

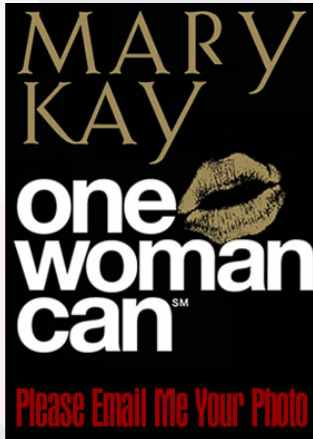


KATHLEEN'S SUPER STARS NEWSLETTER

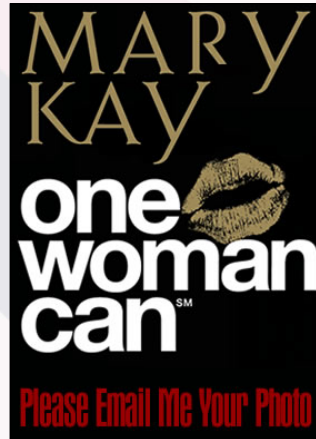


If it is to be it is up to me!

September 2022 Unit Newsletter



Queen of Wholesale
Lisbeth
Bergman



Sharing Queen
Judith
King

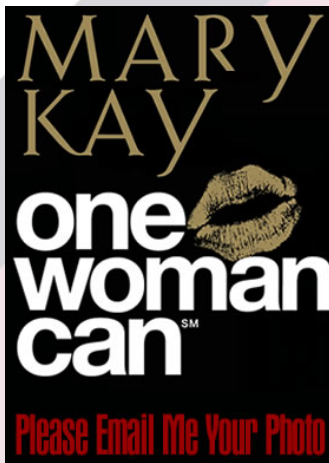


YTD Sharing Queen
Pamela
Santoro



YTD Retail Queen
Brenda
Anderson

Congratulations to our Golden Rule Achievers



Lisbeth Bergman



Brenda Anderson



Corrina Warwick





From the Director's Chair

Dear Super Star,

Happy Mary Kay Anniversary! Can you believe Mary Kay Ash started this fabulous company 59 years ago this month? What an amazing gift she gave us. When I think back on what things were like when she started Mary Kay, Inc., I ask myself, "Am I fully utilizing the opportunity she provided for us?" She worked so hard to open doors for us, encouraged us to support each other, and really built a Mary Kay family. She also focused on working smarter, building leaders, and letting others learn while we earn. Her focus was always income-producing activities, sharing our love of the products and the opportunity as a way to break the glass ceiling, and taking advantage of this tremendous advancement that wasn't available anywhere else.

Gratefully we see more opportunities for women now, but few that compare to the quality product, benefits, and endless support that our Mary Kay family provides. This month alone, we have fall and holiday products available, a fall makeover contest to share, new updated Looks, holiday strategy guides, and bonuses for new consultants' first orders. We also have the opportunity to promote the Mary Kay Foundation with the MK5K, just in time for the October causes that were so near and dear to Mary Kay Ash. I love being part of a company that gives back, stands for great causes, and has the Golden Rule as one of our foundations.

The kids are back to school, and schedules are getting back to normal. Women have more time now, so make sure you are one of the things they are putting in their schedule. Start with a Uniquely Hue Class! Watch your appointments roll in and your sales skyrocket! All it takes is consistency to make it happen. The more appointments you book now, the easier it will be to book holiday follow-up classes and open houses in the coming months. You want to be on the forefront of your customers' minds. Have your holiday wish lists with you at each class so you can contact those husbands and family members with ideas.

Let's work our business full circle this month and make Mary Kay Ash proud. Holidays bring warmth, joy, and fun times with friends. I love being a beauty consultant: someone who my customers consult for the perfect holiday gifts! Make sure your customers know which services and products you can offer them this holiday season, and make it one of your best yet.

Love and Belief, Kathleen

GOLDEN Rules

BE A
POSSIBILITY
THINKER.

YOU CAN EARN*
THIS GOLDEN RULES
COLLECTION PIECE
ONLY IN **SEPTEMBER!**
LEARN MORE ON **MARY KAY INTOUCH®**.

