

MARY KAY

summer 2024

applause[®]

healthy,
happy skin

Discover the NEW Mary Kay[®]
Skin Care Collection

ready to
connect?

What's New on
Mary Kay InTouch[®]!

Elevate 2024

Catch the vision and
ignite your potential

six most important things

1

REGISTER FOR “THE” EVENT OF 2024

Do you want to learn from successful entrepreneurs who have been in your shoes? Do you want to network with like-minded people who embody passion and vision? Then you **MUST** attend *Elevate* 2024 this summer! We promise it's more than just an event. It's a journey that will transform your life. Read more on pages 12 & 13.

2

GET CONNECTED

Cue the confetti! The new Mary Kay InTouch®, Agreements and myBusiness are **FINALLY** here. Check out all of the exciting features on pages 10 & 11. Remember, all your go-to resources like FAQs, training videos, and more can be found in the Connect Hub on InTouch™. Happy browsing!

3

STAY CONNECTED

Make sure your customer lists are up to date in the myCustomers+™ App and the Preferred Customer Program™. Haven't heard from your customers in a while? Now is a great time to reach out and ask them how they're doing and if they are ready to reorder or try something new!

4

TIME FOR A CELEBRATION!

Join us in honouring our founder. May 12 is Mary Kay Ash's birthday, and we're celebrating by sharing *Then. Now. Always.™* The Mary Kay Ash Story! It's now streaming on Spotify and Apple Podcasts in English, German, Spanish, Portuguese and French. She once said, “What you believe . . . you can achieve,” and believe she did. Celebrate Mary Kay and her accomplishments by learning more about her legacy.

5

NEW PRODUCT PROMOTION QUARTERS

Reminder that we've transitioned from five to four product quarters. Fall/Holiday will now be combined and run from September 16 to November 15. Fall/Holiday Preferred Customer Program™ enrolment will run from July 15 to August 8.

6

MAKE AN IMPACT

At Mary Kay, lipstick goes beyond just making a bold statement. It also makes a bold impact! Our Pink Changing Lives® program has put women and their families at the heart of our business. This year, be a part of making change when you purchase limited-edition Mary Kay® Sparkle Cream Lipstick. Read more about how you and your customers can make a difference on page 7.

calendar

may '24

05

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

12

Mother's Day
Mary Kay Ash's Birthday

16



Summer 2024 product promotion begins.

20

Victoria Day. MK office closed.

31

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

Elevate 2024 Early Bird registration closes.

june '24

05

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

30

Last day of the month!
Last day of the Seminar year!
Orders must be received by midnight Eastern Time.
Last day to register to receive Seminar recognition.

Last opportunity to become a Star Consultant for Quarter 4 and be eligible for gorgeous prize selections when you place a minimum wholesale order between April 1 and June 30, 2024.

july '24

01

Canada Day. MK office closed.
Happy New (Seminar) Year! Visit the Rewards 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 Program.
Enrolment begins for Fall/Holiday 2024

31

Elevate 2024 begins
Last day of the month!
Orders must be received by midnight Eastern Time to count toward July production.



We're always planning a fun sale to boost your business! Make sure you visit InTouch™ every month to see our latest Product of the Month deal. Plus, we have regular Flash Sales too! Look for our emails or sign up for SMS so you don't miss one!

HEALTHY SKIN, YOUR WAY

Introducing the **NEW!** Mary Kay® Skin Care Line

Healthy skin isn't one size fits all, and as an Independent Beauty Consultant you have the unique opportunity to both know and meet your customers' skin care needs with this exciting new line. Keep reading for tips you can use to potentially grow your Mary Kay business with these hydrating and mattifying regimens.

WHO SHOULD I SHARE IT WITH?

The Mary Kay® Skin Care Collection is really for anyone who is searching for products that are simple but effective, gentle, affordable, and suitable for everyone, including people with sensitive skin. But they may be especially attractive to people — especially younger consumers from Gen Z — who are just starting their skin care journeys. If you need a quick, easy way to identify these kinds of skin care users, just ask your customers the guided questions below!

QUESTION 1

Are you interested in age-defying skin care?

- YES** Recommend the TimeWise® Miracle Set or the TimeWise Repair® Volu-Firm® Set.
- NO** Ask the next question.

QUESTION 2

Are you looking for dermocosmetic products?

- YES** Recommend the Mary Kay Clinical Solutions™ products.
- NO** Ask the next question.

QUESTION 3

Are you trying to tackle acne?

- YES** Recommend the Clear Proof® Acne System.
- NO** Suggest the Mary Kay® Skin Care Collection.

Price is suggested retail.



TIP!

You can also use your myCustomers+™ app to identify customers who meet this profile.

WHAT ARE THE PRODUCTS?

This new skin care line is comprised of two four-product regimens. You can help your customers choose which cleanser and moisturizer they should pair with the scrub and toner based on their skin types.

HOW DO I SELL THEM?

Try to Sell the Regimen: Since skin care is the foundation of your business, we always suggest starting by selling the whole regimen so you can help your customers experience the most benefits while you experience the greatest profits. So we suggest demonstrating the whole collection in order of application at your virtual and in-person skin care appointments.

MARY KAY® HYDRATING REGIMEN
SKIN TYPE: NORMAL TO DRY SKIN

MARY KAY® MATTIFYING REGIMEN
SKIN TYPE: COMBINATION TO OILY SKIN

*The Exfoliating Scrub and Balancing Toner
can be used with either regimen.*



HOW DO I FIND SOMEONE'S SKIN TYPE?

Helping your customers identify their skin types is easier than you may think! Just ask them how their skin feels a few minutes after cleansing if they don't apply skin care products, and see which description lines up with their experience.

NORMAL SKIN

Balanced moisture,
typically feels
comfortable

DRY SKIN

Very little oil or
shine, regularly
feels tight

COMBINATION SKIN

Oil in T-zone (forehead,
nose and chin), some
dryness on cheeks

OILY SKIN

Shiny all over

WHAT MAKES THIS DIFFERENT FROM BOTANICAL EFFECTS*?

Discover the similarities and differences between the lines so you can confidently convert your Botanical Effects® customers to the Mary Kay® Skin Care Line.



MARY KAY® SKIN CARE



BOTANICAL EFFECTS®



BOTANICAL EFFECTS®

Simple, Gentle Effective Products	✓	✓	✓
Suitable for Sensitive Skin	✓	✓	✓
Includes Skin-Loving Ingredients	✓ <i>Skin-protecting glycerin</i>	✓ <i>Dragon fruit and aloe extracts</i>	✓ <i>Botanicals</i>
Includes a Basic Set <i>(Cleanser and Moisturizer)</i>	✓	✓	✓
Includes an Exfoliating Scrub	✓	✓	
Includes a Toner	✓	✓	✓
Features Products by Skin Type	✓		✓
Trial-Sized Set Available for Extended Sampling	✓		

GEN Z:

A GENERATION OF BEAUTY TRENDSETTERS

Ranging from age 18-25, Gen Z are touted as “the most influential generation to date” when it comes to beauty.

They’re shopping for health and beauty products earlier than any other generation that came before them. They’re smart and savvy. They’re educated and informed, and they’ve had a well thought out beauty and skincare routine since their early teens.

Why is this important for you to know? Frankly, this generation expects to be listened to, with products being produced to meet their needs and demands. They also aren’t afraid to spend dollars on products they love. That means you need to know this customer – and know them well. So, let’s look at some best practices for engaging and resonating with Gen Z audiences – and prepare to embrace them!

- Moisturizer is the number-one product Gen Z claims they can’t live without, followed by SPF and serums.*
- Vitamin C is the number-one body care product Gen Z uses.*
- Transparent, affordable pricing strategies and authentic community-building is important. ***With each product priced at \$22 and the entire set at \$88, you’ve got this box checked.**
- Gen Z is arguably the most self-educated generation to date, with tutorials, information, and evidence at their fingertips 24/7. **** They prefer to get their education from social media, so use your platforms to educate when it comes to this new skin care line.**
- Having grown up using Snapchat filters, this generation is no stranger to trying the likes of Artificial intelligence (AI) and Augmented Reality (AR). **This means there’s never been a better time to leverage the Skin Analyzer and Mirror Me app!**
- Given their inclination to go digital, it would be fair to assume that Gen Z would prefer to purchase products online and have them delivered direct to their door. However, for many young consumers, the desire to feel, touch and smell their products supersedes the convenience of e-commerce.** It’s all about the “experience” IRL (in real life). **And who better to give them that than a Mary Kay Independent Beauty Consultant? Get those one-on-one appointments in the books.**

*Source: Beauty Matter: A GENERATION OF TRENDSETTERS: GEN Z’S BEAUTY MUST-HAVES

**Source: In-Cosmetics Connect: Gen Z: What do they look for in personal care & beauty products?

BOLD LIPS, *big impact*

Changing lives, one lipstick at a time! Since 2008, Mary Kay's Pink Changing Lives® program has introduced a limited-edition product that dedicates a portion of sales to the Mary Kay Ash Charitable Foundation. This year we are excited to announce the limited-edition† **Mary Kay® Sparkle Cream Lipstick** in two confident shades that make a bold statement and impact!

