

EVANS EAGLES

Power Up and Grow

July 1, 2025-June 30, 2026
December 2025 Results

Gloria Evans, Senior Sales Director

Nov./Dec. Achiever



Wanda Orr

Congrats Qtr. II STARS

Stars deserve to shine!

star consultant Program

Wanda Orr Sapphire	Linda Hodge Sapphire	Kathy Bishop Sapphire	Ellen Nielsen Sapphire
			

The Star Consultant Program is a fantastic way to recognize and reward top-performing independent beauty consultants. As part of the Mary Kay sales force, this program celebrates your achievements with exclusive prizes, recognition, and incentives based on your monthly wholesale production.

DECEMBER UNIT CHALLENGE ACHIEVERS ...

Place $300 w.s. 1st thru 15th
Place $300 w.s. 16th thru 31st









Kathy Bishop	Katherine Bowker	Brenda Moore	Sara Torres	Ellen Nielsen	Deb Johnson	Susan McBryar







Judy Ponzio	Jeanine Redman	Karen Hein	Wanda Orr	Linda Bennett





SENIOR SALES DIRECTOR
Gloria Evans
1st Line: Anne Louise Goodman
1st Line: Lisa Monforte

2nd Line: Nancy DeFina
2nd Line: Dana Cornalino



Spotlight on Team Builders!

	Star Team Builders
	Bobbie Adams
A2	Patricia Beecham
A3	Doris A. Bartelli
A3	JoAnn Moore
I1	Colleen Nelson
T1	Julie P. Grover
T4	Julie Ha
T4	Bonnie Medeiros
	Brenda E. Moore
A1	Paige M. Fuller
A2	Vickie L. Spurling
A3	Karen Brown
I1	Delores James
I1	Darlene Watkins
	Ellen A. Nielsen
A1	Katherine M. Bowker
A1	Judith A. Mangrum
A3	Jolie A. Nielsen
I2	Michelle Ribeiro
	Judy A. Ponzio
A1	Lisa M. Grier
A1	Sara M. Torres
A3	Lita Abella
I1	Stephanie Delgadillo
I1	Laura S. Lemke
I3	Carrie E. Hertz
N1	Pamela A. Johnson
T2	Christine M. Buege
	Vickie L. Spurling
A1	Kathy R. Bishop
A2	Cathy L. Carter
A2	Denise G. Pugsley
T1	Susan A. Burgess
T1	Yonnia Martin
T2	Leslie D. Erdman
T2	Fern E. Scott

Team-Building Affirmations for a Powerful Mary Kay New Year

Identity & Purpose

- We are women of purpose, passion, and possibility.
- Our work matters, our influence grows, and our confidence shines brighter every day.
- We rise together, celebrate together, and win together.



	Senior Consultants
	Linda W. Bennett
A1	Jeanine M. Redman
A3	Nancy Neal
	Karen L. Hein
A2	Tonya Culpepper
A2	Rita Stegmaier
T1	Bryn R. Dean
T5	Laurel Aaker
	Wanda J. Orr
A1	Wendy Lewis
A1	Sonia D. Moss
I1	Dianna L. Blackburn
I1	Kay Provonsha
	Kay Provonsha
A3	Heather Fields
	Jeanine M. Redman
A1	Wanda J. Orr
A3	Marilyn M. Grissom
T2	Elizabeth W. Goodwin
	Sara M. Torres
A1	Laura Montes
I2	Gail Esfahaniha

RED JACKETS:
RADIATE IN RED

INDEPENDENT SENIOR BEAUTY CONSULTANT
(1 OR 2 ACTIVE† PERSONAL TEAM MEMBERS) CAN EARN:
- 50% profit potential on personal retail product sales.
- Earned Discount Privilege.
- 4% personal team commission.

STAR TEAM BUILDER
(3 OR 4 ACTIVE† PERSONAL TEAM MEMBERS) CAN EARN:
- 50% profit potential on personal retail product sales.
- Earned Discount Privilege.
- 4%, 6% or 8% personal team commission.
- Eligibility to purchase and wear a red jacket – 50% off first-time purchase.

