

MARY KAY

APRIL 2016

applause

Sell the
GLOW.

Mary Kay® Skin Care.
Help Your Customers
Build a Beautiful Routine.

RACE FOR RED

Meet Two
Women Who
Are Making
It Happen.

discover what you LOVE

December Recognition

Congratulations to the winners

Top NSDS Year-To-Date



Anita Mallory



Gloria Mayfield Banks



Jan Harris



Kathy Helou



Carol Anton



Gloria Castaño



Karen Piro



Lisa Madson



Patricia Turker



Sonia Pérez

On-Target Inner/Diamond/Gold Circle

Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for December 2015, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for November 2015.) 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, 2015.

On-Target for \$850,000 Inner Circle

Anita Mallory\$443,965

On-Target for \$600,000 Inner Circle

Gloria Mayfield Banks.....\$303,078

On-Target for \$550,000 Inner Circle

Jan Harris.....\$290,133

On-Target for \$500,000 Inner Circle

Kathy Helou\$272,028

Carol Anton.....269,120

Gloria Castaño269,090

Karen Piro263,853

Lisa Madson251,893

On-Target for \$450,000 Inner Circle

Patricia Turker.....\$232,388

Sonia Pérez228,123

On-Target for \$350,000 Inner Circle

Lupita Ceballos\$193,704

Cheryl Warfield183,583

Stacy James.....179,029

Pamela Waldrop Shaw.....178,638

Halina Rygiel175,464

On-Target for \$325,000 Inner Circle

Debi Moore.....\$174,515

Cindy Williams173,862

Sherry Windsor172,539

Karlee Isenhardt.....169,399

On-Target for \$250,000 Diamond Circle

Mary Diem.....\$148,695

Judie McCoy.....148,332

Sara Pedraza-Chacón147,016

Dayana Polanco.....145,279

SuzAnne Brothers132,755

Lia Carta127,059

Anabell Rocha.....125,325

On-Target for \$200,000 Diamond Circle

Linda Toupin.....\$123,557

Julianne Nagle.....121,549

Mary Estupiñán.....121,020

Dawn Dunn119,631

Sandy Valerio117,813

Dacia Wiegandt115,519

Diane Underwood.....115,272

Julia Burnett113,079

Anita Tripp Brewton.....112,004

Connie Kittson108,283

Kristin Myers107,749

Cathy Fox106,481

Kerry Buskirk.....105,747

Kay Elvrum105,414

Cyndee Gress104,330

Jamie Cruse-Vrinios.....103,384

On-Target for \$150,000 Gold Circle

Davanne Moul.....\$98,419

Maria Monarrez97,930

Vivian Diaz97,207

Lily Orellana.....95,966

Julie Krebsbach95,872

Shannon Andrews.....95,029

Ada García-Herrera.....93,280

Alicia Lindley-Adkins91,474

Consuelo Prieto.....90,987

Monique Balboa.....89,455

Maureen Ledda.....87,930

Evelinda Diaz87,660

Mayuli Rolo87,415

Yvonne Lemmon84,809

Sue Pankow84,535

Jan Thetford83,971

Valerie Bagnol.....83,588

Gloria Báez.....83,526

Cathy Bill.....83,309

Candace Laurel Carlson83,211

Pam Klickna-Powell83,156

Tammy Crayk82,758

Morayma Rosas82,453

Lisa Allison81,548

Pam Ross.....80,301

Michelle Sudeth80,288

Joanne Bertalan.....78,986

Susan Hohlman77,411

Pamela Fortenberry-Slate77,294

Scarlett Simpson.....76,069

Kristin Sharpe75,046

On-Target for \$125,000 Gold Circle

Auri Hatheway\$74,792

Pam Higgs.....74,501

Gay Hope Super74,173

Leah Lauchlan73,706

Crystal Trojanowski73,621

Lara McKeever.....73,087

Jeanie Martin72,517

Somer Fortenberry.....70,694

Diana Sumpter69,784

Phyllis Pottinger69,217

Kate DeBlander69,140

Kimberly Copeland.....68,704

O'Nelly Encarnación68,435

Rosibel Shahin68,258

Carmen Hernández67,991

Elizabeth Muna67,880

Juanita Gudiño67,810

Rebecca Evans67,440

Janis Z. Trude65,786

Alia Head65,540

Diane Mentiply.....65,061

Noelia Jaimes64,745

Deb Pike64,475

Luzmila Abadia Carranza64,441

Sue Wallace63,664

Kim McClure63,540

Ruth Everhart63,527

Lynnea Tate (debuted 7/15)63,240

Shelly Gladstein62,844

Alma Orrostieta62,502

Monthly Commissions And Bonuses

Emerald

1. Gloria Mayfield Banks***	\$78,250
2. Patricia Turker**	52,216
3. Judie McCoy*	40,804
4. Sonia Pérez**	32,966
5. Dayana Polanco*	30,225
6. Diane Underwood	24,039
7. Julianne Nagle*	22,700
8. Dacia Wiegandt*	22,343
9. Jamie Cruse-Vrinios	21,286
10. Kerry Buskirk*	18,898
11. Maureen S. Ledda*	18,826
12. Mayuli Rolo*	18,390
13. Pam I. Higgs	18,226
14. Anita Tripp Brewton*	17,775
15. Evelinda Diaz*	17,633
16. Sonia Bonilla	17,506
17. Tammy Crayk	17,265
18. Monique Balboa	16,936
19. Pam Klickna-Powell	15,996
20. Rosibel Shahin*	15,639
21. Pamela E. Tull	15,496
22. Ada García-Herrera*	15,236
23. Auri Hatheway	15,154
24. Sue Wallace	15,068
25. Cristi Ann Millard	14,477
26. Mairélys López	14,073
27. Kirk Gillespie	13,401
28. Kym A. Walker*	13,284
29. Joanne R. Bertalan*	12,924
30. Luzmila E. Abadia Carranza*	12,819
31. Kathy P. Oliveira	12,624
32. Jill D. Davis	12,128
33. Nancy Moser-Hogan	11,868
34. Diane Bruns	11,664
35. Crisette M. Ellis	11,591
36. Sabrina Goodwin Monday	11,085

37. Roya Mattis	10,974
38. Gillian H. Ortega	10,864
39. Maureen Myers	10,722
40. Noelia Jaimes*	10,308
41. Natalie Privette-Jones	10,054
42. Mary Beissel	10,032

Diamond

1. Anita Mallory***	\$87,973
2. Lisa Madson*	51,213
3. Karen Piro**	49,017
4. Gloria Castaño***	42,363
5. Halina Rygiel*	32,468
6. Pamela Waldrop Shaw**	30,147
7. Mary Diem*	25,534
8. Lily Orellana	24,674
9. Julia Burnett*	23,369
10. Dawn A. Dunn*	22,466
11. Shannon C. Andrews*	21,078
12. Kay E. Elvrum	20,820
13. Kristin Sharpe	20,355
14. Yvonne S. Lemmon	18,934
15. Sue Pankow	18,539
16. Maria Monarrez	18,106
17. Connie A. Kittson*	17,747
18. Lisa Allison	17,537
19. Pam Ross*	17,501
20. Jeanie Martin	16,154
21. Diana Sumpter	16,079
22. Susan M. Hohlman*	15,818
23. Leah Lauchlan	14,786
24. Roxanne McInroe	13,973
25. Kaye Driggers	13,914
26. Lynne G. Holliday	13,343
27. Lynnea E. Tate	13,201
28. Yosaira Sánchez	13,092
29. Shelly Gladstein	13,020

30. Julia Mundy	12,913
31. Alia L. Head	12,890
32. Marixa González	12,405
33. Rebecca Evans*	12,403
34. Sharon L. Buck	11,374
35. Rosa Carmen Fernández	11,264
36. Vicki Jo Auth	10,807
37. Heidi Goelzer	10,792
38. Karen B. Ford	10,626
39. Vernella Benjamin	10,503
40. Margaret Bartsch	10,399
41. Dorothy D. Boyd	10,334
42. Robin Rowland	10,183
43. Rosa Bonilla*	10,109

Ruby

1. Jan Harris**	\$58,061
2. Carol Anton**	55,888
3. Cindy A. Williams*	34,793
4. Sherry Windsor**	33,127
5. Karlee Isenhardt*	31,284
6. Stacy I. James**	30,677
7. Linda C. Toupin	27,675
8. Lia Carta**	24,949
9. Michelle L. Sudeth*	23,739
10. Mary C. Estupiñán*	22,477
11. Anabell Rocha*	21,167
12. Sandy Valerio*	18,958
13. Kim L. McClure	18,936
14. Cindy Fox*	18,768
15. Julie Krebsbach*	18,258
16. Gloria Báez*	18,035
17. Cathy Bill*	17,493
18. Jan L. Thetford	17,158
19. Brenda Segal*	16,072
20. Candace Laurel Carlson*	16,031

