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“Heart & Heritage” Article

First impressions last: What that “Mary Kay look” tells the world.



Smartly dressed Mary Kay women turn heads! But you may wonder if they all started out looking like Mary Kay’s dream image. One Independent National Sales Director recently reminisced that she remembers that **when she signed her agreement in 1973 that her hair was longer than her miniskirt!**

She remembers when skirts had all but disappeared from her closet. And she remembers when, after accepting the opportunity, she sewed a pink double-knit dress for her Mary Kay appointments. Later, Independent Senior National Sales Director Pat Danforth was expecting her first child, so she sewed a pink double-knit maternity dress to temporarily replace it! The

world has seen vast changes since Pat started her Mary Kay business in 1973, and even more changes since 1963, when Mary Kay Ash opened the doors on a new future for women. Her views have continued to set apart the independent sales force, even when experts said those views were outdated. Mary Kay believed a woman who looks her best will most likely do her best. And when she does her best, others eventually will benefit. “When you feel good because you look good, people respond to you positively,” Mary Kay once wrote. “While some contend that you feel good because people treat you well I believe that feeling good about yourself stimulates a positive reaction toward you.”

Pat is living proof of that principle. To represent the Company in the best light, she never wears her Mary Kay jewelry with anything but a skirt or dress, and she teaches women in her area to ask themselves, “Would I wear this if Mary Kay were standing next to me?” In her leisure hours, “I’m a very casual person,” says Pat. “At home I live in a sweat suit, jeans, shorts or swimsuit, depending on the weather. But when doing any Mary Kay business, I honor Mary Kay’s request and wear a skirted outfit. Even a ‘Mary Kay casual’ motivational event means a skirt to me.” So what if she encounters a business opportunity while “dressed down”? “If I’m dressed appropriately for what I’m doing, I’ll still ‘talk Mary Kay’ to those I meet,” she says. “They don’t expect me to be **heli-skiing, horseback riding, or scuba diving** in a suit and heels!”

When women come to her home for a skin care class, makeover or interview, Pat typically wears a black skirt with her Beauty Coat. When she travels, she wears a skirted outfit in which she can work for three days -- just in case she arrives and the luggage doesn’t. “For me, traveling is not a reason to wear pants,” she says. “My daughters and I drove 10,000 miles in 10 weeks visiting women in my area, and I wore a skirt every day. From the beginning, we’ve received positive attention for dressing femininely, and the chance of offending someone is much smaller in a skirt. Why not enable our image to keep as many doors open as possible? A feminine image is Mary Kay tradition, the key to our success, and our future.”

As Mary Kay once noted, “People judge you by your appearance. Whether you’re selling a product, applying for a job, or vying for promotion, they appraise not only your grooming, but the air of confidence you project, which is a reflection of how you feel about yourself. **There is certainly more to a person than appearance, but you still get only one chance to make a good first impression.**”