

MARY KAY

applause®

AUGUST 2015



**Work
Miracles**
for YOUR
Customers.

Get Connected!
**SOCIAL MEDIA
TIPS** to Help You
Expand Your
Mary Kay Business



ROCK THE RUNWAY.
Mary Kay Returns as the
Official Beauty Sponsor of
Lifetime's *Project Runway*®
Season 14!

discover what you **LOVE**

April recognition

Congratulations to the winners

TOP NSDs YEAR-TO-DATE



Anita Mallory



Carol Anton



Jan Harris



Gloria Mayfield Banks



Lisa Madson



Kathy Helou



Karen Piro



Gloria Castaño



Patricia Turker



Halina Rygiel

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 2015, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for March 2015.) 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, 2014 through April 30, 2015.

On-Target for \$900,000 Inner Circle

Anita Mallory \$767,710

On-Target for \$600,000 Inner Circle

Carol Anton \$538,184
Jan Harris 500,430

On-Target for \$550,000 Inner Circle

Gloria Mayfield Banks \$495,998

On-Target for \$500,000 Inner Circle

Lisa Madson \$451,642
Kathy Helou 447,766
Karen Piro 447,054
Gloria Castaño 419,527

On-Target for \$400,000 Inner Circle

Patricia Turker \$343,800

On-Target for \$350,000 Inner Circle

Halina Rygiel \$321,881
Lupita Ceballos 311,743
Cheryl Warfield 311,242
Sherry Windsor 309,271
Debi Moore 308,835
Stacy James 304,633

On-Target for \$325,000 Inner Circle

Karlee Isenhardt \$283,241
Cindy Williams 278,775
Sonia Pérez 272,333

On-Target for \$300,000 Diamond Circle

Pamela Waldrop Shaw \$268,932

On-Target for \$250,000 Diamond Circle

SuzAnne Brothers \$248,107
Mary Diem 246,217
Judie McCoy 238,278
Sara Pedraza-Chacón 232,199
Linda Toupin 225,728
Dayana Polanco 215,122
Mary Estupian 212,350
Lia Carta 211,234
Julianne Nagle 208,055

On-Target for \$200,000 Diamond Circle

Dacia Wiegandt \$204,473
Anita Tripp Brewton 203,877
Connie Kittson 197,609
Diane Underwood 195,828
Sandy Valerio 194,639
Julia Burnett 190,452

Kristin Myers 187,421
Dawn Dunn 185,281
Anabell Rocha 183,248
Kay Elvrum 183,171
Cindy Fox 182,243
Cyndee Gress 176,246
Davanne Moul 175,227
Vivian Diaz 175,219
Jamie Cruse-Vrinios 175,159
Gloria Báez 174,061
Julie Krebsbach 173,876
Kerry Buskirk 169,518
Shannon Andrews 169,340

On-Target for \$150,000 Gold Circle

Consuelo Prieto \$162,200
Lily Orellana 159,816
Maria Monarrez 159,332
Maureen Ledda 156,766
Pamela Fortenberry-Slate 156,624
Barbara Johnson 154,066
Lisa Allison 150,908
Valerie Bagnol 150,842
Alicia Lindley-Adkins 150,574
Susan Hohlman 146,872

Cathy Bill 146,630
Sue Pankow 146,542
Evelinda Diaz 144,488
Elizabeth Muna-Mudsi 143,051
Mayuli Rolo 142,854
Yvonne Lemmon 140,169
Candace Laurel Carlson 139,403
Auri Hatheway 138,785
Rebecca Evans 137,798
Tammy Crayk 137,046
Scarlett Walker-Simpson 134,788
Pam Ross 134,626
Jan Thetford 131,945
Somer Fortenberry 131,537
Pam Klickna-Powell 130,455
Joanne Bertalan 130,072
Pam Higgs 127,970
Glinda McGuire 126,222
Kristin Sharpe 124,825

On-Target for \$125,000 Gold Circle

Jeanie Martin \$122,607
Leah Lauchlan 121,943
Kimberly Copeland 121,686
Monique Balboa 121,648

Juanita Gudiño 121,163
Kate DeBlander 118,038
Alia Head 117,896
Lynne Holliday 117,293
Deb Pike 116,549
Morayma Rosas 115,901
Phyllis Pottinger 115,052
Gay Hope Super 114,532
Tammy Vavala 114,308
Michelle Sudeth 113,968
Shelly Gladstein 113,191
Janis Z. Trude 112,510
Ada Garcia-Herrera 112,383
Amie Gamboian 111,696
Cristi Ann Millard 107,680
Kirk Gillespie 107,518
Kim McClure 107,244
Roxanne McInroe 106,451
Carmen Hernández 106,265
Lorraine Newton 106,020
Luzmila Abadia Carranza 105,772
Kym Walker 104,991

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.

Sapphire

1. Karen Piro** \$49,148
2. Lupita Ceballos* 37,984
3. Sara Pedraza-Chacón* 26,234
4. Judie McCoy* 25,685
5. Dawn A. Dunn 25,464
6. Julianne Nagle* 23,716
7. Sandy Valerio* 22,727
8. Shannon C. Andrews* 19,912
9. Davanne D. Moul* 19,107
10. Pam Klickna-Powell 18,213
11. Gloria Báez* 17,786
12. Pam I. Higgs 17,343
13. Jan L. Thetford 16,806
14. Tammy Crayk 16,725
15. Lara F. McKeever 15,619
16. Valerie J. Bagnol* 14,900
17. Diana Sumpter 14,582
18. Sherril L. Steinman 13,889
19. Diane Bruns 13,374
20. Roxanne McInroe 12,831
21. Debra M. Wehrer 12,603
22. Julia Mundy 12,532
23. Julie Weaver 11,824
24. Alia L. Head 11,729
25. Maribel Barajas 11,550
26. Mirna Mejia de Sánchez 11,464
27. Sharon L. Buck 11,342
28. Paola Ramirez 11,259
29. Maria Aguirre 11,197
30. Lorraine B. Newton 11,119
31. Magdalena Nevarez* 10,890
32. Gillian H. Ortega 10,577
33. Tammy Romage 10,533
34. Elizabeth Sánchez 10,456
35. Krista Neal Warner 10,393

36. Diana E. Fraustro 10,388
37. Joy L. Breen 10,362
38. Angie S. Day* 10,129
39. Nancy A. Moser 10,057

Emerald

1. Gloria Mayfield Banks*** \$67,970
2. Kathy S. Helou** 57,935
3. Sherry Windsor** 37,092
4. Debi R. Moore* 29,346
5. SuzAnne Brothers* 26,114
6. Dacia Wiegandt* 25,146
7. Jamie Cruse-Vrinios 22,955
8. Lily Orellana 20,307
9. Kay E. Elvrum 20,159
10. Morayma Rosas 20,111
11. Cindy Fox* 19,540
12. Consuelo R. Prieto* 19,399
13. Cathy Bill* 16,890
14. Auri Hatheway 16,716
15. Yvonne S. Lemmon 16,482
16. Kerry Buskirk* 16,377
17. Carmen Hernández 15,180
18. Pamela Tull 15,138
19. Dawn Otten-Sweeney 14,617
20. Brenda Segal* 14,377
21. Joanne R. Bertalan* 13,639
22. Kym A. Walker* 13,449
23. Cristi Ann Millard 13,327
24. Phyllis Pottinger* 12,835
25. Evalina Chávez 12,443
26. Heather A. Carlson 12,049
27. Elaine Kimble Williams 11,916
28. Crisette M. Ellis 11,736
29. Shelly Gladstein 11,601
30. Sandra Chamorro 11,414

31. Nora L. Shariff* 10,759
32. Sue Uibel 10,653
33. Kathy Rodgers-Smith 10,053

Pearl

1. Jan Harris** \$47,449
2. Kristin Myers 35,594
3. Halina Rygiel* 35,269
4. Cindy A. Williams* 34,799
5. Pamela Waldrop Shaw** 29,633
6. Cheryl Warfield** 29,001
7. Stacy I. James** 28,506
8. Lia Carta* 26,315
9. Crystal Trojanowski 24,000
10. Mary Estupian* 23,708
11. Anabell Rocha* 23,180
12. Julia Burnett* 21,484
13. Leah Lauchlan 19,204
14. Julie Krebsbach* 18,994
15. Anita Tripp Brewton* 18,814
16. Barbara R. Johnson* 17,554
17. Maureen S. Ledda* 17,436
18. Monique Balboa 17,402
19. Tammy A. Vavala 16,836
20. Lisa Allison 15,849
21. Glinda McGuire* 15,757
22. Alma Orrostieta 15,630
23. Kim L. McClure 15,376
24. Rosa Carmen Fernández 15,173
25. Deb Pike 15,016
26. Jeanie Martin 14,888
27. Patty J. Olson 14,588
28. Amie N. Gamboian 14,124
29. Roya Mattis 13,456
30. Beth Herrin Piland 13,072
31. Lily Gauthreaux 12,633

