



KATHLEEN'S SUPER STARS NEWSLETTER

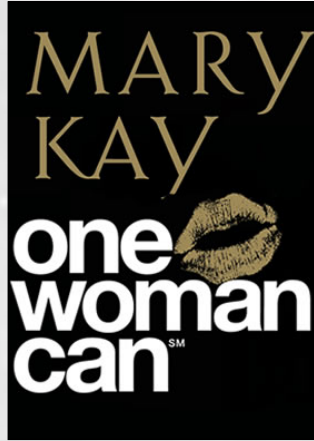


If it is to be it is up to me!

November 2025 Unit Newsletter



Queen of Wholesale
Brenda
Anderson



Sharing Queen
This Could
Be You



Highest Commission
Brenda
Myers



Top Team
Brenda
Myers

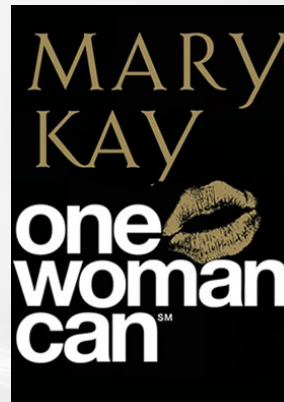
Shoutout to these powerhouses who ordered
\$600+ Wholesale



Brenda Anderson



Corrina Warwick



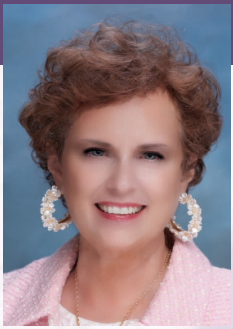
Shirley Zachman



Beth Davies

Stand Up & Shine





From the Director's Chair

Dear Super Star,

I love the fresh energy that a new month brings, especially this one. November is one of the most exciting and meaningful seasons in our business. Holiday sales are

ramping up, customers are ready to shop with purpose, and women are looking for connection, confidence, and community. We get to be part of that!

Are you excited about our new e-commerce and all the positive changes being made to our websites and ordering? If you have any questions, don't understand how it works, or need help with anything, PLEASE know that I am here for you to answer any questions or walk you through the steps.

As we move into this busy season, I want to invite you to be intentional with what you add to your life. Think like a baker, not a cook. Bakers measure each ingredient with care, knowing that too much or too little can throw everything off. In this season of extra, let's be wise about what we say yes to. When we make space for the things that matter most: God first, family second, career third, the end result is something truly sweet.

This month, your Mary Kay business can be a powerful part of your story. Whether it's sharing a new product that helps a woman feel radiant, sending out samples through PCP that lead to surprise reorders, or reaching your star by December 15 so your name shines just a little brighter, you are building more than sales. You're building confidence, income, and purpose one step at a time. By sharing the career opportunity, you offer the opportunity for growth in another person's life and open the door for her to service even more customers and make a difference in their lives.

Mary Kay Ash loved Thanksgiving, and I can see why. It reminds us to slow down and notice what's good in ourselves, in each other, and in this work. I'm especially grateful for you this month. The way you show up, help others, and choose to grow is something I admire deeply. I believe in what this month can be for you. You have everything it takes to make it amazing. I'll be here cheering you on every step of the way.

Love and Belief, Kathleen

Important Dates:

- **November 5:** Winter PCP customer mailing of The Look begins. (Allow 7-10 business days for delivery.)
- **November 10:** Early ordering of the new winter PCP promotional items begins for Stars who qualified during the June 16 – Sept. 15 quarter and those who enrolled in The Look for Winter through PCP. PLUS Spring PCP online enrollment begins for The Look
- **November 11:** Veterans Day. Postal Holiday.
- **November 15:** Winter PCP early ordering of the new winter items available for all consultants.
- **November 16:** Winter PCP promotion begins. Official on-sale date.
- **November 17:** Meeting in Portage at the Phoenix, 104 West Cook St. Be sure to call me so I can let you in the building. 608-772-0847
- **November 19:** Women's Entrepreneurship Day!
- **November 26:** Last day of the month for consultants to place telephone orders.
- **November 27:** Thanksgiving Day! All company offices closed. Postal holiday.
- **November 28:** MK Pink Weekend Begins! Company holiday. All company offices closed.
- **November 30:** Last day of the month for consultants to place online orders to count toward this month's production. Online agreements accepted until midnight CST. Last business day of the month.
- **December 11:** Last day to enroll for Spring PCP mailing of The Look.
- **December 15:** Reminder– this is the last day to place an order to receive products by Christmas! End of the Quarter 2 Star Consultant contest.
- **December 15:** Meeting in Portage at the Phoenix, 104 West Cook St. Be sure to call me so I can let you in the building. 608-772-0847
- **December 16:** Quarter 3 Star contest begins. Starting at 6pm CT, some platforms will go dark in preparation for the new eCommerce experience going live.
- **December 17:** New eCommerce experience will go live at 9 am CT, with the new marykay.com, My Shop, Shop Manager with Stripe integration, Consultant Connector, Tiered Discount and the updated myCustomers platform with the Customer Delivery Service option.
- **December 24:** Christmas Eve! Company holiday. All company offices closed.
- **December 25:** Merry Christmas! Postal holiday. All company offices closed.
- **December 29:** Last day of the month for consultants to place telephone orders.
- **December 31:** New Year's Eve! Last day of the month for consultants to place online orders. Online orders and agreements accepted until midnight. Last business day of the month.

