



# KATHLEEN'S SUPER STARS NEWSLETTER

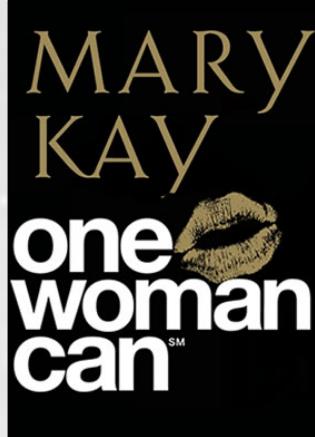


If it is to be it is up to me!

December 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



Stand Up & Shine



## From the Director's Chair

Dear Super Star,

How is it December already? The Spirit of Christmas is in the air, and our Mary Kay business is about to get a major glow-up! Mark your calendar: December 17! The new My Shop experience launches! This means: Your customers can shop 24/7 (yes, even while you sleep!) and the mobile-friendly design makes shopping even easier. I hope you have customized your Shop so you're ready! This isn't just about technology, though the technology is incredible. This is about freedom. This is about you being able to show up fully in your life - at your kid's Christmas program, at family dinner, at that holiday party - and still making sales. This is about proving that you can build a real business that respects your time and your life.

But here's what I need you to hear: The tools only work if you work them. The My Shop only makes sales if you share it. The new platform only changes your life if you set it up and USE it. So I'm challenging each and every one of you to be ready on December 17th. Set up your shop. Customize it. Share it everywhere. Let's hit the ground running! This season, the women who show up consistently, follow up persistently, and speak up confidently will WIN. That's you, right? I'm here cheering you on every single day, and I am only a phone call away!! I know some of you feel like you're "bothering" people or being "salesy" when you mention Mary Kay. But let me reframe that for you. People are already shopping. They're already spending money on gifts. They're already treating themselves (or wishing they could). You're not bothering anyone - you're offering a solution! You're providing convenience! You're sharing something you genuinely love!

I am just SO excited to be wrapping up this year with all of you. I've enjoyed watching so many of you grow in confidence, skill, and belief. That is what this business is truly about. You are the heart of this unit. Your dreams, your families, the women you serve. When you make the decision to send one more text, book one more facial, set up your online shop, or say yes to a challenge, you are not just checking off a box. You are building our community. You are modeling faith in action for the people who are watching you, especially the little eyes at home.

Being the last month of 2025, it is also the last month of our unit monthly b4 and after contest. Who do you know that needs the amazing results of our Microdermabrasion?

All you need to do is just SHOW the before and after photo. Remember, when you send me a picture of your filled out form by the 3rd of the month, you will earn these pize/prizes

1. Show 5 people get a surprise glamour item from me for free as long as I receive this form from you by the 3rd 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.

This month, I want you to focus on progress, not perfection. Maybe for you that looks like finishing this last b4 and after contest. Maybe for you that looks like finishing your very first Star. Maybe it's submitting your weekly accomplishment sheet to me. Maybe it is entering your customers into PCP so they receive The Look this spring. Maybe it is saying yes to working towards your red jacket by Career Conference and letting that date on the calendar pull you forward.

Whatever your step is, please know you are not alone. You have a unit of girlfriends cheering you on, a director who believes in you, and a God who sees every tiny seed you are sowing in faith. Let's finish this month with hearts full, shelves ready, and a quiet pride that we did what we could with what we had. I am so grateful to be on this journey with you.

Love and Belief, Kathleen

### Important Dates:

- **December 10:** Puerto Rico, Guam, U.S. Virgin Islands: Orders must be received/processed for holiday delivery
- **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 30:** 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.
- **January 1:** Happy New Year's Day. All Company offices closed. Postal holiday.
- **January 3:** January Jumpstart at Beth Gallaghers
- **January 17:** Leadership Conference begins in Nashville, TN. DIQs are invited – please join us!
- **January 19: NO MEETING, at Leadership**
- **January 19:** Martin Luther King Jr. Day. Postal holiday.
- **January 30:** Last day of the month for consultants to place telephone orders.
- **January 31:** 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 submitted by mail must be received today to count towards this month's production.

