

MARY KAY

FEBRUARY 2017

applause®

Make Her
Heart
Happy.

**Valentine Gifts
Under \$100**

Dream It. Do It. Earn the
Embrace Your Dreams
Bracelet. DETAILS ON PAGE 21

Inside: How Erika Insana
accepted the role of a lifetime
to achieve her dreams.



THE YEAR OF YOUR DREAMS

October Recognition

Congratulations to the winners

Top NSDs Year-To-Date



Gloria Mayfield Banks



Kathy Helou



Gloria Castaño



Carol Anton



Sonia Páez



Lisa Madson



Patricia Turker



Lupita Ceballos



Debi Moore



Cindy Williams

On-Target Inner/Diamond/Gold Circle

Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for October 2016, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for September 2016.) These "NSD commissions" are used to determine NSD ranking for a Seminar year. Congratulations to the following NSDs who are considered on-target from July 1 through October 31, 2016.

On-Target for \$550,000 Inner Circle

| | |
|----------------------------|-----------|
| Gloria Mayfield Banks..... | \$198,989 |
| Kathy Helou..... | 196,098 |
| Gloria Castaño..... | 186,403 |

On-Target for \$500,000 Inner Circle

| | |
|------------------|-----------|
| Carol Anton..... | \$166,578 |
|------------------|-----------|

On-Target for \$450,000 Inner Circle

| | |
|------------------|-----------|
| Sonia Páez..... | \$163,934 |
| Lisa Madson..... | 156,353 |

On-Target for \$400,000 Inner Circle

| | |
|----------------------|-----------|
| Patricia Turker..... | \$145,539 |
|----------------------|-----------|

On-Target for \$325,000 Inner Circle

| | |
|--------------------------|-----------|
| Lupita Ceballos..... | \$113,802 |
| Debi Moore..... | 111,882 |
| Cindy Williams..... | 108,663 |
| Sara Pedraza-Chacón..... | 108,213 |

On-Target for \$300,000 Diamond Circle

| | |
|--------------------------|-----------|
| Stacy James..... | \$107,073 |
| Pamela Waldrop Shaw..... | 102,782 |

On-Target for \$250,000 Diamond Circle

| | |
|-----------------------|----------|
| Mary Diem..... | \$99,489 |
| Halina Rygiel..... | 99,424 |
| Karlee Isenhardt..... | 96,508 |
| Anabell Rocha..... | 91,101 |

On-Target for \$200,000 Diamond Circle

| | |
|-------------------------------|----------|
| Dacia Wiegandt..... | \$82,779 |
| Cyndee Gress..... | 82,177 |
| SuzAnne Brothers..... | 81,533 |
| Dayana Polanco..... | 80,810 |
| Julianne Nagle..... | 78,744 |
| Linda Toupin..... | 77,019 |
| Anita Tripp Brewton..... | 76,770 |
| Lia Carta..... | 75,839 |
| Pamela Fortenberry-Slate..... | 75,834 |
| Sandy Valerio..... | 75,004 |
| Dawn Dunn..... | 74,166 |

| | |
|----------------------|--------|
| Kerry Buskirk..... | 72,565 |
| Diane Underwood..... | 70,471 |
| Kristin Myers..... | 70,300 |
| Mary Estupiñan..... | 68,328 |
| Kay Elvrum..... | 66,911 |

On-Target for \$150,000 Gold Circle

| | |
|-------------------------|----------|
| Cindy Fox..... | \$66,183 |
| Julia Burnett..... | 65,538 |
| Connie Kittson..... | 65,013 |
| Ada Garcia-Herrera..... | 64,524 |
| Lily Orellana..... | 60,707 |
| Julie Krebsbach..... | 58,886 |
| Lisa Allison..... | 58,837 |
| Yosaira Sánchez..... | 58,548 |
| María Monarrez..... | 58,536 |
| Yvonne Lemmon..... | 57,867 |
| Davanne Moul..... | 57,767 |
| Jamie Cruse-Vrinos..... | 57,413 |
| Gloria Báez..... | 56,089 |
| Vivian Díaz..... | 55,864 |
| Sue Pankow..... | 55,689 |

| | |
|-----------------------------|--------|
| Evelinda Díaz..... | 55,513 |
| Auri Hatheway..... | 54,964 |
| Sonia Bonilla..... | 54,759 |
| Alicia Lindley-Adkins..... | 54,105 |
| Gay Hope Super..... | 54,092 |
| Maureen Ledda..... | 53,890 |
| Consuelo Prieto..... | 53,555 |
| Susan Hohlman..... | 53,496 |
| Candace Laurel Carlson..... | 52,930 |
| Shannon Andrews..... | 51,602 |
| Noelia Jaimes..... | 51,282 |
| Cathy Bill..... | 50,606 |
| Pam Klickna-Powell..... | 50,191 |

On-Target for \$125,000 Gold Circle

| | |
|------------------------|----------|
| Kimberly Copeland..... | \$49,809 |
| Scarlett Simpson..... | 49,526 |
| Diane Mentiplay..... | 49,493 |
| Monique Balboa..... | 49,040 |
| Juanita Gudiño..... | 48,873 |
| Jan Thetford..... | 48,414 |
| Rosibel Shahin..... | 48,133 |

| | |
|------------------------------|--------|
| Crystal Trojanowski..... | 47,120 |
| Morayma Rosas..... | 46,965 |
| Amie Gamboian..... | 46,864 |
| Jeanie Martin..... | 46,796 |
| Rebecca Evans..... | 46,115 |
| Tammy Crayk..... | 45,674 |
| Shelly Gladstein..... | 45,632 |
| Pamela Tull..... | 45,366 |
| Pam Ross..... | 45,184 |
| Luzmila Abadia Carranza..... | 44,410 |
| Carmen Hernández..... | 44,397 |
| Kim McClure..... | 44,068 |
| Alia Head..... | 43,835 |
| Joanne Bertalan..... | 43,713 |
| Magdalena Nevárez..... | 43,509 |
| Somer Fortenberry..... | 43,467 |
| Janis Z. Trude..... | 42,919 |
| Mayuli Rolo..... | 42,321 |
| Alma Orrostieta..... | 42,104 |
| Elizabeth Muna..... | 41,805 |
| Virginia Rocha..... | 41,699 |

Monthly Commissions And Bonuses

Listed are NSD commissions above \$10,000 earned in October 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. Gloria Castaño*** | \$67,152 |
| 2. Lisa Madson* | 55,655 |
| 3. Pamela Waldrop Shaw** | 29,184 |
| 4. Halina Rygiel* | 26,643 |
| 5. Dawn A. Dunn* | 26,389 |
| 6. Yosaira Sánchez..... | 24,343 |
| 7. Mary Diem* | 24,055 |
| 8. Lisa Allison..... | 22,717 |
| 9. Kay E. Elvrum..... | 22,498 |
| 10. Yvonne S. Lemmon..... | 19,531 |
| 11. Julia Burnett* | 19,073 |
| 12. Sue Pankow..... | 18,989 |
| 13. Jeanie Martin..... | 18,108 |
| 14. Diana Sumpter..... | 18,006 |
| 15. Susan M. Hohlman* | 17,779 |
| 16. María Monarrez..... | 17,757 |
| 17. Lily Orellana..... | 17,732 |
| 18. Connie A. Kittson* | 16,791 |
| 19. Kristin Sharpe..... | 16,790 |
| 20. Shelly Gladstein..... | 16,332 |
| 21. Shannon C. Andrews* | 16,137 |
| 22. Rebecca Evans* | 15,903 |
| 23. Vicki Jo Auth..... | 15,064 |
| 24. Sharon L. Buck..... | 14,869 |
| 25. Margaret M. Bartsch..... | 13,893 |
| 26. Pam Ross* | 13,802 |
| 27. Alia L. Head..... | 13,771 |
| 28. Roxanne McInroe..... | 12,994 |
| 29. Rosa Carmen Fernández..... | 12,727 |
| 30. Leah Lauchlan..... | 12,656 |
| 31. Lynnea E. Tate..... | 12,272 |
| 32. Julia Mundy..... | 11,667 |
| 33. Candy D. Lewis..... | 11,585 |

Ruby

| | |
|------------------------------|----------|
| 1. Carol Anton** | \$44,538 |
| 2. Cindy A. Williams* | 29,968 |
| 3. Linda C. Toupin..... | 29,701 |
| 4. Stacy I. James** | 28,530 |
| 5. Karlee Isenhardt* | 21,953 |
| 6. Sandy Valerio* | 20,203 |
| 7. Kim L. McClure..... | 20,096 |
| 8. Jan L. Thetford..... | 18,176 |
| 9. Mary Estupiñan* | 17,980 |
| 10. Lia Carta** | 17,918 |
| 11. Sherril L. Steinman..... | 17,876 |
| 12. Cindy Fox* | 17,709 |
| 13. Anabell Rocha* | 17,322 |
| 14. Julie Krebsbach* | 17,300 |
| 15. Jo Anne Barnes..... | 17,141 |
| 16. Candace Laurel Carlson* | 16,529 |
| 17. Brenda Segal* | 16,453 |
| 18. Cathy Bill* | 16,282 |
| 19. Bea Millislagle..... | 15,597 |
| 20. Lara F. McKeever..... | 15,557 |
| 21. Deb Pike..... | 15,338 |
| 22. Gloria Báez* | 15,250 |
| 23. Crystal Trojanowski..... | 13,980 |
| 24. Kate DeBlander..... | 13,671 |
| 25. Amie N. Gamboian..... | 13,615 |
| 26. Patty J. Olson..... | 12,432 |

| | |
|------------------------------|--------|
| 27. Juanita Gudiño..... | 12,430 |
| 28. Brittany Kaps* | 12,302 |
| 29. Virginia S. Rocha..... | 11,743 |
| 30. Kathy Rodgers-Smith..... | 11,609 |
| 31. Tammy Romage..... | 11,475 |
| 32. María Flores..... | 11,444 |
| 33. Lynda Jackson* | 11,237 |
| 34. Tammy A. Vavala..... | 10,884 |
| 35. Lily Gauthreaux..... | 10,556 |
| 36. Annaka Krafka..... | 10,436 |
| 37. Elizabeth Muna* | 10,393 |
| 38. Gena Rae Gass..... | 10,088 |

