



# KATHLEEN'S SUPER STARS NEWSLETTER



If it is to be it is up to me!

August 2025 Unit Newsletter



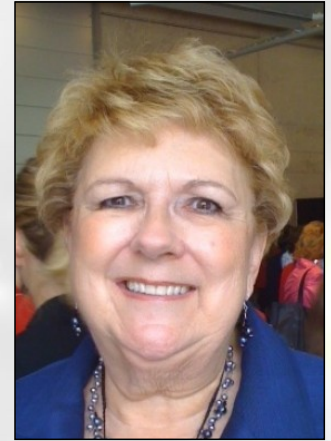
Queen of Wholesale  
Cathy  
Carlsen



Sharing Queen  
Debra  
Finley



Highest Commission  
Debra  
Finley



Top Team  
Cathy  
Carlsen

Shoutout to these powerhouses who ordered  
**\$600+ Wholesale**



Cathy Carlsen



Brenda Anderson



Beth Davies

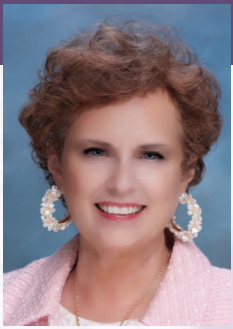


Marianne Lippold

Stand Up & Shine







## From the Director's Chair

Dear Super Star,

WOW!! What an incredible end our unit had to Seminar 2024-2025!! Congratulations and I am so proud of each and everyone in our unit. Be sure to check out all the recognition and videos on our Kathleen's Super Stars FB

page. <https://www.facebook.com/groups/371648670251637>

August is here, and we're officially one month into the new Seminar year. Whether you started this Seminar year with a bang or you're just now dusting off your goals, you're right on time and where you should be in this movement. My goal this new Seminar year is to get to know each of my unit members a little better :) weather it's coming to do a skin care class for you, meet for coffee or desert, or even just a fun Zoom or phone call to get to know you a little better. Growth doesn't always look like fireworks. Sometimes it looks like quiet consistency in choosing to believe in yourself a little more each day with one more call or one more connection. This is the time to shape this year into something powerful and personal for YOU. With the kids heading back to school, life starts to shift. You just might find yourself with a little more time, a little more mental space, and the chance to breathe new life into your business.

I've already seen so many of you take bold steps like placing your first orders, booking appointments, reaching out to past customers, or even sharing for the first time. Consistency always pays off. It might not show up overnight, but brick by brick, you're building something beautiful. The basics work when you work them: book, connect, share, follow up, repeat. And right now? Every small step is stacking in your favor.

I have to say I'm so excited about all that was shared at Seminar! The new opportunities to grow, earn, and recognize your momentum feel so aligned with what our unit has been dreaming about. It's like the Company read our vision boards. Even our digital tools are leveling up! The new Foundation Finder makes matching shades easy. This exclusive AI tool is available on marykay.com and on

PLUS the Makeover Contest where you and your customer could win a \$5000 Visa Giftcard and \$500 in MK Products!! All they need to do is choose a look, get together with you OR they can use the FREE Mirror Me app in their app store and it automatically puts the look they choose on their face in real time because it uses your camera. Take a picture right from the Mirror Me app and upload including a caption explaining what look they chose, and why it helps your customer feel beautiful! New this year!

So what's your next move? Reconnecting with customers you haven't heard from in a while? Daring to dream bigger and consider directorship? Planning a fall getaway with your family paid for by MK? This business will become whatever you choose to make of it. You don't have to make massive moves overnight. Start small. Pick one habit: one booking a day, one new face a week, one interview conversation, and repeat it. You've got this, and we've got you.

This month, I challenge you to take a chance on your potential. Stretch just a little further. Expect just a little more from yourself, not in pressure, but in belief. I'm cheering for you always.

Love and Belief, Kathleen

## Important Dates:

- **August 11:** 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
- **August 13:** How to Get Started On YouTube My Mary Kay Facebook Live featuring Sr. Director Emily Schuette at 11am CT (English) and 11:45 (Spanish)
- **August 17:** Unit Awards Banquet at the Breakwater at 6308 Inland Way Monona, WI.
- **August 29:** Last day of the month for consultants to place telephone orders.
- **August 31:** Mary Kay Makeover Contest ends. Last business day of the month. Last day of the month for consultants to place online orders. Agreements and orders will be accepted until midnight central time.
- **September 1:** Happy Labor Day! All Company and Branch offices closed. Postal holiday. Winter PCP online enrollment begins.
- **September 5:** MK5K early-bird registration deadline-last day to get the early-bird pricing.
- **September 7:** Fall/Holiday PCP mailing of The Look begins. (Allow 7-10 business days for delivery.)
- **September 8:** 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
- **September 10:** PCP early ordering of the new holiday promotional items begins for all consultants enrolled in PCP or who qualified for their Star.
- **September 13:** Mary Kay Inc.'s 62nd Anniversary!
- **September 15:** Ordering for the Fall/Holiday promotion begins for all consultants. Deadline to resolve orders for Quarter 1 Star Consultant quarterly contest.
- **September 16:** Quarter 2 Star Consultant quarterly contest begins. Customer ordering for Fall/Holiday promotion begins.
- **September 22:** First day of fall!
- **September 29:** Last day of the month for consultants to place telephone orders.
- **September 30:** Last day of the month to place online orders and submit agreements.



