FEBRUARY 2010

ause



Girls Love Pearls Make Make This Bracelet Yours!

Show Your Bright Side Say Goodbye to **Dry Skin** Plan Now for Career Conference 2010

free* for you Jan. 16 - Feb. 15, 2010

This month, your free* items will include Mary Kay® Waterproof Mascara, Mary Kay® Eyesicles® Eye Color in Island Bronze, the Mary Kay® Compact Cover, the Sample Anything! Card and the Beauty Carryall. For a complete list of BizBuilders quantities and values for this month, go to the Mary Kay InTouch[®] Web site after Jan. 10 and type "BizBuilders" in the search bar.

wholesale order receive for free* \$30 in suggested \$400 retail products in suggested retail products + \$600 Section 2 items in suggested retail products + Section 2 items \$800 in suggested retail products + Section 2 items \$1,200 in suggested \$128 In Suggested retail products + Section 2 items \$1,800



Waterproof Mascara



Mary Kay® Eyesicles® Eye Color in Island Bronze



Mary Kay® Compact Cover (Compact not included.)



Sample Anything!

Card



Beauty Carryall





Mary Kay said it best

"We must carefully guard the image that we have established – and that calls for dealing with honesty and integrity in everything we do. We must remember the principles upon which our Company was founded and believe in ourselves and our ability to do anything in the world we want to do."

february: dates to remember

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

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



New Independent Sales Director Education begins for Independent Sales Directors who debuted Dec. 1 and Jan. 1.

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





Postmark deadline to earn the second monthly product bonus.

Last day to enroll online for the Spring 2010 Preferred Customer Program[™] mailing of The Look, including exclusive samplers, while supplies last.



Presidents Day. Postal holiday.

Third monthly product bonus begins.

Last day of the month for Beauty Consultants to place telephone orders (until midnight Central time). Deadline to register for Career Conference 2010. Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail or dropped off

January Career Car qualifier

paperwork due to Company.

at the branches must be received by 7 p.m. local time to count toward this month's production.

Last day of the month for Beauty Consultants to place online orders (until midnight Central time).

Deadline to qualify for the second part of the *Bee Focused!* Challenge to earn the gold and crystal bee necklace.

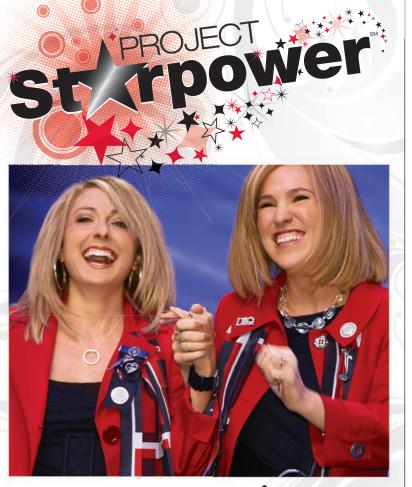
Deadline for Girls Love Pearls Challenge to earn the pearl bracelet.

Online Independent Beauty Consultant Agreements accepted until 7 p.m. Central time.

share the sisterhood

Imagine how building a team could change the shape of your Mary Kay business! And how about a gorgeous pearl bracelet for even more incentive? Turn to Page 15 to get motivated for the *Girls Love Pearls* Team-Building Challenge and discover hot teambuilding tips. And speaking of challenges, how is your party count coming along? Parties are a great place to attract new customers and potential team members. What a great time to hold Valentine's Day and "winter skin" parties to keep your party momentum in full swing. And remember to log your party count online as we reach for 5 million "parties with a purpose"!





Project StarPower™

Learn how to shine as a Star Consultant and find out how to make your Mary Kay business excel when you attend Career Conference 2010. You have the power to be a star! **Page 16**

No More >> Dry **Skin**

Give dry skin the boot with products designed to moisturize and smooth – especially during the harsh winter season.

Page 4

party purpose: achieve luminous skin

Skin that glows, looks bright and feels radiant is the best skin around! You can help your customers achieve the luminous look they want with products featured here. In fact, why not consider holding "luminous skin" parties for anyone who wants to ditch dreary skin forever? Goodbye dull; hello bright!

Pamper, Soften and Brighten in One Step

TimeWise[®] Even Complexion Mask delivers instant brightening benefits so skin looks immediately more radiant. This gentle formula leaves skin feeling soft and moisturized, two especially important benefits during those times when your skin needs extra hydration. Formulated with the patentpending MelaCEP[™] Brightening Complex, this botanicalinfused mask is the perfect solution for tired, dull skin that needs a burst of radiance.

Women who tried TimeWise[®] Even Complexion Mask during a consumer study saw a significant improvement in how their skin looked and felt, both immediately and after using the mask three to four times over a 10-day period:

90% said their skin immediately looked brighter.* **95%** said their skin felt soft.*

90% said their skin felt moisturized.*

*Results reported after a 10-day consumer study.



TimeWise® Even Complexion Essence uses our patent-pending Lucentrix® complex to restore skin's natural, even tone by helping **reduce visible dark spots and skin discoloration.** When used together with the new TimeWise® Even Complexion Mask, you get the best of both worlds: the long-term, even skin tone benefits of TimeWise® Even Complexion Essence and the immediate brightening benefits of TimeWise® Even Complexion Mask. Now that's an Even Complexion Power Pair! time**wise** even complexion essence essence teint uniforme loción equilibrante fe tono facial 1 FL, OZ. / 29 mL

MARY KAY

timewise

\$20

even complexion mask

masque teint uniforme mascarilla equilibrante de tono facial

3 OZ. NET WT. / 85 g



MARY KAY

Replenishing Powerhouse

In addition to lifting and firming benefits, a large majority of women participating in a two-week consumer study of TimeWise® Replenishing Serum+C said their skin felt refreshed and moisturized and looked **smoother and brighter.** These results speak for themselves:

89% said their skin looked lifted and more resilient.*

- 86% said their skin looked more toned.⁺
- **79%** said their skin looked younger.⁺

90% said their skin looked enhanced.⁺

Be sure to remind your customers that these results are based on using **TimeWise® Replenishing Serum+C** on a continual basis.

Value Can Lead to Sizzling Sales

Your customers are realizing that multiple benefits and outstanding results make TimeWise® Replenishing Serum+C well worth the investment month after month! Today's consumer often considers quality and benefits, not price alone, when making skin care purchases.

Product prices are suggested retail. [†]Results reported after a two-week consumer study

Flawless Finish

Mary Kay[®] Mineral Powder Foundation is beauty made simple. Now with six new natural-looking shades for a total of 12, even more of your customers can experience this weightless powder that goes on with the sweep of a brush and blends effortlessly for a flawless look. This skin perfecter makes lines, wrinkles and other **imperfections seem to disappear.** And it's transferresistant so it won't fade away midday.





Defy Your Age

You can count on the TimeWise[®] Miracle Set[™] for age-fighting results that lead to loyal customers time and again! With 11 amazing benefits in four easy steps, your customers can choose to start with the full-size set for the best value or the TimeWise[®] Trial Miracle Set[™] for onemonth's supply as a starter set.

TimeWise[®] Miracle Set[™], **\$90**

Add a foundation starting at **\$14**

TimeWise[®] Trial Miracle Set[™], **\$44**

Pertinent Party Tips

- For a *Luminous Skin* party, consider serving fresh fruits, vegetables and healthy juices containing natural antioxidants that contribute to healthy, glowing skin.
- In providing Golden Rule customer service, be sure to tell customers about the 100 percent Mary Kay® Satisfaction Guarantee and be sincere in it. The guarantee reads as follows: *Mary Kay Inc. stands behind its products sold by our Independent Beauty Consultants.* If for any reason you are not completely satisfied with any Mary Kay® product, it will be replaced without charge, exchanged or the full purchase price refunded following its return to your authorized Mary Kay Independent Beauty Consultant or, if she is no longer active, to the Company with proof of purchase.
- At the end of a skin care party, be sure to send guests home with Color Cards so they can try a Mary Kay[®] mineral color look. Then follow up to see how they liked the look.
- Chief Scientific Officer Dr. Beth Lange has shared her expert skin care advice in recent issues of *Applause*[®] magazine and *The Look*.
 Clip and cut your favorites to share with guests at parties as exclusive "insider" knowledge.
- Be sure to log your parties on the Mary Kay InTouch® Web site or through MKITGO so every party will count toward the 5-millionparty goal. While you're online, you can join "Let's Talk" Party!SM site discussions to discover new ideas that are working for others. You'll find great tips and will have the opportunity to share your own.



