



# KATHLEEN'S SUPER STARS NEWSLETTER

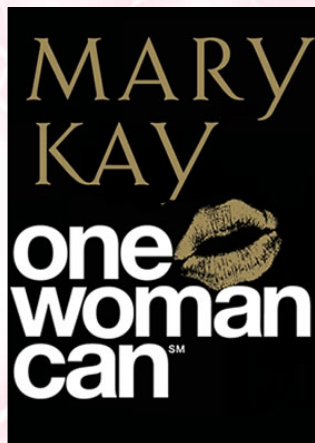


If it is to be it is up to me!

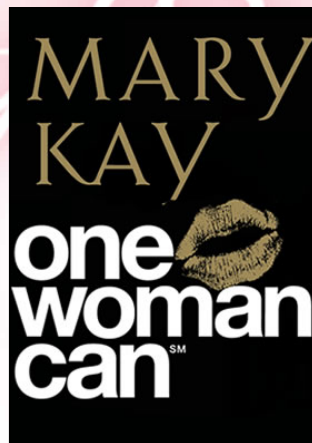
July 2025 Unit Newsletter



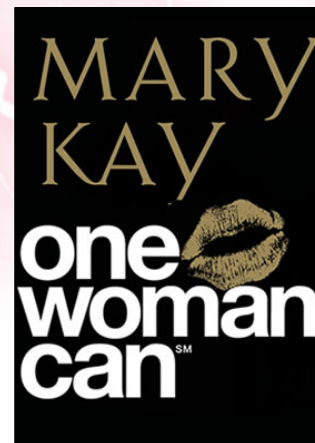
Queen of Wholesale  
Corrina  
Warwick



Sharing Queen  
This Could  
Be You



YTD Sharing Queen  
This Could  
Be You



YTD Retail Queen  
Shhh  
It's a Seminar Secret

## Congratulations to Our Star Consultants!



Brenda Anderson  
Sapphire

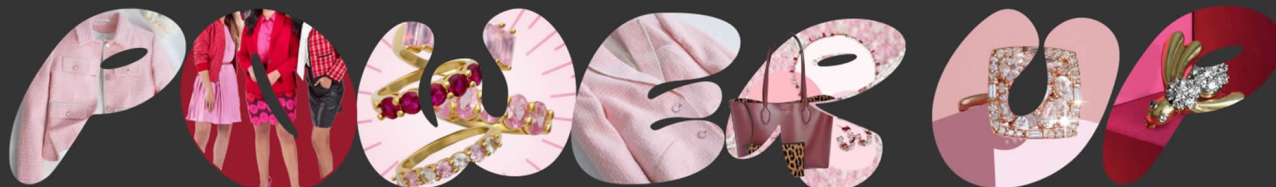


Corrina Warwick  
Sapphire

### Plan to Sell Your Way to the Stars

- To be a Sapphire Star Consultant- \$42.86 a day!
- To be a Ruby Star Consultant- \$57.14 a day!
- To be a Diamond Star Consultant- \$71.43 a day!
- To be an Emerald Star Consultant- \$85.72 a day!

Meet your daily sales goals with classes, facials & reorders— see how easy it is! Go the distance each week and you will be a STAR! We love shining stars that shed their light on others, finding the unique potential in every woman!!





## *From the Director's Chair*

Dear Super Star,

I cannot tell you how excited I am about this new year! Each Seminar year brings a fresh chance for hope, opportunity, and success, and this one feels more full of possibility than ever.

With 2024 - 2025 Seminar just weeks away in Charlotte, NC there is surely exciting new products and contests to be unveiled. I can't wait!!!

Mary Kay has such a powerful heritage. Mary Kay Ash founded this company on principles that remain strong and true today. Her business plan, the simple but powerful basics of book, sell, and share, can take you anywhere you want to go. Her heart, the Golden Rule and Go-Give spirit, reminds us that when we lift others up, we all rise higher. And her resolve and standard of excellence continue to inspire women everywhere to step up, step out, and believe they can do more than they ever imagined. She taught us to dream boldly and to know we can achieve anything we set our minds to.

I'm thrilled about the incredible new products launching this year and the excitement they bring to our businesses. Isn't it amazing how Mary Kay keeps us current, confident, and looking fabulous—and makes sharing and selling so much easier? And how exciting is the new Makeover Contest? I know it will prove to be one of our best tools for sparking new connections, booking appointments, and helping women feel beautiful and powerful in their own skin. It's so like Mary Kay to embrace brilliant ideas from the field and help us turn them into even greater successes. PLUS you can show our July and August products of the month \* Deep Wrinkle Filler and Renewal Eye Cream\* while doing these fun makeovers and get credit for that too!!