*You can earn this Golden Rules Collection piece with personal retail sales of \$600 or more in Wholesale Section 1 products this month.

Important Dates:

October is National Breast Cancer and Domestic Violence Awareness Month. For information on how you can help, visit www.marykayfoundation.org.

- **October 1:** Online DIQ commitment form available beginning 12:01am Central time until midnight on the 3rd.
- **October 10:** Columbus Day observed. Postal holiday. Public voting begins in the Mary Kay Uniquely Hue Makeover.
- **October 17:** PCP last day to enroll online for winter mailing of The Look, including an exclusive sample (while supplies last).
- **October 28:** Last day of the month for consultants to place telephone orders.
- **October 31:** Happy Halloween. Last day of the month for consultants to place online orders. Online agreements accepted until midnight central time.

MIX GOLD INTO YOUR GOALS!

Our Top 5 Stars and Future Stars This Quarter



Thank You Consultants Who Invested in Their Businesses in August

Lisbeth Bergman	\$1,290.00
Brenda Anderson	\$744.00
Corrina Warwick	\$644.50
Susan Dos Reis	\$396.00
Debra Finley	\$351.50
Spring Fleming	\$326.50
Cathy Carlsen	\$297.00
Susan Draeger	\$297.00
Judith King	\$268.50
Elisa Baldock	\$265.50
Daune DeVries	\$250.00

Congratulations On-Target Stars:

Here's how much you need to finish your next star by 9/15/22

Star Achieved	Name	WS Needed for Next Star
Ruby	Corrina Warwick	\$593.85
Sapphire	Brenda Anderson	\$578.50
	Lisbeth Bergman	\$510.00
	Judith King	\$677.50
	Debra Finley	\$1,208.50
	Shannon Howery	\$1,220.50
	Daune DeVries	\$1,240.00
	Drea Reichwein	\$1,349.60
	Patricia Rougeot	\$1,352.00
	Cindy Nelson	\$1,366.50
	Susan Dos Reis	\$1,404.00
	Spring Fleming	\$1,425.50
	Beth Davies	\$1,432.50
	Pat Petrowiak	\$1,437.50
	Jan Chambers	\$1,440.00
	Lori Windham	\$1,444.50
	Kathleen Weier	\$1,454.00
	Monica Crayton	\$1,457.50
	Michelle Jirousek	\$1,465.75
	Melissa Claudio	\$1,468.50
	Brenda Peterson	\$1,474.75
	Trisha Niesen	\$1,476.50
	Patti Mezel	\$1,479.00
	Connie Radel	\$1,489.50
	Sara Grimes	\$1,501.00



Share warm wishes and winter kisses with vinyl shine for the perfect shiny liquid lipstick look. Two sets: Brilliant Brown/ Glowing Neutral or Vivid Berry/ Luminous Red



Vinyl Shine Liquid Lip Set, \$20 each



**You Can Do It! Be in
the Queen's Court
of Sharing this year!**



Amber Thome
Senior Consultant



Brenda Anderson
Senior Consultant



Brenda Myers
Senior Consultant



Cathy Carlsen
Senior Consultant



Corrina Warwick
Senior Consultant



Daune DeVries
Senior Consultant



Debra Finley
Senior Consultant



Flo Welk
Senior Consultant



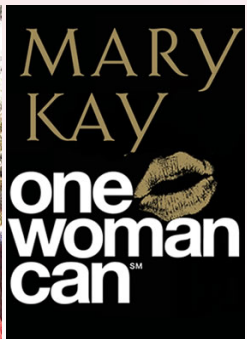
Julie Johnson
Senior Consultant



Mary Ann Zielinski
Senior Consultant



Monica Crayton
Senior Consultant



This Could
Be You

Our Unit At A Glance

Senior Consultants

Amber Thome*
Brenda Anderson
Brenda Myers
Cathy Carlsen
Corrina Warwick
Daune DeVries
Debra Finley
Flo Welk
Julie Johnson*
Mary Ann Zielinski
Monica Crayton

