

Independent Sales Director
June Christoff

Unit Goal: Fabulous 50 Club



Joyful Champions Unit

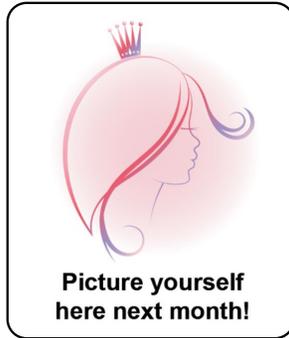
Newsletter August 2025

Results - July 2025



#1 YTD Retail Sales

Jurmin
Francis-Ross



Picture yourself
here next month!

#1 July Recruiter

Who will it be next month?



#1 July 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





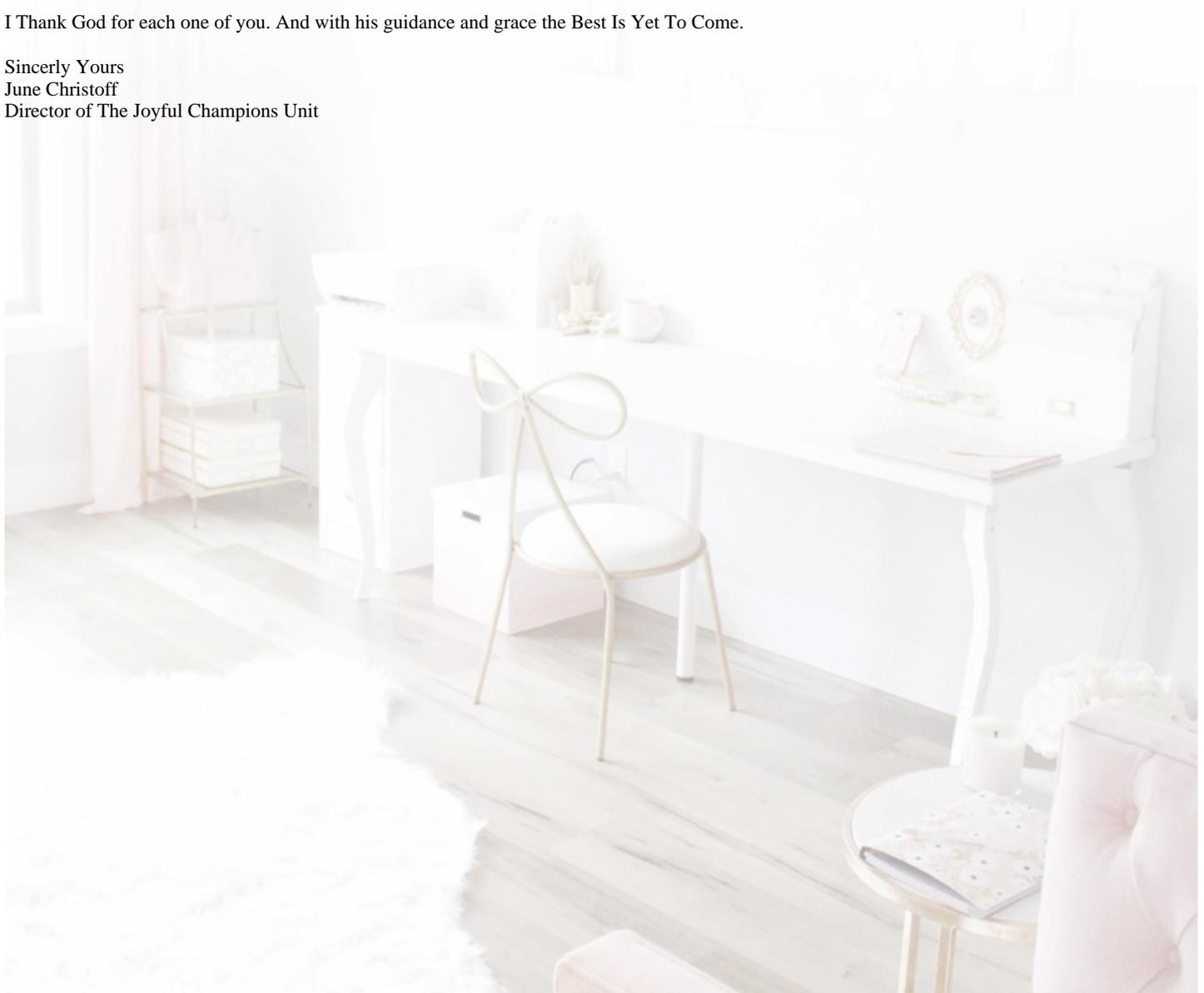
From the *Director's Desk*

WOW, What A Year we've had. The Joyful Champions is a Grand Achiever Unit which is a Big Deal. Seminar 2025 in Charlotte North Carolina was amazing. Can't wait to see what comes this year. Have you set your goals yet?

