

MARY KAY

MAY 2016

# applause<sup>®</sup>

## Spring Ahead!

Beauty Finds Your Customers Will Love



*TimeWise Body™ Smooth-Action™  
Cellulite Gel Cream and Smooth-  
Action™ Body Massager Set*

Inside:  
Spring Looks on Any Budget!  
PLUS, Is **RED** YOUR Color?

discover what you **LOVE**

# January Recognition

Congratulations to the winners

## Top NSDS Year-To-Date



Gloria Mayfield Banks



Carol Anton



Kathy Helou



Gloria Castaño



Lisa Madson



Patricia Turker



Sonia Pérez



Lupita Ceballos



Halina Rygiel



Stacy James

## 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 January 2016, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for December 2015.) 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, 2015, through Jan. 31, 2016.

### On-Target for \$550,000 Inner Circle

Gloria Mayfield Banks.....\$334,220

### On-Target for \$500,000 Inner Circle

Carol Anton.....\$313,909  
Kathy Helou.....306,537  
Gloria Castaño.....303,721

### On-Target for \$450,000 Inner Circle

Lisa Madson.....\$286,692  
Patricia Turker.....267,484

### On-Target for \$400,000 Inner Circle

Sonia Pérez.....\$249,955

### On-Target for \$350,000 Inner Circle

Lupita Ceballos.....\$220,777

### On-Target for \$325,000 Inner Circle

Halina Rygiel.....\$200,734  
Stacy James.....199,455  
Debi Moore.....197,465  
Pamela Waldrop Shaw.....197,049

Cindy Williams.....197,025  
Karlee Isenhardt.....189,408

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

Mary Diem.....\$165,996  
Sara Pedraza-Chacón.....163,544  
SuzAnne Brothers.....160,846  
Dayana Polanco.....159,367

### On-Target for \$200,000 Diamond Circle

Lia Carta.....\$141,981  
Linda Toupin.....140,162  
Dacia Wiegandt.....139,838  
Anabell Rocha.....139,150  
Julianne Nagle.....135,802  
Mary Estupiñán.....135,244  
Dawn Dunn.....133,527  
Sandy Valerio.....132,997  
Diane Underwood.....132,502  
Julia Burnett.....127,814  
Anita Tripp Brewton.....124,976  
Connie Kittson.....121,106  
Cyndee Gress.....121,049

Kerry Buskirk.....120,825  
Kristin Myers.....119,524  
Julie Krebsbach.....119,446  
Kay Elvrum.....118,994  
Cindy Fox.....118,667  
Jamie Cruse-Vrinos.....117,381

### On-Target for \$150,000 Gold Circle

Davanne Moul.....\$112,320  
Vivian Díaz.....112,293  
María Monarrez.....111,179  
Lily Orellana.....108,295  
Shannon Andrews.....107,332  
Gloria Báez.....103,300  
Alicia Lindley-Adkins.....102,554  
Consuelo Prieto.....101,549  
Ada García-Herrera.....101,180  
Monique Balboa.....99,724  
Yvonne Lemmon.....98,773  
Maureen Ledda.....98,088  
Evelinda Díaz.....97,865  
Jan Thetford.....97,227  
Mayuli Rolo.....96,991

Sue Pankow.....96,066  
Cathy Bill.....94,512  
Lisa Allison.....93,986  
Valerie Bagnol.....93,598  
Candace Laurel Carlson.....93,502  
Morayma Rosas.....93,106  
Pam Klickna-Powell.....92,882  
Tammy Crayk.....92,760  
Pam Ross.....90,827  
Susan Hohlman.....90,116  
Joanne Bertalan.....88,668  
Pamela Fortenberry-Slate.....88,454  
Michelle Sudeth.....88,284

### On-Target for \$125,000 Gold Circle

Crystal Trojanowski.....\$86,960  
Scarlett Simpson.....86,038  
Kristin Sharpe.....84,621  
Pam Higgs.....83,696  
Leah Lauchlan.....83,329  
Jeanie Martin.....82,518  
Auri Hatheway.....81,996  
Gay Hope Super.....81,289

Lara McKeever.....80,377  
Somer Fortenberry.....79,404  
Phyllis Pottinger.....77,948  
Kimberly Copeland.....77,919  
Diana Sumpter.....77,839  
Kate DeBlander.....77,836  
Kim McClure.....77,497  
Diane Mentiply.....77,347  
Rebecca Evans.....77,069  
Rosibel Shahin.....76,688  
Juanita Gudiño.....75,929  
Janis Z. Trude.....75,444  
Carmen Hernández.....74,960  
Alia Head.....74,689  
Mairelys López.....74,425  
Elizabeth Muna.....74,214  
Sonia Bonilla.....73,060  
Lynnea Tate.....72,994

## Monthly Commissions And Bonuses

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

## Emerald

1. Gloria Mayfield Banks\*\*\*.....\$42,294
2. Patricia Turker\*\*.....39,378
3. Dacia Wiegandt\*.....28,028
4. Sonia Pérez\*\*.....23,724
5. Diane Underwood.....20,656
6. Jamie Cruse-Vrinos.....18,039
7. Julianne Nagle\*.....17,176
8. Kerry Buskirk\*.....16,944
9. Dayana Polanco\*.....15,142
10. Anita Tripp Brewton\*.....13,506
11. Mairelys López.....13,222
12. Monique Balboa.....13,084
13. Pam Klickna-Powell.....12,709
14. Cristi Ann Millard.....12,672
15. Tammy Crayk.....12,092
16. Sonia Bonilla.....12,040
17. Maureen S. Ledda\*.....11,850
18. Pamela Tull.....11,599
19. Mayuli Rolo\*.....11,500
20. Joanne R. Bertalan\*.....11,280
21. Pam I. Higgs.....11,235
22. Kym A. Walker\*.....11,123
23. Crisette M. Ellis.....11,109
24. Kirk Gillespie.....11,108
25. Diane Bruns.....11,007
26. Evelinda Díaz\*.....10,949
27. Gillian H. Ortega.....10,775

## Diamond

1. Lisa Madson\*.....\$41,049
2. Gloria Castaño\*\*.....36,569
3. Halina Rygiel\*.....27,218
4. Pamela Waldrop Shaw\*\*.....24,346
5. Yvonne S. Lemmon.....19,907
6. Mary Diem\*.....18,919
7. Dawn A. Dunn\*.....18,018
8. Yosaira Sánchez.....16,387
9. Lisa Allison.....16,293
10. Julia Burnett\*.....16,090
11. Kristin Sharpe.....15,749
12. Kay E. Elvrum.....15,581
13. María Monarrez.....14,729
14. Susan M. Hohlman\*.....14,690
15. Lily Orellana.....14,260
16. Shannon C. Andrews\*.....14,055
17. Connie A. Kittson\*.....13,709
18. Jeanie Martin.....13,045
19. Sue Pankow.....12,780
20. Diana Sumpter.....12,119
21. Pam Ross\*.....12,023
22. Rebecca Evans\*.....11,574
23. Vicki Jo Auth.....11,423
24. Jill Moore.....11,384
25. Lynnea E. Tate.....11,364
26. Leah Lauchlan.....10,983
27. Amy Allgood.....10,944

28. Cheryl Fulcher.....10,803
29. Alia L. Head.....10,532
30. Andrea C. Newman.....10,459
31. Roxanne McInroe.....10,440
32. Julia Mundy.....10,278
33. Sharon L. Buck.....10,135
34. Lynne G. Holliday.....10,056

## Ruby

1. Carol Anton\*\*.....\$45,247
2. Cindy A. Williams\*.....27,925
3. Julie Krebsbach\*.....24,866
4. Gloria Báez\*.....22,640
5. Stacy I. James\*\*.....21,721
6. Linda C. Toupin.....21,045
7. Karlee Isenhardt\*.....20,068
8. Kim L. McClure.....17,974
9. Jan L. Thetford.....16,734
10. Lia Carta\*.....16,712
11. Sandy Valerio\*.....16,537
12. Crystal Trojanowski.....16,114
13. Mary Estupiñán\*.....15,574
14. Anabell Rocha\*.....14,883
15. Cathy Bill\*.....14,622
16. Cindy Fox\*.....14,599
17. Brenda Segal\*.....12,582
18. Amie N. Gamboian.....12,269