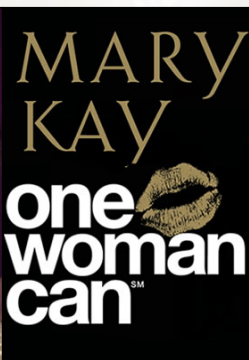
Our Top 5 Stars and Future Stars This Quarter



Brenda Anderson
Ruby



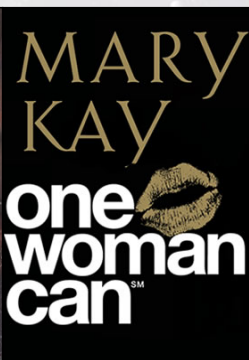
Corrina Warwick
On-Target



Shirley Zachman
On-Target



Beth Davies
On-Target



Marilyn Pientka
On-Target

Thank You Consultants Who Invested in Their Businesses in October

Brenda Anderson	\$1,548.00
Corrina Warwick	\$1,000.00
Shirley Zachman	\$724.00
Beth Davies	\$632.00
Marilyn Pientka	\$539.25
Merodee Buechner	\$487.50
Emily Jackson	\$481.50
Florence Honang	\$423.00
Cynthia Radtke	\$373.00
Flo Welk	\$373.00
Mary Fischer	\$322.00
Dorinda Maybury	\$310.00
Rebecca Gramer	\$297.00
Brenda Myers	\$280.00
Mary Vesperman	\$276.00
Cathy Carlsen	\$275.50
Linda Robinson	\$274.00
Michelle Brennan	\$267.00
Lori Windham	\$264.00

Congratulations On-Target Stars:

Here's how much you need to finish your next star by 12/15/25

Star Achieved	Name	WS for Next Star
Ruby	Brenda Anderson	\$275.50
	Corrina Warwick	\$165.00
	Shirley Zachman	\$1,076.00
	Beth Davies	\$1,168.00
	Marilyn Pientka	\$1,260.75
	Brenda Myers	\$1,292.00
	Merodee Buechner	\$1,312.50
	Emily Jackson	\$1,318.50
	Daune DeVries	\$1,321.00
	Michelle Harrington	\$1,325.00
	Florence Honang	\$1,377.00
	Flo Welk	\$1,427.00
	Cynthia Radtke	\$1,427.00
	Mary Fischer	\$1,478.00
	Dorinda Maybury	\$1,490.00
	Rebecca Gramer	\$1,503.00
	Wendy Miller	\$1,508.00
	Mary Vesperman	\$1,524.00
	Cathy Carlsen	\$1,524.50
	Linda Robinson	\$1,526.00
	Michelle Brennan	\$1,533.00
	Lori Windham	\$1,536.00
	Dana Sackett	\$1,545.00
	Teresa Ploch	\$1,562.00
	Valerie Houk	\$1,563.50

Goal: Order \$600+

wholesale in November &
December, earn 800 star credits
& rock this holiday season.

Power Up & grow



Grow. Celebrate. Lead. Impact.



Beth Davies
Senior Consultant



Brenda Anderson
Senior Consultant



Brenda Myers
Senior Consultant



Cathy Carlsen
Senior Consultant



Corrina Warwick
Senior Consultant



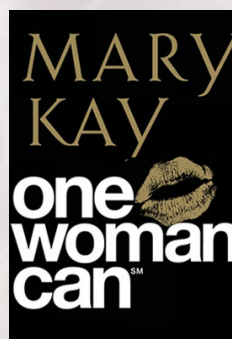
Daune DeVries
Senior Consultant



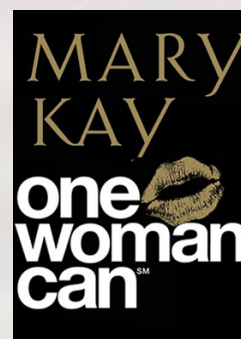
Debra Finley
Senior Consultant



Julie Johnson
Senior Consultant



This Could
Be You



This Could
Be You

Our Unit At A Glance

Senior Consultants

Beth Davies
Brenda Anderson
Brenda Myers
Cathy Carlsen
Corrina Warwick
Daune DeVries
Debra Finley
Julie Johnson*

Cynthia Radtke
Dana Sackett
Donna Cooper*
Dorian Loberg Beck*
Dorinda Maybury
Drea Reichwein*
Elisa Baldock*
Emily Jackson
Fayth Block
Flo Welk

Florence Honang
Jan Chambers
Jane Steidl*
Janice Watzke*
Julie Gabris*
Karen Taylor*
Kathleen Weier*
Kathryn Bohn*
Kay Retzleff*
Laura Erickson*

