

MAY 2007

MARY KAY®
Enriching Women's Lives™

Applause®



Be a Star! Seminar 2007:
Be There!



Private Spa Collection™
Satin Hands® Pampering Set:
Buy Two, Get One Free!
Details Inside.

Inventory Answers:
Coaching Your New Team
Members to Success

Applause® May 2007

get it free

WITH YOUR ORDER

APRIL 16 - MAY 15, 2007



MK Signature® NouriShine™ Lip Gloss in Pink Diamonds and Gold Rush

Suggested Use: With moisturizers and conditioners, MK Signature® NouriShine™ Lip Gloss leaves lips feeling amazingly soft and supple. The superlight, nonsticky formula includes vitamins A and E to help form a protective defense against wrinkle-causing free radicals and environmental exposure. Looks great on its own or combined with other lip products! It's your BizBuilders bonus starting with a \$400 wholesale Section 1 order.



Color 101 Cards

Suggested Use: Slip these cards into orders or hand them out at skin care classes to let customers play with on-trend looks and MK Signature® color cosmetics. It's fun for customers, and sampling proves effective as a sales strategy. An assortment is your BizBuilders bonus starting with a \$600 wholesale Section 1 order.



Travel Roll-Up Bag

Suggested Use: Your customers will love this organizer (no travel required!). It makes a great gift with purchase, and you could even offer it free to customers who purchase four or more product sets. It's your BizBuilders bonus starting with an \$1,800 wholesale Section 1 order.

For more details on BizBuilders bonuses,
see Page 27.



keep it simple

It's springtime, and what your customers want is easy beauty. You've got them covered this month with the must-have simplicity of the Mary Kay® Sun Care Collection and the easy-to-use Mary Kay® Garden Blossom Color Collection pencils. And what about making *your* life simpler? The Private Spa Collection™ Satin Hands® Pampering Set *Buy Two, Get One Free* promotion is simply a no-brainer! Then, of course, it's time for Seminar registration! Education, motivation and recognition all in one place. It doesn't get any easier than that!

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Golden Opportunity

With sun damage leading the way to premature aging, every customer will be stocking up on sun care necessities this time of year (and not just for her, but for her whole family as well). Whether your customers need Mary Kay® SPF 30 Sunscreen,* Mary Kay® Lip Protector Sunscreen SPF 15* or cool blue Mary Kay® After-Sun Replenishing Gel, you've got them covered!

*Over-the-counter drug product



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Private Spa Collection™ Satin Hands® Pampering Set: Buy Two, Get One Free!

That's right! From April 15 to May 15, buy two Private Spa Collection™ Satin Hands® Pampering Sets and get a third one free with a \$600 whole-sale Section 1 order, with no limit! Opportunities for *free* product don't happen every day, so smart, savvy Independent Beauty Consultants will want to take advantage of this opportunity right away!

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Be a Star! Seminar 2007

Seminar is the place we acknowledge the ways we enrich women's lives and that dreams can come true, that you can praise people to success. It's a celebration of who we are, what we stand for and what we represent to the women of the world. As one Seminar year comes to an end and another begins, learn how to create your own vision for the future.





golden opportunity

The Mary Kay® Sun Care Collection protects and replenishes skin with three great new products.



1.

Mary Kay® SPF 30 Sunscreen*

Just think how often your customers — and their families — are exposed to the sun each day: walking the kids to school or the park, attending sporting events, heading to warm-weather fairs and festivals, visiting amusement parks, doing yard work, grilling outdoors and swimming, of course. Who *doesn't* need sunscreen? **\$14**

Share With Your Customers:

This SPF 30 sunscreen is super important because it's the only Mary Kay® sun/body care product that provides UVA/UVB protection – 30 times your natural protection from sunburn.

- It's lightweight, oil-free and absorbs quickly, leaving skin feeling soft and moisturized.
- It's non-comedogenic (won't clog pores!) and enriched with antioxidant vitamins and free-radical scavengers.
- It's been clinically tested for skin irritancy and allergy and is suitable for sensitive skin.
- It protects from the harmful rays of the sun to help prevent sunburn, skin damage, freckling and uneven coloration.
- It's waterproof and sweat-resistant, and it retains its sun protection for 80 minutes in water.

Application Tips

Apply generously and evenly at least 15 minutes before sun exposure. Reapply every one to three hours, especially after swimming, vigorous activities or towel drying.

*Over-the-counter drug product



2.

Mary Kay® Lip Protector Sunscreen SPF 15*

Exclusively formulated with beneficial moisturizers and antioxidants, Mary Kay® Lip Protector Sunscreen SPF 15* helps keep lips protected and guarded from the drying effects of sun and wind, making it a must-have year-round. **\$7.50**

Share With Your Customers:

- The lightweight, water-resistant product glides on clear, with no shine and a comfortable feel that seals in moisture.
- This product can be used alone or under lipstick.
- This is the only Mary Kay® lip product offering SPF protection.
- This is a great product for spouses and children as well!

Application Tips

Apply at least 15 minutes before sun exposure and reapply every one to three hours as needed after swimming, eating or drinking.

3.

Mary Kay® After-Sun Replenishing Gel

Here's a product for all your customers who want to replenish vital moisture to the body lost by exposure to the sun and wind. **\$12**

Share With Your Customers:

- This ultralight, cool blue gel is formulated with soothing botanical extracts.
- The gel absorbs quickly, replenishing vital moisture to the body, leaving skin feeling hydrated, smooth and refreshed.

Application Tips

Gently massage gel into skin over entire body.

In the Bag! The Complete Mary Kay® Sun Care Limited-Edition Gift Set

This official Mary Kay® limited-edition set includes one of each sun care product, plus a free sun care bag! Yes, the bag is free with the purchase of all three products. (Available while supplies last.) **\$33.50**



*Gift sets include Mary Kay® products. Other items are for merchandising ideas only.

Sun-sational Honeymoon Gift Set

Here's a do-it-yourself merchandising idea! Create this package at home. Here's what we've included:

Mary Kay® After-Sun Replenishing Gel
 Mary Kay® SPF 30 Sunscreen*
 Mary Kay® Lip Protector Sunscreen SPF 15*
 Mary Kay® Facial Cleansing Cloths
 MK Signature® Waterproof Mascara
 Includes sun care bag, while supplies last. **\$58.50**

Psst ... Sun Essentials® Sunless Tanning Lotion is still available, but keep in mind that it does not contain sunscreen or protect against sunburn and is not waterproof or fragrance-free. **\$10**

What's Your Sun Care IQ?

Visit your very own Mary Kay® Personal Web Site to test your sun care knowledge. Why not encourage your customers to do the same?





Limited-Edition Mary Kay® Soft Luster Eye Color Stick

Just look at these lustrous shades for eyes that provide buildable color and sheen in a simple, easy-to-use product. The limited-edition Mary Kay® Soft Luster Eye Color Stick allows your customers to line or fill in their eyelids with one product. This all-in-one eye shadow and eyeliner pencil illuminates eyelids with creamy, water-resistant color that blends to a lustrous finish. **\$14**

blooming color

The limited-edition Mary Kay® Garden Blossom Color Collection delivers on Spring/Summer 2007 trends with all-in-one, easily portable and packable jumbo pencils for lips and eyes. Even the shade names and packaging, which coordinate with the March 2007 gift with purchase, convey the trend. It's beauty made simple for women on the go!

Limited-Edition Mary Kay® Matte Lip Color Stick

Create perfect matte lips in seconds with this all-in-one lip color pencil that lines and defines lips with water-resistant color that doesn't feather or bleed. Your customers can get a simple, polished look when they choose from a beautiful, soft range of matte shades with just a hint of luster. **\$14**

All prices are suggested retail.

Makeup Artist to the Stars Luis Casco Shares His Garden Blossom Tips

International Mary Kay makeup artist Luis Casco goes behind the scenes at events such as the Primetime Emmy® Awards to help make the stars really shine. He's made up celebs such as Tina Fey, Blythe Danner, Megan Mullally, Jaclyn Smith – the list goes on and on.

eyes

Everyday Look

Apply the Mary Kay® Soft Luster Eye Color Stick directly on the lid, close to the base of the lashes, and continue up to the crease area of the lid. Blend the eye color on the lid with fingertips upward to brow bone.

Dramatic Look

- Start by applying the Mary Kay® Soft Luster Eye Color Stick on the lid and blend with fingertips upward to brow bone. With a sharpened tip, apply the eye color stick as eyeliner on the top and bottom lashlines. The Jade Mint and Violet Dawn shades are great for this. Using one of the lighter shades such as Copper Glaze or Taupe Shimmer, apply directly to brow bone and blend. You can also apply these shades to the inner corners of eyes and blend upward. This will create a highlight effect. Complete your eye look with MK Signature® Ultimate Mascara™.
- Concentrate deeper colors close to the lashes and lighter ones toward the brow to create dimension and depth to your eye look.
- You can create a soft line on the bottom lashline by using the Dual-End Eyeliner/Eyebrow Brush from the MK Signature® Brush Set to apply the Soft Luster Eye Color. Simply touch the angled eyeliner brush to the eye color pencil and apply to bottom lashline.

lips

The Mary Kay® Matte Lip Color Stick in Teak Garden makes thin lips appear fuller. For a more dramatic lip look, use Berry Silk, Teak Garden or Tawny Twilight shades, but keep eye color neutral to balance the overall makeup look. The Mary Kay® Soft Luster Eye Color Sticks in Taupe Shimmer and Copper Glaze are great for this look!

spring bling

What a “giftable” time of year to remember moms, graduates and everyone who loves glamour! Mother’s Day is a given, and your customers can make even teachers feel special with a little extra appreciation for all they do. Consider holding a “spring bling” collection preview!



A Mother's Affection Set

Affection™ Eau de Parfum
Mary Kay® Soft Luster Eye Color Stick,
Taupe Shimmer
MK Signature® Ultimate Mascara™
\$79



Eye on the Future Set

Mary Kay® Soft Luster Eye Color Stick,
Jade Mint
Mary Kay® Matte Lip Color Stick,
Tawny Twilight
\$28



Mary Kay® Garden Blossom Color Collection

Mary Kay® Soft Luster Eye Color Stick,
Taupe Shimmer
Mary Kay® Matte Lip Color Stick,
Berry Silk
Mary Kay® Matte Lip Color Stick,
Teak Garden
(shown with March 2007 gift with purchase, the Mary Kay® Beauty Fix Kit)
\$42

*Gift sets include Mary Kay® products. Other items are for merchandising ideas only.



We're celebrating 20 years of building relationships for results by giving away 20 free issues of *The Look*. To enter, simply enroll your customers to receive the summer issue of *The Look* by May 15. It's that easy! Random winners will be drawn from online Preferred Customer Program orders only. Winners will be notified via e-mail by July 16.

TimeWise® Targeted-Action™ Line Reducer

Firms and tightens lines and wrinkles. See results within minutes. See lasting results over time.

TimeWise® Targeted-Action™ Line Reducer offers quick, visible benefits and should appeal to any customer who desires a more youthful appearance. \$40



These before-and-after results were seen by a leading dermatologist 10 minutes after TimeWise® Targeted-Action™ Line Reducer was applied.



TimeWise® Targeted-Action™ Line Reducer offers more than quick results.

This highly effective product *delivers immediate visible benefits* to the forehead and crow's-feet area, two places especially vulnerable to expression lines and wrinkles and often in need of extra help in fighting the signs of aging. But TimeWise® Targeted-Action™ Line Reducer doesn't stop there. With continued use over time, it also delivers lasting benefits not only to the forehead and eye areas, but also to the other places on your face where lines and wrinkles have a tendency to "settle."

Visible Results in Just 10 Minutes!

