

Soar Like Never Before! Challenge

Frequently Asked Questions

July 2023 – June 2024

1. What are the qualifications for the *Soar Like Never Before! Challenge*?

Independent sales force members who have personal retail sales of \$600 or more in wholesale Section 1 products any month during the challenge time frame (July 1, 2023 – June 30, 2024) can earn an exclusive monthly piece from the *Soar Like Never Before!* Collection.

The wholesale order(s) to support this retail sales amount can be a single order or cumulative orders. In addition, Customer Delivery Service, Guest Checkout and EZ Ship order amounts count toward your qualifying total amount.

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

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

Yes. A *Soar Like Never Before!* report is available in *myBusiness*SM on the *Mary Kay InTouch*[®] website.

3. How will each *Soar Like Never Before!* piece be revealed?

On the first of each month during the 2023–2024 Seminar year, the new *Soar Like Never Before!* piece will be featured on the *Soar Like Never Before!* Challenge web page on the *Mary Kay InTouch*[®] website and in publications such as *Applause*[®], *Directors Memo* and *National News Notes*. And don't forget to check out the My Mary Kay Facebook group for exclusive content for this challenge.

4. What information is provided to support this challenge?

- Monthly updates to the *Soar Like Never Before!* Challenge page.
- Monthly digital assets and images featuring that month's piece for you to post and share online and via text or email.
- A yearlong flier to share for inspiration and to display to your team.
- *MKeCards*[®] to send to unit members.
- *Soar Like Never Before!* launch video that can be shared.

5. What other promotions and initiatives will tie into the *Soar Like Never Before! Challenge*?

There will be several other promotions that support this challenge. Check the *Soar Like Never Before!* Challenge page on *Mary Kay InTouch*[®] each month for new challenges and other fun happenings.

6. Are the jewelry pieces in the *Soar Like Never Before!* collection nickel-free?

Yes. Each jewelry piece is nickel-free.

7. What are the monthly and consistency themes of the *Soar Like Never Before!* Challenge?

- JULY: Set Your Sights on Success!
- AUGUST: Soar With Your Story!
- SEPTEMBER: Party Like Never Before!
- OCTOBER: Celebrate Your True Colors!
- NOVEMBER: Glow With Gratitude.
- DECEMBER: Radiate Good Cheer!
- JANUARY: Stay Powerful!
- FEBRUARY: Ascend With Ambition!
- MARCH: Take Flight With Confidence!
- APRIL: Elevate Your Goals!
- MAY: Uphold The Vision.
- JUNE: Aim for Sky-High Success!
- YEARLONG CONSISTENCY CHALLENGE: Soar on Silver Wings!

8. Is the monthly cumulative personal retail sales of \$600 or more in wholesale Section 1 products requirement adjusted or unadjusted cumulative wholesale Section 1 sales volume?

It is adjusted wholesale Section 1 sales volume.

9. How does the adjusted wholesale Section 1 sales volume affect the requirements for me to earn my monthly collection piece?

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

- If your order still meets the minimum requirement of cumulative personal retail sales of \$600 or more in wholesale Section 1 products, you can earn a collection piece for that month, and that month also will count toward the consistency challenge.
- If your adjusted wholesale Section 1 sales volume falls below the minimum requirement of cumulative personal retail sales of \$600 or more in wholesale Section 1 products, you are not eligible to earn a collection piece. If you have already received your collection piece before your adjustment was made, you do not need to return the collection piece; it is yours to keep. However, you are not eligible to earn credit for the consistency challenge since you did not actually meet the minimum cumulative personal retail sales of \$600 or more in wholesale Section 1 products requirement. Note that you are not eligible to earn the consistency challenge jewelry set 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 *Soar Like Never Before!* report in *myBusiness*SM on the *Mary Kay InTouch*[®] website.

- If your adjusted cumulative Section 1 sales volume falls below the minimum cumulative personal retail sales of \$600 or more in wholesale Section 1 products requirement, you are not eligible to earn credit for the consistency challenge since the minimum cumulative personal retail sales of \$600 or more in wholesale Section 1 products requirement was not maintained. You can, however, keep that month's collection piece you received.

