

THE SPARKLER



April 2026 Newsletter, March results

Dixie Gilbertson, Sales Director

QUARTER IV: Mar. 15, 2026 - June 15, 2026

Seminar 2026 GOALS

- \$300,000 Unit Club
- 30 Star Consultants
- 75 Unit Members
- 2 NEW Red Jackets

Celebrating You in April!



Teresa Penning
Susan Kaiser
Dee Lehner
Lori Singewald

Jill Thorson
Angela Thompson
Elizabeth Gretillat
Michele Wanner
Amie Crooks
Cathy Sprau
Sheila Chose
Ginger Trulson
Sue Skjeveland
Becky Juhl

Those who placed a w/s order in MARCH

Becky Harris	Julia Beardsley
Monica Olsen	Sylvia Christiansen
Dee Lehner	Alma Walker
Angela Thompson	Sue Grove
Lindy Cannady	Veronica Litterer
Roxie Inman	Jill Thorson
Debbie Sanford	Cathy Sprau
Tonya Hansen	
Lisa Davis	
Jodene Bardwell	
Danette Bartlett	



NEW! Hop to the Top 10 My Shop Challenge

April 1-30, 2026

Who's ready to Hop into April with our new My Shop Challenge? This challenge has the same qualifications as the *March to the Top 10* My Shop Challenge, so if you did not earn your jacket in March, you have another chance!

Jan. 1 – June 30,
2026
\$600 w.s.
Each month



Achieve
4, 5 and 6
months
consistency

Four Months Achieved
= Standing
recognition at Seminar
2026.

Dee Lehner

On target for 4 month challenge



Becky Harris

On target for 4 month challenge



Monica Olsen

On target for 4 month challenge



April Mindset — and Your Social Media Presence

- ⇒ You don't need perfection — you need presence.
- ⇒ You don't need hours — you need intention.
- ⇒ You don't need a huge audience — you need consistency.

Why Consistent Posting Matters in April

1. You Stay Top-of-Mind

- Spring brings new routines, new needs, and new buying habits.
- Regular posts keep your name, your expertise, and your products in front of your audience.
- When someone needs skincare, a Mother's Day gift, or a fresh opportunity, *you* are the first person they think of.

2. You Build Trust and Credibility

- Consistency signals professionalism and reliability.
- When your audience sees you show up day after day, they believe you'll show up for *them* as a consultant or leader.
- It shows your business is active, thriving, and worth engaging with.

3. You Strengthen Your Personal Brand

- April is a great month to highlight renewal, self-care, confidence, and fresh starts.
- Posting regularly lets you showcase your personality, values, and Mary Kay story.
- Over time, your audience begins to associate you with beauty, empowerment, and service—exactly what attracts your ideal customers and future team members.

4. You Create More Engagement Opportunities

- The more you post, the more chances people have to comment, like, share, or message you.
- Engagement boosts your visibility in the algorithm, helping your content reach more people organically.
- Small interactions often lead to big business—DMs, orders, bookings, and team conversations.



Mary Kay is a TOP Direct Selling Color Cosmetics Brand and Direct Selling Beauty and Personal Care Brand in the United States. With 60+ years of proven success, Mary Kay continues to be a leader in the skin care and color cosmetics industry.

Congratulations on your smart business decision!!!

Welcome New Consultant

Welcome New Consultant

Welcome New Consultant

Welcome New Consultant



Danette Bartlett

Recruiter: Dixie Gilbertson

Julia Beardsley

Recruiter: Dixie Gilbertson

Jane Juenger

Recruiter: Dixie Gilbertson

Cindy Herrera

Recruiter: Dee Lehner

Three+ club

WEEKLY:
3 classes/parties
\$300 sales
3 new bookings
3 business chats

MONTHLY
\$600 w/s order

ALL STAR Consistency 2025-2026

Consistency is the Key

www.elainesdesktopublishing.org

April

April is Your Awakening Month

April brings a clean slate, a lighter spirit, and a reminder that growth happens when you show up with intention.

This month, choose simple actions, steady belief, and a heart open to new possibilities.

You are capable of more than you've imagined, and April is ready to prove it.

Bloom boldly.
Shine consistently.
Lead with purpose.



Congratulations!

