

Powered by Pink Challenge

Frequently Asked Questions

July 1, 2021 – June 30, 2022

1. What are the qualifications for the *Powered by Pink Challenge*?

Independent sales force members who sell enough product to support placing a \$600 or more wholesale Section 1 order in any given month during the challenge time frame are eligible to earn a jewelry piece from the exclusively designed *Powered by Pink* Jewelry Collection by R.J. Graziano. This can be achieved in a single \$600 or more order or through cumulative orders in a single month. In addition, Customer Delivery Service, Guest Checkout and EZ Ship orders count toward your qualifying total amount.

Each jewelry piece will be available for only one month. There will be a new jewelry piece each month, and it will arrive with your qualifying order. There is a limit of one jewelry piece per independent sales force member per month.

2. Can progress be tracked with a report in *myBusiness*SM?

Yes. A *Powered by Pink* report is available in *myBusiness*SM on the *Mary Kay InTouch*[®] website.

3. How will each jewelry piece be revealed?

On the first of each month throughout the 2021–2022 Seminar year, the new jewelry piece will be featured on the *Powered by Pink Challenge* page on the *Mary Kay InTouch*[®] website and in publications such as *Applause*[®] magazine, *Directors Memo* and *National News Notes*.

4. What information is provided to support this challenge?

- Monthly updates (including educational materials) to the *Powered by Pink Challenge* page.
- Monthly digital assets and images featuring that month's jewelry piece for you to post and share online, via text or email.
- A flier to share for inspiration and display to your team.
- *MKeCards*[®] to send to unit members.

5. What other promotions and initiatives will tie into the *Powered by Pink Challenge*?

There will be several other promotions that support this challenge. Check the *Powered by Pink* page on *Mary Kay InTouch*[®] each month for new challenges and other fun happenings.

6. Are each of the *Powered by Pink* jewelry pieces nickel-free?

Yes. Each of the pieces are nickel-free.

7. What are the monthly and consistency themes of the *Powered by Pink* Challenge?

- JULY: Power Up Your Goals!
- AUGUST: Power Up Your Sales!
- SEPTEMBER: Power Up Your Sisterhood!
- OCTOBER: Power Up Your Social Game!
- NOVEMBER: Power Up Your Sharing!
- DECEMBER: Power Up the Holidays!
- JANUARY: Power Up Your Knowledge!
- FEBRUARY: Power Up Your Virtual Self!
- MARCH: Power Up Your Parties!
- APRIL: Power Up Your Customers!
- MAY: Power Up Your Go-Give Spirit!
- JUNE: Power Up Your Bookings!
- 6-MONTH FALL CONSISTENCY: Power Up Your Connections!
- 6-MONTH SPRING CONSISTENCY: Power Up Your Enthusiasm!
- 12-MONTH YEARLONG CONSISTENCY: Power Up Your Confidence!

8. Is the monthly cumulative \$600 or more wholesale Section 1 order requirement adjusted or unadjusted cumulative wholesale Section 1 production?

It is adjusted wholesale Section 1 production.

9. How does the adjusted wholesale Section 1 production affect the requirements for me to earn my monthly jewelry piece?

Adjustments made during the month: Any adjustments you make to your personal cumulative wholesale Section 1 production during the month will count toward your monthly jewelry piece order requirement.

- If your order still meets the minimum requirement of a cumulative \$600 or more wholesale Section 1 order, you are eligible to earn a jewelry piece for that month, and that month also will count toward any current consistency challenge.
- If your adjusted wholesale Section 1 production falls below the minimum cumulative \$600 or more wholesale Section 1 order requirement, you are not eligible to earn a jewelry piece. If you already have received your jewelry piece before your adjustment was made, you do not need to return the jewelry piece; it is yours to keep. However, you will not receive credit for any current consistency challenge associated with achieving that month's *Powered by Pink* Challenge. This is because you did not actually meet the minimum cumulative \$600 or more wholesale Section 1 order requirement. Note that you are not eligible to earn the consistency challenge jewelry piece either.

Adjustments made after the month has closed: Any adjustments you make to a given month after that month has closed will be updated and reflected on your *Powered by Pink* report in *myBusiness*SM on the *Mary Kay InTouch*[®] website.

- If your adjusted cumulative wholesale Section 1 production falls below the minimum cumulative \$600 or more wholesale Section 1 order requirement, you will not receive credit for any current consistency challenge associated with achieving that month's *Powered by Pink* Challenge since the minimum cumulative \$600 or more wholesale Section 1 order requirement was not maintained. You can, however, keep that month's jewelry piece you received.