

MARY KAY

applause

WINTER 2021

NEW SHINE-DEFYING,
MULTI-TASKING *SILKY*
SETTING POWDER

ENRICHING LIVES TODAY FOR A
SUSTAINABLE TOMORROW

ELEVATE YOUR BUSINESS WITH
MYCUSTOMERS®+



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applause[®]
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**WINTER
2021**

EDITOR'S *Letter*



The holiday season is my favourite time of year. Whether you're celebrating Hannukah, Kwanzaa, Christmas, New Year's Day – or every day in between – one thing is for certain, it's a time to reflect and be grateful. I know I'm grateful for mastering the art of getting half-dressed for video conference calls! But, boy, I can hardly wait to see my Mary Kay colleagues in person, on the regular. That's definitely another thing I'll be adding to my gratitude list.

The holidays are also a time when we pump the brakes, slow down, and spend time with family and friends (when not in quarantine), taking in the joy around us. Sharing stories around the dinner table, decorations, music – it truly is the most wonderful time of the year – ESPECIALLY at Mary Kay!

We're hot off the heels of a holiday product launch and entering into a winter season of new products that every beauty lover on your list will adore! Hello, Silky Setting Powder! And a new scent of Satin Hands®? You heard me! Things have been rocking here at Mary Kay since the fall launch of Daily Benefits™!

Now it's time to snuggle up on your favourite spot on the sofa, grab a hot chocolate, and be whisked off to our pretty pink world of beauty, inspiration, education and storytelling.

Wishing you the merriest holiday season full of love and laughter...

Marijana

Editor-In-Chief

6 *most* IMPORTANT THINGS

HOST A HOLIDAY OPEN HOUSE

Head over to the [Sales Education Facebook group](#) to find tips on hosting a holiday Open House. It's not too late to fulfil your customers' gift-giving needs!

SHARE MARY KAY IN 3D

Explore the world of Mary Kay's [Suite 13](#) – where infinite beauty possibilities and boutique style shopping come together for an immersive experience. It's the first of its kind in the direct-selling industry and there are so many ways you can incorporate this into your business. [Find out how!](#)

PREP FOR PINK WEEKEND

Mark November 26 for Pink Friday and November 29 for Cyber Monday – both are great reasons to reach out to your customers.

HOLIDAY SHOPPING – AND ALL YEAR-ROUND!

Promote online shopping on your Mary Kay® Personal Website with the all-new Shop with Me card, available on the [Staples Print & Copy website](#). Simply add your Personal Website address and drop them into your orders!

NEW YEAR. NEW RESOLUTIONS

Have you ordered your [Mary Kay-branded 2022 Datebook](#)? It's a favourite amongst the sales force to keep your calendar and appointments organized. And who doesn't love some Mary Kay inspo sprinkled into the mix?

GET INTERACTIVE WITH YOUR CUSTOMERS

Catalogs come to life with easy product ordering, stunning video content, shareable wish lists, instant AR (that's augmented reality in tech talk) makeovers and more! So much more than an electronic catalog, the all-new Mary Kay® Interactive Catalog is truly interactive. Swipe to the [GROW](#) section to learn more.

calendar

nov '21

05

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

07

Daylight Saving Time ends. Turn your clocks back one hour!

09

Early Ordering begins for the Winter 2021/2022 promotion.

11

Remembrance Day.

13

Preferred Customer ProgramSM – Customer and Independent Beauty Consultant versions of *The Look*[®] mailed by November 13.

16

Winter 2021/2022 promotion begins. Check out www.marykay.ca and your Personal Web Site to see what's new!

30

Last day of the month!

Last day of the month! Orders must be received by midnight Eastern Standard Time to count toward November production.

dec '21

05

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

15

Preferred Customer Program
Enrolment begins for the Spring 2022 Preferred Customer ProgramSM.

25

Christmas Day

26

Boxing Day

27/28

Christmas and Boxing Day observed

MK Offices closed.

31

Last day of the month!

Orders must be received by midnight Eastern Standard Time to count toward December production.

Last opportunity to become a Star Consultant for Quarter2 and be eligible for gorgeous prize selections when you place a minimum \$1,800 wholesale Section 1 order between October 1 and December 31, 2021.

jan '22

01

Happy New Year!

03

MK Offices closed for New Year's Day.

05

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

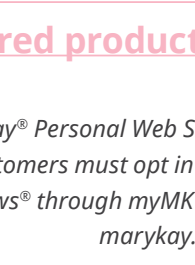
15

Preferred Customer ProgramSM—
Enrolment deadline for the Spring 2022 issue of *The Look*[®].

31

Last day of the month!

Orders must be received by midnight Eastern Standard Time to count toward January 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

CONTENTS

Shine-Defying, Multi-Tasking Powder
Introducing Mary Kay® Silky Setting Powder

Colour Chemistry
pH Lip Balms for You

Soothe & Hydrate
This Season's Beauty Moment is here



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

GET THE COVER LOOK



Angelique is wearing
NEW Mary Kay®
Silky Setting Powder
in Light Bronze, Lash
Love® Lengthening Mascara
and Unlimited™ Lip Gloss in
Copper Aura.



REVEAL THE POWER OF POWDER

Introducing Mary Kay® Silky Setting Powder, \$24

Create a smooth finish with a multitasking powder that delivers a soft-focus effect and minimizes shine. This weightless formula provides natural-looking coverage that looks as beautiful IRL as it does online.

What's to love about the new Mary Kay® Silky Setting Powder?



1.

Win the beauty game with an instant confidence boost

Feel confident with a complexion-enhancing tint that helps even skin tone and create a photo-ready, soft-focus effect, while a gently mattifying texture minimizes shine.

2.

A smooth-as-silk feel

This powder's whisper-light texture makes skin feel like it's been wrapped in silk. Free of mineral oil, wax, parabens, silicones and fragrance, it delivers the benefits your customers crave without the things they don't.

3.

One product, two ways

Wear this powder over face makeup to set and extend foundation wear or wear it alone (atop skin care) for a less-is-more vibe.

4.

A range of shades

Designed to complement TimeWise 3D® Foundation shades, Mary Kay® Silky Setting Powder makes helping your customers find their perfect match a breeze.

