

MARY KAY

JANUARY 2017

applause®

FACE Time

HOW TO REACH
\$600+ Sales
WITH SKIN CARE!

Inside: Pam Garner Moore uses her unique talents to mentor others. Read her compelling story!

Feel Important.
Look Important.
Earn the **Embrace
Your Dreams
Bracelet.** DETAILS ON PAGE 21

THE YEAR OF YOUR DREAMS

September Recognition

Congratulations to the winners

Top NSDs Year-To-Date



Kathy Helou



Gloria Mayfield Banks



Sonia Páez



Carol Anton



Gloria Castaño



Patricia Turker



Lisa Madson



Lupita Ceballos



Cindy Williams



Debi Moore

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 September 2016, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for August 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 Sept. 30, 2016.

On-Target for \$600,000 Inner Circle
Kathy Helou.....\$150,730

On-Target for \$550,000 Inner Circle
Gloria Mayfield Banks.....\$148,468

On-Target for \$450,000 Inner Circle
Sonia Páez.....\$124,026
Carol Anton.....122,335
Gloria Castaño.....120,891

On-Target for \$400,000 Inner Circle
Patricia Turker.....\$109,828
Lisa Madson.....108,605

On-Target for \$325,000 Inner Circle
Lupita Ceballos.....\$83,720
Cindy Williams.....81,579
Debi Moore.....81,261

On-Target for \$300,000 Diamond Circle
Stacy James.....\$79,997

Pamela Waldrop Shaw.....79,980
Sara Pedraza-Chacón.....76,436
Mary Diem.....76,093

On-Target for \$250,000 Diamond Circle
Karlee Isenhardt.....\$74,896
Anabell Rocha.....74,889
Halina Rygiel.....74,548

On-Target for \$200,000 Diamond Circle
Dayana Polanco.....\$61,953
Cyndee Gress.....61,754
Anita Tripp Brewton.....60,425
Julianne Nagle.....60,374
Dacia Wiegandt.....60,280
Lia Carta.....59,770
SuzAnne Brothers.....59,723
Sandy Valerio.....56,317
Linda Toupin.....55,436
Kerry Buskirk.....55,310
Dawn Dunn.....54,906
Kristin Myers.....54,823

Cindy Fox.....51,373
Mary Estupiñán.....51,134
Diane Underwood.....50,945

On-Target for \$150,000 Gold Circle
Connie Kittson.....\$49,745
Ada García-Herrera.....48,369
Julia Burnett.....47,873
Pamela Fortenberry-Slate.....47,425
Kay Elvrum.....46,100
Lily Orellana.....45,984
Gay Hope Super.....45,954
Julie Krebsbach.....43,038
Gloria Báez.....42,916
María Monarrez.....42,804
Sonia Bonilla.....42,625
Yvonne Lemmon.....42,346
Vivian Díaz.....41,732
Consuelo Prieto.....41,487
Jamie Cruse-Vrinos.....41,434
Alicia Lindley-Adkins.....40,779
Davanne Moul.....40,766

Noelia Jaimes.....40,589
Auri Hatheway.....40,352
Yosaira Sánchez.....40,224
Lisa Allison.....39,631
Evelinda Díaz.....39,492
Shannon Andrews.....39,451
Sue Pankow.....38,593
Susan Hohlman.....38,423
Maureen Ledda.....38,168
Candace Laurel Carlson.....38,062
Cathy Bill.....37,500

On-Target for \$125,000 Gold Circle
Amie Gambolan.....\$37,020
Scarlett Simpson.....36,699
Carmen Hernández.....36,688
Juanita Gudiño.....36,560
Diane Mentiply.....36,549
Pam Klickna-Powell.....36,431
Kimberly Copeland.....35,937
Monique Balboa.....35,387
Crystal Trojanowski.....35,261

Morayma Rosas.....35,238
Magdalena Nevárez.....35,178
Rosibel Shahín.....35,057
Jan Thetford.....34,455
Luzmila Abadia Carranza.....33,779
Tammy Crayk.....33,688
Pamela Tull.....33,292
Pam Ross.....32,970
Rebecca Evans.....32,826
Elizabeth Muna.....32,754
Virginia Rocha.....32,720
Joanne Bertalan.....32,641
Jeanie Martin.....32,635
Alma Orrostita.....32,565
Mayuli Rolo.....32,287
Alia Head.....31,943
Shelly Gladstein.....31,369

Monthly Commissions And Bonuses

Diamond

1. Lisa Madson**	\$52,835
2. Gloria Castaño***	44,950
3. Pamela Waldrop Shaw**	26,098
4. Mary Diem*	25,066
5. Halina Rygiel*	24,171
6. Lily Orellana.....	23,224
7. Yosaira Sánchez.....	22,033
8. Julia Burnett*	21,161
9. Dawn A. Dunn*	20,645
10. Kay E. Elvrum.....	20,291
11. Lisa Allison.....	20,208
12. María Monarrez.....	19,442
13. Yvonne S. Lemmon.....	19,255
14. Shannon C. Andrews*	18,223
15. Sue Pankow.....	18,173
16. Connie A. Kittson*	17,165
17. Susan M. Hohlman*	15,892
18. Shelly Gladstein.....	15,886
19. Kristin Sharpe.....	15,625
20. Rebecca Evans*	15,463
21. Jeanie Martin.....	15,272
22. Pam Ross*	15,265
23. Leah Lauchlan.....	14,886
24. Lynnea E. Tate.....	14,827
25. Rosa Carmen Fernández.....	14,391
26. Alia L. Head.....	13,949
27. Diana Sumpter.....	13,510
28. Roxanne McInroe.....	13,212
29. Vicki Jo Auth.....	12,649
30. Julia Mundy.....	12,419
31. Heidi Goelzer.....	12,367
32. Sharon L. Buck.....	12,160

33. Eitelia Valdez-Cruz.....	11,765
34. Lynne G. Holliday.....	11,507
35. Robin Rowland.....	11,297
36. Dorothy D. Boyd.....	11,246
37. Gay Hope Super*	10,916
38. Kaye Driggers.....	10,723

Ruby

1. Carol Anton**	\$53,842
2. Lia Carta**	32,962
3. Cindy A. Williams*	32,723
4. Stacy I. James**	31,524
5. Linda C. Toupin.....	29,254
6. Karlee Isenhardt*	28,539
7. Anabell Rocha*	25,946
8. Gloria Báez*	22,751
9. Mary C. Estupiñán*	22,610
10. Sandy Valerio*	21,713
11. Juanita Gudiño.....	19,348
12. Cathy Bill*	18,977
13. Cindy Fox*	18,766
14. Amie N. Gambolan.....	18,468
15. Julie Krebsbach*	17,631
16. Crystal Trojanowski.....	17,199
17. Candace Laurel Carlson*	17,194
18. Kim L. McClure.....	16,204
19. Carmen Hernández*	16,175
20. Jan L. Thetford.....	15,704
21. María Flores.....	15,260
22. Brittany Kaps*	15,177
23. Kate DeBlander.....	15,050
24. Virginia S. Rocha.....	14,461
25. Annaka Krafka.....	14,350

26. María Aguirre.....	13,972
27. Jo Anne Barnes.....	13,964
28. Brenda Segal*	13,899
29. Lynda Jackson*	13,276
30. Deb Pike.....	13,172
31. Lara F. McKeever.....	12,669
32. Mirna Mejía de Sánchez.....	12,323
33. Lily Gauthreaux.....	11,877
34. Patty J. Olson.....	11,503
35. Kathy Rodgers-Smith.....	11,287
36. Sherrill L. Steinman.....	11,199
37. Tammy A. Vavala.....	10,838
38. Bea Millsagle.....	10,762
39. Donna B. Meixsell.....	10,516
40. Tammy Romage.....	10,486
41. Michelle L. Sudeth*	10,412

Sapphire

1. Kathy Helou***	\$59,814
2. Lupita Ceballos**	40,566
3. Sara Pedraza-Chacón*	37,178
4. Debi R. Moore*	35,513
5. Cyndee Gress*	27,000
6. SuzAnne Brothers*	26,406
7. Alicia Lindley-Adkins*	21,775
8. Davanne D. Moul*	20,998
9. Kristin Myers*	20,692
10. Consuelo R. Prieto*	19,908
11. Vivian Díaz*	19,794
12. Pamela A. Fortenberry-Slate*	19,383
13. Elizabeth Sánchez.....	17,204
14. Evalina Chávez.....	16,804
15. Kimberly R. Copeland.....	16,720

16. Alma Orrostita.....	16,359
17. Morayma Rosas.....	15,700
18. Lupita Díaz.....	15,688
19. Scarlett Simpson*	15,542
20. Ruth L. Everhart.....	15,340
21. Somer Fortenberry.....	15,158
22. Diane L. Mentiply.....	14,455
23. Debra M. Wehrer.....	14,245
24. Janis Z. Trude.....	13,466
25. Dawn Otten-Sweeney.....	13,300
26. Valerie J. Bagnol*	13,096
27. Paola Ramírez.....	12,835
28. Maribel Barajas.....	12,043
29. Heather A. Carlson.....	11,982
30. LaRonda L. Daigle.....	11,901
31. Angie S. Day*	11,774
32. Magdalena Nevárez*	11,297
33. Phyllis Pottinger*.....	11,186
34. Angie C. Locke.....	11,172
35. Glinda McGuire*.....	10,854
36. Julia Serrano.....	10,755

Emerald

1. Gloria Mayfield Banks***	\$63,508
2. Patricia Turker**	49,390
3. Sonia Páez**	38,231
4. Dacia Wiegandt*	28,346
5. Diane Underwood.....	25,618
6. Dayana Polanco*.....	24,668
7. Auri Hatheway.....	23,159
8. Julianne Nagle*.....	22,105
9. Jamie Cruse-Vrinos.....	21,541
10. Anita Tripp Brewton*	19,673