19. Deb Pike.....11,773
20. Candace Laurel Carlson\*.....11,616
21. Sherril L. Steinman.....11,574
22. Kate DeBlander.....11,493
23. Patty J. Olson.....11,256
24. Tammy A. Vavala.....11,068
25. Brittany Kaps\*.....10,704
26. Jo Anne Barnes.....10,642
27. Lara F. McKeever.....10,329

## Sapphire

1. Kathy Helou\*\*\*.....\$39,819
2. Lupita Ceballos\*\*.....31,208
3. SuzAnne Brothers\*.....30,748
4. Debi R. Moore\*.....25,207
5. Cyndee Gress\*.....18,636
6. Sara Pedraza-Chacón\*.....17,212
7. Vivian Díaz\*.....16,577
8. Davanne D. Moul\*.....16,500
9. Diane L. Mentiply.....14,496
10. Kristin Myers\*.....13,500
11. Morayma Rosas.....13,048
12. Alicia Lindley-Adkins\*.....12,846
13. Paola Ramirez.....12,467
14. Alma Orrostieta.....12,164
15. Pamela A. Fortenberry-Slate\*.....12,158
16. Consuelo R. Prieto\*.....11,657

17. Avelyn R. Smith.....11,501
18. Valerie J. Bagnol\*.....11,496
19. Janis Z. Trude.....11,303
20. Magdalena Nevárez\*.....10,942
21. Somer Fortenberry.....10,870
22. Jeanie M. Tamborello.....10,843
23. Kimberly R. Copeland.....10,613
24. Dawn Otten-Sweeney.....10,497
25. Debra M. Wehrer.....10,463
26. Scarlett Simpson\*.....10,402
27. Diana Heble.....10,271
28. Tina Hulsman.....10,068

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

# Mary Kay Angels/Ángeles Mary Kay

January/Enero 2016

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 January 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 enero de 2016.

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



**Gloria Mayfield Banks**  
\$42,294  
Emerald



**Lisa Madson**  
\$41,049  
Diamond



**Carol Anton**  
\$45,247  
Ruby



**Kathy Helou**  
\$39,819  
Sapphire

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

EMERALD/ESMERALDA — Marilyn Harris, <i>K. Walker Area</i> .....	\$21,030
DIAMOND/DIAMANTE — Marie Lee, <i>Go-Give Area</i> .....	\$19,178
RUBY/RUBÍ — Evelyn Benitez, <i>S. Saldana Area</i> .....	\$15,545
SAPPHIRE/ZAFIRO — Jim Cundiff, <i>Go-Give Area</i> .....	\$15,817

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

EMERALD/ESMERALDA — Darlene Figley, M. Hester Unit, <i>Go-Give Area</i> .....	\$15,138
DIAMOND/DIAMANTE — Karen Lovato, J. Williams Unit, <i>H. Lowe Area</i> .....	\$9,917
RUBY/RUBÍ — Lynn Shives, B. Keen Unit, <i>S. Steinman Area</i> .....	\$22,168
SAPPHIRE/ZAFIRO — Sue Guest, S. Anderson Unit, <i>S. Brothers Area</i> .....	\$16,898

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

EMERALD/ESMERALDA — Grace Snively, <i>J. Cruse-Vrinios Area</i> .....	\$68,932
DIAMOND/DIAMANTE — Ellen Ezekiel Farquharson, <i>S. Andrews Area</i> .....	\$83,878
RUBY/RUBÍ — Marissa Robinson, <i>Go-Give Area</i> .....	\$76,400
SAPPHIRE/ZAFIRO — Jim Cundiff, <i>Go Give Area</i> .....	\$71,682

## Top Team Builder/Primera Impulsora de Equipo

New Team Members/Nuevas integrantes de equipo

EMERALD/ESMERALDA — Jennifer Goodman, L. Parrino-Pheasant Unit, <i>C. Millard Area</i> .....	12
DIAMOND/DIAMANTE — Amy Rock, H. Fellows Unit, <i>Go Give Area</i> .....	11
RUBY/RUBÍ — Sales Director Gloria Dominguez, <i>Go Give Area</i> .....	11
SAPPHIRE/ZAFIRO — Clare Goldrick, R. Pluchino Unit, <i>C. Gress Area</i> .....	12

## Top Unit Builders/ Primeras Impulsoras de Unidad

January/Enero 2016

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

New Unit Members/  
Nuevas integrantes de unidad

### Emerald/Esmeralda

Leanne Parrino-Pheasant .....	24
Rachelle Holloway .....	20

### Diamond/Diamante

Lorna Walker .....	21
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### Ruby/Rubí

Michael Suzanne Diaz .....	26
Marissa Marie Robinson .....	25
Stephanie Brooke Heusman.....	22
Allison L. Carter .....	20

### Sapphire/Zafiro

Rheanonda R. Johnson Gray.....	29
Rosanna Pluchino .....	21
Jen Yvonne Huston .....	20

## Meet Your NSDs/Conoce a tus DNVs

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

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.

# Ruby/Rubí

Congratulations to the winners/Felicidades a las ganadoras

## New Debuts/ Debutes

November/Noviembre 2015

**Not pictured:/Sin foto:** **Sandra Annette Anderson**, Kennesaw, Ga., L. Kattenbraker Unit; **Samantha Anna**, North Canton, Ohio, J. White Unit; **Kirsten Maria Baillitz**, Indio, Calif., M. Evans Unit; **Teresa Damian Hernandez**, Rowlett, Texas, A. Martinez Charre Unit; **Kristina Ann Foreman**, Port Orchard, Wash., B. Harrison Unit; **April Rose George**, Napa, Calif., L. Olivares Unit; **Celia Guncay**, Newark, N.J., R. Murcia Unit; **Luz Maria Guzman**, Chicago, N. Arreola Unit; **Kristen B. Harrawood**, Lebanon, Ill., H. McKinney Unit; **Ana Lilia Hernandez**, Cicero, Ill., S. Valdez Unit; **Teresa Lautrup**, Windsor, Calif., M. Hager Unit; **Paige McFarland**, Manhattan, Kan., R. Wahle Unit; **Arcelia Torres Patino**, Las Vegas, M. Sosa Unit; **Jennifer Phippin**, Auburn, Calif., C. Morgan Unit; **Brittany Diana Plassmann**, Wilmore, Ky., J. Reed Unit; **Debbie Rodgers**, Carrollton, Ala., K. Holmes Unit; **Daphne Morgan Walters**, Florence, Ky., B. Conley Unit; **Lisa Wise**, El Paso, Texas, T. Vavala Unit; **Erika Zuniga Rodriguez**, Las Vegas, E. Hernandez Unit.

## Triple Crown/ Triple Corona

January/Enero 2015



**Doreen A. Gurrola Auger**  
Carmichael, Calif.  
L. Gauthreaux Area



**Not pictured:/Sin foto:** **Brittany Marie Rush**, Westerville, Ohio, C. Anton Area.

## Dean's List/ Lista del Decano

January/Enero 2015



**Chelsea Cooley Altman**  
Wilmington, N.C.  
K. McCarroll Area  
Sapphire Seminar

**Katie Lyon Davison**, Mich.  
M. Bartsch Area  
Diamond Seminar

**Not pictured:/Sin foto:** **Brittany Marie Rush**, Westerville, Ohio, C. Anton Area, Ruby Seminar.

## Honors Society/ Sociedad de Honor

January/Enero 2015



**Doreen A. Gurrola Auger**  
Carmichael, Calif.  
L. Gauthreaux Area

“You can do anything in this world that you want to do, if you want to do it badly enough and you are willing to pay the price.”

— Mary Kay Ash

“Tú puedes lograr en este mundo, todo lo que quieras, si realmente lo deseas y estás dispuesta a pagar el precio.”

