

MARY KAY

applause

SUMMER 2021

SKINCARE ESSENTIALS FOR EVERY MAN

This Season's Beauty Moment

PINK CHANGING LIVESSM

Limited-Edition UnlimitedTM Lip Gloss

LET'S GET DIGITAL

Mary Kay[®] Apps to Elevate
Your Business



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EDITOR'S *letter*



It may be spring in the real world, but at Mary Kay summer is here! And I think that's way more fun – especially after the year we've had.

Can we talk about all that there is to be excited about this quarter? Shades that give back, a beauty moment for the guys, reusable makeup remover pads you've been craving for a comeback, body care that is so scrumptious to all the senses...and so much more! Swipe now if the anticipation is too much. My feelings won't be hurt.



You know what else is exciting? Seminar 2021! As you all heard, the event will once again be virtual this year, and will take place from August 6-8. If you missed General Manager Lynda Rose's announcement, you can watch it here.



And how about the theme for the event – ELEVATE. I don't think there's a better word to describe the experience and effect that Seminar has on all those who attend. You get to see the big picture to help you elevate your business and your goals. You get to hear from the pros to elevate your inspiration and motivation. You get to celebrate your peers to elevate your passion and vision. But don't take my word for it. Head to the GROW section to find out the scoop on this year's virtual event. Last year's virtual Seminar was the first of its kind in the Mary Kay world, and now that we've got a few more under our belts, you can bet this one will be the BEST. And you can participate from your couch! I think there's a permanent dent in mine from 2020.

All joking aside, we're wrapping up a Seminar year that is one for the record books. It was both challenging and rewarding, with some roller coaster moments in between, but I can tell you that for us at head office, you have been our inspiration, drive and motivation to do better and be better. YOU got us through 2020. Stronger than ever, TOGETHER. Thank you – and have an incredible year-end!



Marijana

Editor-In-Chief

6 *most* IMPORTANT THINGS

HAPPY BIRTHDAY, MARY KAY!

Happy birthday to our Founder, Mary Kay Ash. Supporting the Foundation is a great way to celebrate Mary Kay Ash's birthday and her legacy of giving back. Find out how at marykay.ca.

DARE TO DAZZLE

Have you chosen the dazzling diamonds you want to earn? [Check out the 2021 Seminar Awards](#) to pick your crowning jewel.

MAKE CONNECTIONS

Women are looking for quick ways to learn about new products and look sharp during online business meetings. Book a virtual one-one consultant, party, or go live on your Facebook Business Page!

KNOW YOUR GOAL

Focus on what you want to achieve by June 30, 2021. Do you want to become a Star Consultant? Grow your customer count? Do you want to become a Red Jacket? Earn the use of a Mary Kay Career Car? Debut as an Independent Sales Director? Share your goal with your friends, family, customers, Independent Sales Director and sales force friends for support and accountability.

STRATEGIZE

Now that you know your goal, work backward from June 30. Break down action items by weeks and days to know what you need to do to get there.

GIFTING 101

From Mother's Day and Father's Day to birthdays to graduations and just because, you can help your customers find fun gifts, at a wide range of prices, to celebrate their friends and family. Bonus points if you ship them directly!

calendar

may '21

05

Received deadline for Independent Beauty Consultant Commitment Form to begin Independent Sales Director-in-Qualification on May 1.

9

Mother's Day

12

Mary Kay Ash's Birthday

14

Customer and Independent Beauty Consultant versions of *The Look*® mailed by May 14.

16

Summer 2021 product promotion begins. Check out www.marykay.ca and your Mary Kay® Personal Web Site to see what's new!

Beaut-e-News® arrives in your customers' inbox!

24

Victoria Day.

Corporate office closed.

31

Last day of the month!

Orders must be received by midnight Eastern Daylight Time to count toward May production.

Power of One! Fundraising Challenge donations must be received at Mary Kay corporate office by 5 p.m. Eastern Daylight Time

june '21

05

Received deadline for Independent Beauty Consultant Commitment Form to begin Independent Sales Director-in-Qualification on June 1.

10

Beaut-e-News® arrives in your customers' inbox!

15

Preferred Customer Program—

Enrolment begins for the Fall 2021 Preferred Customer ProgramSM.

20

Father's Day

30

Last day of the month!

Orders must be received by midnight Eastern Daylight Time.

Last opportunity to become a Star Consultant for Quarter 4 and be eligible for gorgeous prize selections when you place a minimum \$1,800 wholesale Section 1 order between April 1 and June 30, 2021.

july '21

01

Canada Day.

Corporate office closed.

Happy New (Seminar) Year! Visit the Recognition tab on Mary Kay InTouch® to help you plan and set your goals for the year ahead.

05

Received deadline for Independent Beauty Consultant Commitment Form to begin Independent Sales Director-in-Qualification on July 1.

15

Preferred Customer ProgramSM—

Enrolment deadline for the Fall 2021 issue of *The Look*®.

17

Beaut-e-News® arrives in your customers' inbox!

31

Last day of the month!

Orders must be received by midnight Eastern Daylight Time to count toward July production.



[Check Mary Kay InTouch® on the first of each month to find out our featured product!](#)

*Must be a Mary Kay® Personal Web Site subscriber, and customers must opt in to receive *Beaut-e-News*® through myMK at marykay.ca



build

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Pink Changing LivesSM
Limited-Edition Unlimited™ Lip Gloss

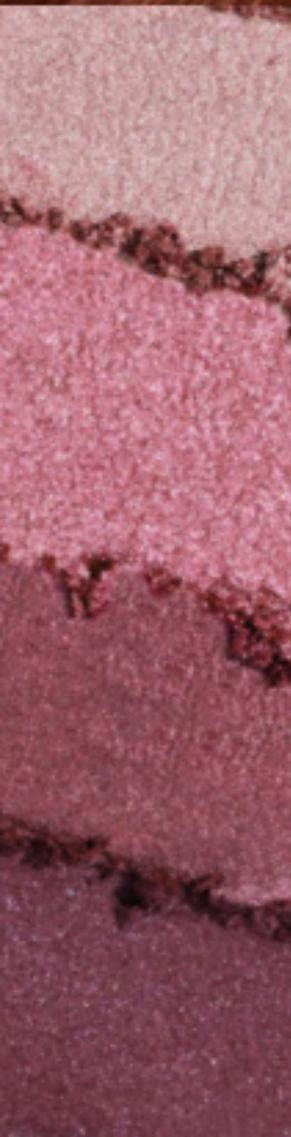
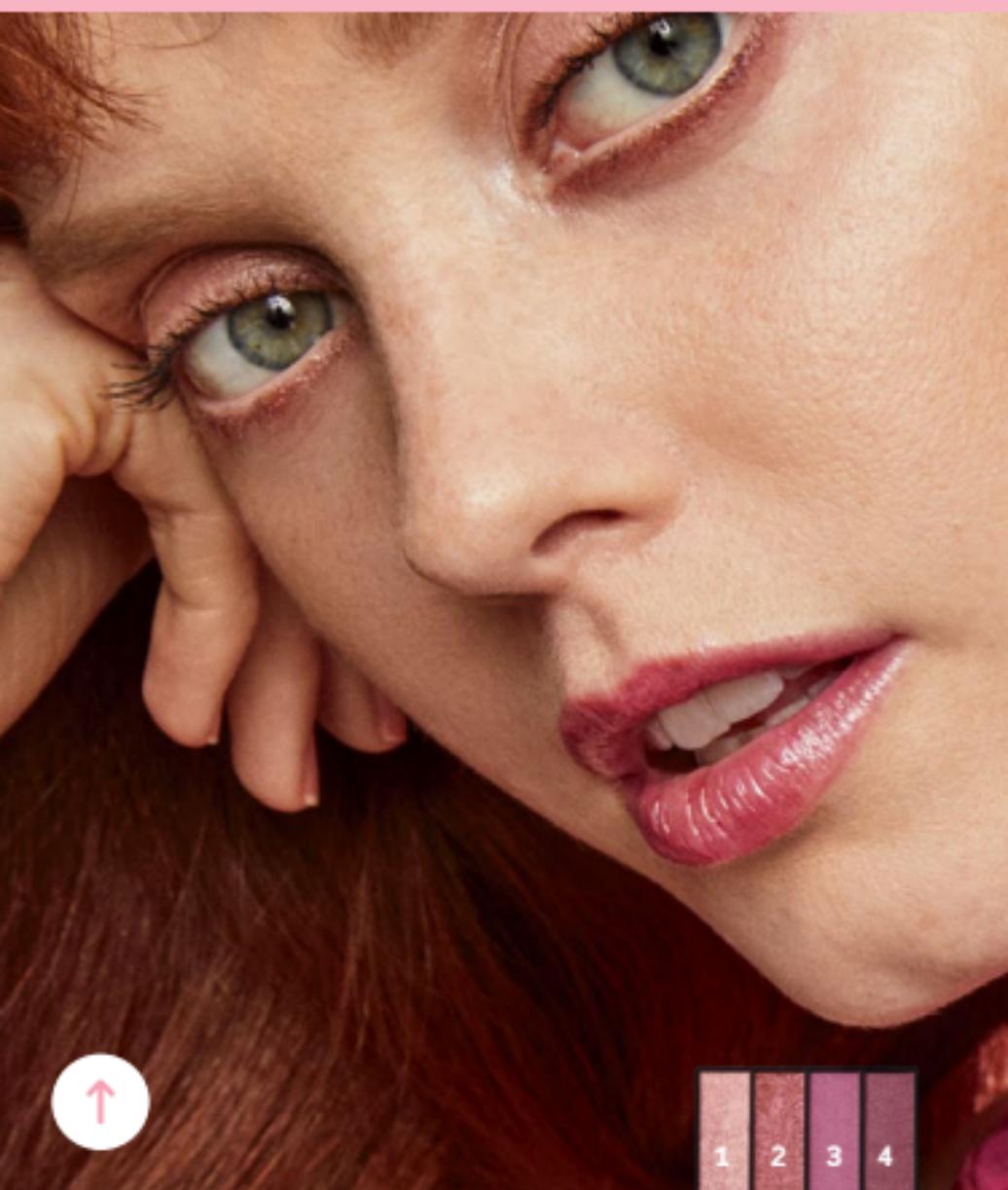
Skincare for Him
This season's Beauty Moment

