

MARY KAY

JUNE 2017

# applause

**All In**  
for Clear  
Skin!

**NEW!**

Deep-  
Cleansing  
Charcoal  
Mask



Put  
Skin  
Care  
On  
New Faces.

**WE'RE**   
**ALL IN!**  
#teamMK

**Inside:** Independent Senior Sales Director Nancy Pettaway learned from Mary Kay Ash herself! Now she's carrying on those business basics with a new generation.

**THE YEAR OF YOUR DREAMS**



# February

# RECO

Congratulations to the **winners**

## Top **NSDs** Year-To-Date



Gloria Mayfield Banks



Kathy Helou



Carol Anton



Gloria Castaño



Lisa Madson



Patricia Turker



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 February 2017, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for January 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 February 28, 2017.

### \$550,000 Inner Circle

Gloria Mayfield Banks.....\$390,182

### \$500,000 Inner Circle

Kathy Helou.....\$352,800

Carol Anton.....338,586

### \$450,000 Inner Circle

Gloria Castaño.....\$317,117

Lisa Madson.....313,018

Patricia Turker.....305,505

### \$350,000 Inner Circle

Sonia Páez.....\$250,582

Lupita Magaña.....236,004

### \$325,000 Inner Circle

Debi Moore.....\$218,443

### \$300,000 Diamond Circle

Stacy James.....\$214,076

Cindy Williams.....206,524

### \$250,000 Diamond Circle

Pamela Waldrop Shaw.....\$197,682

### \$200,000 Diamond Circle

Sara Pedraza-Chacón.....\$195,433

SuzAnne Brothers.....179,276

Lia Carta.....165,994

Dacia Wiegandt.....160,658

Linda Toupin.....156,412

Pamela Fortenberry-Slate.....153,017

Anabell Rocha.....152,458

Cyndee Gress.....151,215

Dayana Polanco.....145,259

Julianne Nagle.....144,358

Sandy Valerio.....141,472

Anita Tripp Brewton.....139,971

Dawn Dunn.....138,743

Julia Burnett.....136,600

Kerry Buskirk.....136,312

Mary Estupiñán.....134,730

### \$150,000 Gold Circle

Kay Elvrum.....\$131,818

Julie Krebsbach.....124,885

Kristin Myers.....124,167

Cindy Fox.....122,320

Jamie Cruse-Vrinos.....118,628

Connie Kittson.....118,450

Lily Orellana.....118,167

Davanne Moul.....117,324

Ada García-Herrera.....116,784

Gloria Báez.....116,692

Yvonne Lemmon.....114,096

Consuelo Prieto.....112,301

Sue Pankow.....111,668

Yosaira Sánchez.....110,638

Lisa Allison.....110,393

Evelinda Díaz.....108,598

Alicia Lindley-Adkins.....107,806

Maureen Ledda.....107,617

Auri Hatheway.....107,614

Sonia Bonilla.....106,950

Cathy Bill.....106,456

María Monarrez.....106,385

Susan Hohlman.....105,417

Candace Laurel Carlson.....102,762

Shannon Andrews.....101,908

Valerie Bagnol.....100,538

### \$125,000 Gold Circle

Pam Klickna-Powell.....\$99,612

Rebecca Evans.....97,674

Rosibel Shahin.....97,268

Jan Thetford.....96,474

Monique Balboa.....95,768

Kimberly Copeland.....95,568

Scarlett Simpson.....95,445

Joanne Bertalan.....94,411

Jeanie Martin.....92,069

Tammy Crayk.....91,876

Juanita Gudiño.....90,400

Crystal Trojanowski.....89,938

Diane Mentipty.....88,444

Kim McClure.....87,605

Pam Ross.....87,582

Gay Hope Super.....87,568

Shelly Gladstein.....86,926

Alia Head.....85,703

Somer Fortenberry.....85,609

Noelia Jaimes.....84,203

Janis Z. Trude.....84,133

## Monthly Commissions And Bonuses

Listed are NSD commissions above \$10,000 earned in February 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*	\$44,365
2. Gloria Castaño***	28,968
3. Pamela Waldrop Shaw**	26,196
4. Rebecca Evans*	23,254
5. Dawn A. Dunn*	20,644
6. Julia Burnett*	18,748
7. Yvonne S. Lemmon	17,551
8. Evitelia Valdez-Cruz	16,228
9. Lisa Allison	16,172
10. Lily Orellana	15,907
11. Shannon C. Andrews*	15,687
12. Kay E. Elvrum	15,645
13. Jeanie Martin	15,020
14. Susan M. Hohlman*	14,943
15. Kristin Sharpe	14,696
16. María Monarrez	14,454
17. Yosaira Sánchez	14,146
18. Sue Pankow	14,130
19. Connie A. Kittson*	13,661
20. Lynne G. Holliday	13,397
21. Shelly Gladstein	13,328
22. Leah Lauchlan	12,923
23. Sharon L. Buck	12,601
24. Diana Sumpter	12,346
25. Robin Rowland	12,012
26. Julia Mundy	11,821
27. Heidi Goelzer	11,420
28. Roxanne McInroe	10,996
29. O'Nelly Encarnación	10,970
30. Alia L. Head	10,576
31. Holli Lowe	10,251
32. Vicki Jo Auth	10,061
33. Lynnea E. Tate	10,006

### Ruby

1. Carol Anton**	\$37,598
2. Lia Carta**	28,640
3. Cindy A. Williams*	26,666
4. Linda C. Toupin	25,178
5. Stacy I. James**	22,757
6. Lara F. McKeever	17,308
7. Sandy Valerio*	16,872
8. Cindy Fox*	16,858
9. Kim L. McClure	16,731
10. Mary C. Estupiñán*	15,889
11. Cecilia C. James	14,950
12. Jan L. Thetford	14,523
13. Cathy Bill*	14,154
14. Anabell Rocha*	14,010
15. Julie Krebsbach*	13,872
16. Crystal Trojanowski	13,805
17. Brenda Segal*	13,614
18. Gloria Báez*	12,908
19. Sherril L. Steinman	12,683
20. Jo Anne Barnes	12,405
21. Kate DeBlander	11,950
22. Bea Millsagle	11,756
23. Candace Laurel Carlson*	11,739
24. Brittany Kaps*	11,674
25. Deb Pike	11,669
26. María Flores	11,523
27. Patty J. Olson	11,024
28. Nancy J. Osborn*	10,968
29. Amie N. Gamboian	10,484
30. Tammy Romage	10,477
31. Gena Rae Gass	10,187
32. Annaka Krafka	10,182
33. Tammy A. Vavala	10,006

### Sapphire

1. Kathy Helou***	\$43,735
2. SuzAnne Brothers*	31,156
3. Lupita Magaña**	28,878
4. Debi R. Moore*	25,816
5. Valerie J. Bagnol*	23,899
6. Pamela A. Fortenberry-Slate*	22,360
7. Sara Pedraza-Chacón*	18,932
8. Davanne D. Moul*	17,130
9. Cyndee Gress*	16,829
10. Consuelo R. Prieto*	16,685
11. Kristin Myers*	16,598
12. Alicia Lindley-Adkins*	14,247
13. Somer Fortenberry	13,196
14. Diane L. Mentipty	12,823
15. Alma Orrostieta	12,353
16. Debra M. Wehrer	12,333
17. Kimberly R. Copeland	12,143
18. Ruth L. Everhart	11,959
19. Lorraine B. Newton	11,850
20. Sylvia Kalicak	11,061
21. Elaine K. Williams	10,992
22. LaRonda L. Daigle	10,678
23. Janis Z. Trude	10,673
24. Morayma Rosas	10,151
25. Julie Weaver	10,013
26. Scarlett Simpson*	10,008

### Emerald

1. Gloria Mayfield Banks***	\$57,904
2. Patricia Turker**	39,437
3. Sonia Páez**	21,631
4. Dacia Wiegandt*	18,121
5. Dayana Polanco*	17,667
6. Kerry Buskirk*	17,346
7. Anita Tripp Brewton*	17,096
8. Julianne Nagle*	17,086
9. Jamie Cruse-Vrinos	16,855
10. Sonia Bonilla	15,496
11. Evelinda Díaz*	14,740
12. Ada García-Herrera*	14,689
13. Tammy Crayk	14,378
14. Pam I. Higgs	14,341
15. Pamela Tull	14,323
16. Monique Balboa	14,185
17. Maureen S. Ledda*	13,703
18. Pam Klickna-Powell	13,310
19. Rosibel Shahin*	12,800
20. Joanne R. Bertalan*	12,785
21. Kirk Gillespie	12,229
22. Auri Hatheway	12,074
23. Kym A. Walker*	11,522
24. Sabrina Goodwin Monday	11,035
25. Cristi Ann Millard	10,884
26. Gillian H. Ortega	10,638
27. Marilyn Marte de Melo	10,589
28. Bianny Ramirez	10,229
29. Luzmila Abadia Carranza*	10,176

\* Denotes Senior NSD

\*\* Denotes Executive NSD

\*\*\* Denotes Elite Executive NSD



# Mary Kay Angels/Ángeles Mary Kay

February/Febrero 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 February 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 febrero de 2017.

