

Team Leader+ Challenge

Frequently Asked Questions

April 1 – June 30, 2025

1. How can the *Grow & Celebrate* Team Leader+ Challenge be achieved?

The goal is to be a Team Leader, Future Independent Sales Director or in the Sales Director-in- Qualification Program with 5 or more active* personal team members by June month end. In order to participate in this challenge, Independent Beauty Consultants, Senior Beauty Consultants or Star Team Builders must have 4 or fewer active* personal team members as of March 31, 2025.

2. What if I had 6 active* personal team members on March 31, 2025, and 5 active* personal team members for June month end. Do I achieve this challenge?

No. You must have 4 or fewer active* personal team members on March 31, 2025, to be able to participate in this challenge.

3. Will there be any changes to the Sales Director-in-Qualification Program based on this challenge?

No. The prequalification and debut requirements for the Sales Director-in-Qualification Program remain the same during this challenge.

4. What are the rewards for the *Grow & Celebrate* Team Leader+ Challenge?

When you achieve the challenge and attend Seminar 2025, you will receive a special lanyard at Bling Badge pickup.

5. If I am eligible to participate in the *Grow & Celebrate* Team Leader+ Challenge and I debut as a Sales Director during the challenge time frame, can I receive the rewards?

Yes.

6. When can I learn more about the *Grow & Celebrate* DIQ Challenge?

This challenge will launch July 1, 2025.

7. When can I learn more about the *Grow & Celebrate* Sales Director Debut Challenge?

This challenge will launch Oct. 1, 2025.

8. Is there a report on *Mary Kay InTouch*[®] to help me track the *Grow & Celebrate* Team Leader+ Challenge?

Yes. Detailed information will be available on the Seminar Recognition report in *myBusiness*SM reports.

*An Independent Beauty Consultant is considered “active” in the month a minimum \$450 retail product order is received by the Company and in the following two calendar months.

Grow & Celebrate

Sales Director Top 20 Recognition

Frequently Asked Questions

April 1 – June 30, 2025

1. Will the *Grow & Celebrate* Sales Director Top 20 Recognition be for the Top 20 Sales Directors in the U.S. only?

No. This recognition will be for the North America region, so it will include the United States and Canada Top 20 combined.

2. What number are the Top 20 Sales Directors with the highest percentage growth based on?

The number is based on your personal unit as of the first day of the challenge, for that quarter's challenge goal. For example, for the *Grow & Celebrate* Team Leader+ Challenge, it is how many Team Leaders or above are in your unit as of April 1, 2025.

3. When will the *Grow & Celebrate* Sales Director Top 20 Recognition happen?

This recognition will be posted in the month following the close of the challenge.

Grow & Celebrate NSD Challenge

Frequently Asked Questions

April 1 – Dec. 31, 2025

1. What are the rewards for the *Grow & Celebrate* NSD Challenge?

The top Independent National Sales Director per region will travel to Dallas, Texas, during 2026 Scholar Week (Feb. 10–12, 2026) for a special VIP experience, which includes a meet and greet with executives and a tour of the Richard R. Rogers Manufacturing/R&D Center. These NSDs will also be featured in recognition about the *Grow & Celebrate* Challenge.

2. When will the trip take place, and what does it include?

The trip will take place during the same week as Scholar Week, Feb. 10–12, 2026. The 4 Independent National Sales Directors who achieve the challenge will participate in a panel at the Scholar Week event to share their strategies with new NSDs from around the world. The experience for our achievers will be different from that of the new National Sales Directors attending Scholar Week. Our achievers will enjoy a VIP experience, including a meet and greet with executives and an exclusive tour of the Richard R. Rogers Manufacturing/R&D Center, making it a unique experience.

The trip includes:

- A premium economy or economy class flight ticket, depending on airline availability.
- Three nights of hotel accommodation.
- All meals during the event days.
- Transportation upon arrival in Dallas and during the itinerary activities.

NSDs cannot bring any companions (spouses or guests). NSDs will be received and accompanied by their Mary Kay region staff.

3. What happens if there is a tie for the Top 1 NSD per region?

For the Top 1 National Sales Director per region, the NSD with the higher annual average sales volume of their new offspring Independent Sales Directors will be the achiever.

4. How is the percentage increase calculated?

The percentage increase will be based on area size as of April 1, 2025. There is a minimum requirement of 5 new Sales Director debuts.

5. Does the new Sales Director offspring need to maintain Sales Director status through the end of the *Grow & Celebrate* NSD Challenge?

Yes.

To receive a reward, an Independent Beauty Consultant must be in good standing with the Company at the time the reward is presented.