

MARY KAY

applause[®]

JANUARY 2014

**New
Year,
New You!**
Resolve to
Get What
You Want!

Mary Kay[®]
SKIN

Care

for Every
Age and
Stage



project
RUNWAY[™]
ALL STARS

**MARY KAY
Official
Beauty
Sponsor.**

Get
COLOR
Looks From
the Pros!



2013: SEE HOW
Mary Kay Gave Back
to Help Women Everywhere.



Thursdays at
9 p.m. EST.



“Goals are what keep us going. To be continually working is not enough. We must see clearly the next step. To keep moving after achieving our goal, we must set a new one. The key to momentum is always having something to look forward to. Chart your course to the top.”

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)

january

dates: to remember

1

- New Year's Day. All Company and branch offices closed. Postal holiday.
- Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m. Central time.

2

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

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

4

Leadership Conference 2014 begins in New Orleans.

12

Martin Luther King Jr. Day. Postal holiday.

20

15

- Winter 2013 Preferred Customer ProgramSM mailing of the Month 2 mailer begins. (Allow 7-10 business days for delivery.)
- Last day to enroll online for the Spring 2014 Preferred Customer ProgramSM mailing of *The Look*, including exclusive samplers (while supplies last).

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

30

- Last day of the month for Independent Beauty Consultants to place online orders (until 9 p.m. Central time).
- Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail or dropped off at the branches must be received by 7 p.m. local time to count toward this month's production.
- Online Independent Beauty Consultant Agreements accepted until midnight Central time.



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

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APPLAUSE® magazine is published in recognition of and as information for members of the Mary Kay Inc. independent contractor sales organization, Independent National Sales Directors ("National Sales Directors"), Independent Sales Directors ("Sales Directors") and Independent Beauty Consultants ("Consultants") in the United States, Puerto Rico, U.S. Virgin Islands and Guam by Mary Kay Inc., Dallas, Texas ©2013 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association. *Applause, Beaut-e-News, Beauty Blotters, Beauty That Counts, Belara, Bella Belara, Botanical Effects, Break the Silence, Compact Pro, Day Radiance, Domain, Enriching Women's Lives, Exotic Passionfruit, Forever Orchid, Go-Give, Indulge, Inspiring Beauty Through Caring, Journey, Lash & Brow Building Serum, Lash Love, Let's Talk Party!, Luminous-Wear, Mary Kay, Mary Kay InTouch, Matte-Wear, Miracle Set, MK, MKConnections, MKeCards, MKMen, Night Restore & Recover Complex, Nourish Plus, Pink Changing Lives, Pink Doing Green, Pronewal, Replenishing Serum+C, Satin Hands, Satin Lips, Simply Cotton, Targeted-Action, Thinking of You, TimeWise, TimeWise Repair, Tribute, Velocity and Visible-Action* are registered trademarks; *Clear Proof, Lash Love®* Lengthening, Lash Response, Lash Spa, Mary Kay At Play, Mary Kay Show and Sell, Mint Bliss, MK High Intensity, One Woman Can, TimeWise Body, True Dimensions, Ultimate Mascara, Volu-Firm, Warm Amber and Your Way to Beautiful are trademarks; and *Beautiful Together, MK Rewards, myCustomers, Preferred Customer Program, The Mary Kay Foundation and The Silver Wings Scholar Program* are service marks of Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, marykay.com.

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Trending:

@ Mary Kay



Pin It! *Project Runway All Stars* SEASON 3 LOOKS.

Check out *Behind the Scenes* and *Get the Look* boards on Mary Kay® Pinterest to share the buzz with your customers!

Blog-tastic

Did you know Mary Kay set a record for the world's largest makeup mural? Visit blog.marykay.com for fun blog posts, even the inside story from an MK insider.



The Mary Kay® Virtual Makeover App

Tablets were a top holiday gift this year. Be sure your customers add the *Mary Kay® Virtual Makeover App* to their smartphone or tablet. It's fun and **FREE!**



The **Pink Caddy** hits the road this month heading to **The Big Easy** just in time for Leadership Conference. Follow her adventures on [Twitter@mkpinkcaddy](https://twitter.com/mkpinkcaddy).

Time TO DAZZLE

Share **New Year's Eve** looks from marykay.com on your Facebook Fan page. Whether you're out on the town or low-keying it with friends at dinner, your look can dazzle.



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skinCare

for Every Age and Stage

Now that Mary Kay offers skin care for every need and lifestyle, you can build customers for life. We broke it down to help you determine what's right for your customers.

What this means for you!

You can **reach a wider array of customers** and truly **expand your business**. And with skin care lines that appeal to all age groups and address the most common skin types and concerns, you now have the opportunity to **approach past and potential customers who may be interested in the latest Mary Kay® offerings**.

What's the best way to inventory?

Look at your customer base. Is it mostly Gen Y, women in their late 30s or older? If you carry inventory, you may consider having **product lines that best fit the majority of your customers**. For most, that's probably the *TimeWise® Miracle Set®* since it caters to a broader age range.

You may consider smaller investments in other *Mary Kay®* skin care regimens. Remember, **new Independent Beauty Consultants** can **earn extra bonus skin care bundles** through the **Ready, Set, Sell!** program. And don't forget **Customer Delivery Service** lets you ship products directly to your customers if you don't have the items in your inventory.

Why should your customers use a skin care regimen?

Skin care is the basis of your Mary Kay business. **So much comes from the skin care party** – ongoing sales, team members, Star Consultant status, earnings, jewelry, trips, cars, everything! Plus, skin care experts agree on five basic steps to achieve the best skin: cleanse, freshen, exfoliate, hydrate and protect. Remember, **a satisfied customer can become a repeat and excited customer!**

Botanical Effects®
if she's
between 16–25*



\$58
set

And wants products that OFFER:

1. A fresh, simple approach
2. Skin care, but she's not yet concerned about aging
3. Ingredients for sensitive skin
4. Ease on her pocketbook or are "eco chic"

SUGGEST:

Botanical Effects®. With three formulas (dry, normal and oily), it's a simple regimen infused with the goodness of botanicals and personalized to your skin type. It's also hypoallergenic.

