

EVANS EAGLES

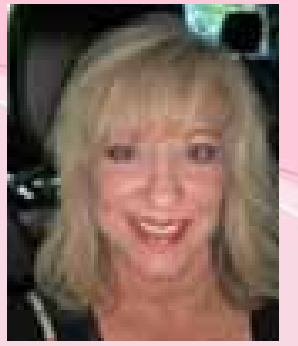
POWER YOUR SALES

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

Gloria Evans, Senior Sales Director

January Achievers

$700+w/s

Kathy Bishop	Julie Grover	
		

JANUARY UNIT CHALLENGE WINNERS—



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

Wanda Orr	Ellen Nielsen	Kathy Bishop	Bobbie Adams	Daniele Laguillat	Pat Peppers
					



Linda Hodge	Jolie Nielsen	Linda Bennett	Karen Hein	Pat Ascencio	Julie Grover	Wendy Lewis
						



EVANS EAGLES

POWER YOUR SALES

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

Gloria Evans, Senior Sales Director

Glow All Out! – Spring 2025
Get your glow on this spring, and live each sun-kissed day to its absolute fullest! Every second beams with enchanting possibilities, and you're here for it, ready to take on this season of renewal. Now is the time to embrace the joy of the present by basking in the glow of every gorgeous experience and reveling in moments made of pure gold. *PCP/ STARS can order 2025 Spring products Feb. 10 All Consultants can order Feb. 15.*

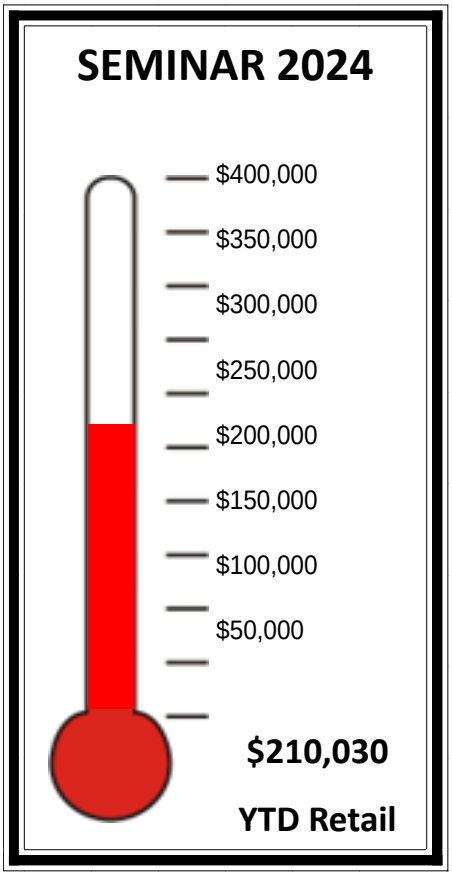
Study the Spring LOOK Book for selling tips and excellent words to use. Enjoy and have fun making your customers feel oh so special and beautiful.

We're still experiencing the chilliness of winter and women are open to considering extra help with their skin. Most people have drier skin everywhere during these months! Are you offering samples of extra hydration products? Remember to show these products, let customers try them and talk about how great their skin will look and feel when it is hydrated. Don't forget Satin Hands and Body Care too!

Winter months are also a great time to review how many of your customers are on the Miracle or Repair Set. Set your goal to build a large customer base of women who are committed to using Mary Kay's complete line of skin care. Sort your customers: those who are on the Miracle/Repair set and reordering regularly. Another being skin care customers who use part of a skin care set. Next, customers who order other products and not using any Mary Kay skin care. Be sure you're giving VIP service to your skin care customers and contact them regularly. Invite them to two or three events a year. Encourage each to try the supplements, color products and consider Mary Kay products as gifts. Invite the next group to seasonal updates or how about an anti-aging party?….some event where you can build on the products they are using already. You can use samples and PCP to tempt the rest to move up a level.

