

Independent Sales Director
June Christoff

Unit Goal: Fabulous 50 Club



Joyful Champions Unit

Newsletter December 2025

Results - November 2025



#1 YTD Retail Sales

Jurmin
Francis-Ross



#1 November Recruiter

Who will it be next month?



#1 November 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 all thriving and shining! This month has been incredible, filled with amazing achievements and inspiring stories from each of you.

I'm so proud to be part of this journey with such a dedicated and talented group.

We are in the Holiday Season with lots of things to do. Great customer service we do best with gift giving ideas. I'm only a phone call away to support you in what ever you need.

Remember, success is a journey, not a destination. Keep pushing forward, stay positive, and believe in your potential. You are all capable of achieving amazing things! Merry Christmas You All!

Thank you for your hard work and dedication. Let's continue to inspire and empower women together!

Warmly,
June Christoff
Mary Kay Director

Power UP & Grow Challenge

NOVEMBER 1 – DECEMBER 31, 2025

Achieve \$600 in retail sales of wholesale section 1 products in both months: November and December 2025 to earn 800 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.

CONNECT



New eCommerce Experience

DECEMBER 17, 2025

Your online business is about to get upgraded! The Mary Kay website, My Shop/Shop Manager (formerly known as your Personal Web Site and PWS Manager) and myCustomers are getting a makeover.

The new eCommerce platform is a seamless online shopping experience where your customers can view products and buy from you with easy online payments. This updated platform is mobile-friendly and includes improved navigation and product experience pages.

**Check InTouch for more details.*

STAR CONSULTANT ON TARGET

Consultant Name

	- Needed for next star -				
	Sapphire	Ruby	Diamond	Emerald	Pearl
Jurmin Francis-Ross	\$3663.00	*****	*****	*****	STAR \$1137
Mary Bullock	\$1945.50	STAR	\$454	\$1054	\$1654 \$2854
Susan Roberts	\$1828.00	STAR	\$572	\$1172	\$1772 \$2972
Deborah Ester	\$1516.50	\$284	\$884	\$1484	\$2084 \$3284
Tequita Liban	\$1314.00	\$486	\$1086	\$1686	\$2286 \$3486
Holly Harrison	\$766.00	\$1034	\$1634	\$2234	\$2834 \$4034

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.

Jurmin Francis-Ross	\$1751
Mary Bullock	\$1038
Tequita Liban	\$677
Deborah Ester	\$605
Susan Roberts	\$354
Deborah Bunting	\$240
Janene Baham	\$232
Holly Harrison	\$228
Jarvia Haynes	\$154



WELCOME TO OUR TEAM!

New Consultant

From

Recruited by



HOLIDAY COUNTDOWN!

Here are a few ideas to help make your holiday **merry** in December.

- ✿ PLAN AHEAD.
- ✿ GET SOCIAL.
- ✿ HOLD A HOLIDAY OPEN HOUSE.
- ✿ BE THEIR PERSONAL SHOPPER.
- ✿ HAVE PRODUCTS ON HAND.
- ✿ TARGET LOCAL BUSINESSES.

SUSTAINABILITY

Starts with Mary Kay Ash

I FEEL VERY STRONGLY THAT WE MUST DO EVERYTHING IN OUR POWER TO SAVE OUR PLANET. LET ME EMPHASIZE THAT MARY KAY COSMETICS IS AN ENVIRONMENTAL LEADER BECAUSE WE STRONGLY FEEL IT IS THE RIGHT THING TO DO.

Many Kay





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	\$15384.00
2. Susan Roberts	\$7393.00
3. Mary Bullock	\$6354.00
4. Deborah Ester	\$6193.00
5. Tequita Liban	\$4280.00
6. Holly Harrison	\$2560.00
7. Jarvia Haynes	\$1728.00
8. Desrehea Terrell	\$1000.00
9. Brigitte Daffin	\$976.00
10. Deborah Bunting	\$942.00
11. John Maxwell Iv	\$920.00
12. Wylea Winfrey	\$918.00
13. Camry Smith	\$496.00
14. Charlymane McCray	\$472.00
15. Ethelene Ross	\$470.00
16. Janene Baham	\$464.00
17. Kathleen Lee	\$463.00
18. Joan Garrett	\$460.00
19. Michele Scott	\$456.00
20. Yolande Thurman	\$455.00



