

MARY KAY

AUGUST 2017

applause

NEW
FACES
take you
PLACES



Inside: Learn all about an exciting yearlong focus on new faces. Plus, fun prizes and perks for you!

APRIL RECO

Congratulations to the **winners**

Top **NSDs** Year-To-Date



Gloria Mayfield Banks



Carol Anton



Kathy Helou



Lisa Madson



Patricia Turker



Gloria Castaño



Sonia Páez



Lupita Magaña



Debi Moore



Stacy James

On-Target Inner/Diamond/Gold Circle

\$650,000 Inner Circle

Gloria Mayfield Banks.....\$543,085

\$550,000 Inner Circle

Carol Anton.....\$495,560

Kathy Helou.....490,594

\$500,000 Inner Circle

Lisa Madson.....\$444,673

Patricia Turker.....437,706

Gloria Castaño.....433,561

\$400,000 Inner Circle

Sonia Páez.....\$342,701

\$350,000 Inner Circle

Lupita Magaña.....\$330,288

Debi Moore.....304,695

Stacy James.....292,128

\$325,000 Inner Circle

Cindy Williams.....\$283,400

\$300,000 Diamond Circle

Sara Pedraza-Chacón.....\$269,528

Pamela Waldrop Shaw.....262,242

\$250,000 Diamond Circle

SuzAnne Brothers.....\$243,681

Pamela Fortenberry-Slate.....224,779

Lia Carta.....224,111

Linda Toupin.....216,804

Dacia Wiegandt.....215,899

\$200,000 Diamond Circle

Dayana Polanco.....\$207,098

Anabell Rocha.....206,849

Cyndee Gress.....206,782

Anita Tripp Brewton.....205,665

Julianne Nagle.....200,055

Julia Burnett.....194,623

Sandy Valerio.....193,825

Mary Estupiñán.....192,054

Dawn Dunn.....190,060

Kerry Buskirk.....186,437

Kay Elvrum.....185,468

Yosaira Sánchez.....181,708

Davanne Moul.....178,958

Julie Krebsbach.....175,849

Jamie Cruse-Vrinos.....173,690

Evelinda Díaz.....171,508

Cindy Fox.....171,331

Lily Orellana.....169,400

Kristin Myers.....167,365

Ada García-Herrera.....167,087

\$150,000 Gold Circle

Connie Kittson.....\$165,560

Gloria Báez.....162,355

Sonia Bonilla.....158,674

Sue Pankow.....158,121

Yvonne Lemmon.....155,486

Maria Monarrez.....153,100

Consuelo Prieto.....152,526

Alicia Lindley-Adkins.....151,442

Cathy Bill.....149,637

Maureen Ledda.....148,269

Lisa Allison.....147,352

Susan Hohlman.....144,163

Shannon Andrews.....143,770

Auri Hatheway.....142,875

Candace Laurel Carlson.....141,139

Rosibel Shahin.....139,350

Valerie Bagnol.....138,689

Pam Klickna-Powell.....138,528

Jan Thetford.....135,727

Scarlett Simpson.....134,199

Kimberly Copeland.....133,195

Monique Balboa.....132,835

Crystal Trojanowski.....132,615

Rebecca Evans.....132,056

Tammy Crayk.....128,870

Juanita Gudiño.....128,237

Jeanie Martin.....126,674

Mayuli Rolo.....126,354

Joanne Bertalan.....126,020

\$125,000 Gold Circle

Somer Fortenberry.....\$124,366

Diane Mentiply.....123,913

Pam Higgs.....121,300

Kim McClure.....121,001

Pam Ross.....120,923

Morayma Rosas.....120,590

Alia Head.....119,418

Luzmila Abadia Carranza.....118,366

Janis Z. Trude.....118,080

Shelly Gladstein.....118,056

María Flores.....117,040

Noelia Jaimes.....115,289

Michelle Sudeth.....114,465

Gay Hope Super.....114,253

Pamela Tull.....113,493

Debra Wehrer.....112,898

Mairelys López.....111,214

Brittany Kaps.....111,172

Leah Lauchlan.....109,625

Deb Pike.....109,247

Brenda Segal.....108,984

Alma Orrostieta.....107,584

Diana Sumpter.....107,475

Kate DeBlander.....107,204

Lynnea Tate.....106,918

Heidi Goelzer.....106,913

Amie Gamboian.....106,450

Kirk Gillespie.....105,868

Roxanne McInroe.....105,345

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.

Diamond

1. Lisa Madson*.....\$54,664
2. Gloria Castaño***.....39,196
3. Yosaira Sánchez.....33,846
4. Pamela Waldrop Shaw**.....26,658
5. Lily Orellana.....24,083
6. Dawn A. Dunn*.....22,317
7. Kay E. Elvrum.....20,055
8. Sue Pankow.....19,534
9. Julia Burnett*.....19,460
10. Diana Sumpter.....18,571
11. María Monarrez.....18,283
12. Connie A. Kittson*.....17,957
13. Yvonne S. Lemmon.....17,311
14. Marixa González.....16,397
15. Kristin Sharpe.....16,334
16. Lisa Allison.....15,812
17. Jeanie Martin.....15,640
18. Shannon C. Andrews*.....15,377
19. Leah Lauchlan.....15,148
20. Rosa Carmen Fernández.....15,060
21. Rebecca Evans*.....14,181
22. Shelly Gladstein.....13,664
23. Alia L. Head.....13,518
24. Evitelia Valdez-Cruz.....13,120
25. Enma Bermeo.....13,113
26. Lynnea E. Tate.....13,047
27. Susan M. Hohlman*.....12,931
28. Julia Mundy.....12,835
29. Sharon L. Buck.....12,630
30. Roxanne McInroe.....12,448
31. Heidi Goelzer.....12,427

32. Robin Rowland.....11,952
33. Pam Ross*.....11,438
34. Holli Lowe.....11,109
35. Lynne G. Holliday.....11,020
36. Rosa Bonilla*.....10,954
37. Vicki Jo Auth.....10,642

Ruby

1. Carol Anton**.....\$54,111
2. Cindy A. Williams*.....32,623
3. Stacy I. James**.....29,227
4. Linda C. Toupin.....27,444
5. Julie Krebsbach*.....21,733
6. Mary Estupiñán*.....20,294
7. Lia Carta**.....19,791
8. Anabell Rocha*.....19,588
9. Gloria Báez*.....19,373
10. Tammy A. Vavala.....18,884
11. Sandy Valerio*.....17,900
12. Kim L. McClure.....17,621
13. María Flores.....17,611
14. Crystal Trojanowski.....17,388
15. Cindy Fox*.....17,101
16. Jan L. Thetford.....17,067
17. Cathy Bill*.....15,454
18. Brenda Segal*.....14,754
19. Patty J. Olson.....14,627
20. Lara F. McKeever.....14,587
21. Juanita Gudiño.....14,185
22. Candace Laurel Carlson*.....13,805
23. Gena Rae Gass.....13,781
24. Kate DeBlander.....13,320

25. Elizabeth Muna*.....13,214
26. Michelle L. Sudeth*.....12,234
27. Amie N. Gamboian.....12,176
28. Deb Pike.....12,169
29. Jo Anne Barnes.....12,017
30. Sherri L. Steinman.....11,755
31. Brittany Kaps*.....11,287
32. Bea Millsagle.....11,209
33. Annaka Krafka.....10,596
34. Donna Meixsell.....10,596
35. Cecilia James.....10,106

Sapphire

1. Kathy Helou***.....\$56,279
2. Lupita Magaña**.....34,788
3. Debi R. Moore*.....28,635
4. Sara Pedraza-Chacón*.....25,222
5. SuzAnne Brothers*.....23,868
6. Cyndee Gress*.....23,215
7. Pamela A. Fortenberry-Slate*.....22,665
8. Magdalena Nevárez*.....19,370
9. Davanne D. Moul*.....19,144
10. Valerie J. Bagnol*.....17,728
11. Kristin Myers*.....17,513
12. Kimberly R. Copeland.....16,968
13. Alicia Lindley-Adkins*.....16,580
14. Consuelo R. Prieto*.....16,118
15. Janis Z. Trude.....15,402
16. Diane L. Mentiply.....15,273
17. Morayma Rosas.....15,211
18. Alma Orrostieta.....15,071
19. Lorraine B. Newton.....14,567

