

MARY KAY

applause®

OCTOBER 2013

Bundle
up!

NEW

Gift
bundles
are here.

Get ready
for holiday
sales.

**Fall
trends**
PREVIEW

PLUS
TimeWise
Repair™
selling tips
and more!

The Mary Kay® World Is Yours!
Earn this commemorative keepsake. Details on back!





“Success is a constantly varying idea held in the mind of each individual. Our personal goals regulate the success we plan to achieve. If we set our goals for the highest possible achievements and follow a few basic steps, we are each destined for success.”

Helpful Numbers:
Mary Kay Consultant
Contact Center
800-272-9333
 Monday – Friday
 8:30 a.m. – 5 p.m.
 Central time

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

Automated
Info Line
800-454-1130 (24 hours)

october

dates: to remember

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 available until midnight Central time.

New Independent Sales Director Education begins. All Sales Directors who have not yet taken advantage of this great opportunity are welcome.

9

Columbus Day observed.
 Postal holiday.

14

Last day to register for Nov. 13-16 New Independent Sales Director Education.

15

Last day to enroll online for the **Holiday 2013 Preferred Customer ProgramSM** mailing of *The Look*, including exclusive samplers (while supplies last).

28

Last day of the month for Independent Beauty Consultants to place telephone orders (until 10 p.m. Central time).

30

- Last day of the month for Independent Beauty Consultants to place online orders (until 9 p.m. Central time).
- Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail or dropped off at the branches must be received by 7 p.m. local time to count toward this month's production.
- Online Independent Beauty Consultant Agreements accepted until midnight Central time.



Also available on *Mary Kay Mobile InTouchTM* on your smartphone at m.marykayintouch.com.

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trending: @ Mary Kay

She's a hit on television and the digital world. (Check out her blog, *Saucy Glossie*.) Get **fashion and beauty advice** from style expert Lindsey Calla on marykay.com under Tips and Trends.

LIVE ShARe LoVE Play

Encourage your customers to share their *Mary Kay At Play*™ looks on **Instagram** and follow us at **@MaryKayUS**. You may see your customers' hot, trendy looks on our feed! #MKAtPlay.



Share the LATEST

Mary Kay® eCatalogs with your friends on Facebook. The **Fall Trend Report**,

The Look, *Mary Kay At Play*™ and **Acne eCatalogs** are available beginning Aug. 16!



YOU CAN BE COLOR Confident!

Log on via tablet, laptop or smartphone; then learn and take quizzes to **earn your Advanced Color Consultant** designation on *Mary Kay InTouch*®.



GET HELP

Planning Your Holiday Open House at "Let's Talk" Party!® on *Mary Kay InTouch*®.



inside THIS ISSUE



2

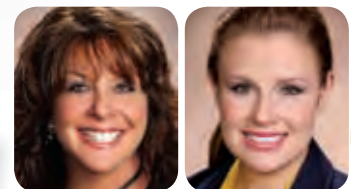
GIFT-GIVING 101

Introducing **holiday gift bundles**! Mary Kay's answer to making gifting easy and fun. From fragrance to spa essentials to beautiful color, you can help your customers and **add sales potential** for you! Plus, you'll find **open house tips** and more!

6 THE FIRST YEAR



TimeWise Repair™ celebrates one year, and what a year it's been. Touted as the **most successful skin care launch** in the Company's 50 years, this **premium skin care regimen** is definitely a shining star. Learn more about the regimen and how you can get in on this selling sensation!



18

CONFIDENCE CRACKERS

We've all had days when we feel uncertain or that we just can't get ahead. Two Independent Sales Directors share tips to help you **boost your confidence** and soar to new heights in your Mary Kay business! Remember, **YOU CAN DO IT!**

HOLIDAY 2013 It's in the BAG!

Holiday gift bundles are coming this year, and they're exactly what your customers crave. What a fun, easy way to ramp up your sales potential and provide great customer service! Available on the Aug. 16 online Consultant order form. (You also can write in part numbers on the printed form.)

Each bundle has a separate part number to make ordering a breeze, or if you want, you can pull products from your existing inventory to fill your customer orders.

Check out these great gift bundles, and stay tuned. There's more to come! We'll feature festive color bundles in next month's *Applause*® magazine. Also, look for additional bundles that include NEW products from the November launch.

Open House Invite Tips!

- Send invites about a month out.
- Encourage your customers to RSVP.
- Perhaps offer an incentive to those who bring a guest.
- If your customer list is small, consider teaming with a sister Independent Beauty Consultant.
- Email or call your customers before the event as a reminder.
- Relax and have fun!

CHECK OUT THE
**Open
House
KIT.**
(Turn the page)

**Gift
bundles
available
Aug. 16!**

Who likes a PARTY?
Your customers do!
Especially when
they can find
Mary Kay® products
for everyone on their
holiday shopping
list!



Limited-Edition† Thinking of You® Set

Part No. 069314

Share some love.

Mary Kay® Thinking of You® Eau de Parfum, limited-edition† Thinking of You® Perfume Pendant and limited-edition† Thinking of You® Moisture Rich Shower Crème

\$55



TimeWise® Trio

Part No. 072941

The best things in life come in threes, and these age-fighting wonders are no exception.

TimeWise® Firming Eye Cream, TimeWise® Moisture Renewing Gel Mask and TimeWise® Replenishing Serum +C®

\$110

Don't Forget!

Festive Mary Kay® Holiday Gift Tags are available for order.

Go to
Mary Kay InTouch® >
MKConnections®
for details!



- **SHARE** the *Holiday Gift Guide* eCatalog on your Facebook Fan page with a link back to your Mary Kay® Personal Web Site.
- **ENROLL** your customers in the Preferred Customer ProgramSM this month so they'll receive *The Look* brochure featuring these gift bundles as well as exclusive product samplers in November.
- **YOU** can find inexpensive, yet festive, cellophane or paper bags, along with ribbon to merchandise bundles. **Use these bundles or create your own at different price points.**
- **NOT** feeling crafty? Collaborate with a sister Independent Beauty Consultant. Maybe you can bring refreshments while she does the merchandising.
- **Mary Kay InTouch®** has the 411 on holiday gifting with gift set info, selling tips, a countdown list, videos, fliers and more! Look for them on Party Central.

