

EVANS EAGLES

POWER YOUR SALES

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

Gloria Evans, Senior Sales Director

POWER UP & GROW

On Target Oct./Nov.



Kathy Bishop	Ellen Nielsen	JoAnn Moore
		

SEPTEMBER UNIT CHALLENGE

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

Kathy Bishop	Ellen Nielsen	Wendy Lewis	Wanda Orr	Phyllis Cole	Linda Hodge
					

Pat Peppers	Bobbie Adams	JoAnn Moore	Kay Provonsha	Eliza Elderete	Colleen Nelson
					



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!

	Team Leaders Brenda E. Moore
A1	Paige M. Fuller
A1	Delores James
A1	Vickie L. Spurling
A1	Darlene Watkins
A2	Karen Brown
	Judy A. Ponzio
A1	Stephanie Delgadillo
A1	Laura S. Lemke
A2	Lisa M. Grier
A3	Carrie E. Hertz
A3	Sara M. Torres
I2	Christine M. Buege
T4	Lita Abella
	Star Team Builders Bobbie Adams
A1	JoAnn Moore
A1	Colleen Nelson
A2	Doris A. Bartelli
I1	Patricia Beecham
I1	Julie P. Grover
T1	Julie Ha
T1	Bonnie Medeiros
T4	Kym Adams
	Wanda J. Orr
A1	Dianna L. Blackburn
A1	Wendy Lewis
A1	Kay Provonsha
I1	Sonia D. Moss









	Star Team Builders Vickie L. Spurling
A1	Kathy R. Bishop
A1	Denise G. Pugsley
A3	Cathy L. Carter
I1	Susan A. Burgess
I1	Yonnia Martin
I2	Leslie D. Erdman
I2	Fern E. Scott
	Senior Consultants Linda W. Bennett
A2	Nancy Neal
A3	Jeanine M. Redman
	Diana Esparza
A1	Alycia Abbott
	Ellen A. Nielsen
A2	Katherine M. Bowker
A2	Michelle Ribeiro
I2	Jolie A. Nielsen
I3	Judith A. Mangrum
T4	Tommie S. Nunes
	Denise G. Pugsley
A2	April L. Cordell
	Jeanine M. Redman
A1	Wanda J. Orr
I2	Elizabeth Goodwin
I3	Marilyn M. Grissom
	Sara M. Torres
A1	Laura Montes
A2	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%.



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POWER YOUR SALES

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Gloria Evans, Senior Sales Director

✨It's Spook-tacular October indeed—and the perfect time to kick your Mary Kay momentum into high gear for the 2025 Holiday Season! Whether you're planning festive pop-up events, cozy customer appreciation nights, or dazzling gift bundles, this is your moment to shine brighter than the holiday lights.

Here are a few ideas to make this season truly AMAZING:

- Holiday Glam Kits: Curate themed gift sets—like "Winter Radiance" or "Cozy Glow"—featuring bestsellers and limited-edition items. Add a personal touch with handwritten notes or mini ornaments.
- Festive Open Houses: Host in-person or virtual events with holiday music, hot cocoa, and product demos. Offer exclusive discounts or raffles to boost excitement and sales.
- 2 Days of Beauty Countdown: Create a social media campaign with daily tips, product highlights, or giveaways leading up to Christmas. It's a great way to stay top-of-mind and build engagement.
- Holiday Drive Mode Activated: Set weekly goals, celebrate milestones, and keep your energy high with themed challenges like "Jingle Bell Booking Blitz" or "Sleigh Your Sales Saturday."

Holiday Sales Forecast from Deloitte

Holiday retail sales are likely to increase between 2.9% and 3.4% in 2025, according to Deloitte's annual holiday retail forecast.

E-commerce is expected to grow at a healthy pace of between 7% and 9% year-over-year during the 2025–2026 holiday season, thereby contributing to overall retail sales growth during this period. Deloitte forecasts e-commerce sales between $305 billion and $310.7 billion this season.

