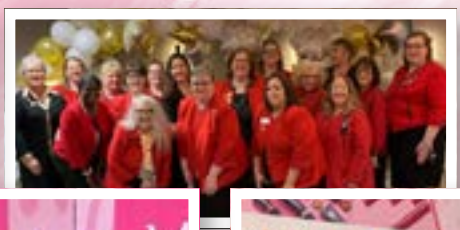
MARY KAY

applause®

MARCH 2023



SPRING INTO SUCCESS!

As we're on our way to the 60th anniversary, it's time to make the most of all things spring! From products to promotions to gorgeous red jackets, there's plenty to help you make your Mary Kay business bloom!

Calendar

MARCH

1

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

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

2

Last day to resolve on-hold orders by 1 p.m. CT to count toward February 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.

6

Registration for English and Spanish April 2023 Virtual NDE sessions opens at 8:30 a.m. CT.

15

Deadline to process orders for Quarter 3 of the Star Consultant Program.

16

Quarter 4 of the Star Consultant Program begins.

Summer 2023 *Preferred Customer Program*℠ online enrollment begins for *The Look*, including an exclusive sample (while supplies last).

20

Star Consultant Program Quarter 3 earned credits now available for redemption or accrual.

24

Spring Into the 60th Virtual Event. Be sure to tune in!

30

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

31

Last day of the month for Independent Beauty Consultants to place online orders to count toward this month's Section 1 product sales volume.

Online Independent Beauty Consultant Agreements and orders accepted until 11:59 p.m. CT.

Registration for English and Spanish April 2023 Virtual NDE sessions closes at 11:59 p.m. CT.

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.

4

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

7

Good Friday. All Company offices closed.

11

Virtual New Director Education – Spanish, 10 a.m. – 12:15 p.m. CT. Bonus Class via Zoom begins at 12:30 p.m. CT. Pre-show begins at 9:30 a.m.

12

Virtual New Director Education – English, 10 a.m. – 12:15 p.m. CT. Bonus Class via Zoom begins at 12:30 p.m. CT. Pre-show begins at 9:30 a.m.

17

Last day to enroll online for the Summer 2023 *Preferred Customer Program*℠ mailing of *The Look*, including an exclusive sample (while supplies last).

22

Earth Day. **Learn about** Mary Kay's commitment to sustainability.

26

Early ordering begins for Summer 2023 product promotion for all Independent Sales Directors.

27

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

30

Last day of the month for Independent Beauty Consultants to place online orders to count toward this month's Section 1 product sales volume.

Online Independent Beauty Consultant Agreements accepted until 11:59 p.m. CT.

"Visualize a year filled with accomplishments and the realization of your goals. Filling your mind with positive expectancy and focusing on what you plan to accomplish provide energy that multiplies when you set a desired goal and work toward it."

Mary Kay

Download and share a PDF of this issue.

Find past issues **here** on the *Mary Kay*® Digital Showcase App.

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. ©2023 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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Another Round of applause™

Episode 39

MARCH 2023

LINDA JACKSON, an Independent Sales Director, found the perfect fit for each stage of her life, and as a result, she will be celebrating 46 years of working her Mary Kay business this year. Listen as she shares her journey!

LISTEN NOW

Miss an episode?
Check out the archive, and catch up today.

TRENDING *Now*

MARCH 8

INTERNATIONAL WOMEN'S DAY!

Help us celebrate the power of women – and the power of the Mary Kay opportunity! Find sharable images in honor of **International Women's Day!**

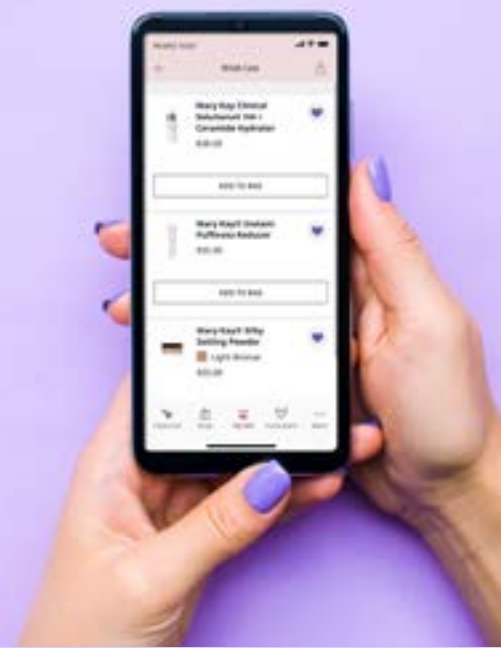
BOOST SPRING SALES!

March 20 is the first day of spring! You can use these new products to help take your parties to the next level. Let go of what was, embrace what can be, and imagine the **power in possibility!**

SELL *to play*
MARY KAY® APP CHALLENGE

LAST MONTH TO SELL TO PLAY!