Visit the "Product Central" section of the Mary Kay InTouch® Web site to learn more about these products.

party purpose: banish dry winter skin

Know someone who's experiencing the winter doldrums? Ask her to host a party that will crack the winter blues and provide a solution to dry winter skin!

Supersoft Hands

Rough, dry hands are instantly cleansed, softened and moisturized in three easy steps with the new Fragrance-Free Satin Hands® Pampering Set. Featuring updated packaging and formulas, this set is perfect for men and women. Each set includes Fragrance-Free Satin Hands® Hand Softener*, Fragrance-Free Satin Hands® Satin Smoothie® Hand Scrub and Fragrance-Free Satin Hands® Hand Cream that now moisturizes for 24 hours. (Hand Cream also available separately for \$10.) **\$21**

\$34 per set



ARYKAY

Mary Kay[®] Intense Moisturizing Cream (for dry skin) and Mary Kay[®] Oil-Free Hydrating Gel (for normal to oily skin) hydrate for up to 10 hours. Choose the one that's best for your skin type.





Forego Fine Lines

The TimeWise® Microdermabrasion Set provides an at-home skin care breakthrough like no other with immediate results. The two-part system starts with an advanced exfoliator and follows up with a nourishing serum to fight fine lines, make pores look smaller and revitalize skin so it looks noticeably softer and smoother.



\$30





Moist Coverage

Skin changes with the season, so be sure to help your customers re-evaluate their foundation choice for the winter. For drier skin, you can suggest Mary Kay® Full-Coverage Foundation that hydrates for up to six hours. Available in 20 shades. **\$14**



Pertinent Party Tips

- Get party guests off to a soft-andsmooth start by having them sample the Fragrance-Free Satin Hands[®] Pampering Set. And what's a winter party without hot cocoa and cookies for setting a warm and cozy mood?
- Every party you hold can move you closer to Star Consultant status and our goal to reach "5 by 50" – \$5 billion in revenue by the Company's 50th anniversary in 2013. Look inside this issue of *Applause*® magazine for the Quarter 3 *Star Consultant Program* brochure featuring prizes to motivate you! And remember, Star Consultants can use the convenient Customer Delivery Service! Look online for details.
- At every party, share why you became an Independent Beauty Consultant and briefly describe the benefits of the Mary Kay opportunity.



Warm Color for Winter

Mary Kay[®] Eyesicles[®] Eye Color in Island Bronze, Mary Kay[®] Mineral Cheek Color in Strawberry Cream and Mary Kay[®] Tinted Lip Balm Sunscreen SPF 15⁺ in Poppy combine for a quick winter look that's not too harsh. Check out this complete *Soft Radiance* look featured in the Winter 2009 issue of *The Look*.

Product prices are suggested retail.

on-the-go eye kit

The Mary Kay[®] Compact holds everything you need to enhance your eyes and brows, making it your customized on-the-go eye kit!

Mary Kay[®] Compact (unfilled), \$18

Mary Kay® Brow Gel.

This multitasking clear gel quickly conditions brows with a matte finish that keeps groomed brows in place without flaking and with a fuller appearance. **\$10**



Mary Kay[®] Brow

Tools. Includes a mini angle brush for applying brow powder, a mini spooley brush for grooming brow hairs and mini tweezers for shaping brows.



Mary Kay[®] Mineral Eye Colors of your choice, **\$6.50** each

Brow Powder. Mary Kay[®] Mineral Eye Color doubles as a brow powder. We recommend selecting a shade close to your current hair color like Hazelnut, Sienna, Cinnabar, Espresso or Coal.



Top row: Mary Kay® Mineral Eye Colors in Silky Caramel, Sienna and Navy Blue Bottom row: Mary Kay® Mineral Eye Colors in Spun Silk, Hazelnut and Chocolate Kiss

Product prices are suggested retail.



FREE Bag With Purchase

Get the Brow Collection Bag FREE when you purchase any shade of regular-line Mary Kay[®] Brow Definer Pencil* or limited-edition mechanical Mary Kay[®] Brow Liner in Blonde (while supplies last), plus the Mary Kay[®] Brow Tools and Mary Kay[®] Brow Gel. The bag carries all your brow products in one convenient and stylish case. Offer available through participating Independent Beauty Consultants while supplies last from Dec. 16, 2009 – March 15, 2010. *Choose from Blonde, Brunette, Classic Blonde, Soft Auburn or Soft Black.

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party tips for becoming a star

Our party count is growing! To help you keep up the momentum, two Independent Sales Directors share party ideas and offer their best tips for reaching Star Consultant status. Remember, holding parties helps you develop loyal customers who come to you again and again for all their skin care and cosmetics needs. So keep logging your parties* and look for more fun party incentives on the Mary Kay InTouch® Web site!



Independent Sales Director Laurie Farris Mesquite, Texas Star Consultant for 30 quarters and counting Started her Mary Kay business: January 2001

With 200 customers, Laurie knows what it takes to reach Star Consultant status. It's all about providing good customer service to secure regular reorders. "I contact them at least once every three months and always send them each Preferred Customer ProgramSM mailing," Laurie, a former radio station webmaster, shares.

And while Laurie continues to hold one-on-one appointments with new and existing customers, she agrees that parties are essential in this business. "The most important thing we need to do is hold parties," Laurie says. "This is where we find the best people." So when she first heard about the 5-million-party goal at Seminar 2009, Laurie recommitted to holding parties on a more regular basis.

To meet her party goals, Laurie has made the sensational TimeWise® Replenishing Serum+C the highlight of her parties. When contacting hostesses, she describes this new must-have Mary Kay® product and explains how they can earn it free by holding a party. "Once they begin using this product, they *will* love it," Laurie shares. "I want all of my customers to experience it and earn it free. Then, I offer a discount on their next purchase of TimeWise® Replenishing Serum+C to encourage reordering."

A spot on the Queen's Court of Personal Sales, driving a Premier Club car, fantastic quarterly prizes and the ability to spend time with her family all motivate Laurie to grow her customer base and achieve Star Consultant status every quarter.

Laurie's No. 1 Tip: Don't be afraid to warm chatter. Meeting new women everywhere you go is key to growing your business.



Independent Senior Sales Director Alexa Tarby Pittstown, N.J. Star Consultant for 62 quarters and counting Started her Mary Kay business: June 1992

Not long after she became an Independent Beauty Consultant, Alexa challenged herself to consistently sell \$400 in retail sales every month. That soon grew to \$800 a month, then \$1,200 a month. It didn't take long before she was achieving Star Consultant status every quarter.

"If you are serious about your business, you must commit to being a Star Consultant every quarter," Alexa says. "It's a must. And when you start to take yourself more seriously and your business seriously, you'll find that you can reach your goals."

With 130 customers on her Preferred Customer Program^{5M} list, Alexa reaches Star Consultant status through customer reorders and by holding parties. Her motto for Star Consultant success is: See the people, see the people, see the people.

"If your goal is in jeopardy toward the end of a quarter, you must regroup, replan and restrategize," Alexa says. "Come up with creative party ideas, call your best customers and offer them a party they can't refuse. Even one party can make the difference in reaching your Star Consultant goal."

Alexa also suggests working your Mary Kay business into every conversation, even if it's only a brief mention. "You may be talking to the receptionist at your doctor's office, but you never know when that mention will spark her to ask you more about Mary Kay[®] products and what you do," Alexa shares.

Alexa's No. 1 Tip: Have a life plan in place. What is it that you want? Is it more flexibility, to pay for a housekeeper or to save for a vacation? Keep your goal in front of you and let that drive what you do on a daily basis.

*For purposes of our 5-million-party goal, a party is defined as any selling situation which has a hostess, at least two guests in attendance and results in at least \$200 in suggested retail sales.

Congratulations to the winners for October 2009

On-Target Inner/Diamond Circle Independent National Sales Directors become 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 October 2009, NSD bonuses for Star Consultants and NSD commissions earned on all foreign countries for September 2009.) These "NSD commissions" are used to determine NSD ranking for a Seminar year. Congratulations to the following NSDs who are considered on-target from July 1 through October 31, 2009.