Just 10 minutes after TimeWise® Targeted-Action™ Line Reducer was applied, a dermatologist saw that lines and wrinkles on the forehead and around the eyes appeared less noticeable:

Up to 33% fewer
forehead lines and wrinkles

Up to 50% fewer
crow's-feet area lines
and wrinkles

TIMEWISE
TARGETED-ACTION™ LINE REDUCER
CRÈME RÉDUCTEUR DE RIDES
DE L'ŒIL ET DU FRONT

Tips for Using the New Sampler With Card

The samplers for TimeWise® Targeted-Action™ Line Reducer come attached to a professional sampler card (a first for Mary Kay!) featuring important product/benefit information on the front and a quick and easy customer survey on the back. When you hand out the sampler to a potential or existing customer, you might ask her to try this exciting new product at home and take a look at the questions on the back of the card. You can offer to follow up with her in a few days and ask those questions to get her feedback.



The survey provides you with a great icebreaker and an opportunity to learn more about a customer's skin care needs. Once you know what she needs, why not offer a complimentary facial or makeover? Notice the key here is the follow-up call. To capture new customer information at the sampler card exchange, consider using MKConnections® tent-card-style business cards – they have the all-important customer information cards attached!

Special-Edition TimeWise® Targeted-Action™ Line Reducer Sampler With Card (bilingual), pack of six, **\$150**

Use Your Mary Kay® Personal Web Site to Promote TimeWise® Targeted-Action™ Line Reducer

When your customers visit your Mary Kay® Personal Web Site, they'll have the opportunity to experience a variety of interactive audiovisuals promoting and supporting TimeWise® Targeted-Action™ Line Reducer: video, dynamic before-and-afters, expert tips and the order of application. Plus, you can select the TimeWise® Targeted-Action™ Line Reducer sampler to feature on your home page. Free sampler offers provide a great way to introduce customers to a new product. Also look for tie-ins to other Mary Kay® age-fighting products designed for upsell potential. Keep in mind that a special MKeCard® has been created to help you spread the word!

Bye-Bye Lines Set



Customers are sure to see their eyes in a whole new light with this super age-fighting duo.

TimeWise® Targeted-Action™ Line Reducer
TimeWise® Firming Eye Cream

\$70

This suggested gift set includes Mary Kay® products. Other items are for merchandising ideas only.

Selling Strategies

TimeWise® Targeted-Action™ Line Reducer complements other TimeWise® products because of its anti-aging benefits. Its unique targeted application allows for the most effective use of the product.

- Applying after moisturizer in the morning ensures the smoothest surface for makeup application. As with all Mary Kay® skin care, the TimeWise® Targeted-Action™ Line Reducer was specifically formulated to work beautifully with Mary Kay® concealers and foundation to create a more flawless, youthful look.
- In addition, this product complements the TimeWise® Microdermabrasion Set since both products provide immediate results, yet very different benefits.
- What a great product to offer during an individual close!

Take the TimeWise® Targeted-Action™ Line Reducer Sales Challenge,

and you could earn Seminar 2007 recognition, jewelry, even a designer handbag or Gucci sunglasses!

Reach the goals you've been striving for all year.

See the Mary Kay InTouch® Web site for details.



Product prices are suggested retail.

Private Spa Collection™ Satin Hands® Pampering Set

a spa
at every
sink

Easy as 1, 2, 3... Rough, dry hands are instantly cleansed, softened and moisturized in three easy steps with the Private Spa Collection™ Satin Hands® Pampering Set. Your customers are one step closer to softness. The Private Spa Collection™ Satin Hands® Pampering Set features the Private Spa Collection™ Satin Hands® Satin Smoothie™ Hand Scrub with a fresh peach scent and smoothing, natural exfoliants. It cleanses and exfoliates in one step, leaving the sweet sensation of hands that feel renewed, soothed and pampered every day. How's that for the immediate results your customers need? The Private Spa Collection™ Satin Hands® Pampering Set is for any customer who wants a convenient, daily system for cleansing, softening and moisturizing rough, dry hands. **\$30**

The Private Spa Collection™ Satin Hands® Pampering Set includes:

- 1. Extra Emollient Night Cream** is massaged into hands to begin the process. It replenishes hydration with ingredients that help protect, condition and seal in moisture.
- 2. Private Spa Collection™ Satin Hands® Satin Smoothie™ Hand Scrub** comes with a convenient pump dispenser and combines cleansing and buffing in one product. It leaves rough, dry hands feeling smooth. After massaging into hands, rinse well and pat dry.
- 3. Private Spa Collection™ Satin Hands® Hand Cream** provides instant hydration to condition and moisturize hands for hours.

All three come in a pretty peach-colored bag!

buy two, get one free!

That's right! With a \$600 minimum wholesale Section 1 order, you can get a free* Private Spa Collection™ Satin Hands® Pampering Set for every two you buy. Best of all, there's no limit!

*Tax is required on the suggested retail value of Section 1 product bonuses.

Special Limited-Time Promotional Offer!
Private Spa Collection™ Satin Hands® Pampering Sets:

Offer dates: April 15 – May 15, 2007

“A smart business owner takes advantage of Buy Two, Get One Free offers. Your profit margin immediately skyrockets with these promotions. It's like giving yourself a pay raise!”

– Julie Schlundt,
Independent Future Executive Senior Sales Director,
Mishawaka, Ind.

It's a Wrap!

As is, the preassembled Private Spa Collection™ Satin Hands® Pampering Set makes a just-peachy springtime gift. Dress it up with tissue and a bow for Mother's Day or add a special item to create the perfect do-it-yourself gift set for new grads, bridal gifts, teacher gifts – you name it!

*Gift sets include Mary Kay® products. Other items are for merchandising ideas only.

To Have and to Hold Set
Private Spa Collection™
Satin Hands® Pampering Set
Private Spa Collection™
Mint Bliss™ Energizing Lotion
For Feet & Legs
\$40



**Private Spa
Collection™ Satin
Hands® Pampering
Set
\$30**



Spread the Word With Samplers

The sampler card with pop-up construction allows room to attach samplers of all three of the products in the Private Spa Collection™ Satin Hands® Pampering Set!

Sampler Packettes (pack of four), **\$2**
Sampler Card (pack of four), **\$1.50**

Product prices are suggested retail.



Offer More Pampering Products

For your customers who love the Private Spa Collection™ Satin Hands® Pampering Set and want products that help smooth and soften skin all over, you might also suggest Private Spa Collection™ Body Wash, Sugar Scrub, Moisture Lotion and Sheer Fragrance Mist.

Inventory Answers:

coaching your new team members to success

Inventory. It's a big decision for almost every new Independent Beauty Consultant.

How much inventory should she order at first? Will she be able to sell what she orders? Even experienced Beauty Consultants may experience similar questions regarding inventory.

While Mary Kay Ash believed in the power of instant gratification that comes from handing customers their orders on the spot, she also understood that investing in a large inventory isn't always possible for everyone. What's more, it's certainly *not* a requirement for a successful Mary Kay business.

And let's face it. If a new team member inadvertently stockpiles merchandise, she can quickly become fearful of the very thing that can ensure her success – selling the product! **Independent Future Executive Senior Sales Director Linda Klein** of Woodland Hills, Calif., shares that while there are many benefits to keeping an adequate inventory, new Independent Beauty Consultants, especially, don't need to overstock.

"Part of the fun is watching your inventory get low and then reordering," says Linda, a consecutive 17-year Sales Director Queen's Court of Personal Sales achiever. "New Beauty Consultants should experience the joy of needing to reorder in a few weeks."

If that reordering pleasure never materializes, your desire to continue with a Mary Kay business could diminish.

So, if you're new to the business, how do you know how to place inventory orders that will meet your business goals while ensuring your ability to provide good customer service? The solution lies in gauging how much time you plan to spend on your Mary Kay business and how many potential customers you have. For example, if you plan to build your business gradually and only know a handful of potential customers, then choosing to place a \$600 wholesale order probably will suffice. If your pool of potential customers is larger and you plan to spend more time building your Mary Kay business, you could consider ordering more.



Of course, the foundation of your business likely will be skin care product sales, which you'll want to consider when making decisions about inventory. In addition, the following Mary Kay® products were among the top sellers for 2005:

- TimeWise® Microdermabrasion Step 1: Refine
- TimeWise® Microdermabrasion Step 2: Replenish
- Oil-Free Eye Makeup Remover
- Satin Lips® Lip Balm
- Satin Lips® Lip Mask
- Private Spa Collection™ Satin Hands® Pampering Set

And remember, the Mary Kay opportunity has never been about *ordering* – it's about *selling* products that can enrich lives. If you need some selling suggestions, consider asking your Independent Sales Director for tips; or check out the Mary Kay InTouch® Web site. You'll find many educational tools to help you reach the level of success you desire!

be a star! 07 seminar

How Would You Answer?

Should you go to Seminar? That was the question **Independent National Sales Director Mary Pat Raynor** posed – first as an Independent Sales Director to women in her unit, then as an Independent National Sales Director, in her area – before sharing why this event is so important to her. Read and discover how Seminar could be a turning point in your life too!

“I remember vividly, 18 years ago, when my Independent Sales Director suggested that I plan on going to Seminar. I had every reason not to go. I was a brand-new single mom, still emotionally devastated from the breakup of my marriage, and I had just quit my job to pursue my Mary Kay business full time. Suddenly I had full responsibility for all expenses, including house payments and child care, and I had no savings. I had just submitted my Independent Sales Director-in-Qualification Commitment Form, and in those days, we went to Dallas before DIQ. That meant I would take an additional trip to Dallas the month following Seminar. More money!

I had had my Mary Kay business about six months. What would you be thinking if that were your life? Wouldn't you question the soundness of going? Besides, I had been to many educational conferences and seminars prior to that and, quite frankly, I didn't care for them. Did I intend for 'Mary Kay' to be my life's work? I wanted it to be. Was I nervous about my situation? Yes. Did I go anyway? Absolutely! Did I feel stronger once the decision was made? No. In fact, I cried most of the way to Seminar, hiding my tears from my team members. I was in a very fragile emotional state, but I knew my two little girls were counting on me to find the strength, courage and way to go forward with our lives.



It's easy to look at me and other Independent Sales Directors and assume that our road was easier than yours. But I assure you, if you go to Seminar, you'll be thankful because:

You'll have a new vision for your business.

You'll no longer question whether or not this business is for you.

You'll learn how to save time, and manage time, better.

Your energy level for your goals will increase dramatically.

Your thinking will go from 'maybe' to 'will'.

You'll meet women who will inspire you to new heights of thinking and acting.

You'll learn about products and gain new confidence to share them.

You'll make special friendships with women who will share their knowledge.

AND you'll have more fun than you possibly could imagine!

Successful people are 'find a way, make a way' women. They have complications and stresses, yet they base their decisions on the future and what it holds, not present obstacles. Like Mary Kay Ash used to say, 'Those who show up, go up!'”

recognition

Congratulations to the winners for January 2007.

On-Target Diamond Circle

Independent National Sales Directors become members of the prestigious Diamond Circle when they earn \$200,000 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, Senior NSD commissions, NSD commissions on their personal units, plus NSD bonuses for first-line offspring from their personal unit and NSD offspring.) Congratulations to the following NSDs who are considered on-target from July 1, 2006, through Jan. 31, 2007. (This includes NSD commissions earned on all foreign countries through December 2006.) These "NSD commissions" are used to determine NSD ranking for a Seminar year.

