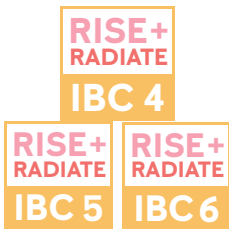
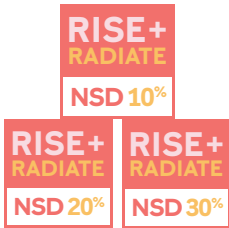


RECOGNITION

Celebrate your Mary Kay accomplishments with well-earned recognition, rewards and more! For all that you've done to meet your Seminar 2026 goals, you deserve to be recognized as the star that you are. From earning stylish Bling Buttons to strutting into the stage spotlight, explore below what your achievements can earn you!

CONTEST NAME	BLING BUTTON	REWARDS	QUALIFIERS
SPECIAL CELEBRATIONS			
REWARD ROUNDUP		Invited to Reward Roundup	Independent sales force members who achieve ONE or MORE of the following: - Seminar Awards 2026 Rewards - Mary Kay National Area Seminar Rally VIP Rewards <i>All-Star</i> Star Consultant <i>Rise + Radiate</i> Beauty Consultant Six-Month Selling Challenge <i>Rise + Radiate</i> Sales Director Unit Growth Challenge <i>Rise + Radiate</i> National Sales Director Area Growth Challenge <i>March to the Top 10</i> My Shop Challenge <i>Hop to the Top 10</i> My Shop Challenge
SEMINAR SPECIAL LUNCHEON		- Early Entry Into Luncheon - VIP Bling Button	Independent Sales Directors and their unit members who from July 1, 2025, through June 30, 2026, achieve the \$800,000 Circle of Excellence Prestige or above. Seminar 2026 Million-Dollar Independent Sales Directors and their registered unit members will receive reserved seating.
		- Seminar Special Luncheon - Bling Button	Independent Sales Directors who earn the use of a Cadillac as of July 1, 2026, and their unit members. New Independent Sales Directors who from Aug. 1, 2025, through June 1, 2026, have debuted out of a Cadillac unit along with their unit members. Independent National Sales Directors and their unit members.
RECOGNITION			
RISE + RADIATE CHALLENGES		- Reward Roundup (6 Months) - Sash (6 Months) - Onstage Recognition (6 Months) - Bling Button (All)	Independent Beauty Consultants who have \$600 wholesale Section 1 orders* for 4, 5 or 6 months during the challenge time frame. Independent Beauty Consultants who achieve the six-month selling challenge will receive onstage recognition and will be invited to the Reward Roundup where they can pick up their sash.
		- Reward Roundup (All) - Onstage Recognition (30% Unit Growth) - Bling Button (All)	Independent Sales Directors whose nonterminated unit size as of June 2026 month end is 10%, 20% or 30% higher than their nonterminated unit size on Dec. 31, 2025. Independent Sales Directors who achieve 30% unit growth can also receive onstage recognition.
		- Reward Roundup (All) - Onstage Recognition (30% Unit Growth) - Bling Button (All)	Independent National Sales Directors whose nonterminated area size as of June 2026 month end is 10%, 20% or 30% higher than their nonterminated whose area size on Dec. 31, 2025. Independent National Sales Directors who achieve 30% area growth can also receive onstage recognition.

