

MARY KAY

# applause®

AUGUST 2014

BACK TO  
Cool!

FALL  
COLOR  
LOOKS  
AND  
PARTY  
IDEAS

for Teachers,  
Moms and  
Students

Mary Kay Celebrity  
Makeup Artist

**Marissa Nemes**

Shares

**TIPS TO  
LOOK  
YEARS  
YOUNGER.**

It's a  
**New**  
Seminar Year.  
Jump-Start to  
Success!

discover what you **LOVE™**



“Women need confidence, and I want you to have it. Remember that confidence is built by one small success after the other. Many of us destroy our self-confidence by dwelling on past failures and forgetting our little successes.”

**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)**

## 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 2015* Offspring Challenge begins.

# 3

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

Early ordering of the new Fall 2014 promotional items begins for Star Consultants who qualified during the March 16 – June 15, 2014, quarter and Independent Beauty Consultants who enrolled in *The Look* for Fall 2014 through the Preferred Customer Program<sup>SM</sup>.

- Postmark deadline for Summer 2014 promotion.
- Last day to enroll online for the Fall 2014 Preferred Customer Program<sup>SM</sup> Month 2 mailer.

# 15

- Last day for your customers to take advantage of the Summer 2014 gift-with-purchase offer.
- Fall 2014 promotion begins. Ordering of the new Fall 2014 promotional items available for all Independent Beauty Consultants.
- Fall 2014 Preferred Customer Program<sup>SM</sup> customer mailing of *The Look* begins. (Allow 7-10 business days for delivery.)

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

# 28

# 10

# 29

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.

- 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.



# 31

Also available on *Mary Kay Mobile InTouch™* on your smartphone at [m.marykayintouch.com](http://m.marykayintouch.com).

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# Trending: @ Mary Kay



## Besties

August 1 is **National Girlfriends Day**. What a great opportunity to ask a few of your best customers to host a Pamper Party – complete with a *Satin Hands*® Pampering Set, *Indulge*® Soothing Eye Gel and *Mint Bliss*™ Energizing Lotion for Feet & Legs. Add warm towels and soothing music, and you've got yourself a tranquil but fun party!



## Pink Link®

You'll find great videos on *Pink Link*® on *Mary Kay InTouch*®! **Get inspiration and exciting tips** on limited-edition\*

*Beauty That Counts*® *Journey of Dreams*™ Eau de Toilette fragrance. Get a "Look From the Book" how-to (fun application tips on a color look from *The Look*). Plus, you'll find great product education for *Mary Kay*® Sun Care products and much more!

## Friends Forever

August 18 begins **National Friendship Week**. What a perfect opportunity for you to recognize your customers! Whether it's a card to say "hello" or an email with a special offer, they are sure to appreciate your thoughtfulness and friendship.

Facebook® is a registered trademark of Facebook Inc.  
Google+™ is a trademark of Google Inc.  
Instagram® is a registered trademark of INSTAGRAM, LLC.  
Pinterest® is a registered trademark of Pinterest, Inc.  
ProPay® is a registered trademark of ProPay USA, Inc.  
Twitter® is a registered trademark of Twitter, Inc.  
YouTube® is a registered trademark of Google Inc.

## Ageless Beauty

August 21 is **National Senior Citizens Day**. Why not call an assisted living home and offer makeovers? Be sure to collect wish lists and contact information for family members. The holidays are coming, and you'll have loads of giftable goodies to share.



## Google+™

There's a new way for your customers to discover what they love about Mary Kay, and that's with Google+™. With more than 300 million active users, it's second behind Facebook® as the most used social network. If you use it, be sure to follow Mary Kay; however, no worries if you don't. Just so you know that Mary Kay is keeping the center stage!



**Discover What You Love™**, the new *Mary Kay*® brand campaign, captures the heart of the Company, its products and the incredible legacy of Mary Kay Ash. Your customers will see this exciting campaign come to life in beautiful graphics and creative taglines to help them discover what they love about Mary Kay!

# insideTHIS ISSUE

## PRODUCTS:

**Fall Favors.** It may not feel like it, but fall is around the corner. And with *Mary Kay*® skin care regimens to fit every age and need, now's a perfect time for you to build customers for life! Reach out to teachers, moms and students with exciting *Mary Kay*® skin care *and* color products. Plus, find party ideas and team-building tips to propel you to success!

[Pages 2-5](#)

**Age-Fighters.** Mary Kay Celebrity Makeup Artist Marissa Nemes offers tips on how you can help your customers look younger using *Mary Kay*® products.

[Pages 6-7](#)

**Fabulous Favorites.** Want to showcase *Mary Kay*® best-sellers? We've got a consumer flier you can share with your customers!

[Page 14](#)

## TEAM-BUILDING:

**Building Leaders.** Meet two Class of 2014 Independent Sales Directors as they share their excitement and plans for their Mary Kay futures.

[Page 15](#)

## WORKING SMART:

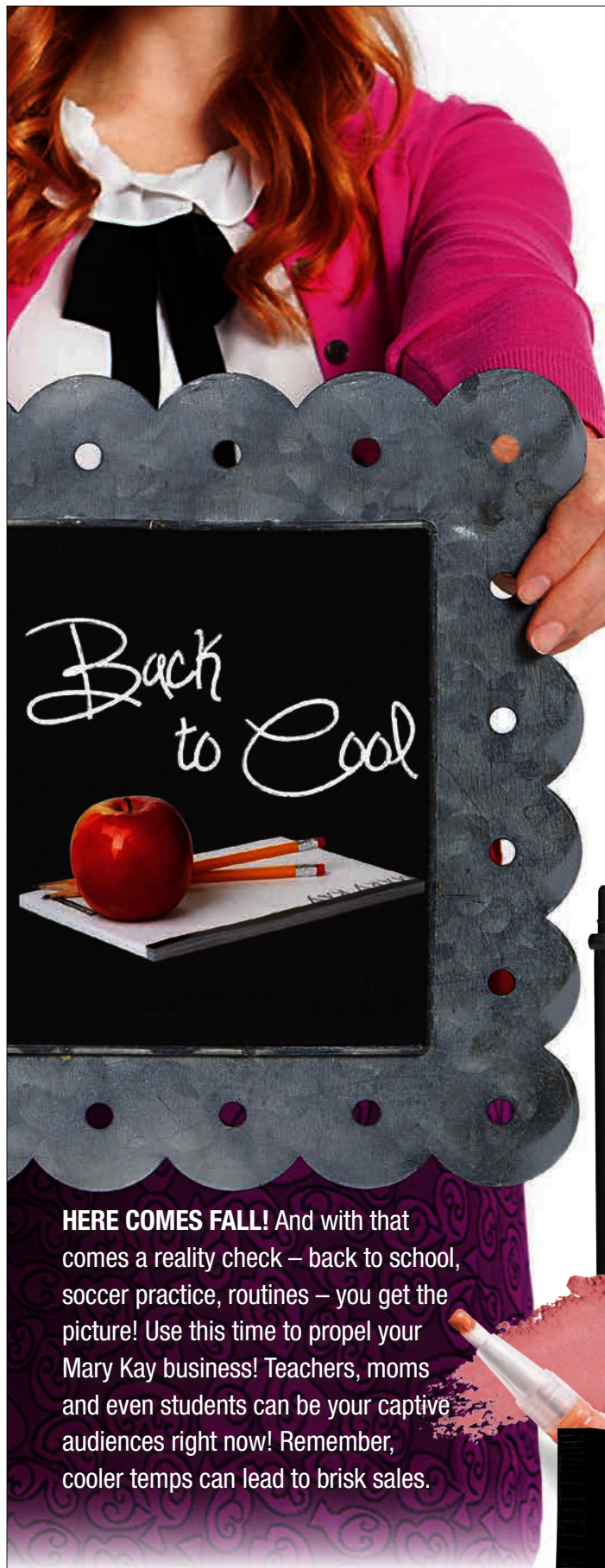
**Happy New Year.** Is this your year to soar? It's a new Seminar year, and the sky's the limit! See how you can move up the Mary Kay career path, earn the use of a Career Car and more. You can do anything you set your mind to!

[Pages 16-17](#)

## TECHNOLOGY:

**myCustomers™.** We're unveiling a fresh new face for this valuable digital assistant. Find out what's new and how you can use it to help you stay organized, improve your Mary Kay business and provide Golden Rule customer service!

[Pages 18-19](#)



**HERE COMES FALL!** And with that comes a reality check – back to school, soccer practice, routines – you get the picture! Use this time to propel your Mary Kay business! Teachers, moms and even students can be your captive audiences right now! Remember, cooler temps can lead to brisk sales.

# Teachers

Be the teacher's pet. A little pampering goes a long way, and you could gain a loyal customer (and a potential team member)!



- **Extra Credit.** Email or text your teacher friends and customers. You can even offer extra hostess credit if they host a party or share your fliers or *Mary Kay*® business card.
- **E for Effort.** Perhaps you can deliver goodie bags during in-service days with product samplers and your *Mary Kay*® business card. Ask school principals about their policy on leaving your *Mary Kay*® business cards and *The Look* in the teacher's lounge. Plan after-school parties, and display a product playground mixing school supplies and *Mary Kay*® products. Get creative with promotions (see *Mary Kay*® School Supply List below).

**Team-Build!** Teachers can be an engaging group to share the Mary Kay opportunity with. Many look for additional income potential, and a Mary Kay business can be just the ticket!

## Mary Kay® School Supply List:



### Pencils

Mary Kay® Eyeliner



### Paints

Mary Kay® Mineral Eye Color and Mineral Cheek Color



### Crayons

Mary Kay® True Dimensions® Lipstick

\$12

\$18

\$7

\$10

\$18



### Erasers

Mary Kay® Concealer and Mary Kay® Facial Highlighting Pen







# Moms

The start of a new school year can be bittersweet. Pamper her with a much-deserved facial or color consultation.



**Party On.** Treat your stay-at-home or work-from-home moms to a **Muffins and Makeovers** party. Start early – like right after school drop-off. Simple pastries, coffee and girlfriend time is all they'll need to relax and have fun sampling great *Mary Kay*® products.

**Make It Easy.** Make shopping for skin care and cosmetics easy for working moms. Include them

on your **Preferred Customer Profile** list, and share that they can order 24/7 through your **Mary Kay® Personal Web Site**. Offer to hold a party at lunch – even at a private workplace, if available. Keep it low-key with minimal product displays, but be sure to have copies of *The Look* on hand.



## Put Mom on Your TEAM!

Maybe she'd like to have her own business, make a career change or provide extras for her family. Incorporating a new opportunity into her life isn't hard. Share these **quick tips**. You also can share the **Makeover Your Life eCatalog** available on [marykay.com](http://marykay.com).

- Talk about her new Mary Kay business with other moms or co-workers.
- Send emails to friends and family to announce her Mary Kay business.
- Tailor her Mary Kay business around a full-time work schedule.

## Check Out These Items and More!

*Mary Kay InTouch®* / Ordering / [MKConnections®](http://MKConnections®)



All prices are suggested retail.



\$90

**TimeWise Repair® Volu-Firm® Set** targets advanced signs of aging due to age, sun exposure and environmental stressors. The regimen helps reduce the look of deep lines and wrinkles, restores the appearance of lifted contours and recaptures youthful volume.

