

applause®

FEBRUARY 2014

**Share
the Love!**

Get
Ready for
Valentine's
Day Sales!



Countdown
to Career
Conference 2014

Mary Kay Leaders:
Learn How They Use the
Four Behavioral Styles to
Improve Relationships.



“To me, happiness is having work that you love to do – something you like so much you’d do it even if you weren’t paid – someone to love and having something to look forward to.”

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)

february dates: to remember

<ul style="list-style-type: none">■ Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month.■ Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m. Central time. <div>1</div>	<div>3</div> <p>Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until midnight Central time.</p>	<p>Registration opens for the first week of Career Conference (March 21-22 and March 23-24).</p> <div>4</div>	<div>7</div> <p>Registration opens for the second week of Career Conference (March 28-29 and March 30-31).</p>
<div>14</div> <ul style="list-style-type: none">■ Valentine's Day.■ Spring 2014 Preferred Customer ProgramSM customer mailing of <i>The Look</i> begins. (Allow 7-10 business days for delivery.) <div>discover what you LOVE</div>	<ul style="list-style-type: none">■ Postmark deadline for Winter 2013 promotion.■ Last day to enroll online for the Spring 2014 Preferred Customer ProgramSM Month 2 mailer.■ Last day for customers to take advantage of the Winter 2013 gift-with-purchase offer.■ Spring 2014 promotion begins. Ordering of the new Spring 2014 promotional items available for all Independent Beauty Consultants. <div>15</div>	<div>10</div> <p>Early ordering of the new Spring 2014 promotional items begins for Star Consultants who qualified during the Sept. 16 – Dec. 15, 2013, quarter and Independent Beauty Consultants who enrolled in <i>The Look</i> for Spring 2014 through the Preferred Customer ProgramSM.</p>	
<p>Presidents' Day. Postal holiday.</p> <div>17</div>	<p>Last day of the month for Independent Beauty Consultants to place telephone orders (until 10 p.m. Central time).</p> <div>27</div>	<div>28</div> <ul style="list-style-type: none">■ Deadline to register for Career Conference 2014.■ Last day of the month for Independent Beauty Consultants to place online orders (until 9 p.m. Central time).■ Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail or dropped off at the branches must be received by 7 p.m. local time to count toward this month's production.■ Online Independent Beauty Consultant Agreements accepted until midnight Central time. <div>Also available on <i>Mary Kay Mobile InTouch</i>® on your smartphone at m.marykayintouch.com.</div>	

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 ©2013 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association. *Applause*, *Beaut-e-News*, *Beauty Blotters*, *Beauty That Counts*, *Belara*, *Bella Belara*, *Botanical Effects*, *Break the Silence*, *Compact Pro*, *Day Radiance*, *Domain*, *Enriching Women's Lives*, *Exotic Passionfruit*, *Forever Orchid*, *Go-Give*, *Indulge*, *Inspiring Beauty Through Caring*, *Journey*, *Lash & Brow Building Serum*, *Lash Love*, "Let's Talk" Party!, *Luminous-Wear*, *Mary Kay*, *Mary Kay InTouch*, *Matte-Wear*, *Miracle Set*, *MK*, *MKConnections*, *MKeCards*, *MKMen*, *Night Restore & Recover Complex*, *NouriShine Plus*, *Pink Changing Lives*, *Pink Doing Green*, *Proneal*, *Replenishing Serum+C*, *Satin Hands*, *Satin Lips*, *Simply Cotton*, *Targeted-Action*, *Thinking of You*, *TimeWise*, *TimeWise Repair*, *Tribute*, *Velocity* and *Visible-Action* are registered trademarks; *Clear Proof*, *Dance to Life*, *Lash Love*® *Lengthening*, *Lash Response*, *Lash Spa*, *Mary Kay At Play*, *Mary Kay Show and Sell*, *Mint Bliss*, *MK High Intensity*, *One Woman Can*, *TimeWise Body*, *True Dimensions*, *Ultimate Mascara*, *Volu-Firm*, *Warm Amber* and *Your Way to Beautiful* are trademarks; and *Beautiful Together*, *MK Rewards*, *myCustomers*, *Preferred Customer Program*, *The Mary Kay Foundation* and *The Silver Wings Scholar Program* are service marks of Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, marykay.com.

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trending: @ Mary Kay

Want a peek
at **Leadership
2014**. Follow
on Twitter
#mkleadership



MARY KAY
LEADERSHIP
2014
New Orleans



LOVE

is in the air! Share the *Mary Kay*®
bridal eCatalog with your
NEW brides-to-be.

Think gold,
silver and bronze
eye colors this
month. Share
your **medal-
worthy looks**
on Instagram!



Try a Valentine's Day Party
idea in this issue and share all
about it on *Mary Kay* "Let's Talk."

"let's talk"
party!



facebook

We're **halfway to Seminar**,
and you've got big goals. Share
those goals on Facebook and
get your customers onboard.
Everyone loves helping others
achieve their dreams!

inside THIS ISSUE

PRODUCTS:

Share the Love. Fragrance, color,
luscious lotions and skin care.

Now's a great time to indulge
your customers and make them
feel loved! Plus, Valentine's Day
party ideas from a pro!

pgs. 2-5

EVENTS:

Career Conference 2014! See this
special occasion through the eyes
of **Independent Senior Sales Director
Maren Moore of Beaverton, Ore.**,
as she shares her photos and
experiences from last year's event.
This year's dates are March 21-22,
23-24, 28-29 and 30-31. It's a
golden opportunity to learn, network,
get kudos for your achievements
and have FUN!

pgs. 6-7

RECOGNITION:

Star Consultant Superstars.

