



## *Grow and Celebrate* DIQ Challenge to Build, Lead and Ignite! **July 1 – Dec. 31, 2025**

It's time for you to take the next step for your business. We challenge you to grow your business and nurture your path to leadership by getting involved in the *Grow & Celebrate* DIQ Challenge! Think beyond the reward to sustainable growth through boosted sales and strong teamwork. The three-part challenge can enhance leadership skills and strengthen the bond with our amazing Independent Beauty Consultants. Let's embark on this exciting journey together!

**The Second Challenge Goal:** In July, August, September or October, submit your Letter of Intent, and be accepted into the Sales Director-in-Qualification Program.

### **The Reward:**

- Achieve the challenge, and receive a postcard to celebrate your accomplishment!

**Sales Director Recognition:** The Top 20 Independent Sales Directors (including ties) per region with the highest percentage of DIQs relative to their unit size as of July 1 will receive special global recognition – a feature in the iCatalog of all Top 20 Independent Sales Directors around the world.

### **But Wait, There's More:**

Stay tuned for more details about the third and final challenge coming later this year!

## *Grow and Celebrate* Team Leader Challenge

### **The First Challenge:**

- **Goal:** Become a Team Leader, Elite Team Leader or Sales Director-in-Qualification with 5 or more active\* personal team members by June month end.
  - Eligibility: In order to participate in this first challenge, Independent Beauty Consultants, Senior Beauty Consultants and Star Team Builders must have 4 or fewer active\* personal team members as of March 31, 2025.

### **The Reward:**

- Achieve the challenge and attend Seminar 2025 to receive a special lanyard at Bling Badge pickup!

### **Sales Director Recognition:**

- The Top 20 Independent Sales Directors (including ties) per region with the highest percentage of Team Leaders or above relative to their unit size as of April 1 will receive special global recognition – a feature in the iCatalog of all Top 20 Independent Sales Directors around the world.