

MARY KAY

MAY 2025

# applause

With new products, exciting opportunities and the courage to boldly embrace every adventure, unleash radiant confidence and endless possibilities.



**Confidence**  
**STARTS WITH YOU!**

# CALENDAR

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## MAY

1

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

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5

Mary Kay National Area *Zoom to Success* call for Independent Sales Directors 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.

Seminar registration opens for Independent National Sales Directors at 8:30 a.m. CT.

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7

Summer 2025 *Preferred Customer Program*<sup>SM</sup> customer mailing of *The Look* begins. (Allow 7–10 business days for delivery.)

Seminar registration opens for Independent Elite Executive Senior Sales Directors and Independent Executive Senior Sales Directors at 8:30 a.m. CT.

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9

Seminar registration opens for Independent Sales Directors at 8:30 a.m. CT.

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10

Early ordering of the new Summer 2025 promotion begins for Star Consultants who qualified during the Dec. 16, 2024 – March 15, 2025, quarter and Independent Beauty Consultants who enrolled in *The Look* for Summer 2025 through the *Preferred Customer Program*<sup>SM</sup>.

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11

Mother's Day.

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12

Mary Kay Ash's birthday.

Seminar registration opens for all independent sales force members at 8:30 a.m. CT.

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15

Ordering for the Summer 2025 promotion begins for all Independent Beauty Consultants.

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# 16

Consumer ordering for Summer 2025 promotion begins.

Deadline to make all Seminar Awards 2025 selections to ensure your reward is available for pick up at Seminar.

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# 26

Memorial Day. All Company offices closed. Postal holiday.

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# 30

Last day of the month for Independent Beauty Consultants to place telephone orders until 6 p.m. CT to count toward this month's Section 1 product sales volume.

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# 31

Last day of the month for Independent Beauty Consultants and Sales Directors to place online orders and submit online Independent Beauty Consultant Agreements until 11:59 p.m. CT.

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“

The wonderful feeling that comes from helping people gives meaning to your accomplishments. If you don't help others, your own success means less; it may even feel hollow.

”

*Mary Kay*

**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. ©2025 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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CALENDAR

# TRENDING



## Mother's Day IS MAY 11.

Help your customers honor the incredible mothers and other women in their lives with luxurious pampering gifts such as *Mary Kay*® Hydrogel Eye Patches and rejuvenating *TimeWise Repair*® Lifting Bio-Cellulose Mask. Make the occasion even more special by hosting a mother/daughter pampering party to share these indulgent products in a fun and meaningful way. Need inspiration? Visit [Mary Kay InTouch](#)® for beautiful images and easy-to-share gift ideas to post on your social media channels.



# happy birthday,

## MARY KAY ASH!



On May 12, and every day, we celebrate the life and legacy of our Founder, Mary Kay Ash! One meaningful way you can honor her commitment to empowering women is by supporting women-related causes such as *Team Up for Women!*<sup>®</sup> and giving back to the *Mary Kay Ash Foundation*<sup>®</sup>. Visit [marykayashfoundation.org](http://marykayashfoundation.org) for more information on how you can participate and support the Foundation and its incredible causes.

## *it just fits!*<sup>®</sup>

**NEW!** *It Just Fits*<sup>®</sup> [video](#) featuring **Independent Senior Sales Director Jeimy Martinez**. Watch her empowering story about how a Mary Kay business seamlessly fits into her life, and check out other inspiring stories at [marykay.com/itjustfits](http://marykay.com/itjustfits).



#### APPLAUSE<sup>®</sup> MAGAZINE TEAM:

MANAGING EDITOR: JULIE HICKS COPYWRITERS/EDITORS: NICOLE CALDWELL, ERIN VIRGIL

SPANISH MANAGING EDITOR: MAUREEN ROBINSON ART PRODUCER: SHARILYN GETZ

SENIOR PRINT PRODUCER: JAN STEEL DESIGN STUDIO MANAGER: BIANCA CAMANO COPY EDITOR: LISA HORNE

Within *Applause*<sup>®</sup> 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*<sup>®</sup> > 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.

TRENDING

BLOSSOM INTO YOUR  
*Power:*

An unforgettable oriental floral  
olfactive experience that radiates  
with confidence at first breath.