Laura Roethle
Linda Robinson
Lisa Heltemes
Lisa Van Roy
Loretta Ziegler
Lori Windham
Malissa Turner*
Maria Martinez
Marianne Lippold
Marilyn Pientka
Mary Ann Zielinski*
Mary Fischer
Mary Mertens
Mary Schock*
Mary Vesperman
Melanie Carlsen*
Melissa Claudio*
Merodee Buechner
Michelle Brennan
Michelle Harrington

Milena Horan Klemens
Monica Crayton*
Nikki Eddy
Patricia Berry*
Patricia Rougeot
Rebecca Gramer
Rebecca Orick*
Sandra Toval
Sara Grimes*
Sherry Soehnlein
Shirley Zachman
Spring Fleming
Susan Dos Reis*
Susan Draeger*
Teresa Fisher
Teresa Ploch
Trisha Niesen*
Valerie Houk
Wendy Miller

Consultants

Amber Thome*
Amy Bergholz*
Annette Monthey*
Brenda Schultz*
Cheryl Kok*
Christina Blanchard*
Cindy Nelson
Connie Plaumann
Connie Radel*

Welcome New Consultants

Shirley Zachman

Sponsored By:

Kathleen Koclanes

Rebecca Gramer

Sponsored By:

Kathleen Koclanes

Are you ready?

Leadership begins the moment you decide to rise, not just for yourself, but for the women watching you. Debuting as a Director is the single most powerful move you can make for exponential growth—in income, impact, and influence.



Winter 2025 Program PCP Participants

Flo Welk
Debra Finley
Daune DeVries
Cynthia Radtke
Corrina Warwick
Mary Ann Zielinski
Beth Davies
Dorian Loberg Beck
Brenda Myers
Drea Reichwein

Team Commissions

4% Commission Level

Brenda Myers	\$61.92
Cathy Carlsen	\$16.92
Debra Finley	\$9.04
Beth Davies	\$8.20

December Birthdays

Linda Wapneski	5
Dana Sackett	6
Mary Vesperman	8
Dorian Loberg Beck	10
Kay Retzleff	13
Amy Bergholz	31

December Anniversaries

Jan Chambers	45
Jennifer Illies	31
Melissa Boyd	29
Michelle Slawny	25
Judy Cloud-Calloway	24
Julie Johnson	22
Christina Blanchard	3

A challenge from Rosalynn Carter

You have to have confidence in your ability, and then be tough enough to follow through.

Warm Chatter Your Way with Confidence

Step 1: Just Smile & Shine: For 3 days, make it a habit to smile and make eye contact with people wherever you go. A simple hello can change someone's day, and it's a powerful way to grow your confidence.

Step 2: Share A Compliment: Spend 3 more days giving heartfelt compliments to strangers. From "I love your earrings!" to "That outfit/ color looks amazing on you." End with a warm, "Have a great day!"

Step 3: Add Your Card: Now that you're warmed up, take it a step further. After the compliment, ask: "Would you mind if I gave you my card? I'm a beauty consultant with Mary Kay, and I'd love to be the first to introduce you to our latest collection." Hand them your business card and say with a smile, "Have a great day!"

Step 4: Create a Connection: Once you're comfortable, add a follow-up: "Thanks so much! What's the best time to follow up? Are you a morning person or a night owl?"

Start small. Practice often. Confidence grows step by step, and so will your results.



Now is your time to

Stand Up & Shine!

This is the year for grit, grace, and unstoppable belief in your dreams. Choose to take the stage as a radiant example of what's possible when you go all in. Stand tall. Shine bright. Shine with a confidence that turns heads and lands you on the Seminar stage!



Our Top 5 YTD Personal Retail Court According to MK Orders



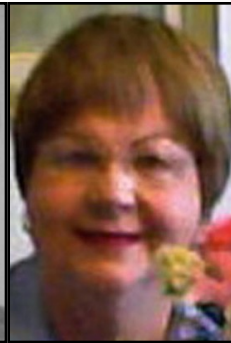
Brenda
Anderson



Corrina
Warwick



Emily
Jackson



Mary Ann
Zielinski



Beth
Davies

Year to Date Retail Court

1 Brenda Anderson	\$11,006.00
2 Corrina Warwick	\$5,642.00
3 Emily Jackson	\$2,766.00
4 Mary Ann Zielinski	\$2,573.00
5 Beth Davies	\$2,548.00
6 Marianne Lippold	\$2,510.00
7 Cathy Carlsen	\$2,501.00
8 Linda Robinson	\$2,312.00
9 Lori Windham	\$2,054.00
10 Shirley Zachman	\$1,980.50
11 Merodee Buechner	\$1,950.00
12 Elisa Baldock	\$1,900.00
13 Melissa Claudio	\$1,880.00
14 Brenda Myers	\$1,640.00
15 Flo Welk	\$1,576.00
16 Connie Plaumann	\$1,523.00
17 Daune DeVries	\$1,514.00
18 Jan Chambers	\$1,384.00
19 Michelle Harrington	\$1,360.00
20 Sara Grimes	\$1,168.00



Queen's Court of Sharing is a celebration of women who dare to lead generously and believe in others. Earning your own Diamond Bee Pin is an honor rooted in sharing, leadership, and legacy.