11. Sonia Bonilla.....	19,585
12. Kerry Buskirk*	19,123
13. Rosibel Shahín*	18,056
14. Monique Balboa.....	17,916
15. Ada García-Herrera*	17,822
16. Maureen S. Ledda*	17,767
17. Evelinda Díaz*	17,531
18. Pam Klickna-Powell.....	16,735
19. Tammy Crayk.....	16,372
20. Joanne R. Bertalan*	15,723
21. Sue Wallace.....	15,480
22. Pamela Tull.....	14,880
23. Noelia Jaimes*	14,781
24. Mayuli Rolo*	14,566
25. Luzmila Abadia Carranza*	14,378
26. Diane Bruns.....	14,253
27. Kym A. Walker*	13,595
28. Pam I. Higgs.....	13,125
29. Gina Rodríguez-Orriola.....	12,731
30. Cristi Ann Millard.....	12,689
31. Kirk Gillespie.....	12,388
32. Nancy Moser-Hogan.....	11,382
33. Noemi C. Jaimes.....	10,892
34. Crisette M. Ellis.....	10,822
35. Jill D. Davis.....	10,725
36. Mairélys López.....	10,163
37. Gillian H. Ortega.....	10,159
38. Mary Beissel.....	10,080

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

Mary Kay Angels/Ángeles Mary Kay

September/Septiembre 2016

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



Lisa Madson
\$52,835
Diamond



Carol Anton
\$53,842
Ruby



Kathy Helou
\$59,814
Sapphire



Gloria Mayfield Banks
\$63,508
Emerald

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

DIAMOND/DIAMANTE — Sherrie Purvis, <i>L. Tate Area</i>	\$76,105
RUBY/RUBÍ — Toni Zaino, <i>Go-Give Area</i>	\$103,143
SAPPHIRE/ZAFIRO — Vicki Piccirilli, <i>C. Littlejohn Area</i>	\$72,277
EMERALD/ESMERALDA — Katy Goldstein, <i>J. Cruse-Vrinios Area</i>	\$82,603

Top Unit Builders/Primeras Impulsoras de Unidad

September/Septiembre 2016

New Unit Members/Nuevas integrantes de unidad

Diamond/Diamante

Cristina Martins	38
Dalila Duarte de Mollinedo	24
Anna Barrera	23
Indhira Jimenez	23
Karime Rosas	23
Anita M. Bendio	22
Delmi Cristina Santos	22
Tracy Craven.....	21
Jennifer Anne Cross.....	21
Glori Ann Gillespie.....	21
Blanca Gonzalez.....	21
Elda Asarai Blanco	20

Ruby/Rubí

Toni Zaino.....	46
Isidora Camargo	26
Diane K. Lundgren	25
Courtney Leanne Armstrong	24
Lauren Nicole Bloomer	24
Courtney Lane Espinoza	24
Courtney Morgan	23
K.T. Marie Martin	21
Lindsey Mills.....	21
Jackie M. Craver.....	20
Michael Suzanne Diaz	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 September 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 septiembre de 2016.

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

DIAMOND/DIAMANTE — Kelly Freeman, <i>K. Ford Area</i>	\$15,553
RUBY/RUBÍ — Jessica Hammers, <i>A. Krafka Area</i>	\$25,254
SAPPHIRE/ZAFIRO — Debbie Yost, <i>Go-Give Area</i>	\$18,070
EMERALD/ESMERALDA — Linda Wicks, <i>D. Underwood Area</i>	\$20,848

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

DIAMOND/DIAMANTE — Martha Murphree, <i>B. Prewett Unit, K. Goff-Brummett Area</i>	\$18,602
RUBY/RUBÍ — Jan Moody, <i>R. Bullock Unit, D. Pike Area</i>	\$10,752
SAPPHIRE/ZAFIRO — Stacey Simins, <i>D. Yost Unit, Go-Give Area</i>	\$16,720
EMERALD/ESMERALDA — Morgan Meade, <i>S. Reynolds Unit, D. Bruns Area</i>	\$21,478

Top Team Builder/Primera Impulsora de Equipo

New Team Members/Nuevas integrantes de equipo

DIAMOND/DIAMANTE — Sales Director Anna Barrera, <i>L. Allison Area</i>	16
RUBY/RUBÍ — Sales Director Courtney Espinoza, <i>Go-Give Area</i>	17
SAPPHIRE/ZAFIRO — Sales Director Tina Campbell, <i>Go-Give Area</i>	18
EMERALD/ESMERALDA — Sales Director Angela Tatum, <i>G. Mayfield Banks Area</i>	13

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

Sapphire/Zafiro

Erika Duke Hulm	28
Jessica Marie Anderson	25
Tinia W. Campbell	25
Lafreda D. Williams	23
Adrienne Danielle Hollifield	22
Chelsea Cooley Altman.....	21
Dawn Barton.....	21
Natalie Cargile	21
Carmen Buford Jones.....	20

Emerald/Esmeralda

Katy Goldstein.....	37
Robyn Kimberly Barnwell	29
Marilyn Marte De Melo	29
Gloria Heyaime	24
Carolina Pantaleon	24
Leanne Parrino-Pheasant	22
Yusely Moll	21
Breanne Sufrin.....	21
Christine Denton Barrueco.....	20
May Thi Nguyen.....	20

Sales Mentors/Mentoras de Ventas

September/Septiembre 2016

Special thanks to the sales mentors for the Sept. 15 – 17, 2016, *New Independent Sales Director Education* class./Un agradecimiento especial para las mentoras de ventas de las clases de educación para nuevas Directoras de Ventas del 26 de septiembre de 2016.



Lisa Madson
Senior National
Sales Director
Diamond Seminar



Yvonne Lemmon
National
Sales Director
Diamond Seminar



Carol Anton
Executive National
Sales Director
Ruby Seminar



Lupita Ceballos
Executive National
Sales Director
Sapphire Seminar

Meet Your NSDs/Conoce a tus DNVs

Be sure to visit the *Mary Kay InTouch*® website for inspiring success stories about Mary Kay Independent National Sales Directors. Click on the [“Meet Your NSDs”](#) link under the Heritage tab. You can search for NSD stories by name, city, state, Seminar or even former occupation. Why not share their stories with potential team members?/Asegúrate de visitar el sitio electrónico *Mary Kay InTouch*® para leer inspiradoras historias de éxito de las Directoras Nacionales de Ventas Mary Kay Independientes. Haz clic en el enlace [“Conoce a tus DNVs”](#) bajo el separador “El Legado”. Puedes buscar las historias de DNVs por nombre, ciudad, estado, Seminario o por ocupación anterior. ¿Por qué no compartir sus historias con integrantes de equipo potenciales?

