

Independent Sales Director  
June Christoff

Unit Goal: Fabulous 50 Club



# Joyful Champions Unit

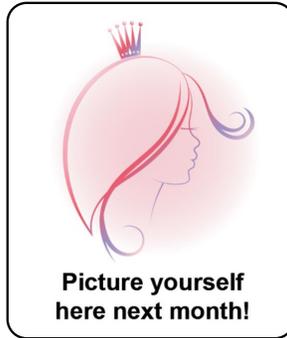
Newsletter February 2026

Results - January 2026



#1 YTD Retail Sales

Jurmin  
Francis-Ross



Picture yourself  
here next month!

#1 January Recruiter

Who will it be next month?



#1 January Wholesale

Jurmin  
Francis-Ross

Come along for the  
ride of your life!



## STEPPING UP ROCK IT IN RED!

Who is our next red jacket?



Jurmin Francis-Ross





# From the *Director's Desk*

**Hello, Wonderful Mary Kay Team!**

Dearest Joyful Champions

I hope this newsletter finds you thriving and shining! This month is brimming with opportunities to grow, connect, and achieve new heights in our Mary Kay journey.

Let's make it unforgettable February.

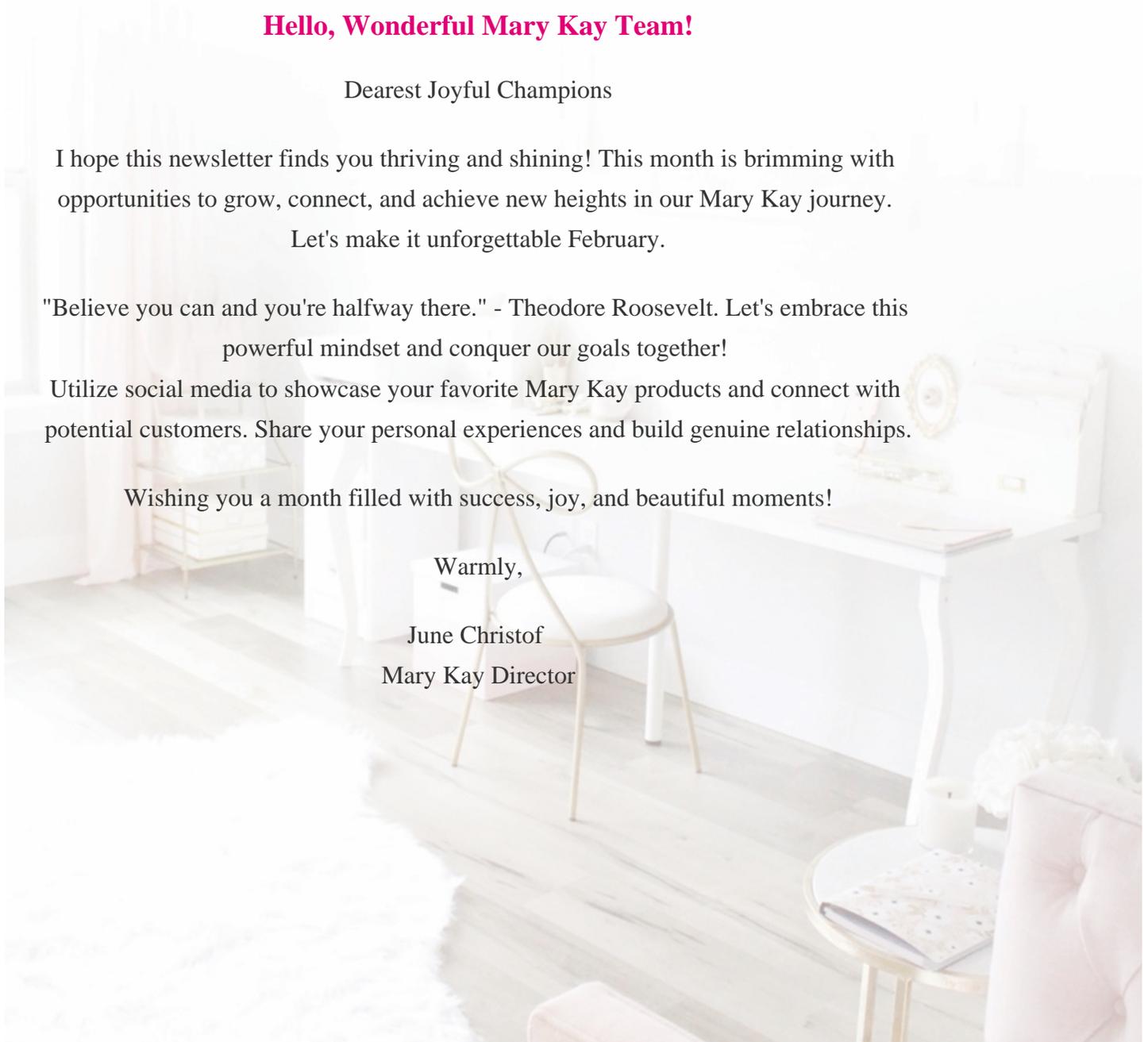
"Believe you can and you're halfway there." - Theodore Roosevelt. Let's embrace this powerful mindset and conquer our goals together!