Pearl



Jan Harris

Diamond



Barbara Sunden

Ruby



Carol Anton

Sapphire



Gayle Gaston

Emerald



Gloria Mayfield Banks

On-Target for Diamond/Inner Circle On-Target for \$750,000

Barbara Sunden\$454,454.56

On-Target for \$500,000

Gayle Gaston\$394,865.79
Christine Peterson373,964.27
Carol Anton316,174.34
Karen Piro299,676.44

On-Target for \$325,000

Lisa Madson\$278,237.74

Jan Harris277,342.08
Gloria Mayfield Banks269,125.05
Kathy Helou255,032.60
Rena Tarbet252,837.22
Joanne Holman249,634.68
Nan Stroud244,167.64
Cheryl Warfield235,334.29
Lupita Ceballos226,483.33
Pat Danforth226,153.29
Jana Cox225,095.13
Karlée Isenhardt206,913.04
Stacy James198,673.11

Darlene Berggren197,825.09
Julianne Nagle197,239.49
Sue Kirkpatrick191,041.28

On-Target for Diamond Circle On-Target for \$250,000

Holly Zick\$188,628.22
Sherry Giancristoforo188,046.59
Linda McBroom187,215.23
Dacia Wiegandt182,046.20
Joan Chadbourne181,360.13
Gloria Castaño180,866.97

Ronda Burnside180,504.13
Johnette Shealy176,403.44
Patricia Rodriguez-Turker170,255.19
Jodie McCoy169,561.78
Cindy Williams169,414.94
Suzanne Brothers163,196.90
Debi Moore162,811.93
Jackie Swank162,234.23
Kathy Z. Rasmussen159,117.88
Mary Diem157,123.93
Anita Mallory Garrett-Roe155,508.39
Rosa Jackson154,666.39

Pam Gruber150,114.09
Linda Toupin149,769.47
Wanda Dalby149,539.88
Doris Jannke149,313.81
Shirley Oppenheimer147,631.19
Kerry Buskirk147,612.23
Pamela Waldrop Shaw145,837.70

On-Target for \$200,000

Sonya LaVay\$138,814.97
Jeanne Rowland137,251.83
Ronnie D'Esposito Klein136,847.78

Nancy Perry-Miles136,344.31
Tammy Crayk135,391.95
Diane Underwood130,616.00
Sonia Pérez130,508.77
Valerie Bagnol122,603.48
Margaret Winner120,334.78
Elizabeth Fitzpatrick120,064.92
Joyce Z. Grady119,948.65
Nancy Bonner117,840.73

Monthly Commissions and Bonuses

commissions, and NSD contest bonuses. Cars, prizes, etc. are **not** included in these amounts.

Listed are NSD commissions earned in January by Independent National Sales Directors as defined above **plus** the following which are not included in rankings: NSD Director level commissions, Recruiter

Pearl

Jan Harris**\$33,962
Stacy I. James*30,121
Nan Stroud**28,839
Cheryl Warfield**28,368
Darlene Berggren*27,831
Elizabeth Fitzpatrick*27,067
Cindy A. Williams25,279
Jackie Swank*23,320
Pamela Waldrop Shaw23,222
Joan B. Chadbourne*21,478
Nancy Perry-Miles*19,028
Halina Rygiel17,531
Rosa Jackson**17,109
Nancy Bonner*16,456
Maureen S. Ledda*16,072
Lynda Jackson*15,390
Lise T. Clark*15,195
Sandy Miller14,796
Anita Tripp Brewton14,707
Bett Vernon14,696
Wilda DeKerlegand*14,666
Julie Krebsbach14,641
Sylvia Kalicak14,187
Monique Todd Balboa13,767
Beatrice Powell12,465
Allison LaMarr12,142
Robin Rowland11,784
Kathy C. Goff-Brummett11,686
Jane Studrawa11,588
Maureen Myers11,381
Pat Campbell10,907
Anabell Rocha10,715
Linda Kirkbride10,670
Wadene Claxton-Prince10,662
Shirley M. Oshiro10,608
Barbara Stimach*10,473
Ruth Theodocion10,425
Cathy E. Littlejohn10,269
Barbara Faber9,856
Rosalie Ann Medjesky9,437
Glinda McGuire8,755
Deb Pike7,816
Kathy Jones6,918
Mary Pat Raynor6,327
Sonja Hunter Mason5,501
Bettye M. Bridges5,378

Diamond

Barbara Sunden**\$62,556
Karen Piro*49,313
Lisa Madson41,216
Suzanne Brothers*34,807
Linda C. Toupin29,577
Anita Mallory Garrett-Roe*25,998
Julianne Nagle*24,959
Holly Zick**24,826
Tammy Crayk22,722
Diane Underwood22,038
Patricia Rodriguez-Turker*21,407
Mary Diem*20,863
Gloria Castaño**20,286
Pam Gruber*20,031
Kathy Z. Rasmussen**18,919
Dawn A. Dunn18,585
Sonia Pérez17,734
Joyce Z. Grady17,454
Jo Anne Cunningham15,936
Sharon Kingrey15,006
Sandy Valerio14,737
Diana Sumpter14,512
Sharon Z. Stempson*13,561
Dalene Hartshorn13,291
Connie A. Kittson12,628
Diana Heble12,459
Linda I. Monarrez12,301
Maria O. Scott10,345
Charlotte G. Kosena9,550
Betty Gilpatrick9,309
Jan Mazzioti8,878
Carol Lawler8,394
Isabel Venegas7,624
Naomi Ruth Easley6,993
Andrea C. Newman4,138

Ruby

Carol Anton**\$50,640
Pat Danforth*31,350
Karlée Isenhardt*28,648
Sue Kirkpatrick*25,964
Linda McBroom*25,780
Johnette Shealy*23,672
Wanda Dalby**21,943
Shirley Oppenheimer21,709
Ronnie D'Esposito Klein19,613
Jeanne Rowland*18,494
Cyndee Gress17,153
Toni A. McElroy16,479
Pam Ross*16,334
Margaret Winner*15,894
Janis Z. Moon14,699
Judy Kawiecki14,511
Rebecca Evans14,384
Jessie Hughes Logan*14,347
Lynne G. Holliday13,845
Michelle L. Sudeth*13,776
Shariyn G. Phillips13,750
Bea Millsagle13,335
Patricia A. Fortenberry-Slate*13,093
Vicky L. Fuseller12,394
Cheryl J. Davidson12,366
Elizabeth Sapanero12,284
Jean Santin*11,963
Kate DeBlander11,893
Gena Rae Gass11,731
Lynne G. Aceto Pirro11,474
Scarlett Walker*11,434
Sue Z. McGray11,270
Nancy West Junkin*11,220
Kirk Gillespie11,214
Nancy M. Ashley*11,040
Patricia Lane10,892
Amy Dunlap9,556
Cindy Z. Leone9,078
Kimberly Walker8,820
Gay Hope Super8,581
Cindy Towne8,032
Rhonda L. Fraczowski7,741
Phyllis Chang7,727
Thea Elvin7,318
Margaret M. Bartsch6,958
Kelly McCarroll6,757
Katie Walley6,489
Renee D. Hackleman5,728

Sapphire

Christine Peterson*\$53,503
Gayle Gaston*50,232
Rena Tarbet*48,159
Lupita Ceballos*41,049
Joanne Holman**31,879
Jana Cox*29,629
Jodie McCoy*24,649
Mattie Dozier22,271
Sonya LaVay*19,816
Valerie J. Bagnol*17,857
Vernella Benjamin15,993
Jo Anne Barnes15,307
Shannon C. Andrews*15,257
Pam I. Higgs15,217
Martie Sibert*14,465
Alia L. Head13,850
Gloria Baez13,105
Davanne D. Moul13,033
Sharon L. Buck12,979
Mary L. Cane12,545
Pam Klickna-Powell12,492
Nancy A. Moser12,414
Sherril L. Steinman12,261
Jan L. Thetford12,210
Jeanne Curtis11,807
Karen B. Ford11,740
Carol L. Stoops11,327
Karen Kratochvil11,249
Maribel Barajas11,011
Brit L. Briddle10,700
Maura Aguirre10,413
Kendra Crist Cross9,880
Gillian H. Ortega8,887
Joy L. Breen7,844
Jill Moore7,249
Ann Brown6,155

Emerald

Gloria Mayfield Banks**\$45,103
Kathy S. Helou*37,203
Debi R. Moore37,220
Sherry Giancristoforo*24,817
Kerry Buskirk*23,655
Ronda Burnside*23,522
Dacia Wiegandt21,107
Consuelo R. Prieto20,002
Yvonne S. Lemmon19,911
Doris Jannke*18,816
Jamie Cruise-Vrinios17,135
Lily Orellana16,724
Miriam Gómez-Rivas16,676
Kay E. Elvrum16,550
Mona Butters15,975
Cathy Bill*15,844
Janet Tade*15,144
Cristi Ann Millard15,029
Cindy Fox*14,959
Cathy Phillips14,448
Natalie Privette-Jones13,872
Jo Reynal Rogers13,646
Pamela Tull13,173
Joanne R. Bertain*13,091
Jackie LaPrade11,477
Sherry A. Alexander10,445
Brenda Segal*10,385
Pamela Cheek9,729
Judy A. Rohde9,703
Kym A. Walker*9,686
Kathy Rodgers-Smith9,536
Nora L. Shariff*9,455
Dawn Otten-Sweeney9,406
Shelly Gladstein9,313
Regina Hogue9,253
Barbara Whitaker9,052
Judy Harmon9,030
Irene A. Shea8,473
Sabrina Goodwin Monday8,452
Crisette M. Ellis8,091
Joanne Hollingsworth8,012
Francie McBeth7,652
Phyllis R. Sammons7,345
Esther Whiteleather5,514
Carmen Rios5,419

* Denotes Senior NSD/Denota DNV Senior

** Denotes Executive NSD/Denota DNV Ejecutiva

emerald/esmeralda

Achievement Circle/Círculo de Logros

Listed below is the ranking of the top 100 Independent Sales Directors in the Emerald area based on their January 2007 estimated unit retail production./Lista de las primeras 100 Directoras de Ventas Independientes en el área Esmeralda según su producción de unidad estimada al menudeo de enero de 2007.

Elaine Oatmeyer.....	\$68,370	Alicia Jane Ouellette	36,986
Hollie R. Sherrick.....	66,780	Sandra Lopez.....	36,949
Erin Kristin Fisher.....	66,149	Heather A. Carlson.....	36,869
Pam Robbins Kelly.....	64,553	Teresa Maynard.....	36,755
Chelsea Gardner.....	63,373	Danette Kelley Smith.....	36,702
Michele Martella Armes.....	58,395	Joyce Young.....	36,680
Karen A. Jorgenson.....	57,784	Vicki Powell.....	36,466
Auri Hatheway.....	56,806	Candy Jackson.....	36,269
Melissa Ann Beckett.....	54,830	Heather A. Lee.....	36,237
Andrea Steinmetz.....	49,157	Cynthia Ann Pack.....	36,147
Nancy Harder.....	49,064	Michelle Lyle.....	35,389
Ann Shears.....	48,739	Nancy A. Berlin.....	35,333
Mayra Smalley.....	47,984	Heather Shea Catts.....	35,158
Linda Bradley.....	47,601	Sheri L. Farrar-Meyer.....	34,814
Stacy D. Foust.....	47,411	Keiko M. Nakao.....	34,714
Maria Bertha Godinez.....	47,244	Jean MacDonald.....	34,475
Barbara Gizzo.....	47,165	Susan Houser.....	34,330
Denise G. Kucharski.....	46,175	Grace Hull.....	33,561
Pattie A. Robinson.....	46,125	Silvia Ramos.....	33,494
Pat Forehand.....	45,775	Debbie E. Barnes.....	33,358
Barbara Pleet.....	45,415	Kara D. Bang.....	33,319
Tracy Bryce.....	44,891	Susan A. Smith.....	32,897
Cory L. Kinchloe.....	44,794	Trish Reuser.....	32,883
Evalina Chavez.....	44,203	Laura Lee Meigs.....	32,848
Jackie L. Root.....	44,108	Tami C. Stewart.....	32,826
Kimberly Dawn Reed.....	43,169	Annette D. Oxley.....	32,645
Aliuska Entenza.....	42,101	Sandi Hunter.....	32,630
Rosemary Mitchell.....	41,932	Marina Sanchez Ramirez.....	32,600
Marika McMillen.....	41,770	Elaine Jegi.....	32,462
Maritza Lanuza.....	41,641	Stacy S. Gilson.....	32,069
Lisa A. Hawkins.....	41,362	Kelly S. Shannon.....	31,891
Hope S. Pratt.....	40,831	Luz Fernandez.....	31,622
Elaine K. Williams.....	40,773	Laura A. Armstrong.....	31,574
Sheila J. McCune.....	40,683	Paula Ladurantaye.....	31,551
Trisha Taylor.....	40,243	Ayobami O. Olusa.....	31,474
Helen Asare Jakpor.....	39,936	Sherry L. Crews.....	31,427
Rekia Osiebo.....	39,817	Joyce Trafford.....	31,289
Kay Dickerson.....	39,697	Marcia Neyra.....	30,971
Janice J. Baker.....	39,547	Jennifer A. Woodard.....	30,869
Lori Lowry.....	38,907	Vicki Hunter.....	30,831
Nancy M. McCabe.....	38,860	Valerie Yokie.....	30,783
Kathy P. Oliveira.....	38,808	Terri E. Freeman.....	30,655
Maria Sanches.....	38,685	Karen Hunter.....	30,653
Lisa Worthington.....	38,055	Antonia Miranda.....	30,305
Jeanie M. Tamborello.....	38,045	Margarita Guerra.....	30,279
Cheri Pearce.....	37,840	Shawna D. Schneider.....	30,159
Rosemary Carolan.....	37,814	Sandy Malkin.....	29,988
Rose Campbell.....	37,742		
Paula Vander Vorste.....	37,472		
Nancy L. DeFina.....	37,452		
Carolyn L. DeGroat.....	37,311		
Lyn Said.....	37,044		
Kimbi L. Bartik.....	37,018		

