

MARY KAY

SEPTEMBER 2016

# applause



## Reveal Beautiful Skin

**Your Customers  
Will Love!**

**NEW!**

*TIMEWISE REPAIR®*  
**REVEALING  
RADIANCE™  
FACIAL PEEL**



**timewise  
repair**

revealing radiance  
facial peel

peeling facial

gel facial efecto peeling

1.7 OZ. NET WT. / 48 g

**Earn a Beautiful  
Bracelet and  
Embrace Success.**

DETAILS ON BACK

**Inside:** Learn How a Hard-Working Farm Girl Grew Her Dream Mary Kay Business.

**THE YEAR OF YOUR DREAMS**



# May Recognition

Congratulations to the winners

## Top NSDS Year-To-Date



Gloria Mayfield Banks



Carol Anton



Kathy Helou



Gloria Castaño



Lisa Madson



Patricia Turker



Sonia Pérez



Lupita Ceballos



Halina Rygiel



Debi Moore

## On-Target Inner/Diamond/Gold Circle

Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for May 2016, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for April 2016.) These "NSD commissions" are used to determine NSD ranking for a Seminar year. Congratulations to the following NSDs who are considered on-target from July 1, 2015 through May 31, 2016.

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

Gloria Mayfield Banks.....	\$539,914
Carol Anton.....	529,422

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

Kathy Helou.....	\$489,565
Gloria Castaño.....	473,190
Lisa Madson.....	472,701

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

Patricia Turker.....	\$438,656
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### On-Target for \$400,000 Inner Circle

Sonia Pérez.....	\$388,703
Lupita Ceballos.....	375,163

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

Halina Rygiel.....	\$323,023
Debi Moore.....	322,301

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

Stacy James.....	\$318,370
Cindy Williams.....	307,678

### On-Target for \$300,000 Diamond Circle

Pamela Waldrop Shaw.....	\$294,270
Karlee Isenhardt.....	288,269

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

Sara Pedraza-Chacón.....	\$271,310
SuzAnne Brothers.....	259,658
Mary Diem.....	254,885
Dayana Polanco.....	240,286
Lia Carta.....	233,433

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

Anabell Rocha.....	\$227,265
Linda Toupin.....	225,903
Dacia Wiegandt.....	214,263
Mary Estupiñán.....	213,206
Julianne Nagle.....	212,147
Diane Underwood.....	211,587
Julia Burnett.....	211,230
Sandy Valerio.....	207,522
Anita Tripp Brewton.....	205,058
Dawn Dunn.....	203,212
Cyndee Gress.....	196,035
Davanne Moul.....	193,123

Kristin Myers.....	191,455
Kay Elvrum.....	190,723
Shannon Andrews.....	190,554
Kerry Buskirk.....	188,508
Julie Krebsbach.....	188,130
Connie Kittson.....	187,025
Cindy Fox.....	184,092
Jamie Cruse-Vrinios.....	183,805

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

Evelinda Díaz.....	\$181,189
María Monarrez.....	177,662
Lily Orellana.....	176,204
Yvonne Lemmon.....	174,081
Gloria Báez.....	169,971
Vivian Díaz.....	169,860
Alicia Lindley-Adkins.....	165,019
Mayuli Rolo.....	162,826
Ada García-Herrera.....	161,571
Consuelo Prieto.....	158,635
Lisa Allison.....	158,627
Maureen Ledda.....	157,580
Pam Ross.....	156,650
Sue Pankow.....	155,719

Jan Thetford.....	154,300
Pamela Fortenberry-Slate.....	152,497
Valerie Bagnol.....	151,869
Tammy Crayk.....	151,500
Pam Klickna-Powell.....	151,164
Monique Balboa.....	150,552
Cathy Bill.....	149,733
Morayma Rosas.....	149,314
Candace Laurel Carlson.....	148,604
Susan Hohlman.....	146,825
Crystal Trojanowski.....	143,608
Scarlett Simpson.....	139,450

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

Joanne Bertalan.....	\$135,994
Leah Laughlan.....	134,940
Rosibel Shahin.....	134,899
Rebecca Evans.....	134,779
Pam Higgs.....	133,526
Jeanie Martin.....	131,833
Kristin Sharpe.....	131,766
Yosaira Sánchez.....	131,096
Auri Hatheway.....	130,021
Kimberly Copeland.....	129,710

Michelle Sudeth.....	129,382
Diane Mentipty.....	128,607
Somer Fortenberry.....	127,505
Kim McClure.....	126,416
Kate DeBlander.....	125,804
Sonia Bonilla.....	125,526
Juanita Gudiño.....	124,658
Luzmila Abadia Carranza.....	123,875
Magdalena Nevárez.....	123,804
Lynnea Tate.....	123,474
Diana Sumpter.....	120,956
Phyllis Pottinger.....	120,745
Mairelys López.....	120,714
Janis Z. Trude.....	120,270
Alia Head.....	120,217
Gay Hope Super.....	119,757
Lynne Holliday.....	119,710
Deb Pike.....	119,663
Lara McKeever.....	118,931
Noelia Jaimes.....	118,683
Alma Orrostieta.....	116,521
Ruth Everhart.....	114,898
Debra Wehrer.....	114,746

## Monthly Commissions And Bonuses

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

## Emerald

1. Gloria Mayfield Banks***	\$58,211
2. Sonia Pérez**	41,748
3. Patricia Turker**	37,024
4. Dacia Wiegandt*	22,122
5. Evelinda Díaz*	20,634
6. Dayana Polanco*	20,113
7. Kerry Buskirk*	19,504
8. Diane Underwood.....	19,261
9. Julianne Nagle*	19,066
10. Jamie Cruse-Vrinios.....	18,006
11. Kirk Gillespie.....	17,142
12. Sonia Bonilla.....	16,983
13. Rosibel Shahin*	16,704
14. Maureen S. Ledda*	16,457
15. Pamela Tull.....	16,073
16. Auri Hatheway.....	15,247
17. Pam I. Higgs.....	15,222
18. Noelia Jaimes*	15,127
19. Pam Klickna-Powell.....	15,117
20. Anita Tripp Brewton*	15,095
21. Tammy Crayk.....	14,977
22. Ada García-Herrera*	14,634
23. Mayuli Rolo*	13,845
24. Cindy Z. Towne.....	13,589
25. Monique Balboa.....	13,401
26. Mairelys López.....	13,373
27. Cristi Ann Millard.....	13,161
28. Luzmila Abadia Carranza*	12,883
29. Joanne R. Bertalan*	12,872
30. Gillian H. Ortega.....	12,735
31. Kym A. Walker*	12,653

32. Sue Wallace.....	12,496
33. Crisette M. Ellis.....	12,022
34. Noemi C. Jaimes.....	10,965
35. Sabrina Goodwin Monday.....	10,100

## Diamond

1. Lisa Madson*	\$54,620
2. Gloria Castaño***	49,370
3. Pamela Waldrop Shaw**	28,719
4. Shannon C. Andrews*	28,242
5. Halina Rygiel*	28,110
6. Pam Ross*	24,430
7. Lisa Allison.....	22,993
8. Mary Diem*	21,076
9. Dawn A. Dunn*	20,485
10. Julia Burnett*	19,765
11. Lily Orellana.....	18,273
12. Anita Conley Rhoden*	17,680
13. Yvonne S. Lemmon.....	17,173
14. Connie A. Kittson*	16,621
15. Yosaira Sánchez.....	16,049
16. Kay E. Elvrum.....	15,828
17. Kristin Sharpe.....	15,805
18. Susan M. Hohlman*	15,148
19. Rebecca Evans*	15,085
20. María Monarrez.....	14,623
21. Sue Pankow.....	14,204
22. Jeanie Martin.....	13,998
23. Shelly Gladstein.....	13,069
24. Vicki Jo Auth.....	12,961
25. Alia L. Head.....	12,668

26. Sharon L. Buck.....	12,668
27. Leah Laughlan.....	12,649
28. Roxanne McInroe.....	12,617
29. Diana Sumpter.....	12,550
30. Lynnea E. Tate.....	11,896
31. Lynne G. Holliday.....	11,432
32. Heidi Goelzer.....	10,829
33. Julia Mundy.....	10,610
34. Terri Schafer.....	10,443
35. Rosa Carmen Fernández.....	10,006

## Ruby

1. Carol Anton**	\$44,083
2. Stacy I. James**	35,008
3. Cindy A. Williams*	28,966
4. Linda C. Toupin.....	24,623
5. Lia Carta**	22,059
6. Karlee Isenhardt*	22,028
7. Anabell Rocha*	21,904
8. Lynda Jackson*	19,761
9. Gloria Báez*	19,731
10. Cindy Fox*	18,601
11. Mary Estupiñán*	18,468
12. Sandy Valerio*	18,417
13. Jan L. Thetford.....	17,926
14. Julie Krebsbach*	17,267
15. Kim L. McClure.....	15,726
16. Kate DeBlander.....	15,276
17. Cathy Bill*	15,100
18. Bea Millsagle.....	14,810
19. Brenda Segal*	14,742

20. Crystal Trojanowski.....	14,480
21. Candace Laurel Carlson*	13,839
22. Amie N. Gambolan.....	13,783
23. Lara F. McKeever.....	13,476
24. Deb Pike.....	13,382
25. María Flores.....	12,635
26. Sherril L. Steinman.....	12,526
27. Mirna Mejía de Sánchez.....	12,471
28. Virginia S. Rocha.....	12,467
29. Jo Anne Barnes.....	12,450
30. Elizabeth Muna*	11,922
31. Tammy A. Vavala.....	11,909
32. Patty J. Olson.....	11,853
33. Kathy Rodgers-Smith.....	11,018
34. Tammy Romage.....	10,944
35. Gena Rae Gass.....	10,915
36. Vicki L. Fusellier.....	10,735
37. Brittany Kaps*	10,518
38. Juanita Gudiño.....	10,343
39. Michelle L. Sudeth*	10,179