The **Sell to Play *Mary Kay*® App Challenge** ends **March 31** at 11:59 p.m. CT. Connect with your customers and make shopping for *Mary Kay*® products easier than ever while earning the chance to win! You'll be entered into a drawing for a $60 Visa gift card when you receive orders from five or more different customers in the *Mary Kay*® App during the challenge time frame. **Get details!**



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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 > Legal or Tax in the drop-down menu.. 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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POWER IN POSSIBILITY!

This spring, defy the illusion of limitations with innovative skin care and self-care products that allow you to grow bolder.

NEW! *MARY KAY CLINICAL SOLUTIONS®* FERULIC + NIACINAMIDE BRIGHTENER, $38

Address multiple pathways to reduce uneven skin tone and boost skin's brightness with a trio of proven skin-brightening ingredients:

- **Ferulic Acid (pronounced fe-RULE-ic):** A high-potency antioxidant that defends from external factors that may lead to skin discoloration (hyperpigmentation).
- **Niacinamide (pronounced nahy-uh-SIN-uh-mahyd):** One of two major forms of vitamin B3, this essential nutrient is a brightening superpower.
- **Navy Bean Extract:** A proprietary ingredient technology patented by Mary Kay and identified for its brightening efficacy.

HELP IS HERE!

Skin Care Confident has been updated with the new Boosters. Be sure to earn your bling!

NEW! *MARY KAY CLINICAL SOLUTIONS®* PHA + AHA RESURFACER, $38

Accelerate surface skin renewal and gently dissolve dead skin cells with these proven skin-smoothing ingredients:

- **Poly-Hydroxy Acid (PHA):** Provides gentle exfoliation on the skin's surface.
- **Alpha-Hydroxy Acid (AHA):** Provides deep exfoliation below the skin's surface.
- **Glycerin:** A humectant that helps boost moisture levels.

HELP IS HERE!

Be sure to watch the Skin Care Extras video to learn more about the boosters.

IN CASE YOU MISSED IT:

Watch the exclusive look at new Mary Kay Clinical Solutions® Boosters with Dr. Michelle Hines, Director of Product Formulation, and Cristin Bensen, Director of U.S. Marketing.

QUESTIONS FROM MARY KAY® LEADERSHIP 2023

Glow for It!

New! Limited-Edition† *Mary Kay®* Cream Bronzer Duo Stick, $18 each

- Bronze & Shimmer
- Honey & Luster

New! Limited-Edition† *Mary Kay®* Cream Highlighter Duo Stick, $18

- Pearl & Gold

HELP IS HERE!

Check out the Beauty Extras video to get tips on using the amazing duo sticks.

†Available while supplies last

New

SHADES TO LOVE!

***Mary Kay®* Supreme Hydrating Lipstick, $18 each**

Formulated with sunflower oil and vitamin E to keep lips hydrated. Intense color payoff for all skin tones.

Section 2 samples are available for $1.50, strip/8.

All prices are suggested retail.

HELP IS HERE!

Check out the *Color Confident* Lip Color Expression Session to help your customers find the perfect shade of lip color.

Last Chance!

New Business Debut Assortment

Jan. 1 – March 31, 2023

Includes products that are easy to sell, plus **free samples.**

Cost is $600 wholesale† (Part No. 225520).

While this New Business Debut Assortment was created to help new Independent Beauty Consultants get off to a great start, it's available for everyone! NO LIMITS!

With one click, you can achieve the *Golden Rules* Challenge for the month and be on track for the Star Consultant Program and *Great Start:* Ready, Set, Sell!

GET DETAILS!

†This limited-time assortment is available to Independent Beauty Consultants Jan. 1 at 12:01 a.m. CT through March 31, 2023, at 11:59 p.m. CT. No limits apply to this assortment. Tax will be charged on the suggested retail price of each product in this assortment, except on the free samples. Not available through Customer Delivery Service through *myCustomers*℠, marykay.com, Guest Checkout or EZ Ship.

POWER IN POSSIBILITY!

This spring, defy the illusion of limitations with innovative skin care and self-care products that allow you to grow bolder.

NEW! *MARY KAY CLINICAL SOLUTIONS*®

We collected the most common questions about the new *Mary Kay Clinical Solutions*® boosters at Leadership Conference, where Independent DIQs and Sales Directors were the first to try the products for themselves.

Q: CAN I USE ALL FOUR BOOSTERS ON DIFFERENT/ALTERNATE DAYS?
A: **Each booster provides a very targeted benefit** dedicated to overcoming a very specific skin concern, so we recommend a focused approach and don't recommend using all four boosters together (even on alternate days). We suggest using ***Mary Kay Clinical Solutions*® HA + Ceramide Hydrator** with any of the other three boosters (applying each product separately), based on your primary skin concern.

