

# Seminar Awards 2023

## October Double Credit Promotion

### Frequently Asked Questions

Oct. 1–31, 2022

#### 1. What is double credit?

Double credit is additional credit that Independent Beauty Consultants and Independent Sales Directors can earn toward the Seminar Awards 2023 Queens' Courts of Personal Sales, Queen's Court of Sharing and the Circle of Achievement or Circle of Excellence during October.

#### 2. What are the qualifications?

##### Queens' Courts of Personal Sales

- Independent Sales Directors and Independent Beauty Consultants can earn \$1 in Seminar double credit for each \$1 in personal retail sales\* on orders **received and accepted by the Company Oct. 1–31, 2022.**
- They can earn up to \$4,000 in retail credit toward the Seminar Awards 2023 Independent Sales Director and Independent Beauty Consultant Queens' Courts of Personal Sales.
- The Seminar double credit of up to \$4,000 can be in addition to the monthly estimated retail maximum of \$13,000, for a total of \$17,000.

##### 2a. What does this mean for the Queens' Courts of Personal Sales?

This means that up to \$4,000 in personal retail sales\* on any orders received and accepted by the Company in October will be doubled. For example, if an Independent Beauty Consultant has \$4,000 in personal retail sales during October, she is eligible to earn a total of \$8,000 in Seminar credit toward the Seminar 2023 Queen's Court of Personal Sales.

##### Queen's Court of Sharing

Independent Sales Directors and Independent Beauty Consultants can earn double credit toward the Seminar Awards 2023 Queen's Court of Sharing for up to six *Great Start*-qualified\*\* new personal team members **Oct. 1–31, 2022.**

- The potential double credit for up to six *Great Start*-qualified\*\* new personal team members in October 2022 is in addition to the regular monthly cap of 13 *Great Start*-qualified\*\* new personal team members, for a maximum potential credit of up to 19 *Great Start*-qualified\*\* new personal team members. If more than 13 *Great Start*-qualified\*\* new personal team members' Agreements are received and accepted by the Company in October, the 13 new team members with the highest commissions earned by the recruiter will count toward the Queen's Court of Sharing.

**2b. What does this mean for the Queen’s Court of Sharing?**

This means that we will only count Independent Beauty Consultants whose Agreements are received and accepted by the Company in October 2022. However, their qualifying initial order or cumulative orders of \$600 or more in wholesale Section 1 products can be placed in October 2022, November 2022, December 2022 and/or January 2023 to be counted as *Great Start*-qualified\*\* new personal team members. For example, if an Independent Beauty Consultant recruits the maximum 13 new personal team members during October, she will only earn additional credit for six new personal team members, for a total of 19, toward the Seminar Awards 2023 Queen’s Court of Sharing.

**Circle of Achievement or Circle of Excellence**

- Independent Sales Directors can earn \$1 in unit Seminar double credit for each \$1 in unit retail sales volume\* on orders received and accepted by the Company Oct. 1–31, 2022.
- They can earn up to a maximum of \$40,000 in unit retail double credit toward the Seminar Awards 2023 Circle of Achievement or Circle of Excellence.

**2c. What does this mean for the Circle of Achievement or Circle of Excellence?**

This means that up to \$40,000 in unit retail sales volume\* on any orders received and accepted by the Company in October will be doubled. For example, if an Independent Sales Director and her unit members have a total of \$40,000 in unit retail sales volume\* during October, the sales unit is eligible to earn a total of \$80,000 in Seminar credit toward the Seminar Awards 2023 Circle of Achievement or Circle of Excellence.

**3. Who can participate in the October Double Credit Promotion?**

All Independent Beauty Consultants and Independent Sales Directors can participate in the October Double Credit Promotion for the Seminar Awards 2023 Queens’ Courts of Personal Sales and Queen’s Court of Sharing. Independent Sales Directors can also participate in the October Double Credit Promotion for the Circle of Achievement or Circle of Excellence. The October Double Credit Promotion does not apply to Independent National Sales Directors.

**4. What are the October Double Credit Promotion qualification dates?**

The October Double Credit Promotion runs Oct. 1–31, 2022. However, for the Queen’s Court of Sharing, the Independent Beauty Consultant Agreement must be received and accepted by the Company Oct. 1–31, 2022, but the initial order or cumulative orders of \$600 or more in wholesale Section 1 products can be received and accepted by the Company in the same or following three calendar months (October 2022, November 2022, December 2022 and/or January 2023) that the new personal team member’s Independent Beauty Consultant Agreement is received and accepted by the Company.

