

MARY KAY

applause

NOVEMBER 2017

Ho ho ho!

Delightful **gift bundles** at prices for everyone's budget.



Plus! Grab your **Courage** and earn Your New Faces Take You Places bracelet. Details inside.

July

RECO

Congratulations to the **winners**

Top **NSDs** Year-To-Date



Kathy Helou



Gloria Mayfield Banks



Sonia Pérez



Pamela Waldrop
Shaw



Gloria Castaño



Anabell Rocha



Cindy Williams



Carol Anton



Lisa Madson



Patricia Turker

On-Target Inner/Diamond/Gold Circle

Independent National Sales Directors become members of the Gold Circle when they earn \$125,000 or more; members of the prestigious Diamond Circle when they earn \$200,000 or more; and a member of the exclusive Inner Circle when they earn \$325,000 or more in "NSD commissions" during the Seminar contest period. (NSD commissions are comprised of commissions earned on the wholesale production of first-, second-, and third-line offspring units; Top 10 fourth-line and beyond; Elite Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for July 2017, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for June 2017.) These "NSD commissions" are used to determine NSD ranking for a Seminar year. Congratulations to the following NSDs who are considered on-target from July 1 through July 31, 2017.

\$600,000 Inner Circle

Kathy Helou \$50,641

\$550,000 Inner Circle

Gloria Mayfield Banks \$49,631

\$500,000 Inner Circle

Sonia Pérez \$41,756

\$400,000 Inner Circle

Pamela Waldrop Shaw \$35,801

Gloria Castaño 35,010

\$350,000 Inner Circle

Anabell Rocha \$30,795

Cindy Williams 29,674

\$325,000 Inner Circle

Carol Anton \$28,599

Lisa Madson 28,579

Patricia Turker 27,891

Stacy James 27,481

\$300,000 Diamond Circle

Gay Hope Super \$26,304

Lupita Magaña 26,241

\$250,000 Diamond Circle

Cyndee Gress \$23,467

Dawn Dunn 23,409

Anita Tripp Brewton 23,157

Julianne Nagle 22,951

Sandy Valerio 22,529

Pamela Fortenberry-Slate 21,682

Kristin Myers 21,624

Connie Kittson 21,590

Debi Moore 21,570

Dayana Polanco 21,451

\$200,000 Diamond Circle

Cindy Fox \$20,728

Kerry Buskirk 20,714

Ada García-Herrera 19,933

Phyllis Sammons 18,938

Elizabeth Muna 18,618

\$150,000 Gold Circle

Noelia Jaimes \$16,137

Linda Toupin 15,282

SuzAnne Brothers 14,879

Enma Bermeo 14,684

Carmen Hernández 14,591

María Monarrez 14,445

Magdalena Nevárez 14,208

Sara Pedraza-Chacón 13,882

Mary Estupiñán 13,282

Kay Elvrum 13,080

Julia Burnett 13,060

Julie Krebsbach 12,520

\$125,000 Gold Circle

Dacia Wiegandt \$12,178

Evitelia Valdez-Cruz 11,463

Rosa Bonilla 11,455

Davanne Moul 11,371

Lily Orellana 11,356

Brittany Kaps 11,301

Lia Carta 10,992

Evelinda Díaz 10,849

Jan Thetford 10,825

Morayma Rosas 10,738

Jamie Cruse-Vrinios 10,678

Monthly Commissions **And** Bonuses

Listed are NSD commissions above \$10,000 earned in July 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.

Ruby

1. Cindy Williams* **\$40,056**
2. Carol Anton** 39,863
3. Stacy I. James** 35,335
4. Anabell Rocha* 32,626
5. Sandy Valerio* 27,697
6. Cindy Fox* 26,291
7. Elizabeth Muna* 23,616
8. Linda C. Toupin 22,339
9. Julie Krebsbach* 20,940
10. Carmen Hernández* 19,165
11. Mary Estupiñán* 18,099
12. Jan L. Thetford 15,227
13. Lia Carta** 13,895
14. Kim L. McClure 13,250
15. Candace Laurel Carlson* 12,854
16. Gloria Báez* 12,818
17. Kate DeBlander 12,155
18. Brittany Kaps* 12,047
19. Lara F. McKeever 11,711
20. Juanita Gudiño 11,687
21. María Flores 11,353
22. Deb Pike 11,085
23. Gena Rae Gass 11,072
24. Jo Anne Barnes 10,709
25. Cecilia C. James 10,630
26. Annaka Krafka 10,593

27. Cathy Bill* 10,469
28. Amie N. Gamboian 10,434
29. Brenda Segal* 10,218
30. Tammy Romage 10,144
31. Bea Millslagle 10,080

Sapphire

1. Kathy Helou*** **\$63,864**
2. Lupita Magaña** 34,053
3. Cyndee Gress* 31,049
4. Kristin Myers* 28,809
5. Debi R. Moore* 28,195
6. Pamela A. Fortenberry-Slate* 23,384
7. SuzAnne Brothers* 22,664
8. Phyllis R. Sammons* 19,465
9. Sara Pedraza-Chacón* 18,348
10. Magdalena Nevárez* 15,937
11. Kimberly R. Copeland 15,547
12. Somer Fortenberry 15,172
13. Alicia Lindley-Adkins* 14,949
14. Morayma Rosas 14,498
15. Debra M. Wehrer 14,372
16. Davanne D. Moul* 13,689
17. Janis Z. Trude 13,213
18. Alejandra Zurita 12,656
19. Scarlett Simpson* 11,905
20. LaRonda L. Daigle 11,901

21. Lorraine B. Newton 11,700
22. Elaine Kimble Williams 11,693
23. Diane L. Mentipty 11,684
24. Alma Orrostieta 11,542
25. Ruth L. Everhart 10,754
26. Maribel Barajas 10,672
27. Consuelo R. Prieto* 10,554
28. Julia Serrano 10,137

Emerald

1. Gloria Mayfield Banks*** **\$70,525**
2. Sonia Pérez** 49,601
3. Patricia Turker** 31,389
4. Dayana Polanco* 30,869
5. Anita Tripp Brewton* 28,106
6. Kerry Buskirk* 27,155
7. Julianne Nagle* 26,374
8. Ada García-Herrera* 22,569
9. Jamie Cruse-Vrinios 19,580
10. Noelia Jaimes* 19,529
11. Dacia Wiegandt* 18,177
12. Sonia Bonilla 17,552
13. Pam I. Higgs 15,956
14. Tammy Crayk 14,725
15. Maureen S. Ledda* 14,486
16. Pam Klickna-Powell 13,849
17. Marilyn Marte de Melo 13,019

18. Kirk Gillespie 12,903
19. Monique Balboa 12,775
20. Auri Hatheway 12,511
21. Evelinda Díaz* 11,775
22. Joanne R. Bertalan* 11,529
23. Rosibel Shahín* 10,821
24. Natalie Privette-Jones 10,689
25. Pamela Tull 10,540

Diamond

1. Pamela Waldrop Shaw** **\$44,254**
2. Lisa Madson* 43,678
3. Gloria Castaño*** 38,962
4. Dawn A. Dunn* 31,635
5. Gay Hope Super* 28,499
6. Connie A. Kittson* 23,944
7. Yosaira Sánchez 22,866
8. Kay E. Elvrum 20,060
9. Lily Orellana 19,003
10. Julia Burnett* 17,990
11. Lisa Allison 17,017
12. Sue Pankow 16,582
13. Enma Bermeo* 16,138
14. María Monarrez 16,009
15. Yvonne S. Lemmon 15,859
16. Kristin Sharpe 15,538
17. Evitelia Valdez-Cruz 15,522

18. Rosa Bonilla* 13,809
19. Alia L. Head 13,336
20. Shannon C. Andrews* 13,157
21. Jeanie Martin 12,960
22. Rebecca Evans* 12,650
23. Candy D. Lewis 12,634
24. Julia Mundy 12,597
25. Heidi Goelzer 12,486
26. Roxanne McInroe 11,927
27. Sharon L. Buck 11,858
28. Susan M. Hohlman* 11,489
29. Kaye Driggers 11,412
30. Lynnea E. Tate 11,354
31. Vicki Jo Auth 11,002
32. Diana Sumpter 10,966
33. Holli Lowe 10,803
34. Robin Rowland 10,513
35. Margaret M. Bartsch 10,341
36. Shelly Gladstein 10,223

* Denotes Senior NSD

** Denotes Executive NSD

*** Denotes Elite Executive NSD

Mary Kay Angels/Ángeles Mary Kay

July/Julio 2017

These Independent National Sales Directors, Independent Sales Directors and Independent Beauty Consultants achieved the highest commissions/bonuses or production or had the most new team or unit members in their Seminar areas in July 2017./Estas Directoras Nacionales de Ventas Independientes, Directoras de Ventas Independientes y Consultoras de Belleza Independientes lograron las comisiones, gratificaciones o la producción más altas o tuvieron el mayor número de nuevas integrantes de equipo o integrantes de unidad en sus áreas de Seminario en julio de 2017.