5.

The mineral powder foundation question

Since we are phasing out of Mary Kay® Mineral Powder Foundation, your customers might ask if our Silky Setting Powder is a replacement for it. The short answer is no. And here's an easy way to explain it. Mary Kay® Mineral Powder Foundation was a medium-coverage foundation. Our Setting Powder is designed to set and prolong your makeup look while blurring imperfections and minimizing shine.

Note: Applied to bare skin, it may work as a foundation substitute for your customers seeking a sheer-coverage solution.



Tip!

Customers who wear our Translucent Loose Powder might ask why they should add Mary Kay® Silky Setting Powder to their beauty arsenal – and you can explain that the key difference comes down to the tint. Our Translucent Loose Powder is universal, eliminating the need for shade-matching. Our Setting Powder comes in shades to enhance your customer's skin tone and provide subtle colour correction.

Price is suggested retail.



***Order
Now***

COLOUR *CHEMISTRY*

**IT'S BACK! Limited-Edition[†]
Mary Kay® Intuitive pH Lip Balm,
\$21**

Talk about colour chemistry! Glide on an ultra-moisturizing, creamy formula that delivers colour based on your unique chemistry.

Available in Pink and Berry, the limited-edition[†] Intuitive pH Lip Balm provides a subtle flush of one-of-a-kind colour – making these shades truly yours!

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



3 STEPS TO A *BLOSSOM* *BLISS*

Revitalize and moisturize your hands with the limited-edition[†] Satin Hands® Pampering Set in Citrus Rose, \$51



Satin Hands® Satin Smoothie® Refining Shea Scrub and Satin Hands® Nourishing Shea Cream pamper hands with shea butter, while a tangy and floral scent takes you away to paradise. Plus, the Fragrance-Free Satin Hands® Protecting Softener infuses your skin with extra moisturizing protection. What's not to love?

You'll fall into an instant blossom bliss!

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



**Order
Now**

SOFT, SUPPLE, SKIN

**IT'S BACK – Now Regular Line!
TimeWise Moisture Renewing®
Softener, \$24**

Minimize the appearance of pores and condition your skin for a healthy glow with TimeWise Moisture Renewing® Softener. 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 Minimize 3D® regimen.

GIFT WITH PURCHASE

Get a FREE* Rose Quartz Roller with the purchase of either the TimeWise Replenishing Serum C + E™ or the TimeWise Repair® Volu-Firm® Advanced Lifting Serum.

Every day will feel like an ultimate spa day when you use this roller to massage in your favourite Mary Kay® serum or facial oil.



What are the benefits?

- Aids in product absorption to help make the most out of your facial serum or oil.
- Provides a soothing facial massage that helps with lymphatic drainage.
- Relieves facial tension to help you feel more relaxed and energized.

*While supplies last
Price is suggested retail.



**Order
Now**

BEAUTY MOMENTS

SOOTHE & HYDRATE



Soothe and hydrate from head to toe with this season's *Soothe & Hydrate* Beauty Moment. Are you ready for the ultimate indulgence?

The *Soothe & Hydrate* Beauty Moment includes:

- TimeWise Moisture Renewing® Gel Mask
- Indulge Soothing Eye Gel®
- White Tea & Citrus Satin Body® Whipped Shea Crème
- Mint Bliss™ Energizing Lotion for Feet & Legs
- Mint Bliss Socks
- *Soothe & Hydrate* Skincare Guide
- The Luxe Skincare Box

\$70 suggested retail, value of \$90
(Save \$20!)

Amplify your moment



- Fragrance-Free Satin Hands® Pampering Set
- White Tea & Citrus Satin Body® Revitalizing Shea Scrub
- TimeWise Moisture Renewing® Softener

Resources at your fingertips!

All the resources you need to boost your *Soothe & Hydrate* Beauty Moment are available in the Beauty Moments Hub on InTouch™.

- *Soothe & Hydrate* Skincare Guide
- Flyer
- Editable Invites
- Tutorial Video

Price is suggested retail.

GIVE THE VIP TREATMENT

Treat your customers to the VIP treatment, and you'll be treated like a star too! Enrol your customers in the Preferred Customers ProgramSM (PCP) to earn the perks of deluxe samples, free product and early ordering access.

[Learn more](#)

Spring Dates

Remember! You must purchase your gift-with-purchase premiums from Section 2 between February 9, 2022 and May 15, 2022.

December 15, 2021: Spring 2022 enrolment opens. Enrol customer names only; gift-with-purchase premiums purchased later.

January 15, 2022: Last day to enrol your customers to receive *The Look*[®]. Orders must be submitted by midnight Eastern Standard Time.

February 9, 2022: 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.

February 14, 2022: Customer and Independent Beauty Consultant versions of *The Look*[®] mails.

May 8, 2022: Last day to purchase gift-with-purchase premiums from Section 2.

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

*Gifts
Galore!*

**Order
Now**

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



**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**

2021 DSA ACADEMIC SCHOLARSHIP RECIPIENTS

This year, the Direct Sellers Association of Canada (DSA) rewarded seven academic scholarships in the amount of \$2,000 each to eligible post-secondary students with ties to the direct selling industry, to help them advance their post-secondary education.

We're so excited to have two of seven recipients of this academic scholarship are part of the Mary Kay family! Raveen Appuhamy, son of Mary Kay Canada employee, Manjula Gunawardana, is studying Mechanical Engineering & Management at McMaster University and Aaron Born, son of Independent Beauty Consultant, Jennie Kwan, is studying Electrical Engineering at the University of Calgary.

As one of the top two scholarship recipients, Raveen will also have a \$1,000 grant awarded to his school, as the DSA strives to promote the integrity, trust and transparency of direct selling, a business model that is underrepresented in education.

Raveen shares how his mom being a part of Mary Kay helped improve their lives:



“Being immigrants from Sri Lanka, there was a lot of uncertainty. Mary Kay gave my mom consistent work and a steady income to support our family. My parents left all their family and friends behind, and Mary Kay helped my mom establish new friends in the country. I remember attending the Christmas parties when I was younger and having fond memories of it. I appreciate that Mary Kay welcomed us like a family. From the company and seeing my mom work there, I learned about hard work and having a proper work ethic. These are important skills that can be applied in every facet of my life.”