Gayle Gaston

Gloria Mayfield Banks

Pearl



Darlene Berggren

Diamond

Barbara Sunden

Rubv



Carol Anton

Barbara Sunden\$324,168.57	Joanne Holman145,694.44	Lupita Ceballos 114,008.66	Patricia Rodríguez-Turker 95,394.16 Johnnette Shealy	Wanda Dalby 83,504.19	Shannon Andrews77,680.17
	Gloria Castaño	On-Target for \$250,000	Debi Moore93,303.22		Pam Gruber
Carol Anton\$175,716.65	Anita Mallory Garrett-Roe 134,421.78 Cheryl Warfield 132,874.47	Sherry Giancristoforo\$105,856.48 Rosa Jackson104,937.25	Mary Diem	Diamond Circle Jackie Swank	Cindy Fox71,347.46 Jeanne Rowland69,995.54
			Dacia Wiegandt		

Monthly Commissions and Bonuses Listed are NSD commissions earned in October 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		Emerald		Pearl		Diamond		Ruby	
Gayle Gaston***	\$75.454	Gloria Mayfield Banks***	\$51,212	Rosa Jackson**	\$41.589	Barbara Sunden***	\$85.626	Carol Anton**	
Karen Piro**		Kathy S. Helou*		Darlene Berggren**	40,850	Lisa Madson	49,399	Pat Danforth*	
Jana Cox*		SuzAnne Brothers*		Cindy A. Williams		Gloria Castaño**		Wanda Dalby**	
Joanne Holman**		Sherry Giancristoforo**		Jan Harris**		Anita Mallory Garrett-Roe**		Karlee Isenhart**	
Lupita Ceballos**		Debi R. Moore*		Cheryl Warfield**		Sonia Páez		Ronnie D'Esposito Klein*	
Judie McCoy*		Dacia Wiegandt		Jackie Swank*		Patricia Rodríguez-Turker**		Sue Kirkpatrick*	
Julianne Nagle-Hackett*		Lily Orellana		Pamela Waldrop Shaw		Linda C. Toupin		Johnnette Shealy*	
Tammy Crayk		Kerry Buskirk*		Stacy I. James*		Ada García-Herrera		Kimberly R. Copeland	21,947
Shannon C. Andrews*		Kay E. Elvrum		Halina Rygiel*		Diane Underwood		Shirley Oppenheimer*	20,728
Dawn A. Dunn		Joanne R. Bertalan*		Anita Tripp Brewton*	19,674	Mary Diem*		Cyndee Gress	
Kimberly D. Starr		Mona Butters		Lisa Allison*	19,399	Pam Gruber*		Jeanne Rowland*	
Mattie Dozier		Pamela Tull	18,275	Maureen S. Ledda*	19,310	Evelinda Díaz*		Pamela A. Fortenberry-Slate*	17,166
Valerie J. Bagnol*		Cindy Fox*		Sandy Miller		Dalene Hartshorn		Pam Ross*	
Pam Klickna-Powell		Jamie Cruse-Vrinios		Nancy Bonner*		Sharon Kingrey		Scarlett S. Walker*	
Sandy Valerio		Janet Tade*		Wilda DeKerlegand*	16,208	Connie A. Kittson		Lynne G. Holliday	
Pam I. Higgs		Yvonne S. Lemmon	16,228	Lise T. Clark*	16,134	Joyce Z. Grady	16,968	Rebbecca Evans*	
Jan L. Thetford		Morayma Rosas		Mary C. Estupiñan-Martel*		Jo Anne Cunnington	16.961	Judy Kawiecki	
Alia L. Head		Sherry A. Alexander	14,915	Julie Krebsbach		Isabel Venegas	15.150	Janis Z. Moon	14,307
Lorraine B. Newton		Cathy Bill*		Anabell Rocha		María Monarrez	15.105	Jo Anne Barnes	
Davanne D. Moul*	13,510	Miriam Gómez-Rivas		Glinda McGuire		Carol Lawler	14,910	Maria Aceto Pirro	
Sharon L. Buck		Cathy Phillips	13,674	Elizabeth Fitzpatrick*		Rosa Carmen Fernández		Michelle L. Sudeth*	13,706
Sherril L. Steinman		Consuelo R. Prieto	13,542	Judy Brack		Diana Heble	12.587	Kate DeBlander	13,604
Diana Sumpter		Sabrina Goodwin Monday	13,208	Lynda Jackson*		Rosibel Shahín*		Gena Rae Gass	
Maria Guadalupe Diaz		Jackie LaPrade	12,395	Pat Campbell		Gina Rodríguez	10.248	Kirk Gillespie	
Debra M. Wehrer		Kym A. Walker*		Jane Studrawa		Jan Mazziotti		Nancy West Junkin*	12,419
Nancy A. Moser		Kathy Rodgers-Smith		Barbara Stimach*		Betty Gilpatric		Bea Millslagle	
Gloria Báez*		Brenda Segal*	11,848	Monique Todd Balboa		Andrea C. Newman		Patricia Lane	
Charlotte G. Kosena		Cristi Ann Millard	11,826	Linda Kirkbride		Gladys C. Reyes		Vicky L. Fuselier	
Kendra Crist Cross		Shelly Gladstein		Bett Vernon				Vicki Jo Auth	
Magdalena Nevárez*		Dawn Otten-Sweeney	10,770	Maureen Myers				Cindy Towne	
Gillian H. Ortega		Judy Harmon		Kathy C. Goff-Brummett				Kelly McCarroll	
Brigit L. Briddle		Crisette M. Ellis		Anita N. Conley				Toni A. McElroy	
Maribel Barajas		Barbara Whitaker		Cathy E. Littlejohn				Cheryl J. Davidson	
Joy L. Breen		Natalie Privette-Jones		Robin Rowland				Gay Hope Super	10,852
Carol L. Stoops		Francie McBeth		Svlvia Kalicak.				Amy Dunlap	10,791
Ann Brown		Regina Hogue		Shirley M. Oshiro	10.691			Cindy Z. Leone	
María Aquirre		Esther Whiteleather	7,892	Wadene Claxton-Prince				Candy D. Lewis	
Karen B. Ford		Sandra Chamorro	7,824	Ruth Theodocion	10.462			Terri Schafer	
Jill Moore		Joanne Hollingsworth	7,165	Rosalie Ann Medjesky				Phyllis Chang	
Paola J. Ramírez		Carmen Ríos		Vernella Benjamin				Donna B. Meixsell	
Mirna Mejía de Sánchez		Nora L. Shariff*	6,572	Beatrice Powell				Margaret M. Bartsch	8,015
Elizabeth Sánchez		Caterina M. Harris	6,021	Deb Pike				Thea Elvin	
Gladis Elizabeth Camargo*		Phyllis R. Sammons		Allison LaMarr				Katie Walley	
		Pamela Cheek		Kathy Jones.				Rhonda L. Fraczkowski	
				Bettye M. Bridges				Renee D. Hackleman	5,314
				Sonja Hunter Mason				Sharilyn G. Phillips	4.257

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

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APPLAUSE* magazine is published in recognition of and as information for members of Mary Kay Inc.'s 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 ©2010 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association.

Commission Circle

Listed below are the Independent Sales Directors who earned the top 100 commissions and bonuses in each Seminar area in October 2009. Names in bold print are those who earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission.

