

MARY KAY

applause®

AUGUST 2013

MARY KAY®
True Dimensions™
Lipstick.

**WHO CAN RESIST
THOSE LIPS?**

MARY KAY
**one woman
can™**
50 YEARS

Fresh Face Time

Look your best
this summer with
great *Mary Kay®*
beauty boosts.

**HAVE YOUR
BEST YEAR YET!**

5 ways
to jump-start
your Mary Kay
business.

Mary Kay independent sales force stage makeovers to celebrate
and kick off the *Mary Kay® One Woman Can™* Makeover Contest.



ANSWER DESK



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

Decide where you want to be a year from now, and break that goal down into monthly, weekly and daily goals. Develop a sense of urgency about reaching your goals, striving to make every day better than the last. Be a star by developing your plan of action today.

Q: The *Mary Kay*® Satisfaction Guarantee is a great selling point to share with my customers. Can you tell me how it works?

A: Anytime your customer is not pleased with a *Mary Kay*® product she purchases from you, she can return it to you for a product exchange or full refund. You should contact the Company to receive a new product of equal value within 30 days from the date she returns the product to you. To submit a product replacement form online, visit [Mary Kay InTouch® > Ordering > Product Replacement](#). It's a good idea to hold the returned product at least 30 days after submitting the form in case additional information is needed.

Q: Do *Mary Kay*® products expire? If so, how long can I keep them on my shelf?

A: Most *Mary Kay*® products have a three-year shelf life from date of manufacture. If the shelf life is less than that, the product's expiration date is clearly marked on the package. Although a product may be discontinued from the Consultant order form, you may continue to sell it if it is within its shelf life. You can find more information on [Mary Kay InTouch® > Product Central > Ingredients and More > Product Presentation and Expiration](#).

august 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 12:01 a.m. Central time.
- *Class of 2014* Offspring Challenge begins.

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

3

4

Pearl Seminar begins.

Early ordering of the new Fall 2013 promotional items begins for Star Consultants who qualified during the Feb. 16 – May 15, 2013, quarter and Independent Beauty Consultants who enrolled in *The Look* for Fall 2013 through the Preferred Customer ProgramSM.

10

15

- Postmark deadline for Summer 2013 promotion.
- Last day to enroll online for the Fall 2013 Preferred Customer ProgramSM Month 2 mailer.

16

Fall 2013 promotion begins. Ordering of the new Fall 2013 promotional items available for all Independent Beauty Consultants.

Fall 2013 Preferred Customer ProgramSM customer mailing of *The Look* begins. (Allow 7-10 business days for delivery.)

20

29

Last day of the month for Independent Beauty Consultants to place telephone orders (until 10 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.

30

31

- 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.

COVER: Model is wearing *Mary Kay*® Mineral Eye Colors in Granite and Sweet Plum on her eyelids and *Mary Kay*® Eyeliner in Black. She uses *Mary Kay*® Lash Love® Mascara in I ♥ black and *Mary Kay*® Mineral Cheek Color in Cherry Blossom on her cheeks. She finishes with *Mary Kay*® Cappuccino Lip Liner and *Mary Kay*® Creme Lipstick in Shell.



Also available on *Mary Kay Mobile InTouch™* on your smartphone at m.marykayintouch.com

InsideTHIS ISSUE



MARY KAY® MAKEOVER DAY

Imagine **Mary Kay® makeovers** all held in one day from Mississippi to Moldova! Mary Kay joined independent sales force members in more than 24 countries to kick off its **50th Anniversary celebration on International Women's Day** by hosting makeovers around the world. The highly publicized event also kicked off the **Mary Kay® One Woman Can™ Global Makeover Contest**. Look for lucky winners to be announced at Seminar!



FACE TIME

Summertime is face time! Help your customers show off their **freshest faces** with the **right skin care program** along with **great supplements** such as **TimeWise® Replenishing Serum+C®**, **TimeWise® Moisture Renewing Gel Mask** and **TimeWise® Even Complexion Essence**, to name a few!

2



PUCKER UP!

Who can resist those lips? **Mary Kay® True Dimensions™ Lipstick** instantly drenches lips in moisture and locks it in. It's like a color-infused fountain of youth for lips. Available in 10 fun, vibrant colors!

4

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



MARKETING TOOLS

The Marketing Tools At-a-Glance fliers, under the Business Tools tab, directs you to exciting tools such as **Mary Kay® eCatalogs**, **Mary Kay® Personal Web Site** and more to help you promote your Mary Kay business.



SET YOUR SEMINAR GOALS

A new Seminar year means new goals and strategies to help you build your Mary Kay business. Find valuable information to support your business under the Education tab or exchange great ideas on **"Let's Talk"** located in **Digital Zone > Business Tools**.



MK NEWS

For up-to-the-minute news you can use, check out **MK News** on the home page. Now **MK News** also is available on your smartphone through **Mary Kay Mobile InTouch™** at **m.marykayintouch.com**.



CHECK PRODUCTION ON THE GO

View your wholesale production action items, production history and more. Available on **Mary Kay Mobile InTouch™** under At-a-Glance. It's quick and convenient!

HEAT wave

Summer's heat and humidity can wreak havoc on your skin. Your

customers want skin that glows, looks bright and feels radiant. Be a **Summertime Superhero** and help them achieve that luminous look today. Consider a summer **Pamper Your Skin party** and introduce these superindulgent products!

TimeWise® Firming Eye Cream, \$32.

Skin around the eye is thinner and can be more delicate. Add moisture to the skin in that area, as well as fight the look of fine lines and wrinkles around the eyes, with this great formula.

TimeWise® Moisture Renewing Gel Mask, \$22. 10 pampering minutes. 10 skin-renewing benefits*.

This transparent gel mask instantly hydrates and locks in moisture. Skin maximizes every precious drop to make it feel firm and look healthier, fresher and more youthful.



If you enrolled your customers in the **Mary Kay® Beauty Boosts Month 2 mailer**, now is a great time to follow up!



TimeWise® Microdermabrasion Set, \$50. Refines and replenishes. This formula uses the key exfoliating ingredient used by dermatologists.

TimeWise® Replenishing Serum+C®, \$56. Help skin bounce back. Antioxidant-rich formula is naturally enriched with a potent blend of botanical sources known for their high levels of vitamin C. In the skin, vitamin C plays an essential part in decreasing the damage associated with free radicals.

Apply Sunscreen Daily!

Sunny days can lead to surprise sunburns.

Mary Kay® Sun Care Sunscreen Broad Spectrum SPF 30** (all-purpose choice for everyday) or **50**** (for intense outdoor exposure) can help your customers stay protected.

Mary Kay® Sun Care Lip Protector Sunscreen Broad Spectrum SPF 15** is another great product for your customers to try.



TIP!

When applying sunscreen, don't miss these often forgotten spots: neck, ears, hands, forehead and tops of feet.



Allover beauty TimeWise Body™ Targeted-Action® Toning Lotion, \$30.

Help skin appear firmed, toned, defined and hydrated with an age-fighter formulated to guard against free radical damage.

Provides 24-hour hydration.



Satin Lips®

Set, \$18. Buffs away dry skin, then moisturizes to help keep lips soft.



\$18

TIP!

"Mary Kay® Makeup Finishing Spray is a woman's greatest gift this summer. It's perfect when you're outside for long periods."
— Ashunta Sheriff, Mary Kay Global Makeup Artist Team member.

Love Your Skin FOR LIFE.

With Mary Kay® skin care lines you can offer your customers expert skin care for every age and need.

Easy Beauty Solutions

Mary Kay® Botanical Effects®



Advanced Signs of Aging

TimeWise Repair™ Volu-Firm™ Set



Early to Moderate Signs of Aging

TimeWise® Skin Care



Which regimen is right?

Mary Kay offers great ways to help your customers find the right skin care regimen.