20. Paola Ramírez.....14,420
21. Somer Fortenberry.....14,084
22. Debra M. Wehrer.....13,654
23. Ruth L. Everhart.....13,178
24. Dawn Otten-Sweeney.....13,009
25. LaRonda L. Daigle.....12,802
26. Scarlett Simpson*.....12,787
27. Evalina Chávez.....12,722
28. Heather A. Carlson.....12,677
29. Elizabeth Sánchez.....12,554
30. Julie Weaver.....11,980
31. Tina Hulsman.....11,800
32. Sylvia Kalicak.....11,775
33. Elaine Kimble Williams.....11,770
34. Maribel Barajas.....10,809
35. Lupita Díaz.....10,620
36. Cathy Littlejohn.....10,304
37. Angie S. Day*.....10,265
38. Diana Heble.....10,076

Emerald

1. Gloria Mayfield Banks***.....\$71,866
2. Patricia Turker**.....38,975
3. Sonia Páez**.....35,903
4. Dayana Polanco*.....24,026
5. Jamie Cruse-Vrinos.....22,690
6. Julianne Nagle*.....21,933
7. Kerry Buskirk*.....21,808
8. Dacia Wiegandt*.....20,981
9. Evelinda Díaz*.....20,972
10. Sabrina Goodwin Monday.....19,715
11. Anita Tripp Brewton*.....19,305

12. Marilyn Marte de Melo.....19,078
13. Ada García-Herrera*.....18,555
14. Sonia Bonilla.....17,467
15. Pam I. Higgs.....17,376
16. Maureen S. Ledda*.....17,057
17. Pam Klickna-Powell.....16,620
18. Monique Balboa.....16,350
19. Tammy Crayk.....16,165
20. Rosibel Shahin*.....16,010
21. Jill D. Davis.....15,136
22. Carol Lawler.....14,435
23. Pamela Tull.....14,429
24. Joanne R. Bertalan*.....14,101
25. Auri Hatheway.....14,082
26. Mayuli Rolo.....13,683
27. Kirk Gillespie.....13,564
28. Bianny Ramírez.....13,077
29. Luzmila Abadia Carranza*.....12,986
30. Noelia Jaimes*.....12,692
31. Diane Bruns.....12,018
32. Gina Rodríguez-Orriola.....11,574
33. Noemi C. Jaimes.....11,528
34. Kym A. Walker*.....11,467
35. Crisette M. Ellis.....11,249
36. Roya Mattis.....11,232
37. Cristi Ann Millard.....11,089
38. Sue Wallace.....10,720
39. Kathy Oliviera.....10,614
40. Mairelys López*.....10,592
41. Mary Beissel.....10,237

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

Mary Kay Angels/Ángeles Mary Kay

April/Abril 2017

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 2017./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 o integrantes de unidad en sus áreas de Seminario en abril de 2017.

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



Lisa Madson
\$54,664
Diamond



Carol Anton
\$54,111
Ruby



Kathy Helou
\$56,279
Sapphire



Gloria Mayfield Banks
\$71,866
Emerald

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

DIAMOND/DIAMANTE — Delmi Santos, Y. Sánchez Area	\$122,058
RUBY/RUBÍ — Candace Doverspike, Go-Give Area	\$106,615
SAPPHIRE/ZAFIRO — Beth May, Go-Give Area	\$81,008
EMERALD/ESMERALDA — Deanna Spillman, J. Nagle Area	\$89,148

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

DIAMOND/DIAMANTE — Kelly Freeman, K. Ford Area	\$17,129
RUBY/RUBÍ — Mariella Ramirez, Go-Give Area	\$17,994
SAPPHIRE/ZAFIRO — Patricia Palomares, A. Zurita Area	\$16,535
EMERALD/ESMERALDA — Terrah Cromer, J. Cruse-Vrinios Area	\$30,316

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

DIAMOND/DIAMANTE — Gloria Alinze, E. Adepoju Unit, Y. Sánchez Area	\$17,905
RUBY/RUBÍ — Lynn Roberts, C. Franz Unit, Go-Give Area	\$19,770
SAPPHIRE/ZAFIRO — Donna Sellers, J. Staats Unit, Go-Give Area	\$13,313
EMERALD/ESMERALDA — Ekarat Beyer, T. Mitchell Unit, A. Tripp Brewton Area	\$18,378

Top Team Builder/Primera Impulsora de Equipo

New Team Members/Nuevas integrantes de equipo

DIAMOND/DIAMANTE — Karla Alfaro Alvarez, S. Madrigal Unit, Y. Sánchez Area	11
RUBY/RUBÍ — Fatimaa Espinoza, R. Rodriguez Unit, A. Rocha Area	13
SAPPHIRE/ZAFIRO — Sales Director Martie Roberts, D. Otten-Sweeney Area	15
EMERALD/ESMERALDA — Sales Director Sarah Scinta, J. Cruse-Vrinios Area	11

Top Unit Builders/Primeras Impulsoras de Unidad

April/Abril 2017

Independent Sales Directors with 20 or more new unit members for April 2017./Directoras de Ventas Independientes con 20 o más nuevas integrantes de unidad en abril de 2017.

New Unit Members/Nuevas integrantes de unidad

Diamond/Diamante

Celeste Pichardo	33
Delmi Cristina Santos	33
Indhira Jimenez	24
Elizabeth Fernandez	22
Megan Nicole Wilkes	22
Ruth Alvarado	21
Chaquita Antonia Thomas	21
Stephanie Anne Mottaz	20

Ruby/Rubí

Candace Lyn Doverspike	38
Cynthia L. Frazier	24
Michael Suzanne Diaz	22
Stephanie Lynn Coker	21
Hillary Hastings	20

Sapphire/Zafiro

Laura Miriam Villalpando	31
Karla Rae Plantan	28
Casie Hembree	26
Jeanette M. Thompson	25
Tracey A. Fields-Hedrick	24
Dawn Barton	23
Kerri Leigh Ross	23
Kimberly Michelle Perkins	22

Emerald/Esmeralda

Katy Goldstein	31
Yusely Moll	29
Dania Bello	26
Amanda Norris Dixon	25
Leanne Parrino-Pheasant	24
Grace Elizabeth Snively	23
Breanne Sufrin	23
Noelani Margarita Mitchell	22
Stephanie Hope Blake	21
Yilliam Bruzon	21
Richelle V. Barnes	20

Sales Mentors/Mentoras de Ventas

April/Abril 2017

Special thanks to the sales mentors for the April 19 – 22, 2017, *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 19 – 22 de abril de 2017.



Yosaira Sánchez
National
Sales Director
Diamond Seminar



Diana Sumpter
National
Sales Director
Diamond Seminar



Indhira Jimenez
Elite Executive Senior
Sales Director
Charlotte, N.C.
Diamond Seminar



Bridget Shaw
Executive Senior
Sales Director
Hanahan, S.C.
Sapphire 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?

Diamond/Diamante

New Debuts/ Debutes

February/Febrero 2017



Debra Jean Alve
Ithaca, N.Y.
L. Hilker Unit

Megan Leigh Freed
Bluffton, Ohio
E. Cole Unit

Ma G. Roman Zamora
Selma, Calif.
M. Guajardo
Elizondo Unit

Raquel V. Sanchez
Bayamon, P.R.
O. Encarnación Unit

Evita Valdez
Boone, N.C.
E. Valdez-Cruz Unit

Krystal Brown*
Columbia, Mo.
V. Powell Unit

Erin R. Cole*
Mount Blanchard, Ohio
B. Egbert Unit

Sonya Lynn Coleman*
Tacoma, Wash.
D. Clark Unit



Marlen N. Espino
Del Cid*
Salem, Va.
J. Del Cid Unit

Kim Dianne Heavner*
Frisco, Texas
K. Hart Unit

Melissa
Hollandsworth*
Gerald, Mo.
V. Powell Unit

Vanessa Lopez*
Nashville, Tenn.
I. Perez Unit

Liliana Lopez de
Godinez*
Selma, Calif.
M. Guajardo
Elizondo Unit

Rebecca Padfield*
Tomball, Texas
D. Matheson
Phillpott Unit

Amy Rhoades*
Cincinnati
J. Becker Unit

Frances Inda Walker*
Pontiac, Mich.
S. Rozwadowski Unit

Not pictured:/Sin foto: *Elsy Nineth Aguilar*, Stamford, Conn., A. Disla Unit; *Jennifer Anyelina Castillo*, Woonsocket, R.I., E. Fernandez Unit; *Bobbi Jo Corcoran*, Dawsonville, Ga., L. Brown Unit; *Sonia Da Silva*, Plainsboro, N.J., H. Ritz Unit; *Tonya Jean Lovelace*, Falmouth, Ky., A. Nichols Unit; *Liz Jaurikui Lucana*, Las Vegas, L. Reyes Unit; *Jessica Lauren McCarthy*, Westminster, Colo., K. Medina Unit; *Neri Montesinos*, Wheeling, Ill., J. Damian Unit; *Maria Guadalupe Montoya*, Oakland, Calif., L. Cisneros Unit; *Dawn S. Robinson*, Huntsville, Ala., S. Curry Unit; *Connie Montiece Stewart*, Scottsboro, Ala., A. Krause Unit.