Let's share the dream in February…..the "Love" month. Remember to think about those you'd love to work and grow with, those who might appreciate the "*paychecks of the heart*" a Mary Kay business can provide. Call them, share your thoughts and schedule a get together over a cup of coffee/tea at your or her home.

Love and Bee-lieft in YOU,
Gloria



"The best salespeople work with their customers as facilitators and create a partnership that enhances the selling relationship. Your motivation for maintaining a solid relationship with your customers is powerful: It cost five times as much to attract a new customer as it does to maintain an established one."

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 Recruiter

Bobbie Adams
A1 Kym Adams
A1 Doris A. Bartelli
A1 JoAnn Moore
A3 Julie P. Grover
I2 Patricia Beecham
I2 Colleen Nelson
T2 JULIE HA
T7 Alma Marie M. Hutson

Brenda E. Moore
A1 Paige M. Fuller
A1 Vickie L. Spurling
A1 Darlene Watkins
I2 Karen Brown
I3 Delores James
T4 Pam Maples

Ellen A. Nielsen
A1 Katherine M. Bowker
A1 Tommie S. Nunes
A3 Michelle Ribeiro
I2 Jolie A. Nielsen
I3 Judith A. Mangrum
T5 Megan S. Mori
T6 Janet K. Stephens

Wanda J. Orr
A1 Wendy Lewis
A1 Kay Provonsha
A2 Dianna L. Blackburn
I3 Sonia D. Moss
T6 Scarlet M. Wyatt

Sr. Consultant

Judy A. Ponzio
A1 Lita Abella
A1 Laura S. Lemke
A2 Christine M. Buege
A3 Sara M. Torres
I1 Stephanie Delgadillo
I1 Lisa M. Grier
T3 Lisa A. Ariaz
T5 Linda A. Consolo
T6 Carrie E. Stearns

Jeanine M. Redman
A1 Elizabeth W. Goodwin
A2 Marilyn M. Grissom
A2 Wanda J. Orr

Vickie L. Spurling
A1 Kathy R. Bishop
A1 Yonnia Martin
A1 Denise G. Pugsley
I1 Susan A. Burgess
I1 Cathy L. Carter
I1 Amy L. Winkles
I3 Fern E. Scott
T1 Leslie D. Erdman

Sr. Consultant

Linda W. Bennett
A2 Nancy Neal
A3 Jeanine M. Redman

Phyllis H. Cole
A3 Aimee Miramontes

Karen L. Hein
A1 Tonya Culpepper
A2 Rita Stegmaier
I2 Bryn R. Dean
T5 Laurel Aaker

Sara M. Torres
A1 Gail Esfahaniha
A1 Laura Montes

Updated thru December 31, 2024







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 JANUARY

Name	01/2025
Kathy Bishop	$1,172.00
Julie Grover	$705.50
Wendy Lewis	$654.00
Bobbie Adams	$612.00
Karen Hein	$532.50
Jolie Nielsen	$531.00
Daniele Languillat	$528.00
Patricia Peppers	$521.00
Wanda Orr	$460.00
Linda Bennett	$448.00
Patricia Ascencio	$429.00
Ellen Nielsen	$426.00
Miriam Magalee-Hutter	$423.00
Linda Hodge	$380.00
Susan McBryar	$333.00
Wilhelmina Mouat	$329.50
Colleen Nelson	$320.50
Vickie Spurling	$313.50
Mitzi Walker	$300.00
Sonia Moss	$269.00
Delores James	$266.00
Brenda Moore	$265.50
Judy Ponzio	$262.00
Denise Pugsley	$247.50
Kathy Stotz	$247.00
Sheila Mathis	$239.50
Lisa Grier	$237.00
Karen Brown	$231.00
Stephanie Delgadillo	$230.00
Sarah Herr	$230.00
Patricia Brock	$229.00
Antoinette Gurney	$228.00
Alycia Abbott	$227.00
Jeanine Redman	$227.00
LILLIE BROWN	$226.50
Phyllis Cole	$141.00
Kay Provonsha	$26.00
Katherine Bowker	$25.00
Jena Boyd Colvin	$24.00