Aaron shares similar sentiments from watching his mom work her Mary Kay business:



“My mother's involvement in direct selling has been a blessing for our family. Being a direct seller allowed my mother to work from home while also providing an all-important parental presence in my early life. This presence has also continued past my childhood. Throughout my primary and secondary school years, my mother's flexible work hours have allowed her to volunteer at my schools. In elementary, she volunteered for almost every class activity or field trip, and she became well known among all my friends and teachers. In junior high and high school, she became heavily involved with parent councils and was integral to my schools as treasurer or volunteer coordinator. Furthermore, being a multi-sport athlete since kindergarten, it is always encouraging to see her in the stands at every single game. In summary, my mother's heavy presence in my life has been my main source of motivation to succeed in my education, career, and extra-curricular activities. I can only thank DSA for providing my mother the flexibility to be so important in my life.”

*Congratulations, Raveen and Aaron!
We're so proud of you!*



REMINDER: CDS RATES APPLY TO CUSTOMER ORDERS ONLY

As we communicated in July 2021, Independent Beauty Consultant orders are NOT eligible for Customer Direct Ship (CDS) shipping rates. The reduced rate for CDS orders is intended to offer you convenience and cost efficiency when shipping directly to your customers.

Although the Company allowed for a grace period between July and September so that everyone could adjust to the shipping rate changes, as of October 1, 2021 onward, any sales force member who selects CDS as a shipping method for inventory and Consultant orders will be charged the difference between the regular shipping rate and the CDS rate. This additional shipping fee will be added to your account.

We thank you for your cooperation as we strive to maintain the best shipping rates for you and your customers.



grow

CONTENTS

Calling All Stars
Reap the Rewards

The Ultimate Business Management
Elevate your Business with myCustomers®+



STAR CONSULTANT PROGRAM: WORK FOR THE PERKS!

We want to see YOU become a Star Consultant!

Here's a reminder of how the program works:

- A Beauty Consultant at any step of the career path may become a Star Consultant when a minimum of \$1,800 in wholesale Section 1 and/or Section 5 orders is received within the contest quarter.
- Higher categories can be achieved with additional wholesale Section 1 and/or Section 5 orders received during the quarter and for adding qualified new personal team members.
- An additional 600 MK Total Rewards points can be earned for each new qualified personal team member whose Independent Beauty Consultant Agreement and a minimum of \$600 in wholesale Section 1 and/or Section 5 orders are received and fully processed within the contest quarter, or 3 months from receipt and acceptance of Agreement to Company.
- And now...the fun stuff! You're not only vying for the coveted title of "Star Consultant", but you're also in for some fun perks the moment you achieve your Star Consultant status.

So, what are the perks once you put in the work? Well, you're about to find out...

1 MK Total Rewards points (they NEVER expire!)

2 Early access to product ordering!



3 Access to the *All Star* Consistency prizes – this year you could earn MK Total Rewards points AND a Ted Baker Crossbody bag upon meeting contest requirements.

4 Redeem your MK Total Rewards points for items and/or experiences – keep reading to know what exciting adventures await you this quarter.

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TURN YOUR MK TOTAL REWARDS POINTS INTO UNFORGETTABLE EXPERIENCES!

Did you know that you can redeem your MK Total Rewards points for more than just luxury goods, household products, and fitness equipment? It's time to up your redemption game!

We want you to be able to maximize your points and that's why it's time to explore a whole different avenue – a world of adventures and exciting experiences!

*Do you have
points?*



*Does your family want a
small getaway?*



*Are you ready to have
some fun?*



If you said "YES, PLEASE!" to any of the questions above, then we've got you covered! Below is a list of activities for which you can redeem your MK Total Rewards points*!



iLOVEKickboxing

(starting from 865 Points)

– Saskatoon, Saskatchewan

Working out never goes out of style, so let's keep it coming! Participate in a kickboxing session at ILoveKickboxing in Saskatoon, with your very own certified instructor, and inch closer to your fitness goals!



Abstract Acrylic Paint Pouring Adventure

(starting from 1,588 Points)

– Toronto, Ontario

It's time to get your creative juices flowing with a little bit of colour and lots of fun! This experience will have you embarking on an artistic adventure in the heart of Toronto as you create your very own abstract painting to take home. It's a paint night perfect for date night!



Ziplining over Laurentian Mountains at Mont-Catherine

(starting from 3,004 Points) – Sainte-

Agathe-des-Monts, Quebec

For the love of nature! A one-of-a-kind ziplining experience over the Laurentian Mountains is bound to be breathtaking, and it can be yours with your MK Total Rewards!



The Spectacular Inner Harbor Tour

(starting from 4,682 Points)

– Victoria, British Columbia

A horse-drawn carriage is awaiting your arrival and it'll take you around Victoria, BC the Victorian way! A professional and uniformed driver will navigate Victoria's streets so you can experience the amazing views and take in the history.



The Climbing Experience of Via Ferrata

(starting from 7,939 Points)

– Banff, Alberta

This one is for the thrill-seekers! Climb The Fox Via Ferrata for spectacular views and a unique climbing experience!

And the list goes on! You can view the entire list of escapades by visiting [MK Total Rewards](#) and searching all that's available in your province.

Remember that you may redeem your points for any experience as long as all COVID-19 protocols are met and while the facilities are open for service.

*The points you need to book each experience will vary based on the number of people you wish to take with you, hence the point values are starting redemption rates.



MAKE WAY
FOR THE
NEW
INDEPENDENT
BEAUTY
CONSULTANT
HUB ON
INTOUCH™

Here's something to get excited about! Visit the New Independent Beauty Consultant Hub on InTouch™ today, where you'll find the digital version of our New Independent Beauty Consultant Guide, broken down into bite-size pieces so you can conquer the first month of your business with confidence!

The Hub will walk them through on what to do on their first day, week, and month of business; has checklists to help stay organized, as well as fun activity sheets to fill out for bookings; it even teaches money management, team-building, and all things digital - they'll get in-depth information on the Skin Analyzer app, Mirror Me™ app and tips to see social media success!