Will you rise to the challenge?



Rise. Radiate. Redefine what's possible.

MARY KAY

PRODUCT FACT SHEET
TimeWise® Matte 3D Foundation



- Provides a long-lasting, matte finish
- Delivers 12 hours of oil control
- Humidity- and sweat-resistant formula
- Includes our exclusive Age Minimize 3D™ Complex
- The *Age Minimize 3D*® Complex helps prevent skin damage caused by blue light.

IntelliMatch™ Technology for your true shade



Before



After

restorationbeauty.com

New Year! Step up to New Goals!

July 1 2025—June 30 2026 [from Weekly Accomplishments submitted on Mary Kay Intouch](#), by the end of each Month!



Queen Of Retail



Interview Queen



**Queen of
Before & After**

Week over \$500

Brenda Anderson \$2190
Corrina Warwick \$535, \$713.45

Party's over \$200

a party is only 3 faces

Get Boking Holiday Makeovers Ladies

Face's over \$100

Beth Davies was sooo close with \$97

Reorder Weeks over \$300

Brenda Anderson \$2190

PCP/Misc. over \$300

Call Your Customers and see what they need to restock ;-)

On the Go/Personal appointments over \$200

Interviews for the month

Share ALL the NEW Exciting Ecommerce Strategies Coming

PWS

2025 New Before & After Contest!



Congratulations Corrina Warwick for showing the b4 and after photo to 28 people and winning the Targeted Action Toning Lotion!!



UNIT TOP 10 SALES AND SHARING COURTS



QUEEN OF UNIT SALES



UNIT SALES



#4-5 UNIT SALES

Seminar Unit Awards 2026



QUEEN OF SHARING

LAUREL EARRINGS



#6-7 UNIT SALES

LENNOX EARRINGS



#8 UNIT SALES

ROYAL EARRINGS



#9-10 UNIT SALES

PINK FLIGHT EARRINGS



COURT OF SHARING

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

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 !**



Super Stars you don't want to miss this!!! Get your reservation in this month for only \$10

QUARTERLY WORKSHOP & RECO!

JANUARY JUMPSTART

SAT JAN 3RD 2026

DOORS OPEN AT 8:30AM
9-12PM CST

REGISTER HERE

HOSTED BY BETH



PARDEEVILLE WI



\$10 by 10/31 | \$20 11/1-12/31 | \$25 cash at the door

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 3rd 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 people the Repair before and after and receive the Repair eye cream and the lifting serum for free.

(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.	



The Mary Kay Shopping Experience

WHAT YOU NEED TO KNOW

Digital transformation, social media and reaching the next generation of customers (and Independent Beauty Consultants) are at the heart of Ryan's vision for the Company's evolution and the future. This includes the strategic decision to modernize the eCommerce experience by creating a streamlined checkout and fulfillment process. When the new eCommerce platform launches this year, fans of Mary Kay® products can enjoy an easy and seamless shopping experience online or through personal interactions with you, their Beauty Consultants.

What this means for you is the opportunity for your customers to buy from you either online through your Shop or offline via CDS orders or even your own personal inventory! There is nothing stopping you from working with your customers, old and new, to place an order how they prefer. Please review the chart below to see the advantages of buying incredible products with you, either through your online Shop or offline.

SELLING ONLINE THROUGH MY SHOP:

- Customers can order products from your Shop and get their items shipped directly from the Company. Day or night, this can help you save time, make money and focus on other aspects of running your business.
- You can offer your customers a preselected order discount or even free shipping without worrying about the discounts affecting profitability.
 - These predetermined promotional offers can be turned on or off in your Shop Manager, allowing you the flexibility and control to provide what you want to offer your customers online.
- Gives time back to you so you can put time and energy into booking parties and customer appointments, creating social media content online to boost your business and following up with your customers to keep relationships strong!
- If you do not want to, or are unable to, carry inventory, you can rest easy knowing all online orders are directly fulfilled and shipped by the Company. You will have a streamlined eCommerce resource that works 24/7, just like having your own personal assistant.

SELLING OFFLINE WITH PERSONAL INVENTORY OR CDS:

- You can run your business your way by providing any adjustments to sales and customizing any aspect of the transaction in a way that most benefits the customer and your business.
- Orders placed directly with you **offline** (text, email, phone call, or any way **except** My Shop) to be fulfilled from your personal inventory can be purchased with payment methods that work best for you and your customers, such as Square, Venmo or Zelle. You have the flexibility to utilize payment types of your choice for orders where you are directly collecting the money.
- Products can be packed and shipped either directly from you, or you can transport product orders directly to your customer's front door (or wherever they are!)
- You can also upsell additional products you know your customers will love and will work best for them and their routines.
- You can still create sales tickets within myCustomersSM for orders that you wish to fulfill.
- For any Customer Delivery Service (CDS) orders placed through myCustomersSM, remember to use **your** personal credit card for payment as this is a wholesale order amount.

