

MARY KAY

applause

APRIL 2014

Sunshine-Inspired Color.

Get the Looks.

Be COLOR Confident.

Color Education Is a Click Away!

Team Up for Women®!

April 1 – May 12

Top Picks.

Mary Kay Independent Sales Force Members Share Their Go-To Products.



Wall to Wall Leaders.

Is becoming an Independent Sales Director in your future?



“ Be sure to use your time wisely. Review your priorities. Ask the question, ‘What is the best use of my time right now?’ Many of us spend half our time wishing for things we could have if we hadn’t spent half our time just wishing. ”

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)

april

dates: to remember

1

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

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

3

Seminar 2014
 Priority Registration
 begins. See details on
 the [Mary Kay InTouch®](http://www.marykayintouch.com)
[website](http://www.marykayintouch.com).

7

14 Last day to
 register for
 April 23-26 New
 Independent Sales
 Director Education.

Last day to enroll online for
 the Summer 2014 Preferred
 Customer ProgramSM mailing of
The Look, including exclusive
 samplers (while supplies last).

15

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

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

23

Last day to register
 for May New Independent
 Sales Director Education
 class.

28

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

29

- Seminar 2014 Priority Registration ends.
- Last day of the month for Independent Beauty Consultants to place online orders (until 9 p.m. Central time).
- Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail or dropped off at the branches must be received by 7 p.m. local time to count toward this month's production.
- Online Independent Beauty Consultant Agreements accepted until midnight Central time.

30

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



COVER:

Model is wearing
 limited-edition[†]
 Stonewashed
 Mary Kay® Springy
 Eye Duo on her
 eyes and NEW
 Mary Kay® Gel

Eyeliner in Jet Black along lashlines.
 She uses Black Mary Kay® Ultimate
 Mascara™, Mary Kay® Mineral Cheek
 Color in Sparkling Cider and finishes
 the look with Clear lip liner and NEW
 limited-edition[†] Mary Kay® Lip Gel in
 Cherry Twist.

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 ©2014 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association. *Applause, Beaut-e-News, Beauty Blotters, Beauty That Counts, Belara, Bella Belara, Botanical Effects, Break the Silence, Compact Pro, Day Radiance, Domain, Enriching Women's Lives, Exotic Passionfruit, Forever Orchid, Go-Give, Indulge, Inspiring Beauty Through Caring, Journey, Lash & Brow Building Serum, Lash Love, 'Let's Talk' Party!, Luminous-Wear, Mary Kay, Mary Kay InTouch, Matte-Wear, Miracle Set, MK, MKConnections, MKeCards, MKMen, Night Restore & Recover Complex, NouriShine Plus, Pink Changing Lives, Pink Doing Green, Pronewal, Replenishing Serum+C, Satin Hands, Satin Lips, Simply Cotton, Targeted-Action, Thinking of You, TimeWise, TimeWise Repair, Tribute, Velocity and Visible-Action* are registered trademarks; *Clear Proof, Lash Love®* Lengthening, Lash Response, Lash Spa, Mary Kay At Play, Mary Kay Show and Sell, Mint Bliss, MK High Intensity, One Woman Can, TimeWise Body, True Dimensions, Ultimate Mascara, Volu-Firm, Warm Amber and Your Way to Beautiful are trademarks; and *Beautiful Together, MK Rewards, myCustomers, 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, marykay.com.

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Trending: @ Mary Kay

CAREER CONFERENCE 2014



Career Conference 2014

is jam-packed with prizes, excitement and great learnings. Share your Instagram pics at [#mkcareer](#) or post them to your Facebook page.



Natural Beauty

Since April 22 is Earth Day, why not share the *Mary Kay® Botanical Effects®*

eCatalog on Facebook from your *Mary Kay®* Personal Web Site or [Marykay.com](#). It will remind your customers of this **great regimen infused with the goodness of botanicals** and its **product packaging developed with the environment in mind.**

MARY KAY SEMINAR 2014

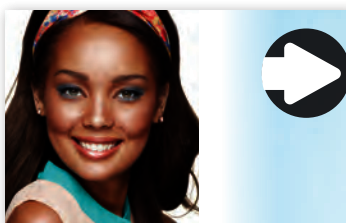
Did you know you can **register early** when you reach your goals? Check *Mary Kay InTouch®* for **four ways to qualify for [priority registration](#).**



April 7 is national "No Housework Day." What a perfect time to **treat your customers to some pampering!** You can pin images of the *Satin Hands® Pampering Set* on your Pinterest page with a cute caption about this new favorite day!

Gift Central

Between weddings, graduations, Mother's Day and prom, you could **fill your calendar with makeovers, skin care parties and plenty of sampling opportunities!** Tweet your customers today to see who has gift-giving needs.



Spring It On! Take a road trip to carefree times with a relaxed, nostalgic vibe this spring. You'll find loads of fun stuff to help you sell, such as spring party ideas, fliers and other selling tools. [Marykayintouch.com / HelloSunshine.](#)

insideTHIS ISSUE

PRODUCTS:

Spring Trends. Sunshine-inspired color is in this season. Check out the on-trend colors and how-to-get-the-look makeup illustrations inside! Plus, discover great ways to add on sales this time of year and watch your sales heat up!

[Pages 2-5](#)

Playing Favorites. What's your all-time favorite *Mary Kay®* product? See what products are standouts for some independent sales force members. Plus, we'd love to hear your No. 1 picks. Share yours on "Let's Talk" on *Mary Kay InTouch®*.

[Pages 6-7](#)

RECOGNITION:

Big Round of Applause. Congrats to the independent sales force members who achieved great strides.

[Pages 8-14](#)

TECHNOLOGY:

Work on the Go. Order products, stay current with news you need, get product information, swap ideas with sister sales force members – get this and more! *Mary Kay Mobile InTouch®* helps you work your Mary Kay business whenever and wherever.

[Page 15](#)

LIVES ENRICHED:

Pillars of Support. Two Independent Senior Sales Directors are there for each other when both need it most.