TEAM LEADER
(5–7 ACTIVE† PERSONAL TEAM MEMBERS) CAN EARN:
- 50% profit potential on personal retail product sales.
- Earned Discount Privilege.
- 9% or 13% personal team commission.

ELITE TEAM LEADER
(5 OR MORE ACTIVE† PERSONAL TEAM MEMBERS, 1 OR MORE OF THEM IS AN ACTIVE† PERSONAL RED) CAN EARN:
- 50% profit potential on personal retail product sales.
- Earned Discount Privilege.
- 9% or 13% personal team commission.
- 5% second-tier team commission.

OR

(8 OR MORE ACTIVE† PERSONAL TEAM MEMBERS) CAN EARN:
- 50% profit potential on personal retail product sales.
- Earned Discount Privilege.
- 9% or 13% personal team commission.

INDEPENDENT SALES DIRECTOR CAN EARN:
- 50% profit potential on personal retail product sales.
- Earned Discount Privilege.
- 4%, 9% or 13% personal team commission.
- Unit commission of 9%, 13% or 23%.



EVANS EAGLES

POWER YOUR SALES

July 1, 2025-June 30, 2026
December 2025 Results

Gloria Evans, Senior Sales Director

A New Year Message for My Mary Kay Family
From the Heart of a Leader Who Believes in You

To A Beautiful Consultant,
As we step into a brand-new year, I want you to pause for a moment and breathe in the possibility that surrounds you. A fresh chapter is opening—blank, bright, and ready for your dreams, your courage, and your unstoppable spirit.

This year isn't just another turn of the calendar. It's an invitation.
✨An invitation to rise
✨An invitation to grow
✨An invitation to believe bigger
✨An invitation to become the woman you were created to be

Mary Kay Ash always reminded us that "*You can do anything in this world that you want to do, if you want to do it badly enough.*" And I see that truth in each of you. You are capable. You are creative. You are resilient. And you are part of a sisterhood that lifts, celebrates, and champions one another.

As you begin this new year, I encourage you to:

- Dream boldly.

Set goals that stretch you. Let your vision excite you again.

- Work with intention.

Small, consistent actions create extraordinary results. Every call, every text, every facial, every follow up matters.

- Lead with heart.

Our business is built on relationships. When you serve with kindness and integrity, success follows.

- Celebrate every win.

Progress is progress—honor it. You deserve to feel proud of the steps you take.

- Believe in yourself.

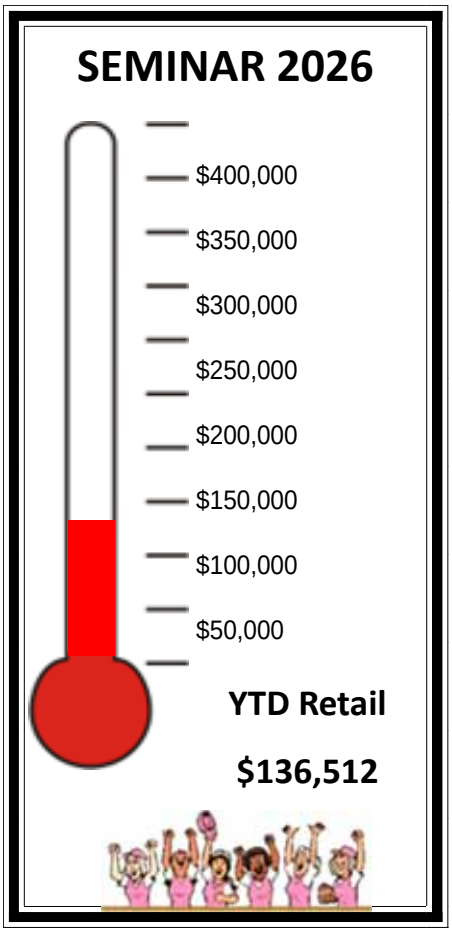
Your belief is your superpower. When you believe, you act. When you act, you grow. When you grow, you shine.

This year, I want you to know that you are not alone. I am cheering for you, praying for you, and standing beside you as you pursue your goals. You bring beauty—not just through products, but through your presence, your passion, and your purpose.