Up Your Brush Game
New Brush Essentials

Please note that the new spring products will be available to order through *Applause*® on **May 9** for Preferred Customer Program participants and Star Consultants and on **May 16** when ordering is open to everyone.



GET THE COVER LOOK



Sasha is wearing the limited-edition Mary Kay® Pink Eye Shadow Quad in Cool Pinks. Shades are labelled 1 to 4, left to right. Shade 1 on eyelid, Shade 2 on upper lashline, Shade 4 on lower lashline, with Lash Intensity® Mascara, Chromafusion® Blush in Shy Blush and limited-edition Unlimited™ Lip Gloss in Hopeful Lilac.



Order
Now

SHOW THE WORLD AND YOUR LIPS SOME LOVE!

NEW! Limited-Edition[†] Mary Kay
Unlimited[™] Lip Gloss, \$18 each
Unlimited[™] Lip Gloss meets generosity
with two new limited-edition[†] shades
that support the Mary Kay Ash
Charitable Foundation.



**PINK
CHANGING
LIVESSM**
MARY KAY

Through our Pink
Changing LivesSM
campaign,
from April 26 to
August 15, 2021, \$1
from each sale of
the limited-edition[†]
Unlimited[™] Lip
Gloss in Confident
Pink and Hopeful
Lilac will be donated
to the Mary Kay
Ash Charitable
Foundation.



Celebrating its 20th anniversary this year,
the Foundation helps carry on
Mary Kay Ash's legacy with its unified
mission to support women living with
cancer and to put an end to domestic
violence. We're proud to support Look
Good Feel Better[®] and their efforts
to help women with cancer feel more
like themselves again, and to have
supported dozens of shelters caring for
domestic abuse survivors across the
country.

Will you join us in our Pink Changing
LivesSM efforts to empower women
across Canada?

All third-party trademarks, registered trademarks and service
marks are the property of their respective owners. Price is
suggested retail

[†]Available while supplies last.



POWER IN PINK

NEW! Limited-Edition[†] Mary Kay[®] Pink Eye Shadow Quad, \$26 each

More is more when it comes to these punchy pinks curated by Mary Kay Global Beauty Ambassador Luis Casco. Endless ways to mix and match allow you to create looks from blushing to bold using a single quad.

New formula!

Get a mix of shimmer and matte shades – available in Warm Pinks and Cool Pinks.



TIP! These quads fit perfectly in the Perfect Palette[®] with shades that blend well with Chromafusion[®] Eye Shadows.

Get the look



For a warm pink look, apply Shade 1 to the eyelid and lower lashline. Continue by applying Shade 2 to the upper lashline. Finish your warm pink look with limited-edition Unlimited[™] Lip Gloss in Hopeful Lilac.



*†Available while supplies last.
Price is suggested retail.
Pink Eye Quads sold individually.
Perfect Palette[®] sold separately.*



Order Now

ESSENTIALS FOR HIM

A guy's skin faces many foes every day — dirt, sweat, oil, shaving. But it's easy to claim victory with a superpower for fighting grime and keeping skin looking fresh all day. And this *MKMen® Skin Essentials* set offers just that!

GET THE SET

Skin care doesn't have to be complicated. And with the *MKMen® Skin Essentials*, it won't be! Your MKMen® customers can moisturize and keep their pores purified with this limited-edition bundle that has it all!

The *MKMen® Skin Essentials Beauty Moment* includes:

\$59

(\$73 value!)



- MKMen® Daily Facial Wash
- MKMen® Advanced Facial Hydrator Sunscreen SPF 30
- Clear Proof® Deep-Cleansing Charcoal Mask
- *MKMen® Skin Essentials Skincare Guide*
- The Essentials Skincare Box

Resources at your fingertips! All the resources you need to boost your *MKMen® Skin Essentials Beauty Moment* are available in the Beauty Moments Hub on InTouch™.

You'll find:

- The *MKMen® Skin Essentials Guide*
- Flyer/Invitation
- Social Assets

THE BEARD ESSENTIAL



Special-Edition[†] MKMen®

Beard Oil, \$24

Show his beard some love with the special-edition[†] MKMen® Beard Oil! It softens, shines and leaves a fresh, clean scent!

Why he'll love it:

- Conditions, softens and adds shine to facial hair
- Nourishes and moisturizes beard and face
- Smells like peppermint

How to use:

After showering, place three to four drops in your hand, rub hands together and apply to beard and mustache. Massage the oil gently into the hair making sure to get all the way down to the skin. Brush or comb through to distribute evenly throughout the hairs.

[†]Available while supplies last.

Prices are suggested retail



SOFT, SUPPLE, SKIN

Soften, hydrate, and prep skin to absorb every ounce of TimeWise® Age-Fighting goodness!

Limited-Edition[†] TimeWise Moisture Renewing® Softener, \$24 is your skincare regimen's newest BFF! It leaves your skin feeling silky, hydrated, and ready to receive all the TimeWise® Age-Fighting goodness! As you glide on this alcohol-free softener, your skin will be immediately infused with moisture, which is critical for younger-looking skin.

Plus, it helps minimize the appearance of pores, conditions the skin and restores its natural balance, leaving you with a healthy glow. Formulated with ingredients that provide a silky, supple feel, this pampering softener completes the cleansing process by preparing your skin to better absorb your TimeWise® Age-Fighting regimen.

What are the age-fighting benefits?

- Sodium Hyaluronate helps to attract and retain moisture.
- Niacinamide helps skin look brighter.
- Myrtus Communis and lentil seed extracts help minimize the appearance of pores.

How does it work?

Use the TimeWise Moisture Renewing® Softener twice a day – morning and night, after cleansing. Moisten cotton pad and apply with upward and outward strokes over face and throat. Repeat the process until cotton shows no trace of makeup or dirt. Avoid use in eye area.



GET IT WHILE YOU CAN!

Limited-Edition[†] Mary Kay® Makeup Remover Rounds, \$16 (pack of 5)

Kind to the skin and to the planet! These Mary Kay® Makeup Remover Rounds are the perfect companion for your TimeWise Moisture Renewing® Softener, Micellar Water, Oil-Free Eye Makeup Remover, toners, and fresheners. Plus, these eco-friendly rounds come with a handy laundry bag and can be washed around 200 times, depending on care and use – so you can use, rinse, and repeat!

[†]Available while supplies last.

Prices are suggested retail.

Order
Now

BE A BRUSH BOSS



Show your beauty savvy with these amazing tools to help your customers get that flawless look.

NEW! Mary Kay® Eye Blending Brush, \$15

Give blending a boost with a luxuriously soft eye colour brush with a rounded shape that gives your favourite look a seamless finish. High-quality, synthetic bristles help blend eye shadow evenly.