32. Jane Studrawa 11,960
33. Cathy E. Littlejohn 11,912
34. Virginia S. Rocha 11,720
35. Holli Lowe 10,976
36. Lynda Jackson* 10,878
37. Kathy C. Goff-Brummett 10,554
38. Meyra Esparza 10,528
39. Julia Serrano 10,491
40. Sylvia Kalicak 10,229

Diamond

1. Anita Mallory*** \$69,582
2. Lisa Madson* 49,945
3. Gloria Castaño*** 41,432
4. Patricia Turker** 39,285
5. Sonia Pérez** 30,199
6. Dayana Polanco* 28,775
7. Linda C. Toupin 26,555
8. Diane Underwood 22,785
9. Mary Diem* 21,502
10. Connie A. Kittson* 20,710
11. Ada Garcia-Herrera* 19,537
12. Vivian Diaz* 18,281
13. Kristin Sharpe 17,856
14. Evelinda Diaz* 17,737
15. Sue Pankow 17,263
16. Mairlys López 16,318
17. Diane L. Mentiply 16,076
18. Susan M. Hohlman* 14,650
19. Rosibel Shahin* 14,315
20. Ruth L. Everhart 13,991
21. Mayuli Rolo 13,909
22. Elizabeth Muna-Mudsi* 13,243
23. LaRonda L. Daigle 12,642
24. Luzmila E. Abadia Carranza* 11,389
25. Heidi Goelzer 10,963

Ruby

1. Carol Anton** \$55,604
2. Karlee Isenhardt* 23,650
3. Maria Monarrez 18,718
4. Lynne G. Holliday 18,193
5. Cyndee Gress* 18,067
6. Alicia Lindley-Adkins* 17,986
7. Sue Wallace 17,745
8. Pamela A. Fortenberry-Slate* 16,259
9. Candace Laurel Carlson* 15,989
10. Scarlett S. Walker-Simpson* 14,892
11. Kate DeBlander 14,694
12. Rebecca Evans* 14,663
13. Kimberly R. Copeland 14,414
14. Kirk Gillespie 14,226
15. Pam Ross* 14,171
16. Janis Z. Trude 13,909
17. Juanita Gudiño 13,466
18. Somer Fortenberry 13,096
19. Vicki Jo Auth 12,870
20. Jo Anne Barnes 12,815
21. Michelle L. Sudeth* 12,683
22. Margaret M. Bartsch 11,830
23. Gena Rae Gass 11,515
24. Maria Flores 11,507
25. Kaye Driggers 10,852
26. Donna B. Meixsell 10,304
27. Kelly McCarroll 10,080

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

MARY KAY ANGELS/ ÁNGELES MARY KAY

april/abril 2015

These Independent National Sales Directors, Independent Sales Directors and Independent Beauty Consultants achieved the highest commissions/bonuses or production or had the most new team or unit members in their Seminar areas in April 2015./Estas Directoras Nacionales de Ventas Independientes, Directoras de Ventas Independientes y Consultoras de Belleza Independientes lograron las comisiones, gratificaciones o la producción más altas o tuvieron el mayor número de nuevas integrantes de equipo en o integrantes de unidad en sus áreas de Seminario en abril de 2015.

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



Karen Piro
\$49,148
Sapphire/Zafiro



**Gloria Mayfield
Banks**
\$67,970
Emerald/
Esmeralda



Jan Harris
\$47,449
Pearl/Perla



Anita Mallory
\$69,582
Diamond/
Diamante



Carol Anton
\$55,604
Ruby/Rubí

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

SAPPHIRE/ZAFIRO — Jim Cundiff, <i>Go Give Area</i>	\$15,900
EMERALD/ESMERALDA — Marilyn Harris, <i>K. Walker Area</i>	\$21,500
PEARL/PERLA — Angela LaFrance, <i>Go Give Area</i>	\$13,496
DIAMOND/DIAMANTE — Lori Arnold, <i>A. Mallory Area</i>	\$13,561
RUBY/RUBÍ — Perpetua Asu-Eze, <i>Go Give Area</i>	\$14,740

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

SAPPHIRE/ZAFIRO — Mohammed Siddiqui, <i>K. Anderson Unit, Go Give Area</i>	\$29,111
EMERALD/ESMERALDA — Helen Leiby, <i>M. Bright Unit, G. Mayfield Banks Area</i>	\$20,105
PEARL/PERLA — Gladys Guevara, <i>R. Rodriguez Unit, R. Fernández Area</i>	\$12,306
DIAMOND/DIAMANTE — Ariella Kaufman, <i>C. Klein Unit, V. Díaz Area</i>	\$19,085
RUBY/RUBÍ — Sasha Elliott, <i>S. Carter Unit, K. McCarroll Area</i>	\$27,150

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

SAPPHIRE/ZAFIRO — Kristi Anderson, <i>Go Give Area</i>	\$234,877
EMERALD/ESMERALDA — Chelsea Niederklein, <i>Go Give Area</i>	\$90,825
PEARL/PERLA — Shanna Jones, <i>K. Myers Area</i>	\$105,873
DIAMOND/DIAMANTE — Mariana Moreno, <i>M. López Area</i>	\$107,694
RUBY/RUBÍ — Kali DeBlander Brigham, <i>K. DeBlander Area</i>	\$104,241

Top Team Builder/Primera Impulsora de Equipo

New Team Members/Nuevas integrantes de equipo	
SAPPHIRE/ZAFIRO — Sales Director Brenda Gill, <i>Go Give Area</i>	18
EMERALD/ESMERALDA — Mary Carmen Robles, <i>L. Colin Unit, Go Give Area</i>	23
PEARL/PERLA — Sales Director Evelyn Benitez, <i>A. Rocha Area</i>	16
DIAMOND/DIAMANTE — Sales Director Lisa Rada, <i>S. Pankow Area</i>	15
RUBY/RUBÍ — Sales Director Rachel Mega, <i>Go Give Area</i>	15

TOP UNIT BUILDERS/IMPULSORAS DE UNIDAD MÁS DESTACADAS

april/abril 2015

New Unit Members/ Nuevas integrantes de unidad

EMERALD/ESMERALDA

Eliinda Spadlowski	41
Maria Sanchez	36
Melissa K. Wade Bluemel	35
Chelsea Gardner Niederklein	34
Michelle Anne Cunningham	32

Catherine Virginia Slezak	32
Rubi Amateco-Nava Vazquez	31
Leonor Colin	26
Dana Ann Lamade	24
Cristina Martins	24
Maria Cristina Cuenca	23
Vicki Powell	23
Auburnee Skye Stanley	23
Melissa Michelle Wilson	23

Shelley Bottiaux	22
Stephanie Anne Mottaz	22
Maggie Rader	22
Stephanie Scott	22
Marissa Paige Zamudio	22
Angel L. Hurley	21
Brittani Marie Jenks	21
Ramona Leticia Mendez	21
Nicole Moriarty	21

Anaitzel Avila	20
Nicole Beat	20
Jacqueline Becerra	20
LaKeshia M. Chisholm	20
Terrah Cromer	20
Amanda Norris Dixon	20
Ayla Marlene Kimmel	20
Antonia Miranda	20
Ashley Rebecca Mull	20

Soraida Valdez	20
Michelle Williams	20

Independent Sales Directors with 20 or more new unit members for April 2015./Directoras de Ventas Independientes con 20 o más nuevas integrantes de unidad en abril de 2015.

SALES MENTORS/MENTORAS DE VENTAS

april/abril 2015

Special thanks to the sales mentors for the April 8, 2015, *New Independent Sales Director Education class*./Un agradecimiento especial para las mentoras de ventas de las clases de educación para nuevas Directoras de Ventas del 8 de abril de 2015.