May this year be filled with breakthroughs, blessings, and boldness. May you discover new strengths, new confidence, and new joy in your Mary Kay journey. And may you look back twelve months from now amazed at how far you've come.

Here's to a year of courage. A year of confidence. A year of growth. A year of dreams fulfilled.
Happy New Year, Gorgeous. Let's make it unforgettable.

With belief in you,
Gloria



"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 conceive and believe, you can achieve."

Mary Kay Ash

Thanks to the following consultants for working their business and placing an order in DECEMBER

Name	12/2025
Ellen Nielsen	$887.00
Kathy Bishop	$771.50
Wanda Orr	$753.50
Susan McBryar	$456.00
Judy Ponzio	$431.00
Sara Torres	$410.00
Katherine Bowker	$386.00
Brenda Moore	$360.00
Wendy Lewis	$350.00
Karen Hein	$333.00
Linda Bennett	$329.00
Deborah Johnson	$321.00
Jeanine Redman	$309.00
Kathy Stotz	$278.00
Mitzi Walker	$276.00
Yolanda Hall	$271.00
Laura Montes	$247.00
Judith Mangrum	$240.00
Daphne Campbell	$238.50
Lisa Grier	$237.00
LILLIE BROWN	$232.50
Patricia Peppers	$232.00
Stacy Dickerson	$229.00
Sheila Mathis	$229.00
Sonia Moss	$227.00
Jolie Nielsen	$138.00
Laurel Aaker	$102.00
Linda Hodge	$100.00
Phyllis Cole	$94.00
Denise Pugsley	$86.00
Jena Boyd Colvin	$83.00
Rita Stegmaier	$29.00
JoAnn Moore	$14.00

DECEMBER QUEENS

Queen of Wholesale	Queen of Recruiting
ELLEN NIELSEN	**Position Open**



WELCOME NEW CONSULTANT

Consultant	From	Recruiter
Pamela Johnson	Banning, CA	Judy Ponzio

WELCOME BACK CONSULTANTS

Lillie Brown	Stacy Dickerson	Judith Mangrum
Sheila Mathis	Susan McBryar	Sonia Moss
Jeannine Redman	Kathy Stotz	

RECRUITER COMMISSIONS

Name	%	Team Commission	Team Building Bonus	Red Jacket Team-Building Bonus
Judy Ponzio	9%	$5.04		
Wanda Orr	8%	$62.20		
Brenda Moore	9%	$425.70		
Vickie Spurling	6%	$49.53		
Gloria Evans	4%	$48.00		
Bobbie Adams	6%	$35.40		
Karen Hein	4%	$26.24		





The internet didn't just change your business — it expanded your reach, multiplied your influence, and accelerated your success in ways Mary Kay herself could have only dreamed of.

- ♦ It opened doors that used to be walls
- ♦ You're no longer limited to your neighborhood or your city.
- ♦ Your customers can be anywhere — across the country or across the world.
- ♦ Your team can grow beyond borders, time zones, and schedules.
- ♦ You can check in with customers in seconds.
- ♦ You can celebrate wins, share product tips, and build community with a single post.
- ♦ Customers can browse, order, and reorder 24/7. (*On your now FREE My Shop online store)*
- ♦ You can track inventory, manage follow-ups, and automate reminders.
- ♦ Your online store works even when you're sleeping or traveling.
- ♦ Social media lets you showcase your personality, your expertise, and your story.
- ♦ You can demonstrate products, share tutorials, and inspire confidence with authentic content.
- ♦ You can run your business from your phone with clarity and ease.

And most importantly…
The internet has allowed you to lead with heart at a higher level — reaching more women, empowering more lives, and building a business that reflects your values, your creativity, and your vision for the future.



NEW! Global Mary Kay® Bingo Challenge
Jan. 1 – Feb. 28, 2026
We're on Week 2!

This week's challenges are:

- Talk about the Mary Kay opportunity with someone new.
- Use any Mary Kay® digital tool such as Foundation Finder or Skin Analyzer.