JANUARY QUEENS

Queen of Wholesale

Kathy Bishop



Queen of Recruiting

Position Open

WELCOME BACK CONSULTANTS

Alycia Abbott
Patricia Ascencio
Lillie Brown
Delores James
Sonia Moss

RECRUITER COMMISSIONS

Name	%	Team Commission	Team Building Bonus	Red Jacket Team-Building Bonus
Judy Ponzio	4%	$21.65		
Ellen Nielsen	6%	$40.92		
Wanda Orr	4%	$38.74		
Brenda Moore	8%	$327.84		
Jeanine Redman	4%	$9.08		
Vickie Spurling	6%	$55.50		
Sara Torres	4%	$70.79		
Gloria Evans	9%	$63.09		
Bobbie Adams	6%	$69.60		
Karen Hein	4%	$11.88		



Earn your **Mary Kay-branded makeup brush holder** when you achieve the *Power Your Sales* Monthly Selling Challenge. *February is the time to Brush UP on your sales goals and reap the rewards!*

Earn with your $700 w/s order in February



NEW! *Mary Kay*® *Great Heights*™ Mascara, $18

Price is suggested retail.

REACH *great heights.*

Mary Kay® *Great Heights*™ Mascara will take your lashes to the next level by **boosting your visible lash length by 43%** with just one coat!*





LASHES THAT GO THE DISTANCE

Build with two more coats for 75% longer-looking lashes.**

Precision brush separates and lengthens.

Up to 12 hours of wear without smudging or flaking.†

Lightweight formula conditions with panthenol.

*Based on an independent third-party clinical study in which 27 women applied one coat of mascara
**Based on an independent third-party clinical study in which 27 women applied three coats of mascara
†Based on an independent third-party clinical study in which 27 women wore the mascara for 12 hours

MAXIMUM LENGTH



NEW! *Mary Kay*® *Great Heights*™ Mascara, $18

ALL-IN-ONE BOLDNESS



Mary Kay® *Ultimate Mascara*™, $16

HIGH DEFINITION



Lash Intensity® Mascara, $18

FULL VOLUME



Lash Love® Mascara, $16

DEFINED LIFTING



Lash Love Fanorama® Mascara, $16

SMUDGE-FREE LOOKS



Lash Love® Waterproof Mascara, $16

FOR EVERY *occasion*

Make space in your makeup lineup for *Mary Kay*® mascaras. Whether you need to lift, define, add volume or even lengthen your lashes, there is a mascara to match your look.

CONTACT ME, your Mary Kay Independent Beauty Consultant, to get your perfect lash look.

MARY KAY

All prices are suggested retail.

The Company grants all Mary Kay Independent Beauty Consultants a limited license to duplicate these pages in connection with their Mary Kay businesses. These pages should not be altered from their original form nor incorporated into other materials. For a printable version of these pages, go to the *Mary Kay In Touch*® website.

©2024 MARY KAY INC. 10-249249 J2013153 2/25 PRINTED IN U.S.A.



BASIC PURPOSE OF A SKIN CARE PROGRAM

The 5 important Steps	Function
1.CLEANSE: Removal of sebum (oil), bacteria, makeup and soil	1. Cleanse/freshen
2. EXFOLIATE: Remove dead surface cells, dry scale, deeper impurities, stimulate circulation, Refine and minimize pore network	2. Cleanse/stimulate/retexture (repave surface)
3. TONE: Maintain acid mantle (pH)	3. Freshen/stimulate/tone/tighten
4. MOISTURIZE: Maintain ideal moisture balance	4. Hydrate/lubricate/condition
5. FOUNDATION: Protect skin from daily stresses and Moisture loss; plus minimize & help reverse damage from aging and the environment	5. Moisturize/condition/shield/ tone/repair

WHY IS MARY KAY SO SPECIAL?