— Mary Kay Ash

## Fabulous 50s/ Fabulosos 50

July/Julio 2015



**Cari Ann Closson**  
Galveston, Ind.  
Ruby Go Give Area

**Nicole Violet Diaz**  
Monroe, N.Y.  
Ruby Go Give Area

**Lilian Jeannette Lopez**  
Bellflower, Calif.  
G. Báez Area

**Sabrina Leigh Warner**  
Gahanna, Ohio  
S. Alexander Area

**Not pictured/Sin foto:** **Jenifer Robison**, Little Elm, Texas, Ruby Go Give Area; **Jayme Lynn Sudeth**, St. Louis, M. Sudeth Area; **Rachel Gail Sweeney**, San Diego, C. Anton Area.

## On the Move/ En Acción

November/Noviembre 2015

Sandra Annette Anderson  
Alisha Clark Gadson

Celia Guncay  
Arcelia Torres Patino

Jennifer Phippin  
Brittany Diana Plassmann

Erika Zuniga Rodriguez

## New Team Leaders/ Nuevas Líderes de Equipo

January/Enero 2016

Effie L. Alofoje-Carr  
Alma L. Alvarado  
Sandra Arredondo  
Kathryn Barnes  
Cynthia S. Bauman  
Mary Bierwagen  
Marcia Caldwell  
Claudia V. Chavarri  
Victoria L. Childers  
Cecilia Chomba  
Tammie R. Clark

Consuelo C. Cordova  
Hilda V. Cortes  
Brooke A. Eden  
Christina Fenteng  
Maria D. Gutierrez  
Amanda Hernandez  
Leslie A. Hinrichsen  
Alexandra E. Hohman  
Becky Houck  
Nancy Jatcko  
Heidi R. Knight

Kayla Leboeuf  
Erin Majors  
Martha Martinez  
Brittany N. Meadows  
Jennifer Meinking  
Heather L. Nix  
Rosa M. Rodriguez  
Riley M. Sheppard  
Marina Soto  
Laura D. Steed  
Blanca E. Stohler

Kelley Swann  
Susan Tompkins  
Jenny E. Vaca  
Maria L. Valle  
Florence Valvero  
Andrye'I L. Walker  
Shelby K. Wigle  
Christen E. Winton  
Patricia Yopez Ortega

## Grand Achievers/ Gran Ganadoras

January qualifiers/  
Calificadas en  
enero 2016

**Consultants/  
Consultoras**  
Gina E. Abbey  
Paula Cuatlayotitla  
Chandra Quinn Drees  
Virginia Florez

Erika Garcia  
Laurie Tess Laxa  
Gina Ortega  
Yessenia Rodriguez  
Lidia Ruiz  
Jessica Marie Sloan

Patricia Soriano  
Jennifer Weiser  
Cresta Lee Winter

**Sales Directors/  
Directoras de Ventas**  
Paula Alberto

Amy Kay Bruns  
Elizabeth Louise Gaines

## First Gold Medal/Primera Medalla de Oro

January/Enero 2016

### New Team Members/ Nuevas integrantes de equipo

Mary Bierwagen, R. Kellogg Unit .....11  
Lauren Brady, C. Franks Unit.....6  
Marcia Caldwell, A. Carter Unit.....7  
Mariah Cullinane, B. Layman Unit.....7  
Brooke Eden, S. Heusman Unit.....7  
Christina Fenteng, H. Godswill Unit.....5  
Veronica Garcia, M. Hernandez Unit.....5

Maria Gutierrez, E. Hernandez Unit.....7  
Nicole Heaton, C. Doverspike Unit .....5  
Becky Houck, T. Malt Unit .....5  
Mary James, M. Robinson Unit.....6  
Corinne Kelleher, M. Kelloff Unit .....7  
Sales Director Carmen Lopez.....5  
Maria Martinez, G. Alers Unit.....5  
Bridget McBratney, R. Wahle Unit.....7

Jennifer Meinking, J. Ortiz Unit .....5  
Mari Montgomery, S. Shen Unit.....5  
Chelsea Ricotta, M. Sidari Unit .....6  
Jessica Rowley, M. Robinson Unit.....5  
Riley Sheppard, M. Diaz Unit.....9  
Shelby Wigle, A. Kitrell Unit .....8

## 13% Club/ Club del 13%

January/Enero 2016

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

Sales Director Damilola Hannah Akinsola.....\$2,278  
Sales Director Kay Rubin .....1,843  
Sales Director Patti Cornell .....1,737  
Sales Director Jacqueline N. Alford.....1,680  
Sales Director Evelyn C. Benitez.....1,634  
Sales Director Kori Lynn King .....1,598  
Sales Director Bonnie Stewart Keen .....1,577  
Sales Director Heather A. Daniel-Kent.....1,560  
Sales Director Silvia Sanchez .....1,538

Sales Director Jan Maloney .....1,520  
Sales Director Paula M. Kirkpatrick.....1,501  
Sales Director Janna Judkins.....1,500  
Yareli Garcia R, M. Gutierrez S Unit.....1,456  
Sales Director Gloria Dominguez .....1,434  
Sales Director Sherry L. Martin .....1,428  
Sales Director Michael Suzanne Diaz.....1,426  
Sales Director Stacy S. Gilson .....1,386  
Sales Director Debra J. Sims .....1,379

Sales Director Eusebia Bonilla.....1,359  
Sales Director Perpetua N. Asu-Eze .....1,331  
Sales Director K.T. Marie Martin .....1,300  
Sales Director Diana Gutierrez .....1,243  
Sales Director Marie A. Harbord .....1,236  
Sales Director Angeline Nchako Njamfa .....1,203  
Sales Director Kenia Karina Acosta.....1,196

## Achievement Circle/ Círculo de Logros

January/Enero 2016

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

Marissa Robinson .....	\$76,400	Susan C. Ehrnstrom .....	44,130	Stephanie Brooke Heusman.....	38,666	Ginger J. Benedict.....	33,966
Michael Suzanne Diaz .....	71,941	Breda M. Teal.....	43,334	Stephanie Audino .....	38,509	Fern M. Gerdes.....	33,781
Brenda Fenner.....	68,931	Marnie R. Yunger .....	43,285	Caitlin Michelle Griffo .....	38,253	Susan K. Janish.....	33,436
Susan Moore.....	66,627	Damilola Hannah Akinsola .....	43,260	Kori Lynn King.....	37,951	Sheryl Jean Arena.....	33,333
Lisa Anne Harmon.....	65,870	Donna Clark-Driscoll .....	42,918	Nicole Medjesky-Dixon.....	37,915	Barbara Gizzo .....	32,917
Mary Alice Dell.....	63,150	Jill E. VanderMeer .....	42,705	Elayne J. Watson.....	36,861	Chick Stamschror .....	32,887
Evelyn C. Benitez .....	62,858	Stephanie Lynn Coker .....	42,574	Tiffany Marie Malt.....	36,838	Angela Irene Dingman.....	32,807
Allison L. Carter .....	59,964	Gloria Dominguez.....	42,505	Deborah J. O'Leary .....	36,585	Patty L. Bojan .....	32,776
Patti Cornell.....	59,106	Debbie A. Elbrecht.....	42,279	Christy M. Cox .....	36,298	Melissa Nix Henderson.....	32,719
Krystal D. Downey-Shada .....	57,671	Sherri Ammons .....	42,188	Tammy D. Niehaus.....	36,117	R. Sue Miller.....	32,550
Annaka Krafka .....	57,176	K.T. Marie Martin .....	41,867	Mary L Morgan.....	35,974	Kimberly Cavarretta.....	32,540
Thessy Nkechi Nwachukwu .....	55,353	Ryan Ashlee Rives.....	41,163	Laurie C. Cole.....	35,661	Shari M. Kirschner .....	32,494
Tamarie M. Bradford.....	54,204	Amy C. Schule .....	40,665	Jordan Twilley.....	35,456	Cammy L. Otten.....	32,258
Kali DeBlander Brigham.....	53,552	Barbara L. Harrison .....	40,590	Karen E. Gardner .....	35,446	Diana Gutierrez.....	32,061
Perpetua N. Asu-Eze .....	50,805	Kellee L. Valerio .....	40,575	Corrin Cresci.....	35,434	Michelle Hager.....	31,912
Lisa A. DeLucia.....	49,774	Maria Price.....	40,264	Nancy J. Osborn .....	35,188	Regina M. Busca.....	31,834
Sonya F. Goins .....	49,416	Rhonda L. Barnett.....	39,543	Barbara Pleet.....	35,168	Silisia Evans Moses.....	31,755
Heather A. Daniel-Kent.....	49,397	Peggy Young.....	39,506	Cleta Colson-Eyre .....	34,982	Jenn Kirkham .....	31,599
Paula M. Kirkpatrick .....	49,380	Carmen J. Felix.....	39,380	Nancy N. Danley .....	34,944	Maureen Shipp .....	31,502
Candace Lyn Doverspike .....	49,328	Janna Judkins .....	39,270	Susan A. Smith .....	34,930	Jaime Marie Bittner.....	31,404
Laura Vernon Middleton.....	47,972	Cindy Carson .....	39,185	Rebecca W. Cox.....	34,914	Rebecca Anne Frey .....	31,294
Diane K. Lundgren .....	46,221	Pamela J. Sparks.....	39,040	Jeanie K. Navrkal .....	34,573	Marsha Mings.....	31,286
Suzanne Moeller .....	45,835	Eusebia Bonilla .....	38,833	Mary Beth Pfeifer.....	34,409	Megan D. Swope .....	31,285
Julie Smith .....	45,446	Trudy D. Nikolas.....	38,827	Sylvia Thomas Barritt.....	34,304	Jennifer Isenhardt.....	31,244
Lisa Hansen.....	44,501	Janelle A. Ferrell .....	38,746	Linda Sigle .....	34,051	Alice R. George.....	31,153