Truly, we have it all in Mary Kay, but the best part is still each of you. I feel so grateful to work alongside such incredible, talented women. I believe you can achieve any goal you set this year.

I encourage you to take some time for yourself this month to reflect and dream. Where do you want to be by next Seminar? What bold, brilliant goals are in your heart, and what steps will it take to reach them?

Remember, short-term sacrifice brings long-term gain. Even carving out two focused hours each week, one to plan and one for a Power Hour, can completely change the course of your business. Dare to be bold, brilliant, and intentional this year. I know you have it in you to make this your very best yet!

With love and belief in you,

Kathleen

## Important Dates:

- **July 1:** New seminar year begins. First day to enroll online for the fall PCP mailing of The Look, including an exclusive sample. Online DIQ commitment form available beginning 12:01 am central time until midnight on the 3rd.
- **July 4:** Happy Independence Day. All Company offices closed. Postal holiday.
- **July 14:** 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
- **July 15:** Mary Kay Makeover Contest begins.
- **July 24:** Diamond and Ruby Seminar begins.
- **July 28:** Sapphire and Emerald Seminar begins.
- **July 30:** Last day of the month for consultants to place telephone orders.
- **July 31:** Last business day of the month. Last day of the month for consultants to place online orders. Online agreements accepted until midnight central time.
- **August 1:** Last day to enroll online for the Fall/Holiday PCP mailing of The Look. Online DIQ commitment form available beginning 12:01 am central time until midnight on the 3rd.
- **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 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.



# Our Top 5 Wholesale for June



Corrina  
Warwick



Brenda  
Anderson



Spring  
Fleming

Janice  
Watzke

Linda  
Robinson

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

|                 |            |
|-----------------|------------|
| Corrina Warwick | \$1,202.20 |
| Brenda Anderson | \$753.00   |
| Spring Fleming  | \$638.50   |
| Janice Watzke   | \$380.00   |
| Linda Robinson  | \$343.00   |
| Susan Dos Reis  | \$325.50   |
| Lori Windham    | \$296.00   |
| Trisha Niesen   | \$296.00   |
| Amber Thome     | \$280.00   |
| Brenda Myers    | \$261.00   |
| Daune DeVries   | \$251.40   |

## Congratulations To Our Power UP Achievers



Corrina Warwick



Brenda Anderson



Goal: Achieve personal retail sales of \$600 or more in wholesale Section 1 products in July AND August Earn this MK Packed Party Earring Set and 400 Star Credits!





Cathy Carlsen  
Star Team Builder



Beth Davies  
Senior Consultant



Brenda Myers  
Senior Consultant



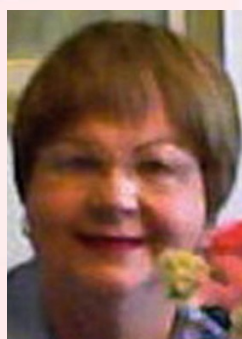
Daune DeVries  
Senior Consultant



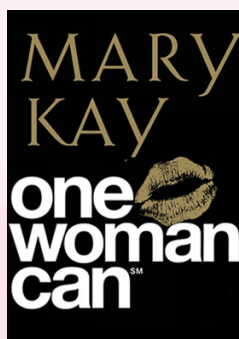
Debra Finley  
Senior Consultant



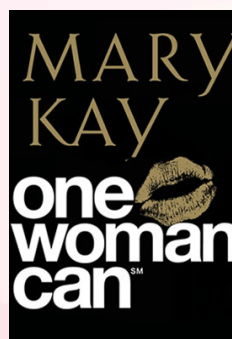
Julie Johnson  
Senior Consultant



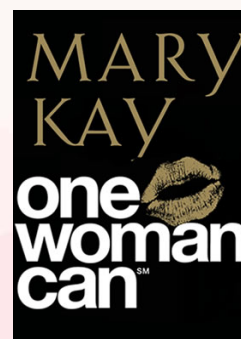
Mary Ann Zielinski  
Senior Consultant



This Could  
Be You



This Could  
Be You



This Could  
Be You

## Our Unit At A Glance

### Star Team Builders

Cathy Carlsen\*

### Senior Consultants

Beth Davies  
Brenda Myers  
Daune DeVries  
Debra Finley  
Julie Johnson\*  
Mary Ann Zielinski