Sapphire
Julia Mundy\$13,060.81
Julie Weaver
Tammy Romage 12,169.47
Diane Bruns 11,671.31
Jodi L. Feller
Connie L. Russo 10,548.20
Patsy A. Glunt 10,479.38
Peggy B. Sacco
Christy Bigham
Lady Ruth Brown
Lady Ruth Brown
Phyllis I. Pinsker
Kim I. Cowdell
Tasha Bergman
Maranda Michelle Rains 8,808.60
Melva M. Slythe
Joanna Helton
Roxanne McInroe
Alison Jurek
Angie S. Day
Rayne D. Tubbs
Debbie A. Weld
Kim Maynor
Brenda Bennett
Faith A. Gladding
JoAnna P. Shipe
Michelle Sara Moore 8,249.16
Cheri L. Taylor
Kathy R. Bullard
Monica Garcia
Gena Prince 7 961 68
Crystal Dawn McDaniel 7.952.41
Ann W. Sherman
Dolores Keller
Linda Klein
Brynne M Blalock 7 683 18
Lynn A. Cervini
Angela D. Laterry
Avelyn R. Smith
Josefa Chacon 7.343.07
Danice C. McEldowney 7,296.90
Dena Smith
Norma Hood
Sue Ammons
Maria Elena Coyote7,108.60
Sharon Rath
Sandra A. Zavoda
Ann Ferrell Smith
Anne Elizabeth Leanos 6,872.22
Mary K. White
Maria Elvia Lopez 6,794.74
Angeles Sosa 6,743.25
Jill Beckstedt
Natalie Reed
Sharon K. Swayzer
Sharon K. Swayzer
Deborah Robina
Estela Saucedo
Angelique M. Talbert
Deb M. Miller
Kim Williams
Ann W. Knab 6,338.67
Debra J. Witmer
Denise Yates-Hernandez 6,309.56
Pam Garner Moore
Angeles Herrera
Phyliss Norris
Linda J. Bird 6,090.93

irector commission plus	the	maxi
Romelia Bjornnes	6,03	5.12
Nuria Yesenia Maldonado	6,01	8.69
Jennifer G. Bouse	5,98	8.57
Effie Parsons		
Moleda G. Dailey		
Pilar Najera		
Marie Pfarr		
Cindy Harness	5,92	5.54
Robyn S. Cartmill		
Angelee R. Murray	5,85	0.52
Lynn Baer Roberts	5,84	2.34
Tirza Llanes	5,83	3.94
Sherry Y. Pipes	5,80	9.91
Maria G. Leon	5,80	5.62
Cindy S. Kriner	5,77	0.15
Emerald		
Auri Hatheway \$1	2,50	0.78
Linda Bradley1 Hollie R. Sherrick1	1,28	9.65
Hollie R. Sherrick	0,84	6.40
Hope S. Pratt 1	0,19	4.84
Pam Kelly1	0,11	J.9/ 0.07
Christie I. Ehiobu 1 Helen, Jakpor		
Helen Jakpor Michele Martella Armes	0,90	0.92 0.11
Yolanda Lopez		
Mary Brandenburgh	9.50	8 92
Victoria Momah		
Carol M. Fulton		
Julie A. Griffin		
Nancy A. Berlin		
Candy Jackson		
Barbara Pleet		
Tammy K. Ayers	8,73	1.67
Nancy Boucher	8,57	7.94
Marianne L. Anderson		
Kimbi L. Bartik		
Emily Stone		
Sheri Farrar-Meyer	8,15	9.19
Susie J. Serio Paula Kelsch Lindsey Hysjulien	7,89	0.41
Paula Keisch	7.00	8.29
Kami Fredericks	7 8/	0.62
Andrea Steinmetz		
Marla Beddick	7 53	2 99
Marla Beddick	7.52	9.48
Rose Campbell	7,50	2.08
Gerri L. Gurreri	7,47	0.05
Maria Sanchez	746	1 75
Evalina Chavez Heather A. Carlson Stacy D. Foust Traci L. Smith	7,38	3.93
Heather A. Carlson	7,37	0.52
Stacy D. Foust	7,35	6.35
Traci L. Smith	7,30	8.33
Maritza Lanuza	7,28	0.72
Jo M. Cotton Stacy S. Gilson	7 26	J.43 5 21
Stacy S. Gilson Denise G. Kucharski	7 22	J.∠I 7.64
Grace Hull	7 20	1 90
Karen A. Jorgenson		
Sheila J. McCune		
Charlotte Mantooth	7.03	5.15
Angel L. Hurley Toya M. Drew	7,02	2.88
Toya M. Drew	7,00	7.39
Kay Dickerson	6,97	8.03
Callie Marie DeTienne		
Arianne C. Morgan	6,95	1.91
Ayobami O. Olusa Jeanette E. Beichle	6,93	2.23
Antonia Mirando	0,92	1.∠ŏ 0.25
Antonia Miranda Trisha Taylor		
Pamela Rowe Krzmarzick		
Debbie L. Bower	6,67	9.53
Brenda D. Elliott	6,62	8.38
Lyn Said		
Elaine K. Williams		
Judith E. Cotton	6,44	7.91
Marina Sanchez Ramirez	6,44	5.80
Flavia A. Rivera		
Jackie L. Root	6,41	8.11
Cheryl L. Foster		
Sandy Malkin	0,37	3.53 0.67
Connie S. Miller Lorena M. La Rosa		
Jeannine R. DeVore	0,04	0.14
Harris	6.30	8.99
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Gail Patton Menefee	. 6,229.94
Shawna D. Schneider	
Luz Elena Escudero	
Alyson R. Young-Guerra	. 6,188.30
Laura A. Armstrong	. 6,180.61
Lynne Worcester	. 6,175.25
Sonia E. Argueta	. 6,160.03
Karen E. Ridle	. 6,157.03
Haydee Guzman	
Susan Houser	. 6,115.92
Nancy Graham	. 6,099.64
Leanne Parrino	. 6,098.78
Lynn F. Huckels	. 6,065.28
Roxie Soto	
Jennifer Spriggs	
Taylor L. Moore	. 5,995.42
Delia Ponce	. 5,988.01
O'Nelly Encarnacion Gomez	
Nancy Harder	
Jeannie Varela	
Linda S. Robinson	
Olayinka K. Adegbayi	
Deborah Metzger	
Carol A. Josinsky	
Shara Mobley Gladden	. 5,768.70
Aida Ramallo de	
Escribano	
Karen Hunter	
Patricia Bennett	. 5,746.24

Escribano	5,762.98
Karen Hunter	5,762.23
Patricia Bennett	5,746.24
Holly Lynne Martin	5,727.32
Gloria Evans	5,725.06
Annette D. Oxley	5,664.60
Vickie R. Griffitts	
Misty McCain Pollard.	5,629.02

Pearl
Jeanie Martin \$17,366.11
Kim L. McClure
Kristin Myers
Betsy C. Richard 12,210.40
Jeanie K. Navrkal 12,153.05
Julia Sander Burnett 11,590.06
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Blythe Jolee Egbert 11,198.65
Tammy A. Vavala 11,197.89
Nadine Bowers 11,033.43
Alma Orrostieta
Tracey L. Chavez 10,804.53
Susan M. Hohlman 10,697.86
Lia Rene Carta 10,567.29
Patty Webster 10,541.74
Amie N. Gamboian 10,537.77
Holli Thompson Lowe 10,348.18
Irvene K. Foster 10,281.01
Tara Lynn Mitchell 10,038.82
Vicki Piccirilli
Sandra Giraldo Kirchhoff 9,915.52
Carmen J. Felix
Kathryn L. Engstrom
Shelley Eldridge
Ruthie Bresette-Mount 9,503.16
Cindy Machado-Flippen9,399.76
Lisa Olivares
Janice Baxter Hull 8,902.95
Michele Salisbury Rankin8,742.26
Patti Cornell 8,685.54
Cindy S. Koenig 8,600.83
Dorothy D. Boyd
Elizabeth B. Muna
Anne Geertsen 8,361.68
Richelle Suzette Kelly 8,230.49
Carol Marie May 8,072.67
Shanna H. Jones 8,072.39
Denise E. Crosby
Evelyn Pirhalla
Sandra M. Munguia 7,919.25
Luanne Stewart 7,884.16
Lindsay R. Stewart 7,861.12
Tina M. Wright7,843.60
Sharon Smith Wisnoski 7,821.77
Diane M. Detesco
Joyce Recenello
Tammy D. Niehaus
Holly L. Ennis
Amy Kemp
Lucia Fernandez 7,434.73

