

Mary Kay Inc.  
P.O. Box 799045  
Dallas, TX 75379-9045

PRSRT STD  
U.S. POSTAGE PAID  
MARY KAY INC.

After 50 years of *enriching women's lives*<sup>®</sup>, Mary Kay has lots to celebrate!

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

Look for more details in the May issue of **Applause**® magazine. Also online on Mary Kay InTouch®.

## Priority Seminar Registration

begins April 8, 2013,  
for those who qualify.

**Registration begins** May 1, 2013,  
for all independent sales force  
members.

The logo for the Mary Kay One Woman Can 50 Years Seminar 2013. It features the text "MARY KAY" in a serif font at the top. Below it is "one woman can" in a bold, lowercase sans-serif font, with a lipstick smudge graphic over the word "woman". Underneath is "50 YEARS" in a large, outlined sans-serif font. At the bottom is "Seminar 2013" in a bold, sans-serif font, with "2013" in a larger, bolder font. The entire logo is set against a dark background with a subtle pattern of small white dots.

**SCAN TO WATCH THE  
MARY KAY SEMINAR 2013 VIDEO!**  
Get the free mobile app  
at <http://gettag.mobi>



MARY KAY  
applause®

APRIL 2013

APRIL 2013

## Spring Forecast:

# Zen in Bloom



# *It's Raining Red!*

## **Red Jacket** Team-Building Challenge

MARY KAY  
**one woman can™**  
50 YEARS

**Transform** your customers inside and out.  
Mary Kay® *One Woman Can*™ Makeover Contest. Details inside!





**Helpful Numbers:**  
**Mary Kay Consultant Contact Center**  
800-272-9333  
(M – F, 8:30 a.m. – 5 p.m. Central time)  
For questions regarding Mary Kay® product orders, Mary Kay InTouch®, special events, product information, etc.  
**Automated Information Line**  
800-440-5370 (24 hours)



## Mary Kay said it best

“Having someone to share your dream makes it even better. Involve your husband and your children in your dream. Tell them of your desires; let them be a part of your aspirations. I did this with my children, and even when they were very young, they worked with me to make our dream come true.”

**Q: What are some tools available to help me build my team?** **A:** Lots of exciting team-building tools are available on Mary Kay InTouch®. Just select “How to Team-Build” from the Education drop-down menu to find the customizable Build Your Own team-building flier. You’ll also find the *Steps to Success* brochure, MKeCards® and the *Makeover Your Life* eCatalog you can send to potential team members. You’ll also find education under **Consultant Education > The Silver Wings Scholar Program™ > Team-Building With Integrity.**

**Q: My customers are excited about the Mary Kay® One Woman Can™ Makeover**

Contest and have scheduled makeovers with me. Several have asked me to apply their makeup. **What is Mary Kay’s policy on makeup application?** **A:** While it is true that many Mary Kay Independent Beauty Consultants are knowledgeable about makeup application, most are not licensed makeup artists. Cosmetology laws exist in many states that require licenses for individuals to apply cosmetics to others. It is the recommendation of Mary Kay Inc. that Independent Beauty Consultants teach their customers how to apply skin care and color cosmetics themselves so they learn application techniques for the future, as well as abide by state laws.

## april dates to remember

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

- Online Independent Sales Director-in-Qualification Commitment Form available beginning 6 a.m. Central time.
- Seminar 2013 Priority Registration begins. See details on the Mary Kay InTouch® website.

9 Spring 2013 Preferred Customer Program™ mailing of the Month 2 mailer begins. (Allow 7-10 business days for delivery.)

- New Independent Sales Director Education begins. All Sales Directors who have not yet taken advantage of this great opportunity are welcome.
- Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until midnight Central time.

15 Last day to enroll online for the Summer 2013 Preferred Customer Program™ mailing of *The Look*, including exclusive samplers (while supplies last).

- Last day of the month for Independent Beauty Consultants to place telephone orders (until 10 p.m. Central time).
- Last day to register for May New Independent Sales Director Education class.

- Seminar 2013 Priority Registration ends.
- 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 2013!

Imagine yourself in the spotlight and being recognized for achieving your awesome Seminar 2013 goals!



# InsideTHIS ISSUE

## ZEN IN BLOOM

Traditional Eastern beauty turns modern for fresh, feminine, expressive style straight from the runway! Your customers will love these beautiful limited-edition<sup>†</sup> spring colors.



find it online: check out Mary Kay InTouch® to see what’s hot.



### MK50

Unwavering values, a giving spirit and countless lives enriched. This is the proud and strong heritage that has earned a place in history and one we have all enjoyed. This new section will feature activities and contests related to the Company’s 50th Anniversary and will pay tribute to the life and legacy of Mary Kay Ash. It also will offer informative insights about our Company’s heritage.

### SEMINAR REGISTRATION

Seminar is just around the corner, and you can register early when you reach your goals! There are four ways to qualify for priority registration for Seminar 2013, so check out Mary Kay InTouch® and decide which way works best for you!



### TEAM-BUILDING

The Mary Kay opportunity can offer what your potential team members need. Get expert advice on sharing the benefits of starting a Mary Kay business. Learn to speak their language and learn what motivates them.



### CUSTOMER DELIVERY SERVICE

Save time and money with easy, convenient and fast product delivery. Your customers will know they are someone special when they receive their beautifully packaged orders shipped directly to them. Now you can make deliveries to your customers in your bunny slippers without ever leaving home.

## RUSH OF RED

Check out the flattering new red jacket designs and how you can earn yours free, thanks to the *It’s Raining Red* Red Jacket Team-Building Challenge!

15



Beauty is more than looking good. It’s about opening your heart and sharing gifts of compassion with others. This contest gives your customers both!

6



## AGES AND STAGES

From Gen Ys to boomers, find out what makes them tick! Get ideas to help you grow your Mary Kay business with women of all ages – as customers and team members!

16





# Zen in Bloom

East meets West with modern sophistication. Add freshness to this season's trends straight from the runway with garden colors of cherry blossom pinks, bamboo greens and unique blues.

Special-Edition<sup>†</sup> *Beauty That Counts*<sup>®</sup>  
Mary Kay<sup>®</sup> Compact Mini<sup>††</sup>  
(unfilled)

\$16



garden sky

Limited-Edition<sup>†</sup>  
Mary Kay<sup>®</sup> Mineral Eye Color  
Eyes convey calmness in soft hues of blue and green. Colors are crease- and fade-resistant. Fits in all Mary Kay<sup>®</sup> compacts.

\$20



Limited-Edition<sup>†</sup> Mary Kay<sup>®</sup> Lip Lacquer  
With Mini Retractable Lip Brush

Lips shine with these glossy shades and stay-true color. Their smooth, jelly finish helps lips feel moisturized. Mini retractable lip brush included.

\$16  
each

Limited-Edition<sup>†</sup>  
Mary Kay<sup>®</sup> Nail Lacquer  
Create high-gloss, high-impact nails in bright shades.

\$9  
each



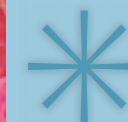
Shown actual size

Get the Limited-Edition<sup>†</sup> Mary Kay<sup>®</sup> Obi Clutch for **ONLY \$5** (suggested retail\*). With the purchase of at least \$40 excluding tax in limited-edition<sup>†</sup> Mary Kay<sup>®</sup> Zen in Bloom Collection items!