### Consultants

Amber Thome  
Amy Bergholz\*  
Amy Koclanes\*  
Annette Monthey  
Brenda Anderson  
Brenda Murray  
Brenda Peterson  
Cheryl Kok\*

Christina Blanchard\*  
Cindy LeClaire\*  
Cindy Nelson\*  
Connie Plaumann\*  
Connie Radel  
Corrina Warwick  
Cynthia Radtke  
Dana Sackett\*  
Dawn Endries\*  
Debi Alheim\*  
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  
Kathleen Weier  
Kathryn Biadasz\*  
Kay Tinguely  
Laura Erickson  
Linda Robinson  
Lisa Van Roy\*  
Loretta Ziegler\*  
Lori Windham  
Lorriane Sego\*  
Maria Martinez\*  
Marianne Lippold\*  
Marilyn Pientka\*  
Mary Mertens  
Mary Rose  
Mary Vesperman\*

Melissa Claudio\*  
Michelle Berndt\*  
Michelle Brennan  
Michelle Harrington\*  
Michelle Jirousek\*  
Michelle Slawny\*  
Nancy Boeder\*  
Pamela Santoro  
Patricia Berry\*  
Patricia Rougeot  
Patti Mezel  
Rebecca Orick\*  
Sandra Toval\*  
Sherry Soehnlein\*  
Spring Fleming  
Susan Dos Reis  
Susan Draeger\*  
Tamera South\*  
Teresa Fisher  
Terra Wachs\*

Terri Skaggs  
Trisha Niesen



*We all start with the same kit.  
Who do you know that might be  
looking for a new opportunity?*

## Meet Your NSDs



Marixa González

"My greatest satisfaction is seeing other women better themselves and achieve their highest potential through the Mary Kay opportunity, and knowing that I have been a part of that."



Holli Lowe

"There is no stopping  
a woman with a  
made up mind!"

Grow your goals, celebrate your achievements, and get ready to embrace the new Seminar year with a mindset of determination. Every new challenge and contest is an opportunity to Power UP and reach heights you never thought possible.

**Will you choose to debut  
as a director by January 1<sup>st</sup>  
and earn this beautiful  
Bryan Anthony's Bee  
Necklace onstage at  
Leadership?**



MARY KAY

## LEADERSHIP

This is your moment to dare bigger, dream bolder, and step into the brilliant woman you're meant to be. A brand new MK year has begun, and your goals are waiting to soar on silver wings. Whether you're chasing the Power Up & Grow challenge, envisioning a spot in the Queen's Court, or simply becoming the best version of you, know this: your vision has power. Let's write it down, break it into steps, and make July the month you decide to rise higher than ever before.



## Team Commissions

### 4% Commission Level

|                    |         |
|--------------------|---------|
| Brenda Myers       | \$30.12 |
| Cathy Carlsen      | \$10.48 |
| Debra Finley       | \$9.84  |
| Mary Ann Zielinski | \$9.84  |

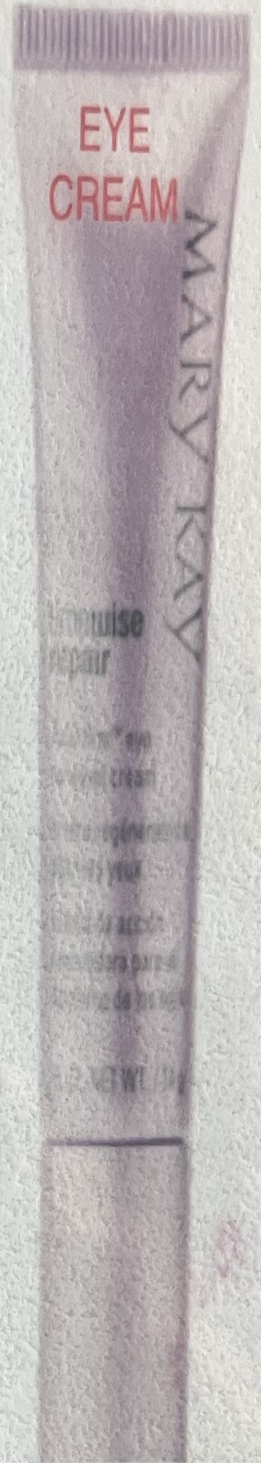
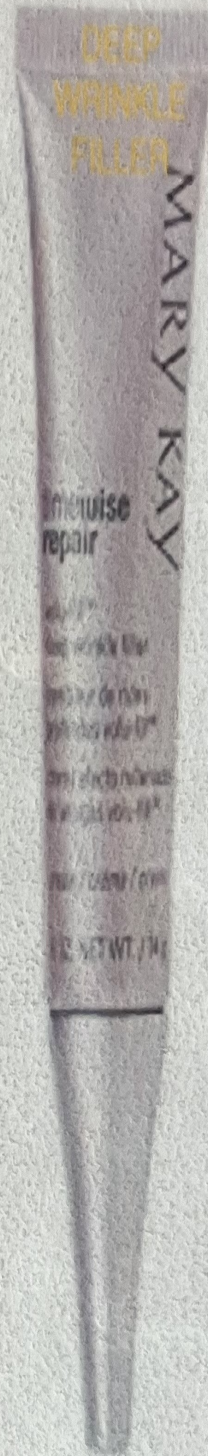
### August Birthdays