# Our Top 5 Stars and Future Stars This Quarter



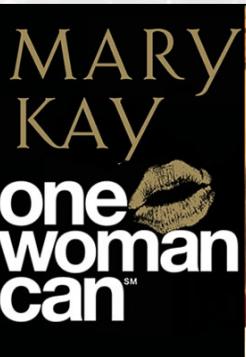
Brenda  
Anderson  
Diamond



Corrina  
Warwick  
Sapphire



Beth  
Davies  
On-Target



Shirley  
Zachman  
On-Target



Daune  
DeVries  
On-Target



## Thank You Consultants Who Invested in Their Businesses in November

Brenda Anderson	\$1,265.50
Corrina Warwick	\$602.00
Terri Skaggs	\$581.50
Nancy Boeder	\$559.00
Kay Tinguely	\$437.00
Linda Robinson	\$393.00
Sara Grimes	\$381.00
Debra Finley	\$367.00
Melissa Boyd	\$329.00
Drea Reichwein	\$300.00
Amy Bergholz	\$266.00
Mary Ann Zielinski	\$261.00
Anne Nichols	\$252.00
Connie Radel	\$251.00

**Goal:** Order \$600+ wholesale in November & December, earn 800 star credits & rock this holiday season.

**Power Up & grow**

## 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
Diamond	Brenda Anderson	\$459.50
Sapphire	Corrina Warwick	\$163.00
	Beth Davies	\$920.50
	Shirley Zachman	\$990.00
	Daune DeVries	\$1,092.00
	Linda Robinson	\$1,133.00
	Brenda Myers	\$1,153.00
	Emily Jackson	\$1,158.50
	Debra Finley	\$1,206.00
	Terri Skaggs	\$1,218.50
	Nancy Boeder	\$1,241.00
	Marilyn Pientka	\$1,260.75
	Merodee Buechner	\$1,312.50
	Michelle Harrington	\$1,325.00
	Kay Tinguely	\$1,363.00
	Florence Honang	\$1,377.00
	Drea Reichwein	\$1,380.00
	Sara Grimes	\$1,419.00
	Flo Welk	\$1,427.00
	Cynthia Radtke	\$1,427.00
	Melissa Boyd	\$1,471.00
	Mary Fischer	\$1,478.00
	Fayth Block	\$1,485.00
	Dorinda Maybury	\$1,490.00
	Rebecca Gramer	\$1,503.00

*Big Dreams  
Start in Red.*

**A RED JACKET IS MORE THAN A MILESTONE, IT'S ABOUT SAYING YES TO THE LEADER INSIDE YOU.**

The Red Jacket is more than a color: it's a commitment. A promise that you see something more for yourself and you're taking bold steps to get there. You are becoming the kind of woman others look up to, and that's something worth celebrating.



**EVERY LEADER  
STARTS  
SOMEWHERE.  
THIS IS YOUR  
MOMENT.**

You don't need permission. You need passion, purpose, and a reason that lights your soul on fire. Leadership is yours when you claim it.



*Ready to Lead?*

**DREAMS DON'T WORK  
UNLESS YOU DO.**

Becoming a Sales Director is next-level leadership. It's stepping into your power, running your business like a boss, and saying "YES" to the freedom and impact you were made for. You don't wait for the spotlight — you bring it.



