

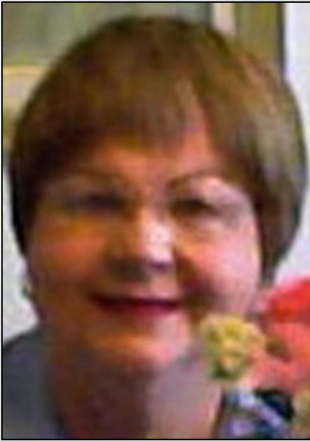


KATHLEEN'S SUPER STARS NEWSLETTER

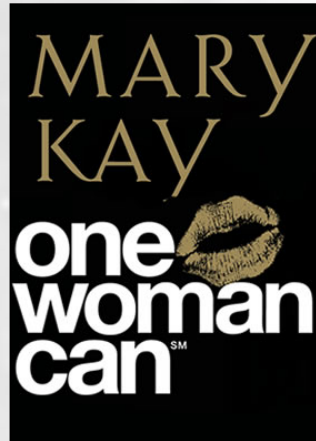


If it is to be it is up to me!

September 2025 Unit Newsletter



Queen of Wholesale
Mary
Ann Zielinski



Sharing Queen
This Could
Be You



Highest Commission
Brenda
Myers



Top Team
Brenda
Myers

Shoutout to these powerhouses who ordered
\$600+ Wholesale



Mary Ann Zielinski



Brenda Anderson



Corrina Warwick

Stand Up & Shine



From the Director's Chair



Dear Super Star,

It's hard to believe the holiday season is almost here! This is the perfect month to get your systems in place and start selling. With our new fall/holiday lineup arriving, now is the time to approach businesses for client or

employee Christmas gifts designed by you. Just one business could easily help you meet your own holiday shopping goals while helping them with gift giving and meeting new customers.

Bookings from this month's classes will turn into this season's trunk shows, career coffees, and office on-the-go appointments. Be intentional about customer wish lists! Review your notes, compile ideas, and be the first to connect with husbands or family members who may be shopping. You can even help customers create their own wish list at an appointment so they feel seen and valued. With the Power Up & Grow Challenge running through September and October, every sale this month builds momentum for your goals.

September is also a great month to share the opportunity with your hostesses. It's important to always work full circle. Your bookings from last month mean stronger sales this month and more interviews next month. Quality basic customers lead to future glamour, body care, and limited-edition sales. Every time a customer calls to order more skin care, you have another opportunity to expand her Mary Kay experience.

Sales goes much deeper than just filling orders. Sales begins with selling yourself in two ways. First, you have to believe that you have something of quality to offer and that you are personally capable of offering it. MK Confident can help with confidence in this area if you need it. The next step is selling yourself to others: introducing yourself with confidence, wearing your Mary Kay image, and showing up at classes ready to inspire. You sell sets at the class. You sell bookings and later interviews at the class. You sell the opportunities that Mary Kay provides. You may even sell your teammates on stepping out the door on days that feel challenging.

The power of selling rests in believing in your product, service, and opportunity. The motivation behind selling is empowering the other person to be the best they can be. If you believe you have the best product and opportunity to offer, your sales will come more easily because others will believe it too. Selling isn't about gimmicks or pressure. It's about sharing from your heart. While sharing your heart, consider participating in Younger Me Would Be Proud Challenge. As Mary Kay celebrates 62 years this month, what better time to lean into that legacy of heart-centered success? I know you can do it.

Love and Belief, Kathleen

Important Dates:

- **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 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:** 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 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.
- **October 1:** Last day to enroll for Winter PCP mailing of The Look.
- **October 4:** 21st annual MK5K Race Day.
- **October 13:** Columbus Day observed. Postal holiday.
- **October 20:** 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
- **October 30:** Last day of the month for consultants to place telephone orders.
- **October 31:** Happy Halloween. Last day of the month for consultants to place online orders. Online agreements accepted until midnight central time.

