

EVANS EAGLES

POWER YOUR SALES

July 1, 2024-June 30, 2025
March 2025 Results

Gloria Evans, Senior Sales Director



March Achievers

$700+w/s

Wanda Orr	Ellen Nielsen	Heather Fields	Bobbie Adams	JoAnn Moore
				

MARCH UNIT CHALLENGE WINNERS

Place $350 w.s. 1st thru 15th
Place $350 w.s. 16th thru 31st



Bobbie Adams	JoAnn Moore	Wanda Orr	Ellen Nielsen	Kathy Biship	Elisa Alderte	Heather Fields
						

Karen Brown	Linda Bennett
	

"In under 15 years, the company grew its sales from less than $200,000 at the end of its first year to $50 million by 1977."

Mary Kay was among the 1,000 standout organizations in *Newsweek*'s ranking of America's Greatest Workplaces for Women 2025, which recognizes supportive workplace policies with an active commitment to diversity and inclusion. This is the third consecutive year that the company has won the award. Mary Kay's 2025 ranking climbed back up to 5 stars from the 4.5 stars it received last year. It was one of four cosmetic brands to make the list and the only direct-sales company on America's Greatest Workplaces for Women 2025.



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Spring has sprung! With it comes plenty of gift giving opportunities to serve your customers and build referrals!
April 6-12 Librarian's Week (*Schools & Public*)
April 20 Easter (moms and teens)
April 20-26 National Volunteer Week (*Churches, Hospitals*)
April 21-25 Administrative Professionals Week (*Small Business Owners*)
Planning ahead….
May 3 Kentucky Dergy (*Fun day for specials*)
May 5 Cinco de Mayo (*Great for specials*)
May 5-9 Teacher Appreciation Week
May 6-12 Nurse Appreciation Week
May 11 Mother's Day
May 11-17 Police Officer Week
May 12 Mary Kay's birthday
May 26 Memorial Day (Great for specials)
End of May: Proms, Graduations, Weddings, Travel Packs



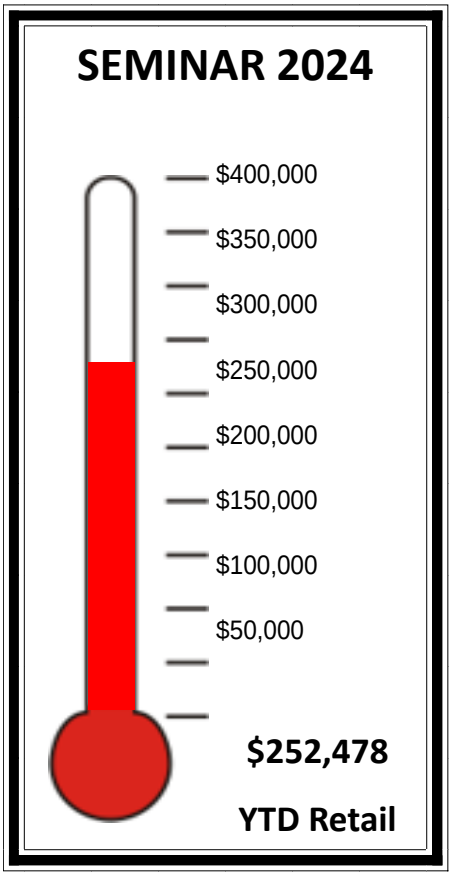
Do you have your sprinting shoes on? Only three months left in this Seminar Year—and we still have time to meet our goals! Focus, determination, and effort will get us there! Dream BIG, work hard, and let's RUN through the finish line together.

Let's plan now to celebrate your victory on June 30th.
What does it take to get in that red jacket…on target for the Chevy Trax…into directorship? Faces, faces, faces….it all starts with faces! Virtual or in person!! Book now! How about doing 30 New Faces in 30 days??, a Perfect Start? Or a Power Start in April? Will you earn your April Power Your Sales Challenge?