|                  |    |
|------------------|----|
| Stacia Star      | 5  |
| Karen Taylor     | 12 |
| Florence Honang  | 12 |
| Merodee Buechner | 13 |
| Trisha Niesen    | 14 |
| Jennifer Illies  | 19 |
| Sandra Toval     | 20 |
| Terri Skaggs     | 25 |

### August Anniversaries

|                   |    |
|-------------------|----|
| Emily Jackson     | 41 |
| Karen Taylor      | 25 |
| Angela McLaughlin | 14 |
| Maria Martinez    | 13 |
| Sharon Maginnis   | 12 |
| Monica Crayton    | 10 |
| Sandra Toval      | 8  |





**BOTTOM PICTURE RESULTS  
4 WEEKS AFTER USING  
DEEP WRINKLE FILLER &  
EYE CREAM**



# 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.  |          |



# New Year! Step up to New Goals!

July 1 2023—June 30 2023 [from Weekly Accomplishments submitted on Mary Kay Intouch](#), by the end of each Month!



**Queen Of Retail  
\$2674**



**Interview Queen**



**Queen of  
Before & After**

## Week over \$500

Brenda Anderson \$641  
Corrina Warwick \$520, \$508, \$639,  
\$1007

## Party's over \$200

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

Makeover Contest Starts On The 15th  
Of July, BOOK THEM FACIALS :-)

## Face's over \$100

Corrina Warwick \$146, \$320

## Reorder Weeks over \$300

Brenda Anderson \$641  
Corrina Warwick \$340, \$584

## PCP/Misc. over \$300

Look Books Are Out, Call Your Custom-  
ers

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

Corrina Warwick \$813

## Interviews for the month

Share Our Opportunity

## PWS

## 2025 New Before & After Contest!



Congratulations Corrina Warwick for showing the  
b4 and after photo to 27 people and winning BOTH  
a charcoal and renewing gel mask!!

MARY KAY

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 !



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



QUEEN OF UNIT SALES



#2-3 UNIT SALES



UNIT QUEEN'S COURT  
\$5000 Retail\* and above



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



JR PRINCESS COURT  
\$2500-\$3499 Retail\*



LOYALTY COURT  
\$1500-\$2499 Retail\*

\*Retail value of Wholesale Orders 3 or 4 Rec

Seminar Unit  
Awards 2025



5 Min  
Rec

QUEEN OF SHARING



COURT OF SHARING

National Area Princess

Court of Sales  
\$20,000 Retail



You are Royalty!

National Area Princess

Court of Sharing  
12 Qualified Recruits



You Deserve  
Princess Bling



# WE'RE #1!

WE'VE EARNED **BIG ACCOLADES** NOT ONCE,  
NOT TWICE BUT **THREE YEARS** IN A ROW.

**3X EUROMONITOR INTERNATIONAL HAS SHARED:**



\*\*Source Euromonitor International Limited; Beauty and Personal Care 2025 Edition, value sales at RSP, 2024 data\*

Mary Kay Is the **#1**  
Direct Selling Brand of  
Skin Care and Color  
Cosmetics in the World.\*

#### AMAZING NEWS FOR MARY KAY!

- Mary Kay Is the **#1 Direct Selling Brand of Skin Care in the World.\***
- Mary Kay Is the **#1 Direct Selling Brand of Color Cosmetics in the World.\***
- Mary Kay Is the **#1 Direct Selling Brand of Skin Care and Color Cosmetics in the World.\***

\*\*Source Euromonitor International Limited; Beauty and Personal Care 2025 Edition, value sales at RSP, 2024 data\*

#### WHO IS EUROMONITOR INTERNATIONAL?

Euromonitor International is the foremost provider of global business intelligence, market analysis and consumer insights with over **50 years of experience** in conducting market research **across 100+ countries.**