*Previously debuted./Debutó con anterioridad.

Dean's List/Lista del Decano

April/Abril 2016



Leslie Wayne
Tyrone, Ga.
G. Mayfield Banks Area
Emerald Seminar

Anna Barrera
Cedar Hill, Texas
L. Allison Area
Diamond Seminar

Not pictured:/Sin foto: *Mary Lyons*, Coeur D Alene, Idaho, C. Trojanowski Area, Ruby Seminar.

Triple Crown/Triple Corona

April/Abril 2016



Anna Barrera
Cedar Hill, Texas
L. Allison Area



No Honors Society qualifiers this month./Este mes no hubo quien calificara para Sociedad de Honor.

FABulous 50s/ Fabulosos 50

October/Octubre 2016



Bobbi Lee Richards
Howard City, Mich.
Diamond Go-Give Area

Ingrid Romero
Roanoke, Va.
E. Valdez-Cruz Area

Not pictured:/Sin foto: *Maria Carranza*, Staten Island, N.Y., E. Bermeo Area.



- 1 ON THE MOVE
- 2 FABULOUS 50s
- 3 HONORS SOCIETY

Rings are shown stacked./Los anillos se muestran encimados.

On the Move/ En Acción

February/Febrero 2017

Jennifer Anyelina Castillo
Megan Leigh Freed

Neri Montesinos

Ma Guadalupe Roman Zamora

Raquel V Sanchez

New Team Leaders/ Nuevas Líderes de Equipo

April/Abril 2017

Silvia H. Alegre
Juana Aviles
Katerine Barillas
Michelle D. Beverly
Ana L. Cac
Amber Card
April M. Carley
Ashton Cole
Enthany J. Cook
Laura Cortez
Flavia G. Davila
Oneyda De La Hoz
Priscilla Duarte
Paige M. Duban
Rosalba F. Fajardo

Sarah Farish
Kristi W. Franco
Emelia Fuentes
Jesus Galdamez
Sandra K. Gibson
Jasmine Green
Erika Herrera
Yessenia Huertero
Muborak Kazakova
Jennifer A. Lopez
Leandra F. Louder
Rosa Lugo-Santiago
Dzhamila Mansurova
Catalina Marquez
Lacey Maxton

Taylor A. McKnight
Marina Medrano
Yanet G. Monarrez
Floris Morenola Lainez
Pam Muir
Melanie R. Nagel
Lori L. Navarro
Jessica Nolasco
Kali Olson
Althea M. Perry
Laura Ramirez
Amanda Ratliff
Luz Romero
Evelyn G. Ruiz
Gabriela Salazar

Brandi Sanchez
Stephanie Seay
Marcilene Silva
Chelsea N. Smith
Holly E. Staufenbeil
Kelley R. Sycamore
Allison Taylor
Kaitlyn Taylor
Brittney E. Tyus-Glover
Jacqueline Ulerio
Daysi Uzho Sumba
Kristen M. Velasquez
Ermis M. Vijil
Heather L. Walke

Grand Achievers/ Gran Ganadoras

April qualifiers/
Calificadas en abril 2017

Consultants/Consultoras
Maria Cruz

Madeline Christine Messmer
Ashley A. Plescia

**Sales Directors/
Directoras de Ventas**
Carrie Beahlen

Sonia Da Silva
Alejandra Gonzalez

First Gold Medal/Primera Medalla de Oro

April/Abril 2017

New Team Members/ Nuevas integrantes de equipo

Juana Aviles, A. Arenibar Unit.....5
Whitney Bartley, S. Acree Unit.....6
Michelle Beverly, T. Lewis Unit.....7
Kelsey Carter, A. Kingrey-Lokai Unit.....5
Mayra Cabrera, M. Carchipulla Unit.....5
Oneyda De La Hoz, C. Pichardo Unit.....8
Priscilla Duarte, B. Gonzalez Unit.....5
Angelica Figueroa, I. Jimenez Unit.....5
Emelia Fuentes, R. Dominguez Unit.....10
Jesus Galdamez, C. Diaz Unit.....5

Katie Grantham, S. Driggers Unit.....9
Yessenia Huertero, S. Herrera Unit.....10
Jessie Jordan, L. Bradford Unit.....5
Dzhamila Mansurova, A. Azenova Unit.....6
Catalina Marquez, I. Smith Unit.....6
Taylor McKnight, J. Taylor Unit.....6
Marina Medrano, C. Munoz Unit.....6
Clelia Mendoza, J. Torres Unit.....6
Yanet Monarrez, L. Monarrez Unit.....6
Floris Morenola Lainez, D. Santos Unit.....6
Pam Muir, D. Matheson Phillpott Unit.....5
Kali Olson, A. Zellner Unit.....5

Adella Pichardo, C. Pichardo Unit.....10
Paula Powlette, C. Fagan Unit.....5
Amanda Ratliff, C. Ruccia Unit.....5
Kristen Rider, S. Showers Unit.....5
Matilde Rosas, C. Munoz Unit.....7
Stephanie Seay, M. Wilkes Unit.....5
Pablo Sierra, S. Calixto Unit.....7
Daysi Uzho Sumba, L. Rivera Unit.....8
Ermis Vijil, D. Santos Unit.....5

13% Club/ Club del 13%

April/Abril 2017

Congratulations to the top 25 Independent Beauty Consultants and Independent Sales Directors in the **Diamond** 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 **Diamante** 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 Elizabeth Olayinka Adepoju....\$5,438
Sales Director Remi Esan3,435
Sales Director Lisa Rada.....2,649
Sales Director Sherrie Clark Purvis.....2,290
Maria Cruz, D. Santos Unit.....2,154
Sales Director Titilayo Felicia Otusajo.....1,805
Sales Director Karime Rosas.....1,768
Sales Director Bisola Gbadamosi.....1,753
Sales Director Amy Kemp1,746

Sales Director Nancy Fox Castro1,617
Sales Director Tina Marie Kocourek.....1,600
Sales Director Nicki R. Hill1,570
Sales Director Maranda Michelle Rains.....1,568
Felix Ortiz Neri, E. Blanco Unit.....1,564
Sales Director Nancy Polish Dove.....1,560
Sales Director Emma Morales.....1,538
Sales Director Joanna Dominguez.....1,536
Sales Director Emily Elizabeth Schuette1,489

Sales Director April Christine Hutchinson1,485
Sales Director Faith A. Gladding1,475
Sales Director Michelle Cape1,457
Sales Director Indhira Jimenez.....1,455
Sales Director Claudia Chavez.....1,452
Sales Director Greta Leigh Carver1,450
Sales Director Rhonda Jean Taylor1,437

Achievement Circle/Círculo de Logros

April/Abril 2017

Delmi Santos	\$122,058
Elizabeth Olayinka Adepoju	106,999
Sherrie Clark Purvis	76,487
Indhira Jimenez	72,087
Kim A. Messmer	71,977
Nancy Fox Castro	70,573
Priscilla McPheeters	69,514
Mary Kathryn King	67,502
Marsha Morrisette	67,413
April Christine Hutchinson	65,312
Karime Rosas	65,184
Amanda Nicole Wright	64,765
Christi G. Campbell	63,423
Celeste Byrd	62,729
Audrey K. MacDowall	62,422
Alicia Kingrey-Lokai	61,584
Lindsey Denae Christenson	60,241
Terri Lewis	58,792
Cheryl A. Searcy	57,645
Tawnya Krempges	56,561
Cindy Machado-Flippen	56,214
Stephanie Anne Mottaz	55,984
Melissa R. Hennings	55,693
Constance Nugent Miller	55,475
Dolly A. Metzger-Stearns	54,405

Ranking of the top 100 Independent Sales Directors in the **Diamond** area based on their April 2017 estimated unit retail production./
Clasificación de las primeras 100 Directoras de Ventas Independientes en el área **Diamante** según su producción de unidad estimada al
menudeo de abril de 2017.

