

MARY KAY

applause®

AUGUST 2012

A close-up portrait of a woman with light skin and green eyes, looking directly at the camera. A translucent molecular structure is overlaid on the lower left side of her face and neck. To the right of her face, a collection of Mary Kay TimeWise Repair skincare products is displayed against a dark background. The products include a tube of 'TimeWise Repair' cream, a bottle of 'TimeWise Repair' serum, a tube of 'TimeWise Repair' eye cream, and two jars of 'TimeWise Repair' cream. The products are arranged in a slightly overlapping manner, showcasing the brand's packaging design.

TimeWise
REPAIR™
A NEW AGE
of beauty is born.

Mary Kay celebrates 50 years of enriching women's lives.
GET READY for a Yearlong Celebration!



Q: How can I update my address?

A: You can do that online via Mary Kay InTouch®. Just click the **Profile** link directly under the **Search** box. While you're there, take note of the other items you may want to update like your Mary Kay InTouch® password, favorites you want to display on your home page, direct deposit information and other items.

You also can contact Consultant Records by phone to update your address. Call the Independent Beauty Consultant Contact Center at 800-272-9333 and select option 9, then option 1 for Consultant Records.

Q: My girlfriends and I love

the song, Dare to DreamSM featured in the Seminar sneak peek video. We would love to get a copy of this song, but I cannot download it from YouTube. **A:** Great news! There is a downloadable version of this song on Mary Kay InTouch®. Go to the **Events** tab and select **Special Events**. Then click **Audio** and **Dare to DreamSM**.

august dates to remember

1

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

- *Class of 2013* Offspring Challenge begins.

- Emerald Seminar begins.

- Summer 2012 Preferred Customer ProgramSM mailing of the Month 2 mailer begins. (Allow 7-10 business days for delivery.)

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

8

10

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

15

- Last day to enroll online for the Fall/Holiday 2012 Preferred Customer ProgramSM mailing of *The Look*, including exclusive samplers (while supplies last).

30

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

31

- 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.



Mary Kay said it best

“Surround yourself with people who are achieving success and emulate them. Analyze and seek their counsel. Standards of excellence should affect every area of our lives.”

InsideTHIS ISSUE



BUZZZZZ

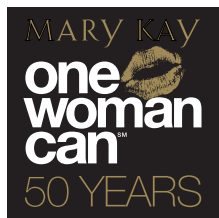
The bumblebee, Mary Kay's ultimate symbol of accomplishment, is updated with a new contemporary yet sophisticated style. One look and you'll be buzzin' with excitement!

15

LIFT AWAY THE YEARS. NEW!

TimeWise Repair™ combines extensive research, innovative ingredients and comprehensive testing to deliver the benefits that target the advanced signs of skin aging. Think of it as a new beginning for your skin.

2



THE BIG 5-0

We're gearing up for a 50th Anniversary celebration like no other. **Mary Kay Chief Marketing Officer Sheryl Adkins-Green** shares what you can look forward to this year at Mary Kay!

7

find it online: check out Mary Kay InTouch® to see what's hot.



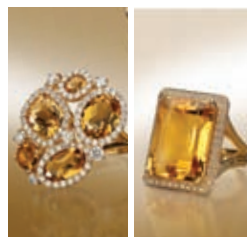
TOP SALES DIRECTOR TRIP

Dreaming of exotic locales in the Far East? For Mary Kay top Independent Sales Directors and Independent National Sales Directors, the trip of a lifetime is just around the corner when they journey across the world to China in 2013!



CUSTOMER E-CARDS

Phone tag is all too common during the popular summer travel season. Why not send your customers a beautiful MKeCard® and remind them about all the great sizzling summer Mary Kay® products and promotions you have to offer!



2013 SEMINAR AWARDS

Feast your eyes on dazzling jewels. Why not set a goal to leave Seminar 2013 wearing some new bling!



LET'S TALK

Great ideas are born by networking with others. Log on to *Let's Talk* to share with sister independent sales force members and learn from those who have already charted the waters. You'll learn valuable tips to make your dreams come true in 2013.

Applause® Magazine Team: EDITOR-IN-CHIEF: LAURA RIVERA MANAGING EDITOR: ALESIA RITENOUR WRITER/EDITOR: ELIZABETH WOLOWICZ ART DIRECTOR: LIZ LEDESMA ACCOUNT MANAGERS: NICOLE WILLIAMS, ANITA HAYS SENIOR EDITOR: JUANITA ALVAREZ SPANISH MANAGING EDITOR: MARGARITA HERNÁNDEZ CONTRERAS ART PRODUCER: SHARILYN GETZ SENIOR PRINT PRODUCER: JAN JONES CONSULTANT COMMUNICATIONS ASSISTANT: LIZ ESCALANTE SENIOR GRAPHIC DESIGN/PRODUCTION ARTISTS: RENÉE PEISER, PATTI CASAMASSIMA PROOFREADERS: PEGGY MEADOR, KIM ROLLINGS

TimeWise Repair™

A NEW AGE
of beauty
is born.

Mary Kay's NEWEST skin care targets advanced signs of aging. It's like a NEW BEGINNING for your skin.

This fall, Mary Kay will introduce TimeWise Repair™, a scientifically innovative skin care regimen that combines **extensive research**, **innovative ingredients** and **comprehensive testing** to deliver the benefits that target the advanced signs of skin aging.

Go back in time and lift away the years.

- Reduce the look of deep lines and wrinkles.
- Restore lifted facial contours.
- Recapture youthful volume.


This premium skin care collection proves it's **never too late to rescue skin** from the damage of the past and recapture a vision of youthfulness!

Think of it as a new beginning for your skin. And a great way to **attract and sell to a new group of customers!**


Volu-Firm™
Day Cream
Sunscreen
Broad
Spectrum
SPF 30*, \$50

Volu-Firm™
Night Treatment
With Retinol, \$50

Volu-Firm™
Eye Renewal
Cream, \$40



Volu-Firm™
Foaming
Cleanser, \$25



Volu-Firm™
Lifting Serum,
\$70

**NEW! TimeWise Repair™
Volu-Firm™ Set, \$199**

Save \$36 when you buy the set.

What makes these products special?

At the heart of the regimen is the patent-pending

Volu-Firm™ Complex,

a perfect union of three ingredients so vital to skin recovery that it's in every product formula.

The Volu-Firm™ Complex contains:

- **A biomimetic peptide** that helps support processes critical for skin repair.[†]
- **A hyaluronic acid booster[†]** that helps provide youthful skin volume and lift.
- **Plant stem cells** that help protect the integrity of the skin matrix, the source of skin firmness.[†]

[†]Based on in-vitro testing of key ingredients

Thanks to extensive work conducted at the **Mary Kay**

Research Center on the

science of skin aging, the benefits your skin needs to “act” younger are now revealed. We targeted the multiple reasons *why* skin ages in addition to the end result to help us develop this **advanced regimen** that **delivers benefits** like never before.

Look for a **TimeWise Repair™ eCatalog** in

mid-August that you can forward to your customers.



Just the Facts

What? TimeWise Repair™ is a **scientifically innovative five-step skin care regimen** that fights the reasons why signs of advanced skin aging appear.

Why? Helps you **attract new customers** and meet your **current customers' sophisticated needs**.

What can you do now? Learn more about this **premium skin care regimen** and get **great tips and tools** to help you book and sell to your customers on **Mary Kay InTouch® > Products > Product Central**. Also look for more **information and selling tips** in upcoming issues of *Applause®* magazine.

WANT PROOF IT WORKS? We have it!

While the research, technology and ingredients behind TimeWise Repair™ are impressive, what matters most are results!

The regimen underwent the **most comprehensive consumer and clinical testing** of any new Mary Kay® product to date. We conducted more than **65 clinical, consumer and safety studies** involving more than **3,000 panelists**.

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

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

*Results based on a 12-week independent clinical study. The percentages reflect the percentage of women who showed improvement.