CONTEST NAME	BLING BUTTON	REWARDS	QUALIFIERS
MY SHOP CHALLENGES		- Reward Roundup - Mary Kay-Branded Denim Jacket - Onstage Recognition - Bling Button	March to the Top 10: The Top 10 Independent Beauty Consultants and Top 10 Independent Sales Directors per Seminar affiliation who are active* and achieve the highest retail sales through their online Shop March 1–31, 2026. Hop to the Top 10: The Top 10 Independent Beauty Consultants and Top 10 Independent Sales Directors per Seminar affiliation who are active* and achieve the highest retail sales through their online Shop April 1–30, 2026.
		- My Shop Lanyard - Bling Button	Independent sales force members who have \$300 cumulative retail sales through their online Shop during the challenge time frame (May – June) can earn a My Shop Lanyard which can be picked up at Seminar 2026.
NEW SALES DIRECTOR		- Debut – Onstage Recognition - Pink Corsage - Bling Button	New Sales Directors who debut from Aug. 1, 2025, through July 1, 2026.
		Bling Button	Unit members of new Sales Directors who debut from Aug. 1, 2025, through July 1, 2026.
SENIOR SALES DIRECTORS		- Onstage Recognition - Bling Button	Senior Sales Directors who from Aug. 1, 2025, through July 1, 2026, debut a new Independent Sales Director.
INDEPENDENT EXECUTIVE SENIOR SALES DIRECTORS AND ELITE EXECUTIVE SENIOR SALES DIRECTORS	N/A	- Onstage Recognition - Event Perk	Executive Senior Sales Directors who as of July 1, 2026, have 5–7 first-line offspring Independent Sales Directors. Elite Executive Senior Sales Directors who as of July 1, 2026, have 8 or more first-line offspring Independent Sales Directors.
GO-GIVE® AWARD		- Onstage Recognition - Bling Button	Sales Directors who from July 2025 through June 2026, receive the monthly Go-Give® Award.
		Bling Button	Sales Directors who received the monthly or annual Go-Give® Award any time during the course of their Mary Kay businesses.
QUEENS' COURTS OF PERSONAL SALES		- Reward Roundup - Seminar Awards 2026 Reward - Onstage Recognition - Bling Button	Independent sales force members who from July 1, 2025, through June 30, 2026, achieve \$45,000 or more in personal retail sales.
TOP 20 QUEENS' COURTS OF PERSONAL SALES		- Reward Roundup - Seminar Awards 2026 Reward - Onstage Recognition - Bling Button	Top 20 Beauty Consultants and Top 20 Sales Directors who achieve \$45,000 or more in personal retail sales from July 1, 2025, through June 30, 2026.

CONTEST NAME	BLING BUTTON	REWARDS	QUALIFIERS
QUEEN'S COURT OF SHARING		- Reward Roundup - Seminar Awards 2026 Reward - Onstage Recognition - Bling Button	Independent sales force members who from July 1, 2025, through June 30, 2026, add at least 24 Great Start®-qualified** new personal team members.
TOP 20 QUEEN'S COURT OF SHARING		- Reward Roundup - Seminar Awards 2026 Reward - Onstage Recognition - Bling Button	Top 20 independent sales force members who from July 1, 2025, through June 30, 2026, have the highest commissions earned on the 24 or more Great Start®-qualified** new personal team members.
CIRCLE OF ACHIEVEMENT		- Reward Roundup - Plaque - Onstage Recognition - Bling Button	Sales Directors who from July 1, 2025, through June 30, 2026, achieve \$300,000 or more in unit retail sales volume. Recognition begins at \$300,000 unit retail sales volume and continues in \$50,000 increments thereafter.
		Bling Button	Independent Beauty Consultants whose units achieve \$300,000 or more in unit retail sales volume from July 1, 2025, through June 30, 2026.
CIRCLE OF EXCELLENCE		- Reward Roundup - Seminar Awards 2026 Reward - Plaque - Onstage Recognition - Bling Button	Sales Directors who from July 1, 2025, through June 30, 2026, achieve \$650,000 or more in unit retail sales volume. Recognition begins at \$650,000 unit retail sales volume and continues in \$50,000 increments thereafter.
		Bling Button	Independent Beauty Consultants whose units achieve \$650,000 or more in unit retail sales volume from July 1, 2025, through June 30, 2026.
CIRCLE OF EXCELLENCE PRESTIGE		- Reward Roundup - Seminar Awards 2026 Reward - Plaque - Onstage Recognition - Bling Button	Independent Sales Directors who from July 1, 2025, through June 30, 2026, achieve \$800,000 or more in unit retail sales volume. Recognition begins at \$800,000 unit retail sales volume and continues in \$50,000 increments thereafter.
		Bling Button	Independent Beauty Consultants whose units achieve \$800,000 or more in unit retail sales volume from July 1, 2025, through June 30, 2026.
CIRCLE OF EXCELLENCE MILLION		- Reward Roundup - Seminar Awards 2026 Reward - Plaque - Onstage Recognition - Bling Button	Independent Beauty Consultants who from July 1, 2025, through June 30, 2026, achieve \$1,000,000 or more in unit retail sales volume. Recognition begins at \$1,000,000 unit retail sales volume and continues in \$50,000 increments thereafter.
		- Onstage Recognition - Bling Button	Independent Sales Directors whose units achieve \$1,000,000 or more in unit retail sales volume from July 1, 2025, through June 30, 2026.

