

MARY KAY

JULY 2017

applause®



SEMINAR 2017



CELEBRATING YOU!



WE'RE 
ALL IN!
#teamMK

Inside: Independent Future
Executive Sales Director Laurie Plyler's
Mary Kay business is playing at a higher
level, and she's All In!



FINISH
STRONG.

SAVE \$\$

On ALL Skin Care
Sets **in June!**
Pages 4-5

THE YEAR OF YOUR DREAMS

March

RECO

Congratulations to the **winners**

Top **NSDs** Year-To-Date



Gloria Mayfield Banks



Carol Anton



Kathy Helou



Patricia Turker



Lisa Madson



Gloria Castaño



Sonia Páez



Lupita Magaña



Debi Moore



Stacy James

On-Target Inner/Diamond/Gold Circle

Independent National Sales Directors become members of the Gold Circle when they earn \$125,000 or more; members of the prestigious Diamond Circle when they earn \$200,000 or more; and a member of the exclusive Inner Circle when they earn \$325,000 or more in "NSD commissions" during the Seminar contest period. (NSD commissions are comprised of commissions earned on the wholesale production of first-, second-, and third-line offspring units; Top 10 fourth-line and beyond; Elite Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for March 2017, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for February 2017.) 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, 2016, through March 31, 2017.

\$550,000 Inner Circle

Gloria Mayfield Banks.....\$444,614

\$500,000 Inner Circle

Carol Anton.....\$406,780

Kathy Helou.....402,481

\$450,000 Inner Circle

Patricia Turker.....\$364,597

Lisa Madson.....362,167

Gloria Castaño.....361,996

\$350,000 Inner Circle

Sonia Páez.....\$283,946

Lupita Magaña.....273,773

\$325,000 Inner Circle

Debi Moore.....\$254,271

Stacy James.....244,695

\$300,000 Diamond Circle

Cindy Williams.....\$233,772

Sara Pedraza-Chacón.....226,753

\$250,000 Diamond Circle

Pamela Waldrop Shaw.....\$222,750

SuzAnne Brothers.....205,555

Lia Carta.....188,810

\$200,000 Diamond Circle

Dacia Wiegandt.....\$182,188

Pamela Fortenberry-Slate.....181,436

Linda Toupin.....179,603

Anabell Rocha.....174,548

Cyndee Gress.....171,569

Anita Tripp Brewton.....171,266

Dayana Polanco.....169,695

Julianne Nagle.....164,740

Sandy Valerio.....161,942

Julia Burnett.....161,248

Dawn Dunn.....158,061

Mary Estupiñán.....156,688

Kerry Buskirk.....154,205

Kay Elvrum.....153,228

\$150,000 Gold Circle

Davanne Moul.....\$147,559

Cindy Fox.....144,133

Julie Krebsbach.....142,221

Kristin Myers.....140,714

Evelinda Díaz.....139,261

Lily Orellana.....139,157

Jamie Cruse-Vrinos.....138,614

Ada García-Herrera.....138,456

Connie Kittson.....136,168

Yosaira Sánchez.....135,034

Gloria Báez.....133,514

Sonia Bonilla.....132,672

Sue Pankow.....129,946

Yvonne Lemmon.....128,722

Consuelo Prieto.....127,843

Alicia Lindley-Adkins.....126,788

Lisa Allison.....125,824

María Monarrez.....125,106

Auri Hatheway.....123,193

Cathy Bill.....122,979

Maureen Ledda.....122,719

Susan Hohlman.....122,197

Shannon Andrews.....119,401

Candace Laurel Carlson.....118,563

Pam Klickna-Powell.....115,005

Valerie Bagnol.....114,484

Rosibel Shahin.....113,834

\$125,000 Gold Circle

Jan Thetford.....\$110,615

Scarlett Simpson.....110,565

Rebecca Evans.....110,076

Kimberly Copeland.....109,489

Monique Balboa.....108,865

Crystal Trojanowski.....106,987

Juanita Gudiño.....106,687

Tammy Crayk.....105,739

Joanne Bertalan.....105,418

Jeanie Martin.....105,288

Somer Fortenberry.....102,511

Pam Ross.....101,769

Diane Mentiply.....101,465

Mayuli Rolo.....100,029

Kim McClure.....99,897

Gay Hope Super.....98,895

Alia Head.....98,883

Shelly Gladstein.....97,492

Pam Higgs.....97,463

Morayma Rosas.....97,249

Luzmila Abadía Carranza.....95,548

Janis Z. Trude.....95,428

Maria Flores.....95,279

Noelia Jaimes.....94,985

Pamela Tull.....94,893

Monthly Commissions And Bonuses

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

Diamond

1. Lisa Madson*.....\$57,814
2. Gloria Castaño***.....46,047
3. Pamela Waldrop Shaw**.....31,737
4. Yosaira Sánchez.....29,186
5. Dawn A. Dunn*.....26,461
6. Julia Burnett*.....26,254
7. Lily Orellana.....25,180
8. Kay E. Elvrum.....22,028
9. Shannon C. Andrews*.....21,151
10. María Monarrez.....21,077
11. Lisa Allison.....21,057
12. Connie A. Kittson*.....20,505
13. Sue Pankow.....19,965
14. Susan M. Hohlman*.....19,684
15. Yvonne S. Lemmon.....18,930
16. Kristin Sharpe.....18,754
17. Diana Sumpter.....17,387
18. Jeanie Martin.....16,066
19. Alia L. Head.....15,688
20. Pam Ross*.....15,681
21. Rebecca Evans*.....15,613
22. Evitelia Valdez-Cruz.....15,298
23. Leah Lauchlan.....14,834
24. Enma Bermeo.....14,315
25. Sharon L. Buck.....13,999
26. Heidi Goelzer.....13,930
27. Roxanne McInroe.....13,879
28. Lynnea E. Tate.....13,613
29. Julia Mundy.....13,161
30. Candy D. Lewis.....13,035
31. Holli Lowe.....12,902
32. Lynne G. Holliday.....12,848
33. Rosa Bonilla*.....12,662
34. Kaye Driggers.....12,609
35. Shelly Gladstein.....12,278

36. Vicki Jo Auth.....12,239
37. Robin Rowland.....12,053
38. Marixa González.....11,583
39. Gay Hope Super*.....11,563
40. Karen B. Ford.....11,044
41. Joy L. Breen.....10,670
42. Dorothy D. Boyd.....10,532
43. Terri Schafer.....10,125
44. Sandra Chamorro.....10,083
45. Rosa Carmen Fernández.....10,068

Ruby

1. Carol Anton**.....\$69,284
2. Stacy I. James**.....33,292
3. Cindy A. Williams*.....31,019
4. Linda C. Toupin.....29,718
5. Lia Carta**.....25,841
6. Cindy Fox*.....24,677
7. Anabell Rocha*.....23,755
8. Mary Estupiñán*.....22,795
9. Sandy Valerio*.....21,936
10. Crystal Trojanowski.....19,874
11. Cathy Bill*.....18,935
12. Jan L. Thetford.....18,742
13. Julie Krebsbach*.....18,496
14. Kim L. McClure.....18,389
15. Juanita Gudiño.....17,889
16. Gloria Báez*.....17,319
17. María Flores.....17,251
18. Jo Anne Barnes.....17,185
19. Candace Laurel Carlson*.....16,248
20. Brittany Kaps*.....16,049
21. Brenda Segal*.....16,009
22. Lara F. McKeever.....15,661
23. Sherril L. Steinman.....15,497
24. Kate DeBlender.....15,129

25. Nancy J. Osborn*.....14,335
26. Deb Pike.....14,317
27. Tammy A. Vavala.....13,516
28. Gena Rae Gass.....13,083
29. Patty J. Olson.....12,896
30. Bea Millslagle.....12,648
31. Michelle L. Sudeth*.....12,440
32. Virginia S. Rocha.....12,375
33. Annaka Krafka.....12,192
34. Donna B. Melksell.....11,972
35. Kathy Rodgers-Smith.....11,819
36. Amie N. Gamboian.....11,277
37. Cecilia C. James.....11,109
38. Elizabeth Muna*.....11,095
39. Lynda Jackson*.....10,749
40. Tammy Romage.....10,621
41. Carmen Hernández*.....10,297

Sapphire

1. Kathy Helou***.....\$55,737
2. Lupita Magaña**.....42,982
3. Debi R. Moore*.....37,447
4. Davanne D. Moul*.....32,948
5. Sara Pedraza-Chacón*.....32,041
6. Pamela A. Fortenberry-Slate*.....29,642
7. SuzAnne Brothers*.....29,594
8. Cyndee Gress*.....22,726
9. Alicia Lindley-Adkins*.....21,033
10. Somer Fortenberry.....19,785
11. Kristin Myers*.....18,900
12. Valerie J. Bagnol*.....18,535
13. Gladis Elizabeth Camargo*.....18,218
14. Consuelo R. Prieto*.....17,209
15. Morayma Rosas.....16,863
16. Debra M. Wehrer.....16,470
17. Diane L. Mentiply.....15,784

18. Scarlett Simpson*.....15,574
19. Alma Orrostieta.....15,423
20. Kimberly R. Copeland.....15,263
21. Lorraine B. Newton.....15,017
22. Phyllis Pottinger*.....14,562
23. Ruth L. Everhart.....14,513
24. Lupita Díaz.....14,498
25. Diana Heble.....13,000
26. Janis Z. Trude.....12,982
27. Elaine Kimble Williams.....12,841
28. Evalina Chávez.....12,697
29. Dawn Otten-Sweeney.....12,365
30. Heather A. Carlson.....12,345
31. Alejandra Zurita.....12,049
32. Maribel Barajas.....11,659
33. Tina Hulsman.....11,394
34. Magdalena Nevárez*.....11,242
35. LaRonda L. Daigle.....11,112
36. Julie Weaver.....11,048
37. Angle S. Day*.....10,871
38. Glinda McGuire*.....10,825
39. Sue Uibel.....10,790
40. Cathy E. Littlejohn.....10,787
41. Elizabeth Sánchez.....10,695
42. Paola Ramírez.....10,373