Mary Kay is ***the*** leading direct sales brand in skin care and color cosmetics in the U.S. and globally, is one of the TOP FIVE global skin care lines! Mary Kay is also the ONLY skin care system that has the ***Good Housekeeping*** Seal Of Approval. Mary Kay is a skin care system that works together to accomplish ***all*** the basic functions of good skin hygiene. In some cases, there is more than one product to accomplish a single function. The whole premise of our product line is based on lubrication with moisture retention, maintaining or retaining water in the upper levels of skin, as well as providing adequate cleansing and softening for the skin. It is important to know that Mary Kay is a simple and complete regimen, that Mary Kay products are water based and concentrated, (women learn to use by the drop, pea size, dime size, etc.)

And that they are synergistic!

*(**Synergism:** a working together, cooperation, so that, when combined, benefits of **each** are enhanced to produce a greater and more powerful result)*

Which is why we NEVER break the basic SET for a beginning user.

No one every died from lack of oil, but definitely from lack of water: dehydration. Water is about 70% of your entire body weight - there is nothing more natural for skin hygiene than water-based products. Your body constantly loses water! You lose up to 2 tablespoons of WATER from the head, face, and neck every day just being up and breathing!

Everyone should drink at least 8 glasses of water a day to maintain proper hydration and maximize youthful looking skin. Did you know.... It is a loss of *moisture* that causes lining, not aging!

The MARY KAY Independent Skin Care Consultant acquires knowledge of the four skin care types: Normal, Dry, Combination, and Oily. She also acquires intensive knowledge about her products which allows her to recommend personalized programs for each client and coaches each to her desired result.

Skin Care is no longer just a luxury. For today's modern, more informed woman, Skin Care is a Learning Adventure via the personal face-to-face skin care session format.

THAT IS WHY MARY KAY IS SO SPECIAL!!

NEW *MARY KAY*® SKIN CARE LINE

Skin Care Essentials That Help Maintain Clean, Healthy Skin



INDEPENDENT BEAUTY CONSULTANTS

action plan

Mary Kay is so excited to introduce the **NEW** *Mary Kay*® Skin Care line, launching during the summer promotional period. These essential products address all skin types, including sensitive skin. Plus, both the cleanser and moisturizer are available in hydrating and mattifying formulas. This new skin care line is perfect for those looking for a **simple skin care** regimen, but who are not yet ready for age-defying products.

With the launch of *Mary Kay*® Skin Care, the *Botanical Effects*® Regimens will be discontinued. This gives you a great opportunity to connect with your current *Botanical Effects*® customers to let them know about the NEW *Mary Kay*® Skin Care line. It also can help you to **expand your customer base to a new generation of customers who are looking for skin care essentials to help maintain clean, healthy skin.**

This Action Plan offers practical tips and suggestions that can:

- Help you continue to maximize your sales of *Botanical Effects*® products (skin care products in pink and green or green and white packaging) as you transition your customers to the NEW *Mary Kay*® Skin Care line or to other *Mary Kay*® skin care products and regimens appropriate for their skin care needs.
- Help you strategize ways to reach a new target market of younger customers who are not yet ready for age-defying skin care. This could translate to more customers and more sales!

MARY KAY.

MARY KAY.

NEW *MARY KAY*® SKIN CARE LINE | IBC **ACTION PLAN**

START TO STRATEGIZE. (February 2024)