## Sapphire

1. Lupita Ceballos**	\$53,895
2. Kathy S. Helou***	44,629
3. Debi R. Moore*	37,742
4. Sara Pedraza-Chacón*	23,692
5. SuzAnne Brothers*	22,010
6. Cyndee Gress*	18,782
7. Kristin Myers*	18,767
8. Morayma Rosas.....	17,224
9. Davanne D. Moul*	16,386

10. Pamela A. Fortenberry-Slate*	16,266
11. Alicia Lindley-Adkins*	16,068
12. Kimberly R. Copeland.....	15,242
13. Vivian Díaz*	14,809
14. Paola Ramírez.....	14,143
15. Consuelo R. Prieto*	13,224
16. Janis Z. Trude.....	12,713
17. Somer Fortenberry.....	12,491
18. Scarlett Simpson*	12,318
19. Diane L. Mentipty.....	11,939
20. Debra M. Wehrer.....	11,935
21. Alma Orrostieta.....	11,924
22. LaRonda L. Daigle.....	11,551
23. Heather A. Carlson.....	11,412
24. Diana Heble.....	11,163
25. Lorraine B. Newton.....	11,142
26. Lupita Díaz.....	11,123
27. Magdalena Nevárez*	11,089
28. Valerie J. Bagnol*	10,889
29. Julie Weaver.....	10,810
30. Glinda McGuire*	10,784
31. Elizabeth Sánchez.....	10,703
32. Sylvia Kalicak.....	10,698
33. Dawn Otten-Sweeney.....	10,453
34. Evalina Chávez.....	10,339

\* Denotes Senior NSD

\*\* Denotes Executive NSD

\*\*\* Denotes Elite Executive NSD



# Mary Kay Angels/Ángeles Mary Kay

May/Mayo 2016

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

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



**Gloria Mayfield Banks**  
\$58,211  
Emerald



**Lisa Madson**  
\$54,620  
Diamond



**Carol Anton**  
\$44,083  
Ruby



**Lupita Ceballos**  
\$53,895  
Sapphire

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

EMERALD/ESMERALDA — Terrah Cromer, <i>J. Cruse-Vrinios Area</i>	\$94,633
DIAMOND/DIAMANTE — Indhira Jimenez, <i>Y. Sánchez Area</i>	\$101,540
RUBY/RUBÍ — Heather Daniel-Kent, <i>J. Thetford Area</i>	\$126,765
SAPPHIRE/ZAFIRO — Randi Stevens, <i>Go-Give Area</i>	\$79,835

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

EMERALD/ESMERALDA — Terrah Cromer, <i>J. Cruse-Vrinios Area</i>	\$15,180
DIAMOND/DIAMANTE — Rossana Nevels, <i>C. Lewis Area</i>	\$10,305
RUBY/RUBÍ — Mayela Lopez, <i>M. Estupiñan Area</i>	\$16,506
SAPPHIRE/ZAFIRO — Barbara Popowski, <i>Go-Give Area</i>	\$16,054

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

EMERALD/ESMERALDA — Morgan Meade, <i>S. Reynolds Unit, D. Bruns Area</i>	\$11,940
DIAMOND/DIAMANTE — Tiffany Dozier, <i>L. Polish Unit, Go-Give Area</i>	\$13,186
RUBY/RUBÍ — Lynn Roberts, <i>C. Franz Unit, Go Give Area</i>	\$16,094
SAPPHIRE/ZAFIRO — Kelly Lovell, <i>T. Mock Unit, H. Carlson Area</i>	\$37,400

## Top Team Builder/Primera Impulsora de Equipo

New Team Members/Nuevas integrantes de equipo

EMERALD/ESMERALDA — Sales Director Margaret Meggison, <i>S. Goodwin Monday Area</i>	12
DIAMOND/DIAMANTE — Diana Chacho, <i>J. Chacho Unit, G. Castaño Area</i>	14
RUBY/RUBÍ — Sales Director Yajaira Bernabel, <i>Go-Give Area</i>	17
SAPPHIRE/ZAFIRO — Sales Director Sandra Zuniga, <i>L. Díaz Area</i>	18

## Top Unit Builders/ Primeras Impulsoras de Unidad

May/Mayo 2016

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

New Unit Members/Nuevas integrantes de unidad

### Emerald/Esmeralda

Yasmery Gonzalez	29
Bianny Fabiola Ramirez	27
Katy Goldstein	26
Chelsea Gardner Niederklein	26
Jesiree Lisa F. Charity	25
Tara Losk	23
Terrah Cromer	21
Noelia Jimenez	21
Stephanie Hope Blake	20
Emily Sujey Vijil	20

### Diamond/Diamante

Soledad Herrera	39
Indhira Jimenez	37
Julia V. Chacho	33
Dana Davis-Armstead	27
Jamie Venning Taylor	25
Enma Patricia Bermeo	24
Marina Sanchez Ramirez	24
Maria Monette Annunziata	21
Maria Zavala	20

### Ruby/Rubí

Candace Lyn Doverspike	32
Heather A. Daniel-Kent	30
Toni Zaino	30
Araceli Robles	25
Elizabeth Anne Viola	23
Yajaira Bernabel	21
Naomi Wethje	21
Allison L. Carter	20
Angela Concannon	20

### Sapphire/Zafiro

Maria Elena Coyote	28
Lafreda D. Williams	22
Herendira Garcia	21
Rosa Elia Meza-Sanchez	21
Sandra Zuniga	21
Natalie Cargile	20

## Meet Your NSDs/Conoce a tus DNVs

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

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

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



# Ruby/Rubí

Congratulations to the winners/Felicidades a las ganadoras

## New Debuts/ Debutes

March/Marzo 2016



**Gina E. Abbey**  
Highlands Ranch, Colo.  
C. Carson Unit

**Sheryl Sue Adams**  
Olancho, Calif.  
M. Nix Henderson Unit

**Bailey Kate Carpenter**  
Manhattan, Kan.  
R. Wahle Unit

**Marcela Lopez**  
Woodland, Wash.  
M. Escamilla-  
Martinez Unit

**Margo LeRay  
Montgomery**  
Genesee, Idaho  
K. Conner Unit

**Anastasia Eyo Nsa**  
Villa Rica, Ga.  
G. Ebere Unit

**Stephanie  
Delphine Parris**  
Kennesaw, Ga.  
S. Anderson Unit

**Crista Elizabeth Welch**  
Pasadena, Texas  
J. Ferrell Unit



**Lindsey Mills\***  
Lantana, Texas  
A. Christly Unit

**Not pictured:/Sin foto:** *Jennifer Jean Blake*, Nottingham, Pa., D. Tollinche Unit; *Ramona Carbajal*, Long Beach, Calif., M. Diaz de Leon Unit; *Rebecca Carson*, Manchester, Mass., L. Sarullo Unit; *Eileen Darragh*, Ashland, Ky., J. Wolverton Unit; *Patricia Joan Melendez*, Naples, Fla., L. Pereira Unit; *Dinora Esperanza Orellana*, Van Nuys, Calif., E. Solis Unit; *Patricia Maria Pais*, Fresno, Calif., E. Cordova Unit; *Patricia Soriano*, Los Angeles, G. Cruz Unit; *Courteney Wardyn*, Grand Island, Neb., A. Krafka Unit.

*\*Previously debuted./Debutó con anterioridad.*

## Triple Crown/ Triple Corona

May/Mayo 2015



**Lorenda M. Younger**  
Columbia, S.C.  
J. Barnes Area



## Dean's List/ Lista del Decano

May/Mayo 2015



**Ashlie Sanders Potter**  
Pilot Mountain, N.C.  
K. Myers Area  
Sapphire Seminar

**Not pictured:/Sin foto:** *Dircia Rodriguez*, Philadelphia, G. Rodríguez-Orriola Area, Emerald Seminar; *Michelle Manley*, Little Elm, Texas, L. Holliday Area, Diamond Seminar.

## Honors Society/ Sociedad de Honor

May/Mayo 2015



**Graciela Romero**  
Lewisville, Texas  
A. Rocha Area

**Li Fang Song**  
New York  
Ruby Go Give Area

**Lorenda M. Younger**  
Columbia, S.C.  
J. Barnes Area

Success Begins With a **Dream.**  
El éxito empieza con un **sueño.**



## Fabulous 50s/ Fabulosos 50

November/Noviembre 2015



Jennifer Phippin  
Auburn, Calif.  
L. Gauthreaux Area

**Not pictured:/Sin foto:** Teresa Lautrup, Windsor, Calif., L. Gauthreaux Area.

## On the Move/ En Acción

March/Marzo 2016

Gina E. Abbey  
Sheryl Sue Adams

Eileen Darragh  
Marcela Lopez

Patricia Joan Melendez  
Anastasia Eyo Nsa

Dinora Esperanza Orellana  
Stephanie Delphine Parris

Crista Elizabeth Welch

## New Team Leaders/ Nuevas Líderes de Equipo

May/Mayo 2016

Lizzett Alvarado  
Maria G. Ambrosio  
Debbie Armstrong  
Maria Avilez  
Diane Belluso  
Patricia Bernal  
Melissa Blocher  
Jennifer L. Borsos  
Tisa A. Brown  
Staci A. Caldarella  
Molly Cavanaugh  
Francisca Cervantes  
Christy R. Chamberlain  
Maria Correa  
Kelly C. Cuevas  
Amanda L. Davidson

