

MARY KAY®

APRIL 2017

applause®



WE'RE 
ALL IN!
#teamMK

Join the movement to put
skin care on new faces.

Read the exclusive interview with
Nathan Moore, new President,
North America, on Page 5.



Inside:
ALL IN with Mary Kay!
Three independent sales force
members share their stories.



THE YEAR OF YOUR DREAMS

December Recognition

Congratulations to the winners

Top NSDs Year-To-Date



Gloria Mayfield Banks



Kathy Helou



Carol Anton



Gloria Castaño



Lisa Madson



Patricia Turker



Sonia Pérez



Lupita Magaña



Debi Moore



Stacy James

On-Target Inner/Diamond/Gold Circle

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

On-Target for \$600,000 Inner Circle

Gloria Mayfield Banks.....\$317,069

On-Target for \$550,000 Inner Circle

Kathy Helou.....\$281,376

On-Target for \$500,000 Inner Circle

Carol Anton.....\$258,320

Gloria Castaño.....253,131

On-Target for \$450,000 Inner Circle

Lisa Madson.....\$242,738

Patricia Turker.....229,274

On-Target for \$400,000 Inner Circle

Sonia Pérez.....\$214,063

On-Target for \$350,000 Inner Circle

Lupita Magaña.....\$184,087

On-Target for \$325,000 Inner Circle

Debi Moore.....\$173,304

Stacy James.....171,494

Halina Rygiel.....162,767

On-Target for \$300,000 Diamond Circle

Cindy Williams.....\$161,849

Pamela Waldrop Shaw.....159,965

Sara Pedraza-Chacón.....157,763

Karlee Isenhardt.....156,755

On-Target for \$250,000 Diamond Circle

Mary Diem.....\$143,852

Anabell Rocha.....126,804

On-Target for \$200,000 Diamond Circle

SuzAnne Brothers.....\$124,547

Cyndee Gress.....123,289

Dacia Wiegandt.....121,469

Lia Carta.....120,767

Linda Toupin.....119,090

Dayana Polanco.....118,072

Julianne Nagle.....115,515

Pamela Fortenberry-Slate.....113,467

Sandy Valerio.....111,551

Anita Tripp Brewton.....111,107

Dawn Dunn.....109,025

Diane Underwood.....108,958

Kerry Buskirk.....107,097

Mary Estupiñán.....104,573

Julia Burnett.....104,168

Kay Elvrum.....101,645

Kristin Myers.....100,492

On-Target for \$150,000 Gold Circle

Vivian Díaz.....\$95,624

Connie Kittson.....95,489

Cindy Fox.....95,083

Lily Orellana.....93,343

Ada García-Herrera.....92,922

Jamie Cruse-Vrinos.....90,509

Davanne Moul.....90,038

Julie Krebsbach.....89,766

Consuelo Prieto.....87,680

Lisa Allison.....87,592

Yvonne Lemmon.....87,377

Yosaira Sánchez.....86,559

Evelinda Díaz.....85,800

Sue Pankow.....85,644

Maureen Ledda.....84,797

Sonia Bonilla.....84,359

Gloria Báez.....84,168

Alicia Lindley-Adkins.....84,010

María Monarrez.....83,609

Cathy Bill.....83,587

Auri Hatheway.....83,003

Candace Laurel Carlson.....82,231

Susan Hohlman.....82,083

Pam Klickna-Powell.....78,732

Rosibel Shahin.....78,413

Shannon Andrews.....78,409

Kimberly Copeland.....76,735

Scarlett Simpson.....76,709

Joanne Bertalan.....75,514

On-Target for \$125,000 Gold Circle

Monique Balboa.....\$74,851

Jan Thetford.....74,282

Juanita Gudiño.....72,519

Gay Hope Supe.....72,272

Jeanie Martin.....71,012

Tammy Crayk.....70,966

Valerie Bagnol.....70,759

Diane Mentiply.....70,516

Noelia Jaimes.....70,038

Pam Ross.....69,182

Crystal Trojanowski.....69,061

Shelly Gladstein.....68,888

Rebecca Evans.....68,632

Allia Head.....68,011

Kim McClure.....66,657

Pamela Tull.....66,427

Somer Fortenberry.....66,014

Luzmila Abadia Carranza.....65,997

Janis Z. Trude.....65,885

Mayuli Rolo.....65,721

Michelle Sudeth.....65,716

Mairelys López.....65,403

Amie Gamboian.....64,615

Morayma Rosas.....64,332

Pam Higgs.....63,172

Debra Wehrer.....62,690

Deb Pike.....62,452

Monthly Commissions And Bonuses

Diamond

1. Lisa Madson*.....\$50,566

2. Gloria Castaño***.....35,910

3. Halina Rygiel*.....28,298

4. Pamela Waldrop Shaw**.....26,880

5. Mary Diem*.....23,035

6. Lily Orellana.....20,864

7. Dawn A. Dunn*.....20,759

8. Julia Burnett*.....20,569

9. Shannon C. Andrews*.....19,532

10. Lisa Allison.....18,728

11. Kay E. Elvrum.....18,350

12. Yvonne S. Lemmon.....16,842

13. Sue Pankow.....16,184

14. Connie A. Kittson*.....16,012

15. Yosaira Sánchez.....15,977

16. Kristin Sharpe.....15,935

17. Rosa Carmen Fernández.....15,184

18. Margaret M. Bartsch.....15,089

19. Susan M. Hohlman*.....15,078

20. Rebecca Evans*.....14,743

21. Pam Ross*.....14,429

22. Jeanie Martin.....14,376

23. Shelly Gladstein.....14,148

24. Candy D. Lewis.....13,661

25. Allia L. Head.....13,366

26. Heidi Goelzer.....13,343

27. Evitella Valdez-Cruz.....13,070

28. Roxanne McInroe.....12,979

29. María Monarrez.....12,718

30. Enma Berneo.....12,596

31. Lynnea E. Tate.....12,476

32. Lynne G. Holliday.....12,377

33. Julia Mundy.....12,284

34. Leah Lauchlan.....11,483

35. Vicki Jo Auth.....11,301

36. Sharon L. Buck.....11,085

37. Diana Sumpter.....10,897

38. Dorothy D. Boyd.....10,703

39. Robin Rowland.....10,253

Ruby

1. Carol Anton**.....\$49,171

2. Stacy I. James**.....28,293

3. Cindy A. Williams*.....27,759

4. Linda C. Toupin.....27,494

5. Karlee Isenhardt*.....27,143

6. Anabell Rocha*.....21,964

7. Mary Estupiñán*.....21,136

8. Michelle L. Sudeth*.....21,107

9. Lia Carta**.....20,686

10. Sandy Valerio*.....18,782

11. Cindy Fox*.....18,244

12. Gloria Báez*.....17,464

13. Cathy Bill*.....17,298

14. Kim L. McClure.....16,293

15. Julie Krebsbach*.....16,240

16. Candace Laurel Carlson*.....15,946

17. Jan L. Thetford.....15,421

18. Brenda Segal*.....15,078

19. Juanita Gudiño.....14,668

20. Jo Anne Barnes.....13,968

21. Lynda Jackson*.....13,759

22. Sherill L. Steinman.....13,004

23. Tammy Romage.....12,864

24. Nancy J. Osborn*.....12,800

25. Kate DeBlander.....12,771

26. Tammy A. Vavala.....12,594

27. María Flores.....12,279

28. Lara F. McKeever.....12,123