The Summer Look Book enrollment deadline is April 17th. Are you utilizing this incredible resource to reach your customers, family, friends, neighbors….Let everyone you know know that you're in business and your business is to pamper and serve!

Let's set our goals for these final months, give it our all and reap the benefits of our work—what a blessing this business is! And, remember, it is YOU that determines your paycheck—why not set your goals high?

I BEE-lieve in YOU!
Gloria



"I truly believe that serving customers is one of the great factors that sets us apart from every other Company. We are dedicated to serving our customers in the very best possible way."

Mary Kay Ash



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
A1	Patricia Beecham
A1	Julie P. Grover
A1	JoAnn Moore
A3	Colleen Nelson
I1	Kym Adams
I1	Doris A. Bartelli
N1	Julie Ha
N1	Bonnie Medeiros
T5	JULIE HA
	Brenda E. Moore
A1	Paige M. Fuller
A2	Vickie L. Spurling
A3	Karen Brown
A3	Delores James
I1	Darlene Watkins
	Judy A. Ponzio
A1	Lisa M. Grier
A2	Sara M. Torres
A3	Stephanie Delgadillo
I1	Lita Abella
I1	Laura S. Lemke
I2	Christine M. Buege
T6	Lisa A. Ariaz
	Vickie L. Spurling
A1	Kathy R. Bishop
A2	Cathy L. Carter
A2	Denise G. Pugsley
I1	Yonnia Martin
T1	Susan A. Burgess
T1	Amy L. Winkles
T3	Fern E. Scott
T4	Leslie D. Erdman









	Senior Consultants
	Linda W. Bennett
A3	Jeanine M. Redman
I2	Nancy Neal
	Diana Esparza
A3	Alycia Abbott
	Karen L. Hein
A2	Laurel Aaker
I1	Tonya Culpepper
I2	Rita Stegmaier
T2	Bryn R. Dean
	Ellen A. Nielsen
A2	Katherine M. Bowker
A3	Jolie A. Nielsen
I1	Tommie S. Nunes
I3	Michelle Ribeiro
T3	Judith A. Mangrum
	Wanda J. Orr
A2	Wendy Lewis
A3	Sonia D. Moss
I1	Kay Provonsha
I2	Dianna L. Blackburn
	Kay Provonsha
A1	Heather Fields
T2	Baylee T. Bunn
	Jeanine M. Redman
A1	Wanda J. Orr
I1	Elizabeth W. Goodwin
I2	Marilyn M. Grissom
	Sara M. Torres
A2	Gail Esfahaniha
I1	Laura Montes

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%.

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

Name	03/2025
Ellen Nielsen	$829.00
Heather Fields	$823.00
Bobbie Adams	$773.00
Wanda Orr	$706.50
Gloria Evans	$702.00
JoAnn Moore	$701.20
Kathy Bishop	$628.00
Elisa Alderete	$504.50
Linda Bennett	$370.00
Miriam Magalee-Hutter	$338.00
Patricia Beecham	$311.40
Karen Hein	$304.00
Julie Grover	$295.00
Yolanda Hall	$276.00
Cheryl Palpant	$259.00
Brenda Moore	$257.00
Lisa Grier	$245.00
Linda Miyatake	$230.00
Patricia Brock	$228.40
Janice Berlin	$225.00
Stephanie Delgadillo	$215.00
Karen Brown	$186.00
Vickie Spurling	$114.00
Sara Torres	$107.00
Jena Boyd Colvin	$105.50
Denise Pugsley	$80.00
Jeanine Redman	$69.00
Patricia Butler	$57.00
Phyllis Cole	$55.00
Katherine Bowker	$36.00

MARCH QUEENS

Queen of Wholesale

Ellen Nielsen



Queen of Recruiting

Bobbie Adams



WELCOME NEW CONSULTANT

Consultant	From	Recruiter
Julie Ha	West Covina, CA	Bobbie Adams
Bonnie Medeiros	Menifee, CA	Bobbie Adams