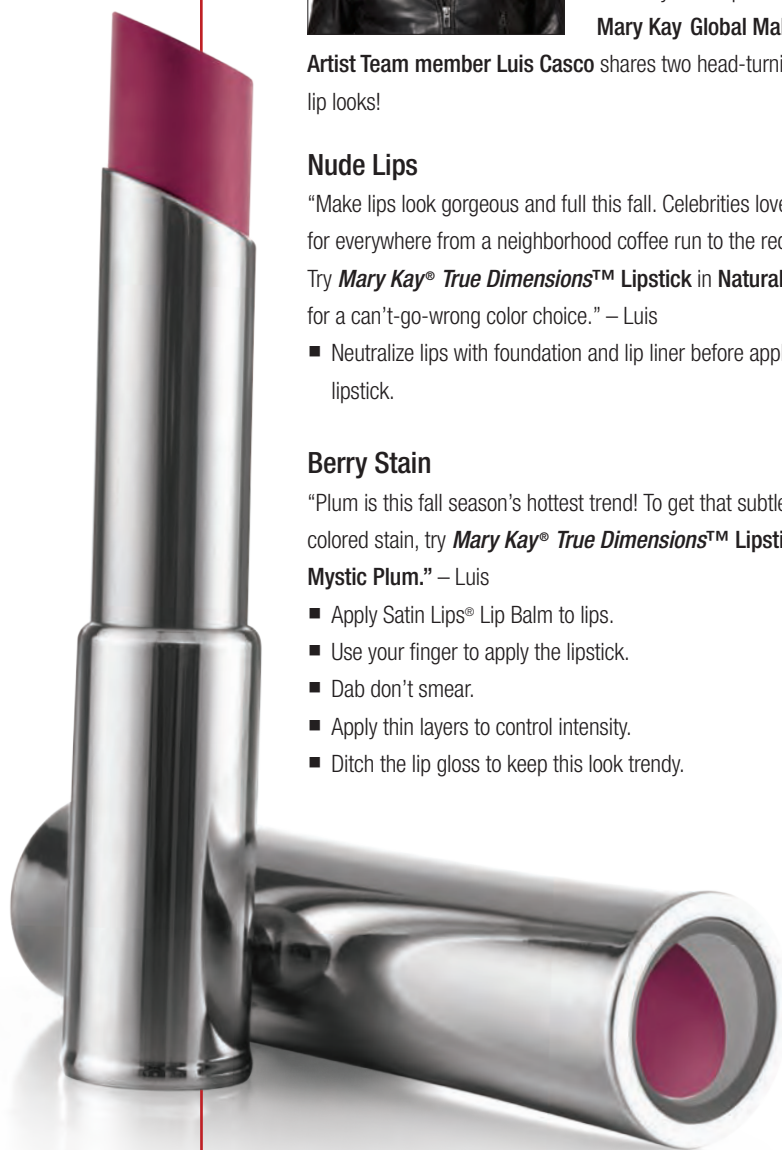
- **Customer Profile.** Questions help you target their skin care needs. It's in the Starter Kit and available for order on Section 2 of the Consultant order form.
- **MK Regimen Advisor™ App.** Mobile app helps you analyze your customers' skin care needs. Free for iPhones.
- **Personal Profile on myMK™.** Register your customers on your Mary Kay® Personal Web Site and save their information in myCustomers™ for easy reference.

Even on bad days,
there's always lipstick!

Mary Kay® **TRUE** Dimensions™ Lipstick

Intensely moisturizing.
Exquisitely smoothing.
It's like a color-infused
fountain of youth for
your lips. The buttery-
smooth-feeling formula
melts onto lips and the
age-defying ingredients
work together to deliver
results.

\$18



Lip LOOKS

Celebrity makeup artist and
Mary Kay Global Makeup

Artist Team member **Luis Casco** shares two head-turning
lip looks!

Nude Lips

"Make lips look gorgeous and full this fall. Celebrities love this look
for everywhere from a neighborhood coffee run to the red carpet.

Try **Mary Kay® True Dimensions™ Lipstick** in **Natural Beauté**
for a can't-go-wrong color choice." — Luis

- Neutralize lips with foundation and lip liner before applying
lipstick.

Berry Stain

"Plum is this fall season's hottest trend! To get that subtle, berry-
colored stain, try **Mary Kay® True Dimensions™ Lipstick** in
Mystic Plum." — Luis

- Apply Satin Lips® Lip Balm to lips.
- Use your finger to apply the lipstick.
- Dab don't smear.
- Apply thin layers to control intensity.
- Ditch the lip gloss to keep this look trendy.



TRUE DIMENSIONS™

10 Gorgeous Shades!





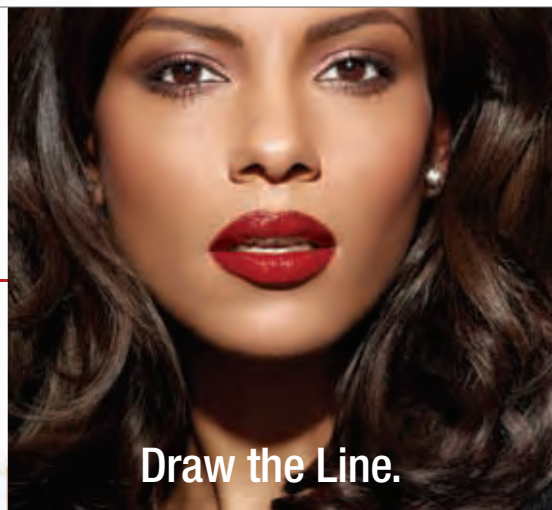
HITTING NEWSSTANDS **this fall!**

Make sure your customers check out **Mary Kay® True Dimensions™** Lipstick and lash portfolio ads in upcoming issues of *Allure*, *Glamour*, *Cosmopolitan*, *Good Housekeeping*, *Redbook*, *Essence*, *People Style Watch* and *InStyle!*

what they're sayin'

Three out of four women* say their lips feel moisturized all day.

- **92%** say it feels **soothing**, **moisturizing** and **comforting** on lips.
- **85%** say it **replenishes and conditions** lips, leaving them looking their **healthy best**.
- **87%** say their lips look **smoother** and feel **supple**.
- **76%** say their lips appear **younger**, **voluptuous** and **line-free**.



Draw the Line.

Mary Kay® Lip Liner

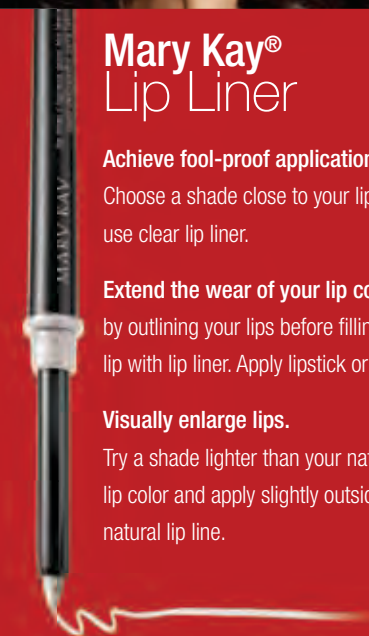
Achieve fool-proof application.

Choose a shade close to your lip color or use clear lip liner.

Extend the wear of your lip color. Begin by outlining your lips before filling in entire lip with lip liner. Apply lipstick or lip gloss.

Visually enlarge lips.

Try a shade lighter than your natural lip color and apply slightly outside your natural lip line.



Visually reduce lips.

Try a shade slightly darker than your lip color. Apply slightly inside your natural lip line.

Telltale Lipstick!

Have fun at your next color party. Ask each guest to pull out their lipstick. Compare its shape to this fun personality quiz.

If your lipstick is this shape ...



Rounded



Flat Top



Sharp
Angle



Sharp Angles
on both sides



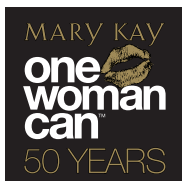
Original



Concave

Your personality tends to be...

- **Rounded** – Friendly and family-oriented
- **Flat Top** – Dependable and direct
- **Sharp Angle** – High-spirited and outgoing
- **Sharp Angles on Both Sides** – Curious and happy-go-lucky
- **Original Shape** – Rule follower
- **Concave Top** – Adventurous and likeable



Global Makeover DAY

Mary Kay® Global Makeover Day kicked off Mary Kay's 50th Anniversary celebration in a big way!

On March 8, more than 44,000 Mary Kay supporters in the U.S. joined events at New York's Times Square, The Grove in Los Angeles and the Mary Kay® world headquarters building in Dallas, or they hosted events in their homes and teaching centers across the country. Global events also were held in more than 24 countries.

The day was designed to **create buzz and enthusiasm around Mary Kay's 50th Anniversary** and help you have a **fun, interactive way to get Mary Kay® products into the hands of your new and existing customers.** It also was the official kick off of the **Mary Kay® One Woman Can™ Makeover Contest in the U.S.**

Webcasts featured Mary Kay Global Makeup Artists from the New York, Los Angeles and Dallas events sharing step-by-step instructions to apply their signature looks, along with a few tips and trends using their favorite Mary Kay® products!



Workin' It
Independent Senior Sales Director Sherry Hanes of Lexington, N.C., and her unit

members welcomed guests at their teaching center from 10 a.m. to 10 p.m. "Twelve hours of makeovers was exhausting, but it was a huge success and a lot of fun," says Sherry.

The unit members utilized Facebook to generate excitement and invite guests. "Many were new customers and were ready to book follow-up appointments and place orders," she says.

Organization was the key to the success, and everyone pitched in to help with the guest-friendly event. They set up stations for a "before" photo, skin care, foundation/concealer, color, lips, and a thank-you "after" photo. Sherry says, "Everyone wanted to be part of setting a Company record. Women love to help other women and be part of something big. I think that is why so many customers and members of the independent sales force got behind the day."