Q: WHAT IF I NEED HELP ADDRESSING ALL FOUR SKIN CARE CONCERNS?
A: If you think your skin needs more than ***Mary Kay Clinical Solutions*® HA + Ceramide Hydrator** plus one other booster, we suggest instead trying a multi-benefit product like ***Mary Kay Clinical Solutions*® Retinol 0.5 Set.**

Q: HOW IS THE *MARY KAY CLINICAL SOLUTIONS*® PHA + AHA RESURFACER BOOSTER DIFFERENT THAN *TIMEWISE REPAIR*® REVEALING RADIANCE® FACIAL PEEL?
A: You can learn about each of these chemical exfoliators and determine which is best for your customers' skin care goals using the **Facial Peel Vs PHA + AHA Resurfacer Comparison Chart.**

Q: WHAT IS THE ORDER OF APPLICATION?
A: Check out the **Regimen Order of Application Charts** for details.

Q: DO I NEED TO BE ON THE *MARY KAY CLINICAL SOLUTIONS*® RETINOL 0.5 SET TO USE THE TWO NEW BOOSTERS?
A: No. The boosters are intended to address a very specific, targeted skin care concern regardless of their current skin care regimen. Use the ***Mary Kay Clinical Solutions*® Product Application Scenarios chart** to find out which of the ***Mary Kay Clinical Solutions*® Boosters** can be used with ***Mary Kay Clinical Solutions*® Retinol 0.5 Set.**

Get the details, including **new charts and education, fliers** and helpful resources.

HELP IS HERE!
Be sure to watch the **Skin Care Extras video** to learn more about the boosters.

IN CASE YOU MISSED IT:
Watch the **exclusive look** at new Mary Kay Clinical Solutions® Boosters with Dr. Michelle Hines, Director of Product Formulation, and Cristin Bensen, Director of U.S. Marketing.

QUESTIONS FROM MARY KAY LEADERSHIP 2023

Glow for It!

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- Honey & Luster

New! Limited-Edition† *Mary Kay*® Cream Highlighter Duo Stick, $18
- Pearl & Gold

HELP IS HERE!
Check out the **Beauty Extras video** to get tips on using the amazing duo sticks.

†Available while supplies last

GOOD HOUSEKEEPING

New SHADES TO LOVE!

***Mary Kay*® Supreme Hydrating Lipstick, $18 each**

Formulated with sunflower oil and vitamin E to keep lips hydrated. Intense color payoff for all skin tones.

Section 2 samples are available for $1.50, strip/8.

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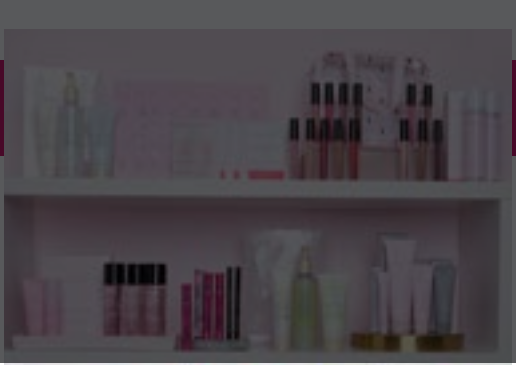
Check out the ***Color Confident*** Lip Color Expression Session to help your customers find the perfect shade of lip color.



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ABOUT FACE!

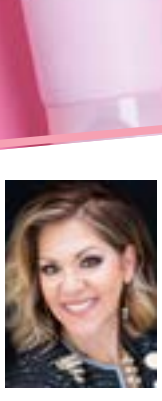
Share a customized skin care regimen with each new face you meet. From age-defying to acne-fighting, naturally derived to botanically inspired and beyond, you've got the right products to fit everyone's needs - one face at a time!

TIMEWISE MIRACLE SET 3D®, $120

SHE'S GOT: EARLY-TO-MODERATE SIGNS OF AGING.

Defends against age-accelerating free radicals on skin. Delays the look of premature skin aging. Delivers visible results in just four weeks.* Available in normal/dry and combination/oily formulas.

*Results based on a 12-week independent clinical study in which 62 women used the *TimeWise Miracle Set 3D*® twice a day.



EVERYONE DESERVES *MARY KAY*® SKIN CARE!

JAMIE LAWRENCE, INDEPENDENT SENIOR SALES DIRECTOR, CONCORD, N.C.

"I'm over-the-top convinced and have a deep desire that everyone I meet should use a *Mary Kay*® skin care set! A full set customized perfectly for their skin type. My customers' favorites are *TimeWise Miracle Set 3D*® and *TimeWise Repair*® *Volu-Firm*® Set.

"And I'm so excited that I get the best of both worlds, virtual and in person, when I'm booking appointments to share skin care products! I can offer my friend from kindergarten who lives in Chicago a virtual appointment with me and offer the girl in my neighborhood who's looking for a new skin care line an in-person session. Our opportunities to book appointments now are endless!"

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

SHE'S GOT: ADVANCED SIGNS OF AGING.

Premium collection combines extensive research and innovative ingredients to deliver impressive results.

CLEAR PROOF® ACNE SYSTEM, $50

SHE NEEDS: ACNE SOLUTIONS

Clinically shown to provide clearer skin in just 7 days†

†Based on a 12-week independent clinical study

ULTRACLEAN SKIN FEEL!

