This is one of those subjects that some directors and consultants have difficulty with. They don't want to step on any toes.

Well, I guess I'm not one of those directors! I know that everyone has her own thoughts and opinions. Thankfully we all can express our opinions, and I hope you will embrace mine as your own on this subject.

For many of you that never knew Mary Kay, you don't realize the incredible grace, proper etiquette, and feisty attitude that she possessed, all while being feminine from the inside out. She built an incredible company in which ALL women can prosper and grow.

Mary Kay went from a small storefront in Dallas to a multibillion-dollar corporation in 34 countries around the world! She never dreamed initially that it would get out of Dallas; however, she built this magnificent company as a legacy that you and I and our children and their children can enjoy for years and years to come.

Given her INCREDIBLE contribution to all of us, I'd like to reiterate the simple guidelines that she requested of her sales force:

▲ When representing Mary Kay Cosmetics, she asked that we not smoke, not drink alcohol and not to wear anything other than a skirt, dress or skirted suit with pantyhose and close-toed shoes.

▲ We should treat everyone like we would want to be treated.

▲ We should work our business with these priorities: Faith first, family second, career third.

This message is in regard to the first request regarding attire.

Mary Kay asked us to wear dresses, skirts or suits in every situation where we are representing her company. I don't think this is too much to ask. I also don't
think that if you want to be taken seriously as a Mary Kay Consultant that you would ever wear anything that would indicate that you have a casual attitude about your business, **while you are conducting business**.

*Let me give you an example:* About a month or two ago, I had set up an interview with a woman that I know on a personal level, and I had asked her just to listen to the marketing plan because we needed to do 100 interviews in our unit in the month of June. We were going to meet at a local coffee shop on a Saturday morning and that afternoon we both had lots of family things going on.

Normally, to meet a friend for coffee on Saturday morning, I would have worn very casual pants and a polo shirt, (which I almost did!) Can you believe it – I was actually going to wear that outfit! But as soon as I pulled those pants on, I thought to myself, “Do I want her to take me seriously? Or do I want to project the image that I don't really think she is going to be interested, and therefore, this is just an interview to 'get the numbers in’?”

I pulled those pants off and put on a **skirt and nylons**. Guess what? She was a lot more interested in the company than she had thought she would be, she knew I was serious about my career, and she became a new team member.

Did I want to put on nylons on a hot Saturday morning? **No way!** Was it worth putting on nylons that Saturday morning? **ABSOLUTELY!** Did the nylons make a difference? **Yes, I believe they did, because she took me seriously.**

Here is the bottom line, gang. As much as Mary Kay Cosmetics is willing to pay you to build your business, there is no reason that you can't throw on pantyhose and a skirt for a couple of hours to do a skin care class, or anything else for that matter. I once heard a National say that she decided that if the company were going to pay her that much, she’d wear her pantyhose to bed if they asked her!
Here is what constitutes "doing your business" and therefore requires a skirt, pantyhose, etc.:

- Skin care class or party
- On-the-go appointments
- Interviews
- Meetings
- Training for new consultants
- Anything at your director’s home or Training Center unless she has specifically said you could come "casual" (and we usually give you a definition of casual in that instance)
- Traveling to Seminar or retreat and checking in at the hotel
- All of Seminar, Career Conference or a retreat

Even if I’m headed to my child’s band competition and I’m just dropping off product, it’s better to wear a skirt to drop off the product, then change in the car to pants than it is to go in pants in the first place.

If you go to your weekly meeting straight from your other job, throw a skirt in your car and change in the restroom of the meeting place. If you don't have any skirts, go pick one up at Goodwill!

Think if I, as a Labor and Delivery nurse, wore shorts or sweatpants in the delivery room or in surgery. They would throw me out on my ear. Yes, you’re an independent contractor, and yes, you can make your own decisions, but on this one thing – your image – I am asking you to comply out of respect for our founder and for your sister consultants. There will be those units that do not do it the right way, yet I know that our unit always WILL.

Yes, I am obnoxious about this one request. And I am obnoxious about it because I respect Mary Kay so much that I would not do anything to disrespect her memory, and I wouldn't expect anyone in our unit to do so either.

It is a proven fact that you will be more successful if you wear a skirt for your business than if you don’t.

I want MAGNIFICENT success for each and every one of you!