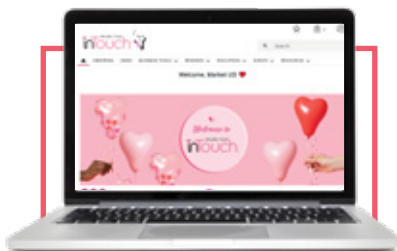
## ***CLEAR PROOF® ACNE SYSTEM, \$50***

The clear choice for those with acne-prone skin.



**Tip. IT ALL STARTS WITH SKIN CARE!**

Once your customers' fresh-faced goals are a reality, you can elevate their Mary Kay experiences even more by sharing the opportunity! It's as simple as encouraging them to share the products they love and believe in. And as you know, a Mary Kay business is all about flexibility. So if their New Year's resolutions are to make new connections, enrich lives, learn new skills or earn extra income while saving on their own beauty essentials, you've got them covered! Plus, sharing the opportunity at your parties, and on social media using #MyMKLife, can help you reach your own goals! [Learn more!](#)



## **HELP IS HERE!**

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All prices are suggested retail



JANUARY

# JUMP START

Happy New Year! With so many people setting new goals to improve, renew and refresh, now's the time to offer the *Mary Kay*® products and opportunity to help them – and to help you reach your goals! Here's a recommended way to jump-start 2024!

**TAP THE HEARTS!** When you complete an activity below, tap the pink heart icon. Have fun seeing how many hearts you can fill in January!

## WEEK 1



### SET A GOAL.

Sales, team-building or both, then track it. Focus on your own self-improvement.

Independent Sales Directors and above: the [6 Most Important Things Game](#) can help!



### NEW YEAR, NEW YOU PARTY.

Virtual or in person, you decide! Showcase the *TimeWise*® *Miracle Set*® and all the other great *Mary Kay*® skin care products!



### APP-LAUSE.

Brush up on apps such as the [Mary Kay® Skin Analyzer App](#) or *Mary Kay*® Digital Showcase App.



### 3+3+3.

Three parties, \$300 in sales, three team-building chats. That could be a \$900 sales week and nine potential new team members.



### GET SOCIAL.

Find a comfy place to snuggle up and engage on social media. Use resources such as [MKConfident™](#) and [Social Media Central](#) on *Mary Kay InTouch*®.

## WEEK 2



### BLIZZARD BLITZ.

If it's cold and snowy in your area, check in with your customers and offer a fun virtual pampering escape!



### PLAY FAVORITES.

You know your go-to products – share your top five and demo how to use them!



### THE LITTLE THINGS.

A new lip color can beat the winter blahs. Sell 15 lip glosses or lipsticks this week!



### BE A STAR.

Check out this quarter's [Star Consultant Program prizes](#). This program can set the tone for your selling quarter.

## WEEK 3



### ASKING FOR A FRIEND.

Ask five customers to host a virtual party and invite 10 friends. That could be 50 potential new customers to start your year!



### GIVE THANKS.

Let your customers know how much you appreciate them. A personal note, email or text can go a long way.



### EYE-OPENERS.

Sell 10 *Mary Kay*® Hydrogel Eye Patches or *TimeWise Repair*® *Volu-Firm*® Eye Renewal Creams this week.



### SPECIAL DELIVERY.

Find out how [Customer Delivery Service](#) can help.

## WEEK 4



### STAY POWERFUL.

Earn the reward in the January [Soar Like Never Before Challenge](#). The Stay Powerful theme is the perfect motivation for the new year!



### WORK SMART.

So many ways to help streamline await. Check out the [Marketing Tools At-a-Glance Flier](#) on *Mary Kay InTouch*®.



### BRAGGING RIGHTS.

Beauty editors love *Mary Kay*® products. You'll find the latest magazine press online on [marykay.com](#) under [MK Mentions](#). Be sure to share with your customers!



### FOLLOW UP.

Don't forget to follow up after your parties for feedback, to answer questions and to see who's interested in doing what you do.

We ♥  
Mary Kay!