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



Lisa Madson  
\$44,365  
Diamond



Carol Anton  
\$37,598  
Ruby



Kathy Helou  
\$43,735  
Sapphire



Gloria Mayfield Banks  
\$57,904  
Emerald

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

DIAMOND/DIAMANTE — Anita Bendio, <i>Go-Give Area</i> .....	\$71,434
RUBY/RUBÍ — Candace Doverspike, <i>N. Junkin Area</i> .....	\$111,446
SAPPHIRE/ZAFIRO — Dawn Barton, <i>K. Helou Area</i> .....	\$73,254
EMERALD/ESMERALDA — Katy Goldstein, <i>J. Cruse-Vrinios Area</i> .....	\$77,711

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

DIAMOND/DIAMANTE — Marie Lee, <i>Go-Give Area</i> .....	\$22,315
RUBY/RUBÍ — Evelyn Benitez, <i>S. Saldana Area</i> .....	\$19,424
SAPPHIRE/ZAFIRO — Patricia Palomares, <i>A. Zurita Area</i> .....	\$16,607
EMERALD/ESMERALDA — Missy Semien, <i>S. Goodwin Monday Area</i> .....	\$16,105

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

DIAMOND/DIAMANTE — Tishanna Dixon, <i>N. Pratt Unit, P. Waldrop Shaw Area</i> .....	\$20,342
RUBY/RUBÍ — Lynn Shives, <i>B. Keen Unit, S. Steinman Area</i> .....	\$20,253
SAPPHIRE/ZAFIRO — Jasmine Sunshine, <i>C. Rossi Unit, Go-Give Area</i> .....	\$15,723
EMERALD/ESMERALDA — Darlene Figley, M. Hester Unit, <i>Go-Give Area</i> .....	\$14,454

## Top Team Builder/Primera Impulsora de Equipo

New Team Members/Nuevas integrantes de equipo

DIAMOND/DIAMANTE — Sales Director Carolyn Koch, <i>Go-Give Area</i> .....	23
RUBY/RUBÍ — Sales Director Laurie Plyler, <i>J. Krebsbach Area</i> .....	11
SAPPHIRE/ZAFIRO — Sales Director Faylene Lankford, <i>K. Myers Area</i> .....	20
EMERALD/ESMERALDA — Sales Director Maria Cardoza, <i>E. Díaz Area</i> .....	24

# Top Unit Builders/Primeras Impulsoras de Unidad

February/Febrero 2017

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

### New Unit Members/Nuevas integrantes de unidad

#### Diamond/Diamante

Carolyn Cash Koch .....	26
Christina Lynn Frantz .....	25
Tanya L. Satcher .....	24
Soledad Herrera .....	23
Anita M. Bendio .....	20
Dalila Duarte de Mollinedo .....	20

#### Ruby/Rubí

Candace Lyn Doverspike .....	34
Laurie Travis Plyler .....	25
Lindsey Mills .....	23
Naomi Wethje .....	20

#### Sapphire/Zafiro

Jennifer Marie Ham .....	24
Faylene Rose Lankford .....	24
Kimberly Michelle Perkins .....	23
Casie Hembree .....	21
Natalie Cargile .....	20

#### Emerald/Esmeralda

Katy Goldstein .....	35
Maria E. Cardoza .....	25
Rachelle Holloway .....	21
Grace Elizabeth Snively .....	21

## Meet Your NSDs/Conoce a tus DNVs

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



# Sapphire/Zafiro

# RECO

**New**  
Debuts/  
Debutes  
December/Diciembre 2016



**Not pictured:/Sin foto:** *Leticia Bautista*, Saugerties, N.Y., M. Grados Unit; *Lauren Boscoe*, Stoughton, Mass., J. Scola Unit; *Claudia Chicas*, Hyattsville, Md., F. Maldonado Unit; *Olga L. Daley Harvey*, Cape Coral, Fla., A. Smith Unit; *Maria Francisco*, Portland, Ore., A. Jimenez Unit; *Evelia Garibay*, Seattle, M. Elisea Unit; *Rosa Elena Hernandez*, Baltimore, E. Hulm Unit; *Mara June*, Dallas, L. Williams Unit; *Rachelle Louise Kuzma*, Walker, Mich., B. Bennett-Young Unit; *Francis Leyva*, South Houston, Texas, L. Alvarado Unit; *Eloina Martinez Zarate*, Fort Wayne, Ind., R. Orozco Unit; *Carolán Prisco*, Park Ridge, N.J., A. Catanzaro Unit; *Michelle Sandwell*, Newcastle, Okla., J. Lee Unit; *Julie Elizabeth Vanderwerf*, Deltona, Fla., C. Rossi Unit; *Adely Vazquez*, Canyon Country, Calif., S. Vasquez Unit; *Naomi G. Walker*, Attleboro, Mass., B. Noble Unit; *Shannon Young*, Waxhaw, N.C., H. Bohlinger Unit.

WE'RE ALL IN!  
#teamMK

**Dean's**  
List/Lista  
del Decano  
February/Febrero 2016



**Eva Orrego**  
Nashville, Tenn.  
G. Castaño Area  
Diamond Seminar

**Not pictured:/Sin foto:**  
*Katy Goldstein*, St. Louis,  
J. Cruse-Vrinios Area, Emerald  
Seminar; *Yasmery Gonzalez*,  
Montgomery Village, Md.,  
S. Bonilla Area, Emerald  
Seminar.

**Triple**   
Crown/Triple Corona  
February/Febrero 2016



**Not pictured:/Sin foto:** *Imelda Meliza Serrano*, Summit, Ill., L. Díaz Area.



**Becky Lauridsen**  
Pierce, Colo.  
D. Wehrer Area

**Maria Ermelinda Pineda**  
South San Francisco,  
Calif.  
L. Díaz Area



**Angelica Revolorio**  
Fort Morgan, Colo.  
E. Sánchez Area

**Megan Lee Shaw**  
Snover, Mich.  
Sapphire Go Give Area

**Honors**  
Society/  
Sociedad  
de Honor  
February/Febrero 2016



**Becky Lauridsen**  
Pierce, Colo.  
D. Wehrer Area

**Maria Ermelinda Pineda**  
South San Francisco,  
Calif.  
L. Díaz Area



**Angelica Revolorio**  
Fort Morgan, Colo.  
E. Sánchez Area

**Megan Lee Shaw**  
Snover, Mich.  
Sapphire Go Give Area

**Not pictured:/Sin foto:**  
*Imelda Meliza Serrano*,  
Summit, Ill., L. Díaz Area.

**FAB**ulous 50s/  
Fabulosos 50

August/Agosto 2016

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



1 ON THE MOVE  
2 FABULOUS 50s  
3 HONORS SOCIETY

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



## On the Move/ En Acción

December/Diciembre 2016

Lauren Boscoe  
Claudia Chicas

Maria Francisco S.  
Evelia Garibay

Francis Leyva  
Carolán Prisco

Naomi G. Walker

## New Team Leaders/ Nuevas Líderes de Equipo

February/Febrero 2017

Queen Addison  
Kim Adoptante  
Tammy M. Ballard  
Candace M. Beckham  
Lauren P. Bush  
Heidi Caissie  
Peggy Chaney  
Tammy J. Cononie  
Susana Dominguez

Marlene G. Figueroa  
Lila R. Garro  
Chelsey J. Gratz  
Holly D. Hatcher  
Michelle Hudson  
Norma Licona  
Laura E. Martinez  
Kristen McGrew  
Dora V. Morales

Estella G. Munoz  
Holly Netterville  
Tabatha J. Nunnery  
Terri Price  
Maggie E. Pritchett  
Rachel L. Sherman  
Jayme E. Shulman  
Emily Snider  
Sara E. Starkowski

Karla J. Stutzman  
Suzie C. Tarlton  
Ainee Lynnette Taylor F.  
Rachel A. Van Dyke  
Jessica C. Wilcox

## Grand Achievers/ Gran Ganadoras

February qualifiers/  
Calificadas en febrero 2017

**Consultants/Consultoras**  
Ana Alicia Chavez  
Ofelia Gonzalez  
Maria Harriott  
Jona Grace Harris\*

Catherine Rebecca Herman  
Christy Lynn Jordan  
Alicia Orozco  
Beatriz M. Rangel  
Lindsey Marie Smith

**Sales Directors/  
Directoras de Ventas**  
Julie Henderson Walls

\*Denotes requalified driver./  
Denota conductora recalificada.