**5. Is the double credit based on retail or wholesale amounts?**

The double credit toward the Queens' Courts of Personal Sales is based on the retail amount of an order. The Queen's Court of Sharing requires that new personal team members place their initial order or cumulative orders of \$600 or more in wholesale Section 1 products in October 2022, November 2022, December 2022 and/or January 2023.

**6. Toward what recognition does the October Double Credit Promotion count?**

The double credits count toward the Seminar Awards 2023 Queens' Courts of Personal Sales, Queen's Court of Sharing, the Circle of Achievement or Circle of Excellence, the Mary Kay National Area Princess Court of Personal Sales and the Mary Kay National Area Princess Court of Sharing.

**7. When do Independent Beauty Consultant Agreements and October orders begin counting toward the October Double Credit Promotion?**

Independent Beauty Consultants whose Agreements are received and accepted by the Company beginning Oct. 1, 8 a.m. CT will be counted for the October Double Credit Promotion. Independent Beauty Consultants whose Agreements are received and accepted by the Company after Oct. 31, 11:59 p.m. CT will not count.

For the Queen's Court of Sharing, qualifying orders placed in October 2022, November 2022, December 2022 and/or January 2023 beginning Oct. 1, 2022, at 8 a.m. CT and continuing until Jan. 31, 2023, at 11:59 p.m. CT will count toward the promotion.

For the Queens' Courts of Personal Sales and the Circle of Achievement or Circle of Excellence, October orders will count beginning Oct. 1 at 8 a.m. CT and will continue to be counted until 11:59 p.m. CT on Oct. 31.

**8. For this promotion, which order date is used: the postmark date or the date that the order or Independent Beauty Consultant Agreement is received and accepted by the Company?**

The date that the order or Agreement is received and accepted by the Company will be used.

**9. How does the regular monthly cap of 13 for the Queen's Court of Sharing apply to the October Double Credit Promotion?**

In a normal month, you can count only 13 *Great Start*-qualified\*\* new personal team members toward the Queen's Court of Sharing. The potential double credit for October 2022 can be for up to six *Great Start*-qualified\*\* new personal team members in addition to the regular monthly cap of 13 *Great Start*-qualified\*\* new personal team members, for a maximum potential credit of up to 19 *Great Start*-qualified\*\* new personal team members. If more than 13 *Great Start*-qualified\*\* new personal team members' Agreements are received and accepted by the Company in October, the 13 new personal team members with the highest

commissions earned by the recruiter will count toward the Queen’s Court of Sharing. For additional questions on the Queen’s Court of Sharing, see the Seminar Awards Qualifications on *Mary Kay InTouch*®.

**10. Do returning Independent Beauty Consultants who restart their Mary Kay businesses with *Mary Kay*® eStart count toward the Queen’s Court of Sharing double credit?**

Yes. A new or returning Independent Beauty Consultant who starts her business with *Mary Kay*® eStart does count toward the Queen’s Court of Sharing double credit if her Agreement is received and accepted by the Company Oct. 1–31, 2022, and if the initial order or cumulative orders of \$600 or more in wholesale Section 1 products are received and accepted by the Company in October 2022, November 2022, December 2022 and/or January 2023.

**11. For the Queen’s Court of Sharing double credit, how are *Great Start-qualified*\*\* new personal team members counted?**

For the purposes of this promotion, the maximum double credit is six *Great Start-qualified*\*\* new personal team members. The regular monthly maximum for the Queen’s Court of Sharing is 13 *Great Start-qualified*\*\* new personal team members.