# CORNER-TO-CORNER CAT EYE

Give your cat eye an alluring twist with the *purrfect* Corner-to-Corner Cat Eye makeup artist look that's also featured in the Winter 2023 issue of *The Look!*

⊕ GET THIS  
LOOK

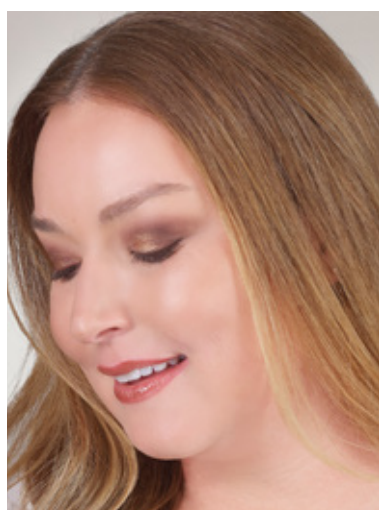
⊕ OTHER  
GREAT  
LOOKS

## GET THIS LOOK:

- Apply **Mary Kay Chromafusion® Eye Shadow** in **Shiny Penny** to the eyelid using the **Mary Kay® All-Over Eye Shadow Brush**.
- Apply **Mary Kay Chromafusion® Eye Shadow** in **Cinnabar** and **Gold Status** to the crease using the **Mary Kay® Eye Crease Brush**.
- Apply **Mary Kay Chromafusion® Eye Shadow** in **Starry Night** along the upper lashline with the **Mary Kay® Eyebrow/Eyeliner Brush**. Then draw your wing and line around the inner eye corner.
- Apply **Lash Love Fanorama® Mascara** in **I ♥ Black** to lashes.
- Sweep **Mary Kay Chromafusion® Highlighter** in **Honey Glow** onto the cheekbones using the **Mary Kay® Cheek Brush**.
- Apply **Mary Kay Chromafusion® Contour** in **Latte** to the hollows of the cheeks using the **Mary Kay® Cheek Brush**.
- Finish the look by applying **Mary Kay Unlimited® Lip Gloss** in **Fancy Nancy**.



**Tip!** Clean as you go! **Mary Kay® Oil-Free Eye Makeup Remover** is suitable for sensitive skin and will give you the precision you crave.



## FIND THIS AND OTHER GREAT LOOKS!

This is just one of many looks from the **Mary Kay® Looks Collection**. Book a makeover party, or share the looks through the **Mary Kay® Digital Showcase App** and on [marykay.com](https://marykay.com).

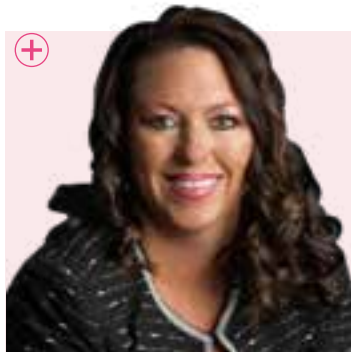


# Go-Give<sup>®</sup> AWARD

**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.



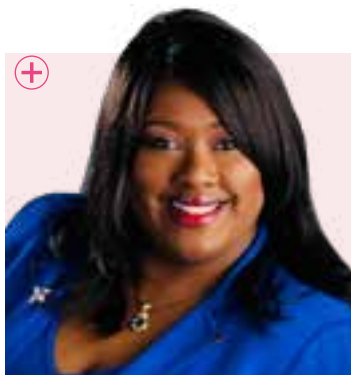
**Robin Marshall**



**Katie Hayes**



**Margi Whitworth**



**Jessica Barber**

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

# Go-Give<sup>®</sup> AWARD



## DIAMOND

### Robin Marshall

Independent Senior Sales Director

**Began Mary Kay Business:** September 2008

**Sales Director Debut:** May 2012

**National Sales Director:** Lynnea Tate

**Personal:** Lives in Bedford, Va. Husband, CJ;

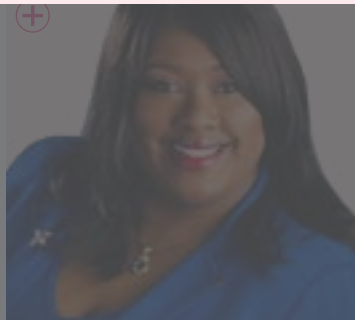
daughters: Rhiley, Constance, Isabelle.

**“I am motivated to help others because every woman was created with a purpose and deserves to discover who she truly is.”**

**Testimonial:** Independent Sales Director Allison Hines of Sumter, S.C., says, “Robin Marshall is an amazing leader in the Tate National Area. She goes above and beyond to give her time, resources and knowledge to new Independent Beauty Consultants, Independent Sales Directors and adoptive Sales Directors. Her wisdom and encouragement are top-notch. She truly is an example of what Mary Kay Ash had in mind when she created this award.”



