

Dressing the Mary Kay Way

As you know, Mary Kay Ash strongly believed that maintaining a professional image should always be a very important aspect of the Mary Kay business opportunity. As a result, she encouraged independent sales force members to always strive to look their best. Mary Kay knew that a person's dress often determines a person's attitude and behavior. Your customers will appreciate your professionalism and have great confidence in your ability to guide them in proper instruction concerning skin care and advice in the selection of color cosmetics. Today, we continue to be mindful of our founder's wishes as we strive to maintain a professional image while balancing current trends in business and professional attire.

The definition of "professional attire" has evolved much over the last decade, giving women more options than ever before. It's important to note that professional business attire is still the standard for Company-sponsored events. These updated guidelines are *not* meant to replace the professional atmosphere that has come to be expected during Company-sponsored events, and **it is not our intent to make these events "business-casual."** These minor updates are intended to enhance the professional style and image long associated with the Mary Kay name.

Independent Beauty Consultants: business dress or skirted suit; closed or open-toe shoes appropriate for a business setting, including heeled dressy sandals (no flip-flops or similarly casual footwear); hosiery optional.