Try a double cleanse.

MARY KAY® MICELLAR WATER, $18

Ever tried a double cleanse? It's especially effective when you want a **spalike experience** or on those days when you're **wearing heavier makeup.**

STEP 1. Saturate a cotton ball/pad with *Mary Kay*® Micellar Water, and lightly wipe face using an upward and outward motion. This helps lift away dirt and makeup.

STEP 2. Grab your favorite *Mary Kay*® cleanser and use as you normally would. The Micellar Water has already removed most of the makeup and dirt from the surface of your skin, allowing the cleanser to do its job.

Q: AT WHAT OTHER TIMES IS *MARY KAY*® MICELLAR WATER HANDY?

A: Anytime you need a versatile, quick way to cleanse your face. Some examples:

At the gym as a post-workout cleanse. Micellar Water doesn't require you to be near a sink. Save room in your bag with the ***Mary Kay***® **Micellar Water Deluxe Mini.** It's the perfect size for when you're on the go.

Maybe you need to refresh your makeup before a night out, or your lipstick application went a little rogue. You can use a cotton ball or swab and Micellar Water for quick cleanup.

Micellar Water is also a great way to quickly cleanse your skin in the morning before you drop the kids off at school, grab your morning coffee or run some quick errands.

BOTANICAL EFFECTS® REGIMEN, $60

SHE WANTS: EASY BEAUTY SOLUTIONS

Delivers the essentials that skin needs year-round, regardless of skin type. Infused with simple ingredients that deliver a wealth of essential benefits.

HELP IS HERE!

Need more skin care education or promotional resources to help you sell? We've got you covered!

- Complete ***Skin Care Confident*** to gain knowledge and show your customers you are serious about helping them look their best.
- **Skin Care For All** includes helpful videos, education, fliers and fact sheets, place mats and *MKeCards*® to share products with one click.
- **Digital Zone** has professional images as well as caption ideas you can share on your social channels.

MARY KAY NATURALLY®

SHE WANTS: NATURALLY DERIVED INGREDIENTS.**

Soothing hydration to gentle exfoliation in these skin-loving products.

- Purifying Cleanser, $28
- Moisturizing Stick, $30
- Nourishing Oil, $50
- Exfoliating Powder, $36

**At least 90% of ingredients are derived from natural sources processed in allowance with third-party standards – currently the COSMOS standard. Natural sources include water, plants, minerals, ingredients of mineral origin and other agricultural ingredients. For more information, go to marykay.com/naturally.

MKMEN® REGIMEN, $80

HE WANTS: A SKIN CARE LINE OF HIS OWN.

Age-defying skin care products for his face and skin-loving shaving products to help keep his skin smoothed, soothed and protected.

All prices are suggested retail

GET YOUR SPRING-CLEAN ON!

It's time to refresh and get ready for a new season!

You may have a spring-clean on your mind but don't know where to start. We've got tips to help you spring into action. The No. 1 rule? Make it fun, and you'll be clutter-free, organized and ready for a fresh start in no time.

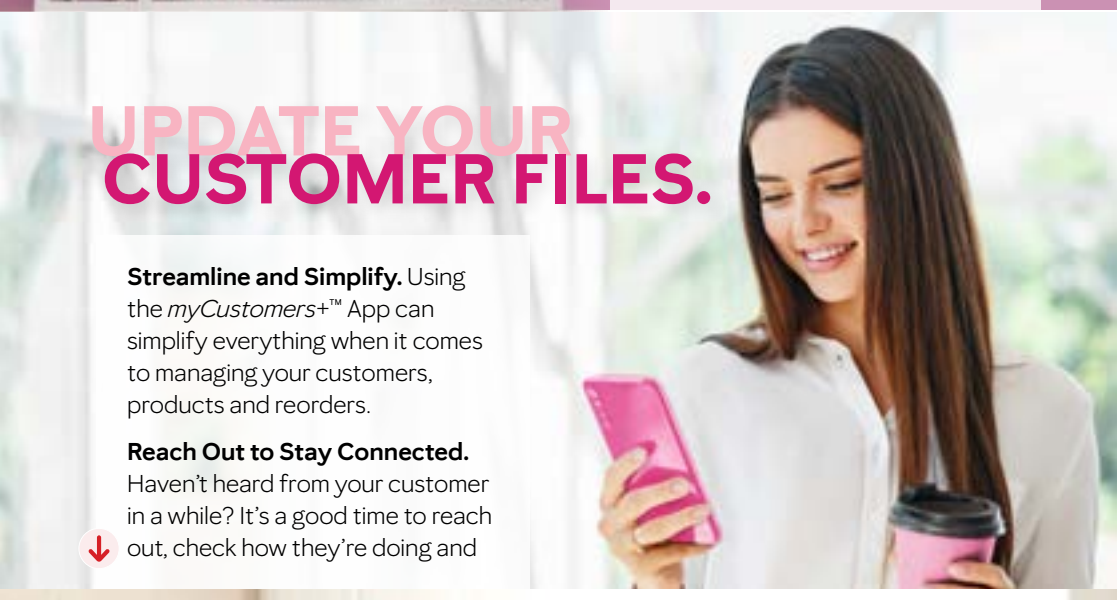
MARCH 20
first day of Spring

GET ORGANIZED.