TimeWise® Miracle Set®
if she's
between 25–49*



\$90
set*

And wants products that TARGET:

1. Fine lines and wrinkles
2. Improvement in skin resilience
3. Improvement in softer, more supple skin
4. Improvement in more even skin tone

SUGGEST:

- **TimeWise® Miracle Set®.** For **early signs of aging.**
- **TimeWise® Miracle Set®** plus targeted **TimeWise® supplements.** For **moderate signs of aging.**

Adding TimeWise® supplements as needed such as the Microdermabrasion Set, Firming Eye Cream and Replenishing Serum+C® can help women fight the early and moderate signs of aging.

*Add your choice of Mary Kay® foundation from \$14.

TimeWise Repair®
if she's
50-plus*



\$199
set

And wants products that TARGET:

1. Deep lines and wrinkles, including the eye area
2. Loss of firmness and sagging skin
3. Loss of skin volume
4. Skin crepiness
5. Eye area puffiness and dark circles
6. Wrinkles and crepiness in neck area
7. Age spots and uneven pigmentation
8. Thinning, more fragile skin

SUGGEST:

TimeWise Repair®. This innovative regimen targets common signs of advanced aging. Plus, the patent-pending **Volu-Firm™** complex contained in each product is the key to recovering what has been lost and helps to recapture youthful volume.

Clear Proof™ Acne System if she/he's

teen years, young adult, or
anyone experiencing
occasional breakouts



\$45
set

And wants products that:

1. Clear blemishes without irritation; help maintain a clear complexion
2. Unclog pores, remove excess oil and leave skin feeling healthier
3. Fade the look of lingering acne spots
4. Control excess oil while helping dramatically reduce the appearance of pores

SUGGEST:

Clear Proof™ Acne System. For anyone experiencing mild to moderate acne. Uses a combination of **salicylic acid** and **benzoyl peroxide** to attack multiple factors that can contribute to acne breakouts. Mild enough to use daily.



\$17

Clear Proof™ Pore-Purifying Serum†

For more acne-fighting power, add **Clear Proof™ Pore-Purifying Serum†** to the Acne System regimen. The serum is sold as a supplement to the regimen and is not part of the boxed set. If used as part of the daily regimen, apply to the entire face after **Clear Proof™ Blemish Control Toner†** (step 2).

Dr. Beth on the Clear Proof™ Acne System

No matter what your age, you can still experience the occasional breakout due to hormonal fluctuations that impact oil production, or even stress, which doesn't cause acne but can make it worse.

There is no need to stop using your *TimeWise®* age-fighting products. After using *TimeWise®* 3-In-1 Cleanser, just apply **Clear Proof™ Blemish Control Toner†** and **Clear Proof™ Acne Treatment Gel†** to the breakout area.

Then continue with your normal age-fighting regimen. You will be receiving the power of salicylic acid and benzoyl peroxide, both recognized by the Food & Drug Administration and U.S. dermatologists as effective acne-fighting ingredients, as well as keeping powerful age-fighting ingredients so that your skin looks its best.



Mary Kay Chief Scientific Officer Dr. Beth Lange

Dr. Beth on Clear Proof™ Pore-Purifying Serum†

This serum is a supplement to the core four-product **Clear Proof™ Acne System** regimen. All five products, when used together, provide your customers with a powerful acne-fighting regimen. The serum is not included as part of the set because some of your customers may not need the extra salicylic acid.



party like a pro!

FIVE Ps to rock your skin care sales

- 1 **PREPROFILE.** This is especially important for new customers. It helps you determine any skin care concerns they'd like to address.
- 2 **PERSONAL TESTIMONY.** I switched from the *TimeWise® Miracle Set®* to *TimeWise Repair®* so I can share my experiences with a customer if I think she could benefit from a change.
- 3 **PRODUCT KNOWLEDGE.** I study product claims and benefits, product fact sheets, power statements, order of application, etc. It helps me feel more confident about what I'm selling.
- 4 **PICTURES.** Visuals can help you sell. Consumer fliers from *Applause®* magazine and *Mary Kay®* YouTube® videos are great tools. You may even take customer before-and-after shots so they can see the differences in their skin.
- 5 **PROMOTE.** Where else can your customers get the personal service you provide? Let them know about your *Mary Kay®* Personal Web Site where they can shop 24/7 and that you're available via text, email or phone. Tell them you can deliver products to their front door and about the *Mary Kay®* Satisfaction Guarantee. They may want to take advantage of the hostess incentive program and receive discounts or free products!



Vanessa Upkins
Independent Senior
Sales Director,
Madison, Miss.



SKIN CARE Party 101

If you demonstrated every *Mary Kay®* skin care regimen, it would be the world's longest skin care party! Women are busy, so keep it simple.

The *TimeWise® Miracle Set®* is still your go-to set to demonstrate because it has benefited millions of customers with early-to-moderate signs of aging.

Another great idea! Have a *TimeWise Repair®* or a *Botanical Effects®* party! It's easy to demonstrate these skin care lines as the single focus if your guests are close in age or have similar skin care concerns.

SOCIAL MEDIA Selling Ideas!



Share a *Mary Kay®* YouTube® Video (youtube.com/marykay). Post links on your Mary Kay Facebook page to build buzz. Contact those who liked, shared or commented.



Share the *Mary Kay®* Skin Care eCatalog. Include link to your *Mary Kay®* Personal Web Site where they can shop 24/7.



Tweet. Let your customers know your love for Mary Kay's skin care lines in 140 characters or less.



Create Pinboards. Use Pinterest to display *Mary Kay®* products you recommend.

YouTube® is a registered trademark of Google Inc.



Project Runway All Stars

Where the Catwalk Meets Your Compact

Project Runway All Stars Season 3 is under way, and there's plenty of fashion, creativity and drama in store. If you watch, you know designers send models to the **Mary Kay® Color Design Studio** where makeup artists apply *Mary Kay®* products to bring the designs to life.



Don't miss!
Thursdays at 9 p.m. EST

*Project
Runway All
Stars-Inspired
Looks* (as seen on
previous episodes)



A
SPECIAL
MARY KAY
AT
Play™

**UNCONVENTIONAL
CHALLENGE**

in Episode 4
included contestants
tailoring designs
around the colorful new
eye and lip products.