21. Crystal Trojanowski	15,167
22. Juanita Gudiño	14,213
23. Brittany Kaps*	14,197
24. Kate DeBlander	14,040
25. Amie N. Gamboian	13,475
26. Tammy A. Vavala	13,247
27. Kathy Rodgers-Smith	12,476
28. Lily Gauthreaux	12,229
29. Deb Pike	12,092
30. Lara F. McKeever	11,947
31. Sherril L. Steinman	11,799
32. Cecilia C. James	11,669
33. Elizabeth Muna*	11,580
34. Patty J. Olson	11,507
35. Gena Rae Gass	11,128
36. Maria Flores	10,903
37. Maria Aguirre	10,801
38. Lynda Jackson*	10,549
39. Esther Whiteleather	10,518
40. Tammy Romage	10,143
41. Vicky L. Fuselier	10,102
42. Sherry A. Alexander	10,021

Sapphire

1. Kathy Helou***	\$47,279
2. Lupita Ceballos**	39,294
3. Debi R. Moore*	37,441
4. Cheryl Warfield**	35,874
5. Sara Pedraza-Chacón*	32,651
6. Vivian Diaz*	26,256
7. SuzAnne Brothers*	25,773
8. Cyndee Gress*	20,654
9. Kristin Myers*	19,429
10. Davanne D. Moul*	19,374
11. Alicia Lindley-Adkins*	19,011
12. Valerie J. Bagnol*	16,402

13. Phyllis Pottinger*	16,148
14. Kimberly R. Copeland	15,722
15. Consuelo R. Prieto*	15,361
16. Scarlett Simpson*	15,136
17. Pamela A. Fortenberry-Slate*	14,696
18. Lupita Diaz	14,406
19. Magdalena Nevárez*	14,208
20. Morayma Rosas	14,154
21. Paola J. Ramirez	13,936
22. Somer Fortenberry	13,632
23. Debra M. Wehrer	13,605
24. LaRonda L. Daigle	13,541
25. Diane L. Mentiply	12,471
26. Janis Z. Trude	12,410
27. Diana Heble	12,134
28. Alma Orrostieta	12,050
29. Heather A. Carlson	11,979
30. Lorraine B. Newton	11,785
31. Julie Weaver	11,592
32. Dawn Otten-Sweeney	11,515
33. Ruth L. Everhart	11,355
34. Angie S. Day*	11,096
35. Elaine Kimble Williams	10,965
36. Glinda McGuire*	10,801
37. Jane Studrawa	10,768
38. Kelly McCarroll	10,768

* Denotes Senior NSD
** Denotes Executive NSD
*** Denotes Elite Executive NSD

Mary Kay Angels/Ángeles Mary Kay

December/Diciembre 2015

Top National Sales Directors — Commissions and Bonuses/Primeras DNVs: Comisiones y gratificaciones



Gloria Mayfield Banks
\$78,250
Emerald



Anita Mallory
\$87,973
Diamond



Jan Harris
\$58,061
Ruby



Kathy Helou
\$47,279
Sapphire

Top Unit — Estimated Retail Production/ Primera Unidad — Producción estimada al menudeo

EMERALD/ESMERALDA — Stacey Craft, <i>Go Give Area</i>	\$78,107
DIAMOND/DIAMANTE — Cristina Hernandez, <i>L. Allison Area</i>	\$87,108
RUBY/RUBÍ — Perpetua Asu-Eze, <i>Go-Give Area</i>	\$125,537
SAPPHIRE/ZAFIRO — Yudid Hernandez, <i>L. Ceballos Area</i>	\$104,216

Top Unit Builders/ Primeras Impulsoras de Unidad

December/Diciembre 2015

New Unit Members/ Nuevas Integrantes de unidad

Emerald/Esmeralda

Tammy Sue Moretti.....	23
Emily Sujey Vijil.....	22
Nelly Nohemi Aguilera Ramirez.....	20

Diamond/Diamante

Terri Lewis.....	20
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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 or unit members in their Seminar areas in December 2015./Estas Directoras Nacionales de Ventas Independientes, Directoras de Ventas Independientes y Consultoras de Belleza Independientes lograron las comisiones, gratificaciones o la producción más altas o tuvieron el mayor número de nuevas integrantes de equipo o integrantes de unidad en sus áreas de Seminario en diciembre de 2015.

Top Sales Director — Personal Sales/ Primera Directora de Ventas: Ventas Personales

EMERALD/ESMERALDA — Elizabeth McKinney, <i>Go Give Area</i>	\$38,608
DIAMOND/DIAMANTE — P. J. Baunach, <i>K. Piro Area</i>	\$20,463
RUBY/RUBÍ — Cheryl Lueck, <i>Go Give Area</i>	\$24,157
SAPPHIRE/ZAFIRO — Jim Cundiff, <i>Go Give Area</i>	\$17,299

Top Beauty Consultant — Personal Sales/ Primera Consultora de Belleza: Ventas Personales

EMERALD/ESMERALDA — Yuko Yasuma, M. Brandenburg Unit, <i>Go-Give Area</i>	\$17,791
DIAMOND/DIAMANTE — Kimberly Cera, A. Fry Unit, <i>Go Give Area</i>	\$12,128
RUBY/RUBÍ — Wanda Nelson, D. Buttrey Unit, <i>Go Give Area</i>	\$27,946
SAPPHIRE/ZAFIRO — Sue Guest, S. Anderson Unit, <i>S. Brothers Area</i>	\$14,587

Top Team Builder/Primera Impulsora de Equipo

New Team Members/Nuevas integrantes de equipo

EMERALD/ESMERALDA — Sales Director Cindy O'Connell, <i>K. Oliveira Area</i>	12
DIAMOND/DIAMANTE — Brielle Good, V. Hensel Unit, <i>L. Tate Area</i>	13
RUBY/RUBÍ — Sales Director Traci Van Zandt, <i>Go Give Area</i>	11
SAPPHIRE/ZAFIRO — Sales Director Emily Lopez, <i>Go Give Area</i>	14

Independent Sales Directors with 20 or more new unit members for December 2015./Directoras de Ventas Independientes con 20 o más nuevas integrantes de unidad en diciembre de 2015.

Ruby/Rubí

Traci Nicole Van Zandt.....	20
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Sapphire/Zafiro

Rheanonda R. Johnson Gray.....	33
Bertilia Corral.....	29
Yudid Hernandez.....	25
Herendira Garcia.....	22
Claudia G. Rivera.....	22
Jessica Scola.....	22
Bertha C. Zapata.....	20

Meet Your NSDs/Conoce a tus DNVs

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?/Asegúrate de visitar el sitio electrónico *Mary Kay InTouch*® para leer inspiradoras historias de éxito de las Directoras Nacionales de Ventas Mary Kay Independientes. Haz clic en el enlace [“Conoce a tus DNVs”](#) bajo el separador “El Legado”. Puedes buscar las historias de DNVs por nombre, ciudad, estado, Seminario o por ocupación anterior. ¿Por qué no compartir sus historias con integrantes de equipo potenciales?

For complete qualifications, rules and regulations regarding the awards and achievements on pages 8 – 12, go to *Mary Kay InTouch*®./Para los requisitos, reglas y reglamentos completos sobre premios y logros de las páginas 8 – 12, ve a *Mary Kay InTouch*®.

“WITHIN APPLAUSE” MAGAZINE, YOU MAY PERIODICALLY FIND ARTICLES WHICH SUGGEST BUILDING YOUR BUSINESS THROUGH REFERRALS AND/OR BY CONTACTING POTENTIAL GUESTS FOR UPCOMING SKIN CARE CLASSES OR OTHER EVENTS. PRIOR TO CONTACTING SUCH INDIVIDUALS VIA TELEPHONE OR EMAIL, YOU SHOULD CONSIDER WHETHER SUCH COMMUNICATION IS CONSISTENT WITH STATE AND/OR FEDERAL “DO-NOT-CALL” AND/OR “SPAM” LAWS AND REGULATIONS. FOR MORE INFORMATION ON THIS SUBJECT, YOU CAN GO TO THE *MARY KAY INTOUCH*® WEBSITE AND CLICK ON “TAX AND LEGAL” IN THE DROP-DOWN MENU. WHEN IN DOUBT, MARY KAY INC. RECOMMENDS FACE-TO-FACE CONTACT AS THE BEST FORM OF COMMUNICATION, WHICH SHOULD HELP YOU AVOID ANY ISSUES WITH THESE TYPES OF REGULATIONS./DENTRO DEL CONTENIDO DE LA REVISTA APLAUSOS™, PERIÓDICAMENTE PUEDES ENCONTRAR ARTÍCULOS QUE SUGIERAN EL DESARROLLO DE EQUIPO DE TU NEGOCIO A TRAVÉS DE LA COMUNICACIÓN CON PERSONAS RECOMENDADAS Y/O CON INVITADAS POTENCIALES A TUS PRÓXIMAS CLASES DEL CUIDADO DE LA PIEL U OTROS EVENTOS. ANTES DE COMUNICARTE CON ESTAS PERSONAS POR VÍA TELEFÓNICA O CORREO ELECTRÓNICO, DEBERÁS CONSIDERAR SI ESTAS COMUNICACIONES ESTÁN EN CONFORMIDAD CON LAS LEYES Y REGLAMENTACIONES ESTATALES Y/O FEDERALES RELACIONADAS CON LAS LLAMADAS TELEFÓNICAS O MENSAJES DE CORREO ELECTRÓNICO COMERCIALES NO DESEADOS, CONOCIDAS EN INGLÉS COMO *DO-NOT-CALL LAWS* Y *SPAM LAWS*. PARA OBTENER MÁS INFORMACIÓN SOBRE ESTE TEMA, PUEDES VISITAR EL SITIO ELECTRÓNICO *MARY KAY INTOUCH*® Y HACER CLIC EN EL ENLACE “IMPUESTOS Y ASUNTOS LEGALES” EN EL MENÚ DESPLEGABLE. EN CASO DE QUE SE PRESENTE CUALQUIER DUDA, MARY KAY INC. SIEMPRE RECOMIENDA EL CONTACTO CARA A CARA, LO CUAL PUEDE AYUDARTE A EVITAR PROBLEMAS CON ESTE TIPO DE REGLAMENTACIONES.