## First Gold Medal/Primera Medalla de Oro

February/Febrero 2017

**New Team Members/  
Nuevas integrantes de equipo**  
Kim Adoptante, P. Brigante Unit .....6  
Latarsha Atwater-Ahmad, P. Jackson Unit .....5  
Tammy Ballard, K. Perkins Unit.....8  
Sonia Contreras, S. Esquivel Unit.....5  
Maria Garcia, G. Cortes Unit.....6  
Lila Garro, B. May Unit.....8  
Jolena Govig, S. DeMoss Unit .....5

Chelsey Gratz, M. Myers Unit .....7  
Rosario Graves, B. Martinez Unit .....6  
Holly Hatcher, C. Altman Unit.....5  
Michelle Hudson, R. Johnson Gray Unit.....5  
Norma Licona, M. Valle Unit .....5  
Rachel Lott, J. Medlock Unit.....5  
Kristen McGrew, D. Barton Unit .....5  
Susann Pool-Vega, C. Rossi Unit .....9

Terri Price, J. Sapp Unit .....8  
William Sebro, B. Brown Unit .....6  
Jayme Shulman, I. Kotulich Unit .....5  
Desiree Terry, N. Cargile Unit.....7  
Rachel Van Dyke, H. Shively Unit .....5  
Juana Vazquez, G. Arteaga Unit.....5

## 13% Club/ Club del 13%

February/Febrero 2017

Congratulations to the top 25 Independent Beauty Consultants and Independent Sales Directors in the **Sapphire** area earning 13 percent personal team commissions. They placed a personal minimum \$600 wholesale Section 1 order and had at least five personal team members each place a minimum of \$225 in wholesale orders during February./Felicitaciones a las primeras 25 Consultoras de Belleza Independientes y Directoras de Ventas Independientes en el área **Zafiro** que ganaron las comisiones del 13% por equipo personal. Éstas hicieron un pedido personal mínimo de \$600 de la sección 1 al mayoreo y tuvieron por lo menos cinco integrantes de equipo personal que hicieron cada una pedidos por un mínimo de \$225 al mayoreo en febrero.

Sales Director Heather L. Bohlinger .....\$1,796  
Sales Director Jennifer Ann Flesher .....1,670  
Sales Director Courtney Ham Young .....1,559  
Sales Director Janet Curiel .....1,485  
Sales Director Michele Martella Armes .....1,463  
Sales Director Amy R. Sigler .....1,460  
Sales Director Julie Brindell Sapp.....1,416  
Sales Director Abby Louis Johnson.....1,345  
Sales Director Sandi Gaither .....1,323

Sales Director Vicki Piccirilli .....1,321  
Catherine Rebecca Herman, N. Hopkin Unit ....1,307  
Sales Director Jessica Scola .....1,300  
Sales Director Kassondra Joelle Kantz .....1,266  
Sales Director Kristi M. Anderson .....1,261  
Sales Director Kelly Inghland Brock .....1,257  
Sales Director Tina Louise Hackett .....1,255  
Sales Director Karla Rae Plantan.....1,241  
Sales Director Maria Montes.....1,215

Sales Director Angela P. LaFrance .....1,215  
Sales Director Katherine LaVerne Longley.....1,210  
Sales Director Reyna V. Alvarado Rivera .....1,188  
Sales Director Kimberly Leigh Moore .....1,187  
Sales Director Robyn S. Cartmill.....1,182  
Sales Director Jeanette M. Thompson .....1,179  
Sales Director Lorena P. Ramirez.....1,175



**NOTHING HAPPENS UNTIL SOMEONE SELLS SOMETHING/  
NADA PASA HASTA QUE ALGUIEN VENDE ALGO.**

*Mary Kay*





## Achievement Circle/Círculo de Logros

February/Febrero 2017

Dawn Barton.....	\$73,254
Casie Hembree.....	67,849
Kristi M. Anderson.....	62,836
Julie Neal.....	62,622
Jeanette M. Thompson.....	62,452
Vicki Piccirilli.....	59,642
Debbie A. Weld.....	59,279
Julie Brindell Sapp.....	58,450
Beth Thatcher May.....	57,901
Linné Lane.....	55,155
Marie E. Vlamincck.....	54,677
Randi Stevens.....	54,632
Keita Powell.....	54,558
Nikki Renee Hopkin.....	53,957
Michele Martella Armes.....	52,424
Kimberly Michelle Perkins.....	51,516
Stephanie Lynne Lenard.....	49,052
Petie L. Huffman.....	48,339
Robyn S. Cartmill.....	48,273
Patty Webster.....	47,409
Kathy A. Freeman.....	47,097
Michele Semper.....	46,970
Julie A. Griffin.....	46,850
Jennifer Marie Ham.....	46,110
Jenan W. Wood.....	45,725

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

Carol Lee Johnson.....	45,480
Chelsea Cooley Altman.....	45,325
Lafreda D. Williams.....	45,180
Marcela Sierra.....	45,018
Kathleen Kirkwood.....	44,717
Danice C. McEldowney.....	44,451
Sandi Gaither.....	44,405
Mariaelena Boquin.....	44,076
Joli A. Dockery.....	43,798
Lady Ruth Brown.....	43,552
Moleda G. Dailey.....	43,527
Tracy Foltz.....	43,304
Ruby Garner.....	43,175
Linda Meier.....	42,877
Trisha Taylor.....	42,611
Bonnie Crumrin.....	42,575
Nannette G. Short.....	42,427
Evelyn Pirhalla.....	41,779
Lorraine A. Collette.....	41,741
Candace Nicole Holte.....	41,685
Ann W. Sherman.....	41,501
Judith E. Cotton.....	41,479
Michelle E. Bonner.....	41,105
Beth S. Austin.....	41,013
Sandy Kay Gant.....	40,961

Jackie Olson.....	40,715
Kathy Lee.....	40,534
Julia M. Hodge.....	40,526
Kaye Yuen.....	40,303
Shelia Berry.....	40,252
Maria Claxton-Taylor.....	40,157
Epsie J. Elmer.....	40,011
Abby Louis Johnson.....	39,874
Tommi Pleasure.....	39,860
Marie G. Miller.....	39,838
Cynthia S. Sheppa.....	39,729
Jessica Holzbach.....	39,675
Dolores Keller.....	39,605
Hazel White.....	39,394
Tracey A. Fields-Hedrick.....	39,138
Mary Lou Ardohain.....	39,017
Jordan Helou Eicher.....	39,001
Robin S. Moody.....	38,876
Marjorie S. Haun.....	38,569
Sylvia Boggs.....	38,272
Joyce A. Newell.....	38,270
Sherri Reindl.....	37,957
Ileana C. Kotulich.....	37,951
Patrice Moore Smith.....	37,795
Rachel Elizabeth Naylor.....	37,588

Bridget N. Howerton-Adams.....	37,049
Kelly Inland Brock.....	37,009
Mary E. Feikles.....	36,951
Kassondra Joelle Kantz.....	36,721
Jerlene Vrana.....	36,643
Robyn L. Riddle.....	36,571
Donna Stephano.....	36,537
Bridget L. Shaw.....	36,496
Angela D. LaFerry.....	36,228
Chris Burnside.....	35,604
Kimberly Leigh Moore.....	35,488
Flor D. Maldonado.....	35,486
Piper Prinzi.....	35,475
Nancy W. Pettaway.....	35,448
Natalie Cargile.....	35,356
Bertha C. Zapata.....	35,352
Jennifer K. Guidry.....	35,189
Kim West.....	35,155
Jennifer Levitt.....	34,856
Mary K. White.....	34,835
Rheanonda R. Johnson Gray.....	34,468
JoAnna P. Shipe.....	34,373
Cindy L. Hess.....	34,311
Linda H. Rowsey.....	34,265
Elsie Jackson.....	34,238

## Commission Circle/Círculo de Comisiones

February/Febrero 2017

Dawn Barton.....	\$10,840
Julie Brindell Sapp.....	10,441
Julie Neal.....	9,881
Linné Lane.....	9,496
Vicki Piccirilli.....	9,332
Casie Hembree.....	9,073
Michele Martella Armes.....	8,861
Michele Semper.....	8,764
Jeanette M. Thompson.....	8,703
Kristi M. Anderson.....	8,513
Debbie A. Weld.....	8,276
Kimberly Michelle Perkins.....	8,228
Maria Claxton-Taylor.....	8,186
Keita Powell.....	8,070
Mariaelena Boquin.....	8,008
Beth Thatcher May.....	8,004
Trisha Taylor.....	7,622
Marie E. Vlamincck.....	7,450
Robyn S. Cartmill.....	7,340
Miranda Kantor.....	7,321
Randi Stevens.....	7,278
Nikki Renee Hopkin.....	7,268
Lafreda D. Williams.....	7,255
Sandi Gaither.....	7,196
Kathleen Kirkwood.....	7,075