CONGRATS

to Christopher Palu
for creating this
winning design
(shown upper left)
from the
*Project Runway
All Stars*
unconventional
challenge.



get the Party Started!

- 1 Pass a wrapped gift to your first guest. Each time Mary Kay is mentioned during the show, the gift is passed to the next guest. Whoever has it at the end gets to keep it!
- 2 Have guests guess the winner of each episode. Each one who's right wins a small prize.



Luis' **COPPER EYE** LOOK

FROM EPISODE 1:

- Mary Kay® Eye Primer
- Mary Kay® Cream Eye Color in Iced Cocoa
- Mary Kay® Mineral Eye Color in Gold Coast
- Mary Kay® Lash Primer
- Mary Kay® Lash Love® Lengthening™ Mascara in I ♥ black



Luis Casco

Meet the Mary Kay Celebrity Makeup Artists.

“What I love about *Mary Kay*® color is that it's on-trend and wearable.”

A native of El Salvador, Luis has an appreciation for beauty. He's worked for celebrities, designers and publications such as *Elle*, *Glamour* and *Harper's Bazaar*. Luis is no stranger to Mary Kay and will continue to help develop color products and share his passion for makeup.



Virginia Linzee

“I love color because it evokes so many emotions and can tell a story.”

Virginia began her career in fine arts and applied her skills to “paint” the faces of celebrities, musicians and models. She has an exceptional ability to translate her visions into gorgeous looks. Her work is seen in top print magazines such as *Flaunt*, *WWD*, *NYLON* and *Men's Journal*.



Virginia's **BOLD** LIP LOOK

FROM EPISODE 2:

- Mary Kay® Lip Liner in Plum
- Mary Kay® True Dimensions™ Lipstick in Mystic Plum
- Mary Kay At Play™ Jelly Lip Gloss in Crushed Plum



WATCH LUIS AND VIRGINIA IN ACTION.

You'll find more **PROJECT RUNWAY ALL STARS-**inspired looks

in the November 2013 issue of *The Look!*

COLOR Class in Session



ADVANCED
COLOR
CONSULTANT

Have you earned your *Advanced Color Consultant* designation? What are you waiting for? The *Color Confident* mini site offers free online education that incorporates

- FUN with interactive modules.
- How-to videos.

To earn yours, go to the site, read its contents, watch the videos and pass four quizzes.

Make it work **FOR YOU!**

Independent Executive Senior Sales Director

Kali DeBlander Brigham of Pensacola Beach, Fla.

Kali and her unit members host weekly viewing parties complete with beauty bar stations.

“Project Runway All Stars is a high-profile opportunity for us because millions of women see *Mary Kay*® products each week. It can have a huge impact for those sales force members who capitalize on it. Their Mary Kay businesses may never be the same.”

Kali says her viewing parties are truly a girls' night out, and her customers return weekly to tune in to the fun! During commercial breaks, she has her own Mary Kay commercials. “Different skin care and color products are featured each week, so my customers get to know the entire line of *Mary Kay*® products,” she says. “Women want a reason to get together, and this is perfect! We're developing relationships and creating brand lovers.”



Independent Elite Executive Senior Sales Director Amy Stokes of Knoxville, Tenn.

Amy's been a *Project Runway* fan for years.

“It's one of my favorites because it's so inspiring,” she says. “Now Mary Kay is an official sponsor!”

Amy and her unit record the show and watch it at their Saturday guest events. They reach out to potential guests by inviting them to a *Project Runway All Stars* viewing party.



September | recognition

Congratulations to the winners

TOP NSDs YEAR-TO-DATE



Anita Mallory
Garrett-Roe



Carol Anton



Kathy Helou



Karen Piro



Jan Harris



Gloria Mayfield
Banks



Gloria Castaño



Lisa Madson



Cheryl Warfield



Sonia Pérez

ON-TARGET INNER/ DIAMOND/GOLD CIRCLE

On-Target for \$900,000 Inner Circle
Anita Mallory Garrett-Roe\$231,302

On-Target for \$600,000 Inner Circle
Carol Anton\$153,575

On-Target for \$500,000 Inner Circle
Kathy Helou\$133,461
Karen Piro131,643
Jan Harris130,435
Gloria Mayfield Banks130,087
Gloria Castaño128,312

On-Target for \$450,000 Inner Circle
Lisa Madson\$122,333

On-Target for \$400,000 Inner Circle
Cheryl Warfield\$110,704
Sonia Pérez104,181
Pat Danforth102,138

On-Target for \$350,000 Inner Circle
Patricia Tucker\$98,485
Karlée Isenhardt94,228
Lupita Ceballos94,049
Stacy James89,618
Cindy Williams89,096

Halina Rygiel88,348

On-Target for \$325,000 Inner Circle
Debi Moore\$84,704
Sherry Windsor84,700
Mary Diem82,709

On-Target for \$300,000 Diamond Circle
Pamela Waldrop Shaw\$78,847
Dayana Polanco75,018

On-Target for \$250,000 Diamond Circle
SuzAnne Brothers\$73,475
Dacia Wiegandt70,186
Sue Kirkpatrick68,554
Mary Estupinán64,997
Anita Tripp Brewton64,386
Julianne Nagle64,119
Linda Toupin63,858
Sara Pedraza-Chacón63,303

On-Target for \$200,000 Diamond Circle
Judie McCoy\$62,037
Sandy Valerio58,849
Cindy Fox57,791
Kerry Buskirk57,394
Cyndee Gress55,991

Jeanne Rowland55,576
Pamela Fortenberry-Slate55,575
Sandy Miller55,144
Nancy Bonner54,980
Julia Burnett54,800
Maria Monarrez54,603
Diane Underwood53,900
Kim McClure53,812
Kay Elvrum52,705
Ronnie D'Esposito Klein51,677
Anabell Rocha50,619

On-Target for \$150,000 Gold Circle
Candace Laurel Carlson\$47,343
Dawn Dunn47,173
Shannon Andrews47,082
Elizabeth Muna-Mudsi45,892
Auri Hatheway45,764
Julie Krebsbach45,753
Connie Kittson45,736
Lily Orellana45,451
Mayuli Rolo45,373
Kristin Myers44,864
Jamie Cruse-Vrinos44,792
Janet Tade44,630
Davanne Moul44,537
Daleene Hartshorn43,625