Diamond/Diamante

Congratulations to the winners/Felicidades a las ganadoras

New Debuts/ Debutes

October/Octubre 2015



Kristi Nicole Garfield
Eau Claire, Wis.
A. Styer Unit

Maricela Medrano
Mesquite, Texas
B. Vasquez Unit

Mikaela J. O'Toole
Woodbridge, N.J.
D. Robina Unit

Mildred L. Rivera
Savannah, Ga.
A. Jones Unit

Jill Susan Wade
Peoria, Ill.
B. Bledsoe Unit

Not pictured/Sin foto: Ekoyata Audrice Aikens, Houston, M. Tafesse Unit; Corey Akin, Dannemora, N.Y., A. Muller Unit; Jenee Bishop, Mishawaka, Ind., R. Clark Unit; Frances Kimbrough Bowers, Houston, R. Camp Unit; Cynthia Lucille Brandenburg, Rock Hill, S.C., C. Carper Unit; Juana M. Del Cid, Salem, Va., E. Valdez-Cruz Unit; Shannon Downer, Union City, Ga., C. Tillman Unit; Lauren Garbe, Hiram, Ga., J. Brownfield Unit; Ann Marie Hubbard, Saint Augustine, Fla., N. Huckabee-Stanley Unit; Jamie Leigh Jones, Grand Island, Neb., A. Krafka Unit; Carly Rae Kammers, Norton Shores, Mich., M. Ayers Unit; Isadora Lartundo, Rome, Ga., K. Sharpe Unit; Kira Marie Lazore, Spokane, Wash., J. Jablonski Unit; Maira Lemus, Charlotte, N.C., A. Ramos Unit; Mindy Marie Lockwood, Newfield, N.Y., K. Rosetti Unit; Cristina Lozano, Charlotte, N.C., E. Calvo Unit; Nicole Mattel, Juana Diaz, P.R., A. Pagan Unit; Virgen Victoria Ortiz, Katy, Texas, V. Hyba Unit; Leticia Ramos, Lawrenceville, Ga., I. Padilla-Hernandez Unit; Guadalupe Rodriguez, Corona, N.Y., M. Siguenza Unit; Tiffany Mae Rosenbaum, Valparaiso, Ind., M. King Unit; Maria Teresa Sandavol, Ridgewood, N.Y., E. Bermeo Unit; DuAnne Kay Seeley, Fairhope, Ala., P. Shaw Unit; Catherine Marie Taylor, Atlanta, C. King Unit; Georgina Torres, Lancaster, S.C., E. Marcial Unit; Claudia Valle, Chicago, E. Corral Unit; Desi Ventura, Brooklyn, N.Y., S. Usmanova Unit.

Triple Crown/ Triple Corona

December/Diciembre 2014



Krystle Gomez
Cedar Hill, Texas
L. Allison Area

Lizbeth Longoria
Guymon, Okla.
M. Monarrez Area



Not pictured/Sin foto: Funmi Elizabeth Otusajo, Randallstown, Md., Diamond Go Give Area; Berenice Sanchez, Roseville, Calif., Diamond Go Give Area.

Dean's List/ Lista del Decano

December/Diciembre 2014



Krystle Gomez
Cedar Hill, Texas
L. Allison Area
Diamond Seminar

Grace Jackson LaFerry
Broken Arrow, Okla.
K. Warner Area
Sapphire Seminar

Diana Figueroa
Pearland, Texas
D. Polanco Area
Emerald Seminar

Honors Society/ Sociedad de Honor

December/Diciembre 2014



Amanda Dawn Collins
Spring, Texas
H. Goelzer Area

Lizbeth Longoria
Guymon, Okla.
M. Monarrez Area

Patti Morgan
Milan, Pa.
Diamond Go Give Area

Not pictured/Sin foto: Funmi Elizabeth Otusajo, Randallstown, Md., Diamond Go Give Area; Berenice Sanchez, Roseville, Calif., Diamond Go Give Area; Casey Lynn Stucker, Fort White, Fla., K. Sharpe Area.

Fabulous 50s/ Fabulosos 50

June/Junio 2015



**Sacarias
Castillo-Velazquez**
Sanford, N.C.
Go Give Area

**Kelly
Michelle Freeman**
Marietta, Ga.
K. Ford Area

Becky A. Kelly
El Cajon, Calif.
K. Piro Area

Tana Marie Tidd
Avoca, Ind.
G. Super Area

Not pictured:/Sin foto: *Olivia Flores-Vizcarra*, Lynnwood, Wash., A. Mallory Area
Erica Osley, Royston, Ga., K. Sharpe Area; *Jennifer Mae Pitzer*, Lancaster, Ky., Go Give Area; *Ana Luisa Vargas*, Tracy, Calif., Go Give Area.

On the Move/ En Acción

October/Octubre 2015

Juana Marleny Del Cid

Lauren Garbe

Jamie Leigh Jones

Maricela Medrano

Virgen Victoria Ortiz

New Team Leaders/ Nuevas Líderes de Equipo

December/Diciembre 2014

Julia K. Adamson
Taira L. Alderman
Lisa A. Bowell
Mary L. Buxton
Iris Cabrera-Larios
Saide C. Calixto
Elpidia Calletano
Eleonora Calvin
Jennifer Chitwood
Liz Corwine

Rebecca Crouch
Dawn DiManna
Mabel Duarte
Ashley M. Duffield
Elnara Eyvazova
Susan S. Garcia
Mary Glandon
Guadalupe Gomez
Felicia Greer
Norma Y. Hernandez

Mary E. James
Abi Jones
Linda K. Kelley
Bliss C. Larkin
America Lopez
Floralma Mejia
Gaby Montano
Monica Munoz
Fazeeda Narayan
Jycenta L. Nielsen

Mary Olawuyi
Alecia Peters
Theresa Petska
Viridiana Pineda
Olinda Pryor
Connie Reed
Lesbia Y. Ruano de Nova
Estela Ruiz
Ila Shumway
Prudencia Sotelo

Melissa S. Stuckey
Estacia Taylor
Shania L. Thorpe
Corie R. Toombs
Olivia Torrez
Sandra Velasquez

Grand Achievers/ Gran Ganadoras

December qualifiers/
Calificadas en
diciembre 2015

Consultants/ Consultoras

Debbie Antonowich
Angie Renae Bishop
Darlene Bourque
Erin Danielle Brown
Judith Bustillo
April Anne Butler
Estela Cameron
Breana Ashley Carlson
Rosa Neli Ceballos
Danielle Evans
Janis Francis
Brenda L. Gonzalez
Diane F. Herris
Omolade Khadijat Ibrahim
Melissa Ruth Kite
Emilie Irene Rawlings
Ashley C. Runyan
Josilyn Ann Taylor

Rosa Alicia Villa*
Kimberly D. Wade*

Sales Directors/ Directoras de Ventas

Catherine A. Abbott
Amber Christa Arthur
P.J. Baunach*
Carol Bell
Kinisha Evans Britton*
Judy Buehner
Connie Burks
Kimberly Carlin*
Elaine C. Chandler
Edrenia G. Coleman*
Angela W. Colson
Cynthia J. Elliott*
Heidi L. Endicott
Teresa Farley-Severson*
Karina Fernandez

Erika Flores
Olivia Flores-Vizcarra
Michelle M. Gainer-Stripe
Gloriann Alice Gillespie
Blanca Gonzalez
Ann Gossi*
Cindy Hadel*
Julie Hattabaugh*
Donna K. Hattersley
Blanca E. Heras Leon*
Imelda Hernandez
Sandy Hutson
Maria Aracelis Jauch
Sabrina C. Johnson
Kamber Dawn Johnston
Bernadine Jones
Marcy A. Keller*
Linda Kieper
Jodi Lynne Kiko*

Sandy Lillie
Barbara E. Lindquist
Cassandra J. Lopez
Maria Teresa Lozada
Gretchen MacArthur*
Mary Maxum Lindley
Tracey McInnes
Diana Olds-Overton*
Heriberto Castro Orozco
Terry Presley
Kathy M. Ray*
Jamie Alice Riley
Josefa E. Rosario
Laurie B. Rowell*
Lilia Sanchez
Julia H. Santos
Pat Schlotfeldt*
Patricia Schneider
Carol A. Short

Bette J. Stokka
Karen M. Storbeck*
Denise J. Surber
Wendy Kaye Taylor*
Maria Gloria Teran de Vallejo
Vicki Thomas*
Dania Turcios
Christine L. VanAckeren
Luz Velazquez
Jeannie West*
Alicia West Fancher
Stephanie Wilson
Tara L. Woodford

*Denotes requalified driver/
Denota conductora recalificada.