Of course, you can always have it both ways!

You can direct your customers to your online Shop with a personalized URL, allowing them to enjoy the full Mary Kay experience while you maintain a manageable inventory to fulfill smaller orders on the spot. This allows the most flexibility to run your business your way.

MARK YOUR CALENDARS:

ECOMMERCE EXPERIENCE LAUNCHES DEC. 17!

The official launch date has been solidified for the NEW eCommerce platform and the NEW Tiered Discount Structure as Dec. 17. Please keep these upcoming milestones in mind:

EARLY NOVEMBER

- The Shop Manager system opens for all sales force members who have a current Mary Kay® Personal Web Site subscription. Start setting up your new online Shop in preparation for the launch before it goes live on Dec. 17!
- The Connect Hub, accessible to all sales force members, features new tutorial videos - *Setting Up a Shop Account Using Shop Manager* and *Setting Up a Contact Card Using Shop Manager* - plus relevant FAQs. Be sure to review all Connect Hub resources so you are fully prepared.

DECEMBER

- Early December – More tutorial videos will be added to the Connect Hub, including an updated *What You Need to Know* document and videos for myCustomersSM, the Consultant Connector, the new online shopping experience and more.
- Dec. 1-16 – Independent sales force members should review and resolve all customer orders that were submitted in November and December. Any order that is in New or Pending status will **NOT** migrate.
- Dec. 15 – The Star Consultant Program quarter closes. This is also the deadline for all 50 U.S. states' product orders to be received and processed to ensure delivery before the holidays.
- Dec. 16 – The NEW eCommerce transition takes place starting at 6 p.m. CT through Dec. 17 at 9 a.m. CT.
 - During this blackout timeframe, the functionality of some online resources **will be unavailable, including:**
 - Current marykay.com and all Mary Kay® Personal Web Sites with CDS, Guest Checkout and EZ ship ordering.
 - Personal Web Site Manager
 - myCustomersSM on Mary Kay InTouch®
 - Consultant Locator
 - The Customer MKeCard® system
 - The Weekly Accomplishment Sheet Application
 - Preferred Customer ProgramSM
 - The myCustomersSM+ mobile app will be retired and removed from app stores.
 - You **will be able** to access:
 - Mary Kay InTouch® (except for myCustomersSM)
 - myBusiness®
 - Online ordering
 - IBC Agreements
 - The following mobile apps have a checkout feature that directs to marykay.com. While these apps will still be functional, the checkout experience will be impacted during deployment:
 - The Mary Kay® Interactive Catalog App
 - The Skin Analyzer App
 - The Mary Kay® MirrorMe App
- Dec. 17 – The NEW eCommerce platform goes live at 9 a.m. CT., including:
 - NEW marykay.com
 - My Shop and Consultant Connector
 - NEW Shop Manager with Stripe integration
 - NEW Tiered Discount Structure
 - Updated MyCustomerSM platform with Customer Delivery Service option
 - The MKeCard® system will be back online.
 - The Weekly Accomplishment Sheet application, Preferred Customer Program™, Mary Kay® Interactive Catalog App, Mary Kay® Skin Analyzer App, Mary Kay® MirrorMe App will all be back online.

KEEP IN MIND

RUNNING YOUR MARY KAY BUSINESS

While there are many changes surrounding the new eCommerce platform, we encourage you to continue working your Mary Kay business as normal because now is an incredibly exciting time to be an Independent Beauty Consultant! These new changes can help you work your business both on and offline with modern tools to help you sell products and reach customers faster and easier than ever. Now is the time to build your customer base and your team to surpass your goals before the year comes to an end.

PLEASE REMEMBER:

November commissions, paid in December, will only be paid out via direct deposit or through a Mary Kay® Pre-Paid Credit Card.

PRO TIP:

Be sure to read through all the Frequently Asked Questions documents listed above to learn **even more** about the new eCommerce experience.

Holiday Open House Essentials: Promotion, Prep, & Follow-Up Strategy

You've created a beautiful space. You've wrapped the gift sets, planned the layout, and brewed cider. Now it's time to get the *right* people in the door, and make sure they leave feeling like they just discovered their new favorite place to shop.

Let's get to the heart of what makes an open house successful: **who shows up, how they experience it, and what happens after.** The best consultants know that the sale often happens in the days that follow. A beautiful open house means nothing if no one shows up. It all starts with how you invite them in.

Invite With Intention: How to Fill the Room

Great open house attendance starts *long before* the event. The strongest attendance doesn't come from flyers or social media alone. It comes from layered communication, intentional outreach, and compelling reasons to attend. Personal invitations are the most compelling.