Maureen Ledda43,570
Lisa Allison43,039
Valerie Bagnol42,419
Joanne Bertalan42,302
Lia Carta41,979
Rebecca Evans41,127
Vivian Diaz41,008
Gay Hope Super40,944
Somer Fortenberry40,501
Gloria Báez40,360
Pam Ross40,141
Yvonne Lemmon39,930
Shirley Oshiro39,854
Pam Klickna-Powell39,795
Mona Butters39,653
Consuelo Prieto39,407
Judy Brack39,189
Alicia Lindley-Adkins38,897
Tammy Crayk38,840
Jo Anne Barnes38,542
Noelia Jaimes38,255
Cathy Bill38,410
Rosibel Shahin38,403
Juanita Gudíño38,098
Susan Hohlman38,079
Evelinda Diaz38,001
Leah Lauchlan37,812

On-Target for \$125,000 Gold Circle
Shelly Gladstein\$37,373
Ada García-Herrera37,102
Monique Balboa36,888
Sylvia Kalicak36,462
Kate DeBlander36,374
Jan Thetford36,350
Michelle Sudeth36,049
Heidi Goelzer35,694
Magdalena Nevárez35,248
Morayma Rosas35,131
Scarlett Walker-Simpson34,810
Alia Head34,291
Sharon Buck33,516
Jeanie Martin33,398
Arnie Gamboian32,394
Luzmila Abadia Carranza32,384
Alma Orrostieta32,085
Janis Z. Moon31,982
Maribel Barajas31,824
Roxanne McInroe31,724
Evalina Chávez31,582

MONTHLY COMMISSIONS AND BONUSES

Listed are NSD commissions above \$10,000 earned in September 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**\$73,886
2. Pat Danforth*50,387
3. Karlée Isenhardt*34,765
4. Sue Kirkpatrick*28,075
5. Cyndee Gress*23,157
6. Alicia Lindley-Adkins*20,347
7. Jeanne Rowland*20,264
8. Somer Fortenberry20,007
9. Candace Laurel Carlson*19,843
10. Rebecca Evans*19,752
11. Maria Monarrez19,559
12. Pam Ross*19,032
13. Juanita Gudíño18,442
14. Michelle L. Sudeth*17,983
15. Vicki Jo Auth16,920
16. Scarlett S. Walker-Simpson*16,713
17. Ronnie D'Esposito Klein*16,439
18. Janis Z. Moon15,601
19. Kate DeBlander15,102
20. Pamela A. Fortenberry-Slate*14,895
21. Jo Anne Barnes14,387
22. Gay Hope Super*14,382
23. Maria Flores14,010
24. Lynne G. Holliday13,976
25. Kirk Gillespie13,937
26. Kimberly R. Copeland13,817
27. Bea Millsagle12,368
28. Gena Rae Gass12,310
29. Terri Schafer11,761
30. Cheryl O. Fulcher10,558
31. Judy Kawiecki10,299

Sapphire

1. Karen Piro**\$57,922
2. Lupita Ceballos*41,037
3. Sara Pedraza-Chacón*33,256

4. Judie McCoy*28,744
5. Julianne Nagle*25,595
6. Dawn A. Dunn24,915
7. Shannon C. Andrews*23,583
8. Davanne D. Moul*21,553
9. Sandy Valerio*21,547
10. Pam Klickna-Powell20,915
11. Tammy Crayk20,675
12. Gloria Báez19,732
13. Valerie J. Bagnol*19,416
14. Sherril L. Steinman18,526
15. Jan L. Thetford17,676
16. Diana Sumpter17,039
17. Alia L. Head16,612
18. Pam I. Higgs16,464
19. Maribel Barajas16,394
20. Julia Mundy16,320
21. Tammy Romage15,276
22. Roxanne McInroe15,237
23. Julie Weaver14,921
24. Mirna Mejía de Sánchez14,117
25. Paola Ramirez13,890
26. Sharon L. Buck13,817
27. Carol L. Stoops13,066
28. Lorraine B. Newton13,011
29. Nancy A. Moser12,838
30. Debra M. Wehrer12,434
31. María Guadalupe Díaz12,334
32. Lara F. McKeever11,851
33. Diane Bruns11,476
34. Gillian H. Ortega11,271
35. Magdalena Nevárez*10,941
36. Charlotte G. Kosena10,591
37. Gladis Elizabeth Camargo*10,399
38. Ann Brown10,370
39. Jill Moore10,302
40. Kendra Crist Cross10,178

Emerald

1. Gloria Mayfield Banks***\$66,080
2. Kathy S. Helou**54,627
3. Sherry Windsor**40,885
4. Debi R. Moore*37,132
5. SuzAnne Brothers*36,635
6. Dacia Wiegandt*34,391
7. Kay E. Elvrum29,738
8. Auri Hatheway25,848
9. Cindy Fox*25,778
10. Lily Orellana24,321
11. Kerry Buskirk*23,529
12. Jamie Cruse-Vrinos23,252
13. Janet Tade*23,235
14. Shelly Gladstein20,595
15. Consuelo R. Prieto*20,049
16. Mona Butters18,571
17. Morayma Rosas18,322
18. Yvonne L. Lemmon18,309
19. Cathy Bill*17,738
20. Kim L. McClure17,378
21. Brenda Segal*16,997
22. Crisette M. Ellis16,144
23. Kym A. Walker*14,915
24. Sue Uibel14,703
25. Phyllis Pottinger*14,532
26. Kathy Rodgers-Smith14,477
27. Evalina Chávez14,189
28. Heather A. Carlson13,966
29. Cristy Ann Millard13,346
30. Jackie LaPrade13,249
31. Carmen Hernández12,465
32. Pamela Tull11,825
33. Nora L. Shariff*11,418
34. Dawn Otten-Sweeney11,035
35. Esther Whiteleather10,266