FACT:

Skin ages as the result of many factors that include not only how old you are but also what your skin has been exposed to and how well you've taken care of it. Regardless of the reasons, at some point, advanced signs of aging will appear.



What they're saying:

“Excellent products! I received many compliments on how improved my skin looked.” Jane C., Rye, N.Y.

“I absolutely loved the products. My face feels years younger!” Noemi C., Kingston, N.Y.

“I really enjoyed using the products. They erased the years.” Bonnie B., Scarsdale, N.Y.

SCAN TO WATCH AND LEARN MORE ABOUT TIMEWISE REPAIR™ AND ITS AMAZING BENEFITS!

1. Download the free TagReader app at <http://gettag.mobi>
2. Scan this code with your smartphone.



Ideal Customers

- Women with **advanced signs of aging** based on:
 - Sun exposure
 - How well they've cared for their skin and protected it from environmental stressors
 - Chronological age
 - Women who want a **premium skin care** regimen and whose skin can benefit from TimeWise Repair™
 - Women who want **advanced age-fighting products** and are willing to invest in their skin
- It's important to know that the benefits of using TimeWise Repair™ may not be as dramatic if your customer's skin is not showing advanced signs of aging.*

Advanced signs of aging

Some signs to look for:

- Sun damage
- Very dry skin
- Pronounced dark spots
- Rough, dull, lifeless skin
- Loss of firmness, sagging skin
- Deep expression lines
- Deep wrinkling, sagging on the neck
- Undereye crepiness, sagging
- Loss of elasticity

Use Samplers to Sell!

All five TimeWise Repair™ products come in perforated foil packets and are packaged in a premium envelope. Samplers are sold as a pack of three housed in a polybag for \$4 and are a great way for your customers to try the set!



Application Order

DAY

1. Volu-Firm™ Foaming Cleanser
2. Volu-Firm™ Lifting Serum
3. Volu-Firm™ Day Cream
Sunscreen Broad Spectrum
SPF 30*
4. Volu-Firm™ Eye Renewal
Cream

NIGHT

1. Volu-Firm™ Foaming Cleanser
2. Volu-Firm™ Lifting Serum
3. Volu-Firm™ Night Treatment
With Retinol
4. Volu-Firm™ Eye Renewal
Cream

TimeWise® Repair™

GO BACK IN TIME
AND LIFT AWAY THE YEARS.

Scientifically innovative skin care regimen combines **extensive research**, **innovative ingredients** and **comprehensive testing** to deliver the benefits that target the advanced signs of skin aging.



NEW! TimeWise Repair™
Volu-Firm™ Set, \$199
Save \$36 when you buy the set.

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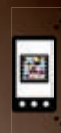
TimeWise Repair™ with patent-pending Volu-Firm™ Complex

CALL ME, your Mary Kay Independent Beauty Consultant, or
visit my Mary Kay® Personal Web Site.

Price is suggested retail.

SCAN TO WATCH AND LEARN MORE ABOUT
TIMEWISE REPAIR™ AND ITS AMAZING BENEFITS!

1. Download the free TagReader app at <http://gettag.mobi>
2. Scan this code with your smartphone.



MARY KAY

one woman canSM

50 YEARS

A celebration
like no other!

There is nothing more exciting than the anticipation of and preparation for a big event. As we begin the **countdown to our 50th Anniversary**, we're kicking off a year of beauty like no other!

From the beginning, Mary Kay has provided **high-performing beauty products** that deliver real results. As a **global leader in skin care**, we are proud to introduce our latest breakthrough, **TimeWise Repair™**. Representing years of research and the latest innovative technology that includes the power of peptides and plant stem cells, TimeWise Repair™ is **our most advanced skin care yet**.

Our anniversary is a celebration of all that one woman can do. Inspired by the legacy of our Founder, Mary Kay Ash, we know that whether you want to be your most beautiful self, try a daring new look or achieve a personal goal, **one woman can be as powerful as she dreams!**

Wishing you inspiration and joy,
Sheryl Adkins-Green
Mary Kay Chief Marketing Officer



Recognition

Congratulations to the winners for April 2012

Top NSDs Year-to-Date

Pictured here are the top 10 NSDs year-to-date.



Barbara Sunden



Carol Anton



Anita Mallory
Garrett-Roe



Lisa Madson



Kathy Helou



Karen Piro



Gloria Mayfield
Banks



Jan Harris



Gloria Castaño



Pat Danforth

On-Target Inner/Diamond/Gold Circle

Independent National Sales Directors become members of the Gold Circle when they earn \$125,000 or more; members of the prestigious Diamond Circle when they earn \$200,000 or more; and a member of the exclusive Inner Circle when they earn \$325,000 or more in "NSD commissions" during the Seminar contest period. (NSD commissions are comprised of commissions earned on the wholesale production of first-, second-, and third-line offspring units; Top 10 fourth-line and beyond; Elite Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for April 2012, NSD bonuses for Star Consultants and NSD commissions earned on all foreign countries for March 2012.) 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, 2011, through April 30, 2012.

On-Target for \$1,000,000 Inner Circle

Barbara Sunden.....\$872,079.28

On-Target for \$550,000 Inner Circle

Carol Anton.....\$493,595.46
Anita Mallory Garrett-Roe.....492,807.28
Lisa Madson.....460,215.73
Kathy Helou.....458,337.18

On-Target for \$500,000 Inner Circle

Karen Piro.....\$450,946.62
Gloria Mayfield Banks.....442,539.68

On-Target for \$450,000 Inner Circle

Jan Harris.....\$407,398.76

On-Target for \$400,000 Inner Circle

Gloria Castaño.....\$334,815.92
Pat Danforth.....334,437.11

On-Target for \$350,000 Inner Circle

Sonia Páez.....\$328,262.51
Cheryl Warfield.....310,289.30
Stacy James.....294,074.60

On-Target for \$325,000 Inner Circle

Cindy Williams.....\$290,885.86
Patricia Rodriguez-Turker.....286,705.55
Karlee Isenhardt.....284,590.95
Debi Moore.....275,721.72
Sherry Windsor.....272,043.68
Sue Kirkpatrick.....271,691.56

On-Target for \$300,000 Diamond Circle

Halina Rygiel.....\$269,533.97
Lupita Ceballos.....259,847.90

On-Target for \$250,000 Diamond Circle

SuzAnne Brothers.....\$243,069.35
Pamela Waldrop Shaw.....242,432.24
Judie McCoy.....235,203.26
Anita Tripp Brewton.....226,640.56
Dacia Wiegandt.....221,455.46
Mary Diem.....214,625.21
Shannon Andrews.....208,922.89

On-Target for \$200,000 Diamond Circle

Linda Toupin.....\$207,385.64
Diane Underwood.....203,960.07

Dayana Polanco.....200,620.43
Julianne Nagle.....197,202.27
Mary Estupihan.....195,073.52
Ronnie D'Esposito Klein.....183,575.52
Kerry Buskirk.....183,433.15
Pamela Fortenberry-Slate.....179,010.68
Sandy Valerio.....177,473.43
Auri Hatheway.....176,516.31
Sandy Miller.....175,710.11
Jamie Cruse-Vrinos.....173,876.31
Cyndee Gress.....173,302.63
Julie Krebsbach.....171,056.66

On-Target for \$150,000 Gold Circle

Lily Orellana.....\$165,359.71
Maria Monarez.....165,098.66
Rebecca Evans.....164,850.21
Jeanne Rowland.....164,740.32
Dawn Dunn.....163,450.21
Cindy Fox.....161,831.91
Kay Elvrum.....161,731.14
Connie Kittson.....160,489.64
Maureen Ledda.....159,736.56
Yvonne Lemmon.....159,060.51

