

# **Mary Kay<sup>®</sup> Skin Care Selling Challenge**

## **Frequently Asked Questions**

Jan. 1 – Feb. 28, 2025

### **1. What is the purpose of this challenge?**

The goal is to meet Ryan's challenge to sell at least 100,000 *Mary Kay<sup>®</sup>* Skin Care Line regimens from Jan. 1 at 8 a.m. CT through Feb. 28 at 11:59 p.m. CT.

### **2. What can I earn?**

A \$200 gift card will be awarded to the Independent Sales Directors whose units meet the following criteria:

- The Top 3 Units in each Seminar affiliation with the highest amount of *Mary Kay<sup>®</sup>* Skin Care Line regimen sales, includes the Mattifying Regimen and the Hydrating Regimen (12 total unit winners) AND
- To ensure that units of all sizes have an opportunity to win, the Top Unit in each Seminar affiliation with the highest unit average *Mary Kay<sup>®</sup>* Skin Care Line regimen sales, includes the Mattifying Regimen and the Hydrating Regimen (4 total unit winners)

### **3. How many gift cards are being awarded in the challenge?**

A total of 16 Independent Sales Directors will earn a gift card.

### **4. What do I need to do to ensure that my unit is a top-selling unit in the challenge?**

Any wholesale Section 1 orders that include the *Mary Kay<sup>®</sup>* Hydrating Regimen (Part No. 10230672) or the *Mary Kay<sup>®</sup>* Mattifying Regimen (Part No. 10230673) from Jan. 1 at 8 a.m. CT until Feb. 28 at 11:59 p.m. CT will count toward the unit's sales volume. The orders may include any combination of the regimens. Please note that *Mary Kay<sup>®</sup>* Hydrating Go Sets, *Mary Kay<sup>®</sup>* Mattifying Go Sets, Section 2 samples and individual *Mary Kay<sup>®</sup>* Skin Care Line products do not count.

### **5. What do I need to do to be a Top Unit in each Seminar affiliation with the highest unit average sales of *Mary Kay<sup>®</sup>* Skin Care Line regimens?**

To account for units of all sizes, four winners will be selected based on the highest unit average of sales. After the challenge ends on Feb. 28 at 11:59 pm CT, we'll take each unit's overall number sold of *Mary Kay<sup>®</sup>* Skin Care Line regimens divided by the number of Beauty Consultants in that unit to get an average. We will then select the top Independent Sales Directors whose units have the highest average.

**6. What happens if there is a tie for the Top Units at the end of the challenge time frame?**

In the event of a tie, the gift cards will be awarded to the Top Units with the highest overall unit sales volume during the challenge time frame.

**7. What is the weekly process for recognizing units?**

Weekly recognition highlights the Top 20 Units with the highest number of regimens sold for the previous week. This information will be posted under MK News on *Mary Kay InTouch*<sup>®</sup> each week by Wednesday.

**8. How will I know if I earned a gift card?**

After the challenge ends, Independent Sales Directors will receive an email from the Company letting them know they have earned a gift card.

**9. If my order was placed before the challenge kicked off at 8 a.m. CT on Jan. 1 or after it ends at 11:59 p.m. CT on Feb. 28, will it count?**

No. The order containing the qualifying regimens must be placed after 8 a.m. CT on Jan. 1 and before 11:59 p.m. CT on Feb. 28 to be counted toward recognition and toward your unit's sales volume.

**10. Will I be taxed on the gift card if I earn one?**

Yes. Independent Sales Directors who earn a gift card will be issued a Form 1099-NEC for the gift card amount.

**11. How do I get the FREE *Mary Kay*<sup>®</sup> Mattifying Samples added to my order?**

If your wholesale Section 1 orders placed during the challenge time frame (Jan. 1 through Feb. 28) contain any combination of three *Mary Kay*<sup>®</sup> Hydrating Regimens and/or *Mary Kay*<sup>®</sup> Mattifying Regimens, you will receive six FREE *Mary Kay*<sup>®</sup> Mattifying Samples, **while supplies last**. The samples will be automatically added to your order during the checkout process. This free sample offer is available to Beauty Consultants only and is *not* available for Customer Delivery Service or orders placed through marykay.com, Guest Checkout or EZ Ship.

**12. Is the *Mary Kay*<sup>®</sup> Skin Care Selling Challenge part of the #MKJustAddOne Challenge?**

No, but it ties in perfectly. The #MKJustAddOne Challenge is a social media challenge that encourages customers to add one new product to their skin care routines and share their *Mary Kay*<sup>®</sup> skin care experiences with two friends during a three-week time frame.

**13. Do marykay.com, Customer Delivery Service, Guest Checkout and EZ Ship orders qualify for the *Mary Kay*<sup>®</sup> Skin Care Selling Challenge?**

Yes. Orders placed through these services will count.

**14. As an Independent Sales Director, how do I check my unit's progress?**

Independent Sales Directors can view their unit's *Mary Kay*<sup>®</sup> Skin Care Line regimen sales on *Mary Kay InTouch*<sup>®</sup> > Reports > Challenges & Promotions > *Mary Kay*<sup>®</sup> Skin Care Selling Challenge.

**FILE NAME: *Mary Kay*<sup>®</sup> Skin Care Selling Challenge FAQs**