Ruby/Rubí

Congratulations to the winners/Felicidades a las ganadoras

New Debuts/ Debutes

July/Julio 2016



Ana Alicia Alba
Avondale, Ariz.
A. Robles Unit

Teresa F. Brito
Fresno, Calif.
M. Mejía de Sánchez
Unit

**Veronica Camarena
Lozoya**
Phoenix,
A. Robles Unit

Clayde Eick
Long Branch, N.J.
T. Zaino Unit

Carolina Flores
Las Vegas
M. Sosa Unit

Paz Areli Flores
Paramount, Calif.
M. Briceno Unit

Leslie Luckey
Kokomo, Ind.
C. Closson Unit

Mercedes E. Maestas
Las Cruces, N.M.
B. Elliott Unit



Robyn Ann Moore
Tucson, Ariz.
C. Felix Unit

Anita Marie Tucker
Birmingham, Ala.
S. Hataway Unit

Hilda Vargas
Phoenix
R. Lepe Unit

**Alma Leticia
Alvarado***
Phoenix
A. Robles Unit

Alicia Mae Badgett*
Burr, Neb.
H. Nordmeyer Unit

Xochitl Buckovecz*
Mesquite, Nev.
M. Mejía de Sánchez
Unit

Anna Marie Cheney*
Meridian, Idaho
K. Downey-Shada Unit

Alicia Espinoza*
Mesa, Ariz.
G. Báez Unit



Leslie Ann Hinrichsen*
Kearney, Neb.
S. Heusman Unit

Rosa Maria Jimenez*
Glendale, Ariz.
A. Robles Unit

Renee Reilly*
Newport News, Va.
B. Mitchell Unit

Alyssa F. Romshek*
Charleston, S.C.
N. Osborn Unit

Sonia Eliana Torres
Goodyear, Ariz.
A. Robles Unit

Jo H. Wells*
Sugar Land, Texas
L. Little Unit

Not pictured/Sin foto: *Maggie Arteaga*, Fresno, Calif., E. Cordova Unit; *Emily Barletta*, Salina, Kan., H. Brinker Unit; *Olga Barreras*, Fresno, Calif., P. Flores Unit; *Ligia Borlean*, Auburn, Calif., C. Morgan Unit; *Amy D. Dopps*, Wichita, Kan., B. Fenner Unit; *Yenni Fernanda Duarte*, Los Angeles, L. Gomez Unit; *Peyton Marae Emerson*, Springfield, Ore., H. Vanderville Unit; *Miranda Rene Fuglsang*, Elk Grove, Calif., A. Zehnder Unit; *Veronica Garcia*, Chester, N.Y., M. Hernandez Unit; *Brittany Gomes*, Haines City, Fla., K. O'Rourke Unit; *Laura M. Gordon*, Granite Bay, Calif., C. Rader Unit; *Cari Hamlin*, Lawrenceburg, Ky., R. Bullock Unit; *Lillie Hanks*, Ocala, Fla., T. Odeyale Unit; *Alicia Hernandez*, San Diego, M. Guardado Unit; *Flora Hernandez*, Carrollton, Texas, A. Vega Unit; *Anylda Elizabeth Marte*, Bronx, N.Y., E. Santos Unit; *Lilia Martinez*, San Jose, Calif., G. Yuen Unit; *Maria Martinez Rojas*, Los Angeles, G. Luis Valeriano Unit; *Henrietta Marie Melton*, Monroe, N.C., D. Grogan Unit; *Blanca Leticia Morales*, Houston, R. Perez Unit; *Melissa Nelson*, Weaverville, N.C., M. Hayes Unit; *Kayla M. O'Kelly Davis*, Santa Maria, Calif., T. Lautrup Unit; *Sofia Palma*, Joliet, Ill., P. Yousef Unit; *Adrienne Jean Patrick*, Independence, Mo., H. Daniel-Kent Unit; *Evangeline Prado*, Bolingbrook, Ill., P. Yousef Unit; *Jessica Marie Rowley*, Alda, Neb., M. Robinson Unit; *Lori Sharpe*, Clermont, Fla., J. Deardorff Unit; *Joan H. Smalley*, Chesapeake, Va., L. Bauer Unit; *Denise Gwen Smith*, Overland Park, Kan., C. Drury Unit; *Marquita Dona Smith*, Rochester, N.Y., C. Armstrong Unit; *Janet Luise Thomson*, Lakewood, N.J., T. Zaino Unit; *Ramona Torres*, San Diego, J. Donna Unit; *Jenny Elizabeth Vaca*, Bakersfield, Calif., O. Martinez Unit; *Mirna Varela*, Los Angeles, E. Amador Unit; *Maria Vega*, Modesto, Calif., M. Ramirez Unit; *Maria Velez*, Los Angeles, E. Amador Unit; *Cynthia V. Villagio*, Newark, Texas, T. Zaino Unit; *Eileen Whitlock*, Elk Grove, Calif., S. Coker Unit; *Lisa C. Willoughby*, Boaz, Ala., C. Fox Unit; *Nicole Yarns*, Alda, Neb., M. Robinson Unit; *Amanda Renee Zimmerman*, New Athens, Ill., S. Vogel Unit.

*Previously debuted./Debutó con anterioridad.

Dean's List/ Lista del Decano

September/Septiembre 2015

Not pictured/Sin foto: *Noelia Jimenez*, Sto Dgo Oeste, D.R., Emerald Go Give Area, Emerald Seminar; *Ignacia Moreno*, Brooklyn, N.Y., E. Bermeo Area, Diamond Seminar; *Marjorie A. Reyes Lainez*, Scranton, Pa., M. Estupiñan Area, Ruby Seminar.



Triple Crown/ Triple Corona

September/Septiembre 2015



Piedad Montiel Perez
Vancouver, Wash.
M. Mejía de Sánchez
Area



Honors Society/ Sociedad de Honor

September/Septiembre 2015



Nicole Eileen Jones
Little Elm, Texas
B. Kaps Area

Piedad Montiel Perez
Vancouver, Wash.
M. Mejía de Sánchez
Area

Fabulous 50s/ Fabulosos 50

March/Marzo 2016



**Patricia Joan
Melendez**
Naples, Fla.
K. DeBlander Area

On the Move/ En Acción

July/Julio 2016

Ana Alicia Alba
Yenni Fernanda Duarte
Clayde Eick

Carolina Flores
Paz Areli Flores
Veronica Garcia

Lillie Hanks
Alicia Hernandez
Flora Hernandez

Lilia Martinez
Robyn Ann Moore
Blanca Leticia Morales

Janet Luise Thomson
Jenny Elizabeth Vaca
Cynthia V. Villagio

New Team Leaders/ Nuevas Líderes de Equipo

September/Septiembre 2016

Gloria Aguilar
Berenice Q. Ammerman
Shannon D. Anderson
Jessica Anderson-Jordan
Char K. Atwood
Ajie Awa Bah
Mary A. Berg
Brittany Bircher
Paula Bravo
Kathleen T. Brenner
Yazmin Campos
Maria Carrillo

Giovannina Cavezza
Andrea Cervantes
Kendall N. Conner
Carolyn K. Corn
Eva C. Craig Hibbard
Hannah R. Davison
Caitlin DeDakis
Deanna Falcucci
Leah A. Fogle
Brooke W. Fuentes
Janeth Garcia
Cherri Gardner

Ashley M. Gerding
Rebeca R. Hasley
Jordyn A. Heller
Tina L. Hooper
Kendra N. Hopkins Brown
Debbie K. Imsdahl
Laurie Jackson
Jaquetta Jenkins
Blanca Jimenez
Mckenna L. Judd
Taylor R. Langston
Maria D. Lara Pantoja

Karlene A. Lyn
Ana Maldonado
Ashley M. Martinez
Sandy Maslan-King
Monica L. Miller
Linda M. Moran
Leticia Perez
Brianna Perkins
Sarah Elizabeth Pilato
Laura P. Roman-Gallegos
Marina I. Saavedra
Maria G. Sanchez

Seanie L. Schmidt
Jessica Snyder
Madison A. Spears
Crystal H. Stauffer
Karen S. Swift
Lacey Tidwell
Fey Torres
Kimberly Valladares
Addrienne N. Vanover
Maria Verduzco

Grand Achievers/ Gran Ganadoras

September qualifiers/
Calificadas en septiembre 2016

Consultants/Consultoras

Graciela Angelica Acevedo
Olufunmilola Aribisala
Merle Casandra Blanchette
Lynn Brown
Sheryl Fenelon
Blimi Lench
Brandie Kay Morrissey
Bobbi Jo Smith
Maria Valdez
Jackie Anne VanNorman
Kristin K. York

Connie Brinkerhoff*
Sandria C. Brown*
Joann Burton*
Michelle J. Cahill*
Isidora Camargo
Maribeth Robinson Candeto
Dedra W. Clinker*
Tamra Lynn Coldren
Senora Colvin
Neri Coutino*
Darla Jean Cross
Jessica Dalton
Rita Jane Dearth
Chelsey DeBruin
Jessica Marie DeJesus*
Robin Dempsey
Lynne E. Donley-Przybyl*
Peyton Marae Emerson
Alicia Galvan*

Maria E. Garfias*
Jolie Generalov
Maria G. Guerrero-Payan*
Rachel L. Hall
Kay Holley
Kim Holmes
Buffi L. Kamery*
Terri L. Koch
Kelly Kovar*
Kristen M. Maggitti
Sue M. Mandel*
Claire A. Mason
Silvia Medrano
Ana Luisa Mendivil*
Mercedes Mendoza de Pineda*
Patricia S. Miller*
Olimpia N. Miranda
Blanca Leticia Morales
Lorena Nicolas

Tammy E. Nixon*
Chioma Joy Nnadi*
Ethel Bih Ntamsen
Arin Olinger
Lesa L. Patterson
Victoria Rose Plate*
Gloria J. Popp
Alejandra Ramirez
Cindy A. Ramsey
Kylee Jean Renfrew
Chelsea Ricotta
Blanca Elena Rosales*
Lourdes Sifuentes
MinDee M. Sommerla
Megan R. Spencer Estrada
Arisa J. Stein
Michelle L. Sweedar
Rhonda K. Tanberg
Judy L. Thomas

Norma Tinoco
Anitra Toms*
Mary E. Townsend-Buckley*
Debora A. Urbach
Jenny Elizabeth Vaca
Judy A. Vallin*
Maria Isabel Vara
Emily A. Verso
Barbara F. Wagoner*
Talisha G. Walker*
Brandi Lee Watts
Tammy Parker Weihl
Tiffany Ann Wesselmann
Becky M. Xepoleas

*Denotes requalified driver./Denota conductora recalificada.

Sales Directors/ Directoras de Ventas

Maria Acosta*
Marty P. Beach*
Cindy K. Bermea
Joanne Braun*

First Gold Medal/Primera Medalla de Oro

September/Septiembre 2016

New Team Members/ Nuevas integrantes de equipo

Shannon Anderson, C. Villagio Unit.....7
Olufunmilola Aribisala, D. Akinsola Unit.....5
Char Atwood, C. Fox Unit.....6
Brittany Bircher, T. Zaino Unit.....10
Yazmin Campos, M. Aguirre Unit.....5
Sales Director Olga Castellanos.....5
Giovannina Cavezza, T. Zaino Unit.....10
Andrea Cervantes, N. Salinas Unit.....7
Stephanie Cogburn, J. Pond Unit.....5
Sindy Colindres, T. Zaino Unit.....7
Marshall Enlow, L. Middleton Unit.....5
Deanna Falcucci, T. Zaino Unit.....10
Janeth Garcia, R. Ulloa Unit.....5
Vinitha George, J. Craver Unit.....7
Sales Director Amanda Hall.....7

Maria Hernandez, V. Rocha Unit.....6
Heather Hutson, S. Gilson Unit.....5
Jessica Ingalls, B. Goodwin Unit.....5
Laurie Jackson, C. James Unit.....8
Ashley Kidd-Olson, L. Mills Unit.....5
Sydney Koshnick, K. Lira Unit.....6
Maria Lara Pantoja, V. Rocha Unit.....6
Sales Director Kathleen Lieberman.....6
Caitlyn Lindner, M. Diaz Unit.....6
Sales Director Marcela Lopez.....5
Sandy Maslan-King, A. Carter Unit.....7
Cyndi McGonigal, R. Tanberg Unit.....5
Sandra Nunez, M. Mayorga Unit.....6
Rocio Palomera Urena, A. Martin Unit.....6
Gabriela Perez, E. Izaguirre Unit.....5
Angela Puckett, K. Martin Unit.....6
Rebecca Rink, B. Florell Unit.....5

Laura Roman-Gallegos, I. Camargo Unit.....7
Rosa Romualdo, M. Hernandez Unit.....5
Denise Salinas, M. Ozuniga Unit.....6
Maria Sanchez, J. Berumen Unit.....10
Maria Sanchez, E. Giner Unit.....5
Josephine Santos, J. Roebbling Unit.....6
Leticia Santos, M. Reyes Lainez Unit.....5
Gwen Scott, L. Doran Unit.....5
Francine Signa, C. Bill Unit.....8
Bobbi Smith, M. Hull Unit.....7
Yanet Sosa, R. Jimenez Unit.....6
Madison Spears, L. Carta Unit.....5
Fey Torres, M. Guadarrama Unit.....6
Ana Trujillo, I. Trujillo Moreno Unit.....6
Kristen Wimer, J. Winter Unit.....7

Congratulations to the top 25 Independent Beauty Consultants and Independent Sales Directors in the **Ruby** 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 September./Felicitaciones a las primeras 25 Consultoras de Belleza Independientes y Directoras de Ventas Independientes en el área **Rubí** 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 septiembre.

