

Mary Kay stands heads above the rest in the area of professional image. This is a friendly reminder to all of us.

The environment of Mary Kay is sooo different than corporate America. When the rest of America was burning their bras Mary Kay was saying, "dress like a lady." When the rest of America was saying dress like a man Mary Kay was saying, "dress like a lady." The code of ethics has not changed. Principals never change only fads and whims.

Honoring Mary Kay's Image Code is honoring Mary Kay herself.

Did you realize that you never have a 2<sup>nd</sup> 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 to going so fast that sometimes we loose sight of these things. I have heard Arlene Lenarz talk many times of the importance of keep the Mary Kay image in tact and I was reminded of several things that I knew but still needed to be re-reminded of and so I am taking this email opportunity to "remind" you of those same things.

Mary Kay Image is an attitude. 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 by 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 herself we honor her.

So.....with all of that said I would like to outline the basics of Mary Kay Image that is expected of all of us representing this awesome Company.

1. We must wear a dress, a business suit, a skirt and blouse, a beauty coat, or Company attire (Red Jacket with a black skirt, hose, and black pumps - if you qualify by the guidelines) to every Mary Kay function.....(regardless of weather), every sales meeting, workshop, business debut, skin care class or facial. I do realize that the fashions are quite casual these days and pants suits are very in with Corporate America, but Mary Kay women have always been a cut above and we must always look like we represent the #1 selling brand of Skin Care and Color cosmetics in the world.

Along with our skirts and suits Mary Kay asks that we wear hose - even in summer and close toed shoes. We need to sport a cute "in" haircut and manicured nails. It is never OK to wear pants to a sales meeting even if you had a rushed day and not time to change. Think ahead and put a skirt in the car.....you can change in the bathroom if necessary.

2. Watch out for gum chewing in public.....especially if you are conducting a class or talking in front of the group. Gum can be very distracting.
3. We are not to have any alcohol at any Mary Kay function and I love that because it keeps us acting our best in a work environment.
4. It is all of our jobs to coach our guests and new team members what our meeting attire is. They will appreciate your honesty, because no woman likes to go to a place she is

not familiar with and be under dressed. Coach them. They will appreciate you.

5. Please take care to turn off your cell phone before entering your Mary Kay function. It is very distracting to the speaker and very rude to those around you. Please coach your guests on this also.

6. Please don't bring small children to meetings and ask your guest to do the same. Children are precious and we all love them but a sales meeting atmosphere is not an appropriate place for a child. We can't 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 not cry.....it just doesn't work.

Let's ALL take responsibility for this Mary Kay Image issue and when we do it will not be a problem.