First Gold Medal/Primera Medalla de Oro

December/Diciembre 2014

New Team Members/ Nuevas integrantes de equipo

April Butler, C. Humble Unit.....5
Laura Cabral, J. Messori Unit.....5
Karen Catt, K. Erdmann Unit.....6
Sales Director Rosa Cenicerros Herrera.....7
Dawn DiManna, M. Keller Unit.....6

Felicia Greer, T. Lewis Unit.....6
Trish Hines, K. Trimberger Unit.....5
Vivian Holmes, A. Newman Unit.....9
Abi Jones, B. Brinkley Unit.....5
Kimberly Kernohan, A. Michalak Unit.....7
Viridiana Pineda, I. Smith Unit.....6

Olinda Pryor, M. Gonzalez Unit.....5
Blanca Tobar, N. Castillo Unit.....5
Cheryl White, X. Blythe Unit.....5
Christen Winton, A. Krafka Unit.....5
Tracie Wyatt, R. Tilley Unit.....7

13% Club/ Club del 13%

December/Diciembre 2014

Congratulations to the top 25 Independent Beauty Consultants and Independent Sales Directors in the **Diamond** area earning 13 percent personal team commissions. They placed a personal minimum \$600 wholesale Section 1 order and had at least five personal team members each place a minimum of \$225 in wholesale orders during December./Felicitaciones a las primeras 25 Consultoras de Belleza Independientes y Directoras de Ventas Independientes en el área **Diamante** que ganaron las comisiones del 13% por equipo personal. Éstas hicieron un pedido personal mínimo de \$600 de la sección 1 al mayoreo y tuvieron por lo menos cinco integrantes de equipo personal que hicieron cada una pedidos por un mínimo de \$225 al mayoreo en diciembre.

Sales Director Remona Griman.....\$2,680
Sales Director Raiyman Mohan.....2,650
Sales Director Cristina Ann Hernandez.....2,633
Sales Director Titilayo Felicia Otusajo.....2,622
Sales Director Lucrecia Aguirre.....2,117
Sales Director Dana Davis-Armstead.....1,974
Sales Director Amy Kemp.....1,887
Sales Director Bisola Gbadamosi.....1,649
Sales Director Maria de Jesus Rames.....1,605

Amy Kay Bruns, A. Krafka Unit.....1,559
Sales Director Jessica Ann Alcalá.....1,555
Sales Director Cheryl Ann Owensby-Roberts...1,523
Sales Director Mary Kathryn King.....1,496
Sales Director Karime Rosas.....1,496
Nhu Nguyen, E. Ezekiel Farquhars Unit.....1,431
Sales Director Audrey K. MacDowall.....1,385
Sales Director Sherrie Clark Purvis.....1,354
Rosa Alicia Villa, M. Ramirez Bravo Unit.....1,313

Sales Director Rhonda Jean Taylor.....1,285
Sales Director Claudia Chavez.....1,277
Fazeeda Narayan, R. Mohan Unit.....1,268
Sales Director Celeste Byrd.....1,264
Mary Olawuyi, K. Holman-Kirk Unit.....1,252
Sales Director Terri J. Beckstead.....1,246
Sales Director Shelly Palen.....1,245

Diamond/Diamante

Achievement Circle/ Círculo de Logros

December/Diciembre 2015

Ranking of the top 100 Independent Sales Directors in the **Diamond** area based on their December 2015 estimated unit retail production./Clasificación de las primeras 100 Directoras de Ventas Independientes en el área **Diamante** según su producción de unidad estimada al menudeo de diciembre de 2015.

Cristina Ann Hernandez	\$104,802	Shelly Palen	52,989	Deborah Dudas	45,344	Gayle Lenarz Kolsrud	40,631
Raiyman Mohan	82,975	Krista Erdmann	51,446	April Christine Hutchinson	45,327	Kym D. Holman-Kirk	40,322
Marsha Morrisette	69,301	Leanne Sexton	51,370	Cheryl Ann Owensby-Roberts	44,905	Rebecca Tilley	40,274
Cindy Machado-Flippen	67,984	Amanda Blair Michalak	51,177	Bisola Gbadamosi	44,855	Susan M. McCoy	39,801
Gerri Anne Morris	62,810	Claudia Chavez	51,158	Soledad Herrera	44,418	Ashley S. Orr	39,775
Ellen Ezekiel Farquharson	61,720	Donna K. Smith	51,115	Marissa Marie Robinson	44,138	Pat A. Nuzzi	39,726
Priscilla McPheeters	61,008	Terri J. Beckstead	51,005	Nancy Mariana Castillo	43,767	Kathy M. Viola	39,152
Christi G. Campbell	60,583	Mariann Biase Mason	50,971	Denise M. Cadenhead	43,742	Lisa A. Stengel	38,761
Sylvia Limon Martinez	60,137	Melissa R. Hennings	50,793	Kim A. Messmer	43,726	Blythe Jolee Egbert	38,357
Sherrie Clark Purvis	59,036	Nancy Fox Castro	50,693	Rhonda Jean Taylor	43,310	Kathy R. Bullard	38,337
Maria Siguenza	58,821	Lucrecia Aguirre	50,372	Sarah Elizabeth Perdue	43,305	Candace Nicole Holte	38,239
Mary Kathryn King	58,144	Dana Davis-Armstead	50,086	Suzanne T. Young	43,290	Amy Hanifl	38,197
Stephanie Audino	58,018	Paula Kelsch	49,928	Lisa A. Raupp	43,171	Christy Bigham	38,146
Nicki R. Hill	57,964	Mileta K. Kinser	49,597	Marty Wynn	42,903	Nita Ann Godwin	38,051
Annaka Krafka	57,536	Audrey K. MacDowall	49,172	Betty Grant	42,868	Amy Zietlow	37,981
Amy Kemp	57,111	Remona Griman	48,748	Connie L. Russo	42,798	Lori M. Langan	37,959
Marni McKenna Hendricks	56,724	Terri Lewis	47,829	Gertie Janda	42,739	Stephanie A. Groggoza	37,907
Julie Neal	56,632	Susie Moore	47,448	Karime Rosas	42,218	Stephanie A. Richter	37,881
Jennifer Messor	56,549	Karen A. Jorgenson	47,355	Joan Margaret Farrell	41,651	Linda T. Cartiglia	37,864
Mary Strauss	56,326	Joy H. Rentz	46,747	Julia Cruz Martinez	41,388	Carol Lee Johnson	37,685
Beth Brinkley	55,770	Celeste Byrd	46,463	Petie L. Huffman	41,320	Allison Fuller	37,606
Mery Carina Ramirez Bravo	55,304	Deborah S. Bailye	46,241	Carrie Bloink	41,278	Evitelia Valdez-Cruz	37,564
Alicia Borkowska	54,202	Beth L. Gallagher	46,115	Mary P. Creech	41,106	Sheryl Peterson	37,551
Julie A. Griffin	53,230	Angela J. Fry	45,903	Marjorie A. Means	41,088	Estela Scanio	37,446
Tawnya Krempges	53,087	Titilayo Felicia Otusajo	45,576	Menina M. Givens	41,063	Lorna Walker	37,422

Commission Circle/ Círculo de Comisiones

December/Diciembre 2015

Independent Sales Directors who earned the top 100 commissions and bonuses in the **Diamond** area in December 2015. Names in **bold** print earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission./Las Directoras de Ventas Independientes que ganaron las Primeras 100 comisiones y gratificaciones en el área **Diamante** en diciembre de 2015. Los nombres en **negritas** son quienes ganaron la comisión máxima del 13 por ciento de Directoras de Ventas más el 13 por ciento máximo de comisión por reclutas personales.

