

MARY KAY

MARCH 2017

applause®

The Business of Beautiful Skin

Inside: Independent Future Executive Senior Sales Director Lindsey Christenson believes in the power of 30 faces. Read her inspiring story inside.



I'M 
ALL IN!
#teamMK

New faces mean
NEW SALES! Commit
now to go **"ALL IN"**
on skin care.
Details inside!

THE YEAR OF YOUR DREAMS

November Recognition

Congratulations to the winners

Top NSDs Year-To-Date



Gloria Mayfield Banks



Kathy Helou



Gloria Castaño



Carol Anton



Lisa Madson



Sonia Páez



Patricia Turker



Lupita Magaña



Stacy James



Debi Moore

On-Target Inner/Diamond/Gold Circle

Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for November 2016, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for October 2016.) These "NSD commissions" are used to determine NSD ranking for a Seminar year. Congratulations to the following NSDs who are considered on-target from July 1 through November 30, 2016.

On-Target for \$600,000 Inner Circle

Gloria Mayfield Banks.....\$254,449

On-Target for \$550,000 Inner Circle

Kathy Helou.....\$239,535

On-Target for \$500,000 Inner Circle

Gloria Castaño.....\$217,283
Carol Anton.....209,259

On-Target for \$450,000 Inner Circle

Lisa Madson.....\$199,937

On-Target for \$400,000 Inner Circle

Sonia Páez.....\$187,133
Patricia Turker.....182,655

On-Target for \$350,000 Inner Circle

Lupita Magaña.....\$152,926

On-Target for \$325,000 Inner Circle

Stacy James.....\$144,233

Debi Moore.....141,427
Pamela Waldrop Shaw.....138,393
Cindy Williams.....137,457
Halina Rygiel.....135,757

On-Target for \$300,000 Diamond Circle

Karlee Isenhardt.....\$130,770
Sara Pedraza-Chacón.....128,170

On-Target for \$250,000 Diamond Circle

Mary Diem.....\$121,453
Anabell Rocha.....106,854

On-Target for \$200,000 Diamond Circle

Cyndee Gress.....\$103,468
Lia Carta.....103,438
SuzAnne Brothers.....103,216
Dacia Wiegandt.....102,156
Linda Toupin.....98,855
Dayana Polanco.....97,792
Julianne Nagle.....97,152
Pamela Fortenberry-Slate.....94,794

Sandy Valerio.....94,589
Anita Tripp Brewton.....93,658
Dawn Dunn.....93,258
Kerry Buskirk.....90,613
Diane Underwood.....90,143
Julia Burnett.....86,575
Kristin Myers.....85,552
Mary Estupiñan.....85,100
Kay Elvrum.....84,390

On-Target for \$150,000 Gold Circle

Connie Kittson.....\$80,553
Cindy Fox.....79,774
Ada García-Herrera.....78,488
Julie Krebsbach.....74,931
Lily Orellana.....74,900
Consuelo Prieto.....74,405
Davanne Moul.....74,354
Lisa Allison.....74,269
Jamie Cruse-Vrinos.....74,071
Yosaira Sánchez.....73,039
Yvonne Lemmon.....72,951

Maria Monarrez.....71,859
Sue Pankow.....71,613
Sonia Bonilla.....71,293
Auri Hatheway.....70,227
Vivian Díaz.....69,997
Evelinda Díaz.....69,584
Maureen Ledda.....69,378
Cathy Bill.....69,036
Susan Hohlman.....68,515
Candace Laurel Carlson.....68,199
Alicia Lindley-Adkins.....68,040
Gloria Báez.....68,029
Joanne Bertalan.....64,409
Pam Klickna-Powell.....64,380
Shannon Andrews.....63,385
Kimberly Copeland.....63,266
Gay Hope Super.....63,035
Scarlett Simpson.....62,490

On-Target for \$125,000 Gold Circle

Monique Balboa.....\$62,155
Jan Thetford.....61,951

Diane Mentiply.....60,720
Rosibel Shahin.....60,276
Noelia Jaimes.....60,263
Juanita Gudiño.....60,126
Valerie Bagnol.....59,695
Jeanie Martin.....59,650
Tammy Crayk.....58,820
Crystal Trojanowski.....58,598
Shelly Gladstein.....57,515
Pam Ross.....57,039
Amie Gamboian.....56,866
Rebecca Evans.....56,754
Pamela Tull.....56,588
Alia Head.....56,432
Kim McClure.....56,142
Morayma Rosas.....55,739
Somer Fortenberry.....55,428
Janis Z. Trude.....55,242
Luzmila Abadia Carranza.....54,242
Deb Pike.....53,324
Alma Orrostieta.....52,616

Monthly Commissions And Bonuses

Diamond

1. Lisa Madson.....	\$51,064
2. Pamela Waldrop Shaw**.....	43,140
3. Halina Rygiel*.....	37,261
4. Gloria Castaño***.....	31,695
5. Dawn A. Dunn*.....	26,238
6. Julia Burnett*.....	23,290
7. Mary Diem*.....	23,108
8. Lisa Allison.....	19,911
9. Lily Orellana.....	19,281
10. Kay E. Elvrum.....	19,096
11. Kristin Sharpe.....	18,938
12. Yvonne S. Lemmon.....	18,184
13. Susan M. Hohlman*.....	17,621
14. Sue Pankow.....	17,546
15. Jeanie Martin.....	17,123
16. Connie A. Kittson*.....	17,046
17. Yosaira Sánchez.....	17,043
18. Julia Mundy.....	16,613
19. Shannon C. Andrews*.....	14,837
20. María Monarrez.....	14,770
21. Alia L. Head.....	14,647
22. Pam Ross*.....	14,484
23. Shelly Gladstein.....	14,251
24. Diana Sumpter.....	13,747
25. Roxanne McInroe.....	13,416
26. Leah Lauchlan.....	13,165
27. Sharon L. Buck.....	13,089
28. Lynnea E. Tate.....	13,038
29. Rebecca Evans*.....	12,861
30. Heidi Goelzer.....	12,578
31. Margaret M. Bartsch.....	12,498

Ruby

1. Carol Anton**.....	\$42,800
2. Stacy I. James**.....	39,183
3. Karlee Isenhardt*.....	34,354
4. Cindy A. Williams*.....	32,597
5. Lia Carta**.....	29,997
6. Linda C. Toupin.....	29,240
7. Cathy Bill*.....	21,688
8. Sandy Valerio*.....	21,370
9. Mary Estupiñan*.....	20,035
10. Kim L. McClure.....	17,834
11. Candace Laurel Carlson*.....	17,700
12. Anabell Rocha*.....	17,698
13. Julie Krebsbach*.....	17,686
14. Jan L. Thetford.....	17,371
15. Brenda Segal*.....	17,302
16. Cindy Fox*.....	16,073
17. Jo Anne Barnes.....	15,714
18. Gloria Báez*.....	15,623
19. Lara F. McKeever.....	15,550
20. Sherril L. Steinman.....	15,158
21. Deb Pike.....	14,178
22. Crystal Trojanowski.....	13,849
23. Tammy Ramage.....	13,675
24. Amie N. Gamboian.....	13,096
25. Kate DeBlander.....	13,092

26. Patty J. Olson.....	12,847
27. Kathy Rodgers-Smith.....	12,527
28. Lynda Jackson*.....	12,117
29. Bea Millsagle.....	12,012
30. Juanita Gudiño.....	11,894
31. Lily Gauthreaux.....	11,749
32. Tammy A. Vavala.....	11,592
33. María Flores.....	11,388
34. Cecilia C. James.....	11,383
35. Michelle L. Sudeth*.....	11,349
36. Brittany Kaps*.....	11,031
37. Genia Rae Gass.....	10,995
38. Annaka Krafka.....	10,431