Sapphire

| | |
|---------------------------------|----------|
| 1. Kathy Helou*** | \$51,475 |
| 2. Lupita Ceballos** | 37,925 |
| 3. Sara Pedraza-Chacón* | 33,219 |
| 4. Debi R. Moore* | 33,082 |
| 5. Pamela A. Fortenberry-Slate* | 29,576 |
| 6. SuzAnne Brothers* | 25,538 |
| 7. Cyndee Gress* | 23,108 |
| 8. Davanne D. Moul* | 19,607 |
| 9. Kristin Myers* | 18,443 |
| 10. Vivian Díaz* | 16,279 |
| 11. Janis Z. Trude..... | 16,169 |
| 12. Kimberly R. Copeland..... | 15,981 |
| 13. Alicia Lindley-Adkins* | 15,549 |
| 14. Diane L. Mentiplay..... | 15,527 |
| 15. Somer Fortenberry..... | 15,383 |
| 16. Consuelo R. Prieto* | 14,760 |
| 17. Morayma Rosas..... | 14,638 |
| 18. Elaine K. Williams..... | 13,415 |
| 19. Scarlett Simpson* | 13,400 |
| 20. Debra M. Wehrer..... | 13,147 |

| | |
|-------------------------------|--------|
| 21. LaRonda L. Daigle..... | 13,100 |
| 22. Tina Hulsman..... | 12,917 |
| 23. Paola Ramírez..... | 12,745 |
| 24. Dawn Otten-Sweeney..... | 12,718 |
| 25. Glinda McGuire* | 12,454 |
| 26. Heather A. Carlson..... | 11,963 |
| 27. Alma Orrostieta..... | 11,921 |
| 28. Josefa Chacón-Alonzo..... | 11,567 |
| 29. Angie S. Day* | 11,445 |
| 30. Julie Weaver..... | 11,351 |
| 31. Ruth L. Everhart* | 11,255 |
| 32. Valerie J. Bagnol* | 10,867 |
| 33. Magdalena Nevárez* | 10,861 |
| 34. Maribel Barajas..... | 10,768 |
| 35. Elizabeth Sánchez..... | 10,723 |
| 36. Lorraine B. Newton..... | 10,705 |
| 37. Sylvia Kalicak..... | 10,621 |
| 38. Evalina Chávez..... | 10,549 |
| 39. Angie C. Locke..... | 10,471 |
| 40. Jeanie M. Tamborello..... | 10,176 |
| 41. Diana Heble..... | 10,020 |

Emerald

| | |
|-----------------------------|----------|
| 1. Gloria Mayfield Banks*** | \$69,206 |
| 2. Sonia Páez** | 43,843 |
| 3. Patricia Turker** | 38,978 |
| 4. Dacia Wiegandt* | 26,109 |
| 5. Diane Underwood..... | 22,153 |
| 6. Dayana Polanco* | 21,206 |
| 7. Julianne Nagle* | 20,787 |
| 8. Ada Garcia-Herrera* | 20,629 |
| 9. Kerry Buskirk* | 20,544 |
| 10. Evelinda Díaz* | 18,741 |
| 11. Pamela Tull..... | 18,667 |

| | |
|--------------------------------|--------|
| 12. Auri Hatheway..... | 18,385 |
| 13. Jamie Cruse-Vrinos..... | 18,153 |
| 14. Anita Tripp Brewton* | 17,916 |
| 15. Maureen S. Ledda* | 17,733 |
| 16. Monique Balboa..... | 17,229 |
| 17. Pam Klickna-Powell..... | 16,734 |
| 18. Sonia Bonilla..... | 15,812 |
| 19. Rosibel Shahin* | 15,278 |
| 20. Pam I. Higgs..... | 15,095 |
| 21. Tammy Crayk..... | 14,697 |
| 22. Gillian H. Ortega..... | 13,743 |
| 23. Joanne R. Bertalan* | 13,357 |
| 24. Kirk Gillespie..... | 13,127 |
| 25. Marilyn Marte de Melo..... | 12,158 |
| 26. Luzmila Abadia Carranza* | 11,990 |
| 27. Noelia Jaimes* | 11,905 |
| 28. Mary Beissel..... | 11,752 |
| 29. Kym A. Walker* | 11,702 |
| 30. Cristi Ann Millard..... | 11,577 |
| 31. Sue Wallace..... | 11,478 |
| 32. Crisette M. Ellis..... | 11,053 |
| 33. Diane Bruns..... | 11,004 |
| 34. Jill D. Davis..... | 10,736 |
| 35. Mairleys López..... | 10,402 |
| 36. Mayuli Rolo* | 10,389 |
| 37. Roy Mattis..... | 10,365 |
| 38. Maureen Myers..... | 10,327 |
| 39. Kathy P. Oliveira..... | 10,277 |

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

Mary Kay Angels/Ángeles Mary Kay

October/Octubre 2016

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



Gloria Castaño
\$67,152
Diamond



Carol Anton
\$44,538
Ruby



Kathy Helou
\$51,475
Sapphire



Gloria Mayfield Banks
\$69,206
Emerald

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

| | |
|---|-----------|
| DIAMOND/DIAMANTE — Delmi Santos, Y. Sánchez Area..... | \$106,722 |
| RUBY/RUBÍ — Susan Moore, C. Williams Area..... | \$88,230 |
| SAPPHIRE/ZAFIRO — Randi Stevens, Go-Give Area..... | \$91,348 |
| EMERALD/ESMERALDA — Nancy Boucher, Go-Give Area..... | \$95,638 |

Top Unit Builders/Primeras Impulsoras de Unidad

October/Octubre 2016

New Unit Members/Nuevas integrantes de unidad

Diamond/Diamante

| | |
|----------------------------|----|
| Delmi Cristina Santos..... | 40 |
| Soledad Herrera..... | 35 |
| Cristina Martins..... | 29 |
| Tracy Craven..... | 20 |
| Stephanie Anne Mottaz..... | 20 |

Ruby/Rubí

| | |
|-----------------------------|----|
| Lindsey Mills..... | 22 |
| Lauren Nicole Bloomer..... | 21 |
| Candace Lyn Doverspike..... | 20 |
| Maria N. Espinoza..... | 20 |

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 October 2016./Estas Directoras Nacionales de Ventas Independientes, Directoras de Ventas Independientes y Consultoras de Belleza Independientes lograron las comisiones, gratificaciones o la producción más altas o tuvieron el mayor número de nuevas integrantes de equipo o integrantes de unidad en sus áreas de Seminario en octubre de 2016.

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

| | |
|---|----------|
| DIAMOND/DIAMANTE — Kelly Freeman, K. Ford Area..... | \$16,645 |
| RUBY/RUBÍ — Perpetua Asu-Eze, Go-Give Area..... | \$18,512 |
| SAPPHIRE/ZAFIRO — Zarabeth Golden Quinn, D. Mentiplay Area..... | \$13,515 |
| EMERALD/ESMERALDA — Connie Ackroyd, Go-Give Area..... | \$13,658 |

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

| | |
|---|----------|
| DIAMOND/DIAMANTE — Debra Brown, J. Murton Unit, Go-Give Area..... | \$11,982 |
| RUBY/RUBÍ — Bellaluci Umeda, A. Farrell Unit, Go-Give Area..... | \$10,845 |
| SAPPHIRE/ZAFIRO — Betty Smith, C. Clem Unit, Go-Give Area..... | \$13,907 |
| EMERALD/ESMERALDA — Kirsten Cherry, A. Marusek Unit, J. Nagle Area..... | \$15,718 |

Top Team Builder/Primera Impulsora de Equipo

New Team Members/Nuevas integrantes de equipo

| | |
|--|----|
| DIAMOND/DIAMANTE — Sarahi Garcia, S. Herrera Unit, E. Bermeo Area..... | 11 |
| RUBY/RUBÍ — Ilma Pimenta, C. Eick Unit, Go-Give Area..... | 11 |
| SAPPHIRE/ZAFIRO — Pascuala Trujillo, Y. Hernandez Unit, M. Nevárez Area..... | 11 |
| EMERALD/ESMERALDA — Alexandra Prieto Martinez, B. Ramirez Unit, M. López Area..... | 11 |

Independent Sales Directors with 20 or more new unit members for October 2016./Directoras de Ventas Independientes con 20 o más nuevas integrantes de unidad en octubre de 2016.