Sell, earn, share and get prizes
and recognition. Who's in?

The Star Consultant program
is rewarding on so many levels!

See how you can climb the
Ladder of Success one goal at
a time, one step at a time.

pgs. 14-15

EDUCATION:

She's Got Personality.

Independent Sales Directors
with four DISC behavior profiles

show you how you can use
your unique strengths to sell,
inspire others, empower

women and be successful!

pgs. 16-19

Mary Kay Online

Great tools await to help you
reach your customers.

pg. 21

Share the LOVE!

Cupid's got nothing on you! Show your customers how much you care with awesome *Mary Kay*® products and *LOVELY* party ideas!

1 Ready for Beddy

Have guests arrive in PJs. You can schedule a tad later to accommodate busy moms. Your guests can experience the latest in age-defying skin care such as the *TimeWise*® *Miracle Set*® that delivers 11 benefits. You also can add supplements such as *TimeWise*® *Moisture Renewing Gel Mask* or *TimeWise*® *Even Complexion Mask*. Your guests will feel relaxed and ready for bed when they leave!

IDEA! You can serve milk and cookies at the party for an added treat!



2 Pamper Me Pretty

\$14
each



\$10



IDEA! Create your own spa-like setting with warm towels, fruit-infused water, soothing music and aromatic candles.



\$10



\$10

4 Scents Appeal

Fragrance is a hot seller. Why not entice your customers with a new scent for themselves as well as gifts for others?

IDEA! Use inexpensive gold or silver chargers found at discount stores to display fragrances. Scatter red or pink rose petals around the table for a more festive look.



\$30



\$40



\$38

3 Beauty Bar



\$10
each

IDEA! Set up stations with samplers for eyes, lips, flawless faces and *Mary Kay At Play™* colors. Your guests can see, touch and try all the terrific *Mary Kay®* products and discover what they love!

If it's within your budget, display fashion magazines, trendy jewelry and fashion accessories as part of your display. Be sure to have mirrors, tissues, cleansing cloths and ***Mary Kay®* Oil-Free Eye Makeup Remover** on hand so your guests can sample different looks.

Reminder!

You are halfway to Seminar. Now is a great time to **boost your sales** by booking parties. And remember, when you sell, you have a greater potential for reaching your **Star Consultant** and your **Seminar goals**.

Party Like a Pro!

Pamela Williams loves a party! Here she shares her favorite tips for throwing successful pampering events.



Pamela Williams, Independent Sales Director, Bowie, Md.

1 Women in Red

Peach Satin Hands® Pampering Set

\$34



- Ask your guests to wear red.
- Demo the *Satin Hands*® Pampering Set as they arrive.
- Conduct facials using the *Mary Kay*® skin care appropriate for your guests.
- Demo Red and/or Berry lip colors.
 - Guests can snap pics and post on Facebook while you or your hostess discuss color(s) they're wearing.
 - At close, you can give each guest dressed in red a small gift.
- Hand guests a red rose. (Pamela uses real and silk. She sprays silk ones with a *Mary Kay*® fragrance!)
- She alternates parties using pink roses and pink lip products and calls them "Pinkalicious" parties.

Mary Kay® Creme Lipstick in Really Red

\$15



2 HONEY Pamper Party

(For Ladies and Their Honeys)

- Demo *Satin Hands*® and *Satin Lips*® products as guests arrive.
- Conduct facials using the *Mary Kay*® skin care appropriate for your guests.
- Ask guests to share quick stories of their favorite dates together.
- At close, offer a "Sweetheart Gift Basket" for purchase. (Pamela includes a *Satin Hands*® Pampering Set, a *Satin Lips*® Set, a bottle of sparkling cider, two champagne glasses and a rose. She also includes two blank cards so the couple can write love notes to each other.)



Satin Lips® Set

\$18



“What’s great about these parties is that you don’t have to wait until Feb. 14. Any day is a great day to feel pretty and pampered.”



Coming Up Roses!

Teleflora®, the world’s largest floral services provider, partners with Mary Kay to give you an **exclusive offer on flowers** all year. Mary Kay Independent Beauty Consultants can save 25 percent on all bouquets! Shop at **teleflora.com/mkconnections** or call **toll-free 855-456-4397**. (Shown here, one of two arrangements designed exclusively for Mary Kay.)



TIME FOR Froufrou!

Pamela’s decorating tips:

- ▶ Use red or pink tablecloths, feather boas or beads. You can scatter rose petals, heart-shaped candies or colored marbles on the table.
- ▶ Use inexpensive gold or silver chargers found at discount or craft stores to display products.
- ▶ Fill a decorated glass jar with Sweethearts® Candies, gum balls or any colorful sweets. Guests can guess the number of candies, and the closest one takes them home!
- ▶ Cut out construction paper hearts and randomly tape under a few chairs. Those guests who find hearts under their chairs win small prizes.

RATE Increase

Beginning Feb. 16, 2014, shipping and handling charges will increase 10 cents to \$9.35 for mainland U.S. product orders, Starter Kits, Second Chance Starter Kits and Customer Delivery Service orders of \$100 or greater. Rate increases to \$5.75 for product orders less than \$100. Alaska, Hawaii, Guam, Puerto Rico, Dominican Republic and U.S. Virgin Islands will increase by \$1 (from \$36 to \$37).

get
ready
for the
greatest
girls trip ever!