Yvonne Lemmon
National Sales Director
Emerald Seminar



Tanya King-Lee
Future Executive
Senior Sales Director
Homestead, Fla.
Emerald Seminar



Christi Campbell
Future Executive
Senior Sales Director
Lenexa, Kan.
Pearl Seminar

Meet Your NSDs/Conoce a tus DNVs

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

emerald/esmeralda

Congratulations to the winners/Felicidades a las ganadoras

NEW DEBUTS/ DEBUTES

february/febrero 2015



Mirlian Espinosa
West Palm Beach, Fla.
Y. Leon Unit

Crystal Janke-Fry
Texas City, Texas
I. Rodriguez Unit

Dianna L. Jones
Boone, Iowa
S. Weaver Unit

Nicole Kelley
Belle Chasse, La.
C. Clarkson Unit

Stacey E. Ray
Goose Creek, S.C.
B. Shaw Unit

**Lora M. Reynolds
Evans**
Deatsville, Ala.
A. Price-Butler Unit

**Jessica Elizabeth
Sanders**
Marianna, Fla.
J. Ham Unit

Angela Marie Skiles
Whittier, Calif.
L. Sweeney Unit



Hanna Ruth Wahl
Poplar Grove, Ill.
L. Burkhardt Unit

Shelia L. Bell*
San Diego
B. Barmer Unit

Jenna Lee*
Spring, Texas
H. Neff Unit

**Veronica Vazquez
Pesavento***
Antelope, Calif.
M. Tariba-Edick Unit

Linda Torres*
Mount Pleasant, Texas
K. Davis Unit

**Samantha Kay
VanderVlucht***
Perrysburg, Ohio
N. Beat Unit

**Barbara Jean
Winston***
Canton, Ohio
A. Fausnight Unit

Not pictured:/Sin foto: *Elsa Avelar*, Hawthorne, Calif., I. Hernandez Unit; *Mariana Ayona*, Chicago, G. Cardenas Unit; *LeAnn Christine Bequette*, Collinsville, Ill., G. Snively Unit; *Tracy Ann Clymer*, Wellsboro, Pa., T. Cromer Unit; *Laura P. De La Torre*, Blacklick, Ohio, Y. Minguella Unit; *Martha Teresa Gomez*, Baldwin Park, Calif., A. Cruz Unit; *Norma Angelica Gonzalez*, San Gabriel, Calif., G. Gavilanes Unit; *Esmeralda Guevara*, Henderson, Colo., R. Chavarria Unit; *Yolanda Gutierrez*, El Paso, Texas, C. Chavez Unit; *Cristina Llamas Rodriguez*, Richmond, Calif., I. Hernandez Unit; *Erica Melcher*, Jacksonville, Ill., G. Snively Unit; *Dora Rivas*, San Jose, Calif., Y. Lopez Unit; *Mayte Rodriguez*, San Pablo, Calif., C. Merport Unit; *Ashley Somers*, Delmar, Del., C. Harvey Unit; *Leigh-Ann Vidal*, Belleview, Fla., G. O'Kain Unit.

*Previously debuted./Debutó con anterioridad.

TRIPLE CROWN/ TRIPLE CORONA

april/abril 2014



Jessica Lynn Benitez
Cantonment, Fla.
C. Fox Area

**Xiomara Guevara
Flores**
Denver
M. Rosas Area

Ami Dyan Parbs
Lufkin, Texas
Emerald Go Give Area

Missy Semien
Sachse, Texas
S. Goodwin
Monday Area



DEAN'S LIST/ LISTA DEL DECANO

april/abril 2014



**Jennifer C.E.
Simmons**
Lewiston, Idaho
Diamond Go Give Area
Diamond Seminar

Rebeca Rodriguez
Hayward, Calif.
C. Anton Area
Ruby Seminar

Missy Semien
Sachse, Texas
S. Goodwin
Monday Area
Emerald Seminar

HONORS SOCIETY/ SOCIEDAD DE HONOR

april/abril 2014



Jessica Lynn Benitez
Cantonment, Fla.
C. Fox Area

**Xiomara Guevara
Flores**
Denver
M. Rosas Area

Ami Dyan Parbs
Lufkin, Texas
Emerald Go Give Area

FABULOUS 50s/ FABULOSOS 50

october/octubre 2014



Lacey Kay Correll
Ponca City, Okla.
K. Buskirk Area

Jessica Lynn Magill
Knoxville, Tenn.
Emerald Go Give Area

Pamela Schenck
Burlington, Mass.
K. Oliveira Area

Marissa Paige Zamudio
Lakeland, Fla.
J. Cruse-Vrinios Area

Not pictured:/Sin foto: Cristina Melo, Naco Sto Dgo, D.R., Emerald Go Give Area.

ON THE MOVE/ EN ACCIÓN

february/febrero 2015

Elsa Avelar
Mariana Ayona
Tracy Ann Clymer

Mirlan Espinosa
Martha Teresa Gomez
Esmeralda Guevara

Yolanda Gutierrez
Crystal Janke-Fry

Erica Melcher
Dora Rivas

Ashley Somers
Leigh-Ann Vidal

Hanna Ruth Wahl

NEW TEAM LEADERS/ NUEVAS LÍDERES DE EQUIPO

april/abril 2015

Khadijah Allende
Maria A. Alvarez
Marilyn D. Archibald
Sherise T. Armstrong
Mima Arroyo
Cynthia R. Batts
Sharon Beason
Taylor R. Bentes
Shannon Z. Black
Stephanie H. Blake
Kelly Blizzard
Jennifer L. Books
Carmaleta Brunston
Carrie Buchanan
Vickie Buchanan
Susanna L. Busho
Jillian R. Campbell
Roxana Y. Canales
Eugena D. Carter
Martina Chairez
Patricia Chavez
Abigail G. Cheadle
Hollie Choi
Dana M. Clark
Collette Clinkscale
Debbie I. Collazo

Mayra L. Cordero
Sian B. Cromer
Lakeshia L. Cunningham
Angela D. Dickey
Faith N. Donald
Hana Dumarce
Sonia D. Edwards
Marie S. Elliott
Leticia Espinoza
Ninoska M. Fazzari
Ana Paula P. Ferreira
Abelina Flores
Bernice V. Fynn
Louanna Gandy
Blanca Gavarrete
Maria I. Gomez
Yadira Gomez
Gabriela Gonzalez
Ibette Gonzalez
Ladonna K. Gueswel
Sylvia Guzman Colon
Ashley A. Hall
Kerri L. Hart
Jessica H. Heishman
Elia Hernandez
Genie M. Hidalgo

Candace Hill
Courtney E. Howe
Twanna Howell
Teresa Hull
Carrie Huriburt
Lindsey Irwin
Savannah A. Kinsora
Cheryl B. Kirkland
Kimberly Koparan
Ashley Kotalik
Keirsten T. Kowalski
Alex Kralman
Melida Lainez
Stephanie Leko
Michelle L. Linville
Maria C. Llanos
Marcela Lopez
Cecilia Luna
Lisa R. Martin
Samantha L. Martin
Rosa Martinez
Angela L. Mattox
Carolyn M. McCallister
Daniella K. McClister
Amy Mena
Sarah J. Miller

Irma Y. Morfin
Jacqueline Morris
Harriett P. Morton
Callie M. Mulkey
Iveth A. Munoz
Jane Navarro
Casey Newman
Amanda Novoa
Tayo Ojetola
Tania Ormonde
Diana G. Ortiz Valenzuela
Mayra Pacheco
Maria Paredes
Margarita Patle
Gloria A. Patterson
Pura Pena
Mariana Perez
Bobbi S. Peters
Chirita D. Peterson
Theresa Prince
Keyona L. Raby
Josefina Radilla
Deana S. Reid
Penny R. Reid
Randi Richardson
Wendi N. Richardson

Sandra Rivera
Ruth N. Rivero
Maria A. Rodarte
Eva Rodriguez
Ana L. Rodriguez Vasquez
Jennifer Rogers
Vilma L. Rosales
Matilde Rosas
Kimberly J. Rutland
Lisa Sambrano
Cristina Sanchez
Susana Sanchez
Audelia Santano
Guadalupe Santiago
Juana E. Santos
Ada Sanz
Shantel R. Schmitt
Ashley Scott
Whitney D. Simpkins
Glenda P. Smathers
Kristine K. Smith
Jordan N. Starr
Andrea L. Steele
Lori A. Steinbrink
Marchella C. Stewart
Tracy Jane A. Tate

April M. Thompson
Consuelo Torres
Jessica Turner
Lisa Tweed
Yolounda Tyus
Ericka Vargas
Fran T. Vasquez
Marta I. Veliz
Claudia J. Venegas
Alison Walt
Julie S. Watlington
Collee Ann Wentz
Sharon L. White
Donnieka Woods
Cheryl A. Wooster
Liz Zimmerman

GRAND ACHIEVERS/GRAN GANADORAS

april qualifiers/
calificadas en abril 2015

**Consultants/
Consultoras**
Leticia Garcia

Marijose Garcia
Morgan Remington

**Sales Directors/
Directoras de Ventas**
Rosalba Castillo

Rebecca Poole

Maricruz Quinonez

Meleah Katherine Wood

FIRST GOLD MEDAL/ PRIMERA MEDALLA DE ORO

april/abril 2015

New Team Members/Nuevas integrantes de equipo

Sonia Aguilar, A. Ayala Unit..... 5
Claudia Aguirre, R. Amateco-Nava Vazquez Unit... 5
Vanessa Alcantara, M. Guadarrama Unit..... 6
Brittani Angelson, N. Moriarty Unit..... 6
Diane Anzalone, C. Struk Unit..... 5
Marilyn Archibald, B. Sampson Unit..... 5
Cynthia Batts, N. Privette-Jones Unit..... 5
Stephanie Blake, M. Cunningham Unit..... 17
Carrie Buchanan, A. Mull Unit..... 10
Jessica Carredano, N. Hernandez Unit..... 7
Caroline Clarke, M. Arnold Unit..... 6
Eileen Crago, A. Farah Unit..... 6