#### WHY IS THIS SO EXCITING?

As one of the most globally respected and reputable third-party sources of accurate, accredited information about industry trends and behavior, beauty and beyond, **their partnership verifies and validates our spot at the top!**

#### GUIDELINES FOR USE:

- It is recommended to use Mary Kay-provided assets.
- Do not alter the assets provided by Mary Kay.
- The claims cannot be altered or modified. You may not add/remove/change words.
- The claims must ALWAYS be accompanied by the footnote. The footnote must always be enclosed in quotation marks and cannot be modified in any way. The footnote must be visible.
- If shared verbally in a video on social media, please include the entire claim and footnote in the caption as well.

#### HOW TO SHARE:

- You can share social media posts from the official Mary Kay Instagram and Mary Kay U.S. Facebook page or from the Mary Kay® Digital Image Library.
- You can share the updated Mary Kay® Pride Points flier, also available on Mary Kay InTouch®.
- Have a #1-themed Mary Kay® party to share the news.
- You can share these impressive claims through May 9, 2026.

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**MARY KAY**

# Dream It. Share It. Shine Online.

Your boldest goals and biggest dreams deserve to be shared, not just kept in your planner! When you know what you want and where you're headed, your social media becomes a powerful stage for connection, confidence, and credibility. Goal setting isn't just for your personal business—it's the secret to creating content that's authentic, magnetic, and truly YOU.

Customers connect with your passion and purpose. When you're clear on your vision, your posts feel real and inspiring. Sharing your goals publicly builds accountability—and can inspire others to support you or join your journey. Vision-driven content help your followers see what's possible—and that builds trust in you as a leader and beauty expert.

## How to Bring Your Vision to Social Media

### 1. Share Your Big Why

- Post about why you do what you do.
- Share parts of your vision for your MK life, your family, or your dreams.
- Example Post: "My dream is to earn the Queen's Court this year because I want to show my daughters what's possible when you dare to be bold and brilliant."

### 2. Bring Your Goals to Life

- Share small milestones on your way to big goals.
- Use stories or reels to talk about daily actions, like Power Hours, appointments booked, or products you love.
- Example: "Just finished my weekly Power Hour and booked three makeovers toward my goal of 30 this month. Feeling bold and focused!"

### 3. Involve Your Audience

Turn your vision into engagement:

- "Help me pick my focus product for my goal this month!"
- "Guess how many makeovers I've booked so far!"
- "What's one dream you're working on this summer?"

### 4. Celebrate Progress Publicly

- Post your wins, big or small, with gratitude and excitement.
- Invite others to celebrate with you—it inspires them and builds community.

### Your Challenge for Social Media This Month

- Write your bold vision for your MK year.
- Choose one piece of it to share online in July.
- Post once a week showing how you're working toward your goal.
- Invite engagement from your followers.

Your audience doesn't just want to know *what* you sell—they want to know **why you're passionate about it**. Studies show that posts with personal stories and purpose-driven content generate up to **3 times more engagement** than purely promotional posts.

When you share your "why," you **build trust**. People are drawn to authenticity and want to follow those whose values shine through. **Stand out**. Hundreds of people may sell the same products, but your story is unique—and that's what makes you memorable. **Inspire others**. Your journey might be exactly what someone else needs to hear to believe they can change their own life. **Create connection**. Women want to support women who are going somewhere and lifting others along the way.

*One study by Sprout Social found that 70% of consumers feel more connected to brands whose CEOs or founders are active and visible online—and consultants sharing their personal "why" create the same connection on a smaller scale.*

**Your story is your superpower.  
Don't keep it hidden—share it  
boldly and brilliantly!**

**Remember: When you share your bold vision, you attract people who believe in it too. Dare to be bold and brilliant—not just in your goals, but in how you share them with the world!**



Mary Kay Ash believed that every woman has within her the power to transform her life. This year's theme, Dare to Be Bold and Brilliant, is more than a slogan—it's a call to step into your full potential and become the leader you're meant to be. There's no better way to live boldly than by working toward becoming a Mary Kay Independent Sales Director. Whether your dream is freedom, growth, helping other women, or building something of your own, the path to leadership can open doors to a more brilliant life.

## Your Leadership Story Starts Now

### From Dreamer to Director: The Bold Path Forward

Becoming a Director might sound big—but every Director started exactly where you are right now. Imagine the pride you'd feel walking across the Seminar stage as a new Director.

