

MARY KAY

# applause

APRIL 2012

Nature-  
INSPIRED COLOR



New Day, New Way  
to Mary Kay!

Learn to Be  
Safe in the Sun.



## Q: How does Mary Kay test products?

**A:** In a typical year, we conduct roughly 300,000 tests to ensure Mary Kay® products meet the highest safety, quality and performance standards. Mary Kay relies on proven scientific research using the most advanced technologies available.

We conduct clinical testing in independent laboratories with volunteer panelists who use Mary Kay® products under dermatologists' and ophthalmologists' supervision. We also use in-vitro testing where products are tested in a laboratory. These in-vitro tests mimic actual use on the skin, using isolated skin cells obtained from human donors, but *never* from embryonic tissue.

For more information on product testing, please read the Product Promise on Product Central.

## Q: How do we find out more information about The Mary Kay Foundation<sup>SM</sup> and the grants that are awarded to women's shelters each year?

**A:** Grants are awarded to women's shelters across the country whose mission it is to make a difference in the lives of those personally touched by domestic violence. Shelter grant applications are available on [www.marykayfoundation.org](http://www.marykayfoundation.org) from Jan. 2 to June 30 each year. Grant recipients are announced in the fall to coincide with National Domestic Violence Awareness Month in October.



## Mary Kay said it best

*“Be a giver, not a getter. Seek for the good in everyone and everything. Do at least one good deed every day, one that you don't have to do.”*

## april dates to remember

**1** Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month.

Good Friday. Company holiday.  
All Company and branch offices closed.

**6**

**8** Online Independent Sales Director-in-Qualification Commitment Form available beginning 6 a.m. Central time.

Last day to participate in the Mary Kay Global Month of Service.

Seminar 2012 Priority Registration opens.  
See details on the Mary Kay InTouch® website.

**9**

Spring 2012 Preferred Customer Program<sup>SM</sup> mailing of the Month 2 mailer begins. (Allow 7-10 business days for delivery.)

**10** Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until midnight Central time.

Summer 2012 Preferred Customer Program<sup>SM</sup> online enrollment for *The Look*, including exclusive samplers (while supplies last), and Month 2 mailer begins.

**16**

**27** Last day of the month for Independent Beauty Consultants to place telephone orders (until 10 p.m. Central time).

Seminar 2012 Priority Registration ends.

**30**

Last day of the month for Independent Beauty Consultants to place online orders (until 9 p.m. Central time).

Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail or dropped off at the branches must be received by 7 p.m. local time to count toward this month's production.

Online Independent Beauty Consultant Agreements accepted until midnight Central time.

## SPECIAL EVENTS NOTE

Now is the time to start planning and saving to attend Seminar 2012! Imagine yourself in the spotlight and being recognized for achieving your awesome Seminar 2012 goals!





# InsideTHIS ISSUE



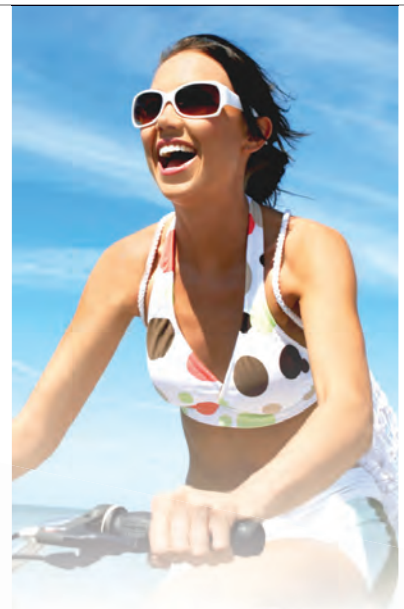
## 16 PINK RELIEF

Independent Future  
Executive Senior Sales  
Director Kristin Rogers  
and her unit deliver  
Mary Kay® products to  
Alabama tornado victims.

# 7

## SAFE SUNNING

Mary Kay® sun care  
products get new  
packaging, labeling and  
some increased sun  
protection for customers.



## NEW WAY TO MARY KAY

With a new Starter Kit Bag,  
updated selling tips and  
tools and enhanced  
Company support,  
there's never been  
a better time to start  
a Mary Kay business!



# 4

find it online: check out the **new and improved** Mary Kay InTouch®

**dare  
to Dream!**  
seminar 12

MARY KAY®  
**MAKEOVER  
contest**  
Get Beautiful. Give Back.



### SEMINAR 2012 PRIORITY REGISTRATION

Seminar priority registration takes  
place April 9 – 30. Qualifiers will receive  
an email letting them know when to  
register for this rockin' celebration!

### MARY KAY® MAKEOVER CONTEST

Remind your customers to book a makeover  
with you and enter the Mary Kay® Makeover  
Contest between April 4 and June 4 for their  
chance to get beautiful and give back.

### 2011 TAX ESSENTIALS

Do you have questions about federal  
income taxes as they relate to your  
Mary Kay business? Check out the  
2011 *Tax Essentials* guide under  
**Resources > Tax.**

### GLOBAL MONTH OF SERVICE

Be part of something great this year in honor of Inter-  
national Women's Day. One by one we are volunteering  
in our community, and we want you to take part in our  
goal of 1 million service hours. Enter service hours and  
have your contribution reflected in the global count!

**Applause® Magazine Team:** EDITOR-IN-CHIEF: LAURA RIVERA MANAGING EDITOR: ALESIA RITENOUR WRITER/EDITOR: ELIZABETH WOLOWICZ ART DIRECTOR: LIZ LEDESMA ACCOUNT MANAGERS: NICOLE WILLIAMS, ANITA HAYS SENIOR EDITOR: JUANITA ALVAREZ SPANISH MANAGING EDITOR: MARGARITA HERNÁNDEZ CONTRERAS ART PRODUCER: SHARILYN GETZ SENIOR PRINT PRODUCER: JAN JONES CONSULTANT COMMUNICATIONS ASSISTANT: LIZ ESCALANTE SENIOR GRAPHIC DESIGN/PRODUCTION ARTISTS: RENÉE PEISER, PATTI CASAMASSIMA PROOFREADERS: PEGGY MEADOR, KIM ROLLINGS CONTRIBUTING WRITER: COLETTE REED HARMON

# The Art of Nature Collection

With an earth-inspired color palette, this bold collection reinterprets the beauty of coral reefs, canyon rocks and the richness of the rainforest. Winter's elegant hues give way to spring's glowing colors. It's a time to embrace nature's elements and find style in simplicity.

With the **limited-edition\*** Mary Kay® **The Art of Nature Collection**, important fashion elements of abstract art meld with the latest innovations in nature-enriched beauty.

The exclusive artwork created by Mary Kay's own **Jean-Paul Khabbaz** was transformed into the fabric for the Mary Kay® Zip Clutch.

**Your customers will love spring's nature-inspired colors!** You're a trusted resource to:

- Offer style and industry knowledge.
- Secure your role as a beauty adviser. (Your expertise helps them find the latest products.)
- Find exciting new ways to introduce color products all year!

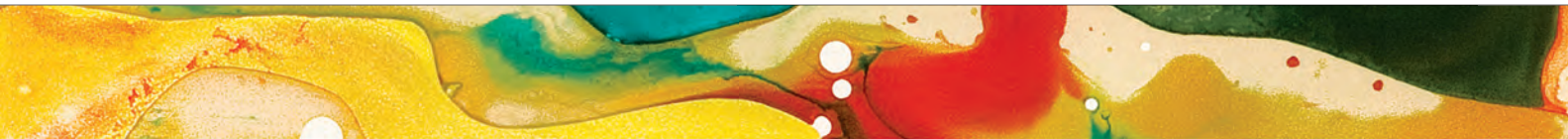
Watch for the NEW 2012 Spring/Summer *Mary Kay® Trend Report* as advertised in the May issue of *People en Español* and *People StyleWatch*, which hit newsstands April 6 and April 13, respectively!



Inspired by the calming gleam of the ocean, limited-edition\* **Mary Kay® Dual Lip Glaze** instantly moisturizes lips with a high-shine finish. With soothing botanicals like aloe, shea butter and safflower oil, the gloss glides on smoothly, leaving lips feeling soft and protected. The unique tube-in-tube design contains a clear gloss in the outer tube and rich color in the center that give lips a glass-like finish.

LIMITED-EDITION\* **\$14** each  
Mary Kay® Dual Lip Glaze





Purchase the fashionable Mary Kay® Zip Clutch for **\$5** suggested retail when you purchase at least \$40 suggested retail or more in limited-edition\* Mary Kay® The Art of Nature Collection items. *Offer good while supplies last.*



With colors borrowed from mountain peaks to the ocean floor, limited-edition\* **Mary Kay® Fluid Eye Color** feels velvety-soft and applies effortlessly with a brush-tip applicator to create a crease- and smudge-proof long-lasting look. Contains good-for-you botanicals, aloe, shea butter and avocado butter.

LIMITED-EDITION\* Mary Kay® Fluid Eye Color **\$15** each



## new AND improved BOTTLE DESIGN



lava



crushed pearl

Rich and intense, these stay-true shades of limited-edition\* **Mary Kay® Nail Lacquer** bring the presence of nature to everyday life to complete your look.

LIMITED-EDITION\* **\$9** each  
Mary Kay® Nail Lacquer

LIMITED-EDITION\* Mary Kay®  
Base Coat/Top Coat **\$9**



base coat/top coat

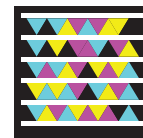
*“The focus for transforming the Spring 2012 Trend Collection into art was to create an abstract interpretation of inspiration from coral reefs and movement from the sea, organic shapes and botanicals, along with incorporating metallics with pops of brights. The end result was a fluid design with depth and color, capturing the true essence of the trend.”*



**Jean-Paul Khabbaz, Senior Art Director, Corporate Brand Marketing**, created the artwork used to design the fabric for the Mary Kay® Zip Clutch.

### SCAN TO WATCH A VIDEO ON THE ART OF NATURE

1. Download the free TagReader app at <http://gettag.mobi>
2. Scan this code with your phone.
3. Watch this video for product information and more!