Quarter III
Dec. 16, 2025 -
Mar. 15, 2026

Dixie Gilbertson
Sapphire



Your Name Here
4th Quarter

Choose your prize
Make your plan
And put your plan into action
And...
YOU'RE A STAR!

Pace-Setter. Trailblazer. Star Achiever.

Dixie Gilbertson

You've Set the Pace!

***You have** set the standard for consistency and excellence by achieving Star Consultant status this 1st & 2nd and now 3rd Quarter!
Your dedication, drive, and commitment to growth are lighting the way for others to follow. Keep shining—1 quarter to go!



sunshine SPLASH

SAPPHIRE
Ben.do Cooler Bag - Checker Stars
Item 08-2785

RUBY
Shirleah "Beach" Beach Bag - Natural
Item 01-23077

PEARL
Vivere Latin Hammock Chair - Viridis
Item 08-2864

Check out the full 4th quarter prize poster on InTouch

Boost your STAR Prize by earning 600 additional program credits for every qualified new personal team member you welcome this contest period.

Aim for the Moon... and celebrate every moment you land among the STARS.

family FUN

SAPPHIRE
Mainstreet Classics MicroBag Toss
Item 08-1302

DIAMOND
WS Game Co. Clue & Sorry! Nostalgia Tins
Item 15-3249

PEARL
Supersonic IQ Sound Karaoke Pro Touch GO
Item 16-4465



Seminar 2025

Dee Lehner



Debbie Sanford



Cathy Sprau



Lori Bertram



Becky Harris



2025 QUEEN'S COURT OF PERSONAL SALES TOP 10 YTD

Name	YTD Contest Credit
Dee Lehner	\$11,944.00
Debbie Sanford	\$5,879.50
Cathy Sprau	\$4,392.00
Lori Bertram	\$3,468.00
Becky Harris	\$3,410.00
Monica Olsen	\$3,205.00
Angela Thompson	\$3,156.00
Jill Thorson	\$2,961.50
Lori Singewald	\$2,944.00
Karla Knudtson	\$2,889.00



Court of Sales

(Retail value of wholesale orders)

Mary Kay	\$45,000
NSD Court	\$20,000
Unit Court	\$16,000

Court of Recruiting

(Qualified \$600)

Mary Kay	24
NSD Court	12
Unit Court	8

20
26

2026 QUEEN'S COURT OF PERSONAL SALES

Choice of one



Sell just \$930 per week
\$1875 w/s per month =
\$22,500 w/s or \$45,000 Retail

2026 QUEEN'S COURT OF SHARING

Choice of one



24 Qualified Team Members
*Qualified: \$600 w/s order

April Model Hunt

Help me fill my April portfolio by being a face model for me.
Come get a FREE skincare consultation and makeup lesson and fill a spot!

Wears Glasses	Has a Tattoo	Dog Mom	Stay @ Home Mom	Military Spouse
Loves to Travel	Has Freckles	Works Out Regularly	Over 50	Married for 5+ years
Has Never Tried MK	Works in Education	Has a Kid who Plays Sports	Has a Sister	Works in Healthcare
Works in an Office	Girl Mom	Teacher	Curly Hair	Oldest Sibling
Has a Degree	Gets Botox OR Filler	Red Head	Grandma	Doesn't Wear Makeup
Short Hair	Works from Home	Business Owner	April Birthday	Planning a Wedding

ADMINISTRATIVE PROFESSIONALS DAY

Melinda Mercedes Balling

Scheduling Appointments with Local Businesses



Think of businesses that typically have several female employees on staff. Example, Credit Unions, Banks, Insurance Agencies, Schools, Accounting firms, specific State Offices, etc. Call the business and ask to speak to the Office Manager/Bank Manager (person in charge). You can use the following dialogue:

Hello, my name is _____ and I am an Independent Beauty Consultant with Mary Kay. In honor of Administrative Professional's Week, we are selecting local businesses and presenting their female staff with a gift certificate and a complimentary pampering appointment. In addition to the gift certificate, the appointment will include a special skin care treatment as well as a spa treatment for hands and lips all at no cost to your company or the individual receiving the gift. We would love to show our appreciation to the working women in your office and make sure each one receives her pampering gift. By the way, we are happy to bring enough gift certificates for all women in your office, even those who may not be administrative professionals. So that I may be sure to drop off enough certificates, may I ask how many women are in your (office, Company)?