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

Our Top 5 Stars and Future Stars This Quarter



**Corrina
Warwick**
Sapphire



**Brenda
Anderson**
On-Target



**Cathy
Carlsen**
On-Target



**Marianne
Lippold**
On-Target



**Mary
Ann Zielinski**
On-Target



Thank You Consultants Who Invested in Their Businesses in August

Mary Ann Zielinski	\$786.50
Brenda Anderson	\$727.00
Corrina Warwick	\$608.00
Lori Windham	\$499.00
Melissa Claudio	\$470.00
Elisa Baldock	\$458.00
Julie Gabris	\$397.00
Kathryn Bohn	\$365.00
Patricia Berry	\$317.00
Connie Plaumann	\$297.50
Flo Welk	\$283.00
Jane Steidl	\$270.00
Trisha Niesen	\$254.00

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
Sapphire	Corrina Warwick	\$589.80
	Brenda Anderson	\$323.50
	Cathy Carlsen	\$972.00
	Marianne Lippold	\$1,003.00
	Mary Ann Zielinski	\$1,013.50
	Lori Windham	\$1,024.00
	Beth Davies	\$1,158.00
	Spring Fleming	\$1,161.50
	Sara Grimes	\$1,216.00
	Linda Robinson	\$1,326.00
	Melissa Claudio	\$1,330.00
	Elisa Baldock	\$1,342.00
	Debra Finley	\$1,345.00
	Susan Draeger	\$1,352.00
	Jan Chambers	\$1,381.00
	Brenda Myers	\$1,383.00
	Susan Dos Reis	\$1,391.50
	Monica Crayton	\$1,397.50
	Julie Gabris	\$1,403.00
	Janice Watzke	\$1,405.00
	Emily Jackson	\$1,407.00
	Kathryn Bohn	\$1,435.00
	Kay Tinguely	\$1,448.00
	Trisha Niesen	\$1,475.00
	Patricia Berry	\$1,483.00



Goal: Order \$600+ wholesale in September & October to earn this exclusive Mary Kay-branded felt board and 400 star credits.

Power Up & grow

Grow. Celebrate. Lead. Impact.



Debra Finley
Star Team Builder



Brenda Myers
Senior Consultant



Cathy Carlsen
Senior Consultant



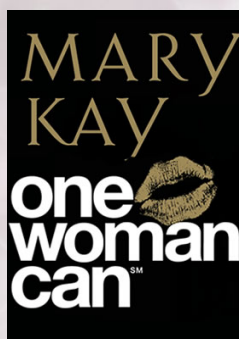
Daune DeVries
Senior Consultant



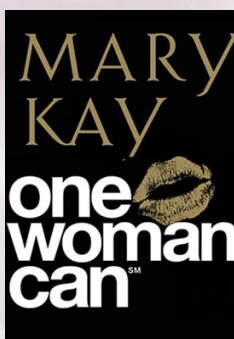
Flo Welk
Senior Consultant



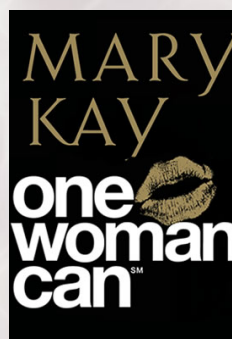
Julie Johnson
Senior Consultant



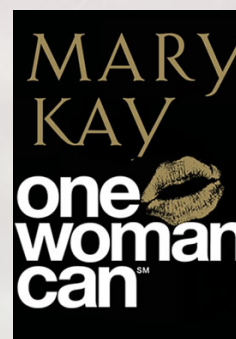
This Could
Be You



This Could
Be You



This Could
Be You



This Could
Be You

Our Unit At A Glance

Star Team Builders

Debra Finley

Senior Consultants

Brenda Myers*
Cathy Carlsen
Daune DeVries*
Flo Welk
Julie Johnson

Consultants

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

Cheryl Kok
Christina Blanchard
Connie Plaumann
Connie Radel*
Corrina Warwick
Cynthia Radtke*
Deborah Conway*
Donna Cooper
Dorian Loberg Beck
Drea Reichwein
Elisa Baldock
Emily Jackson
Florence Honang*
Jan Chambers
Jane Steidl
Janice Watzke*
Jeanna Schowalter*
Jennifer Illies*
Julie Gabris
Karen Taylor

Kathleen Weier*
Kathryn Bohn
Kay Retzleff
Kay Tinguely*
Laura Erickson*
Linda Robinson
Lori Windham
Lorriane Sego*
Malissa Turner
Marianne Lippold
Marilyn Pientka*
Mary Ann Zielinski
Mary Mertens*
Mary Rose*
Mary Schock
Melanie Carlsen
Melissa Claudio
Michelle Brennan*
Michelle Jirousek*
Michelle Slawny*

