

MARY KAY

applause®

APRIL 2011

EVERLASTING
SPRING
COLORS
AND TRENDS



COMPACT MINI
GOES EVERYWHERE

**ACNE
FIGHTERS**

RED JACKETS
ARE COMING.

find it online: check out Mary Kay InTouch®

Log on today to see what's hot.

You may find everything you need for your Mary Kay business and more!



"Get It Free"™ BizBuilders Offers

Formerly in *Applause*®, monthly BizBuilders bonus information is now exclusively online so you can quickly access the complete list of quantities and values. To locate bonus information for March 16 to April 15, click on **Products > BizBuilders** beginning March 10.



New Products

Check out "Product Central" for details on products that launch March 16.



Red Jackets

Three new red jackets are coming! Find out how you can earn yours. Go to **Ordering > Career Apparel**.



Applause® eMagazine. This issue of *Applause*® magazine is available in an interactive online e-version you can share with other sales force members, including your team members. Look for it under **Resources > Publications > Applause®**.

april: dates to remember

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

Spring 2011 Preferred Customer ProgramSM mailing of the Month 2 mailer begins. (Allow 7-10 business days for delivery.)

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

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

11 Priority Awards Seminar 2011 Registration opens. See details on the Mary Kay InTouch® website.

Postmark deadline to earn the first monthly product bonus.

SPECIAL EVENTS NOTE:

Now's the time to start planning and saving so you can attend Seminar 2011. Imagine yourself on the Seminar stage and achieving your dreams!

16 Second monthly product bonus begins. Summer 2011 Preferred Customer ProgramSM online enrollment for *The Look*, including exclusive samplers.

Good Friday. Company holiday. All Company and branch offices closed.

28 Last day of the month for Independent Beauty Consultants to place telephone orders (until 10 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.

30 Priority Awards Seminar 2011 Registration ends. Last day of the month for Independent Beauty Consultants to place online orders (until 9 p.m. Central time). Online Independent Beauty Consultant Agreements accepted until midnight Central time.



Mary Kay said it best

"I sincerely believe that faith is an important part in anything we undertake. We can indeed do great things when we believe."

"Everyone has obstacles to overcome, but those with great faith can conquer whatever stands in the way."



INSIDE THIS ISSUE

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RELAX WITH SPRING COLORS AND TRENDS

Fresh and fun spring colors define the limited-edition* Mary Kay® The Weekender Collection, and the trends are easygoing! Give your customers an insider's peek at what's hot now, plus a new trend report for *everyone* that can help you book parties!



4

COMPACTS FOR EVERYONE

You asked for it; you got it! With the new Mary Kay® Compact Mini[†], you have a compact option for every occasion, plus millions of makeup combinations. The choice is yours!



6

HOSTESS PROGRAM MADE EASY

Now it's easier than ever to book a party! A few simple modifications and a new look make the hostess program better than ever.

*Available while supplies last

†U.S. Patent D629,201 and Other Pats. Pend.



EASYGOING SPRING COLORS

The limited-edition* Mary Kay® The Weekender Collection is simple and easy to use, yet luxurious at the same time.

DOUBLE DUTY FOR EYES

Limited-Edition* Mary Kay® Weekender Eye Pencil

- Easy-to-use jumbo pencil that glides on easily
- Creamy texture
- Provides buildable color
- Eyeliner and eye shadow in one
- Sharpener included



Turquoise Waters (Matte)

Sage (Matte)

Classic Navy (Matte)

White Wash (Metallic)



\$14
each

MAKEUP ARTIST TIP

White Wash can be used as a highlighter to spotlight the inner corners of the eyes.

SOFT LIPS

Limited-Edition* Mary Kay® Weekender Lip Pencil

- Easy-to-use jumbo pencil that glides on easily
- Creamy formula makes lips feel soft
- Lets you perfectly outline and fill in your lips
- Sheer coverage
- Sharpener included



Pink Sand

Coral Stone



\$14
each



\$8
each



POLISHED NAILS

Limited-Edition* Mary Kay® Nail Lacquer

- Stay-true color
- Instant high-gloss finish



Coral Stone



Pink Sand

Limited-Edition* Mary Kay® Base Coat/Top Coat

- Instant high-gloss finish



\$8

All product prices are suggested retail. *Available while supplies last

SPRING/SUMMER

TREND REPORT

You can share the **Spring/Summer 2011 Mary Kay® Trend Report** with **everyone** – hostesses and new customers alike – beginning March 1.

INSIDE THE REPORT

▶ A guide to the latest must-have fashion and color trends that reflect this season's relaxed style.

Tips showing how regular-line Mary Kay® colors help to achieve spring trend looks.

Insider makeup tips.



Images that appeal to your fashion-conscious customers.



Images shown are not final.

Tips to help your customers pull it all together. ▶

HOW TO SHARE

- Use the report as a booking tool to interest potential hostesses in holding a spring color party. (Print from the FedEx OfficeSM Doc store available on Mary Kay InTouch.®)
- Carry with you to share with potential customers while you're out and about.
- New! Send a link from your Mary Kay® Personal Web Site by e-mail to anyone who's interested in the latest trends.
- New! Post to your Facebook Wall to entice your friends.
- Book parties using the new *Trend Beaute-vite®* invitation.
- Send the new "Trend Report" MKeCard® that links to the interactive online version.
- Let customers know they can "try out" the featured looks on the Mary Kay® Virtual Makeover.

CHOOSE YOUR COMPACT.



MARY KAY

Sleek design features a flip-up section plus a mirror.



For the minimalist who needs just the basics.

Hidden tray holds tools and applicators.

Now there's a trio of Mary Kay® compacts custom-fit for your life and your style. Are you a minimalist who likes to keep things simple? Do you want to put an end to the mess of makeup at the bottom of your purse? Or are you more of a color explorer who wants to indulge her every fashion whim? Well, whoever – and wherever – you are, there's a Mary Kay® compact to help you find your way to color bliss.

NEW! MARY KAY® COMPACT MINI*

Tiny enough to tuck anywhere. **\$16 (unfilled)**

Small enough to tuck in a pocket or clutch.



MARY KAY® COMPACT**

The essential every woman needs. **\$18 (unfilled)**

Neatly organizes makeup.



MARY KAY® COMPACT PRO®†

The ultimate in makeup organization. **\$35 (unfilled)**

Great for the color explorer who needs it all!

All product prices are suggested retail. *U.S. Patent D629,201 and Other Pats. Pending **D555,288 and Other Pats. Pending †D600,857 and Intl. Pats. Pending

ACNE FIGHTERS FOR ALL

Your customers seeking an acne solution can now purchase four popular Mary Kay® products in a new convenient bundle called the Mary Kay® Acne-Fighters Set. **Velocity® Facial Cleanser**, **Mary Kay® Blemish Control Toner Formula 3***, **Acne Treatment Gel*** and **Velocity® Lightweight Moisturizer** have been combined to give your customers a system that can combat mild to moderate acne. Beginning with the Spring 2011 Consultant order form, you'll find the easy-to-order Mary Kay® Acne-Fighters Set on Section 1, Part No. 042484, **\$42**. No price discounts apply. Be sure to share the benefits of this bundle!



\$42 per set

STEP 1: VELOCITY® FACIAL CLEANSER

- This multitasking product deep cleanses, exfoliates and tones to refresh.
- Contains antioxidants plus botanicals known for their calming and soothing properties.
- Apply to damp face and neck in a gentle, circular motion every morning and evening. Rinse thoroughly with water. Avoid contact with eyes.

\$10 purchased separately

STEP 2: MARY KAY® BLEMISH CONTROL TONER FORMULA 3*

- Helps reduce the number of blackheads and acne pimples.
- Contains 2% salicylic acid acne medication.
- Helps prevent new acne pimples.
- Cleanse the skin. Cover the entire affected area with a thin layer one to three times daily.

\$13 purchased separately

STEP 3: ACNE TREATMENT GEL*

- Penetrates pores to eliminate most blackheads and pimples and helps prevent new blackheads and pimples from forming.
- Contains 5% benzoyl peroxide that kills acne bacteria within the pores and on the surface of the skin.
- Cleanse the skin. Cover the entire affected area with a thin layer one to three times daily.

\$7 purchased separately

This product now has a new Part No. (043125) due to a packaging copy update regarding regulatory information.

STEP 4: VELOCITY® LIGHTWEIGHT MOISTURIZER

- Lightweight formula works fast to smooth and soften skin.
- Oil-absorbing ingredients help control excess oil.
- Suitable for blemish-prone skin.
- Apply to clean face and neck in the morning and the evening.

\$12 purchased separately

All four products have been clinically tested for skin irritancy and allergy, are non-comedogenic and dermatologist-tested.