Nancy Bonner.....157,991.28
Sara Pedraza-Chacón.....157,152.30
Dalene Hartshorn.....155,852.28
Lisa Allison.....155,123.72
Elizabeth Fitzpatrick.....153,440.99
Tammy Crayk.....150,340.17
Janet Tade.....148,413.43
Mayuli Rolo.....147,493.37
Consuelo Prieto.....145,970.90
Vivian Diaz.....145,370.26
Davanne Moul.....143,104.93
Valerie Bagnol.....141,990.05
Jan Thetford.....141,313.57
Mona Butters.....139,213.50
Lise Clark.....138,806.56
Gloria Báez.....138,735.95
Anabel Rocha.....135,985.13
Pam Ross.....134,008.93
Pam Klickna-Powell.....132,400.74
Kristin Myers.....132,010.55
Judy Brack.....131,511.28
Cathy Bill.....129,072.83
Alia Head.....128,033.76
Shirley Oshiro.....125,511.30

On-Target for \$125,000 Gold Circle

Kate DeBlander.....\$124,818.84
Monique Todd Balboa.....122,426.70
Jeanie Martin.....121,130.37
Joanne Bertalan.....119,896.65
Lynne Holliday.....118,814.22
Alma Orrosteieta.....118,775.08
Janis Z. Moon.....117,598.57
Evelinda Diaz.....116,322.61
Paola Ramirez.....114,653.96
Michelle Sudeth.....111,233.73
Scarlett Walker-Simpson.....111,003.38
Sharon Buck.....109,655.43
Pam Higgs.....108,987.27
Kathy Goff-Brummett.....107,525.68
Linda Kirkbride.....107,192.19
Judy Kawiecki.....105,290.31
Ada Garcia-Herrera.....104,977.60
Lorraine Newton.....104,467.95

Monthly Commissions and Bonuses

Listed are NSD commissions above \$10,000 earned in April 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.

Pearl

1. Jan Harris**.....\$40,064
2. Pamela Waldrop Shaw.....34,107
3. Cindy A. Williams.....32,465
4. Cheryl Warfield**.....31,729
5. Stacy I. James*.....30,871
6. Halina Rygiel*.....26,753
7. Mary C. Estupihan*.....24,707
8. Anita Tripp Brewton*.....24,124
9. Julie Krebsbach.....21,947
10. Lisa Allison.....19,873
11. Maureen S. Ledda*.....18,313
12. Jeanie Martin.....17,759
13. Anabel Rocha.....17,692
14. Sandy Miller*.....17,595
15. Nancy Bonner*.....16,821
16. Lise T. Clark*.....16,745
17. Alma Orrosteieta.....16,193
18. Kristin Myers.....16,120
19. Elizabeth Fitzpatrick*.....15,950
20. Monique Todd Balboa.....15,645
21. Judy Brack.....15,010
22. Shirley M. Oshiro.....14,713
23. Bett Vernon.....14,365
24. Lynda Jackson*.....13,814
25. Jane Studrawa.....12,206
26. Robin Rowland.....12,048
27. Kathy C. Goff-Brummett.....11,939
28. Cathy E. Littlejohn.....11,689
29. Linda Kirkbride.....10,610
30. Glinda McGuire*.....10,444
31. Maureen Myers.....10,340

Diamond

1. Barbara Sunden***.....\$89,599
2. Anita Mallory Garrett-Roe***.....66,227
3. Lisa Madson.....57,854
4. Sonia Páez**.....41,835
5. Patricia Rodriguez-Turker*.....41,622
6. Gloria Castaño***.....38,460
7. Dayana Polanco.....37,233
8. Diane Underwood.....25,307
9. Mary Diem*.....24,555
10. Linda C. Toupin.....24,508
11. Connie A. Kittson.....21,176
12. Maria Monarez.....19,343
13. Susan M. Hohman*.....17,597
14. Vivian Diaz.....16,771
15. Dalene Hartshorn.....16,770
16. Noelia Jaimes.....16,086
17. Mayuli Rolo*.....15,750
18. Ada Garcia-Herrera.....15,393
19. Evelinda Diaz*.....14,810
20. Juanita Gudino.....14,551
21. Maria Flores.....14,452
22. Isabel Venegas.....11,847
23. Gina Rodriguez.....11,394
24. Rosibel Shahin*.....10,735
25. Diana Heble.....10,200
26. Carol Lawler.....10,096

Ruby

1. Carol Anton**.....\$58,920
2. Pat Danforth*.....34,930

3. Sue Kirkpatrick*.....27,001
4. Karlee Isenhardt*.....25,526
5. Cyndee Gress.....20,116
6. Ronnie D'Esposito Klein*.....19,080
7. Pamela A. Fortenberry-Slate*.....18,722
8. Pam Ross*.....16,980
9. Jeanne Rowland*.....16,722
10. Rebecca Evans*.....15,916
11. Kate DeBlander.....15,840
12. Lynne G. Holliday.....14,898
13. Kimberly R. Copeland.....13,185
14. Bea Millsagle.....13,092
15. Vicky L. Fuseller.....12,852
16. Kirk Gillespie.....12,574
17. Michelle L. Sudeth*.....12,162
18. Scarlett S. Walker-Simpson*.....12,118
19. Judy Kawiecki.....11,911
20. Janis Z. Moon.....11,803
21. Terri Schaffer.....11,439
22. Gena Rae Gass.....10,964
23. Jo Anne Barnes.....10,763
24. Vicki Jo Auth.....10,725
25. Margaret M. Bartsch.....10,361
26. Kelly McCarroll.....10,301

Sapphire

1. Karen Piro**.....\$44,784
2. Lupita Ceballos.....33,600
3. Shannon C. Andrews*.....27,320
4. Judie McCoy*.....25,710
5. Dawn A. Dunn.....23,426
6. Julianne Nagle*.....21,394

7. Lorraine B. Newton.....21,305
8. Sandy Valerio.....20,531
9. Pam I. Higgs.....20,457
10. Valerie J. Bagnol*.....19,576
11. Tammy Crayk.....19,469
12. Sara Pedraza-Chacón*.....19,378
13. Jan L. Thetford.....17,744
14. Pam Klickna-Powell.....17,502
15. Paola Ramirez.....17,300
16. Tammy Ramage.....16,696
17. Gloria Báez*.....16,061
18. Davanne D. Moul*.....15,338
19. Maribel Barajas.....15,180
20. Alia L. Head.....13,203
21. Kimberly D. Starr.....12,524
22. Sherri L. Steinman.....12,042
23. Ann Brown.....11,927
24. Kendra Crist Cross.....11,664
25. Magdalena Nevarez*.....11,511
26. Sharon L. Buck.....11,449
27. Nancy A. Moser.....11,363
28. Joy L. Breen.....11,148
29. Debra M. Wehrer.....10,696
30. Diana Sumpter.....10,294
31. Maria Guadalupe Diaz.....10,222

Emerald

1. Gloria Mayfield Banks***.....\$74,375
2. Kathy S. Helou*.....63,282
3. Sherry Windsor**.....36,833
4. Debi R. Moore*.....31,582
5. Janet Tade*.....28,095

6. SuzAnne Brothers*.....26,756
7. Lily Orellana.....25,539
8. Dacia Wiegandt*.....25,510
9. Auri Hatheway.....23,111
10. Jamie Cruse-Vrinos.....19,934
11. Kay E. Elvrum.....18,565
12. Kathy Rodgers-Smith.....18,165
13. Kerry Buskirk*.....18,148
14. Consuelo R. Prieto*.....17,468
15. Cindy Fox*.....17,079
16. Yvonne S. Lemmon.....16,503
17. Cathy Bill*.....15,746
18. Mona Butters.....15,668
19. Morayma Rosas.....15,440
20. Nora L. Shariff*.....14,985
21. Pamela Tull.....14,806
22. Brenda Segal*.....13,959
23. Crisette M. Ellis.....13,512
24. Shelly Gladstein.....13,082
25. Dawn Otten-Sweeney.....13,042
26. Joanne R. Bertalan*.....12,131
27. Kym A. Walker*.....11,857
28. Cristi Ann Millard.....11,656
29. Jackie LaPrade.....11,631
30. Evalina Chavez.....10,759
31. Sabrina Goodwin Monday.....10,725
32. Candy Jackson.....10,569
33. Sandra Chamorro.....10,281

*Denotes Senior NSD

**Denotes Executive NSD

***Denotes Elite Executive NSD

Recognition

Commission Circle

Independent Sales Directors who earned the top 100 commissions and bonuses in each Seminar area in April 2012. Names in **bold print** are those who earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission.