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



Cindy Williams
\$40,056
Ruby



Kathy Helou
\$63,864
Sapphire



Gloria Mayfield Banks
\$70,525
Emerald



Pamela Waldrop Shaw
\$44,254
Diamond

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

RUBY/RUBÍ — Candace Doverspike, <i>Go-Give Area</i>	\$67,460
SAPPHIRE/ZAFIRO — Katherine Longley, <i>Go-Give Area</i>	\$69,158
EMERALD/ESMERALDA — Jennifer Besecker, <i>P. Higgs Area</i>	\$53,288
DIAMOND/DIAMANTE — Nancy Castro, <i>Go-Give Area</i>	\$71,849

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

RUBY/RUBÍ — Barbara Winston, <i>E. Whiteleather Area</i>	\$10,290
SAPPHIRE/ZAFIRO — Barbara Popowski, <i>Go-Give Area</i>	\$11,930
EMERALD/ESMERALDA — Nykole Jackson, <i>J. Cruse-Vrinios Area</i>	\$14,476
DIAMOND/DIAMANTE — Kelly Freeman, <i>K. Ford Area</i>	\$12,013

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

RUBY/RUBÍ — Lynn Roberts, <i>C. Franz Unit, Go-Give Area</i>	\$18,593
SAPPHIRE/ZAFIRO — Brittany Mayes, <i>J. Hix Unit, A. Locke Area</i>	\$10,924
EMERALD/ESMERALDA — Ekarat Beyer, <i>T. Mitchell Unit, A. Tripp Brewton Area</i>	\$32,996
DIAMOND/DIAMANTE — Brittany Stoll, <i>B. Gallagher Unit, Go-Give Area</i>	\$12,395

Top Team Builder/Primera Impulsora de Equipo

New Team Members/Nuevas integrantes de equipo

RUBY/RUBÍ — Ines Rosas, <i>V. Garcia Unit, M. Estupiñan Area</i>	13
SAPPHIRE/ZAFIRO — Deb Artwell-Doucette, <i>J. Scola Unit, C. Gress Area</i>	14
EMERALD/ESMERALDA — Sales Director Marie Baez Vicente, <i>M. Marte de Melo Area</i>	12
DIAMOND/DIAMANTE — Miranda Waibel, <i>V. Powell Unit, Go-Give Area</i>	9

Top Unit Builders/Primeras Impulsoras de Unidad

July/Julio 2017

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

New Unit Members/Nuevas integrantes de unidad

Ruby/Rubí

Candace Lyn Doverspike	37
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Sapphire/Zafiro

Sarah Louise Neal	23
Laurieann Barclay	20

Emerald/Esmeralda

Tania Mineli Lazo	25
Nelis Amaya.....	23
Nancy A. Berlin	22
Tammy Sue Moretti.....	21
Marie Baez Vicente	20

Diamond/Diamante

Sherrie Clark Purvis	25
Megan Nicole Wilkes	22

New NSD Debuts/Debutes de nuevas DNVs

July/Julio 2017

New Independent National Sales Director debuts July. 1, 2017./Debut de nueva Directora Nacional de Ventas Independiente del 1 de julio de 2017.



Soledad Herrera
National Sales Director
Diamond Seminar

I'M  ALL IN!
#teamMK

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?

RECO Emerald/Esmeralda

New Debuts/ Debutes

May/Mayo 2017



Alison Marie Harber
Draper, Utah
D. Spillman Unit

Not pictured/Sin foto: *Jana L. Antony*, Minneapolis, T. Swenson Unit; *Yanelis Ayon*, Miami, Y. Pupo Unit; *CaRita Bailey*, Indianapolis, M. Calbert Unit; *Suzy Cannon-Welch*, Greensburg, Pa., B. McKendry Unit; *Ma.delourdes Castillo*, Durham, N.C., A. Ortiz Unit; *Miriam Colon*, Philadelphia, Y. Feliciano Rios Unit; *Deisy Delcid*, Falls Church, Va., A. García-Herrera Unit; *Velma Dixon*, San Jose, Calif., S. Farrar-Meyer Unit; *Judi S. Eppihimer*, Birdsboro, Pa., N. Fisher Unit; *Movita C. Harrisingh*, Hyattsville, Md., P. Higgs Unit; *Jewel Hayworth*, Donahue, Iowa, A. Kelly Unit; *Liset Hidalgo*, Houston, Y. Moll Unit; *Irina Lainez*, Miami, G. Nicolas Unit; *Belinda Rios*, Houston, M. Rodriguez Unit; *Nelson Rivero*, Coral Gables, Fla., S. Iparraguirre Unit; *Zahily Rodriguez*, Louisville, Ky., Y. Pupo Unit; *Kenia Sanchez*, West Palm Beach, Fla., G. Hernandez Unit; *Andrea Marie Tolliver*, Hillsboro, Mo., K. Goldstein Unit; *Angela Velasquez*, Pine Hill, N.J., J. Mendoza Unit; *Liane Bowden Wall*, Greensboro, N.C., T. Monroe Unit.

Dean's List/Lista del Decano

July/Julio 2016



Claudia A. Barrett
Palm City, Fla.
Emerald Go-Give Area
Emerald Seminar

Not pictured/Sin foto: *Katherine LaVerne Longley*, De Pere, Wis., Sapphire Go-Give Area, Sapphire Seminar; *Leah Lynn Bilancione*, Elkridge, Md., D. Wiegandt Area, Emerald Seminar.

Triple Crown/Triple Corona

July/Julio 2016



Claudia A. Barrett
Palm City, Fla.
Emerald Go-Give Area

Gisela Hernandez
Greenacres, Fla.
S. Páez Area

Angela R. Robinson
Frankfort, Ind.
Emerald Go-Give Area

Not pictured/Sin foto: *Karlaine Pinheiro Esposito*, Homestead, Fla., D. Polanco Area; *Mayra Polanco Toribio*, Metairie, La., M. Marte de Melo Area.

Honors Society/Sociedad de Honor

July/Julio 2016



Gisela Hernandez
Greenacres, Fla.
S. Páez Area

Angela R. Robinson
Frankfort, Ind.
Emerald Go-Give Area

Not pictured/Sin foto: *Yaniris Lozada*, New York, G. Rodríguez-Orriola Area; *Elisbeth Roque Monroy*, Potomac, Md., G. Rodríguez-Orriola Area; *Heather Dawn Montoya*, West Valley, Utah, T. Crayk Area; *Karlaine Pinheiro Esposito*, Homestead, Fla., D. Polanco Area; *Mayra Polanco Toribio*, Metairie, La., M. Marte de Melo Area; *Sara Elizabeth Saunders*, Avon Lake, Ohio, Emerald Go-Give Area; *Erin West*, Melbourne, Fla., Emerald Go-Give Area.