LOOK FOR HOSTESS PROGRAM UPDATES

Booking a party has never been easier than with the newly enhanced hostess program. Beginning March 16, you'll notice a new look and feel to some of the great tools that help you book parties. Plus, you'll have more flexibility and the opportunity to customize the messages you send to your hostesses and their party guests! **Be sure to check out the new hostess brochure and postcard available on the March 16 Consultant order form.**

NEW HOSTESS ADS

Share the beautiful and fun new hostess ads that began appearing in the Winter 2010 edition of *The Look*. The new ads are designed to get hostesses excited about booking parties with you!

HOST A PARTY

Invite your customers to visit the redesigned "Host a Party" page on your Mary Kay® Personal Web Site and on www.marykay.com. It includes a new section featuring fun, quick and easy party ideas ranging from skin care to trend parties and more!

Plus, when you log in to Mary Kay InTouch® and click on the Mary Kay® Personal Web Site Manager, you can customize the free product option shown on the "Host a Party" page that your customers will see on your Mary Kay® Personal Web Site. ***Consumer research shows that free product is the No. 1 reason why consumers hold parties!****

TREND REPORT FOR ALL

Starting March 1, you can send the Spring/Summer 2011 *Mary Kay® Trend Report* to *all* your customers, not just your hostesses. It's another great way to promote the products and services that your customers can only receive from you – a Mary Kay Independent Beauty Consultant. And it supports the trend parties your customer will see featured online.



New hostess ads build excitement and encourage bookings.

NEW BEAUTE-VITE® ONLINE PARTY PLANNER

The Beaute-Vite® Online Party Planner now gives you a greater selection of **customizable** party themes. Plus, an option to link to *The Look* e-Catalog, the Mary Kay® Personal Beauty Profiler and the Mary Kay® Virtual Makeover can help make party planning a breeze, from booking and preprofiling to following up with hostesses and guests!

MKeCARDS®

New MKeCards® help you promote parties, build excitement and book. And then remember that you can use Beaute-vite® to send the party invitations.

CUSTOMIZABLE FLIER

Starting March 16, you can customize a hostess flier with preapproved language provided by the Company. And since you can customize the hostess flier based on party theme, your hostesses never have to see the same flier twice!

For more details on all the exciting hostess program enhancements, please visit the "Party Central" section of Mary Kay InTouch® beginning March 16.



NEW MIRROR WITH TRAY

As you hold parties, you can make the experience even better for guests by using the new **Mirror With Tray** (formerly called the Face Case) available on Section 2 of the March 16 Consultant order form for **\$5.50**. The Mirror With Tray now includes a larger mirror and extended tray area. The magnified mirror (**\$2**), pack of disposable trays (**\$2.25**) and mesh zip bag (**\$1**) are sold separately. For details that affect new Independent Beauty Consultants, including Starter Kits and a special retrofit offer, please visit the Mary Kay InTouch® website.

BOOKING TIPS TO GET THE PARTY STARTED

Everyone loves a great party in a comfortable, fun and relaxed atmosphere surrounded by girlfriends who are looking for a little pampering and “me” time. And when Mary Kay® products are the focal point, you know that there will be something for everyone and within every budget!



BOOKING: THE LIFELINE OF YOUR BUSINESS

Independent Senior Sales Director

Crystal McDaniel of Fort Edward, N.Y., believes that every Independent Beauty Consultant has the

ability to be successful. “Booking is the lifeline of our business and without it, I believe you really can’t get anywhere,” Crystal says. She also is a strong advocate of booking from your bookings. “When my customers are excited about the Mary Kay® products they’ve just tried and purchased from me, I let them know that I really want to see them again to show them other Mary Kay® products in the line that I know they’ll love,” Crystal shares. “Then I go about booking that next appointment.”

HAVE FUN.

“You have to be creative about your party ideas,” Crystal says. “I like to have fun with names and themes of parties. I’ve borrowed ideas from sister Independent Beauty Consultants and Independent Sales Directors and have added a few creative twists. Some of my theme parties include *Complexion Perfection*, *Build a Babe Workshop*, *Fountain of Youth* and *Denim & Divas*.”

CONSISTENCY IS KEY.

Crystal believes that the secret to her success comes from never deviating from the party format. “No matter the theme, my party presentation remains the same,” Crystal says. “I have the same open and close for every party. The *only difference* is in the product focus.”

“Along with offering product specials and free product as hostess rewards based on the percentage of sales and bookings, I also offer my hostesses an additional free gift,” Crystal shares. “During my table close, I let the guest know that if she books a party with me that night and provides me with the names and contact information of her party guests, I will give her a free gift. It’s a great way to encourage bookings.”



BACK TO BASICS

Independent Senior Sales Director Linda Klein

of Woodland Hills, Calif., also is a strong believer in booking from your bookings. “I believe what really helps to build a Mary Kay business is getting in front of as many ‘faces’ as possible,” Linda says. “The

more classes we hold, the better our skills get and the more comfortable and confident we become as saleswomen.”

For Linda, it all begins with the basic skin care party. “During the skin care party, I casually mention the second appointment – which is a color cosmetics party – about five to seven times throughout the party. I invite guests to write

down the names and contact information of others they might want to invite to join them at this upcoming appointment,” Linda says.



ON THE GO

Linda also offers a “dash-out-the-door look” for the woman on the go. It features a Mary Kay® mascara, either a Mary Kay® NouriShine® Lip Gloss or Mary Kay® Tinted Lip Balm Sunscreen SPF 15*, and a Mary Kay® Mineral Cheek Color.

LINDA’S TIP FOR A SUCCESSFUL CLOSE

At her close, Linda uses the acronym “**S.W.B.R.**” to wrap up the party and take her guests to their follow-up appointments:

- S:** First, close the **sale**.
- W:** Have the guest write down her **wish list** (items she’s not prepared to buy that day).
- B:** **Book** the next appointment.
- R:** Gauge her interest in the Mary Kay opportunity or **recruit**.

Recognition

Congratulations to the winners for December 2010

Top NSDs Year-to-Date

Pictured here are the top 10 NSDs Year-to-Date.



On-Target Inner/Diamond/Gold Circle

Independent National Sales Directors become members of the Gold Circle when they earn \$125,000 or more; members of the prestigious Diamond Circle when they earn \$200,000 or more; and a member of the exclusive Inner Circle when they earn \$325,000 or more in "NSD commissions" during the Seminar contest period. (NSD commissions are comprised of commissions earned on the wholesale production of first-, second-, and third-line offspring units; Top 10 fourth-line and beyond; Elite Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for December 2010, NSD bonuses for Star Consultants and NSD commissions earned on all foreign countries for November 2010.) These "NSD commissions" are used to determine NSD ranking for a Seminar year. Congratulations to the following NSDs who are considered on-target from July 1 through Dec. 31, 2010.

On-Target for \$1,000,000 Inner Circle
Barbara Sunden.....\$507,970.04

On-Target for \$500,000 Inner Circle
Carol Anton.....\$259,777.23

On-Target for \$450,000 Inner Circle
Karen Piro.....\$242,419.83
Gloria Mayfield Banks.....225,628.08
Jan Harris.....225,521.38

On-Target for \$400,000 Inner Circle
Lisa Madson.....\$220,796.85
Kathy Helou.....210,939.02
Anita Mallory Garrett-Roe.....201,673.89

On-Target for \$350,000 Inner Circle
Cheryl Warfield.....\$191,299.34
Pat Danforth.....188,993.34
Gloria Castaño.....183,083.04

On-Target for \$325,000 Inner Circle
Karlée Isenhardt.....\$173,197.47
Jana Cox.....171,819.29

Stacy James.....165,671.25

On-Target for \$300,000 Diamond Circle
Sue Kirkpatrick.....\$153,610.68

On-Target for \$250,000 Diamond Circle
Patricia Rodríguez-Turker.....\$149,872.89
Sonia Páez.....148,157.11
Dacia Wiegandt.....147,591.04
Sherry Giancristoforo.....147,460.09
Lupita Ceballos.....147,367.71
Debi Moore.....145,985.24
Halina Rygiel.....138,989.01
Linda Toupin.....133,122.36
Judie McCoy.....132,364.91
Cindy Williams.....131,411.60

On-Target for \$200,000 Diamond Circle
Pamela Waldrop Shaw.....\$123,638.53
SuzAnne Brothers.....123,258.82
Mary Diem.....122,013.26
Shirley Oppenheimer.....119,456.73
Ronnie D'Esposito Klein.....116,652.52
Julianne Nagle.....115,237.12