Commission Circle/Círculo de Comisiones

Listed below are the Independent Sales Directors in the Emerald area who earned the top 100 commissions and bonuses in January 2007. Names in bold print are those who earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission./Lista de las Directoras de Ventas Independientes que ganaron las 100 comisiones y retribuciones más altas en enero de 2007 en el área Esmeralda. Los nombres en negrilla son de las que ganaron la comisión máxima del 13% de Directora de Ventas más la comisión máxima del 13% por reclutamiento personal.

Michele Martella Armes	\$11,281.02	Candy Jackson.....	5,923.41
Elaine Oatmeyer.....	10,480.99	Silvia Ramos	5,918.81
Melissa Ann Beckett	10,445.84	Tandy L. Ludin	5,911.56
Hollie R. Sherrick	10,296.76	Stacy S. Gilson	5,885.52
Helen Asare Jakpor	9,632.58	Annette D. Oxley.....	5,871.84
Pam Robbins Kelly	9,467.96	Yolanda Lopez	5,846.31
Linda Bradley	8,875.80	Hope S. Pratt	5,829.25
Evalina Chavez	8,846.98	Rosemary Mitchell	5,792.68
Auri Hatheway	8,822.83	Lori Lowry	5,766.31
Erin Kristin Fisher	8,789.05	Cory L. Kinchloe	5,660.12
Karen A. Jorgenson	8,591.94	Cecilia Solorio	5,621.00
Trisha Taylor	8,145.62	Aliuska Entenza	5,589.99
Barbara Pleet.....	7,985.63	Shawna D. Schneider	5,564.45
Nancy Harder	7,799.89	Valerie Yokie	5,438.78
Paula Vander Vorste	7,566.94	Lyn Said	5,421.44
Chelsea Gardner	7,480.37	Carolyn L. DeGroat	5,405.95
Rose Campbell	7,461.68	Marina Sanchez Ramirez	5,390.53
Kimbi L. Bartik	7,412.19	Rosemary Carolan	5,348.51
Maritza Lanuza	7,273.30	Christine J. Kurzawa	5,348.24
Ann Shears	7,250.75	Cheri Pearce	5,344.36
Pat Forehand.....	7,235.65	Charlotte Mantooth.....	5,332.67
Margarita Guerra	7,222.56	Antonia Miranda	5,298.29
Heather A. Carlson	7,213.59	O'Nelly Encarnacion Gomez.....	5,288.40
Maria Bertha Godinez	7,140.43	Kimberly Dawn Reed.....	5,281.16
Barbara Gizzo	6,984.88	Jeanie M. Tamborello	5,253.97
Jo M. Cotton	6,980.77	Debbie E. Barnes	5,238.22
Stacy D. Foust	6,949.40	Elaine Jegi.....	5,228.34
Mayra Smalley	6,943.56	Teresa Maynard	5,222.80
Debbie L. Bower	6,886.48	Frankie Clapp.....	5,209.71
Sherry L. Crews	6,840.96	Nancy M. McCabe	5,202.34
Elaine K. Williams	6,832.68	Cheryl L. Foster.....	5,201.36
Maria Sanches	6,828.75	Trish Reuser	5,188.09
Jackie L. Root	6,805.23	Mary C. Cox	5,186.85
Denise G. Kucharski	6,737.63	Nancy Jean Bohlin	5,177.87
Susie J. Serio	6,688.44	Jean MacDonald	5,177.62
Haydee Guzman	6,556.16	Grace Hull.....	5,166.74
Pamela Rowe Krzmarzick.....	6,445.14	Joyce Young	5,155.91
Keiko M. Nakao	6,442.77	Janice J. Baker.....	5,151.28
Sheri L. Farrar-Meyer	6,410.18	Susan Houser	5,142.56
Danette Kelley Smith	6,406.32	Vicki Powell.....	5,127.09
Andrea Steinmetz	6,399.27	Carol M. Fulton.....	5,093.40
Rekia Osiebo	6,379.80	Vickie R. Griffiths	5,060.22
Nancy A. Berlin	6,370.71	Wendy Arthur	5,042.86
Tracy Bryce	6,363.14	Gail Patton Menefee	5,023.95
Pattie A. Robinson	6,242.92	Jeannine R. DeVore Harris	5,021.98
Kathy P. Oliveira.....	6,225.06	Marika McMillen.....	5,019.31
Sheila J. McCune	6,110.81	Mary Eileen Jones	5,015.79
Lisa A. Hawkins	5,970.78	Heather A. Lee.....	4,958.95
Traci L. Smith	5,953.80	Jackie Krieger	4,953.34
Kay Dickerson	5,951.68	Kara D. Bang	4,898.99

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emerald/esmeralda

new debuts/debutes November/Noviembre

New Independent Sales Directors. For more information, log on to the Mary Kay InTouch® Web site and go to LearnMK®, keyword, "Advance." Or click on "About DIQ Program" under LearnMK®. /Nuevas Directoras de Ventas Independientes. Para más información, ingresa al sitio electrónico *Mary Kay InTouch®* y visita *AprendeMK®*, palabra clave, *Avance*. O bien, haz clic en *Sobre el programa DIQ* bajo *AprendeMK®*.



Connie J. Braaten
Corvallis, Ore.
C. Slezak Unit

Beth Coelho
Woodland, Calif.
C. Jackson Unit

Vanessa D. Gonska
Las Vegas
C. Millard Unit

Martha E. Hernandez
Los Angeles
A. Arroyo Unit

Melissa Joy Maloney
Austin, Texas
C. Osmon Unit

Leslie Roan
Austin, Texas
N. North Unit

Ruth Roos
Miami
M. Smalley Unit

Linette Thornbury
Cincinnati
K. Pett Unit

Maura Valencia
Los Angeles
A. Arroyo Unit

Congratulations to Sales Directors **Valentina Aleman**, Panorama City, Calif., L. Ramirez Unit; **Rosa Barabino**, Las Vegas, A. Castaneda Unit; **Teresa Bolden**, Chesapeake, Va., G. Mayfield Banks Unit; **Rachael Elizabeth Brown**, Miami, T. Lake-Mair Unit; **Ana Calderon**, Oakland, Calif., M. Mejia Unit; **Danielle Lea Cockrell**, Clyde, N.C., C. Tyrrell Unit; **Stephanie Krystal Coker**, Houston, J. Beede Unit; **Patty L. Hoheisel**, Rochester, Wash., C. Wohl Unit; **Melissa Harrison Howard**, New Braunfels, Texas, T. Taylor Unit; **Ronisa Laureale Mathews**, Marshall, Texas, D. Berry Unit; **Yassmin G. Montoya**, Bradenton, Fla., E. Hall Unit; **Susan Marie Norman**, Smyrna, Del., M. Wynne Unit; **Rekia Osiebo**, Flower Mound, Texas, H. Jakpor Unit; **Marcia E. Pinnoch**, Orlando, Fla., M. Williams Unit; **Elsa Diana Rodriguez**, Downey, Calif., M. Ruiz Unit; **Evelia Rodriguez**, Los Angeles, S. Chamorro Unit; **Ibania Coral Salvador**, Seaside, Calif., M. Escobedo Unit; **Julie A. Smith**, Springfield, Mo., S. Schneider Unit; **Melissa Jo Snelling**, Baring, Mo., L. Robinson Unit; **Mary Rose Street**, Liberty, S.C., T. Griffith Unit; **Barbara Eniko Toth**, El Paso, Texas, L. Allison Unit; photos unavailable at press time. /Felicitades a estas Directoras de Ventas cuyas fotos no estaban disponibles al cierre de edición.

Dean's List/Lista del Decano

The top three Honors Society members from each debuting class who have the highest adjusted unit wholesale production of their debut class and who have at least 50 unit members by the end of the twelfth month following their debut date. /Las primeras tres miembros de la Sociedad de Honor de cada clase de debut con la mayor producción de unidad al mayoreo de su clase y que cuenten con por lo menos 50 integrantes de unidad al final del duodécimo mes de su fecha de debut.



Cathy A. Glick
Groves, Texas
A. LaMar Area
Pearl Seminar

Keara Murphy
Falls Church, Va.
Emerald Go Give Area
Emerald Seminar

Shonda K. Shirey
Idaho Falls, Idaho
J. Harris Area
Pearl Seminar

Honors Society/Sociedad de Honor

Independent Sales Directors whose adjusted unit wholesale production is at least \$60,000 and who have at least 50 unit members by the end of the twelfth month following their debut date. /Las Directoras de Ventas Independientes cuya producción de unidad al mayoreo neta ajustada es por lo menos de \$60,000 y tienen por lo menos 50 integrantes de unidad al final del duodécimo mes de su fecha de debut.



Pamela H. Chubb
Newbury Park, Calif.
J. Tade Area

Kimberly Richardson Edwards
Creedmoor, N.C.
N. Privette-Jones Area

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emerald/esmeralda

Fabulous 50s/Los Fabulosos 50

Independent Sales Directors whose adjusted unit wholesale production is at least \$30,000 and who have at least 50 unit members by the end of the sixth month following their debut date./Las Directoras de Ventas Independientes cuya producción de unidad ajustada al mayoreo es por lo menos de \$30,000 y cuentan con por lo menos 50 integrantes de unidad al final del sexto mes de su fecha de debut.



Bridget Nado Ekhatior
Revere, Mass.
S. Goodwin
Monday Area

Daryl Mobley
Lake Mary, Fla.
Emerald Go Give Area

Tamara Alicia Montgomery
Miami
D. Wiegandt Area

Jackline Pipim
Lowell, Mass.
S. Goodwin
Monday Area

Congratulations to Sales Directors **Nora L. Clavijo**, Miami, D. Wiegandt Area; **Kimberly Dawn Dawes**, Duxbury, Mass., J. LaPrade Area; **Holly Lynne Martin**, Savoy, Ill., J. Cruse-Vrinios Area; **Teresita C. Mercado**, Blythe, Calif., C. Millard Area; photos unavailable at press time./Felicidades a estas Directoras de Ventas cuyas foto no estaban disponibles al cierre de edición.