Sapphire/Zafiro

| | |
|-------------------------------|----|
| Erika Duke Hulm..... | 35 |
| Claudia G. Rivera..... | 30 |
| Herendira Garcia..... | 28 |
| Pamela Brigante..... | 23 |
| Jennifer Marie Ham..... | 21 |
| Casie Hembree..... | 21 |
| Laura Miriam Villalpando..... | 20 |

Emerald/Esmeralda

| | |
|------------------------------|----|
| Katy Goldstein..... | 37 |
| May Thi Nguyen..... | 26 |
| Rosy Garcia Acevedo..... | 24 |
| Yamisherky Pelier..... | 22 |
| Grace Elizabeth Snively..... | 22 |
| Yusely Moll..... | 21 |
| Yaleska Feliciano Rios..... | 20 |
| Emily Sujey Vijil..... | 20 |

New NSDs Debut/Debutes de nuevas DNVs

October/Octubre 2016

New Independent National Sales Directors debut Oct. 1, 2016./Debutes de nuevas Directoras Nacionales de Ventas Independientes del 1 de octubre de 2016.



Maria Sigüenza
National Sales Director
Diamond Seminar



Josefa Chacón
National Sales Director
Sapphire Seminar



Marilyn Marte de Melo
National Sales Director
Emerald 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

August/Agosto 2016



Esther D. Atkins
Jacksonville, Fla.
M. Smith Unit

Amy Jo Casali
Flagstaff, Ariz.
T. Skelton Unit

Judith Ortega
Calhoun, Ga.
B. Fonseca Unit

Not pictured:/Sin foto: **Alicia Acosta**, Elkhart, Ind., M. Nevárez Unit; **Edna Alvarado**, Denver, N. Waltman Unit; **Francisca Arias**, Las Vegas, J. Acosta Unit; **Jocelyn Bravo**, Houston, T. Hoelzel Unit; **Agapita Doroteo**, Chicago, J. Brito Unit; **Maria E. Evangelista-Gonzalez**, Goshen, Ind., M. Miller Unit; **Kathleen M. Fowler**, Monroe, Mich., L. Morgan Unit; **Brenda Joyce Gaines**, Spartanburg, S.C., T. Shaw Unit; **Melissa Gates**, Buffalo, Wyo., M. Miller Unit; **Maria del Carmen Gonzalez**, Rohnert Park, Calif., M. Barajas Unit; **Angelica Guzman**, Athens, Texas, A. Orrostieta Unit; **Brandi Howell**, Middletown, Ohio, E. Stalf Unit; **Christine M. Kretz**, Northwood, Ohio, A. Sigler Unit; **Marisol Lopez**, Noel, Mo., L. Garcia Unit; **Mary Ann A. Monje**, Hanover Park, Ill., M. Gonzalez Unit; **Jennifer Lee Morrissey**, East Rutherford, N.J., S. Barnes Unit; **Tracy Ann Pam**, Cameron Park, Calif., C. Ramirez Unit; **Eva Perales**, Fort Worth, Texas, J. Chacon Unit; **Gregoria Ramirez**, Fort Worth, Texas, J. Chacon Unit; **Taneish N. Reise**, Fort Myers, Fla., A. Smith Unit; **Manuela Rivas**, Grand Prairie, Texas, E. Obregon Unit; **Maria D. Rosa Rio Cortes**, Highwood, Ill., Y. Hernandez Unit; **Andresa Semanech-Vicente**, Belleville, N.J., P. Brigante Unit; **Nely Suarez**, Irving, Texas, V. Reyes Unit; **Jo Lynn Vereen**, Greensboro, N.C., A. Johnson Unit; **Mayra Juanita Zamudio**, Chicago, Y. Hernandez Unit.

Dean's List/ Lista del Decano

October/Octubre 2015



Damilola Hannah Akinsola
Bowie, Md.
E. Muna Area
Ruby Seminar

Juana M. Del Cid
Salem, Va.
E. Valdez-Cruz Area
Diamond Seminar



Jamie Leigh Jones
Grand Island, Neb.
A. Krafka Area
Ruby Seminar

Triple Crown/ Triple Corona

October/Octubre 2015



Melissa Olshefski
Denville, N.J.
C. Gress Area

Not pictured:/Sin foto: **Gaby Olivera**, West Jordan, Utah, P. Ramirez Area.

Honors Society/ Sociedad de Honor

October/Octubre 2015



Melissa Olshefski
Denville, N.J.
C. Gress Area

Not pictured:/Sin foto: **Gaby Olivera**, West Jordan, Utah, P. Ramirez Area.

Fabulous 50s/ Fabulosos 50

April/Abril 2016

Not pictured:/Sin foto: **Allison Lea Hall**, Calhoun, Ga., A. Locke Area; **Joelle Nwoke**, Reading, Pa., C. Gress Area.

WHAT YOU BELIEVE, YOU CAN ACHIEVE!
¡LO QUE CREAS, PUEDES LOGRAR!

Mary Kay

On the Move/ En Acción

August/Agosto 2016

Amy Jo Casali
Kathleen M. Fowler

Judith Ortega
Nely Suarez

Jo Lynn Vereen
Mayra Juanita Zamudio



New Team Leaders/ Nuevas Líderes de Equipo

October/Octubre 2016

Kassie A. Adams
Ashley Alsobrook Mitchell
Lesley A. Ayers
Bernadette F. Baudy
Brandy S. Brown
Lisa Bruggeman
Elizabeth M. Cameron
Araceli Chamorro
Estela Chirinos
Stephanie Collins
Marlenn Cruz
Veronica Diaz

Lisa L. Doering
Lesley Donnell
Taylor Dotson
Stephanie A. Eickholt
Angela D. Elledge
Dora Escobedo
Sarah France
Martha Gonzalez
Ofelia Gonzalez
Estefani Guevara
Elizabeth Kembrowski
Shannon A. Kinnan

Donna M. Landy
Rachel J. Lott
Cindy Maddan
Reina I. Maldonado
Norma L. Marquez
Lucia Martinez
Beatriz M. Medrano
Ma del Carmen Mejia
Maria G. Mendoza
Sanjuana Mendoza
Gabriella A. Miller
Laura F. Miller

Laura Miranda
Cynthia J. Mire
Stephanie Moreno
Misty Mundy
Ginger M. Noel
Joanna D. Ornelas
Nieves Ponce
Kateryn Pritchard
Gabriela Rascon
Marjorie Rodriguez
Gabriella Ruiz
Maria D. Sanchez

Monica A. Sanchez
Carrie S. Simpson
Gloria A. Sorto
Emily Tanner
Hailey Vega
Marsha R. Wayne
Monica T. Webster
Erica L. Wilson-Traxler

Grand Achievers/ Gran Ganadoras

October qualifiers/
Calificadas en octubre 2016

Consultants/Consultoras
Ana L. Ayala
Kelli Ann Crider

Sonia Ana Esquivel
Evelia Garibay
Francis Leyva

Lisette Mancini
Betsy Ann Sugg

**Sales Directors/
Directoras de Ventas**
Amy Jo Casali
Maribel Rada

Rebecca Taylor

First Gold Medal/Primera Medalla de Oro

October/Octubre 2016

**New Team Members/
Nuevas integrantes de equipo**

Melinda Alderete, E. Astran-Cuellar Unit.....6
Norma Alfaro, H. Garcia Unit5
Araceli Angeles, B. Alvarado Unit.....5
Araceli Chamorro, H. Garcia Unit.....6
Marlenn Cruz, L. Villalpando Unit.....5
Sarah East, T. Caldwell Unit.....5
Maria Escobar, C. Prieto Unit.....5
Bertha Felix, O. Rios Unit 5
Marlene Figueroa, L. Ceballos Unit5

Sheila Foster, T. Taylor Unit.....5
Maria Gonzalez, M. Rodriguez Unit8
Vicki Jackson, L. Newby Unit.....7
Elizabeth Kembrowski, E. Hulm Unit6
Denise Lewis-Lancaster, M. Beason Unit5
Laura Miranda, R. Meza-Sanchez Unit.....10
Beatriz Medrano, O. Pinto Unit5
Ma del Carmen Mejia, M. Coyote Unit.....5
Sanjuana Mendoza, C. Rivera Unit.....5
Misty Mundy, K. Perkins Unit.....5
Christina Nguyen, N. Cargile Unit.....5

Nieves Ponce, R. Alvarado Unit.....7
Gabriela Rascon, E. Hulm Unit.....8
Martie Roberts, L. Purser Unit7
Gabriella Ruiz, J. McNulty Unit5
Noemi Ruiz, K. Lee Unit8
Debbie Sanchez, D. Martinez Unit.....7
Sales Director Jo Vereen.....5
Megan Wilson, J. Armes Wenzel Unit.....5
Shannon Young, H. Bohlinger Unit5

13% Club/ Club del 13%

October/Octubre 2016

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 October./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 octubre.