HOW TO ORDER

- Order gift bundles using assigned part numbers via online ordering or write in the part numbers on the Aug. 16 Consultant order form.
- Part numbers are included on the Nov. 16 Consultant order form.
- Your customers will see gift bundles merchandised beginning in October via the Month 2 mailer, *The Look*, marykay.com and *Beaut-e-News®*.



After Fiesta

Part No. 072942

Social calendar on overload? Make sure your eyes are up to the task.

TimeWise® Targeted-Action® Eye Revitalizer, Mary Kay® Oil-Free Eye Makeup Remover and Mary Kay® Indulge® Soothing Eye Gel

\$67



All Over Hydration

Part No. 072937

There's no such thing as too much moisture. Relax and indulge.

Mary Kay® 2-In-1 Body Wash & Shave, Mary Kay® Hydrating Lotion, Satin Lips® Lip Balm, Mint Bliss™ Energizing Lotion for Feet & Legs and Fragrance-Free Satin Hands® Hand Cream

\$58

Get Personal!

A **Mary Kay® Personal Web Site (PWS)** is a must-have this time of year. You can give your customers:

- **24/7 shopping convenience.**
- **Customizable options.** Decide what incentives you want to offer; e.g., samples, free shipping, gift with purchase, etc.
- **Exclusive marketing.** Only PWS subscribers can send *Beaut-e-News®* or *MKeCards®*.
- **Engaging content.** Share new products, tips and trends, eCatalogs and more – all available on your PWS to share to your Facebook Fan page.



**HOLIDAY SELLING
MADE SIMPLE**

My Mary Kay® Holiday Wish List

Name: _____

Sometimes Santa Claus needs a little help!
Write the name and contact info of those shopping for you along
with your *Mary Kay*® product wish list. I'll follow up and
make sure you get just what you want under the tree!

1 _____

2 _____

3 _____

4 _____

5 _____

Holiday Shopping List

Who's on Your "Nice" List? Mary Kay® Gift Ideas

____ Teacher _____

____ Co-worker _____

____ Hairdresser _____

____ Neighbors _____

____ Church friends _____

____ Babysitter _____

____ Mail carrier _____

____ Stocking stuffers _____

____ Hostess gifts _____

____ Other _____

Mary Kay Holiday Open House

When: _____

Where: _____

RSVP: _____

You
are
cordially
invited.

You'll find great
gift
ideas
for everyone on
your list!

Thank You!

Your business means the world to me.
Thank you for letting me help with
your holiday gifting needs this year.
I'm always available for you. Feel free
to contact me anytime if I can be of
further assistance!

Happy Holidays!

Your Mary Kay Independent
Beauty Consultant:

Contact Information



Here's a handy Open House KIT.

Everything you need
to get started on your

Holiday Open House

festivities is at
your fingertips!

Use the templates on the
opposite page to make copies
(you may prefer to use card
stock). Then cut and go. You can
give your customers the shopping
and wish list cards when they
arrive. Have lots of pens on hand!

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KEEP IT simple.



**Independent
Executive Senior
Sales Director
Stephanie Richter of
Monroe, Wash.,** likes
to enjoy the holidays
herself so she plans
her open house early.

"I hold it in early November and invite my local
customers with a postcard," she says. "I also **offer an
incentive** such as a gift with purchase from a previous
quarter **if they RSVP or bring a friend.**"

Stephanie keeps **merchandising simple**. "I look
at *Mary Kay InTouch®* and *Applause®* magazine for
inspiration. I'll create gift bundles such as *Satin Hands®*
Hand Cream with a pair of gloves or *Mint Bliss™*
Lotion for Feet & Legs with cozy socks I purchase at
a discount store. My customers love it, and they are
inexpensive to make."

Her customers also love her **holiday incentives**.
"It's great because it gets them in the door where they
typically find more gifts, which helps me boost sales."



FIVE STAR service

**Independent Executive Senior Sales Director Sylvia Boggs of
Charlotte, N.C.,** holds her open house in the thick of holiday shopping.

"My customers look forward to my event on **Thanksgiving weekend**
because they're already out shopping," she says. "I mail invitations and
host it over two days." She makes sure the **atmosphere is festive,**

offering bundles and having **makeup sample stations** as a fun way to try and buy. "The eyes buy more
than the ears, so I let the products speak for themselves," says Sylvia.

She provides snacks, but doesn't think it's a necessity to a successful open house. "You can keep it
simple with punch made with ginger ale poured over lime sherbet."

Even though Sylvia likes the glitz, her secrets to success are **great customer service and follow-up**.
"I make sure my customers know they are special. I have prize drawings, offer specials and visit with my
guests. I **call them a few days before** and I **follow up with those who couldn't attend**. This keeps my
Mary Kay business strong all season."

TimeWise Repair™

Reduce, Restore, Recapture.

Go back in time. And lift away the years.

TimeWise Repair™ Volu-Firm™ Set, \$199

Save \$36 when you buy the set.

The set includes:

- TimeWise Repair™ Volu-Firm™ Eye Renewal Cream, \$40
- TimeWise Repair™ Volu-Firm™ Lifting Serum, \$70
- TimeWise Repair™ Volu-Firm™ Foaming Cleanser, \$25
- TimeWise Repair™ Volu-Firm™ Day Cream Sunscreen Broad Spectrum SPF 30*, \$50
- TimeWise Repair™ Volu-Firm™ Night Treatment With Retinol, \$50

Products also available separately



Help Build Excitement and Sales! Send the *TimeWise Repair™* eCatalog to your customers from your *Mary Kay®* Personal Web Site via email or post to your Facebook Fan page.



NSDS SHARE WHY THEY LOVE
TIMEWISE REPAIR™.