# Our Top 5 Stars and Future Stars This Quarter



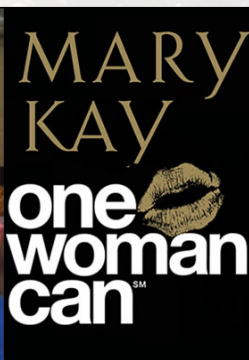
**Corrina  
Warwick**  
On-Target



**Brenda  
Anderson**  
On-Target



**Cathy  
Carlsen**  
On-Target



**Spring  
Fleming**  
On-Target



**Beth  
Davies**  
On-Target



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

|                  |          |
|------------------|----------|
| Cathy Carlsen    | \$828.00 |
| Brenda Anderson  | \$749.50 |
| Beth Davies      | \$620.00 |
| Marianne Lippold | \$614.50 |
| Sara Grimes      | \$584.00 |
| Susan Draeger    | \$448.00 |
| Monica Crayton   | \$402.50 |
| Emily Jackson    | \$393.00 |
| Kay Retzleff     | \$288.00 |
| Amy Bergholz     | \$264.00 |
| Melanie Carlsen  | \$257.00 |

## Congratulations On-Target Stars:

Here's how much you need to finish your next star by 9/15/25

| Star Achieved | Name             | WS for Next Star |
|---------------|------------------|------------------|
|               | Corrina Warwick  | \$597.80         |
|               | Brenda Anderson  | \$969.50         |
|               | Cathy Carlsen    | \$972.00         |
|               | Spring Fleming   | \$1,161.50       |
|               | Beth Davies      | \$1,180.00       |
|               | Marianne Lippold | \$1,185.50       |
|               | Sara Grimes      | \$1,216.00       |
|               | Susan Draeger    | \$1,352.00       |
|               | Jan Chambers     | \$1,381.00       |
|               | Monica Crayton   | \$1,397.50       |
|               | Emily Jackson    | \$1,407.00       |
|               | Janice Watzke    | \$1,420.00       |
|               | Kay Tinguely     | \$1,448.00       |
|               | Lori Windham     | \$1,449.00       |
|               | Susan Dos Reis   | \$1,474.50       |
|               | Daune DeVries    | \$1,497.60       |
|               | Kay Retzleff     | \$1,512.00       |
|               | Linda Robinson   | \$1,516.00       |
|               | Amber Thome      | \$1,520.00       |
|               | Amy Bergholz     | \$1,536.00       |
|               | Brenda Myers     | \$1,539.00       |
|               | Melanie Carlsen  | \$1,543.00       |
|               | Kathleen Weier   | \$1,554.00       |
|               | Drea Reichwein   | \$1,556.00       |
|               | Julie Johnson    | \$1,564.00       |



**Goal:** Order \$600+ wholesale in July & August to earn this exclusive MK Packed Party earring set and 400 star credits.

**Power Up & grow**



## 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  
Team Leader



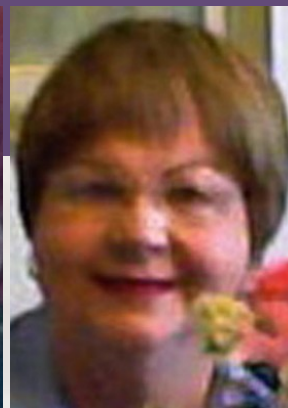
Brenda Myers  
Senior Consultant



Cathy Carlsen  
Senior Consultant



Julie Johnson  
Senior Consultant



Mary Ann Zielinski  
Senior Consultant

## Our Unit At A Glance

### Team Leaders

Debra Finley

### Senior Consultants

Brenda Myers  
Cathy Carlsen  
Julie Johnson  
Mary Ann Zielinski\*

### Consultants

Amber Thome  
Amy Bergholz  
Amy Koclanes\*  
Annette Monthey  
Beth Davies  
Brenda Anderson  
Brenda Murray\*  
Brenda Peterson\*  
Brenda Schultz  
Christina Blanchard

Connie Plaumann\*  
Connie Radel  
Corrina Warwick  
Cynthia Radtke  
Daune DeVries  
Deborah Conway\*  
Dorian Loberg Beck  
Dorinda Maybury\*  
Drea Reichwein  
Elisa Baldock\*  
Emily Jackson  
Flo Welk\*  
Florence Honang  
Jan Chambers  
Jane Steidl\*  
Janice Watzke  
Jeanna Schowalter\*  
Jennifer Illies\*  
Judy Cloud-Calloway\*  
Julie Gabris\*

Karen Taylor  
Kathleen Weier  
Kay Retzleff  
Kay Tinguely\*  
Laura Erickson  
Linda Robinson  
Lisa Van Roy\*  
Loretta Ziegler\*  
Lori Windham  
Lorriane Sego\*  
Marianne Lippold  
Marilyn Pientka\*  
Mary Mertens  
Mary Rose\*  
Mary Schock  
Mary Vesperman\*  
Melanie Carlsen  
Melissa Claudio\*  
Michelle Berndt\*  
Michelle Brennan