Once you know how many women will be receiving the gift, arrange a time to meet with the person you are talking with to "present" the certificates. When you arrive, you may want to have a special little "thank you" gift for your "contact" person. After you arrive, explain that you would like to personally present the "pampering gift certificate" to the women and also give them an opportunity to be entered into a special drawing for a pampering basket of Mary Kay products. If this is not possible, ask to leave the entry forms which you will pick up the next day.

Suggested "gift" to attach to Gift Certificate. I like to present a pink carnation or rose which can usually be found at Costco, Sams or even your local grocery store. Use curly ribbon to attach the gift certificate for a complimentary Beauty Treatment. Or, you can take a Cello bag, tissue, curly ribbon, rolled gift certificate, tied with a ribbon, a few pieces of Dove Chocolate, hand cream sample, or lipstick sample (whatever you have on hand). You can decide if you want a dollar value on the gift certificate, just indicate that it can be redeemed at the facial.

Visiting Local Businesses Without an Appointment (Drop In)

Administrative Professionals Day/Week is a great time to generate new leads/customers by visiting local businesses. Wednesday, April 25th, is the "official day", but recognition is continued for the entire week. If you work a full time job you could still visit local businesses during your lunch hour. Here's how to make this opportunity work for you: Drop into local businesses....credit unions, banks, insurance agencies, real estate offices, anywhere you can think of where there are women working. Introduce yourself to the receptionist, using the following dialogue.

Hello, My name is _____, I'm an Independent Mary Kay Beauty Consultant. Because this is Administrative Professional's Week, we are dropping into local businesses to present working women with a gift certificate that includes a complimentary pampering appointment. Have you received your certificate yet? No? Great, well it is my pleasure to present you with this (hand her the certificate) and I want to say Thank you for your service at (such & such... Company/Bank, etc.) and let you know that we appreciate all you contribute to our community. I am also giving away a pampering basket worth \$____, (I suggest at least \$50...your cost only \$25.. You will call on several businesses and get lots of names, so it will more than pay for itself. This will give you an opportunity to get names and numbers. If you team up with another consultant you can split the cost). If you would like to fill out this entry form, I'd love to put you in the drawing.

Next you are going to ask if you can just quickly go around the office and give each woman working her gift certificate and personal Thank you. You are going to use the same dialogue above with each woman you are able to connect with. If you are working full time, you could still approach 2 or 3 businesses in your working vicinity during your lunch hour. Trust me, this is going to be a win/win. The women you come in contact with will feel good about you and our Company which you so beautifully represent! Remember, when you follow up, although there is just one Gift Basket Winner, you will be following up to schedule a time for her to redeem the gift certificate she received for her Complimentary "Beauty Treatment". Note: Be sure to ask if she already has a consultant. Naturally if she has a consultant, you will give her consultant a call and ask her if she would be willing to give her customer an update facial and honor the gift certificate.

***Jump in and have fun with this.
There are so many women out there wearing
the wrong brand. We have to change that!***

ADMINISTRATIVE PROFESSIONALS DAY

Melinda Mercedes Balling

Booking Restaurants

Contacting Local Restaurants

Drop by or call your target Restaurant/s and ask to speak with the manager. When you connect with the manager: Introduce yourself, handing him or her your business card. Next you can say something like..." We love to team up with local restaurants for customer appreciation and I wanted to talk with you today about a special service I am offering this month. You may be aware that Wednesday, April _____, is Administrative Professional's Day. Of course, employers will be taking their employees out to lunch throughout the week. We are selecting some of our favorite restaurants in the _____ area and your restaurant was definitely listed as a favorite. _____, here's how our service works. We would like to come into your restaurant and present a special gift for Administrative Professionals.

(Note: this could be a pink carnation available from Sam's or Costco or goodie bags with candy and a Look Card, Hand Cream sample or whatever samples have on hand. You can also add a \$10 gift certificate to be used at her appointment.)

In addition to receiving a gift from me, your customers will be able to register for a drawing for a \$_____ Pampering Basket of free Mary Kay Products. Many restaurants also like to offer a gift certificate for a free lunch or dinner along with our drawing. _____, We would love to do this Appreciation Promotion in your restaurant for your customers, does this sound good to you?