Jackie Swank.....112,161.35
Wanda Dalby.....110,967.08
Sandy Miller.....108,830.92
Diane Underwood.....107,634.11
Kerry Buskirk.....106,870.82
Shannon Andrews.....101,409.38
Mary Estupiñán-Martel.....101,246.74

On-Target for \$150,000 Gold Circle
Lily Orellana.....\$99,942.32
Nancy Bonner.....99,128.77
Cindy Fox.....98,259.52
Anita Tripp Brewton.....97,523.18
Pamela Fortenberry-Slate.....95,144.68
Sandy Valerio.....94,231.48
Jeanne Rowland.....93,077.72
Kay Elvrum.....92,884.50
Maureen Ledda.....91,875.42
Dalene Hartshorn.....90,377.15
Lisa Allison.....90,288.98
Jo Anne Cunningham.....90,228.69
Tammy Crayk.....87,799.71
Julie Krebsbach.....86,730.53
Jamie Cruse-Vrinos.....85,590.31

Kimberly Copeland.....84,902.25
Cyndee Gress.....84,498.44
Dawn Dunn.....84,482.90
Janet Tade.....82,326.90
Maria Monarrez.....81,662.87
Lynne Holliday.....81,573.30
Elizabeth Fitzpatrick.....81,420.42
Consuelo Prieto.....81,205.27
Mona Butters.....79,105.66
Anabell Rocha.....77,512.02
Davanne Moul.....77,219.23
Connie Kittson.....77,078.43
Yvonne Lemmon.....77,001.66
Valeria Bagnol.....76,835.80
Joyce Z. Grady.....76,705.33
Shirley Oshiro.....76,585.02
Miriam Gómez-Rivas.....76,391.89
Michelle Sudeth.....76,196.25
Pam Ross.....76,141.94
Joanne Bertalan.....75,778.01
Wilda DeKerlegand.....75,181.26

On-Target for \$125,000 Gold Circle
Lise Clark.....\$74,909.34

Rebecca Evans.....74,259.72
Cathy Phillips.....73,890.07
Janis Z. Moon.....73,415.49
Pam Klickna-Powell.....73,250.79
Judy Brack.....73,110.90
Alia Head.....72,686.74
Maribel Barajas.....72,172.25
Jeanie Martin.....71,698.23
Toni McElroy.....70,973.10
Evelinda Díaz.....70,750.53
Linda Kirkbride.....70,211.92
Scarlett Walker-Simpson.....70,125.40
Ada García-Herrera.....69,936.89
Gloria Báez.....69,735.31
Monique Todd Balboa.....68,749.34
Cathy Bill.....68,703.95
Glinda McGuire.....66,163.56
Pamela Tull.....66,059.24
Magdalena Nevárez.....65,973.89
Patricia Lane.....65,847.82
Jan Thetford.....65,639.08
Lorraine Newton.....63,749.68
Gena Rae Gass.....63,070.50

Monthly Commissions and Bonuses

Listed are NSD commissions above \$10,000 earned in December 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***.....\$62,801
2. Kathy S. Helou*.....51,562
3. Dacia Wiegandt.....43,106
4. Debi R. Moore*.....34,695
5. Sherry Giancristoforo**.....32,071
6. SuzAnne Brothers*.....28,045
7. Kerry Buskirk*.....23,187
8. Kay E. Elvrum.....22,311
9. Lily Orellana.....20,240
10. Cindy Fox*.....20,174
11. Pamela Tull.....19,624
12. Janet Tade*.....19,523
13. Jamie Cruse-Vrinos.....19,449
14. Mona Butters.....18,238
15. Yvonne S. Lemmon.....18,214
16. Brenda Segal*.....18,127
17. Consuelo R. Prieto.....17,245
18. Sabrina Goodwin Monday.....15,898
19. Jackie LaPrade.....15,440
20. Cathy Bill*.....15,304
21. Cristi Ann Millard.....14,484
22. Cathy Phillips.....14,166
23. Dawn Otten-Sweeney.....13,635
24. Crisette M. Ellis.....13,561
25. Miriam Gómez-Rivas.....13,358
26. Kathy Rodgers-Smith.....13,239
27. Joanne R. Bertalan*.....13,039
28. Morayma Rosas.....12,793
29. Judy Harmon.....12,770
30. Regina Hogue.....12,506
31. Shelly Gladstein.....11,808
32. Kym A. Walker*.....11,655
33. Sherry A. Alexander.....11,480
34. Natalie Privette-Jones.....10,712

Pearl

1. Jan Harris**.....\$50,590
2. Cheryl Warfield**.....47,872
3. Pamela Waldrop Shaw.....36,506
4. Stacy I. James*.....33,539
5. Cindy A. Williams.....32,093
6. Halina Rygiel*.....29,565
7. Sandy Miller*.....25,617
8. Lisa Allison*.....24,232
9. Maureen S. Ledda*.....23,501
10. Jackie Swank*.....22,662
11. Jeanie Martin.....21,734
12. Anita Tripp Brewton*.....21,361
13. Mary C. Estupiñán-Martel*.....21,229
14. Lise T. Clark*.....20,869
15. Monique Todd Balboa.....20,231
16. Julie Krebsbach.....19,862
17. Elizabeth Fitzpatrick*.....19,448
18. Anabell Rocha.....18,903
19. Nancy Bonner*.....18,777
20. Judy Brack.....18,547
21. Glinda McGuire.....16,982
22. Linda Kirkbride.....16,070
23. Jane Studrava.....15,815
24. Shirley M. Oshiro.....15,755
25. Barbara Stimach*.....15,715
26. Kathy C. Goff-Brummett.....15,681
27. Pat Campbell.....15,386
28. Robin Rowland.....15,326
29. Wilda DeKerlegand*.....14,911
30. Maureen Myers.....14,379
31. Bett Vernon.....14,127
32. Alma Orrosetti.....13,175
33. Sylvia Kalicak.....12,972
34. Anita N. Conley*.....12,729

35. Lynda Jackson*.....12,523
36. Cathy E. Littlejohn.....11,988
37. Kathy Jones.....11,718
38. Hollie Lowe.....11,647
39. Wadene Claxton-Prince.....10,954
40. Beatrice Powell.....10,433

Diamond

1. Barbara Sunden***.....\$93,774
2. Lisa Madson.....55,444
3. Anita Mallory Garrett-Roe**.....48,378
4. Sonia Páez.....41,141
5. Patricia Rodríguez-Turker**.....38,899
6. Gloria Castaño**.....36,840
7. Linda C. Toupin.....36,504
8. Mary Diem*.....26,116
9. Diane Underwood.....25,578
10. Jo Anne Cunningham.....21,539
11. Dalene Hartshorn.....20,642
12. Joyce Z. Grady.....20,410
13. Isabel Venegas.....19,955
14. Maria Monarrez.....19,120
15. Connie A. Kittson.....18,855
16. Ada García-Herrera.....16,106
17. Diana Heble.....14,788
18. Evelinda Díaz*.....14,637
19. Rosibel Shahin*.....13,317
20. Rosa Carmen Fernández.....11,698

Ruby

1. Carol Anton**.....\$53,895
2. Pat Danforth*.....39,448
3. Karlée Isenhardt**.....32,367

4. Sue Kirkpatrick*.....31,049
5. Ronnie D'Esposito Klein*.....28,399
6. Shirley Oppenheimer*.....23,929
7. Michelle L. Sudeth*.....22,943
8. Cyndee Gress.....21,862
9. Lynne G. Holliday.....19,753
10. Wanda Dalby**.....19,417
11. Pam Ross*.....19,382
12. Kimberly R. Copeland.....18,541
13. Jeanne Rowland*.....18,109
14. Janis Z. Moon.....17,287
15. Candy D. Lewis.....16,535
16. Kate DeBlander.....16,529
17. Toni A. McElroy.....16,445
18. Rebecca Evans*.....16,253
19. Judy Kawiecki.....16,241
20. Patricia Lane.....16,215
21. Pamela A. Fortenberry-Slate*.....16,122
22. Gena Rae Gass.....15,582
23. Vicki Jo Auth.....14,293
24. Scarlett S. Walker-Simpson*.....13,308
25. Kirk Gillespie.....12,253
26. Jo Anne Barnes.....12,237
27. Thea Elvin.....12,163
28. Gay Hope Super.....11,948
29. Bea Millslagle.....11,784
30. Cheryl J. Davidson.....11,612
31. Cindy Towne.....11,155
32. Kelly McCarroll.....10,306
33. Margaret M. Bartsch.....10,239