## Host a Zen in Bloom Party!

Try these easy touches to create a Zen garden-inspired party or create your own!

- Move the party to the patio.
- Add soft, soothing background music.
- Try relaxation tricks. Ask your guests to stand, stretch, take a few deep breaths and give thanks for the day!



You'll find a **Spring/Summer Trend** section on Mary Kay InTouch<sup>®</sup>

with the **Mary Kay<sup>®</sup> Trend Report**, cool videos and more to help your customers find their Zen.

**Enter a winning look!**  
Create the perfect trend look for your customer, then enter her in the Mary Kay<sup>®</sup> *One Woman Can*<sup>™</sup> Makeover Contest! You both can win great prizes! Details on Mary Kay InTouch<sup>®</sup>.



# NEW

## Product Launch Dates!

New Mary Kay<sup>®</sup> regular-line and limited-edition products launch one month earlier beginning May 16 (early offer for those qualified starts April 26). This change helps you create extra hype at the end of Star Consultant quarters, and new product launches will better align with Company events.

## ON-Trend

Regular-line products – hot sellers all season!

Mary Kay<sup>®</sup> Eyeliner in Black, \$12

Mary Kay<sup>®</sup> True Dimensions<sup>™</sup> Lipstick, \$18

Mary Kay<sup>®</sup> Mineral Eye Color, \$6.50 each



## Mary Kay<sup>®</sup> Cream Eye Color 4 NEW Shades!

Your customers can swirl, glide and go with four gorgeous new shades.

- Create a soft look.
- Build color and go vibrant.
- Mix and match shades.
- Wear as a primer or alone.

Original shades still available.

Mary Kay<sup>®</sup> Cream Eye Colors increase to \$14 (from \$13). See Mary Kay InTouch<sup>®</sup> for details.

metallic taupe

\$14  
each



meadow grass

violet storm

coastal blue

The best-seller logo/designation refers to top-selling products within the Mary Kay<sup>®</sup> product line.  
\*Available from participating Independent Beauty Consultants



Here's to a great finish!

## Mary Kay® Makeup Finishing Spray by Skindinävia®

When makeup meltdown is not an option, give it the staying power to last up to 16 hours!

Mary Kay has partnered with **Skindinävia®**, a leading brand of this celebrity go-to product, to bring you its benefits in our own exclusive, consumer-tested formula.

- Keeps makeup looking freshly applied for hours.
- Works on any skin type, even oily.
- Dries quickly, not sticky.



\$18

**Who benefits?** Perfect for **weddings, job interviews, long days at the office** (when you need your makeup to last from 9 to 5 and beyond). It's also a **great refresher anytime** to keep your **face feeling cool**. And perfect for those times you need the **secret weapon** that **keeps celebrities looking picture-perfect** long after they've left the makeup artist's chair.

### Wash off is a cinch!

**Lightweight formula** washes off easily. It's **oil-free**, dermatologist-tested and colorfast-tested so it won't stain clothing.

### Application tips

1. Apply makeup.
2. Shake bottle well.
3. Hold 8 to 10 inches from face.
4. Spray face two to four times in an "X" and "T" formation.



**WATCH HOW IT WORKS!**  
Get the free mobile app at <http://gettag.mobi>

# spring clean!

Winter's a vague memory. Start fresh this spring with tips to re-energize your Mary Kay business!

## 1 Whip your calendar into shipshape.

- Create customer reports by birthday and anniversary. Make a call list by month.
- Who needs a gift? Between weddings, graduations, Mother's Day, proms, etc., you could fill your calendar with facials and parties!

## 2 Spruce up that customer list.

- Update your Customer Profiles on myCustomers<sup>SM</sup> so you can deliver the most concise recommendations possible.
- Assess your inventory to ensure it fits your customer base. Large Gen Y base? You may want to stock up on Mary Kay® Botanical Effects®. Of course, a large, diverse customer base is the best way to ensure you're selling through your inventory!

## 3 Tidy your PCP.

- Carve out time to enroll your customer leads into the Mary Kay® Preferred Customer Program<sup>SM</sup>.
- Update your customer contacts in myCustomers<sup>SM</sup>. Contact those who haven't ordered recently.

## 4 Clean the closet.

- Host a *Clean the Closet* party. Consider offering gifts with purchase for products you'd like off your shelves. Your customers will love purchasing old favorites, and you'll make room for exciting NEW products your customers are asking for! They can include:
  - Products nearing expiration or at the end of their shelf life.
  - Past limited-edition items.
  - Discontinued products.
  - Excess inventory.



"Let's Talk" on Mary Kay InTouch® is another great way to swap ideas to re-energize your Mary Kay business, so share in the buzz today!

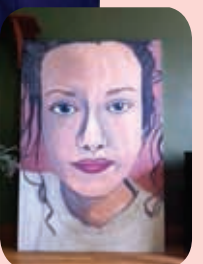
## Expired Mary Kay® products

Most Mary Kay® products have a three-year shelf life. Products with less than that have expiration dates clearly marked. Some products may be discontinued but are still within their shelf life, so you can sell with confidence!

- ✓ The **first-in, first-out method** of managing inventory should help you prevent products from expiring before they are sold.
- ✓ **Expired products or products past their shelf life cannot be sold, donated or returned to the Company.** You may consider donating products that are nearing their expiration date or at the end of their shelf life.
- ✓ **Properly dispose of expired products.** Some product packaging may be recyclable in your area. Check it out!
- ✓ **Consult with a tax specialist** to determine if you can **deduct expired product costs on your tax statement.**



Martina Svrcek (right), daughter of **Independent Senior Sales Director Judy Stafford**, uses expired Mary Kay® products to create works of art like this self-portrait. Martina, a music and fine arts major at St. Lawrence University, crushes eye color and mixes it with linseed oil to form her painting medium. She also uses Mary Kay® foundations and lipsticks.







## MARY KAY one woman can MAKEOVER CONTEST

- 50 Grand Prize Winners each receive a \$5,000 donation to their favorite charity\* that benefits women and children.
- Super Grand Prize Winner receives an international dream trip.
- The 250 makeover contestants with the most votes get a special-edition† *Beauty That Counts*® Mary Kay® Compact Mini†† filled with great color looks.

**1 CALL ME TODAY** to schedule your makeover. \_\_\_\_\_

**2 ENTER ONLINE** from March 8 – May 10, 2013, (by noon Central time).

**3 Rally your friends to VOTE** from May 12 – 27, 2013!

**STAY TUNED.  
WINNERS  
ANNOUNCED  
IN JULY**

\*Subject to sponsor's approval  
†Available while supplies last

MARY KAY  
one woman can  
50 YEARS

**GO TO  
mkmakeovercontest.com  
to enter and for official rules.**

††Mary Kay® Compact Mini – U.S. Pat. D629,201 and Other Pats. Pend.



SCAN TO WATCH THE  
MARY KAY® ONE WOMAN CAN™  
MAKEOVER CONTEST VIDEO.  
Get the free mobile app  
at <http://gettag.mobi>

MARY KAY  
one woman can  
50 YEARS

## Mary Kay® One Woman Can™ Makeover Contest

**Points to know:**  
In addition to growing your customer base and giving fresh new looks, you can win big prizes! One Independent Beauty Consultant from each Seminar receives a \$5,000 donation to a charity\* of her

choice benefiting women and children plus onstage recognition. Visit [marykayintouch.com](http://marykayintouch.com) for rules and details.