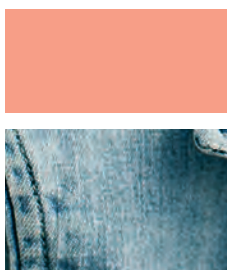
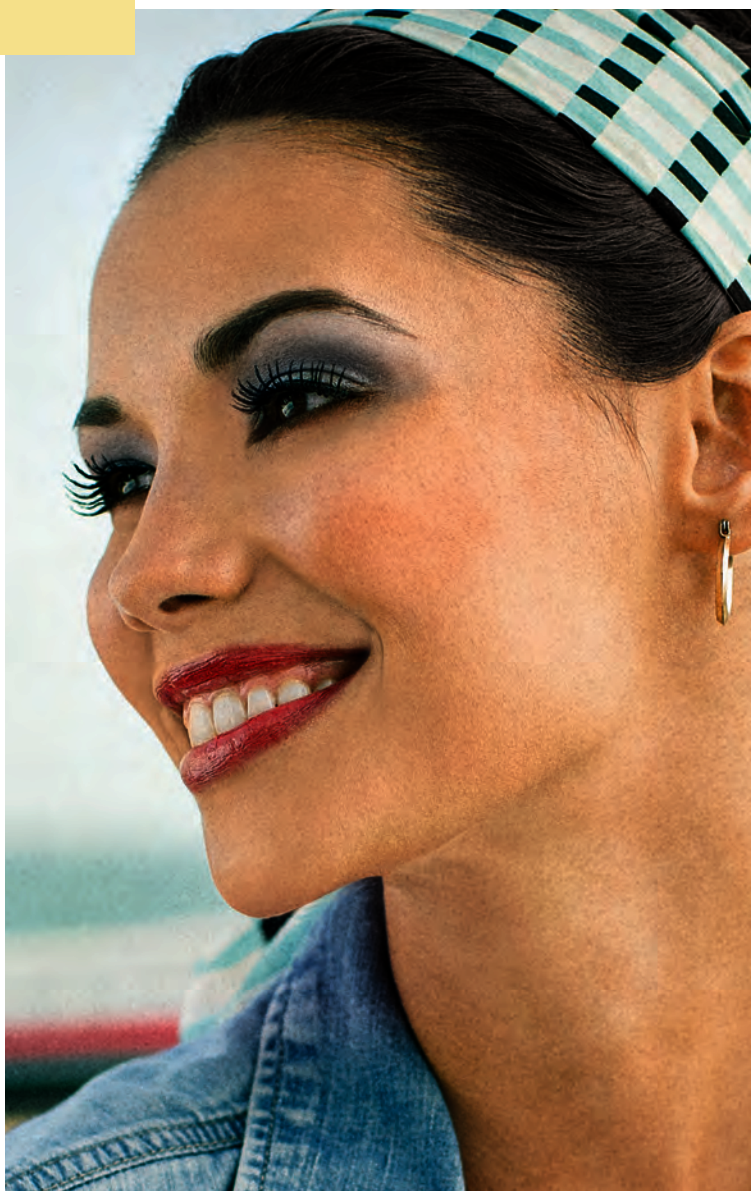
[Pages 16-18](#)

CAREER PATH:

Here We Grow. Independent Elite Executive Senior Sales Director Priscilla McPheeters says the favorite part of her Mary Kay business is sharing it with other women and empowering them to fulfill their own dreams. She shares ideas to help you set your pace and path to your own Mary Kay success.

[Pages 20-21](#)

spring It!



More on-trend colors to try: Limited-Edition[†] *Mary Kay*[®] Springy Eye Duo in Summer Sunset; *Mary Kay*[®] Cream Eye Color in Beach Blonde, Apricot Twist and Pale Blush; and *Mary Kay*[®] Mineral Eye Color in Gold Coast and Hazelnut.

This season is all about timeless beauty. Your customers are sure to be onboard with these breezy trends. Makeup is bold and feminine. Focus on eyes with winged eyeliner and spider lashes. Add a subtle sunny wash of color over the lids and finish with soft, feminine lips using glossy reds and corals.

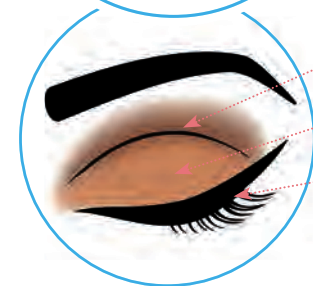


Get the Look!



(brown shade)
STONEDASHED
Limited Edition[†]
Mary Kay[®] Springy
Eye Duo. \$16

(blue shade)



HAZELNUT
Mineral Eye Color

SPUN SILK
Mineral Eye Color

JET BLACK
Gel Eyeliner



Mesmerizing Eyes

A classic black cat eye turns heads. Paired with subtle accents, this timeless look can take you from a day at the beach to a night on the town.





Limited-Edition†
Mary Kay® Lemon Parfait
Pedicure Collection
 Includes: Lemon Parfait Foot Gel,
 Pumice Stone, Emery Board,
 Lemon Parfait Foot Fizzies,
 Toe Separators and Gift Bag.

Tip! Pair with
 a **limited-edition†**
Mary Kay®
Nail Lacquer, \$9.50,
 for the perfect gift.



\$28



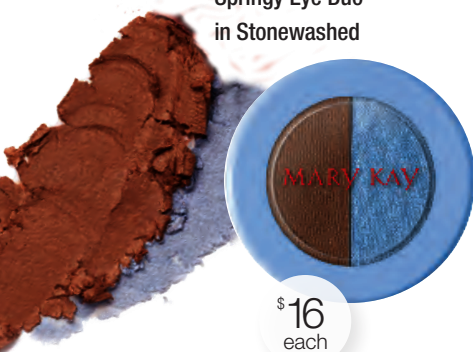
Warm breezes are here.
 It's time to pack up for
 a family vacation, long
 weekend or romantic
 rendezvous. Simple,
long-wearing makeup
leaves more time
for relaxation. Offer
 your customers these
 essentials before they
 hit the road.

\$20

Mary Kay® CC Cream
Sunscreen Broad
Spectrum SPF 15.*
 Easy out-the-door
 option without that
 "made-up" look



Limited Edition† Mary Kay®
Springy Eye Duo
in Stonewashed



\$16
 each



Mary Kay® Sun Care
Sunscreen Broad
Spectrum SPF 50*

\$8

Mary Kay® Sun
Care Lip Protector
Sunscreen Broad
Spectrum SPF 15*



\$17

Mary Kay® Lash Love®
Waterproof Mascara.
 A must-have! This mascara
 won't let you down.

\$15



Mary Kay® Compact
Mini†† (unfilled), \$16

Feminine Lips

Create soft, delicate lips
 with spring favorites:
 Limited-Edition†
 Mary Kay® Creamy
 Lip Color in Carefree
 Coral, Mary Kay® True
 Dimensions™ Lipstick
 in Pink Chérie and
 Limited-Edition† Mary Kay®
 Lip Gel in Cherry Twist.

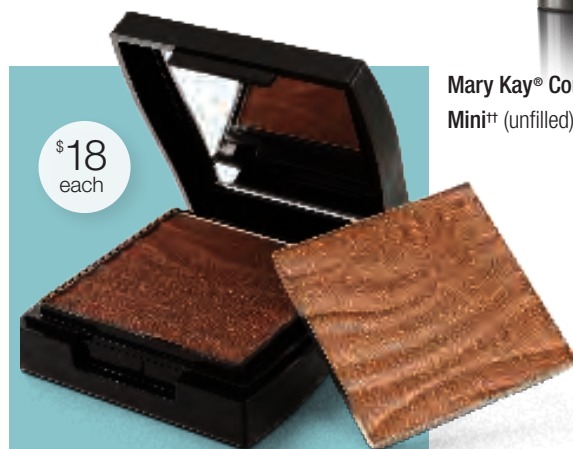
Mary Kay®
Gel Eyeliner
in Jet Black
with Expandable
Brush Applicator

\$18

Spring glow Mary Kay® Bronzing Powder

Made with **light-perfecting technology**, so
 skin appears naturally even-looking. Not too
 shimmery or too matte, it's beautifully pigmented
 with a **luminous pearl finish**. Lightweight, fade-
 resistant and long-wearing, never looks dry on
 skin and won't settle into fine lines, wrinkles or
 pores. **Fits any Mary Kay® compact.**

Apply wherever the sun would hit – forehead,
 cheeks, nose and décolleté – to add warmth to
 your complexion.