## Commission Circle/ Círculo de Comisiones

January/Enero 2016

Independent Sales Directors who earned the top 100 commissions and bonuses in the **Ruby** area in January 2016. Names in **bold** print earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission./Las Directoras de Ventas Independientes que ganaron las Primeras 100 comisiones y gratificaciones en el área **Rubí** en enero 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.

<b>Michael Diaz</b> .....	\$11,597	Candace Lyn Doverspike .....	7,064	<b>Kay Rubin</b> .....	5,999	<b>Angela Irene Dingman</b> .....	5,430
<b>Thessy Nkechi Nwachukwu</b> .....	11,546	<b>K.T. Marie Martin</b> .....	7,060	<b>Silvia Sanchez</b> .....	5,933	<b>Deborah J. O'Leary</b> .....	5,423
<b>Annaka Krafka</b> .....	11,092	<b>Eusebia Bonilla</b> .....	7,058	<b>Ginger J. Benedict</b> .....	5,895	<b>Rachael M. Bullock</b> .....	5,413
<b>Patti Cornell</b> .....	10,201	<b>Nancy J. Osborn</b> .....	6,969	<b>Maricarmen Gonzalez</b> .....	5,891	<b>Brittany Renae Spears</b> .....	5,406
<b>Lisa Anne Harmon</b> .....	9,352	<b>Maria Price</b> .....	6,885	<b>Sherry L. Martin</b> .....	5,866	Cindy Carson .....	5,395
<b>Evelyn C. Benitez</b> .....	9,293	<b>Janna Judkins</b> .....	6,884	<b>Margarita Velez</b> .....	5,857	<b>Eva E. Berber</b> .....	5,391
<b>Paula M. Kirkpatrick</b> .....	9,162	<b>Pamela J. Sparks</b> .....	6,761	Laura Vernon Middleton.....	5,852	<b>Cleta Colson-Eyre</b> .....	5,388
<b>Susan Moore</b> .....	9,135	<b>Kellee L. Valerio</b> .....	6,595	<b>Diane K. Lundgren</b> .....	5,840	<b>Susan K. Janish</b> .....	5,306
Marissa Marie Robinson.....	9,116	<b>Julie Smith</b> .....	6,575	<b>Sonya F. Goins</b> .....	5,836	<b>Elvia Cordova</b> .....	5,278
<b>Gloria Dominguez</b> .....	8,885	<b>Stacy S. Gilson</b> .....	6,545	<b>Amy Stokes</b> .....	5,802	<b>Laura Sainz Rivera</b> .....	5,250
<b>Brenda Fenner</b> .....	8,868	<b>Marye Durrer</b> .....	6,538	<b>Jill E. VanderMeer</b> .....	5,775	<b>Rachel Page Kellogg</b> .....	5,244
<b>Heather A. Daniel-Kent</b> .....	8,555	<b>Ryan Ashlee Rives</b> .....	6,490	<b>Toni Louise Moore</b> .....	5,754	<b>Cissy E. Warren</b> .....	5,217
<b>Allison L. Carter</b> .....	8,452	<b>Marnie R. Yunger</b> .....	6,479	<b>Mary Beth Pfeifer</b> .....	5,708	<b>Michelle Hager</b> .....	5,189
<b>Tamarie M. Bradford</b> .....	8,389	<b>Laura A. Kattenbraker</b> .....	6,433	Lisa Hansen.....	5,703	<b>Milbella Sosa</b> .....	5,175
<b>Mary Alice Dell</b> .....	8,354	<b>Kori Lynn King</b> .....	6,315	<b>Sherri Ammons</b> .....	5,697	Susan A. Smith .....	5,139
<b>Donna Clark-Driscoll</b> .....	8,263	Susan C. Ehrnstrom .....	6,213	Barbara L. Harrison .....	5,686	<b>Bonnie Stewart Keen</b> .....	5,139
<b>Diana Gutierrez</b> .....	8,174	<b>Fern M. Gerdes</b> .....	6,203	Sylvia Thomas Barritt.....	5,628	<b>Elizabeth A. Elder</b> .....	5,134
<b>Stephanie Brooke Heusman</b> .....	7,903	<b>Reina Murcia</b> .....	6,152	<b>Caitlin Michelle Griffo</b> .....	5,623	<b>Lisa Olivares</b> .....	5,105
Kali DeBlander Brigham.....	7,813	<b>Jordan Twilley</b> .....	6,125	<b>Amy Kitrell</b> .....	5,610	<b>Debra J. Sims</b> .....	5,051
<b>Perpetua N. Asu-Eze</b> .....	7,651	<b>Peggy Young</b> .....	6,105	<b>Breda M. Teal</b> .....	5,591	<b>Marie A. Harbord</b> .....	5,045
<b>Lisa A. DeLucia</b> .....	7,397	<b>Carmen J. Felix</b> .....	6,105	<b>Marisela Escamilla-Martinez</b> .....	5,582	<b>Rayleen Danielle Long</b> .....	5,034
<b>Krystal D. Downey-Shada</b> .....	7,360	<b>Debbie A. Elbrecht</b> .....	6,079	<b>Stephanie Lynn Coker</b> .....	5,580	<b>Corrin Cresci</b> .....	5,025
<b>Jeanie K. Navrkal</b> .....	7,330	Barbara Pleet.....	6,020	<b>Irlene Zapalac</b> .....	5,507	<b>Lori M. Langan</b> .....	5,024
<b>Suzanne Moeller</b> .....	7,266	<b>Jenn Kirkham</b> .....	6,014	<b>Jacqueline N. Alford</b> .....	5,500	<b>Brenda K. Howell</b> .....	5,018
<b>Damilola Hannah Akinsola</b> .....	7,115	<b>Amy C. Schule</b> .....	6,001	<b>Aide G. Martinez Charre</b> .....	5,432	<b>Barbara Gizzo</b> .....	5,012

# GO-GIVE<sup>®</sup> award

Congratulations to our May 2016 Go-Give<sup>®</sup> Award winners who best exemplify the **Golden Rule** – helping others **unselfishly** and **supporting** adoptees as much as unit members.

Nominate a well-deserving Independent Sales Director who displays the Go-Give spirit for this prestigious honor today! We've made it easy – look for the **online nomination form** on *Mary Kay InTouch*<sup>®</sup> under the Contests/Promotions tab.