**Promote:**  
MKeCards®, Facebook, Beautevites®, Twitter and your Mary Kay® Personal Web Site are great ways to spread the word. Include this consumer flier (opposite page) with your product

orders and mailings. Promote makeovers on the go! Look for the Mary Kay® Makeover Contest App available for smartphones or tablets.

### DATES:

Now – May 10

March 8 – May 10

May 12 – 27

Seminar 2013

CONDUCT MAKEOVERS

POST ENTRIES

VOTE

WINNERS ANNOUNCED

\*Subject to sponsor's approval

# teamUP for Women!®

**March 15 – May 12, 2013**



With your help, The Mary Kay Foundation™ has donated more than \$48 million to fund research in search of cures for cancers that affect women and to provide grants to women's shelters and other nonprofit agencies that share in the determination to stop domestic violence. These two causes were dear to Mary Kay Ash, so each year we honor our Founder's legacy of giving during the *Team Up for Women!*® campaign.

Studies show that your customers like doing business with philanthropic organizations, so set a goal to give and consider one of these fundraising ideas.

**THE ROUND UP** – Ask your customers if they'd like to round up their order total to the nearest \$5 or \$10 increment and donate the difference.

**DONATION CREATION** – Choose a popular Mary Kay® product and offer to donate \$1 of your earnings for each one sold.

**FUNDS FROM FLIERS** – Distribute *Team Up for Women!*® campaign fliers at your skin care parties and ask for spare change.

Independent Beauty Consultants who raise at least \$50 receive:

▶ A name badge ribbon and standing recognition at Seminar 2013!

All donations, accompanied by the appropriate donation form, must be postmarked by Friday, May 17, 2013, to receive Seminar recognition. Donation forms, instructions and a printable flier are available on Mary Kay InTouch®.



SCAN TO WATCH THE  
TEAM UP FOR WOMEN!® VIDEO.  
Get the free mobile app  
at <http://gettag.mobi>



# Recognition

Congratulations to the winners for December 2012

## Top NSDs Year-to-Date

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



## 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 2012, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for November 2012.) 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, 2012.

<b>On-Target for \$1,100,000 Inner Circle</b>	
Barbara Sunden.....	\$565,250.97
<b>On-Target for \$850,000 Inner Circle</b>	
Anita Mallory Garrett-Roe.....	\$434,475.28
<b>On-Target for \$550,000 Inner Circle</b>	
Carol Anton.....	\$299,819.34
Jan Harris.....	\$281,949.13
Gloria Mayfield Banks.....	\$281,289.93

<b>On-Target for \$500,000 Inner Circle</b>	
Karen Piro.....	\$272,819.25
Kathy Helou.....	\$271,071.22
Lisa Madson.....	\$267,341.73

<b>On-Target for \$450,000 Inner Circle</b>	
Gloria Castaño.....	\$227,403.25

<b>On-Target for \$400,000 Inner Circle</b>	
Pat Danforth.....	\$212,942.31
Cheryl Warfield.....	\$202,264.41

<b>On-Target for \$350,000 Inner Circle</b>	
Stacy James.....	\$190,113.08
Patricia Turker.....	\$189,473.60

Karlee Isenhart.....	180,240.59
Halina Rygiel.....	176,934.44
Debi Moore.....	176,632.85
<b>On-Target for \$325,000 Inner Circle</b>	
Lupita Ceballos.....	\$173,267.63
Cindy Williams.....	\$171,542.31
Sherry Windsor.....	\$170,793.70
Sonia Pérez.....	\$169,496.13
Sue Kirkpatrick.....	\$164,888.15

<b>On-Target for \$250,000 Diamond Circle</b>	
Pamela Waldrop Shaw.....	\$149,252.90
Judie McCoy.....	\$148,753.02
Dacia Wiegandt.....	\$144,603.06
Mary Diem.....	\$142,705.17
SuzAnne Brothers.....	\$131,156.77
Julianne Nagle.....	\$128,001.69
Dayana Polanco.....	\$127,954.34
Linda Toupin.....	\$127,905.05

<b>On-Target for \$200,000 Diamond Circle</b>	
Diane Underwood.....	\$124,227.20
Mary Estupinan.....	\$123,705.49
Anita Tripp Brewton.....	\$119,841.94
Kerry Buskirk.....	\$117,966.83

Shannon Andrews.....	115,252.94
Pamela Fortenberry-Slate.....	114,627.20
Sandy Valerio.....	113,872.02
Sandy Miller.....	112,419.22
Sara Pedraza-Chacón.....	111,864.56
Julia Burnett.....	110,200.81
Jeanne Rowland.....	107,041.95
Cindy Fox.....	106,798.44
Ronnie D'Esposito Klein.....	106,438.08
Connie Kittson.....	106,098.18
Dawn Dunn.....	103,619.50
Julie Krebsbach.....	102,784.57
Nancy Bonner.....	102,263.27
Maureen Ledda.....	100,131.22

<b>On-Target for \$150,000 Gold Circle</b>	
Dalene Hartshorn.....	\$99,658.02
Auri Hatheway.....	\$99,159.38
Joanne Bertalan.....	\$80,032.57
Lili Orellana.....	\$8,641.76
Cyndee Gress.....	\$8,484.55
Janed Tade.....	\$6,251.92
Yvonne Lemmon.....	\$6,111.66

Kay Elvrum.....	\$4,827.95
Lisa Allison.....	\$3,151.09
Tammy Crayk.....	\$2,526.78
Elizabeth Fitzpatrick.....	\$1,408.06

Vivian Diaz.....	91,151.04
Lise Clark.....	90,722.75
Anabell Rocha.....	90,027.26
Maria Monarrez.....	88,634.66
Rebecca Evans.....	88,415.14
Susan Hohlman.....	86,838.78
Valerie Bagnol.....	86,450.54
Consuelo Prieto.....	86,327.16
Julie Brack.....	86,242.85
Jamie Cruse-Vrinios.....	85,466.47
Dan Theford.....	84,241.49
Joanne Bertalan.....	83,370.92
Kim McClure.....	83,107.50
Candace Laurel Carlson.....	82,705.54
Mona Butters.....	82,393.73
Jeanie Martin.....	80,818.02
Pam Ross.....	80,561.12
Joanne Bertalan.....	80,032.57
Alia Head.....	78,888.14
Cathy Bill.....	75,131.02

<b>On-Target for \$125,000 Gold Circle</b>	
Monique Todd Balboa.....	\$74,815.37
Michelle Sudeth.....	\$74,623.78
Mayuli Polo.....	\$74,475.55
Pam Higgs.....	\$62,902.55

Juanita Gudiño.....	73,086.62
Evelinda Diaz.....	72,237.45
Shirley Oshiro.....	72,079.54
Pam Klickna-Powell.....	71,776.50
Gloria Báez.....	71,710.07
Vicki Jo Auth.....	71,307.96
Janis Z. Moon.....	71,074.61
Scarlett Walker-Simpson.....	71,024.09
Kate DeBlander.....	70,482.85
Paola Ramirez.....	69,833.65
Glinda McGuire.....	68,490.13
Bea Millslagle.....	68,310.11
Roxanne McInroe Williams.....	68,000.09
Noelia Jaimes.....	66,034.57
Elizabeth Muna-Mudsi.....	65,678.78
Shelly Gladstein.....	65,051.95
Kirk Gillespie.....	64,591.88
Kimberly Copeland.....	64,435.51
Brenda Segal.....	64,024.13
Kathy Rodgers-Smith.....	63,724.69
Maribel Barajas.....	63,678.80
Linda Kirkbride.....	63,378.27
Lynne Holliday.....	63,110.04
Kristin Myers.....	62,902.55

# Recognition

## Commission Circle

Independent Sales Directors who earned the top 100 commissions and bonuses in each Seminar area in December 2012. Names in **bold** print are those who earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission.

