

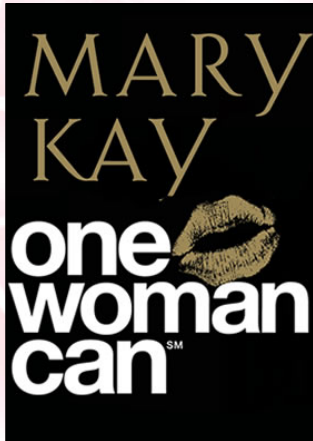


KATHLEEN'S SUPER STARS NEWSLETTER

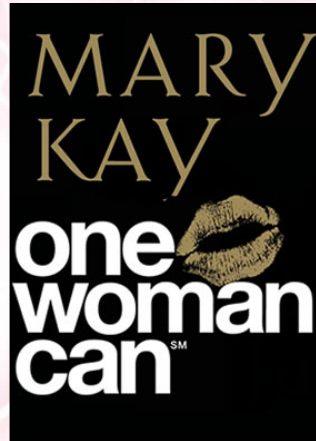


If it is to be it is up to me!

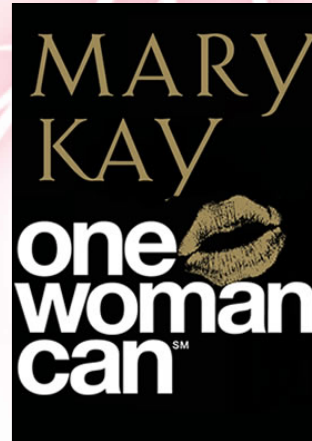
February 2025 Unit Newsletter



Queen of Wholesale
Florence
Honang



Sharing Queen
This Could
Be You

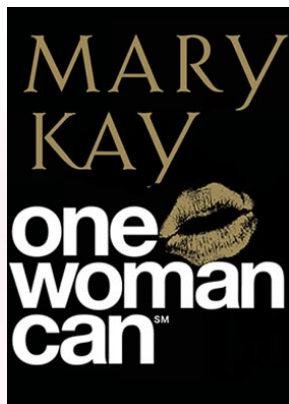


YTD Sharing Queen
This Could
Be You



YTD Retail Queen
Brenda
Anderson

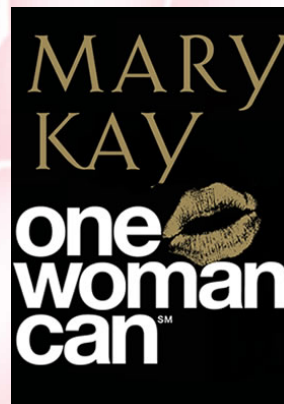
Congratulations to our Power Up Achievers



Florence Honang



Brenda Anderson

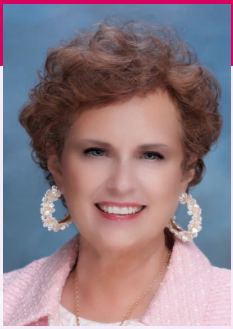


Tracy Fonte



Corrina Warwick





From the Director's Chair

Dear Super Star,

I couldn't be more excited! Leadership Conference was absolutely incredible! The energy, the confidence, and the momentum we are experiencing right now are truly

NEXT LEVEL. The company shared powerful insights about our growing success and how we are in the middle of an exciting wave of opportunity. Are you ready to ride this wave to the TOP?

Along with the New Year, we started a New Contest :-). Each month will feature a different b4 and after product photo where you ONLY have to show to friends, customers, potential customers, people you run into. When you accomplish ANY of the 4 challenges and submit to me by the 3rd of the following month (this month's flyer says the 5th) but going forward it will be the 3rd, you WIN free product prizes!! YIPPEE

Let's talk about the hottest new products launching, like our brand-new Sunscreens and Glow All Out Spring Collection! These must-have beauty and skincare essentials are going to be flying off the shelves! Everyone wants glowing, radiant skin, and with our innovative formulas, we have exactly what they need.

Remember, this is the final month to rev it up to sell 100,000 Skin Care Line regimens! Plus, reach out to existing regimen users and encourage them to try one more skin care product with the #MKJustAddOne Challenge. If you just kicked off the #MKJustAddOne Challenge, make sure to encourage your customers who are looking to UP their skin care regimens in the new year to add just one more product to their routines and share their experience during a three-week time frame.