# New Day, **NEW WAY** to Mary Kay



# W

e're taking Mary Kay from great to grand by introducing a fresh and easy approach to running a Mary Kay business! We traveled around the country speaking to independent sales force members, and we learned a lot about challenges facing new Independent Beauty Consultants today.



## OUR BIG TAKEAWAY – KEEP IT **fun and simple,**

*offer more sampling options and help a new independent sales force member start earning money right away.*

*Of equal importance – encourage, inspire and reaffirm her decision to start her Mary Kay business. Message received!*

*We're launching a new, beautiful Starter Kit Bag, along with revamped selling tips and tools and enhanced company support – all in an effort to help make it easier for her to be successful right away and feel important and valued. We want to cheer her on and support her every step of*

*the way as she begins her Mary Kay business. It's a simple business with a proven track record, and now's a great time to get started and start earning money!*

**New**  
Independent  
Beauty Consultants  
who signed their Mary Kay  
Agreements in January or  
February 2012 can purchase  
the Mary Kay® Starter Kit Bag  
(contents not included)  
and the Start Something  
Beautiful DVD  
for \$20.





## Women love choices.

We recognize that everyone is unique. That's the idea behind our **NEW Ready, Set, Sell!** Customized Bonus Bundles that offer her product bonus choices once she's placed a qualifying order. (Go to Mary Kay InTouch® for details.) We're introducing **5 NEW BUNDLES** to choose from, so there's something for everyone.

She also will receive her BizBuilder Bucks credit that can be applied to her next qualifying order.

To keep her momentum and excitement levels going, she'll get personal notes along the way and a motivational CD in her second order.



## First Steps

She also will see enhancements to the First Steps program on Mary Kay InTouch®, our online source for Independent Beauty Consultants. We know starting anything new can be overwhelming. That's why we

whittled down to the basics to give her step-by-step information and limited-time offers specific to her needs as a new Independent Beauty Consultant. As she grows in her Mary Kay business, she will find more online resources and options at her fingertips.



**Mary Kay has one of the highest income-earning percentages in the industry!**

As the Company moves toward its goal of empowering

**3 Million**

Independent Beauty Consultants by the end of 2013 (our 50th anniversary), it's important to

**keep the opportunity fun AND APPEALING.**

Mary Kay is committed to the success of each woman by offering great products, effective educational tools, flexibility and support.

## The **FIRST YEAR** in the life of a **NEW Mary Kay INDEPENDENT BEAUTY CONSULTANT**

- Signs her Independent Beauty Consultant Agreement.
- Receives the new Starter Kit Bag. She's now equipped and empowered to get started and make the most of her new Mary Kay business.
- Has access to improved Mary Kay InTouch® – First Steps. Places initial order and gets new bonuses allowing her to choose products she prefers (plus, she earns BizBuilder Bucks credit toward her next qualifying order).

### She receives:

- A Company "thank-you" card with her first order. Receives subsequent email messages, including tips for her early business achievements to cheer her along the way.
- A free motivational CD with second order.
- Postcards encouraging her with quick tips and easy actions.
- Company messages throughout the year encouraging her to build her customer base.
- On her first anniversary, receives a gift as a reward for achieving her first successful year in her Mary Kay business.

# start something beautiful!

Calling All Fashionistas! The stylish Starter Kit Bag is sure to turn heads. Reminiscent of classic bags by top fashion houses, it features a quilted print on faux leather with an ivory pocket and handles. A filigree-patterned caddy is included with adjustable compartments inside and mesh pockets outside for flexibility and ease.

Now it's easier than ever to hit the ground running and start earning money, and you'll definitely look the part!

## WHAT'S NEW

At \$100, the Mary Kay® Starter Kit Bag, packed with retail-sized products to sample, samplers and sales tools, is a great value – and still priced the same as it was in 1990!



This filigree-patterned caddy fits inside the Starter Kit Bag.

### a Start Something Beautiful DVD

Provides inspiration, education and how-to-get-started information. Includes new skin care party education videos, simple suggested selling dialogues, product videos and more.

### b Revised Beauty Book and new Instructor's Guide

Need help with a sales presentation? Provides step-by-step instruction for skin care classes. (*Instructor's Guide* replaces the Flip Chart and contains the same great suggested dialogues in an updated, easy-to-use format.)

### c Start Earning Now magazine

Even more comprehensive with a checklist, worksheets, startup dialogues and easy-to-follow information on topics relevant to new Independent Beauty Consultants.

### d Samplers!

Trying is buying. Experience success using these new samplers of Mary Kay® NouriShine Plus™ Lip Gloss, TimeWise® Micro-dermabrasion Set, Mary Kay® Botanical Effects™ and other great product samplers.

**Miracles Happen.** Look out world! Be inspired by this influential businesswoman and be ready to blaze a trail after reading Mary Kay Ash's best-selling autobiography.

**Business cards.** Use the temporary cards to make connections right away. Plus, new team members can purchase a specially priced business kit via MKConnections®.



# PRACTICE safe sunning.

Mary Kay®  
sun care  
products get  
**NEW**

packaging,  
labeling and  
some increased  
sun protection  
for customers.

Sunny days are here again (or almost here), so now's a great time to remind your customers about sun protection using Mary Kay® sun care products.

And beginning with the March 16 Consultant order form, you'll notice increased SPF in some Mary Kay® sun care products, plus rebranded and updated packaging on all Mary Kay® products that carry an SPF. These changes – many now required by the FDA – are designed to give consumers a better understanding of the sun protection they're getting and take the guesswork out of reading sunscreen labels.

## What changed?

- Under the new FDA regulations, the terms **sunblock**, **waterproof**, **sweat-proof** and **all-day protection** are no longer allowed on sunscreen labeling. These terms may be misleading to consumers. (Mary Kay® sun care products did not previously include any of these terms.)
- **Products that protect against ultraviolet A (UVA) and ultraviolet B (UVB) rays can now be labeled Broad Spectrum.** This helps consumers easily evaluate the type of protection a sunscreen provides.

## When do labeling changes take effect?

While sunscreen companies have one year to comply, Mary Kay is initiating its new packaging now.

## What does this mean for Mary Kay® sun care?

Name changes and new packaging for:

- Mary Kay® Sun Care Sunscreen Broad Spectrum SPF 30\*
- Mary Kay® Sun Care Subtle Tanning Lotion (offers no sun protection)
- Limited-edition\*\* Mary Kay® Sun Care After-Sun Replenishing Gel (offers no sun protection)
- Mary Kay® Sun Care Lip Protector Sunscreen Broad Spectrum SPF 15\*
- TimeWise Body™ Hand and Décolleté Cream Sunscreen Broad Spectrum SPF 15\* (Available on the June 16 Consultant order form.)
- Mary Kay® Tinted Moisturizer Sunscreen Broad Spectrum SPF 20\*
- MKMen® Moisturizer Sunscreen Broad Spectrum SPF 25\* (Available on the June 16 Consultant order form.)

## Increased sun protection, name changes and new packaging for:

- TimeWise® Day Solution Sunscreen Broad Spectrum SPF 35\* (formerly SPF 25\*)
- TimeWise® Age-Fighting Moisturizer Sunscreen Broad Spectrum SPF 30\* (formerly SPF 15\*)
- Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15\*

## Can I sell through my existing Mary Kay® sun care inventory?

Yes, while packaging changes are necessary for FDA compliance, your inventory with previous packaging will not become obsolete.



\*Over-the-counter drug product  
\*\*Available while supplies last

# Recognition

Congratulations to the winners for December 2011

## Top NSDs Year-to-Date

Pictured here are the top 10 NSDs year-to-date.



Barbara Sunden Carol Anton Karen Piro Lisa Madson Gloria Mayfield Banks Kathy Helou Jan Harris Anita Mallory Garrett-Roe Gloria Castaño Pat Danforth

## On-Target Inner/Diamond/Gold Circle

Independent National Sales Directors become members of the Gold Circle when they earn \$125,000 or more; members of the prestigious Diamond Circle when they earn \$200,000 or more; and a member of the exclusive Inner Circle when they earn \$325,000 or more in "NSD commissions" during the Seminar contest period. (NSD commissions are comprised of commissions earned on the wholesale production of first-, second-, and third-line offspring units; Top 10 fourth-line and beyond; Elite Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for December 2011, NSD bonuses for Star Consultants and NSD commissions earned on all foreign countries for November 2011.) These "NSD commissions" are used to determine NSD ranking for a Seminar year. Congratulations to the following NSDs who are considered on-target from July 1 through Dec. 31, 2011.

### On-Target for \$1,050,000 Inner Circle

Barbara Sunden.....\$544,291.91

### On-Target for \$500,000 Inner Circle

Carol Anton .....\$266,669.53  
Karen Piro .....261,836.57  
Lisa Madson.....256,757.43  
Gloria Mayfield Banks.....256,418.08  
Kathy Helou.....255,207.23

### On-Target for \$450,000 Inner Circle

Jan Harris.....\$246,913.43  
Anita Mallory Garrett-Roe.....227,303.56

### On-Target for \$400,000 Inner Circle

Gloria Castaño.....\$205,966.52

### On-Target for \$350,000 Inner Circle

Pat Danforth.....\$191,287.80  
Cheryl Warfield.....190,963.71  
Sonia Páez.....185,766.74  
Karlée Isenhardt.....175,383.71

### On-Target for \$325,000 Inner Circle

Sherry Windsor.....\$173,609.22  
Cindy Williams.....166,285.82  
Sue Kirkpatrick.....164,381.97

### On-Target for \$300,000 Diamond Circle

Debi Moore.....\$158,885.58  
Halina Rygiel.....152,523.79

### On-Target for \$250,000 Diamond Circle

Sherry Windsor.....\$149,980.46  
Patricia Rodríguez-Turker.....146,311.37  
Lupita Ceballos.....145,783.62  
Pamela Waldrup Shaw.....141,876.48  
Judie McCoy.....133,444.17  
Jackie Swank.....130,063.28  
Mary Diem.....126,252.74  
Dacia Wiegandt.....125,646.76

### On-Target for \$200,000 Diamond Circle

Shirley Oppenheimer.....\$124,420.96  
SuzAnne Brothers.....123,661.64  
Linda Toupin.....120,739.25