Use the First-In, First-Out Method. Help minimize expired products. Most *Mary Kay*® products have a shelf life of three years from the date of manufacture. If the shelf life is less, the expiration date is indicated on the package. Find out more about **product coding, shelf life and storage.**

Properly Dispose of Expired Products. Remember, expired products cannot be sold, donated or returned to the Company.

Consult a Tax Expert. You may be able to deduct expired



UPDATE YOUR CUSTOMER FILES.

Streamline and Simplify. Using the *myCustomers+*™ App can simplify everything when it comes to managing your customers, products and reorders.

Reach Out to Stay Connected. Haven't heard from your customer in a while? It's a good time to reach out, check how they're doing and

JUST CLEAN FUN!

Create a Cleanup Playlist. Music makes everything more fun.

Take a Selfie and Share Results. Use your social media channels to share. You may inspire your customers to do the same, and they may realize they need some product updates from you!

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You may have a spring-clean on your mind but don't know where to start. We've got tips to help you spring into action. The No. 1 rule? Make it fun, and you'll be clutter-free, organized and ready for a fresh start in no time.

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Properly Dispose of Expired Products. Remember, expired products cannot be sold, donated or returned to the Company.

Consult a Tax Expert. You may be able to deduct expired product costs.

Refresh Your Party Supplies. Now's a great time to replace professional party supplies, such as Beauty Books, interactive catalogs, place mats, color and face charts and much more.

UPDATE YOUR CUSTOMER FILES.

Streamline and Simplify. Using the *myCustomers+*™ App can simplify everything when it comes to managing your customers, products and reorders.

Reach Out to Stay Connected. Haven't heard from your customer in a while? It's a good time to reach out, check how they're doing and see if they need to reorder or want to try something new.

JUST CLEAN FUN!

Create a Cleanup Playlist. Music makes everything more fun.

Take a Selfie and Share Results. Use your social media channels to share. You may inspire your customers to do the same, and they may realize they need some product updates from you!

Throw a Spring-Clean Party. Why not make it a party and offer incentives on products that are near their expiration dates or are discontinued – think limited edition. Your guests will have a great time sampling products and finding their new *Mary Kay*® favorites.

Go-Give® Award

Mary Kay Ash said, "The ***Go-Give*® 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.

Joyce Perry

Keri Pfitzenmayer

Jaime Bittner

Eno Inoyo

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

Go-Give® Award

DIAMOND

Joyce Perry

Independent Sales Director

Began Mary Kay Business:
March 2017

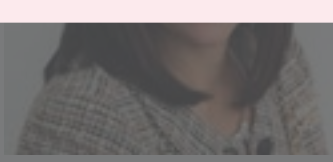
Sales Director Debut:
January 2018

National Sales Director:
Dawn Dunn

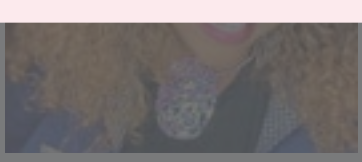
Personal: Lives in Lynchburg, Va. Husband, Timothy; son, Ian; daughter, Isabel.

"I am motivated to help others because this is truly what my heart beats for: to see others rise above their adversities, to make others feel seen, to inspire others to dream, to encourage those that have given up on a better future, to pass on God's love, and to gather a community that will care for the broken-hearted."

Testimonial: Independent Beauty Consultant Elizabeth Rayls of Cheyenne, Wyo., says, "Joyce loves helping others. She goes above and beyond. Her heart for others is evident in her everyday walk with God. She is an inspiration and motivation for her team, as well as many others. She cares about the little things that truly count at Mary Kay. She found me in a broken state of mind. Because Joyce Perry shared this wonderful opportunity, she saved my hopeless spirit. Mary Kay changes lives!"



Jaime Bittner



Eno Inoyo

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

Go-Give® Award

EMERALD

Keri Pfitzenmayer

Independent Sales Director

Began Mary Kay Business:
January 2017

Sales Director Debut:
August 2020

National Sales Director:
Mary Kay National Area

Personal: Lives in Grantsville, Md.

"I am motivated to help others because I feel like it is the most rewarding thing we can do in this lifetime. By helping others become greater versions of themselves, we in turn become better. It is a trickle theory. I love that Mary Kay Ash built this Company so that the only way you can move up is by helping another woman. Passing it on."

Testimonial: Independent Beauty Consultant Amanda Brant of Salisbury, Pa., says, "Keri is the perfect example of a woman who puts everyone before herself. She not only gives herself selflessly to her customers but also to her team members and unit. She motivates me to be the best version of myself and to use the qualities that are already inside of me to become who I was meant to be! Her compassion for others is absolutely spectacular. She is the kind of person Mary Kay Ash would be so proud to have represent this brand. My PINK heart is so full because of Keri's encouragement."