Sapphire

1. Kathy Helou***.....	\$48,833
2. Lupita Magaña**.....	46,023
3. Debi R. Moore*.....	31,403
4. SuzAnne Brothers*.....	26,016
5. Cyndee Gress*.....	25,857
6. Valerie J. Bagnol*.....	23,576
7. Consuelo R. Prieto*.....	22,884
8. Sara Pedraza-Chacón*.....	21,282
9. Pamela A. Fortenberry-Slate*.....	20,743
10. Davanne D. Moul*.....	19,515
11. Kristin Myers*.....	18,440
12. Kimberly R. Copeland.....	17,225
13. Vivian Díaz*.....	16,866
14. Alicia Lindley-Adkins*.....	16,561
15. Somer Fortenberry.....	15,534
16. Janis Z. Trude.....	14,834
17. Diane L. Mentiply.....	14,683

18. Debra M. Wehrer.....	13,901
19. Alma Orrostieta.....	13,509
20. Scarlett Simpson*.....	13,390
21. Elizabeth Sánchez.....	12,725
22. Heather A. Carlson.....	12,489
23. Julie Weaver.....	11,963
24. Lorraine B. Newton.....	11,952
25. Morayma Rosas.....	11,827
26. Diana Heble.....	11,824
27. Dawn Otten-Sweeney.....	11,607
28. Glinda McGuire*.....	11,362
29. LaRonda L. Daigle.....	11,298
30. Lupita Díaz.....	11,227
31. Tina Hulsman.....	11,123
32. Paola Ramírez.....	10,849
33. Elaine K. Williams.....	10,847
34. Angie S. Day*.....	10,739
35. Evalina Chávez.....	10,686
36. Ruth L. Everhart.....	10,406
37. Cathy E. Littlejohn.....	10,403
38. Jeanie M. Tamborello.....	10,140

Emerald

1. Gloria Mayfield Banks***.....	\$69,883
2. Patricia Turker**.....	40,372
3. Sonia Páez**.....	26,508
4. Sonia Bonilla.....	23,200
5. Joanne R. Bertalan*.....	22,954
6. Dacia Wiegandt*.....	22,949
7. Diane Underwood.....	22,905
8. Kerry Buskirk*.....	22,170
9. Julianne Nagle*.....	20,684

10. Auri Hatheway.....	19,414
11. Jamie Cruse-Vrinos.....	18,179
12. Maureen S. Ledda*.....	18,090
13. Anita Tripp Brewton*.....	18,084
14. Pam Klickna-Powell.....	17,489
15. Dayana Polanco*.....	17,402
16. Ada García-Herrera.....	16,986
17. Monique Balboa.....	16,925
18. Tammy Crayk.....	16,758
19. Pam I. Higgs.....	16,524
20. Pamela Tull.....	16,492
21. Kirk Gillespie.....	16,344
22. Evelinda Díaz*.....	14,578
23. Rosibel Shahin*.....	14,439
24. Marilyn Marte de Melo.....	14,096
25. Gillian H. Ortega.....	13,719
26. Kym A. Walker*.....	13,034
27. Sue Wallace.....	12,585
28. Cristi Ann Millard.....	12,415
29. Diane Bruns.....	12,198
30. Roya Mattis.....	11,165
31. Maureen Myers.....	10,716
32. Luzmila Abadia Carranza*.....	10,699
33. Crisette M. Ellis.....	10,649
34. Jill D. Davis.....	10,409
35. Noelia Jaimes*.....	10,312
36. Mairelys López.....	10,290
37. Sabrina Goodwin Monday.....	10,235
38. Mary Beissel.....	10,190

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

Mary Kay Angels/Ángeles Mary Kay

November/Noviembre 2016

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



Lisa Madson
\$51,064
Diamond



Carol Anton
\$42,800
Ruby



Kathy Helou
\$48,833
Sapphire



Gloria Mayfield Banks
\$69,883
Emerald

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

DIAMOND/DIAMANTE — Crystal Gardner, <i>D. Sumpter Area</i>	\$91,481
RUBY/RUBÍ — Susan Moore, <i>C. Williams Area</i>	\$85,026
SAPPHIRE/ZAFIRO — Randi Stevens, <i>Go-Give Area</i>	\$85,796
EMERALD/ESMERALDA — Nancy Boucher, <i>Go-Give Area</i>	\$110,146

Top Unit Builders/Primeras Impulsoras de Unidad

November/Noviembre 2016

New Unit Members/Nuevas integrantes de unidad

Diamond/Diamante

Soledad Herrera.....	33
Vicki Powell	26
Stephanie Anne Mottaz.....	22
Sarahi Garcia.....	20

Ruby/Rubí

Candace Lyn Doverspike	28
Reina Murcia	24
Michael Suzanne Diaz	20

These Independent National Sales Directors, Independent Sales Directors and Independent Beauty Consultants achieved the highest commissions/bonuses or production or had the most new team or unit members in their Seminar areas in November 2016./Estas Directoras Nacionales de Ventas Independientes, Directoras de Ventas Independientes y Consultoras de Belleza Independientes lograron las comisiones, gratificaciones o la producción más altas o tuvieron el mayor número de nuevas integrantes de equipo o integrantes de unidad en sus áreas de Seminario en noviembre de 2016.

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

DIAMOND/DIAMANTE — Marie Lee, <i>Go-Give Area</i>	\$20,109
RUBY/RUBÍ — Mayela Lopez, <i>M. Estupiñan Area</i>	\$14,377
SAPPHIRE/ZAFIRO — Patricia Palomares, <i>A. Zurita Area</i>	\$13,313
EMERALD/ESMERALDA — Terrah Cromer, <i>J. Cruse-Vrinios Area</i>	\$14,081

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

DIAMOND/DIAMANTE — Melanie Aumick, <i>K. Lyon Unit, M. Bartsch Area</i>	\$20,430
RUBY/RUBÍ — Shamon Hale, <i>K. Kraut Unit, M. Sudeth Area</i>	\$20,357
SAPPHIRE/ZAFIRO — Kristin Lyman, <i>M. Yoder-White Unit, G. McGuire Area</i>	\$10,600
EMERALD/ESMERALDA — Yuko Yasuma, <i>M. Brandenburg Unit, Go-Give Area</i>	\$17,048

Top Team Builder/Primera Impulsora de Equipo

New Team Members/Nuevas integrantes de equipo

DIAMOND/DIAMANTE — Sales Director LaTisha Laney Harris, <i>L. Holliday Area</i>	12
RUBY/RUBÍ — Sales Director Evelyn Benitez, <i>S. Saldaña Area</i>	11
SAPPHIRE/ZAFIRO — Ellia Tubbs, <i>L. Newton Unit, L. Newton Area</i>	13
EMERALD/ESMERALDA — Ali Razipour, <i>M. Mojtabaie Unit, Go-Give Area</i>	15

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

Sapphire/Zafiro

Jessica Scola.....	26
Chasity Truesdale Humphries.....	21
Maria Elena Coyote	20

Emerald/Esmeralda

Katy Goldstein.....	46
Yusely Moll	35
Angel Guerra	32
Leslie Wayne	26
Linda S. Chasten.....	25
Michelle L. Calbert	24
Tracy Ann Clymer	24
Moji Mojtabaie	21
Bianny Fabiola Ramirez	21
Josephine Broussard.....	20
Rachelle Holloway	20

Sales Mentors/Mentoras de Ventas

November/Noviembre 2016

Special thanks to the sales mentors for the Nov. 9 – 12, 2016, *New Independent Sales Director Education class*./Un agradecimiento especial para las mentoras de ventas de las clases de educación para nuevas Directoras de Ventas del 9 –12 de noviembre de 2016.



