



GIRLS ON FIRE

SEPTEMBER NEWSLETTER WITH AUGUST RESULTS

Queen of Wholesale



Bobbie Czerwinski

Proud Reds



Your Turn to Shine

ACHIEVER POWER UP & GROW ACHIEVED MONTH ONE & TWO (\$600 WHOLESALE)



Bobbie Czerwinski

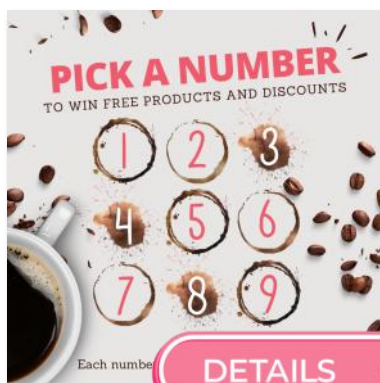


Angie King



Your Turn to Shine

National Coffee Day



National Coffee Day is perking up on September 29th!

Why not celebrate with your customers by brewing up some fun offers? Need inspiration? Tap the button for prize ideas—or sprinkle in your own creative twists!

Quarter 1 On-Target Stars

Name	Whsl \$ + TB*	Sapphire	Ruby	Diamond	Emerald	Pearl
Bobbie Czerwinski	\$5,362.70	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Laura Szymanowski	\$2,380.00	\$0.00	\$20.00	\$620.00	\$1,220.00	\$2,420.00
Arlynda Roberts	\$576.00	\$1,224.00	\$1,824.00	\$2,424.00	\$3,024.00	\$4,224.00
Cassandra Montalvo	\$478.00	\$1,322.00	\$1,922.00	\$2,522.00	\$3,122.00	\$4,322.00
Angie King	\$5,418.10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00



🎉 LET YOUR GOALS GROW 🎉

SALES LEADERS COMPANY COURT OF SALES



Bobbie Czerwinski



Arlynda Roberts



Brenda Johnson

CONSULTANT

- 1 Bobbie Czerwinski
- 2 Arlynda Roberts
- 3 Brenda Cobb Johnson
- 4 Laura Szymanowski
- 5 Yelena Kovalchuk
- 6 Somy Clark
- 7 Heather Salter
- 8 Cassandra Montalvo
- 9 Lori Hetrick

YTD RETAIL

\$5,876.00
\$1,200.00
\$650.00
\$638.00
\$553.00
\$462.00
\$232.00
\$218.00
\$28.00

QUEENS' COURT OF SALES



QUEEN

\$45,000 rs/ \$22,500 whsl

PRINCESS

\$22,500 rs/ \$11,250 whsl

UNIT

\$11,250 rs/ \$5,625 whsl

QUEENS' COURT OF SHARING



QUEEN

24 Team Members

PRINCESS

12 Team Members

UNIT

6 Team Members

Staying Consistent



Want to see steady progress in your Mary Kay biz? It starts with simple, repeatable actions!

- 1. Time Block It** – Set aside 15–30 minutes a day just for your MK biz. Use it for follow-ups, booking, or learning!
- 2. Track Your Actions** – Don't just track results—track the activity! Consistent effort leads to consistent outcomes.
- 3. Follow a Weekly System** – Pick 1 focus per day (ex: Mondays = booking, Tuesdays = team building, etc.) to create a flow that works for you.

Small daily actions build BIG momentum!



ANOTHER YEAR OF FABULOUS



OCTOBER BIRTHDAYS

OCTOBER MK ANNIVERSARIES

CONSULTANT

DATE

Shayla Goriel
Angela Jackson

18 October
28 October

CONSULTANT

YEARS

Carrie Froess
Charmalene Ulmer
Rosheemah Lester
Kari Hollis
Susan Fowlkes
Angela Jackson

6
1
1
1
1
1

INVESTING IN GROWTH... GLOWING WITH PURPOSE

Bobbie Czerwinski \$761.00
Arlinda Roberts \$576.00
Yelena Kovalchuk \$276.50

Somy Clark \$231.00
Heather Salter \$116.00

Lori Hetrick \$28.00
Angie King \$2,804.50



LOVE CHECKS



Angie King 13% \$508.30

Does not include Unit Commissions and Bonuses

Ingredient Spotlight - RETINOL



Ever wonder why Retinol gets so much buzz in the skincare world? Here's why:

- What it is: A derivative of Vitamin A — a powerhouse ingredient loved by dermatologists.
- Why it's amazing: Speeds up skin renewal, supports collagen, smooths fine lines, and improves uneven tone.
- Mary Kay Connection: Our Clinical Solutions Retinol 0.5 and NEW Retinol 0.3 deliver these benefits to help reveal smoother, firmer, more radiant-looking skin over time.