WELCOME BACK CONSULTANTS

Elisa Alderete	Patricia Beecham	Janice Berlin
Heather Fields	Cheryl Palpantt	

RECRUITER COMMISSIONS

Name	%	Team Commission	Team Building Bonus	Red Jacket Team-Building Bonus
Bobbie Adams	9%	$64.80		
Gloria Evans	9%	$110.88		
Brenda Moore	9%	$234.86		
Judy Ponzio	9%	$28.94		
Wanda Orr	6%	$18.39		
Vickie Spurling	6%	$50.79		
Karen Hein	4%	$9.18		
Ellen Nielsen	4%	$10.44		
Jeanine Redman	4%	$29.74		
Sara Torres	4%	$14.12		

17-17-17

I've been challenged to sell 17 items in 17 days for $17 in April

Mary Kay Skin Care

Cleanser



Mary Kay Skin Care

Moisturizer



Mary Kay Skin Care

Toner



Mary Kay Skin Care

Scrub





Oil Free Eye Makeup Remover



Micellar Water

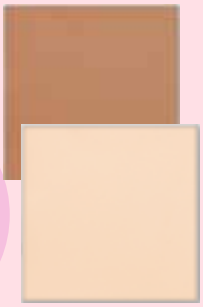
Extra Emmollient Night Cream



Hydrating Lotion



All Pressed Powders





2 in 1 Wash & Shave

Lash Intensity Mascara



All Lip Glosses



Transulcent Loose Powder





MK Perfect Pallette



After Sun Replenishing Gell

ADMINISTRATIVE PROFESSIONALS DAY

Melinda Mercedes Balling

Scheduling Appointments with Local Businesses



Think of businesses that typically have several female employees on staff. Example, Credit Unions, Banks, Insurance Agencies, Schools, Accounting firms, specific State Offices, etc.
Call the business and ask to speak to the Office Manager/Bank Manager (person in charge).
You can use the following dialogue:

Hello, my name is _____ and I am an Independent Beauty Consultant with Mary Kay. In honor of Administrative Professional's Week, we are selecting local businesses and presenting their female staff with a gift certificate and a complimentary pampering appointment. In addition to the gift certificate, the appointment will include a special skin care treatment as well as a spa treatment for hands and lips all at no cost to your company or the individual receiving the gift. We would love to show our appreciation to the working women in your office and make sure each one receives her pampering gift. By the way, we are happy to bring enough gift certificates for all women in your office, even those who may not be administrative professionals. So that I may be sure to drop off enough certificates, may I ask how many women are in your (office, Company)?

Once you know how many women will be receiving the gift, arrange a time to meet with the person you are talking with to "present" the certificates. When you arrive, you may want to have a special little "thank you" gift for your "contact" person. After you arrive, explain that you would like to personally present the "pampering gift certificate" to the women and also give them an opportunity to be entered into a special drawing for a pampering basket of Mary Kay products. If this is not possible, ask to leave the entry forms which you will pick up the next day.

Suggested "gift" to attach to Gift Certificate. I like to present a pink carnation or rose which can usually be found at Costco, Sams or even your local grocery store. Use curly ribbon to attach the gift certificate for a complimentary Beauty Treatment. Or, you can take a Cello bag, tissue, curly ribbon, rolled gift certificate, tied with a ribbon, a few pieces of Dove Chocolate, hand cream sample, or lipstick sample (whatever you have on hand). You can decide if you want a dollar value on the gift certificate, just indicate that it can be redeemed at the facial.

Visiting Local Businesses Without an Appointment (Drop In)

Administrative Professionals Day/Week is a great time to generate new leads/customers by visiting local businesses. Wednesday, April 25th, is the "official day", but recognition is continued for the entire week. If you work a full time job you could still visit local businesses during your lunch hour. Here's how to make this opportunity work for you: Drop into local businesses....credit unions, banks, insurance agencies, real estate offices, anywhere you can think of where there are women working. Introduce yourself to the receptionist, using the following dialogue.