Paula Kelsch	53,190
Greta Leigh Carver	53,015
Remi Esan	52,939
Gerri Anne Morris	52,823
Megan Nicole Wilkes	52,119
Susan M. McCoy	51,963
Mileta K. Kinser	51,174
Cheryl A. Riead	51,151
Holly S. Neff	51,071
Anne Geertsens	49,781
Linda T. Cartiglia	49,632
Crystal Dawn Gardner	49,459
Suzanne T. Young	49,411
Allison Piro	49,281
Blythe Jolee Egbert	48,880
Sandy Lasso	48,705
Mary P. Creech	48,651
Amy Kemp	48,512
Kelly Willer-Johnson	47,901
LaChelle M. Seleski	47,699
Connie L. Russo	47,599
Lacey Lee Bradford	47,202
Lindsay R Stewart	46,851
Sara Ruth Pennella	46,531
Sharon B. Carney-Wright	46,332

Celeste Pichardo	45,948
Sehidy Madrigal	45,672
Alicia Borkowska	45,424
Shelly Palen	45,157
Kathy R. Bullard	44,797
Abby Heltsley	44,711
Ingrid Elke Smith	44,690
Deanna Lee Manning	44,678
Elizabeth Fernandez	44,514
Angie Lea Hunsaker	44,438
Jamie Venning Taylor	44,342
Joy H. Rentz	44,106
Amy Haniff	43,609
Beth Brinkley	43,487
Elda Asarai Blanco	42,981
Cindy S. Kriner	42,902
Terri J. Beckstead	42,848
Bisola Gbadamosi	42,686
Jenny Siemonsma	42,540
Michelle Cape	42,375
Kristen C. Spiker	42,325
Katie Lyon	42,289
Donna K. Smith	42,267
Mariann Biase Mason	42,237
Nicki R. Hill	42,002

Rhonda Kambeitz	41,931
Rhonda Jean Taylor	41,883
Lisa Rada	41,683
Deborah S. Bailye	41,643
Nicole Lenaigh Lammerts	41,579
Kathy M. Viola	41,517
Ashley S. Orr	41,182
Deborah Dudas	41,152
Sylvia Limon Martinez	40,862
Gayle Lenarz Kolsrud	40,848
Cynthia Ruccia	40,838
Christina Lynn Frantz	40,739
Karen M. Bonura	40,712
Tanya L. Satcher	40,705
Claudia Chavez	40,612
Dayna L. Lemke	40,573
Rochelle Collins	40,563
Linda J. Bergerson	40,521
Donna F. Knotts	40,505
London Ann Arbuckle	40,476
Mary G. Gronholz	40,471
Stephanie A. Richter	40,467
Barbara E. Roehrig	40,455
Sandy Griffith	40,240
Faith A. Gladding	40,196

Commission Circle/Círculo de Comisiones

April/Abril 2017

Delmi Santos	\$20,046
Elizabeth Olayinka Adepoju	17,399
Indhira Jimenez	13,378
Sherrie Clark Purvis	12,580
Karime Rosas	12,526
Remi Esan	11,877
Nancy Fox Castro	11,140
Alicia Kingrey-Lokai	10,436
April Christine Hutchinson	10,345
Celeste Byrd	10,257
Mary Kathryn King	10,002
Jamie Venning Taylor	9,835
Audrey K. MacDowall	9,677
Lisa Rada	9,659
Priscilla McPheeters	9,618
Blythe Jolee Egbert	9,532
Kim A. Messmer	9,445
Tawnya Krempges	9,360
Amy Kemp	9,244
Marsha Morrisette	9,034
Amanda Nicole Wright	9,012
Christi G. Campbell	8,933
Paula Kelsch	8,900
Connie L. Russo	8,804
Lindsey Denae Christenson	8,801

Nicki R. Hill	8,730
Elizabeth Fernandez	8,611
Terri J. Beckstead	8,606
Bisola Gbadamosi	8,520
Greta Leigh Carver	8,378
Amy Haniff	8,285
Terri Lewis	8,278
Cindy Machado-Flippen	8,203
Sandy Griffith	8,170
Anne Geertsens	8,162
Faith A. Gladding	8,091
Constance Nugent Miller	8,045
Megan Nicole Wilkes	8,021
Mileta K. Kinser	7,956
Kathleen Koclanes	7,949
Michelle Cape	7,923
Sheryl Peterson	7,885
Cheryl A. Riead	7,746
Stephanie Anne Mottaz	7,673
Maria Sanchez	7,662
Dolly A. Metzger-Stearns	7,617
LaChelle M. Seleski	7,540
Mery Carina Ramirez Bravo	7,511
Celeste Pichardo	7,482
Vicki Powell	7,481

Martha Kay Raile	7,466
Ingrid Elke Smith	7,357
Claudia Chavez	7,356
Marina Sanchez Ramirez	7,353
Holly S. Neff	7,286
Deborah S. Bailye	7,282
Stephanie A. Richter	7,196
Sara Ruth Pennella	7,085
Lacey Lee Bradford	6,974
Shannon Melissa Duguay	6,958
Donna F. Knotts	6,939
Sandy Lasso	6,921
Susan M. McCoy	6,916
Angie Lea Hunsaker	6,902
Gerri Anne Morris	6,901
Emily Elizabeth Schuette	6,900
Kelly Willer-Johnson	6,883
Nancy Polish Dove	6,881
Katie Lyon	6,881
Emma Morales	6,867
Nadine Bowers	6,864
Suzanne T. Young	6,828
Esperanza Marcial Silverio	6,751
Titilayo Felicia Otusajo	6,711
Shelly Palen	6,710

Crystal Dawn Gardner	6,703
Sharon B. Carney-Wright	6,702
Kathy R. Bullard	6,689
Rhonda Kambeitz	6,680
Sehidy Madrigal	6,680
Melissa R. Hennings	6,662
Maranda Michelle Rains	6,622
Lindsay R. Stewart	6,591
Mary P. Creech	6,590
Leanne Sexton	6,551
Linda T. Cartiglia	6,519
Cynthia Ruccia	6,506
Deborah Dudas	6,484
Christina Lynn Frantz	6,452
Soledad Herrera	6,392
Lisa A. Stengel	6,366
Beth Brinkley	6,358
Tina Marie Kocourek	6,351
Amy Zanto	6,335
Stacy Rozwadowski	6,319
Barbara E. Roehrig	6,294
Cindy S. Kriner	6,262
Rhonda Jean Taylor	6,237
Donna K. Smith	6,217
Maribel Olivares	6,197

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®

MARY KAY ASH SAID, 'The Go-Give® Award is perhaps the greatest honor a Mary Kay Independent Sales Director can earn. Those who possess the Go-Give spirit are the heart of this Company and our shining hope for the future.' These August award recipients best exemplify the Golden Rule – helping others **unselfishly** and **supporting** adoptees as much as unit members.



RUBY

A. Irene Ramirez

Independent Senior Sales Director

Began Mary Kay Business
October 2001

Sales Director Debut
June 2005

Offspring one first-line

National Sales Director Go-Give Area

Honors Star Consultant

Personal Lives in Corpus Christi, Texas
Husband, Jose; daughters: Roxanne, Jennifer

"I am motivated to help others because helping and motivating women to develop their God-given strengths, overcome any obstacles and discover a world of dreams ignites me! Mary Kay has blessed me, and I will always pass it forward!"

Independent Senior Sales Director Alicia Bivens-Jones of Franklin, Tenn., says, "Irene welcomes her adoptees (Angels, as she calls them), educates them on the Company's philosophies and products, and is a dedicated cheerleader in their corners."