Pearl

Kim McClure	\$22,945.24
Roya Marie Mattis	18,385.24
Julia Sander Burnett	17,059.51
Leah Michelle Lauchlan	16,487.97
Amie N. Gamboian	15,110.06
Lia Rene Carta	15,108.01
Crystal June Trojanowski	14,081.04
Mia J. Mason Taylor	12,929.73
Shanna H. Jones	11,708.68
Beth H. Piland	11,565.56
Jeanie K. Navkal	11,383.93
Tammy A. Vavala	11,350.42
Jenni Kirkham	11,036.48
Breanne Bechard	10,861.44
Dorothy D. Boyd	10,300.88
Jaime Marie Bitner	10,259.53
Lucia Fernandez	10,038.59
Lisa Olivares	9,856.76
Anne Geertsen	9,782.94
Cindy S. Koenig	9,741.23
Blythe Jolee Egbert	9,690.54
Diane M. Detesco	9,649.53
Fern M. Gerdes	9,609.63
Carrie V. Eddings-Foster	9,534.82
Laurie Travis Pyle	9,497.31
Adrianne M. Detesco	
Morales	9,401.10
Vicki Piccirilli	9,184.69
Nadine Bowers	9,133.82
Angie Stokes	9,116.83
Virginia S. Rocha	9,099.33
Shelley Eldridge	9,073.67
Cindy Machado-Flippen	8,866.83
Christi G. Campbell	8,862.81
Evelyn Pirhalla	8,833.76
Lily Gauthreaux	8,784.51
Tammarie M. Bradford	8,776.91
Stacey Craft	8,764.30
Amy Kemp	8,757.48
Nicole J. Canamare	8,726.29
Marlye Durrer	8,702.25
Barbara R. Johnson	8,670.61
Christina Lynn Frantz	8,668.32
Angela P. LaFrance	8,627.69
Milagro V. Diaz	8,587.81
Irene K. Foster	8,488.48
Sally Moreno	8,453.41
Collette Parker	8,445.03
Linda S. Pilolli	8,417.71
Patti Cornell	8,349.93
Amy Kitzell	8,314.81
Ruthie Brette-Mount	8,195.11
Joy D. Bailey-Gress	8,182.54
Sandra Giraldo Kirchhoff	8,175.16
Michele Salisbury Rankin	8,088.21
Betty B. Lucido	8,059.51
Maria Claxton-Taylor	8,053.58
Tina M. Dees	7,992.81
Susan K. Janish	7,977.10
Denise E. Crosby	7,794.67
Keita Powell	7,692.69
Keara Anderson Murphy	7,689.37
Katherine Mirkes Ward	7,654.14
Patty Webster	7,530.09
April Christine Hutchinson	7,339.70
Judi Tapella	7,263.97
Maureen Shipp	7,198.98
Tammy Brown	7,192.91
Megan Leigh Higby	7,187.86
Amy C. Schule	7,181.94
Shari Lynn Chapman	7,163.01
Audrey L. Detesco-Nickell	7,155.17
Angel B. Toler	7,149.02
Brittany Marie Self	7,148.77
Janice Baxter Hull	7,107.12
Nedra Ruby White	7,100.50
Darrylyn Flounroy	7,079.05
Heather Marie Erbe	7,057.79
Kathryn L. Engstrom	7,052.69
Kristen A. Johnson	7,045.60
Kollette Lowe Cleveland	6,937.12
Debra B. Bishop	6,903.11
Sherry L. Fields	6,877.09
Richelle V. Barnes	6,866.31
Shauna Lynn Abbotts	6,863.34
Mary Wonkyung Cho	6,794.19

Carmen J. Felix	6,758.53
Angie R. Cameron	6,748.03
Ashley Branan Sheffield	6,724.77
Susan Moore	6,689.36
Jo Shuler	6,670.16
Tina Tannehill-Curtis	6,657.28
Ardyth B. Nelson	6,654.54
Deb Altenburger	6,590.42
Kathleen L. Nutt	6,574.49
Cari Newby	6,564.23
Tammy D. Niehaus	6,511.86
April Landrum-Johns	6,484.58
Evelyn Hill	6,380.87
Reina Murcia	6,378.56
Patricia Fitzgerald	6,370.30

Diamond

Priscilla McPheeters	\$15,111.31
Nicki R. Hill	14,458.69
LaRonda L. Daigle	14,449.97
Karime Rosas	14,134.46
Luisa Urena Mora	13,336.99
Elizabeth B. Muna	13,319.91
Cecilia C. James	13,163.13
Kristin Jenae Rogers	13,033.92
Heidi Goelzer	12,622.39
Terri J. Beckstead	12,603.37
Amy Allgood	12,563.84
Sheryl Peterson	12,533.00
Marsha Morrisette	12,040.12
Virginia Rowell	11,679.61
Andrea Whitcomb	11,570.59
Yosaira Sanchez	11,568.12
Mary Strauss	11,469.55
Celeste Pichardo	11,409.27
Stephanie A. Richter	11,251.01
Susan J. Pankow	10,964.81
Ruth L. Everhart	10,900.81
Melinda M. Balling	10,785.76
Noemi C. Jaimes	10,691.68
Diane L. Mentiply	10,627.28
Luzmila E. Abadia Carranza	10,546.60
Tawnya Kremges	10,519.35
Jill D. Davis	10,514.74
Robin L. Sailer	10,426.97
Deborah Dudas	10,286.42
Sonia Suyapa Bonilla	10,063.34
Martha Jay Raile	9,894.13
Lisa Rada	9,765.48
Tammie M. Hanson	9,551.39
Tokunboh S. Oyenuga	9,513.17
Julie Schlundt	9,343.33
Melissa R. Hennings	9,219.62
Stephanie Audino	9,087.76
Nancy Polish Dove	9,009.32
Mary Kathryn King	8,855.45
Gerri Anne Morris	8,406.53
Amelie B. Kemogne	8,334.03
Sandy Griffith	8,322.21
Maricarmen Gonzalez	8,311.32
Julie Neal	8,306.44
Phyllis Pottinger	8,276.09
Lisa A. Stengel	8,239.36
Ana X. Solis	8,193.35
Linda J. Wicks	8,150.92
Meg Booker Steward	8,105.96
Mariaelena Boquin	8,098.40
Carmen Hernandez	8,086.35
Elvi S. Lamping	8,079.72
Lisa Peterson	8,059.27
Jenny Siemonsma	8,024.96
Delmi Cristina Santos	8,017.61
Caroli Lee Johnson	7,908.98
Kari Alice Johnson	7,905.18
Denise Nygard	7,840.01
Lila DeWeber	7,825.08
Heather M. Julson	7,805.10
Cynthia L. Frazier	7,727.22
Margarita Velez	7,655.44
Elizabeth Fernandez	7,651.81
Beth Brinkley	7,644.29
Nancy Rodriguez	7,631.75
Susan K. Carlson	7,625.02
Shelly Palen	7,616.17
Marilinda R. Brown	7,584.97
Susie Kopacz	7,498.53

Lesia Rae Franken	7,488.19
Kim A. Messmer	7,445.64
Denise M. Guthrie	7,271.39
Maria Teresa Lozada	7,269.13
Oyindamola Ogunlana	7,255.52
Mariann Blase Mason	7,245.93
Sandra Lizeth Reyes	7,200.85
Maria de La Luz Avila	7,190.04
Emily Sims	7,176.74
Donna J. Saguto	7,126.55
Angelica Del Toro	7,095.09
Maria Siguenza	7,084.38
Betty McKendry	7,043.48
Heather Rachel Catchpole	7,028.42
Valorie Jean White	7,010.53
Betty Symons	6,936.22
Rose Rodriguez-Capone	6,921.56
Elynn Hoadley	6,918.36
Ana Carolina Alvarez	6,899.35
Elvia Cordova	6,880.85
Evitelia Valdez-Cruz	6,827.49
Rhonda Jean Taylor	6,785.76
Enma Patricia Bermeo	6,777.00
Nancy Ashton	6,768.59
Abby Hetsley	6,763.56
Susana Pereira-Morales	6,761.68
Aniaska Mujica	6,680.23
Shelly Mae Smith	6,662.69
Suzanne T. Young	6,648.99
Lori M. Langan	6,615.26
Patricia Carr	6,578.04