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

STAR TEAM BUILDER



Jurmin
Francis-Ross



SENIOR CONSULTANTS



Brigitte Daffin



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

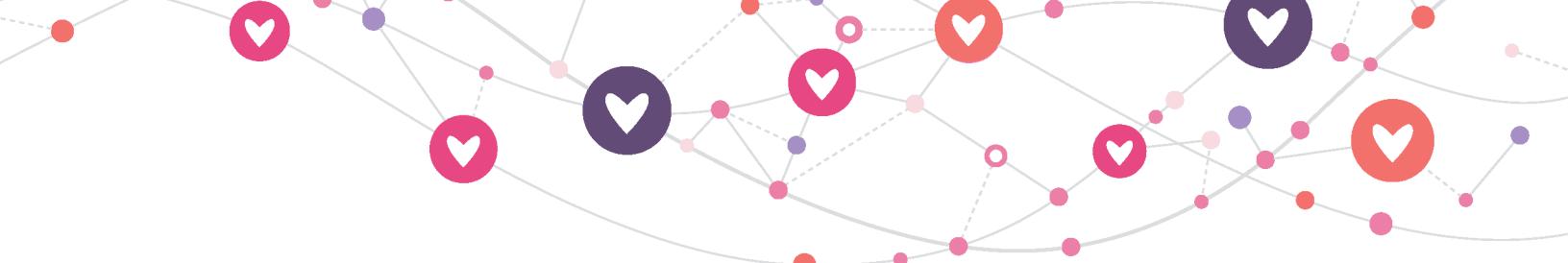


STAR TEAM BUILDER

- 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



Final Countdown for eCommerce

WHAT YOU NEED TO KNOW

Mary Kay's NEW eCommerce platform experience is launching soon, and now is the time to ensure you are ready to hit the ground running on Dec. 17!

If you haven't already, it is highly recommended that you spend as much time as possible on the [Connect Hub](#) to become more familiar with the new platform using tutorial videos, educational documents, FAQs and the other two *What You Need to Know* documents. These educational resources are full of useful information that can help prepare you and your Mary Kay business for the changes soon to come.

ESTABLISH YOUR ONLINE PRESENCE WITH YOUR MARY KAY SHOP

On Dec. 17, you will manage your online Mary Kay business through your new Shop instead of your former Mary Kay® Personal Web Site. Now is the time to customize your Shop and truly make it your own, so your customers can learn about you, understand your expertise with Mary Kay® products and view pictures that show off who you are! If you haven't set up your Shop yet, be sure to start working on your personal I-story now so you have time to make it shine!

PREPARING YOUR CUSTOMERS

Starting on Dec. 17, customers who visit your online Shop should have a seamless experience. However, your registered customers will not be able to use their current passwords. Be sure to reach out to your customers to let them know that they will need to **reset their account passwords** once your new online Shop launches. Registered customers will also be prompted to reset their passwords when they visit your Shop.

As an additional step to keep your customers' information safe and secure, they will no longer be able to save their credit card information when visiting your online Shop.

GUIDING NEW TEAM MEMBERS

Early December is always a good time to recruit new team members, and that's true this year too! From Dec. 1 – 16, **PLEASE CONTINUE** bringing new Independent Beauty Consultants onto your teams. **While any new sales force member starting her business in December will need to wait until Dec. 17 to launch her online Shop**, the days leading up to that date are still the perfect time to get her as prepared as possible to start selling.

During this time, you can help her:

- Input her SSN or ITIN information in her Mary Kay InTouch® account profile.
- Update her Shop profile so it's customized to the new Beauty Consultant's liking (if she has a Mary Kay® Personal Web Site).
- Ensure she understands the Great Start® program.
- Help her decide when to schedule her Grand Opening party.

If a new Beauty Consultant wants to start selling online immediately, she will need to sign up for a Mary Kay® Personal Web Site **and** a ProPay account. She should also create and personalize her online Shop with Stripe as the payment processor. Starting on Dec. 17, she can sell exclusively through her online Shop.



REMINDER: If a Beauty Consultant is not active as of Dec. 15, her cumulative orders up until that point will determine her tiered discount for the rest of the month. This goes for all Beauty Consultants, not just new ones.

MARY KAY

HOLIDAY STRATEGY TO-DO LIST

DECEMBER

- Continue to hold virtual or in-person beauty experiences, skin care parties and open houses.
- Sell through your giftables and holiday products. Carry products with you throughout the month; you will be surprised at how many people you will sell to as you are out and about.
- Offer holiday-themed beauty experiences and skin care parties. For example: You could offer your customers a holiday makeover party where they can invite some of their friends and get ready together before a festive night out.
- Review your customers' holiday wish lists, and connect with those buying gifts for them.
- Book New Year, New You! makeovers for January to keep your holiday momentum going into the new year.
- As always, thank everyone who purchased from you this holiday season by sending them a thank-you message. This is a great way to follow up with your customers and to ask if there is anything else you can help them with. You can also include a link to the *Mary Kay®* Interactive Catalog in your thank-you message to see if there are any more holiday products that catch their eyes.
- This is also a good time to ask them if starting a Mary Kay business can fit into their lives.

HOLIDAY TIPS:

- Follow up on all husbands and men! They are beginning to get serious.
- Book shopping coffees.
- Have gifts with you at all times - in your car - in a basket that you carry - at all appointments and re-orders.
- Help people think about stocking stuffers and last minute gifts.
- RECRUIT! Still time to get gifts at cost, take advantage of tax benefits & prepare for an exciting new year of opportunity!