Makeover Madness
Independent Senior Sales

Director Dawn Wilson of Coatesville, Pa., wanted to supercharge her unit, so she challenged each unit member to conduct at least one makeover. She was pleasantly surprised at the participation level. "Women stepped outside their comfort zones to be part



of this Company event," she says. "The esprit de corps was unbelievable. The Global Makeover Day helped create an opportunity for everyone to win. Every makeover submitted counted toward the Company goal, and it's rewarding to know you're part of that number."

The makeover events in Los Angeles, New York and Dallas also created a lot of buzz in Dawn's unit. Independent Beauty Consultants

tuned in to watch live makeovers and logged on to view makeovers on Facebook. Dawn says it was exciting to witness the different events that day unfolding all over the country, including a friendly Facebook competition between her East and West Coast unit members.

Recognition

Congratulations to the winners for April 2013

Top NSDs Year-to-Date

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



Anita Mallory
Garrett-Roe



Carol Anton



Gloria Mayfield Banks



Kathy Helou



Jan Harris



Karen Piro



Lisa Madson



Gloria Castaño



Patricia Turker



Pat Danforth

On-Target Inner/Diamond/Gold Circle

Independent National Sales Directors become members of the Gold Circle when they earn \$125,000 or more; members of the prestigious Diamond Circle when they earn \$200,000 or more; and a member of the exclusive Inner Circle when they earn \$325,000 or more in "NSD commissions" during the Seminar contest period. (NSD commissions are comprised of commissions earned on the wholesale production of first-, second-, and third-line offspring units; Top 10 fourth-line and beyond; Elite Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for April 2013, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for March 2013.) 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, 2012, through April 30, 2013.

On-Target for \$850,000 Inner Circle

Anita Mallory Garrett-Roe\$738,213.16

On-Target for \$650,000 Inner Circle

Carol Anton\$553,812.82

On-Target for \$550,000 Inner Circle

Gloria Mayfield Banks\$492,203.70
Kathy Helou\$484,926.71
Jan Harris\$471,629.81
Karen Piro\$458,455.54

On-Target for \$500,000 Inner Circle

Lisa Madson\$455,583.59

On-Target for \$450,000 Inner Circle

Gloria Castaño\$389,971.40

On-Target for \$400,000 Inner Circle

Patricia Turker\$366,219.85
Pat Danforth\$366,097.32

On-Target for \$350,000 Inner Circle

Cheryl Warfield\$325,497.03
Sherry Windsor\$311,758.60
Halina Rygiel\$307,826.21
Debi Moore\$305,837.12
Stacy James\$304,112.99

Karlee Isenhardt\$300,008.00
Lupita Ceballos\$298,545.41

On-Target for \$325,000 Inner Circle

Cindy Williams\$288,516.88
Sonia Páez\$276,571.78
Sue Kirkpatrick\$271,402.87

On-Target for \$300,000 Diamond Circle

Dacia Wiegandt\$251,342.48
Judie McCoy\$250,570.84

On-Target for \$250,000 Diamond Circle

Pamela Waldrop Shaw\$246,808.22
SuzAnne Brothers\$245,273.05
Mary Diem\$239,140.93
Linda Toupin\$221,082.12
Anita Tripp Brewton\$219,143.11
Mary Estupiñán\$216,828.36
Julianne Nagle\$212,556.48
Diane Underwood\$209,738.07

On-Target for \$200,000 Diamond Circle

Dayana Polanco\$200,902.89
Sara Pedraza-Chacón\$198,534.13
Shannon Andrews\$197,441.83
Julia Burnett\$193,073.16
Kerry Buskirk\$187,518.93

Pamela Fortenberry-Slate\$186,592.90
Sandy Valerio\$186,216.20
Julie Krebsbach\$186,030.84
Sandy Miller\$183,500.47
Connie Kittson\$182,540.45
Dawn Dunn\$178,202.82
Jeanne Rowland\$177,105.31
Cindy Fox\$176,676.72
Janet Tade\$173,007.60
Ronnée D'Esposito Klein\$168,255.43
Auri Hatheway\$167,949.09

On-Target for \$150,000 Gold Circle

Dalene Hartshorn\$165,133.15
Nancy Bonner\$165,096.97
Maureen Ledda\$164,680.16
Jamie Cruse-Vrinos\$163,900.07
Lily Orellana\$163,845.58
Kay Elvrum\$160,857.51
Lisa Allison\$160,503.49
Anabell Rocha\$159,989.21
Davanne Moul\$159,723.60
Rebecca Evans\$156,438.52
Cyndee Gress\$156,163.23
Susan Hohlman\$156,117.46
Maria Monarez\$155,175.40
Yvonne Lemmon\$155,173.07
Kristin Myers\$154,317.93

Tammy Crayk\$153,076.30
Lise Clark\$151,752.59
Vivian Diaz\$151,701.13
Kim McClure\$149,361.00
Consuelo Prieto\$148,791.31
Valerie Bagnol\$148,011.20
Gloria Báez\$143,901.48
Candace Laurel Carlson\$143,560.78
Judy Brack\$143,325.41
Mona Butters\$141,297.55
Joanne Bertalan\$140,575.77
Jan Thetford\$138,133.66
Cathy Bill\$136,726.38
Jeanie Martin\$135,937.86
Evelinda Diaz\$135,361.86
Mayuli Rolo\$134,479.60
Alia Head\$131,379.49
Pam Klickna-Powell\$130,925.20
Pam Ross\$130,584.98
Juanita Gudiño\$129,677.64
Shirley Oshiro\$126,737.12
Scarlett Walker-Simpson\$125,672.92

On-Target for \$125,000 Gold Circle

Elizabeth Muna-Mudsi\$124,925.72
Monique Balboa\$123,987.02
Michelle Sudeth\$122,255.12
Janis Z. Moon\$120,766.31

Noelia Jaimes\$119,407.15
Kate DeBlander\$118,060.71
Paola Ramirez\$115,562.67
Glinda McGuire\$115,200.17
Kym Walker\$114,871.07
Pam Higgs\$113,610.03
Roxanne McInroe Williams\$113,609.73
Tammy Romage\$112,991.45
Rosibel Shahin\$112,643.73
Vicki Jo Auth\$112,122.99
Brenda Segal\$111,806.17
Sharon Buck\$111,111.59
Shelly Gladstein\$110,944.77
Lorraine Newton\$110,409.52
Bea Millsagle\$110,346.14
Maribel Barajas\$109,317.96
Alma Orrosetti\$109,197.82
Kimberly Copeland\$108,070.46
Somer Fortenberry\$107,991.76
Kirk Gillespie\$107,154.53
Linda Kirkbride\$106,579.57
Gena Rae Gass\$105,625.47
Kathy Rodgers-Smith\$105,592.80
Heidi Goelzer\$105,491.32
Lynne Holliday\$105,315.43

Monthly Commissions and Bonuses

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

Diamond

1. Anita Mallory Garrett-Roe***\$83,299
2. Lisa Madson\$59,736
3. Patricia Turker**\$47,191
4. Gloria Castaño***\$45,104
5. Sonia Páez**\$39,093
6. Linda C. Toupin\$30,704
7. Dayana Polanco*\$26,079
8. Diane Underwood\$25,191
9. Rosibel Shahin*\$24,618
10. Connie A. Kittson\$24,341
11. Mary Diem*\$24,306
12. Noemi C. Jaimes\$19,960
13. Dalene Hartshorn\$19,800
14. Vivian Diaz\$19,450
15. Ada García-Herrera\$18,863
16. Susan M. Hohlman*\$18,394
17. Elizabeth Muna-Mudsi\$18,288
18. Mayuli Rolo*\$17,611
19. Evelinda Diaz*\$17,373
20. Heidi Goelzer\$15,418
21. Gina Rodriguez\$14,603
22. Noelia Jaimes*\$13,838
23. Cecilia C. James\$12,895
24. Diane L. Mentiply\$12,682
25. Diana Heble\$11,978

8. Maria Flores\$18,605
9. Ronnie D'Esposito Klein*\$18,521
10. Cyndee Gress\$18,170
11. Jeanne Rowland*\$17,815
12. Bea Millsagle\$17,177
13. Terri Schafer\$16,481
14. Juanita Gudiño\$16,231
15. Pamela A. Fortenberry-Slate*\$16,148
16. Kate DeBlander\$15,671
17. Scarlett S. Walker-Simpson*\$15,607
18. Janis Z. Moon\$14,789
19. Somer Fortenberry\$14,640
20. Gay Hope Super\$14,484
21. Kirk Gillespie\$14,387
22. Pam Ross*\$14,027
23. Kimberly R. Copeland\$13,738
24. Michelle L. Sudeth*\$13,278
25. Jo Anne Barnes\$13,161
26. Vicki Jo Auth\$12,979
27. Gena Rae Gass\$12,604
28. Donna B. Melixell\$11,705
29. Lynne G. Holliday\$10,945
30. Judy Kawiecki\$10,731
31. Margaret M. Bartsch\$10,358