Jennifer L. Deleon  
Shawnia L. Elder  
Nicole Evans  
Yukie L. Evans  
Martha Flores  
Amy Freeman  
Lacey J. Gibler  
Tanya Gilkerson  
Hannah L. Hemric  
Brandy L. Henke  
Skylee D. Holland  
Wendy J. Jessen  
Dadapoye T. Johnson  
Lynda-McKenzie M. Johnson  
Chappell Kettleman  
Malori M. Koch

Andrea M. Koehn  
Rebecca Kohl  
Patience L. Komi  
Paula Lara  
Amy Loniewsky  
Blanca A. Lopez Baez  
Herminia Lopez  
Kelly A. Lopez  
Jennifer R. Mansfield  
Destiny N. Martin  
Maria G. Martinez  
Rose M. Martinez  
Yolanda Martinez  
Diane M. Medeiros  
Lisa M. Miller  
Margaret Moran

Amanda C. Nelsen  
Alison Noble  
Taylor R. Olin  
Julia Olivera  
Dora I. Ordonez  
Guadalupe Palacios  
Aly Partain  
Maria G. Pena  
Tyneshia Perine  
Bertha Reyes  
Christal J. Rice  
Cinthya Rios  
Sarah J. Samuels  
Maria L. Sanchez  
Kristen I. Schutte  
Kathi Shambaugh

Mikaila A. Sharp  
Jolleen A. Sogioka  
Laura S. Taylor  
Janet L. Thomson  
Maria E. Torres  
Sherry Torres  
Danette Trevino  
Zina B. Ulicnik  
Maria Valdez  
Lisa M. Vogt  
Cassidy M. Wennesheimer  
Christine M. Wosmek

## Grand Achievers/ Gran Ganadoras

May qualifiers/  
Calificadas en  
mayo 2016

**Consultants/Consultoras**  
Alma Leticia Alvarado  
Charlena Louise Bolling  
Teresa F. Brito  
Yenni Fernanda Duarte  
Ann-Marie K. Edelmann  
Clemencia Flores

Elizabeth Krista Garcia  
Marion Corbett Haas  
Michelle Ann Iglehart  
Mary Ellen Jenkins  
Rossy Jimenez  
Michelle Elizabeth Lecates  
Jenn Longsworth

Maria Martinez Rojas  
Kristen Elaine McCulloch  
Stephanie A. Metzger  
Claudia Naranjo  
Susan Z. Navarrete Rangel  
Jessica Marie Rowley  
Lori Sharpe

Marquita Dona Smith  
Joanne Williams  
Lisa C. Willoughby  
Nicole Yarns  
Esmeralda Zamora

**Sales Directors/  
Directoras de Ventas**  
Katherine Frances Adamou  
Angela Gwen Adams  
Carla Lares  
Stephanie Delphine Parris

## First Gold Medal/Primera Medalla de Oro

May/Mayo 2016

**New Team Members/Nuevas integrantes de equipo**  
Sandra Arredondo, J. Gramajo Reyes Unit.....7  
Maria Avilez, J. Donna Unit.....7  
Krystal Bartlett, N. Osborn Unit.....8  
Cadence Bierwagen, M. Bierwagen Unit.....5  
Melissa Blocher, A. Moll Unit.....8  
Molly Cavanaugh, L. Bloomer Unit.....7  
Berenice Duarte, A. Martinez Charre Unit.....6  
Ann-Marie Edelmann, B. Millslagle Unit.....8  
Kristi Engstrom, L. Mills Unit.....7  
Yukie Evans, N. Wethje Unit.....6  
Tanya Gilkerson, E. Viola Unit.....7

Vernice Green, L. Arroyo-Ortiz Unit.....6  
Cammi Hatfield, S. Cline Unit.....5  
Kayleen Heller, J. Seifert Unit.....5  
Brandy Henke, S. Heusman Unit.....5  
Alyssa Jayne, C. Griffo Unit.....5  
Jaquetta Jenkins, A. Voorhees Unit.....7  
Lynda-McKenzie Johnson, J. Barnes Unit.....5  
Sheila Johnston, N. Hearst Unit.....5  
Natalie Jones, C. Frazier Unit.....5  
Rebecca Kohl, M. Hertz Unit.....6  
Elena Lara, M. Hernandez Unit.....5  
Valerie Levenseller, E. Viola Unit.....5

Jennifer Mansfield, S. Heusman Unit.....5  
Martha Martinez, F. Palencia Unit.....5  
Amanda Nelsen, D. Rankin Unit.....5  
Guadalupe Palacios, F. Palencia Unit.....5  
Ana Paredes, S. Farias Unit.....5  
Kristen Schutte, B. Kovar Unit.....6  
Linda Sperring, M. McCafferty Unit.....10  
Janet Thomson, T. Zaino Unit.....10  
Maria Valdez, V. Ordonez Unit.....10  
Nicole Yarns, M. Robinson Unit.....6

## 13% Club/ Club del 13%

May/Mayo 2016

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

Sales Director Toni Zaino.....\$2,695  
Sales Director Damilola Hannah Akinsola.....2,178  
Sales Director Jennifer M. Tito.....2,109  
Sales Director Heather A. Daniel-Kent.....1,955  
Alicia Espinoza, G. Baez Unit.....1,912  
Sales Director Angela Irene Dingman.....1,849  
Sales Director Susan Moore.....1,842  
Sales Director Jacqueline N. Alford.....1,738  
Sales Director Joselita L. Gramajo Reyes.....1,614

Sales Director Rachael M. Bullock.....1,614  
Sales Director Elizabeth A. Kramer.....1,607  
Nicole Evans, N. Wethje Unit.....1,520  
Nicole Yarns, M. Robinson Unit.....1,502  
Sales Director Lindsey Mills.....1,455  
Sales Director Amber O'Neil Hui.....1,415  
Sales Director Michael Suzanne Diaz.....1,414  
Sales Director Sheryl Jean Arena.....1,396  
Sales Director Shelia D. Evans.....1,389

Sales Director Patti A. Harris.....1,307  
Sales Director Paula M. Kirkpatrick.....1,305  
Sales Director Eusebia Bonilla.....1,294  
Sales Director Ernesto Raudel Galvez.....1,256  
Michelle Ann Iglehart, H. Daniel-Kent Unit.....1,233  
Sales Director Gloria Dominguez.....1,223  
Sales Director Kenia Karina Acosta.....1,218



## Achievement Circle/ Círculo de Logros

May/Mayo 2016

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

Heather Daniel-Kent.....	\$126,765	Krystal D. Downey-Shada.....	55,027	Lori M. Langan.....	47,721	Melissa May Smith.....	41,898
Toni Zaino.....	87,759	Mary Alice Dell.....	54,754	Carmen J. Felix.....	47,260	Molly A. Williamson.....	41,877
Susan Moore.....	83,698	Caitlin Michelle Griffo.....	54,754	Pamela J. Sparks.....	46,865	Judy Lund.....	41,801
Brenda Fenner.....	83,674	Patty L. Bojan.....	54,092	Kali DeBlander Brigham.....	46,833	K.T. Marie Martin.....	41,770
Araceli Robles.....	81,310	Maureen Shipp.....	53,905	Shari M. Kirschner.....	46,287	Chatney Gelfius.....	41,630
Candace Lyn Doverspike.....	78,316	Stephanie Brooke Heusman.....	53,774	Jill E. VanderMeer.....	46,135	Elayne J. Watson.....	41,603
Diane K. Lundgren.....	77,311	Lindsey Mills.....	53,415	Lisa Anne Harmon.....	45,914	Jennifer M. Tito.....	40,610
Donna Clark-Driscoll.....	73,142	Breda M. Teal.....	53,072	Linda Sigle.....	45,642	Janna Judkins.....	40,462
Laura Vernon Middleton.....	72,801	Christy M. Cox.....	52,953	Shawni Diggan.....	45,634	Debby LaMendola.....	40,416
Marissa Marie Robinson.....	72,273	Susie J. Serio.....	52,848	Marnie R. Yunger.....	45,143	Laurie C. Cole.....	40,024
Rachael M. Bullock.....	70,138	Susan C. Ehrnstrom.....	52,826	Lisa V. Bauer.....	44,989	Fern M. Gerdes.....	39,787
Naomi Wethje.....	69,903	Ryan Ashlee Rives.....	52,571	Gina Beck.....	44,793	Nancy N. Danley.....	39,691
Sherri Ammons.....	69,117	Rhonda L. Barnett.....	52,312	Amy C. Schule.....	44,763	Jennifer Isenhardt.....	39,686
Stephanie Audino.....	61,162	Karen E. Gardner.....	51,706	Jeanie K. Navrkal.....	44,686	Amy Stokes.....	39,680
Allison L. Carter.....	60,959	Lisa Hansen.....	51,691	Suzanne Moeller.....	44,583	Maria Fontaine Evans.....	39,399
Elizabeth Anne Viola.....	60,486	Debbie A. Elbrecht.....	51,625	Stephanie Lynn Coker.....	43,923	Kari Wagner.....	39,370
Tamarie M. Bradford.....	57,806	Sonya F. Goins.....	51,509	Ronda Faber.....	43,196	Trudy D. Nikolas.....	38,975
Shelia D. Evans.....	57,579	Nancy J. Osborn.....	51,490	Flory Palencia.....	43,049	Laurie Travis Plyler.....	38,845
Julie Thomas.....	57,249	Paula M. Kirkpatrick.....	51,458	Milbella Sosa.....	42,813	Sandra Braun.....	38,707
Valerie A. Lucio-Polk.....	56,783	Cleta Colson-Eyre.....	50,994	Barbara L. Harrison.....	42,422	Silvia Farias.....	38,674
Angela Irene Dingman.....	56,230	Barbara Pleet.....	50,320	Susan K. Janish.....	42,386	Rose Campbell.....	38,562
Corrin Cresci.....	56,083	Palia A. Curry.....	50,002	Jacqueline N. Alford.....	42,273	Evelyn C. Benitez.....	38,133
Thessy Nkechi Nwachukwu.....	55,664	Sheryl Jean Arena.....	49,771	Jackie M. Craver.....	42,133	Eusebia Bonilla.....	38,081
Patti Cornell.....	55,253	Damilola Hannah Akinsola.....	48,481	Lisa Olivares.....	41,966	Patti Maxwell.....	37,887
Teri A. Walter.....	55,158	Tiffany Brooke Stout.....	47,936	Kaitlyn Kerven.....	41,916	Courtney Leanne Armstrong.....	37,886