DETAILS



Consultant Tip: Share this spotlight and ask, "Who's ready to try retinol in their routine?" — it's the perfect conversation starter!



GROWIN' AND

GOIN' UP

SENIOR CONSULTANT

1-2 Active Team Members
4% Commissions
Earn \$50 Team Building Bonuses

Bobbie Czerwinski



TEAM BUILDING
MK CONFIDENT MODULE



STAR TEAM BUILDER

3-4 Active Team Members
4, 6 or 8% Commissions
50% Discount on Red Jacket
\$50 Team Building Bonuses



READY IN RED
MK CONFIDENT MODULE



TEAM LEADER ELITE TM LEADER DIQ

5+ Active Team Members
9 or 13% Commissions
\$50 Team Building Bonuses
5% Second -Tier Team Commission (Elite/DIQ)



DIQ

MK CONFIDENT MODULE

DIRECTOR

4, 9, or 13% Personal Commissions
9, 13 or 23% Unit Commissions
\$100 Team Building Bonuses
Unit Bonuses
Earn use of Career Car/
Cash Compensation



Angie King



AI-Powered Foundation Finder



DETAILS



Say hello to the NEW AI-Powered Foundation Finder — now on marykay.com and your Personal Web Site!

This smart tool helps your customers find their perfect shade in seconds. Just scan, match, and glow!

Pro Tip: Remind your customers to take their scan in good natural light (facing a window works best!) for the most accurate match. And for those with specific skin concerns, you're their go-to for expert advice.

Let the AI do the matching — YOU make the sale!

NEW! AI-POWERED FOUNDATION FINDER

MEET YOUR MATCH!

- Now LIVE on your MK website
- Hassle-free Use on Mobile
- Good Lighting for Great Results

DOWNLOAD



A POWER NOTE FROM ANGIE

With the
**CHANGING
SEASON**
comes
**NEW
BEGINNINGS.**

-Author Unknown

Welcome to September – a month to fall in love with the changing seasons and oh-so exciting possibilities! The Mary Kay year is carefully crafted for success. As you look ahead to fill your fall calendar and plan your own steps to success, keep these special dates in mind:

- **Look Book Mailing and Order Dates:** Watch your mail and start taking early orders! The Look Book mailing begins on September 7. If you participated in the Fall/Holiday PCP (Preferred Customer Program) you can take advantage of early ordering privileges beginning on September 10. ALL consultants can order on September 15.
- **Mary Kay Company Anniversary:** September 13 marks 62 years of encouraging and empowering women! Honor this anniversary by having a sale or customer showcase. Stretch yourself to connect with 62 new or “it’s been a while” customers. Sell 62 items or see how many \$62 bundles you can sell.
- **September - October 31 - Power Up & Grow Challenge time frame:** Order \$600 or more in wholesale each month to stay on target for Star and earn your Power Up & Grow challenge prize!
- **Quarter 1 ends September 15 - Quarter 2 begins September 16:** The Look Book mailing, order privilege dates and company challenges are perfectly aligned to help you finish first quarter strong and book your business for a power packed second quarter and beyond!

The possibilities are endless! Let’s stay connected and have a powered up, purpose driven month!

Love and Belief,

Angie

Fall/ Holiday Product Launch



A new season calls for cozy confidence, bold beauty, and fresh ways to shine brighter than ever — and our Fall/ Holiday Product Launch is here!

Share sneak peeks, start your preorder list, and plan a launch event or online reveal to kick off the season in style! Now’s the time to start taking preorders so your customers can be the first to enjoy the new products, new possibilities, and new joys this season brings.