FABulous 50s/ Fabulosos 50

January/Enero 2017



Mary Lee Cole
Black Diamond, Wash.
S. Wallace Area

Ana L. Sobalvarro
Murfreesboro, Tenn.
P. Turker Area

Cheryl A. Whitehead
Portsmouth, Va.
G. Mayfield Banks
Area

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

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

On the Move/ En Acción

May/Mayo 2017

CaRita Bailey
Movita C. Harrisingh

Liset Hidalgo
Zahily Rodriguez

Kenia Sanchez
Angela Velasquez

Liane Bowden Wall

New Team Leaders/ Nuevas Líderes de Equipo

July/Julio 2017

Deysi Aleman
Delmy Amaya
Kimberly Bauer
Chris Cox
Tami Deines
Leslie Delancer
Emily Delaney
Liliana Diaz

Reyna E. Hernandez
Miguelina Jaramillo
Dorothy Johnson
Mayra Del Rocio Loja
Ricci Matyas
Aanessa McKain
Adelina Medrano
Roxana Molina

Beatriz Monge
Jovita Munoz
Gloria Palacios
Deborah S. Peluso
Yazmin Rodriguez-Merceddes
Mafi Romero
Denise Sosa
Maria D. Torres

Jaymee L. Turner
Karla Valladares
Peggy A. Vallot
Charlie S. Weaver
Karen Woytowich

Grand Achievers/ Gran Ganadoras

July qualifiers/
Calificadas en julio 2017

Consultants/Consultoras
Xiomara Carolina Castillo
Tamiko Anntionett Coleman
Martha Lizzeth Garay

Rachel Amanda Holowecky
Marcy Lee Liberatore
Geraldine Natalie Rhodd

**Sales Directors/
Directoras de Ventas**
Judi S. Eppihimer

Elcie Spelucin

First Gold Medal/Primera Medalla de Oro

July/Julio 2017

New Team Members/ Nuevas integrantes de equipo

Sales Director Marie Baez Vicente12
Santa Benitez Rondon, B. Cortorreal Unit8
Sara Berrios, N. Amaya Unit6
Michelle Berry, N. Berlin Unit5
Emily Delaney, K. Goldstein Unit5
Liliana Diaz, D. Mendoza Unit8
Kaitlyn Dowd, R. Holloway Unit5
Nancy Foster, T. Cromer Unit6

Lourdes Fuentes, K. Rivera Unit5
Shandy Garcia, K. Paez Unit5
Maria Gutierrez, D. Figueroa Unit5
Kristie Harbin, A. Stanley Unit5
Keirsten Kowalski, B. Wilbur Unit5
Marcy Liberatore, K. Holland Unit5
Lilieth Martinez, Y. Bruzon Unit5
Stacy Menhusen, G. Ortega Unit5
Beatriz Monge, R. Ventura Gomez Unit6
Aracely Moya, S. Páez Unit5

Jovita Munoz, I. Guerrero Unit7
Gloria Palacios, T. Lazo Unit9
Maria Pena, N. Rodriguez Unit8
Mirna Rosales, V. Guevara Unit5
Denise Sosa, D. Wiegandt Unit7
Espinoza Teresa, M. Canales Unit5
Peggy Vallot, T. Moretti Unit8
Sales Director Liane Wall5
Sales Director Blanca Zavala5

13% Club/ Club del 13%

July/Julio 2017

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

Anyelly Montoya, H. Moreno Unit\$2,157
Sales Director Terrah Cromer1,663
Gloria Flores-Canales, M. Bonilla Unit1,560
Sales Director Nykole Lynne Jackson1,358
Sales Director Elva Jordan1,231
Aracely Moya, S. Páez Unit1,210
Sales Director Katy Goldstein1,202
Sales Director Jennifer L. Besecker1,195
Maria Lourdes Gutierrez, D. Figueroa Unit1,183

Sales Director Michelle Anne Cunningham1,165
Sales Director Consuelo Santos1,153
Sales Director Mary Lee Cole1,112
Sales Director Ashley N. Clinesmith1,109
Sales Director Sherie J. O'Bannon1,082
Isamar Quiroz Zelaya, J. Mendoza Unit1,073
Amy Lynn Rico, L. Reimer Unit1,053
Sales Director Brittani Marie Jenks1,040
Xiomara Carolina Castillo, D. Mendoza Unit1,019

Sales Director Delmy A. Aleman Membreno1,012
Sales Director Jennifer A. Enloe1,010
Sales Director Lauren M. Sweeney999
Sales Director Mariana Moreno998
Sales Director Lucia Fernandez990
Sales Director Rebecca Melton967
Sales Director Ebun Osaze956



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

Mary Kay



Achievement Circle/Círculo de Logros

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

July/Julio 2017

Jennifer Besecker.....	\$53,288	Tina M. Dees.....	37,776	Linda Klein.....	32,371	Elva Jordan.....	29,437
Nikki Hall Edgemon.....	52,350	Menina M. Givens.....	37,329	Kimbi L. Bartik.....	32,149	Christine Denton Barrueco.....	29,310
Nancy Boucher.....	52,299	Brenda L. Wilbur.....	36,991	Maria A. Bonilla.....	31,862	Mary C. Zimmerman.....	29,231
Shauna Lynn Abbotts.....	51,822	Michele Salisbury Rankin.....	36,860	Bridgett Leigh Moore.....	31,693	Audrey J. Doller.....	29,221
Karen E. Ridle.....	51,084	Melinda M. Balling.....	36,809	Shari Kendall.....	31,620	Hollie R. Sherrick.....	29,098
Nicole Leigh McDaniel.....	50,711	Jill Beckstedt.....	36,598	Cynthia Pack.....	31,536	Jacquelyn Dykstra.....	29,028
Debbie A. Thomas.....	49,044	Ashley N. Clinesmith.....	36,545	Angel Guerra.....	31,450	Chelsea Gardner Niederklein.....	28,933
Tara Lynn Mitchell.....	48,852	Jennifer A. Enloe.....	36,456	Dilcia Mendoza.....	31,406	Olayinka K. Adegbaýi.....	28,883
Nancy A. Berlin.....	47,157	Brittani Marie Jenks.....	36,189	Janice Baxter Hull.....	31,259	Tammie M. Hanson.....	28,436
Brenda Stafford.....	45,785	Harriett Sharpe.....	36,039	Cindy Anderson.....	31,248	Lisa Cadillac Mack.....	28,161
Mariana Moreno.....	45,506	Claudia A. Barrett.....	35,724	Becki Hackett.....	31,097	Erika Fonseca.....	28,039
Deanna L. Spillman.....	44,984	Amber L. Towne-Geehan.....	35,605	Betty McKendry.....	30,879	Nicole Coselmon.....	27,990
Auburnee Skye Stanley.....	44,401	Christine J. Kurzawa.....	35,480	Breanne Sufrin.....	30,855	Jodi Van Leeuwen.....	27,985
Stacy D. Foust.....	44,068	Stacey Craft.....	35,349	Chris H. Teague.....	30,537	Lucia Fernandez.....	27,840
Jo M. Cotton.....	43,886	Tracy Ann Clymer.....	35,246	Kim I. Sabourin.....	30,513	Edie Norquist.....	27,692
Leanne Parrino-Pheasant.....	43,557	Doreen Stevens.....	35,036	Nelis Amaya.....	30,464	Denise G. Kucharski.....	27,662
Mary Strauss.....	43,201	Stephanie Hope Blake.....	34,851	Jill Ann McCoy.....	30,270	Noelani Margarita Mitchell.....	27,353
Nykole Lynne Jackson.....	42,714	Yusely Moll.....	34,571	Phyllis I. Pinsker.....	30,232	Rosie V. Ventura Gomez.....	27,313
Rachelle Holloway.....	42,052	Tania Mineli Lazo.....	33,971	Joanna Helton.....	30,213	Nancy Graham.....	27,150
Terrah Cromer.....	41,113	Grace Elizabeth Snively.....	33,777	Jessica Mendoza.....	29,935	Krista A. Johnson.....	27,094
Diana Figueroa.....	40,610	Karen D. Holland.....	33,542	Kathleen L. Holmberg-Botelho.....	29,932	Valerie Yokie.....	27,070
Cheryl T. Anderson.....	39,208	Katherine Lizeth Paez.....	33,525	Pam Kelly.....	29,724	Mary Lee Cole.....	27,066
Katy Goldstein.....	39,207	Lisa Reimer.....	33,351	Joslyn Eaton.....	29,639	Melissa Ann Walczak.....	27,027
Richelle V. Barnes.....	39,048	Margaret Neill.....	33,036	Denise Peterson.....	29,584	Jessica Lynn Magill.....	27,009
Hilda Lucia Moreno.....	38,170	Carolyn Thompson.....	32,868	Vicki Hunter.....	29,506	Sheri Farrar-Meyer.....	26,879

Commission Circle/Círculo de Comisiones

July/Julio 2017

Independent Sales Directors who earned the top 100 commissions and bonuses in the **Emerald** area in July 2017. Names in **bold** print earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission./Las Directoras de Ventas Independientes que ganaron las Primeras 100 comisiones y gratificaciones en el área **Esmeralda** en julio de 2017. 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.