Challenge Dates

- Week 1 challenges launch: Jan. 5
- Week 2 challenges launch: Jan 12
- Week 3 challenges launch: Jan 19
- Week 4 challenges launch: Jan 26
- Week 5 challenges launch: Feb 2
- Week 6 challenges launch: Feb 9
- Week 7 challenges launch: Feb 16
- Week 8 challenges launch: Feb 23

End Date:
Feb. 28, 2026

Watch InTouch each week for your BINGO Challenge!

Focus on Goals

Independent Sales Director Carol Scholes of Tacoma, Wash., shares these basic tips on goals:

6 Parts of a Goal

1. WOW: Excitement of a goal.
2. HOW: Plan to achieve a goal.
3. NOW: Just do it.
4. OUCH: Do it anyway.
5. VOW: Commitment to reach goal.
6. POW: The Victory!

Reasons Most People Do Not Set Goals:

1. They are not sold on the benefits.
2. They feel it's safer not to.
3. They fear commitment, failure or success.
4. They have a poor attitude or focus.
5. They don't want to work.

Why Set Goals

Why

1. When goals are set, things happen.
2. Goals make you feel good about yourself.
3. Goals provide attitude adjustments.
4. Goals establish self-discipline and motivation.
5. Goals give you direction and purpose.
6. Goals take you where you want to go.
7. Goals create good habits and patterns to follow.
8. A goal will eliminate others from controlling your life.

Created by MKVirtualOffice.com

Setting A Goal

1. Decide exactly what you want - be very specific.
2. Aim high - you should have "butterflies." Stretch your limits.
3. Create visuals. The subconscious mind accepts all information as fact and cannot distinguish between what is real and what is imagined and believed.
4. Involve family members. Find out what's in it for them.
5. Pick someone to emulate.
6. Define where you are. Goals must be "BIG" according to your ability.
7. Determine what you are capable of in a day, a week, a month and a year.
8. Write your goals in detail and talk about them with appropriate people.
9. Focus on your goal daily. If a goal is not focused on for three days, it's as if it never existed.
10. See goals as if they had already happened.
11. Keep your FOCUS. (Follow One Course Until Successful.)
12. Quitting is not an option.
13. Set another goal immediately upon reaching a goal.

Goals Can Be Negative If:

1. They are too big.
2. They are out of your sphere of interest.
3. You believe luck is necessary to arrive at your destination.
4. You set your goal by comparing yourself with others' accomplishments.
5. You are doing it for someone else.

"Set a goal to discipline yourself. If you don't, others will."

"The subconscious mind accepts all information as fact and cannot distinguish between what is real and what is imagined and believed."

2026 Together, we rise higher. Together, we win.

4 Point Recruiting Plan!

Skin Care classes and collection previews offer the best place to find prospective team members. Mary Kay herself developed the Four Point Recruiting Plan when she first began holding skin care classes. This is a proven, successful plan. Memorize these words and use them at every skin care class and you will leave with personal recruits and referrals!



WHO

Before anyone arrives ask the hostess, "who's coming today who would be good at doing what I do? "Judy, I'm building my own unit in this area, and I am looking for a few quality people to do what I do – teach skin care. Is Mary Kay something you've ever thought about or would ever consider for yourself?" She might say she's thought about it but...and then will give you an objection. Your reply: "Judy, if I could teach you to do what I do, could you learn?" When she says yes, offer to meet her for coffee, etc. "are you free tomorrow at 9:00 am? After hearing the information, if you feel it is not for you, then it will have been an excellent networking appointment for me!"



I STORY

At the beginning of the skin care class give a heartfelt, enthusiastic personal success story. "I would like to share with you what I do. I am building my own unit in this area and I am looking for a few key people to do what I do: teach skin care. I work part time for full time pay. I am my own boss, and I schedule my own hours. If you are intrigued after our time together today, I would love to send you home with some reading material."