**Click here to check out
the hub now!**



INTERACTIVE CATALOG: EXPERIENCE THE *LOOK*® LIKE NEVER BEFORE!

Yes, you read that right! The *Look*® is coming to you in a whole new way! And we're also working on adding in the other eCatalogs too!

So, what is an Interactive Catalog?

The eCatalogs you know and love, are now even better. Interactive Catalogs bring the pages to life with simplified product ordering, on-page how-to videos, shareable wish lists, seamless access to Mary Kay MirrorMe™ try-ons and more! So much more than an electronic catalog, the all-new Mary Kay® Interactive Catalog is truly interactive.

These new catalogs are accessible from marykay.ca or your Mary Kay® Personal Website. Your customers can explore on their own, or you can give them the VIPink guided shopping experience.

Best of all, the new Interactive Catalog app allows your customers to shop *The Look*® with a quick tap!

They can now click or tap on this icon,



to instantly add product to their bag or create a wish list that they can send to you!

For added ease and convenience, if you already have the app, it will automatically update to the new Interactive Catalog! No need to download a new app.

Don't have the app?

Download it now



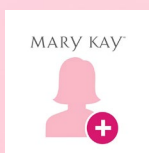
WHY YOU'LL LOVE IT:

- 1 An opportunity for business outreach in times of social distancing.
- 2 A modern, innovative selling resource to use with your customers.
- 3 A buzz-worthy, social-worthy tool to attract new customer engagement.
- 4 A "hook to book" and reason to call.
- 5 Adds even more credibility to your expertise, with expert tips and videos.
- 6 A convenient, easy-to-share value for your customers.

WHY YOUR CUSTOMERS WILL LOVE IT:

- 1 A shareable, save-able beauty resource that goes above and beyond shopping.
- 2 A fun, easy-to-use break from traditional catalog shopping.
- 3 An engaging, helpful exploration of products and advice.
- 4 Explore this elevated experience today on marykay.ca, your Mary Kay® Personal Website or from the Interactive Catalog app.
- 5 Visit InTouch® for sharable social posts to get the (digital) party started.

MANAGE
SALES
WITH EASE
WITH
myCustomers[®]+



Transform your sales management and elevate your customer experience with the myCustomers[®]+ app! Making and tracking sales has never been easier!

What's to love?

- Place and process orders
- Track your inventory
- Keep track of important dates
- ...and so much more



Think of myCustomers[®]+ as your portable sales assistant!

Download the *FREE* myCustomers[®]+ app today and experience it for yourself!



Join Now! Check out the for detailed video training on the Sales Education Facebook group!



Link & Learn™ Daily Benefits Courses!



Become Daily Benefits™ experts with customized courses on Link & Learn™!

This quarter, get the know-how on Mary Kay Daily Benefits™ by completing courses that will catapult your knowledge into a whole new realm! Excited to know more about these courses? Keep on reading to see what they're all about!

Course Names:



[Introduction to Mary Kay Daily Benefits™ Collagen](#)



[Introduction to Mary Kay Daily Benefits™ Antioxidant](#)

Focus: Learn how to talk about the benefits of Mary Kay Daily Benefits™ Collagen and Mary Kay Daily Benefits™ Antioxidant.

What You'll Learn:

- ♥ Why your customers should use Mary Kay Daily Benefits™ Collagen and Antioxidant – let's talk about skin health!
- ♥ The ingredients included in each product – answer all your customers' questions about what they're applying to their face, and adding to their nutrition, and the benefits!
- ♥ How to use Mary Kay Daily Benefits™ Collagen and Antioxidant – each course will review a quick and easy routine that your customers can implement into their day with no hassles!

What You'll Earn:

- ♥ A certificate of completion upon finishing both courses!
- ♥ A Daily Benefits badge on the website! Remember: you can also post the badge on your social media to let everyone know you're a Daily Benefits™ expert.

Link & Learn™ is your one-stop-shop to knowledge and expertise on all things Mary Kay! Keep checking in on the platform for new courses and ways in which you can enhance your skills.

[Click here to access](#)

[Link & Learn today.](#)



Get a Head Start with *Great Start*

Attention all New Independent Beauty Consultants! NOW is your time to be part of the *Great Start* Program so you can initiate your business with a flying start!

What is the *Great Start* Program?

This program is created to help New Independent Beauty Consultants through a succession of goals, and if they accomplish their selling or team-building goals, then they receive bonus product bundles!

Have we made changes to the *Great Start* Program?

Yes! We've simplified the *Great Start* Program as of September 1 to make it easier to understand. Here is what the new program entails:

- ♥ New Consultants will be rewarded with bundles worth up to \$159 in retail value – same activity, higher value bundles! Tiers to qualify don't change.
- ♥ We bid goodbye to the previous *Ready, Set, Sell* qualifications which rewarded New Independent Beauty Consultants for placing their first orders in large inventories.
- ♥ *Great Start* is based on cumulative orders ONLY!
- ♥ You can take still advantage of the Team Building Bonus and bundles!

How's that for a simplified yet effective program?

[Learn more on InTouch™](#)

[by clicking here!](#)



reflect

CONTENTS

20 Years of the MKACF
Thank You for Everything

Go-Give®
The nominations are in

Happy Anniversary
Let's Celebrate YOU



**Order
Now**

THIS HOLIDAY SEASON, GIVE THE GIFT OF *Charity*

The holidays are just around the corner, and you're probably working your way through your list of gifts to give, and like (almost) everything else, we're here to give you some inspiration for gift ideas.

This holiday season, we ask for you to continue to support those in need, while presenting your loved ones with beautiful and thoughtful gifts from our list of Foundation items.

Here are three very special gift ideas that you can give to someone close to your heart:

NEW!

Heels of Love Shoe Ornament - \$12.00:

help someone's tree glisten this Holiday season with this sparkling ornament fit for any holiday theme!