**Margi Whitworth**



**Jessica Barber**

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

# Go-Give® AWARD



## EMERALD

### Katie Hayes

Independent Sales Director

**Began Mary Kay Business:** June 2019

**Sales Director Debut:** February 2020

**National Sales Director:** Jill Davis

**Personal:** Lives in Ponce De Leon, Fla. Husband,

Matthew, sons: Dawson, Bryson.

**“I am motivated to help others because** it brings me so much joy to be able to change someone else’s life the way mine has been changed. I believe God and Mary Kay has given me the ability to bless others in so many ways. It is a blessing and an honor to be able to give back.”

**Testimonial: Independent Beauty Consultant Heather Clark-Sellers** of Bonifay, Fla., says, “Katie goes above and beyond to help Independent Beauty Consultants and new recruits. She takes it to the next level when it comes to recruiting, education and supporting our team. She is by far the most caring, giving and supportive person I have ever met.”



Margi Whitworth



Jessica Barber

Nominate a well-deserving Independent Sales Director who displays the Go-Give spirit!



# Go-Give® AWARD



## RUBY

### Margi Whitworth

Independent Senior Sales Director

**Began Mary Kay Business:** July 2002

**Sales Director Debut:** March 2004

**National Sales Director:** Stacy James

**Personal:** Lives in Lees Summit, Mo. Husband,

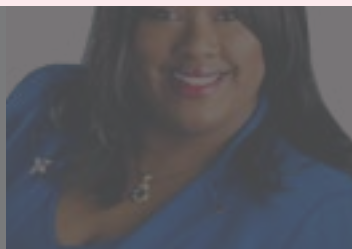
John; son, Preston.

**“I am motivated to help others because** it is the Mary Kay way! Inspiring others to stretch and grow in their success has always brought me joy. So many women have poured into me over the years, and I want to continue Mary Kay Ash’s legacy by passing that knowledge on to the next generation.”

**Testimonial: Independent Beauty Consultant Kyla Jones** of Osawatomie, Kan., says, “Margi is always so willing to lend an ear, while providing encouragement. Margi always goes above and beyond to help our unit members learn new technology as well as things you can do in person to better your relationships with your clients. Margi always has a sharp mind, a positive attitude and a sparkly smile. I love being in her space and learning new ideas, tips and tricks from her!”



Margi Whitworth



Jessica Barber

Nominate a well-deserving Independent Sales Director who displays the Go-Give spirit!

# Go-Give® AWARD



## SAPPHIRE

### Jessica Barber

Independent Senior Sales Director

**Began Mary Kay Business:** December 1996

**Sales Director Debut:** May 1998

**Mary Kay National Area**

**Personal:** Lives in Atlanta, Ga. Husband,

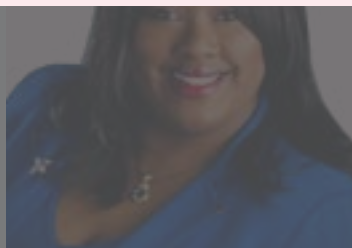
Anthony.

**“I am motivated to help others because** I believe in the essence of people. At the core of everyone is a true desire to be great! Sometimes it is the belief of someone else that can be the catalyst for them to discover how great they really are.”

**Testimonial:** Independent Beauty Consultant Judy Alexander of Darlington, S.C., says, “One of the most significant attributes of Dr. Jessica Barber that enriches all the women on our team is her consistent communication with us. At all times, she exhibits high energy that inspires us to set high goals and achieve them. She shares positive and workable methods that help increase our sales and empower us to improve our businesses and relationships with our clients as well as with our family and friends.”



**Margi Whitworth**



**Jessica Barber**

Nominate a well-deserving Independent Sales Director who displays the Go-Give spirit!

READY TO CELEBRATE  
**AMAZING  
ACHIEVEMENTS?**

RECOGNITION CENTRAL IS HERE!





JAN. 1-31



The new year is a perfect time to revisit your dreams and double down on your goals. Forget about any missteps that may have happened last year, and focus on the months to come. The power is within you: the power to share *Mary Kay*® products like never before, to reach your sales goals, to develop your team and to raise the bar on all that is possible. Take time to focus on those positive traits, and keep stepping higher and higher.

You can earn this one-of-a-kind Six Most Important Things Mary Kay branded acrylic memo board when you have personal retail sales of \$600\* or more in wholesale Section 1 products in **January**.