Sapphire

1. Karen Piro**.....\$53,657
2. Judie McCoy*.....38,829

3. Jana Cox*.....34,645
4. Lupita Ceballos**.....31,093
5. Shannon C. Andrews*.....25,486
6. Sandy Valerio.....23,697
7. Dawn A. Dunn.....23,663
8. Lorraine B. Newton.....22,768
9. Jan L. Thetford.....22,190
10. Tammy Crayk.....20,502
11. Kendra Crist Cross.....20,226
12. Pam Klickna-Powell.....19,692
13. Julianne Nagle*.....19,566
14. Valerie J. Bagnol*.....19,004
15. Davanne D. Moul*.....17,610
16. Sharon L. Buck.....17,096
17. Sherill L. Steinman.....16,583
18. Nancy A. Moser.....15,501
19. Gloria Báez*.....15,437
20. Pam I. Higgs.....15,072
21. Diana Sumpter.....14,967
22. Alia L. Head.....14,533
23. Kimberly D. Starr.....14,506
24. Joy L. Breen.....14,502
25. Debra M. Wehrer.....14,190
26. Ann Brown.....13,434
27. Brigit L. Bridle.....13,259
28. Gillian H. Ortega.....12,999
29. Paola Ramirez.....11,612
30. Jill Moore.....11,227
31. Maribel Barajas.....11,198
32. Magdalena Nevárez*.....10,603
33. Maria Guadalupe Díaz.....10,482

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

Commission Circle

Independent Sales Directors who earned the top 100 commissions and bonuses in each Seminar area in December 2010. Names in **bold** print are those who earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission.

Emerald

Christie Ehiobu	\$16,158.07
Auri Hatheway	15,684.89
Helen Jakpor	14,586.70
Pam Kelly	13,885.36
Tanya Olivia King	13,860.90
Linda Bradley	12,265.28
Paula Kelsch	12,181.36
Jeanie M. Tamborello	12,170.42
Poliana De Freitas	12,124.81
Connie Marie Ackroyd	12,029.52
Barbara Pleet	11,963.32
Christine A. Denton	11,637.30
Sheri Farrar-Meyer	11,581.84
Candy Jackson	11,547.27
Michele Martella Armes	11,508.07
Sue Uibel	11,505.87
Evalina Chavez	11,432.89
Hollie R. Sherrick	11,264.88
Stacy D. Foust	11,173.12
Kimbi L. Barik	10,938.24
Rose Campbell	10,739.99
Jackie L. Root	10,660.15
Traci L. Smith	10,591.88
Jordan Helou Eichler	10,389.33
Nancy Boucher	10,374.89
Jo M. Cotton	10,327.02
Jeanette E. Beichle	10,317.65
Karen E. Riddle	10,256.26
Victoria Moham	10,094.91
Carol M. Fulton	9,991.36
Rita Vera Eromosele	9,973.12
Nancy L. DeFina	9,901.12
Dawn Wilson	9,702.11
Heather A. Carlson	9,668.19
Yolanda Lopez	9,646.46
Kristen L. Voyles	9,606.65
Antonia Miranda	9,596.45
Karen A. Jorgenson	9,524.56
Trisha Taylor	9,498.90
Julie A. Griffin	9,445.73
Christine J. Kurzawa	9,394.51
Gerri L. Gurrell	9,380.15
Hope S. Pratt	9,323.45
Jeanne R. DeVore Harris	9,288.81
Lynn F. Huckels	9,270.24
Ann Shears	9,131.44
Shawna D. Schneider	9,088.90
Anita Rodriguez	9,025.91
Kathy P. Oliveira	9,012.20
Grace Hull	8,875.53
Maria Sanchez	8,824.49
Taylor Moore-Fehring	8,731.20
Denise G. Kucharski	8,729.13
Elaine K. Williams	8,562.69
Aida Ramallo de Escobedo	8,540.19
Pat Forehand	8,427.90
Cheryl L. Foster	8,307.51
Annette D. Oxley	8,304.56
Roxie Soto	8,196.57
Kay Dickerson	8,167.58
Rhonda Kambeitz	8,143.90
Emily Stone	8,133.12
Lindsey Hysjulien	8,068.14
Joslyn Eaton	8,033.59
Nancy Jean Leroy	8,013.60
Denise Pineda	7,970.20
Stacy S. Gilson	7,967.12
Renee Duencel	7,913.26
Sheila J. McCune	7,908.82
Kami Fredericks	7,899.43
Susan Ruth Cunningham	7,887.33
Ayobami Olanrewaju Olusa	7,879.72
Anne Sullivan	7,869.76
Rosy Garcia Acevedo	7,864.10
Nancy Graham	7,857.26
Keiko M. Nakao	7,853.29
Carolyn L. Lucas	7,843.95
Rita Jean Barthel	7,825.09
Lorena Maria La Rosa	7,779.43
Katie L. Ashby	7,774.94
Vicki Hunter	7,742.31
Evelyn Nail	7,734.32
Laura A. Armstrong	7,732.75
Caren Crosby Fields	7,622.82
Jennifer Wenzke	7,597.78

Maria Beddick	7,559.18
Caroline Nesbitt Osmon	7,550.73
Susie J. Serio	7,517.02
Debbie L. Bower	7,507.43
Celsa Menjivar-Gutierrez	7,457.25
Tammy West-Murrian	7,425.81
Myrna I. Colon	7,413.57
Valerie Yokie	7,411.00
Ashley N. Clinesmith	7,402.13
Michelle M. Martinez	7,383.73
Helen M. Harlow	7,378.06
Debbie E. Barnes	7,335.15
Maritza Lanuza	7,261.84
Gloria E. Sandoval	7,221.83
Holly S. Neff	7,199.30

Pearl

Kim McClure	\$21,756.08
Annie N. Gamboian	16,539.43
Leah Michelle Lauchlan	15,684.33
Julia Sander Burnett	15,449.05
Kristin Myers	15,440.10
Blythe Jolee Egbert	15,328.92
Cindy Machado-Flippen	14,064.07
Roya Marie Mattis	13,962.68
Jeanie K. Navikal	13,643.60
Laura Poling	13,157.10
Tammy A. Vavala	12,023.04
Amy Kemp	11,945.18
Michele Salisbury Rankin	11,899.68
Angela J. Fry	11,892.53
Janice Baxter Hull	11,776.26
Patty Webster	11,659.22
Carrie V. Eddings-Foster	11,547.19
Jo Shuler	11,436.05
Nadine Bowers	11,432.27
Diane M. Detesco	11,425.66
Rebecca Milligan	11,266.35
Dorothy D. Boyd	11,148.02
Kathy Eckhardt	11,122.92
Anne Geertsens	11,042.67
Tina M. Wright-Dees	10,774.25
Donna Stephano	10,774.03
Beth H. Piland	10,594.30
Lia Rene Carta	10,367.00
Sally Moreno	10,365.55
Patti Cornell	10,299.50
Amy C. Schule	10,273.46
Stacey Craft	10,254.42
Sylvia Limon Martinez	10,220.44
R. Sue Miller	10,132.64
Shelley Eldridge	10,118.56
Heather Marie Erbe	10,078.00
Samantha Cheek	9,889.22
Vicki Piccirilli	9,844.58
Rachael M. Bullock	9,818.92
Jennifer C. Olais	9,780.77
Amy Kitzell	9,695.33
Tracey L. Chavez	9,659.62
Terri Lewis	9,638.62
Lisa Olivares	9,630.06
Judi Tapella	9,529.88
Evelyn Pirhalla	9,518.92
Nicole J. Canamare	9,448.09
Joyce A. Bruggeman	9,445.33
Linda H. Rowsey	9,407.02
Laurie C. Cole	9,399.74
Marlye Durrer	9,384.54
Maribel Olivares	9,256.48
April Christine Hutchinson	9,246.30
Kay Rubin	9,208.94
Stephani Prendes	9,103.65
Constance Nugent Miller	9,060.61
Ruthie Brestette-Mount	9,036.70
Rita Schaefer	8,940.80
Shanna H. Jones	8,875.32
Penny J. Jackson	8,674.80
Sara Ruth Pennella	8,632.40
Denise E. Crosby	8,601.75
Peggy Matish	8,594.25
Darlene Rutledge	8,585.98
Mara C. Lane	8,515.91
Irene Korobov	8,500.93
Mia J. Mason Taylor	8,491.45
Barbara R. Johnson	8,472.75
Christi G. Campbell	8,441.84