\$18
 each

Two shades: Medium-Dark, Light-Medium

Who's Ready for Spring?

Get the Look!

- Mary Kay® Cream Eye color in Apricot Twist and Iced Cocoa
- Mary Kay® Eyeliner; Mary Kay® Ultimate Mascara™, both in Black
- NEW! Mary Kay® Bronzing Powder in Medium-Dark
- Mary Kay® Mineral Cheek Color in Citrus Bloom
- Mary Kay® True Dimensions™ Lipstick in Natural Beauté; Mary Kay® NouriShine Plus® Lip Gloss in Pink Luster



Preferred Customer ProgramSM

If you enrolled your customers to receive the **spring Month 2 mailer**, it should arrive any day, so now is a great time to follow up! If you missed this one, you can sign up today for the

summer mailer that ships July 1. Enrollment is easy. [Mary Kay InTouch® / Business Tools / Preferred Customer ProgramSM](#).



Limited-Edition* Mary Kay® Hello, Sunshine Wristlet, \$5

With the purchase of at least \$40 suggested retail in limited-edition* Mary Kay® Hello, Sunshine Collection products.



Spring trends are all about comfortable, retro flair. Think colorful ballerina flats, chambray, fun bangles and a great scarf or headband.



Want to learn more about the spring trends? The *Mary Kay® Style Guide* hits the April issue of *People StyleWatch* and *People en Español* (on newsstands in March).



Why not post the **Mary Kay® Spring Trend Report eCatalog** to your Facebook page. You can find it on your **Mary Kay® Personal Web Site** or **marykay.com**.

Come Sell Away!

With its endless options, your jet-setting customers can find their perfect travel companion with the **Mary Kay® Travel Roll-Up Bag** (unfilled), \$35. Use the [Build-Your-Own Travel Roll-Up Bag tool](#) on **Mary Kay InTouch®** and share on Facebook!



\$35

Offer your color customers products they will love, such as **Mary Kay® Oil-Free Eye Makeup Remover**, **Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15,*** the **Mary Kay® Brush Collection** and **Mary Kay® Brush Cleaner**. And don't forget **Mary Kay® Makeup Finishing Spray** by Skindinåvia.



Lighten Up

Fresh, light fragrances are great now. Sample **Journey® Eau de Parfum** and **Mary Kay® Eau de Toilette** fragrances in **Forever Orchid®** and **Exotic Passionfruit®** at your trend parties and color makeover appointments. Consider dropping sampler vials in product orders. Section 2, pk./6 for \$4 (Sampler vials not available for all fragrances.)



Spring Clean

Now's a great time to **offer your customers gifts with purchase on products you may want off your shelves**. Think previous limited-edition items, discontinued products or excess inventory. Your customers will love getting some of their old favorites, and **you can make room for new and exciting products!**



Build Your Color Confidence!

Verlyn Jenkins, Independent Sales Director, Arlington, Texas

Earning your **Advanced Color Consultant** designation is fun, easy and convenient. You can review the content and take the quizzes on your smartphone or tablet. Once complete, add the **Advanced Color Consultant** designation to your business cards, **Mary Kay® Personal Web Site** and the Consultant Locator. Your customers and potential customers will feel good knowing you have advanced color knowledge to help them find the perfect looks, as well as offer makeup application tips. Find it on [Mary Kay InTouch® / Product Central](#).

Lash Bash

Independent Future Executive Senior Sales Director Jessica Holzbach, Friendswood, Texas

Every woman loves full lashes, but she may not know she should replace her mascara every three months. A great way Jessica boosts her sales and provides excellent customer service is by having a Mascarathon.

She sends her customers who enroll, a new mascara every three months for a year. "I'm sure to include product samplers so they feel like they're receiving a little something extra," Jessica says. She sends the mascaras the first of the month to make it easier for her to track.



Playing Favorites!



Alicia Barlow, Independent Sales Director, Kettering, Ohio

Hands down, my favorite is the **TimeWise® Age-Fighting Moisturizer**. It makes my skin feel hydrated, and when I use it with the **TimeWise® 3-In-1 Cleanser**, my skin feels smoother, firmer and looks younger.

What **Mary Kay®** product would you take if stranded on a desert island? We asked some independent sales force members, and here are their responses. We know you have your go-to favorites too, and we'd love to hear! **Share** on *Let's Talk!* You'll find it on **Mary Kay InTouch®**.



Mary Kay® Lash & Brow Building Serum® works great!

I've had short, sad lashes my entire life. After using the serum, I noticed a real difference after a few months. My friends ask me what I'm doing differently! **Melissa Howard, Independent Sales Director, New Braunfels, Texas**



Maria Jauch, Future Independent Executive Senior Sales Director, Weston, Fla.

My absolute favorite is the **TimeWise® Microdermabrasion Set**. I love it because I can achieve beautifully smooth skin immediately. Women stop me to compliment me on my skin.



Monique Starks, Independent Sales Director, Virginia Beach, Va.

I've loved my **TimeWise® Miracle Set®** for more than a decade. It gives me confidence that I'm clean, exfoliated, refreshed, energized and protected. It's a skin care regimen that is respected and loved by millions!



Satin Lips® Set

makes my lips feel soft and smooth. **Teresa Schissler, Independent Sales Director, Metamora, Ill.**





Enae Jackson-Atkins,
Independent
Sales Director,
Huntington
Beach, Calif.

What would I do without my **TimeWise® Even Complexion Essence?** I get compliments about how even-toned my skin looks. Whether I'm chillin' at the beach or cruisin' around, I'm never without it. It's my skin's best friend.



Ninfa Diaz,
Independent
Sales
Director,
Homestead,
Fla.

I love **Mary Kay® Translucent Loose Powder.** It sets my makeup so that it looks fresh. I put it to the test in our sticky Miami weather, and I don't need to touch up with pressed powder anymore.



TimeWise Repair® Volu-Firm™ Lifting Serum is the best. I call it magic in a jar. It goes on silky smooth and makes my skin look like a million bucks. It gives my skin that youthful appearance we all want. **Lori Blades,** Independent Sales Director, Boston, Mass.



Hands down, my favorite is **TimeWise® Firming Eye Cream.** I give Mary Kay a "shout-out" when people say I look younger than my age! **Carolyn Nava,** Independent Sales Director, Lexington, S.C.



Mary Kay® Cream Eye Color is the best!