Utilize social media to showcase your favorite Mary Kay products and connect with potential customers. Share your personal experiences and build genuine relationships.

Wishing you a month filled with success, joy, and beautiful moments!

Warmly,

June Christof  
Mary Kay Director



## Rise + Radiate Challenge!

JAN. 1 – JUNE 30, 2026

**Goal:** Achieve personal retail sales of \$600 or more in wholesale Section 1 products each month for four, five or six months during the January – June 2026 time frame. The orders to support the monthly \$600 or more amount do not need to be consecutive to be an achiever.

### Reward and Recognition:

**Four Months Achieved:** Standing recognition at Seminar 2026.

**Five Months Achieved:** Earn a Rise + Radiate sash + Standing recognition at Seminar 2026.

**Six Months Achieved:** Earn a Mary Kay-branded quilted crossbody + Earn a Rise + Radiate sash + Standing recognition at Seminar 2026.



MARY KAY



## Global Mary Kay® Bingo Challenge

JAN. 1 – FEB. 28, 2026

We're hosting a pinktastic global bingo challenge on social media — Mary Kay style! You will be given two tasks per week for eight weeks, totaling 16 tasks. Complete all of the fun tasks such as hosting a skin care party, getting a new customer, sharing your favorite Mary Kay quote and more. If you Pink Out your card by completing all 16 tasks, you can register to participate in a Global Virtual Bingo Party featuring a virtual tour of Mary Kay Ash's office and R3 with surprise VIP guests, a class on social media, rewards and more.

*\*Check InTouch for more details.*

# STAR CONSULTANT ON TARGET

Consultant Name

Sapphire

Ruby

Diamond

Emerald

Pearl

- Needed for next star -

Jurmin Francis-Ross	\$1492.00	\$308	\$908	\$1508	\$2108	\$3308
Mary Bullock	\$953.00	\$847	\$1447	\$2047	\$2647	\$3847
Audrelynn Ellis	\$701.50	\$1098	\$1698	\$2298	\$2898	\$4098
Holly Harrison	\$528.00	\$1272	\$1872	\$2472	\$3072	\$4272
Deborah Ester	\$405.50	\$1394	\$1994	\$2594	\$3194	\$4394

## 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 - *Rise and Radiate* challenge, must place min. of \$600 wholesale each month for 4, 5 or 6 months to receive a prize from Mary Kay.

<b>Jurmin Francis-Ross</b>	<b>\$1094</b>
<b>Audrelynn Ellis</b>	<b>\$701</b>
<b>Mary Bullock</b>	<b>\$620</b>
Wylea Winfrey	\$374
Deborah Ester	\$329
Holly Harrison	\$302
Susan Roberts	\$297
Michele Scott	\$237
Jarvia Haynes	\$225
Monife Stout	\$61
Brigitte Daffin	\$4



## Connect with your Customers

Cooler temperatures and less sunlight cause our skin needs to change, making winter the perfect time to reach out to potential and current customers and offer them a 'checkup from the neck up'.