New Team Leaders/Nuevas Líderes de Equipo

Independent Beauty Consultants who have at least five active personal team members for the first time./Las Consultoras de Belleza Independientes que por primera vez obtuvieron por lo menos cinco integrantes de equipo personales activas.

Udo Abraham
Martha Acebo
Renee Baker
Dunia R. Becerra
Sandra C. Blacksher
La Verne Brown
Ravae L. Brown
Sonja L. Brown
Vanessa Burwell
Veronica Camacho
Veronica Cardenas
Guadalupe Charsagua
Twyla L. Contario

Pamela G. Cooke
Suzanne K. Courtney
Susan D. Crowe
Tina M. DeShane
Tabatha M. Dickson
Michele Dowdall
Glynda E. Dysart
Lorna I. Fernandez
Alexandra M. Fox
Maria R. Galvan
Irma Gomez
Sara Gomez
Stephanie M. Gray

Cheryl D. Gunter
Tina Marie Hedger
Elsa D. Herrera
Giselle M. Herrera
Brandi N. Hill
Julie M. Holmes
Melissa A. Hood
Terri D. Horn
Johanna C. Hoyos
Deborah A. Hughes
Anne Humcke
Debbie M. Kozlowski
Heather D. Krautner

Jennifer L. Maitland
Yesenia Marichal
Natalia M. Mas
Debra A. Massman
Tushima P. McNeil
Maria S. Mondragon
Jenny B. Muchhala
Joy Norton-Jasper
Elizabeth Parra
Mary K. Poret
Henrietta Richardson
Maisha N. Richardson
Lyla A. Roberts

Cristina P. Rodriguez
Natalie C. Schaumann
Madeline M. Simon
Amber R. Slaughter
Sandra M. Solis
Angela S. Soules
Vicki A. Stein
Beatriz Tinoco
Jackie L. Tucker
Adela Villafana
Maurya L. Villarreal
Cristal L. Vincent
Cecile D. Weatherly

Amy M. Welch
Lori L. Williams
Michelle M. Williamson
Sharyn Wilson
Eme Wite

13% Club/Club del 13%

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 \$200 in wholesale orders during January./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 al mayoreo de la sección 1 y tuvieron por lo menos cinco integrantes de equipo personal que hicieron cada una pedidos por un mínimo de \$200 al mayoreo en enero.

Sales Director Margarita Guerra.....\$1,904.11
Sales Director Helen Asare Jakpor.....1,769.56
Sales Director Susie J. Serio.....1,687.53
Sales Director Keiko M. Nakao.....1,609.47
Sales Director Melissa Ann Beckett.....1,545.60
Sales Director Traci L. Smith.....1,532.57
Sales Director Jeannine R. DeVore Harris.....1,488.01
Sales Director Michele Martella Armes.....1,476.67
Sales Director Maritza Lanuza.....1,455.71

Sales Director Helen M. Harlow.....1,238.67
Sales Director Haydee Guzman.....1,228.70
Sales Director Pam Robbins Kelly.....1,163.73
Sales Director Cecilia Solorio.....1,130.94
Sales Director Michelle McLaughlin.....1,093.56
Sales Director Maria Sanches.....1,071.17
Sales Director Elizabeth Wiegandt.....1,068.37
Sales Director Erin Kristin Fisher.....1,065.58
Sales Director Kristen L. Voyles.....1,063.53

Elicia Walker, K. Reed Unit.....1,059.57
Sales Director Debbie E. Barnes.....1,042.67
Sales Director Jen Enstad-Petersen.....1,033.70
Sales Director Elaine K. Williams.....1,008.44
Sales Director Trisha Taylor.....999.93
Sales Director Donna L. Scanlan.....984.59
Sales Director Kimbi L. Bartik.....968.63

recognition

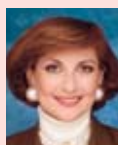
Mary Kay Angels

These Independent National Sales Directors, Independent Sales Directors and Independent Beauty Consultants achieved the highest commissions/bonuses or production or had the most new personal team members in their Seminar areas in January 2007.

Top National Sales Directors — Commissions and Bonuses



Jan Harris
\$33,962
PEARL



Barbara Sunden
\$62,556
DIAMOND



Carol Anton
\$50,640
RUBY



Christine Peterson
\$53,503
SAPPHIRE



Gloria Mayfield Banks
\$45,103
EMERALD

Top Unit — Estimated Retail Production

PEARL — Jeanie Martin, <i>S. Miller Area</i>	\$89,397
DIAMOND — Kim I. Cowdell, <i>T. Crayk Area</i>	\$88,042
RUBY — Ekene S. Okafor, <i>Go Give Area</i>	\$110,324
SAPPHIRE — Paola J. Ramirez, <i>L. Ceballos Area</i>	\$118,102
EMERALD — Elaine Oatmeyer, <i>D. Wiegandt Area</i>	\$68,370

Top Sales Director—Personal Sales

PEARL — Marge Marker, <i>N. Stroud Area</i>	\$9,907
DIAMOND — Marie Lee, <i>P. Gruber Area</i>	\$23,018
RUBY — Sherlene A. Weise-Jones, <i>Go Give Area</i>	\$13,444
SAPPHIRE — Kerin Miller, <i>G. Gaston Area</i>	\$12,877
EMERALD — Robin R. Vafiadis, <i>R. Burnside Area</i>	\$8,332

Top Beauty Consultant—Personal Sales

PEARL — Melinda I. Painter, <i>M. Joyce Unit, N. Bonner Area</i>	\$17,270
DIAMOND — Stacey Robin Kieffer, <i>L. Seleski Unit, L. Madson Area</i>	\$15,324
RUBY — Denisha Setzer Correll, <i>S. Carter Unit, Go Give Area</i>	\$18,551
SAPPHIRE — Lynn Marguerite Shives, <i>C. Miller Unit, S. Steinman Area</i>	\$23,082
EMERALD — Kathryn Michelle Haddox, <i>M. Beckett Unit, Y. Lemmon Area</i>	\$10,376

Top Team Builder

PEARL — MiShaun J. Stinnett, <i>G. Richardson Unit, B. Powell Area</i>	15 New Team Members
DIAMOND — Maria D. Escobedo, <i>D. Minotta Unit, S. Páez Area</i>	16 New Team Members
RUBY — Janette E. Copeland, <i>J. Ripley Unit, Go Give Area</i>	14 New Team Members
SAPPHIRE — Carlette Y. Curry, <i>M. Gallman Unit, J. Barnes Area</i>	17 New Team Members
EMERALD — Jennifer M. Blakeman, <i>T. Maynard Unit, B. Segal Area</i>	14 New Team Members

Top Unit Builders

Independent Sales Directors with 20 or more new unit members for January 2007.

Pearl

Cheryl Marie Brown.....	40 Recruits
Germaine Nichelle Richardson.....	33 Recruits
Keita Powell.....	28 Recruits
Menina M. Givens.....	25 Recruits
Amy Kitrell.....	22 Recruits
Silvia Farias.....	20 Recruits

Diamond

Chatney Gelfius.....	26 Recruits
Debbi Banker.....	22 Recruits
Evitelia Valdez-Cruz.....	22 Recruits
Anaizel Avila.....	21 Recruits

Ruby

Laura Whaley.....	32 Recruits
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Stacey P. Nelson.....	27 Recruits
Diana Gutierrez.....	26 Recruits
Jennifer A. Kilian.....	24 Recruits
Colleen Robustelli.....	23 Recruits
Karen Hills.....	22 Recruits
Laura A. Kattenbraker.....	22 Recruits
K. T. Marie Martin.....	22 Recruits
Jeanie Ripley.....	22 Recruits

Sapphire

Paola J. Ramirez.....	33 Recruits
Michele T. Gallman.....	25 Recruits
AnaMaria R. Cruz.....	24 Recruits
Lorraine B. Newton.....	23 Recruits
Janelle A. Ferrell.....	22 Recruits
Elizabeth Sanchez.....	22 Recruits
Avelyn R. Smith.....	21 Recruits

Tabitha S. Wesley.....	20 Recruits
Graciela Arteaga.....	20 Recruits

Emerald

Elaine Oatmeyer.....	37 Recruits
Cory L. Kinchloe.....	33 Recruits
Melissa Ann Beckett.....	27 Recruits
Joyce H. Harvella.....	25 Recruits
Teresa Maynard.....	25 Recruits
Rekia Osiebo.....	24 Recruits
Erin Kristin Fisher.....	23 Recruits
Candy Jackson.....	21 Recruits
Ann Shears.....	20 Recruits
Mayra Smalley.....	20 Recruits

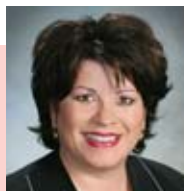
New Independent National Sales Directors Debut Jan. 1 and Feb. 1, 2007



Maria Aguirre
National Sales Director
Bakersfield, Calif.
Sapphire Seminar
Jan. 1, 2007



Thea Elvin
National Sales Director
Fairfield, Calif.
Ruby Seminar
Jan. 1, 2007



Vicki Jo Auth
National Sales Director
Austin, Texas
Ruby Seminar
Feb. 1, 2007

Meet your NSDs

Be sure to visit the Mary Kay InTouch® Web site for inspiring success stories about Mary Kay Independent National Sales Directors. Click on the **"Meet Your NSDs"** link. You can search for NSD stories by name, city, state, Seminar or even former occupation. Why not share their stories with potential team members?



Don't wait to *Be a Star!*

Be a Star! Seminar 2007 is on the horizon, and that means it's your time to *shine!* Come celebrate your success with your Mary Kay sisters. Discover education and inspiration to motivate your business all year long. Peek into a world of pink possibilities, and see how to live the life you love!

Seminar Dates:

Pearl	July 18–21
Diamond	July 22–25
Ruby	July 25–28
Sapphire	July 29–Aug. 1
Emerald	Aug. 1–4

Other Important Dates to Remember

Cancellation Deadlines:

Full refund June 29, 2007,
less service fee of \$75
Pearl – July 18
Diamond – July 22
Ruby – July 25
Sapphire – July 29
Emerald – Aug. 1

*Note: No refunds will be granted after
each Seminar affiliation cancellation date.*

Priority Awards Seminar Seating Registration April 1–30, 2007:

- Mary Kay InTouch® Web site
- Mail: Special Events Registration, Mary Kay Inc., P.O. Box 799045, Dallas, TX 75379-9045
- Postcards will be mailed to all qualifiers. E-mail notification will be sent and registration forms will be mailed to qualifiers who do not have e-mail addresses on file.
- Preorder Seminar Sales Booth items on Mary Kay InTouch® and receive a 10 percent discount.

Registration open to all independent sales force members: May 1, 2007

Registration Deadline: June 29, 2007

Registration Fee: \$175 must be received in Special Events by June 29; \$200 on-site, space permitting (except new Independent Beauty Consultants who submit their Independent Beauty Consultant Agreements in July and August 2007)

Transfer fee: \$25



Attire-ly Appropriate

Mary Kay Ash said, "It is very important for each of us to maintain the 'Mary Kay image' at all times. Please help us maintain and uphold, every day, the beautiful image we have earned over the years."

Mary Kay formed her opinion about clothing through her own experiences and by observing others. She believed that appropriate attire would help Independent Beauty Consultants succeed – and "dressing for success" includes Seminar. That's why we ask that Mary Kay Independent Sales Directors wear their Mary Kay career apparel at Seminar and that they wear it onstage to receive recognition.