PICK

Select one person to talk with privately and say: "Jane, do you remember my saying that I am building my own unit in this area and am looking for a few key people to do what I do: teach skin care? I couldn't help but notice how well you wear our product, how knowledgeable you are about cosmetics and how you were a natural leader of that whole group. Tell me, is a Mary Kay career something you've ever thought about? She will probably offer an objection just like the hostess. Your reply: "We provide complete and free training. If I could teach you to do what I do, could you learn? I'd love to get together with you over coffee. I am available ___which works better for you?"



GIFT

Offer the hostess a merchandise gift (about $40 suggested retail value) for any person suggested by her who becomes a Consultant. Tell her: "If you recommend someone you feel would be good at doing what I do and they become a Consultant, I will give you free Mary Kay products." If you use this at every skin care class you will soon find yourself with personal recruits, first one at a time and then several a month....by simply taking the time to ask! Memorize this technique and use it WEEKLY! Repetition will help you perfect your recruiting skills. Remember: skin care classes and facials are your income today...recruits are your future!

January's SPECIAL DEALS

50% off

1 Item of Your Choice for Every $50 Purchase

($200 purchase = 4 half priced specials)
While Supplies Last

Intense Moisturizing Cream

Luxurious cream for dry skin leaves skin looking immediately more radiant and feeling unbelievably soft and smooth.



~~$36~~ $18

HA + Ceramide Hydrator

Experience science's powerhouse hydrators that deliver advanced aid to dry skin.



~~$38~~ $19

Oil-Free Hydrating Gel

Fast-absorbing gel cools, refreshes, and hydrates for up to 10 hours.



~~$36~~ $18

Daytime Defender w/ SPF 30



Help delay visible signs of premature skin aging with broad spectrum, daytime protection

~~$34~~ $17

Targeted Action Toning Lotion



Hydrates skin, helps firm, define and tone the body.

~~$36~~ $18

Cream Color Brush

Applies in a natural, fingertip-like finish. Flat side and precise tip can be used for dual purposes.



~~$12~~ $6

Volu-Firm Eye Renewal Cream



The eye cream that does it all! Targets deep lines, dark circles, sagging, bags and upper eyelid droop.

~~$44~~ $22

Satin Hands Pampering Set



Instantly, hands feel moisturized, soft and smooth. (Available in White Tea & Citrus Fragrance or Fragrance Free)

~~$38~~ $19

Eye Shadow Stick



One stick, endless shimmer. Glide on rich, buildable color that lasts.



Choice of 1: ~~$20~~ $10

Snow Kisses



Drench your lips in rich color and comfort with moisture-packed lipstick for an unmatched look and feel.

Choice of 1:
~~$20~~ $10

Moisture Renewing Gel Mask



Get 10 skin-renewing benefits in 10 pampering minutes!

~~$26~~ $13

Belara Eau de Parfum



This creamy floral is a perfectly balanced, sheer fragrance with an invigorating blend of luminous florals and warm notes.

~~$44~~ $22

pink tractor designs

YEAR-END TAX CHECKLIST

Here are the 6 Most important things that you can do at year end to be a $mart businesswoman & be prepared for tax time!

1. **Roll Up Bag Refresh.** Go through your Starter Kit to refresh & restock any items that you are running low on or that you wish to start demonstrating at your parties. Make a list of these & other items that you used during the year. Label them "Demo Items" as these are tax deductible. Refresh & restock your own personal Travel Roll Up Bag. Be sure to use Mary Kay from head to toe! Make a list of these & other items that you used for yourself during the year. Label them "Personal Use Items." Although these are not tax deductible, you must report this number to your accountant.

2. **Count your Section 1 Inventory.** The easiest way to do this is to start an order on InTouch. As you count things on your shelf, add them to the order. Instead of placing the order, print the order. Your wholesale value will automatically be calculated and printed at the top. You do not need to include any Section 2 items. For products on your shelf that are not available for order from the company, make a list of each item & its wholesale cost. These will be categorized as "Discontinued Items" and can be written off on your tax return.

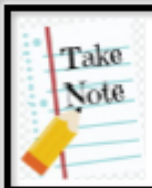
3. **Take a photo of the odometers** on all of the cars that you had available for use.

