

Independent Sales Director  
June Christoff

Unit Goal: Fabulous 50 Club



# Joyful Champions Unit

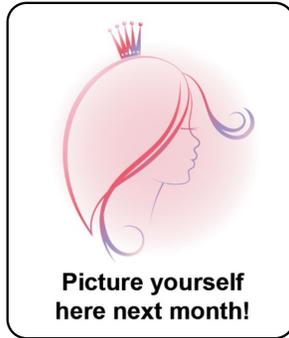
## Newsletter October 2025

## Results - September 2025



#1 YTD Retail Sales

Jurmin  
Francis-Ross



#1 September Recruiter

Who will it be next month?



#1 September Wholesale

Jurmin  
Francis-Ross

Come along for the  
ride of your life!



## STEPPING UP ROCK IT IN RED!

Who is our next red jacket?



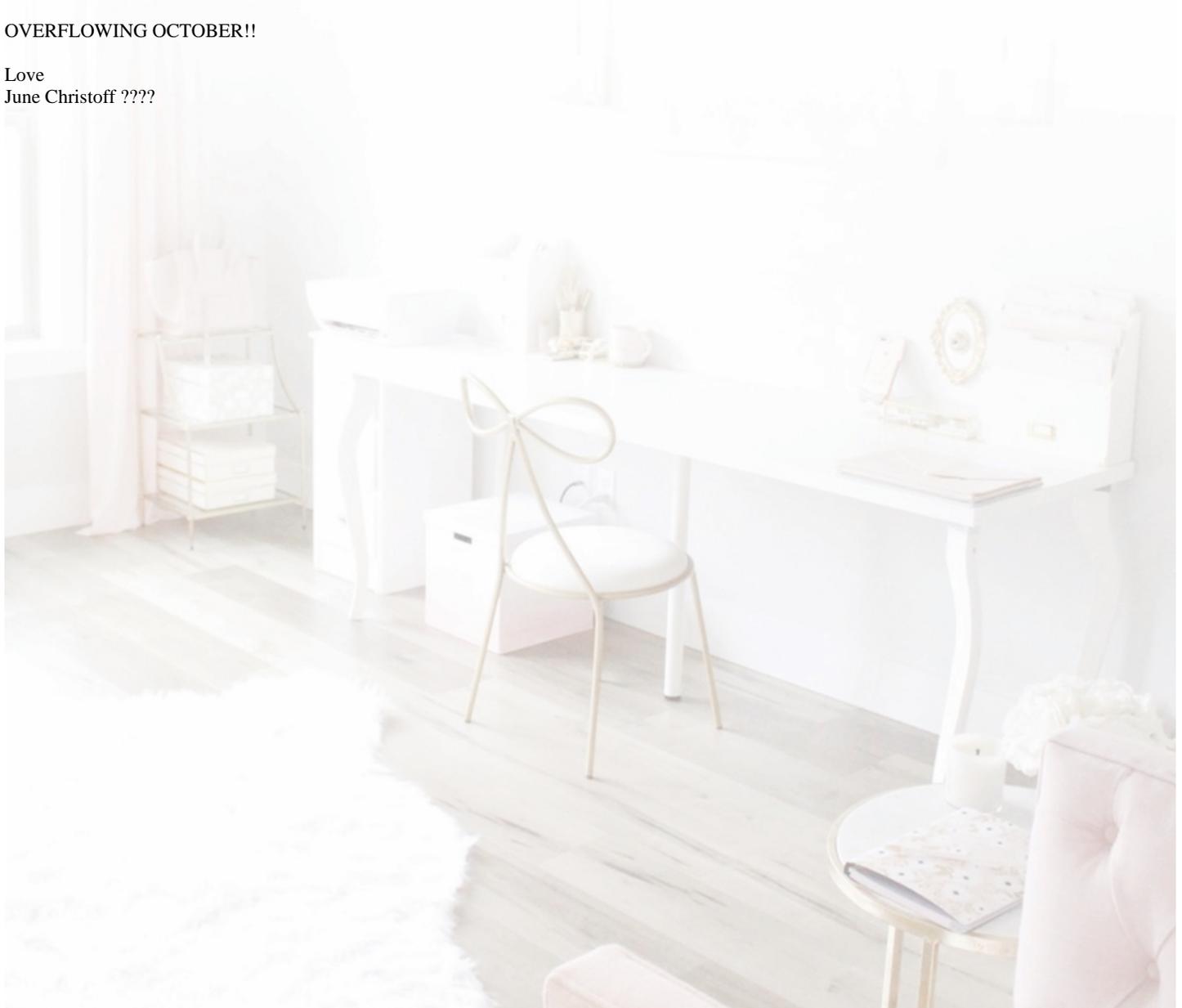


# From the *Director's Desk*

WOW, Joyful Champions!! What an amazing September for Us. Your team playing shows me every win counts. It doesn't matter how big or small it is. Setting goals is personal. My hope is you "Reach For The Moon, And You Will Land Among The Stars." Touch your Business everyday. Getting a new customer, treating yourself to these amazing products, WHO DO YOU KNOW WHO WOULD LOVE TO MAKE SOME EXTRA MONEY. Writting down your GREAT LIST. "In My Wowdessa Dreams what have I been wanting my Mary Kay Business to Do for me. This is a Company about making dreams a reality . I Believe In You and The Best Is Yet To Come.

OVERFLOWING OCTOBER!!

Love  
June Christoff ????



## Power UP & Grow Challenge

SEPTEMBER 1 – OCTOBER 31, 2025

Achieve \$600 in retail sales of wholesale Section 1 products in both months: September and October 2025 to earn this exclusive Mary Kay Pegboard and 400 star credits.

## Power UP & Grow Selling Challenge!

JULY 1 – DEC. 31, 2025

**Goal:** Achieve personal retail sales of \$600 or more in wholesale Section 1 products for two consecutive months during any of the challenge time frames:

July 1 – Aug. 30, 2025 | Sept. 1 – Oct. 31, 2025 | Nov. 1 – Dec. 31, 2025