**Examples**

<b>Unit Member</b>	<b>October <i>Great Start-Qualified</i>** New Personal Team Members</b>	<b>Queen’s Court of Sharing Double Credit (Maximum: 6 <i>Great Start-Qualified</i>** New Personal Team Members)</b>	<b>Total Count Toward Seminar <i>Great Start-Qualified</i>** New Personal Team Members</b>
<b>Courtney</b>	<b>3</b>	<b>3</b>	<b>6</b>
<b>Mary Jo</b>	<b>6</b>	<b>6</b>	<b>12</b>
<b>Rachel</b>	<b>13</b>	<b>6</b>	<b>19</b>
<b>Brooke</b>	<b>15</b>	<b>6</b>	<b>19</b>

- **Courtney** had 3 *Great Start-qualified*\*\* new personal team members and, therefore, earned double credit on those 3 team members for a total of 6 toward the Queen’s Court of Sharing double credit.
- **Mary Jo** had 6 *Great Start-qualified*\*\* new personal team members and, therefore, earned the maximum double credit of 6 on those 6 team members for a total of 12 toward the Queen’s Court of Sharing double credit.
- **Rachel** had 13 *Great Start-qualified*\*\* new personal team members and, therefore, earned the maximum double credit of 6 on those 13 team members for a total of 19 toward the Queen’s Court of Sharing double credit.
- **Brooke** had 15 *Great Start-qualified*\*\* new personal team members and, therefore, earned the maximum double credit of 6 on those 15 team members for a total of 19 toward Queen’s Court of Sharing double credit. She exceeded the monthly maximum for the Queen’s Court of Sharing which is 13 *Great*

*Start-qualified\*\** new personal team members. If more than 13 *Great Start-qualified\*\** new personal team members' Agreements are received and accepted by the Company in October, the 13 with the highest commissions earned by the recruiter will count toward the Queen's Court of Sharing double credit.

**12. How do I know if my new personal team member is *Great Start-qualified\*\** for Queen's Court of Sharing double credit?**

A *Great Start-qualified\*\** 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. For the purpose of the October Double Credit Promotion, a *Great Start-qualified* new personal team member is one whose Agreement is received and accepted by the Company Oct. 1–31, 2022, and the single order or cumulative orders are received and accepted by the Company in October 2022, November 2022, December 2022 and/or January 2023.

**Examples**

<b>New Personal Team Member</b>	<b>Agreement Date</b>	<b>Order Type and Date</b>		<b>Wholesale Section 1 Order Amount</b>	<b><i>Great Start-Qualified**</i> for Queen's Court of Sharing Double Credit?</b>
Courtney	Sept. 1, 2022	Initial Order	Oct. 12, 2022	\$600	No
Sarah	Oct. 1, 2022	Initial Order	Oct. 10, 2022	\$600	YES!
Sherly	Oct. 6, 2022	Initial Order	Oct. 29, 2022	\$300	YES!
		2nd Order	Nov. 15, 2022	\$100	
		3rd Order	Dec. 10, 2022	\$200	
Kim	Nov. 1, 2022	Initial Order	Dec. 2, 2022	\$300	No
		2nd Order	Jan. 8, 2023	\$300	
Rachel	Oct. 31, 2022	Initial Order	Feb. 2, 2023	\$600	No
Sheena	Oct. 12, 2022	Initial Order	Dec. 4, 2022	\$800	YES!

- **Courtney's** Independent Beauty Consultant Agreement was received and accepted by the Company on Sept. 1, and she placed her initial order totaling \$600 in wholesale Section 1 products within her *Great Start* time frame