Jaime Bittner

Eno Inoyo

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

Go-Give® Award

Jaime Bittner
Independent Future Executive
Senior Sales Director

Began Mary Kay Business:
January 2003

Sales Director Debut:
December 2004

National Sales Director:
Kim McClure

Personal: Lives in Uniontown, Pa. Husband, Michael; son, Mikey; daughters: Sabrina, Maria.

"**I am motivated to help others because** I truly believe that by giving, you are able to receive more than you could possibly imagine. As a new Beauty Consultant, when I read Mary Kay Ash's quote that every woman has a sign around her neck saying, 'Make me feel important,' I knew I was home. Giving and making others feel valued is what we are all called to do, and we all do it best in Mary Kay!"

Testimonial: Independent Sales Director Jessica Youngker of Butler, Pa., says, "Jaime has always exemplified the Go-Give spirit throughout her many years in business. She continually pours into others and is a legend within our National Area and known Company-wide for her huge heart. She always puts people first. She has not only climbed the career path but makes sure that her impact touches others' hearts along the way. She always goes above and beyond with personal touches and truly cares not only about the Beauty Consultants but her family as well. She lives her life one hundred percent for God, family and career!"

Jaime Bittner

Eno Inoyo

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

Go-Give® Award

Eno Inoyo

Independent Sales Director

Began Mary Kay Business:
March 2005

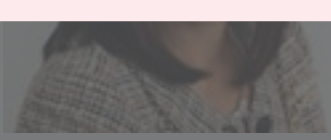
Sales Director Debut:
June 2007

National Sales Director:
Kimberly Copeland

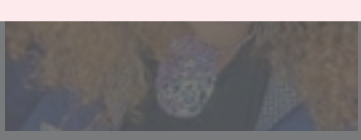
Personal: Lives in Mesquite, Texas. Husband, Bobby; sons: Bobby Jr., Jonathan; daughters: Courtney, Gracie.

"**I am motivated to help others because** I was raised by my parents, Dr. and Mrs. Uko Inoyo, from early childhood to be a blessing to others. My husband and my parents have influenced me to be of service to others and to share my talent, love, joy, smile, happiness, light and hope with others daily. I am very passionate about passing Mary Kay on to others every day."

Testimonial: Independent Sales Director Sonya Coleman of Tacoma, Wash., says, "Eno is always sharing how much she absolutely LOVES her Mary Kay. She constantly shares how she 'opens her pretty mouth' everywhere she goes to share the Mary Kay opportunity. She is a living example of Mary Kay Ash's three-foot rule: Share the Mary Kay opportunity with everyone who comes within three feet of you. When you look up the definition of 'pass it on,' you will see Eno's face. She is kind and loving to everyone: Beauty Consultants, customers, Sales Directors, etc."



Jaime Bittner



Eno Inoyo

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

READY TO CELEBRATE

amazing achievements?

RECOGNITION CENTRAL IS HERE!

MARY KAY

GOLDEN Rules

EXPECT THE Best!

MARCH 1–31

Are you visualizing your success? You should be! We believe in the power of positive expectancy. It can be awesome fuel for your daily momentum! It's also contagious! Others see your optimism and can't help but catch it for themselves. With a team of powerful visualizers, how far will you go?

"Visualize a year filled with accomplishments and the realization of your goals. Filling your mind with positive expectancy and focusing on what you plan to accomplish provide energy that multiplies when you set a desired goal and work toward it."

– Mary Kay Ash

This fun and functional metallic blue key chain card holder can be yours when you have personal retail sales of $600* or more in wholesale Section 1 products in March.

***BE GOLDEN* YEARLONG CONSISTENCY CHALLENGE**

When you achieve the *Golden Rules* Challenge each month July 1, 2022 – June 30, 2023, you can earn this gorgeous earrings and bracelet set.

*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!™

IN EVERY SEASON

HEAR LINDA TELL HER STORY ON THE PODCAST.

Independent Sales Director Linda Jackson will celebrate 46 years of working her Mary Kay business this year. Looking back today, she says it's still the perfect fit for her.

HOW IT BEGAN

In 1977, Linda and her husband Ron were living in Seattle, away from family and friends. "Ron had finished his master's when we moved to Seattle. His work required lots of travel, and I worked as a paralegal. We had two young boys, Tom and Ryan, ages two and five. I really began my Mary Kay business to meet other young moms and develop a support system," she says. "And that's exactly what happened. I had an opportunity to meet others like myself with similar backgrounds and situations. It was a perfect balance for me!"

Linda's sister, Debbie, was the one who shared the Mary Kay opportunity with her. Debbie put her in touch with her adoptive mentor **Independent Sales Director Marge Reising**. "Marge was so kind and such a positive role model. I had never used *Mary Kay*® products before then, but I trusted my sister and Marge, and they did not steer me wrong!"