Emerald

1. Gloria Mayfield Banks***.....\$75,490
2. Patricia Turker**.....62,767
3. Sonia Páez**.....35,600
4. Anita Tripp Brewton*.....32,869
5. Evelinda Díaz*.....32,723
6. Sonia Bonilla.....28,849
7. Dayana Polanco*.....28,242
8. Dacia Wiegandt*.....25,867
9. Ada García-Herrera*.....25,156

10. Julianne Nagle*.....24,205
11. Jamie Cruse-Vrinos.....21,721
12. Kerry Buskirk*.....21,354
13. Pam I. Higgs.....19,170
14. Maureen S. Ledda*.....18,999
15. Rosibel Shahin*.....18,951
16. Auri Hatheway.....18,912
17. Mayuli Rolo*.....18,723
18. Pam Klickna-Powell.....18,306
19. Tammy Crayk.....18,264
20. Marilyn Marte de Melo.....17,782
21. Pamela Tull.....17,149
22. Gillian H. Ortega.....17,019
23. Monique Balboa.....16,921
24. Kym A. Walker*.....15,432
25. Luzmila Abadía Carranza*.....15,429
26. Bianny Ramirez.....14,889
27. Caterina Harris Earl.....14,665
28. Sabrina Goodwin Monday.....14,486
29. Jill D. Davis.....14,246
30. Crisette M. Ellis.....13,153
31. Gina Rodríguez-Orriola.....12,774
32. Kirk Gillespie.....12,697
33. Joanne R. Bertalan*.....12,541
34. Mairlys López*.....12,381
35. Cristi Ann Millard.....12,313
36. Noelia Jaimes*.....11,854
37. Kathy P. Oliveira.....11,803
38. Sue Wallace.....11,203
39. Carol Lawler.....10,861
40. Diane Bruns.....10,766
41. Roya Mattis.....10,541
42. Noemi C. Jaimes.....10,435

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

Mary Kay Angels/Ángeles Mary Kay

March/Marzo 2017

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 March 2017./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 marzo de 2017.

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



Lisa Madson
\$57,814
Diamond



Carol Anton
\$69,284
Ruby



Kathy Helou
\$55,737
Sapphire



Gloria Mayfield Banks
\$75,490
Emerald

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

DIAMOND/DIAMANTE — Sherrie Purvis, L. Tate Area	\$88,142
RUBY/RUBÍ — Candace Doverspike, Go-Give Area	\$117,318
SAPPHIRE/ZAFIRO — Jeanette Thompson, R. Fraczkowski Area	\$88,668
EMERALD/ESMERALDA — Stacey Craft, Go-Give Area	\$97,013

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

DIAMOND/DIAMANTE — Marie Lee, Go-Give Area	\$21,852
RUBY/RUBÍ — Susan Wright, C. Anton Area	\$21,991
SAPPHIRE/ZAFIRO — Patricia Palomares, A. Zurita Area	\$14,470
EMERALD/ESMERALDA — Terrah Cromer, J. Cruse-Vrinios Area	\$20,831

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

DIAMOND/DIAMANTE — Dennis Bagayawa, E. Ezekiel Farquharson Unit, S. Andrews Area	\$15,075
RUBY/RUBÍ — Amanda Arnst, J. Barnes Unit, J. Barnes Area	\$12,448
SAPPHIRE/ZAFIRO — Donna Beasley, D. Weld Unit, D. Moul Area	\$16,463
EMERALD/ESMERALDA — Darlene Figley, M. Hester Unit, Go-Give Area	\$18,409

Top Team Builder/Primera Impulsora de Equipo

New Team Members/Nuevas integrantes de equipo

DIAMOND/DIAMANTE — Sales Director Claudia Diaz, Y. Sánchez Area	22
RUBY/RUBÍ — Sales Director Renee Williams, J. Krebsbach Area	14
SAPPHIRE/ZAFIRO — Sales Director Karen Spriggs, Go-Give Area	13
EMERALD/ESMERALDA — Sales Director Mency Jimenez, A. Hatheway Area	17

Top Unit Builders/Primeras Impulsoras de Unidad

March/Marzo 2017

Independent Sales Directors with 20 or more new unit members for March 2017./Directoras de Ventas Independientes con 20 o más nuevas integrantes de unidad en marzo de 2017.

New Unit Members/Nuevas integrantes de unidad

Diamond/Diamante

Tanya L. Satcher	29
Elizabeth Fernandez	28
Indhira Jimenez	28
Claudia Cristiana Diaz	27
Dinora Argueta	22
Maria Carranza	22
Mary Kathryn King	22
Stephanie Anne Mottaz	22
Delmi Cristina Santos	22
Lacey Lee Bradford	21
Sherrie Clark Purvis	21
Ashley Autumn Copeland	20
Celeste Pichardo	20
Lindsay R. Stewart	20

Ruby/Rubí

Candace Lyn Doverspike	32
Laurie Travis Plyler	30
Pamela D. Cox	25
Megan R. Spencer Estrada	23
Cynthia L. Frazier	22
Stephanie Lynn Coker	21
Naomi Wethje	20

Sapphire/Zafiro

Dawn Barton	30
Tracey A. Fields-Hedrick	29
Laura Miriam Villalpando	28
Rheanonda R. Johnson Gray	25
Kimberly Michelle Perkins	24
Patrice Moore Smith	24
Karen Lewis Spriggs	24
Casie Hembree	21
Arelyz Sanchez Saldana	21
Jennifer Marie Ham	20
Adrienne Danielle Hollifield	20
Beth Thatcher May	20
Bridget L. Shaw	20

Emerald/Esmeralda

Katy Goldstein	34
Michelle Anne Cunningham	27
Grace Elizabeth Snively	26
Katherine Lizeth Paez	25
Yilliam Bruzon	23
Taunya Narrell Monroe	22
Amanda Norris Dixon	21
Leslie Wayne	21
Carina Elizabeth Wright	20
Jani Macias	20

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?

Emerald/Esmeralda

New Debuts/ Debutes

January/Enero 2017



Not pictured:/Sin foto: *Jenny Backer Agbeja*, Chula Vista, Calif., K. Woods Unit; *Vilma Isabel Ardon*, Homestead, Fla., K. Pinheiro Esposito Unit; *Robbie W. Berry*, Orange, Va., J. Alger Unit; *Mary Lee Cole*, Black Diamond, Wash., S. Wallace Unit; *Darling De Los Santos Reynoso*, Santa Domingo, D.R., F. Paredes Gonzalez Unit; *Karina Garcia*, Centreville, Va., V. Murillo Unit; *Lilian Luz Gomez*, Hialeah, Fla., G. Gomez Unit; *Norma Lee Guadalupe*, Saint Cloud, Fla., A. Guerra Unit; *Maria Lynn Harris*, Selma, Texas, D. Arcuri Unit; *Olinda Maribel Hernandez*, Bel Air, Md., Y. Tirado Unit; *Rosa Elia Kresha*, Bakersfield, Calif., I. Hernandez Arias Unit; *Zuliam Mejias*, Mayaguez, P.R., M. Colon Unit; *Maria Jesus Nunez*, El Monte, Calif., M. Gomez Unit; *Marel Pando*, Miami, A. Hatheway Unit; *Blanca Quintanilla*, Sterling, Va., Y. Gonzalez Unit; *Ailin J. Reyes*, Santa Domingo, D.R., C. Santiago Valdez Unit; *Jessica Rovira*, Morningside, Md., E. Vijil Unit; *Olivia Ruiz*, Los Angeles, M. Fernandez Unit; *Mayra Santana*, Santo Domingo, D.R., M. Binet Unit; *Ana L. Sobalvarro*, Murfreesboro, Tenn., P. Turker Unit; *Sonia Elizabeth Torrellas*, Davie, Fla., C. Barrueco Unit; *Corina Tsuda*, Eugene, Ore., A. Fronk Unit; *Lisset Maria Valdes*, Miami, Y. Pelier Unit; *Sandra Valdez*, Stafford, Va., R. Rivera Unit; *Cheryl A. Whitehead*, Portsmouth, Va., M. Huff Unit; *Kristin Killion Williams*, Red Rock, Okla., K. Killion Unit.

WE'RE ALL IN!

#teamMK

Dean's List/Lista del Decano

March/Marzo 2016



Rikki King
McKinleyville, Calif.
S. Fortenberry Area
Sapphire Seminar

**Tanya Elizabeth
McDaniels**
Dover, Del.
Emerald Go-Give Area
Emerald Seminar

Kristine Trow
Derry, N.H.
S. Gladstein Area
Diamond Seminar

Triple Crown/Triple Corona

March/Marzo 2016



Maria E. Cardoza
Riverhead, N.Y.
E. Diaz Area

**Tanya Elizabeth
McDaniels**
Dover, Del.
Emerald Go-Give Area

**Not pictured:/
Sin foto:**
Dilcia Mendoza,
Silver Spring, Md.,
S. Bonilla Area.

Honors Society/Sociedad de Honor

March/Marzo 2016



Maria E. Cardoza
Riverhead, N.Y.
E. Diaz Area

Not pictured:/Sin foto:
Dilcia Mendoza, Silver Spring, Md.,
S. Bonilla Area; *Norma E. Rodriguez*,
Easton, Pa., P. Turker Area.

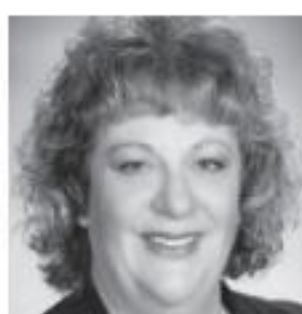


- 1 ON THE MOVE
- 2 FABULOUS 50s
- 3 HONORS SOCIETY

Rings are shown stacked./Los anillos se muestran encimados.