Michelle Harrington\*  
Michelle Jirousek\*  
Michelle Slawny\*  
Milena Horan Klemens  
Monica Crayton  
Nancy Boeder\*  
Pamela Santoro\*  
Patricia Berry\*  
Patricia Rougeot  
Patti Mezel\*  
Rebecca Orick  
Sandra Toval\*  
Sara Grimes  
Sherry Soehnlein\*  
Spring Fleming  
Susan Dos Reis  
Susan Draeger  
Tamera South\*  
Teresa Fisher\*  
Terri Skaggs\*

Trisha Niesen



## Welcome New Consultants

Brenda Schultz

*Sponsored By:*

Debra Finley

### 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.



## Holiday 2025 Program PCP Participants

Flo Welk

Debra Finley

Daune DeVries

Corrina Warwick

Mary Ann Zielinski

Beth Davies

Dorian Loberg Beck

Brenda Myers

Brenda Anderson

## Team Commissions

### 9% Commission Level

Debra Finley \$84.94

### 6% Commission Level

Cathy Carlsen \$15.42

### 4% Commission Level

Brenda Myers \$29.98

### September Birthdays

|                   |    |
|-------------------|----|
| Amber Thome       | 1  |
| Brenda Myers      | 12 |
| Julie Gabris      | 14 |
| Angela McLaughlin | 14 |
| Judith King       | 16 |
| Melissa Claudio   | 17 |
| Linda Robinson    | 20 |
| Pamela Sheldon    | 21 |
| Rebecca Gramer    | 25 |
| Emily Jackson     | 25 |
| Annette Monthey   | 28 |
| Janice Watzke     | 30 |
| Marianne Lippold  | 30 |

### September Anniversaries

|                    |    |
|--------------------|----|
| Mary Ann Zielinski | 35 |
| Brenda Peterson    | 34 |
| Kathleen Weier     | 30 |
| Amy Bergholz       | 27 |
| Amber Thome        | 27 |
| Kathryn Bohn       | 17 |
| Linda Wapneski     | 13 |
| Rebecca Gramer     | 5  |

# Register for the Annual



Join us on Saturday, October 4, at The Mary Kay Building in Addison, Texas, for a fun-filled day as we lace up our sneakers to support the Mary Kay Ash Foundation. Whether you join us in person or run, walk, bike or participate virtually, you're making a difference in women's lives!

*Registration is now open! Early-bird pricing is available until September 5: Virtual Race: \$35*



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



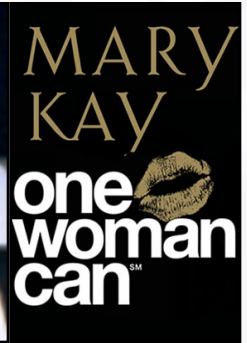
Cathy  
Carlsen



Beth  
Davies



Marianne  
Lippold



Sara  
Grimes

## Year to Date Retail Court

|                         |            |
|-------------------------|------------|
| 1 Brenda Anderson       | \$1,661.00 |
| 2 Cathy Carlsen         | \$1,656.00 |
| 3 Beth Davies           | \$1,240.00 |
| 4 Marianne Lippold      | \$1,229.00 |
| 5 Sara Grimes           | \$1,168.00 |
| 6 Susan Draeger         | \$896.00   |
| 7 Monica Crayton        | \$805.00   |
| 8 Emily Jackson         | \$786.00   |
| 9 Kay Retzleff          | \$576.00   |
| 10 Amy Bergholz         | \$528.00   |
| 11 Melanie Carlsen      | \$514.00   |
| 12 Drea Reichwein       | \$488.00   |
| 13 Jan Chambers         | \$480.00   |
| 14 Julie Johnson        | \$472.00   |
| 15 Brenda Schultz       | \$466.00   |
| 16 Dorian Loberg Beck   | \$460.00   |
| 17 Milena Horan Klemens | \$460.00   |
| 18 Linda Robinson       | \$456.00   |
| 19 Christina Blanchard  | \$455.00   |
| 20 Patricia Rougeot     | \$454.00   |



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.





Elevate your regimen with the clinically proven impact of this two-step set.

#### Mary Kay Clinical Solutions® Retinol 0.5

Powered by pure, high-concentration retinol, this nighttime serum takes the offensive against wrinkles, discoloration and loss of firmness. Retinol is the gold-standard ingredient dermatologists recommend for adults of every age, and it helps prevent signs of aging you can't see yet, while helping to reverse advanced visible signs of aging.

#### Mary Kay Clinical Solutions® Calm Restore Facial Milk

Clinically proven to calm irritated skin\* and deliver instant hydration,\* this nourishing facial milk is powered by four plant oils known for their soothing properties. Mary Kay Clinical Solutions® Calm Restore Facial Milk is perfect for anyone seeking a lightweight facial milk or as an integral part of our gentle retinization process when used in conjunction with Mary Kay Clinical Solutions® Retinol 0.5.