### Here are some ideas to get in touch:

- Your Facebook and Instagram stories are great places to attract potential customers! Share your winter skin routine, and add a survey to increase engagement!
- Make sure that their skin is feeling properly hydrated, and address any new concerns they have. Then make sure their current foundation shades are still the best match.
- Offer a fun, new color look for the new year!

This face-to-face interaction, whether in person or virtual, ties your customers to you and positions you as their go-to resource for all things beauty!

BE A

**GIVER,**

NOT A GETTER. SEEK FOR THE

**GOOD**

IN EVERYONE, AND EVERYTHING.  
DO AT LEAST GOOD DEED EVERY DAY,  
ONE THAT YOU DON'T HAVE TO DO.

- MARY KAY ASH



# 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	\$19672.00
2. Mary Bullock	\$9186.00
3. Susan Roberts	\$8139.00
4. Deborah Ester	\$7574.00
5. Tequita Liban	\$4280.00
6. Holly Harrison	\$3616.00
7. Jarvia Haynes	\$2179.00
8. Wylea Winfrey	\$1779.00
9. Brigitte Daffin	\$1775.00
10. Audrelynn Ellis	\$1619.00
11. Desrehea Terrell	\$1450.00
12. Deborah Bunting	\$942.00
13. Michele Scott	\$930.00
14. John Maxwell IV	\$920.00
15. Camry Smith	\$496.00
16. Charlymane McCray	\$472.00
17. Ethelene Ross	\$470.00
18. Janene Baham	\$464.00
19. Kathleen Lee	\$463.00
20. Joan Garrett	\$460.00



# 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

Consultant Name	Seminar Qualified Recruits	Earned Commissions
Mary Bullock	1	\$28.06



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



MONTREUX 2026  
TOP SALES DIRECTOR TRIP ZURICH

# TEAM BUILDING

## STAR TEAM BUILDER



Jurmin  
Francis- Ross



## SENIOR CONSULTANTS



Brigitte Daffin



Mary Bullock



Deborah Ester



**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

# MARY KAY CAREER CONFERENCE 2026 RECOGNITION



## Sales Director Reds Challenge

Ind. Sales Directors, rally your units with the Sales Director Reds Challenge for a chance to earn onstage recognition and this Mary Kay-branded makeup bag!

**Qualifications:** Ind. Sales Directors with three or more Reds (Star Team Builder, Team Leader, Elite Team Leader) in their units on Feb. 28, 2026, who register for and attend Career Conference 2026 will receive onstage recognition and a special gift, alongside their Reds.



## My Shop Challenge

Say hello to your all-new online My Shop! Upgrade your selling experience with a revamped, more mobile-friendly design, greater customization capabilities, step-by-step setup and more!

**Qualifications:** Ind. sales force members who set up their online My Shop including a Mary Kay Stripe account by Feb. 28, 2026, and who register for and attend Career Conference 2026 will receive a special My Shop lanyard. Don't worry, if you set up your online My Shop prior to this recognition launching, it still counts for this recognition.



## Seminar Awards Top 10 Courts and Circle Achievers

Top 10 achievers will receive onstage recognition, a sash and a Fuchsia Purse gift at each Career Conference 2026 location to celebrate their accomplishments.

- Top 10 Ind. Beauty Consultant Queen's Court of Personal Sales
- Top 10 Ind. Sales Director Queen's Court of Personal Sales
- Top 10 Queen's Court of Sharing
- Top 10 Unit Sales



## On-Target Single Star, Double Star and Triple Star

On-Target Single Star achievers will receive onstage recognition and a stylish Sleek Stash Case as they cross the Career Conference 2026 stage. We'll also celebrate achievers who are on-target for Double Star and Triple Star with onstage recognition, where they will receive a matching glam bag and jewelry holders in addition to the case!



# SPRING INTO "me" time.

New season, new vibes! Hydrate, refresh and top it off with the season's freshest shades.