Know your brushes...

EYE BRUSHES

NEW! Eye Blending Brush, \$15



FEATURE

Rounded shape

USE

Blending

NEW! Limited-Edition[†] Bundle

Order
Now



Mary Kay® Eye Blending Brush + Brush Organizer, \$29

Organization is key, especially when you're on the lookout for a specific, must-have brush! That's where the limited-edition Brush Organizer comes in! For a limited time, get the NEW Mary Kay® Eye Blending Brush and the Brush Organizer in an exclusive bundle for \$29.

The Brush Organizer isn't available separately, so get yours while you can!

Fits all Mary Kay® brushes!



TIP! Mary Kay® Brush Cleaner, \$12

This fast-drying cleaner eliminates makeup residue from brushes to provide proper hygiene.

Why your customer will love it:

- Helps provide stay-true colour between applications of different shades and textures
- Helps condition bristles to protect your investment
- Keeps brushes smelling clean and fresh
- Brushes feel and perform like new after use

How to use:

- We recommend cleaning brushes daily to remove makeup residue and oil that brush bristles absorb from your skin.
- Spray cleaner directly onto bristles until thoroughly dampened.
- Gently sweep brush over tissue to remove excess moisture and to wipe away makeup residue and colour.
- Reshape brush hairs with a clean tissue, lay flat to air dry. Allow brush to dry completely before reuse.

[†]Available while supplies last.
Prices are suggested retail.

*Order
Now*



THE CHERRY ON TOP

Up your feel-good self-care with the **limited-edition[†] Mary Kay[®] Body Care Set in Sparkling Cherry, \$35.**

The perfect addition to your skin-loving routine, the body lotion smoothly glides across skin, leaving hydration and an alluring scent behind. Follow with the awakening and uplifting mist to put some pep in your step. Everyone could use a little self-care, so treat yourself and your customers to this get-it-while-you-can set!

- **Top Notes:** Juicy Black Cherry, Sparkling Mandarin, Pink Rhubarb
- **Middle Notes:** Wild Freesia, Velvet Gardenia Petals, Magnolia Blossom
- **Bottom Notes:** Tonka Bean Absolute, Tahitian Vanilla, Fresh Musk

*[†]Available while supplies last.
Price is suggested retail.*

IT'S BETTER TO BE PREFERRED

When you enrol your customers in the Preferred Customers ProgramSM (PCP), you can earn the perks of deluxe samples, free product and early ordering access. After all, who doesn't want to feel like a VIP?

HOW DOES IT WORK?

Offer your customer a free gift when they purchase \$50 or more in Mary Kay® product during any product promotion. The gift with purchase options are available only to PCP participants. This is a great way of making your customers feel extra special for their purchase! Choose from a selection of items on the One Page Order Sheet in Section 2. Pick one or multiples of what you think your customers will like best! If you prefer, you can offer your customer an item from your own inventory. The choice is yours!

Fall Dates

Remember! **You must purchase your gift-with-purchase premiums from Section 2 between August 9, 2021 and November 8, 2021.**

June 15, 2021: Fall 2021 enrolment opens. Enrol customer names only; gift-with-purchase premiums purchased later.

July 15, 2021: Last day to enrol your customers to receive *The Look*®. Orders must be submitted by midnight Eastern Daylight Time.

August 9, 2021: Order window opens to purchase gift-with-purchase premiums. Gifts must be purchased from Section 2. No minimums, no maximums. May be combined with a regular product order.

August 13, 2021: Customer and Independent Beauty Consultant versions of *The Look*® mails.

November 8, 2021: Last day to purchase gift-with-purchase premiums from Section 2.

*Please allow a minimum of 7-10 business days for delivery of the Fall Brochure.

For more information,
[visit InTouch™ > Business Tools
> Preferred Customer Program.](#)

Gifts Galore!

Order Now

DELUXE MINI CLINICAL SOLUTIONS™ CALM + RESTORE MILK, \$3.50



DELUXE MINI SATIN HANDS® PAMPERING SET IN FRAGRANCE-FREE \$5.00 EACH



DELUXE MINI UNLIMITED™ LIP GLOSS SET \$5.00 EACH



DELUXE MINI TIMEWISE REPLENISHING SERUM C+E® \$5.00 EACH

DELUXE MINI WHITE TEA & CITRUS SATIN HANDS PAMPERING SET \$5.00 EACH



DELUXE MINI WHITE TEA & CITRUS SATIN BODY® INDULGENT SHEA WASH \$1.75 EACH

DELUXE MINI TIMEWISE® MICRODERMABRASION PLUS SET \$5.00 EACH



DELUXE MINI OIL-FREE EYE MAKEUP REMOVER \$5.00 EACH



DELUXE MINI MICELLAR WATER \$5.00 EACH

DELUXE MINI LASH LOVE® MASCARA \$3.00 EACH



DELUXE MINI WHITE TEA & CITRUS SATIN BODY® SILKENING SHEA LOTION \$1.75 EACH

DELUXE MINI WHITE TEA & CITRUS SATIN BODY® REVITALIZING SHEA SCRUB \$1.75 EACH



LOVE THE BEAT BLUETOOTH SPEAKER \$8.00

MEDIA MENTIONS

From skin-loving products to empowering makeup, these must-haves are getting rave reviews from beauty editors and influencers!



Afiya Francisco,
@afiya.francisco

"You know what tops the best filter? – good skin! I'm halfway through my retinization process with @marykaycanada using their new #ClinicalSolutions line [...] As a newbie to retinol, I'm loving it and my skin's looking bright and happy. I've been charting each use with the handy Retinization Tracker and gradually increasing potency and frequency. It's become my Monday night ritual and something to look forward to #nofilter #tgim"



Amanda Speroni
– YouTube

"[CC Cream Complexion Corrector Sunscreen SPF 15] blends like a dream, it's super easy to apply! It gives a really nice, light coverage to the skin. I've really been enjoying it!"



Allure.com

The 27 Best Face Masks of All Time, According to Allure Editors

"Perfect for a concentrated, 20- to 30-minute dose of hydration, Mary Kay's TimeWise® Repair Lifting Bio-Cellulose Mask is [...] the ultimate pampering session. The bio-cellulose material ensures a snug, face-hugging fit that won't slip around if you need to move around... we recommend not letting yourself not lift a finger. After all, you deserve the break."



Get social with **@marykaycanada** and tag us in your posts!

Don't forget to use the hashtag **#marykaycanada**

for a chance to be featured!