Dates:
March 21–22,
23–24, 28–29
and 30–31

Registration Fee:
\$90 OR
\$100 on-site
(space permitting)

**Registration
Deadline:**
Feb. 21

MARY KAY CAREER CONFERENCE 2014



travel tips!

- **Share** a hotel room with a girlfriend. (Hotel details available on *Mary Kay InTouch*®.)
- **You'll need** money for Day 1 dinner and Day 2 breakfast and lunch (unless you qualify for the special Day 2 luncheon. Details available on *Mary Kay InTouch*®).
- **Can you say** road trip?
Carpool with girlfriends – help the environment and save!
- **You have six+ weeks** to hold skin care and color parties to help pay your way! What are you waiting for?



You'll find conference locations plus all the details on *Mary Kay InTouch*® > Events.

Maren Moore,
Independent Senior Sales
Director, Beaverton, Ore.

My Career Conference Photo Scrapbook

My unit makes it a priority to attend Career Conference. We love the excitement level – the music is electrifying! So much anticipation as we reach our seats for opening session! It's amazing how much Mary Kay can pack into a day and a half.



There's something here for us all! Inspiring testimonials from successful women, worthwhile education and tips, girlfriend time, and did I mention the prizes and recognition?



Everyone comes home re-energized with so much hope and passion. Whether you're new in your Mary Kay journey or are a seasoned veteran, you're sure to learn, laugh and be inspired! Make it a priority – you'll be glad you did!

October | recognition

Congratulations to the winners

TOP NSDs YEAR-TO-DATE



Anita Mallory
Garrett-Roe



Carol Anton



Gloria Castaño



Gloria Mayfield Banks



Kathy Helou



Karen Piro



Jan Harris



Lisa Madson



Sonia Páez



Cheryl Warfield

ON-TARGET INNER/ DIAMOND/GOLD CIRCLE

Independent National Sales Directors become members of the Gold Circle when they earn \$125,000 or more; members of the prestigious Diamond Circle when they earn \$200,000 or more; and a member of the exclusive Inner Circle when they earn \$325,000 or more in "NSD commissions" during the Seminar contest period. (NSD commissions are comprised of commissions earned on the wholesale production of first-, second-, and third-line offspring units; Top 10 fourth-line and beyond; Elite Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for October 2013, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for September 2013.) 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 Oct. 31, 2013.

On-Target for \$900,000 Inner Circle

Anita Mallory Garrett-Roe\$306,505

On-Target for \$550,000 Inner Circle

Carol Anton.....\$194,460

On-Target for \$500,000 Inner Circle

Gloria Castaño\$171,207
Gloria Mayfield Banks.....170,839
Kathy Helou169,825
Karen Piro169,412
Jan Harris.....166,697

On-Target for \$450,000 Inner Circle

Lisa Madson.....\$160,012

On-Target for \$400,000 Inner Circle

Sonia Páez\$136,694
Cheryl Warfield135,038

On-Target for \$350,000 Inner Circle

Patricia Turker\$130,465
Pat Danforth.....127,989
Halina Rygiel.....119,472
Lupita Ceballos.....118,275
Karlee Isenhardt.....118,068

On-Target for \$325,000 Inner Circle

Stacy James.....\$112,607
Cindy Williams.....112,183
Debi Moore.....109,584
Sherry Windsor.....108,567

On-Target for \$300,000 Diamond Circle

Mary Diem.....\$101,672

On-Target for \$250,000 Diamond Circle

Pamela Waldrop Shaw.....\$99,622
Dayana Polanco.....99,120
SuzAnne Brothers.....93,712
Sue Kirkpatrick.....90,421
Dacia Wiegandt.....88,125
Mary Estupian.....85,630
Linda Toupin.....83,530

On-Target for \$200,000 Diamond Circle

Julianne Nagle.....\$82,425
Sara Pedraza-Chacón.....82,178
Julie McCoy.....80,639
Anita Tripp Brewton.....80,171
Ronnie D'Esposito Klein.....73,547
Sandy Valerio.....73,484
Cindy Fox.....72,530

Kerry Buskirk.....71,893
Julia Burnett.....71,392
Pamela Fortenberry-Slate.....70,845
Cyndee Gress.....70,406
Diane Underwood.....69,949
Maria Monarez.....69,495
Jeanne Rowland.....69,377
Sandy Miller.....69,271
Nancy Bonner.....68,987
Kay Elvrum.....67,444

On-Target for \$150,000 Gold Circle

Anabell Rocha.....\$65,906
Kim McClure.....65,326
Dawn Dunn.....63,244
Shannon Andrews.....62,048
Jamie Cruse-Vrinios.....61,705
Connie Kittson.....61,472
Julie Krebsbach.....60,168
Auri Hatheway.....59,154
Candace Laurel Carlson.....58,905
Lily Orellana.....58,455
Janet Tade.....58,047
Maureen Ledda.....57,791
Dalene Hartshorn.....57,312
Davanne Moul.....57,131

Mayuli Rolo.....56,226
Kristin Myers.....55,914
Lisa Allison.....55,173
Elizabeth Muna-Mudsi.....55,013
Lia Carta.....54,699
Rebecca Evans.....53,683
Joanne Bertalan.....53,302
Vivian Diaz.....53,253
Gloria Báez.....53,148
Valerie Bagnol.....52,688
Cathy Bill.....52,381
Somer Fortenberry.....51,795
Mona Butters.....51,719
Consuelo Prieto.....51,229
Evelinda Diaz.....50,729
Alicia Lindley-Adkins.....50,510
Tammy Crayk.....50,500
Ada Garcia-Herrera.....50,277
Shirley Oshiro.....50,244
Susan Hohlman.....50,205
Yvonne Lemmon.....50,198
Judy Brack.....50,004