## YOUR NO-RINSE

### HYDRATION HERO

This no-rinse formula delivers a hydration surge to skin anytime, anywhere. Whether you need a quick refresh, a pre-glam glow-up or an overnight reset, this multitasking hero does it all. It hydrates for 12 hours.\* Features superstar moisturizing ingredients: shea butter, glycerin and hyaluronic acid.

**NEW! Mary Kay® Hydrating Cream Mask, \$24**



**MARY KAY**



## AFTERCARE

### FOR

## AFTER SUN

Back by popular demand! Treat your skin to its favorite post-sun pick-me-up. This fast-absorbing gel feels soothing on skin with a cooling sensation. Infused with green tea and vanilla bean extracts for antioxidant support.

**Special-Edition® Mary Kay® After-Sun Replenishing Gel, \$20**

## GLOSSY.

## GORGEOUS.

## GIFTABLE.

Same formula, new shades. Meet your new obsessions: a trio of statement shades, sure to add wow factor to any look effortlessly. Get 'em, give 'em and love 'em.

**NEW! Limited-Edition® Mary Kay Unlimited® Lip Gloss, \$18 each**



**NEW! LIMITED-EDITION SHADES!**



## INDULGE LIPS

### TO FINGERTIPS

Give a little extra self-care to hands and lips with nourishing shea butter and the fresh, clean scent of white tea & citrus. This pampering bundle makes a great gift!

**Limited-Edition® Citrus & Shea Bundle, \$28**



Includes White Tea & Citrus Satin Hands® Nourishing Shea Cream and White Tea & Citrus Satin Lips® Shea Butter Balm

## GIVE A LITTLE

### GLOW

Swipe these light-reflecting, marbled powders where the sun kisses your skin for a gorgeous glow, no island required.

**Limited-Edition® Mary Kay® Illuminating Bronzer, \$22 each**



**EXPLORE** all the freshest finds this season by contacting me, your **Independent Beauty Consultant.**

# 5 Effective Recruiting Questions

You should have written out and committed to memory, the best closing questions that you've ever heard because when you are closing a new consultant, you do not want to be stuck searching for the right thing to say. It is my strong recommendation that you ask questions. You can tell someone all the benefits of becoming a consultant and they can listen to you and nod their head and think to themselves, "O.K. but that's just your opinion." They have not "bought in" to what you are saying. In order for them to "buy in" to a particular idea, they may have to hear the words in their own voice. So when you ask someone a question, and they answer it, they are hearing their own voice. And if they are answering the right question, they will convince themselves.

**Here are five of the most effective closing questions you can ask.**

1

**If you don't become a consultant, where do you see yourself a year from now?**

This is a powerful question because you are asking them to look at what their life will be like a year from now if they don't say yes to this opportunity.

**If you were to become a consultant today, what will be improved a year from now?**

Now the wording in that question is very important. Notice that you didn't ask them what would be different; you asked what would be improved. You also used the word "will" instead of "would" which gives a sense of expectation. When you ask closing questions you can, by your choice of question, direct the type of answer they will give you. For this question, they will tell you, in their own voice, what will be better about their life a year from now if they become a consultant today. You're not telling them, they're telling you. And they know the answer. And they'll say it, And they'll hear the answer in their own voice. In the process of that, they will begin to convince themselves that this is what they want.

2

3

**What qualities do you have that would make you shine as a consultant?**

They've just told you how their life will be improved and now they are going to tell you why they'd be good at it.

**What are the two most important reasons for you to become a consultant today?**

This is also a very powerful question, especially the use of the word "today" which adds a sense of urgency. Because you are asking them for only two reasons, they will pick out the two most important things. It might be their family, or children, or finances, or because they don't want to work a job anymore. They're going to tell you now the two most important reasons why they need to become a consultant today. You see, you don't have to convince them if you ask them the right questions. They will convince themselves.

4

5

**It does sound like you'd be an excellent consultant. Why don't you give it a try?**

The reason that this question is so powerful is because when they think about giving something a try, they believe that they have options, that they're just testing it out. They don't believe they are making a decision. In actuality, they are making a decision but it gives them the feeling of having an "out." That question, in exactly those words, "Why don't you give it a try?" will allow them to give themselves permission to say yes.