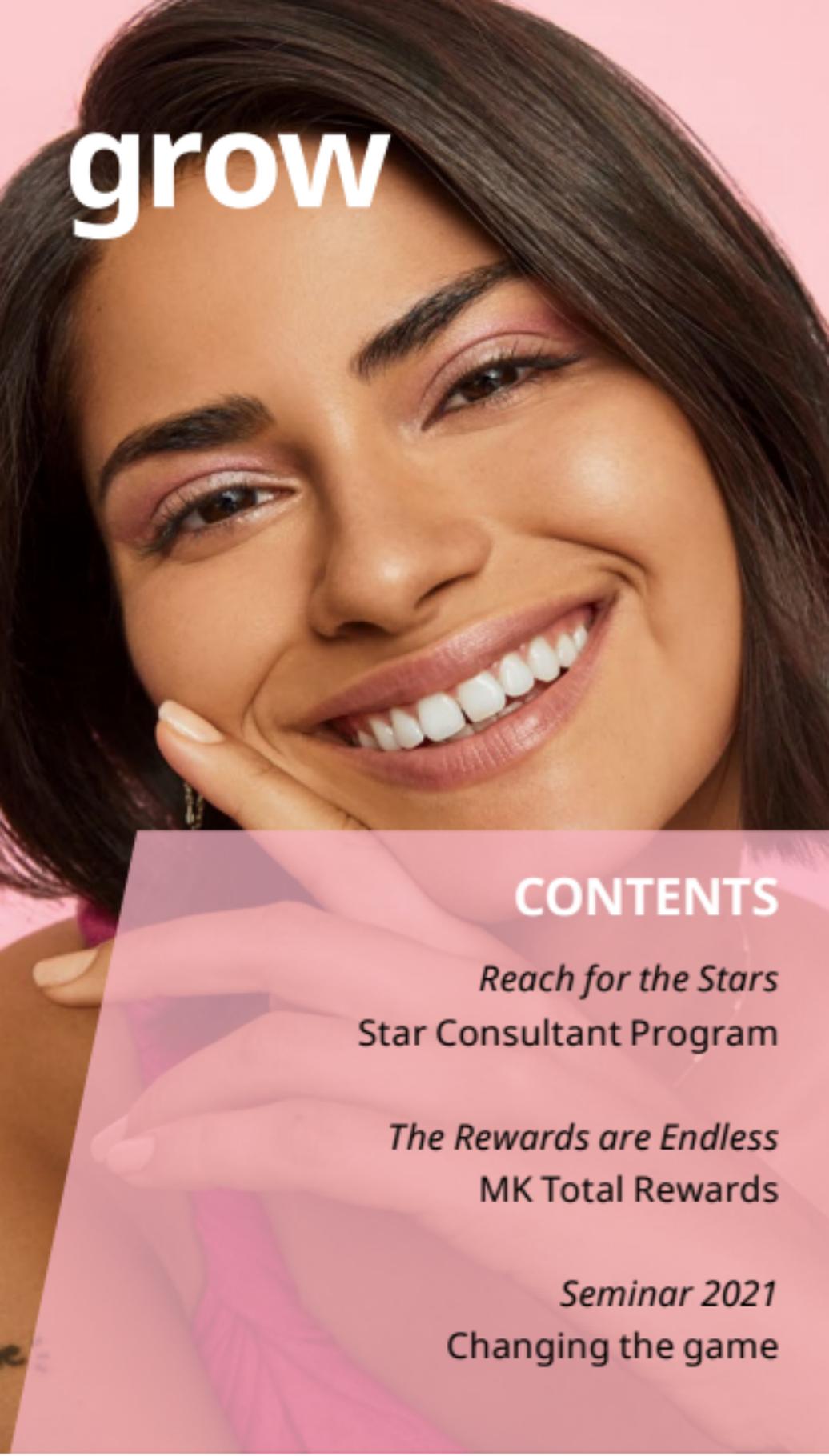
THE PRODUCT REPLACEMENT PROGRAM

As you know, all Mary Kay® products are backed by the Mary Kay Satisfaction Guarantee, which means that Mary Kay Cosmetics Ltd. stands behind its products sold by Mary Kay Independent Beauty Consultants. If for any reason a customer is not completely satisfied with any Mary Kay® product purchased from an authorized Mary Kay Independent Beauty Consultant, it will be replaced without charge, exchanged, or the full purchase price refunded following its return to the authorized Mary Kay Independent Beauty Consultant or, if she is no longer active, to the Company with proof of purchase.

Now, the Product Replacement Program enables Independent Beauty Consultants to honour the Mary Kay Satisfaction Guarantee. Consultants can either exchange product or refund money to customers who are not satisfied with a product. Once you honour the Satisfaction Guarantee by either exchanging product or refunding money to your customer, you may then submit a Product Replacement Request Form to the Company, and the Company will ship replacement product directly to you – it's as simple as that.

Important Must-Knows when submitting your Product Replacement

- 1** Find the Product Replacement Request Form as well as additional information about the program on InTouch™ under [Product / Product Replacement Form](#).
- 2** Please remember that only product exchanges and refunds from customers are eligible under this program. Independent Beauty Consultants are ineligible to return their own inventory under this program.
- 3** Always provide your customers with a receipt (myCustomers receipt or sales slip) and retain a copy for your records. *You may be required to provide the Company with copies of your receipts.*
- 4** Complete customer information, including a telephone number, must be submitted with each request.
- 5** It is not necessary to request the same product that was returned; however, the combined total suggested retail dollar amount of the request must not exceed the combined total suggested retail dollar amount of the return.
- 6** If you are unsure of the original suggested retail price of the returned product, please contact Sales Force Support at 1 (877) 411-6279.
- 7** Section 2 items cannot be returned or given as replacement.
- 8** Limited-edition product cannot be given as replacement.
- 9** Do not ship the returned product to the Company unless requested to do so.
- 10** Hold onto the returned product for 30 days from the date you submit your replacement request in case you are contacted by the Company and requested to return the product. After the 30 days, the product may be disposed in accordance with applicable municipal or local regulations.



grow

CONTENTS

Reach for the Stars
Star Consultant Program

The Rewards are Endless
MK Total Rewards

Seminar 2021
Changing the game



[All-Star Consistency Challenge. Learn more](#)

DID WE HEAR YOU SAY, “CONSISTENCY IS KEY?”

You now know all about the wonderful prizes you can earn through the Star Consultant program, and the Consistency Challenge is here to take it up a notch.

When you achieve Star Consultant status and meet your total year-end minimums, you can earn additional rewards. For Seminar 2021, it's the Ted Baker Bobble Wallet plus MK Total Rewards!

Why is it so important to be consistent in your business?

- 1.** You're on your way to meeting, or even exceeding, your minimum production targets!
- 2.** You could earn fabulous prizes!
- 3.** You remain in good standing with your return customers who count on you for their skincare and makeup needs – you're helping to provide a great customer experience!
- 4.** You're creating accountability. You set a goal of being consistent and hold yourself to it each month.
- 5.** You're solidifying your belief in Mary Kay® products. The more you aim to meet your minimums, the more you're validating your faith in our products and services. No one would continue to sell products they don't believe in!

This year's contest runs until

June 30, 2021!

Spark a Chain Reaction Seminar

Consistency Challenge:



[Find out more!](#)

You know that consistency gets you places in your business, and that's why there's another challenge to keep you consistent! You still have the next two months to achieve the *Spark a Chain Reaction Seminar Consistency Challenge* – place a minimum cumulative \$1,200 suggested retail (\$600 cumulative discounted wholesale) Section 1 order each month from April to June 2021, and earn a gorgeous *Spark a Chain Reaction Seminar Consistency Challenge* bracelet designed by R.J. Graziano.

Now's your chance to show us what you've got and how you can work to elevate your business by making every sale count.



MK TOTAL REWARDS PRIZES TO PUT ON YOUR WISH LIST!

[Redeem Now](#)

Your Star Consultant status is a BIG deal, and it should be celebrated every step of the way. So, why not treat yourself to some fantastic products and experiences using your MK Total Rewards? Want to know what's hot? Here are some prizes you can check-out on the MK Total Rewards Marketplace, right now!

EVERLAST Training Gloves (3,000 points):

At-home fitness is all the rage right now, so why not get your very own pair of trendy training gloves and get into shape?

CHERI J'ADORE Stud Earrings (2,400 points):

A little bit of bling goes a long way in making a statement. Add these beautiful stud earrings to your collection as the iconic staple piece.

The Mary Kay Party in a Bag (3,700 points):

It's time to think outside the box! Take elements from your very own Party in a Bag kit and use them for virtual parties or fashion accessories – the choice is yours!

KOOLATRON Cooler (4,800 points):

Outdoor (socially-distanced) picnics are still allowed! So, gear up for some Summer fun in the sun with a cooler to stow your drinks, fruits, and more!

Enticed by this list of prizes? Wondering how you can get your hands on these and so much more? Keep reading to see what it takes to be a Star Consultant!

Do YOU Want to be a Star Consultant

Everyone wants to tap into their highest potential — and being a Star Consultant and successfully working your Mary Kay business is one way to do so. You want to be consistent in the way you conduct your business because with consistency, you'll be able to earn fabulous rewards!

So, thinking of what it takes to be a Star Consultant? Ask yourself the following questions and be on your way to stardom.

Tap the



to reveal more!



Are you an entrepreneur at heart?



Can you create a plan and follow through with it?



Do you place \$600 Section 1 wholesale orders each month?



Are you a social butterfly?



Are you a visionary?



Do you refuse to quit?



Are you the go-to person for makeup products in your friends' group?



Are you a people magnet?



Do you like to celebrate your success?



Do you think your future is bright?



Can you wear many hats?



Can you lead by example?

Did you answer *“yes”* to at least 50% of the questions above? If so, you're already halfway to Star Consultant status! You've got the skills, there's a leader in you, and you're the people magnet everyone needs! All you need to do now is start placing those minimum orders each month!

ELEVATE

Seminar 2021

LIGHTS! CAMERA! (ALMOST) ACTION!

We've done the **EXCITING** reveal, made the **BIG** announcement, and now it's time to talk about how Elevate will help promote **YOUR** growth!

Before jumping into everything we have in store for Seminar 2021, we'd like to pose a few questions to both **NEW** and seasoned sales force members:

- Do you want to know how your fellow Sales Force members are achieving their **GOALS**?
- Are you looking for ways to see **LIMITLESS** success in your Mary Kay business?
- Are you intrigued about attending an event that will help boost your **CONFIDENCE**?