Imagine the women who will thank you one day for believing in them. Imagine proving to yourself that you can do more than you ever thought possible. If you've ever felt the pull for more—for leadership, for personal growth, for impact—this is your moment to say yes.



### Where to Start:

Effective July 1, the monthly minimum wholesale Section 1 production requirements for DIQs will vary based on the duration of the qualification period. **See Intouch for details.**

To enter DIQ, you'll need: at least 10 active personal team members. Once you have your team, you can choose how quickly you want to move through DIQ.

To complete the DIQ Program in 1-3 months:

Month 1: \$3,600

Month 2: \$4,000

Month 3: \$4,500

Please note: These are required minimums per month to debut. A DIQ must still meet the total cumulative requirement of \$13,500.

To complete the DIQ Program in 4 months:

Month 1: \$3,600

Month 2: \$4,500

Month 3: \$4,500

Month 4: \$4,500

Please note: These are required minimums per month to debut as a Director. A DIQ must still meet the total cumulative requirement of \$18,000.

**Dare to be bold. Dare to be brilliant.  
Dare to become a Director this year.**

## Why Consider Becoming a Director?

Becoming a director isn't just about a title. It's about:

### Confidence & Growth

Leading a team stretches you in the best ways, helping you discover strengths you never knew you had. You'll develop skills in leadership, communication, coaching, and business management—all skills that serve you in every area of life.

### Connection & Impact

As a director, you'll inspire and mentor women, helping them believe in themselves and achieve their dreams. You'll be part of a community of leaders who support and celebrate each other.

### Recognition & Experiences

Directors receive special recognition on stage at events. Exclusive invitations to director-only events, retreats, and training. Access to additional coaching and resources from Mary Kay's top leaders.

### The Lifestyle of Choice

More flexibility. More choices. More freedom to create the life that fits your vision.

And yes—the **financial perks** are real and worth celebrating:

- Career Car opportunities like the Chevy Trax, Equinox, or the iconic Pink Cadillac.
- Director bonuses including cash awards for building and leading your unit.
- Potential for higher commissions and rewards as your unit grows.
- Additional recognition and prizes through special promotions.





# Take Back Your Day: Time Blocking for Success

## What Is Time Blocking?

Time Blocking is a simple but powerful way to plan your day. Instead of keeping a long, overwhelming to-do list, you schedule specific tasks into specific blocks of time on your calendar. Think of it as making **appointments with yourself** for the most important things in your life and business.

## Why Time Blocking Works

- **Clarity:** You know exactly what to focus on and when.
- **Focus:** You're less likely to jump between tasks or get distracted.
- **Peace of Mind:** You stop worrying that you'll forget something.
- **Boundaries:** It protects your personal time, so you're not working 24/7.
- **Consistency:** Regular blocks for business activities build steady momentum.

Studies show that people who plan specific time for important tasks are up to 80% more likely to complete them. This isn't about rigidity, it's about creating freedom by asserting control of each day.

## Why You Should Consider Time Blocking

Mary Kay is all about flexibility, but without a plan, flexibility can turn into chaos. Many of us juggle family schedules and personal self-care in addition to customer follow-ups, booking calls, social media posts, and team communication.

Trying to "fit it all in" can leave you exhausted or scattered. Time Blocking helps you:

- Protect your family time without guilt
- Work your MK business with focus, even in small pockets of time
- Avoid feeling overwhelmed by having a clear plan
- Achieve your goals faster because you're working intentionally
- Even short blocks of 30 minutes can make a significant difference.

## What Time Blocking Is Most Effective For

Time Blocking is especially powerful for:

- **Booking & Follow-Up Calls:** Schedule a daily "Power Hour" for reaching out to customers or potential team members.
- **Social Media Content Creation:** Block 30

minutes once or twice a week to batch-create posts instead of scrambling daily.

- **Personal Development:** Set time for training videos, reading, or personal growth—this fuels your confidence.
- **Planning & Goal Setting:** Reserve 30 minutes weekly to map out your week, check your goals, and celebrate wins.
- **Self-Care & Family Time:** Block personal time just like business time. Protect it fiercely!

## How to Get Started

Try these simple steps this week:

1. **Make a List:** Write down all the activities you need for your MK business and personal life.
2. **Estimate Time:** How long does each task take? Be realistic.
3. **Block Your Calendar:** Put those activities into specific time slots.
4. **Start Small:** Even blocking just one Power Hour each day can transform your results.
5. **Be Flexible:** Life happens. Move blocks around if needed—but don't skip them!