- **Review the new education and marketing support materials** on *Mary Kay InTouch*® to familiarize yourself with the new products. More support materials will be added as we get closer to the launch date.
- Evaluate your current inventory of *Botanical Effects*® products, and **create a strategy for selling through your inventory and fulfilling reorders** until the launch of the NEW *Mary Kay*® Skin Care line. Below are some suggestions you can include in your strategy:
  - Create promotions to help you sell through your current inventory of *Botanical Effects*® products. Here are some ideas to consider:
    - Complete a Power Start (30 faces) every month until the launch of the NEW *Mary Kay*® Skin Care line.
    - Offer a gift with purchase for every sale of *Botanical Effects*® products until the NEW *Mary Kay*® Skin Care line launches.
    - Offer a special hostess reward for prebooking *Mary Kay*® Skin Care line parties.
- **Consider how to transition your current *Botanical Effects*® customers** to different regimens or skin care products. Who should be kept on a basic regimen, such as the NEW *Mary Kay*® Skin Care line, and who needs to upgrade to an age-defying regimen, such as *TimeWise*® *Miracle Set*® or *TimeWise Repair*®? It could be helpful to ask your customers about their skin care needs and if anything has changed when you are booking appointments before the launch. Make a list!
- **Start identifying customers** who may benefit from the NEW *Mary Kay*® Skin Care line:

Current Customers:

- **Younger customers new to skin care** looking for a simple start when it comes to creating healthy skin habits.
- **Previous *Botanical Effects*® customers** who are interested in a similar routine that's gentle, effective and suitable for sensitive skin.

Important Note:

You will want to keep your existing *TimeWise*® *Miracle Set*® and *TimeWise Repair*® customers on their current skin care regimens because of key age-defying benefits.

MARY KAY.

NEW *MARY KAY*® SKIN CARE LINE | IBC ACTION PLAN

START TO STRATEGIZE. (February 2024), *cont.*

New Younger Customers:

The NEW *Mary Kay*® Skin Care is a great line of products you can use to **reach and develop a new base of younger customers.** This could lead them to become Mary Kay brand-lovers and loyal customers as their beauty needs evolve! Here are a few ideas to help you reach out to these younger customers:

- **Meet them where they are.** Since their paths to purchasing beauty products often include following popular trends and content creators on TikTok and Instagram, consider using these social media platforms to market the NEW *Mary Kay*® Skin Care line to them.
- Create a plan **to promote the NEW *Mary Kay*® Skin Care line on your social media channels** when it launches. Use #MyMKSkin on informational (not commercial) social media posts that include skin care products.
- Are you new to Instagram and TikTok? Check out the ***MKConfident***™ **Social Media Savvy modules** to get started, and take advantage of these platforms to learn how to connect with a new audience.

- **Attend your Independent Sales Director's unit meetings** to learn all the key details about the NEW *Mary Kay*® Skin Care line. This is also a good venue to **ask any questions you may have** about the new products, about the target customers for the new skin care line, as well as about how to help transition your current *Botanical Effects*® customers to different regimens.

CONTINUE TO IMPLEMENT THE STRATEGY. (April 2024)

- **Continue to implement the strategy** that you came up with for your personal business.
- **Revisit *Mary Kay InTouch*®,** and review any new education and marketing support materials that the Company may have added since you last visited the webpage.
- **Review and determine which of the selling and party materials** you currently use will need to be replaced with the latest materials that include the NEW *Mary Kay*® Skin Care products. This could include both print and digital materials, such as the Flip Chart, the *Beauty Book*, Beauty Profile and closing set sheets.

  (Note: Selling and party support materials will be updated by the time the NEW Mary Kay® *Skin Care line launches.)*
- **Revisit the customer groupings you created earlier, and start prebooking them** for parties and/or appointments. Use the well-thought-out strategy that you came up with to approach each customer group for maximum effectiveness.
- **Sell through your remaining inventory** of *Botanicals Effects*® products.

How do i love thee?

valentine's day ideas

once the holiday season is over and the hussle and bussle is brought down, it's time for you, as a beauty consultant, to focus on promoting your valentine's day services to husbands and wives; to miss out on this selling opportunity is to miss out on tons of extra sales - which means money!!



Men's Valentine's Gift Show

Pick a weeknight or a Saturday morning and invite men you know: husbands of customers, your husband's or boyfriend's work associates, friends and neighbors - to a gift show FOR MEN! A men's gift show can turn out to be one of your most successful yearly events. Simply invite them by phone or send an invitation (on something masculine that would appeal to a man's taste). When inviting men, promote free Valentine's Day gift wrapping and delivery and your personalized gift suggestion services.