If you've answered "YES!" to any of these questions, then *Elevate* is your one-stop-shop for the experience you need to empower yourself, connect with your Mary Kay family, and soar to new heights!

Elevate will bring you everything you know and love about Seminar...and more!

- It's a 3-day event, taking place from August 6-8.
- We are so excited to announce that joining us for the first time ever, we are honoured to have International Elite Executive National Sales Director, Eloisa Johnson, all the way from Brazil! Eloisa debuted as the first-ever Brazilian National Sales Director back in 2003, under the mentorship of Emeritus Elite Executive National Sales Director Anne Newberry. Her Mary Kay journey has been incredibly inspiring, and Eloisa is currently Brazil's number 1 National Sales Director, and has had an incredible eight National Sales Director debuts from her Area.
- There will be recognition to **CELEBRATE** your outstanding accomplishments.
- We'll provide informative classes designed to help you **BUILD, SOAR** and **LEAD**.
- And you don't want to miss exciting updates on the latest product innovations that you'll get to hear first so you can prepare to **ELEVATE** your success in 2022!
- And guess what? We're bringing back the Seminar boutique exclusively for Seminar attendees. All the branded swag - just for you!

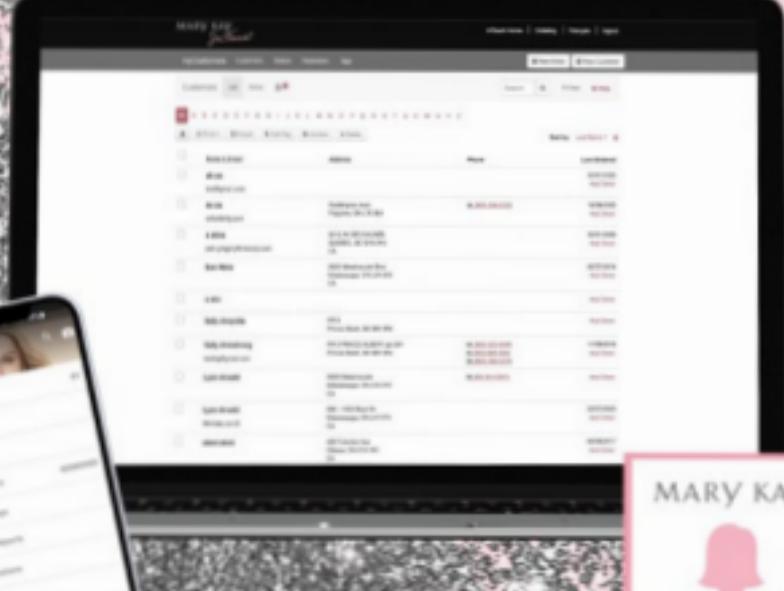
This past year, you've gone the extra mile to make things happen for your business. You have kept the momentum strong and are soaring to the finish line. You've learned to embrace change, collaborate in a whole new (and virtual) way, and proven that regardless of the current global climate, your time is **NOW!** And these amazing attributes are exactly what *Elevate* is coming to celebrate! *Elevate* will ensure that you're always on top of your game!

Streaming this event virtually means you'll be able to tune in and watch from anywhere! And, of course, replay will be available if you can't make the live broadcast dates. We are beyond excited to bring you the premiere event of the year, which is all about embracing change, viewing life through a different lens, and moving forward with positivity and gratitude.

We can't wait to unveil more fun facts and news as this amazing celebration comes closer. Join us at Seminar and elevate your belief in yourself - and your Mary Kay business!

Seminar 2020 Highlights!





3 STEPS TO COMPLETE THE DIGITAL SALE!

You and your customers are online now more than ever, so it's the perfect time to get digital and elevate your business through our innovative apps. And it doesn't have to be overwhelming – in fact, you can engage your customers and make a sale in just three easy steps! After all, as Mary Kay once said, “How do you get started? By simply beginning.” – and nothing is truer...

STEP 1:

Play matchmaker

Your customers can use these apps from the comfort of their own home, on their own or guided by you! Consider holding a virtual party where you all try it together!

A Custom Skin Care Routine:

With one quick scan, the Mary Kay® Skin Analyzer app evaluates the skin's condition – detecting overall texture, wrinkles, skin discoloration and undereye appearance, then generates personalized product recommendations based on their skincare needs!

A New Makeup Look:

Available on mobile and desktop, Mary Kay® MirrorMe™ lets your customers get real-time makeovers – virtually! They can play with the products they love and experiment without risk.

STEP 2:

Make the sale

Once your customer has found something they love, they can add products to their Bag directly from the Skin Analyzer app and MirrorMe™. Shopping with you has never been easier – they'll simply tap to checkout, find you using the Consultant Locator, then complete their checkout in a few short steps.

STEP 3:

Complete the order:

Once their order is placed, create a Sales Ticket for either offline or online sales through MyCustomers web (or coming soon: the Mycustomers+® app!). You can order the product to be delivered right to your customers, plus set up product reminders and more, right through this handy business tool!

There's a reason you're their ultimate #MKBeautyBFF – so go ahead and elevate your *business and their experience*, in 3 easy, digital steps!



IT'S TIME TO TAKE YOUR BUSINESS DIGITAL

– LINK & LEARN™ CAN HELP!

We know you've heard the following many times over the last year: "You need to conduct your business through a digital lens". And we also know that you've taken this advice and pivoted your business strategy to suit the "new normal" that we live in. And for that, we applaud you! By adapting to all the changes and navigating social media and the virtual world, you are already digital wizards! But we want to ensure that you're armed with all the right tools to grow your business, digitally, for continued success.

Link & Learn™ is your one-stop-shop to educational insights! All you need to do is log on and start mastering certain skill sets!

But, getting back to becoming socially savvy, we want you to know that there is now a Social Media Learning Plan that you can follow for tips, tricks, and how-tos!

The following courses will help you get familiar with common practices and most-used features of specific social media platforms and give you a kick start in amplifying your social media strategy!

For optimal experience, please use your desktop.

1

Facebook Groups: Learn what Facebook Groups are, the purpose behind them, and how you can maximize on a Facebook Group to help enhance your business! Check out the course [here](#).

2

Instagram: Need a crash course on Instagram stories, stickers and (everyone's favourite) emojis, highlights, and engagement? These courses, on one of the most popular social media platforms, Instagram, are going to elevate your social media skills! Take these courses [here](#).

3

Socially Connected: Marketing Your Mary Kay Business™: Social media and marketing go hand-in-hand, and it's important to market your business on social media the right way! Take this course [here](#).

4

Live Social Guide: Learn the benefits of connecting, engaging, and show & sell by taking your Mary Kay business LIVE on social media! You can find the course [here](#).

Complete your Social Media Learning Plan on Link & Learn™ and earn your Social Media Star badge to prove that you're an expert in all things social!



A close-up portrait of a woman with voluminous, curly grey hair. She is resting her chin on her right hand and looking slightly to the right with a soft smile. She is wearing a light pink, long-sleeved top with a subtle pattern of small dots. The background is a solid, light pink color.

reflect

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Celebrating 20 Years
Mary Kay Ash Charitable Foundation

Go-Give®
The nominees are in

Celebrating You
Happy Anniversary



HAPPY 20TH ANNIVERSARY TO THE MARY KAY ASH CHARITABLE FOUNDATION

We're celebrating an anniversary, and it's a big one! The Mary Kay Ash Charitable Foundation turns the big 2-0 this year and we couldn't be happier and prouder of everything that the Foundation has been able to accomplish since its inception in 2001.

Our Founder, Mary Kay Ash, believed in leading life with a servant's heart, and over the last 20 years, the Foundation has manifested that belief and set out on a rewarding journey, all thanks to you. We have come a long way since the origination of the Foundation, and we know that with your help, we have bigger milestones to reach and the stars to touch!

In honour of the Foundation's 20th birthday, we'd like to share insightful statistics that showcase the positive impact we've made over the last 19 years:

- The Foundation has raised more than \$3.3 million, donating over \$1.1M to Look Good Feel Better[®] and \$1.8M to survivors of domestic violence.
- In 2021 we will be donating \$125,000 to LGFB and \$144,000 will go to our annual Shelter Grant program
- Our administration fee averages 1%! 99% of every dollar raised goes to support the causes we believe in.

The Foundation would also like to recognize the following sales force members who have been incredibly instrumental in our success; they're our top donors through the Online Order Form for 2020, and we can't thank them enough!