Kay Elvrum
National Sales Director
Diamond



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



Keita Powell
Executive Senior Sales Director
Upper Marlboro, Md.
Sapphire Seminar

Meet Your NSDs/Conoce a tus DNVs

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

Emerald/Esmeralda

Congratulations to the winners/Felicidades a las ganadoras

New Debuts/ Debutes

September/Septiembre 2016



Karin Ambur
Black Diamond, Wash.
A. Towne-Geehan Unit

Michelle Lyle
Shepherd, Texas
B. Hill Helvie Unit

Lisa M. Randall
Navarre, Fla.
L. Storms Unit

Carolyn Roberts
Mansfield, Texas
H. Wickstrom Unit

Stacy Lee Russell
Abbott, Texas
B. Moore Unit

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

Emilia Bautista*
Florida City, Fla.
M. Cruz Perez Unit

Tamica Belo*
Lawrenceville, Ga.
J. Charity Unit



Raquel Del Orbe*
Katy, Texas
M. Binet Unit

Wanda Dukes*
Virginia Beach, Va.
M. Huff Unit

Lisa R. Peterson*
Portland, Ore.
K. Crook Unit

Regina Laynette Weeks*
Kyle, Texas
S. Crowell Unit

Not pictured:/Sin foto: **Leila Akbari**, Plano, Texas, M. Mojtabaie Unit; **Devora Brito**, Lehigh Acres, Fla., V. Prado Unit; **Kimberly Chapman**, Sabinal, Texas, S. Carmichael Unit; **Bonnie S. Conrad**, Fort Riley, Kan., M. Backman Unit; **Altagracia Lourdes German**, Riverview, Fla., Y. Mora Unit; **Giselle Gomez**, Hialeah, Fla., Y. Gonzalez Unit; **Hollie Anne Hall**, Greencastle, Pa., J. Koehrer Unit; **Yasmin Jenifer Hearon**, Menifee, Calif., L. Zaremsky Unit; **Veronica Murillo**, Centreville, Va., W. Lopez Unit; **Dayanira Pimentel**, Santiago, D.R., M. Henriquez Unit; **Janeth Quiroz**, Enterprise, Ala., J. Bailey-Gress Unit; **Siomara Rivas**, Silver Spring, Md., N. Amaya Unit; **Senia M. Rosales Erazo**, West Palm Beach, Fla., M. Bolufe Unit; **Millicent Mischelle Scott**, San Diego, T. Moretti Unit; **Marviette Arrenzi Usher**, Houston, C. Ellis Unit; **Maday Vazquez**, Santa Domingo, D.R., S. Cruz Unit; **Lynn East Walls**, Cobb, Ga., T. Cromer Unit; **Blanca Zavala**, Oxon Hill, Md., B. Mata Unit.

*Previously debuted./Debutó con anterioridad.

Dean's List/ Lista del Decano

November/Noviembre 2015



Sehidy Madrigal
Conover, N.C.
Y. Sánchez Area
Diamond Seminar

Jessica Fay Hammers
Grand Island, Neb.
A. Krafka Area
Ruby Seminar

Not pictured:/Sin foto: **Maria Zavala**, Simpsonville, S.C., Y. Sánchez Area, Diamond Seminar.

Triple Crown/ Triple Corona

November/Noviembre 2015



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

Honors Society/ Sociedad de Honor

November/Noviembre 2015

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

Fabulous 50s/ Fabulosos 50

May/Mayo 2016



Yunirka Herrera
Miami
D. Polanco Area

Not pictured:/Sin foto: **Olga Cuzco**, Brooklyn, N.Y., E. Díaz Area.

On the Move/ En Acción

September/Septiembre 2016

Kimberly Chapman
Altagracia Lourdes German

Dayanira Pimentel

Senia M. Rosales Erazo

Kelly M. Warosh

Blanca Zavala

New Team Leaders/ Nuevas Líderes de Equipo

November/Noviembre 2016

Kelly M. Ackert
Kaylien Adams
Abiodun A. Adefisayo
Cristina Y. Baez
Mahmuda Begum
Kathy Bennett
Virtudes Borges de Suarez
Keli A. Bronson
Olga Carnejo
Maria K. Cartaya
Cristhian J. Castaneda
Yazmin Chavez
Linda Cisneros

Therese Cordell
Heidy J. Cuyuch Perez
Raven V. Deans
Vadeen Dinkins
Maggie M. Dunham
Lisandra Erice
Megan R. Garza
Jean Gibson
Sharon S. Golden
Dena Goodwin
Michelle Haggard
Melva Hamilton
Christine A. Hassler

Alba Hernandez
Fredesvinda Hernandez
Guadalupe R. Hernandez
Monica Hernandez
Jenny Y. Huete
MaryAnn Jensen
Ashley T. Johnson
Tiffany R. Laine
Cheri Lankford
Ania Martinez
Mailis Matamoro
Alejandra Milian
Silvia Nava

Christina Noa
Ana R. Palacios
Sonia Palma
Greinny Y. Parsons
Irene P. Perez
Jovana Perez
DeeAnn Pope
Ali Razipour
Denise Richardson
Haley Riley
Tonya R. Robinson
Yessica Rondon Dilone
Kenia Sanchez

Elcie Spelucin
Lindsey M. Swenson
Darla V. Theriot
Rebekah Thomas
Andrea M. Tolliver
Brittany Urban
Angela Velasquez
Kristen M. Vernon
Vivian Villamil
Michelle L. Wasmund
Rosa E. Zelaya

Grand Achievers/ Gran Ganadoras

November qualifiers/
Calificadas en noviembre 2016

Consultants/Consultoras

Claudia Aguilar^{††}
Lorna Marie Aguon^{††}
Mariko Latonya Bennett
Devora Brito[†]
Devora Brito[†]
Leticia Brito Trujillo^{*}
Diana Duran^{††}
Yerlen Guzman
Katherine Ivette Hernandez^{**}
Janae Marie Jones
Cheyla Moya

Dawn Marie Preszler
Alexandra I. Prieto Martin
Maria I. Molina^{**}
Veronica Murillo[†]
Maelyn Poole[†]
Martha Xiomara Quintanilla
Siomara Rivas^{**}
Judy Truitt^{*}
Nuvia Viera

Sales Directors/ Directoras de Ventas

Jessica E. Alvarez^{††}

Martha Avalos^{††}
Veronica A. Barrios^{*}
Nicole Marie Bartell^{††}
Wendy L. Blake Cutler^{††}
Shirley M. Bowser-Newson^{*}
Paula A. Chavez^{*}
Lysherion J. Cowart^{*}
Cassandra K. DeJong^{††}
Farrah Lee Fontaine^{*}
Kayla Louise Fore^{††}
Tanya Hanshew^{*}
Gale Hughes^{††}

Patrece Donnette Johnson^{††}
Ann Marie Killian^{††}
Susana Klotz^{*}
Jennifer G. Lloyd^{*}
Jessica Ann Michalke^{††}
Penny Pearsall^{*}
Freda A. Phillips^{††}
Terri J. Prange^{††}
Joni Pritchard^{*}
Jennifer Noel Rhoades^{††}
Kimberly J. Richey^{††}
April D. Roberts^{*}

Senia M. Rosales Erazo
Lyn Said^{*}
Betty T. Saunier^{††}
Carol A. Swanson^{*}

^{*} Denotes June qualifier/
Denota que calificó en junio.
^{**} Denotes July qualifier/
Denota que calificó en julio.
[†] Denotes August qualifier/
Denota que calificó en agosto.
^{††} Denotes September qualifier/
Denota que calificó en septiembre.