From April 26 through September 15, 2024, \$1 will be donated from each sale. Mary Kay Canada is proud to support the Mary Kay Ash Charitable Foundation (MKACF) in its efforts to support women living with cancer through Look Good Feel Better®, and to help women experiencing domestic violence by providing grants to women's shelters and community outreach programs.



\$23
each



POSITIVE
IMPACT

EMPOWER



\$12

purchase **WITH A PURPOSE**

Say goodbye to tedious handwashing! Our silicone pad features textured ridges that gently scrub away makeup residue, oil, and bacteria from your brushes. Just add soap and water and let the cleaner pad do the rest. Bonus! Your purchase makes a difference in the lives of women and children in your community with 100% net proceeds going to support the Mary Kay Ash Charitable Foundation's initiatives.

MKACF Heart-Shaped Brush Cleaner Pads*, Set of 2

\$22
each

Meet Your *Matte!*

Unveil your true hue with our latest limited-edition* **Mary Kay® Matte Liquid Lipstick** collection, now available in three new gorgeous, on-trend shades that'll take your makeup game to the next level!



SOFT FAWN



RICH MAHOGANY



RED NOIR



WHAT'S THERE TO LOVE?

- VELVETY, LIGHTWEIGHT FINISH
- BOLD COLOUR PAYOFF
- SMOOTH APPLICATION
- COMFORTABLE WEAR

\$51



IT'S BACK FOR A LIMITED TIME!

Limited-Edition* **MK High Intensity Ocean®**

A fresh, citrus-marine fragrance for the active man who loves the sea.

TOP NOTES: Sea mist accord, Italian bergamot, green mandarin, juniper berry and ginger spices.

MID NOTES: Nutmeg, geranium and water fruits.

BOTTOM NOTES: Patchouli, oak moss and white amber.

THE CLEAR WINNER

Create any brow-fect look, confidently, no salon necessary! With the new Mary Kay® Clear Brow Styling Gel, you can effortlessly control and define your brows throughout the day, giving you the lifted, tamed and sculpted brow look you desire. The gel dries down without leaving any residue, ensuring comfort and a clean appearance.

Mary Kay® Clear Brow Styling Gel is designed to work seamlessly with all hair colours, eliminating the need for customers to search for a shade match.

Customers to reach out to:

- Those who have a hard time matching brow product shades to their hair colour.
- Those who laminate or get their brows treated at a salon.
- Those who want to keep their makeup routine simple.



\$16

MULTIPLE WAYS TO WEAR

PREP: Use our gel to prime your brows before applying other brow products, ensuring a flawless and long-lasting makeup application.

SET: Apply after using brow liner to lock in your desired shape and prevent smudging throughout the day.

SOLO: For those low-key days, wear the Clear Brow Styling Gel on its own to achieve a natural and effortlessly polished look.

LASHES FOR DAYS

\$21

Sleek, new packaging. Same formula you know and love. Mary Kay Ultimate Mascara® has a new look but features the same amazing formula and brush inside.



the ESSENTIALS

ELEVATE YOUR EYE GAME

\$67

Suggested Retail Value of \$78

Introducing this season's curated limited-edition† The Essentials – *Eye-conic Bliss*. Prep. Conceal. Blend. It's your secret to flawless looking eyes.

Set includes:

1. TimeWise® Eye Cream
2. Your shade of Mary Kay Perfecting Concealer®
3. Blending Sponge
4. The Essentials – *Eye-conic Bliss* Digital Guide



Prices are suggested retail.
†Available while supplies last.

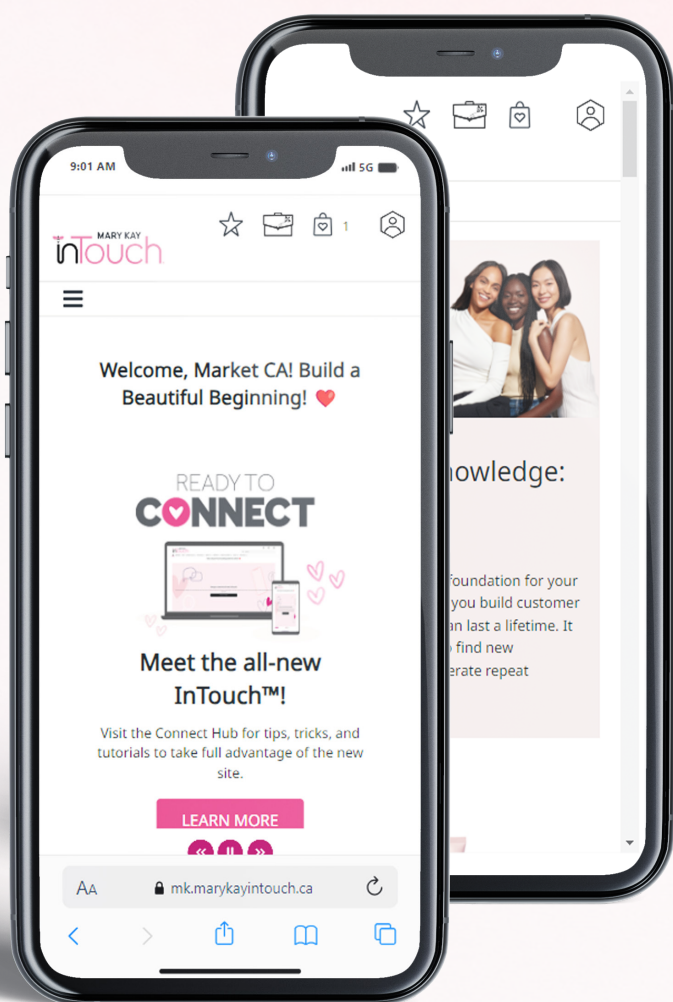
MODERN. *Mobile-Friendly.*

GET ACQUAINTED WITH MARY KAY'S REVOLUTIONIZED DIGITAL SPACE

Technology continues to evolve and is essential to our everyday life, and that includes your Mary Kay business. The company is committed to pursuing excellence in the digital space to ensure you are ready for the future... and we were overdue for an upgrade!

Ready to see all that's new? Let's take a tour of our favourite features of InTouch™, Online Ordering, Agreements and myBusiness.

Before we get started, let us remind you of the best feature of all – the entire site, plus Agreements, are mobile friendly! No, really! No more pinching and zooming. A game changer, for sure.



MARY KAY
InTouch

Mary Kay InTouch®

SMART SEARCH

Yes, an intuitive search engine! Type in just a few letters and receive instant suggestions. You can search for images, PDFs, video, events, documents, and content found on web pages.

DOCUMENT LIBRARY

Your one-stop shop for all documents. Find forms, flyers, brochures, and information articles to download and print.

DIGITAL IMAGE LIBRARY

Access hundreds of images, making your communications through social media, email and text so much easier.

CALENDAR

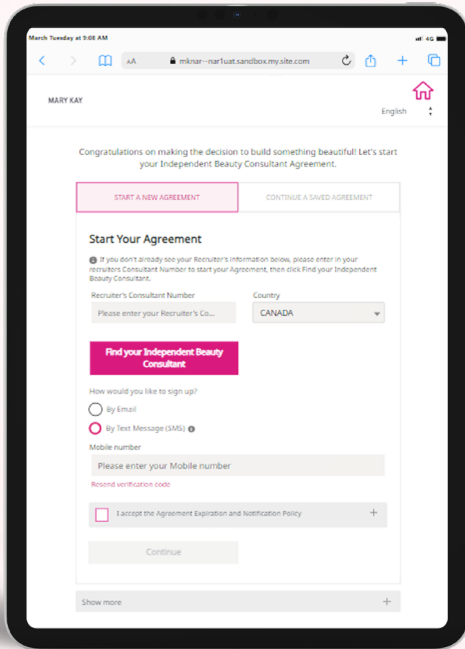
Provides an overview of important dates as well as detailed information on events. Filter by date or event name. Plus, you can add events to your personal calendar!

FAVOURITES

Favourite your most visited pages so you can easily access them in one click.

WEB-TO-CASE

Submit a service ticket to MK Concierge to have a conversation right on InTouch™! All your cases are documented and stored in "My Cases" so you can refer to them later.