I can do my eye makeup superfast, and chasing three little ones in the morning, that's important! It's crease-proof and looks great all day! **Jennifer Peterson,** Independent Sales Director, Casper, Wyo.

My favorite is the **Mary Kay® Ultimate Mascara™** in Black. My lashes are naturally thin and light. Now they look superthick. My look is not complete without it! **Jennifer Wolfe,** Independent Future Executive Senior Sales Director, Birmingham, Ala.

I never knew the **Mary Kay®** mascaras could get any better until I tried the **Mary Kay® Lash Primer.** I'm hooked! **Lindsay Baker,** Independent Sales Director, Columbus, Ohio

I love **Mary Kay® Eye Primer.** I have oily skin, and my eye color would crease, fade or be completely gone with other primer brands. **Bethany Peppers,** Independent Sales Director, Columbus, Ohio

Mary Kay® Facial Highlighting Pen gives me a rested look every day. **Lenny Liegl,** Independent Sales Director, Colorado Springs, Colo.

The **TimeWise® Matte-Wear® Liquid Foundation** provides a long-lasting, matte finish to my oily skin. It helps me look fresh and flawless while providing great coverage for my skin imperfections. **Natalie Gongloff,** Independent Sales Director, Martinsville, Va.



December | recognition

Congratulations to the winners

TOP NSDs YEAR-TO-DATE



Anita Mallory
Garrett-Roe



Carol Anton



Gloria Mayfield Banks



Jan Harris



Karen Piro



Lisa Madson



Kathy Helou



Gloria Castaño



Pat Danforth



Cheryl Warfield

ON-TARGET INNER/ DIAMOND/GOLD CIRCLE

On-Target for \$950,000 Inner Circle

Anita Mallory Garrett-Roe \$479,068

On-Target for \$600,000 Inner Circle

Carol Anton \$310,838

On-Target for \$550,000 Inner Circle

Gloria Mayfield Banks \$296,080
Jan Harris 286,923

On-Target for \$500,000 Inner Circle

Karen Piro \$271,319
Lisa Madson 263,712
Kathy Helou 258,134

On-Target for \$450,000 Inner Circle

Gloria Castaño \$245,461

On-Target for \$400,000 Inner Circle

Pat Danforth \$208,349
Cheryl Warfield 204,626
Patricia Turker 204,256

On-Target for \$350,000 Inner Circle

Halina Rygiel \$194,491
Karlee Isenhardt 193,767

Sonia Pérez 188,908
Stacy James 188,023
Lupita Ceballos 182,020
Sherry Windsor 180,790
Debi Moore 178,256

On-Target for \$325,000 Inner Circle

Cindy Williams \$170,240
Pamela Waldrop Shaw 163,529

On-Target for \$300,000 Diamond Circle

Sue Kirkpatrick \$160,296
Mary Diem 157,530

On-Target for \$250,000 Diamond Circle

SuzAnne Brothers \$145,080
Judie McCoy 141,714
Dayana Polanco 137,513
Linda Toupin 135,223
Dacia Wiegandt 133,328
Julianne Nagle 128,507
Mary Estupian 128,221

On-Target for \$200,000 Diamond Circle

Sara Pedraza-Chacón \$123,378
Anita Tripp Brewton 119,685
Diane Underwood 116,170

Sandy Valerio 115,457
Julia Burnett 114,484
Cindy Fox 110,150
Kerry Buskirk 109,249
Sandy Miller 109,079
Jeanne Rowland 106,782
Ronnie D'Esposito Klein 106,556
Pamela Fortenberry-Slate 106,329
Kay Elvrum 104,742
Cyndee Gress 103,332
Dawn Dunn 103,119
Nancy Bonner 102,676

On-Target for \$150,000 Gold Circle

Connie Kittson \$99,673
Anabell Rocha 98,989
Shannon Andrews 97,980
Maria Monarez 97,857
Jamie Cruse-Vrinos 97,100
Maureen Ledda 96,198
Julie Krebsbach 96,154
Vivian Diaz 96,031
Aurli Bertalan 95,659
Auri Hatheway 95,556
Janet Tade 94,938
Candace Laurel Carlson 92,824
Davanne Moul 92,314

Kim McClure 92,244
Valerie Bagnol 91,406
Dalene Hartshorn 91,218
Lily Orellana 89,484
Consuelo Prieto 88,333
Lisa Allison 87,675
Mona Butters 86,151
Lia Carta 85,572
Mayuli Rolo 84,867
Cathy Bill 84,069
Kristin Myers 83,865
Rebecca Evans 83,151
Yvonne Lemmon 82,646
Elizabeth Muna-Mudsi 82,385
Tammy Crayk 82,085
Alicia Lindley-Adkins 82,059
Gloria Báez 81,990
Susan Hohlman 81,512
Michelle Sudeth 81,036
Pam Ross 79,755
Rosibel Shahin 79,229
Evelinda Diaz 78,569
Jan Thetford 77,990
Judy Brack 77,723
Shirley Oshiro 77,283
Jeanie Martin 77,224
Somer Fortenberry 76,913
Leah Lauchlan 75,149

On-Target for \$125,000 Gold Circle

Pam Klickna-Powell \$74,198
Alia Head 73,824
Monique Balboa 73,545
Ada Garcia-Herrera 73,447
Scarlett Walker-Simpson 72,337
Juanita Gudino 71,137
Shelly Gladstein 71,065
Candy Jackson 70,009
Gay Hope Super 69,631
Kate DeBlander 69,195
Morayma Rosas 68,736
Janis Z. Moon 68,239
Brenda Segal 67,918
Heidi Goelzer 67,392
Pam Higgs 66,988
Sharon Buck 66,976
Amie Gambolan 66,787
Jo Anne Barnes 66,214
Lynne Holliday 65,059
Tammy Romage 65,039
Crisette Ellis 64,244
Sylvia Kalicak 63,857
Roxanne McInroe 63,703
Julia Mundy 63,053
Noelia Jaimes 62,846

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.

Ruby

1. Carol Anton** \$63,799
2. Pat Danforth* 47,840
3. Karlee Isenhardt* 36,188
4. Sue Kirkpatrick* 29,960
5. Michelle L. Sudeth* 25,159
6. Jeanne Rowland* 21,451
7. Alicia Lindley-Adkins* 19,917
8. Cyndee Gress* 19,577
9. Candace Laurel Carlson* 18,921
10. Pamela A. Fortenberry-Slate* 18,879
11. Ronnie D'Esposito Klein* 17,784
12. Lynne G. Holliday 17,021
13. Rebecca Evans* 16,828
14. Pam Ross* 16,296
15. Scarlett S. Walker-Simpson* 15,839
16. Kate DeBlander 15,518
17. Maria Monarez 15,409
18. Jo Anne Barnes 14,693
19. Kirk Gillespie 14,154
20. Somer Fortenberry 14,117
21. Bea Millsagle 13,993
22. Janis Z. Moon 13,457
23. Kimberly R. Copeland 12,718
24. Judy Kawiecki 12,551
25. Gay Hope Super* 12,342
26. Vicki Jo Auth 12,218
27. Juanita Gudino 12,011
28. Gena Rae Gass 11,316
29. Maria Flores 10,717
30. Cindy Towne 10,554
31. Cheryl O. Fulcher 10,483
32. Teri Schafer 10,103