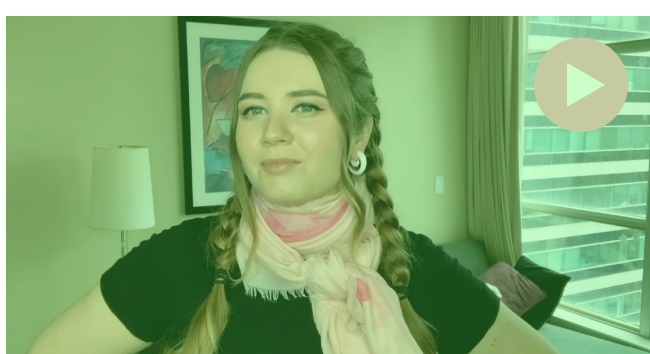


\$12

The Wings of Hope Bracelet Set -

\$18.99: a gorgeous limited-edition gift that would make the perfect stocking-stuffer for a loved one who loves jewellery.

Hope Soars Scarf - \$13.00: the perfect accessory to any outfit, this scarf is a way to add a pop of colour while inspiring women to fly high and achieve their dreams! Of course, there are so many ways to style this scarf too! So, click on the video below to see how to tie this scarf in various ways - styling it never gets old.



PARTICIPATE IN *THE POWER* *OF ONE* Challenge

FROM OCTOBER 6, 2021,
TO MAY 12, 2022

You can now participate in this year's *Power of One* Challenge up until May 12, 2022!

Partner with your customers to achieve the following heartfelt recognition:

Receive a Bling button, Seminar recognition and your name in

Applause® when you raise:

- at least \$300 as an individual, or
- at least \$2,000 as a Unit or Group
- at least \$4,000 as a National Area

Receive all of the above, have your picture and quote in *Applause*®, AND get a Zoom call with General Manager Lynda Rose and Dee Diaz President & CEO of Look Feel Better®, when you are the:

- Top fundraising Unit,
- Top fundraising Group, and
- Top three fundraising individuals

There are so many ways to fundraise and collect money for children and women who need our help, and you don't have to do it in-person! With the advantages of technology, you can raise your funds 100% virtually! Want to know how?

Here are 4 ways you can conduct a virtual fundraiser for the *Power of One*.

1

Host a Virtual Watch Party

Invite your family and friends to watch a movie together – virtually! Everyone would watch from their own homes but log in to a chat (ie. Zoom call!) where anyone can comment or pose questions about the film! When inviting your guests to your virtual watch party, add a “Donate” button to your invitation, that way if anyone would like to donate to your *Power of One* campaign, they can easily do so! Don't forget to provide context of the fundraiser!

2

Conduct a Birthday Fundraiser

Is it your birthday between now and the end of the *Power of One* campaign? Firstly, happy (early) birthday! Secondly, start a birthday fundraiser! On your special day, ask your family and friends to donate to your campaign instead of delivering you gifts – you'll be one step closer to meeting your target and your loved ones will donate to a good cause. It's a win-win!

3

Run a Virtual Meditation Session

Everyone can use some relaxation, and what better way than to conduct your own meditation session? Offer to conduct a guided meditation for your family and friends in exchange for donations to your campaign.

4

Create a Social Media Challenge

Leverage social media – it's your best friend! Post a fundraising appeal on your social media followed by a fun challenge – anything you think is cool, impressive, or even funny – and have your followers do the challenge and take a picture/video of them doing it! Once someone donates to your campaign, have them share the challenge on their social media channels to spread the word!

We want you to have fun while fundraising, so try something from the list above and see how it goes!

For more information on the *Power of One* Challenge, [click here](#).

A close-up portrait of Sherrilynn Poulton, a woman with blonde hair and blue eyes, smiling slightly. She is wearing a dark top. In the background, there are some shelves with various items, including a pink box and a framed picture.

GO-GIVE®
QUARTER ONE
GO-GIVE® AWARD NOMINEE

Vote for next
quarter's
nominee

INDEPENDENT SALES DIRECTOR

SHERRILYNN POULTON, VICTORIA, BC

STARTED MARY KAY AUGUST 6, 1991

**DEBUTED AS AN INDEPENDENT SALES
DIRECTOR JANUARY 1, 1997**

Personal Story:

I started my Mary Kay business when my first baby was 1 because I wanted to be at home to raise my children. I loved the product, the pink bubble, and the personal growth training. I did not realize it at the time, but I had very low confidence and self esteem; I always say now that I went from no confidence to Cadillac because of the Mary Kay training and the sisterhood of leaders that took me under their eagle wings and taught me how to soar with my own wings. I started my Mary Kay journey to learn and grow and I stay so I can pass on what I know and love!

Unit Name:

Army of PINK SuperStars

Goals:

My goal is to go to Scotland this year! To be one of the many Top Trip Directors and empower others to dream BIG and stretch for their dreams.

Enriching Lives:

« Sherrilyn Poulton has been a leader to all of us in trying to get Facebook Parties off the ground. Sherrilyn has responded kindly and in a Go-Give manner to my unit member who was just reaching out on that page with a question, and provided on-the-spot guidance without thought of compensation, or telling her simply to go see her Sales Director. She took the time, and I am so grateful! She is always helpful and kind! »

Patti Jeske, Independent Sales Director

«She is the epitome of Go-Give, sharing her ideas with everyone, encouraging others, creating online parties for everyone and letting them use them. She is kind, generous and has a loving heart! »

Cassandra Rivett, Independent Sales Director

On being nominated:

I want to thank everyone for this incredible honour to be nominated for the first quarter Miss Go-Give! I am SO excited! My heart is full and my PINK cup overflows! I have learned so much over the past two years from so many different leaders and it is my joy to pass on what I learned to anyone in Mary Kay.

Two of my favourite quotes that really moved me are :‘Someone is waiting for you to do what God called you to do,’ and, ‘Whose dreams are attached to yours! Don’t settle for contentment.’ These quotes changed my thinking and my actions.

I would also like to thank National Sales Director Bernice Boe-Malin, who has been an amazing mentor to me for many years, expanding my dreams and belief!

13

While in many countries Friday the 13th is considered an unlucky day, Mary Kay Ash never bought into those superstitions. In fact, on Friday, September 13, 1963, Mary Kay Ash went against cultural superstitions and spent her life savings to start her Mary Kay business.

For us at Mary Kay, instead of being unlucky, 13 has always been our Company's lucky number. Inside the Mary Kay world, you'll find grand openings, anniversaries, and celebrations. For instance, over the years, several subsidiaries were opened on the 13th of the month, including Canada, Russia, Mexico, Czech Republic and Colombia.