MK Digital Tools That Drive Success

- Mary Kay Apps: From the Skin Analyzer to the Digital Showcase, these free apps help consultants offer personalized recommendations, manage inventory, and stay connected with clients—all from their phones.
- Personal MK Website: Your own MaryKay.com site acts as a 24/7 storefront, allowing customers to browse, shop, and learn about products anytime. It's a powerful way to build credibility and convenience.
- Facebook Parties: Virtual events are game-changers. They let you showcase products, engage with customers in real time, and create a fun, interactive shopping experience—all while expanding your reach beyond local boundaries.

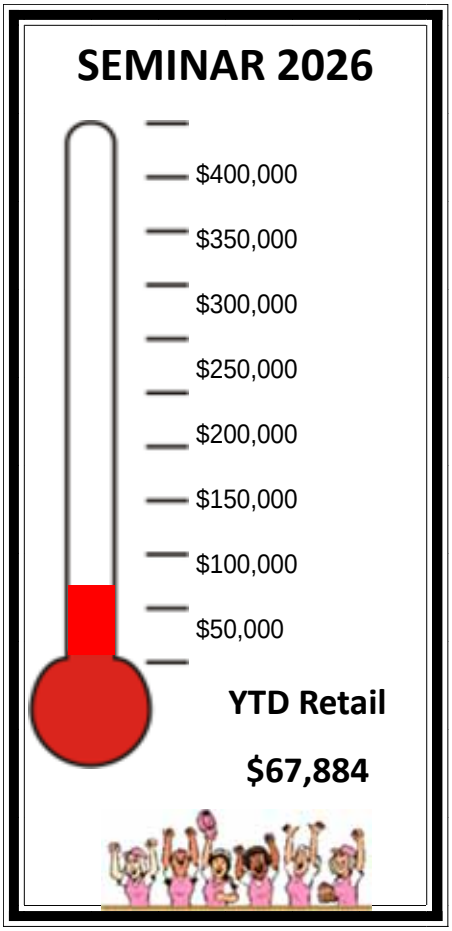
Why It Matters

Using these tools isn't just about convenience—it's about delivering Golden Rule Customer Service. That means:

- Being available when your customers need you
- Offering tailored solutions with tech-enhanced insights
- Building trust through consistent, professional interactions

I bee-lieve in YOU. You can "MAKE IT HAPPEN!

Gloria



"When you feel good because you look good, people respond to you positively. While some contend that you feel good because people treat you well, I believe that feeling good about yourself stimulates a positive reaction toward you."

Mary Kay Ash

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

Name	09/2025
Kathy Bishop	$912.00
Ellen Nielsen	$722.00
JoAnn Moore	$627.00
Wanda Orr	$585.00
Kay Provonsha	$577.00
Patricia Peppers	$564.00
Bobbie Adams	$496.00
Wendy Lewis	$488.50
Elisa Alderete	$441.00
Linda Hodge	$429.00
Phyllis Cole	$427.00
Colleen Nelson	$310.00
Mitzi Walker	$294.00
Deborah Johnson	$293.00
Vickie Spurling	$289.00
Denise Pugsley	$287.00
Delores James	$276.00
Laura Lemke	$275.50
Alycia Abbott	$273.00
Darlene Watkins	$265.00
Yolanda Hall	$258.00
Miriam Magalee-Hutter	$255.00
Laura Montes	$253.50
Dianna Blackburn	$240.50
Stephanie Delgadillo	$231.00
Linda Bennett	$226.00
Daphne Campbell	$225.50
Jena Boyd Colvin	$159.00
Katherine Bowker	$128.00
Jeanine Redman	$128.00
Karen Hein	$99.00
Brenda Moore	$73.00
Stacy Dickerson	$61.00
Sara Torres	$23.00

SEPTEMBER QUEENS

Queen of Wholesale

Kathy Bishop



Queen of Recruiting

Denise Pugsley

WELCOME NEW CONSULTANT

Consultant	From	Recruiter

WELCOME BACK CONSULTANTS

Alycia Abbott	Elisa Alderete	Stephanie Delgadillo
Yolanda Hall	Delores James	Laura Lemke
Laura Montes	Colleen Nelson	Patricia Peppers
Kay Provonsha	Darlene Watkins	