FABulous 50s/ Fabulosos 50

September/Septiembre 2016



Kelly M. Warosh
Bonney Lake, Wash.
S. Wallace Area

Not pictured:/Sin foto: *Devora Brito*,
Lehigh Acres, Fla., D. Polanco Area; *Kimberly
Chapman*, Sabinal, Texas, Emerald Go-Give
Area; *Altagracia Lourdes German*, Riverview,
Fla., Emerald Go-Give Area; *Mayra Polanco
Toribio*, Santo Domingo, D.R., M. Marte de
Melo Area; *Siomara Rivas*, Silver Spring, Md.,
S. Bonilla Area.

Vilma Isabel Ardon
Mary Lee Cole

Karina Garcia
Norma Lee Guadalupe

Ana L. Sobalvarro

Lisset Maria Valdes

Cheryl A. Whitehead

New Team Leaders/ Nuevas Líderes de Equipo

March/Marzo 2017

Renee Y. Alston
Arasay Alvarez
Stephanie D. Anderson
Jennifer A. Aparicio
Dianelis Arias
Taneshia A. Bain
LaBreeska V. Beyer
Alexandra M. Booth
Michelle M. Braz
Charlene Bryant
Carylyn Bulls
Shelly Caldwell
Lisa A. Canada

Sandra Y. Castro Martinez
Janet Cazanias
Doraysi Coca
Carolina Cortes
Mary Kay Crutchfield
Armida Cruz
Brenda Cruz
Merinda M. Davis
Sandra J. Deleon
Elizabeth K. Diaz
Brandi Digby
Danielle T. Dubos'e
Holly N. Duncheon

Raquel A. Eason
Ivette Fernandez Bello
Evelyn Fuentes
Carina Garcia
Laura M. Gomez
Nubia Maria Gonzalez
Luene Greenidge
Tanissa L. Harriel-Carter
Carmencia Harris
Kim Hawkes
Nancy Hernandez
Rachel Hibberts
Laura H. Holland

Sharita Holmes
Alba D. Jacinto
Rakeva D. Jacks
Marines C. Llovera
Annitay Martinez
Rosangela Martinez
Amy K. Montoya
Gloria A. Moreno
Johanny Morillo
Aracely Moya
Danielle M. Pace
Milagritos Pena
Carol Perez Perez

Yokasta M. Perez
Naomi R. Rees
Katia Rene
Lindsey A. Rhodes
Yunia Ricardo Osorio
Cheryl M. Rivera
Amy J. Rosendahl
Virginia M. Sanchez Cuello
Gipsis Soriano De Luna
Leslie Stanley
Nicole A. Stewart
Yurima Suarez
Roberto Tamarit

Linda L. Thurmond
Yuri Torres
Jillian Tzounos
Maria Urna Navas
Alberlys K. Uztariz Soto
Meagan VanDeventer
Nelis D. Ventura
Rita Villalobos

Grand Achievers/ Gran Ganadoras

March qualifiers/
Calificadas en marzo 2017

**Consultants/
Consultoras**
Abiodun Abolore Adefisayo
Farhad Akhlaghi Koopai
Morena Arias
Yanelis Ayon
Natalie K. Ballard
Fredesvinda Hernandez
Silvia Nava***
Kristen Michelle Vernon

**Sales Directors/
Directoras de Ventas**
Gaye M. Armstrong*
Laurie L. Ashby*
Marie Baez Vicente
Dee Beasley Hayden
Stefanie Lee Burgess*

Valerie Cashin
Cherie L. Clarkson
Debbie Clifton-Hill
Tamara Rose Crismore*
Bethany Braden Drew
Arellys M. Dubront Pinto
Kitty Fasbender*
Caren Crosby Fields**
Stephanie Forbes*
Gretchen Hasse Frederick*
Karina Garcia
Rubiela Garzon
Martha Teresa Gomez*
Sarah A. Gray
Eliudi Elizabeth Guevara
Judith P. Guild
Betty R Head*
Diane Heckathorne

Kim Henry*
Gloria J. Jackson*
Irma Jimenez
Mency Jimenez
Kristie M. Jorgensen*
Sarah Ann Kolberg*
Vida K. Koranteng*
Jackie Krieger*
Cindy J. Kurr*
Damarys Leyva
Kimberly K. Loibl*
Suzanne V. Lozano
Mary Ellen Madden*
Carmela A. Maes**
Jessica Lynn Magill*
Melissa Makarick
Vanessa C. Martinez
Cheryl Masseth*

Aracely McCoy
Jessica M. Meyers
Delores A. Millsaps
Noelani Margarita Mitchell
Maria S. Montoya
Rosmary A. Morel**
Maria Mota*
Carol Mouradian
Deana B. Mumpower
Edie Norquist
Bib Northington
Shannon Marie Palko
Agnes L. Pino
Brenda K. Pool**
Kirsten D. Pruitt
Rebecca J. Puckett
Luz Odizia Quintana
Joan F. Ragas

Sally Ralph
Maria de Jesus Rames
Consuelo Ramos*
Myra Lyons Robinson*
Flavia O. Rodriguez
Karen Saladrigas
Yolima Sanabria
Donna L. Scanlan*
Lori B. Schneider
Rosie Segura-Windish*
Chrissy Sengstock
Ann Shea*
Imelda Sorto
Vera E. Spencer-Gray
Brittney Anderson Spilker**
LeAnn Stadt**
Marta L. Tadeo*
Gwen Tinsley**

Yinaurys Tirado
Lisset Maria Valdes
Enedina Villarreal*
Dana C. Warren
Mary Anne Whitaker*
Cheryl A. Whitehead
Yvonne C. Wood
Darlene M. Wrenn

*Denotes requalified driver/
Denota conductora recalificada.
**Denotes December qualifier/
Denota que calificó en
diciembre.
***Denotes February qualifier/
Denota que calificó en febrero.

First Gold Medal/Primera Medalla de Oro

March/Marzo 2017

**New Team Members/
Nuevas integrantes de equipo**
Crystal Aguero, L. Fernandez Unit.....5
Arasay Alvarez, Y. Bruzon Unit.....6
Marta C. Argueta Alegria, C. Santos Unit.....6
Chasity Austin, M. Walczak Unit.....5
Taneshia Bain, M. Huff Unit.....6
Natalie Ballard, J. Davis Unit.....10
Cheryl Bogues, S. Goodwin Monday Unit.....9
Alexandra Booth, E. Stone Unit.....5
Carylyn Bulls, C. Santiago Unit.....5
Doraysi Coca, M. Bolufe Unit.....6
Carolina Cortes, E. Vijil Unit.....5
Brenda Cruz, W. Lopez Unit.....5
Sandra Deleon, M. Rios Sandoval Unit.....5
Raquel Eason, T. Franklin Unit.....10
Marleny Flores, N. Amaya Unit.....7

Rosalva Frias-Morales, D. Figueroa Unit.....5
Laura Gomez, H. Moreno Unit.....10
Lacy Guinn, E. Green Unit.....5
Kim Hawkes, C. Leger Unit.....7
Kristin Henderson, J. Magill Unit.....6
Marvette Hill-Harris, C. Harris Earl Unit.....10
Laura Holland, D. Detesco Unit.....6
Sharita Holmes, J. Holley Unit.....5
Martina Holt, T. Monroe Unit.....6
Melissa Jensen, L. Iverson Unit.....5
Nikki Latter, C. Niederklein Unit.....5
Rosa Marin, M. Koo Unit.....5
Annitay Martinez, A. Rodriguez Unit.....7
Vilma Mejia Portiyo, M. Gutierrez Unit.....5
Gloria Moreno, E. Monroy Unit.....8
Danielle Pace, K. Riddle Unit.....8
Yokasta Perez, F. Tejeda Unit.....5

Carol Perez Perez, D. De Los Santos Reynoso Unit.....6
Isamar Quiroz Zelaya, J. Mendoza Unit.....5
Katia Rene, G. Renard Unit.....7
Lindsey Rhodes, E. Green Unit.....6
Yunia Ricardo Osorio, K. Rico Unit.....5
Meylin Sanchez, D. Brito Unit.....5
Dian Shipman, L. Scott Unit.....5
Gipsis Soriano De Luna, M. Polanco Toribio Unit.....5
Yurima Suarez, Y. Bruzon Unit.....7
Vicki Taylor, K. Stone Unit.....5
Linda Thurmond, D. Warren Unit.....6
Yuri Torres, Q. Rivera Unit.....5
Alberlys Uztariz Soto, A. Dubront Pinto Unit.....6
Nelis Ventura, R. Ventura Gomez Unit.....8
Ana Villasana, B. Coulter Unit.....5

13% Club/ Club del 13%

March/Marzo 2017

Congratulations to the top 25 Independent Beauty Consultants and Independent Sales Directors in the **Emerald** 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 March./Felicitaciones a las primeras 25 Consultoras de Belleza Independientes y Directoras de Ventas Independientes en el área **Esmeralda** 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 marzo.