Pearl

1. Jan Harris**\$55,748
2. Cheryl Warfield**45,722
3. Cindy A. Williams*37,177
4. Stacy I. James**35,095
5. Halina Rygiel*33,090
6. Pamela Waldrop Shaw*32,556
7. Mary Estupinán*28,289
8. Julia Burnett*26,888
9. Julie Krebsbach*26,347
10. Anabell Rocha25,451
11. Lia Carta24,410
12. Leah Lauchlan22,769
13. Lisa Allison22,734
14. Anita Tripp Brewton*21,912
15. Maureen S. Ledda*21,139
16. Sandy Miller*20,672
17. Arnie N. Gamboian20,589
18. Nancy Bonner*20,256
19. Shirley M. Oshiro19,278
20. Kim L. McClure18,775
21. Judy Brack18,193
22. Kristin Myers17,736
23. Monique Balboa16,945
24. Sylvia Kalicak16,463
25. Jeanie Martin16,061
26. Lynda Jackson*14,359
27. Alma Orrostieta14,045
28. Deb Pike13,733
29. Alma Orrostieta13,427
30. Isabel Venegas13,360
31. Holl Lowe13,318
32. Cathy E. Littlejohn12,816
33. Glinda McGuire*12,575
34. Jane Studrawa12,359
35. Bett Vernon11,979
36. Dorothy D. Boyd11,600
37. Linda Kirkbride11,394

38. Robin Rowland11,381
39. Kathy C. Goff-Brummett11,336
40. Maureen Myers11,235
41. Roya Mattis11,083
42. Beth Herrin Piland10,965
43. Vernella Benjamin10,628

Diamond

1. Anita Mallory Garrett-Roe***\$99,039
2. Lisa Madson60,146
3. Gloria Castaño**46,979
4. Patricia Tucker*42,278
5. Sonia Pérez**35,261
6. Linda C. Toupin31,331
7. Mary Diem*29,159
8. Diane Underwood25,257
9. Dayana Polanco*22,677
10. Mayuli Rolo22,470
11. Daleene Hartshorn21,629
12. Vivian Diaz21,321
13. Connie A. Kittson19,521
14. Evelinda Diaz*19,514
15. Ada García-Herrera17,743
16. Heidi Goelzer17,067
17. Susan M. Hohlman*17,031
18. Rosibel Shahin*16,672
19. Luzmila E. Abadia Carranza*15,198
20. Elizabeth Muna-Mudsi*15,014
21. Amy Allgood14,340
22. Jill D. Davis13,909
23. Cecilia C. James13,505
24. Mairlys López12,821
25. Noelia Jaimes*12,546
26. Diane L. Mentiply12,078
27. Noemi C. Jaimes10,379
28. Diana Heble10,346

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



GO-GIVE® AWARD

Congratulations to our January 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 easier – look for the **online nomination form** on *Mary Kay InTouch®* under the Contests/Promotions tab.



Jill Garrett

Ruby

Independent Senior Sales Director

Began Mary Kay Business
March 1997

Sales Director Debut
July 2001

Offspring one first-line

National Sales Director
Pat Danforth

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

Personal Lives in Broomfield, Colo.

"I am motivated to help others because Jesus is my Savior, and I want others to know the grace, love and freedom that come only in knowing and walking with Jesus Christ."

Independent Beauty Consultant Maria Cancel of Temple, Texas, says, "When a family member of one of our team members died, Jill attended the funeral several hours away. We are all united by the example of a leader who gives and encourages us with a servant's heart."



Michelle Byers

Sapphire

Independent Senior Sales Director

Began Mary Kay Business
September 2006

Sales Director Debut
October 2007

Offspring one first-line; one second-line

National Sales Director
Pam Klickna-Powell

Honors Star Consultant; Queen's Court of Sharing

Personal Lives in Germantown, Md.

"I am motivated to help others because it brings me joy to use the gifts, talents and blessings God gives me to bless others. I have a passion for helping women discover and live out their best life."

Independent Senior Sales Director Christina Collett of Lititz, Pa., says, "Michelle has adopted my unit members and loves, mentors and rewards them like her own. Michelle uses her talents and volunteers at her church to assist the English as a Second Language group."



Kimberly Dawes

Emerald

Independent Senior Sales Director

Began Mary Kay Business
April 2005

Sales Director Debut
July 2006

Offspring two first-line; three second-line

National Sales Director
Jackie LaPrade

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

Personal Lives in Carver, Mass. Husband, Eben; son, Eben; daughter, Elanna

"I am motivated to help others because they deserve the absolute best of what I have to offer. I am glad I was taught to live by the Golden Rule and am honored to lead by example through Mary Kay Ash's own vision."

Independent Beauty Consultant Kasaundra Eddleston of Rochester, Mass., says, "Kimberly is dedicated to building up women to their highest potential. With the fundraisers for senior centers, skin care patients and breast cancer walks, Kimberly makes sure the town is painted pink."



Casi Hill

Pearl

Independent Senior Sales Director

Began Mary Kay Business
March 2007

Sales Director Debut
August 2008

Offspring two first-line

National Sales Director
Lisa Allison

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

Personal Lives in Waxahachie, Texas; Husband, Chad; son, Jayce; daughter, Laine

"I am motivated to help others because my Mary Kay business changed my life and that of my family. I will always be so grateful to God and Mary Kay Ash for this incredible business that enables us to enrich lives. You can't help but smile when you witness such amazing life change."

Independent National Sales Director Lisa Allison says, "I've never seen anyone give so freely of herself and at the same time balance being a wife, mom and community leader. Casi is a strategic, focused, Christian woman with a true go-give heart for others."



Linda Yeager

Diamond

Independent Sales Director

Began Mary Kay Business
July 2001

Sales Director Debut
August 2011

National Sales Director
Anita Mallory Garrett-Roe

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

Personal lives in Fremont, Neb. Husband, Jim; son, Clifford; daughters: Tiffney, Jamie, Lori; six grandchildren

"I am motivated to help others because uplifting people gives them hope through rough times or even helps them celebrate accomplishments. I hope I'm helping the world become a better place for future generations."

Independent National Sales Director Deb Pike says, "Linda lends a hand over and above to everyone around her. She is a woman of her word, and her go-give actions speak loudly and boldly. It is an honor to work with Linda."

a heart for giving

“Strangely enough, the more you give, the more you receive.
All you send into the lives of others does indeed
come back into your own.”

— Mary Kay Ash



Ryan Rogers, a member of the Mary Kay executive group and Mary Kay Ash's grandson, takes part in the Mary Kay Golf Classic.



The Mary Kay FoundationSM donates Faces of Hope TEAL TotesSM.