BENEFITS:

- Reduces the look of deep lines and wrinkles
- Recaptures youthful volume
- Reveals even skin tone
- Replenishes vital moisture
- Reawakens youthful vitality
- Restores the appearance of lifted contours

Your customers will love *TimeWise Repair™*, a scientifically innovative skin care regimen that combines extensive research, innovative ingredients and comprehensive testing.

Proven Results

Based on a 12-week clinical study,* an independent skin measurement expert saw these significant changes after women used the *TimeWise Repair™* regimen:

- 91%** had less noticeable deep lines and wrinkles.
- 86%** had skin that looked lifted.
- 98%** had less undereye puffiness.
- 93%** had skin that looked more even-toned.
- 93%** had a significant improvement in overall appearance.



Mary Kay is proud to share that the *TimeWise Repair™* Volu-Firm™ Set has earned the Good Housekeeping Seal.

Who's your customer?

- Any woman experiencing advanced signs of aging. Can be due to chronological age, but also sun exposure, environmental stressors and improper skin care to this point.
- A woman wanting the latest and greatest in skin care.
- A woman who goes above and beyond what her skin may need now. *(It's important these customers understand their results may not be as dramatic.)*



Want more? This fantastic skin care regimen may almost "sell itself" once your customers experience its benefits! In the meantime, you'll find **product fact sheets, selling tips, videos and more at Product Central on Mary Kay InTouch® and Mary Kay Mobile InTouch™** to help you offer this great regimen with confidence!



The buzz! *TimeWise Repair™ Volu-Firm™ Eye Renewal Cream* was among "Six Awesome New Eye Creams" highlighted as part of a beauty roundup by Self.com and LuckyMag.com.

SELF beauty editor Alex Samuel described *TimeWise Repair™ Volu-Firm™ Eye Renewal Cream* as one of her "fave finds," saying it's the "queen of superrich, age-fighting, majorly moisturizing creams."



SECRETSTO SUCCESS

Susan Smith, Independent Senior Sales Director, Columbus, Ohio, shares how she sells this premium skin care regimen to her customers.

HER SKIN CARE REGIMEN:

TimeWise Repair™. When my customers see how passionate I am about what it's done for me, they get superexcited. The **simple four-step process** also sells many on the regimen. **It takes little time**, and I **saw great results**.

SELLING: In general, I demonstrate the *TimeWise® Miracle Set®* at parties because of its broad appeal. I'll discuss *TimeWise Repair™* at a personal close when my customer fits the profile.

INVENTORY: I have enough customer demand that I keep it on my shelf. You may want to keep a few sets on hand. Or, if you don't, the Customer Delivery Service may be perfect to supplement your inventory.

APPROACHING A NEW CUSTOMER: Advanced signs of aging can be a delicate subject. Tell her about *TimeWise Repair™* premium skin care and that you'd love to get her opinion. You also can mention the *Mary Kay®* Satisfaction Guarantee. When you take time to work with her and she starts to see results, it can be rewarding for you both. Also, when I book an appointment, I may ask, "If I can help with one skin concern, what would that be?" This puts the ball in her court. Once I know her needs, I can assist her with the right regimen.

SWITCHING A CUSTOMER TO TIMEWISE REPAIR™: If she's using the *TimeWise® Miracle Set* and two or more supplements, she may want to try *TimeWise Repair™*. If she uses a competitor brand, share *TimeWise Repair™* benefits. Chances are you'll have a customer for life — maybe one who refers her friends!



JUNE | recognition

Congratulations to the winners

MONTHLY COMMISSIONS AND BONUSES

Listed are NSD commissions/bonuses 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 June 2013, NSD commissions earned on all foreign countries for May 2013 **plus** the following which do not count toward NSD ranking; Sales Director commissions, Personal Team Commissions and NSD contest bonuses. Cars, prizes, etc. are **not** included in these amounts.

Diamond



Anita Mallory
Garrett-Roe

Ruby



Carol Anton

Sapphire



Karen Piro

Emerald



Gloria Mayfield
Banks

Pearl



Jan Harris

1. Anita Mallory Garrett-Roe***\$138,462
2. Lisa Madson82,006
3. Gloria Castaño***68,116
4. Patricia Turker**65,176
5. Sonia Pérez**53,712
6. Mary Diem*40,515
7. Linda C. Toupin40,397
8. Ada García-Herrera35,882
9. Connie A. Kittson32,870
10. Diane Underwood30,751
11. Dayana Polanco*30,423
12. Elizabeth Muna-Mudsi28,853
13. Rosibel Shahin*27,346
14. Vivian Díaz25,249
15. Susan M. Hohlman*24,486
16. Dalene Hartshorn22,372
17. Mayuli Rolo*21,954
18. Evelinda Díaz*21,200
19. Cecilia C. James20,795
20. Diana Heble19,238
21. Gina Rodríguez17,430
22. Heidi Goelzer17,336
23. Noemi C. Jaimes15,491
24. Noelia Jaimes*15,137
25. Diane L. Mentiply14,233
26. Betty Gilpatrick11,012
27. Sonia Arriola10,244

1. Carol Anton**\$81,447
2. Pat Danforth*68,415
3. Sue Kirkpatrick*42,652
4. Karlee Isenhardt*40,334
5. Rebbecca Evans*31,297
6. Ronnie D'Esposito Klein*29,297
7. Cyndee Gress27,600
8. Vicki Jo Auth26,649
9. María Monarrez26,047
10. Jeanne Rowland*26,025
11. Janis Z. Moon25,637
12. Candace Laurel Carlson*25,626
13. María Flores23,941
14. Gay Hope Super23,417
15. Somer Fortenberry23,115
16. Kate DeBlander22,593
17. Juanita Gudino20,933
18. Pam Ross*20,879
19. Gena Rae Gass20,266
20. Kirk Gillespie20,094
21. Pamela A. Fortenberry-Slate*19,495
22. Kimberly R. Copeland18,786
23. Scarlett S. Walker-Simpson*18,539
24. Jo Anne Barnes18,104
25. Michelle L. Sudeth*17,461
26. Kelly McCarroll16,149
27. Lynne G. Holliday14,702
28. Judy Kawiecki14,410
29. Bea Millsagle14,256
30. Terri Schafer14,023
31. Candy D. Lewis12,739
32. Donna B. Meixsell12,253
33. Cindy Z. Leone12,223
34. Margaret M. Bartsch11,420
35. Cindy Towne11,046