RECRUITER COMMISSIONS

Name	%	Team Commission	Team Building Bonus	Red Jacket Team-Building Bonus
Brenda Moore	9%	$332.37		
Wanda Orr	8%	$104.48		
Bobbie Adams	6%	$56.22		
Vickie Spurling	6%	$71.94		
Linda Bennett	4%	$5.12		
Ellen Nielsen	4%	$5.12		
Jeanine Redman	4%	$23.40		
Sara Torres	4%	$10.14		

Congrats Qtr. I STARS

Stars deserve to shine!

Bobbie Adams
Sapphire



JoAnn Moore
Sapphire



You've Set the Pace!

Each of you has set the standard for consistency and excellence by achieving Star Consultant status this 1st Quarter!

Your dedication, drive, and commitment to growth are lighting the way for others to follow. Keep shining—this is just the beginning!

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.

To explore the details—like how to qualify, what prizes are available, and how to track your progress—log into Mary Kay InTouch and head to the "Contests & Promotions" section. It's your time to sparkle!



All-Star Star Consultant Program

What does it take to be an *All Star*? In a word, consistency. Consistently booking parties, treating your customers with Golden Rule customer service, tracking your goals and working your plan.

To participate in the *All-Star* Star Consultant Program and to achieve amazing rewards and prizes, Independent Beauty Consultants must achieve Star Consultant status all four quarters of a Seminar year.

When you achieve *All-Star* status for the 2025–2026 Seminar year, you can earn one of the fabulous rewards. These handbags and accessories are from international designer brand Dune London, and of course, they go well with all things pink!



New eCommerce Experience Coming Late 2025

New eCommerce Experience

WHAT YOU NEED TO KNOW

Mary Kay's eCommerce platform is launching soon! Use this guide to prepare for the upcoming changes and to help navigate what's coming!

MARK YOUR CALENDAR!

LAUNCH TIMING:
The finishing touches are being made to ensure everything is polished before an official launch date is announced. Your patience is appreciated, and the precise window will be revealed as soon as possible. In the meantime, please keep these milestones in mind:

OCTOBER
October will be the final month commissions are paid through ProPay.

Complete the myCustomers℠ prework by Oct. 31.

NOVEMBER
Current PWS subscribers will have access to the Shop Manager to set up their Shop and Stripe account.

Get the full details on InTouch!

PREPARE TO MEET YOUR CUSTOMERS ONLINE

The Mary Kay eCommerce platform will be introduced later this year. It is going to be bold, efficient, effective and will make connecting with your customers easier than ever before. This new resource was developed with you and every Independent Beauty Consultant in mind and keeps Mary Kay's original direct-selling business model at its structural core. To help you and your team be prepared and educated on the new system and the changes coming along with it, please take the time to read and review this What You Need to Know document.

Before we get into the details, here is a quick overview of what is changing with the launch of this eCommerce platform.

- Updated marykay.com site
- Mary Kay® Personal Web Site (PWS) is now called My Shop
- PWS Manager is now called Shop Manager
- Updates to myCustomers℠
- Transitioning from ProPay to Stripe for payment processing
- Consultant Locator becomes Consultant Connector

The eCommerce platform is going to be an exciting experience for everyone, and resources from videos to educational guides will be provided to help set you up for success. To get started on your journey, please watch *An Investment in You: The New eCommerce Experience* to learn about some of the changes and updates you can expect when the eCommerce platform launches.

You can also expect a variety of updates and tutorials on what is new and what will be changing. All of this and more will be covered in ongoing updates leading to the official launch.

SELLING TO YOUR CUSTOMERS THROUGH PERSONAL INVENTORY OR ONLINE THROUGH MY SHOP

When the eCommerce platform goes live, you can continue to take orders at in-person/virtual parties or appointments with your customers like you do today. You can also continue to accept direct orders via text or email and provide your own delivery with your own personal inventory. The great part of the Mary Kay business is that your personal style will still lead the way. The addition of My Shop will simply be a modern extension of your selling power, designed to support how you already work, not replace it. You may continue selling from your personal inventory, while adding this online option when it fits best for you and your business.