In addition, independent sales force members who wish to participate in onstage recognition at Company-sponsored events should wear a dress or a skirt and appropriate hosiery when receiving onstage recognition. Independent sales force members who are not dressed as requested will not be allowed to appear onstage. Jeans, pants or shorts are not allowed at any time during Seminar. Skirts and suits with appropriate hosiery are acceptable for day and formal attire (dresses or skirts) with appropriate hosiery for Awards Night. Spouses should wear business casual for day and formal attire, such as a suit, on Awards Night.

Special Functions

It's one of the warmest elements of our Mary Kay world, a tradition that sprang directly from the heart of Mary Kay Ash herself. That's why no one does recognition like Mary Kay. *Be a Star!* Seminar 2007 promises to be no exception! The occasions and opportunities listed below offer memory-making moments:

Two-Quarter Sales Challenge Achievers Special Reception – Independent Beauty Consultants and Independent Sales Directors who achieve both the *TimeWise® Cellu-Shape™ Contouring System* Sales Challenge (Dec. 16, 2006, through March 15, 2007) and *TimeWise® Targeted-Action™ Line Reducer* Sales Challenge (March 16 through June 15, 2007) will be invited to attend.

Bee an All-Star Luncheon – Independent Beauty Consultants and Independent Sales Directors who achieve Star Consultant status all four quarters from June 16, 2006, through June 15, 2007 – with at least 14,400 or more in total year-end contest credit* – will be invited to this special luncheon. Independent Sales Directors who achieve Star Sales Director status and have at least 60 year-end Star Consultants in their units from June 16, 2006, through June 15, 2007, also will be invited.

*Minimum of \$7,200 year-end wholesale production plus team-building credits



Great With 48

Unit-Building Luncheon –

Independent Sales Directors who add at least 48 qualified* new unit members from July 1, 2006, through June 30, 2007, along with their unit members who added the qualified* new team members, will receive an invitation to attend this special luncheon.

*For a new unit/team member to be qualified, her Independent Beauty Consultant Agreement and minimum of \$600 in wholesale Section 1 orders must be received during the contest period.

Royalty Reception – Independent Beauty Consultants and Independent Sales Directors who achieve any of the Courts, Unit Circles or Go-Give® Award nominees.

Special Cadillac Unit Dining Area – Independent Sales Directors who qualify for the use of a pink Cadillac as of June 30, 2007, and their unit members, will enjoy a separate dining area during general meal functions.

Thank you
for keeping

"star quality"

in the Mary Kay

success story!



Awards Night

(For a complete list of Seminar court rules, go to the Mary Kay InTouch® Web site.)

Queen's Court of Personal Sales – Independent Beauty Consultants and Independent Sales Directors who achieve at least \$36,000 in estimated personal retail production. Only \$13,000 personal estimated retail production per month, including the month of June 2007, will be counted as contest credit.

Queen's Court of Sharing – Independent Beauty Consultants and Independent Sales Directors with at least 24 qualified* new personal team members. (A maximum of 13 new actual team members may count toward the 24 required in any calendar month.)

*A qualified new personal team member is one whose Independent Beauty Consultant Agreement and minimum of \$600 in wholesale Section 1 orders are received and accepted during the contest period.

Double Star Achievement – Independent Beauty Consultants who achieve the Queens' Courts of Personal Sales and Sharing and Independent Sales Directors who achieve two of the following: Queen's Court of Personal Sales, Queen's Court of Sharing and Circle of Achievement or Excellence

Triple Star Achievement – Independent Sales Directors who achieve the Queens' Courts of Personal Sales and Sharing and the Circle of Achievement or Excellence

Circle of Achievement – Independent Sales Directors with at least \$300,000 or more in estimated unit retail production

Circle of Excellence – Independent Sales Directors with at least \$650,000 or more in estimated unit retail production

Go-Give® Award Winners – Monthly Go-Give® Award winners from July 2006 through June 2007. The Annual Go-Give® Award winner for Seminar 2006-2007 from each Seminar affiliation will be selected from among the monthly winners.

General Session Onstage Recognition

Bee an All-Star Consistency Challenge – Independent Beauty Consultants or Independent Sales Directors who achieve Star Consultant status all four quarters from June 16, 2006, through June 15, 2007, with at least 19,200 or more in total year-end contest credit. (Minimum of \$7,200 year-end wholesale production plus team-building credits.)

Grand Achievers – New and requalified since Seminar 2006

Premier Club Sales Directors – New and requalified since Seminar 2006

Cadillac Sales Directors – New and requalified since Seminar 2006

Teachers – Independent National Sales Directors or Independent Sales Directors who are teaching a class at Seminar 2007

Great With 48 – The top 48 Independent Sales Directors with the most qualified* new unit members from July 1, 2006, through June 30, 2007, will receive onstage recognition along with their contributing unit members.

TimeWise® Targeted-Action™ Line Reducer Sales Challenge – The top Independent Beauty Consultant and top Independent Sales Director in each Seminar affiliation with the highest TimeWise® Targeted-Action™ Line Reducer sales will receive a beautiful multi-print handbag and onstage recognition. Also, the top Independent Beauty Consultant or top Independent Sales Director in the combined sales challenges (*TimeWise® Cellu-Shape™ Contouring System Sales Challenge* Dec. 16, 2006, through March 15, 2007, and *TimeWise® Targeted-Action™ Line Reducer Sales Challenge* March 16 through June 15, 2007) will receive a pair of Gucci sunglasses plus onstage recognition.

Seven in '07 – Independent Beauty Consultants and Independent Sales Directors who add seven or more qualified* new personal team members from Jan. 1 through June 30, 2007, will receive onstage recognition, a name badge ribbon and a beautiful multicolored bee pin.

*For a new unit member to be qualified, her Independent Beauty Consultant Agreement and minimum of \$600 in wholesale Section 1 orders must be received during the contest period.

Class of 2007 New Independent Sales Directors who debut April 1 through July 1, 2007, will be introduced onstage with their Independent Senior Sales Director.

Independent Executive Senior Sales Directors and Independent Elite Executive Senior Sales Directors as of July 1, 2007

Million-Dollar Units

Additional Recognition Opportunities

Bee an All-Star Consistency Challenge – Independent Beauty Consultants who achieve Star Consultant status all four quarters from June 16, 2006, through June 15, 2007, and achieve any of the following categories in year-end contest credits*, will receive a name badge ribbon and standing recognition:

- Sapphire \$7,200
- Ruby 9,600
- Diamond 12,000
- Emerald 14,400

*Minimum of \$7,200 year-end wholesale production plus team-building credits

Preferred Customer Program – Independent Beauty Consultants and Independent Sales Directors who enrolled 13 or more customers to receive *The Look* during the last four enrollment periods will receive a name badge ribbon showing four quarters of consistency and, if qualified, 50-plus issues of *The Look* mailed during Summer 2007 enrollment and a beaded bracelet and standing recognition.

Star Sales Director – Independent Sales Directors who achieve Star Sales Director status all four quarters will receive a name badge ribbon as well as standing recognition.

TimeWise® Targeted-Action™ Line Reducer Sales Challenge – Independent Beauty Consultants and Independent Sales Directors who sell at least 30 TimeWise® Targeted-Action™ Line Reducers will receive a name badge ribbon and standing recognition.

**be
a star!
07
seminar**

A Classy Performance

Along with unequalled recognition opportunities, the Mary Kay world is known for its stellar education. Business development classes are a principal part of the Seminar experience, and each session includes tips, advice and effective techniques to help you succeed. A complete list of classes, including descriptions, is available online.



Hall A Twinkles Too!

Don't worry if you find yourself in Hall A instead of the main arena. Those seated in Hall A don't miss a moment of the joyful inspiration, motivation and education of Seminar! They also can participate in any special functions or recognition for which they qualify. Hall A registration ends June 29.

Just a Click Away

Everything you need to know about Seminar 2007 is waiting for you on the Mary Kay InTouch® Web site. You'll find details on the following topics and more:

- Registration information and forms
- Schedule At-a-Glance
- Travel assistance
- Details about special functions and events
- Class descriptions
- Tours and activities for spouses
- Contest rules
- Map of the Dallas Convention Center
- Online sales booth early ordering

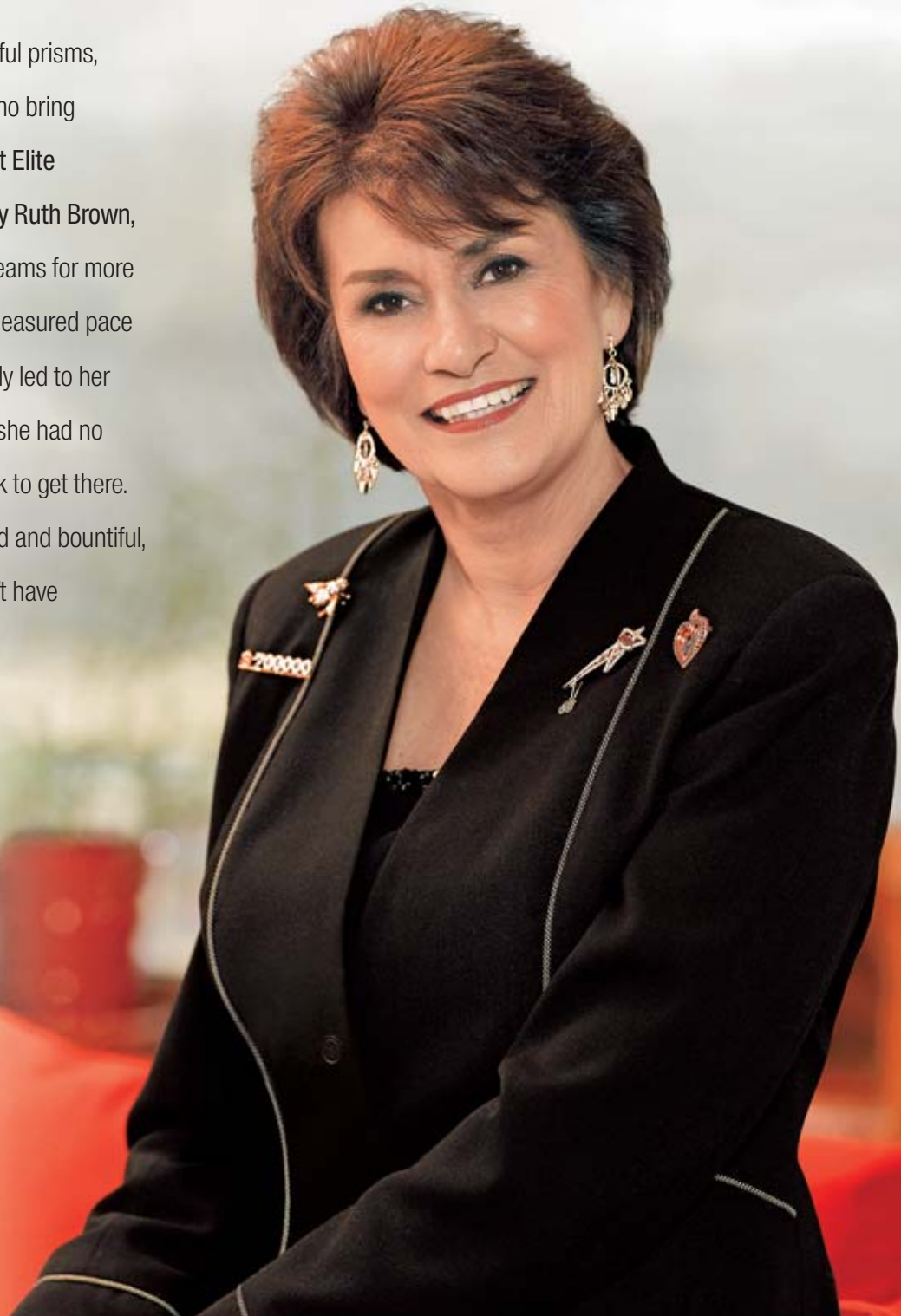
If you haven't made plans yet to join us at *Be a Star! Seminar 2007*, register today. In the words of our Founder, Mary Kay Ash, "Seminar is a three-day spectacular – Mary Kay style." You can't afford to miss it!