Tower of Love

This is a great idea for Valentine's Day, it's similar to the 12 Days of Christmas idea. Each box includes a Mary Kay product gift that is wrapped. The gifts are placed on top of each other to form a tower. Call your customers' husbands to sell this romantic gift idea. Explain to him that each day his wife will get to unwrap a gift starting 5 to 12 days before Valentine's Day ... she'll absolutely love this! This awesome idea can help boost your sales tremendously, so start calling husbands today!

Basket of Love (like Tower of Love, but without the tower)

Offer your customers a unique, fun-filled surprise basket from the love of their life. Fill a beautifully decorated basket with gifts with a numbered tag attached. Their sweetheart will open one gift each day. The tag will tell her which gift to open on which day (#1 on the first day, #2 on the second, etc.). She is to keep the tag with the number on it. There is a RED letter on each tag. On Valentine's Day, the red letters will be put together to spell, "BE MY VALENTINE" or "BE MINE!" A card will be in the basket which will read: "You are my one and only! You make my life worthwhile! How empty my days and nights would be without your warm sweet smile! So open one gift each day, my dear, and think of what to say! So you can give me your answer on St. Valentine's Day!" Let your customer know that as part of your service, each gift will be individually wrapped with the tag for that day attached. The basket of gifts will be delivered at his convenience in plenty of time for him to make the appropriate presentation!

Anyone can afford this idea:

Speak with men that you know or those that are husbands' of your customers and offer them this affordable service of yours. On Valentine's day, you will deliver a beautiful rose (or a dozen if they want to spend a bit extra) to their wife. With the rose will be a card (sprayed with one of MK's scents) with a beautifully handwritten note and inside the card, will be a gift certificate anywhere from $5-$500+ to shop with you, the consultant, after Valentine's Day; also include a gift certificate for a free facial and free personalized color services. You may also want to include add on gifts like chocolates, bottle of eau de parfum, sparkling grape juice, etc. etc. Be creative and most importantly, make sure that you are giving the wife/girlfriend exactly what she wants, while making the husband look awesome!

Valentine Gift Ideas



















February SPECIAL DEALS

50% off
1 Item of Your Choice for Every $50 Purchase

Targeted Action Toning Lotion



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

~~$36~~ $18

Sweetheart Glam

Perfect your look this month with these 4 eyeshadows in a petite palette.



~~$42~~ $21

TimeWise Antioxidant Moisturizer

This antioxidant-rich moisturizer helps reduce the look of fine lines and wrinkles. Boosts hydration for 12 hours.
Available in Normal/Dry & Combo/Oily formulas.



~~$34~~ $17

Foundation Primer



Enhances foundation benefits & extends wear.

~~$20~~ $10

All Over Eye Shadow Brush



Synthetic bristles are compatible with liquid, cream and powder.

~~$12~~ $6

HA + Ceramide Hydrator



Help your skin perform at its best with this potent dose of hydration.

~~$38~~ $19

Sweetheart Lips

This next-generation gloss glides on smoothly with no drag & delivers instant moisture.



Choice of 1: ~~$18~~ $9

Volu-Firm Foaming Cleanser

Moisture-rich foam thoroughly cleanses and renews skin texture, leaving pores looking less noticeable.



~~$30~~ $15

Bella Belara Eau de Parfum

An exuberant floral fruity scent that evokes a beautiful feeling.



~~$44~~ $22

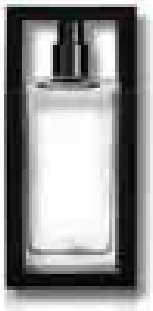
Extra Emollient Night Cream



Helps maintain the natural moisture of the skin and replenishes hydration in very dry areas.

~~$18~~ $9

Cityscape Cologne



A refined, masculine scent that speaks to a man's sense of elegance and simple sophistication.