**The Reward:** Rewards will be revealed at the beginning of each challenge time frame.

For two consecutive months during any of the *Power UP & Grow* challenge time frame that an Ind. Beauty Consultant places a cumulative \$600 or more wholesale Section 1 order, she can earn a reward from the *Power UP & Grow* Challenge.



## Younger Me Would Be Proud Social Media Challenge

SEPT. 1 – OCT. 31, 2025

In celebration of the Company's 62nd anniversary, we want the world to hear about the positive impact the Mary Kay opportunity has on so many lives. Join us to participate in the *Younger Me Would Be So Proud* Social Media Challenge. We encourage you to share your growth, your inspiration, your influence and your transformation since you started your Mary Kay business and how your younger self would be proud of you. By seeing all these unique stories on social media, others might feel inspired to start their own Mary Kay business too! When you participate in this social challenge, you will be entered to win the fabulous bundle of MKConnections® items and Mary Kay® products! Plus, you may be featured on the Mary Kay U.S. social media channels.

*\*Check InTouch for more details.*

# STAR CONSULTANT ON TARGET

Consultant Name

Sapphire

Ruby

Diamond

Emerald

Pearl

- Needed for next star -

Jurmin Francis-Ross

\$601.00

\$1199

\$1799

\$2399

\$2999

\$4199

## 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+ wholesale orders are bolded - *Power Up & Grow* challenge, must place min. of \$600 wholesale each month & receive a prize every 2 months from Mary Kay.