\*Results based on two independent clinical studies in which women used the Mary Kay Clinical Solutions® Calm Restore Facial Milk



# MARY KAY makeover CONTEST



Hazelnut, Cinnamon, Blacotti,  
& Espresso Eyeshadow  
Lash Love Mascara  
Cry Baby Cheeks  
Nude Beige Lip Liner  
Mashed Blush Lipstick

## CINNAMON GLOW



Sunlit Rose & Merlot  
Eyeshadow  
Waterproof Lash Love Mascara  
Waterberry Cheeks  
Berry Lip Liner  
Apple Berry Lipstick

## BERRY NOIR



Dusty Rose Eyeshadow  
Brown Eyeliner  
Lash Intensity Mascara  
Rouge Rose Cheeks  
Mauve Nude Lip Liner  
Mauve Crush Lipstick

## MAUVE HAZE



Gold Status & Shiny Penny  
Eyeshadow  
Brown Eyeliner  
Ultimate Mascara  
Golden Copper Cheeks  
Spiced Ginger Lipstick

## GOLDEN HOUR



Crystalline, Smoky Quartz, and  
Espresso Eyeshadow  
Liquid Silk's Eyeliner  
Grit Highlights Mascara  
Cry Baby Cheeks  
Red Rubette Lipstick

## CHAMPAGNE SHIMMER



Smoked-Out Blue Eyeliner  
Rose Gold Eyeshadow  
Fingerprint Mascara  
Hot Coral Cheeks  
Nude Beige Lip Liner  
Sheer Blushes Gloss

## ISLAND BREEZE



*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 !**





# 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  
\$1378**



**Interview Queen**



**Queen of  
Before & After**

## Week over \$500

Corrina Warwick \$501

## Party's over \$200

\*a party is only 3 faces\*

Brenda Anderson \$252

## Face's over \$100

Corrina Warwick \$196, \$248, \$120

## Reorder Weeks over \$300

Brenda Anderson \$364

Corrina Warwick \$501

## PCP/Misc. over \$300

Call Your Customers on the Makeover Contest!!

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

Corrina Warwick \$206

## Interviews for the month

Corrina Warwick 1

Deb Finley 1

## PWS

## 2025 New Before & After Contest!



Congratulations Corrina Warwick for showing the b4 and after photo to 28 people and winning BOTH the Deep Wrinkle Filler AND the Eye Renewal Cream!!

MARY KAY



# MARY KAY SEMINAR 2025

**Congrats  
to Our  
2025  
Seminar  
Year End  
Top 10 in  
Personal  
Retail  
Sales  
According  
to MK  
Orders**



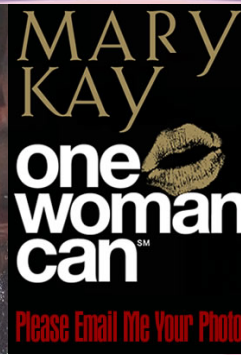
Corrina  
Warwick



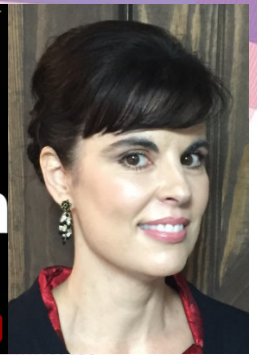
Brenda  
Anderson



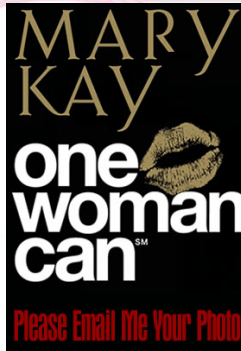
Beth  
Davies



Florence  
Honang



Lori  
Windham



Linda  
Robinson



Daune  
DeVries



Mary Ann  
Zielinski



Debra  
Finley



Patricia  
Rougeot

## Year End Retail Court

|    |                    |             |
|----|--------------------|-------------|
| 1  | Corrina Warwick    | \$21,703.00 |
| 2  | Brenda Anderson    | \$21,616.50 |
| 3  | Beth Davies        | \$7,626.00  |
| 4  | Florence Honang    | \$5,489.00  |
| 5  | Lori Windham       | \$5,396.00  |
| 6  | Linda Robinson     | \$4,702.00  |
| 7  | Daune DeVries      | \$4,628.00  |
| 8  | Mary Ann Zielinski | \$4,594.00  |
| 9  | Debra Finley       | \$4,412.00  |
| 10 | Patricia Rougeot   | \$4,072.00  |
| 11 | Brenda Myers       | \$3,923.00  |
| 12 | Spring Fleming     | \$3,896.00  |
| 13 | Cathy Carlsen      | \$3,788.00  |
| 14 | Julie Gabris       | \$3,596.00  |
| 15 | Flo Welk           | \$3,512.00  |
| 16 | Brenda Peterson    | \$3,051.00  |
| 17 | Marianne Lippold   | \$3,027.00  |
| 18 | Kay Tinguely       | \$3,006.00  |
| 19 | Marilyn Pientka    | \$2,559.00  |
| 20 | Jan Chambers       | \$2,488.00  |

## MK QUEEN'S *Court* OF SHARING



*Qualified Team Members*

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



**IMAGINE YOURSELF  
DEBUTING AS A  
DIRECTOR. ENTERING  
THE DIQ PROGRAM IS  
THE FIRST STEP ON  
YOUR JOURNEY AND IT  
ONLY TAKES 10 TO  
BEGIN! ARE YOU  
READY TO PINK UP  
AND SHOW UP?**