1. Karen Piro**\$82,527
2. Lupita Ceballos**48,461
3. Sara Pedraza-Chacón*35,787
4. Judie McCoy*34,310
5. Julianne Nagle*31,306
6. Dawn A. Dunn30,903
7. Valerie J. Bagnol*29,728
8. Shannon C. Andrews*29,505
9. Tammy Crayk27,955
10. Lorraine B. Newton24,620
11. Sandy Valerio*24,502
12. Pam I. Higgs23,571
13. Gloria Báez*23,152
14. Jan L. Thetford22,643
15. Davanne D. Moul*22,460
16. Pam Klickna-Powell22,436
17. Lara F. McKeever20,433
18. Sharon L. Buck20,293
19. Alia L. Head20,199
20. Roxanne McIntroe Williams19,598
21. María Guadalupe Díaz16,392
22. Diana Sumpter16,327
23. Maribel Barajas16,280
24. Tammy Romage16,264
25. Nancy A. Moser16,051
26. Debra M. Wehrer15,805
27. Gillian H. Ortega15,721
28. Paola Ramírez15,677
29. Magdalena Nevárez*14,514
30. Sherill L. Steinman14,256
31. Carol L. Stoops13,014
32. Karen B. Ford12,792
33. Kendra Crist Cross11,717
34. Ann Brown11,635
35. Charlotte G. Kosena11,591
36. Jill Moore11,130
37. Kimberly D. Starr10,859
38. Mirra Mejía de Sánchez10,788
39. Joy L. Breen10,346

1. Gloria Mayfield Banks**\$94,095
2. Kathy S. Helou*79,039
3. Debi R. Moore*48,626
4. Sherry Windsor**48,584
5. Dacia Wiegandt*40,674
6. Auri Hatheway36,531
7. SuzAnne Brothers*35,216
8. Jamie Cruse-Vrinos33,104
9. Cindy Fox*31,052
10. Janet Tade*26,717
11. Kerry Buskirk*26,700
12. Lily Orellana26,618
13. Kym A. Walker*26,158
14. Crisette M. Ellis26,018
15. Kay E. Elvrum24,467
16. Mona Butters24,257
17. Consuelo R. Prieto*24,120
18. Joanne R. Bertalan*23,523
19. Yvonne S. Lemmon23,441
20. Cathy Bill*22,759
21. Pamela Tull21,856
22. Brenda Segal*19,892
23. Nora L. Shariff*18,519
24. Heather A. Carlson18,280
25. Sabrina Goodwin Monday18,098
26. Dawn Otten-Sweeney17,482
27. Kathy Rodgers-Smith16,123
28. Morayma Rosas16,066
29. Cristi Ann Millard15,791
30. Evalina Chávez15,096
31. Jackie LaPrade14,200
32. Phyllis R. Sammons13,907
33. Sandra Chamorro13,041
34. Sherry A. Alexander12,712
35. Shelly Gladstein12,590
36. Natalie Privette-Jones10,771

1. Jan Harris**\$71,101
2. Cheryl Warfield**48,437
3. Cindy A. Williams47,983
4. Pamela Waldrop Shaw*45,825
5. Stacy I. James**44,715
6. Halina Rygiel*33,558
7. Kim L. McClure33,033
8. Sandy Miller*32,801
9. Julia Burnett*32,473
10. Maureen S. Ledda*32,273
11. Anita Tripp Brewton*31,823
12. Kristin Myers31,510
13. Lia Carta30,729
14. Mary C. Estupiñán*30,311
15. Julie Krebsbach*30,211
16. Lisa Allison28,996
17. Jeanie Martin28,482
18. Judy Brack26,548
19. Shirley M. Oshiro25,861
20. Nancy Bonner*25,640
21. Anabell Rocha25,569
22. Lise T. Clark*25,337
23. Glinda McGuire*24,430
24. Monique Balboa24,099
25. Leah Lauchlan19,791
26. Amie N. Gamboian19,161
27. Vernella Benjamin18,512
28. Kathy C. Goff-Brummett17,696
29. Deb Pike16,281
30. Bett Vernon15,918
31. Sylvia Kalicak15,858
32. Mia J. Mason Taylor15,481
33. Isabel Venegas15,343
34. Alma Orrostieta15,173
35. Cathy E. Littlejohn14,967
36. Lynda Jackson*14,249
37. Robin Rowland13,786
38. Holli Lowe13,424
39. Jane Studrawa12,615
40. Linda Kirkbride11,862
41. Maureen Myers11,753
42. Dorothy D. Boyd11,604
43. Meyra Esparza10,292

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

Meet Your NSDs

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 MK50 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?

MARY KAY ANGELS

These Independent National Sales Directors, Independent Sales Directors and Independent Beauty Consultants achieved the highest commissions/ bonuses or production or had the most new team members in their Seminar areas in June 2013.