94	Victoria A. Pierle
72	Fila M. Chick-Power 7 407 26
81	Terri Lewis 7 381 43
30	Susie Konacz 7 363 29
61	Stacev Craft 7 324 57
25	Term Lewis 7,36143 Susie Kopacz 7,363.29 Stacey Craft 7,324.57 Sally Moreno 7,236.39 Marye Durrer 7,224.88 Brenda Stafford 7,224.18 Judi Tapella 7,210.16 Charger Leide 7,206.39
03	Marve Durrer 7 224 88
03	Brenda Stafford 7 224 18
85	Judi Tapella 7 210 16
92	Sherry L. Fields
64	Sandra Tatzer 7 174 26
78	Barbara B Johnson 7,135,06
28	Barbara R. Johnson
10	Darlene Butledge 7 002 79
27	Kathy Eckhardt
42	Alicia Borkowska-Sattler 6,828.13
01	Hazel White
54	Kathy Ahlwardt 6,720.51
69	Peggy Matish
43	Marilyn A. Ricker
00	Amy Stokes
25	Adenike Morakinyo
13	Charlene Grubbs
05	Shari M. Kirschner
70	Amy Kitrell
	Susan Moore
98	Angela J. Fry
23	Amy M Alber 6 330.06
24	Amy M. Alber
32	Rebecca Milligan 6,306.98
06	Tammy Brown
60	Katherine Mirkes Ward 6,241.42
29	Laura Ann Zipay
02	Richelle V. Barnes
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	Maureen Shipp
	Nedra Buby White
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02	Pat Ringnalda
71	Roya M. Mattis
40	April Landrum-Johns 6,003.33
05	Beth H. Piland 5,983.10
06	Maribel Olivares5,923.47
85	Sherry L. Belisle5,904.07
65	Diana Maria Bermudez 5,872.31
89	Penny J. Jackson 5,862.08
43	Lynette Sorrentino 5 858 13
45	Misty D. Guyre
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76	Melinda M. Balling 11,298.84
52	Ana X. Solis 11,269.25
05	Valorie Jean White11,038.40
82	Sheryl Peterson 10,966.43
20	Meinda M. Balling
16	Vivian Diaz 10,512.36
76	Vivian Diaz
90	Brenda K. Howell 10,037.39
95	Martha Kay Raile 9,982.75
26	Marsha Morrissette 9,800.04
54	Teresa A. Lischwe 9,774.95
83	Maritza Estela Gonzalez 9,626.90
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24	Shelly Palen
68	Sandy Lasso 9,245.45
49	Nicki R. Hill
67	Pat A. Nuzzi
39	Evitelia Valdez-Cruz
12	Barbara E. Roehrig 8,816.54

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. 7,230.39	Ruth L. Everhart
. 7,224.88	Meyra Esparza
. 7,224.18	Pat Joos
. 7,210.16	M. G. Jan Chesmore
. 7,206.73	Karime Rosas Linda T. Cartiglia
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. 7,135.06	Heather M. Julson
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. 6,828.13	Trudy Miller Lisa A. Stengel
.0,820.13 .6,742.25 .6,720.51 .6,714.28 .6,660.30 .6,647.07 .6,643.53 .6,503.20 .6,502.12 .6,502.12 .6,458.90	Lisa A. Stengel
6 720 51	Lori M. Langan
6 714 28	Lisa Rada
6 660 20	Andrea Shields
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. 6,643.53	Nancy Fox Castro Betty McKendry Julie Schlundt
. 6,503.20	Betty McKendry
. 6,502.12	Julie Schlundt
. 6,458.90	Deb A. Hegland
. 6,452.93 . 6,374.97	Lesley A. Bodine
6.374.97	Maria Flores
6,330,06	Rose Rodriguez-Capone
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. 6,306.98	Candace McCarthy
0,300.96	Donno I Soguto
. 6,257.04	Donna J. Saguto
. 6,241.42	Kathe Cunningham
. 6,192.73	Mileta K. Kinser
. 6,165.50	Susan J. Pankow
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6.038.47	Janet S. Chapman Stephanie A. Richter
6 026 97	Stephanie A. Bichter
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. 6,003.33	Lico A Doupp
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	Emily Sims
58/231	Tawnya Krempges
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5 851 05	Lou Cinda Utley
.5,848.14	Stephanie Audino
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	Silvia Sanchez
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8,754.29	Carmen Nunez de

Mary Jacobson.

Betty Symons Maria M. Martinez-Ardon .

Maricarmen Gonzalez....

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Somer Ballard Carter

Amber L. Faulk

Macy Lynn Cason

Debbie A. Flbrecht

Rosanne Pluchino

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Patricia Carr	Debbie A. Elbrecht
Ruth L. Everhart	Kathy Monahan
Meyra Esparza7,962.85	Lee A. McCarthy 8,875.91
Pat Joos7,934.38 M. G. Jan Chesmore7,894.46	Kali DeBlander Brigham 8,875.15
M. G. Jan Chesmore 7 894 46	Sheryl K. Goins
Karima Docas 7,895,78	Stella Smith-Pius
Linda T Cartialia 7,000.10	Liz Whitehouse
Karime Rosas	Liz Willenouse
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Mary Beissel 7,818.50	Kathleen C. Savorgnan 8,622.42
Ana Carolina Alvarez	Diane Covington
Linda J. Wicks 7,657.60	Marnie R. Yunger
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Julie Danskin	Deboran J. O'Leary
Nancy Fox Castro7,525.27 Betty McKendry7,506.87	Patti Maxwell
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Leslev A. Bodine	Helen Naomi Godswill 7 855 30
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Hendricks	Corrin Cresci
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Stephanie A. Richter7,088.26	Mary Alice Dell 7 166 30
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Kim A. Messmer	Toni Zaino
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Tawnya Krempges 6,899.06	Karen M. Irwin 6,834.26
Elizabeth K. Daniels 6,894.68	Debby A. Nezat
Maggie Rader 6,890.03	Janelle A. Ferrell 6,807.01
Lou Cinda Utley 6,873.81	Amy J. Spence
Stephanie Audino 6,852.04	Gina Beekley
Yvonne Tazem 6 834 57	Juliet Igboanusi
Yvonne Tazem	Cindy D. Markowaki 6 755 51
Silvia Sanchez	Cindy P. Markowski
Martha Brown	LISA A. DELUCIA
IVIAI UIA DI UVII	Christy M. Cox 6,686.57
Elvi S. Lamping6,773.20	Eleanor M. Reigel 6,675.17
Suzanne T. Young6,769.65	Brandy E. Richwine 6,654.42
Fern Hendricks	Augusta C. Onyenemere 6,519.36
Mary Lou Schlehuber 6,709.07	Dori M. Fennell 6,518.74
Jenny R. DeMell	Laurieann Barclay
Jenny R. DeMell	Erin Lynch
Jodi Carlson 6,639.90	Crystal Huskins Carper 6,480.08
Wendy Hayum-Gross 6,619.93	Rosalie Kuhen
Beth Brinkley	Karen Paluga-Larson
Audrey J Doller 6 583 25	Laura Sainz Rivera
Marcia Sadowski 6,532.39	Florence Nwabor-Ohen 6,398.37
Denise M. Guthrie	
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Kathy M. Viola	Deborah K. Hack
Louisa Ueding 6,514.09	Suzanne Tripp-Black 6,290.71
	Rebecca W. Cox
Duby	Mimi A. Novak 6,276.11
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Donna Clark-Driscoll	Linda Christenson
Krystal D. Downey-Shada 9,419.25 Krystal K. Walker 9,377.39	Renee L. Motyka
Knystal K. Walkor 0.277.20	Judie Roman

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 E-MAIL, 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" WEB SITE 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.

Dayana Polanco..

Carol Lee Johnson

Petie L. Huffman.

Cecilia C. James

Kristin Jenae Rogers

Terri J. Beckstead

Eileen M. Huffman

Nancy Polish Dove.

Omosolape O. Akinyoyenu.

Heidi Goelzer

Lila DeWeber

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Krystal K. Walker Winifred Nonve

Ogbunamiri

Michele Semper

Sandy Griffith.

Judie Roman...... Elizabeth A. Elder

Candace Lyn Chambers.

9,342.38

. 9.339.70

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Mary Kay Angels These Independent National Sales Directors, Independent Sales Directors and Independent Beauty Consultants achieved the highest commissions/bonuses or production or had the most new team members in their Seminar areas in October 2009.