PCP Enrollment is
OPEN through
OCTOBER 1ST!

Why enroll?

- Your customers get first peek at holiday must-haves—delivered to their mailbox!
- YOU get early ordering perks!

Use this image to ask your customers if they’d like to be added to your list—perfect way to reconnect and spread some holiday cheer!

ENROLL



DETAILS



DOWNLOAD 



Holiday BUSINESS Planning

Get excited about this holiday season and make a BIG plan for what to accomplish. It will require a plan and a goal to work towards. This is the time to get ahead on your goals; pay off debt; work for something you want for you or your family. The sky is the limit! THINK BIG! GO TO WORK!

MY HOLIDAY GAME PLAN



SEPT

- Plan your sales & personal calendar for the next 4 months
- Book skincare, supplements & Fall look parties for Sept. and get wish lists from everyone
- Hold QVC style event in your customer VIP Group for Fall colors
- Have your customers invite friends to build your group
- Order Holiday products & gift wrapping supplies
- Anticipate sell-outs!
- Finish your STAR
- Contact Businesses for employee gifting/gift cards
- Contact Senior Centers for updated rules for Adopt-A-Grandparent
- Plan your Open House if you will be doing in-person
- Book Holiday Preview coffees w/ your customers
- Book customers to be holiday hostesses for you
- Add a new team member as a "Holiday Consultant"
- Follow up with PCP customers once Fall/Holiday Look Books arrive

OCT

- Create a Grab-and-Go gift basket with gift ready products and keep with you at all times
- Hold 5 Holiday Coffees
- Contact your customers' "Santas" about 12 days of Christmas
- Add team members so they can take advantage of Holiday Sales
- Follow up with businesses about employee gifts
- Launch your Adopt-A-Grandparent program
- Hold QVC style VIP Group event for Holiday products
- Send invites for in person Open House
- Plan virtual Open House
- Hold skincare & mask parties - get wish lists and Santas from everyone
- Hold a product preview panel to get opinions on holiday products and book them to be a hostess
- Reverse Trick-or-Treat your neighbors - leave goody bags at their door with samples & info about gift wrapping services

NOV

- Hold 5 Holiday Coffees
- Hold updated QVC style Holiday product event
- Make a Holiday Glam Look video for your VIP Group and book glam parties
- Order your own gifts for friends and Family
- Send invites for open houses & follow up!
- Finish Adopt-A-Grandparent
- Get wish lists, invite guests to virtual events
- Call Santas, husbands, etc. for wish lists & 12 Days of Christmas
- Pink Friday / Small Business Saturday / Cyber Monday Sales
- Post in your customer group about stocking stuffers, gift sets, and gifts at different price points
- Hold Virtual Open House featuring Gift-Ready products in cute packaging
- Be sure inventory is ready for last-minute shoppers

DEC

- Hold a "Last Minute Gifts" virtual open house - don't forget scents, bundles, men's products, stocking stuffers
- Deliver gifts
- Bring your Grab-and-Go basket EVERYWHERE with gifts at different price points
- Post in your VIP Group about your gift wrapping services
- Book "New Year, New You" skincare parties
- Hold virtual "Men Only" open house for gifting ideas
- Follow up with wish lists
- Finish your STAR
- Hold a 12 Days of Christmas Sale in your VIP Customer Group
- Call your customers for their PERSONAL needs - it's easy to forget yourself when you're shopping for others
- Sell New Year's Day "Morning After" Bundles with Indulge Soothing Eye Gel, Mint Bliss, and maybe a Charcoal Mask.

Plan for Success



Pink
SUCCESS

Why be a Star Consultant?

WHAT IS A STAR CONSULTANT?

Each quarter you sell enough product to place an accumulated \$1,800 or more wholesale order, you will achieve Star status.

WHY YOU SHOULD BE A STAR?

- Achieve Star and accumulate credits as you place wholesale orders and add Qualified Team Members
- Redeem points right away or save them for a big super achiever prize!
- YOU pick the prize that motivates you the most.

WORK. EARN. SAVE. REDEEM. ACHIEVE.

BE AN ALL STAR!

When you earn Star consultant all 4 quarters of the seminar year (July through June) you are eligible for bonus Star credits!