Sales Director Leslie Wayne.....\$3,208
Sales Director Kim Williams.....2,779
Laura Milena Gomez, H. Moreno Unit.....2,378
Sales Director Olayinka K. Adegbayi.....2,147
Sales Director Leah Danelle Randolph.....1,861
Sales Director Michelle Anne Cunningham.....1,850
Sales Director Maria de Jesus Rames.....1,808
Sales Director Jennifer A. Enloe.....1,804
Sales Director Grace Elizabeth Snively.....1,780

Sales Director Nykole Lynne Jackson.....1,726
Sales Director Johanna T. Soler Polanco.....1,687
Sales Director Ebon Osaze.....1,647
Sales Director Angel Michelle Mueller.....1,634
Sales Director Mency Jimenez.....1,542
Sales Director Mary Lee Cole.....1,487
Sales Director Leanne Parrino-Pheasant.....1,473
Sales Director Heather Wickstrom.....1,461
Sales Director Heather D. Hulsey.....1,437

Sales Director Noelani Margarita Mitchell.....1,427
Sales Director Antonia Miranda.....1,424
Sales Director Dawn Coby.....1,400
Sales Director Mary-Beth Anderson.....1,344
Sales Director Ashley N. Clinesmith.....1,314
Sales Director Terrah Cromer.....1,293
Sales Director Jessica Lynn Ferguson.....1,286

Achievement Circle/Círculo de Logros

March/Marzo 2017

Stacey Craft.....	\$97,013
Richelle V. Barnes.....	78,060
Nancy Boucher.....	78,025
Grace Elizabeth Snively.....	75,965
Katherine Lizeth Paez.....	75,392
Stacy D. Foust.....	75,329
Michelle Anne Cunningham.....	73,635
Moji Mojtabaie.....	72,163
Michele Salisbury Rankin.....	70,510
Nicole Leigh McDaniel.....	69,785
Hilda Lucia Moreno.....	67,692
Leslie Wayne.....	66,128
Karen E. Ridle.....	65,780
Katy Goldstein.....	65,235
Melinda M. Balling.....	65,017
Auburnee Skye Stanley.....	63,195
Kim Williams.....	62,472
Carina Elizabeth Wright.....	61,485
Menina M. Givens.....	59,798
Nancy A. Berlin.....	59,713
Denise G. Kucharski.....	59,456
Mary Strauss.....	59,226
Kijuana R. McKinnie.....	58,741
Jennifer L. Besecker.....	56,525
Leanne Parrino-Pheasant.....	56,514

Ranking of the top 100 Independent Sales Directors in the **Emerald** area based on their March 2017 estimated unit retail production./
Clasificación de las primeras 100 Directoras de Ventas Independientes en el área **Esmeralda** según su producción de unidad estimada al
menudeo de marzo de 2017.

Angel Michelle Mueller.....	56,348
Sheri Farrar-Meyer.....	56,325
Ann Shears.....	55,900
Kim I. Sabourin.....	54,778
Melissa Michelle Wilson.....	54,066
Betty McKendry.....	53,833
Breanne Sufrin.....	53,774
Stephanie Hope Blake.....	53,408
Ashley N. Clinesmith.....	53,038
Olayinka K. Adegbayi.....	52,783
Jo M. Cotton.....	52,738
Phyllis I. Pinsker.....	51,928
Karla Beatriz Rivera.....	51,885
Heather D. Hulsey.....	51,626
Jennifer A. Enloe.....	51,480
Tina M. Dees.....	51,464
Carrie Bloink.....	51,258
Yaleska Feliciano Rios.....	50,882
Brenda Stafford.....	50,622
Kenna L. Ervin.....	49,824
Jill Beckstedt.....	49,589
Tammie M. Hanson.....	49,347
Chris H. Teague.....	48,656
Shauna Lynn Abbotts.....	48,144
Nicole Moriarty.....	47,322

Ebun Osaze.....	47,279
Amy M. Alber.....	47,028
Alyson R. Young-Guerra.....	46,814
Janice Baxter Hull.....	46,762
Terrah Cromer.....	46,270
Amber L. Towne-Geehan.....	46,113
Connie L. Young.....	46,086
Christine Denton Barrueco.....	46,054
Hollie R. Sherrick.....	45,891
Emily Stone.....	45,847
Diane M. Detesco.....	45,546
Linda Klein.....	45,113
Jill Ann McCoy.....	45,110
Valerie Yokie.....	44,612
Denise Peterson.....	44,326
Pam Kelly.....	44,133
Debbie A. Thomas.....	43,908
Francia Damaris Tejeda.....	43,863
Nikki Hall Edgemon.....	43,851
Yudith Pupo.....	43,775
Cheryl T. Anderson.....	43,647
Margaret Neill.....	43,590
Liz Voran.....	42,951
DeeDee J. Arcuri.....	42,930
Denise M. Guthrie.....	42,909

Lesae Rae Franken.....	42,900
Carolyn Thompson.....	42,805
Mary C. Zimmerman.....	42,626
Carol M. Fulton.....	42,206
Lindsay Elizabeth Freisthler.....	42,036
Yilliam Bruzon.....	41,710
Brenda L. Wilbur.....	41,652
Karen D. Holland.....	41,601
Paula Tyree Bowman.....	41,539
Tandy Lee Fischer.....	41,498
Bridgett Leigh Moore.....	41,423
Jessica Mendoza.....	41,372
Deanna L. Spillman.....	41,323
Darlene Rutledge.....	41,290
Ann Ferrell Smith.....	41,266
Mariana Moreno.....	41,127
Jacquelyn Dykstra.....	40,803
Tara Lynn Mitchell.....	40,587
Allison Leah Adkins.....	40,487
Maggie Rader.....	40,349
Evelyn Nail.....	40,232
Jodi L. Holley.....	40,137
Amanda Thulin-Marrano.....	40,115
Deb Altenburger.....	40,079
Heather VanWell.....	39,975

Commission Circle/Círculo de Comisiones

March/Marzo 2017

Michelle Cunningham.....	\$16,271
Leslie Wayne.....	15,189
Stacey Craft.....	15,057
Grace Elizabeth Snively.....	14,829
Kim Williams.....	12,069
Sheri Farrar-Meyer.....	11,825
Katherine Lizeth Paez.....	11,272
Katy Goldstein.....	11,216
Richelle V. Barnes.....	11,191
Melinda M. Balling.....	10,911
Auburnee Skye Stanley.....	10,858
Stacy D. Foust.....	10,779
Nancy Boucher.....	10,775
Michele Salisbury Rankin.....	10,752
Olayinka K. Adegbayi.....	10,625
Carrie Bloink.....	10,441
Shauna Lynn Abbotts.....	10,411
Moji Mojtabaie.....	10,410
Jennifer L. Besecker.....	10,399
Karen E. Ridle.....	10,317
Johanna T. Soler Polanco.....	10,297
Leanne Parrino-Pheasant.....	10,127
Jennifer A. Enloe.....	9,937
Jessica Mendoza.....	9,871
Menina M. Givens.....	9,820

Nicole Leigh McDaniel.....	9,595
Heather D. Hulsey.....	9,539
Nancy A. Berlin.....	9,513
Nicole Moriarty.....	9,506
Karla Beatriz Rivera.....	9,469
Yudith Pupo.....	9,375
Kijuana R. McKinnie.....	9,375
Lesae Rae Franken.....	9,289
Breanne Sufrin.....	9,283
Hilda Lucia Moreno.....	9,262
Carina Elizabeth Wright.....	9,165
Shelley Money-Eldridge.....	9,094
Evelyn Nail.....	9,019
Ann Shears.....	9,002
Mary Strauss.....	8,930
Terrah Cromer.....	8,881
Janice Baxter Hull.....	8,842
Stephanie Hope Blake.....	8,824
Christine Denton Barrueco.....	8,793
Jill Beckstedt.....	8,772
Liz Voran.....	8,744
Diane M. Detesco.....	8,723
Melissa Michelle Wilson.....	8,701
Ashley N. Clinesmith.....	8,694
Denise G. Kucharski.....	8,645

Denise Peterson.....	8,573
Betty McKendry.....	8,539
Angel Michelle Mueller.....	8,530
Audrey J. Doller.....	8,449
Kathryn L. Engstrom.....	8,427
Ebun Osaze.....	8,392
Emily Stone.....	8,346
Deanna L. Spillman.....	8,334
Leah Danelle Randolph.....	8,318
Kim I. Sabourin.....	8,196
Brenda Stafford.....	8,103
Kenna L. Ervin.....	8,082
Nikki Hall Edgemon.....	8,007
Amy M. Alber.....	7,990
Phyllis I. Pinsker.....	7,981
Jo M. Cotton.....	7,889
Ann Ferrell Smith.....	7,861
Amber L. Towne-Geehan.....	7,834
Shawna D. Schneider.....	7,811
Dana Ann Lamade.....	7,807
Pam Kelly.....	7,791
Tammie M. Hanson.....	7,775
Mency Jimenez.....	7,763
Tina M. Dees.....	7,695
Antonia Miranda.....	7,675

Carolyn Thompson.....	7,662
Mariana Moreno.....	7,590
Tammy West-Murrian.....	7,544
Debbie A. Thomas.....	7,543
Amanda Thulin-Marrano.....	7,498
Yusely Moll.....	7,493
Alyson R. Young-Guerra.....	7,453
Sally Moreno.....	7,366
Yosemy Mora.....	7,257
Rachelle Holloway.....	7,188
Deb Altenburger.....	7,180
Linda Klein.....	7,179
Karen D. Holland.....	7,178
Emily Sujey Vijil.....	7,117
Nancy O'Hara.....	7,115
Heather Wickstrom.....	7,105
Paula Tyree Bowman.....	7,027
Irvine K. Foster.....	7,027
Yaleska Feliciano Rios.....	6,998
Denise M. Guthrie.....	6,980
Krista A. Johnson.....	6,951
Linda J. Wicks.....	6,921
Lindsay Elizabeth Freisthler.....	6,918
Heather VanWell.....	6,826
DeeDee J. Arcuri.....	6,791

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®

MARY KAY ASH SAID, 'The Go-Give® Award is perhaps the greatest honor a Mary Kay Independent Sales Director can earn. Those who possess the Go-Give spirit are the heart of this Company and our shining hope for the future.' These July award recipients best exemplify the Golden Rule – helping others **unselfishly** and **supporting** adoptees as much as unit members.



