

Mary Kay Cosmetics

Image Checklist

Watch your thoughts;
they become words.
Watch your words;
they become actions.
Watch your actions;
they become habits.
Watch your habits;
they become character.
Watch your character
it becomes your destiny.

GROOMING

- √ **Hair:** Neat, styled and clean. Try something new and current at least every two years.
- √ **Face:** Wear the product!!! You must have credibility as a Consultant. Do not go out without your lipstick, blusher and mascara touched up.
- √ **Nails:** Keep polished at all times. This can be clear polish. No nicks in nails. Carry an emery board and bottle for touch-ups (and you can use the Top Coat to stop hosiery runs when you're on the go).

CLOTHING

- √ **Dresses** or skirted business suits recommended. We request that you do not wear pants in order to help preserve Mary Kay's professional image and reputation. Wear to all Mary Kay functions - sales meetings, skin care classes, career talks, workshops (unless announced otherwise).
- √ **Shoes and hose.** Make sure they are closed-toed (no sandals), polished and in good repair, heels not run down and worn, etc.
- √ **Handbags** and briefcase. They should be in good repair and not stuffed full and overflowing. Be neat and present a professional image.
- √ **Mary Kay Pin.** Wear it proudly when you are dressed appropriately.
- √ **Other Mary Kay Pins.** Do not overload your jacket lapels. Mount your pins on a ribbon and pin the ribbon to your jacket/blouse/dress when you want to show off your awards at a Mary Kay function. When out in public, limit your Mary Kay pins to a maximum of two to keep your look professional.

ETIQUETTE

- √ **No smoking** at any Mary Kay function.
- √ **No alcohol** served at any Mary Kay function. Please do not serve alcohol when you hostess your own skin care class or open house.
- √ **Keep** your "crowing" at Mary Kay functions positive! We are all here to learn from one another, and from each other's successes. Share your "lemons" only if you created a solution for how to turn it into "lemonade". Otherwise, consult with your director.
- √ **Smile.** Make sure your phone voice has a smile in it when you are talking on the phone. Do not "wear your heart on your sleeve." Be professional.
- √ **Do not** chew gum when you are teaching or talking.
- √ **Ethics.** Remember to ask all prospective customers if a Mary Kay Consultant is currently servicing them. Respecting the business that they have built helps us to keep the Mary Kay "Go-Give" spirit alive!
- √ **Children.** We all love children and most of us have children, however, a business meeting is not the place for a child. All it takes is for one child to totally disrupt a meeting. It is a No-Win situation — the child is miserable because it is an inappropriate environment, the mother is unable to focus, and the audience is distracted. We cannot make exceptions or everyone will expect the same. Please be sure that you and your guests have arranged child care prior to the meeting.