Sian Cromer, T. Cromer Unit..... 7
Lakeshia Cunningham, S. Gladden Unit..... 5
Katherine Deluna, Y. Elizalde Unit..... 5
Sedy Duarte, M. Jimenez Unit..... 5
Brandy Eden, D. Beasley Hayden Unit..... 6
Andrea Edwards, V. Powell Unit..... 5
Ninoska Fazzari, F. Gomez Unit..... 7
Valerie Finch, M. Messer Unit..... 6
Doris Fox, A. Onianwa Unit..... 5
Lili Fuentes, V. Pesavento Unit..... 5
Amanda Gallegos, J. Enloe Unit..... 5
Erika Garcia, M. Rodriguez Unit..... 6
Esperanza Garcia, L. Spadlowski Unit..... 9
Sonia Garcia, I. Ricalday Unit..... 7
Mirna Godinez, O. Mendoza Unit..... 6
Gabriela Gonzalez, M. Figueroa Unit..... 9
Lisa Graalum, D. Dunham Unit..... 5
Callie Gregg, A. Brannon Unit..... 5
Iris Guzman, E. Villalba Unit..... 5
Luz Guzman, N. Arreola Unit..... 5
Marta Havey, J. Mathews Unit..... 5
Maria Hernandez, I. Falcon Unit..... 5
Claudia Herrera-Vaughn, S. Scott Unit..... 6

Jean Kocian, D. Barnes Unit..... 5
Amanda LaWall, J. Tucker Unit..... 6
Aurelia Lopez, R. Mendez Unit..... 5
Amy MacDonald, C. Starks Unit..... 6
Michaela Maffe, L. Sweeney Unit..... 8
Carrie Mariotti, E. Malley-Snyder Unit..... 6
Samantha Martin, C. Slezak Unit..... 5
Crystal McCullough, D. Lamade Unit..... 6
Rebecca Melton, J. Carr Unit..... 6
Irma Morfin, H. Ortiz Unit..... 6
Jacqueline Morris, A. Onianwa Unit..... 9
Harriett Morton, A. Dixon Unit..... 11
Julie Mulford, T. Cromer Unit..... 5
Yadira Navarro, P. Gutierrez Unit..... 5
Casey Newman, L. Freisthler Unit..... 5
Lisa Nguyen, S. Dauria-Tkach Unit..... 5
Tayo Ojetola, A. Olusa Unit..... 5
Sales Director Oluwakemi Omitowaju..... 7
Margarita Patle, E. Garcia Unit..... 6
Mariana Perez, O. Encarnación Unit..... 8
Chirita Peterson, N. Turner Unit..... 7
Holly Phillips, L. Arrington Unit..... 5
Penny Reid, T. Taylor Unit..... 7

Donna Rigg, T. Elle Unit..... 5
Juan Rodriguez, A. Farah Unit..... 5
Christine Ross, J. Holzbach Unit..... 6
Blanca Saavedra, I. Gamboa Unit..... 5
Lisa Sambrano, S. Scott Unit..... 8
Audelia Santano, E. Zavala Unit..... 5
Juana Santos, L. Salazar Unit..... 5
Whitney Simpkins, A. Stanley Unit..... 10
Pamela Simpson, K. Holmberg-Botelho Unit..... 6
Glenda Smathers, S. Davis Unit..... 10
Jordan Starr, L. Shumate Unit..... 5
Marchella Stewart, J. Francis Unit..... 6
Becky Thompson, D. Barnes Unit..... 6
Maria delCarmen Torres, M. Cuenca Unit..... 8
Lisa Tweed, M. Potts Unit..... 9
Marta Veliz, D. Cachon Unit..... 6
Sabrina Vizzini, P. Villarreal Unit..... 6
Andrea Weaver, G. Carter Unit..... 6
Stephanie Whipple, M. Zamudio Unit..... 5
Dara Williams, B. Goodrick Unit..... 5
Cheryl Wooster, K. Womack Unit..... 5
Kelly Yost, D. Mumpower Unit..... 6

13% CLUB/ CLUB DEL 13%

april/abril 2015

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

Sales Director Melissa Bright.....\$3,618	Sales Director Kathy Robinson.....1,505	Sales Director Michele Martella Armes.....1,331	Sales Director Haydee Guzman.....1,236
Sales Director Carolyn L. DeGroat.....3,369	Sales Director Ashley N. Clinesmith.....1,487	Stephanie Hope Blake, M. Cunningham Unit.....1,322	Sales Director Shelley Bottiaux.....1,228
Sales Director Michelle Anne Cunningham.....2,727	Sales Director Anna Kim.....1,442	Sales Director Claudia Chavez.....1,281	Sales Director Ebon Osaze.....1,221
Sales Director Terrah Cromer.....2,156	Sales Director Jeanie M. Tamborello.....1,422	Sarah Jeanne Miller, C. Niederlein Unit.....1,269	Carrie Hurlburt, C. Hurlburt Unit.....1,216
Sales Director Nykole Lynne Jackson.....1,582	Sales Director Sonya C. D'Herde.....1,409	Sales Director Alejandra Lopez.....1,258	
Sales Director Cynthia Pack.....1,532	Sales Director Marina Sanchez Ramirez.....1,399	Sales Director Maria R. Alcaine.....1,248	
Sales Director Nikki Hall Edgemon.....1,518	Sales Director Linda S. Chasten.....1,374	Sales Director Amanda Gustafson.....1,244	

ACHIEVEMENT CIRCLE/ CÍRCULO DE LOGROS

april/abril 2015

Ranking of the top 100 Independent Sales Directors in the **Emerald** area based on their April 2015 estimated unit retail production./Clasificación de las primeras 100 Directoras de Ventas Independientes en el área **Esmeralda** según su producción de unidad estimada al menudeo de abril de 2015.

Chelsea Niederlein.....\$90,825	Leslie M. McKinney-Smith.....57,115	Denise G. Kucharski.....47,382	Susan Houser.....42,511	Betty McKendry.....39,124
Michelle Anne Cunningham.....81,829	Heather Wickstrom.....57,002	Linda Spadlowski.....46,127	Margaret Neill.....42,393	Shara Mobley Gladden.....38,878
Maggie Rader.....78,192	Jordan Helou Eicher.....56,768	Karen A. Jorgenson.....45,959	Talvia W. Peterson.....42,387	Ofelia Del Rio.....38,841
Melinda M. Balling.....77,928	Ann Shears.....56,417	Linda Klein.....45,773	Holly S. Neff.....42,366	Lynn F. Huckels.....38,765
Nancy Boucher.....76,556	Jessica Brash Holzbach.....56,142	Lorraine S. Kigar.....45,578	Cynthia Pack.....41,801	Melissa Michelle Wilson.....38,445
Cassandra Jane Hurlburt.....75,840	Michele Martella Armes.....55,964	Marialeska Tariba-Edick.....45,529	Nykole Lynne Jackson.....41,712	Trisha Taylor.....38,368
Terrah Cromer.....71,936	Joanna Helton.....55,481	Ebon Osaze.....45,387	Valerie Yorkie.....41,204	Karina Gonzalez Rivera.....38,192
Maria Sanchez.....67,140	Shelley Bottiaux.....55,105	Maritza Lanuza.....44,381	Vickie Danuser Swinger.....41,111	Maria Bertha Godinez.....38,071
Vicki Powell.....64,564	Grace Elizabeth Snively.....55,027	Jeannine R. DeVore Harris.....44,367	Carolyn J. Bishop.....41,035	Robin S. Moody.....38,060
Karen E. Riddle.....64,186	Gale H. Dennison.....53,096	Rubi Amateco-Nava Vazquez.....44,352	Rhonda Kambeitz.....40,854	Holly Lynne Martin.....37,476
Paula Kelsch.....63,383	Linda Meier.....52,897	Jo M. Cotton.....44,210	Vicki Hunter.....40,764	Jennifer A. Enloe.....37,454
Brittani Marie Jenks.....63,329	Haydee Guzman.....52,438	Marina Sanchez Ramirez.....44,175	Audrey J. Doller.....40,552	Kathy Robinson.....37,313
Stacy D. Foust.....62,725	Jill Beckstedt.....52,375	Cheryl L. Foster.....44,135	Kelly Kay Johnsrud.....40,498	Cecilia Merport.....37,057
Melissa Bright.....62,346	Judith E. Cotton.....50,416	Nicole Moriarty.....44,093	Ashley N. Clinesmith.....40,321	Anna Kim.....37,047
Marty Wynn.....59,980	Nikki Hall Edgemon.....50,334	Antonia Miranda.....43,625	DeeDee J. Arcuri.....40,277	Nancy A. Berlin.....37,019
Catherine Virginia Slezak.....59,116	Pam Kelly.....49,099	Dawn Wilson.....43,447	Kimberly Tracy Womack.....40,206	Amanda Norris Dixon.....37,017
Cristina Martins.....58,775	Christy Harvey.....49,098	Amanda Nicole Wright.....43,401	Nicole Beat.....39,973	Laurie Albretson Shumate.....36,994
Chris H. Teague.....58,275	Amanda Gustafson.....48,502	Carol M. Fulton.....43,326	Auburnee Skye Stanley.....39,917	Brenda Rosales Estrada.....36,976
Stephanie Anne Mottaz.....58,200	Leanne Parrino-Pheasant.....47,848	Yolanda Lopez.....43,189	Melissa K. Wade Bluemel.....39,466	Denise M. Sowder.....36,746
Carolyn L. DeGroat.....57,364	Ann Ferrell Smith.....47,812	Linda S. Chasten.....43,041	Jenna Shell Gentry.....39,310	Lisa Jo Mahoney.....36,626