Top National Sales Directors — Commissions and Bonuses



Gaston \$75,454 SAPPHIRE



Gloria Mayfield Banks \$51,212 PEARL EMERALD

\$41,589

Barbara Sunden \$85,626 DIAMOND

Carol Anton \$46,266 RUBY

Top Unit — Estimated Retail Production

SAPPHIRE — Kristi Anderson, Go Give Area	\$85,764
EMERALD — Auri Hatheway, D. Wiegandt Area	\$88,486
PEARL — Kim McClure, Go Give Area	\$92,984
DIAMOND — Sonia Bonilla, A. García-Herrera Area	\$93,083
RUBY — Melissa Kopec, K. Copeland Area	\$90.104

Top Sales Director — Personal Sales

SAPPHIRE — Audrey MacDowall, D. Dunn Area	\$16,308
EMERALD — Vickie Durfee, K. Helou Area	\$9,385
PEARL — Cynthia McMinn, C. Williams Area	\$15,813
DIAMOND — Ava Roberts, Go Give Area	\$14.707
RUBY — Juliet Goertzen, J. Shealy Area	\$18,709

Top Beauty Consultant — Personal Sales

SAPPHIRE — Julie Allmon, J. Martellaro Unit, Go Give Area	\$12,553
EMERALD — Yuko Yasuma, M. Brandenburgh Unit, Go Give Area	\$55,060
PEARL — Tania Chinfatt, S. Simmons Unit, M. Myers Area	\$14,171
DIAMOND — Kathleen Neal, V. White Unit, Go Give Area	\$21,817
RUBY — Daphne Lewis, R. Rodstrom Unit, Go Give Area	\$12,529

Top Team Builder

SAPPHIRE — Maria Rivero, A. Rivera Unit, M. Aguirre Area
EMERALD — Debra Thompson, G. Mayfield Banks Unit, G. Mayfield Banks Area
PEARL — Janice Runyon, C. May Unit, K. Jones Area
DIAMOND — Dana Peterson, B. Hubbard Unit, Go Give Area
RUBY — Sales Director Pamela Cox, J. Barnes Area

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Top Unit Builders Independent Sales Directors with 20 or more new unit members for October 2009.

Space Appendix Distance Completion Biologic Completion Biologic Since L. Head Clink. Completion Biologic Completion Biologic <thc< th=""><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th></thc<>								
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Date: Filter Weight Synthe Provide Synthe Compared Synthe	Avelyn R. Smith	Angela Shack	Leanne Parrino	Andrea Michelle Murray	31	Josefina Barboza	Rebeca Escobar 23	Julie Brindell Sapp
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Girls Love Pearls Career Conference 2010 Team-Building Challenge

just the nudge you need

All women love beautiful adornments like the gorgeous pearl bracelet you can earn when you achieve the *Girls Love Pearls* Career Conference 2010 Team-Building Challenge. And why not? They make us feel like a queen! When you show your business the respect it deserves by building your team, you'll be realizing your queen dreams while helping other women make their dreams come true too. Need a nudge to get started? See the tips and testimonies below from team-building challenge achievers "in the know"!





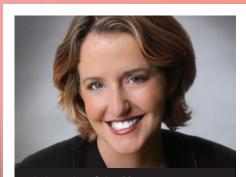
Independent Senior Sales Director **Betsy Richard,** Lafayette, La.

Betsy sees team-building from a longterm perspective: "Challenges such as last year's Sparkle and Shine! and this year's Girls Love Pearls motivate me because Mary Kay Ash asked us to 'pass the torch.' Practically speaking, they've given me the confidence to take my business to a higher level time and again." To prepare for Sparkle and Shine!, Betsy pinned up pictures of prizes along with a tracking sheet to monitor her progress. "My goal was to share the opportunity with at least 30 customers during the contest," she explains, "to help ensure five or more became part of my team. I got to work and booked parties and facial appointments to meet ladies who wanted or needed this opportunity." Was she always comfortable? "No! When I first began building my team, I was very uncomfortable approaching others. I literally felt drips of sweat going down my back. I was more concerned about what they would think of me than about what this opportunity might do for their lives. Once I took action, though, it became second nature."



Independent Future Executive Senior Sales Director **Dercy Minotta,** Richmond, Texas

"Achieving team-building challenges makes me feel more committed to my business," says Dercy. "It's also fun having a collective goal that helps us all advance toward success." Dercy sums up her team-building strategy with a few simple words: Focus on changing lives one person at a time. "I look for people whose lives can be enriched through this amazing opportunity," she says. "In these tough economic times, I know I have something worth sharing in addition to our great products, and the Company offers resources that help make it easy to do. I believe we should equip ourselves with information, so I appreciate bilingual materials that showcase our business. It's important to plan your work and work your plan all the time, but especially when you're working to achieve a teambuilding challenge. I suggest first organizing your systems and materials. Then try to make five contacts daily. Just talk to them about the Company and the opportunity. Do this consistently, and by the third day, you'll be easily interacting with people!"



Independent Sales Director Kerri Shulman, La Mesa, Calif.

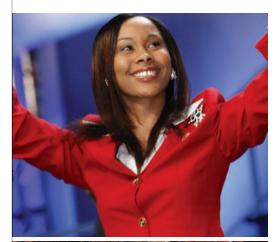
"I'm super motivated by recognition and prizes, so completing the Sparkle and Shine! Challenge last year was a 'nonnegotiable' for me," says Kerri. "Making the decision to achieve the challenge was the first and in my mind, the most important step of all. I soon discovered that telling my friends, family members and mentors about my goal was key too. They helped me stay accountable! I figured out exactly how many team-building appointments I would need to conduct and how many selling appointments it would take to find potential candidates. Then I went to work obtaining bookings. Focusing on the activity instead of the result kept me on track to complete the challenge." What insight does Kerri have for those too shy to share? "Just realize that it's not your job to say yes or no for someone else. Every woman has the right to decide if she does or does not want to learn about an amazing opportunity, especially in these challenging times. What if the person who asked you hadn't bothered?"

For complete Girls Love Pearls qualification details, go to the Mary Kay InTouch® Web site and start shining the light on your team-building triumphs!

destination star success

In just two power-packed days at Career Conference 2010, you can **grow more confident** in the opportunity and the products you share with others. **Career Development Classes** have been strategically created to provide business-building education for **each step on the ladder of success** – no matter where you are today. **Discover keys** to a more polished presentation. **Arm yourself** with answers to questions your customers and potential team members are bound to ask. **Leave energized and better equipped** with tips to develop Star Consultants, increase your customer base and meet the Company's "5 by 50" and 5-million-party goals. **And remember**, when you attend Career Conference 2010, **you'll receive a product giveaway that's exclusively for you equal to the cost of your registration fee!**









At-a-Glance

Here are just some of the great things you can expect:

Day 1 March 19, 21, 26 & 28

March 19, 21, 26 & 28				
2 – 9 p.m.	Registration (if space is available) Packet Pickup			
3:30 – 5 p.m.	Independent Sales Director Workshop			
3:30 – 5 p.m.	Emerging Leaders Workshop (Star Team Builders, Team Leaders, Future Independent Sales Directors and Sales Directors-in-Qualification)			
7 – 10 p.m.	Opening General Session (all attendees)			

Day 2

March 20, 22, 27 & 29

8 a.m. – 4:30 p.m. Registration (if space is available) Packet Pickup
8:30 – 10:30 a.m. Independent Beauty Consultant and Independent Sales Director Classes
10:45 a.m. – Noon Morning General Session (all attendees)
12:15 – 1:45 p.m. *Girls Love Pearls* Luncheon (by invitation only)
2 – 4 p.m. Closing General Session (all attendees)

Three Easy Ways to Register

Be sure to check out the back cover of this issue of *Applause*[®] magazine to learn how. For complete Career Conference 2010 details (including extreme recognition opportunities you'll love) go to the Mary Kay InTouch[®] Web site.



Independent Sales Director Melanie Oakes In the first year of my business, I learned that Mary Kay Ash was right: Those who show up,

go up! One of the main reasons I was able to earn the use of a Career Car is that I've never missed an opportunity to experience a Mary Kay event. Career Conference 2009 was AMAZING and life-changing. I grew emotionally, spiritually and financially as a result. The energy in that arena was unlike anything I had ever experienced. To see the big picture of what Mary Kay is all about was worth overcoming every obstacle that might have kept me from going. The best part for me was hearing from all the "big girls" and realizing that the only difference between the top guns and me was a decision! I got home and applied all the education, inspiration and motivation I received and became a Fabulous 50s Independent Sales Director several months later. I love how everyone on every step of the career path can benefit from what they learn and find the way to make their dreams come true too!

Don't miss the opening night fun!

Recognition, dance breaks, celebration and relaxation. Be there or be square!







