

# EXEMPLIFYING THE MARY KAY IMAGE

## Mary Kay Professional Attire

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

Mary Kay Consultant-Dress or Business Suit, black or neutral hose, and closed toed black dress shoes. Mary Kay logo pin.

Mary Kay Senior Consultant-Same attire as MK Consultant with MK Senior Consultant Pin Enhancer.

Star Recruiter-Black skirt, white blouse, RED Jacket w/ MK Star Recruiter Pin Enhancer.

Team Leader-Same attire as Star Recruiter except Team Leader Pin Enhancer is worn.

Grand Achiever-Same attire as Team Leader parked proudly in that brand new bright red car!

Future Sales Director/DIQ-Black skirt, BLACK blouse (DIQ only), RED Jacket with Future Sales Director Pin Enhancer and/or optional scarf, black or neutral hose, and black dress shoes.



The Ladder of Success pin designating Star Consultant status and the Power Start pin may be seen on any MK consultant or Director. These pins can be awarded to any career level as they are earned.

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 likely to purchase-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 and language.
4. Try to bring guests to all events. They deserve it!
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 pagers should be silenced during meetings and events. Excuse yourself completely before placing or answering a call.
9. Children should not be brought to meetings and/or events unless they are over the age of 18 and/or a recruit prospect. Talk to your Director regarding nursing infants.
10. Cheer and applaud in the same manner you would like others to applaud or cheer for you.