Hello, My name is _____, I'm an Independent Mary Kay Beauty Consultant. Because this is Administrative Professional's Week, we are dropping into local businesses to present working women with a gift certificate that includes a complimentary pampering appointment. Have you received your certificate yet? No? Great, well it is my pleasure to present you with this (hand her the certificate) and I want to say Thank you for your service at (such & such... Company/Bank, etc.) and let you know that we appreciate all you contribute to our community. I am also giving away a pampering basket worth $____, (I suggest at least $50...your cost only $25.. You will call on several businesses and get lots of names, so it will more than pay for itself. This will give you an opportunity to get names and numbers. If you team up with another consultant you can split the cost). If you would like to fill out this entry form, I'd love to put you in the drawing.

Next you are going to ask if you can just quickly go around the office and give each woman working her gift certificate and personal Thank you. You are going to use the same dialogue above with each woman you are able to connect with. If you are working full time, you could still approach 2 or 3 businesses in your working vicinity during your lunch hour. Trust me, this is going to be a win/win. The women you come in contact with will feel good about you and our Company which you so beautifully represent! Remember, when you follow up, although there is just one Gift Basket Winner, you will be following up to schedule a time for her to redeem the gift certificate she received for her Complimentary "Beauty Treatment". Note: Be sure to ask if she already has a consultant. Naturally if she has a consultant, you will give her consultant a call and ask her if she would be willing to give her customer an update facial and honor the gift certificate.

Jump in and have fun with this.
There are so many women out there wearing the wrong brand. We have to change that!

Designed By: lauri@newslettersolutions4you.com

Administrative PROFESSIONALS DAY gift Sets

thebalm.com

All Hands on Deck!



SATIN HANDS SET INCLUDES HAND SOFTENER, HAND SCRUB, AND HAND CREAM PLACED IN A GIFT BAG.

GIFT TAG: "THANK YOU FOR GIVING IT YOUR ALL!"
$38.00

Office Supplies!



MINT BLISS ENERGIZING LOTION FOR FEET AND LEGS, WHITE TEA & CITRUS HAND CREAM, NOTE PAD AND PEN IN A DECORATIVE BAG.

GIFT TAG: "THANK YOU FOR SUPPLYING US WITH YOUR TALENT!"
$25.00
ADD INDULGE SOOTHING EYE GEL
$45.00



SATIN LIPS SET IN DECORATIVE BAG

GIFT TAG: "YOU ARE THE BALM.COM!"
$22.00

But First Coffee!



INCLUDES SATIN HANDS HAND CREAM IN A DECORATIVE MUG AND GOURMET COFFEE PKT

GIFT TAG: "YOUR HARD WORK IS SO APPRECIATED. ENJOY YOUR COFFEE AND CREAM!!"
$20.00



Blooming Success!

HYDRATING LOTION AND A SMALL DESK PLANT.

