

Unit Goal: 12 Red Jackets & 2 DIQs



Independent Sales Director
Dee Russell

The Starlets

Newsletter August 2023

Results - July 2023



Queen of Retail Sales - YTD
Aminata Diallo



Queen of Sharing - July
Evelynne Chouambou



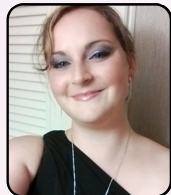
Queen of Wholesale - July
Aminata Diallo

Come along for the ride of your life!



STEPPING UP ROCK IT IN RED!

Who is our next red jacket?



Alexandra Leduc



MARKET YOUR BUSINESS LIKE A BRAND

Customize, personalize and share!

We've made it easy to customize, personalize and share, on-brand content with your customers. Simply click on the template set you want to use below and download the images to your device or import them right into Canva! From customer and hostess thank yous, to birthday wishes and congratulations, these branded assets will help you look polished and professional with a personalized touch!



PREFERRED CUSTOMER PROGRAMSM SLEIGH THE HOLIDAYS WITH SEASONAL SALES!

Holiday 2023 - Sept. 8 to Nov. 8, 2023

Enroll your customers for the Holiday 2023 issue of The Look!

ENROLMENT DATES: July 15 to August 8, 2023

BEGINS MAILING: August 29, 2023



STAR CONSULTANT ON TARGET

Consultant Name	Sapphire	Ruby	Diamond	Emerald	Pearl	
Aminata Diallo	\$547.50	\$1252	\$1852	\$2452	\$3052	\$4252

- Needed for next star -

STAR CONSULTANT PROGRAM ACHIEVE OUT-OF-THIS-WORLD REWARDS

You can earn exciting prizes in the Star Consultant Program while building your Mary Kay business. And the achievement you enjoy through the Star Consultant Program can help you earn rewards in other Mary Kay® programs! To participate in the Star Consultant Program, an Ind. Beauty Consultant must have personal retail sales of \$1,800 in wholesale Section 1 products that are received and processed by the Company during the program quarter.



CONGRATULATIONS

on investing in your business last month!

***\$600 orders are bolded - place a min. of \$600 wholesale every month.**

WELCOME TO OUR TEAM!

New Consultant

From

Recruited by

Aminata Diallo	\$547
Marilyn Sinclair	\$393
Danielle Malo	\$304
Lucie Robitaille	\$272
Stephanie Renaud	\$259
Melanie Morin	\$242
Véronique Chaput	\$235
Teresa Manzoni	\$234
Stéphanie Chabot	\$228
Evelyne Chouambou	\$215
Nelly Irany	\$140
Lourdes Sanchez	\$121
Josée Legault	\$108
Rose Haba	\$107
Liliana Ponte	\$79
Annie Tremblay	\$50
Alexandra Leduc	\$31

Nancy Martel
Stéphanie Chabot

Saint-Hubert, QC
Bois-Des-Filion, QC

Evelyne Chouambou
C. Sarrouf



Preferred Customer Program

Contacting your customers 7 to 10 business days after The Look begins mailing is always a great way to share your enthusiasm about new products. Combined with your customers' excitement, it could mean increased sales and more success for you!

Follow-Up Dialogue

Hi, [Customer's Name]. It's [Your Name]. I wanted to make sure you've received the _____ issue of The Look. It's full of multiuse must-haves to amplify and maximize your beauty routine. You'll also find samples of fabulous products to try!

Why don't we schedule an in-person or virtual party so you and your friends can have fun learning about new and exciting fall products. Are you available on [Date] at [Time]?

Referrals

You can earn hostess perks too, when you hold a party and invite a few friends. Are you available to host a party in person or virtually? How's [Date] at [Time]?

“If you have an idea and you keep yours, and I have an idea and I keep mine, we each have one.

BUT - if you give me yours and I give you mine, we each have two!”

Mary Kay Ash



MARY KAY COURT OF SALES

SEMINAR 2024

Achieve at least 35,000\$ in Retail production during the contest year 7/01/2023-6/30/2024 & earn your Diamonds.