### Diamond

Kristin Rogers.....	\$18,409.98
Heather Rachel Catchpole.....	8,200.34
Virginia Rowell.....	8,180.19
Lisa A. Raupp.....	8,169.55
Susan M. McCoy.....	8,146.76
Priscilla McPheeters.....	15,341.09
Sonia Arriola.....	14,050.34
LaRonda L. Daigle.....	13,451.25
Amy Allgood.....	13,251.52
Shelly Palen.....	13,050.55
Melinda M. Balling.....	12,890.59
Deborah Dudas.....	12,352.12
Julie Schlundt.....	12,209.96
Ruth L. Everhart.....	12,097.10
Tawniya Krempges.....	12,020.32
Tokunboh S. Oyenuga.....	11,775.21
Mary Strauss.....	11,744.20
Jennifer Levitt.....	11,607.56
Sandy Griffith.....	11,354.99
Jill D. Davis.....	11,057.73
Julie Neal.....	10,860.76
Nicki R. Hill.....	10,739.89
Anne Newcomb.....	10,693.22
Mileta K. Kinser.....	10,689.33
Stephanie Audino.....	10,541.88
Nikki Hall Edgemon.....	10,424.00
Linda T. Cartiglia.....	10,413.59
Petite L. Huffman.....	10,232.52
Barbara E. Roehrig.....	10,161.41
Lisa A. Stengel.....	9,960.53
Kim A. Messmer.....	9,944.37
Jessica Marie Anderson.....	9,895.30
Melissa R. Hennings.....	9,829.61
Stephanie A. Richter.....	9,807.80
Martha Kay Raile.....	9,767.71
Terri J. Beckstead.....	9,760.85
Robin L. Sailer.....	9,703.34
Bisola Gbadamosi.....	9,633.40
Rose Rodriguez-Capone.....	9,632.23
Gerri Anne Morris.....	9,535.02
Lori M. Langkin.....	9,534.82
Julie Danskin.....	9,508.89
Lisa Rada.....	9,507.50
Mary P. Creech.....	9,483.38
Nancy Ashton O'Hara.....	9,443.73
Melissa Mays.....	9,414.17
Kelly Miller-Johnson.....	9,317.71
Maricarmen Gonzalez.....	9,309.23
Cassondra Renee Chitwood.....	9,299.65
Chris Landaker.....	9,248.45
Mariann Biase Mason.....	9,229.61
Eilyn Hoadley.....	9,218.86
Maria De Jesus Vargas.....	9,205.50
Meg Booker Steward.....	9,203.54
Susan K. Carlson.....	9,203.41
Karime Ross.....	9,174.70
Nancy Polish Dove.....	9,139.15
Yaimet Rodriguez.....	9,126.18
Susan J. Pankow.....	9,094.73
Mary Jacobson.....	9,049.31
Lesla Rae Franken.....	9,045.90
Pat Joos.....	9,038.77
Sandy Lasso.....	9,034.40
Susie Kopacz.....	9,006.52
Andrea Whitcomb.....	9,004.52
Linda Spadlowski.....	8,996.65
Carol Lee Johnson.....	8,892.37
Betty McKendry.....	8,859.21
Oyindamola Ogundana.....	8,850.59
Suzanne T. Young.....	8,847.62
Sheryl Peterson.....	8,823.88
Brenda K. Howell.....	8,757.83
Norma B. Carney-Wright.....	8,716.83
Sharon Lee Shaver.....	8,676.41
Christine DeGrammont.....	8,662.98
Lisa Peterson.....	8,657.31
Denise M. Guthrie.....	8,649.24
Phyllis L. Pinsker.....	8,596.91
Michelle Cape.....	8,550.50
Donna K. Smith.....	8,548.64
Nancy Fox Castro.....	8,513.58
Carolyn Thompson.....	8,509.57
Lesley A. Bodine.....	8,497.31
Stephanie A. Grogoza.....	8,385.35
Debbie Larson.....	8,242.66
Alicia Borkowska-Sattler.....	8,237.66
Kristen C. Spiker.....	8,223.95
Shelley Olson.....	8,203.10
Heather Rachel Catchpole.....	8,200.34
Virginia Rowell.....	8,180.19
Lisa A. Raupp.....	8,169.55
Susan M. McCoy.....	8,146.76
Lila DeWeber.....	8,131.14
Audrey J. Doller.....	8,125.67
Kathy M. Viola.....	8,053.61
Karen M. Bonura.....	8,040.35
Pat A. Nuzzi.....	8,032.17
Linda J. Wicks.....	8,021.68
Beth Brinkley.....	7,990.27
Omosolape O. Akinyoyenu.....	7,986.85
Mary Kathryn King.....	7,838.44
Linda Goode.....	7,769.20

### Ruby

Mary Dell.....	\$13,099.38
Lisa Anne Harmon.....	12,846.78
Jackie M. Craver.....	12,394.86
Kristal Clark-Driscoll.....	12,007.81
Dynna D. Downey-Shada.....	11,829.44
Brenda Fenner.....	11,316.36
Cheryl O. Fulcher.....	11,281.56
Suzanne P. Wallace.....	10,929.58
Mary Sharon Howell.....	10,865.15
Susan C. Ehrnstrom.....	10,789.49
Amber L. Towne.....	10,665.43
Lisa Hansen.....	10,587.28
Barbara L. Harrison.....	10,506.69
Michelle M. Visco.....	10,481.45
Missy M. O'Neal.....	10,399.53
Stacy Rozwadowski.....	10,239.42
Cissy E. Warren.....	10,191.30
Anne Weidenweber.....	10,183.72
Deborah S. Bailye.....	9,930.72
Candace Lyn Chambers.....	9,851.55
Suzanne Moeller.....	9,692.61
Tina Hulsman.....	9,509.08
Liz Whitehouse.....	9,494.70
Suzanne Tripp-Black.....	9,478.33
Jill E. Garrett.....	9,445.04
Julie Smith.....	9,443.05
Marnie R. Yunger.....	9,348.79
Ann Kuehler.....	9,341.87
Mary L. Holmes.....	9,327.57
Sonya F. Goins.....	9,284.01
Sara Giselle Barnes.....	9,268.17
Cleta Colson.....	9,252.79
Sylvia J. Cook.....	9,063.26
Gloria Dominguez.....	9,044.01
Laura A. Kattenbraker.....	8,957.07
Breda M. Teal.....	8,850.14
Kali DeBlander Brigham.....	8,829.78
Laurianne Barclay.....	8,823.82
Thessy Nkechi Nwachukwu.....	8,821.69
Deborah J. O'Leary.....	8,729.50
Eleanor M. Reigel.....	8,681.17
Julie Roman.....	8,638.22
Abosede Yetunde Oyediran.....	8,621.03
Diane Covington.....	8,620.55
Bonnie Brannan.....	8,596.92
Winifred Nonye Ogbunamiri.....	8,561.12
Alicia Lindley-Adkins.....	8,534.62
Tanya Michelle Johnson.....	8,528.08
Rose Mary Neel.....	8,528.02
Chick Stamschror.....	8,473.39
K.T. Marie Martin.....	8,466.03
Chasity Marie Bromley.....	8,429.54
Connie A. Brinker.....	8,400.25
Debbie A. Elbrecht.....	8,383.39
Kaye Driggers.....	8,362.38
Judy Lund.....	8,305.77
Phyllis L. Pinsker.....	8,298.70
Lisa A. DeLucia.....	8,208.67
Patti Maxwell.....	8,175.27
Mary Lou Ardohain.....	8,057.43
Terry Thole.....	8,044.44
Doreen Brennan.....	8,032.11
Dori M. Fennell.....	8,018.49
Jeannette M. Thompson.....	7,992.04
Wanda Metzger.....	7,983.37
Crystal Caldwell Hubbard.....	7,870.51

