

Wish It to Win! Contest

Mary Kay® App Wish List Frequently Asked Questions July 5 – Aug. 12, 2022

1. What is the purpose of the *Wish It to Win!* Contest?

The purpose of the *Wish It to Win!* Contest is to encourage new and existing customers to download the *Mary Kay®* App and begin a Wish List, thereby connecting with their Independent Beauty Consultants and discovering all the amazing features this app offers.

2. Who is eligible to participate in the contest?

Any customer who adds at least ONE item to their *Mary Kay®* App Wish List during the contest time frame is eligible to win – no purchase required!

3. What is the contest reward?

A \$50 Visa gift card will be awarded to randomly selected participating customers and their Independent Beauty Consultants.

4. How will the contest winners receive their \$50 Visa gift card?

The Company will mail the \$50 Visa gift cards directly to the winning customers and their Independent Beauty Consultants.

5. How are the contest winners chosen?

Winners will be randomly selected after the contest ends at 11:59 p.m. on Aug. 12, 2022.

6. How many contest winners will be selected?

A total of 60 winners will be randomly selected after the contest ends at 11:59 p.m. on Aug. 12, 2022. Their Independent Beauty Consultants will also be rewarded with a \$50 Visa gift card.

7. How will I know if my customers have added items to their Wish Lists?

To view your customers' activity on the *Mary Kay®* App visit *Mary Kay InTouch®* > Business Tools > Reports > *Mary Kay®* App. Here you can view **Wish List Updates**, which provides you with the dates your customers add new items. If the activity occurs within the contest time frame, they are eligible to win.

8. How will I know if my customers and I have been selected as winners?

You, the Independent Beauty Consultant, will be notified via email within five days of the contest end date. At that time, you can share the exciting news with your customer and let her know that Mary Kay is mailing her a \$50 Visa gift card!

9. How do customers add an item to their Wish Lists?

For customers who are registered and signed into the *Mary Kay*[®] App, they can simply follow these steps:

- Tap the **shop icon** at the bottom of the screen.
- Select a **product** to view its details.
- Tap the **heart icon** at the top right corner of the screen.
- When the **heart turns purple**, the item has been successfully added!

For new customers who have not registered on the *Mary Kay*[®] App or on their Independent Beauty Consultant's Personal Web Site, they will follow these steps:

- Download the *Mary Kay*[®] App.
- Tap **find an Independent Beauty Consultant** and search by name and state, or the app can help locate one.
- Select the correct profile and tap **shop with me**.
- Complete the **registration process**, and **sign in**.
- Find a product and tap the **heart icon**.
- When the **heart turns purple**, the item has been successfully added!

10. How do customers view their Wish Lists?

To view their Wish Lists, your customers must be signed into the app. Then, they simply tap the **My MK tab** at the bottom of the screen and then tap the **Wish List** icon.

11. What does it mean if a customer attempts to open her Wish List and it appears grayed out with a lock icon over it?

This means that your customer is not signed into the app. Customers must complete the registration process and sign in using their email and password.

12. Will I be taxed on the value of the gift card?

Yes.

All third-party trademarks, registered trademarks and service marks are the property of their respective owners.

To receive a reward, an Independent Beauty Consultant must be in good standing with the Company at the time the reward is presented.