3. Lupita Ceballos** 32,212
4. Julianne Nagle* 28,790
5. Dawn A. Dunn 24,568
6. Sara Pedraza-Chacón* 24,554
7. Shannon C. Andrews* 23,777
8. Sandy Valerio* 20,986
9. Julia Mundy 20,345
10. Davanne D. Moul* 20,048
11. Tammy Crayk 19,058
12. Jan L. Thetford 18,826
13. Valerie J. Bagnol* 17,844
14. Gloria Báez* 16,454
15. Alia L. Head 15,977
16. Nancy A. Moser 15,846
17. Pam Klickna-Powell 15,584
18. Pam I. Higgs 15,487
19. Julie Weaver 15,136
20. Tammy Romage 14,950
21. Roxanne McInroe 14,854
22. Lorraine B. Newton 14,632
23. Diane Bruns 14,260
24. Sherill L. Steinman 13,450
25. Diana Sumpter 13,294
26. Sharon L. Buck 13,074
27. Lara F. McKeever 12,950
28. Magdalena Nevarez* 12,914
29. Debra M. Wehrer 12,511
30. Maribel Barajas 12,198
31. Gillian H. Ortega 11,799
32. Ann Brown 11,296
33. Carol L. Stoops 10,980
34. Kendra Crist Cross 10,600
35. Karen B. Ford 10,539
36. Maria Aguirre 10,029

3. Sherry Windsor** 41,208
4. Debi R. Moore* 37,534
5. SuzAnne Brothers* 28,279
6. Dacia Wiegandt* 26,097
7. Jamie Cruse-Vrinos 24,695
8. Auri Hatheway 22,233
9. Kay E. Elvrum 22,150
10. Cindy Fox* 21,333
11. Janet Tade 20,880
12. Yvonne S. Lemmon 20,618
13. Kerry Buskirk* 20,608
14. Cathy Bill* 20,497
15. Monica Butters 20,433
16. Lily Orellana 19,979
17. Brenda Segal* 17,951
18. Candie Jackson 16,076
19. Cristy Ann Millard 16,067
20. Consuelo R. Prieto* 15,883
21. Crisette M. Ellis 15,467
22. Phyllis Pottinger* 15,432
23. Kathy Rodgers-Smith 14,997
24. Joanne R. Bertalan* 14,808
25. Heather A. Carlson 14,382
26. Kym A. Walker* 14,277
27. Carmen Hernández 13,543
28. Morayma Rosas 13,491
29. Pamela Tull 13,154
30. Shelly Gladstein 12,865
31. Sue Ulbel 12,437
32. Jackie LaPrade 12,272
33. Natalie Privette-Jones 11,708
34. Dawn Otten-Sweeney 11,676
35. Evalina Chavez 11,437
36. Sherry A. Alexander 11,382
37. Nora L. Shariff* 10,915
38. Sabrina Goodwin Monday 10,545

Pearl

1. Jan Harris** \$62,954
2. Cheryl Warfield** 42,732
3. Halina Rygiel* 36,605
4. Stacy L. James** 36,127
5. Pamela Waldrop Shaw* 34,780
6. Cindy A. Williams* 32,791
7. Mary C. Estupian* 24,281
8. Julia Burnett* 22,603
9. Sandy Miller* 22,272
10. Maureen S. Ledda* 21,307
11. Lia Carta 21,118
12. Julie Krebsbach* 20,656
13. Kristin Myers 20,292
14. Anita Tripp Brewton* 19,974
15. Anabell Rocha 19,341
16. Nancy Bonner* 19,293
17. Kim L. McClure 18,695
18. Amie N. Gambolan 18,300
19. Monique Balboa 17,456
20. Lisa Allison 17,357
21. Jeanie Martin 16,609
22. Shirley M. Oshiro 16,087
23. Judy Brack 14,384
24. Leah Lauchlan 14,293
25. Tammy A. Valava 14,049
26. Sylvia Kalicak 13,796
27. Jane Studrawa 12,910
28. Deb Pike 12,766
29. Isabel Venegas 12,746
30. Glinda McGuire* 12,555
31. Lynda Jackson* 12,349
32. Alma Orrosta 12,345
33. Linda Kirkbride 12,295
34. Kathy C. Goff-Brummett 12,131
35. Robin Rowland 12,014
36. Maureen Myers 11,961
37. Bett Vernon 11,420

38. Roya Mattis 10,997
39. Beth Herrin Piland 10,722
40. Dorothy D. Boyd 10,485

Diamond

1. Anita Mallory Garrett-Roe*** \$102,859
2. Lisa Madson 62,370
3. Patricia Turker** 51,642
4. Gloria Castaño** 40,309
5. Linda C. Toupin 31,297
6. Sonia Pérez** 30,822
7. Vivian Diaz* 29,814
8. Mary Diem* 29,006
9. Diane Underwood 26,152
10. Dayana Polanco* 23,684
11. Connie A. Kittson 21,375
12. Dalene Hartshorn 19,687
13. Rosibel Shahin 19,426
14. Elizabeth Muna-Mudsi* 18,152
15. Mayuli Rolo 16,935
16. Cecilia C. James 16,310
17. Susan M. Hohlman* 16,016
18. Evelinda Diaz* 15,987
19. Heidi Goelzer 15,402
20. Ada Garcia-Herrera 14,625
21. Amy Allgood 13,769
22. Luzmila E. Abadia Carranza* 13,452
23. Ruth L. Everhart 13,290
24. Mary Beissel 12,958
25. Diana Heble 11,564
26. Jill D. Davis 10,880
27. Betty Gilpatrick 10,325
28. Noelia Jaimes 10,050

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

Sapphire

1. Karen Piro** \$55,865
2. Judie McCoy* 37,266

Emerald

1. Gloria Mayfield Banks*** \$88,688
2. Kathy S. Helou** 47,382

MARY KAY ANGELS

December 2013

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 December 2013.