Marcela Sierra.....	7,070
Julie A. Griffin.....	7,068
Linda Meier.....	7,067
Bridget L. Shaw.....	7,060
Jennifer Marie Ham.....	6,982
Lady Ruth Brown.....	6,980
Stephanie Lynne Lenard.....	6,950
Evelyn Pirhalla.....	6,929
Beth S. Austin.....	6,789
Dolores Keller.....	6,770
Jordan Helou Eicher.....	6,612
Kathy A. Freeman.....	6,554
Sylvia Boggs.....	6,551
Tommi Pleasure.....	6,542
Heather L. Bohlinger.....	6,539
Debbie L. Bower.....	6,531
Kimberly Leigh Moore.....	6,515
Nannette G. Short.....	6,505
Chelsea Cooley Altman.....	6,483
Flor D. Maldonado.....	6,393
Ruby Garner.....	6,341
Abby Louis Johnson.....	6,309
Carol Lee Johnson.....	6,283
Petie L. Huffman.....	6,263
Moleda G. Dailey.....	6,202

Natalie Reed.....	6,196
Joli A. Dockery.....	6,163
Mary Lou Ardohain.....	6,146
Judith E. Cotton.....	6,119
Epsie J. Elmer.....	6,079
Lorraine A. Collette.....	6,063
Bridget N. Howerton-Adams.....	6,032
Kelly Inland Brock.....	6,030
Laurieann Barclay.....	6,019
Jackie Olson.....	6,010
Kathy Lee.....	5,977
Marni McKenna Hendricks.....	5,971
Maria Montes.....	5,951
Tracy Potter.....	5,939
Jeanette E. Beichle.....	5,938
Tracy Foltz.....	5,934
Patty Webster.....	5,929
Danice C. McEldowney.....	5,925
JoAnna P. Shipe.....	5,892
Jemma Holley Imwalle.....	5,835
Tracey A. Fields-Hedrick.....	5,819
Rachel Elizabeth Naylor.....	5,700
Beverly M. Brown.....	5,696
Pam Garner Moore.....	5,687
Cynthia S. Sheppa.....	5,683

Brooke E. Bennett-Young.....	5,674
Sandy Kay Gant.....	5,665
Kassondra Joelle Kantz.....	5,661
Marjorie S. Haun.....	5,644
Marie G. Miller.....	5,627
Margarita Orozco.....	5,612
Sherri Reindl.....	5,601
Kerri Leigh Ross.....	5,587
Mary K. White.....	5,574
Suzanne Tripp-Black.....	5,574
Tirza Llanes.....	5,571
Mary E. Feikles.....	5,565
Barbara J. Puckett.....	5,521
Jessica Holzbach.....	5,520
Amy R. Sigler.....	5,503
Jennifer Levitt.....	5,478
Patrice Moore Smith.....	5,461
Angela P. LaFrance.....	5,457
Hazel White.....	5,407
Joyce A. Newell.....	5,403
Erika Duke Hulm.....	5,383
Robin S. Moody.....	5,359
Lauren Boscoe.....	5,343
Ann W. Sherman.....	5,337
Diane Covington.....	5,325

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 June award recipients best exemplify the Golden Rule – helping others **unselfishly** and **supporting** adoptees as much as unit members.



## DIAMOND

### Dana Davis-Armstead

Independent Future Executive  
Senior Sales Director

**Began Mary Kay Business**  
February 2003

**Sales Director Debut**  
August 2003

**Offspring** three first-line

**National Sales Director**  
Go-Give Area

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

**Personal** Lives in Houston, Husband, Lance; son, Lance Jr.; daughter, Amber

**"I am motivated to help others because** I truly believe that every woman wears a sign that says 'Make me feel important.' My mission is to make sure that every woman I meet knows how AMAZING she truly is."

**Independent Beauty Consultant Monica Sanchez of Pasadena, Texas,** says, "Dana shares so many ideas and tips on how to keep our businesses thriving. We are given recognition for our accomplishments and new challenges and contests to motivate us."



## SAPPHIRE

### Linda Quillin

Independent Senior Sales Director

**Began Mary Kay Business**  
September 1979

**Sales Director Debut** October 1980

**Offspring** one first-line

**National Sales Director** Go-Give Area

**Honors** Circle of Honor; monthly Go-Give® Award winner, November 2008; 17-times Sales Director Queen's Court of Personal Sales; two-times Queen's Court of Sharing; 16-times Circle of Achievement; 16-times Circle of Excellence; 10-times Double Star Achievement

**Personal** Lives in Duluth, Ga. Husband, Jim

**"I am motivated to help others because** if I can help them move up with greater confidence and ease, it truly is a great day! By passing my knowledge on, it reinforces it within me, and honors our Founder Mary Kay."

**Independent Beauty Consultant Darlene Baverso of Cranberry Township, Pa.,** says, "Linda traveled to Pittsburgh to educate us and give us leadership tips. A true inspiration, Linda is an excellent leader who teaches with a loving and motivated heart!"



## RUBY

### Linda Masset-Rosenthal

Independent Senior Sales Director

**Began Mary Kay Business** October 1978

**Sales Director Debut** May 1980

**Offspring** one first-line

**National Sales Director** Go-Give Area

**Honors** Circle of Honor; monthly Go-Give® Award winner, September 1997; six-times Sales Director Queen's Court of Personal Sales; Queen's Court of Sharing; 12-times Circle of Achievement; two-times Double Star Achievement

**Personal** Lives in Kew Gardens, N.Y. Sons: Gary, Kenny; daughters: Anne Marie, Yvonne, Julie; 14 grandchildren

**"I am motivated to help others because** I know that what we do individually matters! Mary Kay herself always said that what we send into the lives of others comes back into our own, tenfold."

**Independent Beauty Consultant Leanna Giaquinto of North Merrick, N.Y.,** says, "Through my health challenges and her own personal loss, Linda has supported and encouraged me and my team. One of our biggest blessings is Linda and her love, leadership and Go-Give spirit."



## EMERALD

### Nicole Coselmon

Independent Sales Director

**Began Mary Kay Business**  
July 2009

**Sales Director Debut**  
December 2011

**National Sales Director**  
Jill Davis

**Honors** Star Consultant; Sales Director Queen's Court of Personal Sales

**Personal** Lives in Shawnee, Kan. Husband, Nathan; sons: Mark, Seth; daughter, Shea

**"I am motivated to help others because** I find great joy in being a part of God's impact, in and through people! One woman really can impact SO many when she decides to get herself out of the way and focus on others!"

**Independent Beauty Consultant Ingrid Frey of Leavenworth, Kan.,** says, "Nicole serves others through time and prayer and by listening with her ears and heart to provide God-focused guidance that can be applied to our businesses as well as our lives."

**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).



# All In With Glowing Skin

It's bridal season. Her happily-ever-after glow starts with a solid skin care foundation, and you have what she wants!



## TimeWise® Ultimate Miracle Set® \$182

Help her get picture-perfect skin! Includes:

- 3-In-1 Cleanser
- Age-Fighting Moisturizer
- Day Solution Sunscreen Broad Spectrum SPF 35\*
- Night Solution
- Microdermabrasion Plus Set
- Firming Eye Cream

## More Products She'll LOVE

### Wedding Day Color

- **Mary Kay® Mineral Cheek Color Duo**  
Brush on a radiant, healthy-looking glow and build from sheer to bold. Enjoy true color that lasts all day.
- **Mary Kay® Gel Semi-Matte Lipstick**  
Long-wear lipstick lips will love! Lasting color clarity with lip-cushioning gel comfort.
- **Lash Love® Waterproof Mascara**  
It holds up to those tears of joy!  
A flexible, sculpted brush separates and coats with no clumps in sight.



### Scents of Style

- **Forever Diamonds® Eau de Parfum**  
This sophisticated floral fruity fragrance recalls moments that shine like diamonds. The joy of new beginnings, the laughter shared, those times when your every wish came true.
- **Thinking of Love® Eau de Parfum**  
This special fragrance inspires romantic moments and memories. The fresh, floral, woody notes will have you always on his mind.