It wasn't long before Linda began to invest in her Mary Kay business even more. What was initially a way to meet other women evolved into a deeper understanding of what she could accomplish.

"At first it wasn't necessarily about the income potential, but the more parties I held, the more I understood what was available. I began to develop relationships with my customers and learned the importance of relationship marketing. Even today, some of my original customers still purchase from me. One of those customers is 90-something, she moved to Omaha to be near family, and she still orders her *Mary Kay*® products from me."

It was at Seminar 1978 that Linda says she realized the values Mary Kay Ash established for her dream Company were in sync with her own personal values.

MORE THAN FRIENDSHIPS

"I fell more in love with the products, the Mary Kay opportunity and the women I met along the way. My purpose became more about the people and about sharing with others what I had discovered through my Mary Kay business.

"My desire turned to telling everyone I met about my experiences and giving them an opportunity to have that as well. I found a new joy in helping others discover what I believe God had created them to be. After all these years, I think I was blessed with the gift of meeting women where they are and helping them see where they could be."

Today, Linda says what she enjoys most are the deep relationships she's developed over the years with women in her unit and Independent Sales Directors she's met. "There's a strong bond among these women. We've traveled to many Seminars and retreats. I've gotten the opportunity to know their families, and I feel that they are all more like family than business associates."

LEARNING NEVER CEASES.

While leading her unit and working her Mary Kay business, Linda says she tries to be genuine and consistent in her words and actions. "**Independent Elite Executive National Sales Director Emeritus Dalene White** (now deceased) shared this with me, 'Who you are speaks so loudly, others cannot hear what you say.'"

Linda also shares an important lesson that she learned early on, and that is setbacks will happen, but they don't last forever. "Our unit was growing, and we came out of the gate quickly in the '80s," she says. "We earned the use of a Mary Kay pink Cadillac and were going strong. Then we did not requalify for the pink Cadillac. I found myself attaching who I was to my accomplishments in my Mary Kay business. I had to reposition myself and realize that who I became in the process of earning all those things was far more important than the rewards. Our job is to learn that what happens is in the past and to grow from those experiences."

Linda is also quick to say dreams and reaching your goals don't happen without effort. "My advice is to know what you want from your Mary Kay business and be willing to do whatever it takes to realize that dream. Everyone's dream is different.

"A Mary Kay business can fit whatever you want it to be. I share with others that I believe what you are is God's gift to you, but what you do with your life is your gift to Him.

"Our society today is busy, and we are pulled in many directions. I love helping women carve out time to find themselves. Life is definitely a balancing act. When you say yes to one thing, you are saying no to something else. Learn what's important to you and go after it. My wish is that my unit members and my customers can live the life they love."

A PERFECT FIT

Linda says she's blessed that her Mary Kay business has fit each stage of her life and continues to do so. "I joined to find friends, then later I loved the flexibility and earning potential of working my business as I was able to work from home with my two boys. Today, I love the freedom to do what I love with the people I love.

"I heard Mary Kay Ash say once that in the first third of your life you learn, in the second third you earn and in the last third you return. I'm definitely in the return phase of my life, and I love it!"

Linda Jackson
INDEPENDENT SALES DIRECTOR

Less than 1% of Mary Kay Independent Beauty Consultants meet the criteria to earn the use of a Mary Kay Career Car or the Cash Compensation option.

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ON OUR WAY TO THE 60TH

The road to the 60th anniversary is paved with so many exciting selling and team-building challenges and initiatives. Each is strategically designed with YOU in mind to help you develop and build future leaders for the next 60 years and beyond. Mary Kay Ash said,

"If you can dream it, you can do it!"

NEW! LIMITED TIME ONLY!

MARCH 2023 STARTUP OPTIONS PROMOTION

MARCH 1–31, 2023

To help you share the Mary Kay dream as we're on our way to the 60th, these hard-to-pass-up startup options can make it even easier to get that "yes!"

Any new or returning Independent Beauty Consultants whose Independent Beauty Consultant Agreements are received and accepted by the Company in March can choose from these exciting, limited-time startup options.

***MARY KAY*® eSTART, $20**

The *Mary Kay*® eStart option is a great way to work a Mary Kay business from the comfort of home and still have the opportunity to connect virtually with customers on a personal level.

***MARY KAY*® STARTER KIT, $90**

This Starter Kit includes everything in *Mary Kay*® eStart, plus retail-sized products for sampling (a more than $400 value), **additional products and samples for March only,** business resources, tips and selling techniques designed to help empower sales.

These startup options are a limited time offer; the promotion is subject to change with advance notice.

Click here to find a sharable flier and other helpful resources including FAQs and *MKeCard*®.

Details and Requirements

MARY KAY 60 YEARS

SHARE THE MARY KAY DREAM

THEN. NOW. ALWAYS.™

***SHARE THE MARY KAY DREAM* GLOBAL CHALLENGE**

JAN. 1 – JUNE 30, 2023

Be part of history with this first-ever global independent sales force challenge. The goal: **600,000 new Mary Kay Independent Beauty Consultants** globally by June 30.

