

You Hold the Key Challenge

Frequently Asked Questions

July 1, 2018 – June 30, 2019

1. What is the *You Hold the Key Challenge* all about?

The *You Hold the Key Challenge* is a yearlong challenge (12 months for the 2018–2019 Seminar year). It can support your Mary Kay business by:

- Focusing on introducing fabulous *Mary Kay*[®] skin care to new customers (faces).
- Focusing on the earning potential that happens when you set and achieve a retail selling goal to support a \$600 or more wholesale Section 1 order each month.
- Focusing on the benefits that come from working your business full circle (booking, selling and team-building).
- Creating a steppingstone to additional achievements (such as Star Consultant).
- Recognizing your efforts by earning monthly *You Hold the Key* “key” jewelry pieces, as well as the possibility for recognition at Mary Kay special events.

It is a continuation of last year’s *New Faces Take You Places Challenge*.

2. What are the qualifications for the yearlong *You Hold the Key Challenge*?

Independent sales force members who place a cumulative \$600 or more wholesale Section 1 order in a given month during the contest period will receive a jewelry piece from the exclusively designed *You Hold the Key Jewelry Collection* by R.J. Graziano.

This can be achieved in a single \$600 or more order or through multiple cumulative orders that total \$600 or more in a single month. In addition, Customer Delivery Service, Guest Checkout and EZ Ship orders count toward your qualifying total amount.

Each “key” jewelry piece will be available for only one month. There will be a new “key” jewelry piece each month. The jewelry piece will arrive with your qualifying order. (There is a limit of one jewelry piece per independent sales force member per month.)

3. Is the monthly cumulative \$600 or more wholesale Section 1 order requirement “adjusted” or “unadjusted” cumulative wholesale Section 1 production?

It is “adjusted” wholesale Section 1 production.

4. How does the “adjusted” wholesale Section 1 production affect the requirements for me to earn my monthly jewelry piece?

Adjustments made during the month: Any adjustments you make to your personal cumulative wholesale Section 1 production during the month will count toward your monthly jewelry piece production order requirement.

- If your order still meets the minimum requirement of a cumulative \$600 or more wholesale Section 1 order, you will receive a jewelry piece for that month, and that month also will count toward any current consistency challenge.
- If your adjusted wholesale Section 1 production falls below the minimum cumulative \$600 or more wholesale Section 1 order requirement, you will not receive a jewelry piece. If by chance you already have received your jewelry piece before your adjustment was made, you do not need to return the jewelry piece. It is yours to keep. However, you will not receive credit for any current consistency challenge associated with achieving that month’s *You Hold the Key* Challenge since you did not actually meet the minimum cumulative \$600 or more wholesale Section 1 order requirement.

Adjustments made after the month has closed: Any adjustments you make to a given month after that month has closed will be updated and reflected on your *You Hold the Key* report on *myBusiness*SM on the *Mary Kay InTouch*[®] website.

- If your adjusted wholesale Section 1 production falls below the minimum cumulative \$600 or more wholesale Section 1 order requirement, you will not receive credit for any current consistency challenge associated with achieving that month’s *You Hold the Key* Challenge since the minimum cumulative \$600 or more wholesale Section 1 order requirement was not maintained. You can, however, keep that month’s jewelry piece you have received.

5. Can I track my progress with a report in *myBusiness*SM?

Yes. A *You Hold the Key* report is available on *myBusiness*SM on the *Mary Kay InTouch*[®] website.

6. How will each “key” jewelry piece be revealed?

On the first of each month in the 2018–2019 Seminar year, the new jewelry piece will be featured on the *You Hold the Key* Challenge page on the *Mary Kay InTouch*® website and in publications such as *Applause*®, *Directors Memo* and *National News Notes*.

7. What information is provided to support this challenge?

Each month will feature a Mary Kay-ism that gives the Independent Beauty Consultant an action she can focus on for that month. In addition, there will be:

- Monthly updates (including educational materials) to the *You Hold the Key* Challenge page.
- Monthly digital assets and images featuring that month’s jewelry piece for you to post and share online or via text or email.
- A challenge flier to share and display.
- *MKeCards*® to send to unit members.

8. What other promotions and initiatives will tie in to the yearlong *You Hold the Key* Challenge?

There will be several other promotions that support this challenge. Check the *You Hold the Key* page on *Mary Kay InTouch*® each month for new challenges and other fun happenings.