Top National Sales Directors — Commissions and Bonuses



**Anita Mallory
Garrett-Roe**
\$138,462
Diamond



Carol Anton
\$81,447
Ruby



Karen Piro
\$82,527
Sapphire



**Gloria Mayfield
Banks**
\$94,095
Emerald



Jan Harris
\$71,101
Pearl

Top Unit — Estimated Retail Production

DIAMOND — Melissa Hennings, <i>Go Give Area</i>	\$173,277
RUBY — Cheryl Fulcher, <i>G. Super Area</i>	\$151,025
SAPPHIRE — Julia Mundy, <i>Go Give Area</i>	\$132,524
EMERALD — O'Nelly Encarnacion, <i>Go Give Area</i>	\$149,484
PEARL — Amy Kemp, <i>J. Martin Area</i>	\$182,909

Top Sales Director — Personal Sales

DIAMOND — Kristen Spiker, <i>Go Give Area</i>	\$55,224
RUBY — Sally DeChenne, <i>Go Give Area</i>	\$17,773
SAPPHIRE — Cindy Bliss, <i>Go Give Area</i>	\$37,554
EMERALD — Cheryl Foster, <i>Go Give Area</i>	\$23,019
PEARL — Laura Prottzman, <i>Go Give Area</i>	\$21,070

Top Beauty Consultant — Personal Sales

DIAMOND — Alejandro Munos-Lopez, S. Aguilar Unit, <i>A. M. Garrett-Roe Area</i>	\$17,891
RUBY — Sherry Lusk, C. Kirkland Unit, <i>Go Give Area</i>	\$22,541
SAPPHIRE — Kelly Freeman, B. Blalock Unit, <i>K. Ford Area</i>	\$20,540
EMERALD — William Mahannah, N. Jackson Unit, <i>J. Cruse-Vrinios Area</i>	\$16,509
PEARL — Eppie Ortiz, D. Ortiz-Rafols Unit, <i>C. Warfield Area</i>	\$13,620

Top Team Builder

DIAMOND — Sales Director Rosalin Hernandez, <i>Go Give Area</i>	19 New Team Members
RUBY — Sales Director Boo Menestrina, <i>R. Evans Area</i>	28 New Team Members
SAPPHIRE — Sales Director Yolanda Sherrod, <i>L. Newton Area</i>	21 New Team Members
EMERALD — Sales Director Raquel Sanchez, <i>Go Give Area</i>	30 New Team Members
PEARL — Debra Lipnick, B. Bechard Unit, <i>A. Tripp Brewton Area</i>	17 New Team Members

TOP UNIT BUILDERS

Independent Sales Directors with 20 or more new unit members for June 2013.

Diamond

Melissa R. Hennings	58 New Unit Members
Heather Rachel Catchpole	52 New Unit Members
Temi Odeyale	41 New Unit Members
Andrea Whitcomb	38 New Unit Members
Mary Kathryn King	37 New Unit Members
Cynthia L. Frazier	36 New Unit Members
Luzmila E. Abadia Carranza	33 New Unit Members
Denise M. Cadenhead	32 New Unit Members
Cindy W. Hennings	32 New Unit Members
Aishat Bola Koya	31 New Unit Members
Rosmary A. Morel	29 New Unit Members
Delmi Cristina Santos	29 New Unit Members
Amy Allgood	28 New Unit Members
Rosalin Hernandez	28 New Unit Members
Tania Minell Lazo	27 New Unit Members
Jessica Joy Mitchell	26 New Unit Members
Cassandra Renee Chitwood	25 New Unit Members
Nicole Smith Shelton	25 New Unit Members
Ruth L. Everhart	24 New Unit Members
Yudith Pupo	24 New Unit Members
Nicole Coselmon	23 New Unit Members
Yvonne Tazem	23 New Unit Members
Ashlee Campbell Crook	22 New Unit Members
Shelly Palen	22 New Unit Members
Sonia Suyapa Bonilla	21 New Unit Members
Damarys Leyva	21 New Unit Members
Kim C. Meyers	21 New Unit Members
Amelie B. Kemogne	20 New Unit Members
Bonita A. Meniru-Hudson	20 New Unit Members
Amanda Blair Michalak	20 New Unit Members
Kristin Jenae Rogers	20 New Unit Members

Ruby

Cheryl O. Fulcher	51 New Unit Members
Kaye Driggers	44 New Unit Members
Boo Menestrina	43 New Unit Members
Ekene S. Okafor	33 New Unit Members
Stephanie Lynne Lenard	31 New Unit Members

Cindy Wynn	31 New Unit Members
Toni Long	28 New Unit Members
Kali DeBlander Brigham	26 New Unit Members
Pamela D. Cox	25 New Unit Members
Tiffani Palmer Rodriguez	24 New Unit Members
Susan Michelle Duarte	21 New Unit Members
Eno Inoyo	21 New Unit Members
Paula M. Kirkpatrick	21 New Unit Members
Isidora Camargo	20 New Unit Members
Sasha Jackson	20 New Unit Members
Brittany Mitchell	20 New Unit Members

Sapphire

Julia Mundy	49 New Unit Members
Alethia Ramsey	44 New Unit Members
Tshanna Kyler	26 New Unit Members
Jea Summers-Gackowski	25 New Unit Members
Crystal Dawn McDaniel	24 New Unit Members
Dena Smith	23 New Unit Members
Leann Elaine Zondag	23 New Unit Members
Tabitha A. Hallums	21 New Unit Members
Yolanda Regina Sherrod	21 New Unit Members
Shirley Nichols	20 New Unit Members
Debbie A. Weld	20 New Unit Members

Emerald

O'Nelly Encarnacion	39 New Unit Members
Raquel V. Sanchez	34 New Unit Members
Melody Ann Fox	32 New Unit Members
Ayobami Olanrewaju Olusa	32 New Unit Members
Phyllis Pottinger	32 New Unit Members
Sue Uibel	32 New Unit Members
Pattie A. Robinson	28 New Unit Members
Christine Denton Barrueco	27 New Unit Members
Beth Ann Bailey	25 New Unit Members
Stephanie Kay Johnson	25 New Unit Members
Kathy P. Oliveira	25 New Unit Members
Leigh Ann David	24 New Unit Members
Denise M. Sowder	24 New Unit Members

Nykolle Lynne Jackson	23 New Unit Members
Joyce M. Conant	22 New Unit Members
Susana Klotz	22 New Unit Members
Angela Denise Tatum	22 New Unit Members
Yolanda Gaytan Leon	21 New Unit Members
Cynthia B. Palmer	21 New Unit Members
Connie Marie Ackroyd	20 New Unit Members
Julie Ann Phalen	20 New Unit Members
Linda Spadlowski	20 New Unit Members
Yira E. Suarez	20 New Unit Members

