

# EXEMPLIFYING THE MARY KAY IMAGE

## Mary Kay Professional Attire

With each career level, you change business attire and pins.

**Mary Kay Consultant**-Black business suit w/ white blouse, black or neutral hose, and dark closed toed shoes. Mary Kay logo pin.

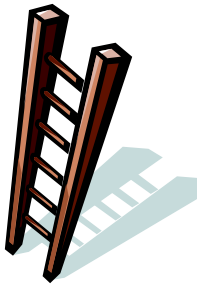
**Mary Kay Senior Consultant**-Same attire as MK Consultant but MK Pearl Enhancer is added to ensemble.

**Star Recruiter**-Black skirt, white blouse, RED Jacket w/ MK pin, Star recruiter pin, Power Start pin, and Ladder of Success pin.

**Team Leader**-Same attire as Star Recruiter but Team Leader pin is added to ensemble.

**Grand Achiever**-Same attire as Team Leader.

**Future 8/DIQ**-Black skirt, BLACK blouse, RED Jacket w/ Future 8 or DIQ pin and/or scarf, black hose, and black closed toed shoes.



**The Ladder of Success pin and the Power Start pin may also be seen on any MK consultant. These pins can be awarded to any career level if the Consultant has earned them.**

Taking pride in your appearance and the way your starter kit and mirrors look is all a part of Business Etiquette. You cannot expect to sell the product if you do not wear the product. Also, think about this: Which product would you be more apt to buy-Clean or Dusty? Having a clean and neat automobile personifies pride and self assurance in your business and what Mary Kay stands for.

### FASHION ETIQUETTE

1. Wear hose that are the same color as the hem line or a neutral or natural color.
2. Wear shoes that match or coordinate with business attire. Shoes should never be lighter than color of hem line. (Ex. Don't wear white shoes, white hose, and black skirt).
3. Accentuate your attire with jewelry that compliments your business dress. Nice pair of earrings, necklace, bracelet, etc.
4. Purse or Briefcase should be professional looking. Black or Neutral color such as Brown leather will look more professional.
5. Wear a hair style that compliments your facial features. Preferably an up to date style and off your face. have you received a compliment recently, if not consider a different hair stylist.
6. Even though fragrance is part of our business, it should be subtle. A lot of customers and fellow consultants are allergic or bothered by strong fragrances.
7. Nails should be clean and well manicured. Nail color should match your attire or a clear nail polish should be applied.

### MEETING ETIQUETTE

1. Always arrive 10 to 15 minutes early to all events, meeting, and appointments.
2. Mary Kay attire should be worn to business events, meetings, etc.
3. Arrive with a 100% positive attitude.
4. Try to bring guests to all events.
5. Socializing with fellow consultants should be done before and/or after meetings or events.
6. Talking and disrupting the meetings are rude and disrespectful to the speaker and/or Director.
7. Chewing gum during meetings and/or events is distracting. Mints and/or hard candy are suggested.
8. Electronic devices such as cell phones and beepers should not be in use and should preferably be turned off during meetings and events.
9. Children should not be brought to meetings and/or events unless they are over the age of 18 and/or a recruit prospect.
10. Cheer and applaud for others like you want to be applauded for.