Sapphire

1. Karen Piro**\$46,269
2. Lupita Ceballos**\$43,802
3. Julianne Nagle*\$26,681
4. Shannon C. Andrews*\$25,023
5. Dawn A. Dunn\$24,479
6. Sara Pedraza-Chacón*\$24,182
7. Judie McCoy*\$23,949
8. Paola Ramirez\$22,068
9. Tammy Romage\$21,930
10. Sandy Valerio*\$21,330

11. Valerie J. Bagnol*\$20,943
12. Pam L. Higgs\$20,346
13. Gloria Báez*\$20,012
14. Jan L. Thetford\$18,737
15. Tammy Crayk\$17,388
16. Davanne D. Moul*\$17,160
17. Pam Klickna-Powell\$15,564
18. Lorraine B. Newton\$15,430
19. Sharon L. Buck\$15,255
20. Sherril L. Steinman\$15,066
21. Alia L. Head\$14,457
22. Diana Sumpter\$14,106
23. Lara F. McKeever\$13,888
24. Roxanne McInroe Williams\$13,277
25. Jill Moore\$13,192
26. Maribel Barajas\$12,975
27. Ann Brown\$12,801
28. Magdalena Nevárez\$12,793
29. Gladis Elizabeth Camargo*\$12,513
30. Kimberly D. Starr\$12,348
31. Charlotte G. Kosen\$12,094
32. Debra M. Wehrer\$11,974
33. Maria Guadalupe Diaz\$11,622
34. Nancy A. Moser\$11,622
35. Kendra Crist Cross\$10,976
36. Gillian H. Ortega\$10,605

Emerald

1. Gloria Mayfield Banks***\$86,893
2. Kathy S. Helou*\$69,129
3. Sherry Windsor*\$41,157
4. Debi R. Moore*\$34,217
5. Dacia Wiegandt*\$30,337
6. Janet Tade*\$29,840
7. SuzAnne Brothers*\$27,788
8. Jamie Cruse-Vrinos\$27,205

9. Consuelo R. Prieto*\$21,185
10. Lily Orellana\$20,806
11. Cindy Fox*\$19,860
12. Kerry Buskirk*\$19,578
13. Mona Butters\$19,434
14. Cathy Bill*\$18,938
15. Auri Hatheway\$18,794
16. Kay E. Elvrum\$18,565
17. Kym A. Walker*\$17,453
18. Pamela Tull\$17,444
19. Yvonne S. Lemmon\$16,769
20. Crisette M. Ellis\$16,046
21. Morayma Rosas\$15,890
22. Joanne R. Bertalan*\$15,659
23. Brenda Segal*\$15,289
24. Dawn Otten-Sweeney\$15,277
25. Evalina Chávez\$13,910
26. Heather A. Carlson\$13,658
27. Nora L. Shariff*\$13,438
28. Shelly Gladstein\$13,196
29. Jackie LaPrade\$12,736
30. Crist Ann Millard\$12,701
31. Kathy Rodgers-Smith\$12,076
32. Sandra Chamorro\$11,531
33. Natalie Privette-Jones\$11,079

Pearl

1. Jan Harris**\$53,167
2. Kristin Myers\$37,358
3. Pamela Waldrop Shaw*\$36,338
4. Cheryl Warfield**\$34,830
5. Cindy A. Williams\$32,973
6. Halina Rygiel*\$31,273
7. Stacy I. James**\$30,198
8. Lia Carta\$28,460
9. Mary C. Estupiñán*\$25,678

10. Kim L. McClure\$24,716
11. Alma Orrosetti\$24,335
12. Anabell Rocha\$23,819
13. Lisa Allison\$23,721
14. Julie Krebsbach*\$23,190
15. Julia Bill*\$22,805
16. Anita Tripp Brewton*\$22,302
17. Sandy Miller*\$20,676
18. Jeanie Martin\$18,853
19. Nancy Bonner*\$17,771
20. Monique Balboa\$17,394
21. Judy Brack\$16,905
22. Lise T. Clark*\$16,891
23. Maureen S. Ledda*\$16,484
24. Amie N. Gamboian\$16,466
25. Shirley M. Oshiro\$16,350
26. Kathy C. Goff-Brummett\$16,319
27. Leah Lauchian\$16,131
28. Glinda McGuire*\$14,858
29. Robin Rowland\$14,554
30. Lyndia Jackson*\$14,527
31. Cathy E. Littlejohn\$14,159
32. Bett Vernon\$13,392
33. Isabel Venegas\$13,180
34. Sylvia Kalicak\$13,117
35. Meyra Esparza\$12,914
36. Deb Pike\$12,176
37. Jane Studrawa\$11,604
38. Linda Kirkbride\$11,562
39. Dorothy D. Boyd\$10,643
40. Vernella Benjamin\$10,597

*Denotes Senior NSD

**Denotes Executive NSD

***Denotes Elite Executive NSD

Recognition

Commission Circle

Independent Sales Directors who earned the top 100 commissions and bonuses in each Seminar area in April 2013. Names in **bold print** are those who earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission.

Diamond

Sofia Aguilar\$21,170.39
Kristin Jenae Rogers18,528.09
LaRonda L. Daigle15,862.00
Melissa R. Hennings13,369.73
Priscilla McPheeters13,135.93
Sonia Suyapa Bonilla12,918.09
Andrea Whitcomb12,102.53
Marsha Morrisette11,889.19
Amy Allgood11,347.17
Mary Kathryn King11,170.65
Shelly Palen11,156.23
Rose Rodriguez-Capone11,079.83
Yosaira Sanchez11,030.00
Ruth L. Everhart10,897.50
Tawnya Krempges10,889.45
Chaya Suri Klein10,844.66
Rhonda Jean Taylor10,702.88
Susan J. Pankow10,562.10
Nicki R. Hill10,428.46
Sheryl Peterson10,401.77
Luzmila E. Abadia Carranza10,218.06
Leticia Vargas10,182.14
Mary Strauss9,999.07
LaChelle M. Seleski9,970.62
Tokunboh S. Oyenuga9,938.86
Bonita A. Meniru-Hudson9,925.41
Brenda K. Howell9,893.63
Jill D. Davis9,876.55
Jessica Joy Mitchell9,876.29
Lisa Rada9,790.97
Lessa Rae Franken9,643.57
Delmi Cristina Santos9,633.83
Luisa Urena Mora9,583.38
Martha Kay Ralie9,576.11
Terri J. Beckstead9,490.82
Susana Pereira-Morales9,489.55
Ashlee Angella Crook9,467.89
Julie Danskin9,334.69
Rosmary A. Morel9,123.08
Julie Schlundt9,084.72
Suzanne T. Young8,969.46
Stephanie A. Richter8,942.12
Temi Odeyale8,845.31
Kim A. Messmer8,750.00
Kathy M. Viola8,734.91
Deborah Dudas8,722.88
Julie Neal8,621.81
Gerri Anne Morris8,606.03
Nancy J. Osborn8,552.87
Josefa E. Rosario8,475.89
Stephanie Audino8,403.34
Janet S. Chapman8,364.95
Amelie B. Kemogne8,360.54
Melissa Mays8,294.93
Luz Cinda Utley8,280.61
Stephanie Ann Showers8,276.59
Nancy Polish Dove8,247.23
Luz Armanda Reyes8,220.95
Mariaelena Boquin8,211.29
Mariann Blase Mason8,149.29
Pettie L. Huffman8,134.07
Blanny Fabiola Ramirez8,116.39
Virginia Rowell8,096.09
Maria de La Luz Avila8,091.58
Annaka Krafka8,080.64
Indhira Jimenez8,074.37
Menina M. Givens8,015.70
Cynthia L. Frazier8,004.61
Ellyn Hoadley7,971.52
Lesley A. Bodine7,949.19
Mary C. Ramirez Bravo7,945.23
Laura L. Waters7,928.79
Mary P. Creech7,920.40
Valorie Jean White7,910.93
Sabina Caro7,866.43
Michelle Cape7,857.69
Sandy Griffith7,811.84
Maritza Estela Gonzalez7,727.76
Lori M. Langan7,710.38
Carol Lee Johnson7,705.20
Lisa A. Stengel7,677.76
Jennifer Levitt7,671.79
Lila DeWeber7,660.16
Linda T. Cartiglia7,643.67

Angeline Nchako Njamfa7,636.14
Maria M. Martinez-Ardon7,633.63
Tammie M. Hanson7,628.43
Amanda Blair Michalak7,562.80
Nancy Fox Castro7,488.89
Mary Beissel7,458.37
Shelley Olson7,411.26
Sharon B. Carney-Wright7,402.76
Omosolape O. Akinyoyenu7,377.43
Jessica Marie Anderson7,345.18
Maritza Arce7,339.87
Debbie Larson7,329.85
Rosalin Hernandez7,306.04
Vanika Gwendoline Perez7,303.54
Donna K. Smith7,280.36
Jessie Vredevelt Schultz7,279.91