Pearl

Casi Hill	50 New Unit Members
Crystal June Trojanowski	38 New Unit Members
Jaime Marie Bittner	37 New Unit Members
Sandy Kay Gant	37 New Unit Members
Catherine Martinez	35 New Unit Members
Beth H. Piland	33 New Unit Members
Keita Powell	32 New Unit Members
Ruth A. Stewart	32 New Unit Members
Amy Kemp	29 New Unit Members
Caroline Adedolapo Yussuf	29 New Unit Members
Michael Suzanne Diaz	27 New Unit Members
Arica Anne Ohloff	26 New Unit Members
Melanie Kaye Bass	25 New Unit Members
Lily Gauthreaux	24 New Unit Members
Rachael M. Bullock	23 New Unit Members
Amy Stokes	23 New Unit Members
Gayle Ward	23 New Unit Members
Sarah Nichole Light	22 New Unit Members
Katherine Mirkes Ward	22 New Unit Members
Stephanie Lynn Coker	21 New Unit Members
Patti Cornell	21 New Unit Members
Abigail Jayne Voorhees	21 New Unit Members
Breanne Bechard	20 New Unit Members
Naomi Mitchem	20 New Unit Members
Alma A. Munoz	20 New Unit Members
Keara Murphy	20 New Unit Members
Lisa Olivares	20 New Unit Members
Teri A. Walter	20 New Unit Members



GO-GIVE® AWARD

Congratulations to our October 2013 *Go-Give®* 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 easier – look for the **NEW online nomination form** on *Mary Kay InTouch®* under the Contests/Promotions tab.



Jill Davis

Diamond

Independent Elite Executive
Senior Sales Director

Began Mary Kay Business
October 2001

Sales Director Debut
September 2002

Offspring eight first-line;
eight second-line

National Sales Director
Go Give Area

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

Personal Lives in De Soto, Kan. Husband, Corey; sons: Kobe, Koen

"I am motivated to help others because I want them to see themselves as God sees them, living up to their potential for their families. We are raising the bar for women to achieve their dreams."

Independent Sales Director Tiffany Geiger of Prairie Village, Kan., says, "When one of Jill's offspring got hurt and was unable to work, Jill stepped in and mentored her Directors-in-Qualification until that Independent Sales Director had recovered."



Krystal Walker

Ruby

Independent Executive
Senior Sales Director

Began Mary Kay Business
November 1999

Sales Director Debut
January 2002

Offspring six first-line;
four second-line

National Sales Director
Kimberly Copeland

Honors Star Consultant; six-times Circle of Achievement; Circle of Excellence

Personal Lives in Frisco, Texas

"I am motivated to help others because God's purpose for my life is to influence and encourage others to be their very best. My mom and my sister have been my examples of excellence and have shown me that to love others is expressing our love for God."

Independent Sales Director Karomy Purkey of Denison, Texas, says, "Krystal graciously let me borrow her jacket for my pictures at The Mary Kay Building. She left the diamond bar pins on it and said, 'I left a little luck on this jacket for you!' She showed me how much she believes in me and really made me feel important."



Rheanonda Johnson Gray

Sapphire

Independent Senior
Sales Director

Began Mary Kay Business
November 1992

Sales Director Debut
October 2000

Offspring two first-line

National Sales Director
Go Give Area

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

Personal Lives in Fort Worth, Texas. Husband, Edd; daughters: Eddtrice, Biannica

"I am motivated to help others because it gives me joy to see a woman reach her greatest potential and live the abundant life God planned for each of us!"

Independent Beauty Consultant Sundra Smith of Arlington, Texas, says, "Rheanonda provides the tools and guidance an adoptee needs. Her unwavering integrity exemplifies Mary Kay's Golden Rule thinking because she adheres and practices this philosophy."



Jeanie Tamborello

Emerald

Independent Executive
Senior Sales Director

Began Mary Kay Business
January 1998

Sales Director Debut
July 2000

Offspring four first-line;
four second-line

National Sales Director
Phyllis Sammons

Honors Circle of Honor; two-times Consultant Queen's Court of Personal Sales; seven-times Sales Director Queen's Court of Personal Sales; two-times Queen's Court of Sharing; 10-times Circle of Achievement; Circle of Excellence; four-times Double Star Achievement; two-times Triple Star Achievement

Personal Lives in Galveston, Texas. Husband, Mickie

"I am motivated to help others because believing in them helps them believe in themselves. When they do, their faith grows and they make a forever impact in their families and communities."

Independent Beauty Consultant Dolly Schroeder of Kemah, Texas, says, "Under Jeanie's leadership, several of her adoptees are Directors-in-Qualification. She also gets her unit involved in ongoing community activities."



Cheri Thomas

Pearl

Independent Senior
Sales Director

Began Mary Kay Business
April 1984

Sales Director Debut
February 1990

Offspring two first-line

National Sales Director
Go Give Area

Honors Circle of Honor; 12-times Sales Director Queen's Court of Personal Sales; Queen's Court of Sharing; four-times Circle of Achievement; two-times Double Star Achievement; Triple Star Achievement

Personal Lives in Rochester, N.Y. Husband, Scott; daughters: Sarah and Rachel

"I am motivated to help others because I love the Company's philosophy, that in helping others get what they want, we get what we want."

Independent Sales Director Kathe Cameron of West Bloomfield, Mich., says, "Cheri has adopted several of my unit members and includes them in all her activities. When I am in town, Cheri allows us to use her teaching center and is always so willing to help the women she encounters."

project RUNWAY ALL STARS

Official Beauty Sponsor



The **Mary Kay®** brand is hitting TV airwaves – this time as part of an exciting new partnership with Lifetime® *Project Runway All Stars Season 3*. The show is a reality television series where contestants compete to create the best fashions, and this year, it is hosted by Alyssa Milano. *Project Runway All Stars Season 3* brings back popular designers from previous seasons to compete.