Sales Director Heather L. Bohlinger\$2,314
Sales Director Laurieann Barclay.....2,242
Sales Director Reyna Victoria Alvarado.....2,178
Sales Director Kerri Leigh Ross1,828
Sales Director Amy R. Sigler1,808
Sales Director Marie E. Vlaminc1,791
Sales Director Karla Rae Plantan1,785
Sales Director Kelly Inland Brock1,765
Sales Director Julie A. Griffin.....1,695

Sales Director Jessica Nicole Schultz1,639
Sales Director Jennifer Ann Flesher1,627
Sales Director Jessica Scola1,577
Sales Director Jennifer Jean McNulty1,573
Sales Director Angela Rose.....1,569
Sales Director Jessica Holzbach.....1,569
Sales Director Angela P. LaFrance1,547
Sales Director Joni D. Koontz1,545
Sales Director Danielle Coughlan1,470

Sales Director Isela Martinez.....1,459
Sales Director Lorena P. Ramirez.....1,438
Sales Director Sandy Kay Gant.....1,424
Sales Director Cindy Harness1,422
Sales Director Michele Martella Armes1,412
Sales Director Erika Duke Hulm.....1,408
Sales Director Kassondra Joelle Kantz.....1,400

Achievement Circle/ Círculo de Logros

October/Octubre 2016

Ranking of the top 100 Independent Sales Directors in the **Sapphire** area based on their October 2016 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 octubre de 2016.

| | | | | | | | |
|-----------------------------|----------|--------------------------------|--------|-----------------------------|--------|--------------------------------|--------|
| Randi Stevens..... | \$91,348 | Donna Stephano..... | 55,524 | Epsie J. Elmer..... | 47,645 | Lynn F. Huckels..... | 44,889 |
| Casie Hembree..... | 73,572 | Vicki Piccirilli..... | 54,659 | Laurieann Barclay..... | 47,584 | Nannette G. Short..... | 44,614 |
| Jessica Holzbach..... | 72,793 | Sandi Gaither..... | 54,129 | Gloria Stakemiller..... | 47,374 | Beth S. Austin..... | 44,409 |
| Erika Duke Hulm..... | 71,628 | Bonnie Crumrin..... | 53,184 | Claudia G. Rivera..... | 47,280 | Penny J. Jackson..... | 44,194 |
| Marie E. Vlainick..... | 71,345 | Jessica Scola..... | 53,148 | Nancy W. Pettaway..... | 47,241 | Reyna Victoria Alvarado..... | 43,745 |
| Julie Neal..... | 70,211 | Joli A. Dockery..... | 52,971 | Lafreda D. Williams..... | 47,195 | Jodi L. Feller..... | 43,715 |
| Jordan Helou Eicher..... | 69,986 | Tracy Foltz..... | 52,865 | Joyce A. Newell..... | 47,022 | Jessica Nicole Schultz..... | 43,636 |
| Nedra Ruby White..... | 68,833 | Lady Ruth Brown..... | 52,707 | Pamela Brigante..... | 47,004 | Tracy Potter..... | 43,292 |
| Debbie A. Weld..... | 67,768 | Jeanette E. Beichle..... | 52,646 | Abby Louis Johnson..... | 46,511 | Mary K. White..... | 42,984 |
| Carol Lee Johnson..... | 66,591 | Petie L. Huffman..... | 52,539 | Robyn S. Cartmill..... | 46,453 | Marcela Sierra..... | 42,888 |
| Kristi M. Anderson..... | 65,176 | Dolores Keller..... | 52,117 | Sandy Kay Gant..... | 46,298 | Tracey A. Fields-Hedrick..... | 42,406 |
| Ann W. Sherman..... | 64,606 | Jennifer Jean McNulty..... | 51,916 | Lorena P. Ramirez..... | 46,138 | Rheanonda R. Johnson Gray..... | 42,384 |
| Robin S. Moody..... | 63,406 | Kelly Inland Brock..... | 51,683 | Jennifer G. Bouse..... | 46,117 | Mariaelena Boquin..... | 42,314 |
| Tommi Pleasure..... | 63,374 | Keita Powell..... | 51,647 | Marla Beddick..... | 45,993 | Natalie Cargile..... | 42,309 |
| Karla Rae Plantan..... | 62,335 | Laura Miriam Villalpando..... | 51,421 | Melinda Jean Haynes..... | 45,800 | Doris M. Quackenbush..... | 42,039 |
| Dawn Barton..... | 62,227 | Lana Michelle Hartzog..... | 51,116 | JoAnna P. Shipe..... | 45,789 | Linné Lane..... | 41,825 |
| Michele Semper..... | 61,672 | Marni McKenna Hendricks..... | 50,928 | Hazel White..... | 45,645 | Satarro Purnell..... | 41,661 |
| Patty Webster..... | 59,778 | Kimberly Michelle Perkins..... | 50,742 | Julie Brindell Sapp..... | 45,610 | Patrice Moore Smith..... | 41,608 |
| Stephanie Lynne Lenard..... | 58,973 | Jenan W. Wood..... | 50,475 | Heather L. Bohlinger..... | 45,397 | Amanda Gustafson..... | 41,536 |
| Marjorie S. Haun..... | 58,455 | Judith E. Cotton..... | 50,298 | Candace Nicole Holte..... | 45,335 | Denise Yates-Hernandez..... | 41,465 |
| Kim West..... | 57,907 | Kaye Yuen..... | 49,099 | Julie A. Griffin..... | 45,318 | Trisha Taylor..... | 41,451 |
| Diane Covington..... | 57,076 | Orenda Raichel Hunniford..... | 48,988 | Monica Garcia..... | 45,258 | Candy I. Johnston..... | 41,209 |
| Linda Meier..... | 56,720 | Romaine Korzon..... | 48,632 | Missy M. O'Neal..... | 45,208 | Gina C. Ulicny..... | 41,085 |
| Jeanette M. Thompson..... | 56,413 | Hilda Marrufo..... | 48,622 | Ruby Garner..... | 45,056 | Kathleen Kirkwood..... | 41,065 |
| Mary Lou Ardohain..... | 55,986 | Jerlene Vrana..... | 48,027 | Michele Martella Armes..... | 44,898 | Linda Ann Holmquist..... | 40,856 |

Commission Circle/ Círculo de Comisiones

October/Octubre 2016

Independent Sales Directors who earned the top 100 commissions and bonuses in the **Sapphire** area in October 2016. 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 octubre de 2016. Los nombres en **negritas** son quienes ganaron la comisión máxima del 13 por ciento de Directoras de Ventas más el 13 por ciento máximo de comisión por reclutas personales.

| | | | | | | | |
|--------------------------------|----------|-------------------------------|-------|--------------------------------|-------|-----------------------------|-------|
| Randi Stevens..... | \$11,731 | Michele Martella Armes..... | 8,644 | Sandy Kay Gant..... | 7,797 | Rita Schaefer..... | 7,092 |
| Michele Semper..... | 11,721 | Claudia G. Rivera..... | 8,545 | Joli A. Dockery..... | 7,791 | Tracy Potter..... | 7,089 |
| Erika Duke Hulm..... | 11,589 | Vicki Piccirilli..... | 8,524 | Donna Stephano..... | 7,776 | Melinda Jean Haynes..... | 7,059 |
| Julie Neal..... | 11,264 | Stephanie Lynne Lenard..... | 8,436 | Julie A. Griffin..... | 7,665 | Abby Louis Johnson..... | 6,989 |
| Jennifer Jean McNulty..... | 11,212 | Ann W. Sherman..... | 8,394 | Jessica Marie Anderson..... | 7,574 | Kathleen Kirkwood..... | 6,956 |
| Nedra Ruby White..... | 11,046 | Kelly Inland Brock..... | 8,389 | Keita Powell..... | 7,555 | Rosa Elia Meza-Sanchez..... | 6,939 |
| Jordan Helou Eicher..... | 10,906 | Jeanette M. Thompson..... | 8,388 | Judith E. Cotton..... | 7,518 | Bonnie Crumrin..... | 6,919 |
| Jessica Holzbach..... | 10,304 | JoAnna P. Shipe..... | 8,358 | Tracy Foltz..... | 7,512 | Lafreda D. Williams..... | 6,918 |
| Casie Hembree..... | 10,269 | Jessica Scola..... | 8,261 | Hilda Marrufo..... | 7,461 | Linda Ann Holmquist..... | 6,895 |
| Heather L. Bohlinger..... | 10,221 | Lana Michelle Hartzog..... | 8,250 | Margarita Elisea..... | 7,449 | Patrice Moore Smith..... | 6,864 |
| Marie E. Vlainick..... | 10,157 | Pamela Brigante..... | 8,241 | Marla Beddick..... | 7,423 | Carole Gantt..... | 6,860 |
| Diane Covington..... | 10,068 | Kerri Leigh Ross..... | 8,225 | Epsie J. Elmer..... | 7,418 | Kassondra Joelle Kantz..... | 6,814 |
| Karla Rae Plantan..... | 9,654 | Lady Ruth Brown..... | 8,157 | Jessica Nicole Schultz..... | 7,416 | Krystal K. Hunsucker..... | 6,766 |
| Kimberly Michelle Perkins..... | 9,613 | Marni McKenna Hendricks..... | 8,058 | Maria Claxton-Taylor..... | 7,380 | Maria Luisa Valle..... | 6,759 |
| Laurieann Barclay..... | 9,568 | Robyn S. Cartmill..... | 7,999 | Maria D. Corvera..... | 7,375 | Peggy B. Sacco..... | 6,719 |
| Debbie A. Weld..... | 9,365 | Laura Miriam Villalpando..... | 7,993 | Mariaelena Boquin..... | 7,365 | Moleda G. Dailey..... | 6,714 |
| Linda Meier..... | 9,257 | Patty Webster..... | 7,958 | Amy R. Sigler..... | 7,362 | Ruby Garner..... | 6,712 |
| Julie Brindell Sapp..... | 9,074 | Marjorie S. Haun..... | 7,932 | Natalie Reed..... | 7,346 | Marcela Sierra..... | 6,701 |
| Reyna Victoria Alvarado..... | 9,011 | Satarro Purnell..... | 7,932 | Isela Martinez..... | 7,271 | Joni D. Koontz..... | 6,699 |
| Tommi Pleasure..... | 8,961 | Trisha Taylor..... | 7,929 | Tracey A. Fields-Hedrick..... | 7,201 | Amanda Gustafson..... | 6,677 |
| Dolores Keller..... | 8,804 | Linné Lane..... | 7,910 | Rheanonda R. Johnson Gray..... | 7,148 | Christine M. Jessee..... | 6,662 |
| Dawn Barton..... | 8,794 | Kristi M. Anderson..... | 7,845 | Nannette G. Short..... | 7,139 | Denise Yates-Hernandez..... | 6,662 |
| Jeanette E. Beichle..... | 8,781 | Romaine Korzon..... | 7,835 | Sandi Gaither..... | 7,123 | Mary K. White..... | 6,656 |
| Carol Lee Johnson..... | 8,762 | Lorena P. Ramirez..... | 7,826 | Beth S. Austin..... | 7,118 | Joyce M. Conant..... | 6,626 |
| Mary Lou Ardohain..... | 8,651 | Robin S. Moody..... | 7,806 | Nancy W. Pettaway..... | 7,099 | Petie L. Huffman..... | 6,617 |