CONTEST NAME	BLING BUTTON	REWARDS	QUALIFIERS
SINGLE STAR		- Onstage Recognition - Bling Button	Independent sales force members who from July 1, 2025, through June 30, 2026, achieve ONE of the following: - Queen's Court of Personal Sales - Queen's Court of Sharing - Circle of Achievement or Circle of Excellence (ISDs only)
DOUBLE STAR		- Onstage Recognition - Bling Button	Independent sales force members who from July 1, 2025, through June 30, 2026, achieve TWO of the following: - Queen's Court of Personal Sales - Queen's Court of Sharing - Circle of Achievement or Circle of Excellence (ISDs only)
TRIPLE STAR		- Onstage Recognition - Bling Button	Independent Sales Directors who from July 1, 2025, through June 30, 2026, achieve all THREE of the following: - Queen's Court of Personal Sales - Queen's Court of Sharing - Circle of Achievement or Circle of Excellence
CADILLAC	 CADILLAC PARADE	- Onstage Recognition - Cadillac Key Chain - Bling Button	Independent Sales Directors who have earned or requalified for the use of a Cadillac since Seminar 2025.
	 CADILLAC  CADILLAC UNIT	Bling Button	Current Cadillac drivers and their unit members.
PREMIER CLUB	 PREMIER CLUB PARADE	- Onstage Recognition - Premier Club Key Chain - Bling Button	Independent Sales Directors who have earned or requalified for the use of a Premier Club Career Car since Seminar 2025.
	 PREMIER CLUB  PREMIER CLUB UNIT	Bling Button	Current Premier Club drivers and their unit members.
GRAND ACHIEVERS	 GRAND ACHIEVER PARADE	- Onstage Recognition - Grand Achiever Key Chain - Bling Button	Independent Sales Directors who have earned or requalified for the use of a Grand Achiever Career Car since Seminar 2025.
	 GRAND ACHIEVER  GRAND ACHIEVER UNIT	Bling Button	Current Grand Achiever drivers and their unit members.
POWER OF ONE GLOBAL TEAM-BUILDING CHALLENGE		Bling Button	Independent sales force members who are active* and add one new active* personal team member March 1–31, 2026.