# Kathleen's Super Stars

## 2025 Year End Unit Awards



**Corrina Warwick**



**Corrina Warwick**



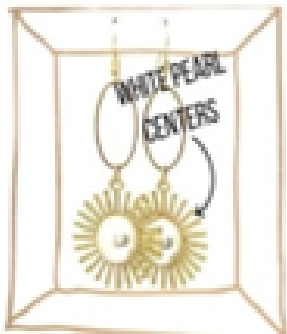
**Brenda Anderson**



**#2. Brenda Anderson**



**#3. Beth Davies**



**UNIT QUEEN'S COURT**

Corrina Warwick

Brenda Anderson

Beth Davies

Florence Honang

Lori Windham



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

Linda Robinson

Daune DeVries

Mary Ann Zielinski

Debra Finley

Patricia Rougeot

Brenda Myers

Spring Fleming

Cathy Carlsen

Julie Gabris

Flo Welk

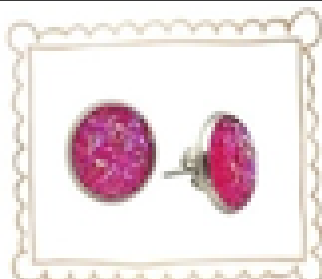


Brenda Peterson

Marianne Lippold

Kay Tinguely

Marilyn Pientka



**LOYALTY COURT**

\$1500-\$2499 Retail\*

Jan Chambers

Kathryn Bohn

Elisa Baldock

Melissa Claudio

Patricia Berry

Dorinda Maybury

Connie Plaumann

Susan Dos Reis

Terri Skaggs

Mary Mertens

Nancy Boeder

Sara Grimes

Judy Cloud-Calloway

Julie Johnson

Kathleen Weier

Michelle Harrington

Cynthia Radtke

Brenda Murray

Trisha Niesen

Drea Reichwein

Judith King

Christina Blanchard

Tracy Fonte

Linda Wapneski

Nina Sulsdorf

Emily Jackson

Susan Draeger

Sandra Toval





\$2,000 Aug. Wholesale  
5 NEW Products + 1 Sec. 2 Surprise!

*\$125 value!*



\$1,000 Aug. Wholesale  
4 NEW Products + 1 Sec. 2 Surprise!

*\$85 value!*



Powered Up



\$700 Aug. Wholesale  
3 NEW Products + 1 Sec. 2 Surprise!

*\$60 value!*



Large



\$600 Aug. Wholesale  
2 NEW Products!



Medium



\$500 Aug. Wholesale  
1 NEW Product!



Small



\$350 Aug. Wholesale = NEW Samples + Catalog

\*All kits include NEW Fall-Holiday Catalog and Samples!\*



# 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 or more people and receive that months featured product and 2 glamour items free from me.

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

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





Deborah Bailye  
6X Million \$ Director



Stacey Craft  
3X Million \$ Director



Heather Feiring  
3X Queen of Personal Sales



Angel Fry  
3X Million \$ Director



Mary Kathryn King  
2X Million \$ Director



Anna Sempeles  
2X Prestige Director



Shelly Smith  
Top Trip Director



Beverly Taylor  
Million \$ Director

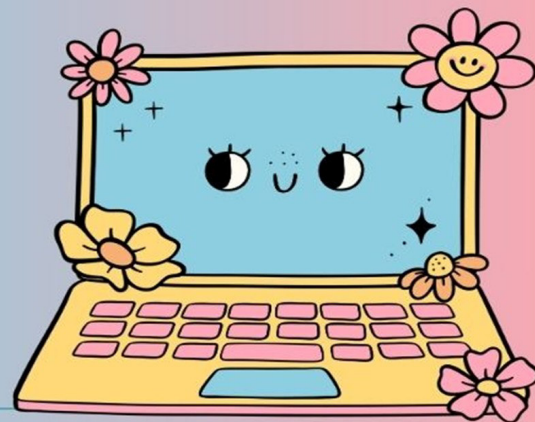
**LIVE, TUESDAY,  
SEPTEMBER 9, 2025  
7:30–10PM ET / 6:30–9PM CT**

**Join us for a Holiday Training Workshop!**  
**Open to all Consultants and Directors, this**  
**workshop will be streamed live on YouTube, and**  
**a replay will be available for later viewing.**



**Reserve Your Spot \$5**  
**[www.events.pink/next](http://www.events.pink/next)**

# BACK TO SCHOOL, BACK TO BUSINESS:



## USING SOCIAL MEDIA TO REBOOT, RECONNECT & REIGNITE YOUR MK GOALS

August isn't just for backpacks and school supplies—it's your fresh start too. With routines resetting and schedules falling into place, this is the perfect moment to get intentional about how you show up online for your business. Whether your goal is more bookings, more conversations, or simply showing up with confidence—your social media presence can do the heavy lifting (when you know how to use it!).

## 2 START WITH VALUE-DRIVEN, CONNECTION-FOCUSED CONTENT

Instead of asking for the sale, think about how you can serve. Solve a common problem (ex: shade matching, skincare struggles). Share something uplifting or fun. Start a conversation people want to join. Even one post a week with this mindset can change how people see you—and how often they think of you!