On-Target for \$125,000 Gold Circle

Pam Ross.....\$49,878
Rosibel Shahin.....49,863

Pam Klickna-Powell.....49,248
Juanita Gudino.....49,057
Leah Lauchlan.....49,034
Gay Hope Super.....48,641
Jan Thetford.....48,367
Shelly Gladstein.....47,748
Monique Balboa.....47,425
Jo Anne Barnes.....47,152
Morayma Rosas.....46,065
Kate DeBlander.....45,673
Alla Head.....45,643
Noella Jaimes.....45,640
Candy Jackson.....45,144
Michelle Sudeth.....45,143
Jeanie Martin.....44,759
Scarlett Walker-Simpson.....44,620
Heidi Goelzer.....44,508
Sylvia Kalicak.....44,422
Cristette Ellis.....44,400
Sharon Buck.....42,869
Magdalena Nevarez.....42,485
Janis Z. Moon.....42,276
Amie Gamboian.....41,780

MONTHLY COMMISSIONS AND BONUSES

Listed are NSD commissions above \$10,000 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.

Ruby

1. Carol Anton**\$42,371
2. Pat Danforth.....26,268
3. Karlee Isenhardt.....25,833
4. Ronnie D'Esposito Klein*.....22,818
5. Sue Kirkpatrick*.....22,148
6. Maria Monarez.....17,461
7. Cyndee Gress*.....16,800
8. Pamela A. Fortenberry-Slate*.....16,394
9. Jeanne Rowland*.....15,675
10. Rebecca Evans*.....15,278
11. Bea Millsagle.....14,891
12. Candace Laurel Carlson*.....13,087
13. Vicki Jo Auth.....13,036
14. Lynne G. Holliday.....13,026
15. Somer Fortenberry.....12,863
16. Alicia Lindley-Adkins*.....12,674
17. Kate DeBlander.....12,558
18. Kirk Gillespie.....12,456
19. Michelle L. Sudeth*.....12,053
20. Janis Z. Moon.....12,048
21. Juanita Gudino.....11,853
22. Scarlett S. Walker-Simpson*.....11,226
23. Jo Anne Barnes.....11,193
24. Pam Ross*.....11,022
25. Thea Elvin.....11,006
26. Terri Schaffer.....10,965
27. Maria Flores.....10,873
28. Kimberly R. Copeland.....10,707

Sapphire

1. Karen Piro**\$42,149
2. Lupita Ceballos*.....27,910
3. Dawn A. Dunn.....21,925
4. Julianne Nagle*.....21,681
5. Julie McCoy*.....21,165
6. Sara Pedraza-Chacón*.....19,670
7. Shannon C. Andrews*.....17,929
8. Jan L. Thetford*.....16,535
9. Sandy Valerio*.....16,136
10. Tammy Crayk.....15,156
11. Pam I. Higgs.....15,132
12. Paola Ramirez.....14,368
13. Gloria Báez*.....14,230
14. Tammy Romage.....14,221
15. Alia L. Head.....13,851
16. Davanne D. Moul*.....13,522
17. Julie Weaver.....13,318
18. Valerie J. Bagnol*.....12,087
19. Pam Klickna-Powell.....11,777
20. Diane Bruns.....11,615
21. Lorraine B. Newton.....11,557
22. Sherill L. Steinman.....11,539
23. Sharon L. Buck.....11,481
24. Roxanne McInroe.....11,329
25. Diana Sumpter.....11,234
26. Maribel Barajas.....11,161
27. Julia Mundy.....10,712
28. Nancy A. Moser.....10,382

Emerald

1. Gloria Mayfield Banks***\$52,444
2. Kathy S. Helou**.....40,916
3. Debi R. Moore*.....26,769
4. Sherry Windsor**.....24,150
5. SuzAnne Brothers*.....23,988
6. Dacia Wiegandt*.....21,417
7. Jamie Cruse-Vrinios.....21,162
8. Kay E. Elvrum.....18,028
9. Candy Jackson.....17,482
10. Crisette M. Ellis.....17,443
11. Cindy Fox*.....17,135
12. Cathy Bill*.....16,695
13. Kerry Buskirk*.....16,433
14. Janet Tade*.....16,218
15. Auri Hatheway.....15,825
16. Lily Orellana.....15,222
17. Mona Butters.....14,806
18. Consuelo R. Prieto*.....13,593
19. Joanne R. Bertalan*.....13,503
20. Morayma Rosas.....13,225
21. Pamela Tull.....13,034
22. Yvonne S. Lemmon.....13,013
23. Heather A. Carlson.....12,977
24. Alma Segal*.....12,693
25. Dawn Otten-Sweeney.....12,571
26. Evalina Chavez.....11,744
27. Shelly Gladstein.....11,720
28. Cristi Ann Millard.....11,600
29. Kym A. Walker*.....11,490
30. Kathy Rodgers-Smith.....10,700
31. Sue Ulbel.....10,177