- (September, October, November and/or December 2022). However, because her Agreement was signed in September 2022, she does not count toward the Queen's Court of Sharing double credit. However, she is *Great Start-qualified\*\** and does count toward the Seminar Awards 2023 Queen's Court of Sharing.
- **Sarah's** Independent Beauty Consultant Agreement was received and accepted by the Company on Oct. 1, and she placed her initial order of \$600 in wholesale Section 1 products on Oct. 10. Therefore, she is considered *Great Start-qualified\*\** for the Queen's Court of Sharing double credit because she placed her initial qualifying order within her *Great Start* time frame (October 2022, November 2022, December 2022 and/or January 2023).
  - **Sherly's** Independent Beauty Consultant Agreement was received and accepted by the Company on Oct. 6, and she placed cumulative orders totaling \$600 in wholesale Section 1 products by Dec. 10. Therefore, she is considered *Great Start-qualified\*\** for the Queen's Court of Sharing double credit because she placed her cumulative qualifying orders within her *Great Start* time frame (October 2022, November 2022, December 2022 and/or January 2023).
  - **Kim's** Independent Beauty Consultant Agreement was received and accepted by the Company on Nov. 1, and she placed cumulative orders totaling \$600 in wholesale Section 1 products within her *Great Start* time frame (November 2022, December 2022, January 2023 and/or February 2023). Because her Agreement was in November 2022, she does not count toward the Queen's Court of Sharing double credit. However, she does qualify as *Great Start-qualified\*\** and does count toward the Seminar Awards 2023 Queen's Court of Sharing.
  - **Rachel's** Independent Beauty Consultant Agreement was received and accepted by the Company on Oct. 31, and she placed her initial order of \$600 in wholesale Section 1 products on Feb. 2, 2023, outside of her *Great Start* time frame (October 2022, November 2022, December 2022 and/or January 2023). Because her order was placed outside of her *Great Start* time frame, she does not count toward the Queen's Court of Sharing double credit or the Seminar 2023 Queen's Court of Sharing.
  - **Sheena's** Independent Beauty Consultant Agreement was received and accepted by the Company on Oct. 12, and she placed her initial order of \$800 in wholesale Section 1 products on Dec. 4. Therefore, she is considered *Great Start-qualified\*\** for the Queen's Court of Sharing double credit because she placed her initial qualifying order within her *Great Start* time frame (October 2022, November 2022, December 2022 and/or January 2023).

### 13. How does double credit work for the Queens' Courts of Personal Sales?

For the purposes of this promotion, the maximum Seminar double credit is \$4,000. Double credit on the Queens' Courts of Personal Sales is counted toward personal retail sales.\* The regular monthly maximum for the Queens' Courts of Personal Sales is \$13,000 in personal retail sales.\*

Unit Member	October Personal Retail Sales*	Double Credit (Maximum: \$4,000)	Total Retail Credit Toward Seminar 2023
Lisa	\$3,800	\$3,800	\$7,600
Tracy	\$13,000	\$4,000	\$17,000
Stephany	\$20,000	\$4,000	\$17,000

**14. How does double credit work for the Circle of Achievement and the Circle of Excellence?**

For the purposes of this promotion, Independent Sales Directors can earn an additional credit of up to \$40,000 in unit retail sales volume\* toward the Circle of Achievement or the Circle of Excellence.

Sales Director	October Unit Retail Sales Volume*	Double Credit (Maximum: \$40,000)	Total Retail Credit Toward Seminar 2023
Maria	\$38,000	\$38,000	\$76,000
Julie	\$75,000	\$40,000	\$115,000

**15. When will I be able to see the double credit in reports?**

The *myBusiness*<sup>SM</sup> reports are near real-time reports. However, please allow at least an hour for all orders to process.

**16. Do the Ready, Set, Sell! and Ready, Set, Keep Selling! product bonus bundles count toward the Queens' Courts of Personal Sales and the Circle of Achievement or Circle of Excellence for October double credit?**

Yes. These product bonus bundles do count toward the October double credit for the Queens' Courts of Personal Sales and the Circle of Achievement or Circle of Excellence.

**17. Do Mary Kay® Starter Kit product bonus promotions count toward the Queens' Courts of Personal Sales and the Circle of Achievement or Circle of Excellence for October double credit?**

No. *Mary Kay*® Starter Kit product bonus promotions do not count toward the October Double Credit Promotion.

**18. Does double credit count toward Independent National Sales Director ranking?**

No. NSD ranking is based on commissions earned.

**19. Does the October Double Credit Promotion include the Independent National Sales Director *Boost Your Ranking* Promotion?**

No. The October Double Credit Promotion applies only to the Seminar Awards 2023 Queens' Courts of Personal Sales, Queen's Court of Sharing and the Circle of Achievement or Circle of Excellence.

**20. Does the October Double Credit Promotion count toward the Independent Sales Director New Offspring Retail Credit?**

Yes. However, the offspring Independent Sales Director MUST still be an Independent Sales Director in good standing with the Company on June 30, 2023, for the credit to be applied to the Senior Sales Director’s year-end unit retail sales volume.\*

**Please Note:**

As a reminder, the maximum Independent Sales Director New Offspring Retail Credit is \$25,000 per offspring Sales Director depending on her unit retail sales volume.\* See Seminar Awards 2023 rules for more information.