**TimeWise® Miracle Set®** targets early-to-moderate signs of aging by delivering 11 age-defying benefits needed for younger-looking skin. It cleanses, exfoliates, freshens, hydrates, protects, smooths, helps reduce the appearance of fine lines and wrinkles, visibly firms, softens, energizes and renews.



\$50

## A Brush With Success!

Rumor has it the **Skinvigorator™ Cleansing Brush** is a huge hit! Why? The brush allows skin care products to absorb quickly and **boosts absorption of your next skin care step**. It also helps **polish away the look of past skin damage** for a more even-looking complexion.

## Easy Color Look!

Brush **Amber Blaze** mineral eye color onto eyelids and blend toward brows. Highlight brow bones with **Spun Silk**.

Wedge **French Roast** into creases. Sweep on I ♥ black **Lash Love® Lengthening™ Mascara**.

- Mary Kay® Mineral Eye Color, \$7 each
- Mary Kay® Lash Love® Lengthening™ Mascara, \$15

Monica also is wearing *Mary Kay®* Mineral Cheek Color in Shy Blush, \$12 *Mary Kay® NouriShine Plus®* Lip Gloss in Mango Tango, \$14

Get this "Look From the Book!" Application tips from *The Look* now on [Pink Link®](http://Pink Link®) on [Mary Kay InTouch®](http://Mary Kay InTouch®).





# Mary Kay At Play™

Fun, flirty, fabulous makeup for eyes and lips! At only \$10 each, your customers can mix and match!

\$10 each

Mary Kay At Play™ Jelly Lip Gloss

Mary Kay At Play™ Lip Crayon

Mary Kay At Play™ Triple Layer Tinted Balm

Mary Kay At Play™ Eye Crayon

Mary Kay At Play™ Baked Eye Trio

Mary Kay At Play™ Bold Fluid Eyeliner

## Easy Color Look!

Juliana is wearing *Mary Kay At Play™ Baked Eye Trio* in *On the Horizon*, *Mary Kay At Play™ Bold Fluid Eyeliner* in *The Real Teal* along top lashlines, *Mary Kay At Play™ Eye Crayon* in *Teal Me More* along bottom lashlines, *Mary Kay® Ultimate Mascara™* in *Black*, *Mary Kay® Mineral Cheek Color* in *Strawberry Cream*, *Mary Kay At Play™ Lip Crayon* in *Coral Me Crazy* and *Mary Kay At Play™ Triple Layer Tinted Balm* in *Orange You Lovely*.

## Selling Tip!

Introduce *Mary Kay At Play™* to one of your trendy young customers, and ask her to spread the word. She can share photos with her friends via Instagram® and Twitter®.

# Teens

Let's face it, teen years can be tricky! Every young gal or guy wants to look and feel their best. Whether they are struggling with acne or, for the girls, finding the perfect look to suit their personalities and limited budgets, you've got them covered with great *Mary Kay®* skin care and color products.

# Share



YouTube



Facebook®, Twitter® and Pinterest® are great ways to spread the word! Share *Mary Kay®* YouTube® videos: *Clear Proof® Acne Solutions Confession of a Teen Boy: Keagan*; and *Clear Proof® Acne System – The Proof Is Clear* as well as the *Clear Proof® Acne System eCatalog*.



## ULTIMATE gym class SURVIVAL KIT:



Beauty Blotter® Oil-Absorbing Tissues, \$6



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



Mary Kay® Facial Cleansing Cloths, \$15





## Clear Proof® Acne System

Keep these key points in mind when talking to your potential customers.

- Clears blemishes without irritation.
- Unclogs pores and removes excess oils.
- Fades the look of lingering acne spots.
- Controls excess oils while helping minimize the appearance of pores.
- Mild enough to use daily.
- Shown effective on male and female teens and adults as well as different ethnicities.

**Tip!** Showcase the *Clear Proof®* Acne System at your skin care parties since women often purchase skin care for their teens. Plus, it's a **great regimen for anyone with mild to moderate acne.**

## Upsell!

- Clear Proof® Pore Purifying Serum,\* \$17



- Mary Kay® Concealer (Yellow shade can help cover acne), \$12



- Mary Kay® Oil Mattifier, \$15

## Students = Customers

- Desire a natural-looking complexion.
- Spend minimal time on their beauty routines.



## Botanical Effects® Skin Care

It's a **simple regimen** infused with the **goodness of botanicals** personalized for different skin types. It was practically designed with this generation in mind. The ideal customers are **younger women who want products that give them healthy-looking skin at a great value.**

# College Students

Between classes, socials and studying, they've got packed schedules and need a beauty routine with minimal effort. These young women will soon have more spending power than any other generation, so now is the time to introduce the Mary Kay brand.

- **Digital Divas.** They love their smartphones, so Facebook®, Twitter® and Instagram® are great ways to reach these young women.
- **Online Only.** They love shopping whenever and wherever they are!
- **Text Please!** It's THE preferred method of communication.
- **Socially Responsible.** Most of these ladies say they're more likely to support a company that gives back and keeps the environment in mind.
- **Instant Gratification.** Providing product samplers is a great way to create brand lovers.

## Excite them NOW, and they're your customers for life!

Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15<sup>+</sup> is formulated to cover a broad range of skin tones with each shade, so your customers can easily find the perfect match. The lightweight formula provides a natural look perfect for young women on the go.







Mary Kay  
Celebrity  
Makeup  
Artist

**Marissa Nemes**

# Look



You remember the song lyric, "If I could turn back time ...." Maybe we can't go back in time, but these skin care and makeup tips can help your customers achieve softer-looking, fresh, illuminated skin.

## 2. Conceal/Highlight

"Try concealer for an instant pick-me-up. It evens out the complexion whether it's applied under the eyes or to conceal imperfections.

**Mary Kay® Concealer** helps hide dark circles."

**"Mary Kay® Facial Highlighting Pen** is my go-to highlighter. Its special light-reflecting pigments optically lift shadowy areas on the face so skin looks instantly highlighted and brightened. Apply under the eyes, on the brow bones or higher planes of the cheekbones."

## 1. Moisturize

"I like to use **TimeWise Repair® Volu-Firm® Night Treatment With Retinol**. Its ultrahydrating formula helps reduce the appearance of wrinkles. For both day and night, **TimeWise Repair® Volu-Firm® Lifting Serum** visibly helps firm and lift skin and targets skin resilience."





# YEARS YOUNGER.

## 3. Eyes

"*Mary Kay*® Mineral Eye Color in neutral eye shades and sheer finishes helps brighten eyes. Once you've blended, wing it out at the outer corners to lengthen and open the eyes. Highlight inner corners of the eyes, curl lashes and apply *Mary Kay*® Lash Love® Mascara in I ♥ black to add depth and volume."

"You can softly fill in brows with *Mary Kay*® Brow Definer Pencil to give them shape, then tame using *Mary Kay*® Brow Gel. Since eyebrows really help shape the face, defining them creates a great look."

## 4. Lips

"A supple moisturized lip with a bit of shine and shimmer creates a modern look. I like *Mary Kay*® True Dimensions® Lipstick. Stick with a shade closest to your natural lip color."

## 5. Cheeks

"I love *Mary Kay*® Cream Blush because it helps keep cheeks looking natural with a veil of sheer color. Plus, the two shades are universally flattering for every skin tone."

# April Recognition

Congratulations to the winners

## TOP NSDs YEAR-TO-DATE



Anita Mallory



Carol Anton



Gloria Mayfield Banks



Lisa Madson



Jan Harris



Karen Piro



Kathy Helou



Gloria Castaño



Patricia Turker



Halina Rygiel

## ON-TARGET INNER/ DIAMOND/GOLD CIRCLE

**On-Target for \$900,000 Inner Circle**  
Anita Mallory ..... \$769,375

**On-Target for \$650,000 Inner Circle**  
Carol Anton ..... \$570,621

**On-Target for \$600,000 Inner Circle**  
Gloria Mayfield Banks ..... \$504,703

**On-Target for \$550,000 Inner Circle**  
Lisa Madson ..... \$472,148  
Jan Harris ..... 471,178  
Karen Piro ..... 460,006

**On-Target for \$500,000 Inner Circle**  
Kathy Helou ..... \$441,327

**On-Target for \$450,000 Inner Circle**  
Gloria Castaño ..... \$393,012

**On-Target for \$400,000 Inner Circle**  
Patricia Turker ..... \$362,216  
Halina Rygiel ..... 341,745

**On-Target for \$350,000 Inner Circle**  
Cheryl Warfield ..... \$320,498  
Sherry Windsor ..... 320,273  
Karlee Isenhardt ..... 311,400

Lupita Ceballos ..... 311,324  
Stacy James ..... 308,184  
Debi Moore ..... 302,936

**On-Target for \$325,000 Inner Circle**  
Sonia Páez ..... \$289,968  
Cindy Williams ..... 280,509

**On-Target for \$300,000 Diamond Circle**  
Pamela Waldrop Shaw ..... \$268,840  
SuzAnne Brothers ..... 257,247  
Mary Diem ..... 256,824

**On-Target for \$250,000 Diamond Circle**  
Judie McCoy ..... \$244,139  
Linda Toupin ..... 232,951  
Dacia Wiegandt ..... 231,597  
Julianne Nagle ..... 213,941  
Sara Pedraza-Chacón ..... 212,302  
Mary Estupian ..... 212,240  
Anita Tripp Brewton ..... 209,514

**On-Target for \$200,000 Diamond Circle**  
Dayana Polanco ..... \$207,537  
Julia Burnett ..... 205,969  
Diane Underwood ..... 195,979  
Sandy Valerio ..... 195,580  
Jamie Cruse-Vrinos ..... 182,474

Kerry Buskirk ..... 179,526  
Connie Kittson ..... 179,261  
Cindy Fox ..... 178,125  
Dawn Dunn ..... 177,879  
Sandy Miller ..... 176,750  
Kay Elvrum ..... 176,187  
Janet Tade ..... 176,141  
Julie Krebsbach ..... 175,579  
Davanne Moul ..... 173,452  
Pamela Fortenberry-Slate ..... 173,189  
Anabell Rocha ..... 172,441  
Shannon Andrews ..... 171,443  
Cyndee Gress ..... 166,963

**On-Target for \$150,000 Gold Circle**  
Maria Monarrez ..... \$163,586  
Kristin Myers ..... 162,272  
Lia Carta ..... 162,190  
Maureen Ledda ..... 159,998  
Vivian Diaz ..... 158,359  
Auri Hatheway ..... 157,840  
Gloria Báez ..... 157,783  
Lily Orellana ..... 153,132  
Cathy Bill ..... 152,793  
Lisa Allison ..... 152,243  
Joanne Bertalan ..... 151,437  
Valerie Bagnol ..... 150,564  
Rebecca Evans ..... 150,372

Mona Butters ..... 150,090  
Candace Laurel Carlson ..... 149,961  
Consuelo Prieto ..... 149,322  
Yvonne Lemmon ..... 146,782  
Evelinda Diaz ..... 144,990  
Alicia Lindley-Adkins ..... 144,914  
Kim McClure ..... 142,246  
Mayuli Rolo ..... 142,082  
Susan Hohlman ..... 141,622  
Tammy Crayk ..... 138,282  
Jan Thetford ..... 137,910  
Elizabeth Muna-Mudsi ..... 136,017  
Jeanie Martin ..... 131,208  
Pam Ross ..... 131,189  
Leah Lauchlan ..... 129,547  
Michelle Sudeth ..... 129,305  
Monique Balboa ..... 129,292  
Rosibel Shahin ..... 124,091  
Pam Kieckna-Powell ..... 126,051  
Scarlett Walker-Simpson ..... 125,623