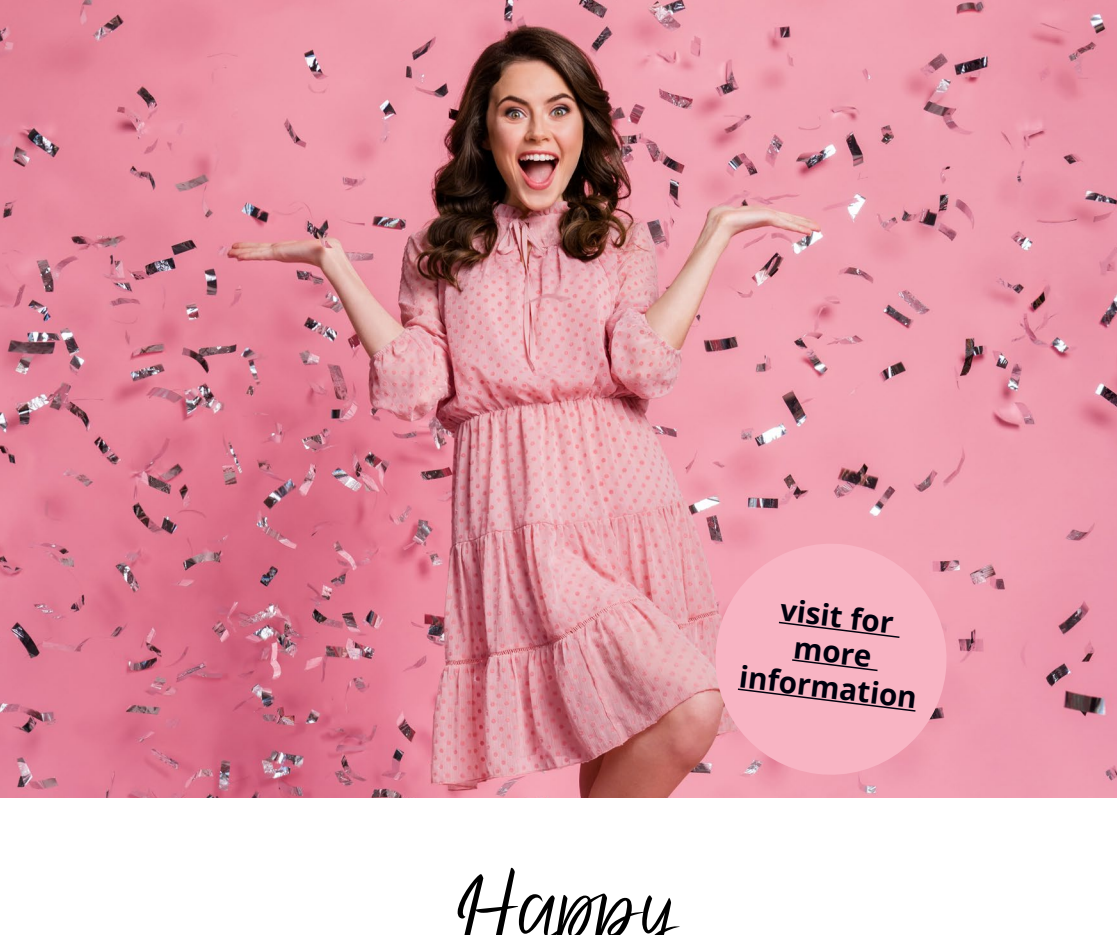
Turns out, the number 13 is all a matter of perspective, right?

Mary Kay had a way of seeing the good instead of the bad. When others saw opposition, she saw opportunities. When others felt discouraged, she found determination. When others made excuses, she excelled.

Some other 13-centric facts? Mary Kay went on to be the 13th inductee into the Direct Selling Association's Hall of Fame. She also received the 13th Entrepreneur of the Year Award from SMU.

Did you know that The Mary Kay Building in Dallas also affirms our love for the number 13? When Mary Kay bought the building, the number 13 didn't show up on elevators. Instead, it showed "penthouse." Of course, Mary Kay changed that. Her office was always on the 13th floor, where you can see it today. The Mary Kay Building even has 13 elevators.

And there you have it – your fun Mary Kay facts of the day!



Happy Anniversary!

AUGUST

25TH ANNIVERSARY

Luisa Ahlstrom
Charlene Baptist
Rose Battiston
Edda Bozzato
Rebecca Camboia
Joan Collins
Maureen Connolly
Cassie Gau
Vicki Gingrich
Monica Hoffman
Carol Ladner
Betty Lange
Carol Mason
Shari Mathison
Bonnie L Murray
Debbie Sherman
Patricia Spencer
MaryJane "MJ" Tomashewski
Jeanette Weiss
Lise Williamson
Brenda Youle
Debra Young
Marie-Josée Barriault

30TH ANNIVERSARY

Christine Allen
Edna Dahlgren
Brenda Erhardt
Colleen Hendrickson
Teresa Ho
Diane Jonsson
Joan Langlois
Pam Michener
Cathy Moss
Sherrilynn Poulton
Cathy Rowe
Pamela Whitehorne

35TH ANNIVERSARY

Bonnie Davies
Sheri Gilmour
Bev Krueger

SEPTEMBER

25TH ANNIVERSARY

Karin Berney
Linda Berube
Terri Anne Bickell
Suzanne Chamberlain
Mary Cylwik
Karen Davis
Janet Dimartino
Murielle Golding
Sharon Guitard
Joan Lambden
Kathryn Milner
Sharon Mullett
Rachel Paquin
Melanie Polishuk
Lavonne Rieder
Peggy Smith
Gordene Stewart
Carole Sutherland
Tamara Swatske
Diana Tetu
Sandy Theriault
Vanda Urban
Donna Weldon
Chantal Bedard

30TH ANNIVERSARY

Judy Bycok
Cheryl de Montigny
Pamela Dwerryhouse
Mavis Molvik
Lois Parker
Rosemary Purdy
Edna Savoie
Fernanda Silva
Ginette Garneau

