



## Grow Your Sales with the *Power UP & Grow* Challenge July 1 – Dec. 31, 2025

Introducing **Power UP & Grow** designed to help take your sales to the next stage and energize the US independent sales force on the path toward leadership. Drive your sales growth even higher while building a community among our Independent Beauty Consultants and Independent Sales Directors across the US.

Grow your sales and earn exclusive rewards when you take part in the *Power UP & Grow* Selling Challenge! Pursue consistency in your sales and expand your business.

### Challenge Your Sales Growth:

- **Goal:** Achieve personal retail sales of \$600 or more in wholesale Section 1 products\* for two consecutive months during any of the challenge time frames:
  - July 1 – Aug. 30, 2025
  - Sept. 1 – Oct. 31, 2025
  - Nov. 1 – Dec. 31, 2025

### The Reward:

Rewards will be revealed at the beginning of each challenge time frame.

### For July and August:

#### Earn this Mary Kay Packed Party Earring Set and 400 Star Credits!

Achieve personal retail sales of \$600 or more in wholesale Section 1 products\* in both months: July and August 2025 to earn this exclusive Mary Kay Packed Party earring set and 400 star credits.



## Lead With the *Power UP & Grow* Sales Director Debut Challenge! Aug. 1, 2025 – Jan. 1, 2026 Debuts

Power through your path to leadership by getting involved in the **Power UP & Grow Sales Director Debut Challenge**! Complete the Sales Director-in-Qualification Program and debut as an Independent Sales Director within the challenge time frame. Get ready to lead your unit to the next stage!

**Goal:** Debut as an Independent Sales Director from Aug. 1, 2025 through Jan. 1, 2026. Just in time for Leadership Conference 2026! Learn more about the [DIQ program](#)!

**The Reward:** Head to Leadership Conference 2026 where you'll receive onstage recognition and the Bryan Anthony's Bee Necklace!