“We are thrilled to be part of *Project Runway All Stars Season 3*, as makeup is a natural extension of design and fashion,”

says Marti Zehr-Breedlove, Mary Kay Advertising and PR manager. “The designers will send their models to the **Mary Kay®** Color Design Studio for makeup looks that complement their designs.”

In addition, tune in to see how Mary Kay comes to life in a special episode.

This partnership is one more way to help the independent sales force reach consumers. “This on-air exposure lends a fresh fashion credibility to the **Mary Kay®** brand and allows independent sales force members to be involved in bigger opportunities to build momentum for their businesses,” says Marti.

Mary Kay ON THE Runway Exclusive

Mary Kay is the official beauty sponsor of **Project Runway All Stars Season 3** airing October through January.



WHAT CAN YOU DO?

Leverage the buzz and help make it work for you! **HOST A PROJECT RUNWAY ALL STARS WATCH PARTY.** Make it all about color. You'll find *Project Runway*-inspired looks in the Nov. 13 issue of *The Look*. Plus, check out the *Color Confident* education on Product Central on *Mary Kay InTouch®* for more ideas. **SHARE.** What a great way to introduce your Mary Kay business and start conversations.

SAMPLE. Keep product samplers handy for those who see Mary Kay on TV.

VIRTUAL MAKEOVER APP. It's fun and free! Your customers can experiment. Be sure to direct them to your **Mary Kay®** Personal Web Site where they can order products on the spot. (Now's a great time to sign up if you don't have one. It's \$25 for the first year for first-time subscribers, plus applicable tax.)

SELL! Get your existing customers to order and attract potential new ones.

IN SHORT:

What: Mary Kay – official beauty sponsor on *Project Runway All Stars Season 3*
When: Ten episodes to air on Lifetime® October through January. Check your local listings.
Why: Help your Mary Kay business build momentum. Provide fresh fashion credibility to the **Mary Kay®** brand. Check your local listing for air dates and times.

WIN a trip to New York City!

WE CHALLENGE YOU! What's a great promotion like this without a fun challenge? Get ready! You could **WIN a TRIP to New York City** in March and be part of Fashion Week! Watch for details coming soon on *Mary Kay InTouch®*.

FALL! Beautiful



Show-stopping looks

EYES

Add mystery with royal hues and smoky techniques. Try **Mary Kay® Mineral Eye Colors** in **Sweet Plum**, **Iris** and **Honey Spice** to create depth and allure.



LIPS

Neutral lips are glamorous and earthy. Line and fill the lip area with a lip liner one shade darker than natural lip. Finish with **Café au Lait NouriShine Plus® Lip Gloss**.



FACE

Get radiant-looking skin with **TimeWise® Luminous-Wear® Liquid Foundation** and **Mary Kay® Facial Highlighting Pen**. Exfoliate first with **TimeWise® Micro-dermabrasion Set** for a radiant complexion.



How to Try a Trend

Makeup and clothing trends can be intimidating! Not to worry. If your **customers see a bold lip or eye look** they like, **encourage them to try it**. A great way to ease into a trend look is to wear it around the house first. Your customers will feel confident and likely get more compliments when they're ready to take their new look public!

Trends With Benefits

Fashion magazines are extra thick this month with the latest looks. Your customers are shopping for trends now, so take advantage of the opportunity to share a new color look! Here's a peek under the fashion tent to help you.



Conflicting statements

Pair feminine chiffon blouses with chunky tweed jackets.

Look for the **Mary Kay® Style Guide** in the September issue of **People StyleWatch** and **People en Español** magazines, which hit newsstands in August.

Beauty Share

- Share the **Trend Report eCatalog** on your Facebook Fan page.
- Watch videos on **Mary Kay InTouch®** to learn more about fall trends.
- Tell your customers about the **Mary Kay® Virtual Makeover** where they can try new looks with ease.
- Drop color samplers in product orders; attach your **Mary Kay®** business card.



Amazing lace

Soft and flowing or jagged and textured, lace is a must for fall.

Accessories make

a difference.

Polish your look with antique-inspired chandelier earrings and necklaces, cuff bracelets and pearls.



Balance velvet

From jeans to dresses, velvet is everywhere.

TIP! Check out consignment shops and thrift stores for buried treasures.

CREATING CONFIDENCE



Lily Gauthreaux, Independent Elite Executive Senior Sales Director of Roseville, Calif., is a firm believer that confidence is built one small success at a time. When she started her Mary Kay business four years ago, she lacked sales skills, let alone any knowledge of skin care and color.

Mirror image “I was confident I could learn, I just needed early successes to keep me moving forward,” she says. Lily was diligent – attending unit meetings, practicing her script from cue cards and shadowing **Lia Carta**, her **Independent Sales Director** (now **Independent National Sales Director**) whom she respects immensely. “I listened to her, took notes and even practiced the inflection of her voice. I copied her every move,” says Lily. “Several months later when Lia attended one of my parties, she commented that I sounded just like her – what a surprise!”

“My journey in my Mary Kay business has definitely been one purposeful step at a time that’s been energized through having wins along the way,” Lily says. “I would tell any Independent Beauty Consultant they can do it with faith in themselves, drive and a passion to succeed.”

Lily’s Keys to CONFIDENCE-BUILDING:

1. Practice makes permanent; work, work, work to perfect your skills.
2. Know your strengths; build upon them.
3. Keep your motivating factor front and center.
4. Establish precisely what you want to accomplish.
5. Celebrate each small win along the way!



TWO

Independent Sales Directors share tips on how you can gain confidence and soar to new heights in your Mary Kay business.





Suzanne Wallace, Independent Elite Executive Senior Sales Director of Enumclaw, Wash., had a successful career in copier sales prior to starting her Mary Kay business in 2005. "I was enthusiastic, but I didn't know the first thing about the direct sales business,

skin care or cosmetics," she says. "I was coachable, and I soaked up everything my Independent Sales Director did in order to learn what I needed to have a successful Mary Kay business."