Debra Finley  
Star Team Builder



Brenda Myers  
Senior Consultant



Cathy Carlsen  
Senior Consultant



Elisa Baldock  
Senior Consultant



Julie Johnson  
Senior Consultant

## Our Unit At A Glance

### Star Team Builders

Debra Finley

### Senior Consultants

Brenda Myers

Cathy Carlsen

Elisa Baldock\*

Julie Johnson\*

### Consultants

Amy Bergholz

Amy Koclaines

Anne Nichols

Beth Davies

Brenda Anderson

Brenda Schultz\*

Cheryl Kok\*

Christina Blanchard

Cindy Nelson\*

Connie Plaumann

Connie Radel

Corrina Warwick

Cynthia Radtke

Dana Sackett\*

Daune DeVries

Donna Cooper\*

Dorian Loberg Beck\*

Dorinda Maybury

Drea Reichwein

Emily Jackson

Fayth Block

Flo Welk

Florence Honang

Jan Chambers

Jane Steidl\*

Julie Gabris\*

Karen Taylor\*

Kathryn Bohn\*

Kay Retzleff\*

Kay Tinguely

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 Pekarske

Mary Schock\*

Mary Vesperman

Melanie Carlsen\*

Melissa Boyd

Melissa Claudio\*

Merodee Buechner

Michelle Brennan

Michelle Harrington\*

Milena Horan Klemens

Monica Crayton\*

Nancy Boeder

Nancy Hipp

Nikki Eddy\*

Patricia Berry\*

Patricia Rougeot

Rebecca Gramer

Rebecca Orick\*

Sandra Toval\*

Sara Grimes

Sherry Soehnlein

Shirley Zachman

Spring Fleming\*

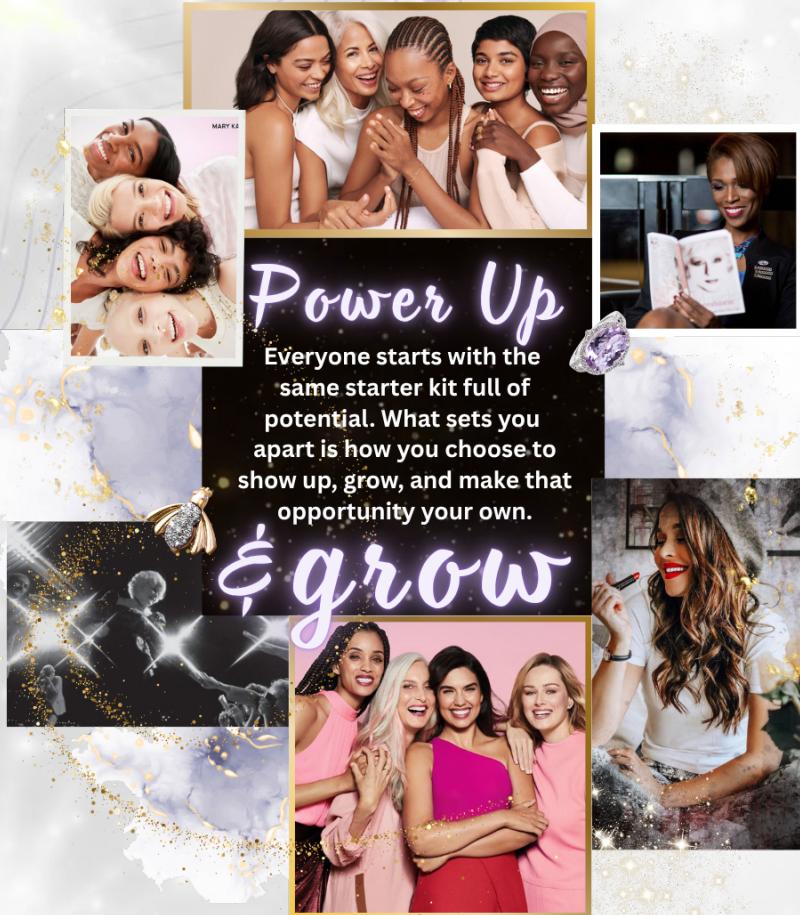
Susan Draeger\*

Teresa Fisher\*

Teresa Ploch\*

Terri Skaggs

# Team Commissions



## Spring 2026 Program PCP Participants

Beth Davies

### 4% Commission Level

Brenda Myers	\$50.62
Cathy Carlsen	\$23.26
Debra Finley	\$18.40

### January Birthdays

Maria Martinez	2
Melissa Boyd	5
Mary Schock	9
Tracy Fonte	10
Elisa Baldock	11
Drea Reichwein	20
Michelle Berndt	22
Terra Wachs	25
Mary Fischer	28
Monica Crayton	29
Nancy Boeder	30
Patricia Rougeot	31

### January Anniversaries

Susan Draeger	34
Beth Davies	23
Mary Vesperman	21
Patti Mezel	12
Cheryl Kok	10
Brenda Anderson	9

## Checkout Lines, Check In Opportunities Turn Holiday Lines Into Dollar Signs

The holidays come with built in networking events called grocery lines, post offices, and coffee shop lines. While everyone else is sighing and checking the clock, you can use that time to plant seeds for your business. Offer a sincere compliment, mention that you are a Mary Kay beauty consultant, and ask if she would like a quick sample or your My Shop link for last minute gifting. Keep it light and friendly, not pushy. You are simply offering convenience in a season when everyone is busy. A five minute chat in the checkout line can turn into a new customer, a party, or even a future team member. Let every line this month be a reminder that your next blessing might be standing three feet away.