Shannon Andrews.....119,174.47  
Anita Tripp Brewton.....118,169.73  
Julianne Nagle.....117,262.28  
Diane Underwood.....114,827.75  
Kerry Buskirk.....113,392.30  
Pamela Fortenberry-Slate.....112,288.66  
Mary Estupiñán.....111,478.78  
Dayana Polanco.....111,474.26  
Ronnie D'Esposito Klein.....111,127.91  
Sandy Miller.....109,651.96  
Auri Hatheway.....108,234.26  
Jeanne Rowland.....102,885.47

### On-Target for \$150,000 Gold Circle

Sandy Valerio.....\$98,796.22  
Cindy Fox.....98,776.84  
Maria Monarrez.....98,395.75  
Rebecca Evans.....97,780.21  
Kay Elvrum.....97,572.45  
Cyndee Gress.....97,272.11  
Nancy Bonner.....97,258.92  
Julie Krebsbach.....96,717.93  
Lily Orellana.....93,398.49

Maureen Ledda.....92,369.53  
Jamie Cruse-Vrinios.....91,877.87  
Connie Kittson.....91,783.45  
Yvonne Lemmon.....91,513.82  
Dalene Hartshorn.....90,363.94  
Sara Pedraza-Chacón.....90,112.02  
Lisa Allison.....89,727.57  
Consuelo Prieto.....88,777.86  
Lise Clark.....88,126.60  
Jan Thetford.....85,677.17  
Tammy Crayk.....85,147.79  
Vivian Diaz.....84,822.92  
Mayuli Rolo.....84,403.47  
Elizabeth Fitzpatrick.....84,197.35  
Valerie Bagnol.....82,059.50  
Lise Clark.....81,675.45  
Pam Ross.....81,192.51  
Mona Butters.....81,038.67  
Anabell Rocha.....79,674.08  
Kristin Myers.....79,547.96  
Alia Head.....78,185.95  
Wilda DeKerlegand.....77,775.85  
Janet Tade.....77,773.38

Joanne Bertalan.....77,685.89  
Davanne Moul.....75,569.18  
Gloria Báez.....75,237.18

### On-Target for \$125,000 Gold Circle

Judy Brack.....\$74,530.08  
Pam Klickna-Powell.....74,085.77  
Kate DeBlander.....73,864.51  
Shirley Oshiro.....72,814.61  
Monique Todd Balboa.....72,636.07  
Cathy Bill.....72,033.60  
Miriam Gómez-Rivas.....71,225.42  
Michelle Sudeth.....69,804.02  
Sharon Buck.....68,923.10  
Lynne Holliday.....68,514.02  
Janis Z. Moon.....68,408.97  
Alma Orrostieta.....68,161.61  
Judy Kawiecki.....67,056.42  
Jeanie Martin.....66,376.31  
Scarlett Walker-Simpson.....65,500.10  
Kirk Gillespie.....65,199.74  
Linda Kirkbride.....64,890.10  
Ada García-Herrera.....63,041.41

## Monthly Commissions and Bonuses

Listed are NSD commissions above \$10,000 earned in December by Independent National Sales Directors as defined above **plus** the following which do not count toward NSD ranking: Sales Director commissions, Personal Team commissions and NSD contest bonuses. Cars, prizes, etc., are **not** included in these amounts.

### Pearl

1. Jan Harris\*\*.....\$49,181  
2. Cheryl Warfield\*\*.....44,949  
3. Pamela Waldrup Shaw.....41,204  
4. Cindy A. Williams.....38,935  
5. Stacy I. James.....37,259  
6. Halina Rygiel.....25,872  
7. Julie Krebsbach.....24,753  
8. Anita Tripp Brewton\*.....24,350  
9. Monique Todd Balboa.....21,569  
10. Kristin Myers.....21,088  
11. Lisa Allison.....21,049  
12. Maureen S. Ledda\*.....20,346  
13. Mary C. Estupiñán\*.....20,264  
14. Lise T. Clark\*.....20,179  
15. Sandy Miller\*.....20,044  
16. Jackie Swank\*.....18,274  
17. Nancy Bonner\*.....17,510  
18. Elizabeth Fitzpatrick\*.....17,093  
19. Jeanie Martin.....16,454  
20. Kathy C. Goff-Brummett.....15,771  
21. Wilda DeKerlegand\*.....15,002  
22. Alma Orrostieta.....14,850  
23. Anabell Rocha.....14,806  
24. Linda Kirkbride.....14,766  
25. Shirley M. Oshiro.....14,665  
26. Bett Vernon.....14,491  
27. Glinda McGuire\*.....14,395  
28. Judy Brack.....14,350  
29. Deb Pike.....14,109  
30. Barbara Stimach\*.....14,015  
31. Cathy E. Littlejohn.....13,970  
32. Maureen Myers.....13,423  
33. Holli Lowe.....12,497

34. Pat Campbell.....12,325  
35. Robin Rowland.....12,309  
36. Lynda Jackson\*.....11,853  
37. Sylvia Kalicak.....11,827  
38. Jane Studrawa.....11,372  
39. Kathy Jones.....11,102

### Diamond

1. Barbara Sunden\*\*\*.....\$97,381  
2. Lisa Madson.....66,090  
3. Anita Mallory Garrett-Roe\*\*.....50,404  
4. Patricia Rodríguez-Turker\*\*.....37,842  
5. Sonia Páez\*\*.....37,125  
6. Dayana Polanco.....32,699  
7. Linda C. Toupin.....30,458  
8. Diane Underwood.....28,441  
9. Gloria Castaño\*\*\*.....28,109  
10. Mary Diem\*.....26,037  
11. Connie A. Kittson.....22,094  
12. Vivian Diaz.....18,866  
13. Dalene Hartshorn.....18,682  
14. María Monarrez.....17,872  
15. Ada García-Herrera.....14,570  
16. Juanita Gudiño.....14,142  
17. Mayuli Rolo\*.....13,898  
18. Isabel Venegas.....12,932  
19. María Flores.....12,844  
20. Betty Gilpatrick.....12,642  
21. Rosibel Shahín\*.....11,192  
22. Diana Heble.....10,594  
23. Evelinda Diaz\*.....10,201

### Ruby

1. Carol Anton\*\*.....\$56,209  
2. Sue Kirkpatrick\*.....37,388

3. Pat Danforth\*.....36,233  
4. Karlée Isenhardt\*.....28,886  
5. Rebecca Evans\*.....26,692  
6. Cyndee Gress.....24,540  
7. Ronnie D'Esposito Klein\*.....24,007  
8. Pam Ross\*.....23,828  
9. Shirley Oppenheimer\*.....23,287  
10. Michelle L. Sudeth\*.....21,921  
11. Terri Schafer.....20,399  
12. Judy Kawiecki.....19,361  
13. Pamela A. Fortenberry-Slate\*.....17,911  
14. Jeanne Rowland\*.....16,027  
15. Janis Z. Moon.....15,715  
16. Gena Rae Gass.....15,252  
17. Kirk Gillespie.....15,156  
18. Bea Millslage.....14,969  
19. Lynne G. Holliday.....14,807  
20. Jo Anne Barnes.....14,491  
21. Kelly McCarroll.....13,959  
22. Toni A. McElroy.....13,380  
23. Vicki Jo Auth.....12,248  
24. Kate DeBlander.....11,806  
25. Cindy Z. Leone.....11,502  
26. Kimberly R. Copeland.....11,280  
27. Scarlett S. Walker-Simpson\*.....10,955  
28. Thea Elvin.....10,640  
29. Gay Hope Super.....10,288

### Sapphire

1. Karen Piro\*\*.....\$55,541  
2. Judie McCoy\*.....35,986  
3. Shannon C. Andrews\*.....32,750  
4. Lupita Ceballos\*\*.....27,562  
5. Dawn A. Dunn.....23,644  
6. Sandy Valerio.....22,900

7. Julianne Nagle\*.....20,560  
8. Tammy Crayk.....20,385  
9. Valerie J. Bagnol\*.....20,260  
10. Joy L. Breen.....18,868  
11. Pam Klickna-Powell.....18,711  
12. Jan L. Thetford.....17,742  
13. Pam I. Higgs.....17,452  
14. María Guadalupe Diaz.....17,202  
15. Sharon L. Buck.....16,868  
16. Sherri L. Steinman.....16,513  
17. Davanne D. Moul\*.....16,330  
18. Alia L. Head.....16,228  
19. Sara Pedraza-Chacón\*.....15,862  
20. Kimberly D. Starr.....15,205  
21. Gillian H. Ortega.....14,617  
22. Nancy A. Moser.....14,217  
23. Diana Sumpter.....14,169  
24. Paola Ramírez.....13,635  
25. Gloria Báez\*.....13,272  
26. Kendra Crist Cross.....13,220  
27. Debra M. Wehrer.....13,070  
28. María Aguirre.....12,718  
29. Karen B. Ford.....12,683  
30. Charlotte G. Kosena.....11,554  
31. Brigit L. Bridle.....11,290  
32. Lorraine B. Newton.....11,045  
33. Maribel Barajas.....10,919  
34. Magdalena Nevárez\*.....10,171

### Emerald

1. Gloria Mayfield Banks\*\*\*.....\$75,768  
2. Kathy S. Helou\*.....54,020  
3. Debi R. Moore\*.....36,132  
4. Auri Hatheway.....31,183

5. Sherry Windsor\*\*.....29,493  
6. Yvonne S. Lemmon.....26,076  
7. Dacia Wiegandt\*.....25,542  
8. SuzAnne Brothers\*.....24,981  
9. Kay E. Elvrum.....23,978  
10. Jamie Cruse-Vrinios.....23,753  
11. Kerry Buskirk\*.....22,129  
12. Cindy Fox\*.....22,057  
13. Lily Orellana.....19,148  
14. Mona Butters.....18,364  
15. Janet Tade\*.....17,243  
16. Brenda Segal\*.....17,035  
17. Pamela Tull.....17,022  
18. Cathy Bill\*.....16,229  
19. Dawn Otten-Sweeney.....15,380  
20. Joanne R. Bertalan\*.....15,256  
21. Consuelo R. Prieto\*.....14,186  
22. Kym A. Walker\*.....13,360  
23. Kathy Rodgers-Smith.....13,051  
24. Sabrina Goodwin Monday.....13,034  
25. Jackie LaPrade.....12,865  
26. Miriam Gómez-Rivas.....12,457  
27. Morayma Rosas.....11,296  
28. Crisette M. Ellis.....11,264  
29. Sherry A. Alexander.....10,945  
30. Cristi Ann Millard.....10,887  
31. Barbara Whitaker.....10,573  
32. Esther Whiteleather.....10,495  
33. Shelly Gladstein.....10,451

\*\*Denotes Senior NSD

\*\*\*Denotes Executive NSD

\*\*\*Denotes Elite Executive NSD



# Recognition

## Commission Circle

Independent Sales Directors who earned the top 100 commissions and bonuses in each Seminar area in December 2011. Names in **bold print** are those who earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission.