**SOAR ON SILVER WINGS  
YEARLONG CONSISTENCY  
CHALLENGE**

When you achieve the *Soar Like Never Before* Challenge each month July 1, 2023 – June 30, 2024, you can earn this custom *Mary Kay*® watch.



**GET ALL THE SOAR LIKE NEVER BEFORE DETAILS!**

\*The order(s) to support the personal retail sales of \$600 or more in wholesale Section 1 products requirement per month can be placed in one single order or placed in cumulative orders, as long as the orders are placed in the same calendar month. Customer Delivery Service, Guest Checkout and EZ Ship order amounts count toward your personal retail sales of \$600 or more in wholesale Section 1 products.

You'll receive your monthly reward inside your qualifying order. One reward per achiever each month.



# it just fits!®

## A JOYFUL HEART



**I**ndependent Senior Sales Director **Jennifer Besecker** of Gambrills, Md., remembers attending her first *Mary Kay*® party in the spring of 2004. She went reluctantly, only to help her friend who was a new Independent Beauty Consultant (now **Independent Sales Director Dawn Coby**) work toward her Power Start.

“Back then, I wore little makeup and certainly had no desire for skin care, but that’s what friends do – they show up,” recalls Jen. “I arrived late with two of my kids in tow and refused to sit down for a facial. Looking back, I may have been there physically, but that’s about it.”

### I SPY POTENTIAL.

But then Dawn’s Independent Sales Director shared the Mary Kay marketing plan with the party guests, and that piqued Jen’s interest. “I went ahead and tried the skin care products and instantly loved how they made my skin feel.”

After that, Jen, who first walked in with an “I’d rather not be here” attitude, submitted her Independent Beauty Consultant Agreement on the spot. It would be six months before she had the courage to open her Starter Kit.

### THE BEST PRESENT

“I was a tad overwhelmed, a little scared and quite intimidated, but Christmas was approaching, and I needed presents for my three kids,” she says.

Jen, then a single mom, was working 50–60 hours a week as a recruiting coordinator for a large D.C. law firm. “I remember thinking well I’ve got this Mary Kay business over here. I might as well give it a try and see what happens.”

She held her first party in October 2003. “I just did as I was coached – find hostesses, hold parties, share the Mary Kay opportunity, repeat,” she says.

### CHOOSE INTENTION.

She worked her Mary Kay business around her demanding job, scheduling parties on the weekends – one on Friday evenings, two on Saturdays and one on Sundays if she could fit it in.

In a few weeks, Jen earned her red jacket, and two months later, she entered the Independent Sales Director-in-Qualification Program. Then in April 2004, just six months after holding her first party, she became an Independent Sales Director. Two months later, she earned the use of her first pink Cadillac as well as a spot on the 2004 Top Sales Director Trip, a Mediterranean cruise to Greece and Turkey.

### NO SECRET TO SUCCESS

Today, people ask her about her secret to success. “For me, there is no secret. It’s wanting something bad enough, you’re willing to do what it takes to make that happen. And then, keep doing it even when you’re not in the mood, tired or discouraged. Just keep going, and don’t give up.

“What really works for me is getting bookings from bookings. At my parties, both virtual and in person, I offer an incentive such as a lip gloss if a guest agrees to host a party. My goal is to get at least two bookings at every party. When I do, I’m never out of bookings.”

### LISTEN AND LEARN.

“I tell others that I just keep doing more of what I did before. Early on, I learned to utilize the people skills I learned in my corporate job – particularly that of being a good listener – and incorporate that into my Mary Kay business. I coach my unit members to do the same. Women want to be heard. They want to know you care. By listening, you can find their needs and fulfill them. Some customers may want the products, others may gravitate toward the Mary Kay opportunity and others may just need a friend to lean on. I want to be there for all of them.”

### FREEDOM AND FLEXIBILITY

And the perks she’s enjoyed along the way? First and foremost are the flexibility and freedom to be in control of her schedule. “I was able to work my schedule around taking care of both my parents while they were sick. I took advantage of the precious time we had while they were both still alive,” says Jen.

### A LOVE CYCLE

In 2008, Jen met her husband Erik in a spin class at her gym. “I invited him to ride in a 100-mile race, and we became fast friends.” Soon, they were married.

Today, Jen and Erik enjoy traveling. “We’ve seen the world. I’ve had a chance to see a lot of bucket list places I wouldn’t have otherwise. And I get to take my husband along to enjoy them with me.