*Instead of scrolling your phone, look up and notice the women around you who clearly care about gifts, self care, or both.*



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

Linda Robinson

Mary Ann Zielinski

Emily Jackson

MARY  
KAY  
one  
woman  
can<sup>SM</sup>

## Year to Date Retail Court

1 Brenda Anderson	\$11,838.00
2 Corrina Warwick	\$6,846.00
3 Linda Robinson	\$3,098.00
4 Mary Ann Zielinski	\$3,095.00
5 Emily Jackson	\$3,086.00
6 Beth Davies	\$3,043.00
7 Marianne Lippold	\$2,510.00
8 Cathy Carlsen	\$2,501.00
9 Shirley Zachman	\$2,152.50
10 Lori Windham	\$2,054.00
11 Daune DeVries	\$1,972.00
12 Merodee Buechner	\$1,950.00
13 Sara Grimes	\$1,930.00
14 Brenda Myers	\$1,918.00
15 Elisa Baldock	\$1,900.00
16 Melissa Claudio	\$1,880.00
17 Debra Finley	\$1,646.00
18 Flo Welk	\$1,576.00
19 Connie Plaumann	\$1,523.00
20 Trisha Niesen	\$1,500.00



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.

# 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**  
**\$4311**



**This Could Be You**  
**Interview Queen**



**Queen of**  
**Before & After**

## Week over \$500

Brenda Anderson \$2962  
Corrina Warwick \$1124, \$528, \$627

## Party's over \$200

**\*a party is only 3 faces\***

Brenda Anderson \$2124  
Beth Davies \$210

## Face's over \$100

Corrina Warwick \$403

## Reorder Weeks over \$300

Brenda Anderson \$485, \$838, \$492  
Corrina Warwick \$1124, \$354, \$432

## PCP/Misc. over \$300

Call Your Customers and book Holiday/New Year New You Makeovers!!

## On the Go/Personal appointments over \$200

Corrina Warwick \$260

## Interviews for the month

Share ALL the exciting New business avenues.

## PWS

Beth Davies \$225, \$60

## 2025 New Before & After Contest!



Congratulations Corrina Warwick for showing the b4 and after photo to 28 people and winning the Timewise Matte 3D Foundation!!



## UNIT TOP 10 SALES AND SHARING COURTS



QUEEN OF UNIT SALES



UNIT SALES



#4-5 UNIT SALES

Seminar Unit  
Awards 2026



QUEEN OF SHARING



#6-7 UNIT SALES



#8 UNIT SALES



#9-10 UNIT SALES



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 & RECON

# JANUARY JUMPSTART

SAT JAN 3<sup>RD</sup> 2026

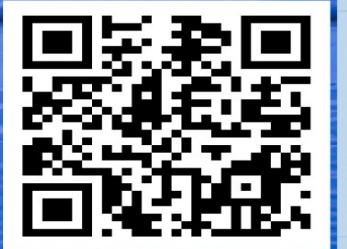
DOORS OPEN AT 8:30AM  
9-12PM CST

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!

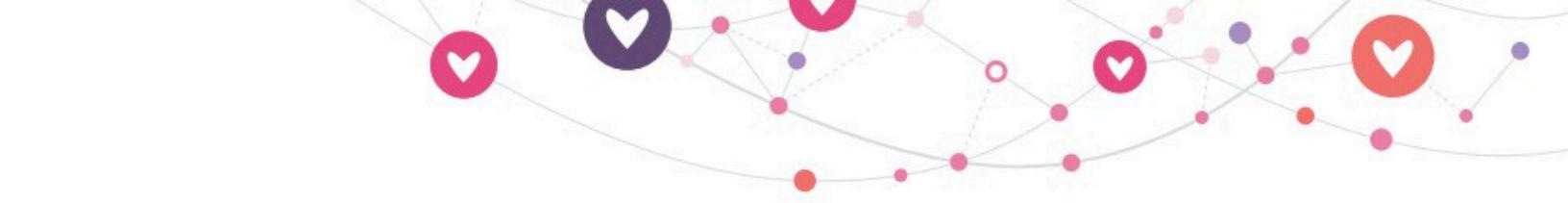
Write their name and interest in product

