



APRIL NEWSLETTER

April 2026 Volume 4

THE STAR ACHIEVERS UNIT



Those who placed a w/s order in
MARCH

- Liani Bawitlung
- Susan Bustamante
- Karen Ross
- Mireya Esquivel
- Gemini Eason
- Priscilla Jacobo
- Tina Brand
- Cherie Clarkson
- Kristen Bryan
- Eugenia Haisley
- Jean Powell
- Dianne Jones
- Lisa McMillin
- Gabrielle Rase
- Bernice Sanchez
- Anna Tarwater
- Kyndra Dearth
- Sandra Sheen
- Samantha Berry



NEW CONSULTANT

Consultant	Recruiter
Samantha Berry	Sabrina Salas
Tonia Funchess	Sabrina Salas
Chanele Goodman	Anne Louise Goodman
Priscilla Salas	Sabrina Salas
Lea Santana	Anne Louise Goodman

Welcome Back:
Cassandra Kennison

A Girl's Best Friends

HOOPS OF FUN

Seminar 2026

Order \$350+ wholesale and earn the earring charm of the month! Hoop earrings come with your first charms earned. Set your goal now to earn them all!




March Queens

QUEEN OF SHARING

SABRINA SALAS



QUEEN OF WHOLESALE

LIANI BAWITLUNG



**Based on retail sales to customers , personal product for yourself or business demos do not count toward Queen of Sales. Verified by Weekly Accomplishment Sheets*



Congratulations!

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

Liani Bawitlung
Emerald



Susan Bustamante
Sapphire



Anne Louise Goodman
Sapphire



Pace-Setter. Trailblazer. Star Achiever.

Susan Bustamante

Anne Louise Goodman

You've already earned Star Consultant status for the first 2 Quarters of Seminar 2026, proving that consistency isn't just what you do—it's who you are. Your focus, your fire, and your follow-through are inspiring everyone around you. *Keep glowing. Keep growing. The best chapters are still unfolding.*



sunshine SPLASH

SAPPHIRE
Bando Cooler Bag -
Checker Stars
Item 09-2785



RUBY
Shirafeah "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 09-1302



DIAMOND
WS Game Co. Clue & Sorry!
Nostalgia Tins
Item 13-3249



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





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



Achieve
4, 5 and 6
months
consistency

Liani Bawitlung
On Target 5 Months



Susan Bustamante
On Target 6 Months



Anne Louise Goodman
On Target 6 Months



ADMINISTRATIVE PROFESSIONALS DAY

Show your Administrative Professional just how important they are to you and your business with one of these pampering gift sets.

SATIN HANDS

A revitalizing spa-like treatment that rejuvenates the look of hands. Available in White Tea & Citrus and Fragrance Free. **Set: \$38**

Add Satin Hands Nourishing Shea Cream **\$14**



HELLO CLEAN

A fresh, clean way to start any day!
Mary Kay® 2-in-1 Body Wash & Shave
and Mary® Kay Hydrating Lotion.

Set: \$36, Individual items: \$18ea



GIFT CERTIFICATES AVAILABLE



Team Leader

Cherie L. Clarkson

- A1 Mireya Esquivel
- A1 Jean Powell
- A2 Anna Z. Harmon
- A2 Cara J. Kegin
- A2 Sarah M. Teel
- I1 Angela Wilcoxen
- I1 Laura A. Willett
- T5 Mary E. Lyghts

Star Team Builders

Kyndra M. Dearth

- A1 Kristen L. Bryan
- A1 Gemini Eason
- A2 Rebeca Moreno
- A2 Tamara C. Stever

Priscilla E. Jacobo

- A2 Bernice Sanchez
- A3 Denise M. Gonzales
- A3 Yesenia Redman
- I1 Sabrina Salas
- I2 Stella M. Lopez
- N2 Nicole L. Jacobo
- T2 Norma L. Escudero
- T2 Lori A. Velazquez
- T3 Patrisha Jacobo