Milena Horan Klemens
Monica Crayton
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

Team Commissions

4% Commission Level

Brenda Myers	\$29.08
Cathy Carlsen	\$18.32
Flo Welk	\$14.60
Julie Johnson	\$10.16
Daune DeVries	\$9.62

October Birthdays

Anne Nichols	1	Amy Koclanes	16
Cheryl Kok	1	Teresa Ploch	10
Cindy Hanson	3	Mary Rose	5
Lori Windham	5	Lorriane Sego	3
Deborah Conway	10	Jeanna Schowalter	3
Flo Welk	16	Michelle Brennan	2
Cynthia Radtke	18	Stacia Star	1
Susan Dos Reis	21	Amanda Martell	1
Kathryn Biadasz	25	Laura Roethle	1
Corrina Warwick	27	Pamela Sheldon	1
		Mary Schock	1

October Anniversaries

Donna DeHaven	35
Elisa Baldock	35
Cynthia Radtke	25
Lisa Van Roy	22
Pamela Santoro	21
Nancy Boeder	21
Lori Windham	20

A Reminder from Anaïs Nin

Life shrinks or expands in proportion to one's courage.

Power Up

Everyone starts with the same starter kit full of potential. What sets you apart is how you choose to show up, grow, and make that opportunity your own.

& grow

Meet Our NSDs



HELLO! MY NAME IS

Tina Hulsman

INDEPENDENT NATIONAL SALES DIRECTOR

I never stop believing, even when the women I mentor can't believe it for themselves. I try to be a leader who is here for them. When you take your eyes off yourself, the blessings just pour in from all directions.

In Mary Kay, we all begin with the same starter kit, but what we build with it is entirely up to us. It's the choices we make, the effort we give, and the heart we bring that shape our unique journey.

Negativity is contagious, but so is optimism.

When you meet someone who criticizes, condemns, or complains, remember: you can't control their personality, but you can control your response. First, notice your own words. Don't mirror their negativity, or you'll create a spiral you don't want to be in. Second, resist the urge to pile on. Joining in doesn't build trust, it just deepens the problem. Third, redirect. A simple shift toward solutions or a hopeful perspective can lift the conversation for both of you. Your success with customers won't be about who you meet, it will be about how you choose to show up.



Now is your time to

Stand Up & Shine!

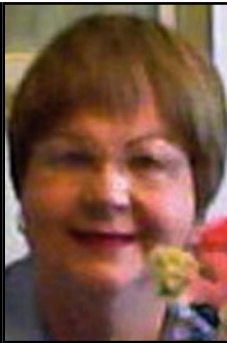
This is the year for grit, grace, and unstoppable belief in your dreams. Choose to take the stage as a radiant example of what's possible when you go all in. Stand tall. Shine bright. Shine with a confidence that turns heads and lands you on the Seminar stage!



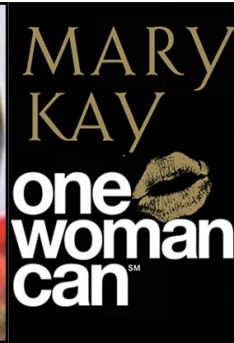
Our Top 5 YTD Personal Retail Court According to MK Orders



Brenda
Anderson



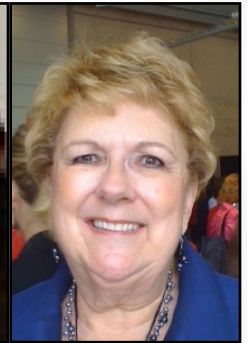
Mary Ann
Zielinski



Melissa
Claudio



Elisa
Baldock



Cathy
Carlsen

Year to Date Retail Court

1 Brenda Anderson	\$3,953.00
2 Mary Ann Zielinski	\$2,573.00
3 Melissa Claudio	\$1,880.00
4 Elisa Baldock	\$1,832.00
5 Cathy Carlsen	\$1,656.00
6 Marianne Lippold	\$1,594.00
7 Beth Davies	\$1,284.00
8 Corrina Warwick	\$1,230.00
9 Linda Robinson	\$1,216.00
10 Sara Grimes	\$1,168.00
11 Trisha Niesen	\$1,016.00
12 Lori Windham	\$998.00
13 Cheryl Kok	\$962.00
14 Susan Draeger	\$896.00
15 Monica Crayton	\$805.00
16 Julie Gabris	\$794.00
17 Emily Jackson	\$786.00
18 Kathryn Bohn	\$730.00
19 Patricia Berry	\$634.00
20 Brenda Myers	\$624.00



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.