COMMISSION CIRCLE/ CÍRCULO DE COMISIONES

april/abril 2015

Independent Sales Directors who earned the top 100 commissions and bonuses in the **Emerald** area in April 2015. Names in **bold** print earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission./Las Directoras de Ventas Independientes que ganaron las Primeras 100 comisiones y gratificaciones en el área **Esmeralda** en abril de 2015. Los nombres en **negritas** son quienes ganaron la comisión máxima del 13 por ciento de Directoras de Ventas mas el 13 por ciento máximo de comisión por reclutas personales.

Michelle Cunningham\$13,359	Nancy Boucher.....8,843	Holly S. Neff7,535	Linda S. Chasten6,760	Brendaliz Cajigas6,404
Terrah Cromer11,819	Jill Beckstedt8,798	Gale H. Dennison7,533	Laurie Albretson Shumate6,688	Michele D. Robey6,398
Carolyn L. DeGroat11,701	Nikki Hall Edgemon8,777	Ann Ferrell Smith7,489	Nicole Beat6,678	Marissa Paige Zamudio6,323
Chelsea Gardner Niederlein11,484	Jordan Helou Eicher8,671	Jeanette E. Beichle7,455	Linda Klein6,673	Sonia E. Argueta6,276
Paula Kelsch11,377	Haydee Guzman8,640	Maritza Lanuza7,451	Dana Ann Lamade6,672	Betty McKendry6,263
Karen E. Riddle11,279	Linda Meier8,477	Audrey J. Doller7,443	Angie Sidden6,665	Jeannine R. DeVore Harris6,250
Melinda M. Balling11,241	Cristina Martins8,338	Judith E. Cotton7,413	Ashley N. Clinesmith6,653	Ana X. Solis6,239
Maria Sanchez10,717	Leanne Parrino-Pheasant8,157	Cynthia Pack7,392	Anne Newcomb6,639	Carolyn J. Bishop6,235
Melissa Bright10,576	Marina Sanchez Ramirez8,153	Joanna Helton7,309	Vicki Hunter6,564	Claudia Chavez6,233
Vicki Powell10,184	Yolanda Lopez8,096	Angel L. Hurley7,304	Sheri Farrar-Meyer6,553	Maria R. Alcaine6,214
Brittani Marie Jenks10,034	Stacy D. Foust8,072	Amanda Nicole Wright7,287	Rubi Amateco-Nava Vazquez6,552	Elvia Villalba6,196
Shelley Bottiaux9,965	Christine Denton Barrueco8,018	Marty Wynn7,277	Kathy Robinson6,519	Trisha Taylor6,157
Maggie Rader9,860	Antonia Miranda7,930	Christy Harvey7,251	Brenda Rosales Estrada6,508	Nancy Graham6,109
Catherine Virginia Slezak9,751	Jessica Brash Holzbach7,889	Jo M. Cotton7,248	Barbara Pleet6,503	Stacy S. Gilson6,106
Grace Elizabeth Snively9,743	Chris H. Teague7,797	Stephanie Anne Mottaz7,221	Denise G. Kucharski6,483	Susie J. Serio6,091
Michele Martella Armes9,686	Heather Wickstrom7,751	Ebon Osaze7,191	Lynn F. Huckels6,477	Nicole Moriarty6,042
Linda Spadlowski9,345	Pam Kelly7,723	Carol M. Fulton7,116	Traci Smith6,445	Jenna Shell Gentry6,039
Jeanie M. Tamborello9,271	Leslie M. McKinney-Smith7,641	Amanda Gustafson7,092	Julie B. Potts6,432	Marcela Sierra6,009
Cassandra Jane Hurlburt9,149	Karen A. Jorgenson7,563	Cheryl L. Foster7,021	Elda Ramirez6,428	Shara Mobley Gladden5,978
Nykole Lynne Jackson9,141	Ann Shears7,548	Marialeska Tariba-Edick6,921	Rhonda Kambeitz6,408	Cecilia Merport5,970

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

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



GO-GIVE[®] AWARD

Congratulations to our August 2015 Go-Give[®] Award winners who best exemplify the **Golden Rule** – helping others **unselfishly** and **supporting** adoptees as much as unit members.

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



Diane DePue

Emerald

Independent Sales Director

Began Mary Kay Business

July 1996

Sales Director Debut

July 2008

National Sales Director

Maureen Ledda

Honors Star Consultant

Personal Lives in Brackney, Pa. Husband, Tom; sons: Doug, Tom; daughter, Holly

"I am motivated to help others because my desire is to see everyone use their God-given talents to create their best life."

Independent Beauty Consultant

Diane Harris of Vestal, N.Y., says, "Diane is never too busy to listen and give a guiding hand to an adoptee like myself. She volunteers for many community charities and involves our unit with local activities."



Lea Chehade

Diamond

Independent Senior Sales Director

Began Mary Kay Business

April 2005

Sales Director Debut

July 2012

Offspring one first-line

National Sales Director

Lisa Madson

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

Personal Lives in Coventry, R.I. Husband, Josh

"I am motivated to help others because I love sharing my knowledge to help people reach their dreams and goals. This business is about passing it on and changing lives."

Independent Beauty Consultant

Judith Cady of Coventry, R.I., says, "Although I'm not in Lea's unit or her adoptee, I asked her if I could watch her conduct a class. After the class, she offered lots of encouragement and helpful suggestions. She has an incredible work ethic and giving heart."



Jolie Generalov

Ruby

Independent Sales Director

Began Mary Kay Business

August 2000

Sales Director Debut

May 2003

National Sales Director

Go Give Area

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

Personal Lives in Austin, Texas; Husband, Denis; son, Dimitri

"I am motivated to help others because I believe in what Mary Kay Ash said: 'If one woman today discovers how great she really is, then today is a great day!'"

Independent Beauty Consultant

Jennifer Yates of Austin, Texas, says, "Jolie volunteers with Dress for Success[®] to help empower and boost women's confidence, showing them how to unlock their unstoppable awesomeness."



Debbie Weld

Sapphire

Independent Executive Senior Sales Director

Began Mary Kay Business

March 1997

Sales Director Debut

May 1999

Offspring six first-line; one second-line

National Sales Director

Davanne Moul

Honors Circle of Honor; 14-times Sales Director Queen's Court of Personal Sales; five-times Queen's Court of Sharing; seven-times Circle of Achievement; six-times Circle of Excellence; eight-times Double Star Achievement; four-times Triple Star Achievement

Personal Lives in Dalhart, Texas Husband, Raymond; sons: William, David

"I am motivated to help others because this opportunity can offer hope to women to help build their self-confidence and to grow financially, spiritually and relationally."

Independent Senior National Sales Director Davanne Moul,

says, "Debbie is a strong leader with integrity who educates and motivates others to dream big. She offers hope to those in need at her parties, facials and within her unit activities."



NEW

RED JACKETS!

The red jackets are here, and they're **FIERCE!**

Designed exclusively for Mary Kay, these three beautiful designs include the refined **Double-Breasted Jacket**, the timeless **Classic Shawl-Collar Jacket** and the trendy **Zipper Cropped Cutaway Jacket**. There's a stylish red jacket to highlight the best features of every woman!





Independent
Senior Sales
Director
Stacy Foust,
Clive, Iowa

Red Jacket Required!

Stacy shares a few reasons why you'll want to step up in leadership and earn yours!

- ▮ It's more **FUN** to share your Mary Kay experiences as a team.
- ▮ More **EARNINGS** potential.
- ▮ The experience you gain is **MOTIVATING** – your team is definitely *better together!*
- ▮ Those **SPECIAL** perks, privileges and experiences that come with being in red!
- ▮ Let's face it, the new red jackets are just **ADORABLE!**

Get **RED**-ucated!

Independent Beauty Consultants can strengthen their team-building and leadership skills with these tools on *Mary Kay InTouch*®.