***Soar Like Never Before!* Yearlong Consistency Challenge**

Frequently Asked Questions

July 2023 – June 2024

1. What is the *Soar Like Never Before!* Yearlong Consistency Challenge?

Independent Beauty Consultants and Independent Sales Directors can earn an exclusive *Soar Like Never Before!* Yearlong Consistency Challenge watch when they meet the *Soar Like Never Before!* Challenge requirements each month from July 2023 through June 2024.

2. What are the qualifications for the monthly *Soar Like Never Before!* Challenge?

Independent sales force members who have personal retail sales of \$600 or more in wholesale Section 1 products in a given month during the challenge time frame can earn that month's *Soar Like Never Before!* piece from the *Soar Like Never Before!* Collection. The wholesale order(s) to support this retail sales amount can be a single order or cumulative orders. In addition, Customer Delivery Service, Guest Checkout and EZ Ship order amounts count toward your qualifying total amount.

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

3. Is there an exception for new Independent Beauty Consultants whose Independent Beauty Consultant Agreements are received and accepted by the Company during the challenge time frame?

New Independent Beauty Consultants whose Independent Beauty Consultant Agreements are received and accepted by the Company in the months of July 2023 through January 2024 are eligible if they meet the requirements below:

New Independent Beauty Consultant exceptions:

Agreement Month	Months to Achieve the <i>Soar Like Never Before!</i> Yearlong Consistency Challenge
July 2023	August 2023 – June 2024 (each month)

August 2023	September 2023 – June 2024 (each month)
September 2023	October 2023 – June 2024 (each month)
October 2023	November 2023 – June 2024 (each month)
November 2023	December 2023 – June 2024 (each month)
December 2023	January – June 2024 (each month)
January 2024	January – June 2024 (each month)
February – June 2024	New Independent Beauty Consultants with Agreements received and accepted by the Company in the months of February 2024 through June 2024 are NOT ELIGIBLE.

4. As an Independent Beauty Consultant or an Independent Sales Director, how will I receive my exclusive custom watch from the *Soar Like Never Before!* Yearlong Consistency Challenge?

When you achieve the *Soar Like Never Before!* Yearlong Consistency Challenge, your watch will be included in your next product order (does *not* need to be a qualifying order) following the end of the challenge and month-end. Yearlong consistency challenge rewards will no longer be given out at Seminar.

5. I have achieved the *Soar Like Never Before!* Yearlong Consistency Challenge. Is there a time limit on when I need to place a product order to receive my reward?

Yes. To receive your watch, you will need to place a product order *of any amount* by Sept. 30, 2024.

6. Why can't my final qualifying order for the consistency challenge include my reward?

If we were to include the reward in the order which qualified you for the challenge, we would not be able to honor any new Independent Beauty Consultant Agreement exceptions. As a reminder, see Question 3 for the exception chart. In order to include new Independent Beauty Consultants who submit their Agreements within the challenge time frame, we wait until the end of the challenge time frame to process achievers. Therefore, to receive your watch in a product order, an additional product order must be placed after the challenge time frame and month-end.

7. Do I need to register for or attend Seminar to receive my *Soar Like Never Before!* Yearlong Consistency Challenge custom watch?

No. You do not need to be registered for Seminar to receive your reward. There is no longer a connection between the consistency challenge piece and events. The consistency challenge reward will be included in your next product order that follows the end of the *Soar Like Never Before!* Yearlong Consistency Challenge.

8. Is there a report for the *Soar Like Never Before!* Yearlong Consistency Challenge?

For Independent Beauty Consultants and Independent Sales Directors, there is a *Soar Like Never Before!* report in *myBusiness*SM on *Mary Kay InTouch*[®].

9. Is the monthly cumulative personal retail sales of \$600 or more in wholesale Section 1 products requirement adjusted or unadjusted cumulative wholesale Section 1 sales volume?

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10. How does the adjusted wholesale Section 1 sales volume affect the requirements for me to earn my monthly collection piece?

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