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

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

GO-GIVE®

CONGRATULATIONS to our February 2017 Go-Give® Award winners who best exemplify the **Golden Rule** – helping others **unselfishly** and **supporting** adoptees as much as unit members.

Mitzi Sandell

Diamond

Independent Sales Director

Began Mary Kay Business

October 2007

Sales Director Debut

September 2008

National Sales Director

Go-Give Area

Honors Star Consultant; four-times Sales Director Queen's Court of Personal Sales

Personal Lives in San Antonio. Husband, Jim; son, Samuel; daughter, Harley

"I am motivated to help others because I love seeing the joy on a woman's face when she feels beautiful wearing Mary Kay® products or becoming her own boss!"

Independent Beauty Consultant Mary Helen Vallejo of San Antonio, says, "No task or assignment is difficult for Mitzi. She is a caring and compassionate woman who helped a sister Independent Sales Director with her Mary Kay business during the last year of her life."



Della Godfrey

Sapphire

Independent Future Executive

Senior Sales Director

Began Mary Kay Business

October 1995

Sales Director Debut

February 2002

Offspring four first-line

National Sales Director Go-Give Area

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

Personal Lives in Denham Springs, La. Husband, Stewart; daughters: Stephanie, Isabella

"I am motivated to help others because when we know our God-given strengths, we can truly impact the world in a way that influences our present and future generations."

Independent Sales Director Mary Duplechin of Simmesport, La., says, "Della will encourage and work with adoptees to help them achieve their goals and dreams. Her work ethic is to 'make it happen' rather than to 'wait for it to happen.'"



Cathy Sims

Ruby

Independent Sales Director

Began Mary Kay Business

October 1983

Sales Director Debut

June 1991

National Sales Director

Go-Give Area

Honors Circle of Honor; three-times Sales Director Queen's Court of Personal Sales

Personal Lives in Clinton, Miss. Husband, Jay; son, James; daughters: Andrea, Christine; two grandchildren

"I am motivated to help others because lifting them up and making a difference in their lives bring me incredible joy. I know the Lord is using me for His purpose."

Independent Beauty Consultant Jordana Aspin of Grenada, Miss., says, "An illness was making it difficult for me to complete my consistency challenge. Cathy told me to forget about business and go on my anniversary trip to get well. She worked with my team that last day and helped me complete my challenge."



Lisa Hall

Emerald

Independent Sales Director

Began Mary Kay Business

January 1995

Sales Director Debut

December 1995

National Sales Director

Go-Give Area

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

Personal Lives in Apex, N.C. Sons: Connor, Jackson

"I am motivated to help others because it is a privilege to serve and support them and by modeling that, the Mary Kay culture is preserved and protected. Having been blessed by it, I want to pay it forward."

Independent Senior Sales Director Victoria Hoffman of Indian Harbour, Fla., says, "Lisa was a great support to me during my battle with breast cancer. She sent me encouraging notes, hats when my hair fell out and loving Voxer® messages when I was too ill to get out of bed."

NOMINATE a well-deserving Independent Sales Director who displays the Go-Give spirit for this prestigious honor today! Look for the **online nomination form** on *Mary Kay InTouch*® under the Contests/Promotions tab.

Skin Care, the Heart of Your Business

Make a date with your customers to share this great **skin care!**

TimeWise®
3-In-1 Cleanser

- Cleanse
- Exfoliate
- Soften
- Smooth
- Freshen

\$95
set

TimeWise®
Age-Fighting Moisturizer

- Reduce fine lines and wrinkles
- Hydrate
- Rebuild

TimeWise®
Night Solution

- Smooth
- Firm

TimeWise®
Miracle Set®

Available in Normal/Dry and Combination/Oily

Help your customers fall in love with their skin for life!



High-Five for Top 5



Together we reached a milestone! Mary Kay is a **Top 5 Global Skin Care Brand.**** Share this great news with your customers at skin care parties and on social media.

\$55
set

TimeWise® Microdermabrasion Plus Set

Here's a challenge! Place a \$600* or more wholesale Section 1 order this month to earn a beautiful **Embrace Your Dreams** bracelet. **Want more?** Finish the quarter as a **Star Consultant** by March 15 to earn even more prizes. You can do it!

More Ways to Beautiful Skin



TimeWise Repair®
Advanced signs of aging

\$205
set



Botanical Effects®
Easy beauty solutions

\$58
set



Clear Proof®
Acne System
Mild-to-moderate acne

\$45
set

Perfect Pairs

These beauty-boosting supplements do exactly what they're supposed to – complement skin care sets and take her glow to the next level!

TimeWise® Moisture Renewing Gel Mask
for extra pampering

\$22



TimeWise®
Volu-Fill® Deep Wrinkle Filler
and/or
TimeWise®
Revealing Radiance™
Facial Peel

\$45

\$65



Mary Kay® CC Cream
Sunscreen Broad Spectrum SPF 15*

\$20



A POWER-
PACKED COMBO!
TimeWise®
Ultimate
Miracle Set®,
\$182

\$32



TimeWise®
Firming
Eye Cream



Words of Wisdom

Mary Kay Ash said,
"Roughly 50 percent of sales people give up when they fail to sell on the first call, while 25 percent make two calls and only 12 percent make three. Those who make three are onstage at Seminar!"

Turn Objection Into Opportunity.

OBJECTION:

"I use another brand."

1: Let her know you heard her.

"Great! You obviously appreciate great products."

2: Offer a solution.

"I'd love to treat you to a complimentary facial and get your opinion of Mary Kay® products."

3: Give her options.

"Of course there is no obligation, and I'd love to know how you think Mary Kay compares."



Plan Now for Swimsuit Season!

After nine weeks, 87 percent of women said it dramatically reduced the look of cellulite.†

■ TimeWise Body™

Smooth-Action®

Cellulite Gel Cream, \$40

■ Mary Kay® Smooth-Action®

Body Massager, \$10

†Results reflect the percentage of women who agreed with the statements during a nine-week independent consumer study in which 136 women used the product morning and night.



Personal Assistant in Your Purse

[**myCustomers™+ App**](#)

- Create, submit and track orders.
- Update shipments to your inventory.
- Search customers based on shared interests.

Just \$4.99 plus applicable taxes per month.

Download from your app store, then subscribe on **Mary Kay InTouch®**.

*The \$600 or more wholesale Section 1 order requirement per month can be placed in one single order or placed in cumulative orders, as long as the orders are placed in the same calendar month. Customer Delivery Service, Guest Checkout and EZ Ship order amounts also will count toward your \$600 or more wholesale Section 1 requirement. You'll receive your bracelet inside your qualifying order. One bracelet per contest achiever each month.

A PASSION FOR RED



Red symbolizes love, passion and power. Within your Mary Kay business, it's your **love** for the products and what you do, plus a **passion** to help others, that give you the **power** to achieve your dreams. It can all add up to a **Red-Hot Business!**

How Do I Earn My Red Jacket?

Be an active* Independent Beauty Consultant with three to four active* personal team members.

Sharing Made Easy!

Mary Kay also offers tools like the **Love What You Do! App** that provides helpful facts and talking points on team-building.

Offers:

- Customizable details about potential earnings, rewards, recognition and the career path.
- A direct link to the Independent Beauty Consultant Agreement.