### Prime for Portrait Perfection.

- **TimeWise® Age-Fighting Lip Primer** \$24  
It's here to stay! This popular primer is back and available regular line! Primes lips for increased lipstick wear, while reducing lines and wrinkles on lips and around lip area.
- **NEW! Limited-Edition® White Tea & Citrus Satin Hands® Satin Smoothie® Refining Shea Scrub** \$18  
Now available in open stock! Blended with luscious shea butter, this scrub instantly reveals noticeably smoother-looking skin as it buffs away dirt and impurities and leaves hands feeling softer.
- **Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15\*** \$18  
Apply under foundation to enhance wear and perfect skin.



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. Also, the Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15\* is a top-selling product within the Mary Kay® product line. All prices are suggested retail.





Independent  
Sales Director  
**Michele Cobin**  
Brooklyn, N.Y.

## Build Your Bridal Business!

My bridal business has helped me build a great team and attract loyal customers. I met roughly half of my 400 customers at bridal expos! I've been with those customers since their wedding planning began, and I'm there as they reach new milestones like buying their first homes and having children.

### HERE'S WHAT I DO:

- **ATTEND bridal expos.** I set a table and use a branded table runner from *MKConnections*® to display beautiful product baskets. Brides can sign up for a complimentary facial or makeover! I get lots of customer leads doing this.
- **BRIDAL and bachelorette parties.** I treat the bride, her mom and friends to some pampering with a traditional skin care party. This gives me five to 10 potential new customers who might book parties with their friends.
- **CLOSE the sale.** At the parties, I ask the bride what she needs for her big day. Skin care sets, primers and *Mary Kay*® **Finishing Spray** by Skindinavia are my best-selling products, but the biggest seller? The *Discover What You Love*® **Travel Roll-Up Bag**! I stock it with everything she needs for her big day and even the honeymoon.
- **BUILD your team.** It's easy to build your team from bridal parties. Guests see how much fun it is to help celebrate this joyous occasion, and they realize it's something they'd like to do too. It's a fun way to earn extra money!



Michele uses this display to catch the eye of brides-to-be at every bridal expo she attends.

\*Over-the-counter drug product †Available while supplies last



## NEW! Limited-Edition† *Beauty That Counts*® *Mary Kay*® Baked Cheek Powder

\$18  
each

### Kind Heart

delivers subtle luminosity to any area you want to highlight. Wear each shade alone, or pair the two together to create layers of radiance.

### Giving Heart

adds rosy color to your cheeks.



### From April 26 – Aug. 15, 2017,

Mary Kay Inc. will donate \$1 from the sale of each limited-edition† *Beauty That Counts*® *Mary Kay*® Baked Cheek Powder to benefit *The Mary Kay Foundation*™ in its support of women's shelters and survivors of domestic abuse. To learn more, visit [marykayfoundation.org](http://marykayfoundation.org).



You and your customers can find **bridal tips and ideas** on your *Mary Kay*® [Personal Web Site](#) under **Tips & Trends**. Don't have one? Sign up today on *Mary Kay InTouch*®!

## Bridal Is Big Business.

- Approximately 2 million weddings are held in the U.S. each year.
- The U.S. wedding industry is valued at \$53 billion.

Source: The Wedding Report, Inc., a research company that tracks and forecasts number of weddings, spending and consumer trends for the wedding industry.



# MANtastic Gifts



Time to celebrate dad, son, brother or significant other! Also, don't forget these guys as you're **All In** finding NEW FACES to share Mary Kay skin care.



## Father's Day!

SHARE THESE SCENTS OF STYLE.

### DARING:

*MK High Intensity® Sport Cologne Spray*

### IRRESISTIBLE:

*MK High Intensity® Cologne Spray*

### THE ADVENTURER:

*MK High Intensity Ocean® Cologne Spray*

### A CLASSIC GUY:

*Domain® Cologne Spray*

### WELL-TRAVELED AND WORLDLY:

*Cityscape® Cologne Spray*

### EASYGOING:

*Tribute® for Men Spray Cologne*

### ALL ABOUT CONFIDENCE:

*True Original® Cologne Spray*



## Male Call!

### THREE IDEAS TO BOOST YOUR SALES

- 1 Share **MKMen®** skin care products with male co-workers. If appropriate, host a skin care party in a conference room at lunch.
- 2 Put together fun bags with the **TimeWise® Microdermabrasion Plus Set Deluxe Mini**, your business card and a piece of candy or small disposable razor. Include a men's fragrance sample if you like! Ask guests if they're willing to try the products and let you know what they think. Get their contact info and follow up!
- 3 Create an eye-catching **MKMen®** and men's fragrance display at your skin care parties. Bundle products at various prices for shopping ease. Ask your guests if they need birthday, Father's Day or graduation gifts for their guys. Voilà ... you to the rescue!

## New Faces! MKMen® Skin Care for Men



### FEEL-GOOD ESSENTIALS:

**MKMen® Daily Facial Wash**, \$16

**MKMen® Shave Foam**, \$12

**MKMen® Cooling After-Shave Gel**, \$15

### POWERFUL AGE FIGHTERS:

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

**REVIVE: MKMen® Advanced Eye Cream**, \$26



# Pump Up Summer Selling!



Independent Sales Director  
**Tammy Steele**  
University Place, Wash.

Are you **All In** putting skin care on new faces? Then you're probably watching your sales soar and your Seminar recognition hit new levels! Tammy shares her **go-to moves** to help your June sales spike.

## Q: What's the best way to find new customers?

**A:** For me, the easiest is to **book parties with my existing customers**, reminding them about my hostess perks. They can invite friends, co-workers or neighbors. Skin care may not be top of mind in the summer, so I **make it fun with a fun-in-the-sun theme**. Basically, it's a skin care class with seasonal products like sunscreen and body lotions. **Enthusiasm sells**, so keep a smile on your face and have fun! My experience is once they try, they will buy!

I share my Seminar sales goals at these parties because people like to see others succeed. I ask guests to share five friends' names who would enjoy a complimentary facial.

## Q: What about meeting people as you're out running errands?

**A:** That's my second favorite way to book! I put together facials in a bag – cleanser, moisturizer and **TimeWise® Microdermabrasion Plus Set** samples in a cute cello bag with an instruction card and my business card.

I'll strike up a conversation and say, *"I'd love to give you a pampering present, and please let me know what you think about these products."* A potential customer will probably be eager to try the products and share her thoughts. I'll ask if she wants to schedule a complimentary facial or make it a party and invite friends – where she can also take advantage of hostess credit toward products she wants to purchase. People appreciate your sincerity and your personal attention.

She may see how much fun you're having and be interested in the Mary Kay opportunity herself! Keep some *Steps to Success* brochures handy. They're on Section 2 of the Consultant order form. You also can use the *Mary Kay® Digital Showcase App* that includes the *Love What You Do* online presentation. It even has an online Independent Beauty Consultant Agreement so she can sign up on the spot!

## Game-Changing Personal Assistant

The *myCustomers+™ App* lets you:

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

And the best part – **it's FREE through Dec. 31, 2017!**  
Download from your app store.



myCustomers+™ App



## Q: Do you use social media to help you market your business?

**A:** Absolutely! I've had the most success posting a special message. *"I'm so excited to reach my facial goal of 30 faces in 30 days! Let me know when I can schedule yours!"* Or, maybe it's a June customer appreciation message, and I say, *"My customers are simply the best, and I want to honor you for choosing me to be your Mary Kay Independent Beauty Consultant ..."* Then you can decide on an incentive.

Another way I use Facebook® is to promote special events like weddings or graduations. *"Let me help you look gorgeous on your special day. Message me to schedule a Mary Kay® makeover."*

## Q: Are there any marketing tools you recommend to help book and hold parties?

**A:** I love Party Central on *Mary Kay InTouch®*. It's your one-stop shop for party ideas, place mats, checklists, booking scripts and ideas for hostess rewards.

The *Preferred Customer Program™* is another super way to stay in touch. Your customers receive *The Look* which includes a fragrance or product sample seal. It costs 70 cents per customer, but I think the sales you can generate are well worth it. Be sure to follow up after they receive the current issue to see what products interest them!

## Q: Any final thoughts for success this month?

**A:** One thing that helps me track goals and stay accountable is my three-section notebook. Try it!

- **Section 1:** Write booking leads. Then review, make follow-up calls and notes on your next steps.
- **Section 2:** Subtract weekly sales from your monthly goal to know exactly what you need for the following weeks to hit your target.
- **Section 3:** Track potential new team members so you can follow up and make notes.

Tracking this on paper in one place keeps you organized and on your A-game! Happy selling!

## Replenish and Moisturize.

### Special-Edition† *Mary Kay® Sun Care After-Sun Replenishing Gel*, \$15

This ultralight cool blue gel contains soothing botanical extracts rich in antioxidants to replenish vital moisture after a day in the sun.