Jennifer Besecker.....	\$9,490	Richelle V. Barnes.....	6,601	Pam Kelly	5,721	Phyllis I. Pinsker	5,048
Mariana Moreno.....	8,759	Jill Beckstedt	6,573	Harriett Sharpe	5,712	Margaret Neill	5,011
Shauna Lynn Abbotts.....	8,586	Katherine Lizeth Paez.....	6,559	Christine J. Kurzawa	5,709	Tammie M. Hanson	5,001
Nykole Lynne Jackson.....	8,575	Breanne Sufrin	6,415	Lucia Fernandez	5,670	Shari Kendall	4,987
Karen E. Ridle.....	8,524	Diana Figueroa.....	6,408	Tracy Ann Clymer.....	5,669	Nancy Graham	4,974
Terrah Cromer.....	8,327	Stacy D. Foust	6,401	Claudia A. Barrett.....	5,662	Cheryl T. Anderson	4,916
Katy Goldstein.....	8,168	Betty McKendry	6,386	Moji Mojtabaie	5,634	Denise G. Kucharski	4,903
Nikki Hall Edgemon.....	7,969	Michelle Anne Cunningham	6,386	Brittani Marie Jenks	5,586	Melissa Ann Walczak	4,816
Jessica Mendoza.....	7,946	Olayinka K. Adegbaýi	6,356	Yudith Pupo.....	5,579	Ohunene Patience Ebreso	4,804
Deanna L. Spillman.....	7,854	Melinda M. Balling.....	6,334	Angel Guerra.....	5,447	Liset Hidalgo.....	4,737
Debbie A. Thomas.....	7,772	Carolyn Thompson	6,308	Audrey J. Doller	5,439	Mary C. Zimmerman	4,737
Yusely Moll.....	7,679	Grace Elizabeth Snively.....	6,262	Linda J. Wicks	5,370	Tina M. Dees	4,735
Nancy A. Berlin.....	7,512	Janice Baxter Hull	6,180	Ebun Osaze	5,338	Krista A. Johnson	4,713
Mary Strauss.....	7,504	Christine Denton Barrueco	6,147	Sally Moreno	5,329	Mary Lee Cole	4,712
Jo M. Cotton.....	7,189	Menina M. Givens	6,091	Elva Jordan	5,308	Hannah Marks	4,711
Stephanie Hope Blake	7,143	Denise Peterson	6,078	Diane M. Detesco	5,285	Anne Newcomb.....	4,707
Nancy Boucher.....	7,111	Sheri Farrar-Meyer	6,076	Doreen Stevens.....	5,267	Amber L. Towne-Geehan.....	4,683
Brenda Stafford	7,093	Lisa Reimer	6,033	Tania Mineli Lazo.....	5,224	Nicole Coselmon	4,667
Tara Lynn Mitchell.....	7,059	Brenda L. Wilbur	6,015	Becki Hackett	5,176	Dana Ann Lamade	4,648
Leanne Parrino-Pheasant.....	7,016	Shawna D. Schneider	5,928	Rosie V. Ventura Gomez	5,160	Delmy Ana Torrejon	4,622
Kimbi L. Bartik.....	6,870	Consuelo Santos	5,917	Joanna Helton.....	5,159	Roberto Castillo	4,621
Auburnee Skye Stanley.....	6,739	Michele Salisbury Rankin.....	5,887	Ann Ferrell Smith	5,138	Heather D. Hulsey	4,617
Jennifer A. Enloe.....	6,736	Rachelle Holloway	5,804	Deirdre L. Eschauzier	5,097	Delmy A. Aleman Membreno	4,612
Nicole Leigh McDaniel.....	6,722	Karen D. Holland.....	5,787	Karla Beatriz Rivera	5,090	Linda Klein	4,596
Ashley N. Clinesmith	6,603	Nelis Amaya	5,766	Vicki Hunter	5,061	Lauren M. Sweeney	4,576

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

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

GO-GIVE[®]



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

RUBY

Pat Foster

Independent Sales Director

Began Mary Kay Business

November 1991

Sales Director Debut

December 2002

National Sales Director

Carol Anton

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

Personal Lives in Houston. Husband, Charles Sr.; son, Charles Jr.; daughter, Charleis; four grandchildren

"I am motivated to help others because it is a privilege to share with others what God has given me. It's evident that the more I give, the more I receive, and what I send into the lives of others does come back into my own."

Independent Beauty Consultant Patricia Carr of Conroe, Texas, says, "Pat includes me in her unit activities, acknowledges my achievements and inspires me to pursue my dreams. Her words 'How can I help you today?' are engraved in my subconscious mind."



EMERALD

Nancy Rodriguez

Independent Senior Sales Director

Began Mary Kay Business

February 2009

Sales Director Debut August 2009

National Sales Director

Dayana Polanco

Offspring two first-line; three second-line

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

Personal Lives in Miami. Husband, Jose; son, Javier

"I am motivated to help others because it's what I most enjoy in life. I love celebrating the success of others."

Independent Beauty Consultant Jaquelin Guerra of Miami, says, "Nancy leads by example, works side by side with us and helps others without expecting anything in return. She believes in this Company and shares Mary Kay's wisdom with everyone."



SAPPHIRE

Julie Griffin

Independent Senior Sales Director

Began Mary Kay Business October 1993

Sales Director Debut December 1998

National Sales Director Go-Give Area

Offspring two first-line

Honors Circle of Honor; six-times Sales Director Queen's Court of Personal Sales; two-times Queen's Court of Sharing; 13-times Circle of Achievement; Circle of Excellence; four-times Double Star Achievement; Triple Star Achievement

Personal Lives in North Logan, Utah. Husband, Gary; sons, Brandon, Taylor; daughters: Jennifer, Amanda; two grandchildren

"I am motivated to help others because it is so rewarding to give someone hope and confidence to change their life and in turn to help change the lives of those around them."

Independent Beauty Consultant DaNielle Spendlove of Monroe, Utah, says, "Living in a college town, we get a lot of adoptees. Julie adds their names to our email and text lists, includes them in our challenges and helps them with facials and interviews just like she does with her own unit."



DIAMOND

Lacey Bradford

Independent Executive Senior Sales Director

Began Mary Kay Business January 2013

Sales Director Debut July 2014

National Sales Director Go-Give Area

Offspring five first-line

Honors Star Consultant; Circle of Achievement

Personal Lives in Gardner, Kan. Husband, Cody; son, Jacob

"I am motivated to help others because helping someone realize their potential is one of the most beautiful things you can be a part of."

Independent Sales Director Kaitlyn Jones of Holden, Mo., says, "Lacey prays with us and cares about our mental health and our families. We live an hour and a half away from each other, yet she drives to meet me so I can get her one-on-one attention."

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

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

Sold on **Social!**

With everyone glued to their phones, technology is a nice complement to one-on-one customer service.