DIAMOND

Lynda Chandler

Independent Sales Director

Began Mary Kay Business
October 1992

Sales Director Debut
March 1998

National Sales Director
Go-Give Area

Honors Circle of Honor;
17-times Sales Director Queen's Court of
Personal Sales; four-times Circle of Achieve-
ment; four-times Double Star Achievement

Personal Lives in Warrenton, Mo. Husband,
John; son, Dylan; daughter, Kenedee

"I am motivated to help others because
seeing others' needs fulfilled brings me
joy, and volunteering in my community
and working with my unit and adoptees is
rewarding. My parents taught me to help
others, so following the Golden Rule and being
Go-Give is natural for me."

Independent Beauty Consultant Phyllis
Neff of Festus, Mo., says, "Lynda is
consistently active in the care of her friend
who is wheelchair-bound. She accompanies
Amy and her caregiver once a week to a
specialist an hour away. Also, she recently
found a wonderful person who wants to buy
Amy a new wheelchair."



SAPPHIRE

Lori Schultze

Independent Sales Director

Began Mary Kay Business April 2001

Sales Director Debut January 2003

National Sales Director Go-Give Area

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

Personal Lives in Adel, Iowa. Husband, Kevin; daughters: Kelsey, Mallory

"I am motivated to help others because we are called to serve. I also
believe everyone deserves to have someone in their life who can offer them
hope and help them see their gifts."

Independent Beauty Consultant Cynthia Lorenzen of Clive, Iowa, says,
"Lori has made me feel like a part of her unit. She has one-on-one education
sessions, compliments me in groups and gives me awards in meetings.
I would have given up if not for her support and faith in me."



RUBY

Andrea Mead

Independent Sales Director

Began Mary Kay Business June 2004

Sales Director Debut March 2006

National Sales Director Go-Give Area

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

Personal Lives in Dallas Center, Iowa
Husband, Jon; son, Mason; daughter, Evelin

"I am motivated to help others because
so many women have poured greatness into
my life and helped me become the woman
I am today! I believe to whom much is given,
much is required, and I am forever grateful
for the opportunity to serve!"

Independent Future Executive Senior
Sales Director Cammy Otten of Columbus,
Neb., says, "Andrea mentors, educates and
recognizes her adoptees like her own unit
members. She is respected for her integrity,
character and for conducting business in a
way that honors Mary Kay Ash."



EMERALD

Karen Holland

Independent Senior
Sales Director

Began Mary Kay Business
December 1996

Sales Director Debut
July 1998

Offspring one first-line

National Sales Director Maureen Ledda

Honors Circle of Honor; five-times Circle of Achievement

Personal Lives in Raleigh, N.C. Husband, Kevin; daughters: Ashley, Sarah

"I am motivated to help others because it's the right thing to do, and
it's deeply heartwarming to see the light in a woman's eyes as she begins
to realize that she is truly special, important and loved."

Independent Beauty Consultant Heather Huels of Holly Springs, N.C.,
says, "Karen's belief in me and her support have motivated and encouraged
my success. She welcomes us to participate in her unit contests and
promotions, and her acceptance empowers us all to stretch and reach
our wildest dreams."

NOMINATE a well-deserving
Independent Sales Director
who displays the Go-Give spirit!
Three ways:

1. **New!** Email. Include all nomination
form information.
diamondmonthlygogive@mkcorp.com
emeraldmonthlygogive@mkcorp.com
rubymonthlygogive@mkcorp.com
sapphireshmonthlygogive@mkcorp.com
2. Print **online form** (on *Mary Kay*
InTouch® under **Contests/**
Promotions tab) and mail or fax.
3. Submit **online form** (on *Mary Kay*
InTouch® under the **Contests/**
Promotions tab).

OH, THE PLACES YOU'LL GO!

As you put skin care on new faces and grow your sales, **share the Mary Kay opportunity.** By doing so you can **help others uncover their own potential** as you expand your leadership skills. And don't forget other perks like earning the use of a **Mary Kay Career Car** and the potential income opportunities!



CADILLAC®
XT5 Crossover



Get Cruisin'.

Independent Senior Sales Director Kay Hollmann, Stanton, Neb., offers tips to set you on a path and earn the use of a Mary Kay Career Car. With the right fuel and

good directions, your Mary Kay business can hug the road and enjoy new sights!

Driver's Ed. It's what you can learn at unit meetings, workshops, Career Conference and Seminar. Mary Kay Ash said to never miss a Mary Kay event because it's there that you'll learn and grow.

Map Your Trip. Decide where you want to go in your business – Red Jacket, Independent Sales Director, Independent National Sales Director? Visualize that goal every day. Tell your family or a friend!

Get Directions. Once you've set your goal, break it down into quarterly, monthly, weekly and daily tasks. Track your progress – the **Weekly Accomplishment Sheet** and **Six Most Important Things list** are great tools. You may hit some bumps or get a flat tire (skin care class cancellation), but it won't stop you. Just book more classes and move on! Remember, your Independent Sales Director is there to offer roadside assistance!

Enjoy the Views. Listen to successful women who have traveled your path. They can offer help around any obstacles if you ask. Also get your family involved in your goals. Let them know you're in this together. They can be your pit crew. Find team members you'd like to accompany you on your journey. Your destination will be awesome, but the ride is full of adventure and fun.



PREMIER CLUB
Chevy® Equinox®



PREMIER CLUB
Ford® Fusion®



GRAND ACHIEVER
Chevy® Cruze®

The Mary Kay Showroom

Find out how you can **get behind the wheel!** [Details](#) on *Mary Kay InTouch®* under Contests/Promotions.



Independent Sales Director
Lexi Larson
Nashville, Tenn.

Success Symbol

"Earning the use of a Mary Kay Career Car means I am a professional business-woman, and it helps me know that I am taking full advantage of everything my amazing business has to offer." Lexi earned the use of her first Mary Kay Career Car in April 2016. Reaching this milestone accelerated her Mary Kay business, helping her debut as an Independent Sales Director.

"My unit and I worked hard to achieve my Career Car, and it is truly our success symbol. When I talk to potential team members, they see that the car is a real reward – not a poster. Earning it gives me the confidence and fire to go after my next goal. When I work my business the Mary Kay way, anything is possible!"



Independent
Sales Director
Brenda Wilbur
York, Pa.

Share From the Heart.

Brenda recently earned the use of her second pink Cadillac®.

At my skin care classes, I talk about Mary Kay Ash – her journey and her vision for enriching women's lives. This is a great time to share *Pink Changing Lives*® and *Beauty That Counts*® programs of *The Mary Kay Foundation*™.

PLANT THE SEED.

Share your I-story and what you love most about your Mary Kay business.

ASK. At the table close, ask if guests are willing to receive more information. Offer three options, Yes – Sure – No. That way you have a 60 percent chance of a positive response. Remember when you don't ask, it's a 100 percent "no."

The interim Flip Chart makes sharing at your parties even easier! Find it on *Mary Kay InTouch*®.

Build One Party at a Time.

Mary Kay Ash said there was a potential team member at every party. Want to build your dream team? **Hold more parties!**



Team-Building Basics

- **Listen more. Talk less.** Hear her needs, and you can personalize the benefits of a Mary Kay business.
- **Objections are requests for more information.** Ask questions, and address her concerns honestly.
- **Learn how to handle a "no."** No need to take it personally, and close the conversation on a good note.

[MK University](#) offers education, videos and sample team-building scripts. Start learning on *Mary Kay InTouch*®.



It Adds Up!

Earning the use of a Mary Kay Career Car is certainly one of the most prestigious perks for moving up the Mary Kay career path, but there's also more to earn! Two hypothetical scenarios:

INDEPENDENT SENIOR BEAUTY CONSULTANT (2 active team members)

Personal Sales (Based on \$600 wholesale Section 1 order)	\$600
4% Personal Team Commission (Based on \$1,200 personal team production)	\$48
Grand Total	\$648

TEAM LEADER (5 active team members)

Personal Sales (Based on \$600 wholesale Section 1 order)	\$600
Team-Building Bonus (Based on 5 qualified* new personal team members)	\$100
13% Personal Team Commission** (Based on \$3,600 personal team production)	\$468
Grand Total	\$1,168

*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 Independent Beauty Consultant Agreement is received and accepted by the Company.

**When you place a personal minimum \$600 wholesale Section 1 order in the same month that at least five personal team members each place a minimum \$225 wholesale Section 1 order.

Mary Kay Career Car Fun Facts

- In 1969 Mary Kay Ash awarded the **FIRST PINK CADILLACS** to her top five Independent Sales Directors. The 1970 Cadillac® Coupe Deville retailed for approximately \$5,900.
- More than 157,000 independent sales force members have qualified or requalified to earn the use of a Mary Kay Career Car.
- Currently there are 5,000 Mary Kay Career Cars on the road nationwide, including 1,100 coveted Mary Kay pink Cadillacs.



Follow Up With Color.

Contact your customer after the skin care party to see how her new products are working. If she booked a second color appointment at the skin care party, you can confirm the date. Then explain how you'll create a beautiful color look just for her!

Selling Tips From a Pro

How do you find new customers? Mostly through referrals I get at skin care parties. With their permission, I'll take a selfie of the guests at the party who's referring potential customers and send it to those referrals. That helps them feel comfortable and excited about scheduling their own facial. They almost always book!

What's your best piece of advice? The power of ONE MORE! ONE MORE customer may become your best one who helps you achieve Star Consultant status. ONE MORE party may be just the one to help you complete your Power Start goal. Someone once gave me this challenge: Share the opportunity with ONE MORE person. That person said yes and is still in my unit today! I'm so grateful I picked up the phone ONE MORE time!

How did you climb the Mary Kay career path? I'm strategic, and I set goals. The Mary Kay opportunity is magical *and* mathematical! My Power Start goals are why I'm where I am today. When I was working to become an Independent Sales Director, I did double Power Starts each month, and the numbers never let me down! If you see enough faces, you'll hit your goals.