### Pearl

|                            |             |
|----------------------------|-------------|
| Kim McClure                | \$22,963.66 |
| Roya Marie Mattis          | 15,180.42   |
| Lia Rene Carta             | 14,665.93   |
| Amie N. Gambolan           | 13,752.75   |
| Julia Sander Burnett       | 13,660.41   |
| Nicole J. Canamare         | 12,451.45   |
| Cindy Machado-Flippen      | 12,408.23   |
| Tammy A. Vavala            | 12,093.58   |
| Jeanie K. Navrkal          | 12,025.70   |
| Leah Michelle Lauchlan     | 11,871.93   |
| Carrie V. Eddings-Foster   | 11,655.60   |
| Dorothy D. Boyd            | 11,539.69   |
| Janice Baxter Hull         | 11,445.86   |
| Christi G. Campbell        | 11,337.43   |
| Marlye Durrer              | 11,265.84   |
| Crystal June Trojanowski   | 11,075.68   |
| Nicki Piccirilli           | 10,920.27   |
| Nadine Bowers              | 10,706.69   |
| Patti Cornell              | 10,570.33   |
| Patty Webster              | 10,459.82   |
| Lisa Olivares              | 10,419.32   |
| Shelley Eldridge           | 10,396.60   |
| Katherine Mirkes Ward      | 10,394.97   |
| Anne Geertsen              | 10,230.65   |
| Shauna Lynn Abbotts        | 10,224.52   |
| Evelyn Pirhalla            | 10,131.44   |
| Amy Kemp                   | 9,996.07    |
| Patty J. Olson             | 9,963.78    |
| Cindy S. Koenig            | 9,819.54    |
| Amy Kirell                 | 9,816.87    |
| Sally Moreno               | 9,755.09    |
| Susan Moore                | 9,721.35    |
| Jr Shuler                  | 9,699.64    |
| Hazel White                | 9,594.76    |
| Amy Stokes                 | 9,570.82    |
| Diane M. Detesco           | 9,563.93    |
| Rachael M. Bullock         | 9,480.52    |
| Kelita Powell              | 9,398.43    |
| Gail Landrum-Johns         | 9,384.26    |
| Peggy Matish               | 9,291.65    |
| Brenda Stafford            | 9,174.53    |
| Rebecca Milligan           | 9,137.85    |
| Michele Salisbury Rankin   | 9,042.35    |
| Tammy Brown                | 9,032.98    |
| Debbie A. Thomas           | 8,999.89    |
| Sherry L. Fields           | 8,986.72    |
| Maria Claxton-Taylor       | 8,978.26    |
| Ella M. Chick-Power        | 8,946.92    |
| Laurie Travis Plyler       | 8,895.22    |
| Kathy Eckhardt             | 8,843.95    |
| Tina M. Dees               | 8,839.26    |
| Tracey L. Chavez           | 8,798.86    |
| Melissa Hamby              | 8,783.80    |
| Terri Clift-Irwin          | 8,652.38    |
| Sylvia Limon Martinez      | 8,641.23    |
| Stacey Craft               | 8,617.53    |
| Blythe Jolee Egbert        | 8,587.44    |
| Menina M. Givens           | 8,560.65    |
| Kathryn L. Engstrom        | 8,553.10    |
| Jaime Marie Bittner        | 8,543.70    |
| Denise E. Crosby           | 8,535.07    |
| Mia J. Mason Taylor        | 8,423.26    |
| Judy Gieson                | 8,409.14    |
| Richelle V. Barnes         | 8,385.18    |
| Barbara R. Johnson         | 8,383.81    |
| R. Sue Miller              | 8,378.86    |
| Penny J. Jackson           | 8,359.74    |
| Amy C. Schule              | 8,297.59    |
| Maureen Shipp              | 8,297.01    |
| Betsy C. Richard           | 8,188.78    |
| Audrey L. Detesco-Nickell  | 8,183.51    |
| Heather Marie Erbe         | 8,172.99    |
| Ingra Williams             | 8,154.64    |
| Judi Tapella               | 8,139.54    |
| Donna Stephano             | 8,129.72    |
| Adrianne M. Detesco        |             |
| Morales                    | 8,119.03    |
| Beverly Taylor             | 8,081.35    |
| Lynn K. Henry              | 8,013.52    |
| Nadine H. Huckabee-Stanley | 7,993.97    |
| Betty B. Lucido            | 7,972.84    |
| Becki Hackett              | 7,959.66    |
| Christina Lynn Frantz      | 7,947.38    |
| Charlene Grubbs            | 7,875.56    |

|                        |          |
|------------------------|----------|
| Diane Heckathorne      | 7,864.57 |
| Ruthie Brette-Mount    | 7,830.87 |
| Nedra Ruby White       | 7,830.09 |
| Beth H. Piland         | 7,697.32 |
| Gina Beck              | 7,663.94 |
| Ashley O. Brooker      | 7,608.92 |
| Shari M. Kirschner     | 7,602.37 |
| Angela P. LaFrance     | 7,601.67 |
| Kathy Ahlwardt         | 7,583.25 |
| Sandy Kay Gant         | 7,567.02 |
| Kim Deel               | 7,557.79 |
| Evelyn Hill            | 7,554.02 |
| Mary E. Feikies        | 7,550.59 |
| Carmen J. Felix        | 7,506.22 |
| Stephanie Wilburn Rice | 7,499.87 |
| Breanne Bechard        | 7,487.59 |

### Diamond

|                          |             |
|--------------------------|-------------|
| LaRonda Daigle           | \$16,568.75 |
| Susan M. Hohlmann        | 14,899.43   |
| Karime Rosas             | 14,079.19   |
| Mary Strauss             | 14,016.12   |
| Andrea Whitcomb          | 13,971.77   |
| Marsha Morrisette        | 13,782.57   |
| Lisa Rada                | 13,747.67   |
| Priscilla McPheeters     | 13,711.77   |
| Elizabeth B. Muna        | 13,478.56   |
| Kristin Jenae Rogers     | 12,865.72   |
| Irene Olebara            | 12,826.58   |
| Julie Schlundt           | 12,691.63   |
| Tawnya Krempges          | 12,571.93   |
| Julie Neal               | 12,563.88   |
| Heidi Goelzer            | 12,443.85   |
| Melinda M. Balling       | 12,263.49   |
| Amelia B. Kemogne        | 11,858.54   |
| Sheryl Peterson          | 11,467.30   |
| Martha Kay Ralfe         | 11,329.57   |
| Deborah Dudas            | 11,315.35   |
| Amy Allgood              | 11,237.16   |
| Diane L. Mentiply        | 11,218.15   |
| Tokunboh S. Oyenuga      | 11,085.40   |
| Terri J. Beckstead       | 10,977.98   |
| Delmi Cristina Santos    | 10,904.97   |
| Heather Rachel Catchpole | 10,854.89   |
| Alicia Kingley-Lokal     | 10,850.93   |
| Stephanie A. Richter     | 10,841.64   |
| Carol Lee Johnson        | 10,811.30   |
| Ruth L. Everhart         | 10,769.65   |
| Ana X. Solis             | 10,758.01   |
| Barbara E. Roehrig       | 10,743.97   |
| Virginia Rowell          | 10,693.55   |
| Nicki R. Hill            | 10,576.99   |
| Susan M. McCoy           | 10,516.20   |
| Rose Rodriguez-Capone    | 10,462.53   |
| Linda T. Cartiglia       | 10,455.07   |
| Susie Kopacz             | 10,388.96   |
| Cecilia C. James         | 10,359.50   |
| Mairley Lopez            | 10,353.68   |
| Nancy Ashton             | 10,274.20   |
| Jill D. Davis            | 10,222.64   |
| Nancy Fox Castro         | 10,221.73   |
| Nancy Polish Dove        | 10,160.02   |
| Celeste Pichardo         | 10,081.42   |
| Maritza Estela Gonzalez  | 10,056.19   |
| Mary Jacobson            | 10,034.38   |
| Stephanie Audino         | 9,959.67    |
| Brenda K. Howell         | 9,931.32    |
| Petie L. Huffman         | 9,851.10    |
| Heather M. Julson        | 9,814.47    |
| Karen M. Bonura          | 9,728.33    |
| Lisa Peterson            | 9,641.50    |
| Bianny Fabiola Ramirez   | 9,638.11    |
| Betty Kendrick           | 9,591.95    |
| Melissa R. Hennings      | 9,575.52    |
| Evitelia Valdez-Cruz     | 9,566.28    |
| Donna J. Saguto          | 9,416.13    |
| Shelly Palen             | 9,370.34    |
| Marlaena Boquin          | 9,269.48    |
| Christine Wittmann       | 9,264.44    |
| Carolyn Thompson         | 9,264.44    |
| Kathy M. Viola           | 9,232.27    |
| Mariann Biase Mason      | 9,138.61    |
| Kim A. Messmer           | 9,114.59    |
| Sandy Griffith           | 9,035.11    |
| Debra Allison            | 8,989.07    |
| Maricarmen Gonzalez      | 8,965.60    |
| Judy K. Johnson Englund  | 8,935.38    |