After the Restaurant agrees to team up with you

Plan to go in about 11:00am, and set up an area near the entrance where you can have your pretty gift basket, individual "gifts" and entry forms. As people come in, greet them and ask if they are celebrating Administrative Professional's Day. If yes, present your gift and an entry form for the gift basket. If "no", let them know that they are still welcome to register for a chance to win a Mary Kay Pampering Basket. (If the restaurant is also offering a gift certificate, mention that as well.) They can fill out the entry form and drop off at your table when they leave.

When you call to follow up with people who entered the drawing

Optional: Text: Hi, _____, Congratulations!! I wanted you to know your entry at the (Restaurant) was drawn to receive a Complimentary Mary Kay Premier Pampering Package. Let me know a good time to call to arrange for you to receive your gift. (Your Name)

Follow-up Call: Hi, _____, this is _____, with Mary Kay. You may recall that you recently entered a drawing at the _____ restaurant. I'm calling to let you know that (winner's name) actually won our Gift Basket. _____, I'm excited to let you know that your name was drawn to receive one of our premier pampering packages. This package includes a complimentary powerhouse skin care treatment as well as a spa treatment for hands and lips. If you like, you can also receive a special new color makeover for Spring, again all complimentary. In addition I can give you up to three V.I.P. passes if you would like to include some friends. I'd love to schedule a mutually convenient time for us to get together for you to receive the Gift of the Pampering Package. What is usually best for you, the first of the week or the end of the week?

Administrative

PROFESSIONALS DAY

Gift Sets

thebalm.com

All Hands on Deck!



SATIN HANDS SET INCLUDES HAND SOFTENER, HAND SCRUB, AND HAND CREAM PLACED IN A GIFT BAG.

GIFT TAG: "THANK YOU FOR GIVING IT YOUR ALL!"
\$38.00

Office Supplies!



MINT BLISS ENERGIZING LOTION FOR FEET AND LEGS, WHITE TEA & CITRUS HAND CREAM, NOTE PAD AND PEN IN A DECORATIVE BAG.

GIFT TAG: "THANK YOU FOR SUPPLYING US WITH YOUR TALENT!"
\$30.00
ADD INDULGE SOOTHING EYE GEL
\$50.00



SATIN LIPS SET IN DECORATIVE BAG

GIFT TAG: "YOU ARE THE BALM.COM!"
\$26.00

But First Coffee!



INCLUDES SATIN HANDS HAND CREAM IN A DECORATIVE MUG AND GOURMET COFFEE PKT

GIFT TAG: "YOUR HARD WORK IS SO APPRECIATED. ENJOY YOUR COFFEE AND CREAM!!!"
\$20.00

Blooming Success!

HYDRATING LOTION AND A SMALL DESK PLANT.

GIFT TAG: "YOUR SUCCESS BLOOMS DAILY. THANK YOU FOR GROWING WITH US!"
\$25.00



Gift Certificates Available

March's SPECIAL DEALS

50% off

1 Item of Your Choice for Every \$50 Purchase

\$200 purchase = 4 half priced specials
While Supplies Last

Indulge Soothing Eye Gel



Contains botanical extracts reported to tone, firm & reduce the appearance of puffiness around the eye area.

~~\$20~~ \$10



After Sun Gel

Soothes & calms chapped, windburned and sunburned skin. Cool & refreshing.

~~\$20~~ \$10



Mint Bliss Energizing Foot & Leg Lotion

Moisturizes tired legs and feet and instantly helps them feel revived.

~~\$12~~ \$6



Volumizing Brow Tint

Quick & easy natural-looking, well-groomed brows of your dreams is a breeze.

	Blonde		Brunette
	Dark Blonde		Dark Brunette

~~\$14~~

\$7



Intentional Glow

A complete look perfect for the month including 4 eyeshadows & petite palette. (Blossom, Candlelight, Hazelnut, & Merlot)

~~\$42~~ \$21



Acne Treatment Gel

Zit Zapper. It helps clear up pimples fast while helping prevent new ones from forming. Plus, it helps fade the look of lingering acne spots.

~~\$14~~ \$7



MKMen Daily Face Wash

Claim victory over clogged skin with a daily facial wash that's tough on dirt but gentle on skin.