Donated 500+

1. Independent Sales Director, Annie Vezina, \$837
2. Independent Sales Director, Patricia Billau, \$640
3. Team Leader, Melanie Senecal, \$500

Donated \$200 to \$499

1. Independent Beauty Consultant, Margaret Campbell, \$470
2. Independent Senior Sales Director, Kitty Babcock, \$425
3. Independent Beauty Consultant, Elaine Maksymiuk, \$400

Donated \$100 to \$199

1. Independent Sales Director, Karen Roberts, \$190
2. Independent Beauty Consultant, Eileen Jessup, \$185
3. Independent Beauty Consultant, Karen Howard, \$175

We want to thank you for continually putting the Mary Kay Ash Charitable Foundation's initiatives top of mind and helping us touch the lives of thousands of individuals around Canada. As the Foundation turns 20 this year, we have faith that your commitment to our efforts will continue to grow, and we will thrive for decades to come.

MK5K is Revamped and Back!



It's time to celebrate the Mary Kay Ash Charitable Foundation's 20th anniversary with some energy and fun! It's time to get on your feet and go for a run!

The best thing you can do for your physical and mental health is to get outside and get some exercise. So, why not walk or run for yourself and for a good cause? This year, in honour of the MKACF's 20th anniversary, we're hosting our first-ever virtual MK5K.

Yes, you read that right! MK5K is coming your way...digitally. On Saturday, September 18, 2021, we encourage you to walk or run to raise funds to help women and children across Canada.

We want to ensure that you're staying safe and healthy, so the MK5K is a virtual event meant for you to participate in a socially distanced way, which you feel comfortable in! Of course, this year's MK5K will be different from other years, but we want you to show the same motivation and drive to raise funds for a cause that is close to our hearts!

Here's a blast from the past to help you pick up the momentum and spark a chain reaction of motivation!

This Summer, it's time for some Love and Lounge

Order Now

We're celebrating 20 years, and we want you to join us! Help us celebrate and spread a smile on the faces of those who are going through adversities by purchasing the two-in-one *Love and Lounge Picnic Tote*.

For just \$25 you are getting a chic tote and a picnic mat, all-in-one! The *Love and Lounge Picnic Tote* goes from tote-to-picnic mat at your convenience. Pack your picnic goods in the tote for travel; once you're ready to wind down, unravel the tote into a waterproof mat for you to lunch and lounge! Ready to pack up? Simply fold the mat and close the zipper to turn it back into a tote.

This is a unique summer-exclusive piece that you're going to tot(e)ally love!



GO-GIVE[®]

QUARTER THREE
GO-GIVE[®] AWARD NOMINEE

Vote for next
quarter's
nominee

INDEPENDENT SALES DIRECTOR
ELISABETH ROUSSEAU BLANCHET,
CHICOUTIMI, QUÉBEC

STARTED MARYKAY **AUGUST 15, 2016**

DEBUTED AS AN INDEPENDENT
SALES DIRECTOR **SEPTEMBER 1, 2018**

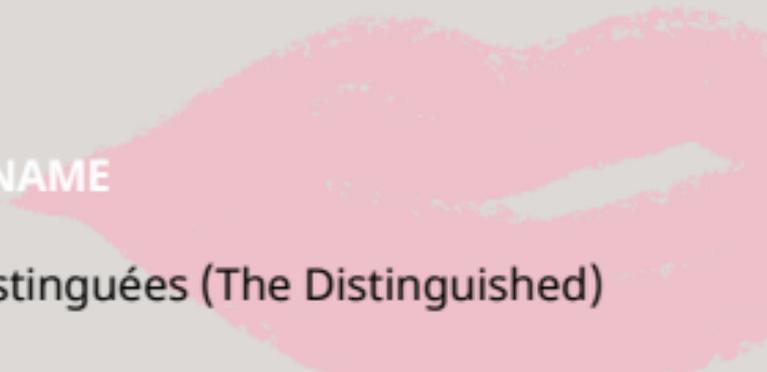
PERSONAL

I started my Mary Kay business on a part-time basis, with only the expectation of earning some extra income. I had no experience at all in sales, but I was sure of one thing – I loved Mary Kay[®] products. I still remember seeing my lovely Beauty Consultant delivering my products and every time thinking, “Wow, she really seems to like her job!” So, I accepted the information about the business opportunity. At the time, I was a full-time student in Business administration, graduating in 2018, and had a job that took a lot of my time. As soon as I signed my Agreement, I loved telling myself that I would be a Beauty Consultant for this high-quality brand of products. I already saw myself in that role and I knew that I had nothing to lose but everything to gain.

I would say what pushed me to undertake this adventure was the lack of passion in my life. I was happy but stuck in the rut of “school-work-sleep”. I thought I did not have any free time to dedicate to a new project. With time, I understood that when you are passionate, you are able to find the time and to better manage it. I was forced to recognize that it’s true; people who are busy appreciate their Mary Kay business even more as well as the freedom it affords them.

One day, when my Sales Director asked me if I would be interested learning more about the role of a Sales Director, I was surprised. I had never thought about it. You know how it is, we often limit ourselves to accomplish what we think is ‘right for us’ or ‘made for us’. I had been working for the government for a few years and a new full-time position was waiting for me after my last year of university. Before my Sales Director had mentioned it to me, I had never thought about that possibility. From that moment, I started dreaming about the Sales Director position. I wanted to continue to enrich women’s lives with our skin care, but also allow them to prosper thanks to the Mary Kay business opportunity.

One of the numerous benefits that I was excited about was being able to do my own training in order to impart my knowledge and experience to the ladies on my team. Wow! So, I reached the position of Sales Director soon after leaving my government job, despite my fears and all the judgement from those around me about this decision. Today, I am very proud to have listened to myself.



UNIT NAME

Les Distinguées (The Distinguished)

GOALS

I aspire to continue my work while remaining true to my values and the principles I hold dear, every day.

I want to continue to inspire women to give themselves the chance to dream with the Mary Kay opportunity, but mostly to guide them to achieve their precious dreams. What is the perfect moment to launch our Mary Kay business? There isn't one. When is the perfect moment to start our qualification to become a Sales Director? There isn't one either. If there is one thing I learned on this journey, it's that we get to choose THAT famous perfect moment. Life is about today and now. Tomorrow might be too late. We only have one life to live and it would be a shame to spend it dreaming without anything ever changing.

My profound wish is not to have any regrets at the end of my life, and to be able to say that I have done everything in my power to reach my goals. I do not want to miss the train of opportunities that come my way – the train leading to solid, bigger success. My ambition is to help my team members to do the same and to realize their full potential. I love to see the women around me breaking through their personal barriers, extending their comfort zone, and giving themselves the chance to want more for themselves and their families.

I adhere to the following Mary Kay Ash quote: "The speed of the leader is the speed of the gang". I want to remember this inspirational statement every day and work to that end, show the way to women who want to change their life, but also set an example for them through my actions and my discipline. As a Sales Director, our work as a leader becomes very important, but we should never neglect the fact that our personal work is a major part of this role. I believe it's important to be able to share our personal experiences, every week, with our team members.

I believe in my capabilities and my will to succeed, and I know that it helps me tremendously in my flourishing business for years to come.



ENRICHING LIVES

"She is always here to motivate and encourage us with a positive attitude." - *Johanne Rousseau, Star Team Builder*

"Elisabeth is a tenacious and cheerful Sales Director, who knows how to motivate her team members." - *Marie- Noëlle Belcourt, Independent Beauty Consultant*

"She is always there to help and advise us." - *Gabrielle Leblanc, Independent Beauty Consultant*

ON BEING NOMINATED

I am extremely honoured to talk about this nomination and really grateful to have been nominated for one of Mary Kay's most respected awards. When I got the call from Lynda Rose to tell me the news, I was overtaken by a huge feeling of happiness.

As far as I can remember, I have always been the type of person who cares about the well-being of others. If this was already the case in my personal relationships, for me, it was natural that the same thing would happen in my professional relationships, and therefore in my Mary Kay business. I never had to force myself to be this way, it's just the way I am and the way I think. The education and the values that my parents instilled in me are for sure a contributing factor. So, I want to thank them for that.

I really believe that each one of my team members and colleagues deserves my full support and dedication. For me, it's much more than my "duty" as a Sales Director; it's simply a matter of respect, of authenticity and loyalty. I am blessed to have them in my life; they strengthen my determination to become a better person every day. I have a genuine interest in these women who have the willingness to improve their lives and who trust me enough to guide them to success in their business. I am also lucky to have a Senior Sales Director (and now best friend), Jessica Tremblay, who has always inspired me greatly.

