

Pink UP and Show UP Promotion Extension

Frequently Asked Questions

1. How do I qualify as a Pink UP debut?

To qualify as a Pink UP debut, you will need a minimum of 30 active* unit members.

2. What incentive do I qualify for as a Pink UP debut?

As a Pink UP debut, New Independent Sales Directors will earn the *Perfectly Pink* Independent Sales Director jacket.

3. How do I qualify as a Show UP debut?

To qualify as a Show UP debut, you will need a minimum of 36 active* unit members.

4. What incentives do I qualify for at Show UP debut status?

As a Show UP debut, New Independent Sales Directors will earn the *Perfectly Pink* Independent Sales Director jacket AND registration to Seminar 2025.

5. How do I receive my earned Sales Director jacket or vest when I debut at the Pink UP and Show UP levels?

The day after your unit number is received, you can order your new Sales Director jacket or vest directly from our apparel vendor, Affinity.

NOTE: You have 60 days upon your debut to place an order for your earned jacket. Once 60 days have passed, you can no longer redeem your earned Sales Director jacket, **so don't delay.**

To place your order, [click here](#) to visit Affinity's website. Your initial username is your Consultant number, and the initial password is welcome1. You will be required to change the password on your first visit. If you forget your password, click FORGOT YOUR PASSWORD and follow the instructions to reset it. If you need further assistance after logging in, please call Affinity Customer Service at [866-248-8937](tel:866-248-8937). The ordering website is also available in Spanish.

6. How do I claim the event registration that I earned for debuting at the Show UP Level?

To redeem your Seminar 2025 event registration as a Show UP debut, New Independent Sales Directors log on to *Mary Kay InTouch*® > Events > Online Event Registration by the registration deadline.

7. I registered for and paid for my Seminar registration but later debuted at the Show UP level. Do I receive a refund?

Yes. If an independent sales force member registers during open registration, then debuts as a qualified Independent Sales Director within the promo period, then we will refund her the registration fee. Refunds are processed monthly and you should receive your refund within 1-2 months.

8. Will I be charged shipping for my earned Independent Sales Director jacket from the *Pink UP and Show UP Promotion*?

No. You will not be charged shipping for your earned *Pink UP and Show UP Promotion* Independent Sales Director jacket. However, if you need to return this jacket, return shipping will be at your cost.

9. I earned an Independent Sales Director Jacket through the *Pink UP and Show UP Promotion*. Can I still use my New Sales Director 20% off Discount within 60 days of my debut?

Yes. You must redeem your earned *Pink UP and Show UP Promotion* Independent Sales Director jacket first. Then, 8 days later, you can place a separate order for your second Sales Director jacket – as long as you are still within 60 days of your debut at the time of order – to receive 20% off that jacket. For this transaction, you will pay shipping.

10. Will I receive a Form 1099-NEC for my *Pink UP and Show UP Promotion* Independent Sales Director jacket?

Yes. As an independent business owner, you are required to report your Mary Kay business activities to the IRS, including rewards received from Mary Kay. Per the IRS, Mary Kay will issue a Form 1099-NEC for Independent Beauty Consultants and Independent Sales Directors who receive commissions or rewards in excess of \$600 in a calendar year. You will also receive this form if your wholesale purchases total \$5,000 or more in a calendar year.

11. Will my spouse also receive free registration at the Show UP level?

No. If your spouse is attending the event, the registration fee will apply.

12. What happens if I'm unable to attend Seminar 2025? Can I transfer my free registration to another event or person?

No. The free registration only applies to Seminar 2025 and can't be transferred to another event. Since you earned the registration as a reward, the registration is not transferable to another person.

13. I debuted as an Independent Sales Director before Jan. 1, 2025. Can I earn the Perfectly Pink Jacket or registration to Seminar 2025?

No. The promotional period was extended beginning with Jan. 1, 2025, debuts. Incentives cannot be awarded retroactively.

14. If I earned Leadership 2025 registration but didn't attend, can I still use my earned registration for Seminar 2025?

No. If you debuted between Aug. 1- Dec. 1, 2024, the registration earned only applied to Leadership 2025 and can't be transferred to another event. Since you earned the registration as a reward, the registration is not transferable to another person.

15. What time frame do I have to debut by in order to qualify as a Pink UP or Show UP debut?

DIQs who debut as Independent Sales Directors from Jan. 1, 2025, through July 1, 2025, will have the opportunity to step **UP** and debut with a higher unit size for additional incentives.

16. I can't remember what my unit size was when I debuted during the promotion. Is there somewhere I can see this?

Yes. For those who debuted as an Independent Sales Director between Jan. 1 through July 1, 2025, only, the event 2025 Recognition report (*Career Conference or Seminar*) will show debut unit size.

For any other questions, please contact:

DIQ Department: 800-347-7666

Email: DIQ.Department@mkcorp.com

**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.*