Cristina Hernandez	\$18,742	Bisola Gbadamosi	10,778	Alicia Borkowska	9,294	Stephanie Brooke Heusman	8,424
Raiyman Mohan	15,669	Cheryl Ann Owensby-Roberts	10,735	Terri Lewis	9,220	Susie Kopacz	8,406
Annaka Krafka	13,866	Sherrie Clark Purvis	10,734	Mileta K. Kinser	9,203	Mary P. Creech	8,405
Paula Kelsch	12,937	Karime Rosas	10,732	LaChelle M. Seleski	9,163	Paula Grabau-Friedt	8,402
Marsha Morrisette	12,565	Audrey K. MacDowall	10,559	Karen A. Jorgenson	9,065	Kathy R. Bullard	8,382
Amy Kemp	12,524	Stephanie Audino	10,557	April Christine Hutchinson	9,040	Mariann Biase Mason	8,364
Cindy Machado-Flippen	12,379	Leanne Sexton	10,454	Lisa A. Raupp	9,031	Denise M. Cadenhead	8,357
Terri J. Beckstead	12,005	Lucrecia Aguirre	10,446	Melissa R. Hennings	9,015	Carolyn Thompson	8,339
Remona Griman	11,999	Julie A. Griffin	10,438	Soledad Herrera	8,998	Suzanne T. Young	8,329
Mary Kathryn King	11,825	Claudia Chavez	10,429	Amanda Blair Michalak	8,992	Lisa Rada	8,316
Maria Siguenza	11,744	Sylvia Limon Martinez	10,262	Rhonda Jean Taylor	8,948	Nancy J. Osborn	8,296
Shelly Palen	11,555	Christi G. Campbell	10,156	Krista Erdmann	8,921	Gertie Janda	8,288
Julie Neal	11,541	Nancy Fox Castro	10,114	Stephanie A. Richter	8,857	Debra Allison	8,285
Gerri Anne Morris	11,358	Ellen Ezekiel Farquharson	10,105	Angela J. Fry	8,803	Susie Moore	8,237
Priscilla McPheeters	11,339	Deborah Dudas	10,070	Jennifer Messor	8,753	Zasha Levee	8,228
Mery Carina Ramirez Bravo	11,199	Titilayo Felicia Otusajo	9,956	Kathy M. Viola	8,721	Deborah Robina	8,202
Beth Brinkley	11,085	Deborah S. Bailye	9,802	Mary Beth Pfeifer	8,640	Amy Hanifl	8,182
Nicki R. Hill	11,075	Nadine Bowers	9,741	Carrie Bloink	8,629	Kathleen Koclanes	8,141
Dana Davis-Armstead	11,010	Mary Strauss	9,621	Christy Bigham	8,625	Nancy O'Hara	8,135
Tawnya Krempges	11,000	Casi Hill	9,502	Kim A. Messmer	8,574	Blythe Jolee Egbert	8,042
Celeste Byrd	10,992	Faith A. Gladding	9,435	Beth L. Gallagher	8,566	Barbara E. Roehrig	8,035
Marni McKenna Hendricks	10,821	Enma Patricia Bermeo	9,424	Lisa A. Stengel	8,553	Lorna Walker	8,032
Connie L. Russo	10,819	Donna K. Smith	9,412	Cindy S. Kriner	8,543	Susan M. McCoy	8,030
Sheryl Peterson	10,800	Sandy Griffith	9,380	Joy H. Rentz	8,509	Allison Fuller	8,008
Evitelia Valdez-Cruz	10,782	Martha Kay Raile	9,302	Anne Geertsens	8,437	Betty Grant	8,005

GO-GIVE[®] award

Congratulations to our April 2016 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 easy – look for the **online nomination form** on *Mary Kay InTouch*[®] under the Contests/Promotions tab.



Jamie Porter

Emerald

Independent Senior Sales Director

Began Mary Kay Business

June 1998

Sales Director Debut

July 1999

Offspring one first-line

National Sales Director

Go-Give Area

Honors Circle of Honor; Consultant Queen's Court of Personal Sales; two-times Sales Director Queen's Court of Personal Sales; Queen's Court of Sharing

Personal Lives in Melbourne, Fla. Husband, Jeff; son, Joe; daughters: Blair, Jordan, Paige, Kasey; two grandsons

"I am motivated to help others because it's what I'm called to do, and the blessing is all mine. There is so much joy in thinking of others and, as a community, we help each other."

Independent Sales Director Mary Maxum Lindley of Melbourne, Fla., says, "Jamie has spearheaded several local events to raise money and awareness for *The Mary Kay Foundation*SM. I love that she shares her ideas and causes me to continue to stretch and grow."



Kathy Rosetti

Diamond

Independent Executive Senior Sales Director

Began Mary Kay Business

June 1992

Sales Director Debut

December 1994

Offspring five first-line

National Sales Director

Karen Piro Area

Honors Circle of Honor; five-times Sales Director Queen's Court of Personal Sales; Queen's Court of Sharing; eight-times Circle of Achievement; Double Star Achievement; Triple Star Achievement

Personal Lives in Dryden, N.Y. Husband, Dave; sons: TJ, Joe; daughters: Tricia, Katie, Jackie

"I am motivated to help others because I love seeing them grow in confidence, have new opportunities and step into their greatness."

Independent Beauty Consultant Kelsey Arrison of Knoxville, Tenn., says, "Kathy has been so supportive to me and all of my team members. I've made so much progress by having such an influential person in my life."



Melissa Milner

Ruby

Independent Sales Director

Began Mary Kay Business

February 2006

Sales Director Debut

December 2007

National Sales Director

Go-Give Area

Honors Star Consultant

Personal lives in Glendale, Ariz. Husband, Josh; son, Travis; daughter, Ryann

"I am motivated to help others because the Mary Kay opportunity allows me to live out my God-given calling to encourage, strengthen and build women up!"

Independent Beauty Consultant Hanna Helbert of Buckeye, Ariz., says, "Melissa celebrates her adoptees as if they are growing her unit and in her unit. She has driven hours to assist at other success meetings and led adoptee Directors-in-Qualification through the process."



Linda Gates

Sapphire

Independent Senior Sales Director

Began Mary Kay Business

November 1992

Sales Director Debut

June 1997

Offspring two first-line

National Sales Director

Go-Give Area

Honors Circle of Honor; eight-times Sales Director Queen's Court of Personal Sales; six-times Circle of Achievement; five-times Double Star Achievement

Personal Lives in Huntington, Ind. Husband, Troy; son, Tyler; daughters: Amanda, Cortney

"I am motivated to help others because many people invested in me, and my life has been transformed. It's my joy to give back and be an inspiration."

Independent Sales Director Carly Brubaker of Huntington, Ind., says, "Linda goes out of her way to help adoptees build their businesses. She travels to them to hold guest events, supports them with her vast knowledge and education and is a huge cheerleader in their corner."

Foundation Finder

Use this guide to help your customers find that perfect match for a flawless foundation.

1 Great for All Skin Types



2 Best for Normal-to-Dry Skin



3 Best for Combination-to-Oily Skin



Brush On Flawless

■ Mary Kay® Mineral Foundation Brush, \$10

■ Mary Kay® Liquid Foundation Brush, \$10



■ **Endless Performance® Crème-to-Powder Foundation, \$18**

This foundation is suitable for all skin types and is the key to a long-lasting, flawless finish. Stays true and appears fresh for 12 hours. Heat- and humidity-resistant. Oil-free. Keeps you looking fresh all day.

■ **Mary Kay® Mineral Powder Foundation, \$20**

A foundation. A powder. A skin perfecter. It allows you to even out your skin tone to get a flawless look and beautiful base for color cosmetics.

■ **Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15,† \$20**

Acts like makeup to instantly correct complexion imperfections. From instant brightening to protection against future damage, this silky formula leaves skin looking healthier, younger and more vibrant. It is lightweight and gives you coverage without that “made up” look. Suitable for acne-prone and sensitive skin.

■ **TimeWise® Luminous-Wear® Liquid Foundation, \$22**

This age-fighting foundation visibly reduces the appearance of pores, fine lines, wrinkles and skin imperfections. Helps skin look luminous, radiant and immediately brightened as skin texture appears visibly improved.

■ **TimeWise® Matte-Wear® Liquid Foundation, \$22**

This age-fighting foundation visibly reduces the appearance of pores, fine lines, wrinkles and skin imperfections. Gives immediate oil control with a matte finish.

■ **Mary Kay® Medium-Coverage Foundation, \$18**

Provides buildable coverage, controls excess oil and provides natural-looking, long-lasting, even coverage.

Prime for Perfection

**Mary Kay® Foundation Primer Sunscreen
Broad Spectrum SPF 15,† \$18**

Lightweight gel glides on easily to fill in imperfections and dries quickly to a matte finish for flawless foundation application. Oil-free. For all skin types, including sensitive skin. Perfect with any *Mary Kay®* foundation.



Mary Kay® Concealer, \$12

Offers natural shades to help conceal imperfections or dark undereye circles. Clinically tested for skin irritancy and allergy, fragrance-free and non-comedogenic.



Mary Kay® Translucent Loose Powder, \$16

Perfect match for any skin tone. Offers a sheer, invisible finish and has light-diffusing properties designed to help soften the appearance of imperfections. Wear it over your favorite *Mary Kay®* foundation or by itself for a naturally beautiful look.



Mary Kay® Sheer Mineral Pressed Powder, \$16

A lightweight, ultrafine powder that imparts an invisible layer of oil-absorbing coverage to keep makeup looking fresh throughout the day.



**Mary Kay® Makeup Finishing Spray
by Skindinävia, \$18**

As a final step, this finishing spray helps makeup look freshly applied for hours. Also works as a refresher any time of the day. Dries quickly. For any skin type.



Foundation Fact:

9 out of 10 women say they like someone to help them find their perfect foundation match!* You'll find tools like the **Mary Kay® Foundation Finder** to help your customers find their matches on Section 2, \$6.



*National consumer survey conducted by Directive Analytics, an independent research firm.
†Over-the-counter drug product.

Here Comes the Sun!

You've got all the products your customers need to help protect their skin from the sun all year long.



■ **Mary Kay® Sun Care Lip Protector Sunscreen Broad Spectrum SPF 15,* \$8**

Helps keep lips protected and guarded from the drying effects of the sun and wind.

■ **Mary Kay® Sun Care Sunscreen Broad Spectrum SPF 50,* \$20**

Advanced protection against sunburn and premature aging. Use during extended time in direct sun or at higher elevations. Lightweight, oil-free sunscreen for the face or body.



■ **Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15,* \$20**

Acts like makeup to instantly correct complexion imperfections. It is lightweight and gives you coverage without that "made up" look. Suitable for all skin types including acne-prone and sensitive skin.



Keep Your Business Buzzing.