29. Brittany Kaps*.....11,956

30. Crystal Trojanowski.....11,531

31. Kathy Rodgers-Smith.....11,520

32. Gena Rae Gass.....11,469

33. Patty J. Olson.....11,355

34. Deb Pike.....11,313

35. Amie N. Gamboian.....10,895

36. Annaka Krafka.....10,857

37. Bea Millislagle.....10,143

38. Virginia S. Rocha.....10,064

Sapphire

1. Kathy Helou***.....\$46,499

2. Lupita Magaña**.....35,294

3. Debi R. Moore*.....33,610

4. Sara Pedraza-Chacón*.....31,927

5. Vivian Díaz*.....27,909

6. SuzAnne Brothers*.....24,598

7. Cyndee Gress*.....22,777

8. Pamela A. Fortenberry-Slate*.....19,467

9. Kristin Myers*.....18,327

10. Alicia Lindley-Adkins*.....17,893

11. Davanne D. Moul*.....17,891

12. Kimberly R. Copeland.....16,385

13. Consuelo R. Prieto*.....15,784

14. Scarlett Simpson*.....14,628

15. Somer Fortenberry.....14,247

16. Lorraine B. Newton.....13,491

17. Valerie J. Bagnol*.....13,306

18. Ruth L. Everhart.....12,886

19. Debra M. Wehrer.....12,780

20. Alma Orrostieta.....12,584

21. Janis Z. Trude.....12,344

22. Elizabeth Sánchez.....12,257

23. Diane L. Mentiply.....12,060

24. Phyllis Pottinger*.....12,019

25. Lupita Díaz.....11,865

26. Tina Hulsman.....11,830

27. Avelyn R. Smith.....11,515

28. Diana Heble.....11,400

29. Elaine Kimble Williams.....11,349

30. Angie S. Day*.....11,105

31. LaRonda L. Daigle.....11,012

32. Paola Ramirez.....10,773

33. Maribel Barajas.....10,608

34. Julie Weaver.....10,438

35. Dawn Otten-Sweeney.....10,359

36. Cathy E. Littlejohn.....10,144

Emerald

1. Gloria Mayfield Banks***.....\$77,619

2. Patricia Turker**.....49,826

3. Sonia Pérez**.....29,045

4. Dacia Wiegandt*.....23,415

5. Dayana Polanco*.....23,090

6. Mairelys López*.....21

GO-GIVE®

CONGRATULATIONS to our April 2017

Go-Give® Award winners who best exemplify the **Golden Rule** – helping others **unselfishly** and **supporting** adoptees as much as unit members. This is the most celebrated award in Mary Kay.

Dawn Montana

Diamond

Independent Sales Director

Began Mary Kay Business
April 2003

Sales Director Debut
January 2005

National Sales Director
Go-Give Area

Honors Star Consultant; 10-times Sales
Director Queen's Court of Personal Sales

Personal Lives in Plainfield, Ill. Husband,
Chris; son, Christian

"I am motivated to help others because
it inspires them to bravely believe they are
exceptional women of excellence filled with
unlimited potential and are a blessing to
everyone they meet."

Independent Senior Sales Director

Mary Hanson of Mundelein, Ill., says,

"Dawn has lovingly included my unit
members in her meetings and mentored
them. When I've been occupied with my
husband's health issues, she has planned
wonderful meetings, workshops and
recognition for them."



Maria Kast

Sapphire

Independent Sales Director

Began Mary Kay Business
October 2010

Sales Director Debut
December 2011

National Sales Director
Heather Carlson

Honors Star Consultant; Sales Director Queen's Court of Personal Sales

Personal Lives in Ionia, N.Y. Husband, Jason; son, Khai; daughter, Marcy

"I am motivated to help others because of the personal growth I have
experienced through the mentorship in my Mary Kay business. It is an
opportunity to come along side another and model a change that impacts
not only the individual, but her family for generations to come."

Independent Sales Director Christy Harrington of Bloomfield, N.Y., says,

"After my recent surgery, Maria supported, educated and served my unit.
I am amazed by her energy and desire to go above and beyond to create
a work environment marked by excellence and heart."



Jacqueline Alford

Ruby

Independent Executive Senior
Sales Director

Began Mary Kay Business October 1994

Sales Director Debut August 1995

Offspring five first-line; seven second-line

National Sales Director Go-Give Area

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

Personal Lives in Westbury, N.Y. Husband,
Matthew; son, Matthew; daughter, Gabrielle

"I am motivated to help others because
the Mary Kay opportunity has positively
impacted my life and my family and has
opened doors I would have otherwise never
considered. I believe that when you have been
blessed, you should be a blessing to others."

Independent Future Executive Senior
Sales Director Viodelda Contreras of

Hicksville, N.Y., says, "By giving generously
of her time, gifts and talents, and uniting her
family to provide food and shelter for those in
need, Jacqueline has been a true role model
for me and so many of us to do the same."



Ginger Rockett

Emerald

Independent Sales Director

Began Mary Kay Business
September 1993

Sales Director Debut
June 1996

National Sales Director
Go-Give Area

Honors Circle of Honor; two-times Consultant Queen's Court of Personal
Sales; eight-times Sales Director Queen's Court of Personal Sales; three-
times Circle of Achievement

Personal Lives in Hickory, N.C. Husband, David; son, Tanner; daughters:
Joli, Taylor; one granddaughter

"I am motivated to help others because I love seeing women grow into
their true God-given potential. As our awesome Founder said, 'If one more
woman knows how great she really is, then it has truly been a great day'."

Independent Beauty Consultant Cathy Newton of Valdese, N.C., says,
"I never feel like I am not one of Ginger's personal unit members. She
helps me lay out plans to reach my personal goals, and she educates us
on the integrity of Mary Kay's business rules by being an amazing example
herself."

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

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

The Perfect

Sales success starts with a skin care regimen that's right for your customers. Finish with the perfect foundation for a flawless face.