**On-Target for \$125,000 Gold Circle**  
Somer Fortenberry ..... \$124,165  
Rosibel Shahin ..... 124,091  
Ada Garcia-Herrera ..... 123,061  
Lynne Holliday ..... 121,291  
Juanita Gudino ..... 120,850  
Morayma Rosas ..... 119,447

Shelly Gladstein ..... 119,126  
Pam Higgs ..... 116,292  
Janis Z. Moon ..... 116,278  
Kate DeBlander ..... 116,171  
Gay Hope Super ..... 115,111  
Sharon Buck ..... 114,887  
Brenda Segal ..... 114,541  
Heidi Goelzer ..... 113,364  
Roxanne McClure ..... 113,187  
Tammy Romage ..... 110,605  
Gilda McGuire ..... 110,414  
Arnie Gamboian ..... 109,308  
Kym Walker ..... 108,836  
Alma Orrolieta ..... 107,748  
Candy Jackson ..... 107,088  
Crisette Ellis ..... 106,861  
Phyllis Pottinger ..... 106,544  
Lara McKeever ..... 106,489  
Cecilia James ..... 106,471  
Kimberly Copeland ..... 105,995  
Sylvia Kalicak ..... 105,969  
Heather Carlson ..... 105,138  
Linda Kirkbride ..... 104,678  
Jo Anne Barnes ..... 104,600  
Debra Wehrer ..... 104,441

## 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.

### Ruby

1. Carol Anton\*\* ..... \$66,511  
2. Karlee Isenhardt\* ..... 28,606  
3. Cyndee Gress\* ..... 21,814  
4. Maria Monarrez ..... 19,733  
5. Lynne G. Holliday ..... 18,374  
6. Pamela A. Fortenberry-Slate\* ..... 17,981  
7. Kate DeBlander ..... 17,471  
8. Kimberly R. Copeland ..... 17,171  
9. Rebecca Evans\* ..... 16,468  
10. Vicki Jo Auth ..... 15,858  
11. Tina Hulsman ..... 15,470  
12. Alicia Lindley-Adkins\* ..... 15,279  
13. Candace Laurel Carlson\* ..... 15,003  
14. Pam Ross\* ..... 14,851  
15. Scarlett S. Walker-Simpson\* ..... 14,461  
16. Maria Flores ..... 14,165  
17. Somer Fortenberry ..... 13,713  
18. Michelle L. Sudeth\* ..... 13,629  
19. Gay Hope Super\* ..... 13,583  
20. Kirk Gillespie ..... 13,026  
21. Juanita Gudino ..... 13,010  
22. Bea Millsagle ..... 12,134  
23. Janis Z. Moon ..... 12,011  
24. Terri Schafer ..... 12,010  
25. Jo Anne Barnes ..... 11,910  
26. Gena Rae Gass ..... 10,537

6. Julianne Nagle\* ..... 22,260  
7. Sandy Valerio\* ..... 21,752  
8. Jan L. Thetford ..... 21,455  
9. Shannon C. Andrews\* ..... 20,877  
10. Pam I. Higgs ..... 19,761  
11. Lara F. McKeever ..... 18,255  
12. Gloria Báez\* ..... 18,160  
13. Davanne D. Moul\* ..... 18,124  
14. Valerie J. Bagnol\* ..... 17,236  
15. Tammy Crayk ..... 16,750  
16. Pam Kieckna-Powell ..... 16,485  
17. Roxanne McClure ..... 15,451  
18. Paola Ramirez ..... 14,555  
19. Tammy Romage ..... 14,399  
20. Alia L. Head ..... 14,389  
21. Julie Weaver ..... 14,043  
22. Sharon L. Buck ..... 13,914  
23. Julia Mundy ..... 13,867  
24. Maribel Barajas ..... 13,118  
25. Ann Brown ..... 12,943  
26. Lorraine B. Newton ..... 12,703  
27. Diane Bruns ..... 12,446  
28. Nancy A. Moser ..... 12,289  
29. Sherri L. Steinman ..... 12,123  
30. Charlotte G. Kosena ..... 12,017  
31. Debra M. Wehrer ..... 11,704  
32. Gillian H. Ortega ..... 11,573  
33. Diana Sumpter ..... 10,988  
34. Carol L. Stoops ..... 10,138  
35. Diana E. Fraustro ..... 10,033

6. Janet Tade\* ..... 29,556  
7. SuzAnne Brothers\* ..... 25,022  
8. Jamie Cruse-Vrinos ..... 22,451  
9. Auri Hatheway ..... 21,461  
10. Kay E. Elvrum ..... 21,392  
11. Lily Orellana ..... 20,532  
12. Yvonne S. Lemmon ..... 19,929  
13. Evelyn Chavez ..... 18,885  
14. Cathy Bill ..... 18,588  
15. Consuelo R. Prieto\* ..... 18,524  
16. Cindy Fox\* ..... 18,217  
17. Kerry Buskirk\* ..... 17,997  
18. Mona Butters ..... 17,348  
19. Brenda Segal\* ..... 16,809  
20. Crisette M. Ellis ..... 16,294  
21. Morayma Rosas ..... 16,008  
22. Kym A. Walker\* ..... 15,840  
23. Joanne R. Bertalan\* ..... 15,489  
24. Sabrina Goodwin Monday ..... 15,298  
25. Dawn Otten-Sweeney ..... 14,954  
26. Phyllis Pottinger\* ..... 14,533  
27. Pamela Tull ..... 14,360  
28. Cristi Ann Millard ..... 14,334  
29. Carmen Hernández ..... 13,863  
30. Heather A. Carlson ..... 13,560  
31. Candy Jackson ..... 12,158  
32. Shelly Gladstein ..... 12,125  
33. Kathy Rodgers-Smith ..... 11,811  
34. Nora L. Shariff\* ..... 11,690  
35. Jackie LaPrade ..... 10,822  
36. Sandra Chamorro ..... 10,259  
37. Sue Ulbel ..... 10,010

4. Cindy A. Williams\* ..... 31,684  
5. Pamela Waldrop Shaw\* ..... 30,967  
6. Cheryl Warfield\*\* ..... 30,357  
7. Kristin Myers ..... 25,983  
8. Lia Carta ..... 25,491  
9. Mary C. Estupian\* ..... 22,931  
10. Julia Burnett\* ..... 21,202  
11. Lisa Allison ..... 21,723  
12. Anabell Rocha ..... 21,326  
13. Anita Tripp Brewton\* ..... 19,814  
14. Sandy Miller\* ..... 19,259  
15. Alma Orrolieta ..... 18,859  
16. Jeanie Martin ..... 17,812  
17. Julie Krebsbach\* ..... 17,228  
18. Maureen S. Ledda\* ..... 17,131  
19. Amie N. Gamboian ..... 16,726  
20. Monique Balboa ..... 15,777  
21. Kim L. McClure ..... 15,754  
22. Tammy A. Vavala ..... 15,501  
23. Gilda McGuire\* ..... 15,385  
24. Leah Lauchlan ..... 14,691  
25. Deb Pike ..... 14,085  
26. Dorothy D. Boyd ..... 13,853  
27. Bett Vernon ..... 13,785  
28. Linda Kirkbride ..... 12,683  
29. Robin Rowland ..... 12,264  
30. Hollie Lowe ..... 12,050  
31. Kathy C. Goff-Brummett ..... 11,889  
32. Jane Studrawa ..... 11,459  
33. Rosa Carmen Fernández ..... 11,447  
34. Meyra Esparza ..... 11,317  
35. Lynda Jackson\* ..... 10,890  
36. Roy Mattis ..... 10,866  
37. Sylvia Kalicak ..... 10,861  
38. Cathy E. Littlejohn ..... 10,514  
39. Vernella Benjamin ..... 10,430

### Diamond

1. Anita Mallory\*\*\* ..... \$69,174  
2. Lisa Madson ..... 63,721  
3. Gloria Castaño\*\*\* ..... 39,162  
4. Patricia Turker\*\* ..... 37,153  
5. Sonia Páez\*\* ..... 29,610  
6. Linda C. Toupin ..... 28,079  
7. Mary Diem\* ..... 24,860  
8. Dayana Polanco\* ..... 23,845  
9. Connie A. Kittson ..... 23,778  
10. Diane Underwood ..... 23,708  
11. Vivian Diaz\* ..... 19,581  
12. Ada Garcia-Herrera ..... 18,926  
13. Evelinda Diaz\* ..... 18,548  
14. Susan M. Hohlman\* ..... 17,696  
15. Mayuli Rolo\* ..... 17,691  
16. Elizabeth Muna-Mudsi\* ..... 15,373  
17. Heidi Goelzer ..... 14,580  
18. Ruth L. Everhart ..... 14,234  
19. Rosibel Shahin\* ..... 14,228  
20. Cecilia C. James ..... 13,152  
21. Luzmila E. Abadia Carranza\* ..... 13,051  
22. Jill D. Davis ..... 12,392  
23. Diane L. Mentiply ..... 12,132  
24. Gina Rodriguez ..... 11,876  
25. Noelia Jaimes\* ..... 11,225  
26. Amy Allgood ..... 10,341  
27. Mary Beissel ..... 10,139

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

### Sapphire

1. Karen Piro\*\* ..... \$47,813  
2. Lupita Ceballos\*\* ..... 38,999  
3. Dawn A. Dunn ..... 26,321  
4. Judie McCoy ..... 24,741  
5. Sara Pedraza-Chacón\* ..... 24,247

### Emerald

1. Gloria Mayfield Banks\*\*\* ..... \$77,007  
2. Kathy S. Helou\*\* ..... 62,379  
3. Sherry Windsor\*\* ..... 40,713  
4. Debi R. Moore\* ..... 32,708  
5. Dacia Wiegandt\* ..... 31,456

### Pearl

1. Jan Harris\*\* ..... \$46,642  
2. Halina Rygiel\* ..... 37,923  
3. Stacy I. James\*\* ..... 35,298



## MARY KAY ANGELS/ ÁNGELES MARY KAY

april/abril 2014

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 April 2014./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 en o integrantes de unidad en sus áreas de Seminario en abril de 2014.