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

LENNON 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!



Pick-me-up patches deliver a refreshing burst of hydration to the eyes



- Instantly cooling and soothing
- Immediately boost skin hydration
- Diminish look of puffiness and dullness



What is hydrogel?

Simply put, hydrogel is water suspended in a gel matrix. Mary Kay® Hydrogel Eye Patches are saturated in a formula to deliver benefits to the skin in a fun, easy way. Acting as smile-shaped masks for under the eyes, they are designed to stay in place so they not only deliver the ingredients, they stay put to lock in the benefits.

BLUSHING beauty

Say hello to radiant cheeks for every skin tone. These four buildable blush shades leave skin with a beautiful, dewy finish.

NEW! Limited-Edition* Mary Kay® Gel Cream Blush, \$20 each

New shades:

- Coral Kiss
- Pink Stars
- Passionfruit
- Soft Buff



cozy up

TO YOUR SELF-CARE ROUTINE.

Limited-Edition*
Gift With Purchase:
Receive a free* pair
of fuzzy socks with
every purchase of
Mint Bliss™ Energizing
Lotion for Feet & Legs,
\$12



Unwrap joy this holiday season! Contact me, your
Mary Kay Independent Beauty Consultant, for details.

EMBODY confidence.

Transform your routine with a lightweight, quick-absorbing dry oil formula. It pampers you, leaving a beautiful, silky sheen on your skin while infusing it with the empowering scent that embodies confidence.

**NEW! Limited-Edition* Mary Kay
Confidently You™ Silkening Dry Oil, \$24**

**NEW! Limited-Edition*
Mary Kay Confidently You™ Bundle, \$79**

The bundle includes:

- Mary Kay Confidently You™ Silkening Dry Oil
- Mary Kay Confidently You™ Eau de Parfum



ignite YOUR LOOK.

Capture the gentle radiance of sunrise or the vivid shimmer of sunset in a single swipe of color or bold strokes for a multicolored look with the limited-edition* Mary Kay® Trend Collection.

NEW! Limited-Edition* Mary Kay® Eye Shadow Palette, \$40 each

Two stunning palettes:

- Outer Glow
- Inner Fire

**NEW! Limited-Edition* Mary Kay®
Tinted Lip Balm, \$20 each**

New shades:

- Radiant Pink
- Coral Blaze



*Available while supplies last *Available from participating Independent Beauty Consultants only and while supplies last All prices are suggested retail.

The Company grants all Mary Kay Independent Beauty Consultants a limited license to duplicate these pages in connection with their Mary Kay businesses. These pages should not be altered from their original form nor incorporated into other materials. For a printable version of these pages, go to the Mary Kay InTouch® website. ©2025 MARY KAY INC. 10-256216 J2014278 9/25 PRINTED IN U.S.A.

SEPTEMBER 2025 LAUNCH



DAILY RETINOL FROM day one

Our newest high-performance formula prevents and reverses the visible signs of skin aging while being gentle enough to use daily.

NEW! Mary Kay Clinical Solutions® Retinol 0.3, \$70

celebrate THE SEASON.

A new season calls for cozy confidence, bold beauty and fresh ways to shine brighter than ever. Discover new products, new possibilities and new joys.



CORRECT. CONCEAL. be you.

Whether you're brightening tired eyes, covering spots or defining your favorite features, these confidence-boosting essentials blend effortlessly into your makeup routine.

NEW! Mary Kay® Undereye Corrector, \$18 each

Light Peach

Deep Peach

NEW! Mary Kay® Multi-Benefit Concealer, \$18 each

Light 1

Light 2

Light 3

Medium 1

Medium 2

Medium 3

Deep 1

Deep 2

Deep 3

MARY KAY.