For All Skin Types

1 Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15*

- UVA/UVB protection
- Light coverage
- Oil-free moisturization
- Natural finish

\$20



2 Endless Performance® Crème-to-Powder Foundation

- 2-in-1 formula with the easy application of a cream and the matte finish of a powder
- Stays true and appears fresh for 12 hours
- Heat- and humidity-resistant
- Oil-free
- Matte finish

\$18



Compact and cosmetic sponge sold separately

3 Mary Kay® Mineral Powder Foundation

- Weightless, skin-perfecting powder that controls shine
- For all skin types
- Natural finish

\$20



Mineral Foundation Brush sold separately

For Normal-to-Dry Skin

TimeWise® Luminous-Wear® Liquid Foundation

- Age-fighting formula
- Skin instantly looks firmer, younger and healthier
- Luminous finish

\$22



For Normal-to-Oily Skin

Mary Kay® Medium-Coverage Foundation

- Buildable coverage
- Controls excess oil
- Natural finish

\$18



Mary Kay® Foundation Finder Tool

Help your customer find her perfect shade! Only \$6 on Section 2.

For Combination-to-Oily Skin

TimeWise® Matte-Wear® Liquid Foundation

- Age-fighting formula
- Skin instantly looks firmer, younger and healthier
- Matte finish

\$22



Finish



Independent Future
Executive Senior
Sales Director
Amy Sigler
Northwood, Ohio

Perfect Finish to a Great Party

"I introduce foundations during my skin care party after guests finish trying the **TimeWise®** **Miracle Set®** products. I go around the table to foundation match everyone as they use the **Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15*** to get started. To keep the party moving, I set a timer and **offer a little prize** for whoever finishes applying their foundation first. Finally, I introduce a quick "**Dash Out the Door**" look using a **Mary Kay® Cream Eye Color**, **NouriShine Plus® Lip Gloss** and a mascara. They leave looking and feeling great, and this lays the foundation for a **follow-up appointment** where they learn more about color products."

Glow Pro

Did you know 9 out of 10 women want someone to help them find their perfect foundation match?

Help your customers choose the right coverage and finish, benefits that fit their needs, and the perfect shade match! You'll get glowing reviews!

Beauty Boosters

These products give your customers an extra touch of perfection.

Prime Time

Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15*

\$18

Applied before foundation, this **lightweight gel** **glides on easily** to fill in imperfections and **dries quickly** for a flawless foundation application. Oil-free. For all skin types, including sensitive skin. Can be used with any **Mary Kay®** foundation.



Brush On Flawless.

Mary Kay® Liquid Foundation Brush

\$10

The unique, flat, tapered shape helps ensure that every contour on the face is covered. The synthetic fibers of the bristles allow for a **smooth, precise application** and won't absorb product. Plus, using a brush is more hygienic than using fingertips. Great for all **Mary Kay®** liquid foundations.



Flawless Finish

Mary Kay® Translucent Loose Powder

\$16

This translucent powder is the **perfect match for any skin tone** – from very fair to dark. It offers a sheer, **invisible finish** and has light-diffusing properties designed to **help soften the appearance of imperfections**. Wear it over **Mary Kay®** foundation as a finishing touch or by itself.



Ready. Set. Spray.

Mary Kay® Makeup Finishing Spray by Skindinävia

\$18

As a final step, this finishing spray helps **makeup last up to 16 hours**. Also works as a refresher any time of day. For any skin type.



PICK YOUR PRIZE

OBSESSION.



Star Consultant Program

March 16 – June 15, 2017, Quarter

This is no jelly-of-the-month club! When you work with consistency and passion, you can earn **fabulous rewards** each quarter. And we surprise and delight you with **brand-new prizes** every quarter.

1 SELL.
Place a market order to sell the shares at the current market price.

Double Your Pleasure! \$1,800 in quarterly orders can equate to orders of \$600 a month – just what you need to earn the monthly ***Embrace Your Dreams Challenge*** bracelets! See March's **bracelet bling** on **Page 21**.

2 TEAM-BUILD. Each qualified new person

The more points, the bigger the prizes!

Points	Award Category
1,800	Sapphire
2,400	Ruby
3,000	Diamond
3,600	Emerald
4,800+	Pearl



Dawn has been a Star Consultant **62 consecutive quarters and counting.** That's over 15 years! "It's my focus each quarter to keep me on track for my year-end goals. I've found many new faces and team members when I have challenged myself. Plus, the **prizes are amazing!** For me, it is not an option but a MUST."





Yenyx González
Independent Senior Sales Director
Miami, Fla.

MAKING MY DREAMS COME TRUE

Yenyx believes that to be truly successful, it takes hard work, determination and a positive attitude, and she exhibits all three. She didn't even own a car when she started her Mary Kay business. "I had to depend on others to get me to my skin care parties – that is, until I earned the use of my Mary Kay Chevy® Cruze® Career Car. And while that paperwork was being processed, I got a second call telling me I had qualified to earn the use of a 2017 Chevy® Equinox®!"

Happiness Is a New Face.

Today, Yenyx says one of the most rewarding aspects of her Mary Kay business is sharing it with others. "There's a big world out there with women like me who can make their dreams come true. I love holding skin care parties, meeting new women and sharing the Mary Kay opportunity. To me, the ideal Independent Beauty Consultant is a woman with audacious goals who's willing to work for them.

"My own introduction to the Mary Kay opportunity began as a skin care customer, and I didn't learn about the fabulous rewards we can earn until six months later. I don't want others to wait – it's too good an opportunity! I strike up conversations with everyone I meet: my bank teller, the supermarket cashier. I'm always in 'share Mary Kay' mode."

She knows coaching and building confidence goes a long way. That's why she works with her unit members to help them become confident sellers.

"They fall in love with *Mary Kay*® skin care first, then they learn the basics of how to maintain a profitable business and a solid foundation. And that starts with skin care parties and lots of new faces each week." Does she have setbacks along the way? Of course, but Yenyx says she never loses her faith. "I am determined to reach my golden goal: to become an Independent National Sales Director."