- ▮ **Race for Red eCourse.** Under the **Education tab.** Over six weeks, esteemed Independent National Sales Directors will teach, inspire and recommend action items to help you move up the ladder of success and earn your red jacket, earn the use of Mary Kay Career Cars and much more!
- ▮ **Power Class of the Month.** Under the **Education tab.** Features fabulous Mary Kay independent sales force leaders to help guide you in your Mary Kay business. For success tools, including videos, fliers, brochures and more, visit the **"How to Team-Build" link.**
- ▮ **Red Jacket University.** Spanish-speaking unit members also can strengthen their team-building and leadership skills by utilizing the a convenient **CD tool** available on the **MK Media Source** also found on *Mary Kay InTouch*®.
- ▮ **Love What You Do Team-Building App.** Under **Digital Zone.** Acts as your virtual team-building notebook. Allows you flexibility to customize to fit your potential new team members' interests.

One PINK Step at a time

Meet three rising stars, all relatively new in their Mary Kay businesses, but each quickly climbing the Mary Kay ladder of success. While they may all say it started through their love of the *Mary Kay*® products, today their passion to enrich the lives of others and build their teams is a big inspiration. And each small win brings them closer to achieving their next goals. Nothing can stop them now!



Devin Gole



Wandra Alleyne



Gwen Tinsley



Change MAKER

In 2013, **Independent Sales Director Devin Gole of Monroe, La.**, was a middle

school math teacher working 50 to 60 hours a week. When a friend approached her about the Mary Kay opportunity, she immediately said no. "I was extremely shy," says Devin. "My husband agreed that I could barely talk to someone about their day, so how could I sell lipstick? But after a month thinking about the great products that I loved, I signed my Independent Beauty Consultant Agreement. I didn't plan to quit my full-time job or earn the use of a Mary Kay Career Car – I just wanted to earn \$200 a month for shopping and extras."

It didn't take her long to reach her sales goal and soon she was ready for more. "**Independent Senior Sales Director Pam Garner Moore** and her mom, **Independent Future Executive Senior Sales Director Ruby Garner**, inspired me with their lifestyles – those I could never afford with my teaching salary," she says. "Pam told me, 'Money does not buy happiness, but it does buy choices and gives you freedom from financial stress.' I wanted to lay my head down every night with no financial worries," says Devin. "I wanted to provide for my family."

To reach that freedom, Devin had to face her biggest challenge – her shyness.

I knew I had to reach more people. My Independent Sales Director suggested I hold 10 parties in 15 days to help build my confidence. I did, and it worked.

Devin quickly became a Sales Director-In-Qualification and had a new, exciting challenge on the horizon – she was pregnant! Devin decided she wanted to become an Independent Sales Director so she could have more flexibility than her full-time teaching job allowed. Just 11 months after signing her Independent Beauty Consultant Agreement, Devin debuted an Independent Sales Director on July 1, 2014.



Since then, Devin's focus is on building her team. "Mary Kay is truly the best opportunity, and I love sharing it with others," she says. "I love being a work-from-home mom and enjoying my daughter's milestones. I love building leaders and

helping women accomplish their dreams. My Mary Kay business has provided the most amazing life for us. I'm home with my family and gaining confidence in myself. My Mary Kay business allows me to blossom into the person I dreamed of being."



“Plan your work. List the active steps that you have to take to move toward your goal. Remember, nobody plans to fail, but a lot of people fail to plan.”

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)

august

dates: to remember

1

- Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month.
- Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m. Central time.
- *Class of 2016 Offspring Challenge* begins.

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

3

10

Early ordering of the new Fall 2015 promotional items begins for Star Consultants who qualified during the March 16 – June 15, 2015, quarter and Independent Beauty Consultants who enrolled in *The Look* for Fall 2015 through the *Preferred Customer ProgramSM*.

14

Fall 2015 *Preferred Customer ProgramSM* customer mailing of *The Look* begins. (Allow 7-10 business days for delivery.)

- Deadline for Summer 2015 promotion.

15

- Fall 2015 promotion begins. Ordering of the new Fall 2015 promotional items available for all Independent Beauty Consultants.

Last day to enroll in the special-edition Holiday 2015 *Preferred Customer ProgramSM* customer mailing of *The Look*.

21

24

Last day to register/cancel registration for Sept. 10-12 New Independent Sales Director Education in Atlanta by 5 p.m. Central time.

28

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

- 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 must be received today to count toward this month's production.
- Online Independent Beauty Consultant Agreements accepted until midnight Central time.



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

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BUILD Team. CHANGE Lives.

Independent Sales Director Wandra Alleyne of Floresville, Texas, was introduced to Mary Kay by **Independent Senior Sales Director Rosemary Ruiz.** "We met at a Zumba class in December 2013 and became fast friends," says Wandra. "She introduced me to *TimeWise Repair*®, and I fell in love with this regimen. In June 2014, I attended a Mary Kay event and was in awe of the down-to-earth, fun women who were making a party out of applying skin care and makeup. My first thought was, 'I want in on this fun!' and I signed my Independent Beauty Agreement that night."

Just as Wandra was getting started, she found her first team member – a friend who had always talked about having her own business.

I said, 'Let's do life together with Mary Kay!' She agreed and that started my journey.

By October, Wandra was on-target to earn the use of her first Mary Kay Career Car.

"It all happened quickly," she says. "Before I knew it, I had a team of 10 and was a Sales Director-in-Qualification! My team grew to 14, so I earned the use of a Mary Kay Career Car, and my next goal was to become an Independent Sales Director. In my third month in DIQ, I had 27 team members!" On March 1, 2015, Wandra debuted as an Independent Sales Director.



Challenges motivate her. "Make it a challenge, and I will surely try to beat it," she says. "Right now, I am SO focused on the *Race for Red*. Everyone recognizes it as a symbol of success in Mary Kay, and I believe every Independent Beauty Consultant can be a red jacket achiever if she wants it and is willing to work at it. I want my team to know and believe that if your dreams are non-negotiable, you can achieve great things."



had gone on a wonderful Hawaiian honeymoon, and nine months later, we were blessed with the best souvenir – our son, Hunter!” Busy with her new family and a new full-time job, Gwen let her Mary Kay business go. “Hunter was eight weeks old, and on my first week back to work, I had to go on an overnight trip. I was an emotional wreck and felt guilty leaving my family.”

One day Gwen’s hairstylist mentioned she had just started her Mary Kay business. “I shared with her how wonderful Mary Kay was and left thinking, ‘What am I doing? Why don’t I have my Mary Kay business?’” Gwen called Karen that evening, and the rest is history. She debuted as an Independent Sales Director on June 1, 2014.

Having people view me as a leader is humbling and motivating. It makes me want to conquer the world and show others anything is possible!

grow



Right Place, RIGHT TIME

When **Independent Sales Director Gwen Tinsley of Norfolk, Va.**, first learned of

Mary Kay, she was 20 years old. She found the idea exciting, but it wasn’t the right time for her. “The second time I was introduced to Mary Kay several years later, my life was crazy,” says Gwen. “I was an office manager working 18-plus hour days. I was in night school getting my master’s degree and going through a divorce.”

That’s when she met **Independent Executive Senior Sales Director Karen Ridle**. “Karen came to our office to treat us to an hour of pampering on our lunch break,” says Gwen. “She brought pizza and shared the products. I fell in love with the products!”

After seeing Gwen’s enthusiasm, Karen asked if she’d be interested in a Mary Kay business. “I remember chuckling to myself thinking, ‘If you knew me, you would retract that question!’ I was mentally, physically, emotionally and financially drained.” Although Gwen said no that day, Karen stayed in touch.

Six months later and newly engaged to her husband, Len, Gwen was ready to reconsider the Mary Kay opportunity.

Within a few months, Gwen earned her red jacket. “Then life happened,” she says. “My husband and I





Fresh Start

Three Independent Sales Directors share their tips to start the NEW Seminar year with a **BANG!**



**Independent
Senior
Sales Director
NADINE
HUCKABEE-
STANLEY,
Lake Worth, Fla.**

- **Back to the Basics.** Make a point to get in front of 30 faces every month, work full circle and share the Mary Kay opportunity. The business becomes magical when we work the numbers.
- **Work in Circles.** Draw five circles on a piece of paper and name them – family, friends, co-workers, friends of friends, etc. Each circle should have 10 names. When adding new names, think outside your comfort zone. That may include your husband's friend's wife or the grocery store cashier. Completing five circles gives you 50 names. They know 10 people you don't which can add up to 500 names! Tap into all those relationships, even if they're not strong ones. You can always add to your circles to keep an ongoing list in front of you.

“Make a point to get in front of 30 faces every month.”



**Independent Future
Executive Senior
Sales Director**

PAM

**GARNER MOORE,
Ruston, La.**

■ **Technology Is
Your Friend.**

A Mary Kay® Personal Web Site is like a 24-hour business. Use it and market using Social Publisher and Video Lounge to get you in front of more people. Use marketing tools like fliers, *MKeCards*® and product videos to maximize the time you invest. They are great branding for your Mary Kay business, and they get results.