4 Steps to Plan a Virtual Party:

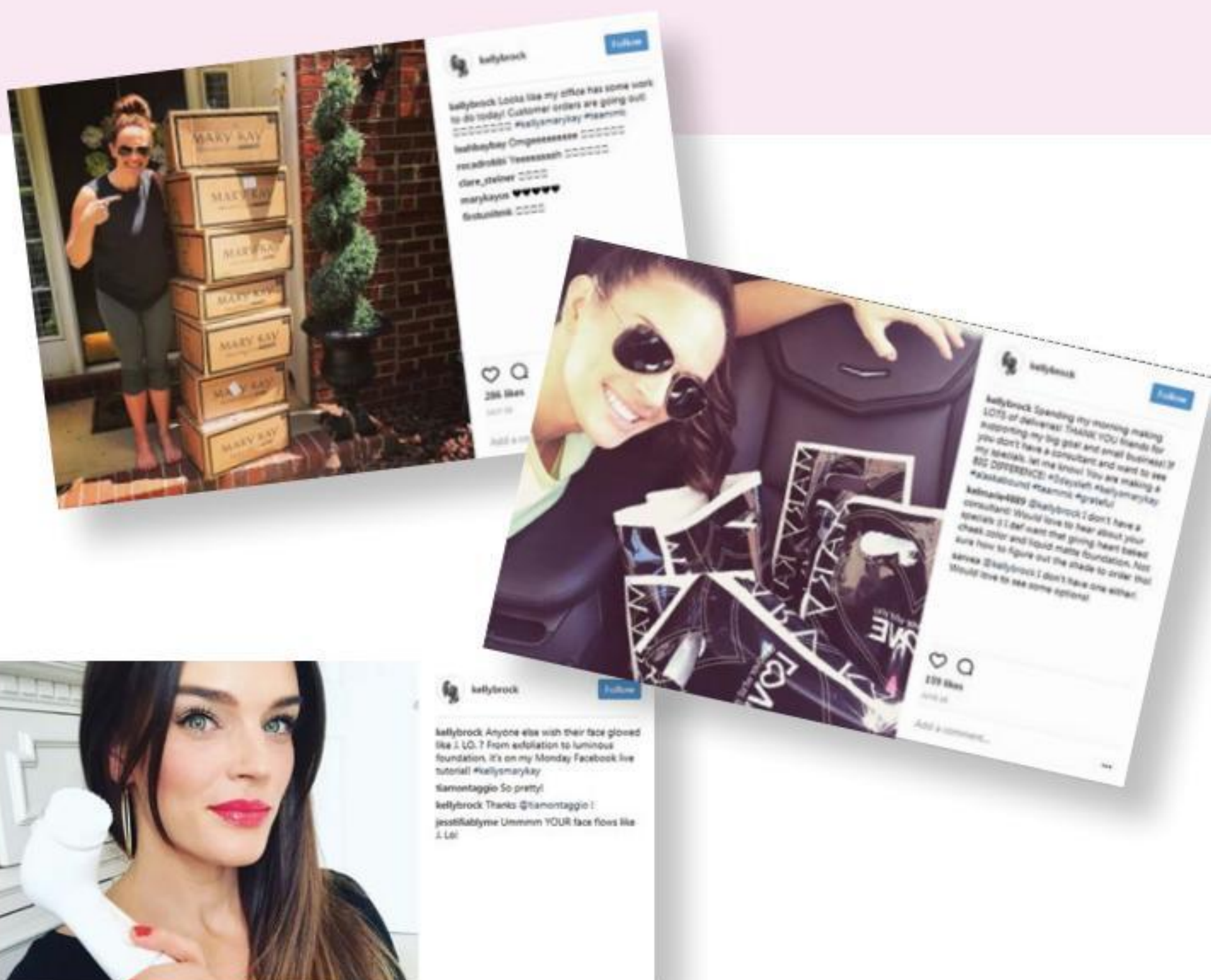


- 1 Ask a friend** to host a virtual party. We choose a date, then she creates a private Facebook® event and invites her friends one week before the party.
- 2 Send a digital invite.** I text it to my hostess to pass along to her friends. It lets them know they might win a free product if they text me to RSVP. This helps me connect with her friends and gets them excited about the party.
- 3 Post updates.** I ask my hostess to make me an admin for the Facebook® party. This gives me access to the event page (not her personal page) so that I can post updates about the party.
- 4 Prepare.** Two days before the event, I post a "What Do You Want to Know?" image so that I can find out any specific skin care concerns guests may have to address at the party.

Independent Senior Sales Director Kelly Brock, Charlotte, N.C., knows the power of social media, and she uses it to complement her already thriving Mary Kay business. "My customers often share my social media posts, and that is how I get other people interested in learning more," says Kelly. One of her biggest successes is holding virtual parties.

I love virtual parties! They are a fun and easy way to reach people no matter where they are – especially during the busy holiday season! And each party only takes 45 minutes!

Facebook® is a registered trademark of Facebook, Inc.



KELLY'S VIRTUAL PARTY AGENDA:

ARRIVE

through a Facebook® Live video feed where I can talk to everyone and they can comment. I welcome guests, thank my hostess and let everyone know that it's my pleasure to serve them but there is no obligation to buy.

GIVE AN OVERVIEW

of the services I provide as an Independent Beauty Consultant, my I-story, Mary Kay Ash and our culture, Mary Kay's extensive product testing and satisfaction guarantee.

INTRODUCE THE BEST-SELLERS

plus the incentives I'm offering. When they comment or ask a question, I enter them for a free product drawing. This keeps everyone engaged!

Explain that I GROW MY BUSINESS

through personal referrals, and offer 20 entries into a drawing when they commit to hosting a virtual party. I also explain the benefits of being a hostess.

SHARE THE OPPORTUNITY

and how Mary Kay has impacted my life. I show the Starter Kit and invite them to start their own businesses.

THANK EVERYONE

for their time and let them know I will announce the free product winners the next day on the Facebook® event page. I remind them to add the hostess's name to the comments section when they place an order on my Mary Kay® Personal Web Site, so I can apply her hostess credit.

Help Is Here!

Mary Kay InTouch® is your go-to:

- **CHECK OUT MORE OF KELLY'S TIPS** in the **12 Days of Education for the Holidays videos** starting Oct. 1 on [Power Class](#) under the Education tab. Watch each day as a **new Mary Kay leader shares her holiday selling tips**.
- **GET A MARY KAY® PERSONAL WEB SITE** (Business Tools / [Personal Web Site](#) Mgr). Your customers can shop 24/7, and you can opt in to social and online services such as Social Publisher and *Beaut e News*® to market your business.
- **FIND SOCIAL MEDIA TUTORIALS** so you can **post with ease!** (Business Tools / [Digital Zone](#)). You'll also find **professional product images** you can share (Resources / Digital Assets/ Clip Art).



The Red Zone

The Gift That Keeps Giving

When you share the Mary Kay opportunity, you can grow as you enrich the lives of other women. There's no better gift than that!



The Time Is Right.

Holidays are a great time to share the Mary Kay opportunity. You're around bigger crowds now, helping with their holiday shopping. They see the fun you have and the extra money you can make! Remind them that as the holidays near, they will be surrounded by more people too. Plus, they can earn discounts on products they love, and the extra money they can earn is icing on the cake!



Each Career Level Offers You More.

INDEPENDENT SENIOR BEAUTY CONSULTANT



Earn 4% personal team commission.

- **1 ACTIVE PERSONAL TEAM MEMBER:**
 - Wear Senior Beauty Consultant pin enhancer.
- **2 ACTIVE PERSONAL TEAM MEMBERS:**
 - Order red jacket, qualify for Star Consultant prizes and rewards.



STAR TEAM BUILDER – RED JACKET



Earn 4% personal team commission.

- **3 TO 4 ACTIVE PERSONAL TEAM MEMBERS:**
 - Earn team-building bonuses.
 - Wear Star Team Builder pin enhancer.
- Wear red jacket.



TEAM LEADER



Earn 9% or 13% personal team commission.

- **5 TO 7 ACTIVE PERSONAL TEAM MEMBERS:**
 - Earn team-building bonuses.
 - Wear Team Leader pin enhancer.
- Qualify for Star Consultant prizes and rewards.
- Eligible to go on-target for Grand Achiever status – Grand Achiever Career Car or Cash Compensation option.

Find more details in the [Advance](#) brochure on *Mary Kay InTouch®* under Resources/Publications.



Independent Senior Sales Director
Christy Jordan of Sunbury, Ohio



Christy's tips for moving up

1. NETWORK.

Always be open to meet new people! This helps build relationships, expand your customer base and grow your team.

2. MAKE IT REAL.

Share your I-story with anyone willing to listen. It helps potential team members see the Mary Kay opportunity as real, obtainable and fun!

3. FOLLOW THE PLAN.

The Mary Kay opportunity is set up to help you succeed! If you are consistent and follow the proven plan – book parties, sell products and share the Mary Kay opportunity – all you need is the willingness and work ethic to make it happen!

4. BE CONSISTENT.

Work your Mary Kay business full circle **(see No. 3)!**

5. HAVE THE RIGHT MIND-SET.

Don't be afraid to hear 'no,' because the next 'yes' is right around the corner!

Find Your **Courage!**

Christy started her Mary Kay business in December 2015 and debuted as an Independent Sales Director on May 1, 2017. Here are her five tips to move up the Mary Kay career path.

NEW FACES *take you* PLACES

TEAM-BUILDING CHALLENGE!
JULY 1, 2017 – DEC. 31, 2017

LET'S GO PLACES!

GRAND PRIZE

The TOP FIVE Independent Beauty Consultant achievers per Seminar with the highest number of qualified new personal team members over the six months are eligible for a **TRIP VOUCHER worth \$5,000!**

WHAT CAN I EARN?

Each month, the Independent Beauty Consultant (one per unit) with the highest number of new personal team members (minimum of two) gets a SPECIAL PRIZE.

The October prize is this arrow pendant necklace with the word **Courage**.



For complete details, visit the Contest Page on *Mary Kay InTouch®*.

Helpful Numbers:**Mary Kay Consultant****Contact Center****800-272-9333**

For questions regarding
Mary Kay® product orders,
Mary Kay InTouch®,
special events, product
information, etc.

**Automated
Information Line**

800-454-1130 (24 hours)

"Never give up, because you never know if the next try is going to be the one that works. Many times you will be surrounded by adversity, but no matter what, don't give up. Success is just around the corner for the person who refuses to quit."

CALENDAR

1

- Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month.
- Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m. Central time.

3

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

6

Leadership 2018 registration opens for all Independent Sales Directors.

8

New Independent Sales Director Education begins.