EMERALD

Kelly Fuller

Independent Senior Sales Director

Began Mary Kay Business
September 1990

Sales Director Debut November 1992

Offspring two first-line

National Sales Director Go-Give Area

Honors Circle of Honor; eight-times Circle of Achievement

Personal Lives in Sanger, Texas. Husband, Rodney; sons: Matt, Clay; two grandchildren

"I am motivated to help others because I love watching women accomplish things they thought they never could. When others have joy, it brings me joy. I'm just as happy for them as if they were my own children."

Independent Sales Director Tyra Sprabary of Corinth, Texas, says, "First, as her adoptee and now as her sister Independent Sales Director, Kelly has blessed my life for years. She mentors and encourages me and is always willing to go that extra mile for anyone."



SAPPHIRE

Laura Poling

Independent Senior Sales Director

Began Mary Kay Business December 1993

Sales Director Debut January 1996

Offspring one first-line; one second-line

National Sales Director Go-Give Area

Honors Circle of Honor; Sales Director Queen's Court of Personal Sales; 16-times Circle of Achievement; three-times Circle of Excellence; Double Star Achievement

Personal Lives in Hicksville, Ohio. Husband, Greg; son, Wilson; daughters: Lynae, Whitney; one grandson

"I am motivated to help others because Mary Kay Ash offered women the opportunity to flourish in their God-given abilities. I want to represent her with the highest standard and pass on her legacy to all women."

Independent Sales Director Kristen Christen of Fort Wayne, Ind., says, "Laura has made a HUGE impact on me and most importantly, inspired my unit! She knows what I am capable of and takes the time to demonstrate what it is to be a selfless leader!"



DIAMOND

Lisa Thomas

Independent Future Executive Senior Sales Director

Began Mary Kay Business
November 1999

Sales Director Debut
December 2002

Offspring three first-line

National Sales Director Go-Give Area

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

Personal Lives in Cumming, Ga. Husband, Cory

"I am motivated to help others because the mentorship I've received in my Mary Kay business has made such a positive impact on my life. Getting up every day with the opportunity to help women make their dreams come true through a Mary Kay business is such a blessing."

Independent Beauty Consultant Dallas Duncan of Sandy Springs, Ga., says, "Lisa opens up her home, schedule and mind to her unit, offspring and entire future Ignite National Area. Her weekly meetings bring together a slew of adoptees, and we feel a fire lights in us when Lisa leads us."

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

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

MARY KAY®

Outsmart the Signs of Aging.



\$95

TimeWise® Miracle Set®
SAVE \$13 WHEN YOU BUY THE SET!

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

Price is suggested retail.

START SMART.



Independent Senior
Sales Director
Ashley Clinesmith
Stillwater, Okla.

A prestigious \$650,000 Circle of Excellence achiever, Ashley shares her best tips to help you start the new Seminar year with a bang.

FOCUS ON NEW FACES.

New faces are key. When you commit to **find at least 30 new faces every month**, you can change the course of your Mary Kay business.

CHALLENGE YOURSELF DAILY.

Break your goals into daily **income-producing activities (IPAs)**. Track your progress! Remember, a tracked number grows.

USE THE TOOLS.

From the *Weekly Accomplishment Sheet* to the *myCustomers+™ App* to your *Mary Kay® Personal Web Site*, you have great tools to help you be successful.

The most important thing you can do is get in front of people and introduce them to our fantastic *Mary Kay®* products!

WHAT IS AN IPA?

Activities that can produce income, such as

- Booking calls
- Holding parties
- Meeting new people
- Following up
- Sharing the opportunity with potential new team members

START A FACE RACE!

PERFECT START

– 15 faces in 15 days

POWER START

– 30 faces in 30 days

POWER START PLUS

– 30 faces and six sharing appointments

PERFECT 10

– 30 faces and 10 sharing appointments

**NEW
FACES
take you
PLACES**

Place a cumulative \$600+ wholesale Section 1 order in July to earn the *New Faces Take You Places* bracelet! (Details on Pages 2 and 3)



Track Your Accomplishments.

Use the online [Weekly Accomplishment Sheet](#) or print a copy from *Mary Kay InTouch®*. It helps you track appointments, sales and future bookings each week so you can monitor your progress. Should you choose to share with your Independent Sales Director, together you can determine what you need to reach your goals or stretch even further!



Stay Connected.

[A Mary Kay® Personal Web Site](#)

lets your customers shop with you whenever they want. It looks similar to [marykay.com](#) but is personalized with your photo. It's also updated every quarter with fresh new products.



**Independent Senior
Sales Director
LaChelle Seleski
Hastings, Minn.**

Right from the **START**

From the very start, LaChelle Seleski worked her Mary Kay business full circle the Mary Kay way. For her, it's all about finding new faces to book, sell and team-build. And this proven formula has taken her more places than she dreamed possible!

LaChelle Seleski was a college sophomore at the University of St. Thomas in St. Paul, Minn., when she went to her first *Mary Kay*® party. "A week before, my car had been towed, and my dad took it away," says LaChelle. "So when I learned about the Mary Kay marketing plan and that I could earn the use of a Mary Kay Career Car, I was excited to get started!"

After college graduation, LaChelle got a job in public accounting but after three months, she realized it was not her dream job. "That's when I decided to pursue my Mary Kay business full time."

LaChelle got busy booking parties, selling products and building her team. Within five months, she earned the use of her first Mary Kay Career Car, and three years later, she debuted as an Independent Sales Director.

Push Through Doubts.

Like most, LaChelle has experienced ups and downs in her 20-year Mary Kay business. "After I had my second child, I was feeling overwhelmed with life and really contemplated changing direction," she says. "I called my dad, whom I trust with business decisions, and explained how I was feeling. He reminded me that my children would not be young for long and that soon they'd be going to school. He advised me to not give up, so I pushed through. Two years later, we earned the Top Sales Director Trip."



FAST FACTS

Full Circle Success

LaChelle says her business thrives by consistently sticking to the basics – booking, selling and team-building. Here's how:

1 Book. She holds lots of parties.

"I average 15 parties a month and focus on skin care. I was so excited to hear **Nathan Moore, President, North America**, talk about the All In movement because I'm so All In on Mary Kay and the power it has to change women's lives. It confirmed that I was doing the right thing, and it gave me the confidence to keep going and encourage my team to do the same."

2 Sell. "When members in my unit place their cumulative \$600 wholesale orders each month, I invite them to a fun girl's

3 Team-Build. "The best place to team-build is at the party. I share my I-story around the party table. I take some time to play a game with trinkets that represent the rewards of a Mary Kay business. I find at least one person who seems interested and send her home with more information. Then I follow up the next day to answer questions and ask her if she wants to start a Mary Kay business."

Today, LaChelle's favorite reward is watching others set goals and work hard to achieve them. "When you see somebody you've mentored earn the use of a Mary Kay Career Car, speak in front of a large group with confidence, make money to achieve a family goal — there is nothing like that feeling!"

Started Mary Kay business: September 1997

My Why when I started: To earn the use of a Mary Kay Career Car!

Earned the use of her first Career Car: March 1, 1998

Debuted as an Independent Sales Director: June 2000

My Why now: To positively impact the lives of women. And to provide my children with great opportunities and long-lasting happy memories.

I knew I had made it when: I earned the use of my first Career Car in just five months!

My favorite MK moment: When **Sue Pankow** debuted as an **Independent National Sales Director**. It is so motivating to see someone who has mentored you hit her goals. I knew then that I could too!

Favorite product: *TimeWise® Replenishing Serum+C®* because the benefits are amazing!



night out! Selling \$600 wholesale every month sets up an Independent Beauty Consultant to be a Star Consultant. It gives her a way to earn an income and prizes, and build customers for life. Those orders become reorders and can lead to new team members too!"

Start Now!

"If your goal is to be in the Queens' Courts of Sales or Sharing at Seminar 2018, start by doubling your efforts NOW! If you usually hold five parties a month, hold 10 so that you can feel that win right at the start of the Seminar year!"

Want More Team-Building Tips?
LaChelle shares conversation starters and how she overcomes objections on Page 21!

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)**



Where will your Mary Kay business take you this year? Great news — your options are endless when you find **NEW FACES** and share Mary Kay® skin care! And when you add the beautiful jewelry, fabulous trips and special prizes you can earn, this year looks pretty awesome! In this issue, find fun challenges starting this month to help you earn, grow and take you wherever you want to go!