Ruby

Krystal Downey-Shada\$16,207.74
Winifred Nyone Ogunbamir14,197.34
Kaye Driggers14,117.54
Cheryl O. Fulcher13,336.09
Donna Clark-Driscoll12,882.21
Abosede Yetunde Oyediran12,201.07
Sheryl K. Goins11,956.19
Thessy Nkechi Nwachukwu11,828.64
Jacqueline N. Alford11,507.44
Suzanne P. Wallace11,324.31
Corrin Cresci11,265.14
Ekene S. Okafor10,631.59
Paula M. Kirkpatrick10,535.63
Kali DeBlander Brigham10,302.27
Margarita Velez10,041.75
Candace Lyn Chambers10,027.33
Karime Rosas10,022.27
Teka-Anne Haynes10,008.49
K.T. Marie Martin9,777.46
Lisa Anne Harmon9,719.61
Laura A. Kattenbraker9,677.94
Tiffany Brooke Stout9,626.52
Diane Covington9,518.30
Vanessa R. Upkins9,338.40
Mary Alice Dell9,268.49
Cleta Colson9,263.74
Maricarman Gonzalez9,191.93
Debbie A. Elbrecht9,097.87
Karen E. Gardner9,009.10
Sarah Driggers8,870.66
Barbara L. Harrison8,816.63
Julie Smith8,793.43
Chasity Marie Bromley8,769.18
Brenda Fenner8,539.61
Gloria Dominguez8,478.79
Stephanie Lynne Lenard8,463.52
Carol A. Kirkland8,443.94
Susan C. Ehrnstrom8,369.59
Lisa Hansen8,163.74
Mary Sharon Howell8,117.83
Sylvia Thomas Barritt8,116.19
Bao Menestrina8,115.72
Suzanne Moeller8,059.06
Jill E. Garrett8,024.95
Amber L. Towne8,017.32
Jackie M. Craver7,952.53
Arleigh P.J. Morton7,931.14
Heather Jean McKinney7,922.15
Alicia Lindley-Adkins7,909.11
Lisa D. Prescott7,838.17
Sonia F. Goins7,774.14
Sasha Jackson7,731.73
Vivian Zach7,687.25
Loraine Noland7,647.42
Elizabeth A. Elder7,634.25
Patti Maxwell7,632.90
Betty Symons7,624.04
Marnie R. Yunger7,584.72
Carmen Nunez de Valencia7,538.04
Anne Weidenweber7,385.37
Gina Beekley7,384.36
Alexis Shaw7,378.29
Deborah J. O'Leary7,362.15
Lacy Janet Nickelson7,357.86
Breda M. Teal7,307.63
Diana Gutierrez7,305.64

Michele Semper7,285.95
Judy Lund7,239.76
Gloria Moreno Medrano7,233.25
Terry Thole7,125.49
Isabel Mejia7,093.74
Janelle A. Ferrell7,027.59
Deborah S. Bailye7,000.55
Rachel Holloway6,969.67
Tina M. Moreau-Jones6,960.29
Lisa A. DeLucia6,947.75
Charlyn C. Greene6,910.65
Cindy Anderson6,858.27
Sherri Ammons6,814.27
Karen Paluga-Larson6,785.47
Andrea D. Evans-Dixon6,767.11
Julie Brindell Sapp6,742.13
Cissy E. Warren6,720.16
Elvia Cordova6,705.51
Brandy D. Herring6,646.66
Chick Stamschror6,642.32
Mary L. Cahoon6,625.35
Linda Leonard Thompson6,623.49
Liz Whitehouse6,622.82
Lee Coose6,620.52
Debbie A. Hocott6,613.95
Karen L. Crownover6,607.30
Cheryl Dougan6,602.88
Bridget Elke Smith6,602.54
Ingridette Rae Conley6,590.42
Marie A. Harbord6,552.64
Nancy D. Marshall6,542.10
Laurieann Barclay6,522.40
Tanya Michelle Johnson6,494.47
Linda Sigle6,474.05

Sapphire

Julie Weaver\$16,282.68
Crystal Dawn McDaniel15,679.99
Julia Mundy14,058.77
Jennifer L. Besecker13,004.30
Tabitha A. Hallums12,204.96
Christi Lynn Burns12,107.61
Debbie A. Weld12,011.15
Diane Bruns11,818.24
Kathy R. Bullard10,685.77
Tracy Potter10,619.13
Audrey K. MacDowall10,617.39
Kristi M. Montesana10,438.11
Kim I. Sabourin10,019.47
Randi Stevens9,814.38
Sarah Sullivan Krycinski9,795.58
Deanna L. Spillman9,669.17
Lady Ruth Brown9,660.36
Alejandra Zurita9,522.87
Josefa Chacon9,483.12
Robyn S. Cartmill9,375.19
Debie Mary Nunez9,220.12
Mary G. Gronholz9,035.34
Ryan Ashlee Rives8,838.10
Patrice Moore Smith8,750.29
Mary K. White8,643.37
Heather L. Bohlinger8,564.31
Debra J. Witmer8,447.49
Lynnea E. Tate8,442.64
Sylvia Boggs8,346.29
Tshanna Kyler8,244.34
Melva M. Smart-Slythe8,098.38
Faith A. Gladding8,049.76
Barbara J. Puckett7,987.47
Moleda G. Dailey7,986.97
Leanne Sexton7,941.87
Monica Garcia7,875.19
Brenda L. Tholin7,766.57
Connie L. Russo7,751.09
Linda A. Jones7,720.49
Ellen Ezekiel Farquharson7,615.77
Peggy B. Sacco7,610.12
Therese E. Simon7,609.76
Jeanne Helm7,521.62
Janis Clemens7,509.60
Ruth Elizabeth LaClair7,490.36
Sharl Kendall7,487.68
Kathleen Kirkwood7,474.73
Kim Cundiff7,472.09
Angeles Sosa7,299.98

Brooke E. Bennett-Young7,271.94
Guadalupe Villanueva7,262.92
Andrea I. Zajac7,207.06
Melbilla Sosa7,193.49
Ann W. Sherman7,125.89
Krista A. Johnson7,115.26
Katie D. Nichols7,082.58
Angie S. Day7,080.22
Sanjuana Sosa7,056.84
Norma Ferreira Lopez7,049.37
Dolores Keller7,045.94
Natalie Reed6,968.98
Oralia Gil6,962.88
Ynocenta Hernandez6,925.33
Doris M. Quackenbush6,882.02
Maria Montes6,854.64
JoAnna P. Shippe6,802.43
Terri Tugmon6,773.64
Cindy L. Hess6,770.66
Sherrie Clark Purvis6,762.70
Cynthia S. Sheppe6,734.20
Brynn M. Blalock6,731.64
Bonnie Crumrin6,724.42
Christy Bigham6,717.82
Ruby Garner6,717.03
Cheryl T. Anderson6,712.47
Mary Ulmer6,664.99
Alison Jurek6,652.49
AnaMaria R. Cruz6,648.32
Jill L. Glockner6,595.64
Maria G. Leon6,582.56
Gena Prince6,559.03
Kimberly Leigh Moore6,555.63
Janelle Renee Witmer6,536.59
Susan Elizabeth James6,513.99
Jennifer G. Bouse6,503.79
Sandra A. Zavada6,500.52
Juanita Berumen6,496.00
Esther Cisneros6,471.21
Nita Ann Godwin6,463.44
Nannette G. Short6,460.63
Phyllis Jayne Antoinen6,453.20
Phyllis I. Pinksner6,425.05
Jerlene Vrana6,420.10
Kim West6,376.47
Martina Roman6,258.06
Lisa Louise Winton6,236.52
Herendira Garcia6,235.84
Amy J. Bowman6,213.80
Anita R. Pabaro6,198.52
Marie Planel6,192.20

Emerald

Connie Ackroyd\$14,878.12
Karen E. Ridle14,473.70
Melinda M. Balling13,902.84
Christine Denton Barueco13,522.03
Grace Elizabeth Snively13,231.93
Sue Uibel12,259.31
Michele Martella Armes12,118.55
Kathy P. Oliveira11,740.33
Jordan Helou Eicher11,316.57
Paula Kelsch10,614.38
Stacy D. Foust10,530.75
Trisha Taylor10,181.84
Jeanie M. Tamborello10,151.69
Kellie M. Davis10,125.59
Linda Klein10,032.61
Christina Lauren Stickel9,925.71
Olaiyinka K. Adegbiyi9,710.59
Pam Kelly9,576.12
Ayobami Olanrewaju Olusa9,574.39
Tandy L. Ludin9,451.33
Tatiana Rodriguez9,405.36
Kimbi L. Bartik9,398.72
O'nelly Encarnacion Gomez9,246.78
Sheri Farrar-Meyer9,111.27
Linda Spadethowski9,062.52
Carmen Hernandez8,842.61
Traci Smith8,818.52
Jo M. Cotton8,718.00
Amanda Thulin-Marrano8,622.42
Lynn F. Huckels8,595.66
Carol M. Fulton8,447.88