“When I started my Mary Kay business, My Why was providing for my family. I needed to put food on the table. I was willing to do what it took to make my Mary Kay business a success. I’m still very disciplined and work when no one’s watching. I do the activity it takes to get the end result I want.”

Today, she and Erik enjoy spending time with their 12-year-old daughter Bella, as well as their three grown children, Andrew, 37; Ashley, 34 and Ryan, 29; their spouses and six grandchildren.

Jen’s advice for anyone looking to advance in their Mary Kay business? “Mary Kay Ash taught us to focus on the activity it takes to reach our goals. If it’s taking your family on a vacation, determine what that will cost, then break it down. What’s my average earnings per face? How many faces will I need? Breaking it down into smaller bite-sized goals can help you reach those big goals.”

Jen believes that setbacks will certainly happen; you should keep moving forward. “Keep your head focused on your goal. Celebrate those small wins. Take it one day at a time, and remember tomorrow is another day. You are in the driver’s seat, and a Mary Kay business is a beautiful opportunity to share with everyone.”

### WHAT’S NEXT?

Today, Jen’s focus is on becoming an Independent National Sales Director. “We have our area name – the Joyful Area – and are laser-focused as we work toward our next goal. We want to raise up leaders who are ready and willing to run with us. This opportunity is for anyone, regardless of their education or background. I’m living proof with only a 9th grade education. With a Mary Kay business, there’s no cap on how high you can go if you’re willing to do the work. I’m excited to help others realize their goals and live their dream lives.”

Only the top 1% of Mary Kay independent sales force members earn the use of a Mary Kay Career Car or the Cash Compensation option through their Mary Kay business.

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HEAR JENNIFER  
TELL HER STORY  
ON THE PODCAST.

AND WATCH  
THE PLAYBACK OF  
JENNIFER'S  
FACEBOOK LIVE!

**Jennifer Besecker,**  
INDEPENDENT SENIOR SALES DIRECTOR,  
GAMBRILLS, MD.





# GIFTS OF THE heart

## GIFTS FOR THE Guys

Valentine's Day is next month! Be sure to offer your customers products they can give to their spouses, family members, best friends or anyone they love! For Valentine's Day or for any occasion, you've got the goods!



**CLEAR PROOF®  
DEEP-CLEANSING  
CHARCOAL MASK,**  
\$25



## GIFTS FOR THE Girls



## MARY KAY® BODY CARE

Head-to-toe, fruit-focused body care products.

### MARY KAY® BERRY & VANILLA

- Scented Shower Gel, \$14
- Scented Body Lotion, \$14

### MARY KAY® APPLE & ALMOND

- Scented Shower Gel, \$14
- Scented Body Lotion, \$14



## TRAVEL-SIZED SET: TIMEWISE® MIRACLE SET® THE GO SET, \$28

Take your *TimeWise® Miracle Set®* to go, and never leave home without its age-defying benefits.



All prices are suggested retail.

**ORDER NOW!**



# HIT REFRESH FOR 2024. LET'S GOAL!

For many, the new year means new goals and resolutions. It's time to reaffirm goals and set new ones so you can soar through the second half of the Seminar year. These Independent Sales Directors share their best ideas to help you shoot for the moon and land among the stars in 2024.



**CATHY HIGGINSON**  
INDEPENDENT  
SENIOR SALES  
DIRECTOR,  
GULF SHORES, ALA.

“My heart's desire is to develop one to three more offspring by June 30. In the new year, my focus is to hold Power Starts every month personally and with my unit. Our goal is 30+ faces and 10+ shares in 30 days repeated again and again as we work toward Circle of Excellence \$650,000 and Above.

We do this by sharpening our customer service skills. We focus on building great relationships with our existing customers. I always say business returns and refers to where it is treated well. So many of our bookings come from our existing loyal customers and the people they refer to us.

We use our Weekly Plan Sheets to plan ahead where we can hold our facials and parties both virtually and in person. Then we schedule 15-minute, 30-minute, 45-minute or one-hour blocks of time to make our booking reach outs. Mary Kay Ash said, “I have found that one intense hour is worth a dreamy day,” so we focus on those blocks of time where we can fit in our reach outs. When you focus on building relationships, adding value and world-class customer service, magic happens!”