Lindy Kersey Horne	8,437.93
Katherine Mirkes Ward	8,408.60
Kathryn L. Engstrom	8,330.52
Keita Powell	8,277.47
Shari M. Kirschner	8,226.00
Betsy C. Richard	8,215.36
Amy Stokes	8,213.45
Sherry L. Fields	8,203.86
Shauna Lynn Abbotts	8,197.12
Charlene Grubbs	8,195.99
Kathleen Deal	8,129.33
Judy Gieson	8,120.14
Diane Heckathorne	8,110.22
Donna L. Comstock	8,037.94
Beth Lange	8,037.70
Brenda K. Gingrich	8,025.28
Joyce Bruder	7,977.27
Irene K. Foster	7,974.82
Debra B. Bishop	7,929.26
Hazel White	7,888.63
Brenda Stafford	7,864.64
Fern M. Gerdes	7,847.98
Sandra M. Munguia	7,740.82
Connie L. Young	7,667.01
Cindy S. Koenig	7,636.62
Lenina M. Givens	7,633.29
Lucia Fernandez	7,624.08
Harriett Sharpe	7,610.85
Belle L. Martin	7,581.76
Sherry L. Belisle	7,577.91
Joyce Recenello	7,489.95

Diamond

Meyra Esparza	\$19,367.63
LaRonda L. Daigle	16,483.00
Dayana Polanco	16,258.75
Priscilla McPheeters	15,975.49
Marsha Morrisette	15,632.33
Mary Strauss	14,715.53
Melinda M. Balling	14,443.02
Heidi Goelzer	14,149.09
Julie Neal	13,994.05
Melissa Jensen	13,832.11
Kristin Jenae Rogers	13,203.92
Tawnya Kremppes	12,838.87
Maritza Estela Gonzalez	12,832.21
Susan M. Hohlman	12,765.55
Alicia Kingley-Lokal	12,644.67
Maricarmen Gonzalez	12,454.68
Gerri Anne Morris	12,439.43
Lisa Rada	12,389.00
Vivian Diaz	12,299.00
Sheryl Peterson	11,939.92
Mariann Biase Mason	11,901.96
Andrea Shields	11,777.06
Susan M. McCoy	11,760.77
Jill D. Davis	11,756.50
Lila DeVeber	11,664.36
Terri J. Beckstead	11,623.77
Karime Rosas	11,499.44
Petie L. Huffman	11,442.47
Martha Kay Raile	11,331.43
Nicki R. Hill	11,115.06
Stephanie Audino	11,092.84
Lisa A. Stengel	11,047.69
Carol Lee Johnson	10,791.65
Cecilia C. James	10,748.40
Susie Kopacz	10,641.29
Linda J. Wicks	10,593.27
Shelly Palen	10,561.25
Diane L. Mentiply	10,537.94
Tami K. Cloute	10,434.33
Ruth L. Everhart	10,313.80
Nikki Hall Edgemon	10,307.20
Barbara E. Roehrig	10,306.64
Julie Schlundt	10,277.55
Amy Allgood	10,251.52
Stephanie A. Richter	10,250.81
Sandy Griffith	10,214.91
M. G. Jan Chesmore	10,135.38
Evitella Valdez-Cruz	10,060.41
Bisola Gbadamosi	9,990.05
Pat Joos	9,920.76
Wendy Hayum-Gross	9,838.03
Debbie Larson	9,812.33
Tammie M. Hanson	9,711.44

Betzaida Arriaga	9,688.37
Betty McKendry	9,637.79
Julie Danskinn	9,637.53
Kathy M. Viola	9,633.27
Mary Beissel	9,617.92
Nancy Fox Castro	9,611.71
Susan J. Pankow	9,592.33
Sandy Lasso	9,499.53
Maria Consuelo Piqueras	9,482.32
Linda T. Cartiglia	9,433.47
Marlinda R. Brown	9,432.34
Ana X. Solis	9,413.40
Kristen C. Spiker	9,387.36
Amber Ashton	9,335.17
Donna K. Smith	9,300.25
Lisa A. Raupp	9,286.54
Mayuli Maria Rolo	9,277.72
Kim A. Messmer	9,265.47
Rose Rodriguez-Capone	9,254.37
Pat A. Nuzzi	9,183.44
Suzanne T. Young	9,161.19
Betty Symons	9,156.69
Kim C. Meyers	9,149.03
Chatney Gelfius	9,127.08
Elvi S. Lamping	9,114.65
Anne Newcomb	9,102.69
Brenda K. Howell	9,093.72
Deborah Dudas	9,031.66
Norma Lee Shaver	9,017.23
Regina E. Meyer	8,976.03
Carol-Bea White	8,832.52
Lou Linda Utley	8,798.68
Mary Jacobson	8,785.99
Sandi Merrifield	8,785.76
Azuena Reyes-Garcia	8,752.53
Lisa Peterson	8,742.12
Robin S. Lantz	8,729.28
Celeste Pichardo	8,725.80
Mariaelena Boquin	8,723.01
Donna J. Saguto	8,685.22
Alicia Borkowska-Sattler	8,624.21
Kelly Weller-Johnson	8,604.08
Mary P. Creech	8,600.92
Trudy Miller	8,475.70
Denise M. Guthrie	8,473.97
Noelia Jaimes	8,424.09
Patricia Carr	8,412.24

Ruby

Carlotta Sandiford	
Coleman	\$18,581.83
Donna Clark-Drafcoll	14,792.28
Ekene S. Okoro	14,232.40
Krystal D. Downey	
Shada	13,902.07
Jacqueline N. Alford	13,120.50
Patti Maxwell	12,478.64
Suzanne Moeller	12,833.05
Meg Springer	11,237.28
Michele Semper	11,207.72
Carmen Nunez de Valencia	10,896.23
Mary Sharon Howell	10,788.27
Juliet Ebele Okonkwo	10,745.36
Inez M. Thayer	10,727.51
Thessy Nkechi	
Nwachukwu	10,723.60
Laura A. Katenbraker	10,460.41
Oye A. Onuoha	10,453.07
Rose Mary Neel	10,452.99
Diane Covington	10,443.24
Candace Laurel Carlson	10,264.25
Lisa Anne Harmon	10,253.32
Tina Hulsman	10,240.31
Marnie R. Yunger	10,208.80
Linda Christenson	10,179.36
Liz Whitehouse	10,083.80
Debbie A. Elbrecht	10,059.07
Corrin Cresci	9,917.14
Sonya F. Goins	9,912.14
Vanessa R. Upkins	9,894.71
Rosanne Pluchino	9,853.64
Lisa A. DeLuca	9,818.49
Michelle M. Visco	9,788.85
Brenda Fenner	9,780.12
Cissy E. Warren	9,678.76

Linda Leonard Thompson	9,620.80
Ann Kuehler	9,596.84
Deborah S. Bailly	9,596.63
Rosalie Kuhn	9,500.60
Michelle L. Sanders	9,499.18
Stella Smith-Pius	9,464.67
Mary Alice Dell	9,365.57
Gloria Hilda Ebere	9,338.27
Gloria Dominguez	9,336.28
Judy Lund	9,326.25
K.T. Marie Martin	9,076.80
Julie Smith	9,072.71
Kathleen C. Savorgnan	9,023.00
Amber Hernandez	9,004.23
Kathy Monahan	8,990.49
Judie Roman	8,944.20
Sherrie L. Clemons	8,927.80
Tiffany Brooke Stout	8,926.76
Amber Nicole Payne	8,887.98
Mary Lou Ardohan	8,857.46
Kimberly Cavarretta	8,850.60
Dori M. Fennell	8,847.36
Eleanor M. Reigel	8,839.13
Somer Ballard Carter	8,838.57
Sheryl K. Goins	8,774.23
Wanda Metzger	8,770.93
Kim W. Hansen	8,677.80
Winifred Nonye	
Ogunamiri	8,581.15
Gina M. Gildone	8,530.58
Elena Santos	8,513.91
Suzanne P. Wallace	8,491.39
Cheryl O. Fulcher	8,484.59
Heather A. Verity	8,405.01
Diana Gutierrez	8,383.23
Nancy N. Danley	8,378.77
Monique Kent	8,378.72
Crystal Huskins Carper	8,357.94
Karen E. Gardner	8,336.56
Peggy Young	8,290.28
Amber L. Faulk	8,269.35
Anne Weidenweber	8,187.19
Jennifer Jean McNulty	8,167.11
Lisa Baker	8,152.74
Sheri Ammons	8,148.67
Breda M. Teal	8,140.15
Palia A. Curry	8,117.70
Brandy E. Richwine	8,100.95
Susan C. Ehrnstrom	8,057.08
Jeanette M. Thompson	8,036.63
Donna F. Knotts	8,003.92
Debby A. Nezat	7,778.80
Gina Beekley	7,691.99
Connie A. Brinker	7,633.10
Janette E. Copeland	7,626.13
Kiane Lynn Henry	7,624.74
Kali DeBlander Brigham	7,609.78
Rebecca Tilley	7,498.40
Candace Lyn Chambers	7,488.11
Terry Thole	7,470.93
Courtney Leanne Armstrong	7,466.06
Margaret H. Gormly	7,463.81
Cindy P. Markowski	7,440.32
Linda Sigle	7,407.98
Christy Huber	7,407.92
Lisa V. Bauer	7,399.94
Sylvia J. Cook	7,399.39
Bridgette Rae Conley	7,374.33

Sapphire

Tammy Romage	\$15,964.83
Julie Weaver	15,247.83
Brandi Driggers	14,189.67
Linda Klein	13,413.25
Roxanne McInroe	13,211.78
Julia Mundy	12,997.82
Sylvia Boggs	12,604.29
Lara F. McKeever	12,343.49
Phyllis I. Pinsker	12,163.41
Lady Ruth Brown	12,008.69
Diane Bruns	11,887.29
Moleda G. Dailey	11,655.17
Tracy Potter	11,527.44
Jennifer L. Semelsberger	
Besecker	11,499.85

Recognition

Mary Kay Angels

These Independent National Sales Directors, Independent Sales Directors and Independent Beauty Consultants achieved the highest commissions/bonuses or production or had the most new team members in their Seminar areas in December 2010.