|                           |          |
|---------------------------|----------|
| Lila DeWeber              | 8,923.39 |
| Rhonda Jean Taylor        | 8,876.38 |
| Lisa A. Stengel           | 8,841.88 |
| Allinay Prado             | 8,839.02 |
| Gerri Anne Morris         | 8,681.22 |
| Lisa A. Raupp             | 8,644.58 |
| Beth Brinkley             | 8,625.56 |
| Bisola Gbadamosi          | 8,605.66 |
| Sharon B. Carney-Wright   | 8,601.54 |
| Robin S. Lantz            | 8,578.45 |
| Shelley Olson             | 8,508.10 |
| Mary Kathryn King         | 8,484.21 |
| Alicia Borkowska-Sattler  | 8,425.42 |
| Martha Brown              | 8,367.09 |
| Mary Beissel              | 8,350.85 |
| Maggie Rader              | 8,336.95 |
| Julie Danskin             | 8,335.06 |
| Lou Cinda Utley           | 8,324.79 |
| Pat A. Nuzzi              | 8,321.65 |
| Kristen C. Spiker         | 8,318.64 |
| Judy Flummerfelt-Gerstner | 8,284.57 |
| Mary Beth Pfeifer         | 8,232.10 |
| Patricia Carr             | 8,218.32 |
| Betty Symons              | 8,194.30 |
| Janet S. Chapman          | 8,192.10 |
| Joy H. Rentz              | 8,168.15 |
| Lesley A. Bodine          | 8,157.33 |
| Donna K. Smith            | 8,139.49 |
| Charmaine Lipscomb        | 8,128.61 |
| Sandy Lasso               | 8,128.49 |
| Norma Lee Shaver          | 8,125.63 |

### Ruby

|                          |             |
|--------------------------|-------------|
| Donna Clark-Driscoll     | \$15,419.63 |
| Tina Hulsman             | 14,157.95   |
| Barbara L. Harrison      | 13,427.19   |
| Lisa Anne Harmon         | 12,011.59   |
| Michele Semper           | 11,873.37   |
| Brenda Fennell           | 11,722.11   |
| Somer Ballard Carter     | 11,584.51   |
| Laura Danielle Dyess     | 11,507.73   |
| Laura A. Kattenbraker    | 11,015.23   |
| Mary Sharon Howell       | 10,988.50   |
| Suzanne Moeller          | 10,873.19   |
| Kali DeBlander Brigham   | 10,792.43   |
| Marnie R. Yungler        | 10,695.89   |
| Cheryl O. Fulcher        | 10,679.18   |
| Rosanne Pluchino         | 10,500.23   |
| Krystal D. Downey-Shada  | 10,410.91   |
| Candace Laurel Carlson   | 10,339.20   |
| Mary Alice Dell          | 10,294.08   |
| Julie Smith              | 10,077.14   |
| Diana Gutierrez          | 9,980.97    |
| K.T. Marie Martin        | 9,939.91    |
| Thessy Nkechi Nwachukwu  | 9,855.56    |
| Corrin Cresci            | 9,660.06    |
| Kathy Monahan            | 9,569.49    |
| Debbie A. Elbrecht       | 9,559.63    |
| Judy Lund                | 9,444.84    |
| Julie Brindell Sapp      | 9,440.99    |
| Mary Lou Ardohain        | 9,440.98    |
| Sheryl K. Goins          | 9,422.88    |
| Marsha Mings             | 9,396.03    |
| Lisa Baker               | 9,388.26    |
| Candace Lyn Chambers     | 9,231.11    |
| Michelle L. Sweeder      | 9,230.69    |
| Glenda Dominguez         | 9,140.66    |
| Carmen Nunez de Valencia | 9,051.64    |
| Patti Maxwell            | 9,014.17    |
| Liz Whitehouse           | 8,996.87    |
| Diane Covington          | 8,905.69    |
| Brenda M. Teal           | 8,762.72    |
| Eleanor M. Reigel        | 8,730.00    |
| Susan C. Ehrstrom        | 8,701.91    |
| Cissy E. Warren          | 8,649.82    |
| Kerri Washington         | 8,647.78    |
| Gina M. Gildone          | 8,632.78    |
| Michelle L. Mathews      | 8,628.34    |
| Michelle M. Visco        | 8,594.83    |
| Chioma Nwosu             | 8,567.92    |
| Linda Leonard Thompson   | 8,503.75    |
| Ifeyinwa A. Okafor       | 8,483.70    |
| Bonnie Brannan           | 8,482.06    |

|                           |          |
|---------------------------|----------|
| Christy M. Cox            | 8,362.03 |
| Judie Roman               | 8,310.52 |
| Jacqueline N. Alford      | 8,289.97 |
| Jeanie Ripley             | 8,281.18 |
| Courtney Leanne Armstrong | 8,154.52 |
| Karen E. Gardner          | 8,059.45 |
| Sonya F. Goins            | 8,040.49 |
| Shelia D. Evans           | 7,862.44 |
| Deborah S. Bailie         | 7,861.15 |
| Mary L. Morgan            | 7,802.44 |
| Jeanette M. Thompson      | 7,796.01 |
| Lisa A. DeLucia           | 7,765.18 |
| Winifred Nonye Ogbunamiri | 7,719.74 |
| Dori M. Fennell           | 7,718.42 |
| Pamela O. Pruitt          | 7,718.07 |
| Suzanne Tripp-Black       | 7,695.57 |
| Karen M. Getty-Hopkins    | 7,679.33 |
| Tiffany Brooke Stout      | 7,676.88 |
| Irene Zapalac             | 7,646.28 |
| Kim W. Hansen             | 7,617.21 |
| Phuong L. White           | 7,575.87 |
| Peggy Young               | 7,565.87 |
| Gina Beekley              | 7,543.02 |
| Natalie A. Rivas          | 7,516.15 |
| Kimberly Cavarretta       | 7,515.11 |
| Juliet Igboanusi          | 7,492.15 |
| Jennifer Jean McNulty     | 7,454.94 |
| Connie A. Brinker         | 7,436.95 |
| Rose Mary Neal            | 7,430.53 |
| Annette M. Hofmann        | 7,426.57 |
| Chick Stamschror          | 7,387.03 |
| Rosalie Kuhn              | 7,386.80 |
| Laurieann Barclay         | 7,357.37 |
| Kathleen C. Savognan      | 7,356.73 |
| Janelle A. Ferrell        | 7,259.71 |
| Wanda Metzger             | 7,166.36 |
| Jennifer Farley           | 7,141.31 |
| Nancy N. Danley           | 7,114.53 |
| Lisa V. Bauer             | 7,065.13 |
| Palia A. Curry            | 7,052.60 |
| Debbly A. Nezat           | 7,049.66 |
| Stephanie Lynne Lenard    | 7,017.51 |
| Cindy Anderson            | 6,978.95 |
| Jill E. Garrett           | 6,936.61 |
| Timmi Davis               | 6,918.75 |
| Cleta Colson              | 6,903.78 |
| Lisa A. Williams          | 6,840.27 |
| Sylvia J. Cook            | 6,837.85 |
| Karen Paluga-Larson       | 6,817.23 |
| Brandy E. Richwine        | 6,815.65 |

### Sapphire

|                      |             |
|----------------------|-------------|
| Tammy Romage         | \$16,310.27 |
| Tracy Potter         | 14,709.68   |
| Tabitha A. Hallums   | 14,543.28   |
| Julie Weaver         | 14,475.24   |
| Lara F. McKeever     | 13,041.84   |
| Avelyn R. Smith      | 12,997.66   |
| Diane Bruns          | 12,809.68   |
| Kristi M. Montesana  | 12,549.91   |
| Ruby Garner          | 12,402.82   |
| Julie Mumford        | 11,906.54   |
| Debbie A. Weld       | 11,714.37   |
| Lady Ruth Brown      | 11,252.36   |
| Faith A. Gladding    | 11,039.80   |
| Kathy R. Bullard     | 10,782.79   |
| Jennifer L. Besecker | 10,662.83   |
| Sylvia Boggs         | 10,619.10   |
| Hilda Marrufu        | 10,347.58   |
| Angela D. LaFerry    | 10,279.57   |
| Monica Garcia        | 10,204.08   |
| JoAnna P. Shippe     | 10,133.25   |
| Pam Garner Moore     | 10,077.87   |
| Randi Stevens        | 9,965.96    |
| Audrey K. MacDowall  | 9,930.63    |
| Michelle Sara Moore  | 9,923.22    |
| Peggy B. Sacco       | 9,875.74    |
| Marie E. Wlamnick    | 9,859.97    |
| Natalie Reed         | 9,747.14    |
| Ann Ferrell Smith    | 9,741.06    |
| Phyllis I. Pinksner  | 9,708.08    |
| Leanne Sexton        | 9,664.22    |
| Moleda G. Dailey     | 9,602.95    |
| Connie L. Russo      | 9,567.47    |
| Krista A. Johnson    | 9,504.18    |