Independent Executive Senior Sales Director Marsha Morrissette When I hear an Independent Beauty Consultant say she can't afford to attend Career Conference, my reply

is, as Mary Kay Ash used to say, "You can't afford NOT to go!" You'll learn so much that, in my opinion, it will put you six months to one year ahead of someone who didn't go. You'll learn from the best of the best in your area. You'll be inspired to believe in yourself, go home and get to work to make your dreams your realities! Attending Career Conference can make all the difference in your focus. Ask yourself where you want to be by June 30: a Star Consultant, Red Jacket, Team Leader, Grand Achiever, Independent Sales Director? Career Conference can help motivate and inspire you to get there. When you consider there's very little, if any, travel expense, and when you add in the FUN, the bonding with girlfriends and other unit members, the experience seems priceless. Plus, you'll get a preview of the newest Mary Kay® products on the market,

products you'll want to share with friends and family, customers and potential team members. Career Conference gives Independent Beauty Consultants a midyear point to stretch and reach for their goals. How many women have earned the use of a Career Car or qualified as an Independent Sales Director just in time to be honored on the Career Conference stage? It's your future. You're in charge, and no one can EVER take it away. YOU are worth it!

Girls Love Pearls Luncheon

Independent Beauty Consultants and Independent Sales Directors who from Dec. 1, 2009, through Feb. 28, 2010, add two new qualified* personal team members will be invited to celebrate their success at the *Girls Love Pearls* Luncheon. Qualified* new personal team members who sign their new Independent Beauty Consultant Agreements from Dec. 1, 2009, through Feb. 28, 2010, and add one new qualified* personal team member during the same time period also will be invited to this luncheon.

Career Conference 2010 Coming to a City Near You!

Atlantic City, N.J. March 26-27 March 28-29* March 26-27 Baltimore, Md. March 28-29 Bellevue, Wash. March 19-20 Biloxi, Miss. March 19-20 Birmingham, Ala. March 26-27 Boston, Mass. March 19-20 Charlotte, N.C. March 26-27 March 28-29 Chicago (Schaumburg), III. March 19-20 Columbus, Ohio March 19-20 Covington, Ky. March 19-20 Dallas, Texas March 26-27 March 28-29 March 26-27 Des Moines, Iowa March 19-20 Duluth, Ga. March 19-20 Eugene. Ore. March 26-27 Fort Lauderdale, Fla. March 19-20 March 26-27 Hartford, Conn. March 19-20 Jacksonville, Fla. March 26-27 Knoxville, Tenn. March 26-27 Lansing, Mich. March 26-27 March 26-27 Lexington, Ky. Little Rock, Ark. March 26-27 Madison, Wis. March 26-27 Minneapolis, Minn. March 26-27 Ontario, Calif. March 19-20 March 21-22* Orlando, Fla. March 19-20 Overland Park, Kan. March 26-27 March 19-20 Phoenix, Ariz. Pittsburgh, Pa. March 26-27 March 19-20 March 21-22 Raleigh, N.C. March 19-20 Riverside, Calif. March 26-27 Sacramento, Calif. March 26-27 Shreveport, La. March 19-20 March 26-27 Springfield, Mo. South Bend, Ind. March 26-27 Syracuse, N.Y. March 19-20 Virginia Beach, Va. March 19-20 West Valley, Utah (Salt Lake City) March 19-20 Wichita, Kan.

March 19-20 *Spanish only

Recognize the Star Within You. We Do!

Be sure to check out the Mary Kay InTouch[®] Web site for the full slate of education and recognition awaiting you at Career Conference 2010. You'll find all the scoop on Queens' courts, luncheons, challenges and *more*. And don't forget, you can earn your Career Conference 2010 *Girls Love Pearls* bracelet for show-and-tell with your customers and potential team members. It's time to make your star shine!

*A qualified personal new team member is one whose initial order with the Company is \$600 or more in wholesale Section 1 products, and it is received and accepted by the Company in the same or following calendar month that her Independent Beauty Consultant Agreement is received and accepted by the Company.

lives enriched

a family connection

A long California's scenic Central Coast, the community of Santa Maria nestles among gently rolling hills in fertile wine country like a lush movie set. Two hundred years ago, dreams of gold lured prospectors there. Instead of gold, early entrepreneurs discovered a wealth of free land that they quickly claimed and settled. Today, dreams live on. Santa Maria is home base to a growing family dynasty only Mary Kay Ash could have envisioned and made possible, as eight women eagerly share a legendary opportunity with others hoping to stake a claim to success. Their example, which began at home, just may spark your own success story ...



(Shown left to right in front: Independent Senior Sales Director Margarita Domínguez, Independent Senior Sales Director Lucrecia Pereyra Back row: Independent Sales Director Paola Cisneros, Independent Sales Director Angélica Meza, Independent Sales Director Joanna Murguia, Independent Senior Sales Director Haniel Ortíz)

t's been nearly 13 years since Independent Senior Sales Director Lucrecia Pereyra, from the Independent National Sales Director Lilv Orellana Area, held her first Mary Kay® skin care party, and for days afterward, she couldn't contain her excitement. The rush of her new achievement bubbled up all over again whenever she described her victory to someone who hadn't heard it. Lucrecia had sold \$300 suggested retail in product and made promising contacts. Some of them might even become team members; maybe not today or tomorrow, but someday, she hoped aloud. "Lucre was the first in our family to start a Mary Kay business, and I still remember her vivacious excitement," recalls her big sister, Independent Senior Sales Director Margarita Dominguez. "As the eldest, I immediately felt the need to protect her. I was extremely skeptical, and I remember telling her emphatically that Mary Kay was too good to be true. I began to notice, though, that my little sister never missed a weekly success meeting, and she refused to let go of her goal. Despite my negativity, soon she had me using Mary Kay[®] products. I LOVED them, even though I didn't want to! My opinion of Mary Kay began to change."

After six months of observing Lucrecia's steady retail sales, one day Margarita invited herself to a guest event. "Mostly because it involved a free breakfast," she admits with a laugh. "Then something happened there that I never expected. I fell in love with the image of Mary Kay Independent Sales Directors and signed my Independent Beauty Consultant Agreement on the spot. I realized this was the opportunity I had been praying for." She worked hard and stuck with her goal, and today Margarita the skeptical big sis - is driving a Mary Kay® Career Car Cadillac with commissions she couldn't have imagined. "My business has changed my financial status and lifestyle. But over the years, something even more important occurred. I've grown from a shy woman who was hung up on her insecurities into a confident one who now reaches out to others with a 'You can do it too!' message. My personal growth has been tremendous."

As Margarita built her unit, she focused on developing offspring Independent Sales Directors. She even asked for Divine direction for connecting with ambitious women. She was realizing steady progress when one day an unexpected blessing of another sort revealed itself. "All the time I was looking for new people, I never realized what was happening right at home," she explains. "Without knowing it, I was creating leaders within my immediate family, as my daughters observed my example - day to day, call to call, party to party. I had never even thought of recruiting them, so I was surprised and proud when Haniel, Joanna and Angelica told me how my contagious excitement about my business had created their own Mary Kay dreams." By that time, all three daughters had graduated from college, completed their master's degrees and begun full-time jobs in their chosen fields, having been inspired by mom's Mary Kay goal-setting zeal. "One by one, each decided to become an Independent Beauty Consultant, then worked hard to become an Independent Sales Director," Margarita says proudly.

Branching Out

Meanwhile, Lucrecia had been sharing her growing Mary Kay accomplishments with sister-in-law





Laura Chavez

who recruited Paola during Thanksgiving dinner," Margarita

husband is actually the one

Claudia Chavez, who decided

the opportunity sounded right for

her too. About the time Lucrecia

offered Claudia the opportunity.

Margarita recruited youngest

sister, Laura Chavez. Then

Haniel recruited her sister-in-

law, Paola Cisneros. "Although

truthfully, Haniel jokes that her

confides. "When he started talking about the Mary Kay business plan, he kept going until Paola was convinced!" After starting her own Mary Kay business, Paola recruited her mom and her sister. Now all three women are Mary Kay Independent Sales Directors.

The holidays aren't the only time Mary Kay crops up in conversation either. "We're constantly sharing ideas, daydreaming and pumping up one another's enthusiasm, in person, by phone, through e-mail and text messages," says Margarita. "We plan events together and listen to telephone conference calls together and attend Company special events together. When one of us has great news, we call the others to share. When another one has had a down day, we all call her to motivate and inspire her. As an extended Mary Kay family, we've been our own greatest source of unconditional support." Margarita, who's never missed a quarter achieving Star Consultant status, has been thrilled to "be there" for her daughters as they've charted their own Star Consultant success, "primarily through holding skin care parties," she says. "They love Star Consultant prizes and set their goals at the beginning of each quarter to achieve them. When they were young, I used to take turns allowing them to choose a Star Consultant prize. Of course, I couldn't fail to achieve it!"