Top National Sales Directors — Commissions and Bonuses



Carol Anton
\$63,799
Ruby



Karen Piro
\$55,865
Sapphire



Gloria Mayfield Banks
\$88,688
Emerald



Jan Harris
\$62,954
Pearl



Anita Mallory Garrett-Roe
\$102,859
Diamond

Top Sales Director — Personal Sales

RUBY — Margaret Allison Reiser, <i>Go Give Area</i>	\$12,990
SAPPHIRE — Jim Cundiff, <i>Go Give Area</i>	\$14,031
EMERALD — Terrah Cromer, <i>J. Cruse-Vrinios Area</i>	\$31,891
PEARL — Cheryl Lueck, <i>Go Give Area</i>	\$21,507
DIAMOND — Marie Lee, <i>Go Give Area</i>	\$18,364

Top Beauty Consultant — Personal Sales

RUBY — Amanda Arnst, J. Barnes Unit, <i>J. Barnes Area</i>	\$20,070
SAPPHIRE — Kauser Zia, K. Montesana Anderson Unit, <i>Go Give Area</i>	\$14,045
EMERALD — Yuko Yasuma, M. Brandenburgh Unit, <i>Go Give Area</i>	\$35,220
PEARL — Michelle Jenkins, L. Bryant Unit, <i>Go Give Area</i>	\$11,679
DIAMOND — Analisa Godar, D. Hettinger Unit, <i>A. M. Garrett-Roe Area</i>	\$25,782

Top Team Builder

RUBY — Sales Director Shirley Ehrlich, <i>P. Danforth Area</i>	17 New Team Members
SAPPHIRE — Jordan Harton, Z. Levee Unit, <i>J. Breen Area</i>	11 New Team Members
EMERALD — Sales Director Natasha Fix, <i>A. Hatheway Area</i>	14 New Team Members
PEARL — Sales Director Marita Campbell, <i>Go Give Area</i>	19 New Team Members
DIAMOND — Sales Director Uzoamaka Osili, <i>A. M. Garrett-Roe Area</i>	17 New Team Members

Top Unit — Estimated Retail Production

RUBY — Abosede Oyediran, <i>K. Isenhardt Area</i>	\$105,165
SAPPHIRE — Kristi Montesana Anderson, <i>Go Give Area</i>	\$101,105
EMERALD — Stacy Foust, <i>Go Give Area</i>	\$83,649
PEARL — Cindy Machado-Flippen, <i>P. Waldrop Shaw Area</i>	\$81,837
DIAMOND — Rosa Ortiz, <i>A. M. Garrett-Roe Area</i>	\$121,790

TOP UNIT BUILDERS

December 2013

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

Ruby

Abosede Yetunde Oyediran.....	27 New Unit Members
Teka-Ann Haynes.....	22 New Unit Members
Sasha Jackson.....	20 New Unit Members

Sapphire

Katie D. Nichols.....	20 New Unit Members
-----------------------	---------------------

Emerald

Terrah Cromer.....	22 New Unit Members
Grace Elizabeth Snively.....	20 New Unit Members

Pearl

Marita W. Campbell.....	22 New Unit Members
Soledad Herrera.....	21 New Unit Members

Diamond

Beatrice Alghali.....	31 New Unit Members
-----------------------	---------------------

New NSD Debuts

New Independent National Sales Director debuts December 1, 2013.



Ruth Everhart
National Sales Director
Diamond 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?

For complete qualifications, rules and regulations regarding the awards and achievements on pages 8 – 13, go to *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.



GO-GIVE® AWARD

Congratulations to our April 2014 **Go-Give®** Award winners who best exemplify the **Golden Rule** – helping others **unselfishly** and **supporting** adoptees as much as unit members.

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



Jennifer Shuler

Ruby

Independent Senior Sales Director

Began Mary Kay Business
October, 2008

Sales Director Debut
February 2010

Offspring one first-line

National Sales Director
Somer Fortenberry

Honors Star Consultant

Personal Lives in Kings Mountain, N.C. Husband, Mark; sons: Blake, Brayden; daughter, Madison

"I am motivated to help others because I believe it is what we are called to do, and it brings me great joy. I have had so many mentors sow into my life and I want to keep passing it forward!"

Independent Sales Director Dana Andrews of Fort Mill, S.C., says, "Jen and her husband, Mark, who is Youth Pastor at their church, motivate, inspire and are very active with the youth in their community."



Linda McConnico

Sapphire

Independent Senior Sales Director

Began Mary Kay Business
March 1982

Sales Director Debut
January 1983

Offspring two first-line; six second-line

National Sales Director
Go Give Area

Honors Star Consultant; monthly *Go-Give®* Award winner, February 1990; Queen's Court of Sharing; 16-times Circle of Achievement

Personal Lives in Laguna Vista, Texas. Husband, Olan; sons: Donnie, Trey; daughter, Cindy

"I am motivated to help others because God put a passion in my heart to encourage other women, and I'm honored to pass on this amazing career opportunity to them."

Independent Beauty Consultant Faith Elkins of Watauga, Texas, says, "Linda is so encouraging and spiritually grounded. She has been a true inspiration to me! By the time we finally met at Seminar, it felt like we had been long-time friends."



Kimbi Bartik

Emerald

Independent Executive Senior Sales Director

Began Mary Kay Business
October 1980

Sales Director Debut
December 1982

Offspring six first-line; two second-line

National Sales Director
Go Give Area

Honors Circle of Honor; 25-times Circle of Achievement; Circle of Excellence

Personal Lives in Rome, Ga. Husband, Mike; son, Bo; daughters: Kelli, Kati

"I am motivated to help others because my passion is to share the truth with others of how valuable they really are. True success, changes and breakthroughs come only from the inside out."

Independent Beauty Consultant Wanda Taff of Cedartown, Ga., says, "Many adoptees come to Kimbi's meetings and are always warmly welcomed. I am so proud to participate in quarterly awards with her and her amazing unit."



Beverly Rogers

Pearl

Independent Senior Sales Director

Began Mary Kay Business
December 1991

Sales Director Debut
August 1992

National Sales Director
Go Give Area

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

Personal Lives in Flossmoor, Ill., Husband, Wylie; son, Wylie Jr.

"I am motivated to help others because God has truly blessed me and my family, and it brings me peace and joy to share and bless others. When we've been blessed, pass it on!"

Independent Beauty Consultant Shirl Harvey of Chicago, says, "Beverly showed me how to hone my skills and encouraged me in the way I needed to work my business."



Ann Durham

Diamond

Independent Sales Director

Began Mary Kay Business
December 2000

Sales Director Debut
August 2003

National Sales Director
Go Give Area

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

Personal Lives in Morgantown, W.Va. Husband, David; daughters: Angela, Leigh Ann

"I am motivated to help others because I have had the opportunity to grow my own business, share the Golden Rule and encourage amazing women to enrich their own lives through Mary Kay."

Independent Senior Sales Director Gina Marcucci of Morgantown, W.Va., says, "During my struggle with recent illnesses, Ann kept the ball rolling for me and my unit. She even opened *her* Open House to my customers!"