|                          |          |
|--------------------------|----------|
| Sanjuana Sosa            | 9,470.70 |
| Crystal Dawn McDaniel    | 9,459.88 |
| Kathleen Kirkwood        | 9,249.98 |
| Dolores Keller           | 9,121.74 |
| Alison Jurek             | 9,074.77 |
| Robyn S. Cartmill        | 9,064.03 |
| Lynn Baer Roberts        | 9,052.16 |
| Anita R. Rabelo          | 9,036.11 |
| Jeannie Helm             | 9,025.46 |
| Linda Klein              | 9,018.58 |
| Rebekah Hirnisen         | 8,981.27 |
| Jill Beckstedt           | 8,946.88 |
| Diana E. Fraustro        | 8,880.71 |
| Kim West                 | 8,799.50 |
| Margaret Neill           | 8,793.04 |
| Norma Hood               | 8,756.04 |
| Kim I. Sabourin          | 8,681.62 |
| Angie S. Day             | 8,619.15 |
| Cindy S. Kriner          | 8,615.62 |
| Gayle J. Green           | 8,591.30 |
| Ann W. Sherman           | 8,549.94 |
| Joanna Helton            | 8,523.26 |
| Jennifer G. Bouse        | 8,332.25 |
| Jodi L. Feller           | 8,309.19 |
| Lynn A. Cervini          | 8,288.59 |
| Debra J. Witmer          | 8,261.31 |
| Chris Havens             | 8,247.10 |
| Frances Woodham          | 8,190.76 |
| Martha Villarreal        | 8,178.22 |
| Ryan Ashlee Rives        | 8,166.61 |
| Maranda Michelle Rains   | 8,158.60 |
| Lynnea E. Tate           | 8,120.30 |
| Theresa E. Simon         | 8,077.76 |
| Mary K. White            | 8,032.57 |
| Patrice Moore Smith      | 8,017.98 |
| Roxanne McInroe Williams | 8,005.77 |
| Nannette G. Short        | 7,886.43 |
| Deborah Robina           | 7,884.49 |
| Sandra A. Zavoda         | 7,868.67 |
| Bonnie Crumrin           | 7,853.12 |
| Connie J. Lamp           | 7,825.66 |
| Julie Garvey             | 7,822.87 |
| Cheryl Kay Shaver        | 7,795.53 |
| Sue Ammons               | 7,790.18 |
| Cindy Templeton          | 7,782.09 |
| Lisa Louise Winton       | 7,704.64 |
| Maggie Sitar             | 7,683.41 |
| Wendy Clausen            | 7,664.91 |
| Cheryl T. Anderson       | 7,632.83 |
| Agnes Stewart            | 7,627.19 |
| Tshanna Kyler            | 7,620.66 |
| Doris M. Quackenbush     | 7,615.55 |
| Gloria Stakemiller       | 7,604.94 |
| Melody Missick           | 7,529.47 |
| Josefa Chacon            | 7,497.36 |
| Ann M. Jones             | 7,478.07 |
| Christy Bigham           | 7,470.58 |
| Binta Touray Jagne       | 7,440.91 |
| Jerlene Vrana            | 7,432.63 |
| Rayne D. Tubbs           | 7,369.18 |
| Pilar Najera             | 7,366.64 |
| Marjorie S. Haun         | 7,340.87 |
| Effie Parsons            | 7,339.87 |
| Nita Ann Godwin          | 7,325.73 |
| Carol G. Leeson          | 7,264.36 |
| Cynthia S. Sheppa        | 7,248.98 |
| Elen Ezekiel Farquharson | 7,247.73 |

### Emerald

|                        |             |
|------------------------|-------------|
| Trisha Taylor          | \$13,930.62 |
| Jordan Helou Eicher    | 13,410.78   |
| Pam Kelly              | 13,241.37   |
| Michele Martella Armes | 12,953.42   |
| Connie Marie Ackroyd   | 12,950.30   |
| Christie I. Ehiobu     | 12,919.99   |
| Ana Reyes              | 12,392.21   |
| Paula Kelsch           | 12,320.34   |
| Karen E. Ridle         | 12,296.23   |
| Kimbi L. Bartik        | 12,255.45   |
| Linda Bradley          | 11,399.67   |
| Stacy D. Foust         | 11,329.74   |
| Barbara Pleet          | 11,088.56   |
| Elaine K. Williams     | 10,968.18   |
| Taylor Moore-Fehring   | 10,796.20   |
| Christine A. Denton    | 10,775.66   |
| Ann Shears             | 10,470.52   |
| Talvia W. Peterson     | 10,468.30   |

# Recognition

## Mary Kay Angels

These Independent National Sales Directors, Independent Sales Directors and Independent Beauty Consultants achieved the highest commissions/bonuses or production or had the most new team members in their Seminar areas in December 2011.

### Top National Sales Directors — Commissions and Bonuses



Jan Harris  
\$49,181  
Pearl



Barbara Sunden  
\$97,381  
Diamond



Carol Anton  
\$56,209  
Ruby



Karen Piro  
\$55,541  
Sapphire



Gloria Mayfield  
Banks  
\$75,768  
Emerald

### Top Unit — Estimated Retail Production

|   |           |
|---|-----------|
| PEARL — Kim McClure, <i>Go Give Area</i> .....            | \$123,671 |
| DIAMOND — LaRonda Daigle, <i>Go Give Area</i> .....       | \$102,442 |
| RUBY — Donna Clark-Driscoll, <i>Go Give Area</i> .....    | \$82,816  |
| SAPPHIRE — Julie Weaver, <i>Go Give Area</i> .....        | \$82,054  |
| EMERALD — Jordan Helou Eicher, <i>K. Helou Area</i> ..... | \$87,290  |

### Top Sales Director — Personal Sales

|   |          |
|---|----------|
| PEARL — Christine Wade, <i>Go Give Area</i> .....         | \$13,237 |
| DIAMOND — Marie Lee, <i>B. Sunden Area</i> .....          | \$10,433 |
| RUBY — Marisa Vigo, <i>C. Anton Area</i> .....            | \$10,514 |
| SAPPHIRE — Becky Hunnicutt, <i>J. Thetford Area</i> ..... | \$13,673 |
| EMERALD — Karen Allenbrand, <i>Go Give Area</i> .....     | \$12,226 |

### Top Beauty Consultant — Personal Sales

|   |          |
|---|----------|
| PEARL — Oby Mordi, L. Henry Unit, <i>J. Studrawa Area</i> .....         | \$15,716 |
| DIAMOND — Kathleen Neal, V. White Unit, <i>Go Give Area</i> .....       | \$13,558 |
| RUBY — Scott Edmonson, B. Swindall Unit, <i>Go Give Area</i> .....      | \$25,516 |
| SAPPHIRE — Ishrath Fatima, K. Montesana Unit, <i>Go Give Area</i> ..... | \$14,001 |
| EMERALD — Yuko Yasuma, M. Brandenburg Unit, <i>Go Give Area</i> .....   | \$17,255 |

### Top Team Builder

|   |                     |
|---|---------------------|
| PEARL — Sales Director Cheryl Knight, <i>J. Harris Area</i> .....             | 28 New Team Members |
| DIAMOND — Lucecita Martinez, O. Dubon Lopez Unit, <i>N. Jaimes Area</i> ..... | 12 New Team Members |
| RUBY — Sales Director Holly Kilgore, <i>V. Fuselier Area</i> .....            | 11 New Team Members |
| SAPPHIRE — Sales Director Avelyn Smith, <i>V. Bagnol Area</i> .....           | 13 New Team Members |
| EMERALD — Lyndsi Littlejohn, S. Houy Unit, <i>Go Give Area</i> .....          | 13 New Team Members |

## Top Unit Builders

Independent Sales Directors with **20** or more new unit members for December 2011.

|                                |                     |  |
|--------------------------------|---------------------|--|
| <b>Pearl</b>                   |                     |  |
| Cheryl Knight.....             | 31 New Unit Members |  |
| <b>Diamond</b>                 |                     |  |
| Altinay Prado.....             | 24 New Unit Members |  |
| Andrea Whitcomb.....           | 22 New Unit Members |  |
| <b>Sapphire</b>                |                     |  |
| Tracy Potter.....              | 28 New Unit Members |  |
| Avelyn R. Smith.....           | 26 New Unit Members |  |
| Jalene L. Thatcher Kambhu..... | 20 New Unit Members |  |
| <b>Emerald</b>                 |                     |  |
| Talvia W. Peterson.....        | 20 New Unit Members |  |

## Meet Your NSDs

Be sure to visit the Mary Kay InTouch® website for inspiring success stories about Mary Kay Independent National Sales Directors. Click on the “**Meet Your NSDs**” link under the Heritage tab. You can search for NSD stories by name, city, state, Seminar or even former occupation. Why not share their stories with potential team members?

**APPLAUSE®** magazine is published in recognition of and as information for members of the Mary Kay Inc. independent contractor sales organization, Independent National Sales Directors (“National Sales Directors”), Independent Sales Directors (“Sales Directors”) and Independent Beauty Consultants (“Consultants”) in the United States, Puerto Rico, U.S. Virgin Islands and Guam by Mary Kay Inc., Dallas, Texas ©2012 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association. *Applause, Beaut-e-News, Beauty Blotters, Beauty That Counts, Belara, Bella Belara, Break the Silence, Classic Basic, Compact Pro, Day Radiance, Domain, Enriching Women’s Lives, Exotic Passionfruit, Go-Give, Indulge, Inspiring Beauty Through Caring, Journey, Mary Kay, Mary Kay InTouch, Miracle Set, MK, MKConnections, MKeCards, MKMen, Pink Doing Green, Pronewal, Replenishing Serum+C, Satin Hands, Satin Lips, Simply Cotton, Targeted-Action, Thinking of You, TimeWise, Tribute, Ultimate Miracle Set, Velocity and Visible-Action* are registered trademarks; *Botanical Effects, Forever Orchid, Lash Love, Mint Bliss, MK High Intensity, Night Restore & Recover Complex, NouriShine Plus, TimeWise Body, Ultimate Mascara, Warm Amber and Your Way to Beautiful* are trademarks; and *MK Rewards, Pink Changing Lives, Preferred Customer Program, The Mary Kay Foundation, The Silver Wings Scholar Program and You Can Do It!* are service marks of Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, [www.marykay.com](http://www.marykay.com).

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# AT Your SERVICE!

## Golden Rule Customer Service

This tried-and-true principle has stood the test of time and remains one of our four core values. It's providing personalized and flexible service and responding to customers' needs to create a memorable experience ... and then some. Read on to see how some Mary Kay Independent Beauty Consultants practice Golden Rule Customer Service with their customers.



**Ryan Rogers, Vice President, Strategic Initiatives**

## P&L

"All my life, I've known my grandmother, Mary Kay Ash, cared about people and had a gift for connecting with them. When she founded this Company, she made sure it would be one with heart – where P&L meant 'People & Love.' It resonated with women then and remains relevant today."

## R-E-S-P-E-C-T

For **Independent Sales Director Kelly Johnsrud**, the Mary Kay opportunity is about the principle, not the profit. "I treat all customers alike whether they spend \$10 or \$100," she says.

Kelly believes in patience and building trust. "It took me a while to master the TimeWise® foundation shades," she says. "I sold and returned five shades for one customer, but fortunately we had built a relationship, and she trusted that I would make it right."