September's Social Media Action Plan:

September is the month to set the stage for this holiday season. Customers are easing back into routines, holiday displays are beginning to pop up in stores, and Mary Kay has just released our fall/ holiday products. It's also Skin Care Awareness Month, which makes it the perfect time to spotlight skin health and educate customers about solutions like Clinical Solutions Retinol 0.3. If you want to win in November and December, now is the time to start planting seeds.

Why September is so important:

Most people underestimate how early holiday shopping starts. By October, customers already have ideas forming in their minds about gifts. If you wait until then to start, you'll be competing with noise from every other brand. By showing up consistently in September with engaging, authentic content, you'll position yourself as the go-to resource for beauty, self-care, and gifting guru.

How to show up online this month:

Think of social media as both your storefront and your personal voice. You don't need to post constantly, but you do need to post with intention. Aim for a schedule of three to four times per week. Each post should fall into one of these categories:

1. **EDUCATE:** Share something useful. September's hook is skin care awareness, so think beyond just the product. For example, create a short reel or story about how to build a nighttime routine that protects skin in cooler weather. Use Retinol 0.3 as one of the tips, but frame it as part of a bigger solution. This positions you as a guide rather than a salesperson.
2. **ENGAGE:** Engagement is about creating conversations, not lectures. Ask questions that are easy to answer and fun to think about. For example: "If you could only keep one product in your routine this fall, what would it be?" or "Which new launch are you most curious to try: lip balm, blush, concealer, or retinol?" The more people comment, the more the algorithm favors your content, and the more visible you become.
3. **INSPIRE:** This month, Mary Kay is inviting all consultants to participate in the *Younger Me Would Be Proud* Social Media Challenge. Use this as a way to inspire your customers and deepen connections. Share your I-story as if you were speaking to your younger self: what has Mary Kay given you that she would be proud of? Confidence, community, courage, growth? Then invite your followers to reflect on what their younger selves would celebrate about their own journey. Customers love to connect with authenticity and personal growth. It inspires them

to believe in what's possible for them too.

4. **INVITE:** Don't be afraid to invite customers to take the next step. It doesn't always have to be "buy now." It could be "Message me if you'd like to try a sample," or "Want to be one of the first to see the new launches in person? Let's schedule a coffee." Small, warm invitations often open the door to bigger sales.

Practical posting ideas:

- Film a "Get Ready With Me" reel featuring one of the new concealers. Narrate how easy it is to use and how it makes you feel more confident.
- Post a graphic from InTouch's Social Media Playbook with a simple caption like, "It's Skin Care Awareness Month. What's one thing you wish you knew about your skin when you were younger?"
- Host a 10-minute Facebook or Instagram Live where you unbox the Fall/Holiday collection. Keep it interactive by asking viewers to vote on their favorite.
- Run a micro giveaway. Example: "Tag a friend who deserves a self-care night this fall and I'll send one of you a pampering mini-set."

Strategy tips for a great month:

- **Consistency beats perfection.** It's better to post three times per week with genuine energy than once a week with a highly polished, overthought post.
- **Video builds trust fastest.** Even if it feels uncomfortable, short 15–30 second clips of you talking about a product or sharing a quick tip will connect better than static graphics alone.
- **Mix personal with business.** Customers follow *you*, not just the brand. Blend product education with moments of your own life so your content doesn't feel like one long commercial.
- **Respond to every comment.** When someone interacts with your post, reply with warmth. Social media is meant to be social, and every reply helps build connection.

Action Plan for September:

1. Map out three weeks of content now: one educational, one engaging, one personal per week.
2. Schedule time once a week to film 1–2 short videos so you have content ready.
3. Participate in the *Younger Me Would Be Proud* Challenge. This is a national initiative that will inspire both your customers and you.
4. Choose one engagement activity (poll, quiz, giveaway) to run in your group or page this month.
5. Make Retinol 0.3 your "hero" product for educational content, but always frame it in the bigger picture of healthy skin.

Building Confidence Through Preparation and Connection

Confidence doesn't just happen — it grows when you have a plan, when you keep promises to yourself, and when you know you're prepared to serve others well. In Mary Kay, confidence is one of the values that sets us apart. It gives you the courage to show up, the strength to connect, and the joy of building community. As you step into this busy holiday season, here are some ways to strengthen your confidence.