# Let's Manage YOUR \$\$\$



Friday is the **PERFECT** day to take stock of your earned monies!!

## 1 Sales goal this week:

\$ \_\_\_\_\_

Track your sales this week:

- S \$ \_\_\_\_\_
- S \$ \_\_\_\_\_
- M \$ \_\_\_\_\_
- T \$ \_\_\_\_\_
- W \$ \_\_\_\_\_
- T \$ \_\_\_\_\_
- F \$ \_\_\_\_\_

Total sales: \$ \_\_\_\_\_



## 2 Money collected this week:

\$ \_\_\_\_\_ **60/40**  
(Includes cash, credit card, propay, etc.)

- Amount to reorder (50% re-invest): \$ \_\_\_\_\_
- 5% for Section 2 items: \$ \_\_\_\_\_
- 5% for Preferred Customer Program: \$ \_\_\_\_\_
- 40% profit/paycheck: \$ \_\_\_\_\_

What do you want to use your profit on?  
 Vacation, furniture, pay off dept, school?

Portion of your profit/paycheck to refund initial investment: \$ \_\_\_\_\_

## 3

### Focus on IPAs... Incoming Producing Activities!

Looking at your IPAs and face average will help you focus on the areas that need improvement. For instance, if your Sales Goal is \$500 but you only had \$300 in sales, then you can look at your activities that week or your sales average per face. Then you can ask yourself, "Do I need to focus on increasing my face average or increasing my activity?"

Count each as 1 IPA	Week 1	Week 2	Week 3	Week 4	Week 5
Class (3+ guests, \$200)					
\$100 Outside Sales/reorder					
5 New Contacts					
Interview with my Director					
Guest to Event					
New Team Member					
TimeWise Miracle Set Sold					
<b>Make a mark each time you complete a task and write the numbers</b>					
<b>Total IPAs for each week</b>					



# NO-MAKEUP makeover

## STEP 1:

Apply Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15.

**TIPS!** Use a damp (not wet) Blending Sponge for lighter coverage and the Mary Kay® Liquid Foundation Brush for a little extra coverage.

## STEP 2:

Sweep Mary Kay Chromafusion® Highlighter (Glazed for light skin, Glazed or Honey Glow for medium skin and Honey Glow for dark skin) onto the tops of your cheekbones and anywhere else you want a little glow.

You can apply Mary Kay Chromafusion® Blush (Rogue Rose for light skin, Shy Blush for medium skin and Golden Copper for dark skin) for a hint of color on your cheeks.

**TIPS!** Blend highlighter and/or blush with the Mary Kay® All-Over Powder Brush for a seamless, natural finish.

## STEP 3:

If your brows are naturally full, just brush them in place with the Mary Kay® Eyebrow/Eyeliner Brush. Use the Mary Kay® Precision Brow Liner to fill in sparser areas.

**TIPS!** Define your brows with Mary Kay® Multi-Benefit Concealer and the Mary Kay® Cream Color Brush.

## STEP 4:

Apply Mary Kay Unlimited® Lip Gloss (Sheer Illusion for light skin, Unique Mauve for medium skin and Tawny Nude for dark skin).

**TIPS!** When in doubt, use a little bit of Mary Kay Unlimited® Lip Gloss in Unique Mauve. It looks amazing on everyone!

## February Celebrations!



Birthdays	Day	Anniversaries	Year
Holly Harrison	22	Michele Scott	4
Patricia Parker	28	Janel Platt	3
		Janalle Mitchell	3
		Linda Wright	1



Independent Sales Director



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## Applause<sup>®</sup> Magazine

Applause<sup>®</sup> 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<sup>®</sup> > Business Tools > Digital Applause<sup>®</sup>**

**SPECIAL DELIVERY FOR**

# Words of Wisdom



*“Start writing your own success today! Set your goals and hang on to them until they are a reality. You’ve got to believe it before you will ever see it. Whatever the mind can perceive and believe, you can achieve!”*