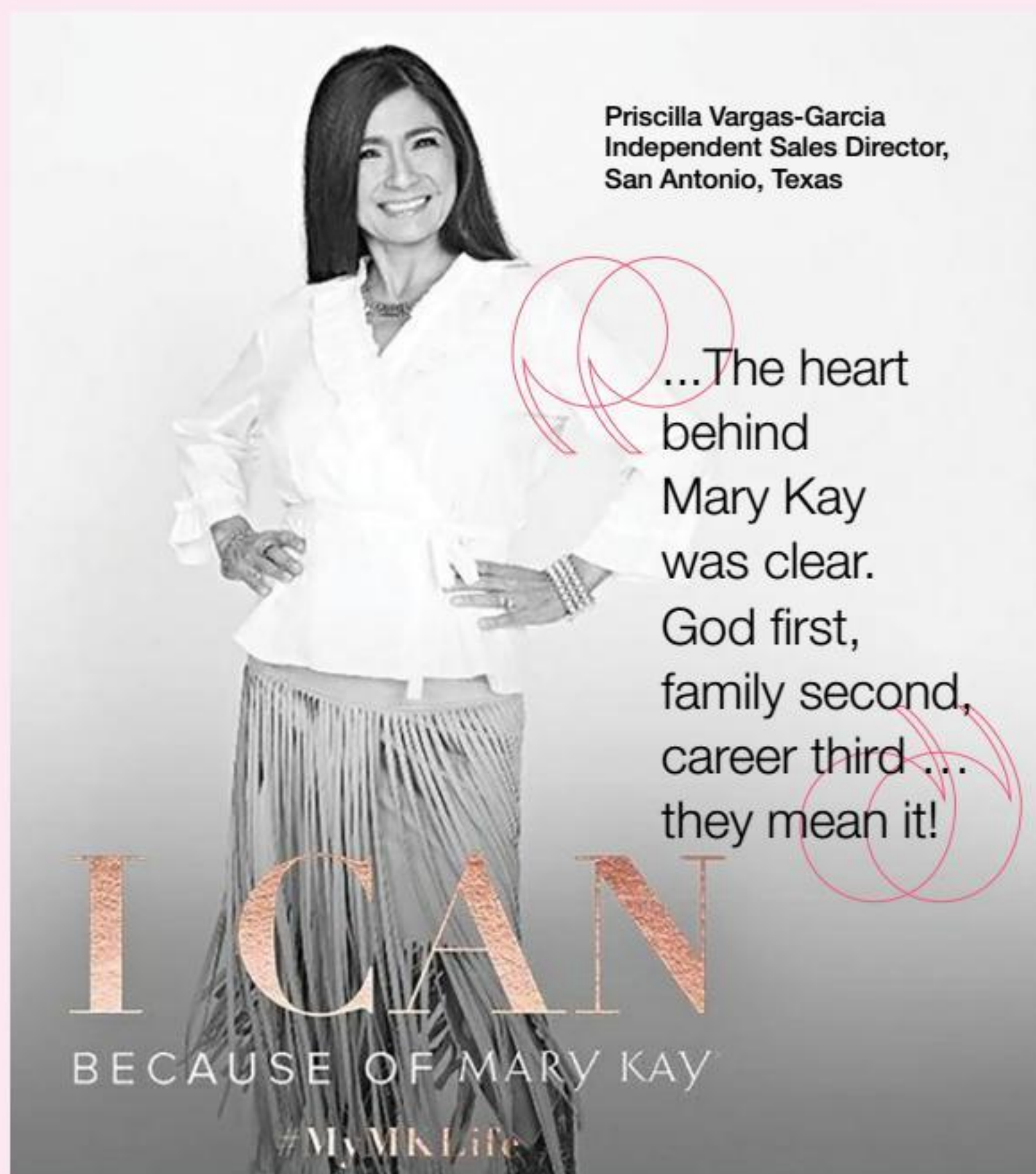
The dreams I once thought impossible working as a cosmetologist back in Cuba are happening now thanks to my Mary Kay business. Financial independence ... personal growth ... making money doing what I love ... this is the opportunity I've wanted since I was 15.



Yenyx is aware that others watch her, so she makes it a point to maintain a professional image and exhibit how fun a Mary Kay business can be.

"Women are curious. Let them see you in action – professional, motivated and making money. They may ask *you* how they can take part in the opportunity before you even have a chance to ask. That's the ultimate compliment!"

Priscilla Vargas-Garcia
Independent Sales Director,
San Antonio, Texas



...The heart behind Mary Kay was clear. God first, family second, career third ... they mean it!



Priscilla Vargas-Garcia
Independent Sales Director, San Antonio, Texas

FINDING HAPPINESS ON MY OWN TERMS

Priscilla didn't fully grasp the uniqueness of the Mary Kay opportunity until she fell ill a few years back. "My full-time job kept calling me only to see when I would be back to work," she says, "while my Mary Kay family sent notes of encouragement and phone calls. I knew they were thinking of me and wishing me well."

"I was going through Independent Sales Director-in-Qualification at the time, and the DIQ Department reassured me that this important step on the career path would be there whenever I was ready."

The Sky's the Limit.

Even though Priscilla has experienced personal highs and lows throughout her adult life, her Mary Kay business remains her constant. "I tend to jump in 110 percent," she says. "Before, I worked hard and excelled at other jobs, but I felt restricted on job advances and increased responsibilities. What I love about my Mary Kay business is that I'm responsible for my own pay increases and career advancement. The sky's the limit!"

Priscilla says she's 100 percent motivated by her family and works her Mary Kay business to provide for them. "My goal was to be financially set to afford a spacious home by the time my oldest son was in high school. We moved into our beautiful new two-story four-bedroom, 3 1/2-bath home his sophomore year. Thanks, Mary Kay, for helping me make this dream come true."

Pass It On.

Today, she shares her Mary Kay story at skin care parties and team-building events in order to do what Mary Kay Ash asked: Pass along this opportunity to others.

"To me, helping others unselfishly is the ultimate in our Go-Give spirit. I feel my role as an Independent Sales

Director is to mentor and coach other Independent Beauty Consultants wherever they are in their Mary Kay businesses. This business works when you work.

"I will run beside them whether they are looking to earn an extra \$50 a week, as I was when I first started my Mary Kay business, or whether they want to build their skill set, climb the career path and become an Independent Sales Director. Women are resourceful. If we want something bad enough and are willing to work for it, we can make it happen. I coach my team to take chances, have faith to fail forward to success and learn by doing and to be willing to do it wrong in order to make our team better!"



Julie Neal
Independent Executive Senior Sales Director, Green Bay, Wis.

SET UP FOR SUCCESS.

You never know what life has in store, but a Mary Kay business can help you control your time and how you spend it. Julie began her Mary Kay business 26 years ago. "I was a district assistant for Wal-Mart," she says. "With my retail experience, I understood wholesale vs. retail. Plus, I loved the 'me' time and friendships of my Mary Kay business. And I liked the extra earning potential."

"Some people like to bowl or do crafts. I ran my Mary Kay business to have fun *and* make money!"



My Mary Kay business helped awaken the sleeping giant within me, and I found confidence with each success, big or small.

When her daughters became teenagers, Julie appreciated the flexibility of her Mary Kay business.