**Kelly Johnsrud**  
Bismarck, N.D.



**Martha Kay and Rick Raile**  
Salt Lake City, Utah

## Driving Service

**Make everyone feel like a million bucks.** That's one lesson **Independent Executive Senior Sales Director**

**Martha Kay Raile** learned from her mentor, Mary Kay

Ash. So when a stranger called with a request to pick up his wife and newborn daughter at the hospital in her Mary Kay pink Cadillac, what else could Martha Kay say, but "yes"! "The gentleman thought it a fitting carriage to bring his new 'princess' home, so he searched and found my Mary Kay® Personal Web Site online," she says. "My husband and I verified his story with the hospital, and off we went."

Water bottles, a congratulatory card and a Mary Kay® gift bag were waiting in the back seat as Martha Kay and her husband arrived at the hospital.

Martha Kay plans to offer the new mother a "new mom" facial and pampering treatment. Who knows, maybe she will become a customer!

## Satisfaction Guaranteed!

**Listening and appreciation** are crucial elements in **Independent Senior Sales Director Sally Ralph's** Golden Rule Customer Service. When TimeWise® Replenishing Serum+C® launched, she asked 10 of her best customers to sample it and provide feedback. Their opinions mattered to her, and they knew it. Today, hundreds of her customers use and love this product.

Sally's mix of a genuine personal touch combined with her willingness to embrace modern communications helped her grow her customer base to more than 500 women.

"Some prefer a call, while others want a text or email."

She posts product demonstration videos from the Mary Kay® YouTube Channel to her Facebook fan page and uses many Company e-tools.

She's also a stickler for the basics. "A stack of postcards and a few minutes are all I need to show customers I care."



**Sally Ralph**  
West Chester, Ohio

## "love letters"

Ever feel like your **Golden Rule Customer Service** doesn't get noticed? Rest assured – it does!

- "I received excellent customer service from **Independent Beauty Consultant Jaimie Hollenback** while visiting Madison, Wis. I forgot to pack my favorite Mary Kay® product, but my Independent Beauty Consultant at home located Jaimie, and I had my product within an hour! That is what I call going above and beyond." – **Jane Y.**, St. Louis, Mo.
- "My **Independent Beauty Consultant, Bethany Kearns**, is the best! Although I moved across the country, I still order my products from her because I know she will take great care of me. She always recommends the perfect products." – **Jacquelyn B.**, Washington, D.C.
- "The residential living facility where I work was recently blessed by the kindness of **Independent Beauty Consultant Lynn Frattasio**. Four women with disabilities live here, and Lynn has visited them three times to pamper these deserving women and make them feel beautiful." – **Sharon M.**, Hanover, Mass.

# Pink Relief

Mary Kay independent sales force members use SOCIAL MEDIA to EXPAND AWARENESS, BUILD SUPPORT of their cause.



Our unit sales doubled when our focus was helping others.



"I never thought this little project would turn into something this big," says **Kristin Rogers, Independent Future Executive Senior Sales**

**Director** of Sugar Hill, Ga. Kristin is referring to the amazing work she and her unit members did in the wake of the devastating tornadoes in Tuscaloosa, Ala., last spring.

The idea for her cause, called Pink Relief, came to Kristin during a trip to Las Vegas to celebrate her 30th birthday. "I don't have a TV in my home, so I hadn't seen the devastation, but that weekend I saw the news footage from my hotel room, and I was moved to tears," she says. Coincidentally, it was also the day the Company awarded her the monthly

Go-Give® Award. "It was a God thing, and I knew I needed to pursue my idea. I asked myself, 'What would Mary Kay do?'"

Seeing the wreckage and the people impacted broke her heart. "Although the tornado victims were receiving some aid, I knew I could help," says Kristin. Having clean face-cloths, sunscreen and pedicure sets for a little pampering are things we take for granted, and Kristin wanted to give that to them.

## MAKING A DIFFERENCE TOGETHER

Kristin shared her idea with women in her unit and learned many were connected to people affected by the Alabama devastation. Everyone wanted to help. Pink Relief took a month to catch on, but once it did, Kristin and her unit were unstoppable. "It is amazing



From left, Independent Beauty Consultant Stephanie Hutton, Kristin Rogers and Independent Beauty Consultant Jerrie Stephens Berry set out for Tuscaloosa to deliver Mary Kay® products.



Tuscaloosa tornado victim (second from right) was grateful for her Mary Kay Pink Relief donation.



Pink Relief volunteers made friends wherever they went!



what a woman will do for others that she will not do for herself,” she says. “Unit members expanded their comfort zones to ask customers to hold parties for the cause. I believe women are motivated by helping others. When it became something bigger, they jumped at the opportunity.”

#### GOING VIRAL

When Kristin’s unit members began

promoting Pink Relief at parties and sharing their donation news on Facebook, the cause exploded!

The group received donations from across the U.S. throughout May, June and July. Some unit members matched sales

with donations, while several customers bought products they donated to Pink Relief.

Kristin and others from her unit traveled from Atlanta to Tuscaloosa late last summer to deliver more than \$40,000 wholesale product along with handwritten notes of encouragement to those in need. “We donated pedicure sets, sunscreen, lip balm, Mary Kay® Facial Cleansing Cloths and so much more – we delivered compassion,” she says.

The Tuscaloosa tornado victims also had learned about Pink Relief on Facebook, so they were waiting for Kristin and her unit when they arrived in Tuscaloosa to show their gratitude. “They were humbled that members of the Mary Kay independent sales force were there to help them,” Kristin says.

“If it weren’t for Facebook, Pink Relief would have never taken off like it did. I was able to recognize people for their hard work and share survivor stories on our fan page. It allowed everyone to stay connected.”



# YOU'RE THE Inspiration behind each innovation.

Newly enhanced online and mobile tools give you a powerful **NEW WAY** to serve your customers.

Mary Kay said, "We all have the same 24 hours. It's what we do with that time that ensures success." Thanks to upcoming technology innovations, your efficiency quotient is about to get a rocket boost!

Using the Internet in your business is not a fad, and it's not the future – it's now. With today's hectic schedules, women are looking for ways to save time and shop on the go.

In the next few months, the Company will roll out new online and mobile technology to help you offer products at your customer's convenience and anticipate her needs – always respecting her preferences and uniqueness.

This gives you more time to do what you do best: book, sell and build your team!

## What's available now?

**Virtual Makeover App** — Here's a new booking tool for your customers while you're out and about or at a skin care party! Choose an existing photo, take a picture from your mobile device or select from model shots and



create unlimited makeovers using eye, cheek, lip color and more. You can even put your face on *The Look* cover and share with friends. Or share your makeover on Facebook, Twitter, email or SMS. Best

news is you can create shopping lists of favorite Mary Kay® products or buy the entire look. Download the free app on the Apple or Amazon App stores and Android Marketplace.

**Mary Kay InTouch®** — You'll notice a new, updated look with clean, open lines and easy maneuverability. The News Desk is at the top of the home page so it's easier to access. Plus, "Let's Talk" is now on the home page so you can check the latest topics. You'll notice an updated search function and an expanded shopping cart feature too!

**Updates to eCatalog** — We're expanding offerings to include special-edition eCatalogs like the Holiday Gift Guide, Trend Reports and Mary Kay® TimeWise® Night Restore & Recover Complex™, to name a few! You and your customers can share these eCatalogs via social media (Facebook and Twitter) or MkeCards®.

### Much more to come!

You can look forward to even more mobile applications and online enhancements to come in the next few months. All these new features are designed with you, your business and your customer's online shopping experience in mind. After all, the best way to make the most of your Mary Kay business is to be efficient while you're effective!



## QUICK facts

### Are you ready to "Get Beautiful. Give Back"?

Get your customers to book a makeover and submit their makeover photos between April 4 and June 4, 2012.

**For you:** One grand-prize winner from each Seminar with the most number of makeovers, five Independent Beauty Consultants total, will receive a \$5,000 donation to the charity of their choice\* and a \$100 VISA® gift card. The Independent Beauty Consultants of the three consumer grand prize winners will each receive a \$500 donation to the charity of their choice\*. Visit [www.marykayintouch.com](http://www.marykayintouch.com) for official rules.

**Early entry prizes for Independent Beauty Consultants!** Be sure your customers submit their makeover photos early. The 50 Independent Beauty Consultants with the most entries between April 4 – 18, 2012, are eligible to win a J.J. Winters pink clutch from the *Mary Kay® Trend Report* featured in *People StyleWatch*, which hits newstands April 13.

**For your customers:** Three grand-prize winners receive a \$5,000 donation to the charity of their choice\* and a \$2,500 shopping spree in the form of a VISA® gift card.

MAKEOVER CONTEST ENTRY ALSO AVAILABLE ON IPHONE, ANDROID, IPAD AND ANDROID TABLET.

### ADVERTISING

Look for television and online ads on ABC-TV and Univision.

### DATES TO REMEMBER

**Feb. 1** – Makeovers begin.

**April 4 – June 4** – Customers submit makeover photos.

**June 5 – 15** – Vote for your favorite makeover.

**Mid-July** – Winners announced!

\*Subject to sponsor approval.





# MARY KAY® MAKEOVER contest

Get Beautiful. Give Back.

**THREE**  
**GRAND-PRIZE WINNERS**  
**WILL EACH RECEIVE A**


**\$5,000**

donation to the  
charity of their choice\*.

**\$2,500**

Shopping spree in the  
form of a VISA® gift card!

**PLUS**, the 100 entrants with the  
most public votes each will receive a  
TimeWise® Trial Miracle Set®.

- 
- 1** Call me to schedule  
your makeover  
and enter by  
June 4, 2012.
  - 2** Rally your  
friends to vote  
for YOU June 5 –  
June 15, 2012.
  - 3** Stay tuned.  
Winners  
announced  
in July!

**I'M BOOKING APPOINTMENTS  
NOW, SO CALL ME!**

go to [www.mkmakeovercontest.com](http://www.mkmakeovercontest.com)  
to enter and for official rules.