GIFT TAG: "YOUR SUCCESS BLOOMS DAILY. THANK YOU FOR GROWING WITH US!"
$25.00

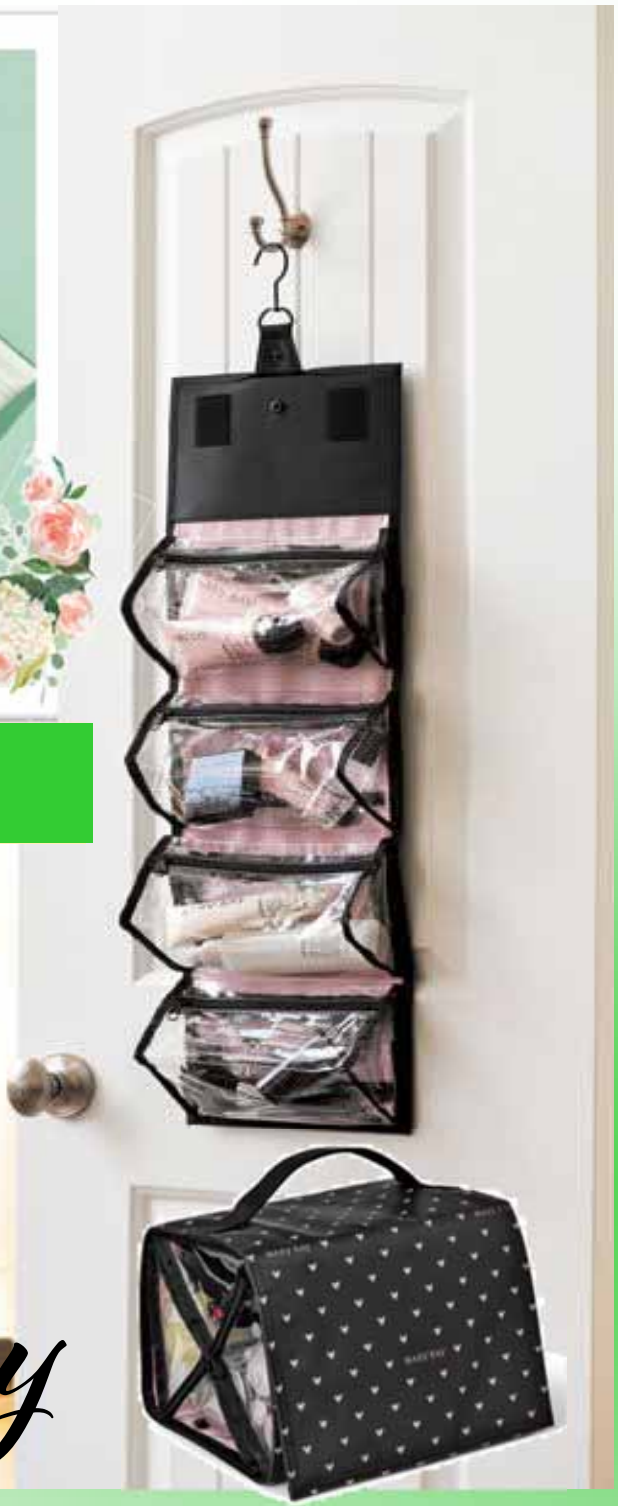


Gift Certificates Available

Jhani's Epic Legacy Team



Satin Body Set
Satin Lips Set
Satin Hands Set
Masking Set



Mother's Day

$178
Receive Travel Roll Up Bag
FREE
With purchase
$36 value

The beauty lovers must-have. Packable. Portable. Versatile. It's a great way to escape the clutter at home or keep yourself organized when traveling.

TOTALLY FLEXIBLE.

TOTALLY FUN!

MARY KAY.

1 FITS YOUR LIFE

- **Flexible** opportunity that works for you.
- **Make extra money** on the side while working your business as much or as little as you want.
- At the heart of every Mary Kay opportunity are **fun, freedom and flexibility.**
- You can **balance** the important things in your life and put them first while still running your own Mary Kay business as an entrepreneur.
- You can **earn up to 50% profit*** on everything you sell at suggested retail.

2 HELPS YOU BE WHO YOU WANT TO BE

- Mary Kay Independent Beauty Consultants care about one another, their customers and **helping other women.**
- Nothing beats the **encouragement and empowerment you receive** from other women like you.
- Mary Kay offers opportunities for **education and personal development** that can help you build your leadership and selling skills.



3 LETS YOU SELL PRODUCTS YOU CAN BELIEVE IN

- *Mary Kay*® products are made with **high-quality ingredients** and are extensively researched. Hundreds of thousands of product tests are conducted each year.
- You'll find products that deliver real results and are **right for you and for your customers.**



4 SHARE THE HEART OF MARY KAY.

- **Started by a woman for women.**
- For more than 60 years, Mary Kay has been **empowering women** through entrepreneurship.
- Core value of faith first, family second and career third.
- More than **$96 million donated** by the *Mary Kay Ash Foundation*® to help end domestic violence and eliminate cancers affecting women.
- **100% renewable energy** powers Mary Kay's global manufacturing and R&D facility, as well as other Texas-based facilities.

IS THIS OPPORTUNITY FOR YOU?