First Gold Medal/Primera Medalla de Oro

November/Noviembre 2016

New Team Members/ Nuevas integrantes de equipo

Abiodun Adefisayo, O. Kuku Unit5
Dania Bello, Y. Moll Unit5
Keli Bronson, L. Chasten Unit8
Olga Carnejo, E. Vijil Unit5
Maria Cartaya, G. Nicolas Unit5
Linda Cisneros, J. Medina Unit6
Therese Cordell, L. Parrino-Pheasant Unit6
Barbara Critcher, T. Clymer Unit5
Heidy Cuyuch Perez, C. Santos Unit9
Sales Director Christine Daniel6
Patricia Davis, R. Holloway Unit5
Rochelle Dolford, M. Givens Unit5
Virginia Dominguez-Garcia, S. Rodriguez Unit8

Darlene Freeman, L. Wayne Unit8
Charlene Gainey, L. Chasten Unit5
Tania Guido, M. Moreno Unit5
Michelle Haggard, M. Cunningham Unit9
Chantal Hayes, N. Newland Unit6
Julia Hayward, K. Goldstein Unit6
Monica Hernandez, M. Calle Unit5
Jenny Huete, A. Sanchez Unit5
Chihauna Hunter, S. Goodwin Monday Unit5
Virginia Iraheta, Y. Gonzalez Unit5
Ashley Johnson, L. Wayne Unit13
Janae Jones, J. Enloe Unit7
Cheri Lankford, R. Melton Unit5
Mailis Matamoro, M. Bolufe Unit7

Marika McKie, G. Mayfield Banks Unit5
Lorena Mejia, S. Rivas Unit5
Cheyla Moya, P. Ofarrill Unit5
Keila Narvaez, D. Cornalino Unit5
Silvia Nava, I. Jimenez Unit6
Christina Noa, K. Goldstein Unit7
Veronica Orellano, M. Moreno Unit6
Jovana Perez, J. Garcia Unit7
Ali Razipour, M. Mojtabaie Unit15
Denise Richardson, C. Ellis Unit10
Teresita Rodriguez, E. Perez Unit5
Yessica Rondon Dilone, A. Rosario Unit5
Andrea Tolliver, K. Goldstein Unit8
Rosa Zelaya, Y. Zelaya Unit6

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 November./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 noviembre.

Ali Razipour, M. Mojtabaie Unit\$3,304
Sales Director Leah Danelle Randolph2,355
Sales Director Grace Elizabeth Snively1,890
Sales Director Johanna T. Soler Polanco1,821
Sales Director Michelle Anne Cunningham1,764
Sales Director Ebun Osaze1,713
Sales Director Ashley N. Clinesmith1,684
Sales Director Nykole Lynne Jackson1,645
Alexandra I. Prieto Martinez,
B. Ramirez Unit1,641

Sales Director Leanne Parrino-Pheasant1,641
Sales Director Olayinka K. Adegbaýi1,628
Sales Director Kim Williams1,526
Yerlen Guzman, B. Ramirez Unit1,516
Sales Director Luisa Urena Mora1,483
Sales Director Maria de Jesus Ramales1,451
Sales Director Jan Cain1,421
Sales Director Shelley Money-Eldridge1,415
Sales Director Terrah Cromer1,380
Sales Director Maureen Jirikowic1,359

Sales Director Shawna D. Schneider1,355
Sales Director Martha Warren Warner1,352
Sales Director Susan Ruth Cunningham1,338
Sales Director Ana Barros1,335
Sales Director Jennifer L. Besecker1,333
Omolabake D. Sowemimo,
O. Adegbaýi Unit1,331

13% Club/ Club del 13%

November/Noviembre 2016

Achievement Circle/ Círculo de Logros

November/Noviembre 2016

Ranking of the top 100 Independent Sales Directors in the **Emerald** area based on their November 2016 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 noviembre de 2016.

Nancy Boucher	\$110,146	Shauna Lynn Abbotts.....	57,280	Janice Baxter Hull	47,667	Ann Shears.....	42,921
Melinda M. Balling	91,570	Susan Ruth Cunningham.....	56,820	Tatiana Rodriguez	47,459	Dana Ann Lamade	42,848
Katy Goldstein.....	86,729	Christine Denton Barrueco.....	56,380	Olayinka K. Adegbayi.....	47,347	Emily Stone	42,818
Stacy D. Foust	83,937	Cheryl T. Anderson	56,338	Joanna Helton	47,323	Amie E. Kelly.....	42,750
Moji Mojtabaie	79,796	Claudia A. Barrett.....	55,738	Dawn M. Starr	46,992	Bridgett Leigh Moore.....	42,580
Stacey Craft.....	78,250	Rachelle Holloway	55,420	Darlene Rutledge	46,667	Linda S. Chasten.....	42,556
Jill Beckstedt	72,841	Jennifer A. Enloe.....	54,551	Deb Altenburger.....	46,632	Shelley Money-Eldridge	42,426
Michele Salisbury Rankin.....	72,252	Jo M. Cotton	54,421	Valerie Yokie	46,565	Denise M. Guthrie	42,365
Bianny Fabiola Ramirez	72,114	Richelle V. Barnes.....	53,941	Debra Allison	46,211	Doreen Stevens	42,346
Grace Elizabeth Snively.....	72,097	Sheri Farrar-Meyer	53,713	Pam Kelly	46,024	Vicki Hunter	41,803
Mary Strauss	71,340	Leanne Parrino-Pheasant	53,061	Carrie V. Eddings-Foster	45,899	Anna Marie Rowe.....	41,674
Breanne Sufrin.....	70,230	Menina M. Givens	52,233	Angel Guerra	45,827	Becki Hackett	41,655
Chelsea Gardner Niederklein.....	68,973	Margaret Neill.....	52,190	Leah Danelle Randolph.....	45,811	Nancy Graham.....	41,644
Brenda Stafford	67,696	Carrie Bloink.....	51,744	Maggie Rader	45,777	Kelly A. Fuller.....	41,632
Yusely Moll	67,233	Denise G. Kucharski	50,603	Tracy Ann Clymer	45,198	Susan Houser	41,551
Rosy Garcia Acevedo.....	66,789	Shawna D. Schneider	50,570	Kathleen L. Holmberg-Botelho.....	45,058	Lauren Beth Membreno.....	41,505
Chris H. Teague.....	64,798	Allyson Lea Jankowski	50,529	Denise Peterson.....	44,643	Tammie M. Hanson	41,426
Tina M. Dees	64,387	Ebun Osaze	50,413	Nicole Leigh McDaniel.....	44,208	Carol M. Fulton	41,392
Jennifer L. Besecker	61,986	Phyllis I. Pinsker	49,632	Nykole Lynne Jackson	44,159	Linda J. Wicks	41,329
Ashley N. Clinesmith	61,157	Michelle Anne Cunningham	49,210	Jeannine R. DeVore Harris	43,966	Alison Jurek.....	41,288
Deanna L. Spillman	60,810	Kim I. Sabourin	48,907	Paula Tyree Bowman	43,824	Nicole Moriarty	41,168
Terrah Cromer	59,399	Ann Ferrell Smith	48,874	Alyson R. Young-Guerra	43,594	Yaleska Feliciano Rios	40,833
Betty McKendry	58,372	Linda Klein	48,742	Brenda L. Wilbur	43,479	Kenna L. Ervin	40,763
Karen E. Ridle	57,888	Heather VanWell	48,671	Jill Ann McCoy.....	43,262	Karen D. Holland	40,698
Stephanie Hope Blake	57,768	Cynthia Pack	47,809	Kim Williams.....	43,204	Maelyn Poole.....	40,686

Commission Circle/ Círculo de Comisiones

November/Noviembre 2016

Independent Sales Directors who earned the top 100 commissions and bonuses in the **Emerald** area in November 2016. Names in **bold** print earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission./Las Directoras de Ventas Independientes que ganaron las Primeras 100 comisiones y gratificaciones en el área **Esmeralda** en noviembre de 2016. Los nombres en **negritas** son quienes ganaron la comisión máxima del 13 por ciento de Directoras de Ventas más el 13 por ciento máximo de comisión por reclutas personales.