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MK News

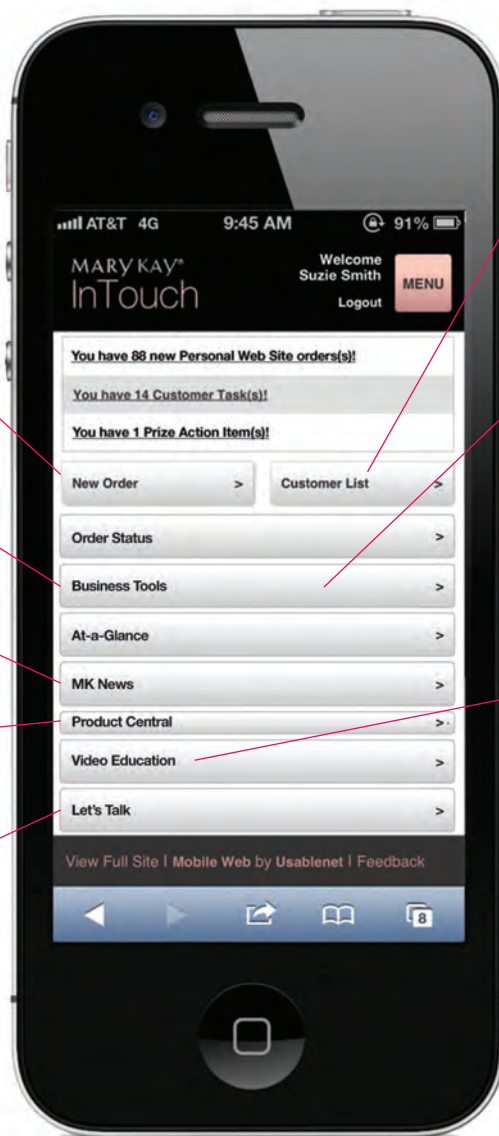
Stay up to date with the news you need to succeed.

Product Central

Get product or ingredient information instantly.

NEW! Let's Talk

Swap ideas and discuss the latest posts and topics with sister independent sales force members.



Contact Your Customers.

Call or email your customers or map their addresses for parties and deliveries.

Independent Beauty Consultant Agreements

Build your team by sharing and submitting Agreements on the spot.

Learn on the Go.

Watch how-to videos and learn anywhere, anytime.

MORE WAYS TO WORK ON THE GO!

Mobile Virtual Makeover App

Your customers can "try before they buy."

Mary Kay Show and Sell™ App

Look professional with this slick presentation for your tablet.

MK Regimen Advisor® App

Gives you instant skin care recommendations.



Access Mary Kay Mobile InTouch™ on your smartphone at m.marykayintouch.com.

Pillars of Support

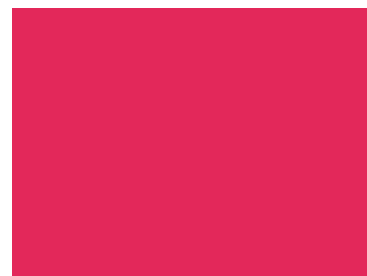
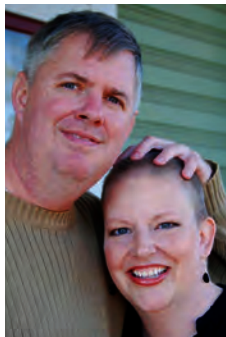
“The Mary Kay organization has been built on the Go-Give spirit. I believe all you send into the lives of others comes back into your own. Give enthusiastically, be willing to give beyond that for which you are being paid and watch the returns come in.”

— Mary Kay Ash

It was Leadership 2013, and **Independent Senior Sales Director Wendy Presley of Cornelius, N.C.**, and her offspring, **Independent Senior Sales Director Dawn Barton of Gulf Breeze, Fla.**, stood backstage holding hands waiting for their names to be called to walk across the stage as Cadillac qualifiers. Both had shared a vision and realized their dreams. And after what the two friends had been through just two years earlier, this was a real moment of gratitude, reflection and celebration.

The Early Years

The two best pals met in 2008, a few months after Dawn signed her Independent Beauty Consultant Agreement. Dawn flew to North Carolina to get acquainted with Wendy, her new Independent Sales Director, and to soak up some wisdom from Wendy and **Independent Executive National Sales Director Kathy Helou**. Dawn and Wendy hit it off from the start. After the trip, they spent hours on the phone talking about their Mary Kay businesses, swapping stories about family and becoming fast friends.



“Sometimes you meet your soul mate best friend. God just knows who you need in your life and when you need them.”

Opposites Attract

The greatest thing about their friendship is their differences. Where Wendy is the sweet-as-pie nurturer, Dawn is the number-crunching tell-it-like-it-is type. Dawn says Wendy has softened her heart, and Wendy says Dawn drives her to do better. Early on, there was more than one occasion when a frustrated Dawn wanted to give up, but steady-as-she-goes Wendy would encourage her not to quit. Instead Wendy would challenge Dawn to do a Power Start, knowing it would help turn her Mary Kay business around.

It worked. So much so that in April 2011, after a Mary Kay team-building promotion, Dawn's unit swelled to more than 120 new unit members. She was excited and eager to work with this group of women, but just one month into their journey, Dawn discovered a lump on her breast. Her doctor confirmed her worst nightmare – it was Stage 3 breast cancer. She started chemotherapy 10 days later.

Dawn says little did she know then that these 120 women would help sustain her unit over the course of her cancer treatment. She says, "Being able to work and team-build is a blessing we should never take for granted."

With her husband, Captain Craig Barton, on deployment to Bahrain with the Naval Reserves for the rest of the year, her Mary Kay sisterhood rallied around. **Independent Future Executive Senior Sales Director Kali Brigham**, invited Dawn's unit to attend her unit meetings; **Independent Senior Sales Director Casie Hembree** conducted inspiring conference calls while other **Helou Area Independent Sales Directors** made coaching calls; and Wendy stepped up as point person to ensure the day-to-day correspondence. Throughout her ordeal, Dawn says she got a card or call from her Mary Kay family nearly every day.

Dawn is known among her friends for her sense of humor and upbeat personality. Each Facebook post during her battle was lined with humor, but when she needed a good cry, it was Wendy's shoulder she chose. Dawn says, "I would be sick for five days, and when I felt better, I wanted to spend time with my daughters, Makenzie and Ellason.



My Mary Kay business had to take a back seat, but Wendy was always there for my unit and for me. I cried to her about all kinds of things from missing my husband to my hair falling out. We laughed a lot too."

On March 28,

2012, the day of her last treatment, Dawn made a pledge to herself to earn the use of a pink Cadillac. She says,

“When you do something as awesome as beat cancer, you think you can do anything. I had a greater appreciation for everything, including my Mary Kay business.”

Six months later, on Oct. 1, 2012, Dawn earned the use of her pink Cadillac!

Strength in spite of sadness

About the time Dawn was finishing her Cadillac qualification, Wendy began setting goals of her own. Her twin boys, Alex and Zach, went off to college, and her daughter, Taylor, was already there. "My sons lit the fire under me," she says. "They reminded me of my promise to earn the use of a Mary Kay pink Cadillac when they graduated from high school. Now was my time." Wendy's unit got behind her goal. October was an amazing month for her group, but one month later, Wendy received devastating news. Her sister, Colleen, an Independent Beauty Consultant in her unit and Wendy's biggest cheerleader, had taken her own life.

In an instant, Wendy's life was forever changed and nothing mattered except the pain she felt at the loss of her sister. Wendy says, "I was at my all-time low and earning the use of a Cadillac suddenly wasn't the priority it had been, but Dawn wasn't going to let the tragic passing of Colleen be the reason I didn't achieve my dreams. Instead she wanted it to be the reason I did."