To have been nominated for this award lets me know that I am doing my job with good intentions and that makes me very happy and proud. Thank you.



EMPLOYEES LEARN LEADERSHIP LESSONS FROM MARY KAY ASH



Just tell the truth.

I'm a big believer in talking straight. Fortunately, I saw Mary Kay Ash model this.

Back when I was young, I remember riding a crowded elevator. After a few people got off on each floor, I turned around and saw Mary Kay Ash.

"How are you?" she said.

"Great!" I said.

"What do you think about my suit? How does it look?" she asked.

Stop here. What would you say?

"It's nice," I said. But that wasn't totally honest. The suit was off a bit.

"No, I think it looks awful," she said.

"The lines are off."

"Well, OK. I see that," I said.

"I want you to be honest. It's OK. That's why you are here. If I ask you a direct question, just tell the truth," she told me.

As we walked off together, she gave me a hug and a kiss.

I remember not wanting to wash my cheek for a while because even with her lesson, she made me feel very special. From then, I have always talked straight.

Jill Smith Tuttle, Director, Organization Effectiveness

Working together makes everything better

Mary Kay believed everyone should work together — even if it wasn't your job. Mary Kay always said that the chairman of the board isn't the most important person if the air conditioning is out. The maintenance man would be the most important person that day.

Nancy Thomason, Executive Project Specialist and Board Member for The Mary Kay Foundation.

If Mary Kay went through the building and saw something that needed to be done, she would do it. She wouldn't worry about whose job it was. For instance, if she saw a yellow leaf on a plant, she would take that plant to the sink and douse it!"

Jennifer Cook, Director of and Board member for The Mary Kay Foundation.

Be a team player. Remember that being a success doesn't always depend on you alone, but also on the work and achievement of your teammates. Your potential is limited if you try to accomplish everything by yourself.

Mary Kay Ash





[visit for more information](#)

Happy Anniversary!

FEBRUARY

25TH ANNIVERSARY

- Jo-Anne Anstee
- Gail Byrne
- Liwliwa Cairns
- Joan Caldwell
- Carla Carreiro
- Connie Corkum
- Carmelina Fernandez
- Lynne A Frances
- Ursula Habegger
- Kathleen Hache
- Peggy Hope
- Karen Howard
- Susan Kenny Siemens
- Francine Lariviere
- Chantal Laroche
- Patricia Leblanc
- Karen Majercsak
- Norma McDonell
- Corinne Neufeldt
- Gisèle Neveu
- Norma Poirier
- Carol Pollard
- De Robertson
- Genevieve Savoie
- Valerie Schreyer
- Nicole Shirley
- Marlene Simpson
- Mona Stone
- Jeannine Thompson
- Sandra Tonnellier
- Bonnie Van Geene
- Sharon Wynter-Bowen

30TH ANNIVERSARY

- Maria Barbaro
- Sharron Beaton
- Linda Benedetti
- Claudine Bouchard
- Barbara Burke
- Karen Chouinard
- Vivian Christensen
- Janice Cobean
- Nellie Damm
- Jan Gail
- Mary Herbert
- Beverly Jacklin
- candy lalonde
- Dorothy-Jean Mar
- Beverley Melvin
- Lois Musselman
- Nevis Pruffer
- Diane Sproull

35TH ANNIVERSARY

- Heather Harrington
- Bertha Kovach
- Mae Meller
- Rita Samms
- Karen Trafananko
- Monica Windmuller

40TH ANNIVERSARY

- Marilyn Butler
- Janet Crosby-Jackson
- Shirley Hughes
- Brenda Jansen
- Barbara McCallum
- Alyce Parkes
- Jacqueline Roberts
- Judi Todd

MARCH

25TH ANNIVERSARY

- Michele Alberts
- Wanda Anderson
- Christine Anne Andrichuk
- Candy Lalonde
- Connie Biddles
- Diane Dubois
- Ami Forbes
- Yvonne Johnstone
- Merle Khadoo-Bootan
- Ginny Konechny
- Mona Lanthier
- Mary-Anne Lennon
- Giselle Marmus
- Janice Mercier
- Kathleen Poole
- Dawn Reesor
- Wanda Seely
- Norma Van Loon
- Sandra Vigrass
- Sheryl Wilson
- Deborah Zeck

30TH ANNIVERSARY

- Barbara Ashbourne
- Donna Dodds
- Marija Dreher
- Beverly Eckert
- Susan Horton
- Gail Linaker
- Julia Moulard
- Muriel Peckford
- Patricia Peltier
- Julie Ricard

35TH ANNIVERSARY

- Ruby Chapman
- Brenda Cuppage
- Susan Fulton
- Colleen Worth

40TH ANNIVERSARY

- Deb Prychidny

APRIL

25TH ANNIVERSARY

- Joanne Beaudry
- Carolyn Blanchard
- Claire Branconnier
- Lorraine Bremner
- Mary Chambers
- Dot Deller
- Betty Faubert
- Rose Hayden
- Jana Jordan
- Joyce Melnyk
- Jodi Miller
- Jacquelyn Mitchell
- Paule Quirion
- Irene Savoie
- Kobi Shahiri
- Debbie Shenner
- Helene Skidmore
- Julie St-Amant
- Theresa Wiles
- Joy Zaporozan
- Tracey Zarudny

30TH ANNIVERSARY

- Deborah Beltrano
- Sylvia Boyetchko
- Elizabeth Cox
- Marlene Faulkner
- Denyse Leigh
- Martha Macdonald
- Jackie Moneo
- Pam Taylor
- Cindy Wellock

35TH ANNIVERSARY

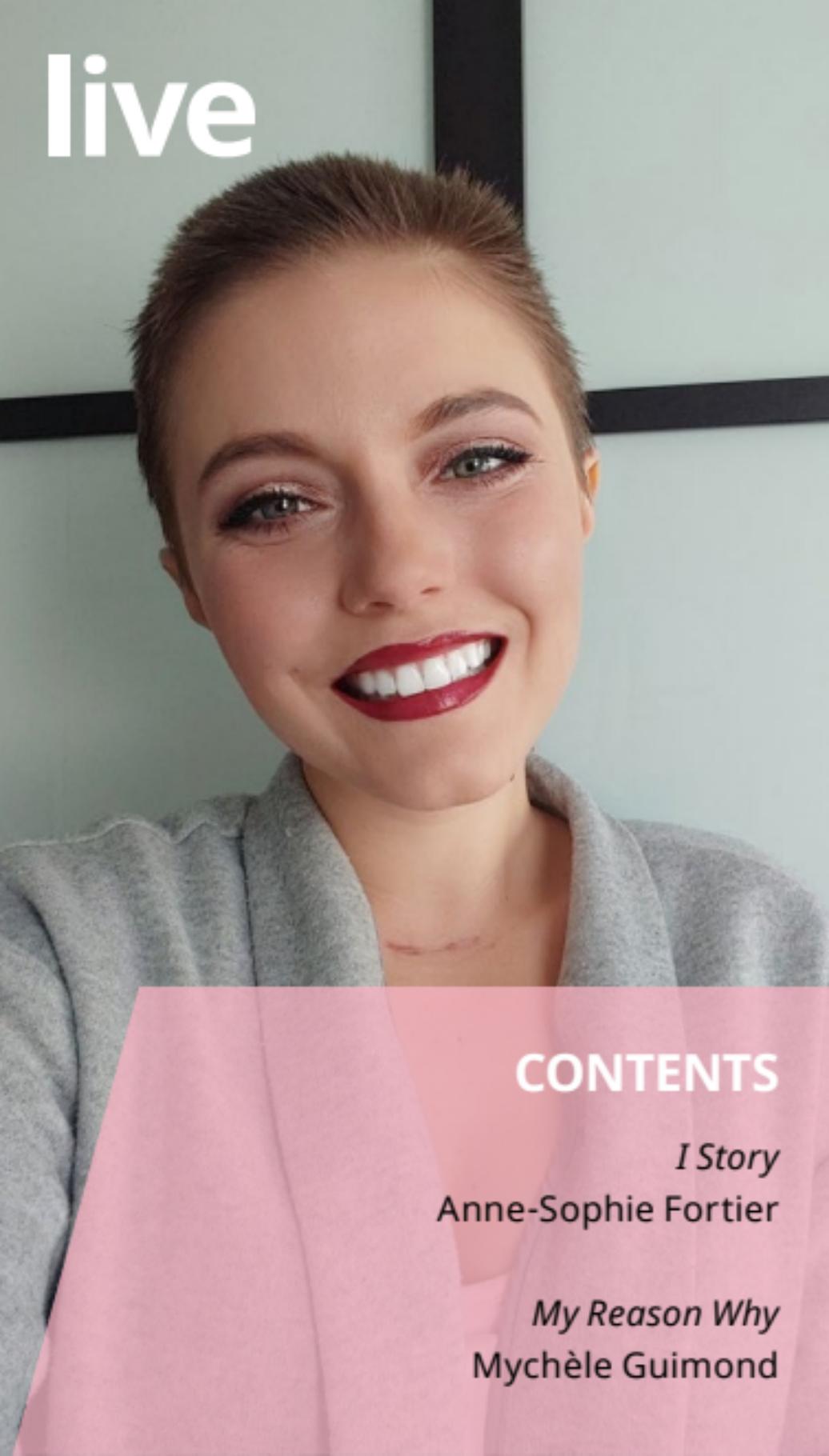
- Carol Jones
- Elvira Meitz

40TH ANNIVERSARY

- Velma Barker
- Connie Graham
- Patricia Jackson
- Betty Lister
- Lynne Sine
- Pat Smith