Just because you're on vacation doesn't mean your Mary Kay business has to be! Here are some ways to stay in touch this summer:

- **Preferred Customer ProgramSM.** Your customers will love the personalized copy of *The Look*, promoting new trends and Mary Kay® products. Plus, by enrolling, you can order promotional products six days early!
- **Social Publisher.** If you have a Mary Kay® Personal Web Site, just opt in and get posts automatically delivered to your Mary Kay® Facebook® Fan page. It's easy, saves you time and keeps your Facebook® fans up to date about everything Mary Kay. Best news? Social Publisher is free!
- **Beaut e NewsSM.** With your Mary Kay® Personal Web Site, opt in to email this beautiful and professional weekly promotional flier to your customers. It's easy to use and helps you sell products.

Fake, Don't Bake!

Mary Kay® Bronzing Powder, \$18

Brush on buildable color for a natural-looking glow. Contour for dimension, or dust on all over for that just-back-from-the-beach look anytime.

Myth: People With Darker Skin Don't Need Sunscreen.

Truth: Health experts advise everyone, regardless of skin color, to use sunscreen. Although darker-skinned people won't get sunburned as quickly, they can still burn and are susceptible to sun-induced damage, such as sun spots, wrinkles and cancer.

Back by
Popular
Demand!

EARLY LAUNCH!

Limited-Edition†
Mary Kay®
Sun Care After-Sun
Replenishing Gel, \$15



This early launch gives you time to deliver on a customer favorite before the official May 16 launch on marykay.com and in *The Look*. Your customers can purchase this limited-edition† product from you early! This ultralight, cool blue gel contains soothing botanical extracts rich in antioxidants, and it replenishes vital moisture to sun-kissed skin.



Mary Kay® Foundation
Primer Sunscreen
Broad Spectrum SPF

15,* \$18 Glides on easily to fill in imperfections and dries quickly for a flawless foundation application. Oil-free. For all skin types, including sensitive skin. Can be used with any Mary Kay® foundation.



Cool and Con ident

TimeWise Body™ Smooth-
Action™ Cellulite Gel Cream

In time for shorts season! Formulated with glycolic acid, caffeine, argan oil plus botanical and marine extracts, this gel cream:

- VISIBLY minimizes the appearance of stubborn cellulite.
- DRAMATICALLY reduces the look of cellulite and leaves problem areas looking firmer and tighter.
- ABSORBS quickly.

Mary Kay® Smooth-Action™
Body Massager

Twice a day, apply cellulite gel cream liberally to cellulite-prone areas. Massage thoroughly with the massager in circular motions until product is fully absorbed. Focused massage can help improve circulation and help energize skin.

Special-Edition† *TimeWise
Body™ Smooth-Action™
Cellulite Gel Cream and Smooth-
Action™ Body Massager Set*
(value price)

\$40

\$10

\$45



First Impressions Count!

NEW
Deluxe
Mini

TimeWise®
Replenishing
Serum+C®

\$3



This Deluxe Mini joins a growing list of regular-line minis.

Deluxe Minis

Available on Section 2 at Introductory Prices

1. *TimeWise® Replenishing Serum+C®*, \$3
2. *NouriShine Plus® Lip Gloss Set*, \$5 (includes six shades)
3. *Mary Kay® Oil-Free Eye Makeup Remover*, \$2
4. *TimeWise® Microdermabrasion Plus Set*, \$4 (includes Microdermabrasion Refine and Pore Minimizer)
5. *Lash Love® Mascara* in I ♥ black, \$2

How to Use Deluxe Minis

- Compete with beauty retailers who offer deluxe samples in their qualifying orders.
- Create your own gift-with-purchase options or hostess gifts.
- Let your customers try before they buy.
- Promote them for travel.

Helpful Numbers:**Mary Kay Consultant****Contact Center****800-272-9333**

For questions regarding
Mary Kay® product orders,
Mary Kay InTouch®,
 special events, product
 information, etc.

Automated**Information Line****800-454-1130** (24 hours)

The wonderful feeling that comes from helping people gives meaning to your accomplishments. If you don't help others, your own success means less; it may even feel hollow."

APRIL DATES

1	<ul style="list-style-type: none"> 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 12:01 a.m. Central time. Registration for the Sept. 15-17 session of New Independent Sales Director Education begins.
3	Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until midnight Central time.
11	Last day to register/cancel registration for April 20-23 New Independent Sales Director Education by 5 p.m. Central time.
18	Last day to enroll online for the Summer 2016 <i>Preferred Customer Program</i> SM mailing of <i>The Look</i> , including exclusive samples (while supplies last).
20	New Independent Sales Director Education begins. All Independent Sales Directors who have not yet taken advantage of this great opportunity are welcome.
25	<ul style="list-style-type: none"> Seminar 2016 Priority Registration opens to all Independent National Sales Directors at 8:30 a.m. Central time. Seminar 2016 Priority Registration opens to qualified Emerald independent sales force members at 8:30 a.m. Central time.
26	Seminar 2016 Priority Registration opens to qualified Diamond independent sales force members at 8:30 a.m. Central time.
27	Seminar 2016 Priority Registration opens to qualified Ruby independent sales force members at 8:30 a.m. Central time.
28	<ul style="list-style-type: none"> Seminar 2016 Priority Registration opens to qualified Sapphire independent sales force members at 8:30 a.m. Central time. Last day of the month for Independent Beauty Consultants to place telephone orders (until 10 p.m. Central time).
29	Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail must be received today to count toward this month's production.
30	<ul style="list-style-type: none"> Last day of the month for Independent Beauty Consultants to place online orders (until 9 p.m. Central time). Online Independent Beauty Consultant Agreements accepted until midnight Central time.



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WHAT

RACE FOR RED

CAN RED DO FOR YOU!

This year's ***Race for Red*** program is on! And it's complete with **brand-new prizes and awards**. Get the scoop on *Mary Kay InTouch*®.

Want to jump-start your Mary Kay business? Need a motivator as you climb to the top? Meet **two Mary Kay independent sales force members** whose businesses **glow red-hot**. Their stories may inspire you to ***Race for Red!***

Break the Mold.

As a stay-at-home mom with two small kids, **Independent Beauty Consultant Eleni Farinas of Miami, Fla.**, liked the flexibility of earning extra money with her Mary Kay business that she began in 2011. She believed in the Mary Kay opportunity but hadn't committed to moving up the career path. That is, until her husband shared his dream of being a stay-at-home dad.

That was also about the time the *Race for Red* program began last year. Now, with a clear purpose for building her Mary Kay business, *Race for Red* helped Eleni break her big goal into bite-sized pieces.

"Each leg of the *Race for Red* challenge is clearly defined and offers fun incentives. It gives me something tangible I can achieve each month," she says. She earned her red jacket in one month.

Eleni shares that her initial successes now give her confidence and momentum and make it easier to share the Mary Kay opportunity with others.

A big difference now is her change in perspective when sharing the Mary Kay opportunity.



Fearful of hearing "no," she was hesitant to pursue potential team members before. Today, she understands that when someone says "no," it isn't personal, and she is passionate about sharing with an open heart. "I don't want to take the amazing Mary Kay opportunity away from someone else by not sharing," she says.

Walk the Walk.

Eleni has learned to be more organized with her time and to work with intent. And she recognizes that believing in the goal is not enough.

"If you're going to dream big, you have to do the work to get there," she says.

Eleni works some aspect of her Mary Kay business each day, often after her family is asleep.

Finding balance is essential. In the past when she experienced success, she would focus all of her energy on her business, but that energy would fizzle and so would her momentum.

Eleni is intentional when mentoring her team members as well. She guides them step-by-step rather than overwhelming them with every detail at once. It's important to her that everyone has fun and enjoys what they're doing.





Freedom and Flexibility

Independent Sales Director Christy Verbruggen of Longview, Texas, is inspired to build her Mary Kay business thanks to her vision for the future.

As a full-time nurse, Christy knows those demands will be difficult to balance once she and her husband have kids. "With my Mary Kay business, I'm excited about the opportunity to control my schedule and allow my family the possibility of an open-ended financial opportunity," she says.

"The *Race for Red* program just adds encouragement and is a fun way to earn prizes and stay focused as I work toward my long-term goals," she says.

Christy spends her time on income-producing activities and connecting with people. She saves the paperwork for times when she can't be in front of others. This strategy allows her to concentrate on things that can have the biggest impact on her success.

A strong personal business is important to Christy, and she knows it will help her become a better leader.

Go Bold.

Before her Mary Kay business, Christy lacked confidence. She experienced an "aha" moment when she realized that the women she admired most would not be attracted to someone who thought and acted small.

"In order to attract incredible women, I needed to present myself with confidence and strength. Stretching to live at this new level of boldness is freeing and so much more fun," she shares.

Christy now works with determination and strives to be a magnet for women looking for something more. She shares the Mary Kay opportunity with passion. "I love seeing the excitement as unit members achieve their own personal victories, and I want to give more women the chance to have those moments," she says.

When she meets potential team members, she listens and learns as much as she can about them. She shows them how the Mary Kay opportunity can help make their dreams come true.



Christy's Team-Building Tips!

- 1 Go to Mary Kay events such as Career Conference and Seminar. They help you catch a bigger vision of what your life can be.
- 2 Share your I-story at parties. It helps paint the vision.