**Examples**

Sales Director Who Debuted July 1 – Oct. 1, 2022	October Unit Retail Sales Volume*	Double Credit (Maximum: \$40,000)	Total Retail Credit Toward Seminar Awards 2023	Senior Sales Director	Total Possible New Offspring Retail Credit Toward Seminar Awards 2023 (Seminar Year Maximum: \$25,000)
Angela	\$38,000	\$38,000	\$76,000	Sue	\$25,000
Brooke	\$75,000	\$40,000	\$115,000	Jane	\$25,000
Kathy	\$10,000	\$10,000	\$20,000	Charisa	\$20,000
Martha	\$20,000	\$20,000	\$40,000	Charisa	\$25,000

- **Angela’s October** unit retail sales volume\* is \$38,000; therefore, she is only eligible to earn \$38,000 in retail Seminar double credit for a total of \$76,000. If Angela is still an Independent Sales Director in good standing with the Company on June 30, 2023, her Senior Sales Director, Sue, is eligible to earn the maximum New Offspring Retail Credit of \$25,000 toward her Seminar 2023 unit retail sales volume.\*
- **Brooke’s October** unit retail sales volume\* is \$75,000; however, she is only eligible to earn the maximum \$40,000 in retail Seminar double credit for a total of \$115,000. If Brooke is still an Independent Sales Director in good standing with the Company on June 30, 2023, her Senior Sales Director, Jane, is eligible to earn the maximum New Offspring Retail Credit of \$25,000 toward her Seminar Awards 2023 unit retail sales volume.\*
- **Kathy’s October** unit retail sales volume\* is \$10,000; therefore, she is eligible to earn \$10,000 in retail Seminar double credit for a total of \$20,000. If Kathy is still an Independent Sales Director in good standing with the Company on June 30, 2023, her Senior Sales Director, Charisa, is eligible to earn a New Offspring Retail Credit of \$20,000 toward her Seminar Awards 2023 unit retail sales volume.\*
- **Martha’s October** unit retail sales volume\* is \$20,000; therefore, she is eligible to earn \$20,000 in retail Seminar double credit for a total of \$40,000. If Martha is still an Independent Sales Director in good standing with the Company on June



30, 2023, her Senior Sales Director, Charisa, is eligible to earn the maximum New Offspring Retail Credit of \$25,000 toward her Seminar Awards 2023 Unit Retail Sales Volume.\* Charisa now has a total of \$45,000 in New Offspring Retail Credit toward her Seminar Awards 2023 unit retail sales volume.\*

**21. Does the double credit count toward compensation, commissions, Career Car qualifications, bonuses, Sales Director-in-Qualification requirements, New Independent Sales Director Programs or the State Highest and Most Improved contests?**

No. This double credit applies only to the Seminar Awards 2023 Queens' Courts of Personal Sales, Queen's Court of Sharing, the Circle of Achievement or Circle of Excellence, and Independent Sales Director New Offspring Retail Credit.

**22. Does the double credit count toward the Mary Kay Golden Rules Challenge?**

No. This double credit applies only to the Seminar Awards 2023 Queens' Courts of Personal Sales, Queen's Court of Sharing, the Circle of Achievement or Circle of Excellence, and Independent Sales Director New Offspring Retail Credit.

**23. Does the double credit count toward the Mary Kay National Area Seminar Awards?**

Yes. This October Double Credit Promotion applies to all challenges related to the Seminar Awards 2023 Queens' Courts of Personal Sales and Queen's Court of Sharing, including the Mary Kay National Area Princess Courts; the Circle of Achievement or Circle of Excellence; and Independent Sales Director New Offspring Retail Credit.

**24. Does international sales volume count toward double credit?**

No. International sales volume is additional credit that is added to an Independent Sales Director's unit retail sales volume.\*

**25. Does the double credit apply to the international recruits count?**

No. International recruits do not count toward the Seminar Awards 2023 Queen's Court of Sharing.

\*Retail sales and unit retail sales volume are calculated based on wholesale purchases of Section 1 products and the suggested retail value of Section 1 product bonuses.

\*\*A *Great Start*-qualified 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. For the purpose of the Queen's Court of Sharing October Double Credit Promotion, a *Great Start*-qualified new personal team member is one whose Agreement is received and accepted by the Company from Oct. 1–31, 2022, and the single order or cumulative orders are received and accepted by the Company in October 2022, November 2022, December 2022 and/or January 2023.