**NEW!** MARY KAY  
**CONFIDENTLY YOU™**  
EAU DE PARFUM, \$55



## CELEBRATE YOUR CONFIDENCE.

Draw others in with top notes  
of Mandarin, Bergamot and  
juicy notes of Pear.



## BE UNAPOLOGETICALLY FEMININE.

Beauty takes full bloom  
with middle notes of Jasmine,  
Cassis Bud and Rose.



## MAKE A STATEMENT.

Leave an enduring impression  
with bottom notes of Warm  
Amber, Sandalwood and Vanilla.

### Section 2

**NEW! Limited-Edition<sup>†</sup>**

***Mary Kay Confidently You™***

**Eau de Parfum Discover Seal  
Fragrance Samples, \$3, pk./10**

The discover seal samples are easy  
to mail, drop in orders or hand  
out, allowing your customers to  
experience the fragrance.

DELIGHT IN

# *Freshness Daily.*

Refresh your shower routine with the creamy textures and warm, fruity fragrances of the *Mary Kay*® Body Care Collection.



**NEW! LIMITED-EDITION<sup>†</sup>  
MARYKAY® LAVENDER  
& COCONUT SCENTED  
BODY LOTION, \$16**

Give skin the hydration it craves with an easily spreadable body lotion scented with fresh lavender and creamy coconut.

**NEW! LIMITED-  
EDITION<sup>†</sup> MARYKAY®  
LAVENDER &  
COCONUT SCENTED  
SHOWER GEL, \$16**

Cleanse skin with a foamy and fragrant blend of bubbles in a limited-edition, floral and fruity scent.

Summer 2025 products are available for all independent sales force members to order on May 15.

All prices are suggested retail.  
<sup>†</sup>Available while supplies last

**PRODUCTS**





# A TINT OF KINDNESS

Swipe on for beauty that gives back.

PRODUCTS

## NEW! LIMITED-EDITION<sup>†</sup> MARY KAY<sup>®</sup> TINTED LIP OIL, \$20 EACH

### Beautifying benefits:

- Super high-shine, nonsticky finish.
- Moisture-preserving blend of nine plant-based oils.
- Two buildable, soft tint shades complement a range of skin tones.
- Delightfully lingering, cooling sensation.

## PINK CHANGING LIVES<sup>®</sup>

MARY KAY

Join Mary Kay's global *Pink Changing Lives*<sup>®</sup> cause empowerment program and help change the lives of women and their families. In the United States, from April 26 through Sept. 15, 2025, **Mary Kay Inc. will donate \$1 from each sale** of limited-edition<sup>†</sup> *Mary Kay*<sup>®</sup> Tinted Lip Oil in Blush and Berry shades to the *Mary Kay Ash Foundation*<sup>®</sup>.

Mary Kay is committed to supporting the *Mary Kay Ash Foundation*<sup>®</sup> and its continued efforts to invest in cancer research for women-related cancers and ending domestic violence in the United States and around the world.

Berry

Blush



All prices are suggested retail.  
<sup>†</sup>Available while supplies last

**FATHER'S DAY MADE EASY:**  
**GIFTS**  
**HE'LL LOVE**

Father's Day is the perfect time to pamper dads with grooming gifts – products that will help them maintain the perfect skin care routine, keeping them looking and feeling their absolute best.



**GIFTING**

1

Cleanse ☀️ 🌙

**NEW! MKMEN® DAILY FACIAL WASH, \$20**

Tough on dirt and oil, and gentle on skin.

2

Shave & Soothe

As Needed

**NEW! MKMEN® MOISTURIZING SHAVE CREAM, \$20**

Combine comfort with a cooling sensation for a close shave and protection against razor burn.

3

Hydrate ☀️ 🌙

**NEW! MKMEN® ULTIMATE MOISTURIZER, \$30**

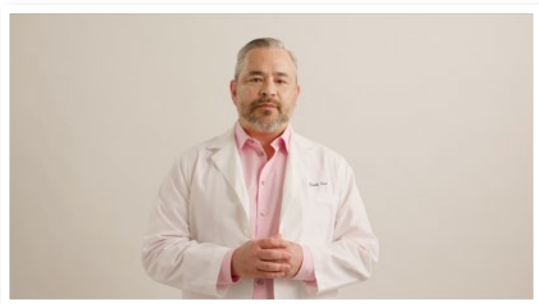
Boost hydration for 12 hours\* with the inclusion of powerhouse antioxidant resveratrol, which helps fight free radicals, and plankton extract, a well-known soothing ingredient.