Tshanna Kyler.....	8,559.56
Marjorie S. Haun.....	8,479.80
Audrey K. MacDowall.....	8,474.94
Danice C. McEldowney.....	8,460.66
Christy Bigham.....	8,454.67
Debra J. Witmer.....	8,405.56
Mary G. Gronholz.....	8,393.62
Leanne Sexton.....	8,388.60
Frances Woodham.....	8,384.14
Lynn Baer Roberts.....	8,370.43
Cindy S. Kriner.....	8,360.75
Char Griffin.....	8,358.71
Peggy B. Sacco.....	8,249.00
Linné Lane.....	8,129.81
Doris M. Quackenbush.....	8,103.71
Deborah Robina.....	7,994.51
Chris Havens.....	7,969.63
Dolores Keller.....	7,969.05
Kim West.....	7,900.59
Kim I. Sabounin.....	7,859.03
Sue Ammons.....	7,837.34
Wendy Clausen.....	7,800.36
Nita Ann Godwin.....	7,799.16
Lue Clouse.....	7,780.72
Ida M. Sukalo.....	7,773.13
Jodi L. Feller.....	7,755.47
Sharl Kendall.....	7,739.38
Byrnie M. Blalock.....	7,721.72
Delmy Ana Torrejon.....	7,629.00
Ann Farrell Smith.....	7,617.85
Lynris Patterson.....	7,554.46
Shelley Townsley.....	7,548.25
Melody Missick.....	7,543.72
Agnes Stewart.....	7,481.36
Bea Heath.....	7,438.75
Sanjuana Sosa.....	7,425.30
Robyn S. Cartmill.....	7,424.05
Kenetitia A. Adams.....	7,412.91
Brandi Driggers.....	7,380.80
Rayne D. Tubbs.....	7,363.83
Crystal Dawn McDaniel.....	7,311.02
Stacy S. Gilson.....	7,342.99
Betty H. Schuler.....	7,240.55
Sarah Sullivan Krycinski.....	7,228.51
Patrice Moore Smith.....	7,220.35
Jerri O'Dell.....	7,197.54
Josefa Chacon.....	7,188.93
Ellen Ezekiel Farquharson.....	7,130.87
Tabitha A. Hallums.....	7,125.95
Linda Klein.....	7,123.04
Sylvia Boggs.....	7,118.31
Ruby Garner.....	7,118.91
Moleda G. Dailey.....	7,115.52
Jim Cundiff.....	7,114.89
Randi Stevens.....	7,052.37
Ann W. Sherman.....	7,043.94
Ryan Ashlee Rives.....	7,041.00
Jeannie Helm.....	7,036.33
Brenda K. Gibson.....	7,030.89
Pam Garner Moore.....	7,024.19
Lesla E. Zajac.....	7,012.63
Kathy R. Bullard.....	9,858.37
Cheryl T. Anderson.....	9,766.20
Jill Beckstead.....	9,751.69
Kimberly Leigh Moore.....	9,745.31
Barbara Pleet.....	9,740.44
Margaret Neill.....	9,675.70
Faith A. Gladding.....	9,532.72
Kristi M. Mentasana.....	9,477.97
Kathleen Kirkwood.....	9,463.37
Joanna Helton.....	9,273.50
Lyneea E. Tate.....	9,212.58
Heather L. Bohlinger.....	9,160.45
Sandra A. Zavoda.....	9,160.00
Krista A. Johnson.....	9,087.33
Angie S. Day.....	9,076.99
Natalie Reed.....	9,061.41
Barbara J. Puckett.....	9,021.22
Phyllis L. Pinsker.....	8,998.70
Binta Touray Jagne.....	8,882.50
Janis Clemens.....	8,852.50
JoAnne P. Shippe.....	8,848.06
Lisa Lee Kroshus.....	8,800.91
Dotlie Huse.....	8,719.76
Jennifer G. Bouse.....	8,689.34
Terry A. Hensley.....	8,679.60
Megan Eileen Kalbach.....	8,653.87
Shelia Berry.....	8,638.33

Janet Lee Ellis.....	8,998.99
Angie Sidden.....	8,903.93
Diane K. Autry.....	8,760.63
Rose Campbell.....	8,705.59
Helen Jakpor.....	8,662.42
Cristina Martins.....	8,486.28
Kathy P. Oliveira.....	8,461.00
Ashley N. Cline-Smith.....	8,386.42
Angel L. Hurley.....	8,382.02
Holly Lynne Martin.....	8,376.99
Traci Smith.....	8,336.76
Julie B. Potts.....	8,335.00
Holly S. Neff.....	8,313.63



# 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 2012.

### Top National Sales Directors — Commissions and Bonuses



**Barbara Sunden**  
\$108,087  
Diamond



**Carol Anton**  
\$64,702  
Ruby



**Karen Piro**  
\$56,385  
Sapphire



**Gloria Mayfield Banks**  
\$81,937  
Emerald



**Jan Harris**  
\$64,073  
Pearl

### Top Unit — Estimated Retail Production

DIAMOND — Kristin Rogers, <i>C. Kittson Area</i> .....	\$100,863
RUBY — Mary Dell, <i>Go Give Area</i> .....	\$83,876
SAPPHIRE — Julie Weaver, <i>Go Give Area</i> .....	\$110,542
EMERALD — Jordan Helou Eicher, <i>K. Helou Area</i> .....	\$69,496
PEARL — Patti Cornell, <i>J. Harris Area</i> .....	\$90,501

## Top Unit Builders

Independent Sales Directors with **20** or more new unit members for December 2012.

### Diamond

Zaida Rodriguez..... 23 New Unit Members

### Ruby

Esther C. Reid ..... 22 New Unit Members  
Doreen Brennan..... 21 New Unit Members  
Missy M. O'Neal ..... 21 New Unit Members  
Donna Shivar VanVliet..... 20 New Unit Members

### Sapphire

Alethia Ramsey..... 28 New Unit Members

### Emerald

Michelle Lynn Walters..... 20 New Unit Members

### Pearl

Caroline Adedolapo Yussuf ..... 37 New Unit Members  
Sandy Kay Gant..... 22 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?