Ruby

Donna Clark-Driscoll	\$15,727.46
Krystal D. Downey-Shada	11,468.67
Lisa Anne Harmon	11,174.21
Suzanne P. Wallace	11,158.05
Candace Lynn Chambers	10,348.30
Winifred Nony	
Ogunamiri	10,021.05
Candace Laurel Carlson	9,970.28
Thessy Nkechi Nwachukwu	9,880.29
Brenda Fenner	9,811.32
Julio Dominguez	9,810.26
Somer Ballard Fortenberry	9,795.38
Carmen Nunez de Valencia	9,098.59
Cheryl O. Fulcher	9,028.71
Julie Brindell Sapp	8,904.97
Corrin Cresci	8,903.89
Diane Covington	8,802.64
Cissy E. Warren	8,793.62
K.T. Marie Martin	8,680.26
Mary Sharon Howell	8,533.49
Jennifer Jean McNulty	8,525.99
Breda M. Teal	8,484.15
Suzanne Moeller	8,302.68
Ekene S. Okafor	8,226.67
Sheryl K. Goins	8,161.10
Diana Gutierrez	8,098.29
Kali DeBlander Brigham	7,891.22
Julie Smith	7,877.59
Jaqueline N. Alford	7,846.74
Tina Hulsman	7,799.39
Karen E. Gardner	7,723.48
Kaye Driggers	7,718.65
Debbie A. Elbrecht	7,712.94
Kimberly Michelle Perkins	7,691.09
Vanessa R. Upkins	7,687.10
Vicki S. Lindsay	7,636.64
Sherrie L. Clemons	7,611.55
Mary Alice Dell	7,476.67
Barbara L. Harrison	7,236.35
Cleta Colson	7,215.43
Sheri Ammons	7,042.90
Laurieann Barclay	6,958.45
Stephanie Corrine	
Arbaugh	6,947.70
Laura A. Kattenbraker	6,853.63
Elena Santos	6,843.38
Daria R. Bull	6,827.50
Helen Naomi Godswill	6,809.38
Deborah S. Bailey	6,793.83
Palia A. Curry	6,784.37
Marnie R. Yunger	6,754.27
Susan C. Ehrnstrom	6,709.11
Norma A. Hicks	6,707.09

Tracy Ley	6,706.95
Michelle M. Visco	6,691.27
Sonya F. Goins	6,662.24
Pamela D. Cox	6,643.85
Deborah S. Barker	6,605.93
Karen Paluga-Larson	6,604.44
Isabel Mejia	6,496.39
Pat Z. Allen	6,399.85
Jill E. Garrett	6,371.77
Cristina Neves Carper	6,368.94
Reyna Darlene Anderson	6,335.06
Michele Semper	6,293.92
Jeanette M. Thompson	6,280.66
Diane Buckley	6,256.75
Liz Whitehouse	6,213.73
Tiffany Brooke Stout	6,211.19
Gina Beekley	6,199.19
Alexis Shaw	6,181.10
Lupita G. Ramirez	6,152.28
Marsha Mings	6,113.26
Nancy D. Marshall	6,006.04
Judie Roman	5,960.28
Patti Maxwell	5,941.58
Karen King	5,920.70
Lisa V. Bauer	5,919.50
Daisy Anibonam	5,914.26
Lori Lynn Pereira	5,911.40
Rebecca Tilley	5,906.41
Irene Zapalac	5,875.00
Judy Lund	5,840.40
Meg Springer	5,829.81
Bonnie Brannan	5,825.53
Lisa A. DeLucia	5,806.50
Eva E. Berber	5,797.65
Cindy Anderson	5,779.03
Donna F. Knotts	5,777.86
Rosalie Kuhen	5,775.79
Laura L. Loghry	5,737.17
Terry Thole	5,682.02
Gina M. Gildone	5,681.11
Kathy Monahan	5,672.38
Connie A. Brinker	5,638.00
Jamie Lauren Lawrence	5,629.66
Sandra Braun	5,627.73
Dori M. Fennell	5,619.64
Mary D. Whitman	5,586.66
Lisa N. Chovil	5,534.15
Christy M. Cox	5,507.19
Ma Ana Lilia Benitez Radilla	5,485.90

Sapphire

Jennifer Besecker	\$17,052.90
Lara F. McKeever	13,859.80
Tabitha A. Hallums	13,575.78
Julie Weaver	12,616.13
Diane Bruns	11,563.01
Binta Touray Jagne	11,460.26
Lyneea E. Tate	11,373.78
Tracy Potter	11,231.82
Alison Jurek	11,087.38
Kristi M. Montesana	10,808.75
Angie S. Day	10,279.72
Patrice Moore Smith	10,211.03
JoAnna P. Shippe	10,081.09
Audrey K. MacDowall	10,072.16
Diana E. Fraustro	9,849.97
Roxanne McInroe Williams	9,718.43
Melody Missick	9,597.88
Kathy R. Bullard	9,486.08
Debbie A. Weld	9,435.10
Julia Mundy	9,299.58
Sylvia Boggs	9,220.24
Elen Ezekiel Farquharson	8,952.28
Phyllis I. Pinsker	8,660.32
Sarah Sullivan Krycinski	8,651.13
Maisha A. Bankhead	8,634.40
Sherry Y. Pipes	8,597.34
Angela D. LaFerry	8,594.79
Moleda G. Dailey	8,519.75
Randi Stevens	8,459.51
Lady Ruth Brown	8,392.73
Ann W. Sherman	8,328.58
Teodora Ahumada	8,285.85
Faith A. Gladding	8,263.95
Connie L. Russo	8,066.40

Anne Elizabeth Leanos	8,036.37
Maria Montes	7,871.12
Sandra A. Zavoda	7,845.36
Delmy Ana Torrejon	7,780.77
Penny Kelly	7,766.77
Linda Klein	7,719.86
Sanjuana Sosa	7,593.70
Flor De Maria Maldonado	7,582.01
Christy Bigham	7,535.32
Ruby Garner	7,513.11
Ryan Ashlee Rives	7,471.72
Rebekah Hirnisen	7,459.25
Josefa Chacon	7,321.75
Darnett Cohen-Spencer	7,245.65
Pilar Najera	7,238.25
Janis Clemens	7,188.87
Barbara J. Puckett	7,178.76
Milbella Sosa	7,161.08
Alejandra Zurita	7,140.74
Joanna Helton	7,124.87
Heather L. Bohlinger	7,052.06
Natalie Reed	7,012.09
Maranda Michelle Rains	6,974.83
Jim Cundiff	6,972.64
Therese E. Simon	6,957.14
Maggie Sitar	6,906.53
Mary K. White	6,902.08
Elizabeth A. Poole	6,853.57
Kristen Jennifer Barnett	6,840.61
Hilda Marrufo	6,788.80
Lynn A. Cervini	6,750.64
Marjorie S. Haun	6,695.09
Kim West	6,655.28
Rheanonda R. Johnson	
Gray	6,632.43
Deborah Robina	6,632.05
Lisa Mack	6,628.15
Dolores Keller	6,621.16
Agnes Stewart	6,604.23
AnaMaria R. Cruz	6,601.05
Crystal Dawn McDaniel	6,576.66
Leanne Sexton	6,565.93
Maria G. Leon	6,556.00
Kellee L. Valerio	6,541.96
Michelle Sara Moore	6,506.57
Cindy S. Kriener	6,457.49
Cheri L. Taylor	6,456.81
Cathy A. Jacobs	6,405.36
Tracey A. Fields-Hedrick	6,385.38
Cynthia S. Sheppa	6,362.39
Graciela Arteaga	6,355.27
Ann M. Jones	6,347.95
Andrea I. Zajac	6,324.67
Christine M. Jessee	6,318.92
Sue Ammons	6,308.65
Marie E. Vlamincik	6,269.41
Lyriss Patterson	6,254.67
Kim I. Sabourin	6,245.91
Rosa Elia Meza-Sanchez	6,232.33
Martina Roman	6,210.17
Krista Neal Warner	6,203.84
Robyn S. Cartmill	6,185.81
Cheryl T. Anderson	6,165.98
Krista A. Johnson	6,151.95
Jerlene Vrana	6,138.45
Ann Ferrell Smith	6,115.06
Peggy B. Sacco	6,108.45