## Paige Fuller

### Emerald

Independent Sales Director

Began Mary Kay Business

December 1991

Sales Director Debut

October 2000

National Sales Director

Go-Give Area

**Honors** Circle of Honor; Consultant Queen's Court of Personal Sales; 12-times Sales Director Queen's Court of Personal Sales

**Personal** Lives in Watkinsville, Ga. Husband, Steven; sons Will and Luke

**"I am motivated to help others because** the Lord expects me to and because others have faithfully supported and encouraged me throughout my life and in my Mary Kay business. I want to do the same."

**Paula Leggett, Independent Senior Sales Director, of Pfafftown, N.C.,** says, "Paige has a heart full of enthusiasm, compassion and warmth. Many of us thrive because of her willingness to teach, lead, share and inspire all who enter her space."



## Gayle Parkhurst

### Diamond

Independent Sales Director

Began Mary Kay Business

October 1993

Sales Director Debut

September 1996

National Sales Director

Go-Give Area

**Honors** Circle of Honor; two-times Consultant Queen's Court of Personal Sales; seven-times Sales Director Queen's Court of Personal Sales; four-times Circle of Achievement; three-times Double Star Achievement

**Personal** Lives in Murfreesboro, Tenn. Husband, John; sons: Kyle and Kris; daughter: Kelly

**"I am motivated to help others because** it brings me great joy to encourage women to accomplish their dreams and have the choice to live without boundaries of fear and financial worries. It's my desire to follow Mary Kay's dream and *pass it on*."

**Independent Beauty Consultant Cynthia Wich of Murfreesboro, Tenn.,** says, "I've never met a more encouraging woman who not only gives of her heart, but also of her time and spirit."



## Angela Boschen

### Ruby

Independent Senior Sales Director

Began Mary Kay Business

June 1999

Sales Director Debut

July 2011

**Offspring** one first-line; one second-line

National Sales Director

Jan Thetford

**Honors** Two-times Sales Director Queen's Court of Personal Sales

**Personal** Lives in Amarillo, Texas. Husband, Dan; son: Kyle; daughter: Emily

**"I am motivated to help others because** I believe a Mary Kay business is the vehicle to make lives better. I want my customers, sister sales force members and everyone I know through my Mary Kay business to feel important and special."

**Independent Sales Director Margaret Jay of Amarillo, Texas,** says, "Angela exemplifies the Mary Kay image. She is hard-working, energetic, loving and kind. She goes out of her way to make sure everyone feels welcome, she provides education to those who ask and supports everyone she meets."



## Jeanette Beichle

### Sapphire

Independent Executive Senior Sales Director

Began Mary Kay Business

December 1992

Sales Director Debut

November 1993

**Offspring** seven first-line; three second-line

National Sales Director

SuzAnne Brothers

**Honors** Circle of Honor; monthly Go-Give<sup>®</sup> Award winner, April 2004; Sales Director Queen's Court of Personal Sales; 14-times Circle of Achievement; eight-times Circle of Excellence; Double Star Achievement





**Personal** Lives in Greeley, Colo. Husband, Brent; son: Jordan; daughter: Julianne

**"I am motivated to help others because** I love seeing women succeed and make a difference for themselves and their families. So many have poured into me, and I am grateful. My joy is to do the same for others."

**Independent Sales Director Sheree Sloan of Keenesburg, Colo.,** says, "Jeanette puts the needs of the group first. She is willing to go and do for anyone and always takes time to help others."



## Ready to Start Your Online Business? Check!

- ☐ **Register for a Mary Kay® Personal Web Site.** It's your 24/7 online store. **OPEN 24/7**
- ☐ **Sign up your customers to receive Beaut e News™.** This weekly digital newsletter touts the latest products, gift ideas and beauty essentials. 
- ☐ **Create a ProPay® account.** ProPay® lets you process your customers' credit and debit cards securely! **PROPAY**  
ATSYS® Company
- ☐ **Enroll your customers in EZ Ship.** Zip products straight from the Company to your Mary Kay® Personal Web Site customers using this extra mailing perk. 
- ☐ **Make it social!**
  - ☐ **Create a Facebook® Business Page.** There's a lot to "Like" about this referral network! 
  - ☐ **Market your business by signing up for the Mary Kay® Social Publisher.** Engage your customers with professionally written, branded and preapproved content that is published directly to your Mary Kay® Facebook® Business Page for you. 
  - ☐ **Share content from your Mary Kay® Personal Web Site to your social network.** It's an easy way to digitally market your business.
- ☐ **Opt in for Guest Checkout.** Reach online consumers who have expressed interest in Mary Kay® products but are not ready to register on your Mary Kay® Personal Web Site.

MARY KAY



*"When you handle situations in a positive way, positive things happen. When you apply the Golden Rule and use good judgment and a caring spirit, you cannot go wrong. Your life will be enriched by friendships and blessings."*

# i♥mymarykay

## FUN ACTIVITIES TO HELP YOU FINISH THE SEMINAR YEAR WITH A BANG.

Cross off each box as you complete it, or use a pink marker or stickers to make it more fun.

### PICK YOUR FAVE

Mary Kay® product, set a one-day sales goal, then double it!



### CONTACT 10

of your customers who haven't ordered in three months. Offer a facial or makeover.

### RACE FOR RED

Make a plan to achieve the **SUMMER OF REDS** with your personal team members this month.

### MARY KAY SEMINAR 2016

REGISTER FOR **SEMINAR!**

### HOLD 10 PARTIES

in 10 days. Repeat!



### SHARE A PRODUCT VIDEO

with your customers from the "Video Lounge" on Mary Kay InTouch®.

### FREE SPACE

*"Hitch your wagon to a star."*

— Mary Kay Ash

Talk about Mary Kay with **FIVE** women today.



### SHOOT

#### FOR THE STARS.

Earn your Star Consultant prize. Already a Star? Aim for the next category!



### SHADOW

your Independent Sales Director or mentor at a skin care party or a team-building appointment.

**SHARE** the Mary Kay opportunity with three people. The *Love What You Do* tutorial can help!



Hand out **Satin Hands®** Pampering Set **SAMPLES**. See how many you can sell.



Sell **FIVE PRODUCTS** featured in May *Applause®*.



Ask three friends to **host impromptu parties**.



**SELL FIVE** Mary Kay® **SUN CARE PRODUCTS.**

### FREE SPACE

*"Before you receive the wonderful treasures of a happy life, you must first give."*

— Mary Kay Ash

### SIGN UP.

A Mary Kay® Personal Web Site lets your customers shop 24/7.



Share the **#GlowAndTell** challenge. Sell five Mary Kay® skin care regimens.



### GO-GIVE SPIRIT.

Do something nice for a neighbor or a sister Independent Beauty Consultant.

Pick out your **SEMINAR DRESS** for the Awards Show!





# Summer of **Reds**

**MARCH 1 – MAY 31, 2016**

Stand out in  
sophisticated style!

These fabulous bracelets  
are yours when you:

- 1 Sell the Product.
- 2 Build Your Team.
- 3 Move Up the Mary Kay Career Path!

**RACE FOR RED**

## The **Red Jacket** Is a Home Run!

The **Mary Kay® red jacket** was born at a 1973 St. Louis Cardinals baseball game. Mary Kay Ash was invited to throw out the first pitch, so she and a few Mary Kay independent sales force members wore red jackets to be visible in the stands.

The jackets were a hit. Today, Mary Kay offers **three stylish versions**. Styles are updated and introduced regularly to mirror fashion trends.



Independent  
National  
Sales Director  
**Mia Mason  
Porter**

## Stand Out

“When I see an Independent Beauty Consultant in her red jacket I think, ‘Wow, she stands out in the crowd!’ That red jacket is powerful.”



“Someone said, ‘You can eat an elephant one bite at a time,’ so take your goal and break it into monthly, weekly and daily segments. You’ll find it’s easier to obtain.”



One Month  
Crystal Bracelet

Two Months  
Ruby Bracelet

Three Months  
Onyx Bracelet



Independent  
Beauty  
Consultant  
**Phyllis Mathis**  
Norcross, Ga.

## Stay **Focused.**

Phyllis **sees** her Mary Kay business now as **her time to shine**. Retired with grown children, Phyllis is a long-time fan of *Mary Kay*® products. But she caught the vision of what her Mary Kay business could be at Seminar 2015.