Brenda Peterson*
Cindy Hanson*
Cindy Nelson
Connie Plaumann*
Connie Radel*
Dana Sackett*
Dawn Endries*
Debi Alheim
Donna Cooper*
Dorian Loberg Beck
Drea Reichwein
Elisa Baldock
Emily Jackson*
Fayth Block
Florence Honang*
Gina Ripp*
Gloria Liska
Jan Chambers*
Jennifer Heath*
Judith King

Judy Cloud-Calloway*
Julie Gabris*
Karen Taylor*
Kassy Solis*
Kathleen Weier
Kathryn Bohn
Kay Retzleff*
Kay Tinguely*
Laura Erickson
Linda Robinson*
Linda Wapneski*
Lisa Van Roy
Lisbeth Bergman
Lori Windham
Malissa Turner*
Maria Garcia
Marianne Lippold
Mary Fischer
Mary Goers*
Mary Mertens*

Melissa Boyd*
Melissa Claudio*
Michelle Berndt
Michelle Jirousek*
Michelle Mazola*
Nancy Boeder*
Pamela Santoro*
Pat Petrowiak
Patricia Berry
Patricia Rougeot
Patti Mezel
Sandra Margelofsky
Sandra Toval
Sara Grimes
Sarah Huffsmith
Shannon Howery*
Sherry Soehnlein
Spring Fleming
Stacey Lingo
Susan Dos Reis

Susan Draeger
Teresa Fisher*
Terra Wachs*
Terri Skaggs*
Terry Arndt*
Trisha Niesen
Valerie Houk*
Wendy Zweifel*

Consultants

Alicia Toval*
Amy Bergholz*
Amy Koclanes
Angela Emmons*
Angela McLaughlin*
Beth Davies

Welcome New Consultants

Name:

Sarah Huffsmith

Stacey Lingo

Lisbeth Bergman

Sponsored By:

Judith King

Judith King

Pamela Santoro

Team Commissions

4% Commission Level

Brenda Myers	\$29.76
Cathy Carlsen	\$10.62
Mary Ann Zielinski	\$9.40
Flo Welk	\$9.28
Debra Finley	\$9.10
Daune DeVries	\$9.00
Julie Johnson	\$2.08

Look Who Shared in August

Judith King	2
Pamela Santoro	1

Holiday 2022 Program PCP Participants

Beth Davies
Debra Finley
Flo Welk
Mary Ann Zielinski
Sandra Toval
Dorian Loberg Beck
Judith King
Corrina Warwick
Brenda Anderson

October Birthdays

Anne Nichols	1
Cheryl Kok	1
Cindy Hanson	3
Lori Windham	5
Peggy Parish	9
Deborah Conway	10
Flo Welk	16
Cynthia Radtke	18
Susan Dos Reis	21
Kathryn Biadasz	25
Corrina Warwick	27

October Anniversaries

Mary McLaughlin	33
Elisa Baldock	32
Donna DeHaven	32
Cynthia Radtke	22
Lisa Van Roy	19
Nancy Boeder	18
Pamela Santoro	18
Lori Windham	17
Amy Koclanes	13
Teresa Ploch	7
Wendy Zweifel	4
Mary Rose	2
Linda Park	1

Happy Anniversary, Mary Kay!

September 13 is a day to celebrate! Fifty-nine years ago, Mary Kay Ash started with a vision of her dream company, empowering women to feel confident in their business goals despite all challenges. Thanks to YOU, Mary Kay continues to enrich women's lives around the world for generations through simple but timeless values of balanced priorities, living by the Golden Rule and an emphasis on giving and making others feel important. Mary Kay Ash created this Company based on the Golden Rule principle, "Do unto others as you would have them do unto you." Thanks to her vision and your commitment toward that vision, at Mary Kay, Golden Rules! Celebrate our anniversary with the Go-Give spirit and your Mary Kay business with others.

Golden.

Seminar 2023

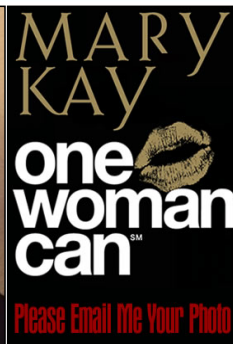
Mary Kay Ash believed in royal rewards – from exquisite jewelry fit for a queen to majestic trips only imagined in dreams – and in empowering women to achieve great things. We're celebrating our 60th anniversary this year, so it's the perfect time to reach for greatness in your business and beyond.