Achieve Star!

The best way to earn your Star is to set goals. Make your goals S.M.A.R.T. and keep them in front of you with a goal poster or electronic reminders.

SPECIFIC: IDENTIFY WELL DEFINED AND CLEAR GOALS.

Instead of "Work harder" (This is too vague)

- ✓ Use something specific like: "Stay on target by selling \$1200 retail and placing a \$600 wholesale order each month."

MEASURABLE: GOALS SHOULD BE QUANTIFIABLE AND NOT VAGUE.

Instead of "Sell more skincare sets" (This isn't specific)

- ✓ Use something specific like: "Sell 2 skincare sets by the end of the week"

ATTAINABLE: GOALS CAN BE A STRETCH, BUT THEY SHOULD ALSO BE REALISTIC.

Instead of "Make a million dollars in one day" (This is unrealistic)

- ✓ Use something specific like: "Have a \$1,000 week"

RELEVANT: GOALS SHOULD MATCH YOUR FOCUS.

Instead of "Go to the car wash every week" (This does not match your focus)

- ✓ Finish \$800 weeks, week in and week out to reach Queens Court of Sales

TIME-BASED: GOALS WITH DEFINITIVE TIMELINES ARE MORE OFTEN ACHIEVED.

Instead of "Share the opportunity" (This has no timeline)

- ✓ Use something specific like: "Share the opportunity with 5 new people this week"

IDEAS:

Find your focus and work in your joy zone – whether it's in person parties, virtual, or a combination, sharing your dreams and goals will help keep you focused and accountable.

Sell 24 items in 24 hours

Follow up with skincare clients – Offer a discount for a new beauty or supplement purchase

Host a Shake up your make up bag party

Demo a new product to 5 or more people every week

Star Levels!

PEARL: 4,800

EMERALD: 3,600

DIAMOND: 3,000

RUBY: 2,400

SAPPHIRE: 1,800

GIRLS ON FIRE



ANGIE KING

7167 Magnolia Ln
Waterford Twp, MI 48327
(814) 464-3924

IMPORTANT DATES

- Sep 1** - Labor Day
- Sep 1** - Winter PCP enrollment begins
- Sep 7** - Fall/Holiday PCP Begins Mailing
- Sep 13** - Mary Kay 62nd Anniversary
- Sep 29** - Last day to place telephone orders
- Sep 30** - Last day to place on-line orders
- Oct 1** - Winter PCP enrollment ends
- Oct 30** - Last day to place telephone orders
- Oct 31** - Last day to place on-line orders

MARY KAY

POWER UP & GROW SELLING CHALLENGE TRACKING SHEET

The Power UP & Grow Selling Challenge time frames:
o July 1 - Aug. 30, 2025
o Sept. 1 - Oct. 31, 2025
o Nov. 1 - Dec. 31, 2025

A challenge is achieved when an Independent Beauty Consultant or Independent Sales Director orders \$600 or more in wholesale Section 1 products* each month during any challenge time frame.

How To: Check each box once you've reached \$600 in wholesale Section 1 products for that month. You must check a box two months in a row to achieve one of the challenge time frames (Ex. July and August, September and October, November and December). If requirements are met, you can earn special Power UP & Grow Selling Challenge rewards featured on Mary Kay InTouch®.

CHALLENGE 1:

July \$600	+	Aug. \$600
---------------	---	---------------

CHALLENGE 2:

Sept. \$600	+	Oct. \$600
----------------	---	---------------

CHALLENGE 3:

Nov. \$600	+	Dec. \$600
---------------	---	---------------

*Not to legitimate consumer demand. The order(s) can be a single order or cumulative orders of \$600 with Customer Delivery Service. Guest Checkout and EZ Ship order amounts count toward your products. The Independent Beauty Consultant will receive their reward inside their qualifying order. One reward per achiever.

DOWNLOAD ↑

SEPT - OCT CHALLENGE



Enjoy exclusive rewards when you achieve the
Power UP & Grow Selling Challenge! Earn this

MK Branded Felt Board and 400 Star Credits

when you order \$600 or more in whsl Section 1
products* in September and October!