When you **add one or more new personal team members** during the challenge time frame, you will receive:

- A special video message from Nathan Moore, President, Global Sales and Marketing, at end of the challenge time frame.
- A Bling Button at Seminar 2023.

Plus, the **Top 60 independent sales force members** in each global region with the **highest number of new personal team members** during the challenge time frame will be **recognized on a special LED billboard** placed in front of the **Mary Kay world headquarters** in Addison, Texas, during our biggest event of the year – Seminar!

Get the details,
including team-building materials.

INDEPENDENT BEAUTY CONSULTANT

MOST IMPORTANT THINGS GAME

JAN. 1 – JUNE 30, 2023

You have two goals to focus on, and when you achieve more, you can earn more: a commemorative scarf and a red jacket from the **2023–2026 Red Jacket Collection,** (keep scrolling to see the styles!) plus **onstage recognition at Seminar 2023.**

Get the details, including a tracking sheet.

Independent Sales Directors and National Sales Directors, you have games to play too!

GAME DETAILS

Radiate in Red!

2023–2026 RED JACKET COLLECTION

Hot off the runway, these chic new styles are almost here! And with the **Independent Beauty Consultant *Most Important Things* Game,** you have a chance to earn one of these new styles and a commemorative scarf.

Get the details!

8 OUT OF THE GATE

JAN. 1 – JUNE 30, 2023

Are you thinking this is ***absolutely*** your time to elevate your Mary Kay business AND attend the 60th anniversary Seminar as an Independent Sales Director?

YOUR TIMING IS PERFECT!

For a limited time, instead of needing 10 or more active* personal team members, all Elite Team Leaders with 8 or more active* personal team members the month prior to submitting a Commitment Form can enter the Independent Sales Director-in-Qualification Program.

Plus, the number of DIQ active* personal team members required to debut as an Independent Sales Director will decrease from 30 to 24! All other program requirements will remain unchanged.

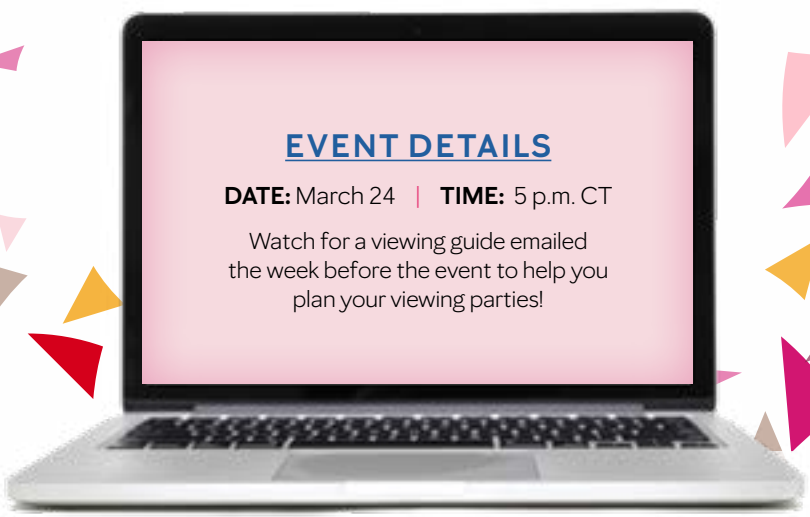
Get the details!

*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.

RACE TO YOUR BEST SEMINAR FINISH!

MARY KAY®
SPRING INTO THE 60TH

Spring Into the 60th Virtual Events – March 24 and April 24!



It's that go-for-your-goals, make-it-happen time of the Seminar year! So how about a motivational boost to help you bound to the finish line?

This virtual event has something for all Mary Kay independent sales force members. It will be available starting at 5 p.m. CT for you to watch at your own pace and will be approximately 3 hours and 30 minutes in length. It's **absolutely FREE! No registration required.**

You'll experience exciting product information, important business updates from Mary Kay leaders, great educational content and recognition shout-outs! And you'll hear from top Independent Sales Directors and National Sales Directors. The event will be available online so you can view it when you want and as often as you like.

Special access classes will also be available on April 24 for independent sales force members who are on-target for Seminar Awards 2023 by March 31, 2023, and for those who have debuted offspring Independent Sales Directors from December 2022 through April 2023. **Get Details.**

The Spring Into the 60th virtual event and Spring Into the 60th special access classes will be available to view on demand through June 30.

Have you heard? In honor of Mary Kay's 60th anniversary, we have a goal to add 60,000 Mary Kay independent sales force members to the My Mary Kay Facebook group this year!

This group is the official Facebook community for Mary Kay U.S. Independent Beauty Consultants! As a member, you'll enjoy exclusive content that's only available for the group, plus the opportunity to connect with one another. Please help us reach our goal!

Join the group today, and encourage your Mary Kay independent sales force friends to do the same!

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