Agreements

NEW PERSONALIZED LINK

You can email or text the link to your potential new team member and their Agreement is already pre-populated with your contact information! To protect your personal information, the link should **only** be sent directly to the potential new team member and is not to be shared publicly or to a broader group (i.e., social media (including closed groups), mass emails and texts, etc.).

STARTER KIT

Your new team member can immediately order their Starter Kit after completing their Agreement!

IN YOUR OWN TIME

New Independent Beauty Consultants can now save and resume functionality as they fill out their Agreements. The Agreement is saved for 14 days and can be accessed by clicking Continue my Saved Agreement.

Ordering

PRODUCT INFORMATION

View detailed product information, including ingredients and product fact sheets, inventory status and product discontinuation dates.

MY OFFERS

Find detailed information on what promotions or offers you have qualified for with the new My Offers section.

PERSONALIZED LISTS AND FAVOURITES

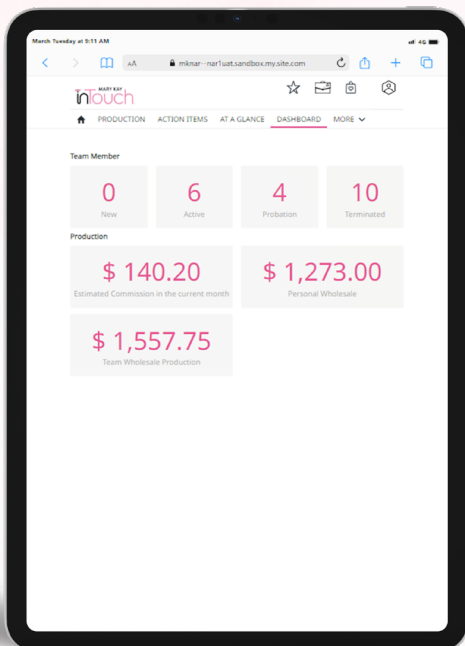
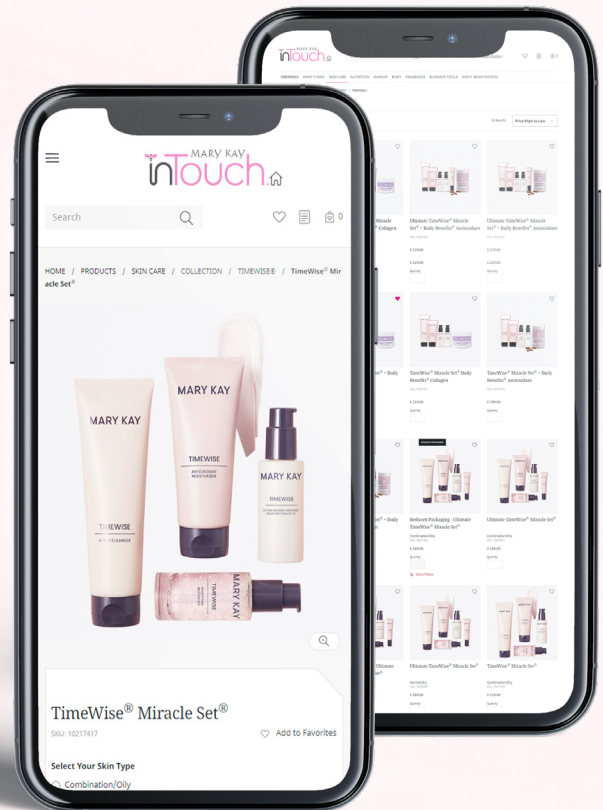
Still here! Save your favs or create a list of products you can add to your bag with just a click!

ORDER HISTORY

Now goes back 12-months!

ADDRESS BOOK AND WALLET

Add as many shipping addresses as you want and save your own personal credit cards for quick and easy checkout.



myBusiness

AVATARS

See all your team members! If they upload a photo into My Account, it will appear in myBusiness.

AT-A-GLANCE

A dashboard that shows the number of team members (if applicable) and a breakdown of production/commissions.

WEEKLY ACCOMPLISHMENTS

Track parties, sales and production! Share your goals and accomplishments for the week with your Sales Director.



Elevate is back, and this event is tailor-made for YOU!

With Early Bird perks still available until **May 31**, NOW is the time to register! Get ready to connect with driven individuals, be uplifted and enlightened, and hear first-hand about innovation and business strategies.

WHEN:
July 31 – August 2,
2024

WHERE:
Westin Harbour
Castle Toronto

COST:
Early Bird: \$270 + applicable
taxes. \$285 + applicable taxes (as
of June 1)

REGISTRATION:
Early Bird closes May 31. Regular
registration closes June 30.



6 Ways to Save for *Elevate* 2024

Saving for an out-of-town event is always a smart financial move to ensure you have a memorable and stress-free experience – of course we want you to have a blast at *Elevate* 2024! So, here are six effective ways to start saving!

- 1** Set a clear \$ goal and work towards it!
- 2** Set aside a specific percentage from your earnings to help you reach your target goal in step #1. A little goes a long way!
- 3** Share your savings goal with your Sales Director! This way they can support you to help you reach your goal. It's a win-win for everyone!
- 4** Focus on promoting your Mary Kay® Faves!
- 5** NEW Mary Kay Skin Care Set Sales! Sell seven sets (\$88/each) to help cover the registration cost!
- 6** Four TimeWise Repair® Volu-Firm® Set sales = \$\$ towards hotel cost or extra spending money.

Now is the time to leverage your Mary Kay business effectively and prioritize your event savings goals; you can successfully fund your trip to Toronto, for *Elevate* 2024, while growing your business at the same time!

Top 6 Quick Fire Seminar Questions



Name:
Darlene Olsen
Title:
**Independent Senior
Sales Director**

How many Seminars have you attended?

"I started my Mary Kay business in 1979, before we had our own Seminars! So, I attended two Seminars in America and have never missed a Canadian Seminar – they are just that important to attend when you want to be a successful businesswoman!"

What keeps you coming back?

"Everything – the people, the products, the friendships, the inspiration, the education! We never stop learning!"

You're attending Elevate 2024...

"For the education to run my business, new products, and recognition for all achievers!"

You're looking forward to...

"Seeing Mary Kay friends from across Canada, new products, and new business updates!"

Others should attend so they can...:

"See the 'big picture' of our business and for the inspiration you will receive from the speakers so you can grow your own business!"

One tip to help close this Seminar year off strong:

"Reach Star Consultant status. Share the opportunity so you can move up the ladder in your business!"



Name:
Pauline Jefferson
Title:
**Independent
Beauty Consultant**

How many Seminars have you attended?

"This year will be my 11th Seminar. It is an event I wouldn't miss!"

What keeps you coming back?

"The excitement! You never know what surprises await you at Seminar. Hearing about it second hand just wouldn't be the same."

You're attending Elevate 2024 because...

"I made a promise to myself that I would never miss a moment of the fun, excitement, or the learning. I am always excited to see who the Queen of Sales and Sharing will be! And oh... those dresses!"

You're looking forward to...

"Awards Night. I love cheering on all my MK Sisters who have achieved their goals, and you never know what surprises await you on Awards Night."

Others should attend because...:

"As my Sales Director Christine Ransom always says: 'Those that show up, go up.' We hear this all the time at any Mary Kay event we attend, and I believe it. You only need to attend once to get hooked. The Pink Bubble and the learning you experience is priceless. You will leave with a renewed attitude towards your Mary Kay business."

One tip to help close this Seminar year off strong:

"Write down your goals, then tell your Sales Director. Ask them if they can help you achieve those goals [and] then go out and do what they say. Don't be an undercover Mary Kay Beauty Consultant. Shout your goals out to anyone who listens. Share, share, share. No goal is too big or too small. You've got this!"

Elevate 2024 is going to be the first THREE words you see:

E L E V A T I N G U M M E K F U N
V P G T R A E M L Q B O B J K A W
E O M O E Q J Y R E E T E E B O M
A M A Z I N G L A M F I I D I E E
N W T T M E I A V U N V U U W E M
I N S P I R I N G Q J A E C W G O
P M Q V B L L R G R E T H A A W R
Z E A W N L A R F T B I G T W I A
R E F R E S H I N G I O A I A E B
I G O B J N E W G O A N T O E X L
X B B J Z E G D M N H A O N B D E
V I B R A N T D C A G L P A H C U
M E N T E R T A I N I N G L B A F

Elevate 2024 is going to be...

Head to the Starting Line...

mk5k IS BACK!

**MARK YOUR CALENDARS! PUT ON YOUR RUNNING SHOES!
FUNDRAISE ALL SUMMER!**

MK5K is happening on Saturday, September 21, 2024, and it'll be in person! You read that right – join us at the Mary Kay Canada corporate head office to walk the 5K route in support of women facing cancer diagnoses and domestic violence. We will share more information on the walk via InTouch™ and email closer to when registration opens!