**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.	



# December Checklist

- If you currently have a Mary Kay® Personal Web Site, you can set up and customize your online Shop before the experience goes live Dec. 17. If you do not, you can set up your Shop at any time starting on Dec. 17.
- Coming in the month of December, please take time to watch and/or review these educational resources to help you prepare for Dec. 17:
  - *Consultant Connector How-To Video*
  - *myCustomers<sup>SM</sup> How-To Video*
  - *Creating a Sales Ticket in myCustomers<sup>SM</sup> How-To Video*
  - *The New Online Shopping Experience Video*
  - *How to Process Mary Kay My Shop Product Replacements and Refunds Document*
- As previously communicated, the cost of your online Shop subscription has been absorbed by the startup fee for your Mary Kay business. The My Shop subscription will not be a separate payment or charge.
- November commissions (paid in December) will only be paid out via direct deposit. However, if you do not have direct deposit set up, it will be paid out via a Mary Kay® Pre-Paid Visa Credit Card.
- If you use the *Customer Sales Detail* and/or *Customer Sales Summary* reports, currently available in the myCustomers<sup>SM</sup>+ App, to review sales data or for any other purposes, please run them **BEFORE** 6 p.m. CT on Dec. 16 prior to the app being retired. Similar reports will be available in the new myCustomers<sup>SM</sup> platform by the first part of 2026 so that you can view customer sales data for all of 2025.
- As a final reminder, New or Pending orders from Nov. 1 to Dec. 16 will not migrate to the new system. Please be sure to update the status of any New or Pending orders if you want to see them in the new system. If not, leave them as is. Please note that whether the order is resolved or still in a New/Pending status, you will not be able to edit or revise it. (See the specific deadlines on the calendar on the next page.)

## IMPORTANT DATES

**Dec. 8 – ACTION ITEM:** If you want to migrate any orders from **Nov. 1 through Nov. 15** that are currently in a New or Pending status to the new system, please be sure to resolve them by 11:59 p.m. CT. Once resolved, you will not be able to edit them. Any orders left in New or Pending status will be in a read-only status after Dec. 8 and will not be migrated to the new system.

**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 window, 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
  - myCustomers™ on Mary Kay InTouch®
  - Consultant Locator
  - MKeCard® system
  - Weekly Accomplishment Sheet Application
  - Preferred Customer Program™
  - myCustomers™+ App (the app will be retired and removed from App stores).
- You will be able to access:
  - Mary Kay® InTouch (except for myCustomers™)
  - 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:
  - Mary Kay® Interactive Calaog App
  - Mary Kay® Skin Analyzer App
  - Mary Kay® Mirror Me App

**Dec. 16 – ACTION ITEM:** New and Pending Status Orders

- If you want to migrate any orders from **Nov. 16 through Dec. 16** that are currently in a New or Pending status to the new system, please be sure to resolve them by 6 p.m. CT. Once resolved, you will not be able to edit them. Any orders left in New or Pending status will not be migrated to the new system.

**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 myCustomers™ platform with Customer Delivery Service option
- MKeCard® system, Weekly Accomplishment Sheet application, Preferred Customer Program, Mary Kay® Interactive Catalog App, Mary Kay® Skin Analyzer App and the Mary Kay® Mirror Me App will all be back online.

### Post-Launch

- After the eCommerce experience has launched, there will be plenty of information to help you make the most of the new platform. You can look forward to:
  - A stage segment at Leadership Conference 2026 featuring sales force members who will share how they're leveraging the new eCommerce platform and tiered discount structure to help maximize sales.
  - NEW MKConfident modules to help further educate Independent Beauty Consultants on how to be successful in their Mary Kay business:
    - Promoting Your Online Shop
    - Customer Service
  - Tips on sharing your Shop on social media channels.
  - Participate in the My Shop Challenge for Career Conference 2026, and encourage your unit members to do well! Keep an eye out for additional challenges in the new year!

**The more you and your unit members prepare for Dec. 17, the sooner you can see how these updates can work harder and better for you. Get ready - your customers are going to love it!**

# December Social Media Action Plan:

December is all about finishing the year with focus. Customers are busy, distracted, and pressed for time. That means your role as a consultant is to make shopping simple, stress-free, and fun. This is the month of last-minute gifts, husbands who need quick solutions, and customers who are looking for a fresh start heading into the new year. If you want to maximize December, you need to show up daily with clear solutions and easy invitations.

## Why December is important:

Shoppers in December are not browsing, they are buying. The ones who have waited until now are looking for quick fixes and guaranteed ideas. When you position yourself as their "holiday helper," you become the person who saves them time and worry. It is also the perfect time to set yourself up for January by planting seeds for New Year's resolutions and self-care routines.

Your customers will also be spending more time on their phones this month. Whether they are waiting in lines, traveling, or simply looking for a mental break, they are scrolling. If your social media presence is strong, fun, and eye-catching, you'll capture their attention in those moments. Light, engaging content not only lifts their mood but also keeps you at the top of their mind when they are ready to buy.