Grace Snively.....	\$13,191	Susan Ruth Cunningham	9,383	Richelle V. Barnes	7,525	Nancy O'Hara.....	6,743
Bianny Fabiola Ramirez	13,023	Araceli Ponce.....	9,379	Carrie Bloink	7,486	Delmy Ana Torrejon.....	6,711
Nancy Boucher	12,900	Olayinka K. Adegbayi.....	9,164	Judy Gieson	7,467	Amy M. Alber	6,706
Melinda M. Balling.....	12,868	Chris H. Teague	9,154	Jo M. Cotton	7,409	Audrey J. Doller	6,674
Katy Goldstein.....	11,941	Shawna D. Schneider	9,042	Denise M. Guthrie	7,359	Nancy Graham	6,658
Michele Salisbury Rankin.....	11,903	Ashley N. Clinesmith	8,929	Tatiana Rodriguez	7,354	Claudia A. Barrett.....	6,589
Stacy D. Foust	10,986	Sheri Farrar-Meyer	8,884	Linda S. Chasten	7,285	Dawn M. Starr	6,587
Terrah Cromer	10,815	Stephanie Hope Blake	8,722	Menina M. Givens	7,272	Deb Altenburger.....	6,585
Karen E. Ridle	10,612	Ebun Osaze	8,635	Linda J. Wicks	7,202	Ayobami Olanrewaju Olusa.....	6,581
Michelle Anne Cunningham	10,566	Kim Williams	8,462	Lesae Rae Franken	7,187	Stacy M. Houy	6,579
Stacey Craft	10,479	Betty McKendry	8,419	Kim I. Sabourin	7,169	Krista Erdmann	6,562
Shelley Money-Eldridge.....	10,387	Nykole Lynne Jackson	8,394	Maggie Rader	7,161	Tracy Ann Clymer	6,454
Rosy Garcia Acevedo	10,345	Tina M. Dees	8,285	Jan Cain	7,141	Margaret Neill.....	6,421
Leah Danelle Randolph.....	10,299	Ann Ferrell Smith	8,254	Pam Kelly.....	7,137	Becki Hackett	6,412
Breanne Sufrin.....	10,132	Rachelle Holloway	8,215	Diane M. Detesco.....	7,137	Alison Jurek.....	6,383
Jill Beckstedt	10,050	Johanna T. Soler Polanco.....	8,149	Sally Moreno	7,084	Luanne Stewart	6,380
Jennifer L. Besecker	10,047	Mariana Moreno	8,134	Denise G. Kucharski	7,070	Luisa Urena Mora.....	6,359
Mary Strauss	9,793	Janice Baxter Hull.....	8,087	Tammy West-Murrian	7,002	Joanna Helton	6,357
Leanne Parrino-Pheasant	9,757	Yusely Moll	7,944	Kimbi L. Bartik	6,945	Olushola Ayobami Kuku	6,348
Moji Mojtabaie	9,709	Dana Ann Lamade.....	7,831	Angel Guerra	6,842	Nikki Hall Edgemon	6,329
Chelsea Gardner Niederklein.....	9,687	Allyson Lea Jankowski	7,705	Linda Klein.....	6,821	Erin Jayne Antroinen.....	6,326
Shauna Lynn Abbotts.....	9,677	Phyllis I. Pinsker	7,704	Ana Barros.....	6,800	Carrie V. Eddings-Foster	6,298
Deanna L. Spillman	9,586	Jennifer A. Enloe.....	7,682	Alyson R. Young-Guerra	6,788	Heather VanWell	6,272
Christine Denton Barrueco.....	9,543	Emily Stone	7,615	Antonia Miranda	6,780	Kelly A. Fuller.....	6,271
Brenda Stafford	9,383	Cheryl T. Anderson	7,592	Anne Newcomb	6,751	Cynthia Pack.....	6,220

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

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

GO-GIVE®

CONGRATULATIONS to our March 2017

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

Judith Reid-Haff

Diamond

Independent Sales Director

Began Mary Kay Business

January 1991

Sales Director Debut

August 2003

National Sales Director

Vicki Jo Auth

Honors Circle of Honor; two-times Consultant Queen's Court of Personal Sales; 13-times Sales Director Queen's Court of Personal Sales; Circle of Achievement; Double Star Achievement

Personal Lives in Temecula, Calif.

Husband, Derek Haff; sons: JK, Ron, Mike, Eric; five grandchildren; three great-grandchildren

"I am motivated to help others because I was brought up in a home where helping others was a way of life. It is second nature to do my best to ensure every person's path I cross feels a little better with each encounter."

Independent National Sales Director

Vicki Jo Auth, says, "While working with Judith, I watched the love and caring she gives her unit and many adoptees. I know they love her, and it's wonderful to see the Go-Give spirit in action."



Debbie Dwiggins

Sapphire

Independent Senior Sales Director

Began Mary Kay Business

September 2009

Sales Director Debut April 2011

Offspring one first-line

National Sales Director Go-Give Area

Honors Star Consultant; Consultant

Queen's Court of Personal Sales; six-times Sales Director Queen's Court of Personal Sales

Personal Lives in Edmond, Okla. Husband, Jeff; sons: Clint, Chase

"I am motivated to help others because I believe that everything we do should come from acts of service to others. By using my business to serve others, I allow God to use me for his greater purpose."

Independent Beauty Consultant Terressa Guzak of Edmond, Okla., says, "Debbie gives care to her elderly parents, gives to the community for tornado victims and to the elderly in nursing homes. Debbie also heads up a project to help girls with prom."



Nikole Childress

Ruby

Independent Senior Sales Director

Began Mary Kay Business January 2003

Sales Director Debut February 2008

Offspring two first-line

National Sales Director Go-Give Area

Honors Star Consultant; Circle of Achievement

Personal Lives in Matteson, Ill. Husband, Michael; son, Michael Jr.; daughter, Monique

"I am motivated to help others because the Go-Give spirit has been such a powerful blessing in my life. It is a precious gift, and I am dedicated to continuing Mary Kay's legacy."

Independent Beauty Consultant Serena

Prentiss of Richton Park, Ill., says, "Nikole helps us appreciate being business-women and owners of our Mary Kay careers. Becoming an Independent Sales Director and a Career Car driver is now on my horizon, and I want to help others succeed as I achieve my own goals."



Halle Simpson

Emerald

Independent Senior Sales Director

Began Mary Kay Business

February 2002

Sales Director Debut

December 2003

Offspring two first-line

National Sales Director Go-Give Area

Honors Circle of Honor; six-times Sales Director Queen's Court of Personal Sales; 10-times Circle of Achievement; six-times Double Star Achievement

Personal Lives in Speedway, Ind.

"I am motivated to help others because I've experienced such personal growth because of Mary Kay, and I want to pass that on to others."

Independent Future Executive Senior Sales Director Lorri Woehrle of Avon, Ind., says, "One of my customers stopped at a friend's house where Halle was visiting and asked for some Mary Kay information. Halle shared the information and sent my friend back to me to sign up. Halle always does things the Mary Kay way."

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
sapphremonthlygogive@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).

Let There Be Light.

NEW! Limited-Edition† Mary Kay® Light, Reinvented Collection

Transform your look for spring/summer with bright, dreamy color. Gleaming eye colors, luminous lip oils and bold nail lacquers build from subtle to intense in an instant, brightening your customers' looks day or night.

NEW! Limited-Edition† Mary Kay® Glossy Lip Oil

Rich, luminous shine is in. These innovative new lip oils provide a nonsticky, comfortable application. In Brilliant Violet, Magenta Ray and Sheer Pink.