MY SHOP AND SHOP MANAGER

Your new personalized website, My Shop, will make it fast and effortless for your customers to shop with you online and have the product shipped directly to the customer from Mary Kay. Within the Shop Manager tool, you can customize your online shop by adding your I-Story and sharing up to six of your favorite photos. Plus, you can display preselected promotional offers or free shipping.

CONNECT HUB

The Connect Hub on Mary Kay InTouch® is your go-to resource for all things eCommerce! Be sure to go over the available assets, guides and videos now and don't forget to check back in the coming weeks as additional resources, tutorial videos and more will be shared.
Go to: Mary Kay InTouch® > Resources > Connect Hub.

MARY KAY

Trick or Treat MK Style



How to make a Boo-licious Bag

- *Purchase small cello bags*
- *Include:*
  - *A piece of candy*
  - *Your business card*
  - *Lip Gloss Sample or Color Card*
- *Add one of the following cards below*
- *Tie with a piece of ribbon or raffia*









- *After you give the children their candy, hand the moms a boo-licious bag and say...*

"Hi! Here is a treat bag for moms! I'm a Mary Kay Beauty Consultant, and there are some fun Halloween goodies in there for you!"

- *If a parent doesn't come to the door, tell the child...*

"Make sure to give this to your mom!"

Pampering Pumpkins

No Tricks... Just Treats!



Suggested Script:

"Hi _____! It's _____ with Mary Kay, and I have a fun idea I would love to share with you. Could you give me a minute? Great! With Halloween just a few days away, I wanted to tell you about my **Pampering Pumpkin** *gift idea. I have the most adorable pumpkins in various colors that I am filling with Mary Kay products. I am customizing these fun containers with anything and everything from body care to skin care, color cosmetics, cosmetic brush sets, and more. Something for everyone…teens, mothers, daughters, aunts, grandmothers, dads, husbands, significant others, anyone you want to surprise with a treat.*

Prices begin as low as $30 and go up from there depending on your budget. The colorful pumpkins are "dolled up" with ribbon and will definitely bring a smile to the little kid in everyone. Tell me, _____, who can you think of that would love to receive a **Pampering Pumpkin** *gift from you? I'd love to customize at least one for you!"*

Suggested Sets:

- Satin Hands & Satin Lips
- Botanical Skin Care
- Clear Proof Skin Care
- Facial Cleansing Cloths, 2-in-1 Body Wash & Shave, and Hydrating Lotion
- Charcoal Mask, Foundation Brush, and Moisture Renewing Gel Mask



"Oh So Clean" Set



"Multi-Masking" Set

Thank You to Million Dollar Sales Director, Melinda Balling, for the Idea

Let's pretend You are Your client

Great reminders for actively working consultants.
Personal Use consultants who just service family and friends: I'm sure there are a few tips for you, too!

ANSWER TRUE OR FALSE

_____ 1. My consultant always delivers my order in a timely manner.
_____ 2. My consultant offers to introduce me to new products regularly.
_____ 3. My consultant never calls me but responds when I call her.
_____ 4. My consultant always has to search for the products I order.
_____ 5. My consultant sends me a birthday card every year.
_____ 6. I never receive anything from my consultant in the mail.
_____ 7. My consultant never invites me to model her products.
_____ 8. My consultant regularly updates my personalized skin care program.
_____ 9. My consultant sent me a thank you note for my business.
_____ 10. I get a regular newsletter or season's best from my consultant.
_____ 11. My consultant always looks professional and up to date when I do business with her.
_____ 12. My consultant has invited me to several special events.
_____ 13. I know how my consultant makes money.
_____ 14. My consultant has offered me the incredible Mary Kay opportunity.
_____ 15. My consultant called me 2 days, 2 weeks and 2 months after my appointment.
_____ 16. My consultant has regularly offered to show me ways I can earn product.
_____ 17. I feel confident referring my friends to my consultant, but she never asks.
_____ 18. My consultant is enthusiastic, and I feel good when I talk to her.
_____ 19. My consultant has offered to let me field test and give my opinion of every product line in the beauty book.
_____ 20. My consultant has offered to help me learn how to best use the colors right for me.
_____ 21. I never heard from my consultant again after I purchased Basic Skin Care.
_____ 22. My consultant drives a free car.
_____ 23. My consultant has high standards and her word is bond.
_____ 24. My consultant sold me products I don't need.
_____ 25. I don't know where my consultant is.
_____ 26. My consultant booked my review facial after I purchased the Basic Skin Care set.
_____ 27. My consultant teaches me something new each time I have an appointment with her.
_____ 28. My consultant makes me feel special.
_____ 29. I am a preferred client and treated as one.
_____ 30. My consultant helps me save time and money!