Are you ready to Show Up for Yourself and Fire Up Your Dreams? Career Conference is the place to Drive UP your dreams! This is the event that will take your business to the next level! It's packed with inspiration, training, and hands-on experience. You owe it to yourself, your customers, and your future success to be there! It's a great month to fall in love with fresh starts!

Meetings = Success! Our unit meetings are on fire right now, and the consultants who show up are the ones seeing the biggest success! No excuses! Those who attend get the training, encouragement, and strategies that take their business to the next level. Be a part of the WAVE! You can join us from the comfort of your own home @ 7PM CST Monday evenings on our Zoom <https://zoom.us/j/93111089850> There is not a password

Let's make this our BEST month ever! Your success is right in front of you—reach out and grab it!

Love and Belief, Kathleen

POWER YOUR SALES

MONTHLY SELLING CHALLENGE



FEBRUARY

Important Dates:

- **February 1:** Online DIQ commitment form available beginning 12:01 am CST until midnight on the 5th.
- **February 7:** Online registration opens for Career Conference for everyone. Spring PCP customer mailing of The Look begins. Allow 7–10 business days for delivery
- **February 10:** Early ordering of the new spring items begins for Stars who qualified Sept 16-Dec 15th and those who participated in PCP for spring.
- **February 14:** Happy Valentine's Day!
- **February 15:** PCP spring promotion begins. Ordering of the new items available for all consultants.
- **February 16:** Spring promotion begins. Official on-sale date.
- **February 17:** President's Day. Postal holiday.
- **February 27:** Last day of the month for consultants to place phone orders.
- **February 28:** Last day of the month for consultants to place online orders. Online agreements accepted until midnight CST. Last business day of the month. Orders and agreements must be received by today to count toward this month's production. Career Conference recognition registration, cancellation, special needs requests, transfer and hotel reservation deadline.

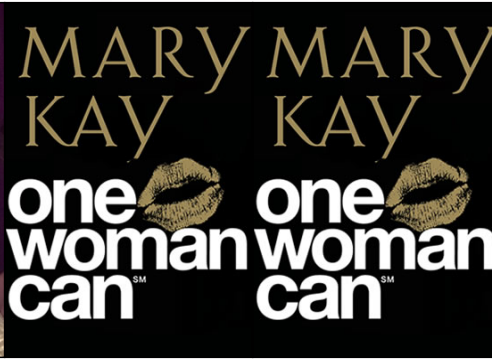
Our Top 5 Stars and Future Stars This Quarter



Brenda
Anderson
On-Target



Corrina
Warwick
On-Target



Florence
Honang
On-Target



Tracy
Fonte
On-Target

Marianne
Lippold
On-Target

Thank You Consultants Who Invested in Their Businesses in January

Florence Honang	\$859.00
Brenda Anderson	\$854.00
Tracy Fonte	\$791.00
Corrina Warwick	\$739.00
Marianne Lippold	\$575.50
Sara Grimes	\$476.00
Linda Wapneski	\$426.00
Elisa Baldock	\$389.50
Beth Davies	\$383.50
Kay Tinguely	\$313.00
Patricia Berry	\$303.50
Donna DeHaven	\$293.50
Cathy Carlsen	\$286.00
Connie Plaumann	\$280.00
Patricia Rougeot	\$273.50
Lori Windham	\$258.00

Congratulations On-Target Stars:

Here's how much you need to finish your next star by 3/15/25

Star Achieved	Name	WS Needed for Next Star
	Brenda Anderson	\$461.75
	Corrina Warwick	\$481.50
	Florence Honang	\$941.00
	Tracy Fonte	\$1,009.00
	Marianne Lippold	\$1,224.50
	Sara Grimes	\$1,324.00
	Linda Robinson	\$1,332.50
	Jeanna Schowalter	\$1,368.50
	Linda Wapneski	\$1,374.00
	Elisa Baldock	\$1,410.50
	Beth Davies	\$1,416.50
	Drea Reichwein	\$1,467.00
	Kay Tinguely	\$1,487.00
	Patricia Berry	\$1,496.50
	Donna DeHaven	\$1,506.50
	Cathy Carlsen	\$1,514.00
	Connie Plaumann	\$1,520.00
	Janice Watzke	\$1,524.00
	Patricia Rougeot	\$1,526.50
	Lori Windham	\$1,542.00
	Amber Thome	\$1,543.50
	Sandra Toval	\$1,552.00
	Brenda Myers	\$1,559.00
	Julie Johnson	\$1,562.00
	Mary Ann Zielinski	\$1,564.00