<b>Jurmin Francis-Ross</b>	<b>\$1202</b>
<b>Mary Bullock</b>	<b>\$683</b>
<b>Deborah Ester</b>	<b>\$608</b>
Holly Harrison	\$308
Susan Roberts	\$286
Charlymane McCray	\$236
Kathleen Lee	\$231
Patricia Parker	\$225
Tequita Liban	\$92



To achieve economic, environmental and social sustainability over the coming decade, Mary Kay will focus on five developmental pillars:



**BUSINESS EXCELLENCE**



**PRODUCT STEWARDSHIP**



**RESPONSIBLE MANUFACTURING**



**WOMEN'S EMPOWERMENT**



**SOCIAL IMPACT**





# MARY KAY COURT OF SALES SEMINAR 2026

Achieve at least \$45,000 in Retail production during the contest year 7/01/2025 - 6/30/2026 & earn your Diamonds



Consultant Name

YTD Total

- |                        |           |
|------------------------|-----------|
| 1. Jurmin Francis-Ross | \$8260.00 |
| 2. Susan Roberts       | \$3259.00 |
| 3. Deborah Ester       | \$3215.00 |
| 4. Mary Bullock        | \$3037.00 |
| 5. Jarvia Haynes       | \$1420.00 |
| 6. Holly Harrison      | \$1185.00 |
| 7. Tequita Liban       | \$1138.00 |
| 8. Camry Smith         | \$496.00  |
| 9. Charlymane McCray   | \$472.00  |
| 10. Ethelene Ross      | \$470.00  |
| 11. Desrehea Terrell   | \$468.00  |
| 12. Kathleen Lee       | \$463.00  |
| 13. Deborah Bunting    | \$462.00  |
| 14. Joan Garrett       | \$460.00  |
| 15. Michele Scott      | \$456.00  |
| 16. Patricia Parker    | \$451.00  |
| 17. Ebonie Robinson    | \$450.00  |
| 18. Brigitte Daffin    | \$40.00   |



# MARY KAY COURT OF SHARING SEMINAR 2026

Qualify for your Diamond Bumble Bee from Mary Kay Inc. by reaching 24 Qualified New Recruits 7/01/2025 - 6/30/2026

Who will be first?

**Royal Recognition and Fabulous Prizes  
Can Be Yours at Seminar 2026!**

Seminar Awards celebrate YOU and your boundless perseverance and stunning success! Mary Kay Ash believed in rewarding great achievements with exquisite jewelry fit for a queen and luxurious trips that surpass the imagination. As you sparkle in the spotlight, take pride in knowing that you are a shining example to all. You have shown what it means to reach for greatness, to shoot for the moon and land among the stars.

The Sky Is the Limit.

May your successes be sky-high as you strive toward your Seminar 2026 goals.



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



# TEAM BUILDING

## SENIOR CONSULTANTS



Brigitte Daffin



Jurmin Francis-Ross



Deborah Ester



## TEAM BUILDING TIP OF THE MONTH

### Start Building Your Team Now!

Widen your focus and look at those around you. Who do you know that:



- ◆ needs extra income?
- ◆ could benefit from a social outlet?
- ◆ could benefit from building her self-confidence?
- ◆ just moved to the area and needs to meet people?
- ◆ is trapped by her current job, needs money, but needs to be home with her children too?
- ◆ is single, credit cards to the limit and needs to get out of debt?
- ◆ is looking for personal recognition and self-fulfillment?

## THE TIME IS RIGHT— NOW! POTENTIAL TEAM MEMBERS ARE EVERYWHERE.

**Customers.** When you book parties, sell products, rebook and share the Mary Kay opportunity, your customers see you having fun and working your Mary Kay business full circle. Plus, they're already brand lovers!

**Working women.** You may think they're too busy, but inflexible work hours or limited opportunities may be a great reason for Mary Kay entrepreneurship.

**Stay-at-home moms.** The fact that they can stay home, work their Mary Kay businesses around their kids' schedules and earn extra money for family expenses may be a deciding factor!