live



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I Story
Anne-Sophie Fortier

My Reason Why
Mychèle Guimond



Driving the Road to Success

By Melanie Cummings

When it comes to work and life, **Independent Senior Sales Director Anne-Sophie Fortier** from Saint-Lambert-de-Lauzon, QC is one driven Driver — or as her team is better known, *Les Driveuses*.

Here's the proof.

Just six months into debuting as an Independent Beauty Consultant in October 2019, Anne-Sophie packed in her newfound career as an interior designer so that she could pour all her energy into her Mary Kay business.

She'd earned a diploma in interior design from technique at Cégep Garneau and landed a stable, full-time job in the field. Six months later, she also signed with Mary Kay on "an impulse." She was well aware her parents were "not too thrilled" with the dizzying and tiring pace of working a full-time and part-time job.

But when Anne-Sophie began putting more and more time into her sideline — and subsequently eclipsing her earnings from the full-time design job — the decision to drop one of them was easy.

"Starting my Mary Kay business was the best gift to myself in my life," she said. "It was the first time that I did not question myself; it was a good sign."

In those first six months she reached the Court of Sales. "I would have never imagined being able to sell \$30,000 in cosmetics when I first launched my business."

And despite being a team of one back on March 1, 2020, this driven Driver signed her Independent Sales Director-in-Qualification (DIQ) commitment card. "Deep down I was convinced I was going to do it. So, I worked toward the goal I set for myself." Exactly three months later, on June 1, *Les Driveuses* was born, with Anne-Sophie at the wheel as the unit's Independent Sales Director.

"That day I felt so accomplished; I felt that I was at the right place and at the right time in my life." The proof is already evident. *Les Driveuses* quickly qualified as a Grand Achiever unit.

The Road to Self-Discovery

Anne-Sophie's commitment to the business has also led to much self-discovery and greater self-confidence. She has developed leadership skills she didn't know she had.

With all of this early success, Anne-Sophie's parents, Francine and Laurent, were soon on board. Her mom is her "No. 1 fan" and new assistant. "She cares about my business as if it were her own." Her dad is also very involved helping with deliveries during busy times. But the greatest impact Anne-Sophie's Mary Kay business has had on all their lives is the quality time she gets to spend with her parents. "Together, we make a strong team."

Through the challenges of COVID-19, Anne-Sophie forged ahead resiliently through the rest of 2020 and consistently rose to challenges.

Strength & Perseverance Wins

Then, in December, life threw her "an unexpected and scary challenge." Anne-Sophie was diagnosed with cancer, specifically Stage 2 Hodgkin's Lymphoma.

"Cancer is a word that renders you so small and powerless," she said. Treatment requires six months of intense chemotherapy. In preparing herself for the "roller coaster of emotions" ahead this year, Anne-Sophie has accepted her situation with humility. "Challenges make life more interesting and overcoming them gives it meaning. I have to fight and go forward. I will not let this diagnosis discourage me."

On the days when chemo treatments knock the energy out of Anne-Sophie, in steps her support team. This includes her parents and her "step family" *Les Driveuses*, who she describes as a tight-knit family of strong and persevering women such as Cloé Morand, Marie-Annick Auclair, Ann-Laury Côté and Carolyne Houde.

"They give me the strength to keep on going." She also puts into practice daily the tenets of Mary Kay: faith, family, career.

"Anything is Possible"

"My Mary Kay business and family now take on their full meaning. When I work my business I am happy," she said. "I trust life; it always brings us what we need, even if we don't realize it at the time."

Anne-Sophie's other tactic is to look ahead and set goals, as is her habit. "My future with Mary Kay is so clear in my head. I wish to continue to show women that anything is possible." She's determined to be the person who elevates all women who have the courage to start a Mary Kay business.

"Mary Kay is much more than a cosmetics business; it's a business where we have the opportunity to create strong bonds day after day," she said. "Mary Kay came into my life to prove to myself that I have the strength of character to get through this ordeal in a positive way."

Anne-Sophie's Five Top Keys to Success:

Work with passion, despite the ups and downs.

Prioritize unit training.

Plan your work schedule a week in advance.

Take action after a decision.

Write a nightly to-do list.



Mychèle Guimond

MYREASONWHY

By Melanie Cummings

Trying to sell cosmetics to someone who rarely, if ever, wore makeup, requires mettle. In fact, **Independent Senior Sales Director Mychèle Guimond** from Mont-Joli, QC told National Sales Director, Josée D'Anjou, she was insane for trying.

The pair met in 1999. "I was not at all interested and told (Josée) not to waste her time on me," said Mychèle when Josée offered her a pampering session. Nevertheless, Mychèle reluctantly relented. "I hoped it wouldn't take long," she recalls. Twenty-two years later may count as a long time but Mychèle says it has all been time really well spent. "I loved the way (Josée) made me feel important at that beauty consultation." Mychèle also loved the products and the 100 percent satisfaction guarantee. "Those features made me want to be part of this company."

Family First

The work of the Mary Kay Ash Charitable Foundation also appealed to her and personally Mychèle takes comfort in that part. In 2012 she battled breast cancer. She had a partial mastectomy then. This year she had a complete mastectomy.

The timing of that initial meeting with Josée was certainly right for Mychèle. She was pregnant then with her second child, Pier-Luc, and her first child, Jennifer was 2-1/2 years old. Mychèle desperately wanted to be home with her children. "I didn't want anyone to tell me I had to go to work when my children were sick or miss a memorable school presentation."

She knew the hectic pace of a work life all too well and wanted to put that behind her now. At age 16, Mychèle moved to Toronto, working for six years as a nanny of three children and then for nine years in the banking sector.

She headed back to her hometown of St-Charles Garnier — population 300 — to take care of her father who was terminally ill. "I was blessed with four wonderful months with my dad before having to say goodbye." The bittersweet move back home however did lead to meeting her future husband Francis, whom she married in 1993.

No Goal Too Big

Mychèle wasted no time immersing herself back in the Mary Kay world. In her first year she earned the use of a career car and a year later became a Sales Director. Over the past two decades she has earned the use of nine more cars, including two pink Cadillacs. She's been in the Court of Sales eight times, the Court of Sharing nine times, the Circle of Achievement five times and Double and Triple Achiever three times each.

Thanks to her hard work, this goal getter has earned numerous globe-trotting rewards to Bahamas, Los Angeles, Dallas, Phoenix, Nashville, Atlanta, Houston. And she's toured NASA, Universal Studios and Mardi Gras, to name a few highlights.

"Mary Kay never ceases to amaze me." From the staff who are "so very helpful, caring and loving" to the her "extraordinary" team and her "wonderful" family, Mychèle has never looked back. "At Mary Kay, P&L doesn't stand for Profits & Losses, it stands for People & Love."

Success is in Sharing

For her part, Mychèle passes on the love, sharing the rewards of her hard work with family, team and community. She plans to put the cash prizes earned at Seminar toward a family vacation, as soon as it's safe to do so. At the start of the pandemic, she donated products to frontline workers in hospitals.

Her plan is to become a National Sales Director by September 2022. "I know my team (Dame de Coeur/Queen of Hearts) and I will have to jump out of our comfort zone to do that." Discipline, organization and following a solid plan of action will get them there, she says with conviction and determination.

“

Belief in success is the one basic and absolutely essential ingredient in successful people.

Believe you can and you will.”

There's a reason this magazine is called *Applause*.

It's to celebrate YOU!

[Check out the achievers here!](#)



Start Again

MARY KAY