Sales Director Courtney Lane Espinoza.....\$2,542
Sales Director Courtney Morgan.....2,281
Sales Director Toni Zaino.....2,174
Sales Director Sentra Hannasch.....1,882
Sales Director Thessy Nkechi Nwachukwu.....1,652
Sales Director Rachel Page Kellogg.....1,625
Sales Director Breanna Nicole Goodwin.....1,562
Brandie Kay Morrissey, K. Lira Unit.....1,492
Sales Director Melissa May Smith.....1,490

Sales Director Damilola Hannah Akinsola.....1,482
Sales Director Arisa J. Stein.....1,482
Sales Director Donna Clark-Driscoll.....1,470
Sales Director Brandy E. Richwine.....1,403
Kayleen Rae Heller, J. Hammers Unit.....1,400
Sales Director Priscilla A. Vargas-Garcia.....1,385
Sales Director Teka-Ann Haynes.....1,364
Sales Director Diana Gutierrez.....1,355
Sales Director Perpetua N. Asu-Eze.....1,335

Sales Director Mary Sharon Howell.....1,332
Sales Director Milbella Sosa.....1,316
Sales Director Julie Smith.....1,312
Sales Director Tamarie M. Bradford.....1,312
Sales Director Susan Moore.....1,303
Sales Director Jennifer M. Tito.....1,290
Sales Director Reyna Nereyda Lepe.....1,287

13% Club/ Club del 13%

September/Septiembre 2016

Achievement Circle/ Círculo de Logros

September/Septiembre 2016

Ranking of the top 100 Independent Sales Directors in the **Ruby** area based on their September 2016 estimated unit retail production./Clasificación de las primeras 100 Directoras de Ventas Independientes en el área **Rubí** según su producción de unidad estimada al menudeo de septiembre de 2016.

Toni Zaino.....	\$103,143	Courtney Morgan	50,551	Allison L. Carter	41,432	Cynthia V. Villagio	37,413
Jessica Fay Hammers	85,889	Priscilla A. Vargas-Garcia	50,160	Arisa J. Stein	41,187	Lisa Olivares	36,965
Diane K. Lundgren	67,609	Laurie C. Cole	49,883	Randi S. Gleason.....	40,464	Amie Christly	36,722
Susan Moore	66,700	Susan C. Ehrnstrom	49,464	Susie J. Serio.....	40,414	Crystal Caldwell Hubbard.....	36,621
Rachael M. Bullock	63,667	Lisa Hansen.....	48,934	Judie Roman	40,261	Abigail Jayne Voorhees.....	36,584
Maricarmen Gonzalez.....	62,158	Thessy Nkechi Nwachukwu	48,729	Karen E. Gardner	40,144	Patty L. Bojan	36,557
Krystal D. Downey-Shada	60,600	Paula M. Kirkpatrick	48,358	Judy Lund	40,067	Barbara L. Harrison	36,221
Brenda Fenner	59,370	Julie Smith	47,829	Marian M. Forrest	40,002	Melissa May Smith.....	36,061
K.T. Marie Martin	59,257	Connie A. Brinker	47,395	Lacey Dale Gracia	39,916	Trudy D. Nikolas	36,022
Mary Alice Dell.....	58,987	Diana Gutierrez	47,171	Tamarie M. Bradford.....	39,651	Brenda K. Howell.....	35,986
Courtney Lane Espinoza	58,875	Jenna Marie Larson	47,052	Julie Thomas	39,608	Sentra Hannasch	35,726
Lauren Nicole Bloomer	58,202	Kali DeBlander Brigham.....	46,979	Stacey P. Nelson	39,421	Ginger J. Benedict.....	35,670
Stephanie Brooke Heusman.....	57,545	Melissa Nix Henderson	46,921	Fern M. Gerdes.....	39,403	Terry S. Smith	35,195
Laura Vernon Middleton.....	56,385	Stephanie Audino.....	46,833	Kimberly Burhoop	39,129	Isidora Camargo	35,172
Maureen Shipp	56,037	Katie Lira.....	46,707	Sonya F. Goins	39,106	Jessica Winter	35,116
Breanna Nicole Goodwin.....	54,805	Damilola Hannah Akinsola	46,480	Jennifer Isenhardt.....	38,719	Gloria Moreno Medrano.....	35,050
Donna Clark-Driscoll	54,756	Rhonda L. Barnett.....	45,054	Pamela J. Sparks	38,225	Marnie R. Yunger	34,986
Courtney Leanne Armstrong	54,426	Kaitlyn Kerven.....	44,763	Ruthie Bresette	38,072	Taryn Janet Sneed	34,954
Lisa Anne Harmon.....	53,716	Christy M. Cox	44,718	Susan K. Janish	38,023	Nicole Medjesky-Dixon	34,877
Candace Lyn Doverspike	53,104	Laurie Travis Plyler	44,190	Suzanne Moeller	38,012	Pansy L. Pierce.....	34,873
Mya Nicole Hull.....	52,797	Breda M. Teal.....	43,974	Kori Lynn King.....	37,981	Shawni Diggan.....	34,826
Lisa D. Prescott	52,315	Debbie A. Elbrecht.....	43,288	Jacqueline N. Alford	37,741	Margarita Velez.....	34,539
Lisa V. Bauer.....	51,864	Tracey L. Chavez.....	43,228	Amy C. Schule	37,701	Tammy D. Niehaus	34,232
Cleta Colson-Eyre	51,409	Perpetua N. Asu-Eze	42,119	Carmen J. Felix.....	37,667	Corrin Cresci.....	34,215
Valerie A. Lucio-Polk	51,317	Patti Cornell.....	42,105	Sherri Ammons	37,538	Carma J. Schmidtke.....	34,200

Commission Circle/ Círculo de Comisiones

September/Septiembre 2016

Independent Sales Directors who earned the top 100 commissions and bonuses in the **Ruby** area in September 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 **Rubí** en septiembre 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.

Toni Zaino	\$18,667	Mary Alice Dell.....	8,444	Patti Cornell	6,906	Maria Price	6,268
Courtney Lane Espinoza	12,686	Reyna Nereyda Lepe.....	8,320	Carmen J. Felix.....	6,901	Debbie A. Elbrecht.....	6,223
Jessica Fay Hammers	12,149	Margarita Velez.....	8,300	Reina Murcia.....	6,849	Breda M. Teal	6,202
Courtney Morgan	11,664	Tamarie M. Bradford	8,248	Ernesto Raudel Galvez	6,795	Marnie R. Yunger	6,130
Rachael M. Bullock	10,952	Damilola Hannah Akinsola	7,993	Jacqueline N. Alford	6,768	Clayde Eick	6,119
Breanna Nicole Goodwin	10,905	Courtney Leanne Armstrong	7,922	Ginger J. Benedict	6,762	Nancy J. Osborn	6,084
Donna Clark-Driscoll.....	10,453	Sentra Hannasch	7,785	Lisa Olivares	6,754	Deborah J. O'Leary	6,045
Susan Moore	10,360	Kali DeBlander Brigham.....	7,774	Perpetua N. Asu-Eze	6,735	Milbella Sosa	6,040
Connie A. Brinker	10,255	Tracey L. Chavez.....	7,761	Teka-Ann Haynes	6,660	Pansy L. Pierce.....	6,013
Maricarmen Gonzalez.....	10,041	Mya Nicole Hull.....	7,669	Valerie A. Lucio-Polk	6,646	Linda Sigle	6,008
Thessy Nkechi Nwachukwu.....	9,962	Mary Sharon Howell	7,656	Barbara Pleet.....	6,639	Lynnae Bowen	5,979
Stephanie Brooke Heusman	9,838	Katie Lira	7,631	Lacey Dale Gracia	6,631	Francine Denise Reed.....	5,960
Diana Gutierrez	9,818	Cleta Colson-Eyre	7,621	Esther Amador	6,594	Silvia Farias	5,928
Diane K. Lundgren	9,201	Lisa Hansen	7,610	Lisa D. Prescott	6,594	Sonya F. Goins	5,901
Melissa May Smith	9,025	Lisa Anne Harmon.....	7,552	Pamela J. Sparks	6,584	Kaitlyn Kerven.....	5,885
Priscilla A. Vargas-Garcia	9,019	Jeanie K. Navrkal.....	7,509	Jenna Marie Larson	6,581	Allison L. Carter	5,878
Lauren Nicole Bloomer	8,992	Julie Smith.....	7,271	Randi S. Gleason.....	6,567	Carmen Nunez de Valencia.....	5,852
Paula M. Kirkpatrick	8,875	Brenda K. Howell	7,264	Cynthia V. Villagio	6,515	Kimberly Cavarretta.....	5,845
Brenda Fenner	8,840	Lisa V. Bauer	7,171	Abigail Jayne Voorhees.....	6,513	Suzanne Moeller	5,819
Krystal D. Downey-Shada	8,800	Susan C. Ehrnstrom	7,099	Stephanie Audino.....	6,495	Susan K. Janish	5,807
Gloria Moreno Medrano.....	8,677	Laurie C. Cole.....	7,075	Fern M. Gerdes	6,449	Judie Roman.....	5,788
Laurie Travis Plyler.....	8,677	Amy Stokes	7,030	Susie J. Serio	6,447	Rhonda L. Barnett.....	5,758
K.T. Marie Martin	8,578	Melissa Nix Henderson	7,001	Judy Lund	6,402	Cissy E. Warren	5,752
Maureen Shipp	8,533	Laura Vernon Middleton.....	6,979	Kimberly Burhoop	6,360	Amy Kitrell	5,736
Candace Lyn Doverspike	8,451	Arisa J. Stein.....	6,917	Elvia Cordova	6,292	Stacey P. Nelson	5,681

