

Mary Kay Image Tips from Barbie!

In 2003, Mary Kay offered a collector's edition Barbie as a Star Consultant Prize. There was a lot of excitement about her, and we learned some very interesting information about her design. One of the National Sales Directors shared that Mattel sent the company a prototype doll for design approval. She arrived with big fluffy hair, a very short skirt, no hose, and strappy shoes. Mary Kay sent her back! "Star Consultant Barbie is a businesswoman!" they said. "She needs to look professional!" So Barbie got a makeover. You'll notice that Star Consultant Barbie is well-groomed, tasteful, and tailored. She looks feminine, yet ready for business. She dresses the part and is ready for success. If she could talk, she'd have a thing or two to tell us about image. Since she can't, I'll take a guess at what she might say!

Barbie's make-up looks great! Check the Look Book, fashion magazines, and your sister Consultants to make sure your colors are current and that your application is flattering. If you don't feel confident in this area, ask your Director or a sister Consultant for help. If you've been wearing the same colors for years, it's time for a change!

Barbie's hair is professional and up-to-date. I've heard it said that if you haven't had a compliment on your hair in the last two weeks, you need to "cut it, dye it, or buy some more!" If you've worn your hair the same way for a long time, consider a consultation with a stylist you trust.

Barbie has chosen one Mary Kay pin to wear. Keeping pins to a minimum maintains a professional look. They're all important; just don't wear them all at once!

Barbie's smile is contagious! The most important part of your image is your attitude! Be positive and look for the solutions, not the problems, in everything you see. You'll attract customers by your enthusiasm.

Barbie is headed to the top in her Star Recruiter Red Jacket and her Star Consultant Pin. These symbols of success are important goals for any Consultant! With consistent sales and team building efforts, you too can reach these levels of achievement.

Mary Kay Consultants have long been set apart by their attire. We ask that you always wear a skirt to all MK functions and selling situations. This means a dress or skirted suit or outfit that could be considered business attire. Be sure the skirt is in a flattering length for you. Skirts that are too short don't look professional.

At all Mary Kay events, you can bet Barbie has brought her notebook, her datebook, and her checkbook. Make it a point to always have those three things with you!

You can't tell in this picture, but Barbie is wearing hose. Hose should always be in a lighter color than your shoes (no navy hose with white shoes!) and should be free from runs, etc. Invest in good hose that will be durable and flattering. We ask that you wear hose to all Mary Kay events.

Barbie's shoes are a "closed-toe" business style. A low to medium heel is flattering and practical for most women. Find a high-quality pair of black, leather shoes, and you've made a great investment. Remember, no white shoes after Labor Day!

Your professional image doesn't have to cost a lot of money. If your wardrobe doesn't include business attire, invest in one or two quality outfits you really like and then wear them to everything! Many Consultants wear a white blouse and black skirt until they are in their Red Jackets. Those pieces will be great additions to your closet, and you'll be ready for the Jacket when you earn it! Quality clothing always pays off.