pink changing lives

PARTY with a PURPOSE!

Host a **FUN** and **FABULOUS** Mary Kay Party in the month of **October** and help fight the battle against **Cancers Affecting Women!**

With a qualified party:

- 3—5 guests over 18
- 2 Future Bookings
- At least $350 in sales

You will receive $100 in FREE Mary Kay® product!

In addition, your Independent Beauty Consultant will donate

to aid in the fight against cancers affecting women!



Now that's a PARTY WITH A PURPOSE! Book your Party TODAY!

Designed by QT Office

October SPECIAL DEALS

While Supplies Last

50% off
1 Item of Your Choice for Every $50 Purchase
($200 purchase = 4 half priced specials)

Lifting Bio-Cellulose Mask



See a visible lift in just 2 weeks with this luxuriously mask. (Package of 4 masks).

~~$70~~ $35

Charcoal Mask



Triple-action charcoal mask acts like a magnet to deep-clean pores.

~~$26~~ $13

Moisture Renewing Gel Mask



Get 10 skin-renewing benefits in 10 pampering minutes!

~~$26~~ $13

Tinted Lip Balms

This nourishing balm gives a subtle boost of color that leaves a dewy soft finish.



Radiant Pink Coral Blaze

~~$20~~ $10

Mask Applicator



Maximize your masking with mess free application and less waste.

~~$12~~ $6

High Intensity Sport Cologne



This fresh, invigorating fragrance stimulates the senses with an icy, adventurous scent.

~~$46~~ $23

Lash Intensity Mascara



Expand & extend with our only mascara dedicated to multidirectional performance.

~~$18~~ $9

Hydrogel Eye Patches

Hydrate, cool, soothe & depuff your eyes in just 20 minutes. (30 pairs)



~~$44~~ $22

Highlighter



Perfect for creating a radiant, healthy glow.

~~$14~~ $7

Contour

Matte shades that blend seamlessly.



~~$14~~ $7

Apple & Almond Body Care Set



Delight in a head-to-toe, fruit-focused treat you can enjoy every day!

~~$32~~ $16

For more information on this month's Special Deals

Scan me

Pink Treasure Designs

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,
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Mary Kay Inc.
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Rancho Cucamonga, CA 91730
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Outstanding OCTOBER Strategy Selling:

Selling $40 a Day=$1200 Sales per mth
Selling $80 a Day=$2400 Sales per mth
Selling $100 a Day=$3000 Sales per mth
Selling $200 a Day=$6000 Sales per mth

I commit to _____sales per day

Sharing the Opportunity

Share with 1 person per day=30 in a mth
Share with 2 people per day=60 in a mth
Share with 3 a day=90 in a mth
30 SHARES=5 NEW RECRUITS
60 SHARES=10 NEW RECRUITS
90 SHARES=15 NEW RECRUITS

Averages = 1 in 5 will JOIN YOUR TEAM

I commit to Sharing _____

October

Gift Giving Opportunities

Oct. 16—Boss's Day
Breast Cancer Awareness Month
Domestic Violence Awareness Month
National Women's Small Business Month
Physical Therapy Month
National Masking Month
Pumpkin Pampering Packages
Foundation "Re-Match" Month
October Birthdays