## TOOLS TO MAKE CONTENT CREATION EASY

### 3

MK offers great tools! Use the resources already created for you to spark ideas and simplify your content strategy:

### Foundation Finder Tool

Use it to start a conversation about tech + beauty. Post Ideas Like:

- "Back to school means less time in the mirror. This tool matched my foundation in 30 seconds!"
- Before/after selfies with your match
- Invite your followers: "Need help finding your shade before picture day?"

### Mary Kay Makeover Contest (Ends Aug. 31)

Let your customers be the content! Post Ideas Like:

- "Which look would you recreate?" (Post featured options)
- Share a glow-up photo from a recent appointment
- Host a "Back to School, Back to You" makeover night



## KEEP IT SIMPLE. KEEP IT SOCIAL.

### 5

### YOUR CHALLENGE:

Pick ONE day this week to post about how you're getting back to business. Use a tool, share your story, or highlight a customer moment. Remember: This season isn't just about kids going back to school. It's your time to refocus, reconnect, and reignite what's possible with your Mary Kay business.

### 4

Use polls, questions, and stickers to boost engagement. Record short videos showing how easy MK tools are. Highlight real customer wins and personal stories. End with a clear invite (DM me to try it, want to be my next model?, etc.)





# Are you ready to *Elevate* Your Business



WORDS OF WISDOM

August has always felt like a bit of a reset button, hasn't it? The distractions of summer fade, routines return, and suddenly there's this undeniable shift — a moment to catch your breath and ask yourself what you want this next season to look like. It's a clean slate to level up by creating a natural window to reset, refocus, and retool how you're approaching your business. It's not about some grand overhaul. It's about optimizing what's already working and tightening up what's not. It's about asking, what do I actually want? And then choosing to move toward it.

*Belief in success is the one basic and absolute essential ingredient in successful people. Believe you can succeed and you will.*

~Mary Kay Ash

Here's the thing: you don't need a new plan. You need a tighter grip on your habits. The way you show up today determines the kind of results you see next month. Want more results? Track what matters. That could be conversations held, reorders placed, faces seen, or new customers added. Use your numbers to make informed decisions. Build simple, repeatable habits around what drives results. Start small. Get consistent. Want more sales? Book more conversations. Want a stronger customer base? Focus on reorders and follow-ups. Want more influence? Show up on social consistently with value. Don't try to build 10 things at once. Build one thing well—and let it compound.

This is about perfecting your systems. Block your time like a pro. Thirty focused minutes can outperform 3 distracted hours. Track what matters. Don't just work hard—work smart. Set micro-goals. Test. Adjust. Repeat. Don't get stuck trying to make everything perfect—just get it moving. Keep your systems lightweight and easy to maintain. The less friction between you and the task, the more consistently you'll do it. Record a product tip, check in with past customers, update your inventory, prep for your next class. Forward motion builds momentum. Use your tools. Foundation Finder and the Makeover App aren't just perks—they're strategic assets. They give you credibility, save you time, and create great content without pressure. These tools let you lead with value and educate instead of just selling.

And here's where mindset comes in. Belief isn't about fake positivity—it's about sincerity. This month, dare to get clear on what you want. Make space for the habits that help you thrive. Showing up even when it's not flashy. Choosing to stay in the game when it's quiet. You just need one clear next step. What's that one thing you could do today to elevate your energy, your impact, or your sales? Now go do that. Then tomorrow? Do it again. That's how businesses grow. That's how confidence builds. That's how you quietly become unstoppable.

And while you're at it — look around. Who can you invite to grow with you? Who might need this opportunity, this confidence, this kind of community? You don't have to have all the answers to offer someone a new path. You just have to be willing to share what's possible. Your business is more than a to-do list. It's a reflection of your courage, your consistency, and your commitment to building something on your terms. You get to do this your way. Start fresh. Go deeper. Show up. Whether you've got 10 hours a week or just one, give it your best — not your leftover energy. Block the time. Say the affirmations. Make the plan. And then follow through like the woman who knows what she's capable of. Because you are that woman. And this is your time to make it count.





# WHY BE A STAR?

The Star Consultant Program is your path to consistent growth, recognition, and reward. It helps you build your confidence, sharpen your skills, and elevate your business every single quarter. Whether you're aiming for a little extra income or leadership-level growth, becoming a Star makes the journey intentional, exciting, and full of impact.

Being a Star Consultant isn't just about prizes! It's about progress, purpose, and powerful momentum. It's your chance to build consistency, earn recognition, and experience the kind of growth that makes this business feel worth it. Whether you're just getting started or rising into leadership, the Star Consultant Program is your foundation.

**What Does It Mean to Be a Star?** It means you're serving your customers consistently. It means your shelves are stocked and your goals are aligned. It means your name shows up where it matters: in our newsletter recognition, at events, and on the Mary Kay map.

Let's talk rewards: Sure, the Cinderella prizes are incredible — jewelry, home decor, gift cards, and more. Your family might just cheer you out the door each quarter when they see the Star prize options on Mary Kay's website. But the real reward? Becoming a woman who finishes what she starts. A woman who leads with integrity, who sets goals and meets them. A woman who inspires others to rise, too.

## Why Go All In for All-Star?

When you're a Star all four quarters, you're not just building a customer base — you're building a legacy. You're at the top of your unit, a name others look up to, and a model of consistency in a world that desperately needs it. All-Star status is more than a title — it's proof that small actions, repeated consistently, lead to massive results. It's not about being perfect, it's about showing up.