**Independent Senior
Sales Director**

TALVIA

**PETERSON,
Tyrone, Ga.**

■ **Start With the End.**

Envision what you want your Mary Kay business to be in one year in vivid detail.

■ **Create SMART Goals.**

Set goals that are **Specific**, **Measurable**, **Achievable**, **Realistic** and **Timely**!

■ **Reward Yourself.** If you want \$300 in retail sales, reward yourself when you have a "Star Day" sale of \$100! Learning to celebrate the small wins energizes you in the right direction!



"Learning to celebrate the small wins energizes you in the right direction."

MARY KAY®

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

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MARY KAY INC.

Mary Kay Independent Sales Director

Be a member of the Class of
2016 by Leadership.

Set your sights on this goal, and join
what Mary Kay Ash began more
than 50 years ago.



Check *Mary Kay InTouch*® under Contests/Promotions
for fabulous perks and rewards you can earn.

Trending: @ Mary Kay



Ahhh!

Saturday, Aug. 15 is **National Relaxation Day**. A great time to invite your customers to host an **R&R party** with products like the **Satin Lips® Set**, **Indulge® Soothing Eye Gel** and **Mint Bliss™ Energizing Lotion for Feet & Legs**. Set the mood with dim lighting and soothing music.

Back to School

Help your kids become the teacher's pet by sharing the **Satin Hands® Pampering Set** as a welcome back gift! Be sure to include your **Mary Kay®** business card. Teachers can make great customers and potential team members!



Seminar Selfies

Seminar is the best time of year because it's all about celebrating everything Mary Kay! Show us your selfies! Share your Seminar snapshots at **#MKSeminar**.



Hot How-Tos

Did you know that Mary Kay has its own **Video Lounge** filled with product and application tips from our **Mary Kay Global Makeup Artists?** Check it out on **Mary Kay InTouch®**, and **share product videos on your Facebook® page** to help heat up your summer sales.



insideTHIS ISSUE

It's a Miracle!

The **TimeWise® Miracle Set®** is a **Mary Kay®** best-seller that appeals to a broad range of your customers. Creating loyal skin care customers can help you **build customers for life**. Find out more about this regimen. It's simple for you to understand and share with your customers. Plus, get great party ideas!

pages 2-4

Share the Success.

You can use this customer flier to share the **Mary Kay opportunity** as you build your team and your momentum!

page 5

Get Connected.

Mary Kay has the digital tools to help you connect with your customers. Through social media, eCatalogs, videos, apps and more, you can expand your customer base while on vacation or from the comfort of your own home.

pages 6-7

Recognition

Summer's heating up and so are these independent sales force members! Let's celebrate their success.

pages 8-13

Red Jacket Required.

Red is *the* color on the fashion runways this fall!

pages 14-15

On the Fast Track

Meet three women with different backgrounds and strengths who have put their Mary Kay businesses into overdrive! See what they are doing in their new roles as Independent Sales Directors.

pages 16-19

Fresh Start

It's a new Seminar year and a new opportunity for you to shine! Check out these tips and tools to help make it your best year yet!

pages 20-21



As one of Mary Kay's most successful skin care regimens, your customers

can be confident the **TimeWise® Miracle Set®** can deliver the age-fighting benefits they want for younger-looking skin.

This four-step premium collection delivers 11 age-fighting benefits to treat your skin to everyday miracles!

Clinically Proven Results

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.

Highly Compatible for Sensitive Skin

As seen in a two-week study on individuals with rosacea:

- 72% felt it provided a healthy glow.

The TimeWise® Miracle Set® is not a cure for rosacea and does not treat it, but it is a skin care regimen that's highly compatible for those who have super sensitive skin.

believe in

Ideal Customers

- Customers who want a daily age-fighting skin care regimen that is targeted for mild-to-moderate aging.
- Potential customers who use competitive skin care brands.
- Customers who only use cleanser and moisturizer.



Independent Senior
Sales Director
Mary Cho,
Indianapolis, Ind.

Mary Reveals Her Secrets.

ON SELLING: "Skin care parties are the heart of my Mary Kay business. I'm able to meet women who I hope will be a part of my life! I get to pass along wonderful products, the *Mary Kay®* culture and the benefits of the Mary Kay opportunity to others. Just like Mary Kay Ash said, 'Nothing happens until you sell something.' I believe 'everything is learned at a skin care party.' It's a process. You can learn something new and hone your selling skills at every party."



TimeWise® Miracle Set® | \$95

Your customers
SAVE \$13
when they buy the set.
Available in two formulas:
normal/dry or combination/oily.



miracles.

ON CUSTOMER SERVICE: "I love giving great customer service! When my customers have a birthday or anniversary, they hear from me. I love to make my customers feel special and build lasting relationships. This helps me ensure that I'll have them as customers for life."

ON FACING FEARS: "Relax and be yourself at your parties. I make sure my customers learn about their skin, but also have fun. When you do, they will have fun and fall in love with the products. Some will want to be a part of your team!"

A Funny Thing Happened at My Skin Care Party...

"I was setting up for a party and noticed that I had no mirrors, profile cards or sales tickets in my bag," says Mary. "When I went to my car to get those items, I discovered that I had locked my keys in the car! I did have my products with me, so we went on with the party. Everyone was nice and had fun, which made me relax a bit and realize that mistakes happen! We had a great party in spite of it all!"



Party Tools

Get the party started!

You'll find help on *Mary Kay InTouch*®.

- **Party Central** is your one-stop spot for party themes, ideas and how-tos!
- **Beaute-Vite® Party Planner** lets you send electronic invitations with a customized party theme! Add a personal message and links to *The Look*, an eCatalog and the *Mary Kay® Virtual Makeover*. Guests will get automatic reminders and updates. Plus, it keeps track of who's coming and saves guests' information to *myCustomers*™.
- **Mary Kay Show and Sell™** is a high tech approach to your skin care party! Based on the *Beauty Book*, it lets you flip by page to show pictures, features and benefits of all the *Mary Kay®* skin care products. Plus, you can present on your iPad® to an individual or small group or on a TV screen for larger audiences. Find the **free app** on *Mary Kay InTouch® / Digital Zone*.

Get the Party Started

10 Steps to a Successful Party
Book it!
Get the Party Started
During the Party
After the Party
Follow Up with Guests
Talk This Way
Love Your Skin Parties
Party Printouts

Party Central



Mary Kay® parties give customers a chance to try products, which is not some without buying the products first, and from parties can come sales, additional team members. You can find tips and ideas you can use to get the party started.

Beaute-vite® Party Planner



Party Ideas

If you can dream it, you can do it!

Here are a few ideas to get you started:

- **Terrific Teachers** – Offer more than just an apple to help them jump-start a fabulous year.
- **Marvelous Moms** – Provide some much-deserved pampering to celebrate the end of a fantastic summer.
- **Sensational Students** – Check a “great skin care routine” off the to-do list of these busy teens and young adults.

Don't forget, Mary Kay Ash believed there was a new Independent Beauty Consultant waiting to be discovered at every party!

party

BE YOUR OWN Success Story!

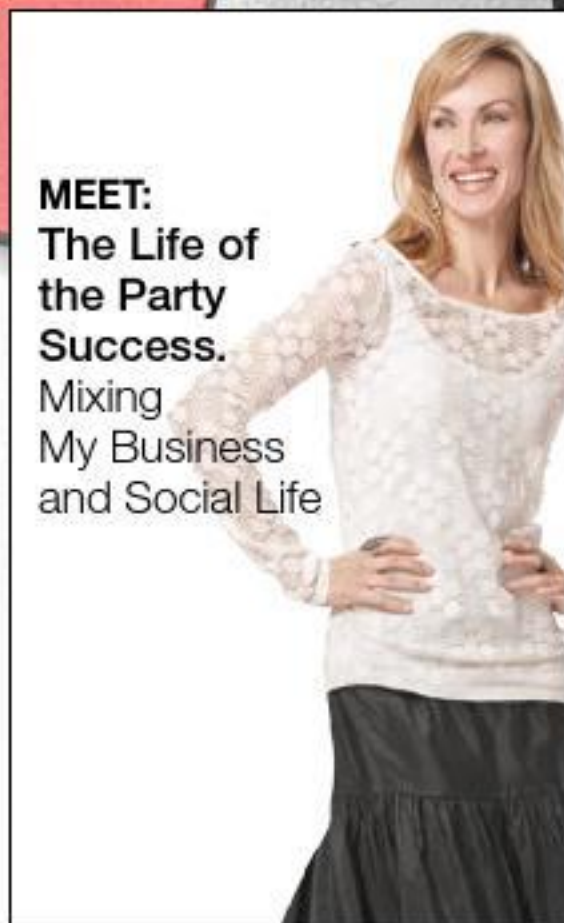
Achieve
**YOUR
DREAMS**
On Your
Terms!