With Early Bird registration opening on July 8, 2024, we want you to be prepared with all that's involved in getting ready for the BIG day! Start building your stamina, spread the word about the run, and most importantly, help us raise funds this summer!

The spring/summer seasons are evidently slower for raising funds because most people donate during Giving Seasons (holidays/December). So, let's think outside of the box and come up with ways to make fundraising fun and effective all year round!

HERE ARE FOUR IDEAS TO GET YOU STARTED:

- 1.** Create your own social media challenge! A creative challenge with a catchy hashtag can help spread the word!
- 2.** Put a "Foundation Bowl" out at your next Skin Care Party, and if anyone is interested, they'll drop in a dollar or two – even a little goes a long way!
- 3.** Get the (grand)kids involved and run a lemonade stand! Make it a throwback moment and go the good ol' concession stand way! You'll be surprised how many neighbours come out and support your cause.
- 4.** Sign up for the MK5K!

More information on MK5K will be available in the coming weeks! Stay tuned!



STRIDE INTO STYLE ↘

Sign up for the MK5K at *Elevate 2024* and score your EXCLUSIVE MKACF baseball cap! Don't just run, rock your run! Secure your personalized baseball cap by registering at our Expo booth! Lace up and let's go!



GoGive®

QUARTER 3 GO-GIVE®
AWARD NOMINEE



INDEPENDENT SALES DIRECTOR

Christine Ransom

GRAVENHURST, ONTARIO

STARTED MARY KAY
MAY 1992

DEBUTED AS AN INDEPENDENT SALES DIRECTOR
APRIL 1994

UNIT NAME
RANSOM RISERS AND ADORABLES

PERSONAL

Who knew?! Who knew you could take an art-teaching, basket-weaving, free-spirited wife, and mom of two littles, and encourage and equip her to make Mary Kay Cosmetics her dream business? God knew!

The invitation to build a business – ‘Partying with a Purpose’ – has given me and our family the opportunity to love, laugh, earn, and keep on learning the Mary Kay way! Encompassing three decades, from children to grandchildren, this business continues to bless us!

“

Christine has a heart of gold, always thinking of, and doing for, others even when things in her personal life are not always easy. She continues to be selfless, encouraging, giving, and thoughtful. She truly has the heart of Mary Kay.

- Ashley Lacombe, Independent Beauty Consultant

”

GOALS

My mission is to perpetuate Mary Kay’s ‘big ask.’ Through our pink culture, our products, and business plan [I want] to inspire each person to celebrate beauty and help release the powerful entrepreneurial heart of every individual who dares to dream. This year, our quest is to beat our best with our biggest unit family size ever. Christine, breathe, declare, and do! Two hundred is FUN and here we come!

ON BEING NOMINATED

There’s no sweeter privilege than to think, ‘How can I make a difference for this person, this family, or this MKACF cause?’ And then spend the day, the year, and the decades doing just that. I’m humbled and happy to work in this expansive pink community that shares the same vision as I do.

[To my] *Risers & Adorables*, you magnify JOY and we run together! As Mary Kay Ash taught us...

#MakeMeFeelSpecial #TheMaryKayWay #GoldenRuleinAction

Thank you for this nomination. It means more than you know!



Pink,

MEET PARADISE

WITH INDEPENDENT SALES DIRECTOR SUSAN BANNISTER

It's time to close your eyes and picture a dream destination fit for royalty!

It's known as the Top Sales Director Trip – and it's awarded to Top Independent Sales Directors who achieve the \$650,000 Circle of Excellence or above in unit retail production.

Independent Sales Director Susan Bannister has travelled the world through the Top Sales Director Trip 15 years in a row! Her consistency in her business keeps her on top of her goals, leading her to fly to the next coveted destination, year-after-year. So, how does she do it? What motivates her to keep going? And how can you be inspired by her journey? We're about to find out!

Tell us about the first time you earned your Top Sales Director Trip. How did it feel?

“The first time my unit achieved the Top Sales Director Trip qualifications, it was a dream come true for me! I wanted to get to know, and to learn, from other Top Sales Directors, and to experience a Top Director Trip with my husband, Mike, who has always been my best supporter. I wanted my unit to feel the pride of their accomplishments, and for them to be able to say that they belonged to a top unit!”

What are some best business practices you recommend for earning the Top Sales Director Trip?

1. Know the rules/qualifications.
2. Develop sound work habits and [have] a plan of action.
3. Keep a copy of the Advance Brochure [handy] to understand the qualifications for each career path level.
4. Know your team members and what they truly want to achieve through their business. Teamwork does make the dream work! Mary Kay can be the vehicle for great rewards [if] we treat the business as a business.
5. Set two targets each month: A 'high-wire' goal, and a 'lower-wire'. I aim to beat the top goal; and if we miss it, I work to make sure we accomplish the lower, non-negotiable target. For example:
 - Goal #1: 10 new team members per month, with five new as a minimum.
 - Goal #2: Unit Sales \$30,000, with a minimum of \$25,000.
 - Goal #3: Personal sales, \$1,000 per week, with \$500 the minimum.
 - Goal #4: 10 new contacts, with five as the minimum.



6. Promote consistency, and the Star Consultant Program, and celebrate the Reds! Focus on making everyone know they're important, and that they do make a difference. Maximize during Double Credit promotions. It's the perfect gift, or opportunity, for catching up or for staying on track!
7. Retention is vital regarding clients, as well as unit members. Learn to be a good listener and treat everyone by following the 'Golden Rule'.
8. Continue to grow [your] unit size.

How do you ensure your business strategy helps you meet your goal of earning a Top Sales Director Trip, year after year?

"Business strategy for me is about desire, discipline, opportunity, and math. [The] desire, or goal, is met with discipline. This means doing the work, even when you don't feel like it, or when it's not convenient. No excuses."

What is one key to consistency?

"Develop systems that work for you and repeat them each month. Lead the unit in team building and in sales. Create monthly unit promotions, along with activity promotions, allowing a place for everyone to 'shine.'"

Share your favourite Top Sales Director Trip memory with us!

"So many Top Director Trip memories! [My] #1 is being surprised with a catered dinner on the Great Wall of China in 2008. This was a Canadian trip with just 24 of us. It was catered exquisitely by the St. Regis Hotel (where we were staying). It was breathtaking and magical! I am so grateful for all that Mary Kay has enriched my life with, along with my family's!"



wish you were here!



HAPPY Anniversary!

FEBRUARY

25TH ANNIVERSARY

Sherry Anania
Teresa Bell
Heather Blair
Lynn Boudreau
Lise Bouverat
Jeanne Brossard
Wilma Buchanan
Annette Cales
Darlene I Callan
Diane Cloutier
Krista Connell
Helene Couture
Shirley Deptuch
Nadia Desroches
Phyllis Dukeshire
Erica Enns
Thea Farley
Lee Gaspar
Linda Giesbrecht

Carol Gillette
Guylaine Girard
Kimberley R Goertzen
Mychèle Guimond
Ann-Marie Howe
Anna-Marie Hurst
Vivian Klassen
Andrea Knowles
Shirley Lacey
Marie Lalonde
Patricia Lavoie
Barbara Leger
Diana Linthorne
Dorothy Matthews
Linda McCullough
Barbara McDace
Lorrie McDonnell
Julie Muir
Sharon Murphy
Lorna O' Neill

Rose Plaisier
Cathy Preibisch
Jeanie Rhodenizer
Sharmon Sarauer
Gabiella Unruh
Sandra Wilton

30TH ANNIVERSARY

Valerie A Bouvier
Lois Brown
Elizabeth Curlewis
Doris Gagnon
Carol Heath
Jacynthe Héroux
Eva Kopec
Margaret Martin
Barb McKellar
Carol Strocen
Nancy Whalen

35TH ANNIVERSARY

Shelley Foley
Kris Harasimowicz
Roberta Kosir
Tracey Lamanque-Nicolas
Lola McDevitt
Annetta Power
Dianna Russell
Coralee Sims
Elaine Vukovic
Deb Wynn

45TH ANNIVERSARY

Doreen Fenske
Darlene Olsen



MARCH

25TH ANNIVERSARY

Mary-Maureen Atkin
Judith Greentree
Karla Helm
Rebecca Irving
Cheryl Kennedy
Tracey Legault
Jackie Martin
Jody Milburn
Joan Oracheski
Vivienne Pancoast
Yvonne Ritcey
Sandra Rooney
Laurie Schuster Sydor
Tracy Stalker