**NO PURCHASE NECESSARY TO ENTER OR WIN.** A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. Void where prohibited. Offered and open only to female legal residents of the U.S. and the District of Columbia (including territories, possessions and military bases) who are 18 or older. Employees, directors and officers of Mary Kay Inc., Independent Beauty Consultants (at time of entry), and professional and/or semi-professional models, any individual who has made over U.S. \$5,000 modeling in any calendar year in the past five years or models under contract are not eligible to enter. **Limit one (1) Entry per person.** Begins on or about 8:00 a.m. CT on Feb. 1, 2012, and ends on July 13, 2012. All entries must be received by Sponsor between 8:00 a.m. CT on April 4, 2012, through 12:00 p.m. CT on June 4, 2012. Public Voting will be held between 12:00 p.m. CT on June 5, 2012, through 12:00 p.m. CT on June 15, 2012. Photographs must be taken no sooner than Feb. 1, 2012, and submitted for this Spring 2012 contest only. Grand Prize (3): A \$5,000 donation to an eligible charity selected by winner (\*subject to sponsor's approval) and a \$2,500 shopping spree in the form of a VISA® gift card. Total ARV of all Grand Prizes: \$22,500. Limit one finalist and overall prize per person. Subject to Complete Official Rules, available at [www.mkmakeovercontest.com](http://www.mkmakeovercontest.com) beginning on or about Feb. 1, 2012.

# go-give® award

Congratulations to the winners for April 2012

The Go-Give® Award is given in memory of Independent National Sales Director **Sue Z. Vickers** to recognize Independent Sales Directors who best exemplify the **Golden Rule** – helping others **unselfishly** and **supporting** adoptees as much as unit members.

If you know an Independent Sales Director who has displayed the Go-Give spirit, why not nominate her for the monthly Go-Give® Award? The Go-Give® Award nomination form is available on the Mary Kay InTouch® website under “Recognition.”



**Sandra Tatzer**  
**Pearl**

Independent Executive  
Senior Sales Director

**Began Mary Kay**  
November 1984

**Sales Director Debut**  
May 1988

**Offspring** five first-line;  
two second-line

**National Sales Director**  
Elizabeth Fitzpatrick

**Honors** Premier Club qualifier;  
Circle of Honor; six-times Sales  
Director Queen's Court of Personal  
Sales; three-times Queen's Court  
of Sharing; 20-times Circle  
of Achievement; Circle of  
Excellence; four-times Double Star  
Achievement; gold medal winner;  
estimated highest monthly unit  
retail: \$133,815

**Personal** Lives in Fallbrook, Calif.  
Husband, Fritz; sons: Fritz, Anderl;  
five grandchildren

**Favorite Quote** “Do not conform  
to the pattern of this world, but be  
transformed by the renewing of  
your mind. Then you will be able to  
test and approve what God's will  
is – his good, pleasing and perfect  
will.” – Romans 12:2

**Independent Sales Director**  
**Suzanne Rioux of Naples, Fla.,**  
says, “When Nancy Merrill lost her  
husband, Sandra assisted Nancy's  
team members in helping her  
complete her Sales Director-in-  
Qualification requirements.”



**Diane Van Boxel**  
**Diamond**

Independent Senior  
Sales Director

**Began Mary Kay**  
June 2003

**Sales Director Debut**  
February 2005

**National Sales Director**  
Anita Mallory Garrett-Roe

**Honors** Cadillac qualifier; Star  
Consultant; two-times Sales  
Director Queen's Court of Personal  
Sales; three-times Queen's Court  
of Sharing; two-times Circle of  
Achievement; two-times Triple Star  
Achievement; Honors Society; gold  
medal winner; estimated highest  
monthly unit retail: \$53,921

**Personal** Lives in Green Bay,  
Wis. Husband, Russell; daughter,  
Autumn

**Favorite Quote** “Bee... yourself,  
authentic, all that you can BEE.”  
– Autumn Chardonay Tapley

**Independent Beauty Consultant**  
**Laura Rosendaul of New**  
**Franken, Wis.,** says, “Diane  
is involved in various charities  
in her community. Last year  
she participated in the Pink  
Pumpkin race to raise money  
for breast cancer education  
and awareness.”



**Rose Mary Neel**  
**Ruby**

Independent Future Executive  
Senior Sales Director

**Began Mary Kay**  
January 1980

**Sales Director Debut**  
July 1982

**Offspring** three first-line;  
five second-line

**National Sales Director**  
Go Give Area

**Honors** Cadillac qualifier; Circle  
of Honor; six-times Sales Director  
Queen's Court of Personal Sales;  
18-times Circle of Achievement;  
three-times Double Star Achieve-  
ment; gold medal winner;  
estimated highest monthly unit  
retail: \$74,711

**Personal** Lives in Portland,  
Ore. Husband, Dick; son, Rich;  
daughters: Shannon, Jenifer;  
seven grandchildren

**Favorite Quote** “Never, never,  
never, never give up.”  
– Winston Churchill

**Independent Sales Director**  
**Andrea Danielson of Livingston,**  
**Mont.,** says, “Although we are  
many states away, Rose Mary  
treats me and my unit like  
members of the family and has  
made several trips to educate  
Independent Beauty Consultants  
in my local area.”



**Annie Dugan**  
**Sapphire**

Independent Senior  
Sales Director

**Began Mary Kay**  
April 1981

**Sales Director Debut**  
September 1982

**Offspring** one first-line

**National Sales Director**  
Go Give Area

**Honors** Premier Club qualifier;  
Circle of Honor; four-times Queen's  
Court of Sharing; gold medal  
winner; estimated highest monthly  
unit retail: \$46,933

**Personal** Lives in Saginaw, Mich.  
Sons: Vincent, Kevin

**Favorite Quote** “Trust in the Lord  
with all thine heart; and lean not  
unto thine own understanding. In  
all thy ways acknowledge Him, and  
He shall direct thy paths.”  
– Proverbs 3:5-6

**Independent Beauty Consultant**  
**Shirley Norman of Saginaw,**  
**Mich.,** says, “I am an adoptee  
but feel like one of Annie's unit  
members. Annie has a giving  
spirit and tirelessly volunteers to  
pamper and encourage seniors  
at various nursing homes and  
assisted living facilities.”



**Dawn Barton**  
**Emerald**

Independent Senior  
Sales Director

**Began Mary Kay**  
May 2008

**Sales Director Debut**  
September 2008

**Offspring** one first-line

**National Sales Director**  
Kathy Helou

**Honors** Premier Club qualifier; Star  
Consultant; three-times Queen's  
Court of Sharing; gold medal  
winner; estimated highest monthly  
unit retail: \$30,416

**Personal** Lives in Gulf Breeze,  
Fla. Husband, Craig; daughters:  
Makenzie, Ellason

**Favorite Quote** “I've learned that  
people will forget what you said,  
people will forget what you did, but  
people will never forget how you  
made them feel.” – Maya Angelou

**Independent National Sales**  
**Director Gillian Ortega,** says,  
“Due to a snow storm, one of my  
unit members was unable to fly  
back home from a retreat. Dawn  
invited Becca home with her where  
she spent three incredible days  
until the first available flight out.”





# Mary Kay Global Month of Service

**MARCH 8 – APRIL 8, 2012**

## **HELPING HANDS** across the world

Are you ready to join hearts and be a part of something big? One by one, we are volunteering in our communities, and we want you to be a part in our goal of **1 million service hours**.

In honor of International Women's Day, you and your customers are invited to participate in the Mary Kay Global Month of Service.

### **HOW YOU CAN PARTICIPATE**

Count any ongoing charitable work, get involved with a new organization or practice random acts of kindness in your community. Every hour counts toward our goal, but more importantly, it counts for those you help!

### **MAKE YOUR TIME COUNT**

Go to [www.marykayintouch.com](http://www.marykayintouch.com) to enter service hours and have your contribution reflected in the global count.

For more information and to access special MKeCards®, visit [www.marykayintouch.com](http://www.marykayintouch.com).

Last Seminar, more than 1,200 Mary Kay independent sales force members participated in a survey about the impact Corporate Social Responsibility (CSR) has on their Mary Kay businesses. The results:

**53%**

say the Company's CSR efforts have helped them book a skin care class.

**49%**

say our giving efforts impact how much their customers purchase.

**40%**

say their customers ask about the Company's CSR efforts before purchasing or joining.

**54%**

responded that our eco-friendly and environmental efforts (*Pink Doing Green®*) impact what their customers purchase.

## 2011's Global Month of Service WAS A HUGE SUCCESS.

Mary Kay employees, independent sales force members and customers across the world gave their time to needed causes.



**Renea Brundrett, Administrative Assistant, Special Events**, coordinated efforts to clean a local park as well as create education tool kits for Junior Achievement of Dallas. "It's easy to get caught up in my pink bubble, so I find it refreshing to step out and support the community. It is my privilege to represent a company that has such a caring drive to give back," she says.



**Murray Smith, Vice President, International Sales**, a long-time Habitat for Humanity volunteer says, "Lending a hand by helping others is something we do every day at Mary Kay. It's not a special event you mark on your calendar but is a part of our culture. Building homes is one way I can make a difference and help others. The excitement I see in the new homeowners' eyes is all I need to inspire me to keep going."



**Darrell Overcash, President, Mary Kay U.S.**, and his son volunteered with the USO. "I have great respect for the women and men who serve our nation through military service, and it's important that they feel our support. We were glad to show our appreciation for the troops and share a meal together before they deployed for the Middle East. It is an experience we will never forget."

MARY KAY®

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P.O. Box 799045  
Dallas, TX 75379-9045

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U.S. POSTAGE PAID  
MARY KAY INC.

# dare to Dream!

seminar I12

We're busy making plans and getting ready for the **BEST Seminar yet!**

Priority Awards Seminar Registration begins April 9 for those who qualify. Registration begins May 1 for all independent sales force members.

**Plus**, you'll receive a product gift exclusively for you equal to your registration fee!

Check back soon!  
Look for more details on **Mary Kay InTouch®!**

seminar I12  
**PRIORITY AWARDS SEMINAR**  
registration

- Learn top-sellers' tips for success.
- Discover what motivates and inspires success.
- Establish goals to help you move up the career path.
- Develop an action plan to take home
- Experience exhilaration and education wrapped up in one unforgettable trip!

**Plus**, a Day 3 "can't miss" closing ceremony!