**Family.** They may be your first customers, so why not your first team members too?



### DIQ

- 8+ Active Team Members

### ELITE TEAM LEADER

- 8+ Active Team Members
- 9-13% Team Commission
- \$50 Team Building Bonus

### TEAM LEADER

- 5-7 Active Team Members
- 9-13% Team Commission
- \$50 Team Building Bonus



### STAR TEAM BUILDER

- 3-4 Active Team Members
- 4-8% 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

# CONGRATULATIONS *to our* **STARS** of the 1<sup>st</sup> Quarter

## EMERALD



June Christoff

## DIAMOND



Jurmin Francis-Ross

### Be a rising Star!

You can earn exciting prizes and experiences in the Star Consultant Program while building your Mary Kay business. And don't forget: The achievements you enjoy through the Star Consultant Program can help you earn rewards in other Mary Kay® programs, so keep reaching for the stars!



# Sure-Fire Ways to Achieve this Year's *All-Star* Star Consultant Program!

MARY KAY  
**star**  
consultant  
Program

Mary Kay once said that in order to reach your potential, "you need an intelligent plan of action with challenging, but always realistic, goals." When you have a goal in mind, you're bound to stay on track and see it to the finish line - plus, it's good practice to (successfully) end what you started, right?

What does it take to be an *All-Star*? In a word, consistency. Consistently booking and holding parties. Consistently treating your customers with Golden Rule customer service. Consistently tracking your goals and working your plan.

Setting goals will also help you stay consistent in your Mary Kay business - having something to strive for all the time helps your work ethic improve! Your commitment to consistent Star Consultant status during the Seminar year can show that you're determined to make your Mary Kay business shine. So turn up the voltage on your star power, and strive to achieve amazing rewards and prizes by becoming an *All-Star*!

To participate in the *All-Star* Star Consultant Program, Independent Beauty Consultants must achieve Star Consultant status all four quarters of a Seminar year. The number of program credits Independent Beauty Consultants receive at year-end will be determined by the total amount of the wholesale Section 1 product they submit in all four quarters (June 16 through June 15 of the following year) plus team-building, which will be added together and converted to credits. This means Independent Beauty Consultants can earn more credits to reward their consistency from quarter to quarter!

1

**Throw a set number of virtual parties a month:** you're bound to get amazing traction, and face-to-face interaction with your customers never gets old! You can show confidence through your pitch and sell your belief in your favorite skincare and makeup products directly to your customers!

2

**Get yourself an accountability partner:** it can be anyone from your sister sales force or your personal circle of friends and family! But, share your goals with them at the beginning of each month and ask them to help you drive your ambition home! They can help keep you on track. The advantage of having your accountability partner be someone from the Mary Kay sales force is that they'll share similar goals to you!