[Order Now](#)



## #MenNeedSkinCareToo

Father's Day is a great opportunity to share this [video](#) and show how Mary Kay is introducing science-backed skin care for healthy-looking skin, made just for him.



Find product information, digital resources, fliers and more on *Mary Kay InTouch*®.

GIFTING



**Tip:** You can use the [Mary Kay® Skin Analyzer App](#) to help you book and sell! It's also a great way to follow up or reconnect with a customer.

**NEW! MKMEN® REGIMEN, \$70**  
Regimen includes Daily Facial Wash, Moisturizing Shave Cream and Ultimate Moisturizer.

# SCENT-SATIONAL GIFTS FOR MEN



**MK High Intensity® Cologne Spray, \$46**  
A captivating and distinctive scent with notes of Icy Black Fennel and Silver Sage.

**True Original® Cologne Spray, \$42**  
A fresh, clean scent with notes of Citrus Lemon and Cedarwood.

# 86%

OF MEN AGREED **MKMEN®** MOISTURIZING SHAVE CREAM GIVES A COMFORTABLE, CLOSE SHAVE.†



\*Based on an independent third-party clinical study in which 30 panelists wore the product for 12 hours

†Based on an independent consumer study in which 161 men used the product at least three times per week

All prices are suggested retail.

GIFTING

MARY KAY  
**SEMINAR**



# glow **BIG**

**IN CHARLOTTE, N.C.**

Excited is an understatement!  
We can't wait to celebrate YOU in person!

SEMINAR



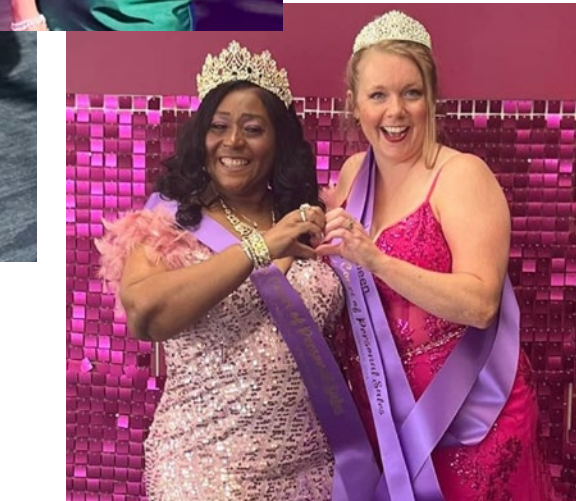
### Event Dates:

**Diamond and Ruby:** July 24–27

**Sapphire and Emerald:** July 28–31

### Location:

Charlotte Convention Center  
501 S. College St.  
Charlotte, NC 28202



### Registration Fees:

- **\$250** Online in-person registration fee for everyone except new Independent Beauty Consultants whose Agreements are accepted by the Company from July 1, 2024, through July 1, 2025. Their registration fee will be \$225.
- **\$275** On-site registration fee, space-permitting.
- **\$75** GSV viewing ONLY.
- **\$70** On-site transfer fee.

For an additional \$15, you can add General Session Viewing (GSV) to your online in-person registration. This offer is valid only if you register by the deadline of July 1, 2025, at 11:59 p.m. CT, and is **not** available for on-site registrations.



## Deadlines:

- Recognition qualification: June 30, 2025, by 11:59 p.m. CT.
- Registration, registration cancellation, book or modify a hotel reservation and special needs requests: July 1, 2025, by 11:59 p.m. CT.

# DID YOU KNOW?

- Charlotte is often called “The Queen City” because it was named after Queen Charlotte of Mecklenburg-Strelitz, the wife of King George III of England, reflecting the city’s colonial history.
- Charlotte is the hub of NASCAR racing, home to the NASCAR Hall of Fame and the Charlotte Motor Speedway, where major races such as the Coca-Cola 600 take place.
- Uptown Charlotte “Mini Manhattan,” the city’s downtown area, features a stunning skyline and is often compared to Manhattan N.Y. due to its vibrant urban feel with many corporate headquarters, hotels and cultural venues.