T rusting Her Instincts

"Mary Kay dreams" sparkle like colorful prisms, reflecting the multifaceted women who bring them to life. Women like **Independent Elite Executive Senior Sales Director Lady Ruth Brown**, who's been shaping her Mary Kay dreams for more than 40 years. She charted a more measured pace than some. When her vision eventually led to her first Top Sales Director Trip in 2006, she had no regrets about the four decades it took to get there. She sees the interim years as blessed and bountiful, and speaking for herself, she wouldn't have lived them any other way.



Lady Ruth shares her dream life with husband, Richard, and, as Mary Kay used to call her Gigi, their "fur person," Sweet Georgia Brown.



It was 1964, and the striking entrepreneur with the enthusiastic smile was winning over a growing number of women. Her unique brand of financial freedom had survived its debut the year before, and Mary Kay Ash was destined for greatness.

One true believer climbed onboard as the Company's momentum took off, and from the start, she felt a oneness with Mary Kay's ideals.

"I love the Golden Rule we practice," says Lady Ruth, who lives in Burleson, Texas, and is part of the Sapphire Go Give Area. "The priorities of God, family and business coincide with my own beliefs and are a main reason I was attracted to this opportunity." When the subject turns to flexibility, she laughs and exclaims, "Spend 40 hours per week in an office? No way! I love working with people, being my own boss and having as much freedom as I want. Every day is new and different, and it's fun to do things 'my way.'"

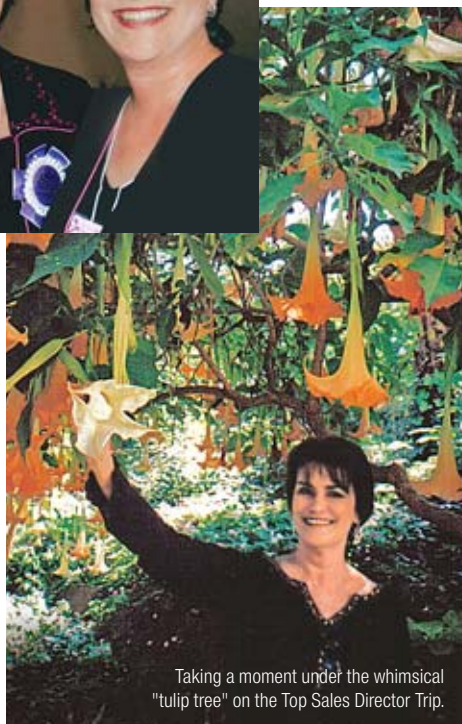
After building her team, serving her customers and presenting her best Mary Kay image all those years, how did she suddenly find herself cruising the world on the Top Sales Director Trip to Spain?

"Truthfully, *lots of people* helped make that trip possible!" she says. "We had one offspring and now have 10, including my daughters, **Independent Sales Director Alison Barnes** and **Independent Senior Sales Director Brooke Pekurney**. And more Independent Sales Directors to come from our growing unit. We stay in touch daily, bouncing ideas off one another, building one another up. Having a support group to encourage me has made the difference between reaching my full potential and stopping short of it."

And there's more to this teamwork idea. "Having a trusted aide can be invaluable to reaching our Mary Kay goals," she explains. "My personal assistant has worked with me for 12 years, and as I've learned to delegate more to her, I've been freer to spend time with each member of my unit. We had more Star Consultants and Ladder of Success winners this past year than ever before, and that was our main focus."



Lady Ruth with daughters (left to right) Independent Senior Sales Director Brooke Pekurney and Independent Sales Director Alison Barnes.



Has she learned other lessons on the way up? "Oh, so many!" she laughs. "I advise my unit members to do something for their Mary Kay businesses every day. Anything worth having is worth working for – whether it's a great marriage or a great business. We must have a clear goal before us and stay focused on it, remembering that we can have what we want if we help others get what they want. When I was working toward the Top Sales Director Trip, not a day went by that I missed talking to, and motivating, women in my unit."

“Mary Kay’s responsiveness was a lesson in itself.”

Communication is the biggest key to enrolling people in our dreams. Keep in touch and you can keep them onboard."

Company special events have played a big part in Lady Ruth's life. She doesn't remember ever missing a Seminar and says what she learns there feeds her all year long. "Seminar is the time and place to hear new ideas and realize the importance of the basics, such as booking, selling and team building. And don't forget the recognition. Win all you can and get out there onstage!"

In fact, it was at Seminar that Lady Ruth experienced her first burst of incentive. "That was the first year the Company allowed us to earn the use of a Career Car," she recalls enthusiastically. "I came home and said, 'Wow! That's what I want to do!' And we've earned the use of 14 cars in 23 years! What a blessing to me and my family!"

Lady Ruth learned the business at Mary Kay's knee, and one vivid memory stands out. "Mary Kay gave and gave and gave," she says with a warm smile. "She was always there when I asked – when any of us asked – and she responded to us so quickly. Mary Kay's responsiveness was a lesson in itself."

Cont. on Page 24



Exultant Lady Ruth learns at Seminar 2006 she's headed for Spain!

Although some around her were reaching higher and faster as they went, Lady Ruth says she has no regrets about her pace. "No woulda-shoulda-couldas," she says with conviction. "I love my life and the ladies in it who so greatly bless me. I'm grateful to be who and what I am. We're not all the same, but we all have the same opportunity. That's the beauty of Mary Kay."

Lady Ruth advises new Independent Beauty Consultants ...

"Go to weekly success meetings and don't miss Seminar and Career Conference! Listen to your Independent Sales Director's advice and then *act on it*. Set goals, break them down into bite-sized pieces and be eager to learn daily. Never stop dreaming or believing. If you have a pity party, give yourself 10 minutes, get over it and get back on your Mary Kay track. Ask for help, but remember, 'If it's to be, it's up to me.' Be proactive and just do it!"

Team Up for Women: You and Your Customers Make a Difference

Last year, generous donations from you and your customers helped raise more than \$300,000 in the *Team Up for Women!* Challenge. Together, you helped the Mary Kay Ash Charitable Foundation continue to fight cancers that affect women and work to end domestic violence.

More life-saving news: It's not too late this year

to multiply your

concern. By

spreading the

word, you again can bring positive attention to causes Mary Kay Ash held dear. Here are some easy ways you and your customers can synergize giving:

MARY KAY ASH
CHARITABLE FOUNDATION

- Use the "round up" method. When purchases total an odd number, ask if customers would like to round their cost to the nearest dollar and donate the difference.
- Consider a popular retail device for supporting a favorite charity: Give customers the option of donating a dollar above their purchase price.
- Ask for spare change at classes and collection previews; place a piggybank in a prominent spot, perhaps with a simple sign showing that "all donations will go to the Mary Kay Ash Charitable Foundation." Let them know how they can help literally change women's lives for the better by supporting the Foundation.
- Maximize giving opportunities by carrying the *Team Up for Women!* Challenge flier with you everywhere. Remember, studies show that customers prefer doing business with retailers who support charitable giving. The flier also may open team-building doors by demonstrating the Company's charitable priorities.

While any amount is greatly appreciated, those Independent Beauty Consultants who collect donations of at least \$50 will receive a **name badge ribbon and standing recognition at Seminar 2007**. All donations, accompanied by the proper form, must be postmarked by **Friday, May 18** to receive Seminar 2007 recognition. To access donation forms, instructions and a printable flier to display at your classes, go to the Mary Kay InTouch® Web site. Thousands will thank you!

Reflections From Mary Kay

“Tenacity and perseverance are essential qualities for success in business. But there is much more to being successful. Real strength entails being considerate and supportive of people's feelings. As the saying goes, you attract more bees with honey.”

– Mary Kay Ash



Dates to Remember

APRIL 2007

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MAY 2007

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

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

Online Sales Director-in-Qualification Commitment Form available beginning 6 a.m. Central time.

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

Last day of the month for Beauty Consultants to place telephone orders (until midnight Central time).

Last day of the month for Beauty Consultants to place online orders (until midnight Central time).

Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail or dropped off at the branches must be received by 7 p.m. local time to count toward this month's production.

Online Independent Beauty Consultant Agreements accepted until 7 p.m. Central time.

This Month:

April 4: *Be a Star!* Seminar 2007 Priority Awards Seminar Registration and online sales booth ordering opportunity begin.

April 6: Good Friday. Company holiday. All Company and branch offices closed.

April 15: Postmark deadline to earn the TimeWise® Age-Fighting Lip Primer monthly product bonus.

April 16: Month 2 product bonus begins. Summer 2007 Preferred Customer Program online enrollment (monthly and quarterly) and mail enrollment (quarterly) begin.

Beaut-e-News™ e-newsletter begins e-mailing to customers.

April 20: March Career Car qualifier paperwork due to Company.

April 30: *Be a Star!* Seminar 2007 Priority Awards Seminar Registration and online sales booth ordering at the 10 percent discount end.

Next Month:

May 1: *Be a Star!* Seminar 2007 registration begins for all independent sales force members.

May 5: Last day to receive Summer 2007 Preferred Customer Program quarterly enrollment mail orders.

May 12: Mary Kay's birthday!

May 15: Postmark deadline to earn the second monthly product bonus. Last day to enroll online for the Summer 2007 Preferred Customer Program mailing of *The Look*, including exclusive samplers of Mary Kay® Nourishing Body Lotions, available while supplies last. New Independent Sales Director Education begins for Independent Sales Directors who debuted April 1.

May 16: Third monthly product bonus begins. *Beaut-e-News*™ e-newsletter begins e-mailing to customers.

May 18: Spring 2007 Preferred Customer Program mailing of the Month 2 brochure begins (allow 7-10 business days for delivery).

May 20: April Career Car qualifier paperwork due to Company.

May 26: Independent Sales Director Early Offer begins for Summer 2007 (June 16 – Sept. 15) promotion.

May 28: Memorial Day. All Company and branch offices closed. Postal holiday.

May 31: Online sales booth ordering ends.

Heart & Heritage

Their Special Day Was Just as Special to Her

In honor of Mary Kay's birthday on May 12, it's fitting to remember that she always wanted to make others feel even more important than herself. Especially on their birthday! The following is a reminiscence from long-time Mary Kay Museum Director Jennifer Cook and Mary Kay Inc. retiree Erma Thompson.



"We had a little system back in the 1960s. When a new Independent Beauty Consultant started her Mary Kay business, her name was entered into a notebook. The date of the Independent Beauty Consultant Agreement and her birth date were entered, and the person received a card every year from Mary Kay, for her anniversary and her birthday. Over the years, we moved to another building to accommodate our growing Company, and the independent sales force continued to expand as well. One day one of the executives said to Mary Kay, 'Mary Kay, you know we'll have to quit doing these birthdays. We have too many.' And she just said, 'Oh no we won't.' There was no arguing with her, as she would just smile sweetly. Mary Kay wanted every woman to have a birthday card because 'some don't get many cards.' When she was a salesperson herself, she had customers who told her she was the only person who sent them a card on their birthdays, and some Independent Beauty Consultants wrote to thank her and said the same thing. That touched her deeply. She didn't want anyone to feel less than special on their birthday."

A Clean Sweep

You can help your customers get the most from their fabulous MK Signature® brushes with these easy cleaning instructions.



For weekly cleaning, first wet bristles, then squirt a mild cleanser, such as Creamy Cleanser 2 or Mary Kay® 2-In-1 Body Wash & Shave, in your palm and sweep bristles back and forth and in a circular motion. Rinse well. Squeeze out excess water and blot with a towel. Reshape bristles with fingers and lay brush with hairs extending out over a ledge to dry. Never dry brushes upright, as water can seep in and weaken the handles. Using a hair dryer on its lowest setting will quicken the drying process.