"Your goal must become an obsession in your mind. We have to run after the goal of our choice persistently — and with enthusiasm — and let nothing stand in our way."

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.
- Emerald Seminar begins.

3

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

10

Early ordering of the new Fall 2017 promotional items begins for Star Consultants who qualified during the March 16 – June 15, 2017, quarter and Independent Beauty Consultants who enrolled in *The Look* for Fall 2017 through the *Preferred Customer Program*™.

13

Fall 2017 *Preferred Customer Program*™ customer mailing of *The Look* begins. (Allow 7-10 business days for delivery.)

16

Fall 2017 promotion begins. Ordering opens for all Independent Beauty Consultants.

21

Last day to register/cancel registration for **Sept. 20-22 New Independent Sales Director Education** by 5 p.m. Central time.

30

Last day of the month for Independent Beauty Consultants to place telephone orders.

31

- Last day of the month for Independent Beauty Consultants to place online orders.
- 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.



COVER: Faces, beautiful faces! The more you pamper, the more you can earn. Recognize a few of these? Some are independent sales force members!

APPLAUSE® magazine is published in recognition of and as information for members of the Mary Kay Inc. independent contractor sales organization, Independent National Sales Directors ("National Sales Directors"), Independent Sales Directors ("Sales Directors") and Independent Beauty Consultants ("Consultants") in the United States, Puerto Rico, U.S. Virgin Islands and Guam by Mary Kay Inc., Dallas, Texas. ©2017 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association. Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, marykay.com.

YOUR INDEPENDENT CONTRACTOR STATUS: As an independent contractor, you are not an employee nor an agent of Mary Kay Inc. Throughout *Applause®* magazine, you will receive guidance, suggestions and ideas regarding your Mary Kay business, yet you have the freedom to choose your own hours and the business methods that work best for you. The Company retains no right of control over you, except those terms of your Independent Beauty Consultant, Independent Sales Director and/or Independent National Sales Director Agreement(s) with the Company. You, in turn, have no power or authority to incur any debt, obligation or liability, or to make any representation or contract on behalf of the Company.

No DREAM Too Big!

Decide today to build your dream in your mind. Write down your goals and make them realistic but high enough so you must stretch to reach them. Every week, strive to top last week's total classes, bookings, sales and team members.

– Mary Kay Ash

THREE HYPOTHETICAL SCENARIOS TO GET YOU STARTED:

Whether you need to pay bills, save for a dream vacation with the kids or earn enough to move toward a down payment on a new home, it's all within reach when you set your goals and work to achieve them. It starts with **NEW FACES!**



1 **GOAL: PAY MONTHLY BILLS. ACTION:** Add 100 new skin care customers in six months.

Average 16 customers per month. When each new customer spends \$100 retail on her first skin care purchase you earn:

16 X \$100 = \$1,600 retail/
\$800 wholesale per month.

That's \$800 a month in profits.



2 **GOAL: SURPRISE KIDS WITH A DREAM VACATION. ACTION:** Hold three parties a week for eight weeks.

Three parties with average \$300 retail sales per party = \$900 retail/\$450 wholesale per week.

Three parties with average \$300 retail sales per party = \$900 retail/\$450 wholesale per week.

\$450 wholesale X 4 weeks = \$1,800 in one month.

That's \$3,600 in profits in two months.



3 **GOAL: SAVE FOR A NEW HOME. ACTION:** Find 30 loyal customers who reorder the *TimeWise® Ultimate Miracle Set®*.

30 customers x \$182 retail/\$91 wholesale = \$5,460 retail/\$2,730 wholesale

\$5,460 retail/\$2,730 wholesale x four reorders (based on three-month average use-up rate) = \$21,840 retail/\$10,920 wholesale

That's \$10,920 in a year in profits.

TimeWise® Ultimate Miracle Set® is \$182 suggested retail.



More Ways to Earn

Sell 5 *TimeWise® Miracle Sets®*
x \$95 suggested retail = \$475

That's \$237.50 in profits.

Sell 5 *TimeWise Repair® Sets*
x \$205 suggested retail = \$1,025

That's \$512.50 in profits.



ImPRESSED

Beauty Editors Love Mary Kay Too!

Every month, Mary Kay® products are splashed across the pages of top women's magazines where beauty editors feature them as part of the season's hottest products.



Start Sharing!

These product nods offer great exposure for you *and* your business! Find the latest editors' picks at **Tips & Trends** on marykay.com. You can access **printable versions to display at your parties!** These mentions can generate excitement, build credibility and help you find new faces!

Mary Kay® products were recently featured in:

- Good Housekeeping®
- Real Simple®
- Parents®
- Brides®
- Redbook®
- Harper's Bazaar®

Brides®, Good Housekeeping®, Harper's Bazaar®, Parents®, Real Simple® and Redbook® are registered trademarks of their respective owners and not Mary Kay Inc.

Want to Do Good?

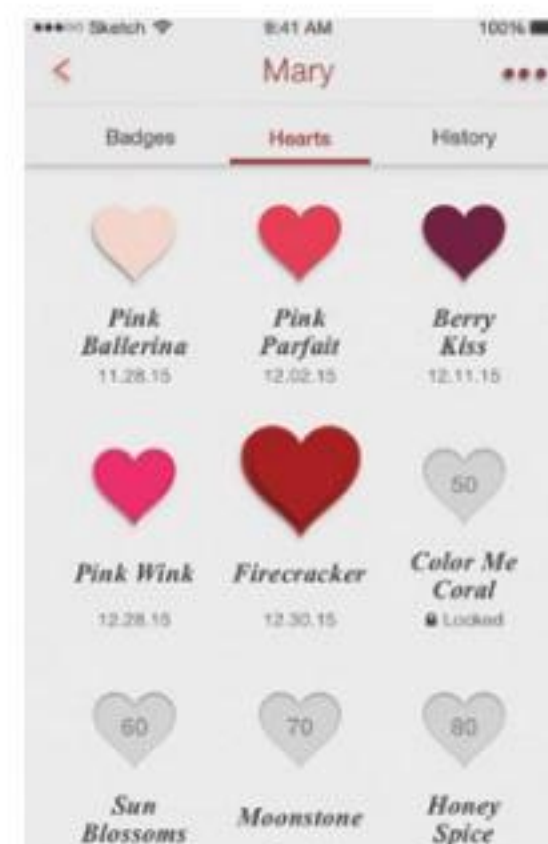
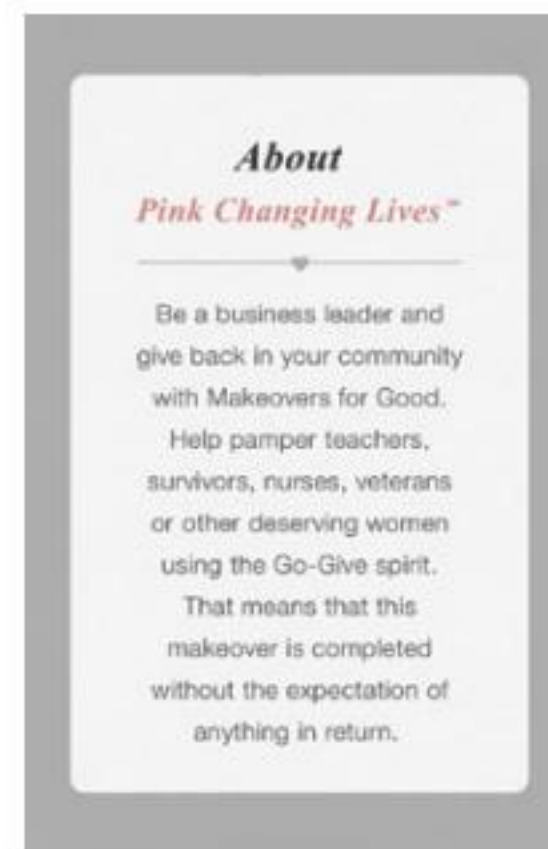
There's an App for That!

The Mary Kay culture is all about giving back and volunteering your time to make others feel important. Did you know there's an app that recognizes all *you* do in your community? It's the **Pink Changing Lives® App**, and it's **free from your app store!** Download today and start logging the efforts you make to do good.