## How to show up online this month:

Your content should be simple, visual, and full of urgency. Use phrases like "last chance," "final days," and "ready to wrap." Focus on showing customers that you are their easy button for holiday shopping.

- EDUCATE:** Share short posts about skin care or makeup that can double as last-minute gifts. Create a quick video demo of how a lip gloss or hand cream makes the perfect stocking stuffer. Teach customers how to order through your Personal Web Site or how you can deliver pre-wrapped gifts right to their door.
- ENGAGE:** Turn the season into a conversation. Ask: "What's your go-to last-minute gift idea?" or "Who's the hardest person on your list to shop for?" Use polls and quizzes to keep things light. Create a "husband checklist" post and invite your customers to tag their spouses with a wink. It works, and it makes shopping fun.
- INSPIRE:** Share the joy of gifting. Post a story about a customer who surprised her sister, teacher, or co-worker with Mary Kay and how much it meant. Share your own excitement about helping husbands or kids pick out the perfect gift for someone they love. Inspire your audience by showing how these products create meaningful

moments.

- INVITE:** Make it as easy as possible. Offer "husband packages": simple bundles he can pick up or have delivered. Create "Last-Minute Gift" posts with clear calls to action: "I have 5 of these left, message me now to grab one." Invite customers to schedule a quick shopping appointment with you, even if it is just 15 minutes on Zoom or Messenger.

## Practical posting ideas:

- Share a **Last-Minute Gift Guide** with stocking stuffers, under-\$25 picks, and pre-wrapped sets. Emphasize how quickly they can be ordered or delivered.
- Create a **Husbands Need Help post**: "Need a gift for your wife? I've got ready-to-wrap bundles, and I'll even deliver them. Message me today."
- Post a **Countdown series**: "5 Days, 5 Gift Ideas." Feature one product per day leading up to a key holiday deadline. *Don't forget MK's last day to mail is: Dec. 15th for the continental United States.*
- Go live with a **Quick Gift Solutions video** showing your top 3 products for teachers, friends, or last-minute gifts.
- Share a **Year-End Thank You post** recognizing your customers' support in 2025 and inviting them to join you in January for "New Year, New You" events.

## Strategy tips for a great month:

- Keep your posts **short and visual**. December is too busy for long captions. A strong photo and one clear sentence works. Personal photos will stand out far more than pictures of products alone.
- Use **urgency** in your language. Remind customers of shipping cutoffs and offer solutions like local pickup or delivery.
- Don't forget the **husband/wish list angle**. Many consultants miss this, but husbands are some of the easiest sales you can make because they want convenience and guidance.
- Use this month to **set up January**. Start planting the idea of self-care routines, new skin goals, or fresh looks for the new year.

## Action Plan for December:

- Create and share a Last-Minute Gift Guide by the first week of December.
- Post at least one Husband Ideas message each week. Be bold about offering this service.
- Run a 5-day Countdown series to create urgency and highlight easy gift picks.
- Host a Quick Gift Solutions live event mid-month to capture last-minute shoppers.
- End the month with a heartfelt thank-you message and a teaser for January's focus on self-care and new goals.

# Simple Holiday Habits for A Powerful Holiday

## Time Blocking

Feeling overwhelmed? Try this. Block just 30 minutes a day for income-producing activities only. No organizing inventory. No scrolling social media “for research.” Only customer contacts, follow ups, bookings, and orders. Set a timer, silence distractions, and focus. You will be amazed at what consistent 30- minute power blocks can create.

## The Nightly Business Reset

A tiny habit at the end of your day can keep your business from feeling heavy. The nightly business reset is a simple 15-minute routine that clears your mind and sets you up for tomorrow. First five minutes, brain dump every Mary Kay task swirling in your head. People to call, orders to place, samples to drop off. Second five minutes, circle your top three for tomorrow and put that list where you will see it. Final five minutes, revisit your priorities and goals you’re trying to accomplish to keep you on focus. When you end your day with intention, you wake up lighter, and your whole month feels more peaceful and under control.

## Social Media Consistency

Post through the chaos. Even if you can only post once or twice a week in December, do it. Consistency beats perfection. Your audience needs to see your face and hear your voice to remember that you are open for business. Short, real posts are better than waiting for the “perfect” one you never make.

## The Gratitude Follow Up

Every order this month is a chance to deepen the relationship. When customers order, send a handwritten thank you note. In a world of instant messages and automated emails, a real note stands out, shows you care, and keeps you top of mind. It often leads to reorders and referrals. It takes about two minutes and the cost of a stamp (or drop it in their order if you’re delivering), which makes it one of the best marketing investments you can make.