Top National Sales Directors — Commissions and Bonuses



Gloria Mayfield Banks
\$62,801
Emerald



Jan Harris
\$50,590
Pearl



Barbara Sunden
\$93,774
Diamond



Carol Anton
\$53,895
Ruby



Karen Piro
\$53,657
Sapphire

Top Unit — Estimated Retail Production

EMERALD — Tanya King, <i>D. Wiegandt Area</i>	\$82,123
PEARL — Kim McClure, <i>Go Give Area</i>	\$129,338
DIAMOND — LaRonda Daigle, <i>Go Give Area</i>	\$102,074
RUBY — Carlotta Sandiford-Coleman, <i>Go Give Area</i>	\$113,429
SAPPHIRE — Tammy Romage, <i>Go Give Area</i>	\$87,600

Top Sales Director — Personal Sales

EMERALD — Vickie White, <i>Go Give Area</i>	\$12,648
PEARL — Stacey Badura-Koterba, <i>S. James Area</i>	\$9,813
DIAMOND — Nikki Edgemon, <i>Go Give Area</i>	\$14,412
RUBY — Jeanie TenBensel, <i>Go Give Area</i>	\$19,481
SAPPHIRE — Erin Antroinen, <i>P. Higgs Area</i>	\$15,533

Top Beauty Consultant — Personal Sales

EMERALD — Helen Leiby, M. Bright Unit, <i>G. Mayfield Banks</i>	\$25,248
PEARL — Cheryl Hogarth, B. Gingrich Unit, <i>P. Shaw Area</i>	\$10,906
DIAMOND — Glenda Garza, C. Searcy Unit, <i>A. M. Garrett-Roe Area</i>	\$31,751
RUBY — Susan Cummings, M. Mings Unit, <i>S. Kirkpatrick Area</i>	\$15,013
SAPPHIRE — Jacqueline Chase, M. Silva Unit, <i>Go Give Area</i>	\$22,333

Top Team Builder

EMERALD — Sales Director Helen Jakpor, <i>S. Goodwin Monday Area</i>	15 New Team Members
PEARL — Breanne Bechard, R. Mattis Unit, <i>A. Tripp Brewton Area</i>	14 New Team Members
DIAMOND — Sales Director Imelda Reda, <i>S. Páez Area</i>	12 New Team Members
RUBY — Sales Director Gloria Eber, <i>Go Give Area</i>	17 New Team Members
SAPPHIRE — Sales Director Gail Funk, <i>Go Give Area</i>	10 New Team Members

Top Unit Builders

Independent Sales Directors with 20 or more new unit members for December 2010.

Emerald

Dora Lopez	25 New Unit Members
Macaria Ramirez-Santana	21 New Unit Members
Tanya Olivia King	20 New Unit Members

Pearl

Bertha Pearl Lindsay	22 New Unit Members
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Roya Marie Mattis	21 New Unit Members
Silvia Farias	20 New Unit Members

Diamond

Maria M. Amador	26 New Unit Members
Carmen Hernandez	25 New Unit Members
Alicia Kingrey-Lokai	21 New Unit Members

Elvia Rojas	21 New Unit Members
Mayuli Maria Rolo	20 New Unit Members

Ruby

Amber Hernandez	25 New Unit Members
Carmen Nunez de Valencia	24 New Unit Members
Carlotta Sandiford-Coleman	21 New Unit Members

Sapphire

Brandy Lee Hudson	25 New Unit Members
Tabittha A. Hallums	24 New Unit Members

Sales Mentors

Special thanks to the sales mentors for the December 7, 2010, *New Independent Sales Director Education class*.



Morayma Rosas
National Sales Director
Emerald Seminar



Kristin Rogers
Senior Sales Director
Sugar Hill, Ga.
Diamond Seminar



Vanessa Upkins
Senior Sales Director
Madison, Miss.
Ruby Seminar

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 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?

APPLAUSE® magazine is published in recognition of and as information for members of Mary Kay Inc.’s 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 ©2011 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association. *Applause, Beaut-e-News, Beauty Blotters, Belara, Bella Belara, Break the Silence, Compact Pro, Day Radiance, Domain, Enriching Women’s Lives, Exotic Passionfruit, Eyesicles, Go-Give, Indulge, Inspiring Beauty Through Caring, Journey, Mary Kay, Mary Kay InTouch, Mary Kay Tribute, Miracle Set, MK, MKConnections, MKCards, MKMen, Nourishine, Pink Doing Green, Pronewal, Satin Hands, Satin Hands & Body, Satin Lips, Satin Smoothie, Simply Cotton, Smart Start, Targeted-Action, TimeWise, Tribute, Velocity and Visible-Action* are registered trademarks; *Forever Orchid, Mint Bliss, MK High Intensity, Satin Body, Thinking of You, TimeWise Body, Ultimate Mascara, Ultimate Miracle Set, Warm Amber and Your Way to Beautiful* are trademarks; and *Consultant First Look, MK Rewards, Pink Changing Lives, Preferred Customer Program, The Mary Kay Foundation and The Silver Wings Scholar Program* are service marks of Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, www.marykay.com.

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SHIP TO YOUR CUSTOMERS FOR JUST \$5*.

Customer Delivery Service program opens to all!

Great news! Now that we've seen what a great business-building tool it can be, the **Customer Delivery Service (CDS) program** will be open to every active independent sales force member *all the time* beginning March 16, 2011. What's more, the shipping and handling fee has been reduced to a standard rate of \$5* on all CDS orders less than \$100 wholesale to save you even more money!

With the **Customer Delivery Service**, your customers' orders are professionally packaged. And you can include either a **FREE** copy of *The Look* or two **FREE** samplers. (For an additional cost, you can include more samplers or a gift with purchase.)

BIG BENEFITS

For just \$5* you can:

- Save time, gas and money!
Avoid driving around town and standing in lines at the post office. No need to purchase boxes or packing supplies!
- Enhance the Golden Rule customer service you provide by immediately shipping products that you may not have in your inventory at the time.
- Spend less time on delivery so you can focus on tasks that grow your business – booking, selling and team building!

USING CUSTOMER DELIVERY SERVICE

To be eligible to use this program, you must:

- Be in active status. (An Independent Beauty Consultant is considered active in the month a minimum \$200 wholesale Section 1 product order is received and accepted by the Company and in the following two calendar months.)
- Have a ProPay® account.

No matter how you accept your customer's order – on the go, at a party or through your Mary Kay® Personal Web Site – all orders you send through the Customer Delivery Service must be processed by you through your myCustomers® account on Mary Kay InTouch®. Payment can be made by credit card or from funds in your Premium ProPay® account. (See diagram below.) It's up to you whether or not to pass on the shipping and delivery fee to your customer.

If you want to initiate a CDS order, go to:

Business Tools > MyCustomers®

> Create a Customer Order/Sales Ticket.

If your customer placed an order on your Mary Kay® Personal Web Site, and you want to ship it through CDS, go to:

Business Tools > MyCustomers® > Customer Orders.

From there, follow the steps as instructed. For complete details on how the CDS program works, go to **Ordering > Customer Delivery Service.**

"I have found Customer Delivery Service to be an invaluable tool for providing excellent customer service. I don't want my customers to wait for a product I might not have on hand. With this service, they never have to wait!"



– Independent Sales Director
Nancy Panza of Boyertown, Pa.



"I love the Customer Delivery Service being only \$5. With two little ones at home, it's a huge time-saver, and it saves me money too! I'm able to get products to my customers much faster and therefore give them better service."*

– Independent Sales Director Karen
Gummo Kirst of Northampton, Pa.