GROW. Each time you do a **Makeover for Good** and pamper a deserving woman – such as a domestic violence or cancer survivor – log it on the app. Then **watch the app's heart icon grow** and **change colors** as you change lives.

SHARE. Show the heart of Mary Kay as you share your progress on social media. Plus, you can **earn badges that unlock exclusive images** like the **iconic bumblebee** along with **quotes from Mary Kay Ash** that you can share on social channels.

GIVE. Give directly to *The Mary Kay Foundation*™ through the app to help support its ongoing mission to end domestic violence and cancers that affect women.



New Faces, New Team Members

Happy YOU!

It all works together when you work your Mary Kay business with a focus on new faces. Today's a great day to start!

Think about this —

If someone had not offered you the Mary Kay opportunity, what would you be doing now? Chances are you wouldn't be doing what you love! Why not **share Mary Kay with others** so that they have the chance to love what they do?

When? At your **skin care parties**. Your guests are already falling in love with the products, and they see how much fun you have. It's the perfect time to invite them to do what you do.

TEAM-BUILDING TIPS

- **Listen** to what your potential team member wants first. Then share how a Mary Kay business can help her get there.
- **Smile** as you speak. It always attracts others.
- **Have a plan** to achieve your team-building goal. Then, make sure you hold enough parties to get in front of your potential team members.



Linnea used her Mary Kay earnings to help pay for her honeymoon in St. Lucia!



Linnea with her first team members.

LEAD WITH RED.

Independent Beauty Consultant Linnea Fahnestock, St. Paul, Minn., became a Mary Kay Independent Beauty Consultant in March 2015. "I was planning my wedding when I started my Mary Kay business, so I was anxious about putting more responsibilities on my plate, but I quickly realized the **extra income I made in my Mary Kay business could pay for our honeymoon to St. Lucia!**"

HOW LINNEA EARNED HER RED JACKET:

- **\$600 in wholesale Section 1 orders, six parties, six team-building appointments each month.** She made it her goal to do this each month.
- **Track.** If you meet enough new faces, the sales and team members will follow. Linnea tracked bookings, sales and the number of faces she saw every month.
- **Prioritize.** She got her life in balance by exercising regularly, reading positive books and listening to affirmations.

WHAT SHE DOES:

"At every party, I select at least one person who I think would enjoy doing what I do. I share why I think she would be great based on my observations, and I ask if she would like to go home with additional information. I ask if I can follow up to answer any questions. Many want to hear more about the Mary Kay opportunity."

OTHERS FOCUSED:

My red jacket is a physical reminder of my perseverance, position as a growing leader and dedication to serving women. I realized how much being a Red Jacket mattered when I attended the kickoff party for one of my first team members. We went around the table to share why we admired her. I could see her face shine with confidence. I know Mary Kay is about *enriching women's lives*®, but in that moment, I could see the true impact this opportunity can have on another person.

HOW CAN I GET MY RED JACKET?

REQUIREMENTS:

- 3 or 4 active personal team members
- You must be active.*

HOW YOU CAN EARN:

- Product sales
- Team-building commissions
- Team-building bonus

COMPENSATION:

- 4% personal team commission
- Team-building bonus

REWARD:

- Receive \$50 rebate on red jacket available from Mary Kay Inc.

START THE CONVO.

Try this script from **Independent Senior Sales Director LaChelle Seleski**: *"I think you'd be a great Mary Kay® Independent Beauty Consultant! I can tell you're a good communicator, and you smiled the entire time. May I send you home with some information and give you a call tomorrow to see what you think?"*

Turn Objections Into Opportunities.

SOME SCRIPTS TO GUIDE YOU:

- **No Time.** "I say, 'How much time do you have?' Then I show her how she can make it work with her time limits."
- **No money.** "I explain that as women we are resourceful and if she really wants to, I know she can find \$100 to start."
- **I don't wear makeup.** "I tell her that I didn't wear makeup either when I started, but Mary Kay offers tools and how-to videos that make it easier."
- **Fear of starting.** "I say, 'What's the worst thing that can happen and the best thing that can happen?' At that point she starts to realize it's not as scary as she thought. I say, 'If you don't start, will you always wonder what could have been?'"



Independent Future Executive Senior Sales Director Maria Koo snapped this great picture of three NEW Independent Beauty Consultants as they modeled the new red jackets at the Orlando Career Conference in April.

(NEW FACES *take you* PLACES)

TEAM-BUILDING CHALLENGE

LET'S GO PLACES
JULY 1 – DEC. 31, 2017

Working your Mary Kay business full circle has many perks, and here's one more!

WHAT CAN I EARN?

Each month, the Independent Beauty Consultant (one per unit) with the highest number of new personal team members (minimum of two) gets a SPECIAL PRIZE.

GRAND PRIZE: The TOP FIVE Independent Beauty Consultant achievers per Seminar with the highest number of new qualified team members over the six months get a trip voucher worth **\$5,000!**



Visit Mary Kay InTouch® for details.

MARY KAY®

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

PRSRT STD
U.S. POSTAGE PAID
MARY KAY INC.

kate spade new york®
for Mary Kay

Live the *All Star* Life.

ALL-STAR STAR CONSULTANT CONSISTENCY CHALLENGE

JUNE 16, 2017 – JUNE 15, 2018


kate spade
NEW YORK

An eye for fashion

When you achieve **Star Consultant** status all four quarters, June 16, 2017 – June 15, 2018, you'll be eligible to receive one of five fashionable pieces from the fabulous **kate spade new york® All-Star Collection** when you **attend Seminar 2018**. Each *All-Star* Star Consultant level (Sapphire – Pearl) has its unique prize.

PLUS! New Faces Take You Places All-Star Booster

Receive an additional 2,400 contest credits toward the *All-Star* prize when you achieve Star Consultant status all four quarters and earn the *New Faces Take You Places* bracelets all 12 months!

How Can I Be a Star Consultant?

Place a minimum of \$1,800 in wholesale Section 1 orders in a Star Consultant Quarter.

Tip! Earning the *New Faces Take You Places* bracelet each month equates to being a Star Consultant!

See *Mary Kay InTouch®* for complete contest details.

kate spade new york® is a registered trademark of Kate Spade, LLC.



trending @ MK

NEW FACES *take you* PLACES



Where is your Mary Kay business is taking you? Use **#teamMK** to share your inspirations! Turn the page to learn about the **NEW YEARLONG FOCUS ON NEW FACES** and the **collectible BRACELETS YOU CAN EARN** each month!

National Girlfriends Day: Tuesday, Aug. 1!

Girlfriends share their skin care secrets! Why not make August National Girlfriends Month? Now that's a great way to **find eager new faces to pamper at skin care parties**. Ask your guests to bring a friend to relax and learn the beautiful benefits of *Mary Kay*® skin care!



Nothing Happens Until Somebody Sells Something!

U.S. retail sales of skin care continue to grow and are projected to reach almost **\$6 billion this year!*** Get your piece of the profits starting today. Find new faces and share *Mary Kay*® skin care!



This Month in Mary Kay History

AUGUST 1998 ■

marykay.com launches.

Since then, the website has received numerous accolades, including **Best Website** by **#beautyAwards**.





NEW FACES *take you* PLACES

JULY 1, 2017 – JUNE 30, 2018

IT'S A NEW SEMINAR YEAR! Now's a perfect time to take advantage of the momentum you began last year sharing *Mary Kay*® skin care with new faces. Because you know when you step out and introduce new customers to our incredible products and share the Mary Kay opportunity, you set in motion a new level of success.

Working toward earning the use of a Mary Kay Career Car? New faces can help drive your business straight to the dealership. Longing for that family beach trip? New faces can help you ride the wave there. Whatever your dream, new faces can help make it happen!

This year, look for more fun challenges and ways to help you sell, share and win! For starters, there's the monthly **New Faces Take You Places Challenge** (opposite page) and the **New Faces Take You Places Team-Building Challenge** (Page 21) because selling to new faces can lead to new team members. And get ready, because there are even more surprises in store for you throughout the year!

Be sure to check the [New Faces Take You Places](#) page on *Mary Kay InTouch*® for ways you can take it up a notch, grow and earn big. You'll find a flier, digital images, *Mary Kay*® eCards and more!