Debra Finley
Star Team Builder



Annette Monthey
Senior Consultant



Brenda Myers
Senior Consultant



Cathy Carlsen
Senior Consultant



Corrina Warwick
Senior Consultant



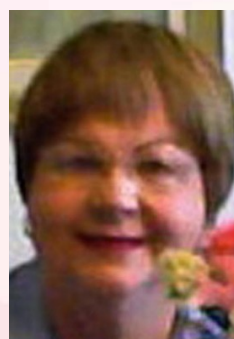
Daune DeVries
Senior Consultant



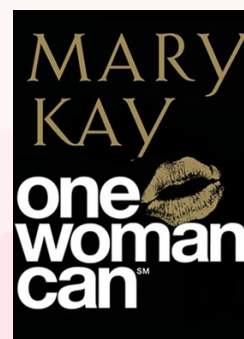
Elisa Baldock
Senior Consultant



Flo Welk
Senior Consultant



Mary Ann Zielinski
Senior Consultant



This Could
Be You

Our Unit At A Glance

Star Team Builders

Debra Finley

Senior Consultants

Annette Monthey*
Brenda Myers
Cathy Carlsen
Corrina Warwick
Daune DeVries
Elisa Baldock
Flo Welk*
Mary Ann Zielinski

Consultants

Alicia Toval*
Amanda Martell*
Amber Thome
Amy Bergholz*
Amy Koclanes*
Angela McLaughlin

Anne Nichols
Beth Davies
Brenda Anderson
Brenda Peterson
Cheryl Kok*
Christina Blanchard
Cindy Hanson
Connie Plaumann
Connie Radel*
Cynthia Radtke
Donna Cooper
Donna DeHaven
Dorinda Maybury*
Drea Reichwein
Emily Jackson*
Fayth Block*
Florence Honang
Jan Chambers*
Janice Watzke
Jeanna Schowalter

Jennifer Gutkowski*
Judith King*
Judy Cloud-Calloway*
Julie Gabris
Julie Johnson
Karen Taylor
Kathryn Bohn*
Kay Retzleff*
Kay Tinguely
Laura Roethle*
Linda Robinson
Linda Wapneski
Lisa Heltemes*
Lisa Van Roy
Lori Windham
Malissa Turner*
Maria Garcia*
Marianne Lippold
Marilyn Pientka*
Mary Fischer

Mary Mertens*
Mary Pekarske
Mary Schock*
Mary Vesperman*
Melissa Boyd
Melissa Claudio*
Merodee Buechner*
Michelle Brennan
Milena Horan Klemens*
Monica Crayton*
Nancy Boeder*
Nancy Hipp
Nikki Eddy*
Pamela Sheldon
Patricia Berry
Patricia Rougeot
Rebecca Gramer*
Sandra Toval
Sandy Deibert
Sara Grimes

Sharon Maginnis*
Spring Fleming*
Stacia Star*
Susan Dos Reis*
Susan Draeger*
Teresa Fisher*
Teresa Ploch*
Terri Skaggs*
Tracy Fonte
Valerie Houk*
Wendy Miller*

We all start with the same kit.
Who do you know that might be
looking for a new opportunity?

Meet Your NSDs



Anita Conley

"It was my responsibility to
make what I wanted to out of
my Mary Kay business for
myself and for my family."



Temi Odeyale

"Believe in yourself.
Believe in the opportunity.
Believe in the product.
There is nothing better."

Spring 2025 Program PCP Participants

Flo Welk
Debra Finley
Daune DeVries
Corrina Warwick
Mary Ann Zielinski
Beth Davies
Dorian Loberg Beck
Brenda Myers
Brenda Anderson
Sandra Toval
Dorinda Maybury

Team Commissions

6% Commission Level

Cathy Carlsen	\$74.91
Debra Finley	\$47.46

4% Commission Level

Brenda Myers	\$34.16
Daune DeVries	\$17.04
Corrina Warwick	\$9.08
Mary Ann Zielinski	\$9.00

<u>March Birthdays</u>		
Brandy Simniok	6	Susan Dos Reis
Jennifer Gutkowski	10	Janice Watzke
Valerie Houk	10	Kay Retzleff
Kay Tinguely	10	Trisha Niesen
Laura Roethle	12	Brenda Murray
Malissa Turner	13	Milena Horan Klemens
Lisa Heltemes	13	Terry Arndt
Alicia Toval	14	Cindy LeClaire
Dawn Endries	16	Jane Steidl
Milena Horan Klemens	18	Rebecca Orick
Pamela Santoro	23	Nikki Eddy
Patricia Berry	23	Brandy Simniok
Nancy Hipp	24	Christine Guralski
Sandy Deibert	28	
Mary Mertens	29	
Sherry Soehnlein	31	

<u>March Anniversaries</u>	
Spring Fleming	37

Your success and happiness lie in you.
Resolve to keep happy, and your joy,
and you shall form an invincible host
against difficulties.