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 January 2017

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

Erin Lynch

Diamond

Independent Sales Director

Began Mary Kay Business

June 2005

Sales Director Debut

December 2005

National Sales Director

Renee Walter

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

Personal Lives in Shawnee, Kan. Husband, Curtis; son, Ian; daughters: Aubrey, Reagan

"I am motivated to help others because joy, fulfillment and purpose in life come from making a positive impact in others' lives and seeing them pass it on!"

Independent Senior Sales Director

Barbara Bushell of Lawrence, Kan., says, "Erin's friendship is warm, supportive and uplifting. She enthusiastically embraces Mary Kay Ash's values of the Golden Rule and the Go-Give spirit."



Christine Hoekstra

Sapphire

Independent Sales Director

Began Mary Kay Business

May 1997

Sales Director Debut

July 2000

National Sales Director

Go-Give Area

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

Personal Lives in Ada, Mich. Husband, Henry; son, Austin; daughters: Shannon, Carly

"I am motivated to help others because I want every person, whether in my unit or not, to feel loved and have a sense of belonging. Mary Kay Ash asked that we empower and inspire others to do the same."

Independent Senior Sales Director Julie Byrne of Montague, Mich., says, "While keeping her own unit's goals moving forward, Christine lovingly cared for Linda's unit, took her to her doctor appointments, and became the liaison between family and friends during Linda's last days."



Caitlin Griffio

Ruby

Independent Senior Sales Director

Began Mary Kay Business

September 2013

Sales Director Debut

May 2014

Offspring one first-line

National Sales Director Sandy Valerio

Honors Star Consultant; Sales Director Queen's Court of Personal Sales; Circle of Achievement; Double Star Achievement

Personal Lives in Bethlehem, Pa.

"I am motivated to help others because my mission is to educate women and inspire them to be fearless! I believe that servant leadership is the best way to lead, and helping to raise up others is the best form of satisfaction."

Independent Sales Director Jennifer Trapuzzano of Worcester, Mass., says,

"Caitlin and I aren't even related in the Mary Kay world, but I can say with certainty that I wouldn't have been able to earn the use of my BMW® and be the best and most confident version of myself if not for her guidance and support!"



Cristina Melo

Emerald

Independent Future Executive Senior Sales Director

Began Mary Kay Business

January 2005

Sales Director Debut

October 2014

Offspring two first-line; three second-line

National Sales Director Marilyn Marte de Melo

Honors Star Consultant; Circle of Achievement

Personal Lives in Naco, Santo Domingo, D.R. Husband, Fernando Hernández

"I am motivated to help others because by loving and serving them, they are encouraged to discover their greatest potential. Mentors such as my mom, Independent National Sales Director Marilyn Marte de Melo, inspire us to pass on Mary Kay Ash's legacy."

Independent Beauty Consultant Melissa Dottin of Santo Domingo, D.R., says, "Cristina deserves a queen's crown for all her support to my business and unit. She helps me with my goals, and no matter what the issue is, she searches for solutions in an effective manner."

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.

Beauty Reboot —

The Eyes Have It!

Mary Kay Global Makeup Artist Keiko Takagi creates a color look to help your customers kick off the **NEW YEAR!**

Create the High-Impact Eye

WHAT YOU NEED:

- MK Black *Mary Kay*® Eyeliner, \$12
- Emerald, Crystalline and Coal *Mary Kay*® Mineral Eye Colors, \$8 each
- Black *Mary Kay*® *Ultimate Mascara*™, \$15
- *Mary Kay*® Eye Smudger Brush, \$10

TOTAL SALE: \$61

Pro Tip: “If you want to go bold, eyes are easy to play up. Just remember to go neutral on the lips.”

— Mary Kay Global Makeup Artist Keiko Takagi

FOLLOW THESE STEPS:

1. Line lashlines with **eyeliner**.
2. Sweep **Emerald** on eyelids.
3. Smudge **Emerald** under lashlines using **Eye Smudger Brush**.
4. Add **Coal** to lashlines using angled **Eyeliner Brush**.
5. Using **Eye Smudger Brush**, blend **Coal** from outer corners to the creases.
6. Highlight with **Crystalline**.
7. Add two coats of ***Mary Kay*® *Ultimate Mascara*™**.



Book Color Appointments.

The best time to book a color appointment? At the close of a skin care class. Customers are excited about *Mary Kay*® products and are open to trying more!

AT THE SKIN CARE CLASS:

- **Mention the second appointment.** Build anticipation. Share what customers will experience at that appointment.
- **Sell the personal service.** Share how customers will get a customized look with step-by-step instructions.
- **Offer a teaser.** Share a small sampling now — foundation, mascara and lip gloss, to get customers excited for their second appointment.

AT THE SECOND APPOINTMENT:

- **Let customers explore and play.** Encourage them to try something new and have fun. Remind them that color washes off if they don't like it!
- **Create their customized looks.** Walk them through the application. Remember you want them to have confidence that they can re-create their looks.
- **Make the sale.** Ask them what they want to purchase today.



Independent Sales Director
Karina Schulz
Wappingers Falls, N.Y.

What's in Your Bag?

Independent Sales Directors share their **must-have Mary Kay® color products**. What's yours? Share on the **Let's Talk** blog on *Mary Kay InTouch®*.

"I'm a lipstick junkie and am obsessed with the **Mary Kay® Gel Semi-Matte Lipsticks**. They glide on smoothly and give a nice matte finish without being drying. **Bashful You** is my current go-to. I'm thrilled, and my customers are too!"
– **Caroline Dockery, Independent Sales Director, Cleveland, Ga.**

"I'm stoked about **Lash Intensity® Mascara**. It's already a megaseller. I love how it extends my lashes!"
– **Katie Lira, Independent Senior Sales Director, Denton, Texas**

"I have **Mary Kay® Lip Liners** in several shades. They go on easily and define my lips. They help my lip color stay on longer."
– **Brenda Fenner, Independent Senior Sales Director, Flower Mound, Texas**

"**Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15*** is my fave! It provides the perfect coverage without feeling heavy so even my customers who have never worn foundation fall in love with how it makes their skin look and feel."
– **Chelsea Altman, Independent Senior Sales Director, Wilmington, N.C.**

"I like to discover what I love first, then I can share products with enthusiasm! And I love **Mary Kay® Lash & Brow Building Serum®**. I got so many compliments on my eyebrows after using this product. It makes my brows look full and healthy."
– **Leticia Watkins, Independent Sales Director, Pelham, Ala.**



Independent Senior Sales Director
Toni Moore
Fairfield, Calif.

Share Your Heart.

Toni loves to give back and keep the Mary Kay legacy of enriching women's lives thriving.
"I believe helping others shows the world who we are: women helping other women."

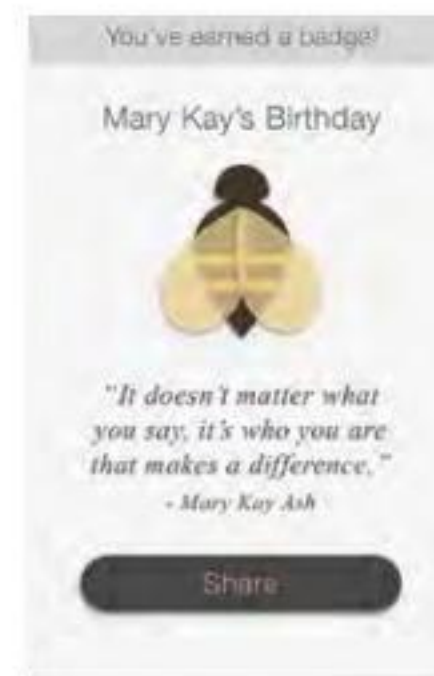
Toni has a passion for helping domestic violence survivors. As a former police officer, she encountered many abuse situations, and she understands what it takes for victims to leave the abuse and the confidence they need to start new lives.

WHAT SHE DOES:

Toni **partners with local shelters** to host skin care classes and Makeovers for Good. As the women prepare to enter the work force, Toni helps build confidence as she teaches them color application tips and tricks and how to "dress to impress."

Download the Mary Kay® Pink Changing Lives® App!

- Log your **Makeovers for Good** to help Mary Kay reach the **One Million Makeovers** goal!
- Track achievements, earn badges and watch your heart grow and change colors.
- Share your great work on social media.
- Support **The Mary Kay Foundation™** and its ongoing mission to end domestic violence and cancers affecting women.



To learn more on how Mary Kay gives back, visit marykay.com/dontlookaway.