## New NSD Debuts

New Independent National Sales Director Debuts December 1, 2012.



**Cecilia James**  
National Sales Director  
Diamond Seminar

**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 ©2013 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, “Let’s Talk” Party!, Luminous-Wear, Mary Kay, Mary Kay InTouch, Matte-Wear, Miracle Set, MK, MKConnections, MKeCards, MKMen, Pink Changing Lives, 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, Dance to Life, Forever Orchid, Lash & Brow Building Serum, Lash Love, Lash Love Lengthening, Lash Response, Lash Spa, Mary Kay Show and Sell, Mint Bliss, MK High Intensity, Night Restore & Recover Complex, NouriShine Plus, TimeWise Body, TimeWise Repair, Ultimate Mascara, Volu-Firm, Warm Amber and Your Way to Beautiful* are trademarks; and *Beautiful Together, Dare to Dream!, MK Rewards, myCustomers, One Woman Can, 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, marykay.com.

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### Top Sales Director — Personal Sales

DIAMOND — Jacque Schumacher, <i>A. M. Garrett-Roe Area</i> .....	\$11,976
RUBY — Jackie Craver, <i>Go Give Area</i> .....	\$12,823
SAPPHIRE — Jim Cundiff, <i>Go Give Area</i> .....	\$15,932
EMERALD — Anita Cunningham, <i>Go Give Area</i> .....	\$13,032
PEARL — Jocelyn DeMartelaere, <i>A. Tripp Brewton Area</i> .....	\$11,701

### Top Beauty Consultant — Personal Sales

DIAMOND — Kathleen Neal, V. White Unit, <i>Go Give Area</i> .....	\$14,059
RUBY — Daphne Lewis, R. Rodstrom Unit, <i>Go Give Area</i> .....	\$12,375
SAPPHIRE — Chante Siegfried, N. Crayk Unit, <i>T. Crayk Area</i> .....	\$12,302
EMERALD — Jennifer Wessling, R. Acevedo Unit, <i>A. Hatheway Area</i> .....	\$30,958
PEARL — Lana Wiese, G. Baird Unit, <i>Go Give Area</i> .....	\$12,410

### Top Team Builder

DIAMOND — Sales Director Zaida Rodriguez, <i>D. Polanco Area</i> .....	18 New Team Members
RUBY — Sales Director Doreen Brennan, <i>C. Gress Area</i> .....	21 New Team Members
SAPPHIRE — Sales Director Rocio Montano, <i>M. Nevárez Area</i> .....	12 New Team Members
EMERALD — Sara Beck, M. Walters Unit, <i>Go Give Area</i> .....	14 New Team Members
PEARL — Sales Director Caroline Yussuf, <i>H. Rygiel Area</i> .....	36 New Team Members



The Classic

**IDEA!**  
See yourself in this great-looking jacket. Replace the model's face with your picture and post it in a prominent spot at home to remind yourself that **YOU CAN DO IT!**



**SCAN TO WATCH THE IT'S RAINING RED TEAM-BUILDING CHALLENGE VIDEO.** Get the free mobile app at <http://gettag.mobi>

# It's Raining Red

What will you wear at Seminar 2013?

### The Classic

Designed to flatter all body types, this two-button, single-breasted jacket features a herringbone fabric pattern accented with zipper pockets. Notch collar keeps the jacket on-trend with classy elegance.

### The Trench

Look effortlessly chic in this hip-length trench with angled pockets and a stylish belt. The cool box grid fabric pattern says you are on your way to the top!

### The Cropped

For the gal on the go, this adorable cropped jacket has three-quarter-length sleeves, four pockets and a three-button front that can be worn open or closed. The trendy box grid fabric pattern adds a playful texture!



The Trench

The Cropped

## It's Raining Red Team-Building Challenge

### March 1 – June 30, 2013

**Rules:** Add three or more qualified\* new personal team members to earn your **FREE** red jacket; plus, attend exciting events at Seminar 2013 to get even more great prizes!

### Start with THREE.

**Independent Beauty Consultants**  
► **FREE** red jacket of your choosing  
► **INVITATION** to *It's Raining Red* Reception at Seminar 2013

**Independent Sales Directors**  
► **EXCLUSIVE jeweled bib necklace** (shown at right) designed by Kenneth Jay Lane  
► **INVITATION** to *It's Raining Red* Reception at Seminar 2013



### Add ONE more, make it FOUR.

**Independent Beauty Consultants**  
► A **TIGER-PRINT** scarf from the Independent Sales Director Suit Collection

**Independent Sales Directors**  
► A **TIGER-PRINT** scarf from the Independent Sales Director Suit Collection

### Add ONE more, strive for FIVE.

**Independent Beauty Consultants**  
► **BLACK CHANDELIER** earrings to match the red jacket

**Independent Sales Directors**  
► Earrings to match the Kenneth Jay Lane necklace

### Go to Mary Kay InTouch® for all the details!

Achievers will not be eligible for the \$50 rebate on the purchase of the official red jacket during the contest period.

\*For contest purposes, a qualified new team member is one whose initial wholesale order with the Company is \$600 or more in wholesale Section 1 products and is received and accepted by the Company in the same or following month that her Independent Beauty Consultant Agreement is received and accepted.



# Great minds MAY NOT think alike.



Uncover what appeals to women of different ages and find ways to market and attract those individuals. By doing so, your Mary Kay business can be even more rewarding and fun!



You'll find great information on Mary Kay InTouch® under the Education tab starting with the new "Targeted Marketing" Silver Wings Scholar Program<sup>SM</sup> and "How to Team-Build" information.



**WATCH THE TARGETED MARKETING PROMO VIDEO!**  
Get the free mobile app at <http://gettag.mobi>

## GEN Y

**Who is she?** Age ranges from **15 to 32**, but a subset (**16 to 22**) is particularly compelling to Mary Kay. Why? This woman is on an exciting journey from high school to college to first job. Each experience defines and propels her to later stages like marriage, motherhood and career success.

**Why does she matter to you?** In 2011 in the U.S., this group spent **\$3.4 billion** on fragrance, makeup and skin care. She's forming brand connections and is open to what Mary Kay has to offer.

**What makes her tick?** Likes to **feel unique** and **enjoys her free time**. She's a **mobile whiz** and has a **vast network**. Work/life balance is key, and **friends are important**. Thinks like an entrepreneur and is open to new ideas.

**What turns her off?** She's not interested in being told what to do or think and doesn't like following career protocols set by baby boomers.

### FIVE WAYS to attract her as your CUSTOMER. She loves:

1. Trends
2. Making purchases quickly and easily
3. Value
4. Samples
5. Fun

### FIVE WAYS to attract her as your TEAM MEMBER. She loves:

1. Work/life balance
2. Girlfriend time
3. Entrepreneurial thinking
4. Challenges and the excitement of limitless potential
5. Feeling important



### Beauty Bars

"Beauty Bars are fun events for Gen Ys. We set up stations around the room to highlight different products, such as

skin care, eyes, foundation and pampering. The guests rotate through the stations. It's tons of fun!" — **Jordan Helou Eicher, Independent Senior Sales Director, Huntersville, N.C.**

## GEN X

**Who is she?** Age range is **36 to 47**. Accounts for 45 percent of households with children. First generation to grow up with computers, so she's a **trailblazer in technology**.