All Star is back so how many Stars will we have. What Star have you set your eyes on? Our goal as a Unit is to be in the 300 Unit Club. How about The Princess Court, Queen's Court of Sales and Queen's Court of Sharing. Do you know what it takes to Win? I am here to support you every step of the way.

I Thank God for each one of you. And with his guidance and grace the Best Is Yet To Come.

Sincerely Yours
June Christoff
Director of The Joyful Champions Unit



Power UP & Grow Challenge

JULY 1 – AUG. 31, 2025

Achieve \$600 in retail sales of wholesale section 1 products in both months: July and August 2025 to earn this exclusive Mary Kay Packed Party earring set 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.

POWER UP & GROW



Mary Kay® Makeover Contest

JULY 15 – AUG. 31, 2025

Answer the call of beauty by helping your customers re-create one of six new Mary Kay® makeup artist looks. You can achieve this virtually or in person – whatever is best for your business. Take advantage of all the marketing resources available to you, and make this contest one that boosts her confidence and yours. Not only can you win epic prizes, but you'll also establish yourself as her beauty go-to for future color consultations.

EPIC PRIZES AWAIT!

The best part? You – and your client – can win big! Five lucky winners (and their Ind. Beauty Consultants) will receive a \$5,000 Visa gift card plus an assortment of Mary Kay® products valued at \$500.

STAR CONSULTANT ON TARGET

Consultant Name

Sapphire

Ruby

Diamond

Emerald

Pearl

- Needed for next star -

Jurmin Francis-Ross
Tequita Liban
Monife Stout
Deborah Ester

\$1244.00
\$972.50
\$464.00
\$431.00

\$556
\$828
\$1336
\$1369

\$1156
\$1428
\$1936
\$1969

\$1756
\$2028
\$2536
\$2569

\$2356
\$2628
\$3136
\$3169

\$3556
\$3828
\$4336
\$4369

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	\$1211
Deborah Ester	\$382
Holly Harrison	\$284
Tequita Liban	\$238
Ethelene Ross	\$235
Deborah Bunting	\$231
Susan Roberts	\$230
Joan Garrett	\$230
Ebonie Robinson	\$225
Brigitte Daffin	\$40



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 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	\$2422.00
2. Deborah Ester	\$764.00
3. Holly Harrison	\$569.00
4. Camry Smith	\$496.00
5. Tequita Liban	\$476.00
6. Ethelene Ross	\$470.00
7. Deborah Bunting	\$462.00
8. Susan Roberts	\$461.00
9. Joan Garrett	\$460.00
10. Ebonie Robinson	\$450.00
11. 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 2025!

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 2025 goals.



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



MONTREUX 2026
TOP SALES DIRECTOR TRIP ZURICH

TEAM BUILDING

TEAM LEADER



Jurmin
Francis- Ross



SENIOR CONSULTANTS



Janel Platt



Deborah Ester



TRIED & TRUE

Start fresh with these tips collected from top Ind. Sales Directors who know what it takes to step it up.

1. Attend unit meetings and set a goal with your Independent Sales Director.
2. Find a power partner and hold each other accountable.
3. Create a goal poster and show your "why" and how you can achieve your goals. You may create mini reminders to tuck in a drawer or tape to your refrigerator.
4. Brush up on technology. Start a Facebook® page and subscribe to the Mary Kay® Personal Web Site program to help broaden your circle of influence and enter more customer information into the myCustomers program.