The top independent sales force fundraiser for The Mary Kay FoundationSM is the Bee Brave 5K Run/Walk in Alto, Mich., organized by Independent Senior Sales Director Pat Ringnald.

When Mary Kay Ash created her Company in 1963, her dream to offer women an open-ended opportunity was considered by many to be just that – a dream. Today, her Company and **The Mary Kay FoundationSM** are nationally recognized for improving women's lives. Her opportunity far surpasses her original vision.

Making a difference is at the heart of Mary Kay. Through the support of the Mary Kay independent sales force and Mary Kay Inc., **The Mary Kay FoundationSM** has awarded more than \$34 million to date to women's shelters

and programs addressing domestic violence prevention in all 50 states and more than \$20 million to cancer researchers and related causes across the country. These causes were close to Mary Kay Ash's heart, and that continues to fuel our passion to support them. In addition, more than 97 percent of each donated dollar goes to those missions served. Learn more about **The Mary Kay FoundationSM** at marykayfoundation.org. Here's a recap of worthwhile accomplishments in 2013.

Tell me something good!

january

- Mary Kay independent sales force members joined the Georgia Coalition Against Domestic Violence, domestic violence survivors and allies to raise awareness at the Georgia state capitol on Stop Violence Against Women Day.
- Olympic gold medalist Jordyn Wieber teams up with Mary Kay's *Don't Look Away* campaign to educate teens about dating violence and healthy relationships.

february

- In Colorado, Mary Kay sponsors Legislative Education and Advocacy Day urging decision-makers to make meaningful changes that benefit survivors of domestic violence.

- **The Mary Kay FoundationSM** awards a \$400,000 grant to CancerCare, a nonprofit organization that provides free professional care to cancer patients through its Touching Hearts program.
- Pink Cadillacs line the streets of the Texas state capitol to support full funding for family violence programs.
- For the second year, **The Mary Kay FoundationSM** donates \$15,000 to the National Ovarian Cancer Coalition for their Faces of Hope TEAL TotesSM. Totes are given to newly diagnosed patients and contain information on the disease as well as comfort items such as *Mary Kay[®] Satin Hands[®] Hand Cream* and *Mary Kay[®] Satin Lips[®] Lip Balm*.

march

- Mary Kay supports Dallas Mayor Mike Rawlings at the Dallas Men Against Abuse rally.



april

- Mary Kay rolls out the pink carpet at the Dallas International Film Festival. The Mary Kay-produced public service announcement debuts on opening night to spread the message about the Company's *Don't Look Away* campaign.
- For the second year, Mary Kay employees organize the Mary Kay Golf Classic, raising more than \$170,000.
- **The Mary Kay FoundationSM** is the presenting sponsor of the 8th Annual Conference on Crimes Against Women. The conference provides relevant training to federal, state and local law enforcement, prosecutors and victim advocates. More than 1,400 people from 42 states plus Canada, Mexico, Puerto Rico and the District of Columbia attended.

may

- **The Mary Kay FoundationSM** announces that its *Team Up for Women!*[®] challenge raised \$125,299.75 in its ninth year! Independent Beauty Consultants across the country and their customers join in the fight against cancers that affect women and domestic violence. Independent sales force members use a texting campaign where individuals can donate \$10 via their mobile devices.
- Happy Birthday, Mary Kay Ash! Limited-edition *Beauty That Counts*[®] lip products launch in honor of our Founder's birthday!

june

- **The Mary Kay FoundationSM** awards ten \$100,000 grants to fund research teams and doctors committed to finding a cure for breast and ovarian cancers.

july

- Members of the Mary Kay independent sales force collect and donate suits as part of the *Suits for Shelters* campaign during Seminar. More than 2,500 suit items are collected for survivors of domestic violence.

august

- A record number of *Mary Kay*[®] product caps and cases are collected at Seminar. Mary Kay Inc. plants a tree for every 10 caps and cases collected.

september

- Members of the Mary Kay independent sales force as well as Mary Kay employees celebrate the Company's 50th Anniversary by volunteering in their local communities during the Mary Kay Global Month of Service.
- **The Mary Kay FoundationSM** donates \$3 million to more than 150 domestic violence shelters across the country to provide critical and lifesaving services to victims of abuse.

october

- Mary Kay partners with Alpha Chi Omega women's fraternity to spread the message on college campuses across the country – *Don't Look Away* from abuse.
- The **The Mary Kay FoundationSM** hosts its annual fall fundraiser, the MK5K[®] and one-mile fun run.

november

- Mary Kay and **The Mary Kay FoundationSM** dedicate Nature Explore Classrooms at 20 domestic violence shelters. The gardens help women and children heal from abuse.

december

- Mary Kay donates \$7 million in toys, prizes and product to NBC TV's *The Today Show* annual toy drive event.

Testing First Vaccine for Ovarian Cancer

Clinical trials are in the works for a new vaccine to treat ovarian cancer patients, thanks to a grant funded by The Mary Kay FoundationSM. The clinical trial is a three-way collaboration between the University of Arkansas, the Mayo Clinic and the Vaccine and Gene Therapy Institute in Port St. Lucie, Fla.

New YEAR, let's goal!

You've got big goals for 2014. Even if it means changing your mindset to be the person you want to be. Believe in you and know just how much you're capable of accomplishing. You *can* do it!



Good Things Come in Threes!

Independent Sales Director Kassondra Kantz of Harrisburg, Pa.

"I am aligning my personal resolution: running a triathlon, with my professional one: achieving Triple Star of Achievement. I'll cross the finish line *and* the Seminar stage! Both comprise three parts — each challenging in its own rite.

"I'm athletic so I relate the running portion of my triathlon with being in the Queen's Court of Personal Sales because I've achieved that in the past. I compare being in the Queen's Court of Sharing to the cycling event because, even though I haven't done it before, I have the skills to accomplish that too.

"The triathlon event that intimidates me most is swimming. I compare this to our unit achieving the Half-Million-Dollar Circle of Achievement because it will definitely take work and determination. But I know that building my endurance is key, and by helping others move up the Mary Kay career path and achieve their goals, I will cross the Seminar stage in the Half-Million-Dollar Circle of Achievement!"



It's About Time.