**DEVIN GOLE**  
INDEPENDENT SENIOR  
SALES DIRECTOR,  
MONROE, LA.

“Starting in 2024, I have three New Year's resolutions/goals for the remainder of the Seminar year!

- Achieve the Circle of Excellence.
- Achieve the Court of Personal Sales.
- Hold 10 parties each month.

My unit members and I have set the goal of becoming a first-time Circle of Excellence unit. I know the first step to doing this is putting it on our goal poster and deciding that we WILL ACHIEVE IT! Which leads me to my second goal of achieving my first year of Court of Personal Sales. I know leading by example and selling more than I ever have before will help us to achieve this goal. Both goals are things I have not yet accomplished in my business, so I am excited to start the new year with a clear vision and stretch myself to places I've never been before.

Lastly, I know after 10 years of working my Mary Kay business, parties are what move the needle for EVERY GOAL! Faces take you places, and I know 10 parties a month will help me reach my goals! With the ability to do virtual and in-person parties, this is attainable, even as a mom of two very active children! I'm excited to watch my business SOAR to new heights the rest of this Seminar year!”



**DELLA GODFREY**  
INDEPENDENT SALES  
DIRECTOR,  
DENHAM SPRINGS, LA.

“My New Year's resolution is time. In October of 2022, my dad passed away at 91 years old.

They say that when a person loses a loved one, that loved one often leaves something behind. My dad was my living example of grit; he did hard things and made hard decisions throughout his life. He made mistakes, and he wasn't perfect, but one thing he did was never ever give up. He never stopped working until his last 36 hours on this earth. From his living example, my word is 'time.' Now is the time to work to achieve your goals because we only have so much time on this earth.

This new year, our team will wrap up what we started, and that is to do something big, bigger than anything we have ever done before as a team – becoming a Top Sales Director Trip unit. We are all in and making the time to become something we have never been before. Our time is now to run our race and earn the title of being a Top Sales Director Trip unit. This will help us excel and develop leaders for our National Area.”



## START NOW!

New to your Mary Kay business?  
Check out **MKConfident™** to help  
you get started!



# WINTERIZE YOUR SKIN. #MYMKSKIN

When the temperature outside starts to drop, so does your skin's moisture level. Help your customers give their skin a little extra TLC with these great *Mary Kay*® products.

## EYES

### **INDULGE® SOOTHING EYE GEL, \$18**

Refresh a tired-looking appearance on the daily.

### **MARYKAY® HYDROGEL EYE PATCHES, \$40, PK./30 PAIRS**

Hydrates, soothes and cools eyes and helps with the look of puffiness and dullness.

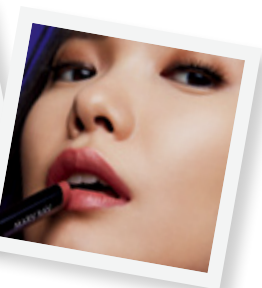
## LIPS

### **WHITE TEA & CITRUS SATIN LIPS® SET, \$22**

This two-step system gently buffs away dry skin, then moisturizes to help keep lips soft.

### **MARYKAY® SUPREME HYDRATING LIPSTICK, \$18 EACH**

Get immediate hydration and shades for all skin tones in an unmatched lipstick that reigns supreme.



## ALL-OVER DRY SKIN RELIEVERS

### **WHITE TEA & CITRUS SATIN HANDS® PAMPERING SET, \$36**

Escape to a moisturizing oasis where hands instantly feel moisturized, soft and smooth. The set includes a fragrance-free protecting softener, scented shea scrub, scented shea cream and a giftable bag.

### **MARYKAYNATURALLY® MOISTURIZING STICK, \$30**

Relieves dry areas and helps soften rough patches on face, elbows and feet.

### **MARYKAY® EXTRA EMOLLIENT NIGHT CREAM, \$16**

Helps maintain the natural moisture of the skin and replenishes very dry areas.

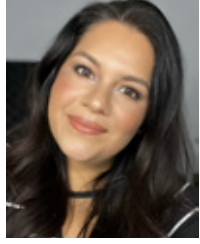
### **MINT BLISS™ ENERGIZING LOTION FOR FEET & LEGS, \$12**

Helps tired feet and legs feel revived.



## WINTER HELPERS

- **Moisturize:** Apply moisturizer to damp skin to help seal in moisture, especially after washing.
- **Protect:** Winter sun can be just as damaging. Use SPF products to protect your skin.
- **Hydrate:** Your skin needs hydration from the inside out.
- **Use Lukewarm Water:** Hot showers feel good, but they can strip away natural oils.