Consultant Name

1. Aminata Diallo
2. Nelly Irary
3. Lourdes Sanchez
4. Marilyn Sinclair
5. Danielle Malo
6. Chantal Desrosiers
7. Lucie Robitaille
8. Stephanie Renaud
9. Carrelle Toho
10. Melanie Morin
11. Véronique Chaput
12. Teresa Manzoni
13. Stéphanie Chabot
14. Manon Jeanotte
15. Evelyne Chouambou
16. Céline Palerme
17. Africa Carolina Pérez Castro
18. Josée Legault
19. Suzanne Renaud
20. Annie Tremblay

YTD Total

- \$1219.00
- \$808.00
- \$785.00
- \$762.50
- \$608.00
- \$585.00
- \$544.00
- \$518.00
- \$517.00
- \$485.00
- \$471.00
- \$469.00
- \$457.00
- \$455.70
- \$431.00
- \$375.00
- \$297.00
- \$216.00
- \$212.00
- \$178.00



MARY KAY COURT OF SHARING

SEMINAR 2024

Qualify for your Diamond Bumble Bee from Mary Kay Inc. by reaching 24 Qualified New Recruits 7/01/2023-6/30/2024.



Consultant Name

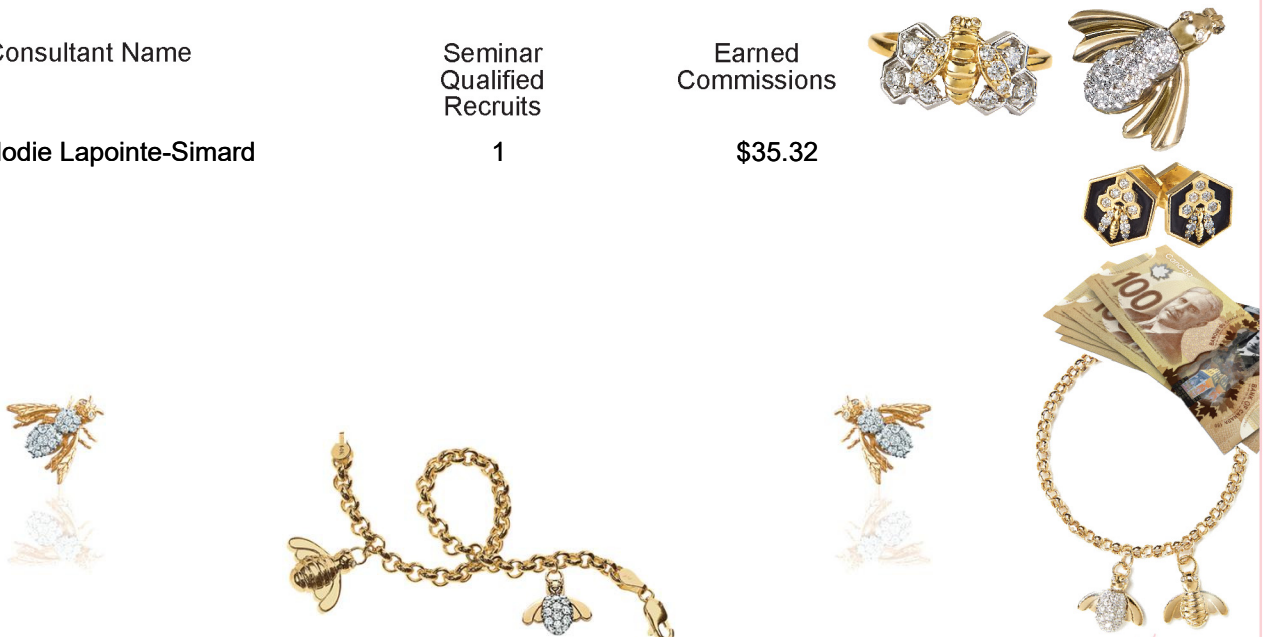
Élodie Lapointe-Simard

Seminar Qualified Recruits

1

Earned Commissions

\$35.32

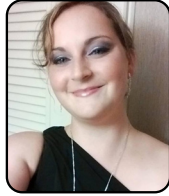


Always shoot for the moon... you'll land among the stars!



TEAM BUILDING

STAR TEAM BUILDER



Alexandra Leduc



SENIOR CONSULTANTS



Lucie Robitaille



Stephanie Renaud



Véronique Renaud



Africa Carolina Pérez Castro



Carrelle Toho



TALK TO TEACHERS ABOUT MARY KAY & BUILD YOUR TEAM!



Did you know that many successful Nationals and Top Directors in Mary Kay were once teachers? Teachers are teachable and have the skills to work with people, so it is no wonder why they succeed!! Make sure this summer you connect with as many teachers as possible. Have them listen for a lip gloss via a recorded call or a three-way call with your director. Share with them all the perks of starting their own business. Remember, 1 out of 5 generally will say, “YES” so make sure you take advantage of this!