**Why does she matter to you?** About **80 percent buy products online**. Entering her prime; has several decades of spending and earning ahead. Accounted for 28 percent of all beauty spending last year. Also, 42 percent have a daily beauty routine to ward off signs of aging.

**What makes her tick?** **Technology** is her friend. Wealth management and growth are important. She's **all about saving**.

**What turns her off?** Expecting her to compromise family for an excessively demanding work life. Trying to compel her to consume and overspend.

### FIVE WAYS to attract her as your CUSTOMER. She loves:

1. Pampering
2. Time — her most precious commodity
3. Simplicity
4. Products that help her look younger
5. Value and quality

### FIVE WAYS to attract her as your TEAM MEMBER. She loves:

1. Flexibility
2. Extra income potential
3. Customer Delivery Service
4. Technology
5. Value and quality



### Facial First

"Try treating a Gen X customer to a facial first. It's simpler for her than hosting a class. Also, don't call it a skin care class;

call it a pampering session instead. Class says work to her. It says housecleaning, baking brownies, etc. A good way to stay in contact with her is through the Preferred Customer Program<sup>SM</sup>. She likes knowing you value her as a customer."

— **Gerri Anne Morris, Independent Executive Senior Sales Director, Shallowater, Texas**

## BABY BOOMERS

**Who is she?** Born between 1946 and 1964. Roughly **39 million women**. A growing number choosing to work past normal retirement age.

**Why does she matter to you?** Runs 38 percent of all households with average spending power of approximately \$55,000 annually. Known as a **rule follower** and **extremely hardworking**.

**What makes her tick?** Believes in working hard and the rewards it brings. She respects the chain of authority yet is **open to new ideas** and experiences. Sends more emails than any other demographic.

**What turns her off?** Referring to her age. She's more likely to say she feels 20 years younger. Presuming she doesn't want to try a new product because it's trendy.

### FIVE WAYS to attract her as your CUSTOMER. She loves:

1. Luxury
2. Compliments
3. Good customer service
4. Products that offer results
5. Samples

### FIVE WAYS to attract her as your TEAM MEMBER. She loves:

1. Working hard
2. New challenges
3. Staying active
4. A clear path to success
5. Flexibility



### Compliment

"When warm chattering a baby boomer, give her a genuine compliment, like 'I like your style. It's obvious you have an

eye for quality.' She may have tried Mary Kay® products years before, so ask her if she's open to experience the new Mary Kay. She likes great service and wants products that deliver results. She'll be loyal as long as she gets this!" — **Independent Future Executive Senior Sales Director Agnes Stewart, Hollywood, S.C.**



# THE test OF TIME

Using the same business philosophies today that she's learned as a Mary Kay Independent Beauty Consultant, Renita Swedberg is making a positive difference in the lives of many. Keeping her priorities of God first, family second and career third keeps her life (and work) in harmony.



Renita Swedberg started her Mary Kay business right out of college. It was 1993, and she was an impressionable, eager young woman ready to work her business, meet new people and have fun in the process. Little did she realize the ways that the Mary Kay principles and traditions she would learn over the next 20 years would blossom.

Today she juggles her time between family (Micah, 16, Malachi, 12, and Matthew, 9), her Mary Kay business and, most recently, a full-time position at a busy day care center in Shawnee, Okla.

## Day care disarray

Renita admits life at the day care wasn't all pink roses at first! It didn't take long to realize the center's state of affairs once she stepped into the director's role in early 2012. "On a scale of one to 10, employee morale was about a negative three," she says. "The business side was just as bad. Billing was sporadic, and parents seemed flustered and confused with the system."

Getting the day care's books in order and the billing corrected turned out to be an easy task for Renita. Her experience with billing and maintaining her Mary Kay business finances was paramount to getting this done. And she always strives to provide **Golden Rule service** to her Mary Kay customers; now these parents were her "customers." Employee morale? That would take time.

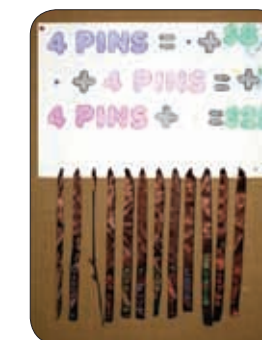


## The invisible sign

Renita was taught the significance of **making everyone feel important** early in her Mary Kay business. She met with each of her more than 20 employees to discuss their positions and listen to their concerns and improvement ideas. After all, she knew listening and making people feel important motivates them to do better work. And people generally do what you expect them to do. While Renita couldn't accommodate every request from her team, together they mapped out job descriptions, set expectations and agreed on goals.

## Praise people to success

**Recognition** was the fun part! Within the first few months, she established a pin system similar to one she's accustomed to at her Independent Sales Director's unit meetings. She established accomplishment criteria,



and for every four pins received, the recipients get lunch out; four more pins gets them a \$10 gift card; four more, and they receive a \$25 bonus.

Renita says she is quick to praise

and recognize achievements. After all, Renita has learned that **little successes lead to bigger successes**.

## Go-Give® spirit

Renita says she's starting to see more acts of kindness around the day care, and it began by practicing early on what Renita knows as the **Mary Kay Go-Give® spirit**.

When her assistant director went into labor at school, Renita insisted the woman's mother (who is also the school cook) accompany her daughter to the hospital. "We were 10 minutes from lunchtime, and she was giving me instructions about the potatoes in the oven as she ran out the door," Renita laughs.

And when the center needs a substitute teacher, guess who are the first to volunteer? Independent Beauty Consultants within Renita's unit! "It's great to see the mutual respect and trust beginning to grow."



## A transformation

While the day care is still a work in progress, Renita is quick to point out the strides made by the entire team. "What once was an unmotivated, skeptical group is now a collection of individuals who keep their rooms orderly, read and play with the children and help one another when needed.

"I started my Mary Kay business because I saw it as a great opportunity that fit my lifestyle, and today it's given me that and so much more," Renita says. "It's given me great life lessons that I'll cherish and value and apply in other areas of my life always."





# GO-GIVE® AWARD

Congratulations to our April 2013 Go-Give® Award winners who best exemplify the **Golden Rule** – helping others **unselfishly** and **supporting** adoptees as much as unit members.

Nominate a well-deserving Independent Sales Director who displays the Go-Give spirit for this prestigious honor today! We’ve made it easier – look for the **NEW online nomination form** on Mary Kay InTouch® under the Contests/Recognition tab.



**Ruth Everhart**

**Diamond**

Independent Executive  
Senior Sales Director

**Began Mary Kay Business**  
May 2006

**Sales Director Debut**  
August 2007

**Offspring** seven first-line;  
four second-line

**National Sales Director**  
Vivian Díaz

**Honors** Star Consultant;  
Consultant Queen’s Court of  
Personal Sales; five-times  
Sales Director Queen’s Court  
of Personal Sales; four-times  
Circle of Achievement; Circle of  
Excellence; five-times Double  
Star Achievement

**Personal** Lives in Bradenton, Fla.  
Husband, Glen; son, Matthew;  
daughter, Rachel

**“I am motivated to help others  
because** so many people  
believed in me before I ever  
believed in myself! I want to pass  
that belief on to as many women  
as possible so they know just  
how great they are!”