35TH ANNIVERSARY

Irene Jensen
Lana North
Patricia Pridham
Patty Wadson
Jeanne-d'Arc Fournier

40TH ANNIVERSARY

Gaylene Sabine
Kathy Siddall
Sheila Whalen

OCTOBER

25TH ANNIVERSARY

Meredith Brown
Maureen Covey
Darcy Davies
Janice Doll
Brenda Doran
Hillie Feitsma
Gina Foote
Laurel Graham
Caroline McKay
Penny Mcrobb
Christine Milne
Geraldine Newell
Julie Parisien
Gail Pollard
Sandra Ravanello
Shirley Robertson
Shantelle Roebuck
Sandra Rothwell
Ruth Smith

30TH ANNIVERSARY

Peggy Flynn-Sahouli
Joyce Goff
Glenda Hedley
Noreen Hurren
Shirley Jones
Glenda Leroux
Gaby Morin
Merri-Lynn Raddatz
Sheila Stormo
Michele Thomson

35TH ANNIVERSARY

Jacquie Everett
Geraldine Patey
Jan Prescesky
Sylvie Rieux
Olga Wasyliuk

40TH ANNIVERSARY

Jane M. Arsenault
Anne Balvers
Marnee Bonchuk
Sylvie Leclerc
Annabelle Storfer





live

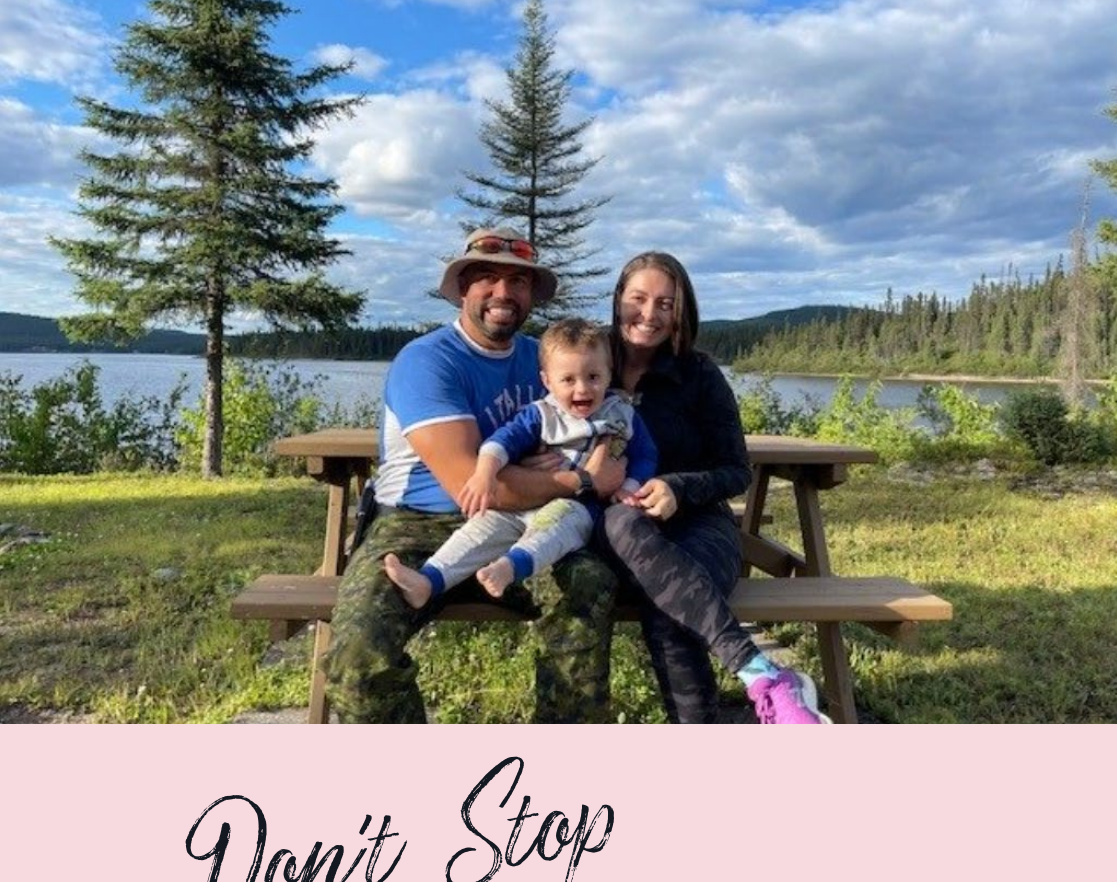
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I Story

Patricia Roy-Pagé

Go-Give®

Marie-Pier



Don't Stop Believing

Patricia's Journey to National Sales

Director

By Marijana Klapcic

At 22 years old, **Independent National Sales Director Patricia Roy-Pagé of St-Augustin-de-Desmaures, QC** went from juggling university, three jobs and surviving on energy drinks to earning the prestigious title of Mary Kay Independent Sales Director – all within one year. From that point on, she was unstoppable.

It was at her very first Leadership Conference in 2014 that Patricia truly caught her vision and passion for reaching the pinnacle of success – National Sales Director.

It was unwavering faith and belief that eventually got Patricia to the finish line in July 2021. The journey wasn't always easy, but she never gave up on her vision and knew that everything would fall into place at the right moment.

So, what's next for this star? *Applause*® magazine caught up with Patricia to talk about how it all began and what she has in-store for her National Area.

Tell us a bit about yourself.

What did you do before starting your Mary Kay business?

"Before Mary Kay, I was a student and received my B.A. in Consumer Sciences from Laval University. I was also juggling three jobs in the retail and restaurant industry. I had no social life and was surviving on Red Bulls. I was exhausted."

What attracted you to the Mary Kay opportunity?

"I have always loved cosmetics and always spent lots of money on makeup! Firstly, I was enticed by the prospect of having excellent products at an excellent price. I quickly envisioned myself selling to those around me because when I like something, I just can't help it, I have to let everybody know! Secondly, I liked the idea of having my own business and to see where it would lead!"

Was there a turning point or an "a-ha" moment that motivated you to become an Independent National Sales Director? Or was it always your goal?