Wendy's Mary Kay family dropped what they were doing and came to her rescue. Dawn lined up volunteers to feed Wendy's extended 49 family members two meals a day for two weeks. Others set up the sanctuary for her sister's service, cleaned Wendy's home and even raked her yard. Wendy says, "The Mary Kay family is like no other. My dad couldn't believe all the people who surrounded us and came to help. He was amazed that I knew all these people."

When the chaos settled and Wendy's family returned to their lives, it was Dawn who swooped in to help Wendy's unit earn the use of that Cadillac. She created the *Angels of Colleen* Facebook page to rally Wendy's unit once again.

When Wendy crossed the finish line and earned the use of her Cadillac, all her very best sister Independent Sales Directors were there with her, and Dawn was at the head of the pack. Wendy says, "My sister's name was Colleen Louise, so we call the Cadillac Sweet Louise. She would have been so proud of us."

Friends for Life

A year later, Dawn and Wendy's Mary Kay businesses are thriving, and they were both Double Star of Achievement winners at Seminar 2013! They're busy making travel plans and spending time with other Mary Kay girlfriends. Wendy says,

“These aren't just the women I work with, these are the people I do life with.”



Wendy and Dawn
**Share
TIPS** ▶
on how you
can show a
friend in need
how much
you care.

- 1 Rather than ask what you can do to help, just show up and do something. Your friend is not likely to tell you that her house is a mess, but cleaning it for her will take a load off and make her feel loved.
- 2 Acknowledge the illness or tragedy even if it's uncomfortable for you. Even though it may make her feel sad, she will appreciate the opportunity to express her feelings.
- 3 Collect quotes, verses or poetry about strength and healing from other friends. The written word has tremendous healing powers.
- 4 Give thoughtfully. Prepared meals, a cleaning service or even a cozy set of pajamas can be a beautiful gift.
- 5 Do things to make her life easier. Even picking up a bag of paper plates and plasticware could take a chore off her list.

April 1 - May 12, 2014
TEAM UP

for **WOMEN!**

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Building WALL to WALL Leaders

HERE WE

GROW



I've often said we are doing something far more important than selling cosmetics; we are changing lives.

— Mary Kay Ash



Independent Elite Executive Senior Sales Director
Priscilla McPheeters
of Lawrence, Kan.

Priscilla McPheeters, Independent Elite Executive Senior Sales Director from Lawrence, Kan., had big dreams when she started her Mary Kay business, but her journey has been even more than she imagined.

Along the way, I discovered my favorite part is sharing the Mary Kay opportunity with other women and empowering them to fulfill their own dreams. I get to see how their lives can grow and change, and that is so rewarding.

discover what you

LOVE™

Q: Where do you look to build your team?

A: The field is wide open, but a good place to start is with your customers. You've already made a connection, they love the products and understand the process, so why not build upon that? As you share your I-story, share how Mary Kay Ash had her dream to enrich women's lives. Women are inspired by her and how she started this Company. And, what woman doesn't want to be enriched?

Family members and friends make great potential team members as well. Who better knows how your Mary Kay business is enriching your life than they? Also, don't be reluctant to approach a busy woman with a full-time career or a stay-at-home mom. The busy woman may be ready for a new opportunity, and the mom may desire an identity beyond her family and extra income for her family.

When I was offered the Mary Kay opportunity, I was a motivational speaker making a lucrative income. None of the Independent Beauty Consultants I'd met over the years approached me. Sometimes we assume women have neither the desire nor the need for a Mary Kay business. Yet most are impressed and sometimes surprised at how dynamic the Mary Kay career path can be. I know I was!



*This year, the Company builds upon its first 50 years of positive momentum with a movement to **double the number of Independent Sales Directors.***

This is the second in a series of feature stories to help you set the pace and the path to your Mary Kay success and help others to “discover what you love.” Mary Kay Ash said, “Shoot for the moon and you’ll land among the stars.”

Q: How do you approach a potential new team member?

A: I recommend giving her a sincere compliment and asking if she’s open to providing feedback on the Mary Kay opportunity. Assess her awareness level and what appeals to her. Learn a bit about her life, dreams and values. And remember to share why she would be an asset and that you’d love to have her on your team!

To the woman who may be unsure if she has what it takes to start a Mary Kay business, I remind her of her strengths and say, “You’ll never know until you try, and you may always wonder.” Mary Kay Ash said, “You don’t have to be great to start, but you have to start to be great!”

Q: What tools are available to learn more about team-building?

A: The Company offers many great tools to help us. I suggest starting with the “Team-Building With Integrity” lesson located under [The Silver Wings Scholar Program](#)SM on [Mary Kay InTouch](#)[®] / Education. You’ll also find team-building audio lessons available via the MK Library there. You know what we always say: “If it’s free, it’s for me!” The Silver Wings Scholar ProgramSM is a

great source of help, as well as the Power Class of the Month Internet broadcast. Your Independent Sales Director also is a great source of help for you because she’s been where you are and can help you get where you want to go.

Q: Was it scary for you at first?

A: Initially I was a little nervous, but I had something women deserved to hear, so I learned to share with confidence and ease, practicing with every woman at parties and appointments. It’s a joy to watch a woman’s eyes light up, to see hope that her life can change.

Q: Any other advice?

A: Mary Kay Ash said, “People don’t care how much you know until they know how much you care.” We do that with kindness, a listening spirit and by investing our time and expertise to build a relationship of trust. She asked us to “Pass it on!” Aren’t we all glad someone did that for us?

RESOURCES At Your Fingertips

The **Silver Wings Scholar Program**SM is designed for the up-and-comer with sessions to help you approach every aspect of your Mary Kay business. As Mary Kay said, “A leader can never ask of others what she’s not willing to do herself.” The curriculum challenges you as you begin the journey toward becoming a **NEW** Independent Sales Director. Find it on [Mary Kay InTouch](#)[®] / [Education](#) / [Consultant Education](#).

Perks, Products & Parties!

As an Independent Sales Director, you could:

- Earn 9 or 13 percent unit commissions.
- Access early ordering.
- Earn the use of a Career Car.
- Receive sneak peeks of upcoming product launches and promotions via *Directors Memo*.
- Receive a Star Consultant bonus of \$300 – \$500.
- Get education, recognition and more at Leadership.

For Independent Sales Directors: Coaching to Connect

The art and skill of coaching – learning to bring out the champion in others – is one of the most valuable lessons you’ve embraced. Mastering it can help build strength and longevity. *Coaching to Connect*, part of The Silver Wings Scholar ProgramSM can help you unlock the leadership potential of your unit members. You’ll find videos featuring lessons from top Independent National Sales Directors, role-play scenarios and access to printable information to help you achieve fantastic results. Find it on [Mary Kay InTouch](#)[®] / [Education](#) / [Director Education](#).

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Pearl: July 27 – 30

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