QUICK IDEAS

★ Make your Holiday a success by using your time wisely!
Got a few extra minutes? Do one of the following:

DURING REGULAR HOURS

- Schedule guests for meetings. Make sure to earn while you learn!
- Call and follow up on Wish Lists. Remind Santa that you would love to offer your service and that you know what she likes.
- Call your customers and ask about their personal needs as well as gifts. They get caught up in the excitement and forget to call you and order too!
- Make 3 Phone Calls. Follow up with a prospective hostess, prospective recruit, husband, or customer to make a sale.

AFTER-HOURS PAPERWORK

- Prepare gift certificates, postcards, gift product tags, etc.
- Follow up on Open House invitees who didn't attend.
- Check your PCP & referral list to make sure you have followed up with everyone.
- Follow up with all prospective businesses you sent letters to, to see if they need any last minute gift ideas.
- Check over your calendar and see when you can schedule virtual classes, trunk shows, etc. Make sure to highlight them so that they are easy to see when booking and don't get filled by other things.
- Make notes of what products you need to order. Don't forget to shop for your own personal holiday needs.
- Send an email to customers reminding them to think of you for their holiday needs.
- Make a list of husbands, friends and others whom you have not yet approached for a holiday gift idea or look.

PRODUCTS

- See what extra products you have on your shelf. Set aside any that aren't selling to wrap later.
- Wrap any extra, discontinued or "quick sale" products. If they're wrapped, people will buy them just because they are pretty!
- Straighten your bags & freshen your demo products. Make sure you are ready for your next virtual class.
- Wrap gifts. Keep it simple and use easy-to-find wrappings. You never know when you might get an order for 100! Put together stocking stuffers or gift baskets.

STAY INFORMED

- Check out the Mary Kay Website for what's new, glamour techniques and to get excited!
- Read your newsletter or Applause. Look through The Look book for inspiring ideas.



Could YOU get excited about an extra \$500, \$1000, \$2500 this holiday season?

I don't know if I'm the "sales" type...

I have never sold anything before.

I can teach you to do exactly what to do. You can learn and then teach others.

I don't wear make-up.

Absolutely no problem. Mary Kay is not about makeup; it is about skin care. I don't know anyone who isn't interested in good skin care. Our color cosmetics line is just the "icing on the cake!"

I think I'm too shy.

Many others have said that, then they learned that the training classes build confidence. I think Mary Kay is the best self-improvement course available!

I hate parties!

Isn't it great that we have skin care classes and that we limit our attendance to six people? That way, we can give each person the attention they deserve!

There are no born sales people. Wouldn't you agree that, after the proper training, you could present our products? With the best-selling brand and a 100% satisfaction guarantee, you can see that the purchase follows naturally.

I'm afraid to stand up in front of people.

Your first few classes are usually in front of family and friends - it's much less stressful.

I don't want to obligate my friends.

You'll find that once your friends try the products, they will thank you for sharing them.

There are many reasons that Mary Kay is the Best Selling Brand of Facial Skin Care and Color Cosmetics on the market today. Your friends will love the special attention you give them.

GET THE LOOK:

Mary Kay Chromafusion® Eye Shadow:

Rose Gold (base), Cinnabar (crease) and Gold Status (highlight).

Mary Kay® Waterproof Eyeliner, Black.

Lash Love® Mascara, I ♥ Black.

Mary Kay Chromafusion® Contour, Latte.

Mary Kay Chromafusion® Blush, Golden Copper.

Mary Kay Chromafusion® Highlighter, Glazed.

Mary Kay® Waterproof Lip Liner, Beige Nude.

Mary Kay® Supreme Hydrating Lipstick, Better Than Bare.

KNOW THE STEPS:

EYES:

Apply a wash of **Rose Gold** onto the eyelids. Sweep **Cinnabar** into the creases of the eyelids and along the lower lashlines. Tap **Gold Status** on the inner corners of the eyes.

FACE:

Brush **Latte** along the cheekbones, followed by **Golden Copper** on the apples of the cheeks. Pop **Glazed** onto the forehead, bridge of the nose and near the hairline.

DEFINE:

Lightly outline lips with **Beige Nude** liner and, from the center, fill in with **Better Than Bare** lipstick on the lips.

LINER & LASHES:



Use **Black** eyeliner to smudge along both lashlines.

To match your mood, finish by applying 1 or 2 coats of mascara to the top and bottom lashes.



SAHARAN DUSK

Capture the shimmering desert landscape of sand and shadows at sunset with this captivating bronzed twist on the always stunning smoky eye.

December Celebrations!



Birthdays

Charlymane McCray

Day

23

Anniversaries

Jurmin Francis-Ross

Year

13

Deborah Ester

30

Janene Baham

30

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 10th of each month under *Mary Kay InTouch®* > *Business Tools* > *Digital Applause®*

SPECIAL DELIVERY FOR

Words of Wisdom



“Make every day count, make every hour count, make every minute count. And don't stop until you have exercised your full potential, realized your impossible dream and fulfilled your total destiny to become the person that you and only you are capable of being. Achieving success is a daily process. **”**