~~$56~~ $28

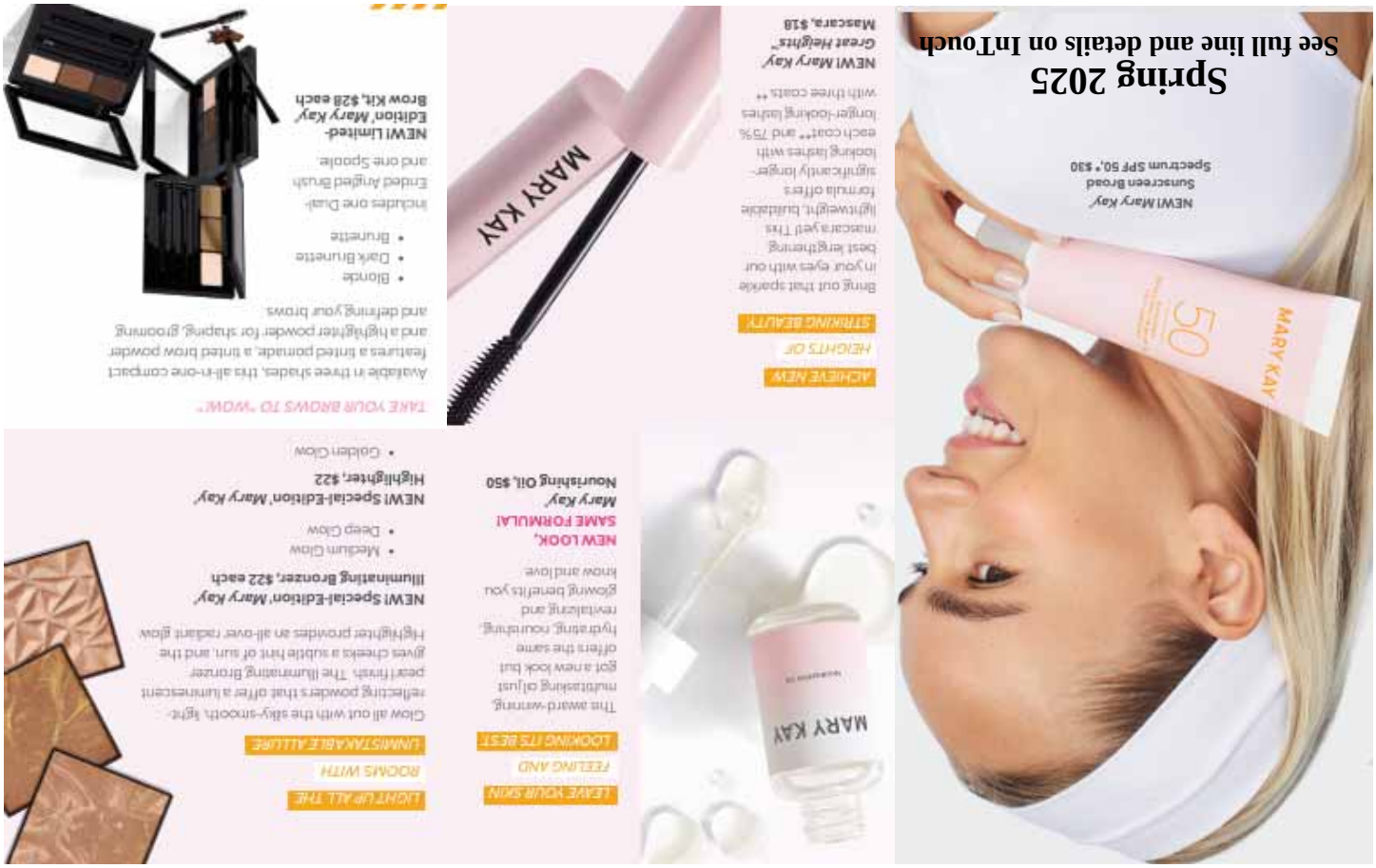
Moisture Renewing Gel Mask



Get 10 skin-renewing benefits in 10 pampering minutes!

~~$26~~ $13

Scan me



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

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.