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



**Carol Anton**  
\$66,511  
Ruby/Rubi



**Karen Piro**  
\$47,813  
Sapphire/Zafiro



**Gloria Mayfield**  
Banks  
\$77,007  
Emerald/  
Esmeralda



**Jan Harris**  
\$46,642  
Pearl/Perla



**Anita Mallory**  
\$69,174  
Diamond/  
Diamante

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

RUBY/RUBÍ — Abosede Oyedirán, K. Isenhardt Area.....	\$13,577
SAPPHIRE/ZAFIRO — Jim Cundiff, Go Give Area .....	\$17,656
EMERALD/ESMERALDA — Justine Armes, H. Carlson Area .....	\$28,183
PEARL/PERLA — Karen Gimblet, G. McGuire Area .....	\$33,551
DIAMOND/DIAMANTE — Marie Lee, Go Give Area .....	\$14,648

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

RUBY/RUBÍ — Linda Wagner, R. Ruben Unit, P. Ross Area.....	\$13,594
SAPPHIRE/ZAFIRO — Noorjahan Begum, K. Anderson Unit, Go Give Area.....	\$22,260
EMERALD/ESMERALDA — Helen Leiby, M. Bright Unit, G. Mayfield Banks Area.....	\$29,472
PEARL/PERLA — Patricia Besermin, D. DePue Unit, M. Ledda Area .....	\$13,532
DIAMOND/DIAMANTE — Ibad Azmi, N. Dove Unit, Go Give Area .....	\$43,863

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

RUBY/RUBÍ — Abosede Oyedirán, K. Isenhardt Area.....	\$95,344
SAPPHIRE/ZAFIRO — Kristi Anderson, Go Give Area .....	\$139,107
EMERALD/ESMERALDA — Amanda Wright, J. Tade Area .....	\$94,284
PEARL/PERLA — Sandy Gant, K. Myers Area.....	\$121,123
DIAMOND/DIAMANTE — Kristin Sharpe, C. Kittson Area .....	\$122,669

### Top Team Builder/Primera Impulsora de Equipo

New Team Members/Nuevas integrantes de equipo

RUBY/RUBÍ — Josefina Alcaraz, E. Maston Unit, Go Give Area.....	29
SAPPHIRE/ZAFIRO — Sales Director Esther Amador, M. Aguirre Area .....	19
EMERALD/ESMERALDA — Sales Director Melissa Wade Bluemel, C. Millard Area .....	17
PEARL/PERLA — Sales Director Charmane Williams, Go Give Area.....	35
DIAMOND/DIAMANTE — Sales Director Esperanza Marcial, Go Give Area .....	19

## TOP UNIT BUILDERS/IMPULSORAS DE UNIDAD MÁS DESTACADAS

april/abril 2014

New Unit Members/  
Nuevas integrantes de unidad

Rosa Elia Meza-Sanchez.....73	Brooke E. Bennett-Young.....33	Elva Obregon.....28	Joni D. Koontz.....24	Maranda Michelle Rains.....22	Marisol Bennett.....20
Vilma B. Cantu.....65	Amy J. Bowman.....33	Araceli Robles.....28	Angela D. LaFerry.....24	Kim I. Sabourin.....22	Heather L. Bohlinger.....20
Terri Tugmon.....63	Sarah Louise Neal.....33	Marivel Villicana.....28	Rhonda Jean Nicolas.....24	Sanjuana Sosa.....22	Nereida Elizabeth Coti.....20
Alejandra Zurita.....59	Sherrie Clark Purvis.....33	Dwauna Maura.....27	Esther Amador.....23	Sylvia Boggs.....21	Cynthia M. Cummings.....20
Norma Ferreira Lopez.....53	Gloria Ivette Alers.....32	Renee K. McCormick.....27	Maisha A. Bankhead.....23	Pamela Brown.....21	Julie H. Erikson.....20
Blanca Virrueta.....48	Pam Garner Moore.....32	Krista Neal Warner.....27	Sarah Whitney Blomberg.....23	Robyn S. Cartmill.....21	Monica Garcia.....20
Angie S. Day.....46	Rheanonda R. Johnson Gray.....32	Mandy Lynn Ayers.....26	Anabel S. Cantu.....23	Lynn Karen Dorvil.....21	Ruby Garner.....20
Moleda G. Dailey.....44	Sarah Sullivan Krycinski.....32	Maria Bautista.....26	Maria De la paz Corvera.....23	Herendira Garcia.....21	Kassondra Joelle Kantz.....20
Fidelia Cervantes.....43	Kimberly J. Markham-White.....32	Anne Q. Harris.....26	Flor De Maria Maldonado.....23	Jodi Lynne Gray.....21	Tonia Lynn Koss.....20
Debie Mary Nunez.....43	Tricia L. Phillips.....32	Satarro Purnell.....26	Mindy N. Morse.....23	Cindy L. Hess.....21	Linné Lane.....20
Jennifer L. Besecker.....42	Lorena de la Cruz.....31	Patrice Moore Smith.....26	Katie D. Nichols.....23	Terra Renee Keydon.....21	Tricia Ann Lera.....20
Lafreda D. Williams.....41	Christy Bigham.....30	Isabella Cheree Ashley.....25	Lena Villa.....23	Ruth Elizabeth LaClair.....21	Beth Thatcher May.....20
Ryan Ashlee Rives.....40	Maria Bocanegra.....30	Catalina T. Barahona.....25	Debbie A. Weld.....23	Tirza Llanes.....21	Lisa Emily O'Brien.....20
Josefa Chacon.....38	Maria Solorzano.....30	Celeste Byrd.....25	Lucia Alvarado.....22	Meghann Kristine Parker.....21	Paca Pena.....20
Esther Cisneros.....37	Heather A. Daniel-Kent.....29	Jami B. Hovey.....25	Juanita Berumen.....22	Stacy Clayton Patrick.....21	Elsa R. Perez.....20
Tabitha A. Hallums.....37	Tanya L. Satcher.....29	Coty Maldonado.....25	AnaMaria R. Cruz.....22	Anita R. Rabelo.....21	Juana Romero.....20
Deanna L. Spillman.....37	Kelley L. Valerio.....29	Susana Ramirez.....25	Guadalupe Delgado.....22	Maria Guadalupe Rodriguez.....21	Latricia Raynor Vango.....20
Aurelia Estrada.....36	Erin Jayne Antrouin.....28	Michelle Silvestri.....25	Marisela Escamilla-Martinez.....22	Nina Tamamji.....21	
Avelyn R. Smith.....36	Zasha Levee.....28	Courtney Clayton.....24	Aubrey Anne Fager.....22	Maria Monette Annunziata.....20	
Maria Elena Coyote.....35	Maria Montes.....28	Oralia Gil.....24	Maria De Lourdes Osorio.....22	Beth S. Austin.....20	

## SALES MENTORS/MENTORAS DE VENTAS

april/abril 2014

Special thanks to the sales mentors for the April 23, 2014, New Independent Sales Director Education class./Un agradecimiento especial para las mentoras de ventas de las clases de educación para nuevas Directoras de Ventas del 23 de abril de 2014.



**Sonia Páez**  
Executive National  
Sales Director  
Diamond Seminar



**Tawnya Krempges**  
Elite Executive Senior  
Sales Director  
Edmond, Okla.  
Diamond Seminar



**Crystal McDaniel**  
Executive Senior  
Sales Director  
Gansevoort, N.Y.  
Sapphire Seminar

## 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?

# sapphire/zafiro

Congratulations to the winners/Felicidades a las ganadoras

## NEW DEBUTS/ DEBUTES

february/febrero 2014



**Rosetta Ann Benford**  
Louisville, Ky.  
D. Minter Unit

**Joan C. Tucker**  
Cedar Park, Texas  
L. Cervini Unit

**Blanche S. Coleman\***  
Florence, S.C.  
E. Ham Unit

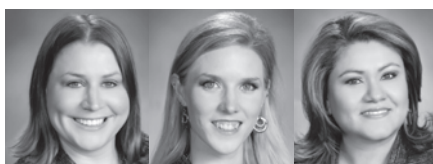
**Lynn Karen Dorvil\***  
Friendswood, Texas  
J. Westbrook Unit

**Nina L. Hansey\***  
Salem, Ore.  
J. Ekvall Unit

**Leah Glover Hayes\***  
Nashville, Tenn.  
D. Sumpter Unit

**Heather Dawn Higginbotham\***  
Frankford, W.Va.  
E. Buzzard Unit

**Lynnell D. Peace\***  
Fort Knox, Ky.  
D. Minter Unit



**Elizabeth Grayson Simmons\***  
Lexington, S.C.  
S. Purvis Unit

**Maddie Steinman\***  
Sterling, Va.  
K. Steinman Unit

**Ceshia Melina Villela\***  
Rockville, Md.  
R. Dagenais Unit

**Not pictured/Sin foto:** *Jessica Ann Greenwalt*, Clovis, N.M., S. Simmons Unit; *Lindsay Mae Hammond*, Brewer, Maine, K. Markham-White Unit; *Yeidy Karina Hernandez*, Glenwood Springs, Colo., M. Corvera Unit; *Erica Katherine Kane*, Rochester, N.Y., K. Hanson Unit; *J. Araceli Martinez*, Ashburn, Va., E. Montano Unit; *Mirtha Z. Vargas*, Pomona, Calif., I. Garcia Unit; *Patrice Lynn Whitten*, Mesquite, Texas, C. Mullins Unit.

\*Previously debuted./Debutó con anterioridad.

## TRIPLE CROWN/ TRIPLE CORONA

april/abril 2013



**Chelsea Michelle Wells**  
Big Spring, Texas  
D. Moul Area

## DEAN'S LIST/ LISTA DEL DECANO

april/abril 2013



**Fraidel Klein**  
Lakewood, N.J.  
V. Diaz Area  
Diamond Seminar

**Mya Nicole Hull**  
Pittsburg, Kan.  
L. Toupin Area  
Diamond Seminar

**Angela Andrews**  
Yucaipa, Calif.  
Ruby Go Give Area  
Ruby Seminar

## HONORS SOCIETY/ SOCIEDAD DE HONOR

april/abril 2013



**Chelsea Michelle Wells**  
Big Spring, Texas  
D. Moul Area

## FABULOUS 50s/ FABULOSOS 50

october/octubre 2013

No qualifiers this month./No hubo quien calificara este mes.



# sapphire/zafiro

## ON THE MOVE/ EN ACCIÓN

february/febrero 2014

## NEW TEAM LEADERS/ NUEVAS LÍDERES DE EQUIPO

april/abril 2014

Lindsay Mae Hammond

Patrice Lynn Whitten

Brenda Aguilar  
Tonya M. Akers  
Karen L. Amato  
Stacy D. Antonelli  
Alba J. Aquino  
Ernestina Arevalo  
Monica Arreola  
Maricruz Arzate  
Ana L. Aviles  
Averie L. Ball  
Christina Ball  
Paris Bell  
Mercedes H. Biron  
Kelly J. Book  
Derest A. Brown  
Stephanie R. Carpenter  
Margarita Chairaz  
Leeandra Chandler  
Jacketta R. Cobbs  
Violet L. Coker  
Tara L. Coyle

Rebecca D. Cross  
Margaret C. Dagles  
Kaitlyn E. Daignault  
Jill Davis  
Michelle B. Davis  
Shannon G. Dean  
Elizabeth Dear  
Christina M. Defoor  
Lisa Dreisch  
Arlene Erazo  
Ashley Eubank  
Carolyn K. Fajardo  
Courtney L. Feather  
Meghan D. Finney  
Carolina Flores  
Sonia I. Fortis  
Donna M. Frakes  
Maria Fuentes  
Laura Gomez  
Jessa A. Grey  
Tammia L. Guest

Montana D. Hammonds  
Tammy R. Harbin  
Lindsay Harrod  
Angelique Hart  
Krista K. Hasselquist  
Andrea Hernandez  
Ester Hernandez  
Sheila S. Hicks  
Kathy Hill  
Erika A. Hippler  
Samantha L. Holland  
Samantha P. Hughes  
MaryKay Hutchison  
Patricia M. James  
Sydney Johnson  
Jennifer J. Kantz  
Joanna Kartsonis  
Amber N. Kelly  
Jessica L. Keys  
Jiyon J. Kim  
Susie Kuss