Senior Consultants

Marissa C. Ayala

- A2 Maria S. Mena
- Susan G. Bustamante**
- A2 Joy Akers
- A2 Marie P. Rodriguez
- I1 Dolores I. Bustamante
- I2 Debbie Winterswyk
- Jocelyn E. Frasier**
- A1 Dianne B. Jones
- Dianne B. Jones**
- A1 Tina S. Brand
- A2 Patricia J. Brown
- T1 Vicki C. Sibley
- Bernice Sanchez**
- A2 Suzanne M. Garcia
- Sandra R. Sheen**
- A1 Nancy L. DeFina

Thru March 31, 2026

April Team-Building Affirmations

- I plant bold seeds, and I'm worthy of the harvest.
- Every connection I make grows something good.
- My business blooms because I nurture it daily.
- I attract women who are ready for confidence and community.
- Small steps create big growth this month.
- I welcome new opportunities with open hands.

Essential Bundle Earned

Joy Akers 1
Cara Kegin 1

Team Building Bonus

Susan Bustamante \$50
Cherie Clarkson \$50

Recruiter Commissions

Name	%	Team Commission
Cherie Clarkson	9%	\$54.63
Kyndra Dearth	4%	\$24.44
Priscilla Jacobo	4%	\$7.36
Dianne Jones	4%	\$12.28
Sandra Sheen	4%	\$29.08



Weekly Accomplishments

Tina Brand \$116, 66, 148, 50

Thank you Tina!
For turning in your WAS!

Be sure to submit your WAS to me so I can give you the recognition you deserve!

APRIL PROMOS



Rise Up

Reach \$350ws by the 15th to earn these adorable pinwheel earring charms!



Radiant Momentum

Reach \$600ws in April to earn Thank You stickers & work toward the company's Rise + Radiate Challenge!



Princess Club

Reach \$1,200ws in April to earn a beautiful gold bow necklace!

Queen's Club

Reach \$1,800ws in April and earn this cute retro bluetooth speaker!



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?



**Satin Body Set
Satin Lips Set**

**Satin Hands Set
Masking Set**



Mother's Day

\$180

Receive Travel Roll Up Bag

FREE

With purchase

\$36 value

The beauty lovers must-have. Packable. Portable. Versatile. It's a great way to escape the clutter at home or keep yourself organized when traveling.



SELLING: Spring Beauty + Seasonal Needs

1. Spring Refresh Bundles

Create 2–3 curated sets:

- ◆ “Spring Skin Reset”
- ◆ “Fresh Face in 5”
- ◆ “Glow-Up Essentials”

Post idea:

“Spring cleaning isn’t just for closets — your skin deserves a refresh too. Here’s my go-to April routine for glowing, confident skin.”

2. Sun Care Awareness Month

April is the perfect time to educate.

Post idea:

“SPF is the new anti-aging. Your future self will thank you for starting now.”

3. Mother’s Day Pre-Orders

Start promoting in April so you’re ahead of the rush.

Post idea:

“Mother’s Day gifting made EASY. I’ll wrap it, personalize it, and deliver it.”

4. Prom + Graduation Glam

Offer makeup looks, tutorials, or booking slots.

Post idea:

“Prom-ready glam that lasts all night. Book your look or grab the products to DIY.”

5. Spring Cleaning Your Makeup Bag

Invite followers to send you photos of their bag for personalized recommendations.

Post idea:

“Expired makeup = breakouts + dull skin. Let me help you refresh your bag.”

6. Tax Refund Treat-Yourself Post

Light, fun, and relatable.

Post idea:

“A little tax refund glow-up? Yes please.”

RECRUITING: Fresh Starts + New Seasons

April is a natural “new chapter” month — perfect for planting seeds.

1. “New Season, New Opportunities” Story Series

Share:

- ◆ Why you started
- ◆ What you’ve gained
- ◆ What surprised you
- ◆ What you love helping women do

Post idea:

“Spring is proof that new beginnings are beautiful. If you’ve been craving more flexibility, community, or confidence... this might be your season.”

2. “What You Can Start With \$30” Post

April is great for simple, low-pressure recruiting messages.

Post idea:

“If you’ve ever wondered what it’s like to earn extra income from your phone... April is a great time to explore it.”