Donna Steele
Elizabeth Wells
Anne Yoworski
Nathalie Cavaliere

30TH ANNIVERSARY

Eva Maria Coelho
Kaminie Dharamdial
Joy Elcock
Joanne Flamand
Lisa Gallant
Caroline Golphin
Audrey Hamilton
Donna Irwin
Tracey Kennedy

Donna Kett
Irene Loncar
Christine Paavola
Bridget Spelt

35TH ANNIVERSARY

Julie Anne Adams
Wendy Banister
Rose Marie Evoy
Gwen Groves
Debbie Lein
Ellie Moore
Tricia Sauve
Donna Schultz-Abel
Katheryn Tuchscherer

Anita Woodroff
Noreen Zimmer

40TH ANNIVERSARY

Lise Julien
Debbie Mcgregor
Janis McNeight

45TH ANNIVERSARY

Lila Tanner



APRIL

25TH ANNIVERSARY

Lisa Blanchard
Ghislaine Bolduc
Jean Christiansen
Joanne Cozac
Debbie Fischer
Judy Giles
Sharon Hodge
Linda Kingsbury
Mary Macdonald
Sharon Marcil
Wendy Mathieu
Jennifer Nedgjal

Rachelann Nordstrom
Judy Pugh
Olga Stanislavka
Brenda Thorpe
Arlet Wilde
Helen Williamson
Amy Yu

30TH ANNIVERSARY

Marlene Armstrong
Karen Buckley
Crystal L. Fox-Jones-Corkum
Karen Hollingworth

Irene Jewett
Karen Livingston
Cathy Lomond
Joan Murphy
Karin Van Droffelaar
Donna Waters

35TH ANNIVERSARY

Bonnie Brickles
Ann Dragan
Darlene Gedak
Debbie Gray
Debbie Iannizzi

Josephine James
Janice Joyner
Minnie King
Huguette Larochelle
Shannon Tobin
Linda Wong

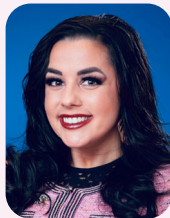


TOP 5 YEAR-TO-DATE INDEPENDENT NATIONAL SALES DIRECTORS CINQ MEILLEURES DIRECTRICES NATIONALES DES VENTES POUR L'ANNÉE À CE JOUR

Seminar year-to-date Independent National Sales Director gross commissions as of March 31, 2024. Includes all first-, second-, third-line and first-line bonus, and global commissions/NSD bonuses. / Commissions brutes des Directrices nationales des ventes indépendantes pour l'année Séminaire à ce jour au 31 mars 2024. Comprend toutes les primes de première, deuxième et troisième lignées et les commissions mondiales/primes de DNV.



Sonia Janelle



Sariane Fortin



Patricia Roy-Pagé



France Grenier



Nicole Bellemare

SEMINAR YEAR-TO-DATE ON-TRACK DIRECTOR COURT OF SALES EN PISTE POUR LA COUR DES VENTES DES DIRECTRICES POUR L'ANNÉE SÉMINAIRE À CE JOUR

Listed below are the Top 10 Independent Sales Directors who are on track for the Court of Sales within their respective provinces with at least \$26,250 or more in personal estimated retail production as of March 31, 2024. (Provinces featured are those with on-track achievers.) / La liste ci-dessous comprend les 10 meilleures Directrices des ventes indépendantes qui sont en piste pour la Cour des Ventes dans leurs provinces respectives avec 26 250 \$ ou plus en production personnelle au détail estimée au 31 mars 2024. (Les provinces affichées sont celles qui ont des championnes en piste.)

Alberta

1. Angela Dean
2. Michelle Currie
3. Lorrie Henke
4. Susie Leakvold
5. Gina Hormann
6. Louise Ann Brunet
7. Mariette Owen Meier
8. Joyce Goff-Francis
9. Nancy Stiles
10. Pamela Liebenberg

British Columbia/ Colombie-Britannique

1. Carol Heath
2. Lorna Hosker
3. Kristen McBride
4. Jennifer Levers
5. Tracey Douglas
6. Carol Olsen
7. Joy Zaporozan
8. Georgie Anderson
9. Raven Hogue
10. Leanne Chamberlain

Manitoba

1. Candice Loeppky
2. Linda Giesbrecht
3. Ashley Krause
4. Elena Shilkina

New Brunswick/ Nouveau-Brunswick

1. Susan Bannister

Newfoundland & Labrador/ Terre-Neuve-et-Labrador

1. Sarah Balyk
2. Julie Sullivan
3. Melissa Rogers

Nova Scotia/ Nouvelle-Écosse

1. Robin Courneya-Roblin
2. Kim Shankel
3. Kim Aucoin
4. Mae Ormrod

Ontario

1. Cassandra Lay
2. Rita White
3. Shelley Recoskie
4. Liz Wodham
5. Winnifred Barnett
6. Cheryl McNair
7. Louise McCann
8. Sheri Gray
9. Diane Burness
10. Heather Cook

Québec

1. Marie-Eve Desbiens
2. Paymaneh Varahram
3. Laurie Bouchard
4. Johanne Rousseau
5. Léanne Turgeon
6. Marie-Claude Geoffrion
7. Karine Ouellette
8. Nadia Lavoie
9. Karine Guillemette
10. Stéphanie Carrière

Saskatchewan

1. Laurie Schuster Sydor
2. Kathy Whitley
3. Yvonne Gabriel
4. Angie Klotz
5. Darlene Olsen
6. Mandy-Rae Block
7. Sharon Casteel



SEMINAR YEAR-TO-DATE ON-TRACK CONSULTANT COURT OF SALES EN PISTE POUR LA COUR DES VENTES DES CONSEILLÈRES POUR L'ANNÉE SÉMINAIRE À CE JOUR

Listed below are the Top 10 Independent Beauty Consultants who are on track for the Court of Sales within their respective provinces with at least \$26,250 or more in personal estimated retail production as of March 31, 2024. (Provinces featured are those with on-track achievers.) / La liste ci-dessous comprend les 10 meilleures Conseillères en soins de beauté qui sont en piste pour la Cour des Ventes dans leurs provinces respectives avec 26 250 \$ ou plus en production personnelle au détail estimée au 31 mars 2024. (Les provinces affichées sont celles qui ont des championnes en piste.)

Alberta

1. Hillary Grinde

British Columbia/ Colombie-Britannique

1. Barbara Schwartzin
2. Mylene Kilgour
3. Denise Rossetto
4. Colleen Listro

Manitoba

1. Stacie Murphy

New Brunswick/ Nouveau-Brunswick

1. Rose Hayden
2. Sara Palmater

Newfoundland & Labrador/ Terre-Neuve-et-Labrador

1. Patti Joe
2. Cathy White

Nova Scotia/ Nouvelle-Écosse

1. Janet Millar

Ontario

1. Deanna Blue
2. Elena Nikanova
3. Betty Lister
4. Mary Empey
5. Karen George
6. Tiff Caldwell-Henhoeffter

Québec

1. Claire Litzler
2. Alycia Girard
3. Suzanne Lemay
4. Claudie Berube
5. Dominique Fournier
6. Denise Gagnon
7. Josée Turbide
8. Marielle DeGrandpré
9. Micheline Tessier
10. Marie-Christine Archambault



SEMINAR YEAR-TO-DATE ON-TRACK COURT OF SHARING EN PISTE POUR LA COUR DU PARTAGE POUR L'ANNÉE SÉMINAIRE À CE JOUR

Listed below are the Top 10 independent sales force members who are on track for the Court of Sharing within their respective provinces with at least 18 qualified* team members and they are ranked based on personal team commissions earned of the new team members as of March 31, 2024. (Provinces featured are those with on-track achievers.) / La liste ci-dessous comprend les 10 meilleurs membres de l'effectif des ventes indépendant qui sont en piste pour la Cour du Partage dans leurs provinces respectives avec au moins 18 équipières qualifiées* et qui sont classés en fonction des commissions d'équipe personnelle gagnées pour les nouvelles équipières au 31 mars 2024. (Les provinces affichées sont celles qui ont des championnes en piste.)

Alberta

1. Pamela Liebenberg

British Columbia/ Colombie-Britannique

1. Harpreet Dhaliwal

Newfoundland & Labrador/ Terre-Neuve-et-Labrador

1. Louisa Hoddinott

Ontario

1. Deborah Brown
2. Fatima Raza Husain
3. Yasmin Manamperi
4. Hoda Karakach
5. Jacinthe Blanchet

Québec

1. Liliane Lacaille
2. Geneviève Bouthillier
3. Laurie Bouchard
4. Camille Darsigny
5. Chantal Bisailon
6. Marise St-Gelais
7. Audrey Lamontagne
8. Valérie Jetté
9. Alexia Houle
10. Esmeralda Cruz



*For a new team member to be qualified, her Independent Beauty Consultant Agreement and minimum of \$600 in wholesale Section 1 and/or Section 5 orders must be received during the Seminar contest period. / *Pour qu'une nouvelle équipière soit qualifiée, son Accord de la Conseillère en soins de beauté indépendante et des commandes de la Section 1 et/ou Section 5 totalisant au moins 600 \$ de gros doivent être reçus pendant période du concours du Séminaire.