**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)**



*"Refuse to quit. See yourself achieving your goals, and visualize this thing that you want. See it, feel it, believe in it. Make your mental blueprint and begin to build. See setbacks as a lesson to be applied in the move toward success. The difficulties you meet will resolve themselves as you advance. Follow through with your plans."*

# Calendar

1	<ul style="list-style-type: none"> <li>Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month.</li> <li>Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m. Central time.</li> </ul>
3	Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until midnight Central time.
15	<ul style="list-style-type: none"> <li>Postmark deadline for Quarter 4 Star Consultant quarterly contest.</li> <li>Deadline to make Quarter 3 Star Consultant prize selections.</li> </ul>
16	<ul style="list-style-type: none"> <li>Quarter 1 Star Consultant quarterly contest begins.</li> <li>Fall 2017 Preferred Customer Program<sup>SM</sup> online enrollment for <i>The Look</i>, including exclusive samples (while supplies last) begins.</li> </ul>
18	<b>FATHER'S DAY.</b> See Page 16 for selling tips!
20	Online prize selection available for Quarter 4 Star Consultant quarterly contest.
29	Last day of the month for Independent Beauty Consultants to place telephone orders.
30	<ul style="list-style-type: none"> <li>Seminar 2017 contest period ends.</li> <li>Last day of the month for Independent Beauty Consultants to place online orders.</li> <li>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.</li> <li>Online Independent Beauty Consultant Agreements accepted until midnight Central time.</li> </ul>

*I Love You*

HAPPY  
FATHER'S  
DAY



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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MARY KAY  
**SEMINAR**  
2017

Kay Bailey Hutchison  
Convention Center  
Dallas

# BIG DREAMS

## Welcome Here.

### Seminar Dates

July 20 – 23 Diamond  
July 24 – 27 Ruby

July 28 – 31 Sapphire  
Aug. 1 – 4 Emerald

### COST:

**\$225**  
for Independent  
Beauty  
Consultants\*

**\$195**  
for all  
Independent  
Beauty  
Consultants  
who are  
priority qualified  
or  
who registered  
for Career  
Conference 2017  
without  
canceling.

### WHAT YOU GET:

- First look at all the new products before they launch
- Surprise giveaways
- Live entertainment
- A meet and greet with the scientists and Mary Kay staff
- Techy new business tool displays
- Plus fun, friendships, education and recognition like no other!

### PLUS!

Register without canceling and receive a \$70 wholesale/  
\$140 retail credit toward your first Section 1 product  
order placed July 26 – Aug. 31, 2017.

Find everything you need on *Mary Kay InTouch*®!

Throw on your bling, grab your boots  
and celebrate your dreams at the  
**DREAM BIG IN BIG D** prize party at the  
world-famous Gilley's.

### FOUR WAYS

TO THE DREAM BIG IN BIG D PARTY!

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

Go to Contests/Promotions on *Mary Kay InTouch*®  
for more details.



**HURRY! REGISTRATION DEADLINE IS JULY 1, 2017!**





Independent  
Sales Director  
**Britt Burke**  
Harrodsburg, Ky.

## Seminar Changed My Life!

"I went to Seminar just a few months after becoming an Independent Beauty Consultant in 2014. I went because everyone told me, 'You have to go. You'll get the big picture once you're there.' I decided to give it a try, and I'm so glad I did! The speeches, the education, the limos, the luncheons, the onstage recognition. The only problem was: I wasn't riding in those limos or invited to the luncheons. I wasn't receiving the amazing rewards or recognition. I went home knowing that I wanted to be part of that 'in crowd' and earn my way to the VIP events. I wanted to participate, not just observe. So I prayed for God to lead me. I started working my business consistently and great things started to happen."

### HERE'S WHAT HAPPENED NEXT:

- Earned the use of her first Career Car in January 2016.
- Earned the Grand Achiever Award First Quarter of 2016.
- Earned the Star of Excellence Award.
- Earned a Gold Medal.
- Achieved Consultant Queen's Court of Personal Sales Seminar 2016.
- Debuted as an Independent Sales Director November 2016.

"Seminar literally changed my life. That's why you just have to be there. You see the big picture and realize there's so much more possible than you ever imagined. It's where you realize you want way more than you thought and that you can do it if you really want to."



## Dreaming in RED



April 1 – June 30, 2017

### WHAT YOU GET:

- Attend the **DREAM BIG IN BIG D** party at Gilley's.
- Choose your **NEW** red jacket at **NO COST**, and take it home.
- Lots of fun two-stepping with your girlfriends.

### HERE'S HOW!

Add three qualified new personal team members April 1 – June 30, 2017.

**NOTE:** If you achieve *Dreaming in Red* but cannot attend Seminar 2017, your new red jacket is available to order at no cost mid-August to Sept. 5, 2017.

Get all the details on *Mary Kay InTouch*®.







# Education, Inspiration and Motivation!

*You are in business for yourself, but never by yourself!*

Mary Kay University offers engaging and interactive videos to guide you on your Mary Kay journey.

- **LESSONS** to fit wherever you are in your Mary Kay business
  - Brand-new Independent Beauty Consultant
  - Building your team and earning your red jacket or Independent Sales Director suit
  - Moving your Mary Kay business to the next level
- **TIPS AND STRATEGIES** from top independent sales force members
- **HELPFUL TOOLS** you can use in your everyday activities

- **ASSESSMENTS** at the end of each lesson to test your knowledge

MKU can help you turn your dreams into reality.

Start today! [MKU](#) is under the Education tab on *Mary Kay InTouch®*.

## Get Some Seminar Bling!

Earn your **MKU designation** when you pass all the assessments by June 30.



## Mary Kay, Univision® Partner to Find the Next Latina Star!

To help you find **NEW FACES** and promote the **Mary Kay** brand to the growing Latina market, Mary Kay Inc. partners with Univision® this spring as the **official cosmetic sponsor** of their new prime-time program, **La Reina de la Canción** (Queen of Song) – the search for the next Latina music star! The show started in April and runs for 10 weeks. *Mary Kay®* ads will run throughout as part of the partnership.



Mary Kay has great behind-the-scenes videos, face charts and makeup tutorials to help you share the excitement and sell. Plus, **Mary Kay Global Beauty Ambassador Luis Casco** is the lead makeup artist for the show! Want great marketing tools to help you sell? *Mary Kay InTouch®* is your go-to place! Your customers can also find color looks, tips and trends on [marykay.com](#) in Spanish.





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

# EARN THE “Soar on Silver Wings” Bracelet. May 1 – 31



“I have a premonition  
that soars on  
silver wings.

It’s a dream of your  
accomplishment  
of many wondrous  
things.

I do not know  
beneath which sky  
or where you’ll  
challenge fate.

I only know it  
will be high.

I only know  
it will be great!”

– Anonymous



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



Watch **Independent Elite Executive  
National Sales Director Kathy Helou**  
share why she loves this bracelet on  
the *Embrace Your Dreams* Challenge  
page under Contests/Promotions on  
*Mary Kay InTouch®*.

**New faces can mean  
more ways to sell!  
#teamMK**

\*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.

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



Congratulations if you earned  
the March and April bracelets! Earn the May and June bracelets  
as well to achieve the special “Do It Now” keepsake! Details on  
*Mary Kay InTouch®*!