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 COURT OF SALES

SEMINAR 2025

Achieve at least \$40,000 in Retail production during the contest year 7/01/2024 - 6/30/2025 & earn your Diamonds



Consultant Name

1. Jurmin Francis-Ross
2. Ethelene Ross
3. Deborah Ester
4. Jarvia Haynes
5. Holly Harrison
6. Michelle Platt
7. Desrehea Terrell
8. Mary Bullock
9. Monife Stout
10. Brigitte Daffin
11. Camry Smith
12. Janel Platt
13. Tequita Liban
14. Linda Wright
15. Andrea Fritz
16. John Maxwell Iv
17. Pearlne Foley
18. Patricia Parker
19. Susan Roberts
20. Janene Baham

YTD Total

- \$40451.00
- \$9406.50
- \$7556.00
- \$5169.00
- \$3428.00
- \$3171.00
- \$2910.00
- \$2867.00
- \$2738.00
- \$2423.00
- \$2166.00
- \$1879.00
- \$1846.50
- \$1486.00
- \$1443.00
- \$1424.00
- \$1318.00
- \$1137.00
- \$1070.00
- \$692.00



MARY KAY COURT OF SHARING

SEMINAR 2025

Qualify for your Diamond Bumble Bee from Mary Kay Inc. by reaching 24 Qualified New Recruits 7/01/2024 - 6/30/2025

Consultant Name

Jurmin Francis-Ross

Seminar
Qualified
Recruits

1

Earned
Commissions

\$66.11



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

BUDAPEST 2025
TOP SALES DIRECTOR TRIP **PRAGUE**



Track your way to the *Seminar* Stage

Queen's COURT OF SALES

\$45,000 YTD Retail (\$22,500 Wholesale)

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

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

(\$1,875 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, 2025 to June 30, 2026), and they achieve at least one quarter of Star Consultant status by June 15, 2026.



(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!**

30 Days to DIQ



Can you afford to go 30 more days without this?

- Spend 4 hours on the phone in a Booking Blitz - schedule 30 classes.
- Focus on 3 goals for each class - sell sets, get bookings, set interviews.
- Enjoy the stability that comes from consistently working your business!

Sales

Hold 20 actual classes
x \$300 average sales =
\$6,000 retail product sales

Using 60/40 - your profit is \$2,400!

Customers

Average 3 customers at each class.
3 x 20 classes =

60 New Customers!

Interviews (within 24-48 hours of the class)

Share with everyone at the class:

1. Interview
2. Video Link
3. Listen for a lip gloss

You will hold 20-40 Interviews!

Bookings

1 to 2 bookings from each class =

20-40 More Bookings!

New Recruits

Let's split the difference and say you held 30 Interviews.

1 in 3 will sign =

10 New Recruits!

Production

Out of the 10, only 8 place their orders that month, at an average of \$1,000 per order or \$8,000 in wholesale production!

\$8,000 x 13% =

\$1,040 Team Commission!



Island BREEZE

Sun-kissed skin, breezy tones and a hint of beachy shimmer.

- 1** To start your fabulous look, gently line both the upper and lower lash lines with **Mary Kay® Waterproof Eyeliner in Blue**. Remember to apply in short segments, as this fantastic formula sets quickly.
- 2** Next, use the **Mary Kay® Eye Smudger Brush** to blend the eyeliner, creating a beautifully soft effect.
- 3** Elevate your eye look by sweeping **Mary Kay Chromafusion® Eye Shadow in Rose Gold** across the eyelids using the **Mary Kay® All-Over Eye Shadow Brush** for a seamless application.
- 4** To enhance the depth, simply revisit the first step along the top lash line.
- 5** Sweep on **Mary Kay Chromafusion® Blush in Hot Coral** using the **Mary Kay® Cheek Brush**.
- 6** Define your pout with **Mary Kay® Waterproof Lip Liner in Beige Nude**.
- 7** Polish it off with **Mary Kay Unlimited® Lip Gloss in Sheer Illusion**.
- 8** Finish the look with **Mary Kay® Great Height™ Mascara in Black**.

August Celebrations!



Birthdays	Day	Anniversaries	Year
Linda Wright	5	Mary Bullock	12
Kathleen Lee	7	Ebonie Robinson	3
Monife Stout	9	Monife Stout	2
Jarvia Haynes	21		
Jurmin Francis-Ross	23		
Cora Barry	23		

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



“Many times the things we fear most happen because we expect them to happen. Fortunately the opposite also is true. When we expect great things, great things will happen! We are surrounded by abundance, and we can draw it to us by expecting it.”