My MK Enters Its Social Creator Era.

Have you been on Intouch to check out MK's digital marketing strategies, including new playbooks and tools for increasing social media visibility?

- Spring 2025 **Social Media Playbook**
- NEW! Gifting-Holiday-Seasonal Category on **Digital Image Library**
- **NEW Videos!** It Just Fits!, New Products, 2025 Global Product Strategy Updates, and more!

MK is working to evolve the My Mary Kay Facebook group into a vibrant hub for social education, offering invaluable resources, tips, strategies, and more to support your online success! **Make sure to join the group!**



**Our Top 5
YTD
Personal
Retail Court
According to
MK Orders**



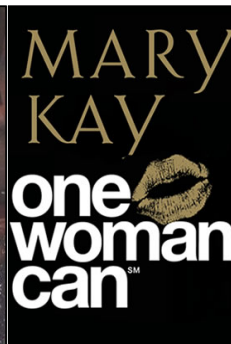
Brenda
Anderson



Corrina
Warwick



Beth
Davies



Florence
Honang



Patricia
Rougeot

Year to Date Retail Court

1 Brenda Anderson	\$14,894.50
2 Corrina Warwick	\$13,659.00
3 Beth Davies	\$5,851.00
4 Florence Honang	\$4,511.00
5 Patricia Rougeot	\$3,340.00
6 Linda Robinson	\$3,265.00
7 Lori Windham	\$3,248.00
8 Cathy Carlsen	\$2,999.00
9 Marianne Lippold	\$2,559.00
10 Mary Ann Zielinski	\$2,548.00
11 Brenda Myers	\$2,516.00
12 Debra Finley	\$2,386.00
13 Julie Gabris	\$2,382.00
14 Kathryn Bohn	\$2,368.00
15 Daune DeVries	\$2,272.00
16 Kay Tinguely	\$1,958.00
17 Sara Grimes	\$1,870.00
18 Flo Welk	\$1,851.00
19 Spring Fleming	\$1,778.00
20 Elisa Baldock	\$1,695.00

MK QUEEN'S Court OF SHARING



Qualified Team Members

"YOU CAN HELP PASS ON OUR SPECIAL WAY OF LIFE TO OTHERS; AND IN DOING SO, YOUR OWN DREAMS WILL COME TRUE, TOO!" "MARY KAY ASH



**IMAGINE YOURSELF
DEBUTING AS A
DIRECTOR. ENTERING
THE DIQ PROGRAM IS
THE FIRST STEP ON
YOUR JOURNEY AND IT
ONLY TAKES 8 TO BE
GREAT WHEN
BEGINNING! ARE YOU
READY TO PINK UP
AND SHOW UP?**

With Seminar Awards, you can embrace the you of your dreams – bringing her into the spotlight as her community cheers her on, wrapping her in immaculate rewards of diamonds and gold and taking her to vacation destinations beyond imagination.

New Year! Step up to New Goals!

July 1 2023—June 30 2023 from Weekly Accomplishments submitted on Mary Kay Intouch, by the end of each Month!



**Queen Of Retail
\$2232**



**This could be you
Interview Queen**



**Queen of
Before & After**

Week over \$500

Brenda Anderson \$762, \$646
Corrina Warwick \$512

Party's over \$200

a party is only 3 faces

Book Classes Ladies

Face's over \$100

Corrina Warwick \$141

Reorder Weeks over \$300

Brenda Anderson \$334, \$752, \$606,
\$408

PCP/Misc. over \$300

New Look Books Will Be Out Soon

On the Go/Personal appointments over \$200

Corrina Warwick \$315, \$268

Interviews for the month

Share Our Opportunity

PWS

2025 New Before & After Contest! Must submit picture of results OR results summary to me by text, email, or call me by the 3rd of the month. Also, go on www.kathleenkoclanes.com under CONTESTS & submit * I WON A PRIZE *



February BEFORE & AFTER 2025 CONTEST

2025 Contest

Sooooo Easy!!!! Just Show the Before & After Picture to Everyone!