[Register](#) to join us in Charlotte this summer for a Mary Kay Seminar unlike any before. You will register for and attend Seminar 2025 in your current Seminar affiliation so we can celebrate all of your 2024–2025 accomplishments.

**Deadline is July 1, 11:59 p.m. CT.**



# 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.



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



## DIAMOND

### Amy Kirby

Independent Senior Sales Director

**Began Mary Kay Business:** December 2008

**Sales Director Debut:** April 2012

**NSD:** Lisa Allison

**Personal:** Lives in Lebanon, Tenn. Husband Dr. John Kirby; daughter, Jonah.

**“I am motivated to help others because** serving alongside others can foster strong connections and a sense of community that so many of us desire. By being servant-hearted, I have been blessed with a high level of loyalty in my friendships, my unit and my customer base. It has aided in fostering a genuine culture, which is something I value greatly.”

**Testimonial:** Independent Future Executive Senior Sales Director Candy Brown of Brentwood, Tenn., says, “Amy has given of herself to support our Tennessee area Beauty Consultants and Sales Directors to create a wonderful place to learn and be inspired. She is always willing and does her best to encourage those around her. Mary Kay Ash would be proud.”



## EMERALD

### Sara Erb

Independent Senior Sales Director

**Began Mary Kay Business:** May 2013

**Sales Director Debut:** October 2014

**Mary Kay National Area**

**Personal:** Lives in Greer, S.C. Husband, Eric; son, Ethan.

**“I am motivated to help others because** it’s the right thing to do. As children, my parents consistently taught my brother and me the Golden Rule – not just to treat each other with kindness, but to be kind to those around us because you never know what someone else is going through. I believe Mary Kay Ash held these same values, too, when she created her marketing plan, and it’s our privilege and our duty as her Sales Director daughters to carry on these values and pass them to others.”

**Testimonial:** Independent Sales Director Lyn Westafer of Greer, S.C., says, “Sara constantly reaches out to support me. She’s always encouraging and uplifting and always strives to inspire and elevate those around her to become the best versions of themselves.”



**RUBY**

## **Cindy Vizcarra**

Independent Sales Director

**Began Mary Kay Business:**

January 2010

**Sales Director Debut:** November 2012

**Mary Kay National Area**

**Personal:** Lives in Salinas, Calif. Husband, Ruben Sr.; sons: Ruben Jr., Daniel, Anthony.

**“I am motivated to help others because** I am all about serving and loving others just as my Lord and Savior Jesus Christ has asked of me. Every day I pray for God to lead me to those He wants me to empower and uplift through the talents He has given me. I do it over and over expecting nothing in return to love every person just as Jesus did!”

**Testimonial:** Independent Beauty Consultant Marylin Winslow of Watsonville, Calif., says, “She is the kindest person who I’ve met on my Mary Kay journey. She is always willing to go above and beyond to not only aid her unit members but to also help other Mary Kay units as well, and she always emulates the Go-Give spirit to every person she encounters!”



## SAPPHIRE

### **Ashley Dornbos**

Independent Future Executive Senior  
Sales Director

**Began Mary Kay Business:** May 2018

**Sales Director Debut:** November 2018

**Mary Kay National Area**

**Personal:** Lives in Charlotte, Mich. Husband, Jacob; sons: Oliver, Rowen, George.

**“I am motivated to help others because** this Company and the women who it represents changed my life, my confidence, my mindset and my self-worth. It’s priceless! And a gift that I will continue to be so grateful for. A small gift of hope, an encouraging word or needed help is the least one could do. It’s what we do – the Mary Kay way! I’m thankful and blessed for the treasure of our unique and unwavering sisterhood.”

**Testimonial:** Independent Sales Director Kimberly Kayanek of Charlotte, Mich., says, “Ashley gives 150% in everything she does – whether it be for customers, community and most of all, her Sales Directors. She sets time aside weekly for our Sales Director education and daily for motivation and accountabilities. The heart and compassion she holds are golden, and her integrity is No. 1.

# POWER YOUR SALES

## MONTHLY SELLING CHALLENGE

Fire UP your motivation, and turn your goal-setting into goal-*getting!* Each month during the 2024–2025 Seminar year when you order \$700\* or more in wholesale Section 1 products, you can earn the monthly reward from the [Power Your Sales Monthly Selling Challenge](#). The order(s) can be a single order or cumulative orders of \$700\* or more as long as they occur during a single month. Establishing a strong customer base and selling \$700\* or more a month in wholesale Section 1 products can help you **Power UP** your Mary Kay business!