CONTEST NAME	BLING BUTTON	REWARDS	QUALIFIERS
TRUE-TO-ME CHALLENGE		Bling Button	Independent Beauty Consultants and Sales Directors who sell 10 or more of the new TimeWise 3D® Foundations during the <i>True-to-Me</i> Challenge.
JUNE SKIN CARE PROMOTION		Bling Button	Independent Beauty Consultants and Sales Directors who participate in the June Skin Care Promotion June 1–30, 2026.
STATE HIGHEST AND MOST IMPROVED		Bling Button	Independent Sales Directors and their unit members who from Dec. 1, 2024, through Nov. 30, 2025, achieve the highest unit wholesale sales volume in their state.
			Independent Sales Directors and their unit members who from Dec. 1, 2024, through Nov. 30, 2025, achieve the highest dollar increase over the previous year's unit wholesale sales volume in their state.
			Independent Sales Directors and their unit members who achieve both of the above in their state.
INDEPENDENT NATIONAL SALES DIRECTOR CIRCLES		Bling Button	Independent sales force members whose National Areas achieve Seminar 2026 Inner Circle Platinum, Inner Circle, Diamond Circle or Gold Circle from July 1, 2025, through June 30, 2026.
TEACHERS		- Event Perk - Bling Button	Independent Sales Directors and National Sales Directors who teach a class during Seminar 2026.
I'M A STAR		Bling Button	Independent sales force members who achieve Star Consultant status will receive a Bling Button with the number of stars they have achieved at any time during the course of their Mary Kay businesses.
ALL-STAR STAR CONSULTANTS		- Reward Roundup - All-Star Reward - Bling Button	Independent sales force members who from July 16, 2025, through June 15, 2026, achieve Star Consultant status all four quarters. New Independent Beauty Consultants are eligible to participate according to the revised guidelines as provided on the Mary Kay InTouch® website.

CONTEST NAME	BLING BUTTON	REWARDS	QUALIFIERS
MARY KAY ANNIVERSARY		Bling Button	Independent sales force members will receive a Bling Button on their badges representing the number of years in their Mary Kay businesses. Sales force members who started their Mary Kay businesses Aug. 1, 2025, through July 31, 2026, will receive the "I'm New!" Bling Button.
ADVANCED COLOR CONSULTANT		Bling Button	Independent sales force members who as of June 30, 2026, complete the color product education modules in MKConfident™ and become an <i>Advanced Color Consultant</i>.
ADVANCED SKIN CARE CONSULTANT		Bling Button	Independent sales force members who as of June 30, 2026, complete the skin care product education modules in MKConfident™ and become an <i>Advanced Skin Care Consultant</i>.
ADVANCED PRODUCT CONSULTANT		Bling Button	Independent sales force members who as of June 30, 2026, complete the color and skin care product education modules in MKConfident™ and become an <i>Advanced Product Consultant</i>.
NEW SALES DIRECTOR MKCONFIDENT™		Bling Button	Independent sales force members who as of June 30, 2026, complete the New Sales Director module in MKConfident™.
MARY KAY LEGAL EDUCATION		Bling Button	Independent sales force members who as of June 30, 2026, complete the required curriculum assessments.
MARY KAY ASH FOUNDATION* AMBASSADORS		Bling Button	Independent sales force members who as of Seminar 2026 have been selected by the Mary Kay Ash Foundation® to be ambassadors.

*Wholesale Section 1 product orders must be tied to legitimate consumer demand. The order(s) can be a single order or cumulative orders of \$600 or more, as long as they occur during a single month. My Shop, Guest, and Customer Delivery Service order amounts count toward your order(s) of \$600 or more in wholesale Section 1 products.

†An Independent Beauty Consultant is considered active with personal retail sales of \$450 in one month and will remain active for two months following any month with qualifying active order(s).

**GREAT START®-QUALIFIED: one who has \$600 or more in wholesale Section 1 orders (approx. \$1,200 retail, depending on the Tiered Discount earned) within the Great Start® time frame. The order(s) to support this amount can be single or cumulative.

GREAT START® TIME FRAME: the month your Agreement is received and accepted by the Company plus the following three calendar months.

For the purpose of the Court of Sharing Challenge, Independent Beauty Consultant Agreements must be received and accepted by the Company during the challenge time frame July 1, 2025, through June 30, 2026. New Independent Beauty Consultants whose Agreements are received April through June 2026 must meet qualification requirements and must place the qualifying single initial order or cumulative orders by June 30, 2026.

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The Company grants all Mary Kay Independent Beauty Consultants a limited license to duplicate these pages in connection with their Mary Kay businesses. These pages should not be altered from their original form nor incorporated into other materials.

To receive a reward, an Independent Beauty Consultant must be in good standing with the Company at the time the reward is presented.