10

- Early ordering of the new Winter 2017 promotional items begins for Star Consultants who qualified during the June 16 – Sept. 15, 2017, quarter and Independent Beauty Consultants who enrolled in *The Look* for Winter 2017 through the *Preferred Customer Program*™.
- Winter 2017 *Preferred Customer Program*™ customer mailing of *The Look* begins. (Allow 7-10 business days for delivery.)

11

Veterans Day. Postal holiday.

15

Early ordering of the new Winter 2017 promotional items available for all Independent Beauty Consultants.

16

Winter 2017 promotion begins.

23

Thanksgiving Day. All Company offices closed. Postal holiday.

24

Company holiday. All Company offices closed.

29

Last day of the month for Independent Beauty Consultants to place telephone orders.

30

- Last day of the month for Independent Beauty Consultants to place online orders.
- Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail must be received today to count toward this month's production.
- Online Independent Beauty Consultant Agreements accepted until midnight Central time.

APPLAUSE® magazine is published in recognition of and as information for members of the Mary Kay Inc. independent contractor sales organization, Independent National Sales Directors ("National Sales Directors"), Independent Sales Directors ("Sales Directors") and Independent Beauty Consultants ("Consultants") in the United States, Puerto Rico, U.S. Virgin Islands and Guam by Mary Kay Inc., Dallas, Texas. ©2017 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association. Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, marykay.com.

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Holiday Countdown

You have what your customers want! Awesome gift selection, ideas for every budget and hassle-free shopping — **#avoidmallparking**. With the right planning, you can rock your sales this month! Some tips to help you:

October To-Dos

- ☐ **Advertise your Holiday Open House.** You can download and print the Holiday Open House invitation on *Mary Kay InTouch®* to distribute. Or fill it out, snap a pic and email or share on social media. Encourage your guests to bring friends!
- ☐ **Make shopping a breeze.** Merchandise by price point or by product stations e.g., color, fragrance, gift sets, body and skin care, stocking stuffers. Make sure prices are well marked so your customers can shop easily.
- ☐ **Use the Holiday Wish List.** It's available on *Mary Kay InTouch®* to print. A great way to help your customers select gifts for everyone on their lists.
- ☐ **Play Santa.** Your customers can share their wish lists, and you can contact their special someone with their permission to help them choose the perfect gift. You can even wrap and deliver – now that's service!
- ☐ **Offer Stocking Stuffers.** You can offer a selection of lower-priced items like lip gloss, mascara or hand cream.
- ☐ **Have fun.** Enjoy this festive time of year as you help your customers shop with ease!

KEY NOVEMBER DATES

24
FRIDAY

Black
Friday

25
SATURDAY

Small
Business
Saturday

27
MONDAY

Cyber
or **PINK**
Monday

LAST YEAR ON BLACK FRIDAY

- Product orders via *Mary Kay®* Personal Web Sites hit \$947,511 (average daily retail sales are \$97,000)!
- While mobile visits garnered the biggest share of visits Black Friday through Cyber Monday, desktop sales were highest at 58 percent vs. mobile at 28 percent.
- **MKeCards®** did their job when it came to customer sales. Black Friday *MKeCard®* sales were 946 percent above average!

Black Friday 2016 – Five Top-Selling Products



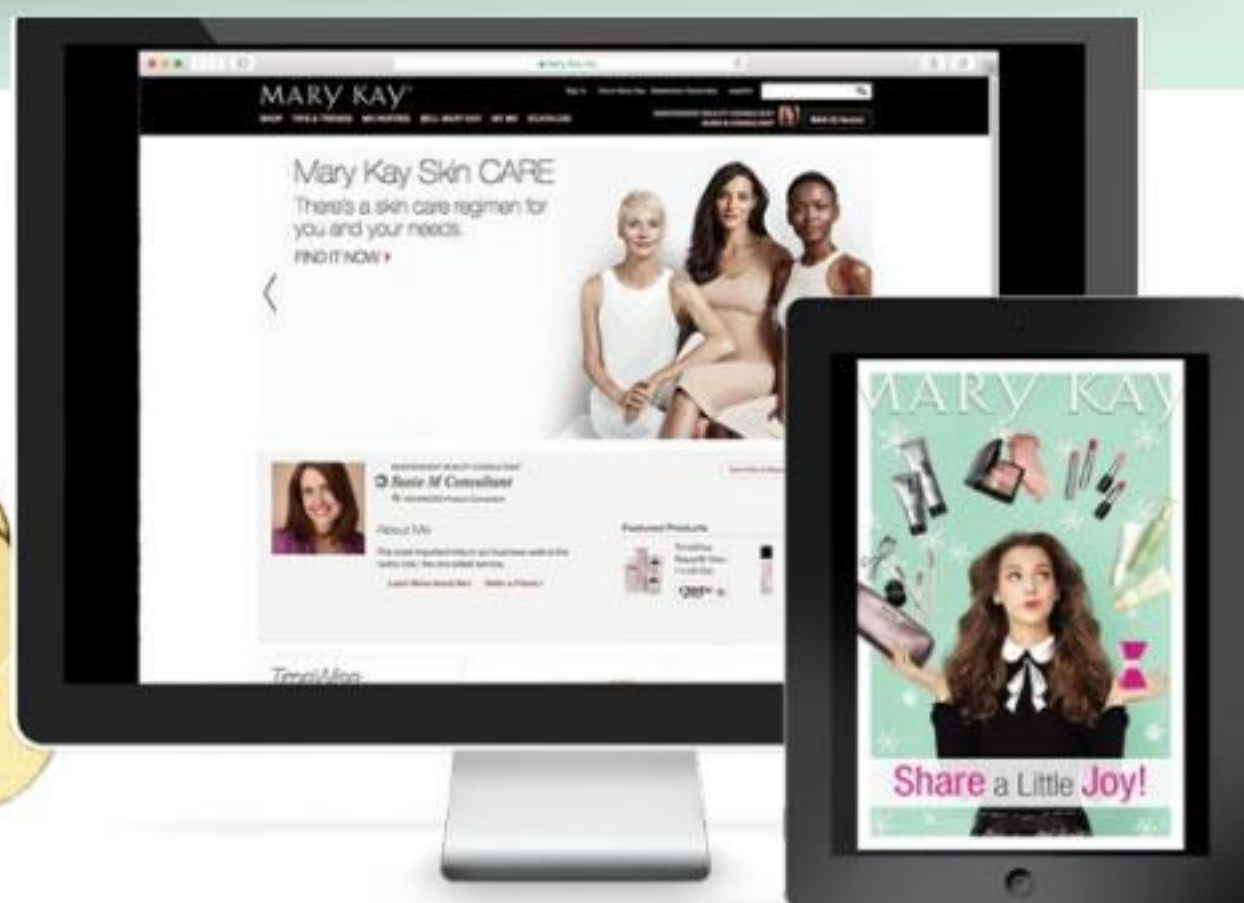
Mary Kay®
Oil-Free Eye
Makeup
Remover

TimeWise®
Age-Fighting
Moisturizer

TimeWise®
3-In-1
Cleanser

Mary Kay®
Ultimate
Mascara™

Satin Lips®
Set



Help Is Here!

Mary Kay® Personal Web Site

It's the foundation for your online business, where your customers can shop 24/7. Share exciting new products and create your own promotions.

Holiday Brochure

Your customers won't be able to resist these gorgeous gift ideas they'll find inside. You can share it in product orders or at your parties. [Order](#) on Section 2, pk./10, \$2.50.

Holiday Videos

You'll find the *12 Days of Holiday Gifting* videos featuring holiday tips from top Mary Kay Independent Sales Directors on the [Power Class](#) under Education.

Gorgeous Skin All Winter

Help your customers winterize their skin care with these products.



DR. LUCY GILDEA
Mary Kay Chief Scientific Officer

Outside temps and dry indoor heat make it harder to keep skin looking dewy and fresh. **Dr. Lucy Gildea, Mary Kay Chief Scientific Officer**, offers some expert advice from head to toe that you can share with your customers.



PREVENT CHAPPED LIPS.

Try the **Satin Lips® Set** to buff away dry skin and moisturize. And **True Dimensions® Lipstick** works with its intensely moisturizing benefits.

WARD OFF WINDBURN.

Dab a tiny drop of **Mary Kay® Extra Emollient Night Cream** on your cheeks before walking out the door. It can create a barrier that protects skin from the harsh air.

CONTROL DRY, DULL SKIN.

Regular exfoliation is one of the best ways to remove dead skin cells. Try **TimeWise® Microdermabrasion Plus Set**.

BOOST RADIANCE.