Q1, Q2 & Q3 ON-TRACK ALL-STAR CONSISTENCY PROGRAM EN PISTE POUR LE DÉFI DE CONSTANCE ULTRA-STAR DU T1, T2 ET T3

Congratulations to the following outstanding achievers who achieved Star Consultant status 3 quarters consistently this Seminar year: Quarter 1 (July 1 – September 30, 2023), Quarter 2 (October 1 – December 31, 2023) & Quarter 3 (January 1 – March 31, 2024). / Félicitations aux remarquables championnes suivantes qui ont atteint le statut de Conseillère Étoile pendant 2 trimestres d'affilée cette année Séminaire : Trimestre 1 (1^{er} juillet – 30 septembre 2023), Trimestre 2 (1^{er} octobre – 31 décembre 2023) et Trimestre 3 (1^{er} janvier – 31 mars 2024).

Dounia Ajali	Josée Bolduc	Fiona Corby	Ann Duprey	Lauretta Gorman
Ifeoma Abajue	Nathalie Bolduc	Andréanne Cossette	Catherine Dupuis	Katy Goulet
Filadelfia Abre	Anna Bornyk	Maude Cossette	Christine Dusablon	Connie Graham
Azhar Alloul	Eugénie Bossé	Marie-Eve Cote	Krystal Duval	Angela Grando
Sherry Anania	Bianka Bouchard	Karine Côté	Natasha Eadie	Sheri Gray
Caroline Anctil	Laurie Bouchard	Isabel Coulombe	Audrey Ehalt	Mary Lou Grealis
Georgie Anderson	Rachel Bouchard-Smith	Robin Courneya-Roblin	Mary Empey	Michèle Grenier
Janice Appleby	Marie Eve Boucher	Josée Coutu	Lyn Fairall	Sandra Grenier
Lynn Marie Aquilina	Lillian Boudreau	Mary-Pier Coutu	Lisa Falaise	Meggan Grenon
Marie-Christine Archambault	Sandra Boudriau	Jackie Cowderoy	Sandrine Falardeau	Sylvie Grenon
Roxane Archambault	Suzanne Boulanger	Barbara Craig	Joanne Fedora	Leisa Grimes
Ena Arnot	Josée Bourassa	Sylvie Cromp	Linda Feldman	Hillary Grinde
Jane M Arsenault	Carole Bourgault	Del Crozier	Kareena Felker-Dear	Wanda Groenewegen
Marie-Danielle Atkin	Danielle Bourgault	Esmeralda Cruz	Monique Filteau	Nathalie Guenette
Vicky Aubin	Claudia Bourgeois	Patricia Culham	Gloria Fitt	Catherine Guida
Kim Aucoin	Cynthia Bourgouin-St-André	Michelle Currie	Paulette Fleming	Rose Guillemaud
Sophie Audet	Julie Bournival	Helene Cyr	Jayne Fochler	Karine Guillemette
Kitty Babcock	Ali (Aline) Boutet	Sylvie Daigle	Renee Fontaine	Karine Guimond
Brenda Babyak	Geneviève Bouthillier	Hélène Dallaire	Bonnie Ford	Mychèle Guimond
Melanie Bailey	Emilie Boutin	Sylvie D'Amours	Debbie Ford	Deidre Guy
Linda Bakker	Marilyne Boutin	Josee Dandurand	Gisèle Forget	Jennifer Haase
Sarah Balyk	Suzanne Bouvier	Dialamba Danso	Martine Forget	Tracy Hajdasz
Susan Bannister	Valerie A Bouvier	Camille Darsigny	Marlene Forrest	Cindy Halwas
Sarah Bardell	Shauna Bowers	Myriam Darveau	Élianna Fortin	Donna Hancock
Winnifred Barnett	Donna Britten	Jocelyne Dauphinais	Marie-Christine Fortin	Kathy Handzuik
Ann-Marie Barrett-Tandy	Julie Brodeur	Marcia Davies	Marie-Soleil Fortin	Angela Hargreaves
Gwen Barris	Kathy Brophy	Nora Davis	Suzanne Foster	Joyce Harnett
Deborah Bartlett	Louise Brousseau	Kelsie Dawson	Dominique Fournier	Kelly Harris
Fentina Bastien	Deborah Brown	Mylène De Montigny	Hélène Fournier	Brenda Harrison
Priscilla Bau	Kim Brown	Karren De Repentigny	Laura Mee fournisseur	Shelley Haslett
Nancy Beauchesne	Marilou Brummund	Angela Dean	Patricia Freeman	Rose Hayden
Cathy Beaudoin	Louise Ann Brunet	Nathalie Decelles	Susan Fulton	Barbara Hayes
Geneviève Beaudoin	Kyla Buhler	Marielle DeGrandpré	Yvonne Gabriel	Karen Hayes
Roma Beaudoin	Shelly Burke	Gabrielle Delage	Annie Gagnon	Annette Healey
Caroline Beaulieu	Diane Burness	Catherine Demers	Denise Gagnon	Carol Heath
Lucie Beaugregard	Judy Bycok	Rhoda Dempsey	Hélène Gagnon	Eve Hebert
Marilyne Bédard Rivard	Jessie Cadieux	Roxanne Denty	Line Gagnon	Monica Hecht
Lisette Belange	Tiff Caldwell-Henchoeff	Fanny Derepentigny	Julia Gallant	Susan Henderson
Joan Belanger	Rocio Campa	Jacqueline Deroy	Lisa Gallant	Colleen Hendrickson
Carole Bélanger	Geneviève Campbell	Léa Desbiens	Esther Gallop	Lorrie Henke
Isabelle Bélanger	Deborah Canevaro	Marie-Eve Desbiens	Janice Gaudet	Reina Heras
Noémis Bélanger	Franca Carapellucci	Vicky Deschambault	Stéphanie Gaudreau	Mariola Herbasz
Stéphanie Bélanger-Bélec	Josée Carle	Nathalie Deschênes	Josée-Isabelle Gaudreault	Marilyn Hibberd
Mélanie Belisle	Jeannine Carman	Cynthia Deslandes	Manon Gauthier	Marilyn Hicken
Raelene Bennett	Line Caron	Dorothée Desmeules	Marie-Pier Gauthier	Colette Hickey
Joanie Benoit Savoie	Donna Carr	Carolanne Desrochers	Mégane Gauthier	Georgina Hickey
Maggie-Lise Bergeron	Stéphanie Carrière	Marianne Desrochers	Mélissa Gauthier	Pam Hill
Michelle Bergeron	Debbie Carroll	Nadia Desroches	Natasha Gauvreau-Lapensée	Carol Hinch-Croteau
Marion Bernard	Dezirai Cassidy	Fatema Dewji	Solange Gélinas	Steph Hinsperger
Laurence Bernier	Sharon Casteel	Harpreet Dhaliwal	Lucie Geoffrion	Lois Hirtz
Stéphanie Bernier	Shauna Cater	Lori Dibona	Marie-Claude Geoffrion	Hilda Hiscock
France Bertrand	Leanne Chamberlain	Laura Paglione DiCiccio	Karen George	Louisa Hoddinott
Claudie Berube	Cathie Chapman	Ashley Dien	Rosefaithel Gerome	Jo Anne Hogard
Denise Bérubé	Anik Charest	Sophie Dion	Nathalie Gervais	Marimette Hogewoning
Eve Bérubé	Stéphanie Charles	Susan DiTomaso	Navsharan Ghattarora	Raven Hogue
Lucie Bérubé	Stéphanie Chouinard	Odette Dobbin	Denise Gibson	Alicia Holden
Bonnie Best	Sara Chowdhery	Donna Dodds	Linda Giesbrecht	Kelly Holliday
Joyce Bigelow	Brenda Christianson	Christine Dore-Brown	Laurie Gignac	Leila Holzworth
Pamela Bijl	Barb Cieslak-Sydor	Caroline Doucet	Audrey Giguere	Gina Hormann
Melanie Bilodeau	Andrea Clairmont	Herode Doudoute	Gaylene Gillander	Shannon Hornbacher
Chantal Bisailon	Eva Maria Coelho	Tracey Douglas	Linda Gingrich	Isabelle Horth
Julie Blackburn	Chloe Coghlin	Sabrina Drouin	Alycia Girard	Lorna Hosker
Sofia Blackwood	Bev Colthorp	Lynda Drysdale	Vanessa Girard	Lison Houde
Jacinthe Blanchet	Guyline Comeau	Caroline Dubé	Mireille Giroux	Sandy Houlgrave
Mandy-Rae Block	Janice Connell	Maryse Dubé	Danielle Gobeil	Derrice Howard
Sabrina Blouin	Jeanette Conway	Jacinthe Dubois	Anne Godin	Lynn Hubley
Deanna Blue	Georgine Cook	Marie-Eve Duguay	Joyce Goff-Francis	Judy Huskins
Olga Bogdanova	Heather Cook	Jennifer Dunlop	Cheryl Golby	Brenda Hyde
Cristina Boghossian-Bairos	Sharon Corbin	Bernadette Dupont	Janice Googoo	Julie Imbeault