Plan Ahead for the Holidays

Confidence grows when you know you're prepared. A simple holiday plan can make all the difference. Map out your personal schedule now, when you'll focus on family, when you'll focus on customers, and when you'll rest. Decide in advance how you'll share gift ideas and services so that when the busiest weeks come, you can step forward with calm assurance instead of scrambling at the last minute.

Confidence Through Customer Care

Customer retention can build confidence because it creates stability. When you've invested in your customers with follow-up calls, thank-you notes, or small touches of care, you feel stronger in your role as their consultant. It's not about chasing the next order, it's about building lasting relationships.

The Power of Time Management

Managing your time well is one of the simplest ways to feel more confident. When you set aside focused minutes for your Mary Kay work, you create momentum that carries into everything else. Even short, consistent time blocks add up. Each one is a promise kept to yourself — and that builds belief that you can do this.

Following Up Builds Confidence and Connection

Following up is not about being pushy. It's about showing you care. When you check in, remember a detail, or celebrate a milestone, you remind your customers that they matter to you. This builds their trust in you — and your trust in yourself. Every follow-up is a small step that strengthens both confidence and connection.

Confidence, Connection, and Community

Mary Kay's values remind us that confidence is not about being perfect, it's about being prepared and showing up authentically. Connection comes when you take time for people, listen to their needs, and share from the heart. Community grows when you create a space where people feel seen and valued. These three values: confidence, connection, and community, will not only help you grow your business this holiday season, they will help you grow as a person.

Consider writing down your holiday schedule this week. Block time for family, business, and rest. Choose one simple system for follow-up (planner, notebook, or app) and use it consistently. Identify three ways you can thank or connect with customers this month. Reflect on how you will show confidence, build connection, and grow community in your Mary Kay journey. Whichever action you choose to take, make boosts your confidence and reduces stress.

Team Building:

How to Handle No with Confidence

Each of us eventually hears “no” when we share the opportunity. What matters most is not the answer you receive but how you respond. Learning to handle “no” with professionalism and confidence is one of the most valuable skills you can develop in team building. When you stay poised and positive, you leave the door open for future conversations, deepen trust, and sometimes even find new prospects through her connections.

There are a lot of reasons why learning this skill matters. A “no” today is not always a “no” forever. Many successful consultants once said “no” before eventually joining. How you respond will determine whether she feels respected or pressured. Respect creates goodwill, which can turn into referrals or future team members. You are modeling confidence and professionalism. That’s attractive to women who are watching how you work.

It’s important to start by respecting her decision. Always start by appreciating her time and showing that you respect her choice. A gracious response keeps the relationship strong. You can say something like: *“I’m so grateful you took time to consider Mary Kay for yourself, and I completely respect your decision. If anything changes and this opportunity ever fits your needs, I’d love for you to come into Mary Kay with me so I can support you as your leader.”*

A great next step is to invite her to be a “Talent Scout” for you. Just because the opportunity is not for her does not mean she cannot play a role in helping you build. Often, women enjoy supporting others when there is no pressure on them. Try: *“Since you’ve taken the time to learn more about our company, would you be willing to be a talent scout for me? Who do you know that might love our products or benefit from the flexibility of this business?”* Pause and give her time to think. If she cannot think of anyone on the spot, invite her to consider her coworkers, neighbors, or friends over the next day or two and get back to you.

When someone gives you referrals, always thank her with a small gift or shopping credit. For example, a free product sample or accessory for any names she shares. Consider a \$__ shopping spree if one of her referrals becomes a qualified team member. This shows that you appreciate her partnership and that her support matters.

Even if she is not interested in the business, she may still love the products. Take the opportunity to re-establish yourself as her consultant: *“Thank you again for your time today. I’m excited to keep serving you as your consultant and helping you look and feel your best.”* A handwritten thank-you note after the conversation makes a big impression and reinforces your professionalism.

A prospect is most excited right after she experiences Mary Kay at a facial or class. If she says “no” in the moment, your job is to keep her connected to the product. Invite her back for another color appointment, let her try the latest launch, or stop by to drop off a new sample. The closer she stays to the product, the more likely she will say yes later.