At that time, she worked almost 50 hours a week at her full-time job. "My husband traveled. We agreed that when I earned the use of a Mary Kay Career Car and entered into Sales Director-in-Qualification, I would quit my job. That was my incentive, and I reached that goal."

"I wanted to be like my Independent Sales Director who earned the use of a pink Cadillac® and traveled on the Top Sales Director Trips," she says. DONE! Julie has driven a Cadillac® since 1999 and has earned nine Top Sales Director Trips.

Her Mary Kay business put Julie in the driver's seat, but like many, the road was bumpy along the way. Her life took an unexpected turn when her husband became seriously ill, and a few years later, so did her youngest daughter. With the support of sister Independent Sales Directors, an outstanding unit and family, they worked together for greatness and healing.

Eventually, Julie lost both her daughter and her husband. "I appreciate the time I was home with them. No excuses. No guilt. My Mary Kay business never suffered when I needed to step back to prioritize my family. The best part? I can create my own destiny and help others follow theirs. Mary Kay has always given me the chance to win and to strive to be my best in any situation."



TEAM UP for WOMEN![®]

APRIL 1 – MAY 12, 2017



The Annual *Team Up for Women!*[®] Campaign Is Here!

Since *The Mary Kay Foundation*SM began in 1996, it has granted more than **\$68 million** to organizations **fighting cancer and violence against women**.

Your gift helps this generosity continue.

Team Up Tools

- ♥ Use the Text-to-Donate Option.
 - Text 80888.*
 - Type TEAMUP followed by a SPACE and YOUR Independent Beauty Consultant number (i.e., TEAMUP 123456).
 - Press "Send."
 - A one-time **\$10 donation** will be added to your mobile phone bill or deducted from your prepaid balance.
- ♥ Visit the Website.
 - Go to marykayfoundation.org.
 - Click the "Donate Now" button in the upper right corner.
 - Complete the requested information to make a gift with a credit card on our safe and secure site.
- ♥ Mail In a Gift.
 - You may also send contributions by mail to:
The Mary Kay Foundation
P.O. Box 799044
Dallas, Texas 75379-9044

*The Mary Kay Foundation*SM is dedicated to ending women's cancers and domestic abuse.

*Message and data rates may apply. All charges are billed by and payable to your mobile service provider. Service is available on Verizon Wireless®, AT&T®, Sprint® and T-Mobile®. All purchases must be authorized by account holder. By participating, you certify that you are 18 years of age or older and/or have parental permission. Donations are collected for the benefit of *The Mary Kay Foundation*SM by the Innogive Foundation and subject to the terms found at igfn.org/t. Privacy policy: igfn.org/p. Text STOP to 80888 to stop; text HELP to 80888 for help.

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THE MARY KAY
FOUNDATION[™]

Learn more at marykayfoundation.org



Yearlong challenge runs
July 1, 2016 – June 30, 2017.

EARN THE *“Reach for the Moon” Bracelet*

March 1 – 31



*“Reach for the
moon and
remember that
even if you
miss, you will
land among
the beautiful
stars.”*

—Mary Kay Ash



Order \$600* or more in wholesale Section 1
products in March to receive this bracelet.

ARE YOU **ALL IN?**

Here's your chance to challenge yourself and share
Mary Kay® skin care with as many new faces as you can.
Selling skin care sets can add up quickly, so you enjoy more
sales and the [Embrace Your Dreams Challenge](#) bracelets!

**New faces can mean
more ways to sell!
#teamMK**

*The \$600 or more wholesale Section 1 order requirement per month can be placed in one single order or placed in cumulative orders, as long as the orders are placed in the same calendar month. Customer Delivery Service, Guest Checkout and EZ Ship order amounts also will count toward your \$600 or more wholesale Section 1 requirement. You'll receive your bracelet inside your qualifying order. One bracelet per contest achiever each month.

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)**



*“Nothing happens until
somebody sells something.”*

APRIL calendar dates

1	<ul style="list-style-type: none"> 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.
2	Week 2 of Career Conference 2017 continues (April 2–3).
3	<ul style="list-style-type: none"> Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until midnight Central time. Last day to register/cancel registration for April 19–22 New Independent Sales Director Education by 5 p.m. Central time.
7	Week 3 of Career Conference 2017 begins (April 7–8).
14	Good Friday. Company holiday. All Company offices closed.
17	Seminar 2017 Priority Registration opens to all Independent National Sales Directors at 8:30 a.m. Central time.
18	Last day to enroll online for the Summer 2017 <i>Preferred Customer Program</i> ™ mailing of <i>The Look</i> , including exclusive samples (while supplies last).
19	New Independent Sales Director Education begins.
24	<ul style="list-style-type: none"> Registration for Sept. 20–22 session of New Independent Sales Director Education opens. Seminar 2017 Priority Registration opens to qualified Executive Senior Sales Directors and Elite Executive Senior Sales Directors at 8:30 a.m. Central time.
25	Seminar 2017 Priority Registration opens to qualified Diamond independent sales force members at 8:30 a.m. Central time.
26	Seminar 2017 Priority Registration opens to qualified Ruby independent sales force members at 8:30 a.m. Central time.
27	<ul style="list-style-type: none"> Seminar 2017 Priority Registration opens to qualified Sapphire independent sales force members at 8:30 a.m. Central time. Last day of the month for Independent Beauty Consultants to place telephone orders.
28	<ul style="list-style-type: none"> Seminar 2017 Priority Registration opens to qualified Emerald independent sales force members at 8:30 a.m. Central time. Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail must be received today to count toward this month's production.
30	<ul style="list-style-type: none"> Last day of the month for Independent Beauty Consultants to place online orders. Online Independent Beauty Consultant Agreements accepted until midnight Central time.



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MARY KAY®

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

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MARY KAY INC.

GO **ALL IN!** SEMINAR 2017

Save the Date to Celebrate YOU!

SEMINAR 2017, DALLAS, TEXAS

- Diamond: July 20 – 23
- Ruby: July 24 – 27
- Sapphire: July 28 – 31
- Emerald: Aug. 1 – 4

FIVE REASONS YOU SHOULD ATTEND!

- 1 Invest in YOU.** You deserve education, recognition and motivation so you can soar to new heights, be the best you and have the **Year of Your Dreams!**
- 2 Learn from the “best of the best.”** Mary Kay leaders share their stories and successes to motivate and inspire.
- 3 Network.** Make new friends with sister independent sales force members from all over, and learn biz secrets.
- 4 Sneak peek.** Be the first to see new *Mary Kay®* products and technology – everything to help you book, sell, share.
- 5 Celebrate.** You're All In, working hard to introduce new faces to *Mary Kay®* skin care. You deserve a party! Get ready for fun, and celebrate your accomplishments this year!