MEET:
The
Everyday
Hero.
Extra
Income and
Time for
My Family



MEET:
The Life of
the Party
Success.
Mixing
My Business
and Social Life



MEET:
The Rising
Star.
Earning
My Moment
in the
Spotlight



MEET:
The Super
Mom.
Likes
Flexibility
and a Sense
of Purpose



Ask me, _____,
your Mary Kay Independent Beauty Consultant, how to get started today.



get connected.

Want to **build your Mary Kay business via social media** but not sure how to get started? Help is here! This guide shows you the **basics on what to do** after you've downloaded Facebook®, Twitter® and Instagram®. Before you know it, you'll reach a whole new world of potential customers!

Download the Twitter® App from the App Store.



Use Twitter to post short messages using 140 characters or less, including hashtags. To compose a tweet press  in the upper right hand corner.

Like Facebook, you can post your location and add photos to your tweet.

A hashtag (#) is a way of tagging your post to allow it to be easily searchable.

This is what a hashtag looks like in a tweet. Note that there are no spaces. Once you post your tweet, you can touch the hashtag to see other tweets with the same hashtag.

As an option, let everyone know where they can get in on the action by selecting the locator icon. Let the GPS on your phone find your location or enter it manually.



Retweeting (RT) another user's tweet means that their post will show on your follower's timelines. This is comparable to "sharing" on Facebook.



After touching the RT button circled above, press

Retweet

The RT arrows will look like  once you have successfully retweeted.

Touch here to post your tweet. Tweets appear in the Twitter Feed in the order in which they were posted.

Use this icon to add a photo to your tweet.

Download the Facebook® or Instagram® App from the App Store.



Use Facebook to post status updates, photos, and to share your location with your friends.

Posts go to the "wall" on your profile page, which is a list of everything you have posted in chronological order. Your friends will also see your post on their Newsfeed.

Touch here to edit who can see your posts.

Touch here to add a photo that you have previously taken on your phone.

Touch here to tag a friend(s) in your post.



Touch here to post your message.

Touch here to add a location to your post.



Touch here to pick a photo from your camera roll

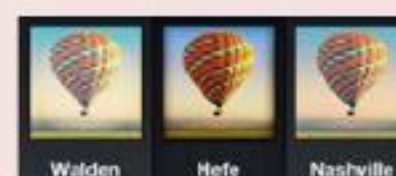
Touch here to take a photo to post.

Use Instagram to post photos or videos with captions and hashtags. Touch the  to begin a post.

Next, choose an image from the bottom left.



Pick a filter to give the image a unique effect.



Touch here to post a video. You can choose from your camera roll or record a short clip by pressing and holding



Be sure to keep it to 15 seconds or less

Get the Look! techSAVVY

- **EYES:** Apply *Mary Kay*® Mineral Eye Color in **Honey Spice** from creases to brow bones. Brush **Sterling** across eyelids and into inner corners. Line upper and lower lashlines with *Mary Kay*® Eyeliner in **MK Black** and extend into a soft wing. Finish with I ♥ black *Lash Love*® Mascara.
- **CHEEKS:** Accent apples of the cheeks with **Strawberry Cream** *Mary Kay*® Mineral Cheek Color.
- **LIPS:** Line and fill in lips with *Mary Kay*® Lip Liner in **Clear**. Then apply **Pink Satin** *Mary Kay*® Creme Lipstick.



free! MARY KAY® VIRTUAL MAKEOVER MOBILE APP



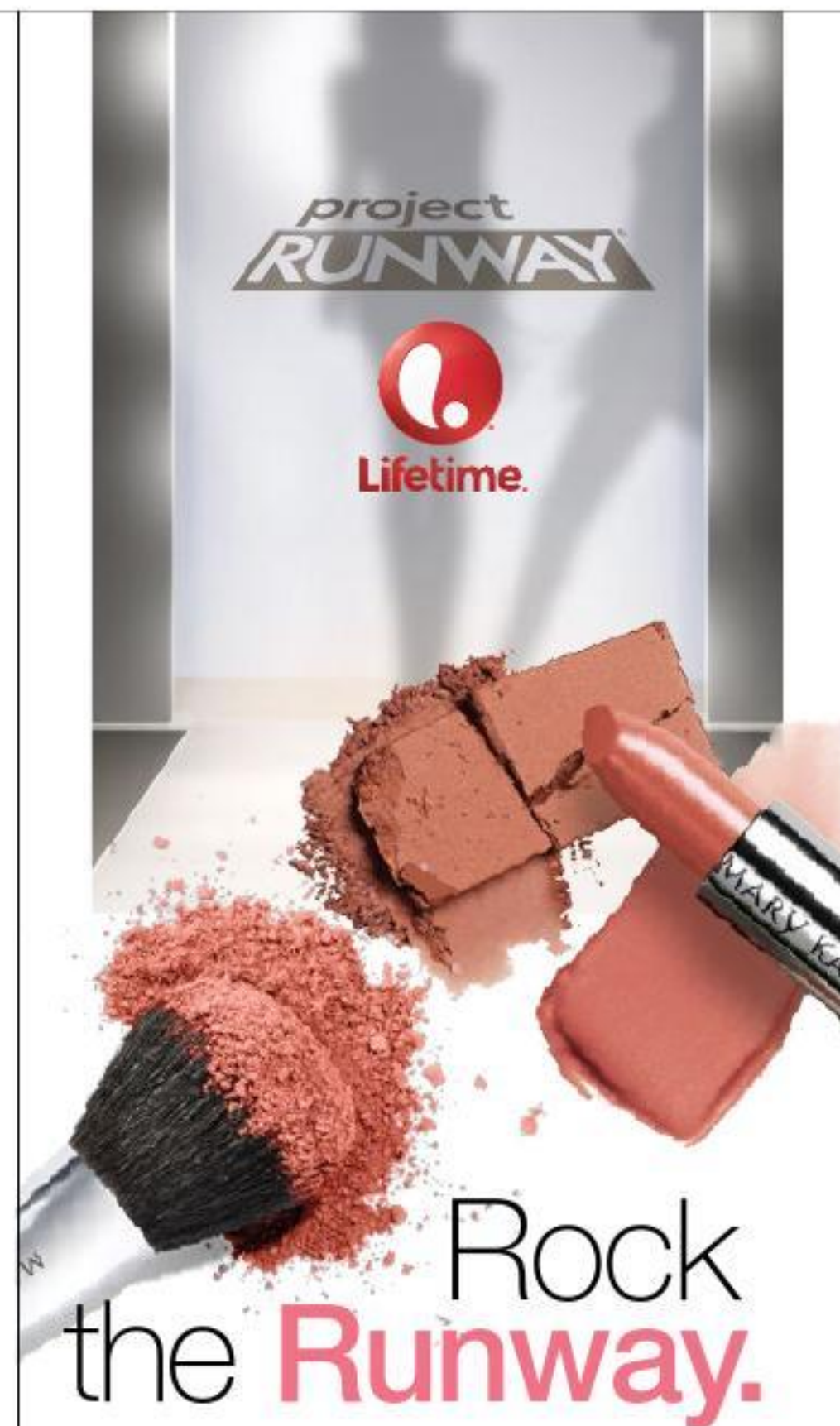
Here's a fun way for your customer to **try a new color look** virtually! She can select a pic from her smartphone, take a new picture or choose a model photo. From there, she can **try different color looks**, including trend and bridal looks.

When she finds one she loves, she can **create and save a list of her favorite *Mary Kay*® products** (or buy the entire look)! What's more, she can download makeovers to her mobile device and shop online. She

can even put her face on the cover of *The Look* and share it with her friends on Facebook® and Twitter®! The app also **recommends additional *Mary Kay*® products she may want to try** to complete her look.

Check out the **new mirror feature!** Turn your mobile device sideways (landscape). You'll see a mirror on half of the screen and how-to videos on the other half. Look at yourself in the mirror while you follow along!

No. 1 App in the Amazon® Appstore!



Mary Kay returns as the **Official Beauty Sponsor** of Lifetime's *Project Runway*® **Season 14**. Check local listings for dates and times.

Here's how you and *Project Runway*® can help rock your Mary Kay business!

- **Boost bookings.** Each week offers a new booking opportunity. Hold *Project Runway*® watch parties! Make it fun and all about color.
- **Increase sales.** If they can't book a party, encourage your customers to tune in, then follow up and offer to re-create a color look they saw on the show. Show them how to apply looks created by **Mary Kay Global Makeup Artist Luis Casco**. Once your customers see their new runway looks, they'll be hooked! Many looks are featured in the **Video Lounge** on *Mary Kay InTouch*®, so you can recreate them with confidence.
- **Build your team.** The partnership with a show that is **watched by millions** gives **fashion credibility to the Mary Kay** brand. Share the pride you feel when you see Mary Kay featured every week! Ask potential team members if they'd like to be a part of something fashion-forward and fun.

Lifetime® is a registered trademark of Lifetime Entertainment Services, LLC.

Project Runway® is a registered trademark of Fashion Cents LLC.