Stacy LaCroix  
Avigail Lagunas  
Rachel E. Lamberti  
Brandi N. Layton  
Denise Libby  
Lanae I. Lopez  
Galina A. Maki  
Mar'Kei McMath  
Ernestine Mcnair  
Whitney Mecham  
Anita M. Medrano  
Jessica L. Melanson  
Maria Melendrez  
Celeste L. Michelli  
Tanya Miles  
Willa Milligan  
Maria Miranda  
Bonnie J. Mounteer  
Judy L. Newberry  
Brooke L. Niblett  
Lissette Nieto

Erika Nunez  
Clisa H. O'Neal  
Constance D. Ogletree-Wise  
Brittany Paige  
Maryanna Paige  
Misti F. Parker  
Sakeenah A. Peete  
Valerie Peterson-Kelly  
Margheritta R. Phillips  
Adonis Pleasant  
Elizabeth Pliego  
Chelsea N. Potter  
Latisha Price  
Torri Raine  
Paula O. Reyes  
Maritza Rico  
Jacqueline Rodriguez  
Maria C. Rojas  
Olga K. Rusakov  
Elisabet Salazar  
Rena Salguero

Maria Sanchez  
Toni C. Scholl  
Maria D. Sotelo  
Cameron-Ann Standish  
Stefanie M. Stark  
Melissa Stroop  
Yvonne I. Sultanzadah  
Tiffany N. Thomas  
Patti Thorn  
Amanda L. Trish  
Shawanna S. Turner  
Malory Urfer  
Andrea G. Valdez  
Eufrosina A. Vargas  
Stephanie K. Walls  
Angelica C. Waltman  
Kaitlyn M. Wernsing  
Alyson Wilburn  
Emilia Zaldivar

## GRAND ACHIEVERS/GRAN GANADORAS

april qualifiers/  
calificadas en abril 2014

Consultants/  
Consultoras  
Reyna Aguilar  
Maria Lourdes Arellano

Lakeisha Blackshear-  
Delacruz  
Renee Brantley  
Daphne Inez Cofer

Mona C. Dixon  
Megan Nicole Harrison  
Etta Elizabeth Kirkland  
Rebecca Hook Krishan

Natalie Oustrich  
Heather Raulston  
Teresa M. Reynolds  
Debbie H. Waller

Sonya L. Wilburn  
Shirley May Wolf

Sales Directors/  
Directoras de Ventas  
Cheri Nicole Eaglin

## FIRST GOLD MEDAL/ PRIMERA MEDALLA DE ORO

april/abril 2014

### New Team Members/Nuevas integrantes de equipo

Tonya Akers, H. Higgs Unit ..... 5  
Teodolinda Alas, F. Cervantes Unit ..... 8  
Adelina Alcalá, B. Virrueta Unit ..... 7  
Jessica Alvarado, L. Williams Unit ..... 5  
Carla Anderson, C. Kuhn Unit ..... 6  
Graciela Anguiano, D. Nunez Unit ..... 7  
Angelica Antonio, Y. Hernandez Unit ..... 7  
Reina Arce, M. Perez Unit ..... 5  
Monica Arreola, A. Robles Unit ..... 5  
Director Brenda Austin ..... 5  
Maria Bautista, D. Nunez Unit ..... 5  
Monica Beason, B. Stephens Unit ..... 6  
Whitney Begley, C. Byrd Unit ..... 5  
Paris Bell, E. Antroinen Unit ..... 5  
Tiffany Branham, K. Ramsey Unit ..... 5  
Valerie Brooks, J. Blando Unit ..... 5  
Amanda Burke, B. Austin Unit ..... 8  
Andrea Candanoza,  
C. Maldonado Unit ..... 6  
Martha Cano, N. Coti Unit ..... 6  
Marlene Carabi, B. Stephens Unit ..... 5  
Edith Carrasco, A. Castro Unit ..... 5  
Ada Carreno, N. Alvarez Unit ..... 5  
Crystal Castillo, R. McCormick Unit ..... 8  
Veronica Cervantes,  
R. Meza-Sanchez Unit ..... 5

Leeandra Chandler, S. Patrick Unit ..... 5  
Anavel Chavez, C. Estrada Unit ..... 5  
Stephanie Clark, L. Sexton Unit ..... 5  
Ishael Clemetson, G. Stanley Unit ..... 5  
Daphne Cofer, J. Finney Unit ..... 5  
Cecilia Conde, D. Nunez Unit ..... 8  
Shawn Cook, M. Tafesse Unit ..... 5  
Tandy Cooper, T. Tugmon Unit ..... 5  
Sandra Cruz, J. Garcia Unit ..... 5  
Kaitlyn Daignault, C. Clayton Unit ..... 9  
Shunta Dailey, S. Purnell Unit ..... 5  
Jill Davis, C. Solarek Unit ..... 7  
Crystal Decknick, D. Bautista Unit ..... 5  
Sally Diaz, J. Velarde Unit ..... 5  
Heather Emch, L. Zondag Unit ..... 6  
Adriana Esquivel, B. Corral Unit ..... 5  
Ashley Eubank, S. Krycinski Unit ..... 7  
Debra Evans, C. Peters Unit ..... 6  
Carolyn Fajardo, K. Adams Unit ..... 5  
Meghan Finney, J. Finney Unit ..... 5  
Maydaly Flores,  
N. Ferreira Lopez Unit ..... 5  
Miranda Freels, P. Brown Unit ..... 5  
Maria Fuentes, M. Nevarez Unit ..... 7  
Priscilla Gallego, D. Bernal Unit ..... 8  
Liliana Gaydos, C. Smith Unit ..... 5  
Kathy Germany, K. Adams Unit ..... 5  
Devin Gole, P. Garner Moore Unit ..... 6  
Angelica Gomez, V. Cantu Unit ..... 5  
Teresa Gonzalez, E. Cisneros Unit ..... 8  
Dulce Guerrero, L. Alvarado Unit ..... 5  
Sara Gunter, P. Garner Moore Unit ..... 7  
Tammy Harbin, L. Newton Unit ..... 6  
Trish Harrelson, G. Ortega Unit ..... 5  
Angelique Hart, J. Erikson Unit ..... 5  
Elizabeth Hendrix, S. Blomberg Unit ..... 6

Blandina Hernandez, S. Sosa Unit ..... 6  
Evelin Hernandez, S. Lopez Unit ..... 8  
Erika Hippler, M. Bennett Unit ..... 6  
Lisa Holda, M. Novak Unit ..... 5  
Kimberly Howell, T. Russell Unit ..... 5  
Ashlee Hubert, M. Bennett Unit ..... 5  
Kirbi Huddleston, K. Kennedy Unit ..... 5  
Samantha Hughes, T. Phillips Unit ..... 5  
Brianna Johnson, E. Sheffield Unit ..... 6  
Carly Kammers, M. Ayers Unit ..... 5  
Joanna Kartsonis, L. O'Brien Unit ..... 8  
Jiyon Kim, S. Perez Unit ..... 6  
Susie Kuss, M. Morse Unit ..... 5  
Stacy LaCroix,  
K. Markham-White Unit ..... 7  
Avigail Lagunas, J. Contreras Unit ..... 6  
Rachel Lamberti, J. Flesher Unit ..... 7  
Tammy Leal Robles, D. Fraustro Unit ..... 6  
Chainissa Liddell, E. Antroinen Unit ..... 5  
Julie London, V. Bagnol Unit ..... 5  
Lillian Lopez, G. Delgado Unit ..... 5  
Debi Lovelace, S. Godfrey Unit ..... 6  
David Luna, R. Cousins Unit ..... 6  
Galina Maki, R. McCormick Unit ..... 8  
Courtene'y Martin, R. Rives Unit ..... 6  
Aurora Martinez, M. Villicana Unit ..... 5  
Brandi McLaughlin, L. McKeever Unit ..... 5  
Danielle McLean, B. Herden Unit ..... 6  
Ernestine Mcnair, V. Christion Unit ..... 8  
Jessica Means, C. Leeson Unit ..... 8  
Jessica Melanson,  
K. Markham-White Unit ..... 7  
Israel Mendoza, S. De La Luz Unit ..... 6  
Laura Montague, G.  
N. Ferreira Lopez Unit ..... 9  
Jenn Monterrozo, J. Soyars Unit ..... 5

Elena Montijo, B. Virrueta Unit ..... 5  
Tina Moore, B. Curry Unit ..... 5  
Bonnie Mounteer, D. Spillman Unit ..... 5  
Debi Mullenax, C. Bigham Unit ..... 8  
Brook Nebeker, A. Fager Unit ..... 5  
Esther Neequaye, J. Thomas Unit ..... 6  
Erika Nunez, H. Marrufo Unit ..... 6  
Patricia Oglesby, J. Sloan Unit ..... 5  
Constance Ogletree-Wise,  
K. Nichols Unit ..... 8  
Rachel Orth, S. Neal Unit ..... 7  
Deborah Osburn, J. Sloan Unit ..... 5  
Natalie Oustrich, D. Spillman Unit ..... 6  
Olga Pack, M. Annunziata Unit ..... 5  
Brittany Paige, C. Schmidt Unit ..... 7  
Maria Pallares, C. Gonzalez Unit ..... 5  
Director Meghann Parker ..... 5  
Tracey Pena, R. Rives Unit ..... 5  
Margheritta Phillips, A. Smith Unit ..... 6  
Christina Plaistow, R. Rives Unit ..... 5  
Annette Porter, P. Smith Unit ..... 5  
Michelle Prater, S. Piccola Unit ..... 5  
Latisha Price, K. Spriggs Unit ..... 5  
Leticia Quintana, L. Martinez Unit ..... 5  
Maria Razo, A. Cruz Unit ..... 6  
Paula Reyes, E. Garcia Unit ..... 6  
Martha Reyes-Joya,  
R. Rodriguez Unit ..... 5  
Adrienne Richardson, C. Scott Unit ..... 5  
Maritza Rico, J. Romero Unit ..... 6  
Trisha Robinson, T. Duncan Unit ..... 6  
Sandra Rocha, L. Ceballos Unit ..... 6  
Jacqueline Rodriguez, C. Kuhn Unit ..... 6  
Leticia Rodriguez, M. Cruz Unit ..... 6  
Olga Romo, M. Luna Unit ..... 5  
Stephanie Rucker, I. Ashley Unit ..... 5

Elisabet Salazar, M. Loyd Unit ..... 6  
Karina Sanchez, A. Jimenez Unit ..... 5  
Rosalba Sanchez, M. Osorio Unit ..... 6  
Ebella Sandoval, B. Virrueta Unit ..... 5  
Angelica Sapp, C. Gallagher Unit ..... 5  
Toni Scholl, K. Miller-McGinty Unit ..... 8  
Director Savannah Sloan ..... 5  
Elizabeth Smith, E. Branco Unit ..... 5  
Jannie Smith, R. Johnson Gray Unit ..... 5  
Molly Smits,  
J. Summers-Gackowski Unit ..... 5  
Ma. Veronica Solorzano, S. Perez Unit ..... 7  
Maria Sotelo, M. Mejia Unit ..... 7  
Meldyn Spendlove, A. Zajac Unit ..... 5  
Jodi Spitzer, J. Loehding Unit ..... 6  
Cameron-Ann Standish, P. Higgs Unit ..... 6  
Simone Stennett, A. Smith Unit ..... 5  
Angelnet Stith, C. Cummings Unit ..... 5  
Melissa Stroop, J. Helm Unit ..... 5  
Yvonne Sultanzadah,  
L. Caltabiano Unit ..... 8  
Tiffany Thomas, S. Gresham Unit ..... 6  
Morgan Torrence, M. Ayers Unit ..... 7  
Lilia Torres, L. Angeles Unit ..... 7  
Esperanza Valdez, M. Diaz Unit ..... 7  
Tiesha Valentine, D. Farrell Unit ..... 5  
Lorena Varela, A. Estrada Unit ..... 7  
Eufrosina Vargas, B. Alatorre Unit ..... 6  
Bethsabe Vega,  
M. Sanoja de Bernal Unit ..... 9  
Norma Viachica, T. Llanes Unit ..... 6  
Christopher White, A. Noll Unit ..... 5  
Shirley Wolf, R. Moore Unit ..... 5  
Deidris Woods, M. Francis Unit ..... 5

13% CLUB/  
CLUB DEL 13%

april/abril 2014

Congratulations to the top 25 Independent Beauty Consultants and Independent Sales Directors in the **Sapphire** 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 April./Felicitaciones a las primeras 25 Consultoras de Belleza Independientes y Directoras de Ventas Independientes en el área **Zafiro** 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 abril.