“I saw the sea of red jackets and purple Independent Sales Director suits and realized I wanted that too!”

### PHYLLIS' TIPS

#### On Productivity:

- Commit to see at least 30 faces each month. New customers can mean potential team members.
- Don't reinvent the wheel. Trust in the Mary Kay opportunity.

#### On Staying Focused:

- Be positive. Don't let negative thoughts take over your vision.
- Attend weekly meetings and training sessions. You'll learn a lot and stay encouraged.

## How It Works

Who ▶		Star Team Builders* (3 to 4 active† team members)	Team Leaders* (5 to 7 active† team members)	Future Independent Sales Directors* (8 or more active† team members)
Do This ▶ ▼		\$1,200 cumulative team production**	\$1,800 cumulative team production**	\$2,400 cumulative team production**
PERIOD March 1 – May 31	Any One Month Receive ▶	Crystal Bracelet	Crystal Bracelet	Crystal Bracelet
	Any Two Months Receive ▶	Ruby Bracelet	Ruby Bracelet	Ruby Bracelet
	All Three Months Receive ▶	Onyx Bracelet	Onyx Bracelet	Onyx Bracelet

## Consistency Pays!

Earn this **fabulous tote** when you **achieve all three months** of the contest. It's waiting for you at Seminar 2016 at the prize party. Check *Mary Kay InTouch*® for contest prizes and details.

**Independent Sales Directors:** You can win too! Just have a minimum of three **unit members** achieve the challenge within each month to get the same bracelet your unit member receives.



\*Career path status will be determined as of the last day of the month.

†An Independent Beauty Consultant is considered active in the month a minimum \$225 wholesale Section 1 order is received and accepted by the Company and in the following two calendar months.

\*\*Cumulative team production is the combination of your personal wholesale Section 1 production and your personal team members' wholesale Section 1 production.

**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)

*"As every parent knows, children of all sizes scrutinize their mothers carefully; they pick up on everything. Your conduct has a tremendous impact on their lives and extends far beyond the home. It carries into the classroom, the playground and their future lives."*

# MAY DATES

<b>1</b>	Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m. Central time.
<b>2</b>	<ul style="list-style-type: none"> <li>■ Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month.</li> <li>■ Seminar 2016 registration opens to all independent sales force members at 8:30 a.m. Central time.</li> <li>■ Registration for the November 9-12 session of New Independent Sales Director Education begins.</li> </ul>
<b>3</b>	Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until midnight Central time.
<b>10</b>	Early ordering of the new Summer 2016 promotional items begins for Star Consultants who qualified during the Dec. 16, 2015 – March 15, 2016, quarter and Independent Beauty Consultants who enrolled in <i>The Look</i> for Summer 2016 through the <i>Preferred Customer Program<sup>SM</sup></i> .
<b>12</b>	Mary Kay's birthday. Have a party in her honor!
<b>13</b>	Summer 2016 <i>Preferred Customer Program<sup>SM</sup></i> customer mailing of <i>The Look</i> begins. (Allow 7-10 business days for delivery.)
<b>16</b>	Summer 2016 promotion begins. Ordering of the new Summer 2016 promotional items available for all Independent Beauty Consultants.
<b>27</b>	Last day of the month for Independent Beauty Consultants to place telephone orders.
<b>30</b>	Memorial Day. All Company offices closed. Postal holiday.
<b>31</b>	<ul style="list-style-type: none"> <li>■ Last day of the month for Independent Beauty Consultants to place online orders.</li> <li>■ Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail must be received today to count toward this month's production.</li> <li>■ Online Independent Beauty Consultant Agreements accepted until midnight Central time.</li> </ul>

APPLAUSE® magazine is published in recognition of and as information for members of the Mary Kay Inc. independent contractor sales organization, Independent National Sales Directors ("National Sales Directors"), Independent Sales Directors ("Sales Directors") and Independent Beauty Consultants ("Consultants") in the United States, Puerto Rico, U.S. Virgin Islands and Guam by Mary Kay Inc., Dallas, Texas. ©2016 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association. Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, marykay.com.

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# Business Basics



Independent  
Future Executive  
Senior Sales  
Director  
**Marsha  
Morrisette**  
Eden Prairie, Minn.

## Book/Sell.

Marsha says she's always done a 'little more,' and she continues to top the sales charts. Here are her top five sales tips.

- 1 Observe and Learn.** Attend parties of a top Independent Beauty Consultant. You'll learn from seeing her in action.
- 2 Practice Makes Perfect.** Practice your presentation three times at home by yourself.
- 3 Expect a Yes.** Have a positive attitude. This goes for team-building as well!
- 4 Stay Connected.** Stay close to your Independent Sales Director. She's been there and knows how to help. By the way, she loves it when you call her.
- 5 Keep Learning.** Attend your weekly success meetings, Career Conference and Seminar. There's much to learn and always something new.



Independent  
Future Executive  
Senior Sales  
Director  
**Heather  
Daniel-Kent**  
Independence, Mo.

## Team-Build.

Heather is consistently a top team-builder. Here are her top five team-building tips for you.

- 1 Be Prepared.** Have team-building packets at your party, event or makeover. Carry them in your car! Make sure they look professional.
- 2 Seek All Personalities.** Not just those like your own! Use the Team-Building Layering Chart (available on *Mary Kay InTouch*®) to track your progress. Most people build teams with three or four layers, and different personalities will be influenced by different layers.
- 3 Preprofile.** It works wonders! I send a quick *Mary Kay*® video with my pre-profiling questions.
- 4 Build Your Dream Team.** Make a list of qualities you want in your future team members. Now, go find them!
- 5 Be Yourself!** Attract, don't attack! Let your genuine love for Mary Kay shine through in ALL you do.

Mary Kay Ash started  
her Company with

3 SIMPLE  
IDEAS:

Book, Sell,  
Team-Build.

Those three activities still drive Mary Kay  
businesses today. As she taught,

“You hold the parties to  
meet the people who will  
love the product and  
want to sell it.”



Check out the Mary Kay  
Consumer Marketing Tools  
At-a-Glance flier  
under “Business Tools” on  
Mary Kay InTouch®!



*“The most important mile we walk is the extra mile.  
When you think you are done, do a little more. It’s that little  
more that can add up and make great things happen.”*



# get the party started!

If you're NEW in your Mary Kay business or just need a boost, here are some tips to help.

**Your Independent Sales Director** can give you **guidance**. And don't forget to attend your **weekly unit meetings** to learn, grow and be recognized on each step of your journey.

## party basics

➤ **Book** your first **FIVE** skin care parties.  
(Fill in your party dates. See booking script at right.)

① _____	④ _____
② _____	⑤ _____
③ _____	

➤ **Send** the *Beaute-vite*® email invitation.

➤ **Preprofile** your guests and practice your presentation.

➤ **Throw** your party and make those sales.

➤ **Book** your follow-up appointments.

➤ **Repeat!**

Find "Party Central" under the "Business Tools" tab on *Mary Kay InTouch*® for more ideas.

## Party or class? You decide.

For those who get excited to learn new things, "class" may be the preferred word choice. Others are turned off with the idea they have to think. They want to "party" and have fun (and learn while doing so).

"The key isn't what you call it, it's how you get them there," says **Independent National Sales Director Emeritus Judie McCoy**. "I say whatever works for you and your hostess!"



*"The first step is the hardest; making a commitment to yourself, for yourself. But once you do it, you're well on your way!"*



Independent  
Executive Senior  
Sales Director  
**Deborah Bailye**  
Algonquin, Ill.

## Ask Deborah.

**Q: Why is it so important to get every customer on a Mary Kay® skin care regimen?**

**A: "Skin care regimen is the basis of our Mary Kay businesses.** It's our bread and butter! Everything comes from the skin care party – ongoing sales, team members, Star Consultant status, earnings, jewelry, trips, cars and more! Practice your delivery and have someone you trust critique you. Make it great and dynamic. Educating women on skin care is similar to a dentist educating her patients on oral hygiene. A great skin care regimen is right up there with cleaning and flossing! Plus, an informed customer often becomes a loyal fan!"