Begin by reaching out to your top-tier customers first. These are the women who reorder regularly, have referred others, hosted classes, or just love Mary Kay. They should be the first to receive a personal message: a warm voice memo, a handwritten postcard, or a phone call that says, "I thought of you as I was setting this up. I'd love for you to come."

Two to three weeks before your open house, start layering in:

- A mailed or personal invite that feels special, like an exclusive event
- Personal RSVP follow-ups with a little incentive: a lip gloss, sample bundle, or mini product for confirming
- Social media teasers that show your behind-the-scenes prep: wrapping a gift set, organizing the skincare table, or testing out a holiday lip look
- "Going live" or posting a video walkthrough the day before to build excitement
- A posted online countdown to build anticipation
- A simple text check-in that asks what time they plan to stop by

This isn't about flooding your home with people. It's about helping *each guest* feel like she's being welcomed into a space created just for her. That feeling is what makes the sale feel effortless. Don't just promote a sale. Promote the experience. Use phrases like:

- Holiday magic with personal service
- Private shopping without the pressure
- Effortless gifting, personalized just for you
- Sip, shop & sparkle, no stress required
- Be the first to try our newest limited

editions

- This isn't a party... it's your private gift concierge moment! Drop in for 30 minutes and cross off your whole list. You want this to feel like the most joyful shopping experience in town, and that requires buzz.

Execution: Create Flow and Confidence From Start to Finish

Plan the event like a personal shopping appointment, even if it's a come-and-go format. For consultants who expect higher traffic, consider soft scheduling: let people choose a 30–45 minute window so you can give each guest some personal attention without crowding the space, and have helpers available to assist you. You're aiming for a balance: enough volume to drive strong sales, with enough calm to provide personal service.

Keep check-in smooth and joyful. Have a clipboard with guest names, RSVPs, or checkboxes for wish list completion and entry into a door prize. Greet each woman by name. Offer cider or cocoa. Let her know what she can expect during her time there and any specials you're offering.

Guide Her Gently Through Each Zone:

- Start with skincare: "Let me show you what's new this season and what makes the biggest difference in winter weather."
- Next, move to color: "Do you like bold lips or soft nudes? Let's find your holiday lip wardrobe."
- Finally, gift sets: "Tell me who you're still shopping for: I've got teacher gifts, cozy spa bundles, and the perfect 'hint hint' sets for husbands."
- Schedule makeup looks, gift deliveries, or reorders as they check out. Offer booking bonuses for December parties or "Pop-Up with a Purpose" mini-events
- Drop a recruiting seed by having a team-building display or opportunity packets near checkout

And remember, not everyone will purchase right away. That's why wish lists matter. Hand each guest a simple checklist to mark anything she'd love to receive. Use it for follow-up, husband concierge calls, or future reorders.

The Fortune Is in the Follow-Up: What Happens Next

Your event may end when the last guest leaves, but your results are just getting started. This is your follow-up goldmine. The next morning, sort through the wish lists and RSVP forms. Highlight every guest who:

- Mentioned interest in a product they didn't buy yet
 - Wrote down multiple names for gift suggestions
 - Asked about product availability or reorder options
 - Booked a holiday makeover or party
- Reach out within 24–48 hours with a quick thank-you and a personalized touch. It might be: *"Hi Madison! I loved having you at my Open House. I just wanted to let you know that gift set you loved is still available if you want me to set it aside. Would you like me to gift wrap it?"* Or *"Hi Jenna! I was thinking about your wish list. I'd love to offer you the chance to earn _____ for free by scheduling a class with a few girlfriends to try out that look you were interested in. Just let me know if I can help."* Also look for:

- **Wish List Follow-Ups:** Send thank-you texts that reference their wish list. Reach out to spouses or family members for holiday gifting. "Hi Chris! I met your wife at my holiday open house and she left a few hints behind. I'd love to be your gift-shopping assistant this year!"
- **Event Non-Attendees:** Reach out with an "I missed you" note and offer a mini one-on-one holiday preview with a bonus for booking. Offer them a private drop-by: "Sorry we missed you! I still have some holiday bundles left. Want to swing by for a private look this weekend?"
- **Restock Text in 2 Weeks:** "Hey [Name], I'm restocking sets this week! Let me know if there's anything you wish you'd grabbed. I'm still offering free gift wrapping!"

Be sure to schedule any booked appointments, confirm delivery timelines, and add everyone to your list for future follow-ups. If she loved her shopping experience, she might be ready to host her own class, invite coworkers to a holiday express party, or even hear more about the business side.

Social Media Wrap-Up

Post highlights of best-sellers, top gift ideas, and a quick thank-you video. Share photos of set-ups or gift bundles still available. Use polls or stories to continue the conversation: "Who still has shopping to do?" or "Want me to send you my top 5 under \$25?"

Your social content should extend the life of your event and continue offering ways to purchase, book, or join. Not everyone is ready on event day, but if you've created a joyful, pressure-free space, they'll come back when they are.