DIQ

- 8+ Active Team Members
- Eligible to wear Future Director Scarf

ELITE TEAM LEADER

- 8+ Active Team Members
- 9-13% Team Commission
- 50\$ Team Building Bonus
- Eligible to earn 500\$/month

TEAM LEADER

- 5-7 Active Team Members
- 9-13% Team Commission
- 50\$ Team Building Bonus
- Eligible to earn 500\$/month



STAR TEAM BUILDER

- 3-4 Active Team Members
- 4-6-8% Team Commission
- 50\$ Team Building Bonus
- Eligible to wear Red Jacket

SENIOR CONSULTANT

- 1-2 Active Team Members
- 4% Team Commission
- 50\$ Team Building Bonus

Product
OF THE
MONTH

SAVE 20%
on *Naturally*[®]
Nourishing Oil!

\$56



NATURALLY[®] NOURISHING OIL

This quick-absorbing oil leaves skin feeling hydrated and looking revitalized.

Mary Kay Naturally[®] products are free of:

- parabens
- phthalates
- synthetic fragrance
- synthetic dyes
- SLS/SLES

The Mary Kay Naturally[®] Nourishing Oil is also free of silicone, mineral oil and alcohol or any ingredients that have been genetically modified.

100% Natural Origin*

*This means that 100% of the ingredients are derived from natural sources processed in accordance with third-party standards – currently the COSMOS standard. Natural sources include water, plants, minerals, ingredients of mineral origin and other agricultural ingredients.

WHAT'S NEW FOR FALL 2023

August 16 to November 16, 2023

LIMITED-EDITION

The Essentials - Glow on the Go, \$51 (Suggested Retail \$73)

Sculpt, enhance, and highlight to perfection with this gorgeous bundle.

Available in two shade options!



Light-to-Medium

Medium-to-Deep

SPECIAL-EDITION

Special-Edition† Makeup Remover Rounds (Pack of 5), \$16

Remove your makeup looks with ease using these reusable colourful makeup rounds.



REGULAR-LINE

NEW! Mary Kay® Waterproof Eyeliner, \$17 each

Create beautifully lined eyes with this fade-resistant, creamy, supersaturated eye liner.

Available in four deep shades!



Black

Steely

Blue

Brown



NEW AND IMPROVED! Mary Kay® Oil-Free Eye Makeup Remover, \$22

The best just got better! With just a shake and swipe, wipe away even the most intense eye makeup without tugging or pulling.

NEW! Mary Kay® Waterproof Lip Liner, \$17 each

Say hello to your most loyal liners! Dress your lips for any occasion with this vibrant, revamped formula.

Available in nine brilliant hues!

- Hot Pink
- Beige Nude
- Rose
- Auburn Nude
- Red
- Pink Nude
- Mauve Nude
- Berry
- Truffle Nude



EVERGREEN OFFERS

NEW! Bright Eyes Bundle, \$29 (Suggested Retail Value of \$34)

Neutralize dark circles and say hello to a brighter you with this dynamic duo!



Satin Lips® Set, \$28 (Suggested Retail Value of \$32)

Treat your lips to a moisturizing oasis with this rejuvenating set. Polish, soothe – voilà!



All prices are suggested retail. Plus, applicable taxes.

†Available while supplies last. Offer available through participating Independent Beauty Consultants only. Products and shades may not be exactly as shown and are subject to change without notice.

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This page should not be altered from its original form.



THE BEST JUST GOT BETTER!

With just a shake and swipe, wipe away even the most intense eye makeup without tugging or pulling. Plus:

- In side-by-side comparisons with women from four countries, the new formula was significantly preferred.**
- It removes waterproof mascara.
- The dual-phase formula is lightweight.
- It won't leave skin feeling dry.
- Featuring a new blend of cleansing agents that raises our bar in eye makeup removal.
- It's suitable for all skin types.
- It's ophthalmologist- and dermatologist-tested.
- Bottle & cap made from Post-Consumer Recycled (PCR) materials, reflecting our commitment to sustainable packaging.

New Product Technology + Sustainable Packaging = NEXT-LEVEL AMAZING



Special-Edition[†] Makeup Remover Rounds (Set of 5), \$16

**Results based on a blind, in-home study conducted with Mary Kay independent sales force members where 394 qualified Independent Beauty Consultants from four countries used each formula daily for four days in randomized order, preferring the new formula over the original

Remove

Your makeup looks with ease using these reusable makeup rounds. Pair with the Oil-Free Eye Makeup Remover to melt away mascaras, liners, and eyeshadows with only a few gentle swipes!

ONE BOTTLE IS SOLD EVERY 5 SECONDS!*

NEW and IMPROVED!
Mary Kay[®] Oil-Free Eye Makeup Remover, \$22

Track your way to the *Seminar* Stage



Queen's COURT OF SALES

\$35,000 YTD Retail (\$17,500 Wholesale)

- Choice of prize from Seminar brochure
- Invitation to Seminar Royalty Reception
- On Stage Recognition at Seminar



(\$1,500 wholesale per month will make you a WINNER!)