If hearing “no” still intimidates you, here are a few practical tips to build confidence with this skill. Role play with me, a sister consultant, or a friend. Practice makes the real thing easier. Track your “no’s.” Every consultant hears them. Celebrate that each one brings you closer to your next “yes.” Always write down referrals immediately. Follow up within a few days so they know you take their connections seriously. Make it a habit to use the 4-point recruiting plan. Share the opportunity at every appointment. If someone is not ready, move her closer to the product again until the time is right. Commit to sending a thank-you note after every career chat, no matter the outcome. When you master the skill of handling “no” with confidence, you turn obstacles into opportunities. You show professionalism, you protect the relationship, and you keep your business moving forward.



Discount
Up To 50%

Shop & Earn! →

What Can Mary Kay Do for You This Season?

MK eStart only \$35!

September brings even more reasons to say yes: it's Skin Care Awareness Month. Everyone's paying closer attention to their routines and eager for solutions that work. With the launch of exciting new products like Clinical Solutions Retinol 0.3, the Multi-Benefit Concealer, and our limited-edition holiday colors, it's the perfect time to be the one who introduces them. Whether you're looking for a side hustle, a creative outlet, some girlfriend time, or simply to cover holiday extras, starting in September sets you up for a season of possibilities.

Think of it this way: many companies hire extra help for the holidays. But with Mary Kay, *you're your own boss* and your "holiday job" fits right into your life. By starting now, you'll have time to learn, practice, and be ready to maximize one of the busiest shopping seasons of the year.

Here are just a few reasons why September is such a smart time to begin:

- **Immediate perks.** Get instant access to the consultant discount! It's perfect for your own holiday shopping and gift-giving too.
- **Flexibility.** Traveling to see friends or staying close to home? Your business can go with you. Show skin care, practice, and share your favorite products with family and friends anywhere.
- **eStart option.** Want a low-cost, fast-track way to begin? The eStart program lets you start your business entirely online for just \$35.
- **Built-in customers.** The holidays naturally bring more people to your doorstep. Family, friends, co-workers, and neighbors. Every gathering is a chance to share products and make memories.
- **Tools at your fingertips.** Mary Kay provides incredible digital resources, including holiday marketing ideas, a personal website option, and Customer Delivery Service to ship products straight to your customers.

And this is just the beginning. January is historically one of the best sales months of the year — with resolutions, fresh goals, and gift cards in hand, women are ready for change. By starting in September, you'll already be confident and prepared to step into the new year with momentum.

Mary Kay has always been about more than products — it's about confidence, connection, and creating opportunities. And with 62 years of empowering women behind us, there's no better time to discover how this opportunity could work for you.

September is the season of fresh starts.

Kids are back in school, routines are settling in, and the holidays are right around the corner. Stores are already filled with gift ideas, and with them comes the reality of extra holiday expenses like school supplies, winter clothes, and those special gifts we all want to give. What if this year you had an easy way to create extra income while doing something fun and flexible from home? That's what a Mary Kay business can offer.





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

September Promotions:

- New Fall/Holiday Products
- Power UP & Grow/ Star Quarter
- Social Media: Miss Conceptions & Younger Me Would Be Proud
- PCP Winter Registration
- It's time to think holidays!

Where are you choosing to shine?



Social media is one of the most powerful tools we have to connect with customers and attract new ones, especially heading into the busy holiday season. A clear, consistent plan for posting, sharing, and engaging can make the difference between waiting on sales and creating them. InTouch is full of resources, so you don't have to do it alone. From the Fall/Holiday Social Media Playbook to graphics, prompts, and pdfs, you can plan ahead and stay visible all season long.

There are two unique opportunities that spotlight and amplify the MK brand starting in September:

- **Miss Conceptions Series:** Designed to reach the next generation, this campaign tackles common myths about Mary Kay with humor and relevance. By engaging with these posts (liking/ sharing), you can help break down barriers and show your community a fresh, modern view of our business.
- **Younger Me Would Be Proud Challenge:** In celebration of Mary Kay's 62nd anniversary, you're invited to share your I-story as if you were speaking to your younger self. What would she be proud of today? Confidence, growth, friendships, or achievements? This challenge is a meaningful way to show your personal transformation and inspire others who may be considering the business.

Personalizing these national campaigns can help you expand your reach and keep your business visible during this season when customers are already thinking about gifts. Take a few minutes this week to map out your posting plan, plug in the tools available on InTouch, and make sure you're ready to shine online this fall and holiday.