Best news? It's free as part of the [Mary Kay® Digital Showcase App](#). Look for it in your app store.

Your Independent Sales Director also can be your go-to gal to answer questions and help along the way.

Red Jacket Perks!

- Team commissions
- Potential bonuses
- Recognition at Mary Kay events

The Time Is Right – Now!

Potential Team Members Are Everywhere.

Customers. When you book parties, sell products, rebook and share the Mary Kay opportunity, your customers see you having fun and working your Mary Kay business full circle. Plus, they're already brand lovers!



Working women. You may think they're too busy, but inflexible work hours or limited opportunities may be a great reason for Mary Kay entrepreneurship.



Stay-at-home moms. The fact that they can stay home, work their Mary Kay businesses around their kids' schedules and earn extra money for family expenses may be a deciding factor!



Family. They may be your first customers, so why not your first team members too?

Share Your Story.

Potential team members connect with the passion and excitement you have. A great way to start is to share your I-story. It also helps you build a relationship. As Mary Kay Ash said, "Don't be afraid. If you don't ask, you'll never get their answer!"

Then Listen

Ask about your potential team member's interests. By listening, you discover what parts of a Mary Kay business may be appealing to her. Maybe it's the flexibility, extra income, girlfriend time, having her own business, enriching others or a myriad of things. Once you uncover her *why*, it's easy to show her how a Mary Kay business can fulfill her dreams.



**Independent Executive
Senior Sales Director
Kali DeBlander
Brigham
Pensacola Beach, Fla.**

Brain Tickler!

Find the rewards Kali has earned along her "beautiful" Mary Kay journey!

Hints:

- 1) As a top Mary Kay independent sales force member, the world is her playground.
- 2) Kali gets on the road to success in style!
- 3) No boss is going to tell her what to do!
- 4) When Kali feels great, she can conquer the world!

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| C | T | G | A | K | T | M | N | C | D |
| O | O | K | I | J | A | N | I | B | H |
| O | P | N | G | O | B | A | N | A | M |
| A | D | R | F | S | H | C | O | M | O |
| A | I | M | R | I | G | A | H | E | N |
| B | R | A | F | A | D | R | Z | Y | G |
| O | E | P | R | N | O | E | K | T | H |
| R | C | U | E | R | U | E | N | A | K |
| O | T | K | E | I | L | R | L | C | U |
| O | O | Z | D | D | A | C | B | R | E |
| B | R | X | O | O | M | A | A | M | E |
| U | T | U | M | L | I | R | S | R | L |
| J | R | M | N | A | T | C | U | R | B |
| H | I | A | E | M | A | R | T | Y | K |
| Z | P | R | Y | A | B | B | O | N | U |

1) Top Director Trip 2) Career Car 3) Freedom 4) Confidence



SAVE Now for SEMINAR!

Mary Kay Ash believed Seminar was the most important event of the year. A time for all to learn, share, be entertained and recognized. If making the Dallas trip this July seems beyond your budget, here's how you can save from each party. Watch it add up.

Start now. You have six months to save!

One example:

$$\begin{array}{r}
 4 \text{ parties a week} \\
 \times \$5 \text{ per party} \\
 \hline
 \$20 \times 4 \text{ weeks} = \$80 \text{ saved in 1 month!} \\
 \times 6 \text{ months} \\
 \hline
 \text{\$480 SAVED} \\
 \text{in 6 months!}
 \end{array}$$

It's up to you. Determine what you'll need, and book parties to get there. Plus, it's one more motivator to help you increase your bookings and sales!



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)**



"My definition of happiness is having something that you love to do, someone to love and something to look forward to."

CALENDAR

dates

| | |
|-----------|---|
| 1 | <ul style="list-style-type: none"> Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month. Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m. Central time. |
| 3 | <ul style="list-style-type: none"> Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until midnight Central time. Registration opens at 8:30 a.m. Central time for the second week of Career Conference (March 31-April 1 and April 2-3, 2017). |
| 6 | Registration opens at 8:30 a.m. Central time for the third week of Career Conference (April 7-8, 2017). |
| 10 | Early ordering of the new Spring 2017 promotional items begins for Star Consultants who qualified during the Sept. 16 – Dec. 15, 2016, quarter and Independent Beauty Consultants who enrolled in <i>The Look</i> for Spring 2017 through the <i>Preferred Customer Program</i> ™. |
| 14 | Valentine's Day |
| 15 | Spring 2017 Preferred Customer Program ™ customer mailing of <i>The Look</i> begins. (Allow 7-10 business days for delivery.) |
| 16 | Spring 2017 promotion begins. Ordering of the new Spring 2017 promotional items available for all Independent Beauty Consultants. |
| 20 | Presidents Day. Postal holiday. |
| 27 | Last day of the month for Independent Beauty Consultants to place telephone orders. |
| 28 | <ul style="list-style-type: none"> Career Conference registration, cancellation, special needs request and hotel reservation deadline at 11:59 p.m. Central time. Last day of the month for Independent Beauty Consultants to place online orders. Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail must be received today to count toward this month's production. Online Independent Beauty Consultant Agreements accepted until midnight Central time. |



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MARY KAY CAREER CONFERENCE 2017

Best in Class!

Grab a seat and catch the **INFECTIOUS ENERGY OF POSITIVE, DRIVEN WOMEN** seeking success in their

Mary Kay businesses.

OPEN TO ALL MARY KAY INDEPENDENT SALES FORCE, it's a powerful weekend of education, recognition and motivation hosted by Mary Kay leaders. Learn, laugh and love making new friends. We'll see you there!

Dine and Dream!

Earn a seat at the fabulous **VIP luncheon** where you'll receive an **exclusive Career Conference Embrace Your Dreams bracelet**, "Eat Dessert First," and learn the significance of this Mary Kay Ash saying.* Details on *Mary Kay InTouch*®.



Like a **POWER BAR** for Your Business!

Fun, amazing education and adoring accolades coming to a city near you!

COST:

\$95 If received by Feb. 28, 2017.

\$105 On-site, space permitting.

BONUS!

If you [register](#) and attend without canceling, you'll receive:

- 1** **\$40 wholesale/\$80 suggested retail credit** toward your *first* April product order placed.
- 2** **\$195 Seminar 2017 registration fee** vs. normal \$225.



Visit *Mary Kay InTouch*® for all the details!

WEEK 1 MARCH 24-25

Registration opens Jan. 31!

Bellevue, WA*
Birmingham, AL
Denver, CO*
Lancaster, PA
Oakland, CA*
Pasadena, CA
San Marcos, TX
Springfield, MA*
Tinley Park, IL*

WEEK 2 MARCH 31-APRIL 1

Registration opens Feb. 3

Atlantic City, NJ I
Duluth, GA
Galveston, TX*
Irving, TX*
Madison, WI
Minneapolis, MN
Ontario, CA**
Pittsburgh, PA
Virginia Beach, VA

APRIL 2-3, 2017

Atlantic City, NJ II**

WEEK 3 APRIL 7-8

Registration opens Feb. 6

Charlotte, NC*
Cincinnati, OH
Kansas City, MO
Lansing, MI
Orlando, FL*
Phoenix, AZ
Sandy, UT

Cities are listed at press time.

*Spanish interpretation provided

**Spanish only

Year of Your Dreams

You're halfway through the Seminar year.
Are you having the Year of Your Dreams?



What's Your Dream Goal?

Goal: Earn Embrace Your Dreams Challenge bracelets.

HOW TO ACHIEVE IT: Order \$600* or more in wholesale Section 1 products each month, and receive an exclusive bracelet featuring an inspiring Mary Kay Ash quote. Determine your average sales per party, then multiply that to determine how many parties you need to reach your \$600 in wholesale production. Doing this consistently also can lead to earning Seminar awards.

Goal: Become a Star Consultant each quarter.

HOW TO ACHIEVE IT: SELL. Start with the minimum \$1,800 in wholesale Section 1 orders = 1,800 points. If you achieve the Embrace Your Dreams bracelet each month of the quarter, you're also a star! Plus, each qualified new personal team member you add = 600 points. The higher the points, the bigger the Star Consultant prizes!

Goal: Earn the use of a Mary Kay Career Car.

HOW TO ACHIEVE IT: Learn the qualifications and start setting goals. The interactive [Road Map to Grand Achiever Status](#) is available on *Mary Kay InTouch®* to help you track your success!

Goal: Step up the Mary Kay career path.

HOW TO ACHIEVE IT:

- Attend unit meetings and set team-building goals with your Independent Sales Director.
- Find a partner and hold each other accountable.
- Create a goal poster and include your "why."
- Hold parties and share the Mary Kay opportunity.



Did You Know

As an Independent Sales Director you can:

- Earn unit commissions and a Unit Development Bonus.
- Be the first to learn about new products and promotions, plus have access to early ordering.
- Earn the use of a Mary Kay Career Car.
- Wear the beautiful Independent Sales Director suit.
- Attend Leadership.
- Enjoy the satisfaction that comes with leading others!

*The \$600 or more wholesale Section 1 order requirement per month can be placed in one single order or placed in cumulative orders, as long as the orders are placed in the same calendar month. Customer Delivery Service, Guest Checkout and EZ Ship order amounts also will count toward your \$600 or more wholesale Section 1 requirement. You'll receive your bracelet inside your qualifying order. One bracelet per contest achiever each month.