3. “Work With Me Wednesday” Weekly Post Spotlight:

- ◆ A perk
- ◆ A success story
- ◆ A behind-the-scenes moment

Post idea:

“This business fits into the nooks and crannies of my life — and I love helping women find their version of that too.”

4. “Ask Me Anything About Mary Kay” Box

Use Stories to answer questions in a warm, non-salesy way.

5. Celebrate Team Wins

Recognition posts attract the right people.

Post idea:

“Women who cheer for each other change the world. So proud of my team’s April momentum.”

6. “What If You Said Yes?” Carousel

A simple, reflective recruiting piece:

- ◆ What if you said yes to confidence
- ◆ Yes to extra income
- ◆ Yes to community
- ◆ Yes to growth



APRIL NEWSLETTER

April 2026 Volume 4

THE STAR ACHIEVERS UNIT



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,

Anne Louise

July 1, 2025 - June 30, 2026



Happy Birthday

April

Anna Harmon
Stella Lopez
Karen Ross
Lisa Calderon
Priscilla Jacobo

Happy Anniversary!

April

Lisa McMillin
Sabrina Salas
Catherine Dunfee
Deanna Benedict
Anna Harmon
Kyndra Dearth
Patrishia Jacobo





An IBC can achieve this challenge when she orders \$600 or more in wholesale Section 1* products each month for four, five or six months during the January – June 2026 time frame. The orders to support the monthly \$600 or more amount do not need to be consecutive to be an achiever.

4 Months: Standing recognition at Seminar 2026.

5 Months: Earn a *Rise + Radiate* sash in your fifth qualifying order. Wear the sash as recognition in your unit meetings or bring it along for the standing recognition at Seminar 2026.

6 Months: Earn a Mary Kay-branded quilted crossbody in your sixth qualifying order. You will also earn a special Six-Month Achiever *Rise+ Radiate* sash to be picked up at Reward Roundup at Seminar 2026. You can wear this sash proudly during your onstage recognition for your consistency!

Mary Kay Offices Closed
Good Friday—April 3

VBE & Team Huddle ~ 6:30pm

Guest goodie bag contents:
TW MS, Charcoal Mask, & Micro Plus
April 6, 13, 20, 27

Facebook Live Events
April 7, 4, 21, 28

Facebook Live Participants Drawings
April 7

Summer 2026 PCP Enrollment Deadline
April 17

Earth Day—April 22

Month End ~ April 30

APRIL 2026

THE STAR ACHIEVERS BUILDING TO 100 UNIT MEMBERS NATIONWIDE!

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
		NEW! Power of Red Class ~ Available On the MK Confidential Ready in Red Module			Good Friday MK Offices Closed	
5	6 Virtual Beauty Exp Team Huddle	7 Facebook LIVE 6:30pm Participants Drawings	8	9	10	11
12	13 Virtual Beauty Exp Team Huddle	14 Facebook LIVE 6:30pm	15	16	17 Summer 2026 PCP ENROLL DEADLINE	18
19	20 Virtual Beauty Exp Team Huddle	21 Facebook LIVE 6:30pm	22 EARTH DAY	23	24	25
26	27 Virtual Beauty Exp Team Huddle	28 Facebook LIVE 6:30pm	29	30		

Mothers Day—May 10
Summer Products early order—May 10
Mary Kay's Birthday—May 12th
Memorial Day—May 25th
Emerald Seminar in Fort Worth TX— Aug 11th-13th

ZOOM
Virtual Beauty Experience & Team Huddle
EVERY Monday @ 6:30pm PST
PassWord 9095591073



The Star Achiever's Unit

Anne Louise Goodman
Senior Sales Director
Mary Kay Cosmetics
1869 Holiday Ave.
Upland, CA 91784
909-559-4146
Email: alg4mk@gmail.com
www.marykay.com/agoodman
www.facebook.com/groups/FNASA

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

The advertisement is set against a tropical beach background with palm trees, a blue sky, and a blue ocean. A pink mailbox on the left is open, showing a catalog cover titled "LOOK" with a woman in a yellow dress. A pair of pink sunglasses is perched on a palm tree branch in the upper right. A colorful beach ball and seashells are scattered on the sand in the foreground.