\$16
each

Magenta Ray

Brilliant Violet

Sheer Pink



Check [Video Lounge](#) on Mary Kay InTouch® for a **color trend how-to** using this fun trend collection.



Glistening Horizon



Sunlight

\$24
each

Why Your Customers Will Love Mary Kay® Glossy Lip Oil

- Finishes range from subtle and sheer to pigments that pop.
- Includes grapeseed, avocado and jojoba oils to quench, smooth and colorize.
- Cushion applicator applies lip oil easily and is mess-free.
- Lips appear fuller with a light-reflecting shine.
- Helps lips feel hydrated and smooth.



**Independent Future
Executive Senior
Sales Director**
Ann F. Smith
Bowling Green, Ky.

**NEW! Limited-Edition†
Mary Kay® Eye Color Palette**

Four gleaming shadows that can stand on their own, or be worn together for a luminous ombré effect. In Glistening Horizon and Sunlight.

How to Wear:

- **Magenta Ray** lip oil complements **Sunlight** palette.
- **Sheer Pink** lip oil pairs with the cool hues of **Glistening Horizon** palette.
- **Brilliant Violet** lip oil pairs with more intense color from both eye color palettes.

**NEW! Limited-Edition†
Mary Kay® Nail Lacquer**

Brilliant Violet, Luminous Mauve
and Vivid Sunburst

\$9⁵⁰
each



Brilliant Violet



Luminous Mauve



Vivid Sunburst

PARTY Pointers

Ann earned her eighth Top Sales Director Trip in 2016.

- **Upsell.** It's easier than you think. When your customer buys mascara, offer the best-selling **Mary Kay® Oil-Free Eye Makeup Remover**. Lipstick? Offer a **Mary Kay® Lip Liner** or **NouriShine Plus® Lip Gloss**.
- **Offer rewards.** When closing the sale, share how she can earn hostess rewards. This gives you a new booking! You can say, "Would you like to save money and look your best? Host a party and customize your look at a discount!"



Share-Worthy

Tools to help you share:

- **Mary Kay InTouch®** has how-to videos. Walk your customers through step-by-step, show the videos at your next party, or email the video or post to build excitement.
- Share **Mary Kay social media posts** about the Light, Reinvented Collection.
- Send the new **Trend Report** and **eCatalog** via email, text or social media.
- Book **Light, Reinvented parties** to share what's hot for spring. Add colorful treats and decorations for extra fun.



Spring Fashion

“Spring makeup is all about a beautiful rainbow of color.”

BY MARY KAY GLOBAL BEAUTY AMBASSADOR LUIS CASCO

“This spring, you’ll see make-up colors of blooming flowers and beautiful skies. As the lead makeup artist for two major fashion designers at New York’s Spring/Summer 2017 Fashion Week, I created beautiful combinations for eyes. You can too! Embrace all the beautiful colors, and adjust them to your comfort level. The new *Mary Kay*® eye palettes offer gorgeous neutral shades to highlight and fun shades for accents. Have fun and remember, limited-edition† collections are like accessories that update your customers’ looks each season.”

Light, Reinvented Collection

Easy-to-apply:

- 1 Use a bright shade at lashlines (upper, lower or both) to create an eyeliner effect, only a little thicker. This, combined with the sparkling nude shade, offers a fresh look.
- 2 Use a colorful shade on the creases and lower lashlines. Pair with a winged eyeliner look that’s fashionable and updated. The bright shade can be subtle like a soft halo around the eyes.
- 3 Use a solid bright shade as a wash of color. Then use the neutral shade at the creases to softly blend together.
- 4 Create all-neutral eyes and pair them with one of the new glossy lip oils. This lip product really gives a nice pop of color and adds a new texture.

Complete any of these looks with mascara and black or brown eyeliner.



FASHION:

- Tried-and-true neutrals anchor vibrant brights.
- Synthetics offer iridescent finishes.
- Skirts: all lengths and volumes

HAIR: Ombré is back! So is the blunt bob with loose curls.

SHOES: Colorful high heels with pointed toes.

ACCESSORIES: Anything goes!

See CLEARER SKIN in 7 Days!*

Clear Proof® Acne System

- Clears blemishes without irritation and helps maintain a clear complexion.
- Unclogs pores, removes excess oil and leaves skin feeling healthier.
- Fades the look of lingering acne spots.
- Attacks multiple factors that can contribute to acne breakouts.



\$45

Save \$14 when you buy the set.



MORE ACNE-FIGHTING POWER

Clear Proof® Pore-Purifying Serum†

\$17

- Helps minimize the appearance of pores and reduces shine.
- Translucent, leave-on serum contains 2% salicylic acid.

Start today! Contact me, _____,
your Mary Kay Independent Beauty Consultant.

*Based on a 12-week independent clinical study †Over-the-counter drug product All prices are suggested retail.

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)**



“Surround yourself with people who are achieving success and emulate them. Analyze and seek their counsel. Standards of excellence should affect every area of our lives.”

MARCH CALENDAR dates

1	- Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month. - Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m. Central time.
3	Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until midnight Central time.
15	- Postmark deadline for Quarter 3 Star Consultant quarterly contest. - Deadline to make Quarter 2 Star Consultant prize selections.
16	- Quarter 4 Star Consultant quarterly contest begins. Summer 2017 Preferred Customer ProgramSM online enrollment for <i>The Look</i>, including exclusive samples (while supplies last), begins.
20	Online prize selection available for Quarter 3 Star Consultant quarterly contest.
24	Week 1 of Career Conference 2017 begins (March 24-25).
30	Last day of the month for Independent Beauty Consultants to place telephone orders.
31	- Week 2* of Career Conference 2017 begins (March 31–April 1). - 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.

*See back cover for additional Career Conference dates.



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.

YOUR INDEPENDENT CONTRACTOR STATUS: As an independent contractor, you are not an employee nor an agent of Mary Kay Inc. Throughout *Applause*® magazine, you will receive guidance, suggestions and ideas regarding your Mary Kay business, yet you have the freedom to choose your own hours and the business methods that work best for you. The Company retains no right of control over you, except those terms of your Independent Beauty Consultant, Independent Sales Director and/or Independent National Sales Director Agreement(s) with the Company. You, in turn, have no power or authority to incur any debt, obligation or liability, or to make any representation or contract on behalf of the Company.

Spring Clean!

Time to cut the clutter and re-energize your Mary Kay business. Here are a few ideas:

HIT REFRESH.

- 1 Update your customer list for the [Preferred Customer Program](#)SM. It's a great way to reach both current and new customers. Be sure to verify their contact information. Have they moved? Do they have a new phone number?
- 2 Follow up with customers you haven't heard from in a few months. It's a great opportunity to **check in** and **share the latest products**.
- 3 Celebrate customer birthdays and anniversaries. Use *myCustomers*SM and the [myCustomers+™ App](#) to stay in touch and make them feel special on their day.

- 4 Send gift reminders. With the *myCustomers+™* App, you can use the multitexting feature to offer ideas for Mother's Day, graduations, weddings and Father's Day.
- 5 Create reorder reminders. She'll be impressed that you're keeping up with her needs.
- 6 Manage your inventory. Use the *myCustomers+™* App, and receive low inventory alerts. The cool scanning feature lets you scan products in seconds to update inventory.





CLEAN THE CLOSET.

Most *Mary Kay*® products have a shelf life of three years. A day code is listed to help you track the shelf life easily. Any product that is less than three years old will have an expiration date clearly marked on the package.

A few housekeeping items:

- Use the “first-in, first-out” method to help minimize products expiring before they are sold.
- Expired products cannot be sold or donated or returned to the Company. Regularly review your inventory and consider donating products that are close to their expiration date.
- Properly dispose of your expired products. Research what can be recycled.



- Talk with your local tax expert to see if you can deduct the cost of expired products.
- Remember, discontinued products can still be sold as long as they are within their shelf life.