Elaine K. Williams8,386.14
Connie S. Miller8,385.20
Shara Mobley Gladden8,336.33
Susie J. Serio8,270.72
Nykole Lynne Jackson8,214.77
Nikki Hall Edgemon8,211.93
Annette D. Oxley8,174.16
Betty McKendry8,160.02
Marina Sanchez Ramirez8,118.49
Jeannine R. DeVore Harris8,061.77
Jessica Brash Holzbach8,024.56
Susan H. Campbell8,011.76
Jeanette E. Beichle7,827.67
Debbie L. Bower7,778.11
Margaret Neill7,769.32
Angel L. Hurley7,766.36
Julie A. Griffin7,762.66
Chris H. Teague7,731.83
Nancy Boucher7,687.85
Cynthia Pack7,678.08
Barbara Pleet7,654.99
Delia Ponce7,637.94
Joanna Helton7,587.58
Julie B. Potts7,585.25
Cheryl L. Foster7,580.60
Janet Lee Ellis7,473.18
Maria Sanchez7,399.58
Ann Shears7,269.63
Shawna D. Schneider7,243.44
Jessica E. Alvarez7,239.79
Jackie L. Root7,187.04
Romy L. Portuondo Remior7,186.55
Christine J. Kurzawa7,175.20
Rita E. Siqueiros-Avila7,171.47
Antonia Miranda7,122.59
Ana Reyes7,104.01
Jill Beckstedt7,086.61
Denise G. Kucharski7,066.57
Janet S. Harmon6,972.27
Tanya O. King-Lee6,959.94
Linda Bradley6,956.76
Melody Ann Fox6,950.84
Helen Jakpor6,948.02
Yolanda Lopez6,933.36
Celsa Menjivar-Gutierrez6,880.52
Gerri L. Gurreri6,844.46
Phyllis Pottinger6,800.52
Denise M. Souder6,761.78
Teodora Ahumada6,741.08
Karen A. Jorgenson6,729.78
Judith E. Cotton6,727.69
Kay Dickerson6,700.01
Nancy Graham6,634.90
Cristina Martins6,624.83
Ashley N. Clinesmith6,580.02
Audrey J. Diller6,533.41
Bea Heath6,525.65
Pat Forehand6,478.62
Yolanda Gaytan Leon6,443.00
Pattie A. Robinson6,438.72
Diane K. Autry6,418.58
Amy R. Sigler6,382.60
April Elaine Hays6,365.28
Rose Campbell6,314.26
Sandy Malkin6,293.32
Leanne Parrino-Pheasant6,277.48
Susan A. Smith6,263.98
Danette Kelley Smith6,212.15
Anne Newcomb6,210.16

Pearl

Crystal Trojanowski\$21,793.03
Sandy Kay Gant18,729.84
Irene Olebara18,348.96
Christina Lynn Frantz13,857.67
Amber Cherie Summerlin13,689.88
Patti Cornell13,269.88
Amy Kemp13,082.07
Lily Gauthreaux12,873.00
Laurie Travis Plyler12,622.21
Jeanie K. Navrak12,342.23
Tammay A. Vavala12,066.13
Lisa Olivares11,945.15
Cindy Machado-Flippen11,542.95
Keita Powell11,525.56

Amy Stokes11,521.80
Michele Salisbury Rankin11,203.37
Jenn Kirkham11,137.76
Christi G. Campbell10,593.49
Patty J. Olson10,456.83
Audrey L. Detesco-Nickell10,444.73
Vicki Piccirilli10,366.82
Nadine Bowers10,257.29
Diane M. Detesco10,244.76
Sara Ruth Pennella10,222.41
Virginia S. Rocha10,195.52
Blythe Jolee Egbert9,977.31
Roya Marie Mattis9,831.66
Susan Moore9,773.59
Stacey Craft9,715.09
Katherine Mirkes Ward9,669.19
Beth H. Piland9,481.84
Jaime Marie Bittner9,472.64
Sandra Giraldo Kirchhoff9,464.51
Lucia Fernandez9,416.23
Collette Parker9,344.07
Brenda Stafford9,274.33
Tamarie M. Bradford9,192.10
Joyce Recenello9,129.10
Maria Isabel Martinez9,079.69
Shari M. Kirschner8,955.28
Caroline Adedolapo Yussuf8,877.22
Julia Serrano8,862.78
Shelley Money-Eldridge8,853.53
Ashley O. Brooker8,778.74
Rachael M. Bullock8,761.07
Peggy Matish8,725.81
Nicole J. Canamare8,659.89
Janice Baxter Hull8,582.65
Kimberly L. Massengill8,570.09
Maureen Shipp8,529.49
Brittany Marie Kaps8,519.71
Sally Moreno8,488.90
Amy C. Schule8,425.44
Kristel Page Kellogg8,376.97
Rachel Sue O'Rourke8,248.89
Anne Geertsen8,180.62
Phyll Webster8,160.44
Sherry L. Fields7,931.33
Aimee Wiley Dorsey7,904.58
Tina M. Dees7,822.84
Tara Lynn Mitchell7,739.58
Reina Murcia7,720.10
Linda S. Piloli7,652.03
Irene K. Foster7,554.35
Shauna Lynn Abbotts7,543.30
Evelyn Pirhalla7,519.03
Maria Claxton-Taylor7,512.04
Cindy S. Koenig7,487.32
Beverly Taylor7,436.67
Marye Durrer7,350.47
Nancy D.L. Brindley7,346.23
Terri Lewis7,324.27
Christina Marie King7,299.45
Deb Altenburger7,260.50
Sylvia Limon Martinez7,219.49
Ardyth B. Nelson7,191.67
Adrienne Marie Detesco7,154.58
Randi S. Gleason7,138.89
Enma Patricia Bermeo7,133.35
Carrie V. Eddings-Foster7,121.51
Tracey L. Chavez7,100.65
Laura Poling7,093.83
Rita Schaefer7,082.67
Dayn Moore7,072.08
Melissa Hamby7,016.58
Judy Gieson6,987.99
Ruth A. Stewart6,976.97
Belle L. Martin6,960.51
Gina Beck6,817.07
Tammy D. Niehaus6,756.81
Rebecca Anne Frey6,713.39
Carmen J. Felix6,692.15
Johnna Elizabeth Cline6,686.90
Brandy J. Nusbbaum6,686.12
Jami Lynn Jablonski6,684.53
Ruthie Bressette-Mount6,682.56
Lindsay R. Stewart6,673.10
Maribel Olivares6,639.68
Angela P. LaFrance6,636.41
Wendi S. Sumner6,632.05

"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.

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 April 2013.

Top National Sales Directors — Commissions and Bonuses

				
Anita Mallory Garrett-Roe	Carol Anton	Karen Piro	Gloria Mayfield Banks	Jan Harris
\$83,299 Diamond	\$69,112 Ruby	\$46,269 Sapphire	\$86,893 Emerald	\$53,167 Pearl

Top Unit — Estimated Retail Production

DIAMOND — Sofia Aguilar, A. M. Garrett-Roe Area.....	\$161,287
RUBY — Krystal Downey-Shada, Go Give Area.....	\$115,117
SAPPHIRE — Julie Weaver, Go Give Area.....	\$108,365
EMERALD — Connie Ackroyd, Go Give Area.....	\$124,578
PEARL — Crystal Trojanowski, L. Carta Area.....	\$134,671

Top Sales Director — Personal Sales

DIAMOND — Sofia Aguilar, A. M. Garrett-Roe Area.....	\$16,416
RUBY — Jacqueline Martinez, C. Anton Area.....	\$26,492
SAPPHIRE — Jim Cundiff, Go Give Area.....	\$15,146
EMERALD — Arnie Kelly, Go Give Area.....	\$12,667
PEARL — Joyce Owusu, Go Give Area.....	\$14,569

Top Beauty Consultant — Personal Sales

DIAMOND — Mark Silver, C. Klein Unit, V. Diaz Area.....	\$21,938
RUBY — Sherry Luskin, C. Kirkland Unit, Go Give Area.....	\$19,871
SAPPHIRE — Mohammed Khan, K. Montesana Unit, Go Give Area.....	\$20,613
EMERALD — Robbie Walters, M. Hester Unit, Go Give Area.....	\$30,763
PEARL — Amy Litonjua, B. Spencer Unit, L. Allison Area.....	\$11,796

Top Team Builder

DIAMOND — Sales Director Rosalin Hernandez, Go Give Area.....	24 New Team Members
RUBY — Farrah Abrishami, C. Anton Unit, C. Anton Area.....	18 New Team Members
SAPPHIRE — Sales Director Odilia Vasquez, P. Klickna-Powell Area.....	29 New Team Members
EMERALD — Sales Director Angel Hurley, C. Fox Area.....	20 New Team Members
PEARL — Sales Director Lourdes Clement, S. Oshiro Area.....	19 New Team Members

New NSD Debuts

New Independent National Sales Director Debuts April 1, 2013



Heather Carlson
National Sales Director
Emerald Seminar

Sales Mentors

Special thanks to the sales mentors for the April 10, 2013, *New Independent Sales Director Education* classes.