Q1, Q2 & Q3 ON-TRACK ALL-STAR CONSISTENCY PROGRAM EN PISTE POUR LE DÉFI DE CONSTANCE ULTRA-STAR DU T1, T2 ET T3



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Armelle Imboua	Susie Leakvold	Renee Melton	Kelly Petit	Naomie Roussel	Monique Thérien
Carole Ipperciel	Marie-Pierre Lebel	Aquilina Mendoza	Mary Pfaff	Debbie Roworth	Isabelle Therrien
Rebecca Irving	Anna LeBlanc	Claire Mercier	Jade Phaneuf	Sophie Ruel	Marylise Thibault
France Doris Isabel	Diane Lebrun	Dixie Messick	Leah Phillips	Alexianne Ruel Champagne	Carol Thompson
Judith Jacques	Julie Leclerc	Anne-Renée Michaud	Chantal Picard	Marlene Sabo	Cheryl Thomson
Stephanie Jaddock	Sarah-Jane Leclerc	Lyne Michaud	Sabrina Pilote	Carline Saint Louis	Michele Thomson
Tina Jansen	Roxanne Lefebvre	Janet Millar	Chris Piuni	Doodlyne Samedy	Phyllis Ticco
Éloïse Jean	Marie-Helene Legaré	Shannon Millar	Mélissa Plante	Rita Samms	Layla Touil
Marilyne Jean	Geneviève Legault	Kathryn Milner	Laura Plummer	Line Samson	Aida Toure
Patti Jeske	Stéphanie Legault	Diane Mimeault	Stephanie Poirier	Louise Samson Trudel	Jany Tremblay
Valérie Jetté	Laura Leger	Jessica Mia Moaiki	Katie Pokrant	Joanne Sanders	Jessica Tremblay
Patti Joe	Linda Lelièvre	Denise Mohr	Marie-Pier Potvin	Jasbir Sandhu	Sarah-Maude Tremblay
Nicole Jolicoeur	Suzanne Lemay	Jodi Mohr	Catherine Poulin	Colleen Sankey	Simon Tremblay
Chianne Jones	Geneviève Lemieux	Karen Moilliet	Marjorie Poulin	Sharon Sansom	Julie Trépanier
Bredeline Joseph	Geneviève Lépine	Shannon Moors	Sabrina Poulin	Annie Santerre	Mélina Truchon
Janice Joyner	Christine Leprohon-Palaisi	Linda Moreau	Sonia Poulin	Chantal Saucier	Ming Tsang
Marline Juste	Marie-Soleil Lessard	Laurie Morin	Manon Pouliot	Ruth Sauter	Josée Turbide
Pamela Kanderka	Maryse Lessard	Stacie Murphy	Sherrilynn Poulton	Josee Sauve	Léanne Turgeon
Carole Kavanagh	Christine Letourneau	Winsome Murray	Cynthia Powell	Edna Savoie	Lorraine Upwards
Kelsey Keglovic	Jennifer Levers	Lois Musselman	Lisa Prenty	Laurie Schuster Sydor	Debora Van de Ligt
Deborah Kenny	Julie Lévesque	Cindy Nelson	Gail Prodeus	Barbara Schwartzin	Paymaneh Varahram
Wendy Kenny	Suzie Lévesque	Roselène Nelzy	Shirlynn Pronovost	Shenelle Scott	Irma Vaughan
Naromie Kérollé Rincher	Bella Li	Dana Nesplic	Charleen Proznick	Sherry Seale	Kelsey Veert
Mylene Kilgour	Coralie Licata	Gladys Neumann	Pamela Prytula	Anik Seguin	Maxine Veinot
Angela Kimmie	Pamela Liebenberg	Jeanne Neveu-Delage	Natalia Pufler	Marie Clarenne Seide Derival	Valérie Viau
Katrina Kimmie	Debra Lindskoog	Elena Nikanova	Judy Pye	Tynan Seitz	Nathalie Viel
Kimberley King	Betty Lister	Becky Nikolaisen	Gina Ge Qian	Melanie Senecal	Cassandra Villeneuve
Mary (Katie) King	Colleen Listro	Paulette Nimco	Pascale Quirion	Renu Sethi	Maureen Vincent
April Klippenstein	Claire Litzler	Monica Noel	Erin Ragusa	Kim Shankel	Kathy Vivian
Angie Klotz	Candice Loeppky	Carolyn Noftall	Rajinder Rai	Lesley Shaw	Deborah Walker
Karin Kolstein	Nancy Loire	Elise Normandeau	Julie Rainville	Elena Shilkina	Tracey Walls
Marilyn Komm	Heather Loshack	Audrey Noronha-Teixeira	Karine Rainville	Alison Silcoff	Cangi Wan
Eva Kopec	Kim Lougas	Isabelle Nowlan	Rajvant Rakhra	Fernanda Silva	Marilyn Warren
Ashley Krause	Maura Lucente	Brenda ODonnell	Evelyn Ramanaukas	Karyne Simard	Gail Watts
Kathy Kristjanson	Helen MacCallum	Linda O'Grady	Charlotte Ramdé Nongomdé	Sandra Simmie	Sylena Webster
Bev Krueger	Aradella MacDonald	Aldonna O'Keefe	Lorna Randall	Irene Simpson	Diane Weisgerber
Terri Kurtzweg	Nadia MacDonald	Holly Oliver	Christine Ransom	Elaine Skinner	Louise Werner
Lynda Labelle	Marie MacKay	Sylvana Oliver	Wajjha Raza	Janelle Smith	Sandra Whan
Nicole Labelle	Marilyn MacKenzie-Cusack	Carol Olsen	Fatima Raza Husain	Jeanne Smith	Cathy White
Sylvie Labrie	Elaine Maeland	Darlene Olsen	Shelley Recoskie	Jo-Anne Smith	Loretta White
Liliane Lacaille	Denise Maher	Mae Ormrod	Tammy Reed	Sherry Smith	Rita White
Charmaine Lacoursiere	Sherry Mallov	Dorothy Osadczuk	Sheila Rempel	Peggy Somerton	Tracey White
Marie-Claude Lafleur	Yasmin Manamperi	Julie Oshinlaja	Raphaëlle Renaud	Shireen Spencer	Kathy Whitley
Cheryl Lake	Annie Marquis	Martine Ouellet	Émilie René	Carolynn Spurvey	Melanie Wiens
Audrey Lamontagne	Sonya Martens	Karine Ouellette	Carol Rennehan	Gail St.Croix	Catherine Wilkinson
Lucette Lamoureux	Darlene Martin	Lenore Oughton	Jaspal Riat	Marie-Eve St-Aubin	April Williams
Catherine Landreville	Eily Martin	Tetiana Ovcharenko	Suzette Rice	Judy Steeves	Elizabeth (Liz) Williams
Corrinna Landry	Karine Mata	Mariette Owen Meier	Velma Richards-Mckinnon	Andrea Stewart	Phyllis Williams MacRae
Farah-Lynn Landry	Krista M Matheson	Sara Palmater	Susan Richardson	Marise St-Gelais	Anne Williamson
Josee Langevin	Kelly Maydiniuk	Sheena Papin	Diane Riddell	Nancy Stiles	Barbara Jo Wilson
Marie-Hélène Langlois	Adrienne McAlpine	Alexandra Paquet	Sylvie Rieux	Lyne St-Jean	Joanne Wingrove
Natasha Lanthier	Kristen McBride	Nadya Paquet	Sue Rigby-Mallard	Karine St-Louis Matte	Donna Witt
Laurence Lapointe	Lorraine McCabe	Stephanie Paquette	Venessa Rioux	Alison Stockbrocks	Liz Wodham
Vanessa Lapointe	Phyllis Mccallum-Hunter	Nancy Paquin	Mélissa Rivard	Alice Storey	Sandra Wolff
Kim Lapointe Harvey	Louise McCann	Audrey Paradis	Sabrina Rivest	Natalie Strathie	Colleen Worth
France Fl Laroche	Lola McDevitt	Kim Paradis	Cassandra Rivett	Catherine Strickland	Sandra Wrathall
Mireille Laroche	Melissa McDonald	Charlotte Paré	Karen Roberts	Gayle Sturgeon	Deb Wynn
Jennifer Larose-Marion	Debbie Ann McDonald-Charles	Margaret Parker	Leanne Roberts	Julie Sullivan	Sharon Wynter-Bowen
Krissy Larsen-Ratzlaff	Nancy McEwen	Alyce Parkes	Sharon Robertson	Dmitri Svistounov	Kathy Wyrwas
Shauna Laughlin	Glenda McFtridge	Ann Parsons	Kathy Robinette	Debbie Swangard	Marie York
Kelly Lavers	Marie McGann	Edith Robitaille	Édith Robitaille	Tamara Swatske	Evalina Zamana
Annie Lavoie	Heidi McGuigan	Christine Robotham	Christine Robotham	Marjenka Talbot	Joy Zaporozan
Catherine Lavoie	Cindy McIvor	Denise Rochelle	Denise Rochelle	Vilma Tarascio	Dianne Zecchino
Chantale Lavoie	Donna McKinley	Lise Rochon	Lise Rochon	Mireille Tardif	
Mylène Lavoie	Cheryl McNair	Melissa Rogers	Melissa Rogers	Janet Taylor	
Nadia Lavoie	Susan McNeely	Wendy Rose	Wendy Rose	Nancy Tellez	
Patricia Lavoie	Lori Melitzer	Denise Rossetto	Denise Rossetto	Micheline Tessier	
Lorna Lawlor	Pascale Melki	Johanne Rousseau	Johanne Rousseau	Valérie Théberge	
Cassandra Lay	Reagan Melnychyn	Élisabeth Rousseau Blanchet	Élisabeth Rousseau Blanchet	Bonithe Theodor Elysee	