Margarita says Seminar 2009 Awards Night was the highlight of their Mary Kay lives so far. "That night was like an instant replay of all we had accomplished in one short year. We were inspired all over again as we thought about all that is yet to come. We envisioned ourselves debuting as Independent National Sales Directors – all of us! How incredible that will be."

The Privilege of Sharing Grows On

Margarita marvels that as much as they've all learned from one another over the years, important life lessons continue to unfold. "I've come to realize that it's up to me to determine who I want to be. I just have to be willing to learn. I have to be willing to set goals and work to accomplish them. If we're diligent, not only are we able to accomplish our wildest dreams, but - and this is the most beautiful part - we have the privilege of sharing our experience and insight with other women so that they become all they're meant to be as well." She says when women are members of one's own family, the reward is all the sweeter. "To offer the gift of personal growth, sisterhood and loving support" - she pauses, puts her hand over her heart and shakes her head with a smile. "Sometimes I almost feel unworthy. Then I remind myself that these are blessings that can come to anyone's life. I thank God I had the nerve to admit I was wrong about Mary Kay. That moment was the beginning of a whole new life."

GO-GIVe[®] AWArd Congratulations to the winners for February 2010.

The Go-Give[®] Award is given in memory of Independent National Sales Director Sue Z. Vickers to recognize Independent Sales Directors who best exemplify the Golden Rule, helping others unselfishly and supporting adoptees as much as unit members. If you know an Independent Sales Director who has displayed the Go-Give® spirit, why not nominate her for the monthly Go-Give® Award? The Go-Give® Award nomination form is available on the Mary Kay InTouch® Web site under "Recognition."



Becky Fox

Sapphire Independent Sales Director Began Mary Kay September 1992 Sales Director Debut November 1994 National Sales Director Sharon L. Buck Honors Premier Club qualifier; Circle of Honor; Consultant Queen's Court of Personal Sales; 12-times Sales Director Queen's Court of Personal Sales; gold medal winner; estimated highest

monthly unit retail: \$32,095 Personal Lives in Cottage Grove, Minn. Husband, Daniel; daughters: Kelsey, Morgan

Favorite Quote "Life begins at the end of your comfort zone!" Independent Beauty Consultant Rosemary McClendon of Lauderdale, Minn., says, "I'm an adoptee in Becky's unit, but you wouldn't know it to see how she interacts with her adoptees. When I was thinking of giving up my business, we discussed time and money management, and Becky helped me set up a plan for success."



Bolton Emerald

Independent Sales Director Began Mary Kay August 1987 Sales Director Debut June 1996 National Sales Director

National Sales Director Go Give Area

Honors Cadillac qualifier; Circle of Honor; Consultant Queen's Court of Personal Sales; seven-times Sales Director Queen's Court of Personal Sales; two-times Circle of Achievement; two-times Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$56,762

Personal Lives in South Riding, Va. Husband, Ken; son, Kenny; daughter, Annika

Favorite Quote "Failure will never overtake me if my determination to succeed is strong enough."

- Og Mandino Independent National Sales

Director Kirk Gillespie says,

"J.L. opens her arms wide to welcome adoptees, encouraging and leading by example. She even loaned me a pair of shoes when I left for an event and forgot my own!"



Naria Pacetti

Pearl

Independent Senior Sales Director Began Mary Kay May 1979 Sales Director Debut January 1983 Offspring one first-line National Sales Director

Go Give Area Honors Cadillac qualifier; Circle of Honor; monthly Go-Give® Award winner, March 1990; four-times Sales Director Queen's Court of Personal Sales; three-times Queen's Court of Sharing; 18-times Circle of Achievement; two-times Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$63,105 Personal Lives in Saint Augustine,

Fla. Husband, Kenneth Favorite Quote "Feel the fear and

do it anyway." Independent Beauty Consultant

Allison Mall of Jacksonville, Fla., says, "I am so thankful for the

says, rains of utaliful for the care, sincere encouragement and faithful leadership Karla gives to all of her adoptees. Week after week she goes out of her way for all of us. I would not be where I am today without her!"



Diamond Independent Sales Director **Began Mary Kay** March 1993 Sales Director Debut September 1996 **National Sales Director** Go Give Area Honors Cadillac qualifier; Star Consultant: four-times Sales Director Queen's Court of Personal Sales; Queen's Court of Sharing; five-times Circle of Achievement; three-times Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$54.037

Personal Lives in Vienna, Va. Husband, Frank; sons: Frank, Scott, Andrew, Jean-Paul

Favorite Quote "To whom much is given, much is required."

Independent Beauty Consultant Shan Stavish of Vienna, Va.,

says, "Robin lives and teaches the importance of the 'pay-it-forward' role. Every month, our unit reaches out to our community with school supplies for the less fortunate, supplies for the women's shelter or canned food for the soup kitchen."



Lynette Meisel

Ruby Independent Future Executive Senior Sales Director

Began Mary Kay February 1983 Sales Director Debut January 1996 Offspring three first-line; one second-line National Sales Director Shirley Oppenheimer

Honors Cadillac qualifier; Circle of Honor; Sales Director Queen's Court of Personal Sales; 12-times Circle of Achievement; Double Star Achievement; Fabulous 50s; gold medal winner; estimated highest monthly unit retail: \$69,174 Personal Lives in Lawton, Okla. Husband, Jim; son, Trent; daughter, Janis Favorite Quote "I can do all things

Favorite Quote "I can do all things through Christ who strengthens me." Philippians 4:13

Independent Beauty Consultant Dottie Brown of Lawton, Okla.,

says, "Lynette helps Independent Beauty Consultants problem-solve and also encourages them to attend Company events so they can see 'the big picture.' This assists them in reaching their professional and personal goals."

brighten your skin

Ask me, your Independent Beauty Consultant, about any of these Mary Kay[®] products for achieving luminous skin. I'll deliver them to you with caring, personalized service. And if you'd like to earn them free, let's chat about how you can host a Mary Kay[®] party with a purpose and receive the products of your choice. *It's all about getting what you want, and I'm here to help!*





TimeWise® Even Complexion Mask, \$20 Delivers instant brightening benefits so that skin looks immediately more radiant. This botanical-infused mask is the perfect solution for tired, dull skin that

needs a burst of radiance.



TimeWise® Replenishing Serum+C, \$55 🔺

Give collagen a boost.⁺ *Help skin bounce back.* This vitamin C-enriched serum is formulated with ingredients that enhance the production of new collagen and help keep existing collagen from breaking down.⁺ The overall effect? Positively uplifting. Women in a two-week consumer study also reported that their skin felt refreshed and moisturized and looked smoother and brighter.



TimeWise[®] Even Complexion Essence, **\$35**

TimeWise[®] Even Complexion Essence uses our patentpending Lucentrix[®] complex to restore skin's natural, even tone by helping reduce visible dark spots and skin discoloration. When used together with the new TimeWise[®] Even Complexion Mask, you have the Even Complexion Power Pair!

1 FL. OZ. / 29 mL

Mary Kay[®] Mineral Powder Foundation, **\$18** ►

Now with six additional natural-looking shades, this weightless foundation powder goes on with the sweep of a brush and blends effortlessly for a flawless look. This skin perfecter makes lines, wrinkles and other imperfections seem to disappear.

Mary Kay[®] Mineral Foundation Brush, **\$10, sold separately**



View the latest issue of *The Look,* the Mary Kay[®] product catalog, on your iPhone or BlackBerry! Go to **www.marykay.com** for details.

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Project StarPower Inspire your imagination. Rev up your skills. And power up your potential.

With you<mark>r</mark> \$80 registration fee, you'll get more than your money's worth! (And you'll receive a FREE fantastic product giveaway exclusively for you equal to your registration fee - an \$80 value!)

Register by Feb. 26, 2010, and find the star power in you!

ONLINE: Go to the Mary Kay InTouch[®] Web site: Click on "Events" then on "Career Conference 2010."

PHONE:

Call (800) 338-3680 from 8:30 a.m. to 5 p.m. Central time, Monday through Friday, except holidays.

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