Find out more about the **product life cycle** on *Mary Kay InTouch*®.

Out with the old, in with the new!

Once a product is opened, its shelf life changes because it has now been introduced to oxygen and human contact. Here are some common suggested guidelines for replacing opened products.

- Liquid (foundation, concealer) – 1 year
- Powder (foundation, cheek color, eye color) – 2 years
- Cream eye color – 1 year
- Lipstick/lip gloss – 1 year
- Mascara – 3 months
- Lip liner/eyeliner – 1 year

PARTY IDEA

- Help your customers freshen their beauty routines with a ***Makeup Spring Cleaning party!***
- Invite them to bring their makeup bag, and maximize sales by offering incentives if they exchange another brand for a new *Mary Kay*® product.
- Sell through excess inventory by offering an incentive on:
 - products nearing expiration.
 - past limited-edition items.
 - discontinued products.

myCustomers+™ App

THE FUTURE IS IN YOUR HANDS.



Manage your Mary Kay business on the go.

Dial up your customer service.

- Add new customers at a party.
- Tag customers by products, birthdays, anniversaries, potential team members and more.
- Email or text multiple customers with just one click.

Optimize ordering.

- Create sales tickets, process credit cards and email a receipt on the spot.
- Get alerts when an order is placed on your *Mary Kay*® Personal Web Site.

Keep track.

- Update inventory instantly by scanning products using your smart device camera.
- Set minimums and receive indications for low inventory.

Only \$4.99 (plus applicable taxes) per month. That's less than one lipstick sale a month! Download it from your app store, and subscribe on *Mary Kay InTouch*® today! You'll also find a helpful video on how to use it.



myCustomers+™ App

Learn how you can BE ALL IN with *Mary Kay*® skin care as the CORE of your business.



MKU Is Here for YOU!

MK University™ offers powerhouse education at your fingertips.

Top-Notch Technology

- Accessible through *Mary Kay InTouch*® using your desktop, tablet or phone.
- Combines video, tutorials, interactive lessons and live streaming!
- Developed in partnership with a world leader in online education so you get the very best.

Education Based on Your Milestones

- Guides you through your journey from Starter Kit to red jacket, DIQ and beyond.
- Teaches how to book, sell, team-build and more in a reality-based environment.

Mary Kay Ash Front and Center

Learn from top Independent National Sales Directors and Independent Sales Directors, many who learned from Founder Mary Kay Ash and who express her philosophy.

Earn the Bling!

Complete all the assessments to show off your MKU designation!

Find it now under the [Education](#) tab on *Mary Kay InTouch*®!



EARN YOUR February Bracelet!

Feb. 1 – 28, 2017

embrace
YOUR DREAMS

[Challenge](#) runs
July 1, 2016 – June 30, 2017

One Person Can!

Debi has achieved
the prestigious
Diamond Circle seven
times and the Inner Circle
eight times! One woman
can make a difference.
That woman can
be YOU!



Order \$600* or more
in wholesale Section 1
products in February,
and receive this bracelet.
It starts when you sell
Mary Kay® skin care.

**Are you ALL IN
on skin?**



Independent Senior
National Sales Director
Debi Moore
Cornelius, N.C.

I have always believed that if
it is to be, it is up to me. I can
encourage my team members,
but I cannot control their
booking, selling and team-
building activities. What
I CAN DO is set an example
and demonstrate the
POWER OF ONE!

**Embrace Your Dreams
Challenge** is now more rewarding.
SEE BACK COVER FOR DETAILS.



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

COMMIT TO ONE MORE:

- Conversation, Party, Sale
- Reason to Remember Your "Why"
- Team-Building Appointment

Achieve the Year Of Your Dreams.

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

MARY KAY®

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

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

MARY KAY CAREER CONFERENCE 2017



Find the Spark to Ignite Your Dreams!

FINAL CALL: Registration Ends Feb. 28!

WEEK 1
MARCH 24-25
Registration
opens Jan. 31!

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

WEEK 2
MARCH 31 - APRIL 1
Registration
opens Feb. 3!

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

APRIL 2-3
Atlantic City, NJ II**

WEEK 3
APRIL 7-8
Registration
opens Feb. 6!

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

NEW! Embrace Your Dreams Career
Conference Consistency Challenge

Dec. 1, 2016 – Feb. 28, 2017

Earn a seat to the
[Career Conference](#)

VIP Luncheon, and
get this fun “Eat Dessert

First” bracelet! Details on *Mary Kay InTouch*®.



Register today on *Mary Kay InTouch*®! Download the *Mary Kay*® Events App for updates while you're there!

trending @ MK

THE YEAR OF YOUR DREAMS

LIVE THE DREAM.

It's the Year of Your Dreams! Share your inspiring stories on how your dreams are coming true. Post on **#MyMKLife**.

Spring Forward.

Daylight Saving Time begins March 12.

Help your customers *spring forward* with

NEW SKIN CARE OR A NEW COLOR LOOK!

MARY KAY CAREER CONFERENCE 2017

Last Call!

Career Conference is like a beauty boot camp – only more fun! Enjoy a weekend of learning and move your Mary Kay business up a notch. Coming to a city near you! Go to *Mary Kay InTouch®* for details.

MK Rewards™ Visa® Card



The card that means business!

To learn more, visit chase.com/marykayoffer

Accounts subject to credit approval.
Credit cards issued by Chase Bank USA, N.A.

,insideTHIS ISSUE

All In on Skin!

Skin care is the core of your business, and you've got something for every customer. Make the commitment to go "all in" on skin!

pages 2-4

Everyday Enchantment

The new *Enchanted Wish™* fragrance will help you grant your customers' wishes for a magical new scent.

page 5

Lives Enriched

Lindsey Christenson shares how holding parties and seeing new faces leads to her success.

pages 6-7

Let There Be Light.

The new **limited-edition® Light, Reinvented Collection** offers vibrant shades. Plus, **Mary Kay Global Beauty Ambassador Luis Casco** shows you how to heat up your customers' color looks.

pages 14-16

Share It, Sell It.

This flier can help you share and sell the **Clear Proof® Acne System**.

page 17

Spring Clean!

Find tips to help you get ready for spring from your customer list to your product closet!

pages 18-19

MKU for You

Love to learn? **MK University™** guides you wherever you are on your career path!

page 20

Embrace YOUR Success.

"One person can." Earn this gorgeous bracelet in the *Embrace Your Dreams* Challenge.

page 21



All In on Skin!

Skin care is the core of your business! Mary Kay has options to fit every need.

FOR EARLY-TO-MODERATE SIGNS OF AGING

TimeWise® Miracle Set®

Included in the Starter Kit, this set suits the needs of a **broad range of customers**. Available in Normal/Dry or Combination/Oily.

\$95



“Skin care is the foundation of a successful Mary Kay business. It helps boost sales, bookings and recruiting. Selling skin care helps you develop momentum to propel you up!”

— Mary Kay Ash

I'M 
ALL IN!
#teamMK

Challenge yourself to share Mary Kay® skin care with as many new faces as you can! **How many new customers will you introduce to Mary Kay® skin care by Seminar?** We're ready to **celebrate you** and your successes with the **Mary Kay® party of the decade** at Seminar 2017 as we collectively pamper new faces and build new customers. **Share your inspirations via social media at #teamMK.**

NEW FACES
can mean
MORE:

- Loyal customers (and reorders).
- Sales (and profits).
- Confidence (and career path growth).
- Prizes (Star Consultant and more).



FOR ADVANCED SIGNS OF AGING \$205
TimeWise Repair® Set



FOR EASY BEAUTY SOLUTIONS \$58
Botanical Effects® Skin Care



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



FOR ACNE-FIGHTING SOLUTIONS \$45
Clear Proof® Acne System
(See handy consumer flier on Page 17.)