Write their name and interest in product

Text me a picture of this form filled out by the 5th of each month to 608-772-0847

1. Show 5 people get a surprise glamour item from me for free as long as I receive this form from you by the 5th of the month.
2. Show 10 people and receive 2 glamour items free from me.
3. Show 25 people and receive that months featured product free from me.
4. Show 50 or more people and receive that months featured product and 2 glamour items free from me.

(You can request a particular item of \$15 value by the fifth of each month)

Name	Interest	Name	Interest	Name	Interest	Name	Interest
1.		1.		1.		1.	
2.		2.		2.		2.	
3.		3.		3.		3.	
4.		4.		4.		4.	
5.		5.		5.		5.	
6.		6.		6.		6.	
7.		7.		7.		7.	
8.		8.		8.		8.	
9.		9.		9.		9.	
10.		10.		10.		10.	
11.		11.		11.		11.	
12.		12.		12.		12.	
13.		13.		13.		13.	
14.		14.		14.		14.	



- Immediately Fills in deep wrinkles targeted by retinol
- Improve their appearance over time
- Significantly Impacts appearance of all 6 wrinkle zones,
- Won't flake or ball up
- Dries to an invisible finish,
- Deep wrinkles appear to be visibly plumped

Mary Kay Repair Volu-Firm Wrinkle Filler

While the TimeWise Repair® regimen targets the multiple signs of advanced skin aging, Volu-Fill® Deep Wrinkle Filler has a single focus – to give deep wrinkles the extra attention they need. This newest TimeWise Repair® innovation combines the power of encapsulated retinol, the visible plumping action of encapsulated hyaluronic acid and flexible elastomers to deliver benefits you'll see right away plus benefits you'll see over time.

**MADSON, GOELZER & PANKOW AREAS
& ADOPTEEES**

Save the Date

**ALL BEAUTY CONSULTANTS ARE
INVITED TO A LIVE VIRTUAL
BEAUTY TUTORIAL WITH**

LORI HOGG

**THURSDAY, FEBRUARY 13TH
7:30-8:30 PM CST**

**PRIZE + POSSIBILITIES
8:30-9:00 PM CST**

EVENT IS NOT RECORDED.



We're bringing Lori
back to present
another LIVE beauty
session! She will
showcase the **SPRING**
products for ALL to see!

bonus!



Listen to the "Mary Kay Story"

\$500 CASH Giveaway

one lucky customer's name
will be drawn for \$500!!!



and

the winner's consultant
wins \$100, too !



ALL JEWELRY IS REAL 18K GOLD LAYERED OVER STAINLESS STEEL; YOU CAN SHOWER IN IT!



QUEEN OF UNIT SALES



#2-3 UNIT SALES



UNIT QUEEN'S COURT
\$5000 Retail* and above



UNIT PRINCESS COURT
\$3500-\$4999 Retail*



JR PRINCESS COURT
\$2500-\$3499 Retail*



LOYALTY COURT
\$1500-\$2499 Retail*

*Retail value of Wholesale Orders 3 or 4 Rec

Seminar Unit
Awards 2025



5 Min
Rec

QUEEN OF SHARING



COURT OF SHARING

National Area Princess

Court of Sales
\$20,000 Retail



You are Royalty!

National Area Princess

Court of Sharing
12 Qualified Recruits



You Deserve
Princess Bling

glow ALL OUT!

Get your glow on this spring, and live each sun-kissed day to its absolute fullest! Every second beams with enchanting possibilities, and you're here for it, ready to take on this season of renewal.

LET YOUR INNER

BRILLIANCE

SHINE - WITHOUT

COMPROMISE.

Soak up every sunny-day adventure with the weightless sunscreen that wears as well on the face as it does on the body. This nonsticky lotion leaves no white cast, provides broad spectrum protection and is water-resistant for 80 minutes.

MARY KAY



**NEW! Mary Kay®
Sunscreen Broad
Spectrum SPF 50, *\$30**

ACHIEVE NEW

HEIGHTS OF

STRIKING BEAUTY.

Bring out that sparkle in your eyes with our best lengthening mascara yet! This lightweight, buildable formula offers significantly longer-looking lashes with each coat** and 75% longer-looking lashes with three coats.**

**NEW! Mary Kay®
Great Heights™
Mascara, \$18**



LEAVE YOUR SKIN

FEELING AND

LOOKING ITS BEST.

