

IMAGE & STYLE

Mary Kay Ash encouraged a feminine approach to “appropriate” dress for the Mary Kay business. Mary Kay felt women were “powerful” and suggested that we recognize that we never get a *second chance* to **MAKE a FIRST IMPRESSION**. From 1963 to present Mary Kay Professional Businesswomen have been recognized for their **STYLE!** As the decades passed Mary Kay held firm to her beliefs. When the rest of America were “*burning their bra’s*”, “*promoting casual days in corporate America*”, “*wearing PANTS to climb the corporate ladder*”...Mary Kay was continuing to say, “**DRESS LIKE A LADY!**”

Mary Kay knew that image was an important component to the success of each individual. Mary Kay stood firm on this issue, insisting that proper attire in the work environment remains feminine. Pants and pantsuits are discouraged at Sales Meetings, Corporate functions, and events. Many along the way have disagreed and tried to change her mind. Through the 60’s 70’s 80’s, 90’s and now on into the new millennium she remained steadfast in her belief, “*fashion is fickle but style is always.*” Others generally identify the company and sales force as “**THE GROUP WITH STYLE!**”

In our **CULTURE...IMAGE** is more than “**HOW WE LOOK,**” Mary Kay Ash also said, “What you are doing speaks so loudly, I can’t hear what you are saying.” In other words actions speak louder than words.

In Mary Kay...

- Image is **ATTITUDE**
- Image is **STYLE**
- Image is **MODELING THE PRIORITIES**
- Image is **LIVING BY THE GOLDEN RULE**

Because our business is about **BEAUTY...ENRICHING WOMEN’S LIVES...HELPING OTHER’S DISCOVER THE POSSIBILITIES...And BECOMING ALL THAT WE CAN BE...**

LET’S CONTINUE THE LEGACY... WITH STYLE!!

Let's Define:

- 1. CAREER APPAREL-** Career apparel is the suggested dress for Corporate Functions, Weekly Sales or Success Events, many Area functions, Guest Nights, and professional workshops, etc. When in doubt *Career Apparel* is typically the expected attire for a Mary Kay event.
 - **CONSULTANTS:** Business Suits or Dressy Dresses with pumps or dress shoes. When holding a sales appointment we suggest you remove your jacket and put on the beauty coat for both a professional image, and to protect your clothes.
 - **STAR RECRUITER/TEAM LEADER:** Company RED JACKET, Black Skirt, Black pumps or dress shoes. It is suggested that you wear career apparel or a business skirted suit to sales appointments, also using the beauty coat for a professional image.
 - **GRAND ACHIEVER:** Same attire as above, with the addition of the Grand Achiever Scarf.
 - **DIRECTOR IN QUALIFICATION:** Company RED JACKET, Black Skirt, Black Blouse, Black pumps or dress shoes. Suggested attire for Sales or Recruiting Appointments, same as above.
- 2. DRESSY CASUAL:** For most Mary Kay events for which Career Apparel is not suggested, a nice pantsuit, slacks and sweater, casual skirt and blouse, sweater, or jacket, is the appropriate attire. Unless SPECIFICALLY suggested...*jeans and sweats are never appropriate.*
- 3. EVENING:** This is usually addressed specifically by event, whether the event is “formal” or “informal”. Mary Kay Image is an attitude. Mary Kay Image is a dress code. Mary Kay Image is a code of ethics and principles that NEVER GO OUT OF STYLE!!!

Mary Kay Etiquette

The area of professional image includes etiquette. Mary Kay stands heads above the rest in the area of professional image and etiquette. Mary Kay Image is not something we can choose to practice or not to practice; rather it is expected in our culture. When we uphold EXCELLENCE in any area it defines us as the best. When we uphold the Mary Kay image as outlined by Mary Kay herself we honor her legacy and pass the standards of excellence and the legacy to the “next generation.”

1. Proper attire at all Mary Kay functions and events.
2. An attitude of mutual respect for all those involved in the Mary Kay organization.
3. Turn off cell phones at all Mary Kay functions.
4. No small children at Mary Kay functions and events.
5. Always stand and applaud an Independent Sales Director or National Sales Director when they are introduced, recognizing and respecting their professional accomplishments.
6. Practicing the go-give principle with every director, consultant, and customer affiliated with the Mary Kay organization.
7. Business practices based on integrity. Always strive to over deliver and under promise when working with others.
8. Maintaining a standard of excellence in all areas.
9. Being a “Woman of our Word” in all situations.
10. Maintaining a positive attitude and of encouraging others as we work to be the best that we can be.

Mary Kay Principles & Philosophies

1. ***THE GOLDEN RULE***- always treat others as you would want to be treated. This is expected at *all times, in all situations*. It is important to be aware that how you represent yourself, to your customers, your peers, the person behind the counter, the people in your community reflects not only on you as a businesswoman, but the entire Mary Kay organization.
2. ***PRIORITIES FAITH, FAMILY, CAREER*** – prioritizing our time always putting our faith first, our family second, and our career third, allows us to create a harmonious lifestyle, and a prosperous business.
3. ***THE GO-GIVE PRINCIPLE***- a generous spirit has absolutely nothing to do with what you possess, it is an attitude of sharing, caring, and giving to others, expecting nothing in return. The Mary Kay organization is unique in that the practice of go-give allows us to all benefit from the privileges we have...no territories, direct sales to our customers, support locally when we are not connected to our local base. Practicing the principle of go-give allows all who are connected with the Mary Kay organization to build a successful prosperous business.

The principles and philosophies established by our Founder Mary Kay Ash allow us to get up each day to work to make a life, rather than getting up each day to work to make a living! There is a world of difference!