Our Top 5 YTD Personal Retail Court According to MK Orders



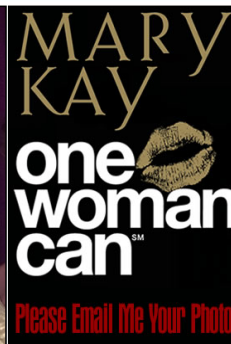
Brenda
Anderson



Lisbeth
Bergman



Corrina
Warwick



Judith
King



Debra
Finley

♥ Year to Date Retail Court

1 Brenda Anderson	\$3,643.00
2 Lisbeth Bergman	\$3,059.00
3 Corrina Warwick	\$2,701.50
4 Judith King	\$2,010.50
5 Debra Finley	\$1,183.00
6 Cindy Nelson	\$867.00
7 Susan Dos Reis	\$792.00
8 Spring Fleming	\$749.00
9 Beth Davies	\$735.00
10 Pat Petrowiak	\$725.00
11 Lori Windham	\$711.00
12 Monica Crayton	\$685.00
13 Trisha Niesen	\$647.00
14 Daune DeVries	\$646.00
15 Patti Mezel	\$642.00
16 Sara Grimes	\$598.00
17 Maria Garcia	\$596.00
18 Cathy Carlsen	\$594.00
19 Susan Draeger	\$594.00
20 Mary Fischer	\$582.00

♥ Year to Date Sharing Court



Pamela
Santoro
1 Qualified
\$0.00



LET THE GOLDEN RULE BE YOUR GUIDE THIS YEAR!

2022
JULY
AUG
SEPT

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 !**



July 1 2022—June 30 2023

Our NEW contest is to call & listen to our 8 am CST Hotline call @ least 15 days out of the month. Conference call# 605-313-5106 code 1097823# Play Back call# 605-313-5099 same code 1097823# OR you can go onto our MK Consultant Training FB page <http://www.facebook.com/pages/MKConsultantTraining/777910235620155> & listen to at LEAST 15 days each month & when you do, you will get a gift of least \$20 retail of your choice of a full-size product or I can surprise you a new product or sales aides :-). You MUST provide the dates of the calls you listened to & what one thing you learned or what impressed you the most on that day. Forms MUST be in to me by the 5th of the next month in order to count. OR you can write it out on a piece of paper, take a picture & text it to me. Any questions, just call me! I'd LOVE to hear from you 608- 772-0847 There is a Google Doc link on our Kathleen's Super Star FB page. Here is the link & you can also type it in to access it ;-)

<https://docs.google.com/forms/d/1m8mhFvG2Dncw7cq1OHXJOIOyQPLAaLUI7RPG5WIMNKg/edit>

Month Of August Winners

Retail Queen for the month Corrina Warwick \$1448 Weeks over \$500 Corrina Warwick \$691 Party's over \$200 Corrina Warwick \$209 Facials over \$100 Corrina Warwick \$180, Reorder weeks over \$300 Brenda Anderson \$304 Deb Finley \$317 On the go/personal appointments You Are Next :-). PCP/Misc. This Can Be YOU! Online orders Beth Davies \$18 *Send an email to your customers with your 24/7 shopping link* Skin Care Sets Sold Beth Davies 1 Corrina Warwick 3 Interviews for the month Lets Share Our Amazing Opportunity!

Holiday Success Begins Today!

HOLIDAY COACHING!

Want to excel at Customer Service? COACH!

Coaching boils down to good communication between you and the person you are coaching. It's also an effective way of reminding your prospect of why she decided to book an appointment with you in the first place.

- You **coach** a class member to book, follow up with her friends, and ultimately hold a successful class of her own.
- You **coach** your customers to give you referrals by asking for them each time you call.
- You **coach** referrals and customers to get rewards for booking an appointment by asking their friends to join them.
- You **coach** your hostesses to hold even better classes with higher sales, more people, and outside orders.
- You **coach** hostesses to watch you hold the class and see if they might enjoy joining your team.
- You **coach** new team members on how to be better consultants.

HOLIDAY TIME MANAGEMENT!