## Commission Circle/ Círculo de Comisiones

May/Mayo 2016

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

Heather Daniel-Kent.....	\$17,644	Jacqueline N. Alford.....	8,415	Krystal D. Downey-Shada.....	7,257	Maria Price.....	6,455
Toni Zaino.....	15,106	Lindsey Mills.....	8,346	Marnie R. Yunger.....	7,208	Breda M. Teal.....	6,426
Susan Moore.....	12,453	Melissa May Smith.....	8,247	Debbie A. Elbrecht.....	7,149	Eusebia Bonilla.....	6,384
Rachael M. Bullock.....	11,486	Kali DeBlander Brigham.....	8,235	Laurie Travis Plyler.....	7,139	Milagro V. Diaz.....	6,382
Araceli Robles.....	11,209	Barbara Pleet.....	8,195	Pamela J. Sparks.....	7,131	Laura A. Kattenbraker.....	6,381
Candace Lyn Doverspike.....	11,069	Ryan Ashlee Rives.....	8,103	Margarita Velez.....	7,129	Susan K. Janish.....	6,367
Diane K. Lundgren.....	10,622	Julie Thomas.....	8,015	Esther Amador.....	7,123	Sonya F. Goins.....	6,346
Donna Clark-Driscoll.....	10,619	Damilola Hannah Akinsola.....	7,983	Jenn Kirkham.....	7,063	Suzanne Moeller.....	6,326
Brenda Fenner.....	10,176	Allison L. Carter.....	7,930	Milbella Sosa.....	7,054	Lisa Hansen.....	6,325
Paula M. Kirkpatrick.....	10,152	Teri A. Walter.....	7,852	Caitlin Michelle Griffo.....	6,998	Linda Sigle.....	6,296
Stephanie Brooke Heusman.....	9,808	Stephanie Audino.....	7,748	Kellee L. Valerio.....	6,903	Amy C. Schule.....	6,245
Tamarie M. Bradford.....	9,687	Karen E. Gardner.....	7,736	Flory Palencia.....	6,885	Joselita L. Gramajo Reyes.....	6,211
Sherri Ammons.....	9,642	Mary Alice Dell.....	7,682	Fern M. Gerdes.....	6,877	Shari M. Kirschner.....	6,210
Laura Vernon Middleton.....	9,203	Cleta Colson-Eyre.....	7,619	Valerie A. Lucio-Polk.....	6,871	Lisa Anne Harmon.....	6,209
Naomi Wethje.....	9,175	Gloria Dominguez.....	7,607	Gina Beck.....	6,850	Barbara L. Harrison.....	6,204
Angela Irene Dingman.....	8,991	Corrin Cresci.....	7,556	Tiffany Brooke Stout.....	6,828	Ginger J. Benedict.....	6,200
Jeanie K. Navrkal.....	8,959	Christy M. Cox.....	7,513	Angeles Sosa.....	6,792	Janna Judkins.....	6,188
Elizabeth Anne Viola.....	8,918	Silvia Farias.....	7,501	Michael Suzanne Diaz.....	6,724	Magdalena Diaz de Leon.....	6,182
Marissa Marie Robinson.....	8,842	Nancy J. Osborn.....	7,469	Susan C. Ehrnstrom.....	6,707	Annaka Krafka.....	6,177
Susie J. Serio.....	8,812	Amy Stokes.....	7,430	Michelle Hager.....	6,688	Elena Santos.....	6,127
Thessy Nkechi Nwachukwu.....	8,762	Lori M. Langan.....	7,378	Carmen J. Felix.....	6,673	Palia A. Curry.....	6,111
Patti Cornell.....	8,730	Sheryl Jean Arena.....	7,350	Aide G. Martinez Charre.....	6,657	Ernesto Raudel Galvez.....	6,092
Lisa Olivares.....	8,651	Maureen Shipp.....	7,345	Mary Beth Pfeifer.....	6,644	Pansy L. Pierce.....	6,075
Jennifer M. Tito.....	8,531	Patty L. Bojan.....	7,331	Marye Durrer.....	6,566	Lee Clouse.....	6,074
Shelia D. Evans.....	8,421	Shawni Diggan.....	7,314	K.T. Marie Martin.....	6,551	Jill E. VanderMeer.....	6,071

WHAT YOU BELIEVE, YOU CAN ACHIEVE!  
¡LO QUE CREAS, PUEDES LOGRAR!

Mary Kay



# GO-GIVE<sup>®</sup> award

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

Nominate a well-deserving Independent Sales Director who displays the Go-Give spirit for this prestigious honor today!



## **Samantha Nau**

### **Diamond**

Independent Senior  
Sales Director

**Began Mary Kay Business**  
October 1993

**Sales Director Debut**  
August 1997

**Offspring** one first-line

**National Sales Director**  
Go-Give Area

**Honors** Star Consultant;  
Circle of Achievement

**Personal** Lives in Pueblo West,  
Colo. Husband, Brian; sons:  
Clinton, Dylan, Landen

**"I am motivated to help others  
because** I love watching women  
grow in confidence by teaching  
them how to dream big and have  
faith in their daily discipline."

**Independent Executive Senior  
Sales Director Nancy Harder of  
Prineville, Ore.,** says, "I had the  
good fortune to find Samantha,  
a giving and caring woman,  
to adopt my unit members in  
Colorado. She gives from her  
heart and never expects anything  
in return."



## **Faye Shaw Jenkins**

### **Ruby**

Independent Sales Director

**Began Mary Kay Business**  
February 2010

**Sales Director Debut**  
October 2010

**National Sales Director**  
Go-Give Area

**Honors** Star Consultant;  
five-times Queen's Court of Sharing

**Personal** Lives in Montgomery,  
Ala. Husband, Kevin; sons: Isaac,  
Quadry, Kevin Jr, Roger, Keylen;  
daughters: Ka'Cii, Trinity

**"I am motivated to help others  
because** I love people. It truly  
brings me joy when I give of my  
time, talent and resources to  
help others."

**Independent Beauty Consultant  
Natika Adams of Montgomery,  
Ala.,** says, "A role model in  
our community, Faye has  
coordinated efforts in getting  
two families back on their feet  
due to house fires. As a mentor,  
she consistently uplifts and  
encourages all team members  
in building their businesses."



## **Amanda Gustafson**

### **Sapphire**

Independent Senior  
Sales Director

**Began Mary Kay Business**  
June 2006

**Sales Director Debut**  
June 2007

**Offspring** one first-line

**National Sales Director**  
Debi Moore

**Honors** Star Consultant; eight-  
times Sales Director Queen's  
Court of Personal Sales; five-times  
Queen's Court of Sharing; three-  
times Circle of Achievement;  
Double Star Achievement; three-  
times Triple Star Achievement

**Personal** Lives in Novelty, Ohio

**"I am motivated to help others  
because** my mission is to make  
a difference in this world. It is also  
my way of paying it forward and  
thanking Mary Kay Ash for the  
opportunity that changed my life!"

**Independent Senior Sales  
Director Jean Aswell of  
Cornelius, N.C.,** says, "Amanda  
holds herself to the highest  
standard and works her business  
as Mary Kay Ash taught. She  
desires to help women feel  
beautiful and important and to  
accomplish whatever they wish."



## **Kellye Conley**

### **Emerald**

Independent Senior  
Sales Director

**Began Mary Kay Business**  
April 1995

**Sales Director Debut**  
June 1996

**National Sales Director**  
Go-Give Area

**Honors** Star Consultant;  
three-times Circle of Achievement

**Personal** Lives in Ashland, Ky.  
Husband, John; sons: Jake,  
Grayson; daughter, Mattie;  
one granddaughter

**"I am motivated to help others  
because** I love encouraging and  
praising women to success and  
helping them to discover their  
talents and potential."

**Independent Beauty Consultant  
Beth Penick of Ashland, Ky.,** says,  
"Kellye is my life coach. Through  
my divorce, she had the foresight  
to know how much I needed my  
Mary Kay business. Kellye touches  
lives, and I am a much better  
person for knowing her."



# Attention

## Turn Your Fashion Savvy Into Sales!

**NEW!**

Limited-Edition<sup>†</sup> **Mary Kay®** Runway Bold Collection

- **Eye Color Palette:** Gold, bronze, silver and bold blues you can mix and match. Available in **Rock the Runway**. \$25
- **Gel Liner Duo:** Lightweight formula in bold metallic hues glides on smoothly to deliver the precision of a pencil with the intensity of a liquid. Available in **Dramatic Gold**. \$18
- **Nail Lacquer:** Sophistication at your fingertips. Available in **Blue Debut, Rosy Encore** and **Gold Is Bold**. \$9.50 each

Eye Color Palette:  
**\$25**

**Bag This Offer!**

**NEW!**

Limited-Edition<sup>†</sup> **Mary Kay®** Runway Bold Collection Bag

It's **\$5\*** with a \$50 purchase (excluding tax) of suggested retail products from the limited-edition<sup>†</sup> **Mary Kay®** Runway Bold Collection.

