

MARY KAY

MARCH 2025

applause



glow FOR IT!

A new season brings new opportunities to help you Glow UP your business.



it just fits![®]

A New Beginning

**MYA
HULL**

Independent
Senior Sales
Director,
Mahomet, Ill.

Mya was in college, newly married to her husband Jordan and juggling her studies in elementary education and children's ministry. Full of excitement about the future, she had no idea that her life was about to take an unexpected turn, thanks to her mom, who had been a Mary Kay Independent Beauty Consultant for years, and a surprise makeover.

IT JUST FITS[®]

Fast forward to Mya's wedding planning when her mom decided to surprise her with a bridal makeover from her own Mary Kay recruiter, **Independent Beauty Consultant Amy Parnell**. When Amy saw Mya, she remarked, "I think you'd be really good at this!" Mya laughed it off. At just 20 years old, she believed Mary Kay was only for older women. Little did she know, that casual conversation would plant a seed for something much bigger.

BUILDING HER BUSINESS

As the oldest of five girls, Mya was no stranger to hard work. "I was used to working hard," Mya shares. "But Mary Kay made me realize how much more was possible if I stayed focused and consistent." With guidance from her mentors – **Independent Beauty Consultant Mary Piatt** and **Independent National Sales Director Emeritus Linda Toupin** – Mya began her Mary Kay business.

Balancing school full time and a part-time job at the mall, Mya quickly realized that Mary Kay could be a source of extra income. She booked appointments wherever she could – coffee shops, dorm rooms, libraries and even at her tiny kitchen table at home. Her goal was simple: Share, teach and invite others to start their own Mary Kay businesses. "I didn't have a lot of time, but I made the most of every moment," she says.

However, the first few months were far from easy. She faced cancellations and broken promises. Despite these early setbacks, Mya refused to give up. "It wasn't easy, but I knew I needed to push through," Mya recalls. "The struggle only made the success sweeter."

SOCIAL MEDIA AUTHENTICITY

When Mya first started her Mary Kay business, social media was still in its infancy. She posted on Instagram the day she submitted her Beauty Consultant Agreement, but it wasn't long before she learned that success on social media wasn't about





perfection – it was about authenticity. “At first, I was so afraid to share my imperfections,” she admits. “But when I started being real with people, that’s when my community really started to grow.”

Sharing her life – her struggles, triumphs and passions – became key to building a connection with her audience. Mya embraced imperfection, sharing everything from her favorite products to her personal stories. By asking for feedback and creating an engaging community, she fostered a space where people felt seen and heard. “I wanted people to know they weren’t alone,” she explains. “I wasn’t trying to be perfect, just authentic.”

Her first *Mary Kay*® party was far from perfect, and her early social media presence wasn’t flawless either. But just as she had with her business, Mya showed up, kept practicing and improved over time. Whether taking selfies, recording videos or making Reels, each step was part of her growth. “You don’t have to be perfect to start,” Mya says. “You just have to start.”



A FAMILY AFFAIR

Mary Kay became much more than a business for Mya – it became woven into the fabric of her family life. Her husband Jordan was an unwavering source of support. “Jordan always reminds me that the core values of Mary Kay – service and love – are the same values we try to live by as a family,” Mya shares. He often encouraged Mya to stay true to who she is and never back down from God’s calling in her life.

For their three kids, a “pink” life was all they knew, says Mya. “They grew up with it. From being brought home in a Career Car to helping with orders, they were part of everything,” Mya says. The entire family was involved, with her children assisting with

packaging, writing thank-you notes, setting up displays and even baking cookies for events. “They learned so much about work ethic and giving back,” she adds. It was truly a family affair, and they supported Mya every step of the way.

FAITH AND VALUES

Mary Kay brought Mya friendships, rewards, and experiences but, more importantly, it helped her discover talents she never knew she had. “Mary Kay gave me the confidence to embrace who I am and use the gifts God gave me,” Mya reflects. She learned to make a positive impact and help other women realize their potential.

Mary Kay transformed Mya’s life in ways she never could have imagined – from a young woman uncertain about her future to a confident leader empowering others.

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