**Q: Can you share a party tip?**

**A:** "Sure! I'll ask three or four ladies to a party and invite them to bring one or two guests. They all have fun meeting new women, and I offer my original guests an incentive for bringing an ordering guest."

"Here's another tip I call my Quantum Leap Hostess Promotion. This is great for those who can't button-down a party date. I make an offer she can't refuse! If she books within the next two weeks and the party holds on the original date and time, I'll offer a stairstep incentive based on the number of ordering guests, and I'll honor that incentive to her for 60 days."

“ Making women look and feel beautiful is a fun business! Relax, smile and enjoy yourself. ”

## Booking Script

You can use this as a guide:

"Hi, \_\_\_\_\_, how are you? I just wanted to reach out to let you know I am so excited to be a new Mary Kay Independent Beauty Consultant! Part of my goal is to give 30 women a free facial in my first 30 days. If you're interested, I'll give you a *Satin Hands®* treatment, a self-guided facial including a *TimeWise®* Microdermabrasion spa treatment, plus expert foundation matching. I'd love for you to be one of my first 30! How does (day/time) work for you?"

## it pays to party

When you order \$450 or more suggested retail of wholesale Section 1 products, you qualify for the **Earned Discount Privilege** and receive a **50 percent discount** (on the suggested retail sale price) on all your wholesale Section 1 orders that month and the following two months.

Let's say you hold a party and sell \$450 suggested retail in products:

Earned Discount	Suggested Retail Price	Your Earnings
50%	\$450	\$225
(\$450 x 50% = \$225) = \$225 earnings!		

## what a girl wants

Whether you want to save for a new dress, buy groceries or have your sights on something bigger, here are some examples of how your sales can add up!



**Got your eyes on a new dress?**

2 *Skinvigorator™* Cleansing Brushes

@ \$50 suggested retail =

\$100 suggested retail x 50% = **\$50 earnings**

**Groceries for the week?**

2 *TimeWise®* Miracle Sets®

@ \$95 suggested retail =

\$190 suggested retail x 50% = **\$95 earnings**



**Child's summer swim lessons?**

2 *TimeWise Repair®* Volu-Firm® Sets

@ \$205 suggested retail =

\$410 suggested retail x 50% = **\$205 earnings**

**It's up to you.** Once you determine your goals, you can book your parties and work toward earning what you need. And while you're doing this, you're building your Mary Kay business!

# MARY KAY®

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

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MARY KAY INC.



## Register in May!

Kay Bailey Hutchison  
Convention Center  
Dallas, Texas

Details on [Mary Kay  
InTouch®](#).

**EMERALD:** July 24 – 27  
**DIAMOND:** July 27 – 30  
**RUBY:** July 31 – Aug. 3  
**SAPPHIRE:** Aug. 3 – 6

### What You Get

- Vision of success
- Exciting new products
- Classes and instruction
- Stories of inspiration
- Prizes, awards and recognition
- World-class entertainment



*"Seminar is the most important event of the year. It's a multimillion-dollar extravaganza with dazzling awards, entertainment and education. It's a three-day spectacular event – Mary Kay style."*

# trending @ MK

## Happy Birthday, Mary Kay!

We honor Mary Kay Ash, whose birthday is May 12. Enjoy her timeless, **inspirational words throughout this issue.** You truly are *Pink Changing Lives*®. No wonder so many say, "I love my Mary Kay!"



## The Power of Red

Red was the standout color at Career Conference last month. And that momentum keeps going as more women catch the dream of having a Mary Kay business and moving up the career path. Post your **Race for Red** selfies on social media using **#RaceForRed**.

## inside THIS ISSUE

### Bye-Bye, Cellulite.

Shine a light on these must-have products and best-sellers for spring and summer.

**pages 2-3**

### Color Look on Any Budget

Sales can bloom when you offer colorful tips just in time for **Mother's Day** and the **bridal season**.

**pages 4-5**

### Your Prize Awaits.

Discover how the **Star Consultant program** can power up your Mary Kay business. Plus, the prizes aren't too shabby either!

**pages 6-7**

### In the Bag

Consumers shop online, so don't miss this sales opportunity. Check out all the perks when you have a **Mary Kay® Personal Web Site**.

**page 14**

### Pink Bingo

Here are some fun activities you can do to help you **finish the Seminar year strong**.

**page 15**

### Red-Hot!

**Summer of Reds** is here! Learn the perks when you move up the Mary Kay career path as part of the **Race for Red** promotion.

**pages 16-17**

## Going Fast

Independent Beauty Consultants who qualify or requalify for **Independent Beauty Consultant Grand Achiever through June 2016** can grab attention as they dash from one **Mary Kay®** party to the next in the all-new 2016 **lipstick red Chevy® Cruze®**.

Details on  
*Mary Kay*  
*InTouch®*.



## Go Team

**Love What You Do!** is a fun, step-by-step tutorial that's part of the **Mary Kay® Digital Showcase App**. Use as a guide when talking to potential team members.

They can even **sign their Independent**

**Beauty Consultant Agreement on the spot!**

It's free from your app store.



### Sell and Share.

Two Independent Sales Directors share how they **top the charts** as they **sell products** and **share the Mary Kay opportunity**.

**pages 18-19**

### Quick Wins

Are you starting (or restarting) your Mary Kay business? Now's a great time to jump in!

**pages 20-21**



**COVER:** Model is wearing **Mary Kay® Mineral Eye Color** in Gold Coast, Granite and Midnight Star, **Mary Kay® Eyeliner** in MK Black, **Lash Love® Mascara** in I ♥ black and **Mary Kay® Mineral Cheek Color** in Bold Berry. Her look is finished off with **Mary Kay® Lip Liner** in Clear, **True Dimensions® Lipstick** in Sizzling Red and **NouriShine Plus® Lip Gloss** in Sparkle Berry.

# Spring in Sales



## **TimeWise Body™ Smooth-Action™ Cellulite Gel Cream**

Help your customers get their body confidence back with this gel cream that:

- VISIBLY MINIMIZES the appearance of stubborn cellulite.
- LEAVES SKIN LOOKING BEAUTIFULLY FIRM and dramatically smoother and tighter.
- ABSORBS QUICKLY so there's no wait time before getting dressed.



## **Mary Kay® Smooth-Action™ Body Massager**

Twice a day, apply cellulite gel cream liberally to cellulite-prone areas.

Massage thoroughly with the cellulite massager in circular motions until product is fully absorbed.

\$10



Watch and see how it works! Check the [Video Lounge](#) on *Mary Kay InTouch®*! Also, a **Consumer flier** is available on **Product Central**.



*"Ours is a business where selling results from personal relationships. Outstanding sales depend on an ability to think from the customer's perspective and respond to her needs."*



**Save \$5 When  
You Buy the Set.**

**Special-Edition†  
TimeWise Body™  
Smooth-Action™  
Cellulite Gel Cream  
and Smooth-Action™  
Body Massager Set**

\$45  
set

# sell away!

Help your customers protect their skin all year with these **sunscreen products**.



**Mary Kay®**  
Sun Care  
Sunscreen  
Broad  
Spectrum  
SPF 50,\* \$20



**Volu-Firm®**  
Day Cream  
Sunscreen  
Broad  
Spectrum  
SPF 30,\* \$52



**TimeWise®**  
Age-Fighting  
Moisturizer  
Sunscreen  
Broad Spectrum  
SPF 30,\* \$24



**TimeWise®** Day  
Solution  
Sunscreen  
Broad Spectrum  
SPF 35,\* \$32



**Mary Kay®**  
Sun Care  
Lip Protector  
Sunscreen  
Broad  
Spectrum  
SPF 15,\* \$8



**Mary Kay®**  
Foundation  
Primer  
Sunscreen  
Broad  
Spectrum  
SPF 15,\* \$18



**Mary Kay®**  
CC Cream  
Sunscreen  
Broad  
Spectrum  
SPF 15,\* \$20



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



## what's in your tote?

Independent Sales Directors share their **favorite must-have products for spring**. Share your faves on **Let's Talk** on *Mary Kay InTouch®*.