## How Has Time Blocking Helped People Succeed?

People who adopt Time Blocking often report:

- **Higher productivity:** Knowing exactly what to do each hour prevents procrastination and helps finish important tasks faster.
- **Less stress:** Instead of juggling dozens of mental to-do's, you trust your calendar to guide you.
- **More balance:** By intentionally blocking personal time, people protect family and self-care instead of letting work spill into every hour.
- **Achievement of big goals:** Authors, entrepreneurs, and high achievers often say that blocking time for focused work was the key to writing books, launching businesses, or reaching financial goals.

Time Blocking can mean the difference between reacting to business demands all day and confidently building a thriving business with boundaries and purpose.

*"Time is a created thing. To say 'I don't have time' is like saying 'I don't want to.'" — Lao Tzu*

Your Mary Kay business deserves your best focus—and so do you. Time Blocking helps you live and work with intention, so you can grow your business without burning out.

**This month, dare to be bold and brilliant—and take back your day.**



# Bold Bookings



# Beautiful Connections for

## Your Best MK Makeover Season Yet!

This year is all about **Daring to Be Bold and Brilliant**—and there's no better way to bring that theme to life than by connecting with women through makeovers.

The **Mary Kay Makeover Contest** is more than a contest—it's a powerful way to build relationships, make women feel beautiful, and grow your business with new bookings and potential team members.

Women are craving self-care, connection, and a fresh look. This contest gives you the perfect reason to reach out and create moments that could change someone's day—or even her life.

### Where to Find Your Next Booking

The number one secret to booking success? **Just Ask.** But sometimes you might wonder who to ask. Here are some fresh, practical places to find new makeover bookings this month:

- **Reconnect with People You Know:**  
Past hostesses, Favorite customers who love trying new looks. Friends, neighbors, or family. Co-workers who've changed jobs or moved away.
- **Tap Into Everyday Places:**  
The school community: PTA meetings, teachers' lounges, school fairs  
Local offices: drop off catalogs at hair salons, dental offices, gyms, or local boutiques  
Lunchrooms or break rooms: perfect spots for leaving a catalog or booking conversation
- **Online & Social Media**  
Share before-and-after photos (with permission) and invite people to book their own session. Offer virtual makeovers via video chat for friends who live far away. Start a post asking, "Who's ready for a fresh look for summer?" Invite people to a virtual "Makeover Party" over Zoom
- **Events & Parties**  
Host an open house or pop-up makeover event. Plan a small brunch or coffee makeover session. Partner with a local business for a customer appreciation event
- **Get Creative**  
Wear Mary Kay gear, pins, or buttons—people will ask! Keep catalogs in your purse, car, or tote bags. Give product gifts or samples that spark curiosity. Host a holiday shopping event (even for early planners!)
- **Don't Forget to ASK!** People can't say yes if you never ask. Be warm, enthusiastic, and confident. If someone says no, just thank them and keep going. Your next "yes" is waiting!

### Booking Script:

#### Mary Kay Makeover Contest

*"Hi [Name], it's [Your Name]! I'm working on something really exciting with Mary Kay and thought of you right away—do you have a quick minute?"*

*Mary Kay is hosting a Makeover Contest, and I'm building a portfolio of before-and-after looks to enter. I'd love to feature you because you have such [personal compliment: beautiful eyes, gorgeous smile, amazing skin tone, etc.].*

*It's totally free, and besides getting pampered and trying new products, you'd get to re-create one of six new Mary Kay® makeup artist looks! I thought of you since it's a fun way to show your personality. Plus, you'd be entered for a chance to win amazing prizes: one of five \$5,000 Visa gift cards and a bundle of MK products worth \$500!*

*Would you be open to letting me treat you? It takes about an hour, and you'd be helping me so much.*

*And if you'd like, you could invite a couple of friends to join you—they can give feedback on your new look, and you'd earn free product as a thank-you. Would [Option 1] or [Option 2] be better for you?"*

### Quick Tips for Booking Success

- ⇒ Set a goal: How many makeovers do you want to complete for the contest? Write it down and share it with me.
  - ⇒ Follow up fast: Reach out to new connections within 48 hours so the excitement stays fresh.
  - ⇒ Share the excitement: Tell people WHY you love doing makeovers—your enthusiasm is contagious.
  - ⇒ Keep it simple: Don't overcomplicate your ask. A warm invitation and a smile go a long way!
- Remember: Every makeover you book is a chance to connect, make a woman feel incredible, and grow your business boldly. The Mary Kay Makeover Contest is your perfect reason to start the conversation. Dare to be bold and brilliant—and watch your bookings bloom!