2023 EARNINGS REPRESENTATION / REPRÉSENTATION DES REVENUS 2023

CANADIAN STATEMENT OF TYPICAL PARTICIPANT EARNINGS

ÉTAT DES REVENUS TYPES DES PARTICIPANTES CANADIENNES



The vast majority of the Independent Sales Force Members' primary source of profit is selling product to their customers, with up to a 50% profit potential on all retail sales.

La principale source de bénéfices de la grande majorité des membres de l'effectif des ventes indépendant réside dans la vente de produits à des clientes, qui peut générer jusqu'à 50 % de profit sur toutes leurs ventes au détail.



In addition to awards and bonuses, all Mary Kay Independent Beauty Consultants who choose to invite others to join the Mary Kay Opportunity become eligible to earn commissions.

Outre les primes et les prix, toute Conseillère en soins de beauté indépendante qui invite d'autres personnes à saisir l'opportunité Mary Kay peut avoir droit à des commissions.



To be eligible for commissions, Independent Beauty Consultants must be active themselves and have offered the opportunity to at least one active Independent Beauty Consultant during the relevant period.

Pour avoir droit à des commissions, une Conseillère en soins de beauté indépendante doit être active et avoir proposé notre opportunité à au moins une Conseillère en soins de beauté active pendant la période applicable.



Members of the Independent Sales Force are considered active in a particular month (and for the two months after) when they place at least \$450 in retail product orders intended for resale to end consumers during the month.

Les membres de l'effectif des ventes indépendant sont considérés actifs durant un mois donné (et pour les deux mois suivants) s'ils passent des commandes de produits au détail d'au moins 450 \$ destinés à la revente pendant ce même mois.

All Canadian Independent Sales Force members, including those that do not earn commissions or bonuses, are included in the typical participant earnings statement for the year 2023. This "typical" figure is representative of the smallest range of compensation earned by over 50% of all Mary Kay Independent Sales Force Members.

A typical participant in the Mary Kay Independent Sales Force does not earn any commissions or bonuses. This earnings statement does not include any profits realized from personal retail sales.

While personal earnings will vary, Independent Beauty Consultants who were eligible for commissions or bonuses earned between \$0 and \$5,720 annually in 2023 (with an average of \$211).

Tous les membres de l'effectif des ventes indépendant canadien, y compris ceux qui ne touchent pas de primes ni de commissions, sont compris dans cet état des revenus types des participants de l'année 2023. Ces données « types » sont représentatives de la plus faible gamme de revenus touchés par plus de la moitié de tous les membres de l'effectif des ventes indépendant Mary Kay.

Les participants types de l'effectif des ventes indépendant Mary Kay ne touchent pas de primes ni de commissions. Cet état des revenus n'inclut aucun des profits générés par les ventes au détail personnelles.

Si leurs revenus personnels peuvent varier, les Conseillères en soins de beauté indépendantes qui y ont droit ont touché en 2023 des primes ou des commissions totalisant de 0 \$ à 5 720 \$ (moyenne de 211 \$).

Average Annual Commissions of Mary Kay Independent Sales Force Members in 2023*

This chart covers the following period: January 1, 2023 through December 31, 2023

Commissions annuelles moyennes des membres de l'effectif des ventes indépendant Mary Kay en 2023*

Ce tableau couvre la période comprise entre le 1^{er} janvier 2023 et le 31 décembre 2023

	Average Annual Commissions / Commissions annuelles moyennes	% of Independent Sales Force / % de l'effectif des ventes indépendant	Average Time to Position / Période d'exercice moyenne
Independent National Sales Director / Directrice nationale des ventes indépendante	\$149,440 / 149 440 \$	0.04% / 0,04 %	12 years / 12 ans
Independent Sales Director / Directrice des ventes indépendante	\$21,050 / 21 050 \$	1.5% / 1,5 %	3 years / 3 ans
Commission Eligible Independent Beauty Consultant / Conseillère en soins de beauté indépendante admissible à des commissions	\$211 / 211 \$	11.3% / 11,3 %	
Independent Beauty Consultants who are not eligible to earn commissions / Conseillère en soins de beauté indépendante non admissible à des commissions	\$0 / 0 \$	87.2% / 87,2 %	

*This chart does not include profits realized from personal retail sales, nor does it take into account business or other related expenses.

*Ce tableau n'inclut pas les profits générés par les ventes au détail personnelles et ne tient pas compte des dépenses d'entreprise et des frais connexes.

Beauty Consultants who reach the status of Mary Kay Independent Sales Director or higher can also earn the use of a Mary Kay career car (or cash in lieu). As of December 31, 2023, 71% of the 391 Independent Sales Directors and Independent National Sales Directors participated in the Career Car Program.

Les Conseillères en soins de beauté qui accèdent au titre de Directrice des ventes indépendante Mary Kay ou à un titre supérieur peuvent aussi mériter l'usage d'une voiture de carrière Mary Kay (ou une compensation en espèces). Au 31 décembre 2023, 71 % des 391 Directrices des ventes indépendantes et des Directrices nationales des ventes indépendantes avaient participé au Programme de voiture de carrière.



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

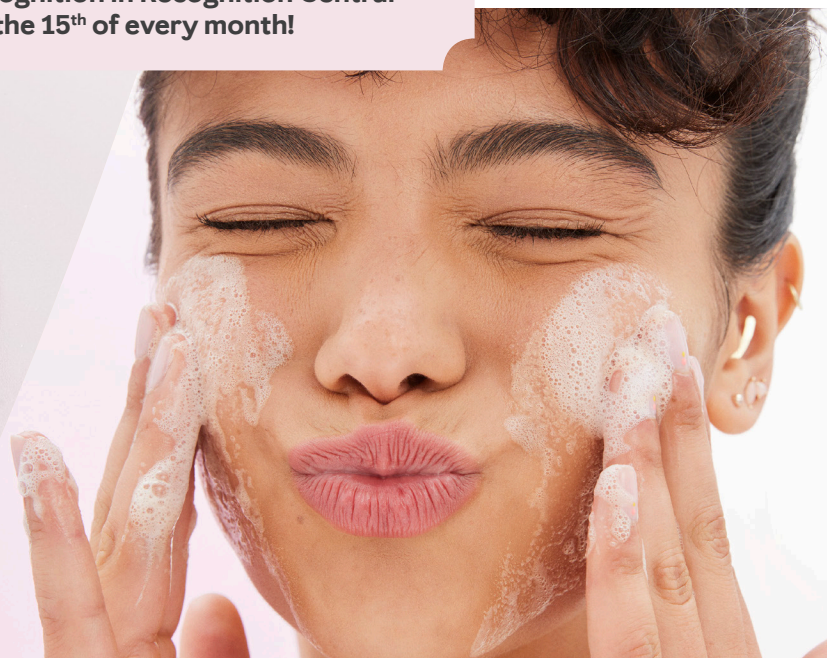
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