PRODUCT CREDIT

Get a **\$70 wholesale/\$140 retail credit** toward your first Section 1 product order placed July 26 – Aug. 31, 2017, when you attend.

REGISTRATION OPENS MAY 1, 2017!

Mary Kay InTouch® has details.



NEW! Embrace Your Dreams Seminar Challenge

March 1 – June 30, 2017

Get an invite to the ***Dream Big in Big D*** prize party, and get the “**Do It Now**” bracelet! Details on *Mary Kay InTouch®*.



trending @ MK

ALL IN!

Get laser-focused on skin care and watch sales soar! Set your goal to put **Mary Kay®** skin care on as many new faces as possible. Tell the world how you're **All In** at **#teamMK**, then watch for surprise moments – maybe it's a prize or a phone call from Nathan Moore, President, North America.

I'M 
ALL IN!
#teamMK

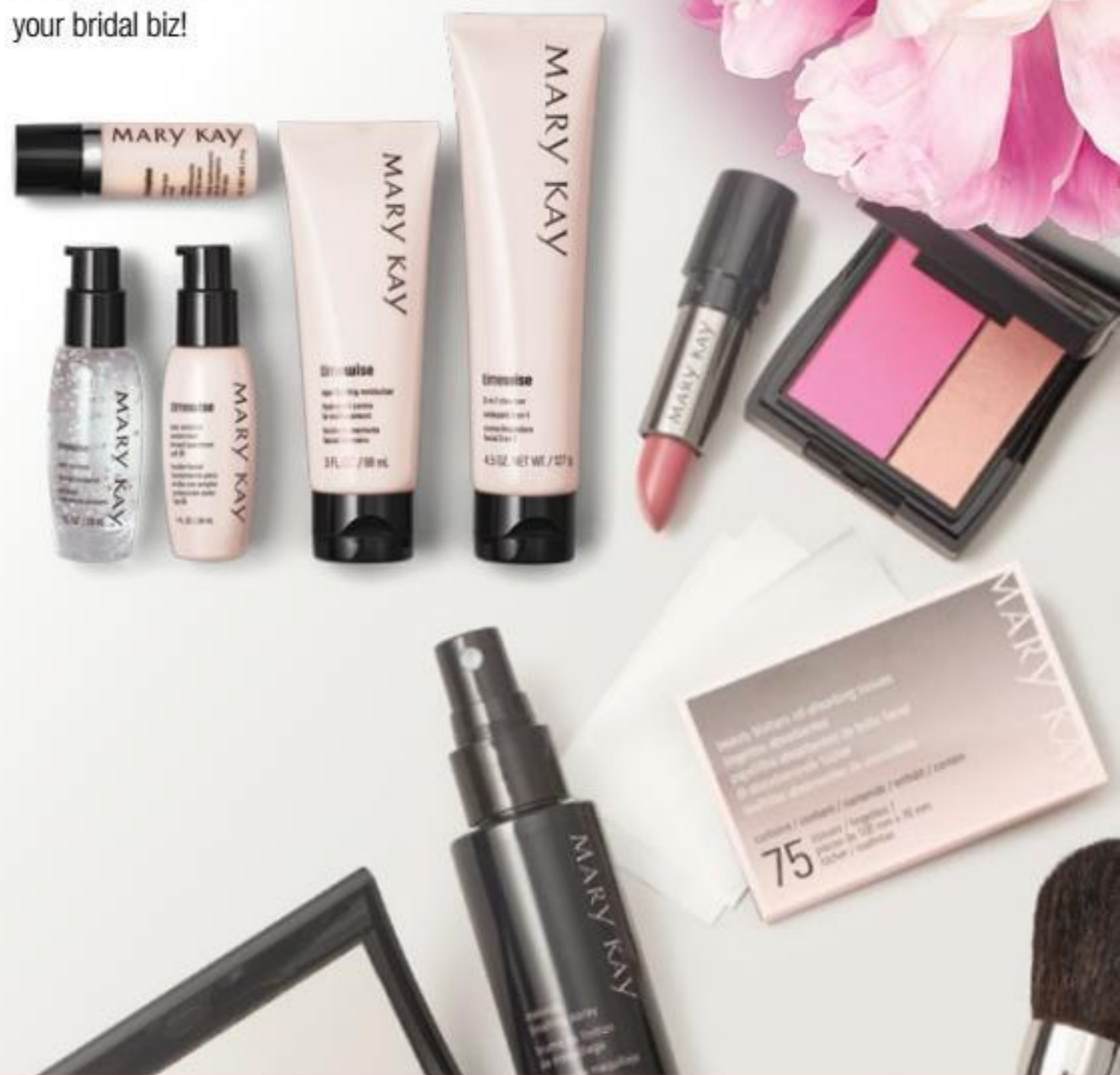


TEAM UP for WOMEN!

The annual **Team Up for Women!®** Challenge begins April 1. Honor Mary Kay's legacy and her birthday when you support the two causes she held close to her heart. Details on Page 20.

Say "I Do" to Bridal Biz.

You offer fabulous skin care and gorgeous color looks to **help the bride glow** on her big day. Find **ideas, tips and tools** on **Mary Kay InTouch®** to help you boost your bridal biz!



ON THE COVER:

What are these fabulous independent sales force members smiling about? They're totally excited about going All In on skin care, and they want you to join them. See Page 2 for details! If their faces look familiar, it's because they appeared in New York's Times Square billboard earlier this year as part of Mary Kay's ad campaign, and the excitement just keeps building on social media. Tell the world you're All In at **#teamMK**.

,insideTHIS ISSUE

All In on Skin Care

It's all about putting skin care on new faces! Join the All In movement that's spreading across the Mary Kay nation. Share the **TimeWise® Miracle Set®** and other amazing **Mary Kay®** skin care regimens with new customers, and watch your sales soar. Plus, **Nathan Moore, President, North America**, shares why he's All In.
[pages 2-7](#)

Foundation for Success

A perfect skin care party starts with skin care sales and finishes with the perfect foundation.
[pages 14-15](#)

Starstruck

Success is in the stars! Set your goals for the Star Consultant Program, pick a prize and earn!
[pages 16-17](#)

Three Faces of Mary Kay

Meet three Independent Sales Directors who share their hopes and dreams, heartbreaks and comebacks. Read the inspiring stories to find out their "whys."
[pages 18-19](#)

Girl Power

Discover how you can **Team Up for Women!®** and benefit **The Mary Kay FoundationSM**.
[page 20](#)

Dream Big.