~~\$20~~ \$10



PHA + AHA Resurfacer

Incorporate the power of a dual-acid boost to achieve smooth skin.

~~\$38~~ \$19



Eye Blending Brush

Create beautiful eye shadow looks with this brush & make shade transitions smoother than ever.

~~\$12~~ \$6

Satin Lips Set



Leave dry, chapped lips behind. Create the perfect kissable lips & moisturize in two easy steps.

~~\$26~~ \$13



TimeWise Replenishing Serum C + E

Give your skin an antioxidant boost with this replenishing serum, designed to reveal brighter-and-healthier-looking skin.

~~\$60~~ \$30

Spring Lips

Choose your perfect spring lip with one of our best selling shades.



~~\$20~~ \$10

Exfoliating Scrub



Reveal soft, smooth skin with this gentle facial scrub. Sensitive-skin-friendly and unclogs pores. For all skin types.

~~\$20~~ \$10

Contact me to take advantage of the Special Deals.

Special Deals are not available on my website.

For more information on this month's Special Deals



Scan me

THE SPARKLER



April 2026 Newsletter, March results

Dixie Gilbertson, Sales Director

APRIL AWAKENING

Hello Beautiful Consultants,

April has arrived, and with it comes a fresh wave of possibility. This is the month when everything begins to bloom—and your business can, too. There's something powerful about this season: it reminds us that growth is always possible when we nurture what matters.

As your Director, I want you to know how proud I am of the heart, resilience, and creativity you bring to your Mary Kay journey. Whether you're building momentum, restarting after a pause, or stepping into new goals, April is your invitation to rise with confidence

This Month's Theme: "Awaken Your Potential"

Just like the world around us, your business can flourish with a little sunlight, intention, and consistent care. Here are three simple habits to help you awaken your potential this month:

- ◆ **Reconnect** – *Reach out to past customers and new faces. People love a spring refresh.*
- ◆ **Recommit** – *Choose one business habit to strengthen—follow-up, booking, or sharing the opportunity.*
- ◆ **Reignite** – *Let your enthusiasm show. Your energy is magnetic and inspires others to say yes.*

April Is a Fresh Start

No matter how the first three months felt, April gives you a clean page. You get to decide what this month becomes. You get to choose your pace, your goals, and your attitude. And I'm here to support you every step of the way.

Believe in Your Bloom

You are capable of more than you realize.
You are worthy of success.
You are strong, creative, and full of potential.

Let this be the month you trust your gifts, take bold steps, and allow yourself to grow in ways that surprise you. I'm cheering for you, celebrating you, and believing in the beautiful things you're building.

Let's make April a month of awakening, action, and abundant joy.
With belief in you,

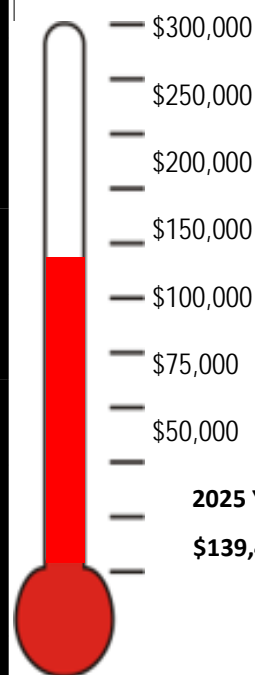
Dixie

UNIT GOALS

April Goals:
\$10,000 w/s and
5 new team members
Our year long goals:
\$300,000 Unit Club
2 New Directors

OUR 2026 GOAL IS TO REACH CIRCLE OF ACHIEVEMENT

This year's unit goal:
\$300,000 retail/
\$150,000 wholesale



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Address Correction Requested



Build Customers for Life!

Summer Issue of ••••• The Look

Set your customers up with Sensational Summer Looks by enrolling top in in the mailing of the Look Catalog, Summer 2026.

Save time & money!! You can enroll just one or everyone. There is no limit on the number of customers you can enroll!

PLUS...you can order the new summer products early! It's so easy...

Go to InTouch...Business Tools... Preferred Customer Program...Quick Enroll.

BONUS! Enrolled customers receive *special sample inside.*

Enroll your customers!

Enrollment dates:
March 16 - April 17, 2026

Mails
May 7, 2026