Host with Heart: How to Create a High-Impact Holiday Open House

If you've ever wondered how to take your Mary Kay holiday season from modest to massive, the answer may lie in a tradition that consultants have used for decades: the Holiday Open House. When executed with intention, creativity, and purpose, your home can transform into a powerful retail space that not only serves your customers but significantly grows your bottom line. Whether you're brand new or have hosted events before, this page will walk you through how to create an open house experience that sparks joy, builds loyalty, and generates real results.

Define Your Purpose and Set the Tone

Before planning begins, get clear on your goals. Are you focused on retail sales? Looking to reconnect with past customers? Wanting to layer in sharing the opportunity or position yourself as the go-to gift resource for your network? Your answer will shape your setup, outreach, and follow-up. Once your goals are defined, pick a weekend date and set dedicated hours—ideally over 2 to 3 days, like Thursday through Saturday. Most top-selling consultants host their open houses between the second week of November and the first weekend of December. Saturday afternoons or Thursday–Friday evenings tend to perform best, especially when guests are invited to drop in for 30–60 minutes.

Structure is key. Offering a warm, guided shopping experience, with staggered appointments or softly scheduled windows, helps ensure each guest feels seen, pampered, and supported in her gifting decisions. Consider allowing guests to book short private sessions during your open house window, especially if you're expecting a crowd.

Next, set the tone. This is not a party with snacks and sales chatter. It's a guided shopping experience wrapped in holiday magic and professional polish. That starts the moment your guests receive their invitation, ideally sent 2–3 weeks in advance, followed by a personal confirmation call or text reminding them what time you have them down for and the special touch they'll receive when they attend. Don't underestimate the power of a personal

touch here. Keep the energy warm and confident. You're the personal shopper, skincare expert, gift concierge, and joy-giver all in one. Incentivize RSVPs with a mini item, sample bundle, or entry into a drawing — just make it fun and easy to say yes.

Set the Stage: Layout, Atmosphere, and Experience Flow

A successful open house is laid out like a boutique. Every zone of your space should have a purpose. Think of your home as a pop-up retail experience, where products are displayed not just for visual appeal but for hands-on exploration and conversation.

Set up a skincare zone with complete systems on display, including the full TimeWise Set, Micellar Water, Hydrogel Eye Patches, Oil-Free Eye Makeup Remover, and of course the new Clinical Solutions Retinol 0.3 and Barrier Restore 1:1:3. Offer a sink-side Satin Hands experience as a sensory reset between shopping zones. Near the glamour section, create "ready-to-wear" color bundles using the latest holiday looks, with pre-filled compacts, limited edition lip balms and gel cream blushes, Shimmer Eye Shadow Sticks, and Great Heights Waterproof Mascara to complete the vibe. Include signage that calls out what each bundle is best for—"Holiday Party Look," "Cozy & Classic," or "Bold & Bright." Don't forget to include a Men's Corner and fragrance section.

Place holiday gift sets in the heart of the experience, beautifully wrapped and labeled by price range. Use soft lighting, string lights, and soft instrumental music to warm the space. Simmer hot cider on the stove or warm up cinnamon-scented wax melts to create an aroma that's both festive and inviting. This emotional atmosphere isn't fluff, it's a conversion tool. When customers feel delighted and taken care of, they spend more.

Keep the experience flowing by circulating. Let guests browse freely, but stay nearby to offer education, tips, or personal recommendations. Use the helpful phrase, "Who are you still shopping for?" Create a sense of hospitality with small holiday cups for

cider, a thank-you gift for attending, and a shopping bag that makes each woman feel like she's just stepped into a private personal shopping experience. Pre-schedule holiday makeovers for December as guests check out. Offer a bonus mini item for booking on the spot.

Inventory Strategy and Gifting Setup

Having product on hand matters. Pre-wrap gift sets in clear bags, boxes, or pouches, and use pricing tiers that make checkout easy. Include:

- Stocking stuffer table: all items under \$20
- Mid-tier bundles: \$25–\$50 ready-to-go gifts
- Premium showcase: \$75+ collections for VIP shoppers

Use signage to suggest who the gifts are perfect for. "Gifts for Mom," "Secret Santa Favorites," "Cozy Teacher Treats," "Spa Night for Teens." These micro-positioning phrases spark purchasing decisions on the spot. Every gift set should include a tag or label with the contents, value, and price. Offer extras like free delivery, wish list follow-up, or even husband concierge calls for those who want to "send the hint" without saying a word. Make sure each attendee fills out their own wish list and has a Look Book to mark what they are most interested in.

Your holiday open house is also your best opportunity to upsell skincare or introduce limited editions. If you're out of stock on certain items, pre-sell with deposits and offer delivery by a certain date. Be transparent and upbeat. Your confidence in the product and process makes all the difference. There's something magical about opening your home to the sparkle of the holidays. A well-run open house is more than a shopping event: it's a relationship-builder, a trust-deepener, and a powerful sales strategy that allows you to position yourself as your customers' go-to for effortless, beautiful gifting.