Nail Lacquer: **\$9.50 each**

Gel Liner Duo: **\$18**



# -Getter

## Complete the Look and Boost Sales!

- Add a **NEW Mary Kay® Gel Semi-Matte Lipstick** (See Pages 4-5.), \$18
- Get “wow”-worthy volume, plus irresistible length.  
**Lash Intensity® Mascara**, \$18



## FALL FASHION TRENDS

Your customers can take their fashion cues from you! What's hot for fall:

- **FACE:** Soft, flawless, even complexion. Powdered finish, bronzed cheeks.
- **EYES:** Bold, super smoky metallic in gold, blue and silver shades.
- **LIPS:** Texture is key. Matte finish is “in.”
- **NAILS:** Shades of metallic and blue.
- **HAIR:** Sleek and sophisticated, every strand in place.
- **BROWS:** Sculpted, shaped, defined and bold.



You've got on-trend makeup and style that your customers want this fall. Email the **Fall 2016 Mary Kay® Trend Report eCatalog**. It's available on **Mary Kay InTouch®**. Follow up to see if they're ready for a party with friends!



## Easy Order, Easy Sale

These bundles can boost any sale!

### Ready Set, \$36

Includes **Mary Kay® Foundation Primer**, **Sunscreen Broad Spectrum SPF 15\*** and **Mary Kay® Makeup Finishing Spray** by Skindinavia

### Brush On Beautiful, \$65

Includes **Mary Kay® Brush Collection** and **Mary Kay® Brush Cleaner**



project  
**RUNWAY**

THURSDAYS 9/8c **Lifetime**

## High Heels to TOP SALES

Mary Kay Inc. is the Official Beauty Sponsor of **Project Runway® Season 15**, airing Thursdays this fall on Lifetime® starting in September. Tune in to see exclusive looks by **Mary Kay Global Beauty Ambassador Luis Casco** and breathtaking fashion by this season's designers.



**Tip!** Hold a **Runway watch party** where you can tie in the show and the new **limited-edition® Runway Bold Collection!** **Mary Kay InTouch®** has a [customizable invite](#) you can download!

Lifetime® is a registered trademark of Lifetime Entertainment Services, LLC.  
Project Runway® is a registered trademark of Fashion Cents LLC.



# The Future Is in Your Hands.

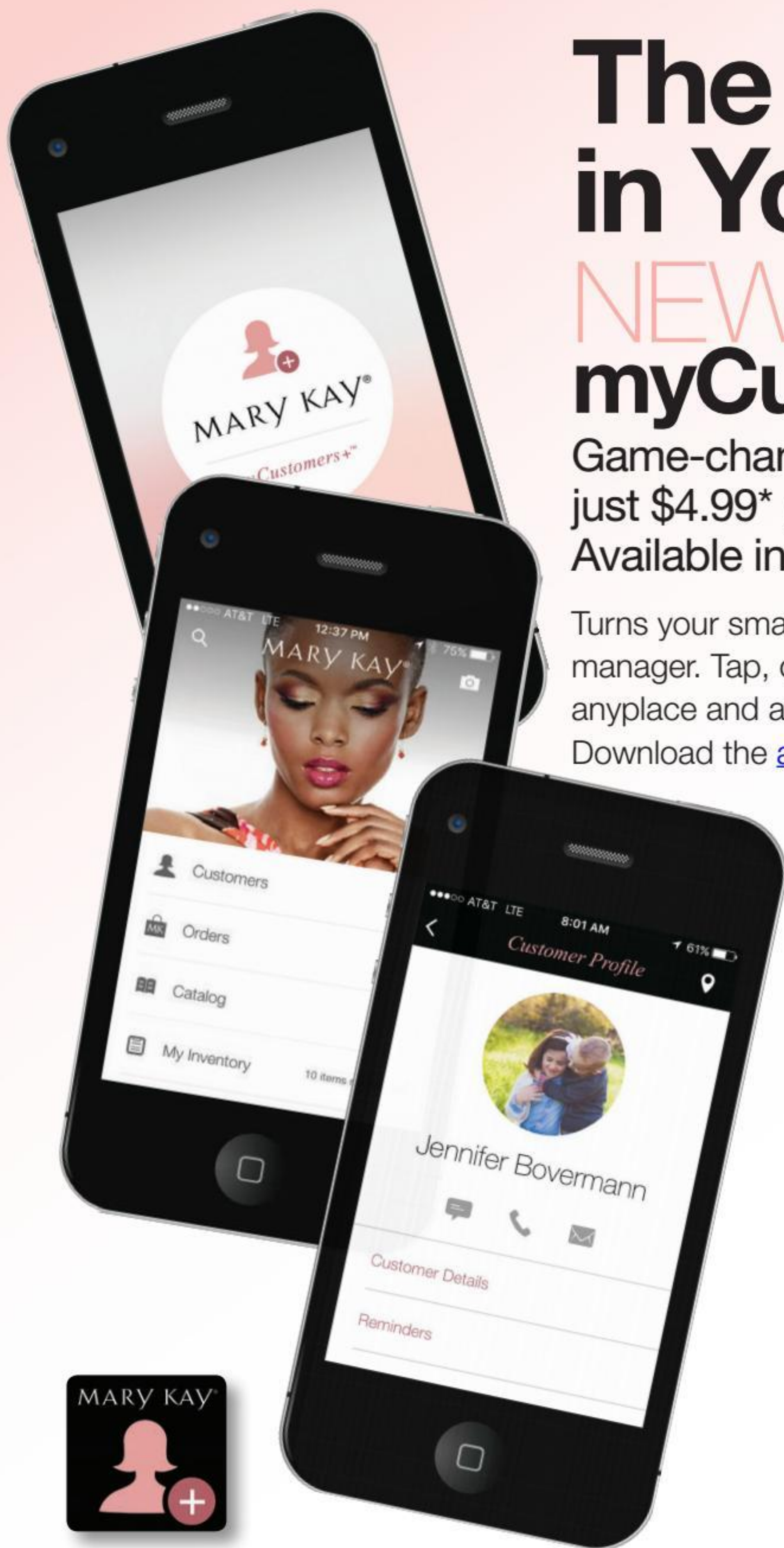
NEW!

## myCustomers+<sup>SM</sup>

Game-changing technology  
just \$4.99\* per month!

Available in English and Spanish

Turns your smartphone into a portable business manager. Tap, click, swipe or scroll – anytime, anyplace and accomplish your goals in real time. Download the [app](#), and change your game today!



### Customers

- Import from your phone contacts.
- Tag birthdays, anniversaries, team-building and more.
- Easy to navigate: search, filter, sort or scroll

### Orders

- Place and track new customer orders.
- Create sales tickets and email receipts.
- Get order alerts and process credit cards.

### Inventory

- Simple to reorder and track.
- Use smartphone or tablet to scan products and update inventory.
- Receive low-inventory notifications.

Subscribe today on *Mary Kay InTouch*®.  
Just \$4.99\* per month!



myCustomers+<sup>SM</sup> App



# Snap & Share



Excited about this season's  
**NEW** products?  
Simply snap a pic of these  
images below using your  
smartphone or tablet and share.



## Instagram®, Twitter®, Text ... You Choose.

Set your phone's camera to square, line up within image borders, snap and share!

Your Mary Kay love will be contagious!  
The result? A chance to extend your reach with **NEW** customers, **NEW** sales, **NEW** bookings and **NEW** team members!



### SUGGESTED POSTS:

Kiss boring lips good-bye with **NEW Mary Kay® Gel Semi-Matte Lipstick!** Long-lasting gel formula. Eight intense shades. "Like" if you want to try!

We call it *Revealing Radiance™*. You'll call it a transformation.  
**NEW TimeWise Repair® Revealing Radiance™ Facial Peel.**  
"Like" or "comment" if you want to try it!

You'll **fall** in love with the **NEW limited-edition† Mary Kay® Runway Bold Collection.** Ask me how to get yours, while supplies last!

†Available while supplies last

Instagram® is a registered trademark of Instagram, LLC.

Twitter® is a registered trademark of Twitter, Inc.



**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)

*"I have often said that successful people are just ordinary people with extraordinary determination. When someone rises to the top in our Company, I know the perseverance and dedication that have been nurtured to reach success. Remember that if you don't know the struggle, you don't know the strength."*

# CALENDAR

## dates

<b>1</b>	<ul style="list-style-type: none"> <li>Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month.</li> <li>Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m. Central time.</li> </ul>
<b>3</b>	Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until midnight Central time.
<b>5</b>	<ul style="list-style-type: none"> <li>Labor Day. All Company offices closed. Postal holiday.</li> <li>Last day to register/cancel registration for Sept. 15-17 New Independent Sales Director Education in Phoenix, Ariz., by 5 p.m. Central time. All Sales Directors who have not yet taken advantage of this great opportunity are welcome.</li> </ul>
<b>13</b>	Mary Kay Inc. 53rd anniversary. Host a skin care party to celebrate!
<b>15</b>	<ul style="list-style-type: none"> <li>Postmark deadline for Quarter 1 Star Consultant quarterly contest.</li> <li>Deadline to make Quarter 4 Star Consultant prize selections.</li> <li>New Independent Sales Director Education begins.</li> </ul>
<b>16</b>	<ul style="list-style-type: none"> <li>Quarter 2 Star Consultant quarterly contest begins.</li> <li>Winter 2016 Preferred Customer Program<sup>SM</sup> online enrollment for <i>The Look</i>, including exclusive samples (while supplies last) begins.</li> </ul>
<b>20</b>	Select your dream prize for Quarter 1 Star Consultant quarterly contest winners.
<b>29</b>	Last day of the month for Independent Beauty Consultants to place telephone orders.
<b>30</b>	<ul style="list-style-type: none"> <li>Last day of the month for Independent Beauty Consultants to place online orders.</li> <li>Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail must be received today to count toward this month's production.</li> <li>Online Independent Beauty Consultant Agreements accepted until midnight Central time.</li> </ul>



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

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BACK TO  
SCHOOL

# Back to Business

It's a NEW Year of Business-Building!