## Practical Tips to Hit Star:

- Sell \$300/week = \$1200/month = \$600 wholesale reorder
- Place a \$600+ wholesale order each month = guaranteed Star Status and Power Up & Grow Achiever
- Watch the 15th deadline each quarter to stay on track

Track your progress on InTouch under the Star Consultant Program section. Remember: your wholesale totals are what count, not your total retail or charge totals.

**Let This Be Your Standard, Not a Stretch!** Whether you're aiming for part-time income or full-time impact, becoming a Star Consultant every quarter is a foundational habit. Stars grow faster, lead sooner, and experience more joy along the way. So tell yourself this: "I am a woman who finishes. I am a woman who grows. I am a Star." Let's make this your Star Season Year.



# BE AN *ALL-STAR!*

Achieve the *All-Star* Consultant Program.  
June 16, 2025 – June 15, 2026

## What does it take to be an *All-Star*?

In a word, consistency. Consistently booking and holding parties. Consistently treating your customers with Golden Rule customer service. Consistently tracking your goals and working your plan. Your commitment to consistent Star Consultant status for the 2025–2026 Seminar year can help you earn one of these gorgeous rewards from Dune London. Don't forget, you must attend Seminar 2026 to receive your reward!

### EMERALD

\$14,400 – \$19,199

Dune London  
Pearl Handle Handbag

### PEARL

\$19,200+

Dune London  
Shoulder Bag

### SAPPHIRE

\$7,200 – \$9,599

Dune London  
Sunglasses

### RUBY

\$9,600 – \$11,999

Dune London  
Wallet

### DIAMOND

\$12,000 – \$14,399

Dune London  
Crossbody Bag

Go to [Mary Kay InTouch®](#) for complete program rules and reward details.

## MARY KAY

New Independent Beauty Consultants are eligible to participate according to the revised guidelines as provided on the Mary Kay InTouch® website. All third-party trademarks, registered trademarks and service marks are the property of their respective owners.

If a reward becomes unavailable due to high demand, and we're unable to restock the exact item, we'll provide a similar alternative.

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# Working Your Mary Kay Business with Young Kids Still at Home

Let's be real: building a business with little ones around isn't always picture-perfect. Some days feel like a sprint, others like a juggling act with one too many balls in the air. But here's the truth: it's absolutely doable—and not just doable, but meaningful. Because you're not just building a business; you're modeling vision, commitment, and flexibility for your kids.

Success with small children doesn't require 40-hour weeks or a silent house. It requires intention. Think short, powerful pockets of time: 20 minutes to text past customers during a cartoon, a class during naptime or after bedtime, a quick product video filmed in the carpool line. Stack your business around your real life, not the other way around.

Need childcare? Try a product trade instead of a paycheck. Teens love a free lip gloss or fragrance, and you get a few focused hours to hold an appointment without mom guilt. Or invite customers to *your* home: your house doesn't have to be Pinterest-perfect. You can offer a retreat from their chaos while staying close to your own.

Get your kids involved in your goals. Maybe they decorate a goal box for a family vacation. Every time you hold an appointment, they get to drop a sticker in the jar or a dollar in the trip fund. Turn your "why" into a team effort—you'll be amazed how quickly they start cheering you on.

Be honest with your time and energy. Three focused days a week can be more powerful than seven scattered ones. Combine activities when you can: invite a teammate over for coffee and call time, or prep for a class during playtime.

Remember: kids don't need perfection. They need presence. You can build a strong, profitable business *and* be an intentional, present mom—not by doing it all at once, but by doing the next right thing in the time you have. There will be seasons with more hustle and others with more stillness. Trust yourself to know which season you're in, and be kind to yourself in both. You're building something on purpose. So, what could 30 focused minutes do for your business this week? What could it model for your kids? Go build that version of success. The one that fits *your* family and *your* future.

## 10 Practical Tips for Working Your Business with Small Kids

1. **Time Block for Real Life** – Use a planner or your phone to block out when you can actually work. If it's just 20 minutes during nap, that's still real time. Honor it.
2. **Batch Tasks** – Make calls, film short videos, prep customer bags, or follow up on leads in themed blocks to stay efficient.
3. **Use Voice Notes** – Don't have time to write out perfect messages? Send voice texts to customers or prospects—it's personal and saves time.
4. **Keep a Mobile Kit** – Have a small bag with samples, catalogs, and business cards in your diaper bag or car. You'll always be ready.
5. **Involve Your Kids** – Let them help pack orders, choose stickers for customer thank-yous, or "deliver" products with you. It builds ownership and fun.
6. **Turn Errands into Engagement** – Chat up cashiers, moms at the park, or your pediatrician's office staff. Everyday moments can be networking gold.
7. **Schedule Social Media** – Set aside 30 minutes to plan and pre-schedule your posts for the week. Use apps like Canva or Planoly to streamline it.
8. **Create a "Go Time" Ritual** – Light a candle, play a song, or sip your favorite drink to get in the zone before appointments or work time.
9. **Use the Buddy System** – Partner with another consultant or friend for check-ins and accountability. Trade childcare if needed.
10. **Celebrate Micro Wins** – Did you book one class this week? Message three customers? That counts. Small wins are how big goals are built.