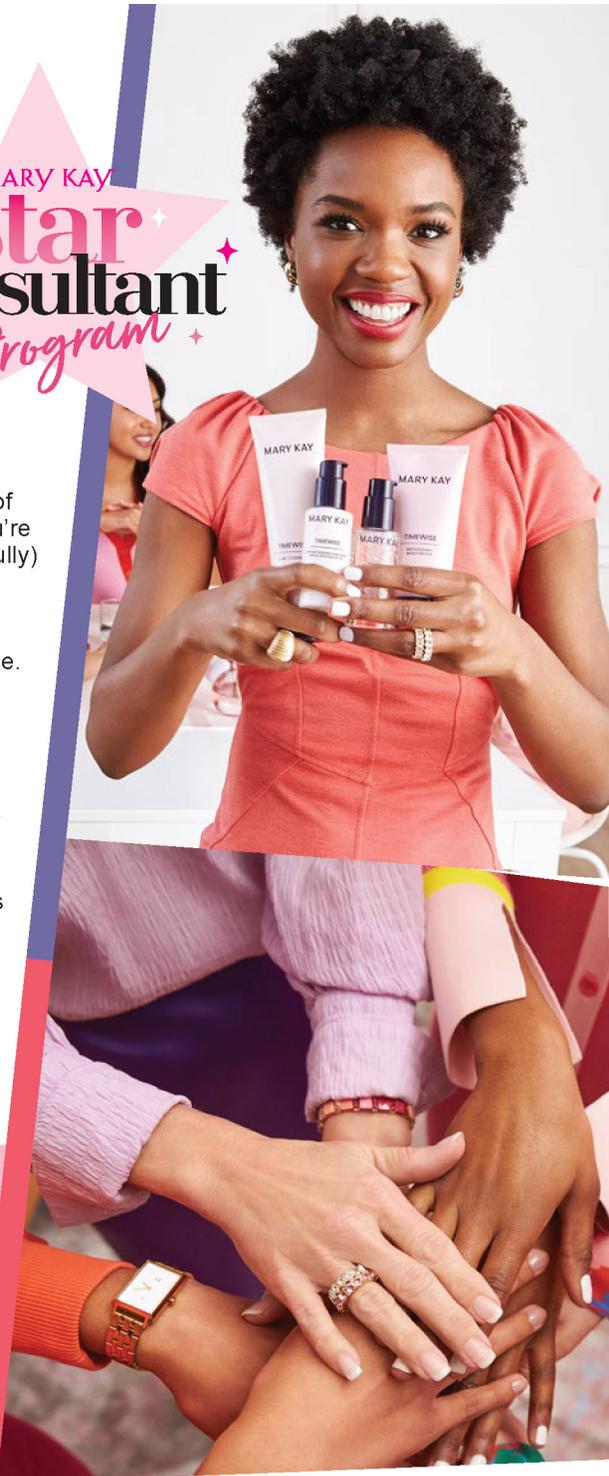
3

**Break your end goal down into activities:** you want to place a minimum of \$600 wholesale Section 1 orders in this month, right? So, what actions will get you there? Virtual parties and new recruits? You've got it - let's add those to your plan for the month!

Take advantage of some of the invaluable resources and education at your fingertips by using the *InTouch* site to assist you in reaching your goals!

Now you know how to get consistent in your Mary Kay business - you're just three steps away from being a consistent *All-Star* and enjoying the perks of it all!

Don't forget to visit *InTouch*® for full details on the *All-Star* Star Consultant Program!



# My quarterly Star Consultant SUCCESS SHEET

I'll enter my goals on the top right. Then track my achievements each week and each quarter below.

<b>starweekchart</b>	Week	Retail Sales	Wholesale Orders	New Personal Team Members	Credits Earned
	1				
	2				
	3				
	4				
	5				
	6				
	7				
	8				
	9				
	10				
	11				
	12				
	13				
Totals:		\$	+	=	

To participate in the Star Consultant Program, an Independent Beauty Consultant must have personal retail sales of \$1800 in wholesale Section 1 products that are received and processed by the Company during the program quarter.

Achievement Category	2025-2026 Quarters				Year-End Total
	1	2	3	4	
Credits Earned					
Star Earned					

You can earn credits through any combination of at least \$1,800 in wholesale Section 1 product plus qualified new personal team members. You can earn by team-building when you add a qualified new personal team member and have personal retail sales of \$1,800 in wholesale Section 1 products within the program quarter. You can earn 600 for each qualified new personal team member who is added during a program quarter. It's a great way to support wholesale Section 1 product and move to the next Star Consultant prize category.

## My goals this quarter:

Wholesale Section 1 Orders **+** New Personal Team Members **=** Total Quaterly Credits Earned

\_\_\_\_\_ X 600 = \_\_\_\_\_

The prize I'll earn this quarter: \_\_\_\_\_

## My plan of action

Number of bookings \_\_\_\_\_ Number of NEW customers/wk. \_\_\_\_\_

RETAIL sales/wk. \_\_\_\_\_ WHOLESALE Section 1 orders each month \_\_\_\_\_

## I'll be an *All-Star!*

### All-Star Star Consultant Program

To participate in the All-Star Star Consultant Program, Independent Beauty Consultants must achieve Star Consultant status all four quarters of a Seminar year. Year-End Goal: \$7,200 wholesale plus team-building credits. (Please check box.)