NEW FACES *take you* PLACES

TAKE THE CHALLENGE!

JULY 1, 2017 - JUNE 30, 2018

JULY 1-31:
**Kick Up
Your Heels
And START!**

YOU EARN:

An exclusive designer charm bracelet featuring a different power word to focus on each month. [Earn](#) a new bracelet each month and collect all 12!

WHEN YOU:

Place a cumulative \$600+ wholesale Section 1 order* each month.



KICK UP YOUR HEELS AND START!

START

Time to START earning more, START building your team and START living your dreams. It STARTS this month and every month when you place a cumulative \$600+ wholesale Section 1 order.*

How do you get started? By simply beginning. I can assure you that you will go nowhere until you start. I can also assure you that you will have a tremendous experience if you will only begin. Make every day count. Make every hour count. Make every minute count.

– Mary Kay Ash

DOUBLE DIP:

When you consistently sell enough product to support \$600+ in cumulative wholesale Section 1 orders* each month, you also can earn [Star Consultant](#) prizes and perks and the **All-Star Star Consultant Consistency Challenge**. (See back cover for more details.)

DO THE MATH:

How can you reach \$600+ in cumulative wholesale Section 1 orders this month? Start with skin care:

6 TimeWise Repair® Volu-Firm® Sets =
\$1,230 retail or \$615 wholesale

13 TimeWise® Miracle Sets®
(Mary Kay's favorite number!) =
\$1,235 retail or \$617.50 wholesale



About the Bracelet Designer

R.J. Graziano is highly recognized as an industry trend-setter whose signature style embraces fashionable women everywhere. R.J. has enjoyed success at Bloomingdale's, Nordstrom, Saks and Neiman Marcus. His designs are worn by Taylor Swift, Rihanna, Julia Roberts, Beyoncé and Oprah Winfrey, among others. His designs are featured in *Vogue*®, *InStyle*®, *People*® *StyleWatch*® and *Elle*®. @Rjgraziano

Elle®, *InStyle*®, *People StyleWatch*® and *Vogue*® are registered trademarks of their respective owners and not Mary Kay Inc.

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



Independent Future
Executive Senior
Sales Director
Christina Frantz
Carlisle, Ohio

START NOW!



"About 90 percent of my customer base is made up of people I had never met before Mary Kay," says Tina. "New faces have helped me to earn the use of Mary Kay Career Cars, world-class trips around the world and a great income."

When Tina started her Mary Kay business in 2005, her goal was to earn a little extra money. It didn't take long for her to realize that her business could be so much more. She just had to start! And she did it by finding new faces.

By focusing on her Mary Kay business, Tina became an Independent Sales Director in July 2009 and has steadily grown her business to where she is now – an Independent Future Executive Senior Sales Director.

It Starts With Bookings.

"To find new faces, you've got to kick up your heels and start! And booking parties is the first step," she says.

Step 1. "Go through your phone and contacts on social media, and make a list of the people you've never treated with a facial. Sometimes all you have to do is ask! That's your hot list."

Step 2. "Go through your best customers and offer them something for referring their favorite, friendliest people."

More Ideas

- **Booking Rallies.** "At the beginning of each month, my unit and I make it our goal to have our calendars full by the fifth of that month. It gives us a sense of urgency and a plan for the month."
- **Book-a-Thons.** "Every Monday night, my unit gets together to book parties. We'll bring our customer lists, customer profiles, booking scripts, phones and battery chargers. Then we start! I bring a whiteboard to track bookings, and I give a prize to the one who gets the most bookings."

"New Independent Beauty Consultants get the experience of listening to others book, and our more experienced Beauty Consultants can gain confidence and build their businesses. Eventually, the new ones grab scripts and get started too! Being with like-minded women can give you that 20 seconds of insane courage to pick up the phone. And when you're around successful, engaging women, it gives you the courage to start."



"When you're alone, you can let yourself off the hook and take the easy way out. But when you're with a group who are all trying to succeed, it makes you want to succeed too."

Tina shares more tips on the ***New Faces Take You Places*** page on *Mary Kay InTouch*®!



BOOKING BENEFITS

Tina's Book-a-Thon:

- Highest combined bookings30
- Average bookings3
- Highest for one Independent Beauty Consultant10

TINA'S SAMPLE SCRIPTS

PHONE CALL OR TEXT

New Faces:

"Hey, _____. This is _____. I am friends with _____. She is helping me with a fun project and gave me your name."

[Wait for reply]

"I got together with her the other day because she is helping me with my 100 facials challenge. She picked you as one of her nicest friends who may help me since I don't know 100 people! It's free, super quick, and you get a gift just for allowing me to pamper you with a facial. Any chance you would be willing to help out?"

[If you text her, you can add a picture from the party with _____.]

P.S. Here's a picture from our fun party with _____ to show you that I'm a real person and not a robot!

People You Know:

"Hi, _____! Great news! You are one of 10 sharp, fun women I have selected to receive a free facial and *Mary Kay*® gift."

[Wait for reply]

"I have _____ (list two or three options) available. Let me know if one of those times works for you or if you have another time that works."

**TimeWise®
Moisture Renewing
Gel Mask, \$22**

**Mary Kay® Oil-
Free Eye Makeup
Remover, \$15**

**Mary Kay® Gel
Semi-Matte
Lipstick, \$18**
Poppy Please

**Mary Kay®
Compact,*
\$19 (unfilled)**

ON HOSTESS REWARDS:

WHO WANTS FREE PRODUCTS? That's an offer few can resist. You can choose an incentive that works best for you and your party hostesses. Here's a guide for starters:

Total Party Sales	10% of Party Sales With No New Bookings	15% of Party Sales With One New Booking	20% of Party Sales With Two New Bookings
\$500	\$50	\$75	\$100
\$400	\$40	\$60	\$80
\$300	\$30	\$45	\$60
\$200	\$20	\$30	\$40

Find more ideas under **Party Central** on *Mary Kay InTouch®*.

More Hostess Perks!

1. Consider giving your hostess a custom color look she can wear to her skin care party and show her guests. Be sure to arrive early to allow time.
2. She'll love knowing she can always try before she buys. No more, "I hope this color looks good on me!"
3. Make her feel special when you send her *Beaut e News*™ where she can keep up on the latest products.

ON MARY KAY MATH:

YOU CAN DETERMINE YOUR FINANCIAL GOALS to help you develop your sales plan by month, by week and even by day. Example: If you sell an average \$300 at each party and your monthly goal is \$1,200, then you'll need to hold a minimum of four parties a month to reach your goal.

Don't Fret the Noes.

For many, the biggest fear is rejection. Mary Kay said, "The only difference between successful and unsuccessful people is extraordinary determination." Success comes when you push past the fear. Pick up and move on!

Turn Objections Into Opportunities.

SOME SCRIPTS TO GUIDE YOU:

OBJECTION: I don't know anyone who would be interested in a skin care party.

Response: *Oh, that is totally cool, and I'll give you a facial just so you can see and feel the benefits. But let's brainstorm and see who may be able to join you. You could earn hostess credit toward your purchases.*

OBJECTION: I'll check with my friends and get back with you.

Response: *I totally understand. How about we pencil in a date that works for the two of us since we know we will get together anyway? That way we both have a date saved in our date books.*

*Mary Kay® Compact – U.S. Pat. D555,288 and Other Pats. Pend.

All prices are suggested retail.

You'll find this fun hostess flier on *Mary Kay InTouch®*.

Reward Yourself

Earn FREE* Mary Kay® products when you host a party!

There are lots of reasons to host a party. Discover irresistible products, hang out with friends, and earn FREE* Mary Kay® products. Want to learn more? Here are a few ways you can receive special gifts as a hostess!*

OPTION 1: UP TO 20 PERCENT IN FREE* MARY KAY® PRODUCTS

TOTAL PARTY SALES	NO NEW PARTY BOOKINGS (10% OF PARTY SALES)
\$500	\$50
\$400	\$40
\$300	\$30
\$200	\$20

OPTION 2: A \$40 GIFT OF BEAUTY*

You can get \$75 (suggested retail) of Mary Kay® products of your choice just \$35 when you host a party!

*Based on the actual sales total at the party.

sellingTIPS

Name _____
Mary Kay® Personal Web Site: _____

applause 7