Emerald

Connie Ackroyd	\$15,642.74
Christine A. Denton	14,672.83
Jordan Helou Eicher	12,837.63
Sue Uibel	12,820.78
Michele Martella Armes	12,343.31
Linda Bradley	12,284.74
O'Neilly Encarnacion Gomez	12,067.42
Christie I. Ehiobu	11,080.34
Sheri Farrar-Meyer	10,501.40
Tanya O. King-Lee	10,483.34
Pam Kelly	10,078.55
Trisha Taylor	10,042.16
Roxie Soto	9,956.09
Stacy D. Foust	9,856.92
Melissa Bright	9,611.76
Jeanie M. Tamborello	9,596.75

Elaine K. Williams	9,444.33
Debbie L. Bower	9,349.95
Jackie L. Root	9,259.48
Karen E. Riddle	8,998.94
Paula Kelsch	8,851.28
Susie J. Serio	8,694.98
Arianne C. Morgan	8,647.07
Ruth S. Parker	8,595.40
Judith E. Cotton	8,539.32
Jessica Brash Holzbach	8,522.77
Jeanette E. Beichle	8,501.70
Kimbi L. Bartik	8,461.44
Ann Shears	8,370.64
Stacy S. Gilson	8,332.38
Julie A. Griffin	8,276.38
Angel L. Hurley	8,256.22
Amanda Thulin-Marrano	8,255.44
Heather A. Carlson	8,250.

Recognition

Mary Kay Angels

These Independent National Sales Directors, Independent Sales Directors and Independent Beauty Consultants achieved the highest commissions/bonuses or production or had the most new team members in their Seminar areas in April 2012.

Top National Sales Directors — Commissions and Bonuses



Jan Harris
\$40,064
Pearl



Barbara Sunden
\$89,599
Diamond



Carol Anton
\$58,920
Ruby



Karen Piro
\$44,784
Sapphire



Gloria Mayfield Banks
\$74,375
Emerald

Top Unit — Estimated Retail Production

PEARL — Kim McClure, <i>Go Give Area</i>	\$134,373
DIAMOND — Priscilla McPheeters, <i>D. Hartshorn Area</i>	\$104,043
RUBY — Donna Clark-Driscoll, <i>Go Give Area</i>	\$95,299
SAPPHIRE — Jennifer Bessecker, <i>P. Higgs Area</i>	\$124,894
EMERALD — Connie Ackroyd, <i>Go Give Area</i>	\$114,188

Top Unit Builders

Independent Sales Directors with 20 or more new unit members for April 2012.

New Unit Members

Pearl

Leah Michelle Lauchlan.....	45
Kim L. McClure.....	32
Crystal June Trojanowski.....	29
Virginia S. Rocha.....	28
Julia Sander Burnett.....	26
Lucia Fernandez.....	24
Shanna H. Jones.....	24
Cindy S. Koenig.....	24
Sonia P. Lett.....	24
Kathleen Bonadie.....	23
Maria A. Estrada.....	23
Amie N. Gambolan.....	23
Breanne Bechard.....	22
Lia Rene Carta.....	22
Carrie V. Eddings-Foster.....	22
Beth H. Piland.....	21

Laurie Travis Plyler.....	21
Milagro V. Diaz.....	20
Blythe Jolee Egbert.....	20
Lily Gauthreaux.....	20

Diamond

Andrea Whitcomb.....	40
Cynthia L. Frazier.....	38
Mirna Erika Casillas.....	36
Nicole Coselmon.....	32
Karime Rosas.....	31
Luzmila E. Abadia Carranza.....	30
Maricarmen Gonzalez.....	29
Elizabeth B. Muna.....	29
Cruz L. Zaldivar.....	29
Danielle Coughlan.....	28
Noemi C. Jaimes.....	28
Amelie B. Kemogne.....	28

Jessica Miller.....	28
Mairelys Lopez.....	27
Cecilia C. James.....	26
Virginia Rowell.....	26
Cindy Wallace.....	26
Bessy Mireya Betancourt.....	24
Kari Alice Johnson.....	24
Priscilla McPheeters.....	24
Maria N. R. Don Juan.....	24
Nicole Smith Shelton.....	24
Beth Brinkley.....	23
Robin L. Sailer.....	23
Luisa Urena Mora.....	23
Amy Allgood.....	22
Tania Mineli Lazo.....	22
Kristin Jenae Rogers.....	22
Evitelia Valdez-Cruz.....	22
Maria de La Luz Avila.....	21

Ruth L. Everhart.....	21
Phyllis Pottinger.....	21
Nicki R. Hill.....	20
Gladis Maldonado.....	20
Araceli Ponce.....	20
Daysi Ventura.....	20

Ruby

Candace Lyn Chambers.....	27
Kaye Driggers.....	24
Kimberly Michelle Perkins.....	24
K.T. Marie Martin.....	23
Krystal D. Downey-Shada.....	23
Brandy D. Herring.....	23
K.T. Marie Martin.....	23
Vanessa R. Upkins.....	22
Suzanne P. Wallace.....	22
Corrin Cresci.....	21
Gloria Dominguez.....	21

Roberta B. Brown.....	20
Brooke Jenkins.....	20

Sapphire

Tabitha A. Hallums.....	39
Jennifer L. Bessecker.....	32
Rheanonda R. Johnson Gray.....	31
Patrice Moore Smith.....	31
Coty Aglaee Trevino.....	27
Angela Annette Fromm.....	26
Lynnea E. Tate.....	26
Belkys Gonzalez.....	23
Jodi Lynne Gray.....	22
Lara F. McKeever.....	21
Ellen Ezekiel Farquharson.....	20
Ynocenta Hernandez.....	20
Alison Jurek.....	20

Emerald

Carrie Fay Simmons.....	31
O'nelly Encarnacion Gomez.....	29
Kara Ferrier.....	27
Deborah Lynn Medrano.....	27
Christine A. Denton.....	26
Amanda Thulin-Marrano.....	26
Tanya O. King-Lee.....	24
Leanne Parrino.....	24
Michele Martella Armes.....	22
Ana Reyes.....	22
Maria De Jesus Reyes.....	22
Maria Delrosario Sanchez.....	22
Bridget L. Shaw.....	22
Karen Ingrid Kohan.....	21
Eva Reyes.....	20
Roxie Soto.....	20

New NSD Debuts

New Independent National Sales Director
Debuts April 1, 2012.



Tammy Romage
National Sales Director
Sapphire 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?



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Bee-jeweled

Newly Designed Mary Kay Bumblebee Debuts!

SEMINAR AWARDS 2013

July 1, 2012 – June 30, 2013

Everyone's abuzz about the new sleek Mary Kay bumblebee making its debut as part of the Company's 50th Anniversary in 2013.



The newly designed bee incorporates a **higher quality diamond-setting** process to enhance its sparkle, while using the same size and carat weight as before. Each bee is **handmade** and **hand-finished**. And each pin contains six diamond sizes. Diamonds are hand-selected and matched for color and clarity.

"We used a computerized design-rendering process, so the new bee features **greater detail** and a higher quality overall look," says **Sheila Pratt, Mary Kay gemologist**. "We want this piece of fine jewelry to look **updated and classic**, something of great beauty and achievement – just like those women who wear it proudly."