Ishrath Fatima, K. Anderson Unit .....	\$5,112	Sales Director Jim Cundiff .....	1,747	Sales Director Reyna Nereyda Lepe .....	1,361	Brandi Rae McLaughlin, L. McKeever Unit ....	1,197
Sales Director Heather L. Bohlinger .....	2,170	Sales Director Ryan Ashlee Rives .....	1,631	Sales Director Sherrie Clark Purvis .....	1,357	Debbie H. Waller, J. Hovey Unit .....	1,182
Sales Director Brooke E. Bennett-Young .....	2,101	Jiyon Jennifer Kim, S. Perez Unit .....	1,593	Sales Director Meilian Flanagan .....	1,341	Sales Director Kate Scott .....	1,179
Sales Director Marie E. Vlaminc .....	1,895	Reyna Aguilar, A. Zurita Unit .....	1,539	Sales Director Linda S. Gates .....	1,335	Cledy D. Duarte Barrantes, G. Alers Unit .....	1,171
Sales Director Heather A. Daniel-Kent .....	1,837	Sales Director Kim Williams .....	1,481	Sales Director Erin Jayne Antroinen .....	1,258		
Sales Director Beverly Denise Wanza .....	1,810	Sales Director Maria Elena Coyote .....	1,468	Sales Director Celeste Byrd .....	1,226		
Sales Director Jennifer L. Besecker .....	1,795	Sales Director Heather Elizabeth Smith .....	1,396	Nhu Nguyen, E. Farquharson Unit .....	1,225		

ACHIEVEMENT CIRCLE/  
CÍRCULO DE LOGROS

april/abril 2014

Ranking of the top 100 Independent Sales Directors in the **Sapphire** area based on their April 2014 estimated unit retail production./Clasificación de las primeras 100 Directoras de Ventas Independientes en el área **Zafiro** según su producción de unidad estimada al menudeo de abril de 2014.

Kristi Anderson .....	\$139,107	Pam Garner Moore .....	60,217	Angela D. LaFerry .....	51,037	Tabitha A. Hallums .....	44,519	Melody Missick .....	41,416
Jennifer L. Besecker .....	98,055	Cindy Harness .....	59,809	Maranda Michelle Rains .....	50,837	Marie Pfarr .....	44,388	Maria Montes .....	41,311
Moleda G. Dailey .....	88,718	Heather A. Daniel-Kent .....	59,381	Lafreda D. Williams .....	50,273	Leann Elaine Zondag .....	44,295	Linné Lane .....	40,620
Alejandra Zurita .....	83,379	Norma Ferreira Lopez .....	57,935	Tricia L. Phillips .....	49,014	Kim I. Sabourin .....	44,283	Jennifer G. Bouse .....	40,467
Deanna L. Spillman .....	82,048	Sylvia Boggs .....	57,878	Patrice Moore Smith .....	49,003	Kenettia A. Adams .....	44,104	Pamela Brown .....	40,410
Debbie A. Weld .....	74,160	Ruby Garner .....	57,313	Jim Cundiff .....	48,934	Candy I. Johnston .....	44,103	Jerlene Vrana .....	40,095
Celeste Byrd .....	73,059	Jodi L. Feller .....	55,916	Sanjuana Sosa .....	48,782	Shelia Berry .....	44,004	DeNage Kimberly Bautista .....	40,037
Jami B. Hovey .....	71,798	Cheryl T. Anderson .....	55,068	Judy L. Staats .....	48,714	Faith A. Gladding .....	43,760	Amy J. Bowman .....	40,030
Terri Tugmon .....	68,698	Heather L. Bohlinger .....	54,851	Melinda L. Kirkwood-Sparacino .....	48,234	Katie D. Nichols .....	43,717	Kim West .....	40,000
Brooke E. Bennett-Young .....	68,368	Lady Ruth Brown .....	54,736	Christy Bigham .....	48,175	Megan D. Swope .....	43,334	Deborah Robina .....	39,899
Rosa Elia Meza-Sanchez .....	67,291	Zasha Levee .....	54,178	Cindy S. Kriner .....	47,925	Josefa Chacon .....	43,241	Rheanonda R. Johnson Gray .....	39,733
Randi Stevens .....	67,094	Crystal Dawn McDaniel .....	54,043	Avelyn R. Smith .....	47,785	Meghann Kristine Parker .....	43,165	Lynn Baer Roberts .....	39,649
Ann W. Sherman .....	66,675	Bonnie Crumrin .....	53,324	Mindy N. Morse .....	47,688	Marjorie S. Haun .....	42,819	Rayne D. Tubbs .....	39,260
Angie S. Day .....	65,911	Nannette G. Short .....	52,876	Dwauna Maura .....	47,218	Lindsay Mae Hammond .....	42,364	Maria Elena Coyote .....	38,912
Ryan Ashlee Rives .....	65,045	Kathy R. Bullard .....	52,642	Kim Williams .....	46,733	Vilma B. Cantu .....	42,354	Doris M. Quackenbush .....	38,840
Sarah Sullivan Krycinski .....	64,306	Beth S. Austin .....	52,522	Christine M. Jessee .....	46,395	Mary G. Gronholz .....	42,287	Sarah Whitney Blomberg .....	38,823
Sherrie Clark Purvis .....	63,453	Anne Q. Harris .....	52,019	Monica Garcia .....	45,064	Blanca Virrueta .....	42,248	Ruth Elizabeth LaClair .....	38,810
Kellee L. Valerio .....	63,022	Sagrario M. Magana .....	51,876	Gloria Ivette Alers .....	44,816	Peggy B. Sacco .....	42,246	Flor De Maria Maldonado .....	38,719
Ellen Ezekiel Farquharson .....	62,120	Alison Jurek .....	51,847	Erin Jayne Antroinen .....	44,735	Krista A. Johnson .....	42,185	Rachel Dawn Ellis .....	38,491
Jeannie Helm .....	60,480	Kimberly J. Markham-White .....	51,737	Kaye Yuen .....	44,526	Marie E. Vlaminc .....	41,901	Megan Eileen Kalbach .....	38,256

COMMISSION CIRCLE/  
CÍRCULO DE COMISIONES

april/abril 2014

Independent Sales Directors who earned the top 100 commissions and bonuses in the **Sapphire** area in April 2014. 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 **Zafiro** en abril de 2014. Los nombres en **negritas** son quienes ganaron la comisión máxima del 13 por ciento de Directoras de Ventas mas el 13 por ciento máximo de comisión por reclutas personales.

Kristi Anderson .....	\$15,960	Lady Ruth Brown .....	9,099	Nannette G. Short .....	7,832	Maria Elena Coyote .....	7,026	Lynn Baer Roberts .....	6,519
Jennifer L. Besecker .....	15,773	Jeannie Helm .....	9,068	Katie D. Nichols .....	7,820	Beverly Denise Wanza .....	6,987	Frances Woodham .....	6,516
Ryan Ashlee Rives .....	12,091	Sherrie Clark Purvis .....	8,916	Anne Q. Harris .....	7,745	Audrey K. MacDowall .....	6,970	JoAnna P. Shipe .....	6,512
Moleda G. Dailey .....	11,861	Pam Garner Moore .....	8,891	Kathy R. Bullard .....	7,708	Pilar Najera .....	6,951	Linné Lane .....	6,448
Debbie A. Weld .....	11,770	Ann W. Sherman .....	8,803	Kellee L. Valerio .....	7,707	Cheryl T. Anderson .....	6,935	Ruth Elizabeth LaClair .....	6,426
Sarah Sullivan Krycinski .....	11,690	Beth S. Austin .....	8,711	Judy L. Staats .....	7,689	Gena Prince .....	6,861	Meghann Kristine Parker .....	6,406
Brooke E. Bennett-Young .....	11,353	Cindy Harness .....	8,686	Maranda Michelle Rains .....	7,665	Candy I. Johnston .....	6,849	Maria G. Leon .....	6,403
Deanna L. Spillman .....	11,119	Krista Neal Warner .....	8,580	Angela D. LaFerry .....	7,622	Sanjuana Sosa .....	6,846	Gloria Ivette Alers .....	6,394
Alejandra Zurita .....	10,700	Tracy Potter .....	8,579	Lindsay Mae Hammond .....	7,577	Krista A. Johnson .....	6,825	Marjorie S. Haun .....	6,371
Randi Stevens .....	10,616	Sagrario M. Magana .....	8,531	Marie E. Vlaminc .....	7,482	Patrice Moore Smith .....	6,809	Marie Pfarr .....	6,353
Celeste Byrd .....	10,471	Faith A. Gladding .....	8,323	Jim Cundiff .....	7,380	Melinda L. Kirkwood-Sparacino .....	6,798	Cindy S. Kriner .....	6,332
Angie S. Day .....	10,392	Lynnea E. Tate .....	8,291	Jodi L. Feller .....	7,350	Robyn S. Cartmill .....	6,753	Flor De Maria Maldonado .....	6,273
Heather L. Bohlinger .....	10,314	Norma Ferreira Lopez .....	8,166	Alison Jurek .....	7,320	Janis Clemens .....	6,652	Amy C. Hayes .....	6,230
Jami B. Hovey .....	10,241	Kimberly J. Markham-White .....	8,150	Monica Garcia .....	7,228	Maria Montes .....	6,646	Dwauna Maura .....	6,204
Christy Bigham .....	9,974	Kim Williams .....	8,138	Zasha Levee .....	7,225	Bonnie Crumrin .....	6,638	Kaye Yuen .....	6,187
Crystal Dawn McDaniel .....	9,914	Terri Tugmon .....	8,126	Connie L. Russo .....	7,206	Reyna Nereyda Lepe .....	6,630	Phyllis I. Pinsker .....	6,173
Heather A. Daniel-Kent .....	9,697	Leann Elaine Zondag .....	8,066	Erin Jayne Antroinen .....	7,087	Lisa M. VanPatten .....	6,620	Tricia L. Phillips .....	6,136
Sylvia Boggs .....	9,692	Josefa Chacon .....	8,066	Peggy B. Sacco .....	7,084	Linda A. Jones .....	6,570	Kim I. Sabourin .....	6,133
Ruby Garner .....	9,341	Avelyn R. Smith .....	8,039	Lafreda D. Williams .....	7,044	Deborah Robina .....	6,540	Natalie Reed .....	6,091
Rosa Elia Meza-Sanchez .....	9,245	Ellen Ezekiel Farquharson .....	7,886	Tabitha A. Hallums .....	7,036	Dolores Keller .....	6,524	Christine M. Jessee .....	6,088

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 APPLAUSOS®, 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 ÉSTAS PERSONAS POR VÍA TELEFÓNICA O CORREO ELECTRÓNICO, DEBERÁS CONSIDERAR SI ÉSTAS 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.