Best. Month. Ever!

EARN AND GROW.

These activities can help you get started.

FEBRUARY 2017 CALENDAR



1 Assess your inventory and order in preparation for Valentine parties.



3 Send the Men's eCatalog to 30 customers. Follow up for Valentine sales.



4 Introduce Mary Kay skin care to 10 new faces!



6 Attend your weekly unit meeting.



7 Sell five TimeWise® Microdermabrasion Plus Sets.



9 Review your Seminar 2017 dream goals with your Independent Sales Director.



11 Warm chatter five women while running errands.



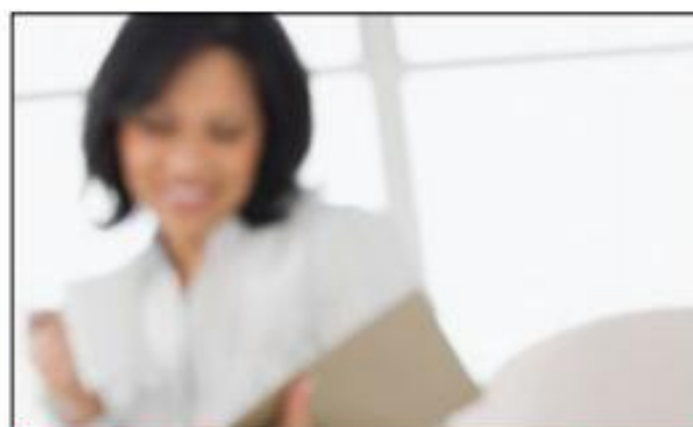
13 Research online tools such as the myCustomers™+ App to find ones that best suit you.



14 Pamper yourself with a Mary Kay facial!



15 Pick out your Star Consultant dream prize, and make a plan to earn it!



17 Learn more about the Preferred Customer Program™, and enroll your best customers.



19 Need inspiration? Read Mary Kay Ash's autobiography, *Miracles Happen*.



20 Get three parties on your calendar before month end.



21 Sell 10 lipsticks.



23 Place your \$600+ wholesale order for this month's Embrace Your Dreams bracelet!



25 Give back! Help others within your unit (Go-Give spirit) or community.



27 Share the Mary Kay opportunity with three women.



28 Career Conference registration deadline is today!



embrace YOUR DREAMS

Challenge runs
July 1, 2016 – June 30, 2017



Earn the "If You Can Dream It,
You Can Do It" bracelet
Jan. 1 – 31, 2017.

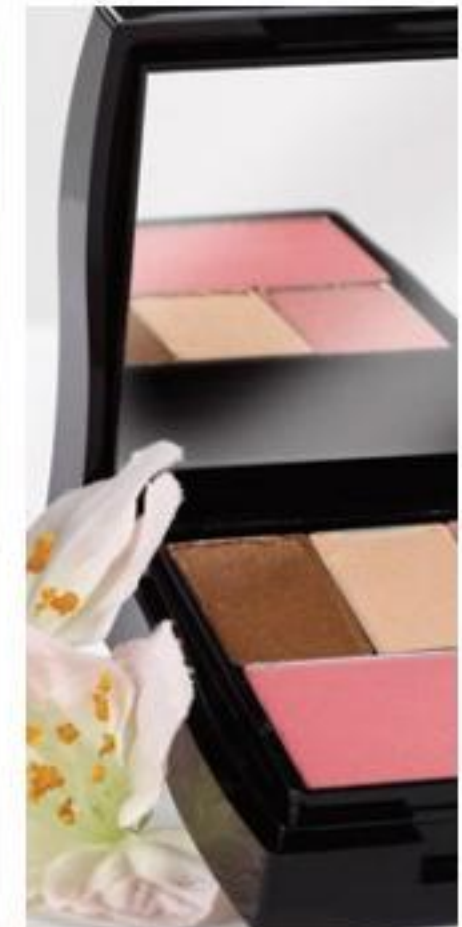


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If you can dream it, you can do it.

Order \$600* or more in wholesale Section 1 products each month, and receive a [bracelet](#) featuring an inspiring Mary Kay Ash quote.

Looking for new ways to sell? Check out the Bundles of Love and other Valentine selling ideas throughout this issue!



Lucky 13!

Mary Kay's favorite number

You can sell 13 *TimeWise*® *Miracle Sets*® this month to earn the bracelet! (That's roughly three sets per week!)



MARY KAY®

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

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MARY KAY INC.



You're Going Places!

Find a [city](#)
near you on
Page 18 and
get all the details
on *Mary Kay
InTouch®*.

From Pasadena to Pittsburgh and places in between, we're coming to a city near you!

Join your Mary Kay sisters for a weekend of fun and giggles – education and inspiration – recognition and excitement!



trending @ MK



THE YEAR OF YOUR DREAMS

LEADERSHIP LOVE

Headed down to the Big Easy for Leadership?
Share your selfie love using #MyMKLife.



Share what you can do with your Mary Kay business on social media. Post your "I Can" statement. This website can help you get started – marykay.twibbon.com.

"I Can"
build
the life
I
deserve.

MARY KAY

Love Is Respect.

February Is Teen Dating Violence Awareness Month.

Since one in three teens will experience abuse in a dating relationship, Mary Kay's "text for help" program, powered by experts at **loveisrespect**, is a resource for teens and their parents. Text "loveis" to 22522 and be anonymously connected with a trained advocate.

DON'T
LOVE
AWAY

Random Acts of Kindness

Feb. 17 is **Random Acts of Kindness Day**. Mary Kay Ash said, "Be a giver, not a getter. Do at least one good deed every day, one that you don't have to do." A few ideas:

- Text or email a "thinking of you" message to a customer.
- Visit a special customer or elderly neighbor. You can bring a *Satin Hands*® Hand Cream sample as a gift.



,insideTHIS ISSUE

Happy Hearts

Lovely gifts at every price point – for gals *and* guys!
pages 2-4

Head-Turners

Mary Kay Global Beauty Ambassador Luis Casco creates a gorgeous color look you can share.
page 5

Box Office Hit

Independent Senior Sales Director and former actress **Erika Insana** shares how the Mary Kay opportunity was her dream role. Today she loves to share it with others.
pages 6-7

Love at First Sight

Beautiful skin starts with a daily skin care regimen. Help your customers get the glow and fall in love with their skin!
pages 14-15

Passion for Red!

Sell, earn, grow and propel your Mary Kay business.
pages 16-17

Dare to Dream.

This is the **Year of Your Dreams**! With so many programs and tools at your fingertips, you can do it.
page 18

Year of Your Dreams

What's your dream goal? See how you can achieve it and celebrate at Seminar 2017.
page 19

Fall in Love This Month.

Here's a fun calendar with action items to help you sell, earn and grow.
page 20

Warm Embrace

"If you can dream it, you can do it." Earn this bracelet in the *Embrace Your Dreams* Challenge.
page 21

Bundles of Love

**Make Her Heart Happy.
Gifts Under \$100!**

February offers unlimited possibilities!
Customers want gift options that won't wilt or add calories.
And *Mary Kay*® products are the perfect fit.



\$22

Sealed With a Kiss Satin Lips® Set

Formulated with nourishing shea butter and white tea and citrus, these products leave dry, chapped lips behind, deliver moisturizing bliss in two easy steps.

- **Shea Sugar Scrub** exfoliates with natural sugar crystals. (Also sold separately, \$12)
- **Shea Butter Balm** leaves lips feeling satiny smooth and deeply moisturized. (Also sold separately, \$12)



\$32

Fresh Start

Say goodbye to dry skin, hello to fresh and clean.

Set includes:

- **Mary Kay® 2-In-1 Body Wash & Shave** and
- **Mary Kay® Hydrating Lotion.**



\$32

Love Potion Thinking of Love® Eau de Parfum

Fresh floral fragrance features a removable heart charm. Write a personal message on the love note that's included.



\$36

**Tender Touch
Satin Hands® Pampering
Set** includes White Tea & Citrus nourishing shea cream, White Tea & Citrus refining shea scrub and fragrance-free protecting softener in a giftable bag. Also sold separately:

- **White Tea & Citrus Satin Hands® Nourishing Shea Cream, \$12**
- **Fragrance-Free Satin Hands® Nourishing Shea Cream, \$12**
- **Fragrance-Free Satin Hands® Pampering Set** also available.

Party Ideas!

- **Lip Love:** Include lip glosses, lipsticks and lip liners.
- **Palette Place:** Display eye and cheek products.
- **Skin Savvy:** Let your customers try skin care.
- **Fragrance Fun:** Sample a fragrance array.

You'll find more on *Mary Kay InTouch®*.



\$53

+



\$71

+



\$89

Ready, Set, Go, \$53

Fill a **Mary Kay® Compact Mini (\$17)** with three **Mary Kay® Mineral Eye Color** shades (\$8 each) and a **Mary Kay® Mineral Cheek Color (\$12)**

Add a lip color like **True Dimensions®** Lipstick, \$18

Add drama with **Lash Intensity®** Mascara, \$18

It's a Wrap!

Order adorable cello gift bags and ribbon on *MKConnections®* starting at \$12 for 25 small bags.