Pearl

1. Jan Harris**\$36,863
2. Halina Rygiel*.....32,079
3. Cheryl Warfield**.....26,895
4. Cindy A. Williams*.....26,870
5. Pamela Waldrop Shaw*.....26,051
6. Stacy I. James**.....25,673
7. Mary C. Estupian*.....22,303
8. Julie Krebsbach*.....19,622
9. Julia Burnett*.....19,150
10. Kim L. McClure.....18,359
11. Anabell Rocha.....16,449
12. Kristin Myers.....16,289
13. Sandy Miller*.....15,962
14. Maureen S. Ledda*.....15,890
15. Anita Tripp Brewton*.....15,808
16. Lisa Allison.....15,638
17. Lia Carta.....15,635
18. Nancy Bonner*.....15,239
19. Jeanie Martin.....14,633
20. Monique Balboa.....13,643
21. Leah Lauchlan.....13,416
22. Alma Orrosetti.....13,328
23. Amie N. Gamboian.....13,166
24. Judy Brack.....12,789
25. Cathy E. Littlejohn.....11,534
26. Shirley M. Oshiro.....11,405
27. Sylvia Kalicak.....11,219
28. Jane Studrawa.....11,218
29. Bett Vernon.....11,029
30. Lynda Jackson*.....10,874
31. Kathy C. Goff-Brummett.....10,548
32. Glinda McGuire*.....10,462

Diamond

1. Anita Mallory Garrett-Roe***\$77,374
2. Lisa Madson.....46,066
3. Gloria Castaño***.....43,312
4. Sonia Páez**.....35,736
5. Patricia Turker**.....34,016
6. Linda C. Toupin.....25,235
7. Dayana Polanco*.....24,717
8. Mary Diem*.....19,994
9. Diane Underwood.....18,951
10. Connie A. Kittson.....17,349
11. Ada Garcia-Herrera.....16,752
12. Dalene Hartshorn.....15,268
13. Rosibel Shahin*.....15,126
14. Susan M. Hohlman*.....14,871
15. Vivian Diaz.....14,506
16. Diane Mentiply.....13,876
17. Evelinda Diaz*.....13,690
18. Noemi Jaimes.....12,446
19. Cecilia C. James.....11,272
20. Mayuli Rolo*.....11,081
21. Heidi Goelzer.....11,054
22. Elizabeth Muna-Mudsi*.....10,477

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



GO-GIVE® AWARD

Congratulations to our February 2014 Go-Give® Award winners who best exemplify the **Golden Rule** – helping others **unselfishly** and **supporting** adoptees as much as unit members.

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



Kim Holmes

Ruby

Independent Senior Sales Director

Began Mary Kay Business
November 2009

Sales Director Debut
September 2010

Offspring two first-line

National Sales Director
Gena Rae Gass

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

Personal Lives in Alabaster,
Ala. Husband, Bill; son, Dustin;
daughters: Lindsey, Ashley;
one grandchild

**"I am motivated to help others
because** I am driven by the
desire to help women achieve
their dreams and believe in
themselves and all they can
accomplish through this
amazing opportunity."

**Independent Beauty
Consultant Elaine Moody
of Moody, Ala.,** says, "Every
Christmas, Kim promotes the
'Adopt-a-Senior' adult program
at a local assisted living facility
and provides *Mary Kay®*
products for other special events
throughout the year."



Leslie Jay

Sapphire

Independent Sales Director

Began Mary Kay Business
March 2002

Sales Director Debut
July 2003

National Sales Director
Go Give Area

Honors Star Consultant

Personal Lives in Round Rock,
Texas. Husband, Mike; son,
David; daughter, Becky

**"I am motivated to help others
because** I love encouraging
and praising women to success.
Nothing compares to watching
them realize their God-given
potential while blessing others."

**Independent Beauty
Consultant Lee Ann Childs of
Munith, Mich.,** says, "Although
I live in Michigan, Leslie includes
me in challenges offered to her
own unit. She is very involved
with the missionaries of her
church and also assists her local
animal shelter in placing pets."



Debbie Jones

Emerald

Independent Sales Director

Began Mary Kay Business
August 2000

Sales Director Debut
July 2004

National Sales Director
Go Give Area

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

Personal Lives in Hewitt, Texas
Husband, David; son, Kyle;
daughter, Kristin

**"I am motivated to help others
because** our divine calling is
to serve in love. The Lord has
blessed me in so many ways,
and I desire to do the same for
others in His name."

**Future Independent Sales
Director Denise Bagby of
Robinson, Texas,** says, "My car
was loaded with team members
when the transmission quit.
Debbie needed to attend a
meeting, but she refused to leave
us until the tow truck came. She
even put the expense on her
credit card until I got home."



Maureen Shipp

Pearl

Independent Senior
Sales Director

Began Mary Kay Business
June 1998

Sales Director Debut
May 1999

Offspring two first-line;
one second-line

National Sales Director
Cindy Williams

Honors Circle of Honor;
10-times Sales Director
Queen's Court of Personal
Sales; two-times Queen's
Court of Sharing; eight-times
Circle of Achievement; Circle of
Excellence; five-times Double
Star Achievement; two-times
Triple Star Achievement

Personal Lives in Rockwall,
Texas. Husband, Don; sons:
Josiah, Noah; daughters:
Marissa, Tamara

**"I am motivated to help others
because** surrendering all areas
of our lives to God results in
peace and freedom, and I can
be the tool He uses to share that
freedom with others."

**Independent Beauty
Consultant April Tindall of
Conway, Ark.,** says, "Maureen
has been there for my
Independent Sales Director and
those of us in her unit. She is an
inspiring leader who brings out
the greatness in others!"