# Building a Strong Team

## When She Hesitates & Objections Come: Be Ready

Master the **Feel, Felt, Found** method: "I know how you feel. I felt the same way when I started. What I found was..."

### Top Objections + Responses (Know These Like a Pro)

#### How to Spark the Conversation (Post-Facial or Private Consult)

"\_\_\_\_\_, have you ever thought about earning a little extra income? Maybe not with Mary Kay, but just in general?"

*(Pause and listen)*

"I ask because I'm growing a strong, confident, and committed team right here in [your area] — and it lights me up to share what I love about how we earn and grow. Whether it's for a little fun money, a positive community, or long-term change, I'd love to chat with you sometime in the next few days. It might be for you. It might not. But wouldn't you want to know what's possible?"

#### Hand her something to review.

"Take a look at this, mark it up, jot down your questions. And if something about it sparks curiosity, let's talk. I'm not here to pressure you — I'm here to offer something that could change your life the way it changed mine."

#### Pro Tips for Powerful Conversations:

- Don't oversell the career. Ask: *Are you curious about hobby, part-time, or full-time possibilities?* Then speak to that level.
- Stay confident, calm, and focused on HER needs.
- Your job is not to persuade — it's to invite.
- **End With Impact:** "So now that you know a little bit more, would you be open to chatting for 30-45 minutes sometime this week? I want to work with women like you. Would you want to work with me?"
- **Lead Like You've Already Built the Team:** Smile. Show up sharp. Carry energy that attracts. And above all, lead from belief — in this opportunity and in *her*.

#### ⇒ "I'm not like you."

"Exactly. And that's the point. I'm not looking for people like me — I'm looking for women who want to grow as *themselves*. You bring gifts I don't. That's what makes this work."

#### ⇒ "I don't have time."

"I totally get it. Most of us feel maxed out. But let me ask — if you *did* want extra income, what would you do right now to create it? What I found was Mary Kay actually fit into my busiest season — because it met a need."

#### ⇒ "I'm not the sales type."

"You're not alone. Most women say that. But let me ask: Was I pushy during your session? Nope? That's because this isn't about being a 'salesperson' — it's about serving, sharing, and showing up with heart."

#### ⇒ "My husband won't go for it."

"So many amazing women started right where you are. You don't have to convince him today. Just ask yourself: *Do I want to do this?* If yes, your first step is sharing your vision with him."

#### ⇒ "I don't have the money."

"That's exactly why you need Mary Kay. If not now, when will you be in control of creating the income you want? I'm not asking you to have it all figured out today. Just to say yes to exploring it."



## Kathleen Koclanes

### Ind. Future Executive Senior Sales Director

### Kathleen's Super Stars!

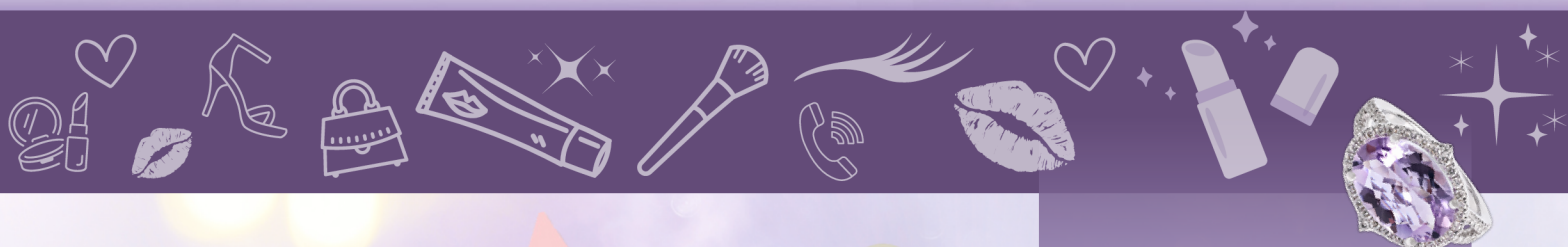
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Return Service Requested

## August Promotions:

- MK Makeover Contest- Final Month!
- Power UP & Grow
- Grow & Celebrate DIQ Challenge
- Star Consultant Challenge
- Year-Long Seminar 2025 Awards

*Where are you choosing to shine?*



MARY KAY  
**makeover**  
CONTEST

MARY KAY  
★ All-Star ★  
**star**  
consultant  
Program



## Opportunities That Move You Forward

This season is full of ways to serve, grow, and lead — one consistent choice at a time. The tools are here, the energy is right, and your next level is calling. Let's build something beautiful.

### The Mary Kay Makeover Contest ends August 31st

This is your chance to help her feel unstoppable in her own skin. With just one makeover moment, you're not just creating beauty — you're creating confidence. Let's make it fun, fabulous, and totally unforgettable!

### Are you ready to be an All Star & Power Up?

Every All-Star year starts with one strong quarter. The parties you book, the customers you love, the habits you repeat: they all add up. You're one month away from locking in your first quarter and finishing strong in the Power Up & Grow challenge.

### Foundation Finder Tool

Smart beauty is here, and it's fabulous. This new AI-powered tool makes shade-matching a breeze, using facial scanning and shade analysis. Your customers will feel confident, seen, and so taken care of. You'll find it this month on [www.marykay.com](http://www.marykay.com)