# GO-GIVE® AWARD

Congratulations to our August 2014 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.



**Julie Maxey**

**Sapphire**

Independent Sales Director

**Began Mary Kay Business**

October 1991

**Sales Director Debut**

November 1993

**National Sales Director**

Alia Head

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

**Personal** Lives in Knoxville, Tenn. Husband, David; daughters: Chloe, Sadie

**"I am motivated to help others because** God blessed me with an appreciation and commitment to the Golden Rule. I love encouraging others to develop and trust their abilities in their Mary Kay businesses."

**Independent Beauty Consultant Michelle McMillan of Spring Lake, N.C.,** says, "Although I live out of state, Julie keeps me current with what I need to know to work my business. She is available for me and our unit even while she is on vacation!"



**Jacqueline Moore**

**Emerald**

Independent Sales Director

**Began Mary Kay Business**

June 2008

**Sales Director Debut**

June 2012

**National Sales Director**

Gloria Mayfield Banks

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

**Personal** Lives in Little Rock, Ark. Husband, Albert; daughters: Lisa, Angela, Alexis

**"I am motivated to help others because** success must be seeded and nurtured. Lifting up someone with kind words or deeds becomes a future blessing for many."

**Independent Beauty Consultant Charrisse Coates of Little Rock, Ark.,** says, "Ms. Jackie is a motivating powerhouse who helps us set and reach our goals. She inspires us to want our own brand of success and a bountiful life."



**Regina McDermott**

**Pearl**

Independent Senior Sales Director

**Began Mary Kay Business**

January 1987

**Sales Director Debut**

July 1990

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

**National Sales Director**

Go Give Area

**Honors** Circle of Honor; 18-times Sales Director Queen's Court of Personal Sales; 19-times Circle of Achievement; 15-times Double Star Achievement

**Personal** Lives in Sarasota, Fla.

**"I am motivated to help others because** our Founder, Mary Kay Ash, taught me to give more with a spirit of gratitude and to help one woman every day feel better about who she is."

**Independent Beauty Consultant Joan Drymon of Sarasota, Fla.,** says, "Regina educates local Girl Scout troops on the importance of skin care. She also holds skin care, glamour and self-esteem classes for women and girls affected by domestic violence."



**Susan Pankow**

**Diamond**

Independent Elite Executive Senior Sales Director

**Began Mary Kay Business**

April 1987

**Sales Director Debut**

June 1989

**Offspring** eight first-line; 13 second-line

**National Sales Director**

Lisa Madson

**Honors** Circle of Honor; two-times Sales Director Queen's Court of Personal Sales; 15-times Circle of Achievement; Circle of Excellence

**Personal** Lives in Manitowoc, Wis. Husband, Tom; daughters: Ashley, Emily

**"I am motivated to help others because** Mary Kay Ash asked us to 'pass it on,' and I love watching women achieve things they never dreamed they could do!"

**Independent Sales Director Stephanie Showers of Sun Prairie, Wis.,** says, "Susan is my mentor and role model. She is approachable and connects with me personally by making time to answer my questions and give advice."



**Amber Towne**

**Ruby**

Independent Future Executive Senior Sales Director

**Began Mary Kay Business**

March 1997

**Sales Director Debut**

June 2000

**Offspring** four first-line

**National Sales Director**

Cindy Towne

**Honors** Circle of Honor; 12-times Circle of Achievement

**Personal** Lives in Auburn, Wash. Husband, Joe; sons: Brandon, Cooper; daughters: Avery, Audrey

**"I am motivated to help others because** my passion is to grow six-figure moms and grandmas and impact a generation I feel may otherwise be ignored."

**Independent Beauty Consultant Heather Bresser of Puyallup, Wash.,** says, "Heather is knowledgeable, pure of heart and determined to help others succeed. It doesn't matter whether you are one of her adoptees, bonus kids as she calls us, or a Beauty Consultant in her unit."

# MARY KAY



## Fabulous Favorites

Try any of these **Mary Kay®** best-sellers.  
You'll wonder what took you so long!

Contact me today for more Fabulous Favorites!

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



TimeWise® Miracle Set®, **\$90**

Mary Kay®  
Mineral  
Powder  
Foundation,  
**\$18**



Mary Kay®  
Translucent  
Loose  
Powder,  
**\$16**



TimeWise®  
Firming  
Eye Cream,  
**\$32**



The best-seller logo/designation  
refers to top-selling products  
within the **Mary Kay®** product line.

\*Over-the-counter drug product  
All prices are suggested retail.



Mary Kay®  
Ultimate  
Mascara™ –  
Black,  
**\$15**



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



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



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



TimeWise  
Repair®  
Volu-Firm®  
Set, **\$199**

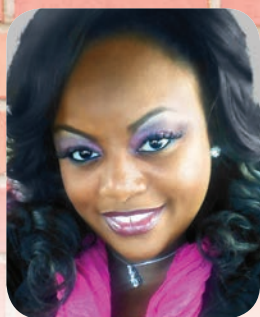




# Building WALL to WALL Leaders



Lisa Semon,  
Enumclaw, Wash.,  
debuted as an Independent  
Sales Director Dec. 1, 2013.



Melanie Cranford,  
Chattanooga, Tenn.,  
debuted as an Independent  
Sales Director May 1, 2013.

discover what you  
**LOVE**™

## Building Wall to Wall Leaders



Recently, you've heard about the [Wall to Wall Leaders](#) movement. In the short term, it's debuting as an Independent Sales Director, developing a NEW offspring Independent Sales Director, or both. But long term, it's about building strength. It's an investment in the Company's future to ensure that the legacy left behind by Mary Kay Ash lives on in the hearts of independent sales force leaders. Meet two **Independent Sales Directors** who are part of this movement as they share their excitement and plans for their Mary Kay futures.

### How do you keep the enthusiasm going?

**LISA:** Every day is a chance to share the amazing Mary Kay opportunity with others who deserve more in their lives – whatever they decide that may be. It's exciting to help them realize their dreams!

**MELANIE:** Selling *Mary Kay*® products motivates me. Mary Kay has awesome skin care lines and quality products that women love.

### What makes Mary Kay great?

**LISA:** To have the ability to live and work by my priorities of faith, family and career.

**MELANIE:** The Mary Kay opportunity offers women the chance to gain financial freedom and personal growth.

### What aspect of the Mary Kay opportunity appeals most to you?

**LISA:** That I can choose my career path and achieve goals at my pace.

**MELANIE:** I enjoy passing the Mary Kay opportunity on to others, mentoring and helping others reach their own successes.

### Why did you become an Independent Beauty Consultant?

**LISA:** I saw an opportunity to grow professionally and create financial security for my family. **Independent Elite Executive Senior Sales Director Sue Wallace** had been working her Mary Kay business for just five years and was on her way to creating her future National Area when I joined her team. At the time,

I was an unemployed nurse, and my youngest child was headed to college. I had been an Independent Beauty Consultant many years ago, working my Mary Kay business minimally to earn money for my kids' activities. Today my "why" is different. The Mary Kay career path is clear, and my goals are within my reach. I earned the use of my first Career Car in three months, became an Independent Sales Director in five months and earned the use of my second Career Car in seven months. I am in control of my destiny.

**MELANIE:** Initially, I became an Independent Beauty Consultant to purchase products for myself and a few friends, but it's become so much more. Today, I love the financial opportunity my Mary Kay business offers, earning the use of six Career Cars and passing this opportunity on to other women.

### What's surprised you the most?

**LISA:** How quickly you can move up the career path when you set your sights on that goal.

**MELANIE:** Ditto! There are no glass ceilings!

### Please share a team-building tip.

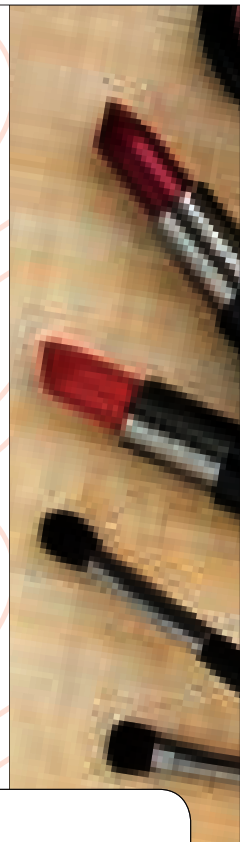
**LISA:** If you're unsure when talking to others, you're probably focusing on yourself and your fears. Be "others" focused! Don't deny anyone the chance to hear about your Mary Kay business and the amazing opportunity. Use the three-foot rule, and talk to everyone who enters your space!

**MELANIE:** Some of my best team members are women I met at a skin care or color party. At every party, I select "sparklers" whom I share the Mary Kay opportunity with and will team-build on the spot!



# Happy New Year!

Get your Mary Kay  
business off to a  
**GREAT START!**



## It's July 1, and the clock is reset!

The great thing about the Mary Kay opportunity is that it doesn't matter where you landed on the scoreboard last year because each year is a new opportunity to earn and grow.

What are your goals? Do you want to **earn the use of a Career Car**, **step up the Mary Kay career path**, be a **Star Consultant** and choose from fabulous prizes, or **make extra cash** to treat yourself to a few extras?

Whatever it is, remember it's not magical – it's mathematical. The more faces you see, the more successful you can become.

## Hit the Road.



### Want to get behind the wheel of a brand-new Mary Kay Career Car?

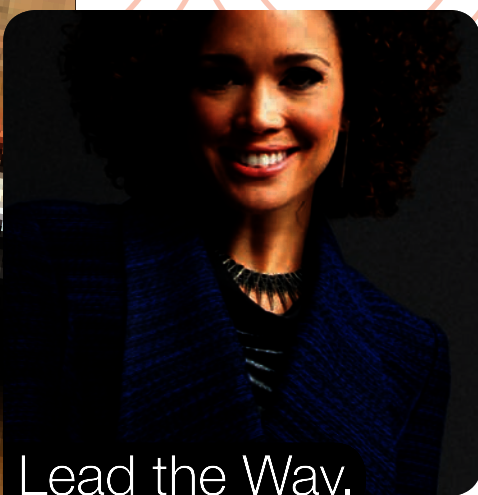
Take the first step and learn the qualifications. Break your goal down into bite-sized pieces using the [interactive Road Map to Grand Achiever Status](#) on [Mary Kay InTouch®](#). You can use your Career Car reports to help you track your success.