Jan Deardorff

Diamond

Future Independent Executive
Senior Sales Director

Began Mary Kay Business
January 1991

Sales Director Debut
February 1993

Offspring three first-line

National Sales Director
Anita Mallory Garrett-Roe

Honors Circle of Honor;
monthly *Go-Give®* Award winner
March 2002; Consultant
Queen's Court of Personal Sales;
Sales Director Queen's Court
of Personal Sales; five-times
Queen's Court of Sharing; nine-
times Circle of Achievement;
three-times Double Star Achieve-
ment; Triple Star Achievement

Personal Lives in Clermont,
Fla. Husband, Rick; son,
Jeff; daughter, Jeni; three
grandchildren

**"I am motivated to help others
because** I promised Mary Kay
I would pass on her dream of
enriching women's lives and
sharing our priorities of God first,
family second and career third."

**Independent Beauty
Consultant Barbara Olson of
Apopka, Fla.,** says, "Jan gives
of her time and resources to
Meals on Wheels and domestic
violence shelters."

Super STARS!

The Mary Kay Star Consultant program rewards you for working your Mary Kay business one goal, one step at a time. And every quarter, you have a chance to reward yourself all over again. How cool is that?

Embracing the Star Consultant program means you want to sell and earn! **Exclusive quarterly prizes** are part of the fun, but the **true reward** is how you can create consistency and build a strong customer base, sell products and pass the Mary Kay opportunity on to others.



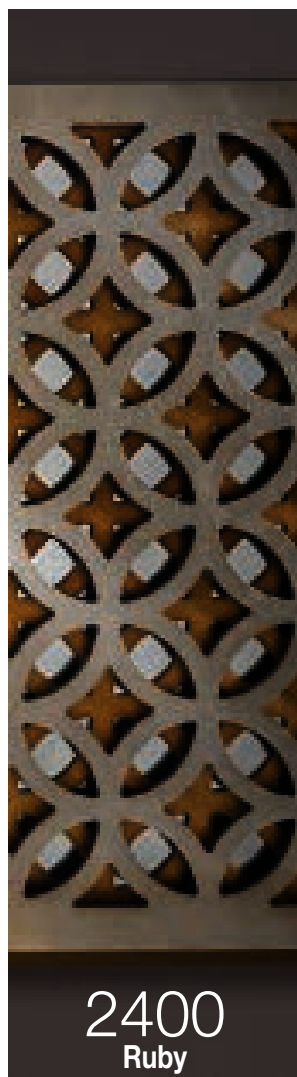
Perk!

When you achieve Star Consultant status this quarter, you are eligible for **Seminar 2014 Priority Registration.**

CURRENT QUARTER:
DEC. 16, 2013 –
MARCH 15, 2014



**1800
Sapphire**



**2400
Ruby**



**3000
Diamond**

Here's How YOU EARN QUARTERLY POINTS:

First
Sell.

Start with a minimum \$1,800 wholesale
Section 1 order* = 1,800 points.

Second
Team-Build.

Each qualified* personal team
member you add = 600 points.

How It Computes:

CONTEST POINTS LADDER OF SUCCESS PIN WITH GEMSTONE + PRIZE CATEGORY

1800	Sapphire	3000	Diamond	4800+	Pearl
2400	Ruby	3600	Emerald		

Example:

Place a minimum \$1,800 wholesale Section 1 order* within the quarter and:

1. ADD 1 qualified* personal team member, move to Ruby Ladder $1,800 + 600 = 2400$.
2. ADD 3 qualified* personal team members, move to Emerald Ladder $1,800 + 1,800 = 3600$.

Another example:

Place a minimum \$3,600 wholesale Section 1 order* within the quarter and:

ADD 2 qualified* personal team members, move to the Pearl Ladder $3,600 + 1,200 = 4800$.

*The minimum wholesale Section 1 order postmarked within the contest quarter is required to qualify as a Star Consultant.



3600
Emerald



4800
Pearl



**The higher
the category, the more
enticing the prizes!**

Prizes change each quarter and include jewelry, home accessories, electronics and more. Select a prize for yourself or your family — practical or indulgent. You decide!

FIVE Habits of a Star Consultant

Kara knows the advantages of being a Mary Kay Star Consultant. After all, she's been one every quarter since she started her Mary Kay business six years ago. **"At first I did it for all the cool prizes, but soon I realized it was my recipe for success** in my Mary Kay business," she says. "Consistently focusing on the basics of selling and building a strong customer base has **helped me be more confident, move up the Mary Kay career path, become an Independent Sales Director and earn the use of a pink Cadillac!"**

1 High visibility. Strike up conversations, meet new people and introduce them to *Mary Kay*® products. You can do this at skin care parties, in line at the local coffee shop, at your child's soccer game — wherever! The more you're in front of others, the more potential customers you have. Talk about the product benefits, the great opportunity it's afforded you and how you would love to pamper them with the best skin care and color products!

2 Exceptional customer service.

Once you get customers, keep them coming back! You may want to have products on your shelf readily available, accept credit/debit cards, listen to their needs and recommend appropriate products. Promote your *Mary Kay*® Personal Web Site. Show them new trend colors and limited-edition products.



Kara Gallup,
Independent
Senior Sales
Director,
Lockwood, Mo.

Follow up. You can use the Mary Kay 2+2+2 rule, which is follow up two days after the purchase; two weeks after the initial appointment to check in and schedule a personal color appointment; then in two months for a reorder.

3 Know what motivates you.

Nothing is more motivating than success. If you're setting and achieving consistent goals, you can do anything. In my unit, we have "Dining With the Stars" dinners. Independent Beauty Consultants who are Star Consultants for the quarter are invited. I cook, and we eat on my *Mary Kay*® 50th Anniversary beautiful bee china. It's so much fun and is a real motivator.