"Reach for the moon" and earn this beautiful bracelet – sure to motivate you in the **Embrace Your Dreams** Challenge.
[page 21](#)

Miracles Happen.

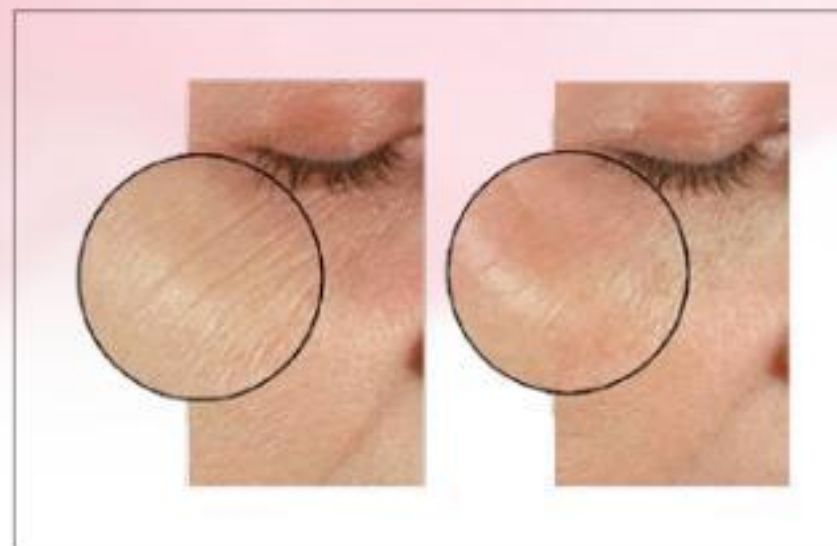
All In on skin care! Offer an everyday miracle with the *TimeWise® Miracle Set®*, and enjoy the sales results!

How many **new faces** will you pamper this month? Join the All In movement by putting *Mary Kay®* skin care on new faces, and watch your sales soar!

Seeing Is Believing!

As seen by a dermatologist on panelists in a 12-week clinical study:

- 83% had a reduction in the appearance of fine lines and wrinkles.
- Up to 25% improvement in skin resilience.
- 100% had softer, more supple skin.
- 46% visible improvement in more even skin tone.



TimeWise® Miracle Set®

Packed with 11 age-defying benefits: cleanse, exfoliate, freshen, energize, hydrate, smooth, visibly firm, soften, protect, renew and reduce the appearance of fine lines and wrinkles.

- Personalized formulas for normal-to-dry and combination-to-oily skin types.
- Proven age-fighting results to help you maintain younger-looking skin.
- Tested for sensitivity – even on individuals with super sensitive skin and rosacea.*

\$95

Save \$13 when you buy the set!



Spread the news! Mary Kay was named a Top Five Global Skin Care Brand according to a 2015 study by market research provider Euromonitor Intl.



Visit **Skin Care Extras** on **Video Lounge** on *Mary Kay InTouch®* for more **selling tips**.



Get to Know the Fab Four.

TimeWise® Miracle Set® order of application:

- 1 3-In-1 Cleanser:** Combines age-fighting benefits plus three essential skin care benefits in one product to cleanse, exfoliate and refresh – revealing younger-looking skin.
 - 2 Day Solution Sunscreen Broad Spectrum SPF 35*:** Helps prevent sun damage, such as lines and discoloration, before it occurs by shielding skin from damaging UVA/UVB rays.
- OR**
- 2 TimeWise® Night Solution:** Contains an age-fighting peptide that enhances the production of new collagen** to smooth and firm the skin.
 - 3 Age-Fighting Moisturizer:** Formulated with powerful antioxidants that help guard against free radicals to help skin look and feel smooth and radiant when used in conjunction with the TimeWise® 3-In-1 Cleanser. Hydrates for up to 10 hours while helping control excess oil. Also available with SPF 30*.

Great for Add-On Sales!

Skinvigate™ Cleansing Brush, \$50

This lightweight, two-speed power brush gently massages as it thoroughly cleans skin, removing residue, dirt and makeup in seconds. Removes makeup 85% better than cleansing by hand!*

*Results based on a one-day controlled clinical study
Boxed set includes two brush heads and batteries.



Embrace \$600 Sales Success.

The sky's the limit when you're All In by putting Mary Kay® skin care on new faces! One more perk? Earn a beautiful [Embrace Your Dreams Challenge bracelet](#) this month when you order \$600+ in wholesale Section 1 products! (See Page 21.)

HERE'S ONE WAY TO EMBRACE SUCCESS:

Hold **1 party a week** this month, and **sell \$300 retail** at each party
= **\$1,200 retail (\$600 wholesale order)**

Help Is Here.

- **All In.** Get skin care on new faces, and watch your sales and your confidence grow! Post your inspiring progress on **#teamMK**.
- **Customer Profile.** Before the party, call guests to create their Customer Profiles so you have the products they need on hand. On Section 2 of the Consultant order form. pk./25 for \$1.25
- There are **no more fees** for the [myCustomers+™ App](#) through Dec. 31, 2017. It's a great tool to help you manage your Mary Kay business on your smartphone or tablet.



Future Executive
Senior Sales Director,
Jo Ann Shell,
Phoenix, Ariz.

Jo Ann is **All In!**

In her 17 years working her Mary Kay business, she's shared *Mary Kay*® skin care with thousands.

I love my customers' reactions when their faces look and feel fabulous. They love Mary Kay and love me for making it happen. That *never* gets old!

WHY SHARPEN THE FOCUS ON MARY KAY® SKIN CARE?

"It's the backbone of our business. *Mary Kay*® skin care is second-to-none. Your customers won't find *anything* comparable. Plus, they have you, their personal Independent Beauty Consultant, to share the latest products delivered to their doorstep.

"Plus, wouldn't you rather earn half the price of a *TimeWise*® *Miracle Set*® than half of an \$8 eye color? Also, skin care products have a shorter use-up rate, so your reorder business can be much more robust."

WOMEN DON'T LIKE TO ATTEND PARTIES. TRUE OR FALSE?

"False! Women go to the ladies' room together – they certainly like to get together for a party. It's more about how you invite them. Are you enthusiastic? Do they sense excitement in your voice – something they don't want to miss? Listen to your words. Are they upbeat, confident and fun? For some, this is natural; for others, it's a practiced skill. Women will feed off your excitement and respond to the energy you give. You can change the mood in a room based on your projection, smile and body language."

WHEN IT COMES TO SKIN CARE PARTIES, SHOULD YOU STUDY AND KNOW THE PRODUCTS OR JUMP RIGHT IN?