Sheila says the team reviewed some **60-70 design renderings**. "It's definitely a labor of love. We know the bee is an iconic image here; we kept asking ourselves what would Mary Kay Ash want to see." And while the bee has a new look, Sheila is quick to point out there's no change in what it stands for. That story remains the same and should fly into the years ahead!

Are you psyched to get this classy new redesigned bee? Start planning your goals now! If you work your plan, you can qualify to earn this spectacular delight. See the Seminar Awards brochure for details.

Visit Mary Kay InTouch® to see all the prizes and awards that await you for Seminar 2013!



Fun facts:

- Each bee is handmade.
- Three-week process to assemble one bee.
- Thousands of carats of diamonds are used to create all the bees for one Seminar year.
- Bees are made and exported to Mary Kay locales globally.
- The first diamond bumblebee was awarded in 1970 to the top Independent Sales Director in Unit Sales and the top Independent Sales Director in Personal Sales.

About the Mary Kay bumblebee

The bumblebee is the ultimate symbol of determination and achievement at Mary Kay. Although the principles of aerodynamics suggest the bumblebee cannot fly – its wings are too weak and its body too heavy – the bumblebee, not knowing this, flies anyway. The bumblebee is a marvelous symbol of women who don't know they "can't fly" and make it to the top!

Less Is More

Mary Kay's Global Manufacturing Plant hits its target as a zero landfill site!

"I feel very strongly that we must do everything in our power to save our planet or our grandchildren will not have a place to live. Let me emphasize that Mary Kay is an environmental leader because we strongly feel it is the right thing to do."

— Mary Kay Ash

It may seem unlikely that a manufacturing plant for a multibillion-dollar company wouldn't expend any landfill waste. But, to the men and women at Mary Kay's Global



The zero landfill accomplishment was a combined effort. Here, employees at the Mary Kay Global Manufacturing Plant celebrate their bragging rights.



Manufacturing Plant, that dream is now reality. Recycling has become a way of life for these folks – from grease to gloves to ear plugs, everything gets recycled!



SCAN TO WATCH HOW THE MARY KAY GLOBAL MANUFACTURING PLANT CONSERVES ENERGY AND REDUCES WASTE.

1. Download the free TagReader app at <http://gettag.mobi>
2. Scan this code with your smartphone.

Geo tubes remove water from sludge generated at the manufacturing plant. The remaining dry sludge is burned for energy.



pink doing **green**®

Countdown to Zero

Mary Kay's recycling efforts began about 20 years ago, but the journey to zero landfill got its start in 2007 when Mary Kay's Global Manufacturing Plant began using large plastic totes to fill products. Although these totes were cost-effective, reduced handling and improved safety, they did create waste. It was **Carlos Troncoso, Processing Operations Specialist**, who got the ball rolling by discovering a way to recycle the totes. Recycling totes led to recycling stretch wrap, which led to recycling cardboard and plastic ... the rest is history!

Over the past five years, Carlos and others from the manufacturing facility have helped navigate the plant's recycling efforts. These efforts are now generating cash which is put back into the program. Researching and discovering a cost-effective solution hasn't been an easy task. Carlos says they continue to learn the recycling intricacies.

How did they reach their target of zero landfill? One example is with plastic foam. Because it's not cost-effective and hence unattractive for recycling companies to purchase, the team found a way to remove the air from the foam, turning it into small, dense patties. The machine used to perform this task is costly, but the solutions-oriented team utilized money earned from recycling programs already in place to purchase it. Now recycling companies are eager to buy the dense patties, melt them into a liquid and use them in foam molds like those used to package electronics.

The plant also has been able to reduce sludge by 90 percent by installing a geo tube that filters it into water. The remaining 10 percent sludge is recycled and burned for fuel. By adopting new technologies like these, their ultimate goal to reduce landfill waste to zero has been realized.

"Our Mary Kay family can be proud knowing that of the million units we produce each



day, not one bit goes to a landfill," says **Tony Gilbert, Vice President, Manufacturing**

Operations and Engineering. "It's definitely a team effort, and I hope everyone is proud and honored with what they've accomplished."



Manager of Production Operations Steve Brinkley along with Processing Operations Specialist Carlos Troncoso and Processing Maintenance Supervisor David Saucedo cut the ribbon to mark the day they became a zero landfill plant.

Pink Doing Green®

In 2008, Mary Kay began recycling previously used and unwanted compacts. For every compact that was returned, the Company planted a tree. **Thanks to the independent sales force, more than 200,000 trees were planted** in the Bitterroot National Forest in Montana in conjunction with the U.S. Forest Service and the Arbor Day Foundation.

In the wake of that tremendous success, we kicked off another Pink Doing Green® initiative at Seminar 2010. **Mary Kay plants a tree for every 10 flip-top caps and/or color refill cases** we receive from independent sales force members. By the end of 2012, Mary Kay will have **planted more than 400,000 trees** as a result of this global initiative. What's more, we invited fans to "like" us on Facebook during Earth Month in April. For every "like," we planted a tree. You've shared with us what a great team-building tool this can be. Watch for updates on these programs and other sustainability initiatives via MK News on Mary Kay InTouch®.

Down-to-Earth Packaging

The Mary Kay® Botanical Effects™ skin care line is making Mother Earth proud. What was destined for a landfill instead gets a new lease on life as part of our packaging.

- All of the cartons are made from 100 percent PCR content as well as Forest Stewardship Council-certified* material.
- Product boxes are printed with soy ink, a renewable resource!
- Each of the tube sleeves - Cleanse, Hydrate and Mask – contains 50 percent post-consumer resin (PCR) material.



*The Forest Stewardship Council (FSC) is dedicated to supporting the practice of sustainable forestry worldwide. FSC-certified paper and print products contribute to conservation, responsible management and community-level benefits for people near the forests that provide the paper.

WELL CONNECTED



Introducing NEW Innovations to Help You **Improve and Grow Your Mary Kay Business Online.**

Take advantage of the latest ways to connect with your customers, offer products and manage your customer relationships. Mary Kay Independent Beauty Consultants pride themselves on having the best customer service in the business and now with these upgrades, they're ready to rock'n'roll!

myCustomers® (on Mary Kay InTouch®) Now you get:

- Customer information organized in one easy-to-navigate place.
- Automated follow-up reminders for orders, reorders, order history and samples.
- Automated birthday and anniversary reminders.
- Ability to import contacts from Facebook, Outlook or Gmail.
- Offer personalized product recommendations based on Customer Profiles.

NEW! Marykay.com

- Cleaner, more inviting look.
- Improved navigation and search functions.
- Engaging product presentations.

PERSONAL WEB SITE

- "Virtual you" throughout your site, offering your customers product recommendations, tips and trends, reorder reminders and more.
- Sell 24/7.
- Enhanced and personalized shopping experience.
- More opportunities for you to connect with your customers and offer VIP service.
- Beauty resource for your customers.
- Enhanced Customer Profile questions and recommendations feed into your myCustomers® database. Makes great booking tool!



NEW! MARY KAY® SHOW AND SELL™ Mobile App

New party iPad app lets you:

- Present on the go.
- Play product videos.
- Customize products you want to showcase.
- Create guest wish lists to use at close or email later.
- Connect presentation to a big screen for easy viewing.

Download the app to your iPad from the Apple App Store for an introductory cost of 99 cents! An Android version will be available later this year.

LEARN MORE!

See firsthand how you can take advantage of all these innovations on Mary Kay InTouch®. Plus, visit the **Innovation Station at Seminar** with your questions and for hands-on instruction!

MISS GO- GIVE



The concept of the Go-Give® Award was born in the image of **Independent National Sales Director Sue Z. Vickers**, who inspired and motivated many. In 1978, the first annual Go-Give® Award was presented at Seminar as a memorial to **Sue Z.** after her untimely death at age 37. Today, the award continues to recognize Independent Sales Directors who best exemplify the Golden Rule: helping others unselfishly and supporting adoptee Independent Beauty Consultants as much as unit members.