4 Get family involved.

Early on, I would show the Star Consultant prize brochure to my family, and together, we would find a prize we wanted to work toward. It's fun to see how excited and encouraging they become, which only motivates me more!

5 Sell, sell, sell.

The more you sell, the better your skills and the more confident you become. When you're pumped after a great sale, seize the moment and use that energy to call prospective customers. They sense your enthusiasm and will want to be a part of it!

DISC

is an acronym for the four behavioral styles of Dominance, Influence, Steadiness and Conscientiousness. Everyone possesses the four styles, but typically has one or two that dominate. Knowing the behavioral styles of ourselves and others helps us improve relationships and gives us powerful communication tools. This knowledge can help solve potential conflicts and reach a higher effectiveness.

We're all unique, and sometimes it's hard to understand another's behavior. Having a knowledge of what motivates and, conversely, what agitates others helps us strengthen our relationships, build trust and create empathy. In the end, it's not only good for business, it's good for life. These four Mary Kay Independent Sales Directors have learned how to understand their own behavioral styles and adapt to others to improve communication and get mutually beneficial results.

Independent
Senior Sales
Director
Lindsey
Christenson



Independent Senior Sales Director Lindsey Christenson of Snohomish, Wash., began her Mary Kay business in December 2007 at the prompting of her husband, Tyler. He knew her drive and ambition would be a natural fit as a small business owner. Although Lindsey exhibits traits from all four behavioral quadrants, she most identifies with the 'D' behaviors. She's a strong-willed problem-solver and is motivated by achievement.

“I'm always moving forward, and I don't rely on the approval of others. I'm goal-oriented and have a lot of passion.”

She knows knowledge is power, and her awareness of differing behaviors has helped her create a greater patience and appreciation for others. “Before, I tended to avoid sharing the Mary Kay opportunity with ‘S’ and ‘C’ types,” she says. “I felt they didn't respond to me. It wasn't until I realized the ‘S’ individuals needed time to process what I was saying, and ‘C’ individuals needed to fully understand all the details, that I was able to adjust my behavior to fit their needs.”

Likewise, she viewed ‘I’ types as being overly upbeat, but she now appreciates and values their enthusiasm. “They make meetings fun,” she says. To help her connect with others, Lindsey is cognizant of differing behaviors. “I may mirror their body language, allow more time for a response, be clear in my delivery and expectations and, most definitely, think before I speak.

I take their lead, and it has had a huge positive impact on my Mary Kay business.”

“I tend to see things in black and white, but I'm aware others do not. Rather than express my opinion quickly, I take time to think about how my communication can be most effective so we all see the results we're after.”



Identifying your behavioral style helps you become aware of how your behavior affects others and how you can alter your style to be most effective. When communicating, how can you best meet the needs of different behavioral types?

- **D** likes efficiency
- **I** admires enthusiasm
- **S** desires sincerity
- **C** likes accuracy

D

Motivated by Challenge
Stressed by Losing control
Comes across as Strong-willed
Limited by Skepticism, impatience

I

Recognition
 Too many details
 Enthusiastic
 Impulsivity, lack of follow-through

S

Stability
 Change
 Peacekeeping
 Resistance to change

C

Order
 Disorganization
 Detail-oriented
 Difficulty seeing the big picture



Independent
Sales Director
Nikki
Edgemon

Independent Sales Director Nikki Edgemon of Ten Mile, Tenn., a self-described people-magnet, makes friends easily and loves hearing “thank you.” She’s thrown her heart and soul into her Mary Kay business and loves making a difference for others.

“As an Independent Sales Director, I feel joy knowing women and their families can have a better life because I shared the Mary Kay opportunity with them.”

Nikki had already married her husband, Andy, and signed her Mary Kay Independent Beauty Consultant Agreement by age 19. “Being an ‘I,’ I knew a Mary Kay business was the right opportunity because of the recognition and socialization I get,” she says. “I’m a Star Consultant each quarter, and I work hard to achieve all that my Mary Kay business offers me. I love the prizes and where my hard work and accomplishments take me in my Mary Kay business.”

A multitime Queen’s Court of Personal Sales and Queen’s Court of Sharing achiever, Nikki has learned to tweak her communication style to connect with different behavioral types. “Before, I might share with ‘D’ types why I loved my Mary Kay, when in reality, a big point for them is what they can achieve.”

Those with strong ‘I’ behaviors are typically enthusiastic, trusting and optimistic – somewhat different from ‘S’ or ‘C’ types who like organization and more detail. “When working with a ‘C,’ I may help her develop a system. Sometimes I don’t even know how I did it. But she likes order, so we work together to come up with something that works. It may not be natural for me, but we work together. I encourage everyone to do what feels comfortable for them.

“Organization is not my strong suit, so I get help to keep me on track. I work hard to stay organized because my Mary Kay business has taught me to finish one thing before moving to the next.”





Independent
Executive
Senior Sales Director
Dana
Lamade

We're all unique.

A nurturer by nature, **Independent Executive Senior Sales Director Dana Lamade** of Virginia Beach, Va., is calm, patient and consistent. Even though she thinks quickly, she doesn't react instantly. "I put myself in others' shoes. I also listen to understand where they're coming from," she says. Dana's 'S' behavioral traits have helped her in her Mary Kay business because her customers and the Independent Beauty Consultants in her unit feel her warmth. She's an excellent listener and loves helping people feel good about the way they look. "I love seeing the tremendous life changes that my Mary Kay business can bring to those who embrace the Mary Kay philosophies."