**"Once an Independent Beauty Consultant learns to book parties**

**instead of facials, her earnings, recruiting and bookings can increase, and she may suddenly find she is making money, building her team and keeping her date book full. That's when earning the use of a Mary Kay Career Car becomes a reality."**

**– Mary Kay Ash**





## Lead the Way.

### Want to grow your team and become an Independent Sales Director?

The pre-Independent Sales Director-in-Qualification curriculum on [Mary Kay InTouch®](#) is a great starting place. It's designed with the up-and-comer in mind and allows you to approach every aspect of your Mary Kay business through a leader's eyes. Select [The Silver Wings Scholar Program™](#) from the Education drop-down menu (Education / Director Education / The Silver Wings Scholar Program™) to discover what it takes.

#### Perks, products and parties! As an Independent Sales Director you can:

- Earn 9 or 13 percent unit commission.
- Have access to early ordering.
- Earn the use of a pink Cadillac, a hot BMW, a Toyota Camry or a Chevy Equinox!
- Have the opportunity to gain financial freedom.
- Receive a sneak peek of upcoming product launches and promotions in *Directors Memo*.
- Purchase a beautiful professional Independent Sales Director suit.
- Receive a Star Consultant Bonus of \$300, \$400 or \$500.
- Attend Leadership.

## Star Quality

Did you know that almost every Company-sponsored challenge leads to one goal?

Each challenge incorporates activities to help you achieve Star Consultant status. Besides great prizes, Star Consultants receive a Ladder of Success pin, which symbolizes your career success. Check out the fabulous prizes available! [Mary Kay InTouch® / Contests/Promotions / Contests.](#)

## Earn Extra.

### The little things make a difference.

Maybe you're sick of scrubbing tubs every weekend and want extra cash to hire help. Or you and your husband could use some date night dough. It's the little things that can make a difference, so what will it take to earn a little something extra?

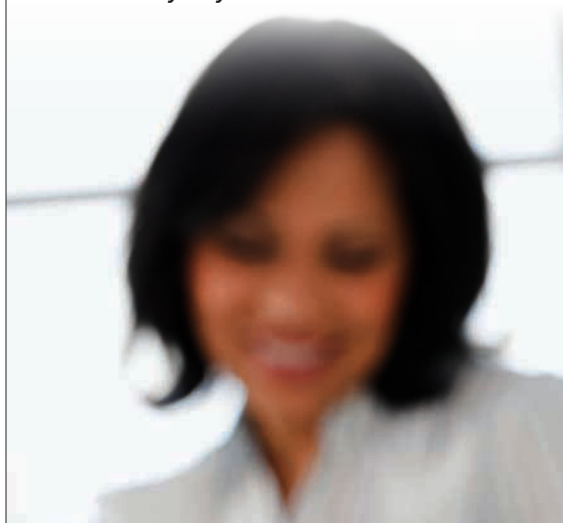
Think of small ways to **improve income-producing activities you already do**. For example, if you typically spend 30 minutes a week on customer follow-ups, make it an hour. If you hold two skin care parties a month, shoot for four.

## Tried & True

Start fresh with these **tips collected from top Independent Sales Directors who know what it takes to step it up.**

- 1 Attend unit meetings, and set a goal with your Independent Sales Director.
- 2 Find a power partner, and hold each other accountable.
- 3 Create a goal poster, and show your "why" and how you can achieve your goals. You may create mini reminders to tuck in a drawer or tape to your refrigerator.
- 4 Brush up on technology. Start a Facebook® page, and subscribe to the *Mary Kay®* Personal Web Site program to help broaden your circle of influence and enter more customer information into the new myCustomers™ program.

This valuable **UPDATED** system makes it easy to keep track of your customers. Enter information, such as birthdays and anniversaries, skin care preferences or any special skin care concerns. You also can keep tabs on product reorders, print receipts, set up order reminders and so much more! Plus, myCustomers<sup>SM</sup> links to relationship-building tools, such as the Preferred Customer Program<sup>SM</sup>, MKeCards<sup>®</sup> and the Mary Kay<sup>®</sup> Personal Web Site.



“ I love the new myCustomers<sup>SM</sup> ordering! It took less than five minutes to enter a new customer's information (all on one page) and complete her order.”

– Independent National Sales Director  
Diana Sumpter

# myCustomers<sup>SM</sup>

## A Fresh New Face

Let this digital assistant help you stay organized, improve your Mary Kay business and provide Golden Rule customer service.



I told a woman at Colleen's party I would follow up about her dry skin. Now I don't remember her name, but I can easily **sort my customer list by date**. Bingo! I'll call and see how she likes her **TimeWise Repair<sup>®</sup> Volu-Firm<sup>®</sup> Set**.



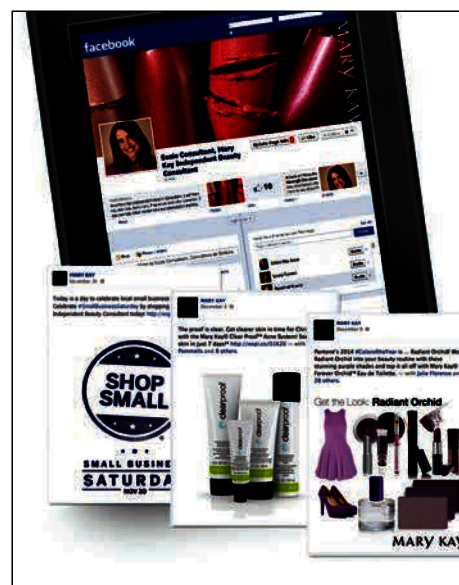
My Independent Sales Director texted to congratulate me on my awesome week! I love that my **product orders now link to my Weekly Accomplishment Sheet**.



Hmm ... Kelly and Janelle haven't ordered lately. I know they'd love **Mary Kay<sup>®</sup> CC Cream Sunscreen Broad Spectrum SPF 15**.\* I'll **send a quick email** to see if they'd like to try it.

Visit the **NEW** myCustomers<sup>SM</sup> on **Mary Kay InTouch<sup>®</sup>**. Select **myCustomers<sup>SM</sup>** from the Business Tools drop-down menu to explore the **NEW** landing page.





## Mary Kay® Social Publisher

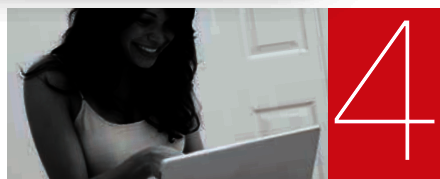
Maybe you're a digital diva, maybe not, but odds are some of your customers are social media maniacs! Any way you slice it, social media is a great way to stay connected and help you build your Mary Kay business and retain your customers.

Introducing the latest – **Mary Kay® Social Publisher**. This feature allows Mary Kay to publish a **steady stream of fresh new content to your Mary Kay® Facebook® page three times a week**. Maybe it's a back-to-school post or a celebrity makeup artist tip. Whatever it may be, each post is designed to help **your Mary Kay business look on-trend, professional and fun!** And each post links to your **Mary Kay® Personal Web Site** so your customers can order products on the spot.

In addition to the weekly posts, you can **select among preapproved Mary Kay® Facebook® posts and images** to share. Just select content you like and post it to your Facebook® Business Page with **just one click**. No more copying and pasting!

Best news? **It's free**, but you do need a **Mary Kay® Personal Web Site** and a **Facebook® page** for your Mary Kay business to participate.

You'll find lots of information, from creating a **Mary Kay® Personal Web Site** and **Facebook® page** to opting in for the new **Mary Kay® Social Publisher** at **Mary Kay InTouch® / Business Tools / Digital Zone**.



It's fun waking up to orders! I love when my **Mary Kay® Personal Web Site** works for me 24/7. My customers can shop whenever they like.



It is so easy to **enter sales tickets** from a skin care party and **keep track of customer orders**.



Aah! I see on **my calendar** that Heather and her husband celebrate their anniversary this week. I have his number, so I'll text him to see if he needs any gift ideas.



Exciting team-building promotion this month! I'm glad I created a **Potential Team Members** group in myCustomers<sup>SM</sup>. I'm on it!

# Working Smart



## 60/40: Reinvesting makes “cents.”

Mary Kay Ash taught the 60/40 money management method: 60 percent of your weekly earnings (Pink account) can be reinvested into your business to purchase product inventory for your reorder business, limited-edition items, sales tools as needed, and to replenish or build your inventory. The remaining 40 percent (Green account) is profit, less expenses. When you reinvest a portion of your earnings in your Mary Kay business, you have more products on hand to serve your customers.

The goal is to keep as much of your Green account as possible; however, you may have additional expenses you want to pay for from this account before you take a profit (examples: hostess gifts, office supplies, special event registration and travel).

What happens if your Green account needs change? The great news is that you're in control. Maybe you'll want to re-evaluate what you need to achieve in retail product sales every week to meet that change. Keep track daily because what you track and what you measure typically gets done! You also can adjust expenses to make sure you're spending wisely.

Want more? Learn as **Independent Senior National Sales Director Brenda Segal** discusses Facing Your Finances. You'll find this video on *Mary Kay InTouch*® / Education / Consultant Education / MK Media Source / Make a Plan / Strategy/Goals / Brenda Segal, Facing Your Finances.



# Protect Against Fraud.

Cyber-crime is like the flu: it never vanishes, just evolves. The FBI reports that anyone with an online presence can be a target. Internet scammers are persistent and creative, so it's important that you protect your Mary Kay business by staying informed. How do you do that? Read on!

**Suspicious orders.** A good rule of thumb: if a potential order from an unknown customer seems too good to be true, it probably is! Use judgment when you receive an order or inquiry on your *Mary Kay*® Personal Web Site (PWS) from strangers. If an unknown customer uses the "Contact me" feature of your PWS, be wary if they want to send a certified check or money order in excess of the purchase total and ask you to send them the excess cash.



**What you can do.** If you receive a fraudulent order, email or text, the best thing to do is DELETE it without responding. If you have responded, expect to receive

multiple follow-ups to get product or money from you in a hurry. If you have filled and shipped an order, you may try to cancel or intercept it from your shipping carrier and issue a credit back to the credit card that was used, if applicable. You can delete any suspicious follow-up email or texts without responding. You also can block the sender's email address through your Internet service provider. Generally, this is done through the "Options" function of your email account.

**Accepting credit cards.** You can submit the customer information such as addresses to the credit card processor to aid in validating your customer's identity. Propay® has an optional Address Verification System to help you assess risk. For more information on this service, visit the [Propay](#)® site on *Mary Kay InTouch*® / Ordering.



## Watch out for other suspicious factors.

1. An unknown customer provides an address from outside your area, making it unlikely they used the Consultant Locator to find you. Most legitimate new customers look for an Independent Beauty Consultant in their area.
2. You receive an email or text via your cell phone from an email address about placing an order requesting all further communications be sent via email.
3. Individual provides detailed explanation why they're placing an order with you. Some examples: claims to be deaf or has another hardship; claims to have limited computer knowledge; claims to be hospitalized or has a child or an Independent Beauty Consultant who is hospitalized.
4. Communication contains multiple misspellings and grammatical errors or is written in all lowercase or uppercase.

**Questions?** You'll find more information on *Mary Kay InTouch*® / Resources / Legal / [Protecting Your Business From Fraud](#).

MARY KAY®

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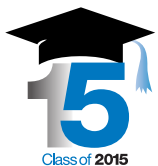
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**Sales Director –**  
It has a NICE Ring to it!

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the Class of 2015  
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Mary Kay Ash began  
50 years ago.



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all the fabulous perks  
and prizes you can get.