



# MARY KAY IMAGE & ETIQUETTE

Did you realize that you never have a second chance to make a great first impression? Have you ever stopped to think that YOU as a Mary Kay consultant are the only Mary Kay that someone knows? Do you realize that your actions and your attire as a Mary Kay consultant reflects on all of us? I know most of us get going so fast that sometimes we lose sight of these things.

Mary Kay image is a dress code. Mary Kay Image is a code of ethics that we strive to uphold because Mary Kay herself was very serious about the image that we project to our community by the words we say, the way we treat others around us and our attire.

Mary Kay Image is not something we can choose to uphold or not uphold, rather it is expected of us to uphold it by the woman herself. When we uphold the Mary Kay Image as outlined by Mary Kay we honor her. So..... With all of that said I would like to outline the basics of the Mary Kay Image that is expected of all of us representing this amazing company.

- 1) We must wear a dress, business suit, a skirt and blouse, a beauty coat or company attire (Red Jacket with a black not to short skirt, hose and black heels.) to every Mary Kay function...regardless of weather every sales meeting, workshop, business debut, party, or facial. I realize that the fashions are quite casual these days and pantsuits are very in with Corporate America, but, Mary Kay woman have always been a cut above and we must always look like we represent the #1 selling brand of Skin Care and Color cosmetics. We need to look like beauty consultants hair and make up done. It is never ok to wear pants to a sales meeting even if you have had a rushed day and no time to change. Think ahead and put a skirt in the car... you can change in the bathroom if necessary.
- 2) If you are in a Red Jacket it is important that you attend Mary Kay functions wearing that Red Jacket with a black skirt and white blouse if you are a Star Team Builder, Team Leader or Future Sales Director and a black blouse, black skirt & DIQ scarf if you are a DIQ. Don't ask for exceptions.... Be exceptional! Consultants, don't get upset with your Director when she enforces these guidelines. It is her job.
- 3) Pick your top 3 pins to wear on you lapel. We are professional business women and having every Mary Kay pin you own takes away from your professional look.
- 4) We are not to have any alcohol at any Mary Kay function, it helps us function at the most professional level we can.
- 5) It is our job to coach our guests and new team members before Mary Kay meetings and events on our dress code. Guests do not have to follow the meeting dress code but, they may feel more comfortable if they know how everyone will be dressed. They will appreciate your honesty, because no woman likes to go to a place she's not familiar with and be underdressed. New team members do need to follow the meeting dress code and it is your job as her recruiter to inform her of the dress code.
- 6) Please turn off your cell phone before entering a Mary Kay function. It is very distracting to the speaker and rude to those around you.
- 7) Do not bring children to meetings and ask your guests to do the same. We all love children but a sales meeting is NOT an appropriate place for a child. We cannot expect them to act like adults and be quiet, because they are not. It's like taking a 2 year old to an adult movie and expecting them to sit still.... It just doesn't work.