Time management is even more important as the holiday season quickly approaches. Begin each day with your Six Most Important Things list. Mary Kay taught us to push a little harder and do six quality things each day rather than stopping at five. She also taught us to tackle the hardest thing first each day, and the rest of the day would follow and feel so rewarding! I encourage you to make sure to schedule sharing, bookings, classes, and PCP follow up as part of your Six Most Important Things list this month! You'll achieve holiday success and a great jumpstart for the New Year— including many personal/ financial rewards!

HOLIDAY LAYAWAY!

Offer a layaway plan, just like the stores. Since it is September, offer it in September and October. They purchase and pay 1/2 now and then pay the other 1/2 when you deliver in December.

HOLIDAY SHARING SCRIPT!

Focus on earning extra cash for the holiday season! Ask her, "If money were no object, what would you like to purchase for your family for the holiday season?" Write down her answer. Respond with, "What if I could show you a way to make that dream a reality? With Mary Kay and a little work, anything is possible!"

HOLIDAY WISH LISTS!

Normally we use the holiday wish lists to follow up with husbands or significant others. Why not add something new this year? Encourage your customers to not only fill out a wish list of their own but to also ask each person they take outside orders from to jot down what their wish product (or two) would be. This will provide your hostess with some great gift ideas, and she can even earn them as hostess credit at the class!

The Extra Mile: Wouldn't you love to know that you could earn a gift for a friend that she really wanted for FREE? Encourage each person at your class to list several people to offer her wish list to. This way you can contact her friend or family member and offer her the chance to take outside orders or hostess her own class and earn that special gift for free. It's a win/win and also shows this prospective customer that you are a Beauty Consultant— who offers not only to meet her cosmetic needs, but who also goes the extra service mile!

I'm Sold on Our Mary Kay Opportunity: Join Us in September

September is the time to join our company! The kids have just gone back to school. Moms are starting to get back into a routine. Holiday ideas are starting to show up in stores, and women are beginning to think about gift ideas. This is also a time that we start feeling the squeeze for extra cash for the holidays, school supplies, and winter clothes. Mary Kay can be a solution! Could our Mary Kay career ease the worry about where your kids' gifts will come from this year? If you aren't sure if Mary Kay is right for you, why not consider trying it for this holiday season? Many companies hire extra help for the holidays, and you can work your Mary Kay business from your own home! By beginning in September, you'll have the time to hone your skills before the holidays & make the most of them! You'll also experience great tax write offs and benefits! Here are a few great reasons to begin your Mary Kay career now!

- You get to take the **tax benefits** at the end of the year, without doing much to earn them. It's like having a baby in December!
- Business and office supplies can be a few of the **tax-deductible** presents you might buy yourself to help you start your business.
- Are you going to travel to see friends and family over the holidays? Take your starter kit, practice on them, and **write off part of the trip**. You can practice on relatives and get part of your Perfect Start done while having a great time and introducing your family to our products!
- Are you staying home? Mary Kay is offering a fantastic eStart program to work entirely from home! You can quickly begin and sell products right out of the gate. We're talking an amazing value for just \$30.
- Over the holidays, you will touch base with **lots of people** that you won't necessarily contact otherwise. What a wonderful time to be able to tell them about your new Mary Kay Career (and to arrange for pre- or post-holiday bookings). Plus, Mary Kay has no territories, so you can sell to friends and family all over the country.
- You will be able to take advantage of a fantastic **discount** on all of your Christmas presents for your friends and family. Mary Kay is also offering great shipping discounts on their Customer Delivery Service. You can ship orders directly from your personal Mary Kay website to your customers at a USPS rate of just \$5.95 or UPS for just \$7.95. (Restrictions apply.)
- Are your friends and acquaintances going to holiday parties? Scheduling virtual parties where they want to look their best? Help them with a **holiday glamour look!** You can learn together and have a great time!
- This is a great time to make stocking stuffer and **holiday gift sales** to your friends and family. Mary Kay offers a 100% satisfaction guarantee, so anyone can try our products with confidence!