MARY KAY®

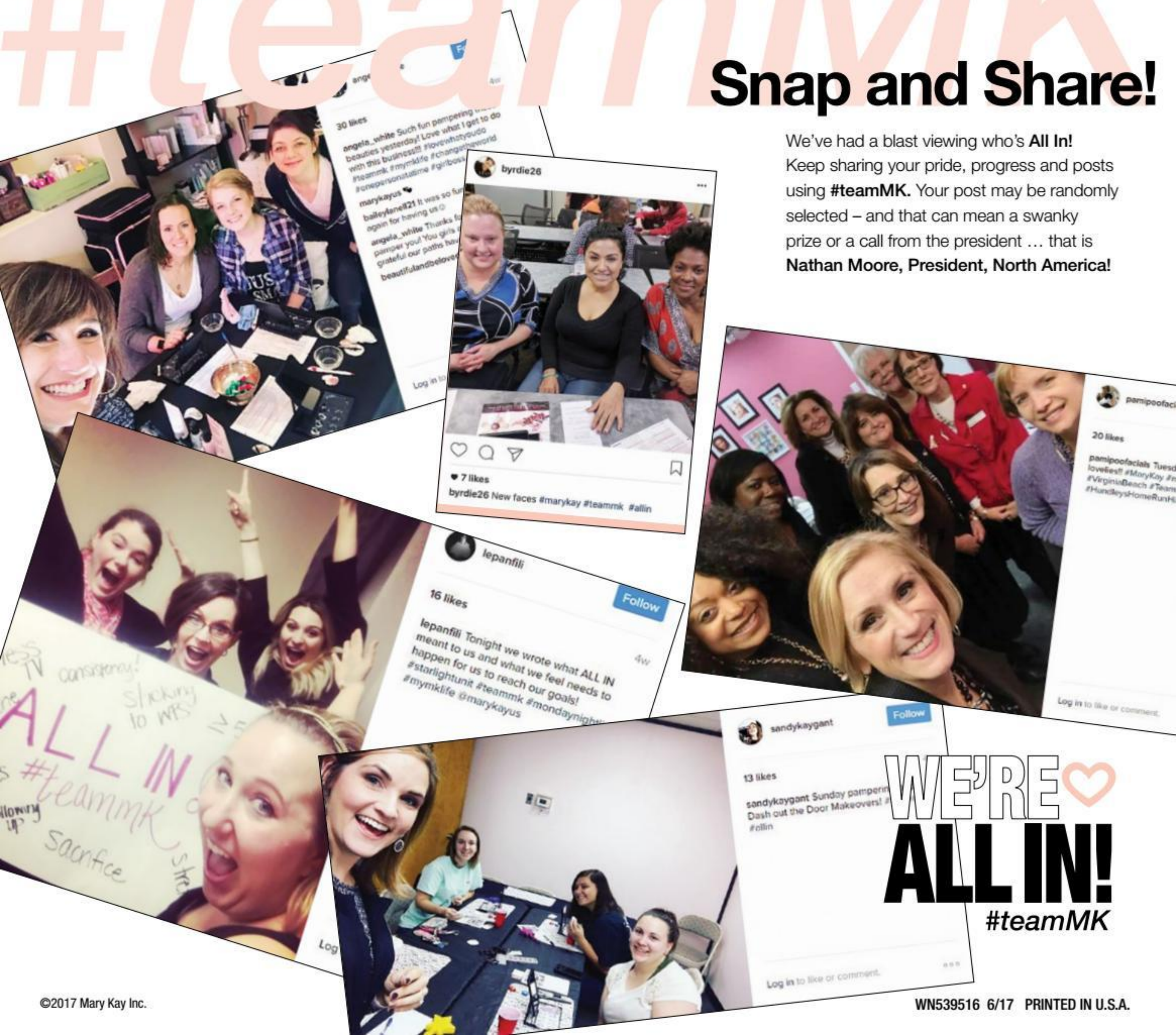
Mary Kay Inc.  
P.O. Box 799045  
Dallas, TX 75379-9045

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

# #teamMK

## Snap and Share!

We've had a blast viewing who's **All In!**  
Keep sharing your pride, progress and posts using **#teamMK**. Your post may be randomly selected – and that can mean a swanky prize or a call from the president ... that is **Nathan Moore, President, North America!**



WE'RE   
**ALL IN!**  
#teamMK



# trending

@ MK

## All In!

Share how you're **All In** as you put skin care on new faces. Use **#teamMK** to post on social media and you just may receive a surprise!

I'M   
**ALL IN!**  
#teamMK



## EMBRACE THIS!



A little bangle and a lot of bling! Place a \$600+ wholesale Section 1 order this month and this gorgeous bracelet with Mary Kay Ash's famous quote, "Soar on Silver Wings," is yours. It's definitely an attention-getter! It's fun and easy to earn when you're **All In** putting *Mary Kay*® skin care on new faces!

## GirlPower!

**June 8 is National Best Friends Day.** Invite your customers to round up their best gal pals for girl time and a **pampering skin care party**. It's a great way to get **BOOKINGS, SALES** and **NEW TEAM MEMBERS!**



# READY... SET...

## REGISTER! SEMINAR



Seminar is just around the corner! Register on *Mary Kay InTouch*® today, and join us in Dallas as we celebrate you!



# PROM PREP

It's prom season! Find **NEW FACES**, and introduce skin care to a **NEW GENERATION** along with a pretty prom look. Remember, a fresh new look starts with **GREAT SKIN!**





# Superhero Mask

## NEW! Clear Proof® Deep-Cleansing Charcoal Mask

\$24

Triple-action charcoal mask acts like a magnet to deep-clean pores and instantly absorb oil.

Leave on 10 to 20 minutes!  
It's a breeze to use and a cinch to rinse!

### Who's the Customer?

While it's branded under the *Clear Proof®* name

due to its pore purification properties, this mask is **suitable for all skin types** and anyone looking to delight in a mask that **leaves skin grime- and shine-free!** Full face or a T-zone focus – your customers can see and feel it work.

### It's the HOT Product!

- Ingredients instantly absorb excess oil while reducing the appearance of pores.
- Activated charcoal is known to absorb up to double its weight in impurities. Helps unclog pores, taking skin beyond clean.
- Charcoal facials are among the most requested treatments in luxury spas.

**Order of Application:**  
Use **two-to-three times per week** after cleansing. Follow with your preferred moisturizer.

## Build Customers for Life!

Skin changes over time, and a woman's regimen should change along with it.

### Clear Proof® Acne System



\$45

**TARGET CUSTOMER:**  
Anyone with mild-to-moderate acne

### Botanical Effects® Skin Care



\$58

**TARGET CUSTOMER:**  
Holistic benefits for sensitive skin

### TimeWise® Miracle Set®



\$95

**TARGET CUSTOMER:**  
Early-to-moderate signs of aging

### TimeWise Repair® Set



\$205

**TARGET CUSTOMER:**  
Advanced age-fighting





## Stats to Help You Sell!

Men and women who tried **Clear Proof® Deep-Cleansing Charcoal Mask** in an independent consumer study† confirmed this triple-action mask helps clean skin, while leaving skin looking clearer and shine-free.

84%

Skin feels deeply cleansed.

80%

My face appears shine-free.

79%

My skin looks clearer.

89%

Skin feels soothed.

79%

My complexion appears healthier.



# Trend Alert! MULTIMASKING

**WHAT IS IT?** Using two or more masks to target different areas of the face. Your complexion benefits from a customized product combination.

## HOW TO MULTIMASK

- Determine oilier areas (T-zone: chin, nose, lower forehead) and drier areas (cheeks, upper forehead, under the eyes).
- Treat oily areas using **Clear Proof® Deep-Cleansing Charcoal Mask** and drier or more delicate areas using a hydrating mask such as **TimeWise® Moisture Renewing Gel Mask**.
- For best results and an even application, use a clean **Mary Kay® Liquid Foundation Brush**, \$10.



## MULTIMASK PARTY IDEAS

**BEFORE:** Choose a theme like a PJ party where your guests show up sans makeup. Preprofile guests to have a customized multimask option for each. (See ideas below, or make up your own!)

### OPTION 1: FINDING BALANCE

- **Clear Proof® Deep-Cleansing Charcoal Mask**. For oilier/acne-prone areas.
- **Botanical Effects® Mask Formula 3 (Oily Skin)**. For antioxidant powers of special botanicals.



### OPTION 2: HIT REFRESH

- **TimeWise® Moisture Renewing Gel Mask**. For a fresher and more youthful look.
- **Botanical Effects® Mask Formula 2 (Normal Skin)**. For sensitive areas.



### OPTION 3: BRIGHT & BEAUTIFUL

- **Clear Proof® Deep-Cleansing Charcoal Mask**
- **TimeWise® Moisture Renewing Gel Mask**



**AFTER:** It's always optimal to have product available on the spot, but you also can have orders delivered quickly with the **Customer Delivery Service**. And include a summer edition of *The Look* for free. Get details on *Mary Kay InTouch®*!



Watch the [Skin Care Extras](#) video for more ways to multimask! Find it on Product Central.

†Based on a 21-day independent consumer study in which 166 men and women with blemish-prone skin used the product two or three times a week.





# ALL IN for Clear Skin

Help your customers get their confidence back, and they'll spread the word with their friends. That means more NEW FACES to love *Mary Kay*® skin care!

## Who's the Customer?

- Anyone with mild-to-moderate acne.
- Teens/young adults.
- Women 40+ experiencing acne.

## Show Skin Who's Boss!

**SEE CLEARER SKIN IN JUST 7 DAYS.\***

### STEP 1: CLEANSE

with *Clear Proof*® Clarifying Cleansing Gel,\*\* \$16.

Contains 2% salicylic acid. Deep cleanses skin to penetrate and clear pores. Helps control shine.

### STEP 2: TONE

with *Clear Proof*® Blemish Control Toner,\*\* \$15.

Contains 2% salicylic acid. Tones without overdrying. Helps exfoliate dead surface skin cells.