Share the **Clear Proof® eCatalog**
with your customers
with acne concerns.

START THE CONVERSATION!

You: Hi, _____! I'd love to pamper you and share what millions have already discovered with *Mary Kay®* skin care. I value your time, so I would appreciate just 30 to 40 minutes to relax and have fun. How does offer date & time sound to you? If you'd like to make it a party, invite your friends, and you'll get a fabulous hostess gift.

AT YOUR SERVICE

- **Social Publisher** for posts and digital images to text
- Party tools like the **Beauty Book**, **Flip Chart**, **Mary Kay Show and Sell™ App**
- **Party Central** for tips and printable place mats



Help Skin Spring Back!

TimeWise® Replenishing Serum+C®

This antioxidant-rich serum is powered by a potent blend of multiple botanical extracts. These extracts derive from natural ingredients known for their high levels of vitamin C. They can help protect skin against free radical damage that can impact skin firmness and definition.

\$56

Order of Application

- > **STEP 1:** Cleanse.
- > **STEP 2:** Smooth three pumps of TimeWise® Replenishing Serum+C® evenly in an upward and outward motion. Avoid eye area.
- > **STEP 3:** Follow with a day or night solution, then moisturizer.



How It Helps

- > **Antioxidants**, such as vitamin C, protect skin by limiting production of free radicals. Antioxidants also help improve health and appearance of skin.
- > **Free radicals:** Air pollution, the sun and chemicals such as those found in exhaust smoke are examples of free radicals. All cause decreased skin firmness and elasticity.

OTHER PROTECTORS

- > **Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15,* \$20**
- > **TimeWise® Day Solution Sunscreen Broad Spectrum SPF 35,* \$32**
- > **TimeWise® Age-Fighting Moisturizer Sunscreen Broad Spectrum SPF 30,* \$24**



Uh-oh!

Too much sun?

Special-edition† Mary Kay® Sun Care After-Sun Replenishing Gel is back

for a limited time! Ultralight, cool blue gel contains soothing botanical extracts rich in antioxidants to replenish vital moisture. Leaves skin feeling hydrated, smooth and refreshed.

\$15



NEW!

Enchanted Wish™ Eau de Toilette

She'll love this fruity floral fragrance with fresh notes of Granny Smith apple, stargazer lily and brown sugar.

\$36



Enchanted Wish™
Eau de Toilette

Total Package

Your customers can purchase this **limited-edition†** collection **bag** for just **\$5††** with the purchase of \$40 suggested retail (excluding tax) in *Enchanted Wish™* products.

Let Her Try Before She Buys!

Enchanted Wish™ Eau de Toilette sample cards are only **\$2** (pk./12) on Section 2 of the Consultant order form. Great to include in product orders or have available at parties. Watch sales soar!



\$20
each

Lasting Layers

Layer to create a lasting impression.

1. Limited-Edition† *Enchanted Wish™* Shower Gel
2. Limited-Edition† *Enchanted Wish™* Body Lotion

More Spring Scents to Love!



Cityscape®
Eau de Parfum, \$50
Thinking of Love®
Eau de Parfum, \$32
Forever Diamonds®
Eau de Parfum, \$40
Thinking of You®
Eau de Parfum, \$32
Bella Belara®
Eau de Parfum, \$38
Belara®
Eau de Parfum, \$38



Independent Executive
Senior Sales Director
Indhira Jimenez
Charlotte, N.C.

Wear It, Sell It.

Indhira is a top-seller of *Mary Kay®* fragrances.

"I help my customers find a new seasonal fragrance, and now's a great time for a fresh spring scent! I wear different *Mary Kay®* fragrances depending on my mood, and I always have them available so when someone compliments me, I have them ready to sell. It works!"

†Available while supplies last

††Available with qualifying purchase through participating Independent Beauty Consultants and while supplies last



Independent Future Executive Senior Sales Director Lindsey Christenson built her business on the Power Start — 30 faces in 30 days.



LINDSEY'S ACCOLADES:

- Two-Time Triple Star Achievement
- Four-Time Sales Director Queen's Court of Personal Sales
- Two-Time Queen's Court of Sharing (One Time in Top 10)
- \$750,000 Highest Unit Circle
- Double Star Achiever
- Cadillac® Achiever

The Power of 30 Faces

Lindsey Christenson, Snohomish, Wash., has always had a powerful drive to succeed. When she discovered the Mary Kay opportunity in December 2007, she was a college student, working several part-time jobs while starting her own business as a wedding planner.

"I signed my Independent Beauty Consultant Agreement because I knew the extra income could help with school expenses," she says. The more she worked, the more she fell in love with the Mary Kay opportunity and realized it was much more than an avenue for extra income. She loved empowering others and debuted as an Independent Sales Director in April 2011.

Parties Bring People.

"I love holding parties — that's where everything happens," Lindsey says. "My goal is to complete a **Power Start** each month. The first appointment is typically a skin care party, and I follow up with a second appointment where we focus on color."

Lindsey knows that building her team begins with her. "Women typically buy into ME before they buy into the Mary Kay opportunity. Team-building happens with such ease when you really listen to what they want. Then you can wrap the Mary Kay opportunity around them like a

blanket to fit their lives, personalities and desires. Women want it all, so it's appealing when they realize they can have the income potential *and* the fun, the achievement *and* the chance to help others, and the flexibility *and* a specific path to run on."

Building Strengths

Lindsey has built a personal team of 40 Independent Beauty Consultants and growing. "My team is filled with women of all ages, backgrounds, ethnicities and even geographical locations," she says. "When I started my Mary Kay business, my team looked like a college sorority! I learned that there can be power in diversity, and today I make a point to share the Mary Kay opportunity with women of all ages and backgrounds."

When working with her team members, Lindsey identifies their natural gifts, then helps them develop new strengths to grow. "Younger women often connect easily with the technology and digital tools Mary Kay offers. With them, I teach face-to-face and heart-to-heart communication to help them create relationships. The women with more life wisdom under their belts generally gravitate toward face-to-face communication, so I work with them to learn how digital tools can keep their businesses fresh and current."

“What’s a Power Start? 30 facials on 30 customers in 30 days!”

Goalkeeper

Lindsey loves watching women accomplish goals. “Career path goals are less about the steps required than they are about the personal journey. Having the courage, grit and determination to push through challenges and hit goals is what changes us from the inside. It’s so exciting to watch! I love to see women break their limiting beliefs, build confidence, become strong and be all God made them to be.

“Someone once told me, ‘Power Start, never Power Stop, and you can become an Independent National Sales Director.’ Guard your dream and be willing to fight for it. God gave that dream to you, not to someone else, so no one else should take it away from you. Use every obstacle as a stepping stone and know that if you take one step at a time, one day you’ll wake up in the place you want to be – and even beyond.”

Have It All.

How is Lindsey working toward the year of her dreams? “I am already living the life of my dreams with my Mary Kay business, so another year seems natural! My Mary Kay business is the business of my dreams. It is truly the vehicle that can take us anywhere we want to go.” Here’s her advice on how you can have your dream year:

- Laser focus on YOUR dream.
- 365 days of choices. Each day matters, so don’t let one pass without visiting your dream and working toward it.
- Let your dream and vision be the driver. Track your numbers.
- Work daily to become the best and healthiest version of YOU so you can create excellence in all areas of your life.



I’M 
ALL IN!
#teamMK

Lindsey’s All In!

“My goal is to see a **minimum of 30 NEW CUSTOMERS EVERY MONTH**, and I encourage my unit members to do the same. Why? Because it’s the magic number that opens so many possibilities in a Mary Kay business. It can mean achieving the **Embrace Your Dreams** Challenge \$600+ order, Star Consultant status and the prizes that it offers, higher reorder potential, more confidence and a solid customer base to build on.”