## Holiday Party Strategy

If you are going to holiday events, go as a woman on a mission, not just as a guest. Look polished, keep a few samples and Look Books in your bag, and have your business cards ready. When people ask what you have been up to, answer with confidence. “I am building my Mary Kay business, and I love helping women with quick beauty and gift ideas.” You are simply offering a solution during a season when everyone is already thinking about gifts and self care.

## Booking Into January

While everyone is gathered for the holidays, you have a natural reason to book into the new year. As you deliver gifts or follow up on December orders, say something like, “I would love to help you start the year with fresh skin care. Would the second or third week of January work better for you?” Filling your January calendar now means you hit the ground running instead of starting from zero.

## After The Gifts, Follow Up

After the holidays, do not disappear. Schedule a “How did everything go” follow up week in January. Send a quick message asking how their gifts were received and whether they have any questions about products. This is the perfect time to gently ask if they would like to try anything new for themselves. You are not just selling lipstick. You are helping women feel confident, seen and cared for during a hectic season, and that foundation of trust will support your business all year long.

## Embrace Learning Curves

New technology always comes with a learning curve. New platform equals temporary confusion equals long term success. If you feel overwhelmed by new tools at first, that is normal. Give yourself grace, watch the tutorials, ask questions and practice. In a short time, what feels complicated now will become automatic, and you will be grateful you pushed through.

## Confidence During this Holiday Season

Your business is not a burden. Stop apologizing for sharing it during the holidays. You offer gift solutions, skin care that really serves people, and even a potential income stream for the right woman. Own that with confidence. When you believe in the value you bring, others will feel it too.

## The Family Conversation

If your family does not fully understand your Mary Kay business yet, use December to show them why it matters. Connect the dots. “Because of my business, I could afford this experience.” “My Mary Kay friends have taught me to dream bigger.” “I am building this for our family, not away from it.” Help them see the value, not just the work, and invite them to celebrate the wins with you.

## Year End Reflection And New Year Momentum

Take ten quiet minutes this week to look back at 2025. What did you accomplish? What did you learn? What surprised you? Celebrate every win, especially the small ones, and write down what you want to do differently in 2026. Do not wait for January 1 to start. Begin now so you enter the new year already in motion.



# HELP HIM BE THE HERO: HOLIDAY GIFT COACHING FOR MEN

Men are some of your easiest holiday customers when you position yourself as their personal gift coach. Most of them are busy, do not enjoy wandering the mall, and absolutely want her to feel special, loved, and appreciated. Your job is to make gift giving simple, fast, and foolproof so he feels like the hero and you become his go to person year after year.

## Understand Your Audience!

Most men:

- Do not enjoy browsing for hours or comparing 20 products.
- Are not sure what she really wants, or what is “good.”
- Welcome clear suggestions and expert guidance.
- Want her to light up when she opens the gift and to know he got it right.
- When you remember this, you stop selling and start consulting.

Choose at least one idea and run with it. Track how many new male customers you add, and which sets sold best.

Remember, when you help him look like a hero, you create a loyal customer who will come back for Valentine's Day, birthdays, and next Christmas.

Teach your male customers the power of a small surprise after the main gifts are opened. Offer a “Pillow Gift” box he can place on her pillow that night with a tag that says, “This is for you because I appreciate all that you do.” Inside could be a lip set, spa treat, or certificate for a pampering session in January. Also suggest a “Thank You Gift” for assistants, co-workers, teachers, or caregivers. Keep a few ready to grab sets at common price points so he can check several people off his list in one stop.

**Create Your Hero Gift Menu:** Before you ever call, build a simple menu you can reference. Think in sets, not single items.

**Quick Wins:** under \$40. Examples: hand and foot pampering sets, lip and eye combos, fragrance mists, simple skin care refreshers.

**Hero Gifts:** \$75 to \$125. Examples: full spa collections, fragrance plus lotion, complete color looks with a bag, skin care sets.

**Wow Gifts:** \$150 and up. Examples: twelve day gift box, luxury spa bundle, “She Deserves It All” basket with her favorites.

Have 3 to 5 ready made bundles at each level and know the retail total for each one. Men love clear choices.

## Personalize The Gift

Does she enjoy fragrance, or would she prefer a lightly scented lotion?

Is her style more natural or dramatic?

Does she work with her hands a lot or stand on her feet all day?