Suggest your customers try **TimeWise Repair® Revealing Radiance® Facial Peel** and follow with a hydrating moisturizer such as **TimeWise® Age-Fighting Moisturizer**.



MOISTURIZE YOUR BODY WHILE DAMP.

Help lock in much-needed moisture. A great product to suggest is **Mary Kay® Hydrating Lotion**.



YOUR HANDS NEED LOVE TOO.

Keep a tube of **White Tea & Citrus Satin Hands® Nourishing Shea Cream** in your purse. Then once or twice a week, try **Satin Hands® Pampering Set**.



KEEP FEET LOOKING PRETTY.

Pay attention to your feet now. Massage **Mint Bliss™ Energizing Lotion for Feet & Legs** onto bare legs and feet.



Share a **Little Joy!**

Fabulous gift sets for everyone on your list!

TimeWise® Miracle Set®, \$95

3-In-1 Cleanser, Age-Fighting Moisturizer, Day Solution Sunscreen Broad Spectrum SPF 35* and Night Solution. Available in Normal/Dry and Combination/Oily formulas.



Shine Busters, \$22

Mary Kay® Translucent Loose Powder, Beauty Blotters® Oil-Absorbing Tissues



Dynamic Duo, \$50

MKMen® Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30*, MKMen® Advanced Eye Cream



Perfectly Pretty Palette, \$65

Mary Kay® Compact Mini**, Mary Kay® Mineral Eye Color in (clockwise from lower left) Sweet Cream, Ballerina Pink, Chocolate Kiss, Precious Pink, Honey Spice, Hazelnut

Contact me for these and more joyful options available this holiday season!

All prices are suggested retail. *Over-the-counter drug product **U.S. Pat. D629,201 and Other Pats. Pend.

MARY KAY LEADERSHIP 2018

Atlanta

One Event - All Leaders!

Calling all Independent Sales Directors — Diamond, Ruby, Sapphire, Emerald and Canada — together for one awe-inspiring event.

Jan. 14-17, 2018 | Cost is \$170 | Registration opens Nov. 6



Where can new faces take you?

To this **leaders-only event** where you'll celebrate with **lavish parties**, be first to discover **exciting new products**, receive **just-for-you education** and **share ideas** with the best of the best.

Everything you need to know is on *Mary Kay InTouch*® under [Special Events](#).

Register for Leadership Conference 2018, without canceling, and **receive \$50 wholesale/\$100 retail credit** toward your first wholesale Section 1 product order placed **Jan. 26 – Feb. 28, 2018**.

VIP Events

THOSE WHO QUALIFY:

POP-lanta Party: Party hop between the **Georgia Aquarium** and the **World of Coca-Cola Museum**. Experience the largest aquarium in the Western Hemisphere, then give your taste buds a tingly trip. Enjoy a delectable dining experience by the famous **Wolfgang Puck Catering!**

Southern Belle Ball: Channel your inner Scarlett with a big, beautiful Southern gown and hat. Dance the night away and be treated like the belles of the ball.

Idea!

90-Day Savings Plan

Leadership Conference is just three months away, but there's still time to **pay for your trip from party earnings**. Here's one plan to consider. Vary the number of parties or the amount you save to suit you.

HOLD 3 PARTIES PER WEEK

SAVE
\$20
FROM EACH PARTY

×

12
WEEKS

=

\$720

3 x \$20 = \$60 a week, \$60 x 12 weeks = \$720. That's \$720 to spend on travel and expenses, all from holding parties!

MARY KAY®

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

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

#teamMK



**New Faces
Take You Places**
Fall Consistency
Challenge Bracelet
July 1 – Dec. 31, 2017



Achieve the **New Faces
Take You Places Challenge**
charm bracelets each month,
July – December 2017, and you'll
get this [added bracelet](#) with a
crystal-encircled charm featuring
the **power word Grow**.

Fun With New Faces!

Show everyone how much fun you have finding
new faces using **#teamMK**.

(NEW FACES take you PLACES)

trending

@ MK

Live, Love, Laugh.

Nov. 1 is National Stress Awareness Day. Be a hero and offer a **Pre Spa-liday Party** to relieve early holiday stress! Your customers will fall in love with Mary Kay and the personal service you offer.



Earn prizes!

Independent Beauty Consultant Francesca Keene-Fuller, Calhoun, La., earned her quarterly Star Consultant prize! Did you? Learn about all the rewards of the Star Consultant program under Contests on *Mary Kay InTouch*®!

Small Is Big.

Nov. 25 is Small Business Saturday. Consumers like supporting local businesses. Remind your friends and neighbors that you are a Mary Kay Independent Beauty Consultant. Then share your holiday gift ideas to make shopping easy.

This Month in **Mary Kay History**

NOVEMBER 1964

Introduces the first men's line, Mr. K, now known as *MKMen*®.



NOVEMBER 1969

Mary Kay launches its first national TV commercial.

Mary Kay

NOVEMBER 2001

Mary Kay Ash passes away on Thanksgiving Day, her favorite holiday. Her legacy to enrich women's lives is just as strong today!



Bundle Up!

Your customers buy with their eyes! Make them happy with these delightful gift sets at prices for any budget.

You'll find
more gift-worthy
bundles on
Mary Kay InTouch®!

Shine Busters, \$22

- Mary Kay® Translucent Loose Powder
- Beauty Blotters® Oil-Absorbing Tissues



AROUND
\$25

Daily Double, \$30

- MKMen® Shave Foam
- MKMen® Cooling After-Shave Gel



AROUND
\$50

Perfectly Pretty Palette, \$65

- Mary Kay® Compact Mini**
- Mary Kay® Mineral Eye Color in (clockwise from lower left) Sweet Cream, Ballerina Pink, Chocolate Kiss, Precious Pink, Honey Spice, Hazelnut



AROUND
\$75

Brush On Beautiful, \$65

- Mary Kay® Brush Collection
- Mary Kay® Brush Cleaner



AROUND
\$100

Comfy Cozy, \$49

- Mint Bliss™ Energizing Lotion for Feet & Legs
- TimeWise® Moisture Renewing Gel Mask
- Indulge® Soothing Eye Gel



Dynamic Duo, \$50

- MKMen® Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30*
- MKMen® Advanced Eye Cream



Go With the Glow, \$110

- TimeWise Repair® Revealing Radiance® Facial Peel
- TimeWise® Tone-Correcting Serum



Eyes Surprise, \$87

- TimeWise Repair® Volu-Fill® Deep-Wrinkle Filler
- TimeWise Repair® Volu-Firm® Eye Renewal Cream



Be a Gift Guru.

Independent Senior Sales Director Crystal Gardner, Wilton, N.Y.

“Gift sets can make it easier for your customers to shop. By offering these sets, you can keep them happy and possibly earn more. You become their personal shopper who offers easy and convenient gift options.”

Watch Crystal share more selling tips on the **12 Days of Holiday Gifting** video series starting Oct. 1 on **Power Class** under the Education tab on *Mary Kay InTouch®!*

Party 'til Dawn, \$69

- Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15*
- Lash Love® Waterproof Mascara in I ♥ black
- Mary Kay® Makeup Finishing Spray by Skindinävia
- Mary Kay® Gel Eyeliner



Ultimate Grooming Set, \$86

- MKMen® Cooling After-Shave Gel
- MKMen® Daily Facial Wash
- MKMen® Shave Foam
- MK High Intensity® Sport Cologne Spray

Ideas for Selling **SETS!**

Display **wrapped-and-ready gift sets** at varying price points at your **Holiday Open Houses!** Mark with prices so your customers can easily shop. You can use **festive cello bags and ribbon available on [MKConnections®](#)**, or find inexpensive containers and wrapping at discount stores.

All prices are suggested retail.

COURAGE



NEW FACES *take you* PLACES

TAKE THE CHALLENGE!

JULY 1, 2017 - JUNE 30, 2018

COURAGE CHARM

OCT. 1-31

YOU EARN: An elegant, wire-framed designer bracelet featuring a charm with the power word, **Courage**.

WHEN YOU: Sell enough to place a cumulative \$600+ wholesale Section 1 order each month.

For complete details, visit the Contests link on *Mary Kay InTouch®*.

Earn Your **Bracelet!**

You can sell bundle combinations featured here each week this month to earn the **October charm bracelet**, and put **\$\$ in your pocket!**

An example:

Go With the Glow

+

Party 'Til Dawn

+

Shine Busters

+

Dynamic Duo

+

Ultimate Grooming

×

4

=

\$1,348 retail or \$674 wholesale

Capture Your **Courage**

Use acronyms as constant reminders of your strength!