**Independent Executive
Senior Sales Director
Caroline Oni
of Staten Island, N.Y.**

"This year, I resolve to better budget my time by being more organized and

keeping a schedule. I've successfully juggled my faith, family and professional life, but I never feel like I've got it all together.

"I'm dedicating a set time for prayer and meditation, family fun, working hard in my Mary Kay business and exercise. Each of these categories will be further divided up and written in my day planner. For instance, I'm devoting time to working my personal business and time to work with the women in my unit. This will create consistency and accountability and lead to success."



New Year, New State, New Unit!

Independent Sales Director Teresa Schissler-Boichot of Metamora, Ill.

"My family and I moved from Georgia to Illinois in 2012, so much of 2013 was spent getting my children settled in their new schools, learning my way around a new town and traveling back to Georgia to work with my unit there.

"So this year, I resolve to build my Mary Kay unit in Illinois. I have a lot of goals but I know that if I focus on growing my unit by 100 members, then many of my other goals, such as earning the use of a Cadillac and moving up the Mary Kay career path, will be achieved.

"Keeping a resolution takes planning, so my first order of business is to get out, meet new customers and book parties. That's what I did when I made the decision to earn the use of my Mary Kay Career Car and become an Independent Sales Director. And I achieved both of those goals!"



My 2014 Resolutions!

This year I resolve to:

- * Stay motivated * Reward myself
- * Create a goal poster * Track my progress
- * Don't quit * Remember my "why"

Cut out and keep on fridge to remind you of your goals.

New! MKeCards®

for Independent Sales Directors-in-Qualification

If you're in the Independent Sales Director-in-Qualification process or plan to enter it soon, check out the supereasy and convenient *MKeCards®* on *Mary Kay InTouch®*. They're a great way to remind your team members how proud you are of each of them and keep everyone motivated as you strive together to reach your goals.



STEPS TO Success

This may be **your YEAR**


to move up the Mary Kay career path with its **open-ended earning opportunities.**






When you become an Independent Sales Director who mentors other women, the sky's the limit! You can enjoy a financial future ruled by you, and be rewarded with Cinderella gifts like **dazzling jewelry, dream trips, the use of Career Cars** and more. One step at a time or by leaps and bounds, you set the pace and the **PATH TO YOUR SUCCESS!**

STEP

1 Independent Beauty Consultant

2  Senior Beauty Consultant
1 to 2 active* personal team members

3    Star Team Builder Beauty Consultant
3 to 4 active* personal team members

4    Team Leader Beauty Consultant
  5 to 7 active* personal team members

5     Future Independent Sales Director
    8 or more active* personal team members

6     Independent Sales Director-in-Qualification
    10 or more + production requirements

You'll find more information about the Mary Kay career path on
Mary Kay InTouch®/Resources/Publications/Advance Online.

*An Independent Beauty Consultant is considered active in the month a minimum \$200 wholesale Section 1 order is received and accepted by the Company and in the following two calendar months.

be a more confident YOU!

When it comes to being successful, some would suggest it's 15 percent skill and 85 percent confidence. If you didn't attend Seminar 2013, you missed some great education! The focus? **Level 10 Confidence.** The learning didn't stop there. Once home, attendees received follow-up video instruction on team-building, booking, selling, Mary Kay heritage and product education. It's all part of a **new blended learning strategy**, and the independent sales force is loving it!

Here's a PEEK:

Level 10 Confidence Is

- **A SOUND.** Confidence sounds like passion and energy, so when you speak, do it with enthusiasm.
- **TAKING ACTION.** Confidence helps you stay focused and build momentum. When you're operating with momentum, you have no time for negative thoughts.
- **BELIEF.** Believe in the *Mary Kay*® products, the Mary Kay opportunity, and most importantly, yourself. You can do it!
- **PERSONAL DEVELOPMENT.** Invest in yourself. Read self-growth books, attend Mary Kay special events, listen to motivational downloads or CDs and repeat affirmations.
- **AN ATTRACTION.** What you think about, you bring about. Think of a space where others want to be and create it.



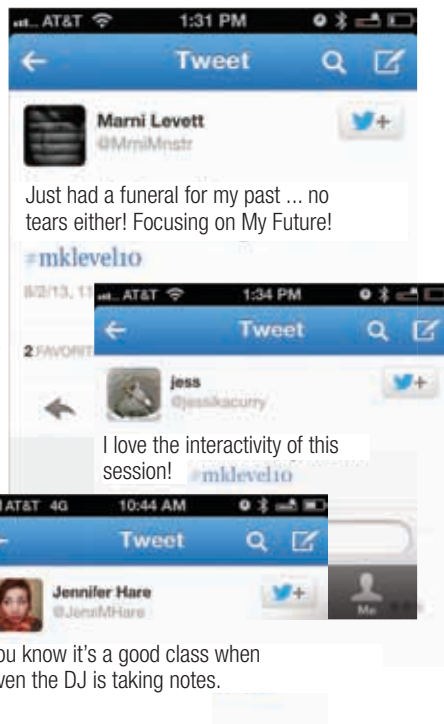
“Remember that confidence is built by one small success after another. When something is easy, we are more confident in talking about it to others. Practice makes progress, so the more you practice, the easier the business can become.”

— MARY KAY ASH



Tweet this!

More than 1,400 tweets went out among Seminar attendees during the five Seminar Level 10 Confidence classes – an estimated 250,000 exposures!



Who needs an airplane. I could fly home on my own confidence.

Great class. This is like starting new as an Independent Beauty Consultant.

Confidence is now a single act ... it's a way of life.

Can I take this class over and over again?!

Want my confidence to be #mklevel10. Praying this class gets me there. I know it will! #thinkingbig.

raising Minimum Active Order Size

Do you realize the average suggested retail price of *Mary Kay*® products has increased 70 percent over the last 10 years? As the Company offers more sophisticated and advanced products, such as the *Mary Kay*® *Lash & Brow Building Serum*® and the *TimeWise Repair*® *Volu-Firm*™ Set, retail prices have changed accordingly.



What hasn't changed is the minimum order amount for Independent Beauty Consultants to remain in "active" status. It's been a minimum \$200 wholesale Section 1 order for more than 10 years.