Heidi Goelzer
National Sales Director
Diamond Seminar



Nicki Hill
Executive Senior
Sales Director
Spring, Texas
Diamond Seminar



Phyllis Pinsker
Future Executive
Senior Sales Director
Mequon, Wis.
Sapphire Seminar

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 MK50 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?



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MARY KAY

Simply the **Best!****

Women everywhere
turn to these
Mary Kay®
favorites for their
skin care and
beauty needs.



Mary Kay® Oil-Free Eye
Makeup Remover, \$15



TimeWise® Age-Fighting
Moisturizer, \$24

TimeWise® Firming
Eye Cream, \$32



TimeWise® 3-In-1
Cleanser, \$20



Mary Kay® Ultimate
Mascara™ (black), \$15

Mary Kay® Eyeliner (black), \$12

Mary Kay® Lash Love®
Mascara – I ♥ black, \$15



Mary Kay® Foundation
Primer Sunscreen Broad
Spectrum SPF 15,* \$16

CONTACT ME, your Mary Kay® Independent Beauty
Consultant, to try these today!

*Over-the-counter drug product

**The best-seller logo designation refers to top-selling products within the *Mary Kay®* product line.
All prices are suggested retail.

getBOOKsmart!

As Mary Kay Ash said,
“Bookings are the lifeline
of your Mary Kay business. When you
book appointments, your business
can start to grow. One booking can
lead to more bookings, sales, customers
and potential team members.”

WHO SHOULD I BOOK?

Look around you! You can **start with family, friends and acquaintances**. Consider having each one book her own party, and ask her to invite people you don't know to expand your circle.

Who do you know?

Just when you think you've exhausted your potential customer base, think again! Check out our list and see if you can come up with more.

- Co-workers (current, former and spouse's)
- Babysitters
- Clubs/organization members
- Teachers/aides/staff/parents
- Church friends
- Neighbors (former and current)
- High school/college friends
- Service providers (hairstylists, nail technicians, bank tellers, retail clerks, cleaners, vet/groomers, postal workers, dental hygienists)
- Social media friends
- _____
- _____
- _____

Booking ideas

Give her a reason to book a party. Here are a few to get you started:

- Hostess program incentives
- New products
- Special occasions (bridal, back-to-school, spa day)
- Gifts. You can be her shopping service!
- Girlfriend time. Who doesn't want this?!

What do I need?

Confidence and belief are great traits when it comes to finding customers and booking appointments. And remember, **booking is a skill**. The **more you practice, the more confident you become** and the better you'll get! Helpful starters:

- Education and motivation (under the education tab on *Mary Kay InTouch®* or *Mary Kay Mobile InTouch™*)
- Learn by watching others
- Professional image





At Your SERVICE!

Heather Wickstrom, Independent Senior Sales Director in Mansfield, Texas, shares tips on how she builds strong customer relationships and uses technology to serve AND increase her customer count.

CURRENT CUSTOMERS: Around 200 loyal and 200 occasional-use customers.

HOW SHE FINDS CUSTOMERS: Through referrals! The highest compliment my customers can pay me is to refer their friends." Ask for referrals before closing a sale, then you can show her she's already got her guest list for her next party! Encourage her to complete a Customer Profile (front and back). There's a place to list referrals!

HOW SHE ENGAGES USING TECHNOLOGY: Loves Facebook! I "friend" everyone! I send *MKeCards*® to Facebook friends for birthdays and other occasions. It's superquick, easy and FUN! Mary Kay offers sharp, professional

content to post. **Texting is huge!** I create a script and mention that I have a gift for them just for trying a particular product. **Instagram is a hit!** I love posting pics of my blow-up cow, Bluebell. She shows up around town with *Mary Kay*® products in tow! It's crazy and fun, and my customers love it! **Started using Twitter** and am super excited about its potential.

HER CUSTOMER SERVICE TIPS:

Customer Delivery Service. I can get product to customers quickly, and it arrives in a beautiful box with great samplers inside! Mary Kay Ash's own **2+2+2 system** (follow up in 2 days, 2 weeks and 2 months). It's tried and true, and it works. I follow up using whatever method my customers prefer — a call, text or email. ***Mary Kay*® Personal Web Site.** My customers can browse and shop any time. When I wake each morning, it's the first thing I check!

HOW SHE HANDLES MISTAKES:

I deliver the wrong product; I call someone by the wrong name; I'm human! The key is, I own up to my mistakes, I don't give my customers lots of excuses. **I apologize and make things right.**

Booking Tip!

Believe in yourself and your services. Remember, you offer your customers a chance to have fun, hang with friends and try incredible skin care and color products. **Believing in what you do helps you sell to others!**

“I was traveling for a week recently, so I contacted my customers who I thought may need product while I was away. I got so many orders from that one simple effort!”

— Heather

Heather's Hints

- **Be excited.** Enthusiasm is contagious. People want to be part of something fun!
- **You receive more when you give more.** Don't let dollar signs cloud your head. Be genuine. Sell her what she needs. *An example: During a recent party, a customer shared she had loads of color makeup; but at checkout, she wanted the Mary Kay® Compact Pro® filled with color product! I knew she might be disappointed when she realized she was adding to what she already had. After talking with me, she decided instead to purchase a Mary Kay® skin care regimen, which she didn't have. She called later to thank me for enlightening her and being considerate of her needs.*
- **Follow up.** I've had customers and team members tell me a former Independent Beauty Consultant rarely or never called them to follow up. That's a lost opportunity! Also, someone may be interested in the products, but just not have money to spend now. Follow up! Show her how she can earn products by hosting a party.
- **Disappointments happen.** Even when I get discouraged, my customers keep me going. My customers led me to earning the use of my Mary Kay pink Cadillac! Be strong. Disappointments can turn to victories.

A Great Resource

The **21st Century Customer Service CD** is loaded with success stories and best practices from top independent sales force members. You'll also find tips and tactics you can put to use! Cost is \$6. You'll find it on ***Mary Kay InTouch*® > Consultant Education > MK Media Source > Customer Service.**

More in Store!

At Seminar 2013, you'll learn about **Level 10 Confidence** and how that can translate to your business. You can build strong customer relationships and use technology to offer 24/7 customer service and show your customers how much you care. Believing in yourself and your services radiates confidence and can help you attract business!

- Datebook
- Business cards
- Samplers
- Enthusiasm

Bedazzle You!

Seminar 2014 Awards Jewelry

Welcome to a galaxy of possibilities!

The rewards of having your own Mary Kay business are endless. You have the freedom of being your own boss, charting your own path and relishing in your sweet successes. The only brighter vision in your universe is the one you'll create on Seminar stage next year. Picture yourself adorned with any these fabulous jewelry pieces! Your time to shine is NOW!

Queens' Courts of Personal Sales

\$36,000 Personal Estimated Retail Production (Choose one shown or a Coby 39" LED TV and Home Theater System.)



"XOXO" Diamond Ring

- 14-karat white gold
- 45 prong-set round brilliant diamonds (approximately .45 carats)



"Golden Shamrock" Quartz Ring

- 14-karat yellow gold
- Clover-shaped green quartz with nine brilliant diamonds (approximately .08 carats)



Diamond "Couture" Scroll Ring

- 14-karat white gold
- 104 brilliant diamonds (approximately .38 carats)



NEW! Small Bee Fabulous Diamond Pin

- 14-karat yellow gold
- Diamond body, .75 carats

Queen's Court of Sharing

24 Qualified New Personal Team Members (choice of one)



Bee Fabulous Charm Bracelet

- First year: 14-karat yellow gold 7.5" bracelet with 14-karat yellow gold bee charm.
- Add a Diamond Bee Charm (see description) subsequent years.

Bee Fabulous Diamond Bee Charm

- 14-karat yellow and white gold
- 17 round brilliant diamonds (approximately .57 carats)



Bee Fabulous Diamond Bee Ring

- 14-karat yellow and white gold
- Approximately .70 carats of diamonds

Queens of the Courts

(choice of one)

"Imperial Knot" Diamond Ring

- Handmade
- 14-karat yellow gold
- 103 round brilliant diamonds (approximately 1.25 carats)



Large Bee Fabulous Diamond Pin

- 14-karat yellow and white gold
- Diamond body, approximately 1.75 carats

"Journey of Hope" Diamond Ring

- 14-karat white gold
- 148 brilliant diamonds (approximately 1 carat)

Runners-Up



Medium Bee Fabulous Diamond Pin

- 14-karat yellow and white gold
- 19 round brilliant diamonds (approximately 1.10 carats)

LET'S Celebrate!