Eleni's Team-Building Tips!

- 1 If someone tells you they're interested, follow up!
- 2 Wear your Mary Kay® Beauty Coat or other branded piece when you're out. It can be a great conversation starter.

There's Room
at the Top!

Tips to Get You There:

- Share your goal with your Independent Sales Director.
- Be intentional. Make things happen.
- Keep building. Celebrate a success, then work on your next goal.
- Spend time wisely. Focus on the activities that matter most.
- Be accountable. Follow up and follow through.
- Attend weekly success meetings. Bring guests.

Some things are meant to be shared!

Girlfriends share everything from shoes to secrets! Share your Mary Kay business with others, and help them realize their goals and dreams. Especially now when so many want to **earn extra money**, **make their own schedules** and **be part of something life-enriching!**



Ask any Mary Kay pro how she incorporates team-building into her business, and chances are, she'll respond, **"It all starts at the skin care party."**

- **SHARE** your excitement. One way is through your personal I-story.
- **WATCH** and learn from a master team-builder. Mary Kay Ash said, "Hitch your wagon to a star!"
- **MAINTAIN** a professional image.
- **KEEP** Independent Beauty Consultant Agreements handy.
- **TAKE ACTION.** Set your goal. Break it down with daily, weekly and monthly tasks. Put your best face forward, and go for it!

Help Is Here!

Tools to help you sell the Mary Kay dream!

- **Love What You Do!** is a fun, step-by-step tutorial that's part of the **Mary Kay® Digital Showcase App**. It's **FREE** from your app store. Use it on your smartphone or tablet as a guide as you talk to potential team members so they can see the perks! They can even **sign their Independent Beauty Consultant Agreements** on the spot!
- **Love What You Do!** eCatalog is a handy way to share the benefits of a Mary Kay business via email or through your **Mary Kay® Personal Web Site** or **marykay.com**. Hover over icons to discover fun videos and interactive voice-overs!
- **How to Team-Build** under the Education tab on **Mary Kay InTouch®** has information to take your team-building skills to the next level.



April 1 – May 12, 2016

TEAM UP for WOMEN!®

The annual Team Up for Women!® campaign to raise money for The Mary Kay FoundationSM is underway!

Team Up Tools

♥ Use the Text-to-Donate option.

1. Text 80888.*

2. Type **TEAMUP** followed by a space and your Independent Beauty Consultant's number.

3. Press send.

A one-time **\$10 donation** will be added to your mobile phone bill or deducted from your prepaid balance.

THE MARY KAY FOUNDATION™

Mary Kay Ash believed in the power of women – especially when they work together to help others.

Your gift helps support:

- Research dedicated to finding cures for cancers that affect women.
- Programs committed to ending domestic violence.

Giving is easy! You can donate cash, check, online or via text. Ask your Mary Kay Independent Beauty Consultant for details.

*Message and data rates may apply. All charges are billed by and payable to your mobile service provider. Service is available on Verizon Wireless®, AT&T®, Sprint® and T-Mobile®. All purchases must be authorized by account holder. By participating, you certify that you are 18 years of age or older and/or have parental permission. Donations are collected for the benefit of *The Mary Kay Foundation*SM by the Innogive Foundation and subject to the terms found at igfn.org/t. Privacy policy: igfn.org/p. Text STOP to 80888 to stop; text HELP to 80888 for help.

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Learn more at marykayfoundation.org.

MARY KAY®

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MARY KAY SEMINAR 2016

- Recognition, motivation and education.
- Sneak peek at the **LATEST** products, programs and technology.
- Get **ENERGIZED** and **EXCITED** to take the next step in your Mary Kay business.

Find out everything you need to know on [**Mary Kay InTouch®**](#).

Registration Begins Soon!

Check *Mary Kay InTouch®* for details. Make plans to attend.

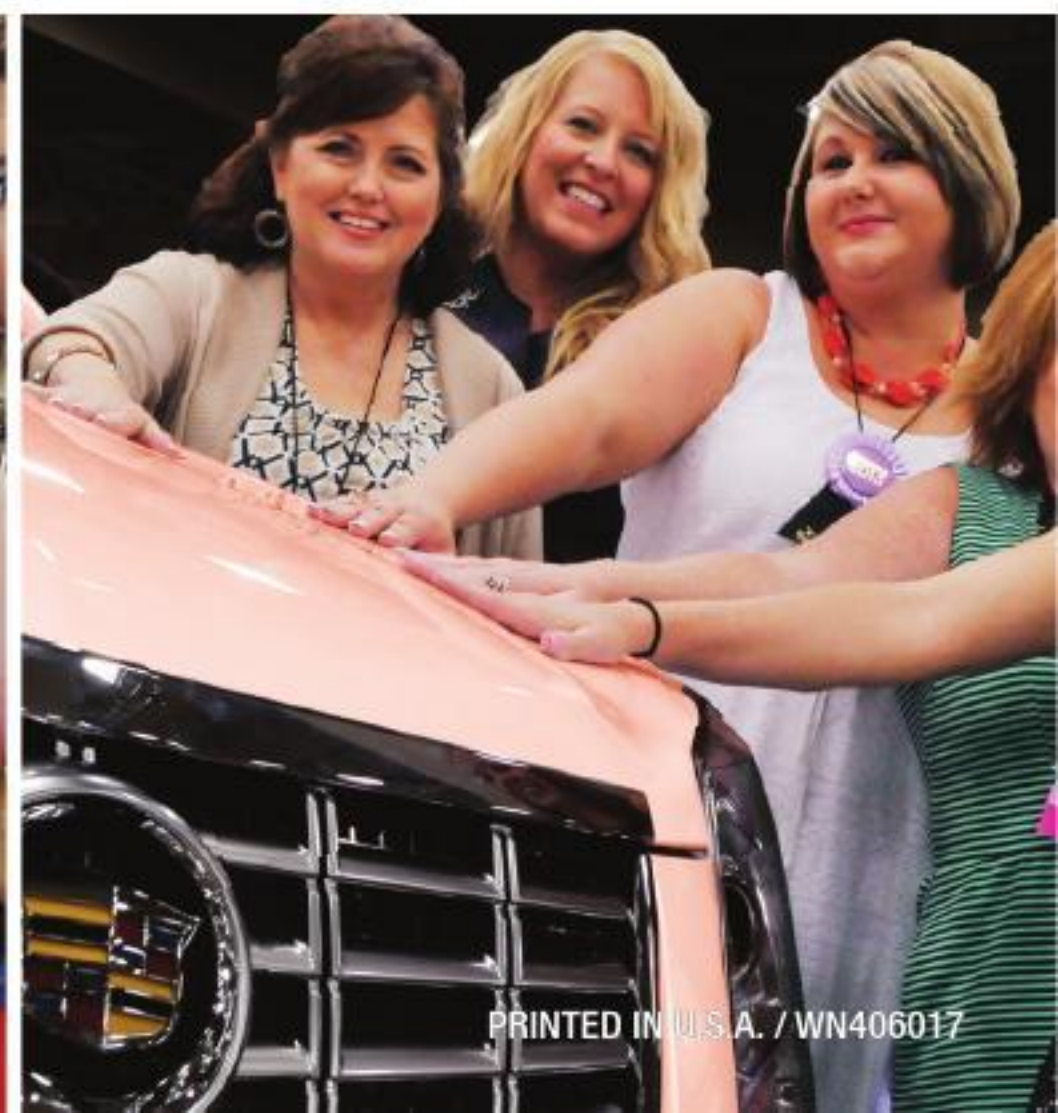
Kay Bailey Hutchison Convention
Center, Dallas, Texas

EMERALD: July 24 – 27

DIAMOND: July 27 – 30

RUBY: July 31 – Aug. 3

SAPPHIRE: Aug. 3 – 6



trending @ MK

Icebreaker

Get to Know Your Customers Day is April 21. Why not share the **Makeup Personality** quiz or the **Read My Lips** quiz on social media as a fun way to engage and share **Mary Kay®** products with your customers! Find the quizzes on **marykay.com** under **Tips & Trends** and on your **Mary Kay® Personal Web Site**.



The “Vow” Factor

The dress, the flowers and the perfect look.

Bridal Beauty on **Mary Kay InTouch® / Products / Product Central / Bridal Beauty** shows you how to create stunning looks for her big day. Plus, find **great selling tips** and **party ideas**.

Team Up.

The **Team Up for Women!®**

Challenge starts April 1.

Honor **Mary Kay Ash's legacy** and her birthday: support the two causes close to her heart. Details on Page 21.



#RaceForRed.

Red Jackets rule! That's the mantra behind **Race for Red**. Help share the excitement with these Mary Kay up-and-comers! Post your **Race for Red** pics and memorable moments on social media using **#RaceForRed**.

inside THIS ISSUE

Birthday Glow

Just one year ago, **Independent National Sales Director Jeanie Martin** issued the first **#GlowAndTell Challenge**. Today, thousands are taking this **fun, engaging skin care challenge**. Read **success stories** and **get ideas** on how you can use this unique approach to reach your customers.
pages 2-3

Face Time

Learn ways to get your **Mary Kay® skin care** glow on along with truths about common skin care myths. Plus, discover helpful selling tools and nods from **fashion editors** on **Mary Kay® products**.
pages 4-6

It's a Match.