F First

A Attempt

I In

L Learning

E Effort

N Never

D Dies

N Next

O Opportunity

SCENTSational Sales

Fragrance is a perfect gift. Share these beautiful scents at your next party, and smell sweet success.

for her

for him



**Cityscape®
Eau De Parfum, \$50**

Amber floral with red currants, fresh pink pepper, orchid, vanilla beans and velvety amber notes.



**Forever Diamonds®
Eau de Parfum, \$40**

Floral fruity fragrance featuring notes of tuberose, jasmine, sparkling apricot and peach fruits.



**Enchanted Wish®
Eau de Toilette, \$36**

Floral fruity with orange oil Brazil, white pineapple, peony, passion fruit, brown sugar and amber.



**Cityscape®
Cologne Spray for Him, \$50**

Woody aromatic with notes of Italian bergamot, French lavender, rich woods, amber and vetiver.



**MK High Intensity®
Cologne Spray, \$40**

Ambery oriental with a blend of ambers, wood plus spicy and soft leathery notes.



**Tribute® for Men
Spray Cologne, \$34**

Leathery chypre with a masculine blend of citrus fruits, patchouli, sage and sandalwood.

ONLY
\$5



**NEW! Limited-Edition†
MKMen® Dopp Kit Bag**
with any men's
cologne or MKMen®
product purchase!

Impress With Your **Fragrance** Finesse.

- **CHYPRE** includes ingredients like bergamot, oakmoss and patchouli. *Pronounced: sheep-ra.*
- **FOUGÈRE** is characterized by a herbaceous, woody scent. *Pronounced: foozh-air.*
- **FLORIENTAL** is a combination of floral and oriental fragrance notes.
- **ORIENTAL** Usually include amber, resin, tobacco, spices and exotic woods.

*Find more
fragrances on
**Mary Kay
InTouch®!***



Help Is Here!

Share the **Mary Kay® Fragrances eCatalog** with your customers, then follow up to get sales. Post on social media or email to your customers. Find under **Business Tools** on *Mary Kay InTouch®*.

Mary Kay® Satisfaction Guarantee

Remind your customers that Mary Kay stands behind its products. If they are not completely satisfied, products will be replaced without charge, exchanged or refunded when returned to you.



Success Selling Scents

Top fragrance seller **Independent Senior Sales Director Maria Bautista, Charlotte, N.C.**, offers tips for scentsational sales!

1. **Try Mary Kay® fragrances** first so you can share your excitement.
2. **Wear your fave Mary Kay® fragrance** and have it on hand. When someone asks what you're wearing, you have it ready for her to try.
3. **Create fragrance baskets** and **market yourself as a gift provider**. Have plenty available to sell!
4. **Offer variety.** *Mary Kay®* fragrances come in a wide price range. Let her know you have something for every budget.
5. **Share fragrance samples.** (Available on Section 2). You can include them in product orders. It may inspire her to buy.

Holiday Sparkle

Dazzle your customers with this smoky eye look perfect for holiday parties.

\$58

Get this look for \$58.

Mary Kay® Mineral Eye Color

- Driftwood, \$8
- Espresso, \$8
- Amber Blaze, \$8

Mary Kay® Liquid Eyeliner Pen, \$16

Lash Intensity® Mascara, \$18

\$88

Add cheek and lip color \$88.

Mary Kay® Mineral Cheek

Color in Sunny Spice, \$12

Mary Kay® Gel Semi-Matte

Lipstick in Midnight Red, \$18

Finish with a flawless foundation, \$108

Mary Kay® CC Cream Sunscreen

Broad Spectrum SPF 15*, \$20

\$108



5 Easy Steps

1. Apply **Mary Kay® Mineral Eye Color** in **Driftwood** on the eye creases.
2. Sweep **Espresso** on outer and inner corners, blend upward to crease, leaving a spot with no color in the middle of the lid.
3. Tap **Amber Blaze** on that open spot. Add a light touch to the outer and inner corners to accentuate.
4. Apply **Mary Kay® Liquid Eyeliner Pen** and extend beyond the outer edges, creating a subtle cat eye. Use the **Mary Kay® Eye Smudger Brush** for a smoky look.
5. Sweep on **Lash Intensity® Mascara** for added drama.

Get Color Confident



Need a confidence boost when it comes to makeup? Here's a [step-by-step approach](#) so you can help your customers achieve beautiful results in time for the holiday parties. Find it under the **Products** tab on *Mary Kay InTouch®*.

"I love using metallic eye shadow as an accessory – like an earring or a piece of jewelry. Amber Blaze is a great option."

By Luis Casco

Mary Kay Global Beauty Ambassador

COURAGE to Flourish

Through her Mary Kay journey, Independent Senior Sales Director Maria Elena Guadarrama found courage to face her adversities. Today, she is a bright example of what hard work and a never-give-up spirit can do to help you achieve your wildest dreams.



Independent Senior Sales Director Maria Elena Guadarrama of Cicero, Ill.

Independent Senior Sales Director Maria Elena Guadarrama of Cicero, Ill., moved with her husband, Gabriel, from Mexico to the United States in 1990 with high hopes. She had just completed her studies as a pharmaceutical lab technician and was eager to conquer the world. But her dreams quickly shattered after numerous attempts to find work in her field failed. Not one to give up hope, she opted instead to work at a local factory.

In 1993, her son, Eduardo, was born, and due to his frequent ear infections, Maria Elena decided to quit work and stay home to care for him.

"We lived in a basement apartment," says Maria Elena. "I was frustrated and depressed because money was tight. We came to this country to improve our lives, and I didn't see an opportunity to do that. **I kept thinking I could be more.**"

Beauty and Tamales

Maria Elena decided she would make and sell tamales to help her family. "I made them on weekends and sold to local stores," she says. Looking back, Maria Elena says she learned a lot about self-motivation and entrepreneurship through this venture.

In August 1993, her neighbor invited her to a Mary Kay skin care class. "I fell in love with the products," she says. "Because I didn't have a lot of money, **I decided to be a hostess so I could earn credit and apply it toward products.**" It wasn't long until Maria Elena decided she wanted to become a Mary Kay Independent Beauty Consultant. "I told my friends, and they discouraged me, saying they didn't think it was a good idea. Looking back, I realize that when you listen to people who lack courage, you can miss a lot. I heeded their advice and said no to the Mary Kay opportunity."



FAST FACTS

I started my Mary Kay business: September 1993.

My WHY then: A better future for my family and financial stability

My debut as an Independent Sales Director: June 1, 1995

My Why now: To enrich the lives of women and their families. By being consistent, I've been successful; they can be too!

My favorite Mary Kay moment: My unit meetings. I am All In! I love teaching my unit members so they have all the knowledge they need. Teaching skin care is my forte!

My favorite product: *TimeWise® Replenishing Serum+C®*



Look in the Mirror.

Within a few months, another friend started her Mary Kay business and shared a team-building video with Maria Elena.

“The turning point for me was when I had to answer a question about where I saw myself five years from now. That really made me think about our future. This time I said yes to the Mary Kay opportunity!”

Once again, Maria Elena needed courage to face the challenges of starting a new business venture. She tapped into the lessons she learned selling tamales. “I learned to budget and reinvest in my business in order to grow. This philosophy remains useful in my Mary Kay business today.”



In 1995, Maria Elena debuted as an Independent Sales Director right before the birth of her daughter, Gabriela.

Plan Your Work; Work Your Plan.

Maria Elena says she follows **Mary Kay's 3 + 3 + 3 plan** (3 classes + 3 team-building appointments + \$300 in sales per week) and does so consistently. “It's what **Independent Senior National Sales Director Carmen Hernández** taught me and is truly my key to success.”

Today, Maria Elena says she and her family live in their dream home that she helped purchase with her Mary Kay earnings. And she went from pushing her son, Eduardo's, stroller to driving a Mary Kay

Career Car — not an easy task since she had to get her driver's



license. “Talk about facing your fears and discovering a deeper source of courage,” she laughs. “Back then Carmen told me to earn the use of a car first and then worry about learning to drive it.

“The wealth of experience I've acquired from working my Mary Kay business with consistency helps define me as an enthusiastic, disciplined and empowered woman. Poverty is long gone and with it, my greatest fear. **Mary Kay came into my life as a privileged blessing. It helps me build on all my talents.** Today, my vision is to enrich other women's lives. I'm tremendously grateful to all the fantastic women who have come into my unit and have opened their hearts to believe and grow with Mary Kay Ash's dream.”