“Every person is special! We all want to feel good about ourselves, but to me, it's just as important to make others feel the same way. I try to imagine whomever I meet wearing an invisible sign that says: **MAKE ME FEEL IMPORTANT!** I respond to this immediately, and it works wonders.” — Mary Kay Ash

Now is a great time to honor Mary Kay Ash's legacy and make your customers feel important.

Independent Sales Directors share their “Make Me Feel Important” stories:



**Independent Future Executive Senior Sales Director
Temi Odeyale, Old Bridge, N.J.**

Several years ago I met a woman I knew couldn't make a big purchase, but our hearts connected, and we set up a facial. During the appointment she shared she was in an abusive relationship and was working to get out. She signed her Independent Beauty Consultant Agreement in the weeks that followed, transitioned to a women's shelter and finished DIQ. This beautiful woman is now a successful Independent Senior Sales Director. The decision to go the extra mile changed both of our lives.



**Independent Executive Senior Sales Director
Susan McCoy, Kansas City, Mo.**

I was a brand-new Independent Sales Director and 20 weeks pregnant with our twins when I went on bed rest. The prayers and notes from my sister Independent Sales Directors and Independent National Sales Directors kept both my faith and belief strong. They didn't know me personally, but they took time to write. Today, where texting and email are quick and easy, a handwritten note can make a lasting impression.



**Independent Senior Sales Director Mary Stuart Smith,
Jacksonville, Fla.**

In the early '90s, I snapped a picture of my then two-year-old son, Austin, playing in my *Mary Kay*® product order box. I sent the photo along with a letter to Mary Kay thanking her for giving me the opportunity to leave my full-time job and work from home. A few weeks later I got the sweetest letter from her. I was shocked that she would take time to write me, and it let me know that I was important to this Company. That letter showed me what it really means to make others feel important.

We'd love you to share your “Make Me Feel Important” stories on “Let's Talk” on *Mary Kay InTouch*®.

“let's talk”
portal



GO-GIVE® AWARD

Congratulations to our August 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/Promotions tab.



Deborah Bailye

Ruby

Independent Executive
Senior Sales Director

Began Mary Kay Business
June 1992

Sales Director Debut
November 1994

National Sales Director
Pam Ross

Honors Star Consultant;
three-times Queen's Court of
Sharing; 13-times Circle of
Achievement; two-times
Double Star Achievement

Personal Lives in Algonquin,
Ill. Husband, Cliff; sons: Clayton
and Kurt

**"I am motivated to help others
because** there is no greater
gift than knowing that our effort
and time made a difference in
someone's life, no matter how
large or small."

Independent Sales Director
**Lacy Nickelson of Frontenac,
Kan.,** says, "Deborah rallied
with her unit and sent money to
help several of my Independent
Beauty Consultants whose
homes were destroyed by the
Joplin tornado two years ago."



Lisa VanPatten

Sapphire

Independent Senior
Sales Director

Began Mary Kay Business
December 2007

Sales Director Debut
August 2008

Offspring one first-line

National Sales Director
Dawn Dunn

Honors Star Consultant;
four-times Sales Director Queen's
Court of Personal Sales; two-
times Circle of Achievement; two-
times Double Star Achievement

Personal Lives in Sumter, S.C.
Husband, David; sons: Landon,
Graham, Miles; daughter,
Marybeth

**"I am motivated to help others
because** life is most fulfilling
when you use your God-given
talents and gifts to fulfill the
needs of others. My Mary Kay
business affords me the perfect
opportunity to serve others in
this capacity."

**Independent Beauty
Consultant Kimberly Stephens
of Sumter, S.C.,** says, "Lisa has
conducted fundraisers for local
women's shelters. Currently,
she is raising awareness about
lupus and is assisting me in my
fundraising for this disease."



Amie Kelly

Emerald

Independent Sales Director

Began Mary Kay Business
January 1999

Sales Director Debut
March 2000

National Sales Director
Go Give Area

Honors Circle of Honor; 11-times
Sales Director Queen's Court of
Personal Sales; eight-times
Circle of Achievement; eight-
times Double Star Achievement

Personal Lives in Waco, Texas
Husband, Kevin; son, Canon

**"I am motivated to help others
because** life is all about service
and the Golden Rule. I love all
that Mary Kay represents, and
I am thankful every day for the
opportunity to help others in
their journey."

**Independent Beauty
Consultant Gina Goldman of
Woodway, Texas,** says, "Amie
absorbs adoptees, like me,
as if they are her own. She
wants great things for us and
tearfully cheers us on as we
reach our dreams."



Nadine Marino

Pearl

Independent Sales Director

Began Mary Kay Business
September 1999

Sales Director Debut
October 2001

National Sales Director
Cheryl Warfield

Honors Star Consultant

Personal Lives in Matthews, N.C.
Husband, Tony; sons: Anthony,
Andrew

**"I am motivated to help others
because** I believe in the
Mary Kay opportunity, and
I feel blessed to be a part
of their journey."

Independent Sales Director
**Nadine Hammond of Tega
Cay, S.C.,** says, "Nadine donates
countless hours to a local charity
for children with life-altering
or life-ending diseases. The
charity sponsors a yearly prom,
and Nadine organizes several
hundred makeovers that take
place in one night!"



Jessica Anderson

Diamond

Independent Senior
Sales Director

Began Mary Kay Business
October 2009

Sales Director Debut
December 2010

Offspring two first-line

National Sales Director
Vivian Diaz

Honors Star Consultant;
Queen's Court of Sharing;
Circle of Achievement

Personal Lives in Fort Mill, S.C.
Husband, Jay; son, Landon

**"I am motivated to help others
because** it is my passion to
help women start believing and
dreaming again. I want them
to know their Mary Kay business
can be the vehicle to turn all
their dreams into their reality!"

**Independent Beauty
Consultant Jaclyn Rose of
Fort Mill, S.C.,** says, "Jessica
has involved our unit in
several fundraisers serving
underprivileged women at
Mother's Day and Christmas
and also for women and
children battling cancer."

HAVE YOUR BEST YEAR YET!

Now's the perfect time to plan your new year! We rounded up **tips from top Independent Sales Directors** who know what it takes to go from good to GREAT! Here's what they say:



1 **Attend unit meetings** and **set a goal** with your Independent Sales Director. Break it into bite-sized pieces; **celebrate each milestone!**

2 **Find a power partner.** You and your sister Independent Beauty Consultant (or whomever you choose) **hold each other accountable** and recognize your accomplishments.

3 **Create a goal poster.** Feature your reason to work and a list of planned accomplishments. You may want to **create mini reminders** to tuck in a drawer or tape to the fridge.

4 **Brush up on technology.** Start a **Facebook** page and get your own **Mary Kay® Personal Web Site**. Both are instant ways to **reach your circle of influence**. Organize your customer information in MyCustomersSM.

5 Identify ways to **increase existing income-producing activities**. If you typically spend an hour a week on customer follow-ups, make it two hours. If you hold two skin care parties a month, shoot for four! **You can do it!**



POWER START!

30 faces in 30 days may seem daunting

if your customer base is small, but **Independent Sales Director Janelle Ferrell of League City, Texas**, shares her way to get new leads and book Power Start appointments.

Start with five of your customers. Give each one 10 *TimeWise*® Microdermabrasion samplers. Ask them to give the samplers to 10 co-workers or friends. Offer your customers an incentive for every lead (name, email address, phone number and contact permission) they give you.

NOW you have 50 leads — follow up!

Ask how they loved the *TimeWise*® Microdermabrasion Set and book follow-up appointments. Explain the hostess program and how she can turn her booking into a party and earn the *TimeWise*® Microdermabrasion Set FREE!



MARY KAY®

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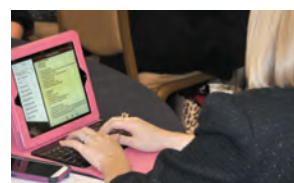
PRSR STD
U.S. POSTAGE PAID
MARY KAY INC.

beauty star

New Independent Sales Director Education
Dallas, Texas • Crowne Plaza Hotel

Two sessions remain in 2013!
Oct. 9-12 and Nov. 13-16
No registration fee and all meals provided!

A three-day experience
exclusively for
NEW Independent
Sales Directors.



You get:

- Confidence-building sessions
 - Exclusive tour of Mary Kay world headquarters
 - Photograph with Darrell Overcash, President Mary Kay U.S.
 - Great bonding time with sister Independent Sales Directors
- Incredible education, awesome experiences, priceless memories! What's stopping you?



**NEW INDEPENDENT
SALES DIRECTOR
EDUCATION**

Register on *Mary Kay InTouch*®.

Events > New Sales Director Information > New Director Education Week