# Dream Bold. Create Your Best Year Yet!

*"The dream I have for you soars on silver wings. Seminar is the place where your dreams are given the power to move forward." — Mary Kay Ash*

There's no better time than a brand new Seminar year to dare bigger, dream bolder, and step into the brilliant woman you're meant to be. This month, we're shining a spotlight on **Goal Setting & Vision Casting**—a powerful process to help you get crystal clear on what you truly want and design a path to make it happen.

Mary Kay Ash taught us to believe that we can achieve anything we set our minds to. That same spirit is alive in **Dare to Be Bold and Brilliant**—our new Seminar theme—and it starts with the courage to define your dreams.

## Your Goals Meet Opportunity

This year isn't just about selling products—it's about building the life you want. When you go for the Power Up & Grow Challenge, you're not just earning earrings or Star Credits—you're creating momentum, confidence, and income that changes your everyday life.

Think of the joy you'll experience when you connect with women through the MK Makeover Contest. You're not just booking appointments—you're giving women moments of joy and opening doors to new relationships that could change your business.

And when you share the Mary Kay opportunity and work toward DIQ, you're not just growing a team—you're choosing freedom, leadership, and proving to yourself that you can do things you once only dreamed about.

These aren't just promotions—they're paths to a life that feels bigger, bolder, and beautifully yours. And it all starts with the goals you dare to set today.

## Focus on these ideas to jumpstart your year:

### ⇒ Week 1: Define Your Big Vision

- Dream bigger without fear of failure.
- Visualize the life you truly want.
- Write down your vision and align it with your purpose.

### ⇒ Week 2: Turning Vision into Goals

- Make goals SMART: Specific, Measurable, Achievable, Relevant, Time-bound.
- Break big dreams into small, doable steps.
- Keep your goals visible and review them daily.

### ⇒ Week 3: Stay Committed & Plan for Overcoming Obstacles

- Motivation fades, but discipline keeps you moving forward.
- Expect challenges and plan for how you'll handle them.
- Resilience is your secret weapon.

### ⇒ Week 4: Celebrate Your Progress & Adjust as Needed

- Track your progress and celebrate small wins.
- Adjust goals if circumstances change—without guilt.
- Reflect, reset, and set new goals to keep growing.

## Why Goal Setting & Vision Casting Matters

- ⇒ A vision is your big-picture dream—the life and business you want to create.
- ⇒ Goals are how you turn that vision into reality, step by step.
- ⇒ Women who dream big—and act on those dreams—often achieve far more than they ever thought possible.
- ⇒ Writing your goals down makes you 42% more likely to achieve them.
- ⇒ Goals give you focus, purpose, and a reason to keep going when things get tough.
- ⇒ This isn't just about selling products—it's about creating a life you love, on your terms.





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## Words of Wisdom by Mary Kay Ash

The dream I have for you soars  
on silver wings. Seminar is the  
place where your dreams are  
given the power to move forward.

You'll have more knowledge,  
information, and inspiration to  
soar higher than you have ever  
before.

# POWERUP

## Today, Not Tomorrow

*A lesson from Mary Kay on making  
today count.*

Life is a series of *today*s which so quickly  
turn into *yesterday*s that some of us  
spend our time regretfully looking  
backward instead of excitedly looking  
forward. Still others worry or procrastinate  
and are always waiting for tomorrow. In  
both cases the danger lies in overlooking  
the most important day of all — today!  
Form the habit of doing whatever it is you  
have to do now. MAKE TNT — Today,  
Not Tomorrow — your daily watchword.

## PCP Enrollment Updates

*Reminder: Enrollment Dates for the Fall/  
Holiday version of the Look are shifted.*

Celebrate the Season! Help make the season even more  
special by enrolling your customers to receive the Fall/  
Holiday 2025 issue of *The Look* between July 1-August 1,  
2025. The Look will continue to mail on September 7th.

## MK Makeover Contest

*You and your customer could receive a  
\$5,000 Visa Giftcard + \$500 in Product.*

*Contest runs July 15-August 31st.*

Help your customers showcase their one of a kind  
style with a makeover contest that makes them  
feel pretty powerful. Unleash your confidence,  
define beauty on your terms, and embrace the  
strength that makes you unapologetically unique!

## Power UP & GROW!

*Order \$600+ in July & August to earn your prize!*

Order both months to earn your rewards of a MK branded  
Packed Party Earring Set + 400 Star Credits!