**Independent Sales Director  
Brandy Harlan of Bradenton,  
Fla.,** says, “Ruth always believes  
in others no matter where they  
are in their business, what  
obstacle they need to overcome  
or goal they met or missed. She  
believes in them just the same.”



**Sheryl Goins**

**Ruby**

Independent Future Executive  
Senior Sales Director

**Began Mary Kay Business**  
March 1981

**Sales Director Debut**  
March 1983

**Offspring** four first-line  
**National Sales Director**  
Go Give Area

**Honors** Circle of Honor;  
five-times Sales Director  
Queen’s Court of Personal  
Sales; 11-times Queen’s Court  
of Sharing; 15-times Circle  
of Achievement; Circle of  
Excellence; nine-times Double  
Star Achievement; Triple Star  
Achievement

**Personal** Lives in Decatur, Ala.  
Husband, Jim; sons: David,  
Jim Jr.; daughters: Jennifer,  
Andria, Erin; eight grandchildren

**“I am motivated to help others  
because** I believe God’s pur-  
pose for my life is to help women  
believe in their ‘Cinderella’  
dreams, and Mary Kay can be a  
vehicle to reach their destiny!”

**Independent Beauty  
Consultant Regenne Robinson  
of Rienzi, Miss,** says, “Sherry’s  
adoptees are embraced as  
her own. She is always willing  
to mentor a new Independent  
Beauty Consultant.”



**Heather Bohlinger**

**Sapphire**

Independent Executive  
Senior Sales Director

**Began Mary Kay Business**  
December 1995

**Sales Director Debut**  
August 1997

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

**National Sales Director**  
Debra Wehrer

**Honors** Star Consultant;  
monthly Go-Give® Award winner,  
November 2006; Sales Director  
Queen’s Court of Personal Sales;  
10-times Circle of Achievement;  
Double Star Achievement

**Personal** Lives in Windsor, Colo.  
Husband, Rob; sons: Brady,  
McCray; daughters: Sydney, Julia

**“I am motivated to help others  
because** Jesus commissions us  
to show our love for Him in the  
ways we treat and serve others.  
I pray God will use me to be a  
blessing to others.”

**Independent Beauty  
Consultant Tauna Esslinger  
of Milliken, Colo.,** says,  
“Heather maintains the balance  
of faith, family and career life.  
She is currently organizing a  
trip to Guatemala to work with  
orphaned children.”



**Judith Cotton**

**Emerald**

Independent Executive  
Senior Sales Director

**Began Mary Kay Business**  
November 1988

**Sales Director Debut**  
November 1992

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

**National Sales Director**  
Kathy Helou

**Honors** Circle of Honor; two-  
times Sales Director Queen’s  
Court of Personal Sales;  
13-times Circle of Achievement;  
two-times Double Star  
Achievement

**Personal** Lives in Amherst,  
Ohio. Husband, Todd; son, Dale;  
daughters: Chelsea, Mariah

**“I am motivated to help others  
because** it brings me great joy  
to make a difference in someone  
else’s life by passing on to them  
what was passed on to me.”

**Independent Senior Sales  
Director Debbie Barnes of  
Bay Village, Ohio,** says, “I have  
been mentored by Judith to my  
personal best this year. Offspring  
are emerging in my unit, as well  
as in other units, who are not in  
Judith’s Area or future Area.  
She consistently pours herself  
into all of us.”



**Barbara Dobbs**

**Pearl**

Independent Future Executive  
Senior Sales Director

**Began Mary Kay Business**  
April 1985

**Sales Director Debut**  
July 1988

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

**National Sales Director**  
Go Give Area

**Honors** Circle of Honor;  
Consultant Queen’s Court of  
Personal Sales; Sales Director  
Queen’s Court of Personal Sales;  
four-times Circle of Achievement;  
Double Star Achievement

**Personal** Lives in Bluffton, S.C.  
Husband, Ron; son, Timothy;  
daughter, Jenna

**“I am motivated to help others  
because** providing local support  
and leadership to my adoptees  
comes naturally to me, and it  
gives me great pleasure to see  
them grow.”

**Independent Beauty  
Consultant Bonnie Hallman  
of Hilton Head Island, S.C.,**  
says, “Barbara’s mentoring  
of her adoptees gives me the  
confidence to have recruits  
outside our area. I know they will  
be educated and supported the  
Mary Kay way by their adoptive  
Sales Directors.”



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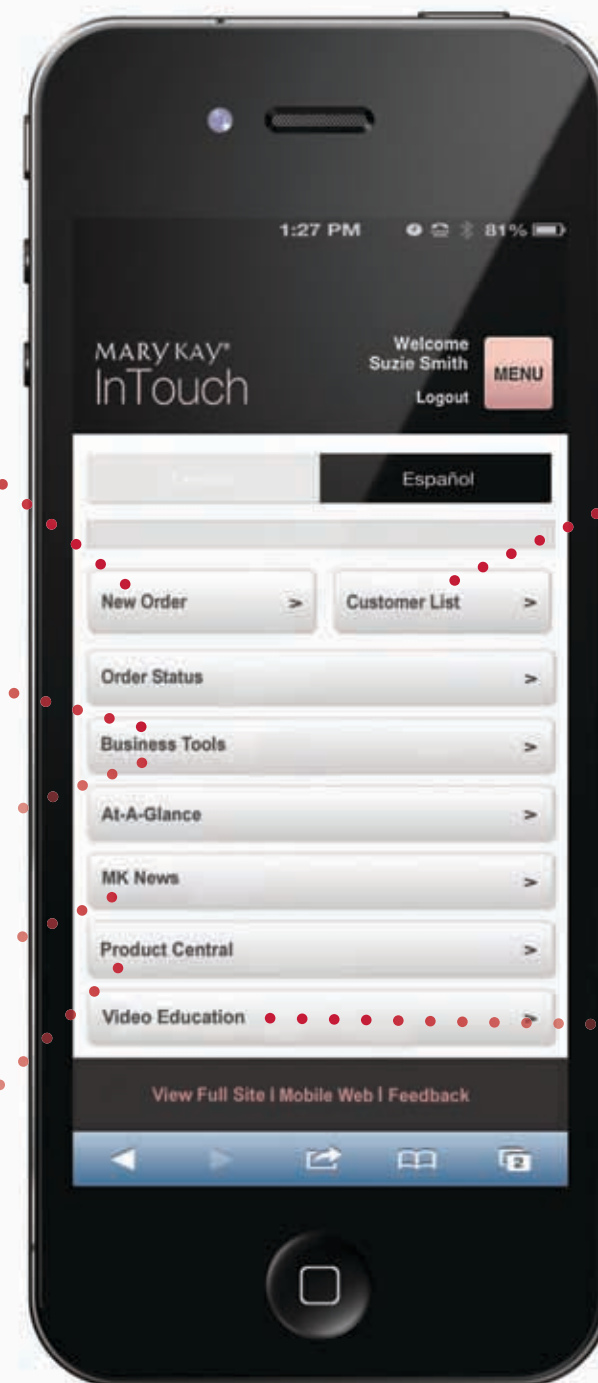
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