"It happened when I attended my first Leadership Conference in 2014 in New Orleans. The introduction of all the National Sales Directors lasted more than 20 minutes. I was teary-eyed during the whole ceremony, and I was inspired by all the women who were on that stage. They were of all ages, shapes and sizes, and from different nationalities. There were so many of them that I told myself that if they had been all able to do it, I could do it too. That moment was very important for me. I saw myself reaching that milestone and I knew then that it was my ultimate goal, even though I was a new Independent Sales Director."

Your Independent National Sales Director status gives you the opportunity to motivate and inspire others. What advice would you give to somebody who is pursuing the same goal of debuting as an Independent National Sales Director?

"To have unwavering faith and to never stop believing. The journey might be long and difficult at times, but you should never give up on your dreams and vision; everything will fall into place at the right moment."

What are your goals as an Independent National Sales Director?

"I am very ambitious, so I want to develop our National Area in other countries and be part of the top National Areas, globally! I want to help as many people as possible to reach their goals."

What motivated you to want to reach this level of success in your business?

"I care about the future of the company; I love to teach, to share my passion and my knowledge. I also want to be able to provide financial security and a unique lifestyle to my family."

What did your debut as a National Sales Director mean to you?

"It represented the transformation I underwent during my nine-year personal journey as an Independent Beauty Consultant and Independent Sales Director. It's the professional achievement I'm most proud of. It also shows others that everything is possible!"

Now that you are a National Sales Director, what excites you the most?

"Absolutely EVERYTHING! Especially my status, which allows me to help and inspire even more people to persevere in their business! I am also very excited to be driving a Cadillac Escalade and to take my first trip as a National Sales Director."

What are the three most important things your Mary Kay business has taught you?

1.

Control what you can and smile at all the rest!

2.

Everything is possible with determination, the right attitude and perseverance!

3.

What others think is not important. All that counts is what you want and what is in your heart.



A Lesson in Sharing from the Heart

By Melanie Cummings

Give (verb) - to present voluntarily and without expecting compensation.

Go-Give. A mandate emblematic of the Mary Kay spirit and the highest honour in the Mary Kay world.

Winning the award is a pinnacle achievement, for good reason.

According to Mary Kay Cosmetics Ltd. General Manager, Lynda Rose “the Go-Give® spirit is in our culture. It’s part of our DNA. And it’s what sets our company apart.”

Independent Elite Executive Senior Sales Director Marie-Pier Potvin, from Chicoutimi, QC, “lives this way every day,” Lynda said in August, before handing Marie-Pier the coveted Go-Give® award at *Elevate* 2021.

When she heard her name announced as the Go-Give® award winner, it felt “like a huge hug.” She said she smiled so much her cheeks hurt.

In Marie-Pier’s view, living the Go-Give® spirit is simple and not so simple. “It symbolizes respect for others in all circumstances.” She prides herself in her ability to put herself in other people’s shoes when making decisions.

She believes success, money and recognition should never guide or influence one’s actions. “When you share from the heart, it comes back into your life.”

Envisioning Her Future

Like so many newcomers to the company, Marie-Pier’s initial motivation to join was to save money on buying products for herself. That was back in September 2013. Then, she ramped up her efforts to make extra money to pay for her wedding in July 2014.

Ongoing, incremental successes prompted Marie-Pier to transition her full-time work hours to building her Mary Kay business. While she loved teaching high school physical education and had long-term plans to stay in the field, it had limits on her schedule, finances and personal growth.

“I wanted to be the leading actress in my life,” said Marie-Pier. And lead she does.

Marie-Pier and her team, *Les Sans-Limite* (The Limitless) reached the first spot in Canada at Seminar 2020. In fact, they reached a combined total of \$2 million in estimated unit retail production in two years.

“And to think that when I started Mary Kay, I thought those numbers were out of our reach,” said Marie-Pier.

To reach these heights, Marie-Pier takes the time to think about what she really wants in life, eliminates barriers and doubts, and trains herself to look ahead at a her personally envisioned future.

“There is no such thing as a perfect journey. You have to listen to your heart and continue to do your work. Hope is not a strategy.”

Marie-Pier’s path to success was certainly fraught. Rejection was a constant challenge. Add a heavy dose of discouragement from friends and family — who worried about her decision to leave a secure teaching job — and soon doubt became a constant companion. “It was hard not to take it all so personally.”

Finding Peace Within Herself

Learning to love yourself is not easy, Marie-Pier admits. “But it’s much easier to love others and to accept them when you are at peace with yourself.”

Choosing when to work, and not to work, striving for personal growth and cheering on your colleagues made a business with Mary Kay an obvious choice in Marie-Pier’s mind.

She just kept on going, surrounding herself with “extraordinary and committed people.” And she soon realized all those “no’s” she heard were just a reply, not a personal attack.

Admittedly, erasing doubt was a Sisyphean task. It’s a confidence-sucking drain on one’s energy and a time-consuming waste of effort, says Marie-Pier. “We can’t control what people say but we can control our reaction to them.” Her best advice to squelch the demon of doubt? Give yourself and others time to improve.

This is how she leads her team. “I am very present for the unit ... I listen to their needs to ensure that I am offering them an exceptional Mary Kay experience.”

She’ll continue to lend support as she continues her journey upward. Marie-Pier is aiming for a place among the esteemed National Sales Directors (NSD), hoping to fill NSD Guylaine Dufour’s shoes when she retires. “She is like a second mother to me.”

It’s a path quite similar to the woman who inspired the Go-Give® Award, Sue Vickers. Known as Miss Enthusiasm, Sue was as accomplished as she was kind. She believed every single individual was valuable and deserving of praise. And she gave it generously and genuinely. A sentiment Marie-Pier puts into practice daily in her Mary Kay life.

Five Ways to Embody the GO-GIVE® Spirit

1.

When making a decision or responding to someone, use the Golden Rule to guide you.

2.

If you can’t tell something to the person directly, it’s not worth telling it to others.

3.

Make sure that the people surrounding you feel important! Genuine listening makes all the difference.

4.

Treat others as you would like to be treated! It’s one of the core principles of our beloved Mary Kay Ash.

5.

Learn to love yourself. It’s not easy, but it’s a daily task that will be very useful to you!

It’s much easier to love others and to accept them when you are at peace with yourself.



//

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®