**Teachers.** They ace the customer test, and teaching skin care can make them natural Independent Beauty Consultants. Many often look for extra income potential. Show them how a Mary Kay business could be on their lesson plan.

## Fun Party Idea: Mary Kay® School Supplies\*

### PENCILS

Mary Kay® Eyeliner  
NEW FORMULA! Mary Kay® Lip Liner  
Mary Kay® Brow Definer Pencil

### PAINTS

Mary Kay® Mineral Eye Color  
Mary Kay® Mineral Cheek Color Duo  
Mary Kay® Bronzing Powder

### CRAYONS

True Dimensions® Lipstick  
NEW! Mary Kay® Gel Semi-Matte Lipstick

### ERASERS

NEW! TimeWise Repair®  
Revealing Radiance™ Facial Peel  
Mary Kay® Oil-Free Eye Makeup Remover  
Mary Kay® Undereye Corrector  
Mary Kay® Perfecting Concealer  
TimeWise Body™ Smooth-Action®  
Cellulite Gel Cream







## Teach the Five-Minute Face.

Less time doesn't mean less fabulous! Five minutes is all your customers need to look and feel put-together. Share this look:

### Step 1: Flawless Face

Apply *Endless Performance*® Crème-to-Powder Foundation just to areas that need extra coverage.

### Step 2: Eye Color

Apply Chocolate Kiss *Mary Kay*® Mineral Eye Color to entire eyelids, from lashlines to brow bones.

### Step 3: Lip Color

Apply NEW FORMULA *Mary Kay*® Lip Liner in Medium Nude along natural lip line and then apply NEW *Mary Kay*® Gel Semi-Matte Lipstick in Bashful You.

### Step 4: Finishing Touch

Apply *Lash Love*® Mascara in I ♥ black.



## Moms

Treat them to a **Muffins and Makeovers party!**

- Hold a party after a morning drop-off or during soccer practice.
- Offer them a chance to try *Mary Kay*® products.
- Ask moms if they'd like to host a party – or if they're looking to earn extra income and enjoy more girl time.
- Keep it fun and low pressure. Some may not be ready to buy or join your team on the spot. But by inviting them into your world, you've opened the door to new friends, new customers and, possibly, new team members!



**TIP:** Teachers and moms serve others and rarely themselves. Help ease their shopping experience by including them in the *Preferred Customer Program*™. Share that they can order 24/7 through your *Mary Kay*® Personal Web Site! Don't have one? Get the scoop on *Mary Kay InTouch*®.





# September Is a Great Month to ...

## This is how they do it!

Take charge of your Mary Kay business and Dream Big! Three Mary Kay pros share biz pointers that work.

### My September Action Plan!

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

Make sure you achieve the **Embrace Your Dreams Challenge** this month, and get a beautiful bracelet inscribed with a Mary Kay Ash quote. (Details on back cover.)



Independent  
Senior  
Sales Director  
**Angela  
Rimington**  
Houston, Texas

### Increase Sales.

**Think holidays.** (Yes, in September.) Set your holiday sales goal now, then hold appointments to help you achieve it. Share your goal with a mentor, such as your Independent Sales Director. Try some fun fall events like a Back-to-School Beauty Bash, *Halloween MASK-querade* party and *Customer Appreciation* party. The key is to have fun!

**Seasonal follow-ups.** Your customers may need to adjust their skin care routines for changing weather, or they may want a new fall look. Encourage them to share their appointments with friends and make them parties.

**Do a Power Start.** (Facial 30 faces in a month.) Can you say ... "build momentum"? Remind your guests you've got fun products for fall and the holidays. Follow up.

**Expand your customer base.** Ask your existing customers for referrals and book a table at a local fall festival. Both can help you meet people. Women want ideas to simplify holiday gift-giving and to look their best. You have the products and outstanding customer service to cater to them!

**Try the NEW products.** Share your excitement and offer samples, along with your *Mary Kay*® business card and *Mary Kay*® Personal Web Site address. When we wear *Mary Kay*® products, too, our enthusiasm is contagious.



# Care to SHARE?

School's in session, everyone's back in their routines. Most likely, you're around more women at work, at school functions or both! It's a perfect time to **share all the benefits of having a Mary Kay business**. Before you know it, you can **earn commissions, bonuses** and more! You can achieve the Year of Your Dreams! Find team-building education on *Mary Kay InTouch*®.

- **MOMS** may be eager to earn extra income for their kids' activities.
- **TEACHERS** may like the flexibility of being their own bosses and earning extra income.
- **COLLEGE STUDENTS** may want to supplement tuition costs as they share skin care and makeup with their friends.
- **CAREER WOMEN** may like the supplemental income potential and a chance to lead others.

**REMEMBER!** When you **meet new women at your upcoming holiday open houses**, make sure they see how rewarding and fun a Mary Kay business can be. Then they'll want to start their own Mary Kay businesses!



Independent Sales Director  
**Tonya Colbert**  
Peyton, Colo.

## Market Your Products.

**September can be highly profitable.** Why? People are back in their routines and eager for fall and a new look. Plus, soon we'll see holiday store displays, so it's time to make your holiday sales plan. Why not make a goal to finish as a Star Consultant by Sept. 15? You'll be a *glad I did vs. a wish I had*.

**Reconnect.** Check in with your clients now, including those you haven't heard from since last holiday season. Success comes when we're politely persistent. Set a stretch goal for new customers to add to your holiday open house. Maybe it's 50 new customers if you facial 60 faces in the next two months. Faces take you places!

**Get Color Confident certified.** It gives you instruction and confidence on application and color trends. Then, book those customers who need a fall foundation match and a new fall look. Find details on *Mary Kay InTouch*®.

**Think holidays.** As you hold parties and build sales, why not ask for your customers' holiday wish lists? You can merchandise holiday items at your skin care parties. Your customers can do some early shopping now and let you know what products to add to their wish lists.



Independent Senior Sales Director  
**Ashlie Potter**  
Pilot Mountain, N.C.

## Give Back.

Around Labor Day, I hold a **Labor of Love** sale for my customers. I share that **The Mary Kay Foundation**™ supports research in preventing cancers that affect women and also provides local grants for domestic violence prevention.

Customers love knowing **their purchases help support two great causes**. I share that Mary Kay Ash lived by the Golden Rule, and she instilled those characteristics into her independent sales force. That culture remains strong today. **Pink Changing Lives**® is proof that we carry on her legacy. Plus, **The Mary Kay Foundation**™ website has resources and fliers you can use to promote awareness to the community.

## Sample for Sales

Sampling helps you offer Golden Rule customer service and lets your customers try before they buy. Sampling can help build loyalty and increase sales. Beginning with the Aug. 16, 2016, Consultant order form, Mary Kay will phase out low-selling samples and introduce new ones that work great on every skin tone.

Check out these **NEW samples!**

- **Mary Kay® Mineral Cheek Color:** Now in Strawberry Cream, Sunny Spice and Golden Copper. sheet/18, \$2 ea.
- **Mary Kay® Lip Liner (new formula):** Light Nude, Medium Nude, Deep Nude. pk./6, \$2 ea.
- **Mary Kay® Gel Semi-Matte Lipstick:** Single strip includes all eight shades. 1 strip, \$2



MARY KAY®

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

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U.S. POSTAGE PAID  
MARY KAY INC.

*embrace*  
YOUR DREAMS

July 1, 2016 – June 30, 2017

THE GOLDEN  
RULE IS THE  
SECRET OF  
A HAPPY,  
FULFILLED LIFE.

*Mary Kay*



Earn the  
Live by the Golden Rule Bracelet.  
Aug. 1-31, 2016

## August Bracelet Live by the Golden Rule.

Sell \$600\* or more in wholesale Section 1 products each contest month, and receive a **bracelet** featuring a beautiful Mary Kay Ash quote.

### EARN ALL 12!

Earn a dream-worthy bracelet\*\* each month!

- ▶ Earn **1 bracelet**, and instantly you're able to earn up to a **50 percent profit!**
- ▶ Earn **3 bracelets** in one quarter, and qualify as a **Sapphire Star Consultant!**
- ▶ Earn **12 bracelets**, and you're on your way to **consistent booking, sales and building the business of your dreams!**

\*Eligibility is based on the Company receiving and accepting a \$600 or more wholesale Section 1 order during the contest period.

\*\*One bracelet per Independent Beauty Consultant, per month while supplies last

Two selling ideas to earn the August bracelet:  
(per week)



- 1** Sell:  
**1** TimeWise® Miracle Set® +  
**2** NEW! TimeWise Repair® Revealing Radiance™ Facial Peel +  
**2** TimeWise® Tone-Correcting Serum



- 2** Sell:  
**1** TimeWise Repair® Volu-Firm® Set +  
**1** NEW! TimeWise Repair® Revealing Radiance™ Facial Peel +  
**1** TimeWise Repair® Volu-Firm® Deep Wrinkle Filler



# trending @ MK



## THE YEAR OF YOUR DREAMS



### PERMISSION TO DREAM BIG!

This is your year to  
**TURN DREAMS INTO REALITY.**

It all starts when you

- 1 BOOK APPOINTMENTS.
- 2 SELL PRODUCTS.
- 3 OFFER THE OPPORTUNITY.