"For me, I encourage my unit members to jump in and get products on new faces right away. No one's gonna get hurt putting products on in the wrong step! The more you practice, the more polished, professional and confident you become. Women are understanding. They want you to succeed. Plus, you're pampering them. Who can get upset about that?"

WHAT'S YOUR IDEAL SKIN CARE PARTY NUMBER?

"Five women around the table is optimal for me. I get to know them during the party. I can make just as much money at a party with five as

I can at one with 17. At the end, I'll ask these five women to share the names of 20 friends so they can benefit from a complimentary facial. *And they do it!* That's potentially 100 new faces I can facial and transition to NEW customers!"

WHAT HAPPENS WHEN NO ONE BUYS?

"It happens at some point to all of us. The key is to know you did everything right and move on. There are probably financial reasons beyond your control. Put it behind you, and keep going. Your next party (and sales) are around the corner!"

WHAT'S ONE LAST PARTY TIP?

"Be your authentic self. Relax and don't expect perfection – your customers probably won't notice if things aren't perfect. What's important is new faces around a table having a great time relaxing and learning about skin care. You should look around and see smiles and hear laughter!"

Jo Ann's **PARTY** Time Line

1. I share My Why, the Mary Kay opportunity and marketing plan. I hold a brief Q&A session where they get a ticket every time they ask a question. Then, I draw their tickets for prizes.
2. **White Tea & Citrus *Satin Hands*® Pampering Set** demo and table introductions.
3. Skin care demo cleanser, ***TimeWise*® Microdermabrasion Plus Set** (I have her do only one side of her face so she can feel the difference.), day/night solution, moisturizer and ***Satin Lips*® Set**.
4. Evening partygoers go home with a cleansed face. At daytime parties, customers apply ***Mary Kay*® CC Cream Sunscreen Broad Spectrum SPF 15*** and a lip gloss.
5. I use the table close and individual checkout to share product options and book second appointments.

Find Hostesses.

ASK WHO WANTS FREE PRODUCTS? That's an offer few can resist. As an Independent Beauty Consultant, you get to choose incentives and guidelines that work the best for you and your hostesses. *Mary Kay InTouch*® has a [fun flier](#) to help you book parties. Plus, you'll find more guidelines and ideas!





Meet the President.

Nathan Moore was named President, North America, in October after spending more than 20 years working in various leadership positions within the Company's legal department. Most recently, he was Chief Legal Officer and Secretary, where he managed all aspects of the Company's Legal, Public Affairs, Risk Management, Corporate Communications and Corporate Social Responsibility efforts.

Here he shares his passion and **vision for Mary Kay** and the **power of the direct-selling industry to change lives.**

*"First, I believe with every fiber of my being in this Company and the Mary Kay opportunity. I want to make sure every Independent Beauty Consultant is set up for success. To me, that begins with a strong alignment and a crystal clear focus. I've created **three imperatives** to help us ensure your future is even greater tomorrow than it is today."*



**NOTHING
HAPPENS UNTIL
SOMEONE SELLS
SOMETHING.**

Mary Kay

1 We must be **All In** on Mary Kay and the Power of Direct-Selling to Change Lives.

As past chairman of the U.S. Direct Selling Association, I've seen the operations of every direct-selling business. And I can say, without question, Mary Kay is tops. If we understand and appreciate the power of direct-selling and the specialness of Mary Kay, we can start a movement. Mary Kay Ash said enthusiasm sells our products. And enthusiasm sells this opportunity.

2 We will reclaim our No. 1 status.

We can be proud that we're the **No. 1 U.S. Direct-Selling Beauty and Personal Care Brand**, and we're a **Top 5 Global Skin Care Brand**. These are huge, but Mary Kay Ash told us not to rest on our laurels, right?

We want to be the **No. 1 brand in combined skin care and color sales no matter if it's direct-sales or retail**. How can we do this? Deliver products with unparalleled quality, offer those products with a compelling, competitive story, and give you the tools and education you need to sell them with confidence and success. Other beauty brands are limited to brick and mortar. We have what they don't – that's YOU! I know they would love to have you! You are the most awesome independent sales force.

3 "Nothing happens until someone sells something." Mary Kay Ash spoke these simple, but profound words. She wanted to ensure you made money and achieved your dreams. That's why she started her Company, and that's why we're the best company today.

It all starts with selling.

We've got great momentum with the **Embrace Your Dreams Challenge**, which is all about **selling and selling consistently**. But, in order to grow exponentially, we need to **find new customers**. That's why we're launching the All In movement.

This movement is all about expanding beyond our comfort zones, finding **new faces and introducing them to Mary Kay® skin care**. That's where we can excel. When we focus on selling, the rest follows: like earning bracelets, being Star Consultants, getting new team members, making more money. Everyone can have the Year of Their Dreams.

Just imagine the **momentum we can build** for your business when we're **All In**.

I'm excited for our future as we commit to being **All In by putting skin care on new faces, working to regain our No. 1 beauty brand status** and helping you have the **Year of Your Dreams**. Here's to your selling success!



Beautiful Skin Starts Here.

MARY KAY



\$95
set

Save \$13 when
you buy the set!

TimeWise® Miracle Set®

Packed with 11 age-defying benefits to deliver younger-looking skin: cleanse, exfoliate, freshen, energize, hydrate, smooth, visibly firm, soften, protect, renew and reduce the appearance of fine lines and wrinkles.

Contact me, _____,
your Mary Kay Independent Beauty Consultant, for a
personal pampering facial to make you glow, inside and out.



Spread the news!
Mary Kay was named
a Top Five Global
Skin Care Brand!

Price is suggested retail.

All In Tips From the Top

These two top Independent Sales Directors are ALL IN!
Get their simple tips to help you put your best face forward,
grow your business and boost your sales.



Independent Executive
Senior Sales Director
Paula Kelsch
Linton, N.D.

Spring Into Action.

Spring brings fun ways to sell:

- April 26, Administrative Professionals Day
- May 14, Mother's Day
- Plus! St. Patrick's Day, Easter, weddings, proms, Quinceañeras, graduations and birthdays

Paula's party ideas:

- **Step Into Spring.** Skin care party with a spring theme.
- **Pop of Color.** Guests wear black and white. She adds pop using Mary Kay® eye and lip colors.



Time to Stretch

It's spring. Women like a renewal, so reach out with new products or skin care they haven't tried. I aim for a **Power Start** each month (30 faces in 30 days). The result? New sales, new customers, new prospective team members and newfound confidence!

Marie's Spring Sampling Party Tips

- Set up skin care stations, plus color, body care and fragrance stations.
- Guests can sample all to discover products they love.
- Book second appointments. You can stay in touch and share the latest *Beaut e News*™.



Independent Senior
Sales Director
Marie Miller
Buffalo, Wyo.