CDS CUSTOMER PAYMENT



*Plus sales tax where applicable. The shipping and handling fee for Customer Delivery Service orders of \$100 wholesale or more is \$8.75. The shipping and handling fee is \$30 for Customer Delivery Service orders to Alaska, Guam, Hawaii, Puerto Rico and the U.S. Virgin Islands. We cannot ship orders overseas.

*You must have a Premium ProPay® account to use this option.

PINK RIDE



When her foot was crushed in a horseback riding incident, **Independent Senior Sales Director Melinda Gresham** of Rome, Ga., feared she'd never walk or ride again. Yet today, she leads an annual riding event that raises money for The Mary Kay FoundationSM and increases cancer awareness. And that's just part of the amazing story she told us about her journey through it all.

NURSE'S DILEMMA

I was first introduced to the Mary Kay opportunity in the late 1980s when I was a stay-at-home mom. I loved everything the Company stood for and earned my red jacket. But my main goal was to earn a nursing degree once my two boys were school-age so that I could help my hardworking husband, Doug, support our family. Consequently, my Mary Kay business went by the wayside.

As a cardiac nurse, I found great joy in helping people. But after several years, nursing became limiting. Ideas I had for improving processes were not welcomed. Moving into management was an option, but that meant being on call 24/7 – too high of a price to pay for my family.

In July 2002, with my sons about to graduate from high school, I decided to call **Independent Beauty Consultant Vickie Fisher** of Summerville, Ga., who was my original recruiter. I wanted to sign my Independent Beauty Consultant Agreement and try selling again. At that time, I never imagined the role my Mary Kay business soon would play in my life.

As time went on and I experienced even more stress as a nurse, I remember saying, “If I would just work my Mary Kay business more, I wouldn’t have to put up with this.”

Because of my enthusiasm for Mary Kay® products, many of my nursing friends purchased generous amounts of product. I started to see the potential of my business and began holding more parties and facials. I wondered if my business could replace my nursing career, but that seemed like an impossible dream.

ACCIDENT OF FATE

What I haven’t told you yet is that growing up, I had a love for horses. I must have been 13 or so when I got my first horse, and it was a dream come true. But once I started high school and began dating Doug at age 16, Dad felt the horse would come second. I was devastated when he sold her, and I vowed to someday own horses again.

That dream came true a few years after Doug and I purchased our 35-acre farm and had enough income to take on the expense. I bought two horses, and Doug learned to ride. I don’t know how I lived so

long without something that brought me so much joy.

One afternoon after a ride in November 2003, we were in a hurry to unsaddle so we could get to evening church services. I let my Arabian mare canter through the side yard on the way to the barn. She accidentally tripped, and instinctively, I lay back in the saddle to avoid being thrown. As she landed hard on my right foot, I knew instantly it was broken.

The doctor said it looked like a small bomb had exploded in my foot – the bones were shattered into tiny pieces. I lay in the hospital for one week, afraid I would lose my foot. Finally, the doctor decided to place my foot in external fixation with metal pins and bars holding everything in place to see if the bones would mesh back together. His prognosis: I would likely need a cane for the rest of my life, and I would not be able to ride again. He suggested I find something besides nursing to make a living.

RACE AGAINST TIME

My mind raced thinking about what to do. Take a confining desk job? Go back to school? I didn’t want to do either. Was it time to take my Mary Kay business to the next level?

My Independent Sales Director had retired, so I was moved directly under now **Independent National Sales Director Judy Harmon**. I called her and asked one question: “Judy, do you think I can replace my nursing income if I become a Sales Director?” She said my success was up to me, and she encouraged me to consistently work my business by holding parties and team-building appointments each week. My response was, “I will do it!”

Then I asked God in prayer: “Is this really what You want me to do?” I knew in my heart it was.

After 12 weeks, the bones in my foot began to heal back in place, but recovery took six more months with physical therapy. I did what I could to call my customers and fill orders. Once I regained some mobility, I was in a race against time to debut as an Independent Sales Director. The flexibility and freedom afforded by the Mary Kay opportunity propelled me forward, and Judy supported and coached me via phone from the West coast.

In February 2005, after healing significantly, I became an Independent Sales Director. Within a

few months, I had replaced my nursing income.

For me, building a customer base with more than 100 women, developing my unit and debuting an offspring Independent Sales Director gave me the opportunity to replace my nursing income and achieve the flexibility I dreamed of.

My Mary Kay business has been a blessing in so many ways. Because of my success, Doug was inspired to change his career, and that has given both of us more time for the things that matter most.

DREAM RIDE

You may think that’s the happy ending to this story, but there’s more. During this time, I had watched my first Mary Kay customer and nursing co-worker, ▶



“My mind raced thinking about what to do. Take a confining desk job? Go back to school? I didn’t want to do either. Was it time to take my Mary Kay business to the next level?”



CYNDY'S STORY

Independent Beauty Consultant

Cyndy Ferguson of Rome, Ga., (who is a member of Melinda Gresham's unit) neglected getting her routine mammogram until a friend, who had been diagnosed with breast cancer, finally convinced her to go. A week later, she received a call: The results were abnormal, and she needed more tests.

"I laid my hand across my chest and there it was, a lump on the upper part of my right chest," Cyndy recalls.

Cyndy told the technician what she had found. But to her amazement, the abnormal mammogram report concerned her left breast, not her right chest wall. An ultrasound was performed, and the radiologist immediately concluded that she needed further testing on the right. The results revealed cancer.

"The Pink Ride took on a whole new meaning for me."

"The next morning, I woke up and quoted my favorite scriptures. I knew I was going to beat this. My life will not stop; I will be a walking testimony for all women," Cyndy told herself. "The Pink Ride took on a whole new meaning for me."

Cyndy has since undergone treatments, and her cancer is in complete remission. "I believe that early detection is the best protection," she shares. "During The Pink Ride, I always post a sign with the letters **H.Y.H.Y.M.** standing for 'Have you had your mammogram?' Have you?"

Melissa, battle breast cancer that had spread throughout her body and saw how that affected her family. While I was in recovery, my nursing friends walked for her in the American Cancer Society's Relay for Life. While I couldn't participate, I promised myself that I would someday ride horses again, and when I did, I would plan a trail-riding event that would raise money for cancers that affect women.

In early 2007, it was time to put plans in place for the cancer trail-riding event we named The Pink Ride. Melissa was in remission and agreed to speak at the event – a huge step outside her comfort zone. During the time I spent waiting to ride again, I developed a love affair with breeding and training horses. My herd had grown to nine Tennessee walking horses and brood mares that could be used in the ride.

But I needed help, so I asked a person who had slowly come into my life first as a neighbor and friend, then as an Independent Beauty Consultant in my unit. **Cyndy Ferguson** was a fellow horseback rider, and I knew she would be great.

Neither of us had any experience in developing a charity trail ride. As members of the Western Saddle Club, we agreed that a wildlife management preserve that bordered the Saddle Club would be the ideal location. We found other volunteers to help and started pulling it together.

That summer, with our minds on women's cancers, Cyndy's close friend was diagnosed with breast cancer. Cyndy decided that it was time she had a mammogram herself. She received a call from her doctor that she needed a repeat test. That

second test revealed that she had cancer. Just two months before the ride in October 2007, the right-hand chairperson was diagnosed with breast cancer herself. At the same time, Melissa lost her battle with cancer.

Cyndy, still dedicated and enthusiastic, rode in that first event just days after her lumpectomy and just days before her chemo began. I witnessed how The Pink Ride gave her something to fight for and how family members and friends can be healed by doing something meaningful for a loved one.

HAPPY TRAILS

We've now completed four years of The Pink Ride, raising a total of \$43,000 for The Mary Kay FoundationSM. Many local Independent Sales Directors and Independent Beauty Consultants have made it possible to expand the event each year. With their support, we have plans to keep growing.

As for me, my doctor just can't understand how I have done so well. I recently gave him a photo of me and my Tennessee walker jumping obstacles. In fact, now you can see me all over town in my **high heels** working with and inspiring women to look beautiful, inside and out.



Melinda at home on her 35-acre farm with her horse, Sugar, and dog, Bingo.

TEAM UP FOR WOMEN!® 2011

To help support The Mary Kay FoundationSM in its missions to fund cures for cancers that affect women and to work to end domestic violence, you can take part in the *Team Up for Women!®* 2011 Spring Fundraiser.