This award-winning, multitasking oil just got a new look but offers the same hydrating, nourishing, revitalizing and glowing benefits you know and love.

**NEW LOOK,
SAME FORMULA!
Mary Kay®
Nourishing Oil, \$50**



LIGHT UP ALL THE

ROOMS WITH

UNMISTAKABLE ALLURE.

Glow all out with the silky-smooth, light-reflecting powders that offer a luminescent pearl finish. The Illuminating Bronzer gives cheeks a subtle hint of sun, and the Highlighter provides an all-over radiant glow.

NEW! Special-Edition[†] Mary Kay[®] Illuminating Bronzer, \$22 each

- Medium Glow
- Deep Glow

NEW! Special-Edition[†] Mary Kay[®] Highlighter, \$22

- Golden Glow



TAKE YOUR BROWS TO “WOW.”

Available in three shades, this all-in-one compact features a tinted pomade, a tinted brow powder and a highlighter powder for shaping, grooming and defining your brows.

- Blonde
- Dark Brunette
- Brunette

Includes one Dual-Ended Angled Brush and one Spoolie.

NEW! Limited-Edition[†] Mary Kay[®] Brow Kit, \$28 each



BASK IN THESE

SUNNY-DAY BUNDLES.

This special-edition^{††} Mary Kay-branded beach towel is available while supplies last **for just \$5** with each purchase of the following sun care bundles:

- **NEW! Special-Edition[†] Protect and Refresh Bundle, \$50**
One Mary Kay[®] Sunscreen Broad Spectrum SPF 50* and one special-edition[†] Mary Kay[®] After-Sun Replenishing Gel

OR

- **NEW! Special-Edition[†] Pure Protection Bundle, \$60**
Two tubes of Mary Kay[®] Sunscreen Broad Spectrum SPF 50*

EASE INTO COOL REFRESHMENT.

Give your skin the cool relief it needs after a day in the sun with this lightweight, crowd-pleasing gel that contains green tea and vanilla bean extracts for antioxidant support.

BEAUTIFULLY REBRANDED! Special-Edition[†] Mary Kay[®] After-Sun Replenishing Gel, \$20



CONTACT ME, YOUR INDEPENDENT BEAUTY CONSULTANT, TO GET THE SPRING GLOW YOU DESERVE!

All prices are suggested retail.
†Available while supplies last.

*Over-the-counter drug product.
††Based on an independent third-party clinical study in which 27 women applied three coats of mascara.

**Based on an independent third-party clinical study in which 27 women applied three coats of mascara.
††Available from participating Independent Beauty Consultants only and while supplies last.

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KATHLEEN KOCLANES
IND. FUTURE EXECUTIVE SENIOR SALES DIRECTOR
KATHLEEN'S SUPER STARS!

5005 Maher Ave
Madison, WI 53716
Phone: (608) 772-0847
kkoclan@aol.com
Conference Call: 605-313-5106 Passcode: 1097823#
Playback CC: 605-313-5099 Passcode: 1097823#
<http://kathleenkoclanes.com>

Return Service Requested

**Words of Wisdom
by Mary Kay Ash**

We do have a mission – to share our lives and our energies, our hopes, our dreams, our superior products and our beautiful, abundant way of life. In doing so, you will be blessed beyond measure with all the riches of life. That's living the Mary Kay dream.

POWERUP

Step Into Success:

Will Career Conference inspire your next big move?

Why Should You Attend Career Conference? Attending Career Conference is one of the best ways to fast-track your success as a consultant. This powerful event is designed to **equip, inspire, and connect** you with top leaders and fellow consultants who are growing their businesses just like you.

1. **Learn from the Best** – Get exclusive training from top achievers and company executives to enhance your skills and strategies.
2. **Get Hands-On with New Products** – Be among the first to experience upcoming product launches and learn expert application techniques.
3. **Build Lifelong Connections** – Network with like-minded consultants who will support and inspire you on your journey.
4. **Gain Fresh Motivation** – Leave feeling recharged, confident, and ready to take your business to new heights! It's also a great place to boost your confidence!
5. **Stay Ahead of Industry Trends** – Gain insider knowledge on upcoming beauty trends and strategies to keep your business relevant and thriving.
6. **Celebrate Your Achievements** – Recognize and reward your hard work while surrounding yourself with successful, motivated individuals.

Investing in your business by attending Career Conference shows your commitment to success. If you're ready to **elevate your results and take action**, this event is a must!