Emily Lopez,  
Independent Sales Director,  
Beaumont, Texas

# Connect With Your Customers.

“OFFER A  
‘CHECKUP  
FROM THE  
NECK UP.’”

“Cooler temperatures and less sunlight cause our skin needs to change, making winter the perfect time to reach out to potential and current customers and offer them a ‘checkup from the neck up.’

#### **Here Are Some Ideas to Get in Touch:**

- Your Facebook and Instagram stories are great places to attract potential customers! Share your winter skin routine, and add a survey to increase engagement!
- Make sure that their skin is feeling properly hydrated, and address any new concerns they have. Then make sure their current foundation shades are still the best match.
- Offer a fun, new color look for the new year!

This face-to-face interaction, whether in person or virtual, ties your customers to you and positions you as their go-to resource for all things beauty!

#### **Favorite Winter Products:**

**Mary Kay® Intense Moisturizing Cream** is my favorite! It's like butter for your face! The texture is phenomenal and gives my skin the most wonderful boost of hydration!

**White Tea & Citrus Satin Hands® Pampering Set**, hands down because it's both clean and refreshing! Keeping our hands clean during cold and flu season really dries them out! I keep a pampering set at the sink so I can treat my hands daily during the winter.”



# IT'S A ROAD TRIP!



From Bellevue to Atlantic City and cities in between, we're coming to a city near you! Join your Mary Kay sisters for a weekend of fun education and inspiration, recognition and excitement!

## REGISTRATION BEGINS IN FEBRUARY!

- Feb. 1, 2024, at 8:30 a.m. CT for NSDs.
- Feb. 5, 2024, at 8:30 a.m. CT for all independent sales force members.

## MARCH 22-23, 2024

- Allen, Texas\*
- Atlantic City, N.J.
- Bellevue, Wash.\*
- Charlotte, N.C.
- Long Beach, Calif.\*
- Minneapolis, Minn.\*

## SPANISH-TAUGHT

## MARCH 24-25, 2024

- Charlotte, N.C.
- Atlantic City, N.J.

GET ALL THE DETAILS, INCLUDING FORMAT CHANGES, RECOGNITION AND REGISTRATION, ON [MARY KAY INTOUCH®!](#)

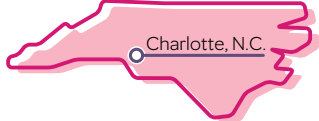
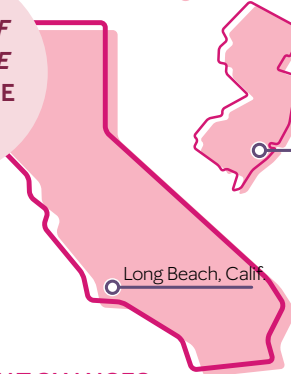
\*Spanish interpretation will be provided if a minimum of 200 headsets are requested.



## GENERAL SESSION VIEWING

The Allen, Texas, location of Career Conference 2024 will be live-streamed for General Session Viewing!

POWER OF ONE MORE CHALLENGE



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## CAREER CONFERENCE 2024

## POWER OF ONE MORE CHALLENGE

DEC. 2, 2023 – FEB. 29, 2024

Dreaming of owning a Louis Vuitton handbag? When you achieve the Career Conference 2024 *Power of One More Challenge* AND register and attend Career Conference 2024, your name will be entered into a drawing for this gorgeous Louis Vuitton handbag! AND December 2023 *Great Start™*-qualified\* new personal team members count for the Leadership Conference 2024 *Power of One More Challenge* too!

POWER



## QUALIFICATIONS:

Dec. 2, 2023 – Feb. 29, 2024, independent sales force members who add two or more *Great Start™*-qualified\* new personal team members AND register for Career Conference 2024 will be entered into a drawing to win a gorgeous Louis Vuitton handbag to be given onstage at each location! Each additional *Great Start™*-qualified\* new personal team member will count as an additional entry into the drawing.

**But wait, there's MOORE!** Nathan Moore will attend the Career Conference location with the highest number of *Great Start™*-qualified\* new personal team members counting toward this challenge!

Limit 39 entries into the drawing. Must be registered for Career Conference 2024 by the registration deadline of Feb. 29, 2024. Must be present at the time of the drawing.

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

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.

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