- \$7,200 Sapphire  
  \$9,600 Ruby  
  \$12,000 Diamond  
  \$14,400 Emerald  
  \$19,200 Pearl

### New Team Members / Orders

- 1 \_\_\_\_\_ / \_\_\_\_\_
- 2 \_\_\_\_\_ / \_\_\_\_\_
- 3 \_\_\_\_\_ / \_\_\_\_\_
- 4 \_\_\_\_\_ / \_\_\_\_\_
- 5 \_\_\_\_\_ / \_\_\_\_\_
- 6 \_\_\_\_\_ / \_\_\_\_\_
- 7 \_\_\_\_\_ / \_\_\_\_\_
- 8 \_\_\_\_\_ / \_\_\_\_\_

# HOLIDAY STRATEGY TO-DO LIST



## OCTOBER

- See more faces and increase your customer base by continuing to hold virtual or in-person beauty experiences, skin care parties and second appointments.
- Provide holiday wish lists to everyone you meet to generate future sales in the coming months. Hand out the printable **holiday wish list** to your customers!
- Prepare your inventory, and be sure to create your own giftable items. Check out some **holiday products merchandising video** online for fun ideas on wrapping and bundling your own giftables.
- Send save-the-dates for your *Mary Kay Pink Weekend™*, including your Turn Friday Pink, Shop Small on Saturday. Consider sharing a special product offer on Cyber Monday.

- ↓ Download and share **Mary Kay Pink Weekend™ digital assets**, including a party invite, *MKeCards®* and more to help you plan and to help you get your customers excited for the upcoming holidays.



### MARY KAY PINK WEEKEND™ (Turn Friday Pink, Shop Small on Saturday and Cyber Monday)

- This is the perfect weekend to book new appointments and generate referrals.
- Post about your sale or event on your social media business pages.
- Send your customers, family and friends a customized save-the-date email to build anticipation of your sale!
- Consider changing the cover of your social media business pages to reflect your save-the-date.
- Build anticipation on your VIP customer page with product videos or images available to you on Mary Kay InTouch®. (Ensure you have an overall professional look with **Mary Kay Pink Weekend™ digital assets**.)
- Individual follow-up with your customers, family and friends is helpful for great results!

# POWER OF **YES!**



## TOP 10 REASONS TO DEVELOP A TEAM

- It's more fun!
- You can create your own inviting culture.
- You have a chance to build deeper relationships.
- There is potential to earn commissions.
- Always fun to make new friends and share ideas.
- You can potentially change the trajectory of someone's life.
- Great chance to build leadership skills, mentor and lead others.
- Can help you achieve your goals.
- You're fulfilling Mary Kay Ash's wishes when she asked us to pass it on.
- When you encourage and coach others to realize their dreams, your dreams can come true!

## HOW IT WORKS

### IND. BEAUTY CONSULTANT TEAM-BUILDING CASH BONUS

As an active Ind. Beauty Consultant, Senior Beauty Consultant, Star Team Builder, Team Leader or Elite Team Leader, **you can earn a \$50 Team Building Cash Bonus** for each Great Start™-qualified new personal team member. You will receive the cash bonus in the month the new personal team member becomes Great Start™-qualified. There's no limit to your potential! Plus, your new team member gets a Great Start™ too.

## October Celebrations!



Birthdays	Day	Anniversaries	Year
Brigitte Daffin	9	Deborah Bunting	3
Deborah Bunting	23	Camry Smith	2
Janel Platt	23	Pearline Foley	1
Ethelene Ross	26		



Independent Sales Director



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## Applause® Magazine

Applause® magazine monthly digital edition. Read about a new product, watch a video tutorial then click to order! Plus, get selling and team-building tips straight from the lips of savvy sales force leaders.

Find it by the 10<sup>th</sup> of each month under **Mary Kay InTouch® > Business Tools > Digital Applause®**

**SPECIAL DELIVERY FOR**

# Words of Wisdom



*“When you feel good because you look good, people respond to you positively. While some contend that you feel good because people treat you well, I believe that feeling good about yourself stimulates a positive reaction toward you.”*