Has she mentioned anything she is not happy with, like dry skin, dark circles, or chapped lips?

Is there a special event coming up where she would want to feel extra beautiful?

What would you like to pamper her with that she might not buy for herself?

**Sample Script:** You can use this on the phone, by text, or in person.

**Warm intro:** Hi \_\_\_, this is \_\_\_, your wife's Mary Kay consultant. I have a few easy ideas to help you with her Christmas gifts this year. Do you have a quick minute?

**Ask about her:** Tell me a little about her. Is she more natural or glam? Does she love fragrance or prefer something soft? What does she never skip in her routine?

**Ask about budget:** So I can make it easy, what price range would you like to stay in for her gift or gifts? I can do a spa and fragrance set at about 75, a larger basket that covers skin care and pampering around 125, or a full pampering plus color look around 175. Which one sounds most like her?

Perfect. I will wrap it, label it, and have it ready so you can be the hero. Would you prefer to pick it up or have it delivered?

# DECEMBER COUNTDOWN TO CHRISTMAS

**C**all your customers. It's wise to do a sweep through of every customer the first two weeks of December to be sure they have enough of everything to get them through the holidays. You might check on their gift needs at the same time and tell them that you have wrapped gifts and stocking stuffers for their last minute emergencies. You might say, "Do you have everything you need to look gorgeous during the holidays?"

**O**rder as early as possible anything you need for your own gifts and for your customers and their gifts. Make sure to stock up on limited-edition items. If you still need things, order early! Remember, MK's eCommerce/My Shop launch December 17th, so you'll want to have that finished up early too.

**U**se your time wisely. Remember, the holidays last a couple of days, not the entire month. If you take off the entire month, you might regret it in January. You might want to go ahead and book appointments for January with customers who want to start the new year off with a new look. Imagine what that will feel like to open up a full datebook on January 2nd!

**N**otice the needs of the people with whom you come in contact. December can be a great month to build your team! When someone tells you they want to wait until after the first of the year, then you might say, "Great! We can start the paperwork now so you'll be ready to begin the first of the year."

**T**reat those on your gift list to a Mary Kay product gift. It will not only be welcome, it's smart money management! Not only can you purchase quality gifts at a 50% discount, but those gifts increase the variety of products your friends and family try, which can mean additional orders for you over the next few months.

**D**etermine your prize goal in the quarterly Star Consultant program and plan your orders now. Be sure to check your totals to see if you're on-target for Star Consultant status ending December 15th. Your Dune London Reward for being an All Star is waiting! !

**O**rganize for maximum effectiveness! This is the time of year that we usually have to wait in lines: at the post office, grocery store, shopping, etc. Always have something with you that you can do, as well as business cards, Look Books, and samplers that you can use to book someone with while you are waiting in line. Also, bunch all of your errands so they can be done at one time.

**W**herever you go, you may want to carry stocking stuffers with you. Make them quick and easy. Put them in cello bags, add some colorful shred, and tie them with a ribbon.

**N**otify me, your Independent Sales Director, what is going on with you this month and what your goals are! I'd love to hear from you.



**Kathleen Koclanes**  
Ind. Future Executive Senior Sales Director  
**Kathleen's Super Stars!**

5005 Maher Ave  
Madison, WI 53716  
Phone: (608) 772-0847  
kkoclan1@gmail.com  
Conference Call: 605-313-5106 Passcode: 1097823#  
Playback CC: 605-313-5099 Passcode: 1097823#  
<http://kathleenkoclanes.com>

Return Service Requested

**December Programs:**

- New eCommerce Experience launches December 17th
- Last month for Power Up & Grow
- Holiday Sales are Priority #1!
- Become a Red Jacket by Career Conference for stage recognition!

*Are you harvesting success today?*

Forget resolutions, your real 2026 starts RIGHT NOW! There is magic in finishing strong, but that magic only happens when you show up. This is the time to leverage the festive spirit, because everyone is looking for the perfect gift, and you are the ultimate solution provider! Everyone wants to look and feel amazing for the holiday parties!

Imagine waking up on New Year's Day knowing your business is already making sales. That future isn't a fantasy; it can be the results of your December action! This month isn't about slowing down; it's about setting up your 2026 empire. We're talking about the game-changing new My Shop experience launching December 17th! Forget trading time for money; this is about freedom and cash flow while you enjoy your family.

Mary Kay's filled the Connection Hub with tips & tricks to ensure you're ready to launch. Don't just survive the holidays, profit from them! Your best business year is about to begin!