Cold Comforts

Winter weather can give skin – and your mood – **THE BLUES!**
Give skin some TLC with these skin-saving solutions.

PROBLEM:
MY FACE
LOOKS
DULL
AND DRY.

Solutions:

**TimeWise® Moisture
Renewing Gel Mask, \$22**
10 pampering minutes. 10
skin-renewing benefits. Skin
appears less stressed, feels
nourished, purified and calm.
Instantly hydrates while also
locking in moisture.

**Mary Kay® Intense
Moisturizing Cream, \$32**
Luxurious cream for dry skin.
Infuses skin with a boost of
intense moisture. Leaves
skin looking immediately more
radiant and feeling unbelievably
soft and smooth. Leaves skin
feeling hydrated for up to
10 hours. Apply after your
regular moisturizer as needed.



PROBLEM:
MY EYES
LOOK TIRED.

Solutions:

**Indulge® Soothing Eye
Gel, \$16**
For eyes that get puffy or
tired, your customers will
love the **cool, soothing**
and **refreshing results** as
it moisturizes.

**TimeWise Repair®
Volu-Firm® Eye Renewal
Cream, \$42**
Formulated with the
Volu-Firm® Complex that
can **help skin hold on to**
precious moisture, this
rich eye cream not only
immediately doubles skin
hydration but also keeps
skin moisture levels
significantly elevated even
after 12 hours.



PROBLEM:
MY SKIN IS DRY –
FROM MY HANDS
TO MY FEET!

Solutions:

**Mary Kay® Extra Emollient
Night Cream, \$14**
Use for dry patches on hands,
elbows and feet.

**Mint Bliss™ Energizing
Lotion for Feet & Legs, \$11**
Cool mint formula that helps tired
feet and legs.

**White Tea & Citrus Satin
Hands® Pampering Set, \$36**
White Tea & Citrus Nourishing
Shea Cream, White Tea & Citrus
Refining Shea Scrub and
Fragrance-Free Protecting
Softener, plus a giftable bag.
Fragrance-free set also available.

ALSO SOLD SEPARATELY:
**Satin Hands® Nourishing
Shea Cream, \$12**

- White Tea & Citrus
- Fragrance-Free

Winter Helpers

- **Moisturize:** Especially after washing. Apply moisturizer to damp skin to help seal in moisture.
- **Protect:** Winter sun can be just as damaging. Use SPF products to protect.
- **Drink:** Your skin needs hydration from the inside out.
- **Lukewarm Water:** Hot showers feel good, but they can strip natural oils away.



Independent Senior
Sales Director
Celeste Byrd
Richmond, Ky.

Time for a Pamper Party!

Celeste likes to shake off winter blues by indulging in a little “me” time. It helps her customers relax and recharge! A few party theme ideas:

- **Ready for Bed.** One of her favorites! Guests come in their pj's or comfy clothes. They use a skin care line, then add products like **TimeWise® Moisture Renewing Gel Mask**, **Satin Lips®** and **Mint Bliss™ Energizing Lotion for Feet & Legs** to get totally relaxed. Celeste offers a prize for the best pj's!
- **Spa Night.** Great for a customer appreciation night to pamper with **Satin Hands®** and **Satin Lips®** and **Indulge® Soothing Eye Gel**.
- **New Year, New You.** Celeste includes a color makeover and a cute display of products to help with dry skin. She asks customers about their skin and offers products that help.

Tip

Book January parties at your December holiday open houses. Say something like ...

“Once the busy holidays are over, how about a little ‘me’ time with your girlfriends? Let’s set up a date so you can enjoy some pampering in the new year. Would (time) on (January date) work for you?”

PROBLEM: MY LIPS FEEL CHAPPED AND FLAKY.

Solutions:

Satin Lips®

Formulated with **nourishing shea butter** and the fresh flavor of white tea and citrus, these products leave dry, chapped lips behind, delivering **moisturizing bliss** in two easy steps.

- **Shea Sugar Scrub** exfoliates with natural sugar crystals.
- **Shea Butter Balm** leaves lips feeling satiny smooth and deeply moisturized.

Order together as a set for \$22, or individually for \$12 each.

True Dimensions® Lipstick, \$18
Intensely moisturizing. Exquisitely smoothing. It's like a color-infused fountain of youth for your lips.



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)**



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

CAREER dates

1	<ul style="list-style-type: none"> ■ New Year's Day. ■ Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m. Central time.
2	Company holiday. All Company offices closed. Postal holiday.
3	<ul style="list-style-type: none"> ■ 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.
11	Leadership 2017 begins in New Orleans for Diamond and Ruby.
15	Leadership 2017 begins in New Orleans for Sapphire, Emerald and Canada.
16	Martin Luther King Jr. Day. Postal holiday.
17	Last day to enroll online for the Spring 2017 Preferred Customer Program SM mailing of <i>The Look</i> , including exclusive samples (while supplies last).
30	Last day of the month for Independent Beauty Consultants to place telephone orders.
31	<ul style="list-style-type: none"> ■ Registration opens at 8:30 a.m. Central time for first week of Career Conference (March 24-25). ■ 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.



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. ©2016 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association. Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, marykay.com.

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Beauty Boot Camp

These Mary Kay independent sales force leaders share ways to help you keep your business in top shape! And better yet, they offer tips to help you earn the beautiful **Embrace Your Dreams** bracelets each month!

Independent Executive
Senior Sales Director
Heather Daniel-Kent
Blue Springs, Mo.



On holding parties:
“I LOVE January – women are eager to book! Offer to hold color workshops, skin care parties, makeovers or whatever your customers want! Women are ready to de-stress from the holidays, relax and try something new! If you get excited, they will too!”

On selling skin care:
“I introduce **TimeWise Repair®** to my customers with advanced signs of aging and also to younger customers who are already concerned with aging. Those who are attracted to this line know our price point is competitive. **If cost is an issue**, it's a great time to talk to them about hostess credit!”

On inventory:
“Skin care is a must-have in my inventory. Women want it NOW, and that is how I build loyal, consistent customers. Having skin care in stock can help you offer great customer service.”

Independent Future Executive
Senior Sales Director
Debbie Weld
Dalhart, Texas



On setting new year goals:
“I LOVE that we have two ‘new years’ to celebrate at Mary Kay: January 1 and July 1 (new Seminar year). Establish what you want to accomplish this week, this month, this year. I set a goal every January: 30 faces in 30 days. Miracles happen when you put product on faces!”

On following up:
“When booking in November and December, so many of my customers tell me to check back after the holidays. So I make a list. Then on Jan. 4, I call and say something like, ‘Hi, this is Debbie. You asked me to check back! Let’s find some time to set up your pampering session and try a new look for the new year. I have some amazing products, and I have a great gift for you.’”

On selling online:
“With my **Mary Kay® Personal Web Site (PWS)**, my customers can shop anytime they want to reorder favorites or try new products. It’s a nice complement to my one-on-one time with them. Plus, it’s so nice to check my email and find surprise orders. And I can offer a discount to my customers on my PWS, which is a great way to kick off the new year!”



Share great *Mary Kay®* products and help boost your sales. Enroll your customers in the Spring 2017 *Preferred Customer Program™*. They’ll receive *The Look* along with a fragrance seal sample. Details on the Business Tools tab on **Mary Kay InTouch®**!

MARY KAY CAREER CONFERENCE 2017



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

Best in Class!

Get wrapped up in the infectious energy of **positive, driven women seeking success** in their Mary Kay businesses! Held each spring, **Career Conference** is **open to all Mary Kay independent sales force members**. It's powerful **education, recognition and motivation** hosted by **Mary Kay leaders** all wrapped into a **weekend of fun!!**

Coming to a City Near You!

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

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

Power Class

Tune In! Power Class

December: Embrace Your Dreams

If you truly embrace your dreams, what will your Mary Kay business look like? How will it impact your confidence? Building any business requires you to stretch and grow. Get tips to help you be your best "you," and grow your best Mary Kay business ever.

January: Creating the Year of Your Dreams

Stop making promises and resolutions with no follow-through. It's time to bring your dream life into your real life. What do you need to do right now to realize the future of your dreams? Tune in to discover the possibilities!



Watch on *Mary Kay InTouch*®!

Hello, 2017!

This Year I Will:

- | | |
|---|--|
| <input type="checkbox"/> Hold more parties to sell more products! | <input type="checkbox"/> Earn the Embrace Your Dreams bracelet! |
| <input type="checkbox"/> Share the Mary Kay opportunity! | <input type="checkbox"/> Become an Independent Sales Director. |
| <input type="checkbox"/> Track my progress! | <input type="checkbox"/> Remember my "why"! |
| <input type="checkbox"/> Earn a Mary Kay Career Car. | <input type="checkbox"/> Have the Year of My Dreams. |

My personal goal: _____

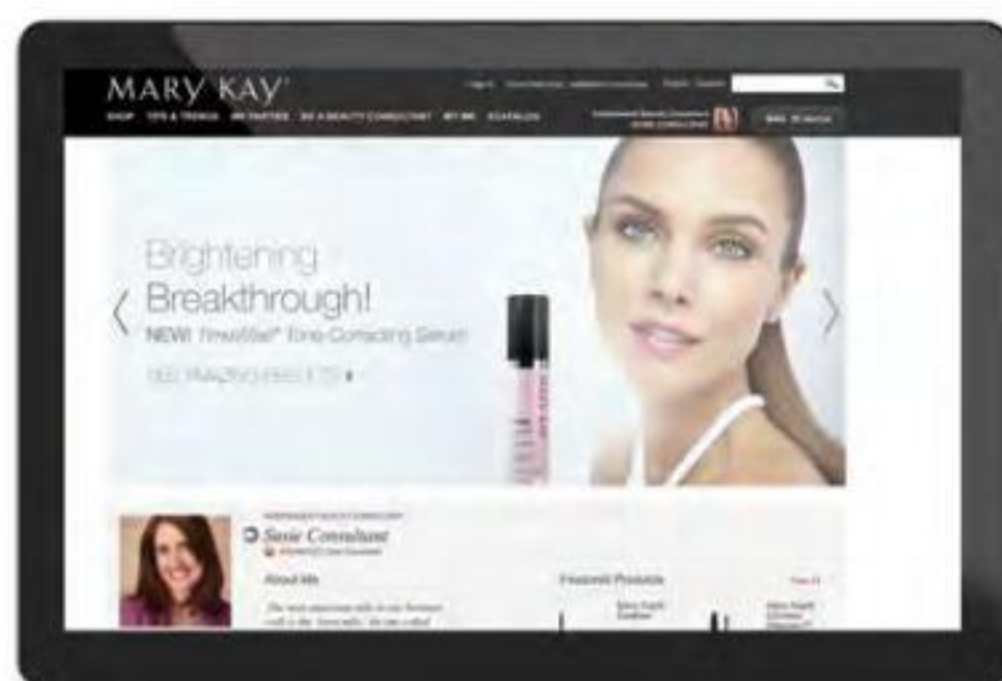
Tip: Post at your desk or on the fridge as a daily reminder!