Share your inspirations on social media using **#MyMKLife!**

## inside THIS ISSUE

### The Big Reveal? BIG Sales

Introducing the most innovative *Mary Kay*® skin care product to date. Learn why your customers will love new *TimeWise Repair*® *Revealing Radiance*™ Facial Peel, and get tips to sell!  
**pages 2-3**

### Read My Lips.

Mary Kay introduces its **first long-lasting, semi-matte lipstick with gel technology.** Find out what makes it great and how it works with your *Mary Kay*® lipstick wardrobe. Plus, new lip liners!  
**pages 4-5**

### Lives Enriched

From farm girl to **Mary Kay Independent Future Executive Senior Sales Director Jordan Twilley** uses her strong work ethic to create the life of her dreams. She shares tips on how you can do the same.  
**pages 6-7**

### Runway-Ready

Inspired by this season's modern metallics, here's a look to help your customers get runway-ready! Check out **fun party ideas to help you book!**  
**pages 14-15**



project  
**RUNWAY**

THURSDAYS 9/8c **Lifetime**

## Strut Your Stuff.

Time to book color parties! *Project Runway*® debuts in September and **Mary Kay Inc.** returns as the **Official Beauty Sponsor.** Visit *Mary Kay InTouch*® for a customizable party invite, color how-tos and more.



## Get Your Dream Bling.

Your future's bright — just like the diamonds you can earn! Unlock your potential, and discover what dazzles await. Check the **2017 Seminar Awards jewelry** on *Mary Kay InTouch*®.



## Man, Oh Man!

Your customers will see **NEW MK High Intensity Ocean**™ this month in *The Look*. Catch a big wave of sales when you offer it with the **NEW limited-edition† MK High Intensity Ocean**™ Hair and Body Wash!

### Business Booster

Dream about getting organized and tracking inventory? Wish granted! With the new **myCustomers+<sup>SM</sup> Mobile App**, you can contact your customers and work from anywhere.  
**page 16**

### Back to School

Teachers, moms and students all make great new customers — and team members. Check out these fun ideas to help you attract new customers and build your dream team.  
**pages 18-19**

### Sassy September

It's your lucky month. Three Independent Sales Directors share **tips to help you have the best September ever!**  
**pages 20-21**



# REVEAL More Sales.

## Go deeper to reveal the radiance within.

For skin that needs more advanced benefits than just buffing away dead cells, *TimeWise Repair® Revealing Radiance™ Facial Peel* can transform skin and increase your sales.

### HOW DOES IT WORK?

Formulated with **glycolic acid**, considered by experts to be the **gold standard among alpha hydroxy acids (AHAs)**.

It impacts multiple surface layers and delivers **benefits that go beyond what *TimeWise® Microdermabrasion Refine* can deliver**. Plus, it contains an **exclusive blend of calming botanical extracts**,† including a marine extract shown to help provide essential hydration.†

### How to Use

Twice a week in the evenings. Allow three days between applications.

1. Thoroughly cleanse and dry skin.
2. Apply thin layer on face, avoiding eye area.
3. Massage gently into skin.
4. After 10 minutes, rinse thoroughly with warm water and pat dry.
5. Follow with serums (if desired) and a moisturizer.

### Key Benefits

- See clinically tested results in 2 weeks!\*
- 8 out of 10 women said their skin looked transformed.\*\*
- Skin looks brighter.
- Significantly improves skin texture.
- Reduces the look of fine lines and wrinkles.
- Skin tone looks more even.



Your Complexion Dream Team



*TimeWise® Miracle Set®*

Mary Kay is proud to share that the *TimeWise® Miracle Set®* has earned the Good Housekeeping Seal and is a top-selling product set within the Mary Kay® product line.



*TimeWise Repair® Revealing Radiance™ Facial Peel*



*TimeWise® Tone-Correcting Serum*

OR



*TimeWise Repair® Volu-Firm® Set*



*TimeWise Repair® Revealing Radiance™ Facial Peel*



*TimeWise Repair® Volu-Fill® Deep Wrinkle Filler*

Mary Kay is proud to share that the *TimeWise Repair® Set* and the *TimeWise Repair® Volu-Fill® Deep Wrinkle Filler* have earned the Good Housekeeping Seal.



\*Results based on a four-week independent clinical study in which 45 women used *TimeWise Repair® Revealing Radiance™ Facial Peel* twice a week

\*\*Results based on a three-week independent consumer study in which 266 women used the product twice a week

†Based on in vitro testing of key ingredients

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



# NEW!

## TimeWise Repair® Revealing Radiance™ Facial Peel



Independent Future Executive  
Senior Sales Director  
**Audrey MacDowall**  
Forest, Va.

### Selling Tips!

Audrey shares great ways to sell.

- **First to Know, First to Glow Launch Party.**

- Issue the #GlowAndTell challenge where your customers use *TimeWise® Miracle Set®* or *TimeWise Repair® Volu-Firm® Set* plus *TimeWise Repair® Revealing Radiance™ Facial Peel* for 21 days.
- Take *before* pics of your customers' faces.
- Hold an *after* party to celebrate their results. Ask your customers to share their *after* photos on social media to get others excited and expand your reach!

- **VIPs.** Invite your best customers to try *Revealing Radiance™ Facial Peel* and share what they think with you. It makes them feel important that you value their opinions, and they tell their friends! The result? Product lovers and reorders.

- **Price-Resisters.** For those hesitant to spend, you can respond with, "What price do you put on confidence?" Break it down for them:

#### **TimeWise Repair® Revealing Radiance™ Facial Peel \$65.00**

Based on average  
**Six month use-up rate** **\$10.83**  
\$65 ÷ 6 per month

**Weekly cost** **\$2.71**  
\$10.83 ÷ 4 per week

**Use twice a week** **\$1.35**  
(PER USE)

“For less than the price of a cup of coffee, you can have skin that looks transformed!”

Visit **Mary Kay InTouch®** for more details, plus sales tools like an updated skin care place mat, #GlowAndTell Party Kit and so much more!

**NOTE:** With the introduction of *TimeWise Repair® Revealing Radiance™ Facial Peel*, *TimeWise® Even Complexion Mask* will phase out and is available while supplies last.

Price is suggested retail.



**Q:** Can I use *TimeWise Repair® Revealing Radiance™ Facial Peel* and *TimeWise® Microdermabrasion Refine* together?

**A:** Yes, you can use both within your weekly regimen if you want the benefits of a physical exfoliator plus the advanced benefits of a glycolic acid facial peel. Do not use both products on the same day; allow a day or two between uses. The combined number of uses should not exceed three times per week.

**Q:** Is this product suitable for all skin types?

**A:** It was tested on and is suitable for dry, combination and oily skin types. It also was tested on a range of skin tones. It was not tested on women with sensitive skin, rosacea, acne or other skin conditions, and these women should consult their physician before using this product.

**Q:** Can I use the *Skinvigate™ Cleansing Brush* to apply this product?

**A:** No, you should not use the brush to apply this product.

**Q:** Should my skin feel dry after use?

**A:** Depending on skin type, minimal dryness can occur. That's why it is important to follow with the nightly moisturizing step. The formula does contain a marine extract that has been shown to help provide essential hydration.†

**Q:** Am I supposed to feel a sensation during use?

**A:** When using a glycolic acid peel, it is normal for some to feel a slight, temporary tingling sensation.

**Q:** What is the use-up rate?

**A:** Average use-up rate is six months when used twice weekly.

**Q:** How do I sample the facial peel?

**A:** Since this product needs to be used regularly to see results, a sample may not be enough to provide visible benefits. Remember to offer the *Mary Kay® 100% Satisfaction Guarantee*.

Find a product fact sheet, selling tools and tips, and a *Science Behind the Beauty* video on *Mary Kay InTouch®*.





# Pucker Up.

YOUR CUSTOMERS MAY KISS YOU!