Cha-Ching

Last year consumers spent an average of \$142 on Valentine gifts, which rang up to nearly \$20 billion nationwide. And gifts are not just for a spouse/significant other. Roughly 55 percent spent on family members, 22 percent spent on friends and 20 percent spent on teachers. Share the love, and offer gift ideas for all! Source: National Retail Federation

Customer at 30,000 feet!



Independent Executive Senior Sales Director
Rachael Bullock
Nicholasville, Ky.

"I sat next to a gentleman on a recent flight. As we discussed upcoming Valentine's Day, I asked if he had a gift for his wife yet. I shared how I could create a special gift set — wrapped with a letter on each gift to spell I-L-O-V-E-Y-O-U. He could give her a **gift every day leading up to Valentine's Day!** He handed me \$200, his wife's name and address, and asked me to send her the set. He was so excited to surprise her!"

Ooh La La

"I believe most women want to be pampered and feel beautiful but they don't make it a priority." Here's what Christi does:

1. **CREATE INTRIGUE.** Talk to guests before the party to find out what they want and how you can help.
2. **FUN, FUN, FUN.** Educate but also create a happy place. Find ways to make guests smile!
3. **FOLLOW UP.** The party is the first step in your customer relationship. Follow up within two days to book her second party. You also can send an eCatalog and call to see what interests her.



Independent Future Executive Senior Sales Director
Christi Campbell
Overland Park, Kan.



Independent Future Executive Senior Sales Director
Kim Messmer
Jasper, Ind.

Show Some Love.

Kim shares how she makes her customers feel important.

- **BIRTHDAY MAKEOVERS.** Celebrate with a personalized look. If a guest makes it a party, she can double the fun and earn an extra gift!
- **SWEET TREATS.** Add a yummy treat along with a sample or gift with purchase. Small gestures can make a big impact.
- **VIP.** Make her feel extra special with invitations to exclusive events like a sneak preview of the newest products, early entry to your holiday open house or other special offers throughout the year.

MAN tastic Gifts

Skin care superheroes to the rescue!



Independent Executive
Senior Sales Director
Chelsea Niederklein
Wilsonville, Ore.

Manly Musts

Men are more self-conscious about their skin than you think! They dislike large pores and fine lines as much as women. In addition to the **MKMen®** line, don't be afraid to suggest the **TimeWise Repair® Volu-Firm® Set**, the **TimeWise® Microdermabrasion Plus Set** or the **Skinvigorator™ Cleansing Brush** as men's gifts. Men love "mampering" (man + pampering), and you have what they want!

He Wants

Defense against dirt, sweat and oil.

Protection against harmful UV rays.

To firm the look of skin around eyes.

He Needs

Thorough cleanser that's also gentle:

MKMen® Daily Facial Wash, \$16

Facial hydration and sun protection:

MKMen® Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30,* \$24

Advanced formula minimizes the appearance of fine lines and wrinkles:
MKMen® Advanced Eye Cream, \$26



Macho Stats†

U.S. sales for men's personal care products are expected to reach nearly \$5 billion by 2019, making it one of the fastest-growing segments in the beauty industry.

Muscle Mania

- Host a **Man, Oh Man!** party to help your customers find perfect Valentine's Day or other gifts for the men in their lives. Email the **Men's eCatalog** and follow up a few days later to get their orders.
- Find great selling ideas on the **Mary Kay® Video Lounge** on **Mary Kay InTouch®**.

Bundles



Daily Double, \$27



Dynamic Duo, \$50

Scents of Style



Tribute®
for Men Spray
Cologne, \$28



Domain®
Cologne Spray,
\$38



MK High Intensity® Sport
Cologne Spray, \$40



MK High Intensity® Ocean®
Cologne Spray, \$42



Cityscape®
Cologne Spray,
\$50



True Original® Cologne
Spray, \$36



MK High Intensity®
Cologne Spray, \$40

Hello, Gorgeous!

Luis Creates a Valentine's Day-Inspired Look

You Can
Share With
Confidence!

#SweetAndBold

She loves makeup and is not afraid
of a little smoky eye with a bold lip.
She *wants* to be noticed!

- **Mary Kay® Cream
Eye Color, \$14**



metallic
taupe

- **Mary Kay® Mineral
Eye Color, \$8 each**



sweet
plum



iris

- **Mary Kay® Mineral
Cheek Color, \$12**



bold
berry

- **Mary Kay® Gel
Semi-Matte Lipstick, \$18**



powerful
pink



crushed
berry



Get
this look.
\$78

MARY KAY GLOBAL BEAUTY AMBASSADOR LUIS CASCO

For the Win!

Here's a script you can
use with your customers:

*"I just received a gorgeous
new Valentine-inspired color
look from **Mary Kay Global
Beauty Ambassador***

***Luis Casco**. You've
probably seen him on*

Project Runway®!

*I'd love to show you and
help you look and feel
even more beautiful!*

*How's (insert day)
at (time)?"*



Powerful Pink

Mary Kay® Gel Semi-Matte Lipstick in
Powerful Pink looks great on any skin
tone as seen here on Independent Beauty
Consultants sampling it for the first time at
Seminar 2016!

Great Color Add-ons!

- **Mary Kay® Brush Collection**
- **Mary Kay® Oil-Free
Eye Makeup Remover**
- **Mary Kay® Eye Primer**



Add a **Mary Kay® mascara**
to complete her look!





Independent Senior Sales Director Erika Insana
Montclair, N.J.

Dream Performance

Erika's Accolades:

Two-Time Triple Star Achievement • Six-Time Sales Director Queen's Court of Personal Sales • Six-Time Queen's Court of Sharing • \$350,000 Highest Unit Circle • Four-Time Double Star Achievement • Three-Time Premier Club Achiever • Cadillac Achiever

Before discovering her love for Mary Kay, **Independent Senior Sales Director Erika Insana** had moved to New York to pursue her acting dreams. It was there that she fell in love, got married and eventually moved to the suburbs to raise her three children.

"After my kids were born, I was mostly a stay-at-home mom, but I also worked as a freelance acting teacher." That's when Erika attended her first *Mary Kay*® party. "I was hesitant because I was loyal to another makeup brand. We had a financial need for me to work, but I knew a job with long hours would pull me away from my kids. And I had no skills other than food service, acting and tap dancing!"

No Part Too Small

Erika bought products at the party and made an instant connection with her Independent Beauty Consultant who showed Erika what was possible with a Mary Kay opportunity. "Two things instantly resonated with me: one was the potential earnings and flexibility, the other was God first, family second and career third. I was nervous and scared, but I decided to go for it."

The Big Break

"Maybe this was 'the opportunity' I was searching for! I was a makeup lover and understood the importance of good skin care. I felt like God was throwing a brick at my head to wake me up to the possibilities."

Erika signed her Independent Beauty Consultant Agreement in October 2008. "At first, I focused on earning extra spending money," she says. "But the more I went to the unit meetings and held parties, the more I fell in love with the culture, the women, the positivity and the prizes! I thought I was a happy person before, but these women had the inside track to joy! I felt accepted, appreciated, welcomed and loved. I learned that **Independent Senior National Sales Director Cynthia Gress** and her team were the real deal. And that I could create a powerful and profound business, and would be supported every step. What a gift!"

Two years later in April 2010, Erika debuted as an Independent Sales Director, and she hasn't looked back since.

Her New Stage

Erika believes everything happens at the party – book, sell and team-build. "I focus on skin care (*TimeWise*® *Miracle Set*® and foundation match). What a gift to show a woman just how beautiful she is. It's easy to sell what you love, so I strongly encourage my team members to try everything. The products they love will most likely be their best-sellers.

"After the class, I meet with each guest, take care of any sale, book her follow-up appointment, grab a guest list and offer information on the opportunity."





“I LOVE
being an
entrepreneur
and all that
goes with it.
But helping
others and
watching them
grow – that’s
the best part!”

Audience Participation

“Most of my new team members come from my classes. I pay close attention and have usually preprofiled each guest so I have an idea of what makes her tick before I even meet her. If she’s open to it, I set a time to connect with her in the next 24 to 48 hours. I believe the Mary Kay opportunity is amazing, and every woman can benefit in some way.

“The skin care class is the most effective and profound commercial for what we do. Right after my I-story, I say, ‘Mary Kay said that there is a new Independent Beauty Consultant at every class, and she also said that quality women attract other quality women. So just watch me and see if you can see yourself doing what I do.’ Seed planted. Full circle.

“It is imperative that I learn what new Independent Beauty Consultants want so I can help them work to get it. I get them holding skin care parties as quickly as possible. I want them to experience early wins. My education and tips are personal to each woman and her situation.”

Encore Performance

“One tip I share is to show up to everything. In order to soar in your Mary Kay business, I advise that you tie your heart to the opportunity and the women. You cannot engage the heart when you sit in front of a computer screen! You’ve got to experience the meetings, events, culture, sisterhood, joy — everything!”

The thing Erika loves most about her Mary Kay business? “I get to help enrich the lives of other women. And because of my willingness to work and be mentored by Cynthia, my life has profoundly changed. I now have the honor of transferring what I have been taught and to pay it forward. I LOVE being an entrepreneur and all that goes with it. But helping others and watching them grow – that’s the best part!”