Game-Changers

Developing relationships and working with your customers in a face-to-face setting will always be a priority, but leave some room for technology to help support your business.

Mary Kay® Personal Web Site (PWS)

- Your own professional-looking website. We do all the work.
- Allow your customers to shop with you 24/7.
- Customize offers like free samples and gifts with purchase.
- Use social media to drive your customers to your site when you pair with *Mary Kay*® Social Publisher.



All for just \$30 for the first year and \$60 each year after, plus applicable tax!



Independent Sales Director
Amie Kelly
Waco, Texas

"My PWS lets my customers shop 24/7. I love waking up to orders."

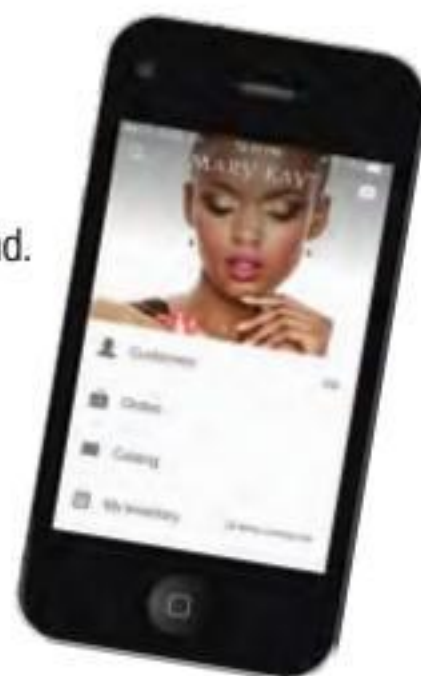


Independent Senior Sales Director
Megan Bennett
Purcellville, Va.

"I love the *My 6 Things* feature. It's a fun way to keep track of my daily tasks so I can focus on achieving my dreams!"

myCustomers™+ App

- Instantly syncs with *myCustomers*™ on *Mary Kay InTouch*®.
- Create, manage, filter and save orders from the palm of your hand.
- Receive low inventory notifications.
- Marketing options are limitless! Call, text, email, get map directions and more!
- Sell with confidence! Product knowledge at your fingertips with access to all *Mary Kay*® products and descriptions through the catalog.



Just \$4.99 plus applicable taxes per month on a recurring basis until canceled!



Get all the game-changing details on ***Mary Kay InTouch*®!**



As Mary Kay Ash said, "Like the fashion industry, cosmetics is a field that has no room for the meek and mild-mannered who shy away from change. Just as our Company has a constant drive to evolve, so must you. You can either go forward or backward – but you can't stand still!"

Online Sales Stats*

- U.S. e-commerce sales totaled \$349 billion in 2015. It's expected to climb 57 percent by 2019.
- The U.S. is estimated to have the second largest number of digital buyers at 172 million, only behind China.
- **Even if they don't buy online, they're researching!** Among U.S. beauty purchasers, 52 percent of consumers who made makeup purchases in the past 12 months researched products online.



Challenge runs
July 1, 2016 – June 30, 2017.



What Can I Give vs. What Can I Get

"Mary Kay Ash said, 'People may not remember what you say, but they will always remember how you make them feel.'"

"When I walk into a party with a goal to make women feel valued, the orders and sales follow. I have a customer who orders her staple *Mary Kay*® eye shadow and foundation. Regardless of her order size, I deliver her products personally and set aside 20 minutes to catch up on her life. It's the Golden Rule customer service and taking the time to develop these lifelong relationships that are an integral part of my success."

– Krystal Hunsucker

DECEMBER Bracelet Make Me Feel Important.

Dec. 1-31, 2016

EMBRACE your goals!
YOUR actions can move you to your goals.
DREAMS can become reality!

Order \$600* or more in wholesale Section 1 products each month, and earn a bracelet featuring a beautiful Mary Kay Ash quote.



Independent Future
Executive Senior
Sales Director
Krystal Hunsucker
McKinney, Texas

“It’s the Golden Rule customer service and taking the time to develop these lifelong relationships that are an integral part of my success.”

– Krystal Hunsucker

GOOD CUSTOMER SERVICE VS. GOLDEN RULE CUSTOMER SERVICE?

Krystal decodes the difference.

Good customer service is polite, but going beyond that means:

- Listen empathetically.
- Recognize your customer's feelings.
- Tell her what you value about her:
“You are always punctual ...”
“You’ve given me such useful feedback about ...”
- 2+2+2: Follow up 2 days after the initial sale, in 2 weeks and then in 2 months.

*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.

MARY KAY®

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

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

Last Call! Registration Ends Dec. 31, 2016!

MARY KAY
LEADERSHIP
2017

New Orleans

Register today on
Mary Kay InTouch®.

JAN. 11-14:

Diamond and
Ruby

JAN. 15-18:

Sapphire, Emerald
and Canada

**Independent Sales Directors-in-
Qualification Can Attend!**

Celebrate achievements.
Hone leadership skills.
Recharge for the second half of Seminar year.
Take your dreams to the next level!

If you [register](#) for Leadership 2017 and attend, you will **receive**
a \$50 wholesale/\$100 retail credit toward your first wholesale
Section 1 product order placed Jan. 26 – Feb. 28, 2017.



Hear special guest **Independent Elite Executive National Sales Director Emeritus Anne Newbury**, one of the giants in Mary Kay, who learned at the side of Mary Kay Ash herself. Plus, hear other inspirational speakers!



trending @ MK

THE YEAR OF YOUR DREAMS

#MyMKLife

You share your *Why* with photos and captions to illustrate the **Year of Your Dreams** on social media! Thanks for your inspiration – keep it up! You also can share posts from **Social Publisher** on *Mary Kay InTouch*®. Remember to use **#MyMKLife**.



insideTHIS issue

Happy New You

Help your customers **start the new year with beautiful skin** as you reach \$600+ in monthly sales. The **TimeWise Repair® Volu-Firm® Set** is perfect for those experiencing more **advanced skin aging**. Check the other fabulous skin care regimens to find what's right for your customers.
pages 2-4

Buff or Peel.

Need **TimeWise® Microdermabrasion** or **TimeWise Repair® Revealing Radiance™ Facial Peel**? Or both? We answer common questions you asked at Seminar to help you sell with confidence.
page 5

Free to Be Me!

Independent Future Executive Senior Sales Director Pam Garner Moore shares how she discovered her unique talents and passion to mentor other women to success.
pages 6-7

Beauty Reboot

Try this great color look to help break the winter blahs. Plus, a heartwarming story of an Independent Sales Director who serves others through **Makeovers for Good**. Find out how you can too!
pages 14-15

Moisture-Seeker

Share these **skin-renewing products** to help your customers enjoy beautiful glowing skin. And you may enjoy added sales!
pages 16-17

Beauty Boot Camp

You're halfway to Seminar. **Need help to stay on track** – or get back on track? Two **Mary Kay sales force leaders** come to the rescue!
pages 18-19

Game-Changers

Mary Kay® Personal Web Site and **myCustomers+™** both offer fantastic ways to help you manage your business so you have time for more income-producing tasks! Check out these game-changers.
page 20

Embrace Your Dreams.

Holidays come early with this gorgeous **"Make me feel important" December bracelet**. It's yours when you order and sell \$600 or more wholesale Section 1 products this month! You can do it!
page 21

Show Up to Go Up.

Learn from the best of the best and have a blast all the while ... it's all there at **Career Conference**. And, it's **coming to a city near you** in March and April! Registration opens this month, so make plans now! See Page 19 for locations or visit *Mary Kay InTouch*®.

Red-Carpet Ready

Awards show watch parties are fun and **easy ways to book parties** and spur sales! Help your guests create their own award-winning looks! Find color how-tos on **Video Lounge** on *Mary Kay InTouch*®.



See Stars.

As a **Star Consultant**, you can get **fabulous prizes** for doing what you love. How? Place a minimum \$1,800 wholesale Section 1 order within the contest quarter. Earn additional credits when you add qualified new personal team members! Get details on *Mary Kay InTouch*®.

FACE TIME

Skin care is the **foundation of your Mary Kay business!** A new year is a NEW OPPORTUNITY to help your customers get a fresh start to beautiful skin. And to **kick-start your 2017 sales!** Find customers who can benefit from our most advanced skin care regimen, and say “hello” to the **Year of Your Dreams!**

TimeWise Repair® Volu-Firm® Set

Restore what was lost and lift away the years with this scientifically innovative regimen.