☐ **A** means **Absolutely!** I am interested, *and with your help, I'm willing to try.*

☐ **B** means **Book Me** for a second appointment. *I have questions, and I would love to talk more.*

☐ **C** means **Could Be** for me down the road. *Until then, I would love to be your customer.*

* The 50% profit potential is based on a minimum $225 wholesale Section 1 product sales volume.

It's Girl Time

Get $100 FREE When You Party With Me!

You can earn $100 in FREE Mary Kay products - WOW!!

Choose to complete 4 of these items:

- $25 for holding your party on the original date
- $25 for at least 4 ladies over 18
- $25 for $450+ in sales including party and catalog orders
- $25 for 2 future bookings
- $25 for listening to the Mary Kay business facts
- $25 for attending our Success Event as a guest



Tips

- Invite 10 to 15 friends to ensure a great group will attend
  Let them know we will begin right on time.
- Let them know I will be contacting them to introduce myself and ask some specific questions about their skin so we can provide the correct samples.
- After the initial call to invite them, call again the day prior to remind them of the time and to dress comfortably.
  I have postcards you can send, too!
- Obtain catalog orders, keep refreshments simple and plan to serve after the party.

Who to Invite?

Who do you know who:

- likes to try new things
- loves makeup
- enjoys looking good
- has great skin
- has troubled skin
- just had a baby
- just had a promotion
- are friends you don't see often
- loves to be pampered
- could use a night out
- is getting married

My Party is scheduled on:

_____at_____

It will be held at:

_____My home _____ Your home

April SPECIAL DEALS

50% off
1 Item of Your Choice for Every $50 Purchase
($200 purchase = 4 1/2 price specials)

Mocha Mousse is the Color of 2025.

"Mocha Mousse" Lipstick

Feel confident with one of our gorgeous lip stick formulas.



~~$20~~ $10

Mocha Mousse Glam

Perfect your look this month with *Crystalline, Hazelnut & Mahogany* eyeshadows and Rosy Nude blush in a perfect palette with 2 eye sponges & palette cheek brush.

~~$62.50~~ $31.25



TimeWise Eye Firming Cream



Firms, Brightens, Moisturizes, & Bye-Bye Fine Lines & Wrinkles

~~$34~~ $17

TimeWise Repair Day Cream SPF 30



Help reduce the look of existing damage while protecting against the effects of everyday environmental exposure.

~~$54~~ $27

MK Cleanser



This gentle face cleanser leaves skin feeling fresh and soft. *Choose from a Mattifying or Hydrating formula.*

~~$20~~ $10

Shea Hand Cream

Pampers skin with nourishing shea butter & moisturizes for 24 hours. *Available in White Tea & Citrus or Fragrance Free.*

~~$12~~ $6



After-Sun Replenishing Gel

Soothes & calms chapped skin, windburned, and of course, sunburn, and burns from other heat sources.

~~$20~~ $10



Brown Eyeliner

Enjoy a waterproof smooth-glide liner that goes on easy & stays put for an eye look that lasts

~~$14~~ $7



CC Cream



Get easy complexion correction with a formula that acts like makeup & is formulated like skincare.



~~$22~~ $11

Live Fearlessly



Exude unmistakable confidence with notes of energizing ginger, bold rose and warm, roasted tonka bean.

~~$48~~ $24

Travel Roll Up Bag

(Unfilled)



All in one organizer for your skincare, cosmetics and accessories.

~~$36~~ $18

Scan me

For more information on this month's Special Deals

pink tractor designs

SPRING INTO SALES

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
Mary Kay Inc.
7314 Greenhaven Ave., #76
Rancho Cucamonga, CA 91730
909-549-6451 cell
gloria.evans11@gmail.com

Summer

PCP ENROLLMENT

- Log into InTouch
- Business Tools
- Preferred Customer Program
- Enroll Customers

Ends
April 17th

- Most cost effective - only 95 cents per customer
- Increase sales
- Tax deduction
- Early ordering privilege