Here's a lesson on the fabulous **Mary Kay® foundations** with **how-tos** to guide your customers to a flawless finish.
pages 14-15

Sunsational Products

Keep your customers protected with these must-have **spring products** as you warm up your sales!
pages 16-17

Red-Hot

Independent sales force members share how **Race for Red** helps them put their Mary Kay businesses into overdrive. Plus, get team-building tips to help you grow.
pages 18-19

Glow On!

#GlowAndTell



Independent
National Sales
Director
Jeanie Martin

“ When I issued the **#GlowAndTell Challenge** at Career Conference last year, it was just a lone idea. Today, it's evolved into a **powerful movement** thanks to independent sales force members like you. Bottom line: **It's about selling skin care**, which is the basis of this business. I believe if everyone embraces #GlowAndTell as a way to introduce Mary Kay to others, it can make a huge impact – it already has. ”

THE 21-DAY SKIN CARE CHALLENGE

Quick Wins!

1

Reach out. Say something like “**Using a skin care regimen consistently is essential for a gorgeous glow. I challenge you to try a Mary Kay® skin care set for 21 days, and you'll see the difference.**” Once they say “yes,” help them find the regimen that's right for them. You can ask for a “before” picture. It's a great way for them to see results after 21 days.

2

Keep in touch. Check in periodically to see if they have questions. You also can ask for an “after” picture to share their results with others.

3

Maximize your sales. Share other products. You can send a *Mary Kay®* skin care eCatalog or offer to **book a follow-up appointment**. Get ready – chances are they'll **tell their friends** about their beautiful skin!



Guys love a challenge.

Get HIM to **#GlowAndTell**.

Check Page 4 for *MKMen®* skin care.

It's been one year since **Independent National Sales Director Jeanie Martin** first issued the **#GlowAndTell Challenge** from the Career Conference stage. What a year it's been! Today, women (and men) are taking this fun challenge and discovering the benefits of *Mary Kay®* skin care.

What Is

#GlowAndTell?

It's a fun way to challenge people to use a skin care regimen for 21 days, morning and night. It's not a change in how you do business; it's simply a new way to share products and hopefully open the door to new customers. You can share at parties, through social media – almost anywhere!

Q&A #GlowReview

Independent Sales Directors share what they love about the #GlowAndTell Challenge.



Independent Sales Director
Marcy Moreno
Chicago, Ill.

Q: How do you introduce it to your customers?

A: "I display each skin care set at parties and explain the benefits of each. Then, I offer the 21-day challenge with an incentive to try the skin care set they choose. This results in more of my customers purchasing a complete set, which has been great for my sales!"

Q: Do you promote the challenge with new team members?

A: "Yes. I issue the challenge to them and suggest they use social media to post their progress. Once they've completed the challenge, I give them an incentive, such as a *Satin Lips*® Lip Balm. Taking the challenge helps them learn about and fall in love with *Mary Kay*® skin care, which makes it easier to sell!"



Independent Sales Director
Jaci Tischler
Lubbock, Texas

Q: What have been your customers' reactions to the challenge?

A: "My customers love it because it's fun and easy. I'll offer an incentive on the skin care set when they agree to take the challenge. After 21 days, they realize how great their skin looks and feels, and they reorder. This challenge helps me grow my business and expand my customer base!"



Independent Sales Director
Shannon Hinkle
Fort Worth, Texas

Q: How else do you use the challenge?

A: "It's a fun way to convert my makeup customers to skin care lovers! I ask them to take the challenge, and once they see the results, they're sold! They post on Facebook® and share with friends – all great business boosters."



Get Ready to Glow.

Find the [#GlowAndTell Party Kit](#), consumer fliers, tips and fun ideas to help you sell on *Mary Kay InTouch*®. (Available in English only)

sell the GLOW.

Help your customers restore their glow with a *Mary Kay*® skin care regimen. Here's a guide to help you determine which set best suits your customers' needs.



Early signs of aging:
**TimeWise®
Miracle Set®**,
\$95

Suits your customers who want to target:

- Fine lines and wrinkles
- Skin resilience
- Skin softness and suppleness
- Uneven skin tone

If they have moderate signs of aging, they can add:

- *TimeWise®* Firming Eye Cream, \$32
- *TimeWise®* Replenishing Serum+C®, \$56



More advanced signs of aging:
**TimeWise
Repair®
Volu-Firm®
Set**, \$205

Guys Can Glow!

MKMen® Skin Care for Men. Husbands, dads and brothers want to look good, and you've got what they need.

- Daily Facial Wash, \$16
- Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30,* \$24
- Advanced Eye Cream, \$26
- Shave Foam, \$12
- Cooling After-Shave Gel, \$15



VIP Service!

Before a skin care party, call your guests to create their **Customer Profile**. Are they acne-prone? Do they have advanced signs of aging? Getting this information before the party can save time and ensures you have the products they need. Plus, customer service like this makes them feel important. **Customer Profile** cards are available on **Section 2** of the **Consultant order form**. **Pk./25, \$1.25**. Or make it easy and complete online at *myCustomersSM* on *Mary Kay InTouch[®]*.



Perfect for your customers who want to target:

- Deep lines and wrinkles, including in the eye area
- Loss of firmness and sagging skin
- Loss of skin volume
- Skin crepiness
- Eye area puffiness and dark circles
- Wrinkles and crepiness in neck area
- Age spots and uneven pigmentation
- Thinning, more fragile skin



If your customers:

- Want a fresh, simple approach
- Are not yet concerned about aging
- Are looking for ingredients suitable for sensitive skin

Great "starter" skin care set:
Botanical Effects[®]
Skin Care Regimen, \$58



Clear Proof[®]
Pore-
Purifying
Serum,* \$17
Sold
separately.

Mild-to-moderate acne:
Clear Proof[®] Acne System, \$45

Easy-to-use four-piece regimen:

- Feels soothing to irritated skin as it clears up blemishes and allows skin to heal
- Exfoliates dead surface skin cells to unclog pores and leaves skin feeling deeply cleansed
- Is mild enough to use every day. Skin looks and feels healthier without that uncomfortably tight feeling
- Removes and controls excess oil while helping to dramatically reduce the appearance of pores
- Helps prevent new breakouts from forming to help you maintain a clear complexion when used consistently.



Guys love a challenge!
Get HIM to **#GlowAndTell!**

Help Is Here!

1. Offer the **#GlowAndTell Challenge**.
2. **Mary Kay Show and Sell[™] App**. Your skin care party is simple and professional! Present it on your iPad[®], Android[™] tablet or TV screen.
3. **Video Lounge**. Watch videos to learn more about the products.
4. **Skin Care eCatalog**. You can forward it via social media and email it to your customers and potential customers. Be sure to follow up!

Find more skin care selling ideas on
Mary Kay InTouch[®]!

Myth buster

It's time to dispel some common skin care myths.

Myth:

My skin's oily, so I don't need a moisturizer.

Truth:

All skin types need moisture and can benefit from a moisturizer. Oily skin may require a lighter formula.

Myth:

It's OK to sleep with your makeup on.

Truth:

Sleeping with makeup on can contribute to clogged pores and breakouts.

Myth:

Eating chocolate can cause acne.

Truth:

Although a diet high in sugar can negatively impact the skin, there is no proof that chocolate consumption specifically can lead to acne breakouts.

Myth:

Drinking more water helps alleviate dry skin.

Truth:

Staying hydrated is great for your overall health, but may not directly impact your skin's hydration.

Myth:

Your skin will age just like your mom's.

Truth:

Genetics influences the intrinsic factors of your skin's texture and color, but habits make more of a difference when it comes to aging. Sun exposure plus drinking, smoking, stress and sleep play a bigger role.

Mary Kay® Products Make Headlines.

Impress your customers with the latest Mary Kay® product nods featured in **top beauty and fashion magazines**. It's just one more reason to fall in love with Mary Kay! In 2015, Mary Kay® products were splashed across the pages of *Good Housekeeping*®, *Cosmopolitan*®, *Latina*®, *Marie Claire*® and *Redbook*®.

Awards include:

- **TimeWise® Day Solution Sunscreen Broad Spectrum SPF 35.*** Named **Readers' Choice** winner for **Best Moisturizer With SPF** by totalbeauty.com.
- **TimeWise Repair® Volu-Firm® Set** and **TimeWise® Miracle Set®**. Both earned the **Good Housekeeping Seal** after evaluation by the Good Housekeeping Research Institute.

Find more product nods on *Mary Kay InTouch*® under **Resources / Advertising / Product Media Mentions**. Feel free to share with your customers!



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MARY KAY

Good to Glow

The secret to a gorgeous glow? Good skin care. Mary Kay has what you need!

Just starting a skin care regimen

SOLUTION:

Botanical Effects®
Skin Care Regimen, \$58

Early-to-moderate signs of aging

SOLUTION:

TimeWise® Miracle Set®, \$95

More advanced signs of aging

SOLUTION:

TimeWise Repair®
Volu-Firm® Set, \$205

Mild-to-moderate acne

SOLUTION:

Clear Proof®
Acne System, \$45

Contact me, _____,
your Mary Kay Independent Beauty Consultant, for a customized
skin care regimen that'll help you get that glow!

All prices are suggested retail.



Take the #GlowAndTell
Challenge. Ask me how!