Human sponge Today, she encourages other Independent Beauty Consultants within her unit to do the same. "Everything you need to work your Mary Kay business is available to you. There's no need to reinvent the wheel," says Suzanne. "My advice is to be coachable and learn from those who have walked before you. And be careful not to compare yourself to others – each of us goes and grows at our own pace."

Suzanne's Lessons **LEARNED:**

1. Sometimes you have to step out of your comfort zone.
2. Establish your "why" and stay true to your path to get there.
3. Feel proud of accomplishments, big or small.
4. Take it one step at a time. No need to overwhelm yourself!
5. Practice. Repetition and experience are key.



“You mix together, in the whirling vat of your mind, the ingredients that determine your finished product. As the personal chemist of your future, are you adding the fine raw ingredients of faith, confidence, effort, study and the Golden Rule into your life mix?

“Or are you blending thoughts of mistakes and failures, expecting the worst, 'I can't' attitudes and feelings of inadequacy? What are you mixing every day? What will your finished product be? (Mary Kay Ash – Seminar '80 Speech)



Mary Kay® Virtual MAKEOVER Gets a Mini Makeover



Now with
Fresh NEW
Accessories
and Mary Kay

At Play™ looks! It's a fan favorite with over a million downloads in the U.S. and a great way to introduce your customers to NEW products! With product information and professional Makeup Artist Looks available with one click, you don't have to be an expert to seem like one.



Send a link to the Mobile Virtual Makeover App to your customers. You can include a personal note and suggested looks!



Show the app to a potential customer when you're warm chattering. She can create the look she wants on her own and email you with her order or set up an in-person consultation.

Use the mirror function on the app. Encourage customers to bring their mobile devices to color parties so they can follow along with one of the Global Makeup Artist Team's how-to videos.



Independent Sales Director Jessica Carpenter of Roanoke, Texas, loves technology, but doesn't classify herself as a technical wizard. She says, "I'm brave when it comes to trying new apps and playing around with stuff. There is so much value in this app, but if you don't learn how or why to use it, it loses its value."

Her Top Five Techy Tips:

1. Start conversations with this tool. Show co-workers what you would look like with a different haircut and encourage them to download the app themselves.
2. Take pictures with hair pulled back and in good lighting.
3. Use the "Adjust" tab in the upper left corner of the screen to precisely align photo and get the most accurate color application.
4. Use this tool when a friend or customer tells you she needs a new look but is hesitant to schedule a color consultation.
5. At a skin care party, take a picture of your hostess, and let guests play with different looks during the individual closes.

Mary Kay 2013 Fall , go give workshop



Beautiful TogetherSM

Here's what you get:

- Tried-and-true success methods from Mary Kay independent sales force leaders
- Fun network time with your Mary Kay sisters
- Tips to help YOU make the most of your Mary Kay business
- Loads of recognition

SCHEDULE AT-A-glance

8 – 9:00 a.m.	Continental Breakfast/Registration
8:30 – 9:20 a.m.	Independent Sales Director Meeting
9:30 – 10:30 a.m.	Opening Session
10:45 a.m. – Noon	Career Development Classes
12:15 – 1:15 p.m.	Lunch
1:30 – 3:30 p.m.	Career Development Classes
3:45 – 5 p.m.	Closing Session



WHEN:

October 12, 19 and 26, 2013

WHO:

All Go Give Area Independent Beauty Consultants and Independent Sales Directors

REGISTER:

Aug. 13. *Priority Registration for those who attended Seminar 2013 is Aug. 12.*

Online *Mary Kay InTouch®/Events/Go Give 2013*

Phone registration M–F, 8:30 a.m. – 5 p.m., Central Time, 800-272-9333. Select option 6, then 2.

FEE:

\$40 (Includes continental breakfast and lunch)

dates to REMEMBER

Oct. 12

Bellevue, WA	Meydenbauer Center
Myrtle Beach, SC	Sands Resort
Lansing, MI	Lansing Center
Tulsa, OK	Renaissance Tulsa Hotel and Convention Center

Oct. 19

Augusta, GA	Augusta Marriott at the Convention Center
Dallas, TX	The Mary Kay Building
Galveston, TX*	Galveston Island Convention Center
Lancaster, PA	Lancaster Marriott at Penn Square and Convention Center

Oct. 19 (continued)

Orlando, FL*	Orlando World Center Marriott
Sacramento, CA	Red Lion Hotel Woodlake and Conference Center
Tinley Park, IL	Tinley Park Convention Center

Oct. 26

Atlantic City, NJ	Atlantic City Convention Center
Colorado Springs, CO	DoubleTree by Hilton Colorado Springs
Orange, CA	DoubleTree by Hilton Anaheim – Orange County
Dallas, TX – II	The Mary Kay Building

*Spanish translation provided

DID YOU KNOW



Becky Seim, Independent Senior Sales Director, Schererville, Ind.

"You'll be influenced and mentored by a vast array of Mary Kay best-in-class leaders. Every year I look forward to attending with my

unit members. It's an opportunity to learn, be inspired and gain valuable insight."



Joyce Conant, Independent Senior Sales Director, Natchitoches, La.

"The Go Give Area Workshop is the perfect Company-sponsored event that is power-packed with

inspiration, education and recognition at the perfect time of the year. It's low-cost, convenient and the best opportunity for new Go Give Area independent sales force members to attend a Company-sponsored event after Seminar. It is an excellent business decision – what you receive is priceless!"

MARY KAY®

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

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The Mary Kay® World Is Yours.

From **Sept. 1 – 30**, any Mary Kay Independent Beauty Consultant who places a **\$400 or more Section 1 wholesale order** (excluding tax) will receive a **commemorative One Woman Can™ globe** while supplies last. The porcelain keepsake opens to reveal a special message inside.



Hurry, limited-time offer.

LIMIT ONE

per Independent Beauty Consultant.



One Woman Can™ Globe