"I sincerely believe that all you send into the lives of others comes back into your own. Give enthusiastically, give willingly and be willing to give beyond that which you are being paid, and watch the returns come in."

– Mary Kay Ash

Mary Kay Ash said the **Go-Give® Award** is the **greatest honor** an **Independent Sales Director** can earn. Each month, independent sales force members nominate worthy Sales Directors, and one Sales Director from each Seminar is selected and featured in *Applause®* magazine. They also receive a beautiful heart-shaped Go-Give® pin. At Seminar, annual Go-Give® Award winners are chosen among the monthly honorees and receive:

- Crystal Go-Give® Award and onstage recognition.
- Diamond Go-Give® pin.
- \$5,000 donation to The Mary Kay Ash FoundationSM in the honoree's name.

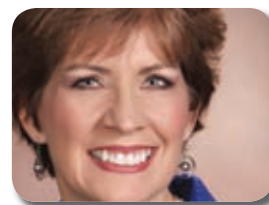
As we embark on our 50th Anniversary year, you can be proud of the strong heritage Mary Kay Ash founded this Company upon.



Do Unto Others

"Early in my Mary Kay opportunity, I told my father-in-law about the adoptee program. He warned me not to expect others to care for my unit members like I was, including Independent Beauty Consultants from other units. I've proved him wrong again and again. We must rely on others to educate Independent Beauty Consultants, which means we must be reliable too. I'm proof that the system works!"

– **Independent National Sales Director Bett Vernon**, Annual Go-Give® Award, Pearl Seminar 1993



Makeovers With a Mission

"I had just lost my youngest son, Jake, to cancer-related complications when I received the monthly Go-Give® Award. I wanted to give to a cause that was dear to my son. I created Makeovers With a Mission and donated to The Robin's Nest, an orphanage in Jamaica where my son volunteered.

My unit got onboard, and over the years, we have raised enough money to open Jake's House, a dormitory at The Robin's Nest named in my son's honor. The boys at The Robin's Nest have a better life now because Jake lived."

– **Independent Senior Sales Director Cindy Anderson**, Annual Go-Give® Award, Ruby Seminar 2007

New, Easier Way to Nominate!

No printer, no stamp, no problem! Know an **Independent Sales Director** you'd like to nominate for this prestigious award? Now it's even easier, and **anyone** can nominate.



Go to Mary Kay InTouch® > Contests/Recognition. Click "Go-Give Award"

and look for the nomination form link. Just fill it out and hit send – it's that easy!



GO-GIVE® AWARD

Congratulations to our August 2012 Go-Give® Award winners who best exemplify the **Golden Rule** – helping others **unselfishly** and **supporting** adoptees as much as unit members.

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



Frances Jackson

Diamond

Independent Sales Director

Began Mary Kay

August 2002

Sales Director Debut

March 2005

National Sales Director

Go Give Area

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

Personal Lives in Columbia, Md. Husband, Ernest; sons: Kenneth, Ernest Jr., Jerry; two grandchildren

"I am motivated to help others because I am made in God's image."

Independent Beauty

Consultant Sharrieff Glover of Glenn Heights, Texas, says, "Frances spends hours tirelessly conducting facials at a domestic violence center helping women regain self-respect and self-esteem."



Barbara Wagoner

Ruby

Independent Senior Sales Director

Began Mary Kay

December 1985

Sales Director Debut

September 1997

Offspring one first-line

National Sales Director
Go Give Area

Honors Circle of Honor; three-times Circle of Achievement

Personal Lives in Marietta, Ga. Husband, Dick; sons: David, Brian

"I am motivated to help others because when you focus more on others, you feel great about yourself. What a wonderful world it would be if every human being felt loved and powerful."

Independent Beauty

Consultant Elizabeth Guerrero of Norman, Okla., says, "I've experienced much growth through Barb's long-distance education. She guides us with appropriate, well-thought-out weekly challenges."



Mary Linda Johns

Sapphire

Independent Senior Sales Director

Began Mary Kay

July 2002

Sales Director Debut

September 2004

Offspring one first-line

National Sales Director
Karen Piro

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

Personal Lives in Cookeville, Tenn. Husband, Steve; sons: Chandler, Andrew; daughter, Mary Jennifer; one granddaughter

"I am motivated to help others because I was encouraged to follow my dreams. And I also can encourage others and instill in them that what they believe, they can achieve."

Independent Beauty

Consultant Kathy Tilton of Cookeville, Tenn., says, "When my mother was ill, Mary Linda flew me to Texas to be with her until she passed away. I don't feel like an adoptee; I'm a member of a real Mary Kay family."



Dana Lamade

Emerald

Independent Future Executive Senior Sales Director

Began Mary Kay

January 2006

Sales Director Debut

September 2009

Offspring three first-line

National Sales Director
Go Give Area

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

Personal Lives in Virginia Beach, Va. Husband, Seth; son, Dietrick; daughter, Elizabeth

"I am motivated to help others because the Mary Kay opportunity has affected me and my family in so many positive ways. I want other women to have the same experience and live the lives they deserve."

Independent Sales Director
Nicole Moriarty of Virginia Beach, Va., says, "Dana is

passionate about developing leaders and has spent countless hours mentoring me. She is also very active in her community and volunteers at her local SPCA."



Patti Cornell

Pearl

Independent Senior Sales Director

Began Mary Kay

April 1984

Sales Director Debut

October 1990

Offspring two first-line

National Sales Director
Jan Harris

Honors Circle of Honor; two-times Consultant Queen's Court of Personal Sales; 15-times Sales Director Queen's Court of Personal Sales; Queen's Court of Sharing; 13-times Circle of Achievement; seven-times Circle of Excellence; 10-times Double Star Achievement; Triple Star Achievement

Personal Lives in Omaha, Neb. Husband, Mike; son, Judd; daughters: Katy, Meg

"I am motivated to help others because I feel passionate about bringing up the next generation of leaders in Mary Kay. I believe every woman wants her voice heard and wants to lead."

Independent Senior National Sales Director Maureen Ledda says, "Patti goes the extra mile to assist others in achieving their dreams, and I can only imagine the lives she has enriched throughout the years."

MARY KAY

BEST-SELLING Mary Kay® Products 2011

Women across the country turn to these Mary Kay® favorites for their skin care and cosmetics needs!

Offering quality, value and amazing results, these products simply are the tried-and-true best. Why not try them for yourself? Ask me, your Independent Beauty Consultant, for more information.

Brand Keys' Loyalty Leaders list ranks Mary Kay No. 6 in overall "Brands That Delight," putting us at the top with Netflix, Apple® and Discover®, to name a few. **Thanks for your loyalty!**



\$12

Mary Kay®
Eyeliner in
Black



\$15

Mary Kay®
Ultimate
Mascara™
in Black



\$15

Mary Kay®
Lash Love™
Mascara in
I ♥ black



\$18

TimeWise®
3-In-1
Cleanser



\$22

TimeWise®
Age-Fighting
Moisturizer



\$15

Mary Kay®
Oil-Free
Eye Makeup
Remover



\$30

TimeWise®
Firming
Eye
Cream



\$16

Mary Kay®
Foundation Primer
Sunscreen Broad
Spectrum SPF 15*

*The best-seller logo designation refers to top-selling products within the Mary Kay® product line. All product prices are suggested retail.

*Over-the-counter drug product.

MARY KAY®

Mary Kay Inc.
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Dallas, TX 75379-9045

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MARY KAY INC.

Lead the Way!



3,000 new Independent
Sales Directors by 2013.
That's our goal!

Set your sights now on this prestigious position,
and remember, we're here to support you as
you climb the Mary Kay career path.

Rich Rewards

- Magnificent Mentors
- Freedom and Flexibility
- Commission Checks and Bonuses
- Top-Notch Education
- Awesome Awards
- Fabulous Friendships

You also receive:



Class ring to
complement special-
edition Independent
Sales Director suit



Gorgeous **Kate Spade** handbag

All That Glitters Is Gold special-
edition Independent Sales Director
suit in honor of Mary Kay's
50th Anniversary