### May 1–31: Earn This Prize!

This stylish Mary Kay-branded confetti cosmetic bag can be yours when you order \$700\* or more in wholesale Section 1 products in **May**. This reward is a collaboration with Packed Party and includes exclusive Mary Kay confetti!

### Power Your Sales 12-Month Consistency Challenge

Earn your daily dose of inspiration from Mary Kay Ash! When you achieve the *Power Your Sales Monthly Selling Challenge* each month, July 1, 2024 – June 30, 2025, you can earn this Mary Kay Ash quote of the day flip book!



\*Wholesale Section 1 product orders must be tied to legitimate consumer demand. The order(s) can be a single order or cumulative orders of \$700 or more as long as they occur during a single month. Customer Delivery Service, Guest Checkout and EZ Ship order amounts count toward your order(s) of \$700 or more in wholesale Section 1 products. You'll receive your monthly reward inside your qualifying order. One reward per achiever each month. All third-party trademarks, registered trademarks and service marks are the property of their respective owners.

Ready to celebrate  
**AMAZING  
ACHIEVEMENTS?**

Recognition Central is here!



REWARDS

# GROW & CELEBRATE

## CHALLENGE

**April 1 – June 30, 2025**

Now is the time to Grow UP the Mary Kay career path and celebrate yourself along the way!

- **Grow & Celebrate Team Leader+ Challenge**

An Independent Beauty Consultant can achieve the first phase of the *Grow & Celebrate* Challenge when she becomes a Team Leader, Elite Team Leader or is in the Sales Director-in-Qualification Program with 5 or more active\* personal team members by June month end.

To participate in this challenge, Independent Beauty Consultants, Senior Beauty Consultants or Star Team Builders must have 4 or fewer active\* personal team members as of March 31, 2025.

**Reward:** When they achieve the challenge and attend Seminar 2025, they will receive a special lanyard at Bling Badge pickup!

\*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.

TEAM-BUILDING



TWO MONTHS LEFT TO ACHIEVE!

## STEP UP TO SALES DIRECTOR PROMOTION

Through July 2025 debuts

Independent Beauty Consultants and Independent Sales Directors-in-Qualification who debut as Independent Sales Directors from January through July 2025 with the “and then some” will receive an invitation to the **New Sales Director Retreat** that will be held in Dallas on Oct. 17–18! This is not just any retreat; it is a full-on, one-time-only experience! Not only will you have your personal hotel room paid for, but you’ll also receive a \$500 cash reward to put toward airfare, gas or any travel expenses!



Best of all, the event will include a special appearance from **Ryan Rogers, CEO and grandson of Mary Kay Ash, and Jessica Bair, great-granddaughter of Mary Kay Ash.**

[Get qualifications.](#)

### POWER UP YOUR OFFSPRING CHALLENGE

Through July 2025 debuts

Independent National Sales Directors and Independent Sales Directors can earn up to four stylish, **pink gemstone-encrusted adjustable fashion rings**, one for **each** new or returning first-line offspring Sales Director who debuts from August 2024 through July 2025. The reward ring(s) will be mailed to you the same month the offspring debuts! Plus, if you **debut four or more** first-line offspring Sales Directors, you can also earn a ring box in which to store your rings safely.

[See rewards and details.](#)

### PINK UP AND SHOW UP DIQ PROMOTION

Through July 2025 debuts

Independent sales force members who debut as Independent Sales Directors with 30 or more active\* unit members can earn the following rewards.

- **Pink UP Tier:** For 30–35 active\* unit members, earn a *Perfectly Pink* Sales Director jacket.
- **Show UP Tier:** For 36 or more active\* unit members between Jan. 1 and July 1, 2025, earn registration for Seminar 2025 and a Sales Director jacket.

[Get 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.

TEAM-BUILDING

# CAREER CONFERENCE

# *fun!*

Thank you for sharing all the fun  
you had at Career Conference 2025!  
#MyMKLife



## NEXT STOP? **Seminar!**

We hope to see you there.  
Registration opens May 12  
for everyone!

[\*\*Get details!\*\*](#)