Independent Senior Sales Director
Audrey Detesco-Nickell
Fort Worth, Texas

Are there any marketing tools you recommend? Social media can be a big selling tool. Use your *Mary Kay*® Facebook® Business Page to feature new products, highlight a product of the week, run a customer appreciation special or throw a party.

Any final thoughts on how to finish the Seminar year strong? Stay excited, and focus on selling \$600 in wholesale Section 1 products

each month. You can earn the Embrace Your Dreams bracelet, and it keeps you on track for Star Consultant status and all of the rewards and prizes that come with it. It all builds up to a great Seminar year!

Power Start Now!

Power Start: Facial 30 customers in 30 days.

Power Start Plus: Facial 30 customers in 30 days and share the opportunity with six people.

Color Party Tips

- Have your guest apply makeup in natural light for optimum representation of how shades look on her skin.
- Show her how she can get 2-in-1 foundation benefits:
 - Daytime Casual: *Mary Kay*® CC Cream Sunscreen Broad Spectrum SPF 15.*
 - Work or After-Five: For full coverage, apply CC cream and follow with *Mary Kay*® Translucent Loose Powder.



MASCARA FINISHES:

- Expand/Extend: *Lash Intensity*® Mascara
- Definition: *Lash Love*® Mascara
- Volume: *Mary Kay*® Ultimate Mascara™
- Length: *Lash Love*® Lengthening Mascara
- Waterproof: *Lash Love*® Waterproof Mascara

- Genuinely compliment her on how her new color look enhances her natural beauty!



OPEN THE DOOR TO Summer Sales.

You and your customers may go on vacation, but your Mary Kay business doesn't need to. You can put these tools to work and stay cool, calm and connected all summer long!



1 myCustomers+™ App – A Game Changer for Your Business

The myCustomers+™ App lets you:

- Create, process and complete customer orders.
- Organize customers by tagging them based on town, hosting frequency or potential team members.



myCustomers+™ App



Now with NO FEES through Dec. 31, 2017!

Download from your app store today.



Independent Sales Director
Sarah Kolberg
Bismarck, N.D.

Personal Assistant in My Purse

What I love about the myCustomers+™ App is that I can take it with me wherever I go because it's on my phone. Let's be real – it's all there on the app!

2 Preferred Customer ProgramSM

Only 70 cents per customer!

When you enroll your customers in the Preferred Customer ProgramSM, they receive *The Look* every quarter. This helps you keep in touch, and it keeps them buying more! Be sure to contact your customers about a week after *The Look* mails.

SUGGESTED DIALOGUE: Hi, [customer's name]! I hope you got your latest issue of *The Look*. And I'm sure you've found some great new products to try! Let's schedule your party now. I'm available [Date] or [Date]. Do either of those work for you? If not, what's a good day?

3 Beaut e News[®]

Free weekly customer e-newsletter!

Keeps your customers up to date on the latest Mary Kay[®] products and gift ideas. Promotes your Mary Kay[®] Personal Web Site and links customers directly so they can start shopping. Don't have a Mary Kay[®] Personal Web Site? Sign up now and get more information on this, plus all of the great tools under the Business Resources tab on Mary Kay InTouch[®].

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)**

CALENDAR

dates



"Enthusiasm ... this one ingredient is vitally important in your climb to success. It has always been the companion of success in every worthwhile venture and every upward step in progress since the world began. Enthusiasm is the producer of confidence that cries to the world 'I've got what it takes' without you ever uttering a word of boast. Enthusiasm is as contagious as measles and as powerful as dynamite."

1	<ul style="list-style-type: none"> ■ Seminar 2017 registration, special needs requests, cancellation and hotel reservations deadline at 11:59 p.m. Central time. ■ Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month. ■ Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m. Central time. ■ Seminar 2018 contest period begins.
3	Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until midnight Central time.
4	Independence Day. All Company offices closed. Postal holiday.
17	Last day to enroll online for the Fall 2017 Preferred Customer Program SM mailing of <i>The Look</i> , including exclusive samples (while supplies last).
20	Diamond Seminar begins.
24	Ruby Seminar begins.
28	<ul style="list-style-type: none"> ■ Sapphire Seminar begins. ■ Last day of the month for Independent Beauty Consultants to place telephone orders.
31	<ul style="list-style-type: none"> ■ 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. ©2017 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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FORECAST: HOT SALES

As you introduce new customers to *Mary Kay*® skin care, don't forget about these summer skin-savers.



Independent Senior
Sales Director
Kelly Fuller
Sanger, Texas

Mary Kay® Sun Care Sunscreen Broad Spectrum SPF 50*

Advanced protection against sunburn and premature aging. Lightweight, oil-free. For face or body.

\$20



Mary Kay® Sun Care Lip Protector Sunscreen Broad Spectrum SPF 15*

Helps keep lips protected and guarded from the drying effects of the sun and wind.

\$8



Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15*

Instantly corrects complexion imperfections. Lightweight coverage without that "made up" look. Suitable for acne-prone and sensitive skin.

\$20



Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15*

Glides on easily to fill in imperfections and dries quickly for a flawless foundation application. Oil-free. For all skin types, including sensitive skin. Can be used with any *Mary Kay*® foundation.

\$18



Bronze Beauty

Mary Kay® Bronzing Powder

Contour for dimension or dust on all over for that just-back-from-the-beach look anytime.

\$18



Summer Faces

Kelly shares how you can find NEW FACES now and all year.

FIVE HABITS FOR SUNNY SALES

- ① Set a goal, write it down and share with family and your Independent Sales Director.
- ② Calculate your average sales per face.
- ③ Based on that average sale, calculate how many faces you need to reach your goal. Commit to putting skin care on that number of NEW FACES. Break it down by month and week.
- ④ Track your progress and don't give up.
- ⑤ Celebrate your successes along the way. You can do it!



LOVE THE SKIN YOU'RE IN PARTY.

"I showcase *TimeWise Body*™ *Smooth-Action*® Cellulite Gel Cream with the body massager, as well as the *TimeWise Body*™ *Targeted-Action*® Toning Lotion, for smooth-looking skin all over. I also share *Mary Kay*® CC Cream Sunscreen Broad Spectrum SPF 15* for a natural glow with sun protection! This gives my customers head-to-toe confidence."

ARE YOU ALL IN?

- A** – Attitude
- L** – Love this business
- L** – Learn the products
- I** – Intentional
- N** – Non-negotiated goal

Renew Her Body Confidence.

TimeWise Body™ Smooth-Action® Cellulite Gel Cream

- Visibly minimizes the appearance of stubborn cellulite.
- Leaves skin looking beautifully firm and dramatically smoother and tighter.
- Absorbs quickly so there's no waiting time before getting dressed.

Mary Kay® Smooth-Action® Body Massager

HOW TO USE: Twice a day, apply the Gel Cream liberally to cellulite-prone areas. Massage thoroughly with the body massager in circular motions until product is fully absorbed.

THE SCIENCE: Glycolic acid, caffeine, argan oil plus botanical and marine extracts are combined into a powerful formula that visibly minimizes the appearance of stubborn cellulite and recaptures skin's youthful appearance.

9 out of 10 women liked what they saw in the mirror!**

\$40

\$10



Watch instructional videos in the Video Lounge on Mary Kay InTouch®!

TimeWise® Age-Fighting Lip Primer

It's back and available regular line. Primes lips for increased lipstick wear, while reducing the appearance of lines and wrinkles on lips and around lip area.

\$24



Giving Heart



Kind Heart

\$18 each

Limited-Edition† Beauty That Counts®

Mary Kay® Baked Cheek Powder

From April 26 to Aug. 15, 2017, Mary Kay Inc. will donate \$1 from each baked cheek powder sale to benefit The Mary Kay Foundation™ in support of women's shelters and survivors of domestic abuse.

Price Changes

Effective with the Aug. 16 Consultant order form.

Periodic price adjustments are necessary to ensure we offer quality products and the latest ingredients while staying competitive in the marketplace. Now may be a great time to give your customers a chance to purchase products at today's prices as well as stock up yourself. And remember, once the new prices are effective, it could mean more potential profit for you.

Section 1 Products

	Current Suggested Retail Price	New Suggested Retail Price Effective Aug. 16
TimeWise Body™ Targeted Action® Toning Lotion	\$30	\$32
Mary Kay® Extra Emollient Night Cream	\$14	\$15
Mary Kay® Facial Cleansing Cloths	\$15	\$18
MKMen® Shave Foam	\$12	\$14
MKMen® Cooling After-Shave Gel	\$15	\$16
Mary Kay® Sun Care Lip Protector SPF 15*	\$8	\$10
Tribute® for Men Spray Cologne	\$28	\$34
MKMen® Skin Care Regimen Bundle	\$78	\$80

Section 2

	Current Consultant Cost	New Consultant Cost
TimeWise® Firming Eye Cream Samples, pk./6	\$1.25	\$1 Decrease
TimeWise® Microdermabrasion Plus Set Samples, 6 pairs	\$2.25	\$2 Decrease
TimeWise Repair® Volu-Firm® Sample Sets, pk./3	\$4	\$5
Mary Kay® Extra Emollient Night Cream Samples, pk./12 (tubes)	\$6	\$8
Lash Love® Mascara Sample Wands, pk./6	\$2.25	\$2.50
Mary Kay® Ultimate Mascara™ Samples, Black – pk./6	\$2.75	\$3
Sponge-Tip Applicators, pk./15	\$0.90	\$1
Mary Kay® Mineral Eye Color Samples, sheet/18	\$1.25	\$1.50
True Dimensions® Lipstick Samples, strip/6	\$1.25	\$1.50
NouriShine Plus® Lip Gloss Samples, strip/6	\$1.25	\$1.50
Domain® Towlette Samples, pk./6	\$1.75	\$2
True Original® Towlette Samples, pk./6	\$1.75	\$2

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

FINISH

JUNE 2017 CALENDAR

Strong!