**NEW!**

Mary Kay®  
Gel Semi-Matte  
Lipstick,  
\$18 each

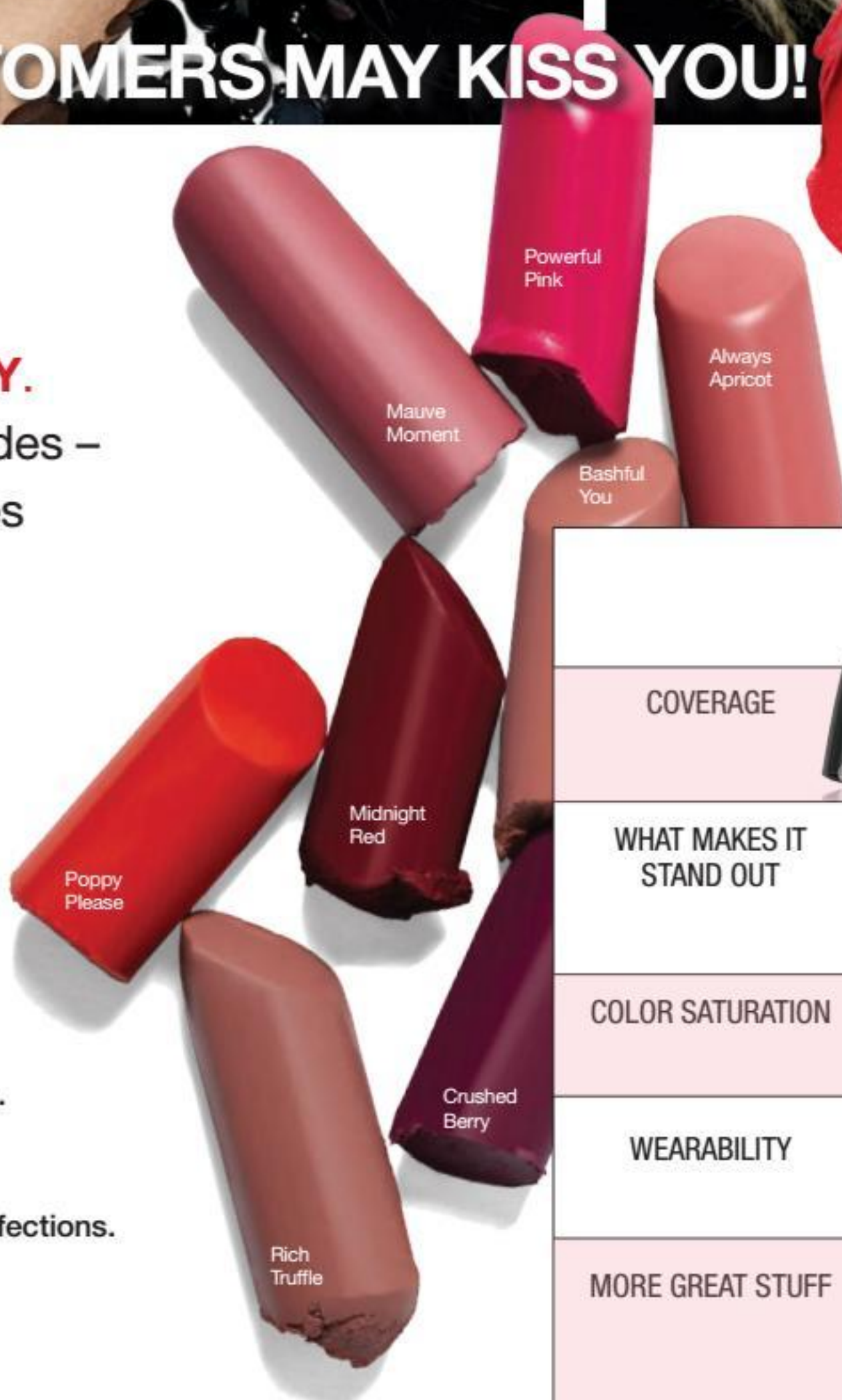
Mary Kay's first  
full-coverage  
lipstick to utilize

## GEL TECHNOLOGY.

Eight gorgeous shades –  
look for more shades  
early next year!

### Your Customers Will Love:

- Lasting wear without drying lips.
- Highly pigmented shades deliver **rich, stay-true color** that lasts for hours.
- Gel formula **glides on smoothly** and cushions lips for **soft, velvety comfort**.
- Optical enhancers deliver a **soft-focus effect** and **blur appearance of minor imperfections**.



### Lip Service BENEFITS AT-A-GLANCE

	NEW! Mary Kay® Gel Semi-Matte Lipstick	Mary Kay® Creme Lipstick
COVERAGE	Full. Semi-matte finish.	Full. Satin finish.
WHAT MAKES IT STAND OUT	Gel technology cushions lips for lasting comfort	Creamy texture
COLOR SATURATION	Pigment-rich shades for intense color	Rich, stay-true color
WEARABILITY	Long-lasting color for hours without drying lips	Long-wearing formula
MORE GREAT STUFF	Formulated with optical enhancers for a soft-focus effect	Glides on easily.



## Lip Primer Is Back!

### Limited-Edition† TimeWise® Age-Fighting Lip Primer

With the same formula as before to create healthier-looking lips by fighting fine lines and wrinkles, while light-diffusing microspheres help to decrease their appearance. Use it on lips, inside and outside your lip line, to extend lipstick wear and **prevent lipstick and lip gloss from feathering and bleeding.**



\$24



Visit *Mary Kay InTouch®* for more product details, along with an **updated color chart** and **Kissologist game!**

<i>True Dimensions®</i> Lipstick	<i>True Dimensions®</i> Sheer Lipstick	<i>NouriShine Plus®</i> Lip Gloss
Full. Satin finish.	Sheer. Shine finish with touch of shimmer.	Sheer gloss with brilliant shine.
Infused with advanced skin care ingredients		Gives an instant boost of moisture that leaves lips feeling supple.
Pure, radiant	Sheer, subtle	Vibrant
Intensely moisturizing		Nourishing, nonsticky formula
Smooths appearance of fine lines. Helps lips look fuller and feel firmer.		Antioxidant-rich vitamins and plant-derived minerals to smooth, protect and condition lips

†Available while supplies last

## NEW FORMULA!

### Mary Kay® Lip Liner, \$12 each

Use to effortlessly shape, line or fill in lips with *soft, creamy color*. No skipping, tugging or budging!

Perfect for your customers who want a **polished appearance** or a **lip look that stays true**, hour after hour. This **waterproof formula** comes in a slim, retractable pencil with a **built-in shaper cap**. **Precisely defines lips** and helps **prevent color from feathering and bleeding.**

With the introduction of the new lip liner formula, **the current lip liners will phase out and are available while supplies last.**

If your customer liked the current <i>Mary Kay®</i> Lip Liner:	She'll love the new <i>Mary Kay®</i> Lip Liner:
Cappuccino	Berry (more red/plum) or Deep Nude (lighter and more brown)
Caramel	Light Nude (more pink)
Chocolate	Berry
Clear	n/a
Dark Chocolate	Deep Nude (much lighter)
Neutral	Medium Nude
Plum	Berry
Soft Blush	Light Nude (more pink)
Spiced Tea	Medium Nude

### Seven New Shades!



## Make Room for New Color.

With the introduction of the new *Mary Kay®* Gel Semi-Matte Lipstick, a selection of *Mary Kay®* Creme Lipsticks will phase out and are **available while supplies last.**

If your customer liked <i>Mary Kay®</i> Creme Lipstick:	She'll love <i>Mary Kay®</i> Gel Semi-Matte Lipstick:
Shell	Bashful You
Maple	Rich Truffle
Amber Suede	Midnight Red
Dusty Rose	Always Apricot
Sunset	Always Apricot
Pink Satin	Mauve Moment
Really Red	Poppy Please
Berry Kiss	Crushed Berry
Black Cherry	Crushed Berry
Apple Berry	Crushed Berry





Independent Future  
Executive Senior Sales  
Director Jordan Twilley,  
Salisbury, Md.

# Dream Acres

When you grow up on a farm, you learn the value of hard work. **Jordan Twilley** is no exception. Her early memories are waking at 6 a.m. to help in the fields. Hard work, long hours, discipline and patience. Little did she know then, but this early training and work ethic would be the foundation for her future success as a Mary Kay Independent Beauty Consultant.

Fast forward to 2010, Jordan was invited to a *Mary Kay*® party and facial. “I remember the Independent Beauty Consultant who held the party made me feel pampered and special,” says Jordan. “I wanted to join her team because I loved how she made me feel and the products were ‘wow’ worthy. I wanted to see if I could make some extra cash while I was attending college.”



## Plant the Seed.

Becoming an Independent Beauty Consultant gave Jordan the freedom to design her own schedule. Accustomed to discipline, it was natural for her to develop a weekly, and even daily, plan.

“The great thing about this business is that it’s still all about selling, booking and team-building,” she says. “Simple concepts that haven’t changed in the Company’s 53 years. None of it is hard. It just requires practice and discipline every day.”

While farming and a Mary Kay business seem like worlds apart, Jordan says they’re actually more similar than most people think. “Being a farmer or an Independent Beauty Consultant includes hard work, commitment and lots of love for those beside you. Instead of selling a crop, I sell a cleanser! Both can be challenging, and there are definitely ups and downs. But when you know your ‘why,’ you just keep going. And the results are ALWAYS worth it at the end of the day.”

“I plan my entire week and sort from top to low priorities,” she says. “After that, I do exactly what Mary Kay Ash taught us – I go work it!”



Watch Jordan's  
video on *Mary Kay  
InTouch®* and learn  
her tips for selling  
\$600 each week.



Jordan debuted as an Independent Sales Director in 2013, and her business **and** dreams continue to grow. "My Mary Kay business allows me to unleash dreams I never imagined," she says. "Now, even my wildest dreams are realistic. Thanks to my Mary Kay business, my dreams have a bigger purpose and are focused on others."

## Watch It Grow.

Jordan believes that it's important to surround yourself with those who believe in you. "I've found everything is achievable when you take baby steps, focus on one thing at a time and celebrate the successes along the way. Setting goals is just the first step. You have to be willing to take action."

"It's important to always take time to be grateful for what you've accomplished," says Jordan. "But then focus on what's next. This makes being a business owner fun and expands my vision! And then you realize the impact you can have on others. You're setting an example for those on your team who can achieve great things because you broke that belief barrier."

## Reap What You Sow.

She still remembers the way her first Independent Beauty Consultant made her feel at that first skin care party. "Connecting with your customers on a deeper level can go further than just selling them something," says Jordan. "Mary Kay Ash knew what she was doing when she taught us to treat everyone as if they had a 'make me feel important' sign hanging around their neck. It's the reason I signed my Independent Beauty Consultant Agreement, and when I walk into an appointment or meet someone new, it's always my goal."

## Candid Comments ...

**ON DISCIPLINE:** I create a weekly, and even daily, plan. I plan my entire week from top to low priorities. Next, I build my daily schedule based on what's on the weekly list. After that, I do exactly what Mary Kay Ash taught us – I go work it!

**ON SUCCESS:** This business is about selling, booking and team-building. Simple concepts that haven't changed in the Company's 53 years. None of it is hard. It just requires practice and discipline every day. When you do all of these things enough (like any job would require), it will become second nature over time.

**ON CATCHING THE DREAM:** My Mary Kay business allows me to unleash dreams I never imagined. Now, even my wildest dreams are realistic.



“ Dreaming isn't something this world encourages. But Mary Kay does. ”