- The look of deep lines and wrinkles is reduced.
- Lifted facial contours appear restored.
- Youthful volume is recaptured.
- Even skin tone is revealed.
- Vital moisture is replenished.



Find detailed information to help you sell with confidence! Go to **Mary Kay InTouch®**. Under the **Products** tab, click [Product Central](#), then [Workshops](#).

Deluxe Mini

TimeWise Repair® Volu-Firm® Set Deluxe Mini

Available on Section 2 of the Consultant order form.



Great Add-Ons!



TIMESWISE REPAIR® REVEALING RADIANCE™ FACIAL PEEL

Formulated with glycolic acid, considered by experts to be the **gold standard among alpha hydroxy acids (AHAs)**. Impacts multiple surface layers.



\$205
set

SAVE \$39 when
you buy the set.

Tip! The right products can help you look younger. The right attitude can help you feel it. Find inspiration and more under the [Education tab](#) on *Mary Kay InTouch®*.



SOURCE: EURONEXT, 2015

Spread the news!
Mary Kay was named
a Top 5 Global
Skin Care Brand!



\$45

TIMWISE REPAIR® VOLU-FILL® DEEP WRINKLE FILLER

Formulated to **fill in** and **visibly plump** appearance of problem areas where facial expressions left their mark – forehead, around lips and eyes and even hard-to-treat smile lines or frown lines between brows.

\$600* Order? Follow This Formula!

Create the **ultimate age-fighting bundle**, and earn your *Embrace Your Dreams* Challenge bracelet!
Sell four in one month, and success is yours!

	TimeWise Repair® Set	\$205
	Revealing Radiance™ Facial Peel	\$ 65
+	TimeWise Repair® Volu-Fill® Deep Wrinkle Filler	\$ 45
		\$315 x 4 weeks = \$1,260 (\$630 wholesale)

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

Skin Care for All!



\$95

Early signs of aging:
**TimeWise®
Miracle Set®**



\$58

Not yet concerned
about aging skin:
**Botanical Effects®
Skin Care**



\$45

Mild-to-moderate acne:
**Clear Proof®
Acne System**



\$93

Don't forget the
guys! **MKMen®
Skin Care**

Tip: Reach out to your guests *before* the party and create their **Customer Profiles**. Ask if they have special skin care concerns. Are they acne-prone? Do they have advanced signs of aging? Getting details early helps save you time and ensures you have the products they want. Plus, they'll love the personal service! Find **Customer Profile** cards on Section 2 of the Consultant order form. \$1.25 (pk./25)

Help Is Here!

1 Learn about products on *Mary Kay InTouch®*, including how-to videos on the [Video Lounge](#).



2 Share [skin care eCatalogs](#), including *The Look* through your Facebook® Business Page and email. Link back to your *Mary Kay®* Personal Web Site for easy ordering.



3 Use the [Mary Kay Show And Sell™](#) App to simplify your skin care class! It's available for tablets and smartphones as part of the *Mary Kay®* Digital Showcase App. Download from your app store today.



Book, Sell, SHARE!

Do it all at the party! Offer the Mary Kay opportunity while your customers are having fun and loving the products. Say something like, *"This is why I love what I do. You can do it too! Let me know if you'd like to learn how to get started!"*

Buff, Peel or Both?



**TimeWise®
Microdermabrasion
Refine**

**TimeWise Repair®
Revealing Radiance™
Facial Peel**

Not sure what your customers need?
This handy chart can help!

YOUR CUSTOMER WANTS:

**TimeWise®
Microdermabrasion
Refine**

The light buffing of a physical exfoliator to remove dead skin cells on **skin's uppermost layer**.

Basic exfoliation benefits that can deliver a healthy, natural glow and diminish the look of fine lines.

**TimeWise Repair®
Revealing Radiance™
Facial Peel**

A formula that uses a chemical exfoliator, **glycolic acid**, to eliminate skin-dulling dead cells from **skin's multiple surface layers**.

Advanced exfoliation benefits that reveal a youthful-looking radiance and leaves skin looking significantly smoother with a reduced appearance of fine lines and wrinkles.

Both*

The basic benefits of a physical exfoliator
PLUS
the advanced benefits of a glycolic acid facial peel.



TimeWise Repair® Revealing Radiance™ Facial Peel

Q: How do my customers use this product?

A: Twice a week at night. Allow three days between each application.

1. Cleanse and dry skin.
2. Pat a thin layer onto face (two–three pumps will probably do), avoiding the eye area.
3. After 10 minutes, rinse thoroughly.

IDEA! Set the timer, then complete the fun planner on Page 19.

4. Follow with serums (if desired) and a moisturizer.
5. Do not use *TimeWise®* Microdermabrasion Refine on the same day.

Q: Is it suitable for all skin types?

A: It was tested on and suitable for all skin types. It also was tested on a range of skin tones. It was not tested on women with sensitive skin, rosacea, acne or other skin conditions, and these women should consult their physician before using.

Q: Will customers feel a sensation during use?

A: Some may feel a slight, temporary tingling sensation, which indicates it's working.

Q: How do I sample?

A: Since this product needs to be used regularly to see results, a sample may not be enough to provide visible benefits. Remember to offer the **Mary Kay® Satisfaction Guarantee**.

Find a [product fact sheet](#) on *Mary Kay InTouch®*.

*Do not use both products on the same day. If you use both products the same week, allow a day or two between uses. The combined number of uses should not exceed three per week. Do not use the *Skinvigorator™* Cleansing Brush before using Microdermabrasion Refine or *TimeWise Repair® Revealing Radiance™* Facial Peel.

MARY KAY



Independent Future Executive Senior Sales Director Pam Garner Moore, Ruston, La.

Free to Be Me!



Independent Future Executive Senior Sales

Director Pam Garner Moore, Ruston, La., became a Mary Kay Independent Beauty Consultant the day before her 19th birthday. She graduated from high school at age 16 and was a senior in college by the time she signed her Independent Beauty Consultant Agreement. "I was a tomboy – terribly shy – and really knew nothing about makeup," says Pam.

Pam's mom, **Independent Future Executive Senior Sales Director Ruby Garner**, is just the opposite. Mary Kay always seemed like a natural fit for Ruby, a former cheerleader and homecoming queen. And following her mom's lead, Pam enjoyed success, earning the use of Mary Kay Career Cars and leading a wonderful team of talented women.

Despite her success, Pam says she always felt like she was a square peg in a round hole – like she was trying to be a cookie cutter of her mom, doing the things her mom did and saying the things she would say. Of course, Pam was successful this way, but she felt like she was never able to be herself. She felt like her shy tomboy self dressed up as a cheerleader. It wasn't until 2014 – more than 34 years into her Mary Kay business – that everything changed thanks to several conversations with **Mary Kay Vice President of Sales Force Motivation Sean Key**.

"Sean helped me realize that our roles as independent sales leaders in Mary Kay are customizable," Pam says. "That I don't have to imitate someone else – that I can be myself, use my own talents and still be successful. When I realized this, a light came on."

Light Bulb Moment

Since that moment, I've given myself permission to be me, and I've been able to develop our future National Area with a new sense of freedom. Also, since that moment, my unit has grown exponentially from three offspring Independent Sales Directors in our future National Area to 12*.

Pam remembers some wise advice Mary Kay Ash shared with her as she was going through Director-in-Training (now called Independent Sales Director-In-Qualification). "Mary Kay said, 'Build the people. The people will build the unit.' This is so true. And I've learned that my talent, my passion, my 'Why,' is to mentor other women. We are all different in our backgrounds, personality types and even financial needs. I can help each woman identify her own talents and coach her to maximize those talents. And together, we can customize the Mary Kay opportunity to put her on a path that meets her needs."





“ I am so grateful that I get to do what I love and am so thankful that my mom offered me the Mary Kay opportunity over 30 years ago. I have loved every bit of my life with my Mary Kay business. I have been successfully self-employed since I was 19. I am able to raise my daughter as a single mom. My mom and I were able to build a wonderful new home together three years ago. And I just picked up my 18th Mary Kay Career Car. It's all amazing.

“I now know that when I stand on that stage very soon to accept my appointment to Independent National Sales Director, my journey will encourage others to say 'yes' to their dreams and enable them to do it *their way*. ”



Pam and her mom, Ruby, pose in front of matching Mary Kay pink Cadillacs®.

Cadillac® is a registered trademark of General Motors LLC.

TAKE 5

Pam's Success-Building Takeaways:

1. **Book Parties:** In January, I have **New Year, New You** parties for the overworked and underpampered who have endured the holidays. I follow up with a fun **Makeover** party.
2. **Offer Choices:** Instead of asking which product my customers liked, I'll ask if they want to try X or Z (fill in the products). They'll more than likely choose one. Skin care is the foundation of our Mary Kay businesses. Once you have loyal skin care customers, and you give them Golden Rule customer service, the reorders will keep coming!
3. **Embrace Your Dreams:** Take the *Embrace Your Dreams* Challenge and run with it! The bracelets are beautiful, and we are super excited to earn one each month. But more than the bracelets, it's what they represent – building a consistent business of ordering and selling the products.
4. **Share the Opportunity:** Ask women what they want, what's their *why*. If they want enough money to make a car payment, then I help them design a plan to achieve that. If they want to quit their job to grow a Mary Kay business, I help them develop the path to leadership. The beauty of a Mary Kay business is that you design what you want, work to make it happen and grow into the best version of you.
5. **On Leadership:** For me, leadership is servant-based, faith-based and love-based. You don't have to be a cookie cutter version of anyone. The key to building people up is to develop one-on-one relationships. When you get to know your team members well enough to find their emotions, then you get to run alongside them as they achieve their goals. There's nothing more rewarding than that.