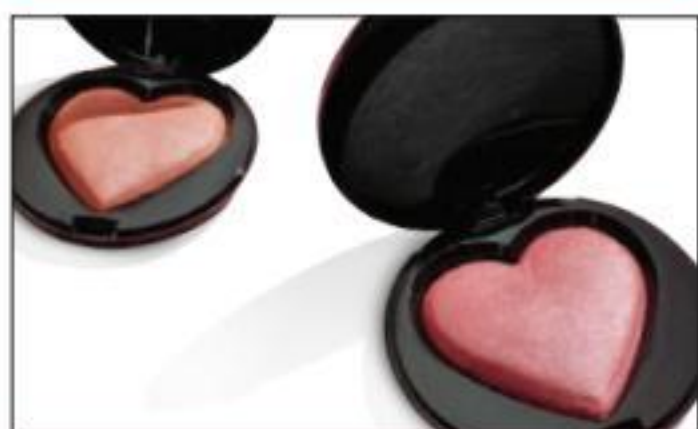


1 SET a goal to facial 30 new faces in 30 days. ☐

Some fun activities to help you finish the Seminar year like a pro!

✓ Check off as you achieve!

embrace
YOUR DREAMS
WE'RE **ALL IN!**
#teamMK



3 SELL 10 limited-edition[®] *Beauty That Counts*[®] Mary Kay[®] Baked Cheek Powders. Let customers know it's for a great cause! ☐



5 ATTEND your weekly unit meeting. ☐



6 SHARE a pic on social media from a skin care class using #teamMK. ☐



7 SELL 13 skin care sets (Mary Kay's lucky number!) ☐



9 ENROLL your customers in the Preferred Customer ProgramSM. ☐



10 BRUSH up on business tools: Mary Kay[®] Personal Web Site and *Beauty News*[®]. ☐



12 EARN your MKU designation and the Seminar Bling Button. ☐



15 ADD three qualified new personal team members to be *Dreaming in Red* at Seminar. ☐



16 PICK your Star Consultant prize, and start working. ☐



18 REGISTER for Seminar. Deadline is July 1! ☐



19 EARN the Embrace Your Dreams bracelet with a \$600+ wholesale Section 1 order. ☐



20 DOWNLOAD the myCustomers+TM App, and say hello to your new personal assistant. ☐



23 SELL 10 sun care products today. ☐



24 SELL 10 lipsticks or lip glosses today. ☐



26 EARN some bling and your *Advanced Color Consultant* designation. ☐



30 PICK out your dress for Seminar Awards show and the *All In Party*! ☐



Yearlong challenge runs
July 1, 2016 – June 30, 2017.

EARN THE

“I can. I will.
I must.” Bracelet
June 1 – 30

I KNOW I **CAN** finish strong,
When I **WILL** do something every day
toward my goal.

And I **MUST** because my dreams
are real.

Imagine Yourself on the
Seminar Stage!
SEMINAR AWARDS 2017

Queens' Courts of Personal Sales

Selling is your key to success!
Achieve \$40,000 or more in personal
estimated retail production.†

Queen's Court of Sharing

Customers are often potential new
team members! Achieve 24 or more
qualified** new personal team members.
Mary Kay® InTouch® has all the details.



Order \$600* or more in wholesale Section 1
products in June to receive this bracelet.

Remember, Mary Kay Ash built her Company because
of the dream she had. Although her lawyer and accountant
told her that it would never work, she told herself
“**I CAN. I WILL. I MUST!**”

Turn up the heat and plan, persist and work
all the way to Seminar. Beat your best, and let this be
a history-making Seminar for you!

*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.

**Orders and Independent Beauty Consultant Agreements must be received and accepted by the Company from July 1, 2016, through June 30, 2017, to count toward Seminar 2017 contest credit. To receive an award, an Independent Beauty Consultant must be in good standing with the Company at the time the award is presented.

†Estimated Retail Production equals estimated retail sales, calculated based on wholesale purchases of Section 1 products and the retail value of Section 1 product bonuses.

Earn a Special Seminar Bracelet!
**Embrace Your Dreams
Seminar Challenge
March 1 – June 30, 2017**

The “Do It Now” bracelet is yours
when you earn the March, April, May and June bracelets.

[Details](#) on *Mary Kay InTouch®*!



MARY KAY®

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

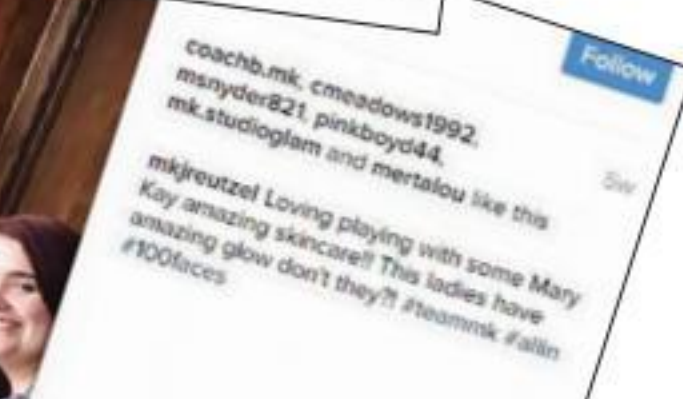
PRSR STD
U.S. POSTAGE PAID
MARY KAY INC.

#teamMK

Snap and Share!

Thank you for sharing your inspiring All In posts using
#teamMK. Some favorites this month!

WE'RE 
ALL IN!
#teamMK



trending

@ MK

Seminar or Bust

CAN'T WAIT TO SEE YOUR SMILING FACE! Trust us, there's plenty to smile about – prizes, parties, recognition, inspiration, great learning – it's all there! What are you waiting for? [Register today.](#)



National Ice Cream Day, July 16



Independent Senior Sales Director Kelly Fuller, Sanger, Texas, likes to hold **Eye Cream Socials!** At her skin care parties, she showcases

TimeWise® Firming Eye Cream, **TimeWise Repair® Volu-Firm® Eye Renewal Cream** and **Indulge® Soothing Eye Gel**. And ice cream, of course! Read more on how Kelly is All In and putting skin care on new faces on Page 18!



New Faces = Happy You

This month you can **SAVE \$\$** on skin care sets to find even more sales. Happy dance! See Pages 4-5.



A Little Piece of History

JULY 1998

Seminar guests got their first glimpse of Expo at Seminar.

Today, it's a favorite spot to try the latest products, discover new marketing tools, order business supplies and snap a selfie in a pink Cadillac®!



JULY 2000

The Mary Kay FoundationSM embraced its second mission: to prevent violence against women.

Since then, more than \$39 million has been donated by The Foundation in its fight against domestic violence.





MARY KAY SEMINAR 2017

Kay Bailey Hutchison
Convention Center.
Dallas

It's Time to Celebrate You!

Independent Senior National Sales Director Cyndee Gress says, "Imagine having tickets to the Super Bowl and deciding to stay home instead and watch it on TV. Same experience? Not even close!" It's the same with Seminar. The pulse of the crowd, the parties and prizes, witnessing the life-changing stories from top Mary Kay leaders — it's a can't-miss event!

SEMINAR DATES

July 20 – 23

Diamond

July 28 – 31

Sapphire

July 24 – 27

Ruby

Aug. 1 – 4

Emerald

DREAM BIG IN BIG D Party

PRIZE PARTY AT GILLEY'S ON DAY 0.

FOUR WAYS TO EARN:

1. *Dreaming in Red* achievers
2. *Embrace Your Dreams* Seminar Challenge achievers
3. *All-Star* Star Consultant Consistency Challenge achievers
4. New Independent Sales Director debuts from Aug. 1, 2016 – July 1, 2017

Go to Contests/Promotions on *Mary Kay InTouch*® for more [details](#).

ALL IN Party

AFTER SEMINAR AWARDS ON DAY 2

Everything's **BIGGER AND BETTER** in Texas, and this party with food, fun and dancing is no exception! Get ready to celebrate Mary Kay style.

HURRY!

REGISTRATION DEADLINE IS JULY 1.

DREAMING IN RED

April 1 – June 30, 2017

WHAT YOU GET:

Choose your **NEW RED JACKET** at **NO COST**, and take it home.

Lots of fun two-stepping with your girlfriends at the **Dream Big in Big D Party** at Gilley's on Day 0

HERE'S HOW:

ADD Three Qualified New Personal Team Members April 1 – June 30.

If you achieve but cannot attend Seminar 2017, you can order your new red jacket at **NO COST** mid-August – Sept. 5, 2017. Details on *Mary Kay InTouch*®.

PACKING TIPS

- > **LAY OUT** each outfit, shoes and accessories to make sure you don't forget anything.
- > **BRING A SWEATER** or a light jacket. It may be 100 degrees outside, but it's chilly indoors.
- > **CARRY YOUR ID**, emergency contact information and business cards with you.
- > **LEAVE SPACE** in your suitcase for prizes and trinkets.
- > **BRING A CREDIT CARD**, traveler's checks or extra cash for food, tips and necessities.
- > **DON'T FORGET** your phone/tablet charger.



Independent Senior Sales Director
Marilyn Schmucker
Sachse, Texas

Seminar: a Defining Moment!

I attended my first Seminar 28 years ago. I got chills and remember crying as I listened to the inspiring Independent Sales Directors and Independent National Sales Directors. They all started out just like me! That's when I realized I had finally found a place where I could make my dreams of staying home with our two small children come true. That and still provide for our family's financial needs. It was definitely a defining moment in my life.

FAVORITE SEMINAR MOMENT: Debuting offspring Independent Sales Directors onstage. To see how they made their dreams come true and the joy that comes from being a part of it – PRICELESS!