4. **Take a photo of your home office space.** Measure the square footage of the space. The space doesn't have to be an entirely separate room; however, it does need to be exclusively used for your business.

5. **File all of your receipts.** Grab an expandable file at your local office supply store, and have one slot for each income & expense category on your tax return. Sort your receipts & important documents into the appropriate slot.

6. **Print Your Income Advisory Statement.** This is a summary sheet that your accountant will need in order to file your taxes. You can find this in the Reports section of Mary Kay InTouch.

CONGRATULATIONS FOR BEING A $MART BUSINESSWOMAN!



A Word About Your TAXES

✓ WHAT IS MY FEDERAL TAX STATUS?

As an Independent Mary kay Beauty Consultant or Sales Director, you are the sole proprietor of a business and are considered to be self-employed, an independent contractor, for federal income tax purposes.

✓ WHAT FORMS AM I REQUIRED TO FILE?

Mary Kay Consultants and Directors are required to report Mary Kay business activities to the IRS using the following forms:

- Form 1040 long version
- Schedule C
- Schedule SE

✓ HOW DO I LIST MY PRINCIPAL BUSINESS AND CODE ON SCHEDULE C?

The principal business for a Mary Kay Beauty Consultant or Sales Director is "retail sales", the product is "cosmetics", and the code is 456120.

✓ ON SCHEDULE C, WHAT IS MY "METHOD OF ACCOUNTING" AND "METHOD OF INVENTORY"?

In most cases, your method of accounting is CASH; your method of inventory is COST.

✓WHAT IS THE STANDARD MILEAGE RATE?

The standard mileage rate is:

2026 - 72.5 cents per mile
20.5 cents/mi medical & moving

Contact your tax advisor if you have an MK career car.

✓ WHAT ARE MY SOURCES OF INCOME?

- Personal sales at actual price excluding sales tax
- Dovetailing—the % of sales from dovetailed appointments paid to you by another Consultant.
- Other income sources listed on Form 1099 such as $600 or more in commissions, prizes or awards, or a career car.



✓ WHAT DOES "COST OF GOODS SOLD" MEAN?

Cost of Goods Sold is the cost to you of the wholesale products (excluding pre-paid sales taxes) which you sell to your customers. You may want to use the formula below to calculate your Cost of Goods Sold

$_____ Wholesale inventory at the beginning of year
+_____ PLUS your w.s purchases
- _____ MINUS product withdrawn for your personal use
- _____ MINUS your wholesale inventory at the end of the year
$_____ = **Cost of Goods** Sold deduction

NOTE: your cost for hostess gifts and unrecovered tax of Mary kay products are tax deductible and should be treated as any other inventory item used to determine Cost of Good Sold.

✓ OTHER TAX INFORMATION THAT COULD AFFECT YOU.

You may "sell" household equipment and/or furniture to yourself to be used exclusively for your Mary Kay business. It's wise to take depreciation on larger items such as furniture, etc. (You may take up to $10,000 one-time deduction, all-inclusive, without depreciation)



Strippin' Into 2026!

Happy New Year!

Check in at your Unit site
www.unitnet.com/gevans for news,
motivation, great ideas.
Sign the guest book so I know you were there.

Gloria Evans,
Senior Sales Director
7314 Greenhaven Ave., #76
Rancho Cucamonga, CA 91730
909-549-6451 cell
gloria.evans11@gmail.com

YOU are part of a team that believes in possibility, celebrates progress, and lifts each other higher every single day.

Every phone call you make, every sample you share, every conversation you start—it all matters. It all builds. It all moves you closer to the woman you're becoming.

In Mary Kay, we don't grow alone.
We grow together.
We rise together.
We win together.

So today, I want you to carry this truth with you:
- ✨You are capable.
- ✨You are needed.
- ✨You are stronger than you think.
- ✨And you are never doing this business alone.

Let's keep cheering each other on, celebrating every victory—big or small—and choosing courage over comfort. *When one of us shines, we all shine a little brighter.*

Let's make January one of bold action, joyful connection, and unstoppable belief.

Your future customers are waiting. Your future team members are watching. And your future self is cheering you on. You've got this—and we've got each other.