From March 25 – May 12, you can collect donations at parties and submit them to the Foundation. Independent sales force members who submit \$50 or \$100 in donations, along with the *Team Up for Women!®* donation form postmarked no later than midnight Central time on May 20, will receive a name badge ribbon and standing recognition at Seminar 2011! Look for the donation form on the Mary Kay InTouch® website.

make the **MARY KAY® PERSONAL BEAUTY PROFILER** work for you.

The Mary Kay® Personal Beauty Profiler can help you attract potential customers and keep in touch with your existing customers to make sure they're up to date on all the latest beauty advice and solutions. This online tool also drives traffic to your Mary Kay® Personal Web Site, can be used for preprofiling guests and, when they save their profiles, serves as a permanent database of your customers' information. Here's how two Independent Sales Directors use it to connect with their customers.



KEEP IT SIMPLE, SWEETIE.

Independent Sales Director Constance Blaylock of Plano, Texas, finds the simplicity of the Mary Kay® Personal Beauty Profiler a key component in helping her successful Mary Kay business run smoothly. "The Mary Kay® Personal Beauty Profiler is one of my 'go-to'

tools for several reasons," Constance says. "It's strategic. That is, it can be used to preprofile a potential customer. Plus, with the 'event' feature, a customer who creates a personalized profile can keep a record of a birthday, anniversary or other special event *she* wants to remember. It gives your customer another great reason to stay in touch with you!"

After your customers create and save their profiles and product recommendations using the "Save Profile" button, you can easily access this information, anytime, through the "Customer Profiles" section of myCustomers®.

"My customers also love the Mary Kay® Personal Beauty Profiler," Constance shares. "They enjoy getting fun and easy makeup tips and product recommendations. Plus, it helps me make recommendations whenever new products, including limited-edition items, launch."

SHARE

Constance also says the "sharing" capability of the Mary Kay® Personal Beauty Profiler helps her customers spread the word about Mary Kay® to family and friends. Using the "share" feature, a customer can e-mail the Mary Kay® Personal Beauty Profiler link to a friend or share it with her friends on Facebook® (or other social networking sites) so that they can get customized results for themselves!



SEEING IS BELIEVING.

Independent Sales Director Toni Nipp of Frisco, Texas, decided that she first wanted to try the Mary Kay® Personal Beauty Profiler for herself before inviting her customers to do so. Toni says, "I created a customized page on the Mary Kay® Personal Beauty

Profiler and filled out the skin care analysis. I was happy to see that the product recommendations I received were on-target with the products I was already using."

Along with finding the Mary Kay® Personal Beauty Profiler a useful tool for preprofiling her customers before a class, Toni has found it just as useful *after* a class. "It helps reinforce with a customer how and when products should be used," Toni shares. "I especially love Page 3 of the skin care analysis results, which breaks down the order of application for product use day and/or night."

ANOTHER WAY TO PROVIDE GOLDEN RULE SERVICE

"While the Mary Kay® Personal Beauty Profiler isn't a substitute for the personalized service I provide to my customers," Toni says, "it can be a great backup in providing my customers with information, including product knowledge. Plus, I've had customers ask me about products they've seen while in the Mary Kay® Personal Beauty Profiler and contact me to ask if they should be using these products as well!"

"I recently offered a free gift to my customers who created their own personalized page and completed the skin care analysis," Toni says. "I received several responses to this limited-time offer, and now I can use the skin care analysis results to follow up and make sure they're using products that still meet their needs."

DON'T DELAY, GET STARTED TODAY.

Take advantage of all the benefits that the Mary Kay® Personal Beauty Profiler offers by having your own Mary Kay® Personal Web Site! To subscribe, simply visit the Mary Kay InTouch® website and click on "Personal Web Site Manager."

go-give® award

Congratulations to the winners for April 2011

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

If you know an Independent Sales Director who has displayed the Go-Give® spirit, why not nominate her for the monthly Go-Give® Award? The Go-Give® Award nomination form is available on the Mary Kay InTouch® website under "Recognition."



Carol Calvert

Emerald

Independent Senior Sales Director

Began Mary Kay

September 1977

Sales Director Debut

December 1981

National Sales Director

Go Give Area

Honors Grand Achiever qualifier; Circle of Honor; two-times Sales Director Queen's Court of Personal Sales; four-times Circle of Achievement; gold medal winner; estimated highest monthly unit retail: \$47,876

Personal Lives in Carlsbad, Calif. Son, Kurt; daughter, Erica; three grandchildren; one great-grandson

Favorite Quote "For I know the plans I have for you," declares the Lord, "plans to prosper you and not to harm you, plans to give you hope and a future."

— Jeremiah 29:11

Independent Beauty Consultant

Susan Almond of Carlsbad, Calif., says, "Carol treats me as one of her own and exemplifies the Go-Give® spirit. She finds time for charitable work with a Romanian orphanage, coordinating monthly pen pal letters and Christmas gift-giving to the children at the orphanage."



Karen Cubler

Pearl

Independent Sales Director

Began Mary Kay

May 1997

Sales Director Debut

August 1998

National Sales Director

Go Give Area

Honors Premier Club qualifier; Star Consultant; Consultant Queen's Court of Personal Sales; seven-times Sales Director Queen's Court of Personal Sales; three-times Circle of Achievement; two-times Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$47,110

Personal Lives in Fort Myers, Fla. Husband, Wayne; son, Brian; daughter, Jodi

Favorite Quote "Every day have something to do or somewhere to go. Every day have someone to call, someone to see, someone to love. But most important, every day have something to give to someone." — Natasha Josefowitz

Independent Sales Director

Pat Burki of Estero, Fla., says, "Karen lovingly takes care of her adoptees even when handling a personal crisis. She also took care of my team members when I was out of town for a couple of months."



Heather Catchpole

Independent Sales Director

Began Mary Kay

October 2003

Sales Director Debut

June 2006

National Sales Director

Lisa Madson

Honors Cadillac qualifier; Star Consultant; three-times Sales Director Queen's Court of Personal Sales; Circle of Achievement; Double Star Achievement; Honors Society; gold medal winner; estimated highest monthly unit retail: \$63,341

Personal Lives in Beaverton, Ore. Husband, Adam

Favorite Quote "You can have big dreams, but you must understand that your long-term successes are a direct result of what you can achieve every day." — Rick Pitino

Independent Future Executive Senior Sales Director

Constance Nugent Miller of Kissimmee, Fla., says, "A customer at Heather's meeting expressed interest in the opportunity. When Heather found out she originally had been serviced by one of my unit members, Heather insisted that she contact that Independent Beauty Consultant immediately! The customer is now an Independent Beauty Consultant, and Heather is her adopted Independent Sales Director."



Marty Watkins

Ruby

Independent Executive Senior Sales Director

Began Mary Kay

February 1966

Sales Director Debut

December 1966

Offspring

five first-line; three second-line

National Sales Director

Go Give Area

Honors Premier Club qualifier; Star Consultant; 21-times Circle of Achievement; estimated highest monthly unit retail: \$65,241

Personal Lives in Kemah, Texas Daughters: Melissa, Cheyenne; three grandchildren; two great-grandchildren

Favorite Quote "It's not when you get into Mary Kay, but when Mary Kay gets into you, great things begin to happen!"

Independent Sales Director

Eileen Barlow of Seabrook, Texas, says, "I'm not in Marty's unit or area, but she refers customers and potential recruits to me! She loves me, sees the best in me and inspires me to continue lifting others to success."



Sara Turco

Sapphire

Independent Senior Sales Director

Began Mary Kay

June 1999

Sales Director Debut

July 2002

Offspring

one first-line

National Sales Director

Karen Ford

Honors Premier Club qualifier; Star Consultant; two-times Sales Director Queen's Court of Personal Sales; four-times Circle of Achievement; two-times Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$59,468

Personal Lives in Lexington, Ky. Husband, Jason; son, Luke

Favorite Quote "Inherent in the seed of the tree is the tree."

— Author Unknown

Independent Sales Director

Danielle Warren of Lexington, Ky., says, "Sara took me under her wing and made me feel like part of her unit. She drove an hour and a half to help me with my first party and invested countless hours educating me and my new team members."

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ADD FOUR†

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Receive your choice of one of the red jackets, invitations to the reception and luncheon AND a stunning matching jewelry set.

Independent Sales Directors who add three, four or five new qualified† personal team members will earn a beautiful capelet (in place of a red jacket) to accompany the new Independent Sales Director suit, along with the corresponding Seminar rewards. **Visit the Mary Kay InTouch® website for complete contest details.**

*Available while supplies last

†A qualified new personal team member is one whose initial order with the Company is \$600 or more in wholesale Section 1 products, and it is received and accepted by the Company in the same or following calendar month, between March 1 and June 30, 2011, that her Independent Beauty Consultant Agreement is received and accepted by the Company.

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