Queen's COURT OF SHARING



24 Qualified* New Personal Team Members

- Choice of prize from Seminar brochure
- Invitation to Seminar Royalty Reception
- On Stage Recognition at Seminar

*A qualified new personal team member is someone who submits an Independent Beauty Consultant Agreement and a minimum of \$600 in wholesale Section 1 orders in same or following three calendar months their Independent Beauty Consultant Agreement is received and accepted by the Company. Or when Independent Beauty Consultant Agreement is received and accepted by the Company during the contest period (July 1, 2023 to June 30, 2024), and they achieve at least one quarter of Star Consultant status by June 15, 2024.



(2 qualified new
personal team members per
month will make you a WINNER!)

Be the *Star* that you are

Reasons to become a Star Consultant!

1. It's a Good Business Decision: The best reason to be a Star Consultant is because it is a good business decision. When you have enough product on your shelf to provide a Roll Up for every guest at your skin care class you will sell more Roll Ups!
2. It builds Self-Confidence: As the president of your company, you have started your business smart, you have chosen to have products to sell from the beginning, giving you confidence in yourself. By keeping your shelves stocked you always have product availability. This gives your customers confidence in you as a professional, not an order taker when they can take their products home with them. This gives you a selling edge!
3. Credit and credibility: Inventory is proof of your investment in your career. If you need a loan to finance your initial inventory, you can establish credit in your own name and the interest becomes a business expense. It is possible for the revenue you make from one skin care class to more than cover the monthly loan payment. Avoid unnecessary interest expenses, by paying off any loans or credit charges a top priority.
4. It Shows You are Committed: Having a Star Consultant order on your shelf helps to make you committed. This becomes a business instead of a hobby. Remember, when you treat it like a business it will pay you like a business, if you treat your business like a hobby it will pay you like a hobby!
5. Recognition: This is strictly a right brain reason to be a Star Consultant, but it is the most fun reason. When you are a STAR you get recognized at every sales meeting by sitting up front. This is important for you, but more important for your recruits and prospective recruits, because it gives you credibility. Star Consultants also get special recognition at Seminar, and become celebrities by climbing the ladder of success.
6. It makes you a Winner: You win the prize of your choice at PEARL, EMERALD, DIAMOND, RUBY OR SAPPHIRE STAR level which gives you tangible evidence of your commitment to your career. People want to do business with a winner, and it makes you personally feel GREAT!
7. It Shows Success: Success attracts success. You will attract other sharp women who want to be successful. When you work your business smart by being a Star Consultant it gives you the believability that your recruits can do it also. You will realize how it builds self-confidence and that it is the best advantage your new recruits can give their business.

Be the **STAR**
that you **ARE!**

NEW! TIMEWISE® MIRACLE SET®

Reset the Pace of Skin's Visible Aging Starting in 2 Weeks!

Our innovative, scientifically proven and now patented *TimeWise 3D® Complex* powers every product in the TimeWise® Miracle Set® to help protect against causes of visible premature skin aging.

Vitamin B3 - Age-Defying Peptide - Encapsulated Resveratrol

Twice-daily use of TimeWise® Miracle Set® protects you from skin-damaging free radicals caused by environmental stressors:

UV Rays - Blue Light - Pollution - Stress - Lack of Sleep - Diet - Smoking

Available in Normal/Dry or Combination/Oily formulas.



CLEANSER: *TimeWise®* 4-in-1 Cleanser cleanses, refreshes, exfoliates, brightens and prepares skin for the benefits of your next skin care steps.

HYDRATE: *TimeWise®* Antioxidant Moisturizer provides 12 hours of hydration with a nongreasy, quick-absorbing formula.

DEFEND: *TimeWise®* Daytime Defender Sunscreen Broad Spectrum SPF 30* helps improve visible premature skin aging while defending against daily environmental stressors.

RECOVER: *TimeWise®* Nighttime Recovery works overnight to reveal skin that looks well-rested and feels renewed as expression lines appear softened and the look of wrinkles is reduced.

August Celebrations!



Anniversaries

Year

Suzanne Renaud	11
Louise Couillard	2
Seynabou Diallo	2
Isabelle Perreault	2
Kathie Sweeney	1



Independent Mary Kay Sales Director

Dee Russell

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Fall Applause® is here!

Go to your InTouch to read it now!

Words of Wisdom



“ If you tend to see yourself as nobody, you are going to find that others will take you at your own self-evaluation. That's why I constantly tell you that when somebody asks, "How are you?" I want you to say, "Great!" No matter what. If you don't think you are great, nobody else will either. ”