### STEP 3: TREAT

with *Clear Proof*® Acne Treatment Gel,\*\* \$10.

Contains 5% benzoyl peroxide. Helps fade the look of lingering acne spots.

### STEP 4: MOISTURIZE

with *Clear Proof*® Oil-Free Moisturizer for Acne-Prone Skin, \$18.

Lightweight and quick-absorbing with no oily or greasy feel. Replenishes moisture to provide balanced hydration.

\$45  
set

Your customers  
save \$14 when  
they buy the set.

### Step 2

blemish control toner  
acne medication  
2% salicylic acid  
liquid

loción refrescante profunda  
producto para el  
tratamiento del acné  
2% de ácido salicílico  
líquido

5 FL. OZ. / 147 mL

MARY KAY

### Step 4

oil-free moisturizer for  
acne-prone skin  
hydratant sans huile pour  
peaux sujettes à l'acné  
crema humectante para cutis con  
tendencia al acné libre de aceite

3 FL. OZ. / 88 mL

MARY KAY

### Step 3

acne treatment gel  
acne medication  
5% benzoyl peroxide  
tratamiento en gel para acné  
con tendencia al acné  
producto para el tratamiento del  
acné 5% de peróxido de benzilo

1 OZ. NET WT. / 28 g

MARY KAY



*Clear Proof*®  
Pore-Purifying Serum\*\*

\$17

## Add a Boost for More Acne-Fighting Power!

Helps clear and prevent blemishes while it helps minimize the appearance of pores and reduces shine. Sold separately and not part of boxed set. If used as part of the daily regimen, apply to the entire face after toner (step 2).



## Two Acne Fighters. One Goal!

To help clear up existing acne and prevent new breakouts!



**Salicylic Acid:** Acts like an exfoliant to promote the easy removal of dead skin cells.



**Benzoyl Peroxide (BPO):** An oxygen-releasing ingredient that kills bacteria.

## How Can I Get My Customers to Switch From Another Brand?

### POINT OUT THAT IT:

- Is shown to be effective on teens through 50-year-olds; males and females, different ethnicities.
- Clears blemishes without irritation; helps maintain a clear complexion.
- Unclogs pores, removes excess oil and leaves skin feeling healthier.
- Fades the look of lingering acne spots.
- Controls excess oil while helping dramatically reduce the appearance of pores.
- Uses salicylic acid and benzoyl peroxide to attack multiple factors that can contribute to acne breakouts.
- Is mild enough to use daily. Skin looks and feels healthier without an uncomfortable, tight feeling.



Step 1

Great for Trial and Travel



\$20

Clear Proof®  
Acne System The Go Set™



Independent Future  
Executive Senior  
Sales Director  
**Meg Springer**  
Bozeman, Mont.

## How She Sells

I connect with my customers by sharing how the **Clear Proof® Acne System** works with my teens. It helps me build credibility and trust. I let my customers know that I will work with them to tweak their regimen as their skin heals. I also talk about how the Company stands behind its products and share details of the **Mary Kay® Satisfaction Guarantee**.



## Help Is Here!

Mary Kay InTouch® offers:

- Promo and selling tips videos
- Product knowledge workshop
- Fact sheets
- Frequently asked questions

**PLUS!** Check out the **NEW Skin Care Extras** video on Product Central.

## It's All In a Party!

Skin care parties are the perfect settings to help you **BOOST SALES**, find **NEW BOOKINGS** and **SHARE THE OPPORTUNITY**.

Find party ideas at [Party Central](#) on **Mary Kay InTouch®**.

## More Products for Acne-Prone Skin

**Beauty Blotters®**  
Oil-Absorbing  
Tissues, pk./75

\$6



**Mary Kay®**  
Oil Mattifier

\$16





**Independent Senior Sales Director Nancy Pettaway**  
Killeen, Texas

### **Nancy's Accolades:**

- Four-Times Double Star Achievement
- Three-Times Director Queen's Court of Personal Sales
- Two-Times Queen's Court of Sharing
- Two-Times \$500,000 Circle of Achievement
- 103 Quarters Star Consultant Status – nine at highest Pearl status
- Seven-Times Cadillac Achiever
- Go-Give® Award June 2014
- 8 Gold Medals



# WORTH REPEATING

**Nancy is Sharing Mary Kay Ash's Teachings With a New Generation and Loving Every Minute.**

Little did Nancy Pettaway know that dropping her name in a box for a complimentary Mary Kay facial would alter the course of her life. "I just remember that a few days later, an excited Mary Kay Independent Beauty Consultant called to schedule my facial," says Nancy. "It sounded fun, and I could sense her smile over the phone." That was 1986. Roughly 31 years and seven pink Cadillacs later, this **Independent Senior Sales Director** is still going strong. She's excited about the **All In movement**, putting skin care on new faces. After all, that's what Mary Kay Ash taught her when she began!

### **Legacy Never Waivers.**

"I was fortunate to learn straight from Mary Kay Ash," Nancy, who served eight years in the military before starting her Mary Kay business, says. "She taught us to find customers, hold parties and put product on faces. She said sales, new team members and Mary Kay career path growth can happen when you do these three things with consistency.

"The Company's **All In** focus holds her same principles true today. When you put skin care on new customers, you can grow exponentially. You don't need to reinvent the wheel, it's all there when you plan your work and work your plan."

It didn't take long for Nancy to realize her limitless potential. "I envisioned my future at my job and didn't like what I saw – working with no flexibility and limited opportunities," Nancy says. So she took a leap of faith and quit, concentrating solely on her Mary Kay business.

Today, Nancy attributes much of her success to never wavering from holding parties, consistently setting monthly and weekly sales and team-building goals and charting her progress. She coaches her unit members on how to do the same. "If I don't hit my mark one week, I have the next to work and make it up."

### **Learn and Earn.**

Early on, Nancy was impressed with the Company education at her disposal. She took advantage of it all – time

management, goal-setting, positive affirmations. Nancy says these initial business basics, along with her Independent Sales Director's coaching, were the catalysts that started her on a path to success. Nancy debuted as an Independent Sales Director in 1989.

"I still emphasize the education the Company offers to my unit members," she says. "I think the Company's desire to share best practices, coach, mentor and teach the business basics is a big point of differentiation that separates Mary Kay from other direct sellers."

Nancy also encourages her unit members to read Mary Kay's biography, *Miracles Happen*. "Her story is inspirational and actionable," she says. "The lessons Mary Kay learned over the course of her business career, she then refined for her own business plan. This not only took her to the top, but some 50 years later, her principles still help millions succeed and enrich lives across the globe."





## Nancy's TIPS FOR SUCCESS:

- **HAVE A SOLID PLAN.** Study the Mary Kay career path and make a plan for growth. Start by getting your red jacket.
- **GET TO WORK.** Set a selling and team-building goal. Consistency is key. If you don't hit it one week, work harder the next to make it up.
- **SHOW UP.** Take advantage of the education and Company events. Mary Kay is there to help each step of the way – learn, grow and see the big picture.
- **BELIEVE.** Always remember: You can do it!



## Make Me Feel Important.

One of Nancy's favorite Mary Kay principles is "Make me feel important."

As a young adult, she struggled with acne, so she was cautiously optimistic that her new *Mary Kay*® products would help. And just after a few weeks, Nancy remembers she did see visible results using the *Mary Kay*® regimen.

"Looking back, I know my Independent Beauty Consultant was following Mary Kay Ash's advice to make me feel important," says Nancy. "It worked!"

## For the Family

Nancy says a big perk for her initially was the flexibility to stay home with her children. "I was able to send my daughter, Brya, 24, to a fashion design school in Los Angeles thanks to my Mary Kay business. "Today she is a successful independent designer, and my son Cory, 26, is an independent music promoter in Austin, Texas. I attribute much of their discipline, dedication and entrepreneurial drive now to watching me

work my Mary Kay business when they were younger."

Like anyone, Nancy has experienced her share of ups and downs. "When I'm down, my husband is my rock," says Nancy. "He's my biggest supporter. He says, 'You know what you've got to do, so get up and do it again.'"

## Pick Up, Move On

"Life happens, and I've missed some big goals and lost great team members I mentored and coached. But Mary Kay Ash told us that a successful person is just an ordinary person with extraordinary determination. You can't keep a determined person from success. Failure is an inevitable, necessary and useful part of being successful."

Today, Nancy shares stories and fond memories of Mary Kay Ash. "I know what this business means to me, and to get to share that with other deserving women is beyond awesome," says Nancy. "The Mary Kay opportunity can be imitated but never duplicated."

I was fortunate to learn straight from Mary Kay Ash. She told us to find customers, hold parties and put product on faces.