Mary Kay Ash was just featured in USA Today! August 17th marked the 100th anniversary of the 19th amendment, women's right to vote. USA TODAY released a list of Women of the Century, and Mary Kay Ash was one of the honorees. Mary Kay Ash envisioned a business that not only served women, but also gave them the opportunity to achieve their dreams. Fifty-seven years later, Mary Kay has touched countless lives in nearly 40 countries around the world, and the legend lives on.

January will be one of our company's **best sales months**. Women will be making their New Year's Resolutions, which means they are ready for a change. Change usually requires a makeover, and they may have "gift" funds available to make their purchases. Get some training under way so you are ready to take advantage of the new year. Help clients over the "post-holiday blues" by treating them to a complete makeover!



COMFORT & JOY

Give skin a peaceful pick-me-up with the *Peaceful Garden™* scent.

NEW! Limited-Edition† Mary Kay® Silkening Dry Oil, \$22

Festive Finds for the Fellas

Shower guys with this scent-worthy set of multitasking hair and body washes.

Limited-Edition† Mary Kay® Men's Hair and Body Wash Gift Set, \$28

Set includes limited-edition† *True Original®* Hair and Body Wash and limited-edition† *MK High Intensity Ocean®* Hair and Body Wash in a mesh drawstring bag.



Receive a FREE* *MKMen®* dopp kit with the purchase of any regular-line men's fragrance.

NEW! Limited-Edition* MKMen® Gift With Purchase



SPRITZ & SPARKLE.

Captivate senses with a trio of travel-sized, spray-on scents for her.

Limited-Edition† Mary Kay® Women's Fragrance Set, \$36

Set includes *Live Fearlessly®* Eau de Parfum, *Love Fearlessly®* Eau de Parfum and *Dream Fearlessly®* Eau de Parfum in a giftable box.



GIVE & RECEIVE.

Wrap up the wonder with ease in three festively fabulous gift boxes.

NEW! Limited-Edition† Mary Kay® Gift Box Set, \$8, pk./3



CUTE & COZY

Receive a FREE* pair of fuzzy socks with the purchase of *Mint Bliss™* Energizing Lotion for Feet & Legs, \$12.

NEW! Limited-Edition* Gift With Purchase



SPOTLIGHT ON THE ULTIMATE FINISHING STEP

Swipe on this extremely volumizing, superthickening, exclusive formula to create the look of big, bold, separated lashes that lasts all day.



Mary Kay® Ultimate Mascara™, \$16 each
Available in Black and Black Brown

MARY KAY®

All prices are suggested retail.

†Available while supplies last

*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!

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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*

A possibility thinker is one who looks at obstacles and sees opportunities. Aim at something bigger than you are sure you can achieve, then plan your work and work your plan.



**Initial Order
Product
Bonus
Promotion
Sept. 2022
Agreements**

September New Consultants can take advantage of the Initial Order Product Bonus Promotion on their single initial \$225 or more wholesale Section 1 order in September or October 2022 and receive a FREE SkinVigorate Sonic Skin Care System with the order.



**New
Updated
Looks
Launching
September
16th**

Introduce your customers to this updated collection, which includes 10 new color looks as well as techniques that reflect current trends and appeal to all women. From smoldering and sultry to clean and classic, your customers can uncover dreamy combinations sure to flatter, flaunt, and redefine.



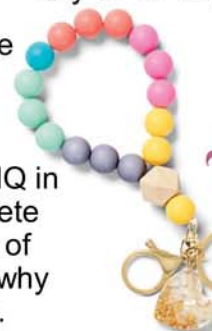
**MK5K
Early
Registration
Is Now
Open!
Attend
Virtually!**

October 1–13, 2022.

In honor of Mary Kay Ash's love for the number 13, we are challenging you to complete 13 miles in 13 days. You can walk, run, bike, swim, or even maintain your daily step count. Track your distance using the RaceJoy app and complete the challenge in 1 day or 13 days – it's up to you!



When you help your customers find and share their customized look with the Uniquely Hue Makeover Contest, you BOTH could earn a cash prize, baskets of MK favorites, and an exclusive master class that'll up your beauty IQ in no time! Encourage your customers to complete the entry form on the site and submit a photo of their new look along with a caption including why the look is uniquely "hue" by September 30th.



*Be a
Possibility
Thinker!*