In order for Independent Beauty Consultants to

fully experience the financial rewards of the Mary Kay opportunity today, that needs to change. After all, Beauty Consultants should be able to say, "I Love My Mary Kay" for many reasons, and their earning potential should be one of them!

Beginning March 1, Independent Beauty Consultants must place a minimum \$225 wholesale Section 1 order to achieve "active" status and \$450 retail to qualify for the Earned Discount Privilege.*

Just think: \$25 more in wholesale products is a potential \$50 more in suggested retail sales!

WHAT: Minimum "active" status amount becomes \$225 wholesale in Section 1 product orders with a \$450 retail order to qualify for the Earned Discount Privilege.

WHEN: March 1, 2014

WHAT THIS MEANS TO YOU: Potential to earn \$50 more in suggested retail sales with each minimum wholesale Section 1 order.

HOW TO PREPARE:

1. Talk to your Independent Sales Director to learn how this change can benefit you.
2. Consider asking her advice on products you can add to your inventory based on your customers, how to grow your customer base and how to meet more needs of your existing customers with additional *Mary Kay*® products!

*With the Earned Discount Privilege, you receive a 50 percent discount on all orders in the initial order month plus the two months that follow.

NEW & Improved MK Media Source

Find it on *Mary Kay InTouch*®/Education.

Are you tired of listening to your Mary Kay inspirational CDs only when you're near a CD player? Wouldn't it be great if you could **upload them onto your mobile device and listen on the go? NOW YOU CAN!**

ENROLL NOW, and you'll receive educational digital downloads to your email each month. **For just \$36 a year**, you'll hear from TOP Independent Sales Directors and Independent National Sales Directors on topics like booking, coaching and building confidence.



Career Conference is TWO DAYS of laughter, **great learning** and **loads of prizes**. Often referred to as a "life-changing" event, Career Conference is where you are **motivated and inspired by other independent sales force leaders** who have walked before you. It's **great inspiration and motivation** as you finish the Seminar year.

MARY KAY CAREER CONFERENCE 2014

Dates:
March 21-22,
23-24, 28-29
and 30-31



Prizes Galore!

Shhh! We won't spoil any surprises, but **check out last year's list!** With dozens of winners, one could be you!

- Ivanka Trump quilted satchels
- \$100 American Express gift cards
- Fossil watches
- Armani Exchange sunglasses
- Mary Kay® business kits
- Plus, travel totes, jewelry sets and more!



**CAREER CONFERENCE –
A CAN'T MISS EVENT!**



Special Luncheon

Independent Beauty Consultants and Independent Sales Directors who add two qualified* **NEW** Personal Team Members between **Dec. 1, 2013 – Feb. 28, 2014**, can dine in style at a special luncheon in their honor! ▶

Registration Fee:
\$90 OR
\$100 on-site
(space permitting)

**Registration
Deadline:**
Feb. 28

You'll find conference
locations plus all
the details on
Mary Kay InTouch®/Events.

MARY KAY CAREER CONFERENCE 2014

What you can expect to spend**

- **\$90 Registration Fee:**
You'll **RECEIVE EXCITING NEW**
Mary Kay® products just for you!
- **\$75 Lodging: SHARE A HOTEL ROOM** with a girlfriend and get ready for late night laughs.
- **\$50 Food:** For Day 1 dinner, Day 2 breakfast and lunch. Earn a spot at the special Day 2 luncheon and **YOU CAN DINE IN STYLE FOR FREE** (details and eligibility on *Mary Kay In Touch®*!).
- **Travel Expenses:**
Can you say "road trip"?
CARPPOOL WITH MARY KAY GIRLFRIENDS and save money!

**Expenses will vary by individual. All are approximate.

Please Note: You must be registered for Career Conference 2014 on or before Feb. 28, 2014, to attend. We cannot accommodate onsite registrants.

*A qualified new personal team member is one whose initial order with the Company is \$600 or more in wholesale Section 1 products, and it is received and accepted by the Company in the same or following calendar month that her/his Independent Beauty Consultant Agreement is received and accepted by the Company during the contest period.

Get busy and hold skin care parties this month so when registration opens, you're ready!

TIP!
Sell three *TimeWise Repair® Volu-Firm™* Sets or six *TimeWise® Miracle Sets®*, and you probably have the majority of your expenses covered!

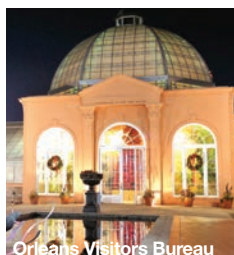
MARY KAY®

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Dallas, TX 75379-9045

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Orleans Visitors Bureau



MARY KAY LEADERSHIP 2014 New Orleans

JAN. 12-15

(Diamond, Emerald and Pearl)

JAN. 15-18

(Ruby, Sapphire and Canada)

Register **NOW!**

☞ Mary Kay InTouch® > Events > Leadership Conference 2014
OR

☞ mail: Leadership 2014 Special Events Registration
Mary Kay Inc.
P.O. Box 799045
Dallas, TX 75379-9045

\$165 IF RECEIVED BY DEC. 31, 2013.

\$205 ON-SITE, SPACE PERMITTING.

Who's Invited:

All Independent Sales Directors, plus
Future Independent Sales Directors and
Independent Sales Directors-in-Qualification
who qualify from Oct. 1 – Dec. 31, 2013.

You'll Find:

- ✦ Fabulous Parties
- ✦ Inspiring Speakers
- ✦ Incredible Networking
- ✦ Plus, **All the Fun New Orleans Offers!**
- ✦ Over-the-Top Entertainment
- ✦ Valuable Education
- ✦ Awesome Recognition



Roll CALL!

CLASS OF 2014

Independent Sales Directors who
debut

Aug. 1, 2013 – July 1, 2014, get a:

- ✦ **Class of 2014 RING.**
- ✦ Badgley Mischka **HANDBAG.**
- ✦ **FREE Leadership Conference 2014**
Registration (**free Seminar registration if you**
debut Feb. 1 – July 1, 2014).

PLUS!

- ✦ Debut an offspring and receive
a coordinating Badgley
Mischka wallet.
- ✦ Debut two or more offspring
and receive a \$100 BONUS
for each additional offspring.



SEE YOU IN NEW ORLEANS!



Badgley
Mischka
handbag



Class of 2014 ring