November's Social Media Action Plan:

November is the biggest retail month of the year. Customers are actively shopping for gifts, planning their holiday spending, and paying attention to deals. This month is all about excitement, visibility, and creativity. If you want to make this your best season, you need to lean in and treat November like the opportunity it truly is.

Why November is so important:

This is the time when customers are most ready to buy, and they are looking for help in making those purchases easy and meaningful. From Black Friday to Cyber Monday to Small Business Saturday, the entire month is filled with reasons to connect with your customers. Add in the launch of the new winter products, and you have fresh, exciting items to showcase. When you show up consistently, you create trust and give customers confidence that you can help them check items off their holiday list.

How to show up online this month:

Your job this month is to create excitement and make shopping with you simple and fun. Think of your social media as a living holiday catalog. Every post is an opportunity to show your customers how you can save them time, money, and stress while giving them products they will feel proud to share as gifts.

1. **EDUCATE:** Customers want to know how to shop smarter with you. Share videos walking through gift sets by price point, like "Gifts under \$25" or "Glam picks under \$50." Teach customers how easy it is to shop through your Personal Web Site or Customer Delivery Service. Use our winter launch to highlight why these products are special this season, such as skin care that protects in cold weather or colors that feel festive.
2. **ENGAGE:** Turn shopping into an experience. Create a "Gift Match Quiz" where followers comment who they are shopping for, and you suggest ideas. Post a poll like "Which holiday look do you love most: Classic Red Lip or Shimmering Eyes?" Host a quick Stories Q&A about holiday gifting. Engagement keeps you top of mind and builds energy around your business.
3. **INSPIRE:** Share the heart behind what you do. Post about how you are creating your own holiday gift list and how Mary Kay helps make it easier. Share a story from a customer who gave Mary Kay gifts last year and the reaction she got. When you show that gifting through you creates joy, customers begin to imagine that experience for themselves.

4. **INVITE:** Make it personal and easy for customers to take action. Offer one-on-one holiday shopping appointments, whether virtually or in person. Invite them to your Black Friday or Cyber Monday event. Frame invitations as fun and convenient: "Let me be your holiday helper" or "I'll wrap it up and make it easy."

Practical posting ideas:

- Run a **12 Days of Favorites** series. Post one product per day with a quick tip or story, and end with a drawing for everyone who participated or commented during the series.
- Host a **Live Holiday Glam Demo**. Show two quick party-ready looks using Winter launches and holiday favorites. Encourage viewers to ask questions in real time.
- Post a **Holiday Gift Guide** in your customer group. Organize it by budget or by recipient type and make it visual.
- Share a **Customer Story** about someone who gifted Mary Kay last year and what they loved about it.
- Offer a **Black Friday Bundle** that is only available for 24 hours. Tease it a few days before with sneak peeks.
- Post a **Small Business Saturday message** thanking your customers for supporting your business and reminding them that every order makes a difference.

Strategy tips for a great month:

- Use **themes and series**. Posting a series like "Twelve Days of Favorites" gives you built-in content and keeps customers coming back.
- Highlight **limited time and urgency**. Use phrases like "only this week" or "limited supply" to encourage faster decisions.
- Create **visual posts**. Customers scroll quickly in November. Use product photos, Mk's Digital Library, or short videos to stand out.
- Be **consistent during big shopping days**. Plan to post multiple times over Black Friday weekend with different messages. A single post will get lost in the feed. Remember you can schedule these in advance to go out at specific times.

Action Plan for November:

1. Create a holiday gift guide now and post it by the first week of November.
2. Plan and schedule a Live Holiday Glam Demo using Winter products and holiday favorites.
3. Run a Twelve Days of Favorites series to build daily engagement and momentum.
4. Post consistently around Black Friday, Small Business Saturday, and Cyber Monday.
5. Make sure every post has a clear call to action.

NOVEMBER 2025 LAUNCH

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Return Service Requested

November Programs:

- Check out our New Winter Products
- Pink Weekend is finally here!
- Free Makeup Rounds w/ \$450 Retail.
- Power UP & Grow/ Grow & Celebrate
- New eCommerce Experience launches December 17th

Are you harvesting success today?



IN ALL
Things
GIVE
Thanks



Happy
Thanksgiving



Your Glow Up begins the moment you decide it does. If you want more income, more freedom, or a life goal you've been dreaming of, it starts right here in this season. This can be the most powerful time of year to grow your business and make your dreams possible. In 2025, U.S. shoppers are expected to spend over \$975 billion during the holiday season alone (Bain & Company). Well, Mary Kay is the #1 Direct Selling Brand of Skin Care & Color Cosmetics in the World, three years running! Women are ready to buy. Whether you're funding your holiday table or chasing a bigger dream, now is the time to take action. The work you do this month sets the tone for your entire New Year. This is the moment to aim higher, believe in your potential, and make bold strides to make this month unforgettable.

It only takes spending \$27.40 a day to blow \$10K in a year. That also means you only need to make \$27.40 each day to earn an extra \$10,000 this year! That's one reorder. One booking. One bold moment of sharing what you offer, and that moment could change everything.