**Independent Sales Director**  
**Diann Woolridge**  
Madison Heights, Va.

**HER GO-TOs:** Limited-Edition<sup>†</sup> *Mary Kay®* Sun Care After-Sun Replenishing Gel and *Mary Kay®* CC Cream Sunscreen Broad Spectrum SPF 15\*. "The gel cools and soothes my skin, and the CC cream gives me a finished look without a heavy feel."



**Independent Sales Director**  
**Nicole Leal**  
Yorba Linda, Calif.

**HER GO-TOs:** "Living in Southern California, I never leave home without *Mary Kay®* Sun Care Lip Protector Sunscreen Broad Spectrum SPF 15\* and *Mary Kay®* Sun Care Sunscreen Broad Spectrum SPF 50\*, whether I'm running errands or at the beach." **SELLING TIP:** "I display *Mary Kay®* sun care products at my parties to create awareness and sell!"



**Independent Sales Director**  
**Heather Feiring**  
Epping, N.D.

**HER GO-TOs:** "Because it's still cold where I live, I protect my face from the reflection of sun and snow. I never leave home without applying *TimeWise®* Day Solution Sunscreen Broad Spectrum SPF 35.\* I have oily skin, and it gives me sunscreen protection without feeling greasy. I also recommend my customers *Mary Kay®* Sun Care Sunscreen Broad Spectrum SPF 50\* after they shower so they have overall sun protection."

## Cool Down.

Limited-Edition<sup>†</sup>

*Mary Kay®* Sun Care After-Sun Replenishing Gel, \$15. This ultralight cool blue gel contains soothing botanical extracts rich in antioxidants, and it replenishes vital moisture to sun-kissed skin.



The best-seller logo/designation refers to top-selling products within the *Mary Kay®* product line.

\*Over-the-counter drug product.

# Cheeks Bloom. Eyes Flutter.

Your customers can get an effortless spring look on any budget.

Under \$50

## START WITH THIS BASIC LOOK:

1. **EYES:** Sweep Rosegold *Mary Kay*® Mineral Eye Color over eyelids, \$8.
2. **CHEEKS:** Apply the coral shade of Juicy Guava *Mary Kay*® Mineral Cheek Color Duo, \$18, to the apples of the cheeks and the highlighter above the cheekbones.
3. **LIPS:** Apply Subtly You *True Dimensions*® Sheer Lipstick, \$18.

This model is wearing the look with the products listed for \$100.

Add a  
*Mary Kay*®  
mascara to  
complete any  
look!

Rosegold

Juicy  
Guava

Crystalline

Espresso

MK Black eyeliner



*"A gentlemen called to thank me for saving his marriage. His wife attended a Mary Kay® party and bought some products. When he got home that evening, she looked terrific. He said he'd forgotten how beautiful she was and that they were falling in love all over again, thanks to Mary Kay."*

Under \$75

## ADD MARY KAY® BRONZING POWDER AND MARY KAY® LIP LINER

1. **CHEEKS:** Add *Mary Kay®* Bronzing Powder under the cheekbones, \$18.
2. **LIPS:** Line lips with *Neutral Mary Kay®* Lip Liner, \$12, before applying the lipstick.

\$100

## ADD TWO MARY KAY® MINERAL EYE COLORS AND EYELINER

1. **EYES:** After applying *Rosegold* over the eyelids, highlight the brow bones with *Crystalline Mary Kay®* Mineral Eye Color, \$8. Use *MK Black Mary Kay®* Eyeliner on upper lashlines, \$12. Smudge *Espresso Mary Kay®* Mineral Eye Color over the eyeliner, \$8.



## Are You Color Confident?

*Color Confident* is a step-by-step approach to color so you can help your customers achieve beautiful results. You'll find it on *Mary Kay InTouch®* (Products / Product Central / *Color Confident*)



The best-seller logo/designation refers to top-selling products within the *Mary Kay®* product line. All prices are suggested retail. \*Over-the-counter drug product †Available while supplies last

## Tips for Perfection

Mary Kay Global  
Makeup Artist

Sebastian Correa



- To create a naturally glowing look, start with *Mary Kay®* CC Cream Sunscreen Broad Spectrum SPF 15.\* \$20
- Mist on *Mary Kay®* Makeup Finishing Spray by *Skindinavia* after applying your color to help prevent makeup meltdown. \$18
- Keep shine away. Use *Mary Kay®* Beauty Blotters® Oil-Absorbing Tissues, pk./75, \$6.



## Spring Parties Made Easy!

Make the most of **Mother's Day** and the **bridal season!**

- **Mother/daughter parties.** Your customers can have fun playing with color! **Limited-edition† *Into the Garden™* Soap Set**, \$15, and **limited-edition† *Into the Garden™* Nail Appliqués**, \$8, are fun additions.
- **"Sealed With a Kiss" gift bundles.** Pair a fun lip color with *Satin Lips®* Lip Mask. Find creative ways at craft and discount stores to wrap the gift bundles.
- ***Satin Hands®* Pampering Set**, \$35. This set makes a great gift for moms and brides. Each set includes a Hand Softener, *Satin Smoothie®* Hand Scrub and Hand Cream – all in a gift-ready bag.
- **Time for a new scent!** *Forever Diamonds™* Eau de Parfum, \$40, is a joyful fragrance that celebrates special milestones. *Cityscape®* Eau de Parfum, \$50, is for the sophisticated woman. *Thinking of You®* Eau de Parfum, \$32, is a feel-good, fruity floral fragrance that includes a keepsake charm and box design.



applause 5

colorLOOKS



**3000 DIAMOND**  
**Bulova® Gallery**  
 Clock, Mirror, Frame Combination

# Your Prize Awaits



▲ **1800 SAPPHIRE**  
 Two-Piece High-Shine  
 Candleholders Set

You work hard and deserve rich rewards. That's where the **Star Consultant program** comes in. And each quarter, you have a chance to reward yourself all over again.



**2400 RUBY**  
**Nikki Chu**  
 Mercury Glass  
 Canister Set

Home is  
 where the heart is.  
**REWARDS** this quarter  
 enhance your home.  
 Quarter runs  
 March 16 – June 15.



**7800 PEARL**  
**Bialetti®**  
 Aeternum Nonstick  
 13-Piece Cookware and  
 Bakeware Bundle



**6000 PEARL**  
**Char-Broil®**  
 Trentino Deluxe  
 Outdoor Fireplace

Another prize option is **MKConnections® vouchers** to help your business get a more professional edge. Vouchers range based on the prize category from **\$25 (1800 SAPPHIRE)** to **\$75 (3600 EMERALD)**.



**3600 EMERALD**  
**Cuisinart®**  
 Blender



Independent  
Senior  
Sales Director  
**Abigail Quinn**  
Carrollton, Texas

## The Icing on Top!

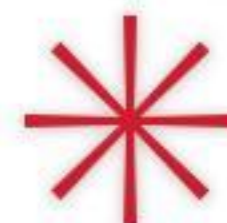
Prizes are definite motivators, but the **true reward is how you can build momentum** with a strong customer base, selling products and passing the Mary Kay opportunity on to others.

### ABIGAIL'S MOTIVATOR:

“The Star Consultant program is a great guide, and it takes consistent work. You can't earn these awesome prizes without effort. The prizes are proof you're accomplishing goals. That's a real motivator.”

### WHAT SHE DOES:

“Every quarter, I check the new prizes I want to work toward. And, as great as the prizes are, there's so much more that falls into place when you're a consistent Star Consultant, including progress toward earning the use of a Mary Kay Career Car or a diamond ring.”



Find **Star Consultant details** and a downloadable prize poster under the “**Contests**” tab on **Mary Kay InTouch®!**



### Here's how the contest credits break down:

CONTEST CREDIT	PRIZE CATEGORY
\$ 1,800	Sapphire
2,400	Ruby
3,000	Diamond
3,600	Emerald
4,800 +	Pearl



*“Write down your goals and look at them every day. I used to write mine on my bathroom mirror with soap. My goal was 10 parties a week and two personal team members. After each party, I would mark through my goals until my week was complete with 10 marks and hopefully two new team members.”*