Keep your MK Signature® Brush Set looking like new by storing brushes in their case when not in use.

Teach! Don't Touch!

Many states have laws in place that require licenses for individuals who physically apply cosmetics or cosmetic treatments to others – with the hands or mechanical devices, including brushes or applicators. We strongly recommend that Independent Sales Directors and Independent Beauty Consultants who are licensed cosmetologists avoid touching or applying cosmetics to the customer, as this practice can lead to misunderstandings in the minds of customers, other Independent Beauty Consultants and licensing authorities.

If a customer insists upon you applying the cosmetics for her, we recommend a polite explanation that the Mary Kay concept is to teach the customer to do it for herself so she can repeat the procedures when the Independent Beauty Consultant is not there. Your customers will appreciate this logical, professional response, and you will avoid any misunderstandings with licensing authorities.

Put Your Inventory on Wheels

Have you discovered the freedom, practicality and good looks of the Roll-Away Tote and Accessory Case? Another bright idea from MKConnections®, this perfectly portable black and hot pink pair holds skin care class accessories and can slip under an airplane seat or into an overhead bin with ease. Plus, when not in use, the Accessory Case can be conveniently stored in the Roll-Away Tote! At \$52, and boasting features such as durable microfiber, soft-grip handles and roomy pockets, you'll wonder how you functioned without it. To buy today, go to the Mary Kay InTouch® Web site.



Hostess Magnifying Mirror, \$13



Everything Tote, \$10

A Host of Options

Don't forget, you have two hostess gift choices this quarter – the **Everything Tote** and the **Hostess Magnifying Mirror**! At \$10, the tote offers function and fun for every woman on the go! Back by popular demand, the Hostess Magnifying Mirror, \$13, is also available all year long as a regular-line item on Section 2 of the Consultant order form. The hostess gift changes every quarter, so there's always something fresh for your hostesses to love – and more reasons to connect with them to share the excitement of hosting one or more classes!

BizBuilders Bonuses!

Free products with each qualified order! Check out these bonuses, quantities and values, available when you place a product order April 16 – May 15.

Total Section 1	Month 2 Bonus*	Bonus Suggested Retail Value**
\$400 sugg. retail/ \$200 wholesale	50% Discount/ Earned Discount Privilege	
\$800 sugg. retail/ \$400 wholesale	1 MK Signature® NouriShine™ Lip Gloss – Gold Rush 1 MK Signature® NouriShine™ Lip Gloss – Pink Diamonds	\$26
\$1,200 sugg. retail/ \$600 wholesale	2 MK Signature® NouriShine™ Lip Glosses – Gold Rush 2 MK Signature® NouriShine™ Lip Glosses – Pink Diamonds	\$52
\$1,600 sugg. retail/ \$800 wholesale	3 MK Signature® NouriShine™ Lip Glosses – Gold Rush 3 MK Signature® NouriShine™ Lip Glosses – Pink Diamonds Color 101 Cards	\$78
\$2,400 sugg. retail/ \$1,200 wholesale	4 MK Signature® NouriShine™ Lip Glosses – Gold Rush 4 MK Signature® NouriShine™ Lip Glosses – Pink Diamonds Color 101 Cards	\$104
\$3,600 sugg. retail/ \$1,800 wholesale	5 MK Signature® NouriShine™ Lip Glosses – Gold Rush 5 MK Signature® NouriShine™ Lip Glosses – Pink Diamonds Color 101 Cards 1 Travel Roll-Up Bag	\$130
\$4,800 sugg. retail/ \$2,400 wholesale	5 MK Signature® NouriShine™ Lip Glosses – Gold Rush 5 MK Signature® NouriShine™ Lip Glosses – Pink Diamonds Color 101 Cards 2 Travel Roll-Up Bags	\$130
\$6,000 sugg. retail/ \$3,000 wholesale	5 MK Signature® NouriShine™ Lip Glosses – Gold Rush 5 MK Signature® NouriShine™ Lip Glosses – Pink Diamonds Color 101 Cards 3 Travel Roll-Up Bags	\$130
\$7,200 sugg. retail/ \$3,600 wholesale	5 MK Signature® NouriShine™ Lip Glosses – Gold Rush 5 MK Signature® NouriShine™ Lip Glosses – Pink Diamonds Color 101 Cards 4 Travel Roll-Up Bags	\$130

Although these BizBuilders Bonuses are not available to new Independent Beauty Consultants with their initial order, they are eligible for the *Ready, Set, Sell!* product bonuses.

See the April issue of *Applause*® magazine for the current *Ready, Set, Sell!* bonus values, and the *Ready, Set, Sell!* brochure for additional details.

*Independent Beauty Consultants will receive Seminar contest credit on all Section 1 retail products and gifts with purchase, but not Section 2 products distributed through this program.

**Tax is required on the suggested retail value of Section 1 products. Add applicable bonus values to the Taxes area in the Summary Section of the Consultant order form. We reserve the right to substitute another bonus of equal or greater value in the event supplies are depleted.

Go-Give® Award

Congratulations to the winners for May 2007.

The Go-Give® Award is given in memory of Independent National Sales Director **Sue Z. Vickers** to recognize Independent Sales Directors who best exemplify the **Golden Rule**, helping others **unselfishly** and **supporting** adoptees as much as unit members.

If you know an Independent Sales Director who has displayed the Go-Give® spirit, why not nominate her for the monthly Go-Give® Award? The Go-Give® nomination form is available on the Mary Kay InTouch® Web site. Select "More Resources" located under "LearnMK®." Select "Recognition," then click on "Sales Director Go-Give® Award Nomination Form."



Leah Nelson

Pearl
Independent Senior Sales Director
Began Mary Kay June 1998
Sales Director Debut July 2001
Offspring two first-line
National Sales Director Stacy James
Honors Cadillac qualifier; Star Consultant; Consultant Queen's Court of Personal Sales; four-times Sales Director Queen's Court of Personal Sales; four-times Queen's Court of Sharing; Circle of Achievement; four-times Circle of Excellence; four-times Triple Star Achievement; Fabulous 50s; Dean's List; gold medal winner; estimated highest monthly unit retail: \$134,310
Personal Lives in San Diego
Favorite Quote "Now faith is being sure of what we hope for and certain of what we do not see." Hebrews 11:1
Independent Future Executive Senior Sales Director Betsy Richard of Lafayette, La. says, "I have watched Leah share continuously with so many other Independent Sales Directors and their units. She gives unconditionally of her time and talents and is always concerned for others."



Vivian Diaz

Diamond
Independent Executive Senior Sales Director
Began Mary Kay January 1978
Sales Director Debut August 1979
Offspring six first-line; six second-line
National Sales Director Barbara Sunden
Honors Cadillac qualifier; Circle of Honor; two-times Sales Director Queen's Court of Personal Sales; 14-times Circle of Achievement; nine-times Circle of Excellence; Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$131,229
Personal Lives in Vero Beach, Fla. Husband, Rudy; daughters: Kivian, Melissa, Christina; five grandchildren
Favorite Quote "I can do all things through Christ who strengthens me." Philippians 4:13
Independent Beauty Consultant Sylvia Deliz of Garfield, N.J. says, "Vivian always has a word of hope and belief for everyone around her. She lifts you up and moves you toward the road of success. She is always there to listen, to help and to pour love into your life."



Patti Maxwell

Ruby
Independent Executive Senior Sales Director
Began Mary Kay June 1982
Sales Director Debut October 1985
Offspring seven first-line
National Sales Director Carol Anton
Honors Cadillac qualifier; Circle of Honor; 12-times Sales Director Queen's Court of Personal Sales; 20-times Circle of Achievement; seven-times Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$74,171
Personal Lives in San Jose, Calif. Husband, Doug; son, Peter; daughter, Hilary
Favorite Quote "People don't care how much you know until they know how much you care."
– Mary Kay Ash
Independent Beauty Consultant Pat DeRitis of Sunnyvale, Calif. says, "Patti willingly adopts women into her unit meetings and has an excellent way of making us all feel so special."



Pam Epple

Sapphire
Independent Future Executive Senior Sales Director
Began Mary Kay August 1975
Sales Director Debut August 1978
Offspring three first-line
National Sales Director Gayle Gaston
Honors Premier Club qualifier; Circle of Honor; Sales Director Queen's Court of Personal Sales; 14-times Circle of Achievement; gold medal winner; estimated highest monthly unit retail: \$83,660
Personal Lives in Saint Croix, Ind. Husband, Donnie; sons: Thad, Zach; daughter, Dena
Favorite Quote "To God be the glory, great things He hath done; So loved He the world that he gave us His Son ..."
Independent Beauty Consultant Cathy Moscrip of Fruita, Colo. says, "Even through two surgery recoveries, Pam didn't complain and was always there for us!"



Helen Harlow

Emerald
Independent Executive Senior Sales Director
Began Mary Kay October 1986
Sales Director Debut November 1988
Offspring seven first-line; five second-line
National Sales Director Jackie LaPrade
Honors Cadillac qualifier; Circle of Honor; two-times Consultant Queen's Court of Personal Sales; 10-times Sales Director Queen's Court of Personal Sales; 12-times Circle of Achievement; eight-times Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$64,200
Personal Lives in North Easton, Mass. Husband, Leo; sons: John, Hugh; daughter, Margueritte
Favorite Quote "... and for the rest, fear naught; take life as it comes, all will be well." – Winston Churchill
Independent Beauty Consultant Linda Leland of Randolph, Mass. says, "Being an adoptee Independent Beauty Consultant in Helen's unit, I not only witness her generosity and caring spirit, I have personally felt it as well."

be a star! 07 seminar



Be a Star! Seminar 2007

Come, *Be a Star!* at Seminar 2007 and be praised to success during this three-day extravaganza, the biggest business-building event of the year. What you learn about this business can pay for itself many times over. Your trip to Dallas is an investment in your future. You can't afford not to come! For all the details, see Pages 18-21 in this *Applause*® magazine or go to the Mary Kay InTouch® Web site. Registration deadline: June 29!

Education, motivation and recognition – that's what it's all about.



"Seminar is the place to refill our passion, renew our commitment and redirect our focus. If you're short on money, it may mean you need to be there more than anyone. You might earn the money by holding extra skin care classes so you can pay cash. And don't allow yourself to charge any of the cost on a credit card. You can do it! Seminar can be just the 'pick-me-up' you need!"

– **Nan Stroud**, Independent Executive National Sales Director



"I went to my first Seminar believing Mary Kay was a good company and that women were successful in their Mary Kay businesses, but I hadn't seen the big picture! That's what Seminar is – the big picture! It's about knowing exactly where you are in your business and where you want to be, inspiration from motivational

speakers, theater and entertainment, gourmet meals, incredible girlfriend time and so much more! In just four years, I have gone from wanting more to having more and dreaming bigger! I have gone from fear to empowerment! Seminar *is* life-changing! It catapulted me into success!"

– **Krista Shepard**, Independent Future Executive Senior Sales Director, Uvalde, Texas

Seven in '07 Team-Building Challenge:

It's All in the Numbers

You build your business on sound principles, so why not build your team on a **winning equation?** Just add at least seven qualified* new personal team members from Jan. 1 – June 30, 2007, and you'll receive a name badge ribbon and **onstage recognition** at Seminar 2007. But that's not all. You'll also receive a **beautiful bee pin** featuring multicolored stones that will sparkle aplenty under those stage lights. **It all adds up to success!**



*For a new team member to be qualified, the Independent Beauty Consultant Agreement and minimum of \$600 in wholesale Section 1 orders must be received and accepted during the contest period.

MARY KAY®

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