SEMINAR MUSTS:

- 1 } **POSITIVE ATTITUDE**
You are "Mary Kay" to everyone you meet!
- 2 } **RIGHT INTENTION**
Know what you want and you will find it!
- 3 } **PATIENCE**
When something doesn't go right, **Independent National Sales Director Linda Toupin** says, ... "It ain't no big deal."
- 4 } **AN ACCOUNTABILITY PARTNER**
Someone who will walk along beside you, help keep you accountable and be your cheerleader at every success.
- 5 } **GO-GIVE HEART**
You're there to receive AND give to others. It can be as simple as offering an encouraging word to a Mary Kay sister on the bus ride from your hotel.

Bling It On!

Independent Sales Directors who attend Seminar 2017 and **grow their unit Seminar registration counts*** by two attendees over last Seminar year (minimum of three) get these **sparkly stud earrings**, **standing recognition** and a **cute Bling Button**, along with their unit members who attend!



*Unit members who register on-site will not be included in registration counts for this challenge.

SAVE \$\$\$ On Skin Care.

JUNE 1-30 BEST. MONTH. EVER!

You're All In, and Mary Kay is too!

ENJOY EXTRA PROFITS on skin care



Clear the Way to Beautiful Skin.

SHE/HE IS:

1. Facing mild to moderate acne.
2. All set for clear and healthy skin.

SHE/HE WANTS:

- A consistent program with results over time.
- To unclog pores, to control shine and excess oil.
- To clear up blemishes.

SHE/HE NEEDS:

Clear Proof® Acne System

Easy Beauty Solutions.

SHE IS:

1. Budget-conscious.
2. Just starting a skin care routine.
3. Not looking for anti-aging benefits.

SHE WANTS:

- Easy beauty.
- A solution for her sensitive skin.

SHE NEEDS:

Botanical Effects® Skin Care
Available in dry, normal & oily.

Future-Proof Her Skin.

SHE IS:

Experiencing early to moderate signs of aging.

SHE WANTS:

- To maintain her younger-looking skin.
- Age-fighting benefits in every step of her routine.
- Products based on scientific fact, not opinion.

SHE NEEDS:

TimeWise® Miracle Set®
Available in normal/dry and combination/oily.

Parties Made Easy

- Print beautiful branded skin care place mats.
- Throw a Facebook® party. Use posts from Mary Kay® Social Publisher to create buzz!

Find more on *Mary Kay InTouch®*.

Serve Up June Sales! Some ideas:

NEW CUSTOMERS – Offer an incentive and turn new faces into new customers.

CURRENT CUSTOMERS – Thank them for their loyalty with a skin care set incentive.

NEW TEAM MEMBERS – This June promotion helps stretch their dollars and get their businesses off to a great start!

Mary Kay is proud to share that the *TimeWise® Miracle Set®* has earned the Good Housekeeping Seal and is a top-selling product set within the *Mary Kay®* product line. Facebook® is a registered trademark of Facebook, Inc.

Great news! You can get exclusive **savings on ALL Mary Kay® skin care sets** – 56.5 percent off the suggested retail price.*

Let this perk be just what you need to get active, sell big, earn more and finish your Seminar year strong. It's go time – **YOU CAN DO IT!** Hurry, offer ends June 30!

WE'RE 
ALL IN!

#teamMK

Share your party pics on Instagram®.



sets* this month only!



NOW
\$89
(Fixed Wholesale)

Normally
\$102⁵⁰
(Wholesale*)

Lift Away the Years.

SHE IS:

1. A timeless beauty with advanced signs of aging.
2. Someone who wants premier products.

SHE WANTS TO:

- Recapture youthful volume.
- Restore lifted contours.
- Reduce the look of deep lines and wrinkles.

SHE NEEDS:

TimeWise Repair® Volu-Firm® Set



NOW
\$34
(Fixed Wholesale)

Normally
\$39
(Wholesale*)

Smoothed. Soothed. Protected.

HE IS:

- A husband.
- A brother.
- A father.
- A son.

HE WANTS:

- Healthy-looking skin.
- An easy skin care routine.
- To combat the early signs of aging.
- To prevent sun damage.

HE NEEDS:

MKMen® Skin Care Regimen



Watch **Skin Care Extra** videos, available on Product Central, for more tips.

Turn Objections Into Opportunities.

OBJECTION: "I don't have money to spend on skin care right now."

RESPONSE: "How about inviting some friends over for a fun skin care party? You can work toward earning part of what you want to purchase with hostess points!"

Find more dialogues to overcome booking objections at MK University on *Mary Kay InTouch®*.

*An Independent Beauty Consultant must be in active status or place an activating order to receive the discount off suggested retail.

*Reflects 56.5 percent off the suggested retail price.

June extra savings applies to all Mary Kay® skin care sets. It does not include products sold separately. Sales tax is required on the suggested retail value of the sets.



Independent Future Executive
Senior Sales Director
Laurie Plyler
Rock Hill, S.C.



Giant LEAPS

How the All In Movement Is Renewing Momentum, Elevating Laurie's Game.

Over the course of 12 years, **Independent Future Executive Senior Sales Director Laurie Plyler** has experienced her share of highs and lows. But it was during a low point that she pulled herself to Leadership 2017 and heard about being All In on Mary Kay and the power of the direct-selling business to change lives. Today Laurie is all smiles as she tells others about her unit's renewed focus and energy that's changing *their* lives!

Truth in Numbers

During the first six weeks of the All In movement, here's what happened:

- Laurie: 251 new faces at 48 parties
- Unit: 208 new faces at 43 parties
- 25 new Independent Beauty Consultants
- *Embrace Your Dreams* Challenge achievers grew from seven to 13 and still growing!
- One new Red Jacket, three more on-track
- One new Independent Sales Director-in-Qualification

How She Began

Laurie started her Mary Kay business during her last semester of college in 2005. "I was 22, a full-time student and working full time," Laurie says. "When a friend shared the Mary Kay opportunity with me, I was intrigued by the idea of being an entrepreneur. I started my Mary Kay business although I wasn't convinced I could be successful!"

After graduation, Laurie started a corporate job. "It didn't take long for me to realize that I wasn't passionate about what I was doing," she says. "I decided then to get in gear with my Mary Kay business, book parties and see what could happen."

Laurie continued working her full-time job, but still managed to book parties and share the Mary Kay opportunity. Her focus was on consistency. "My goal was two days and four parties a week: one on Tuesday evening and three on Saturdays – a morning, an afternoon and an evening party. I knew I could do this consistently without being overwhelmed, so I just did that every week, no matter what. It wasn't always perfect, but it built

momentum. That's how I earned the use of my first Career Car!"

By February 2008, just three years after starting her Mary Kay business, her consistency paid off! Laurie became an Independent Sales Director.

"Soon after that, I left my full-time job and haven't looked back! I love what my Mary Kay business offers, and I am passionate about the freedom to choose my income, my schedule and my lifestyle. Even more than that, I get to help others do what inspires them, break the chains of debt in their lives and feel empowered to chase their dreams!"

Momentum Shift

But life happens, and it did for Laurie in winter 2016. "Our unit lost momentum. We had lows on every front – production, team-building and general participation," says Laurie. "I was discouraged and began questioning my ability to flourish in my Mary Kay business. Then I went to Leadership 2017, and everything changed when I heard about being All In. It was a complete game changer!"



My fave Mary Kay moment: When three offspring Independent Sales Directors and I were all in the Top 20 in the Court of Sharing at Seminar together. They all earned their first pink Cadillacs along with me!



Laurie couldn't wait to get home. She shared everything she learned about being All In on Mary Kay and the power of direct-selling to change women's lives with her unit members. "I feel compelled again to give my Mary Kay business my ALL. And I want to lead my unit members so they can take advantage of every opportunity their Mary Kay businesses afford them."

Total Transformation

Today, Laurie's focus is putting skin care on new faces, which has led to a unit full of excited and productive Independent Beauty Consultants. "Our entire atmosphere is transformed! Since January, my personal sales have more than doubled, and my unit members are experiencing wins. Our overall mood and attitude is energized.

"The complacency and negative thinking are gone! I am more excited as a leader because I can see my business working and am more confident that I can help others reach their goals along with me! We're making more money, finding new customers and adding more team members! We have fun today filling our date books with parties!"

Party On.

It doesn't stop there. Laurie is committed to working with her new unit members to grow their businesses. "They learn from me so they can go out and confidently do things on their own. When a new Independent Beauty Consultant signs up, we immediately help her schedule her first party where she learns to book from her bookings, generate referrals and find new leads. This way, she won't struggle with a shortage of new customers. Getting started quickly in a hands-on way helps her build confidence and overcome obstacles more quickly."

Back in the Driver's Seat

"I now feel like I can make my goals a reality this year, and I feel so much more in control of creating what I want to see happen! I am so excited to lead the way for my offspring Independent Sales Directors and Independent Beauty Consultants. We're raising the bar and taking personal responsibility for the future we want to create. We are **ALL IN!**"

FUN FACTS

Former occupation: Inside sales rep for a paper company

Started My Mary Kay business: 2005

My "Why" in 2005: To make ends meet. I paid for college on my own as well as all of my own bills.

Earned the use of my first Career Car: Premier Club in 2008

Debuted as an Independent Sales Director: 2008

My "Why" now: To take my life's struggles and use them for good to create a ripple effect of positive change and empowerment. Breaking the chains of debt and mediocre thinking by developing leaders who develop leaders and who live lifestyles of excellence, empowering women to know that they are not alone. They CAN live their dreams.

I knew I had made it when: My husband and I paid off \$47,000 in debt in a 16-month period solely from my Mary Kay income. During that time I also earned my first pink Cadillac®, and my husband was able to leave his corporate job!

Cadillac® is a registered trademark of General Motors LLC.