Before truly understanding the different behavioral types, Dana was intimidated by the directness of 'D' types. "I learned they are results-oriented and that I needed to be more direct," she says. Dana admires the spontaneity of 'I' types, and she works hard to match their excitement levels. When working with 'C' types, she gives them the facts and lets them know what is required or expected. She says, "It's all about the details."

Because those with 'S' behaviors are nonconfrontational and process facts before reacting, they also can experience hurt feelings. Dana explains, "I read into things, replay conversations and overanalyze."



“I've had to work to understand that not every comment is personal. That realization has been helpful in my Mary Kay business and life.”



Mary Kay Inc. Senior Learning and Development Specialist
and In-House DISC Administrator
Linda Duebner

“Imagine a tool belt with the same behavioral tools, but we each feel comfortable using different tools. We keep those tools in front. When we don't get desired results, we reach to the back to find a new tool. The trick is matching the right tool for each situation.”

Detail-oriented and careful are two words **Susan Odell, Independent Sales Director** of Burnsville, Minn., uses to describe herself. Her 'C' behavior makes her slightly uncomfortable without an itinerary because she loves to plan. "I love taking notes and making lists. Crossing items off my list is sort of a rush."

Susan spent 30 years working in the airline industry and wishes she had DISC training then. She says, "I thought 'I's were impulsive because they were quick to make decisions. 'D's intimidated me because they were so driven. And 'S's were so sympathetic and understanding. They are loyal friends."

Coaching is important to Susan as a leader among her unit, and she knows not everyone responds the same way. Once she gained DISC knowledge, she was better equipped to share learnings. "I was a new Independent Sales Director and played an audio CD for my unit for inspiration. Soon I saw many losing interest. I respond to that type of learning, but it wasn't for them. This was an 'aha' moment.

"Having the behavioral knowledge has been great for my customer relationships as well."



“ When I deliver products to a 'C', I'm prepared to answer product questions. A 'D' wants her order left on the porch. An 'I' is ready to hug it out, and an 'S' wants to make sure I'm doing OK. ”



merchant EXTRAORDINAIRE

Kelly Freeman, Independent Beauty Consultant, Marietta, Ga., and the 2013 Consultant Queen's Court of Personal Sales in the Sapphire Seminar, shares, "It's making your mind up to be successful, having confidence in yourself and getting in front of others."



Q: How do you stay motivated?

Kelly: I like to compete with myself. I may select a Star Consultant prize, set a goal to be tops in my unit or to be Queen in Personal Sales. I'm the only one who can make it happen, and I remind myself daily, "This is what you want. Now go work hard and get it done."

Q: What Mary Kay tools do you use to help you sell?

Kelly: My *Mary Kay*® Personal Web Site is invaluable. I don't know how I'd survive without it. Many of my customers aren't in my time zone, so they can order from me online when they like. It's fun waking up to "you have an order" email! My customers love that they can look over products, do an online makeover and come to me with any questions.

Q: Do you feel like you need to be a product expert in order to sell effectively?

Kelly: Not necessarily. Don't sabotage yourself thinking you have to know everything about each product before you can sell it. If a customer has a question you can't answer, no need to panic! Mary Kay has amazing resources like Product Central on *Mary Kay InTouch*®. Your Independent Sales Director also is a great resource. And if you use the *Mary Kay*® products,

you know what they can do. I focus more on getting in front of women. The more faces you see, the easier it becomes.

Q: How do you provide great customer service?

Kelly: I alert my customers any time a new product debuts that I think they'd like. I may even do a preorder offer. Women like to be the first to try new products. It makes them feel special. I treat my customers like family. They appreciate that, and not only do they buy from me, they also tell their friends!

Q: Can you share a personal success story when it comes to selling?

Kelly: In 2006, I was diagnosed with MS. Each year since, my family and I lead an MS walk team to raise funds for research. I'll also do a fundraising effort with my customers. Being able to use my *Mary Kay* business to help others and raise money for a cause close to my heart is a wonderful feeling.

Q: Any last tips?

Kelly: Commit to being a Star Consultant every quarter. It is so much easier to increase sales if products are on hand. Look your best and wear *Mary Kay*® products!

raising THE BAR

Changes to Minimum Active Order Size

Do you realize the *overall average* suggested retail price of *Mary Kay*® products has increased 70 percent over the last 10 years? As the Company offers more sophisticated and advanced products, such as the *Mary Kay*® Lash & Brow Building Serum® and the *TimeWise Repair*® Volu-Firm™ Set, suggested retail prices have changed accordingly.

What hasn't changed for 10 years is the minimum \$200 wholesale Section 1 order amount for Independent Beauty Consultants to remain in "active" status. In order for Independent Beauty Consultants to fully experience the financial rewards of the *Mary Kay* opportunity, that needs to change. After all, Beauty Consultants should be able to say "I Love My *Mary Kay*" for many reasons, and their earning potential should be one!

WHAT: Minimum "active" status amount becomes \$225 wholesale in Section 1 product orders with a \$450 retail order to qualify for the Earned Discount Privilege.

WHEN: March 1, 2014

WHAT THIS MEANS TO YOU: Potential to earn \$50 more in suggested retail sales with each minimum wholesale Section 1 order.





Beginning March 1, Independent Beauty Consultants must place a minimum \$225 wholesale Section 1 order to achieve “active” status and \$450 suggested retail to qualify for the Earned Discount Privilege.*

Just think: \$25 more in wholesale products is a potential \$50 more in suggested retail sales!

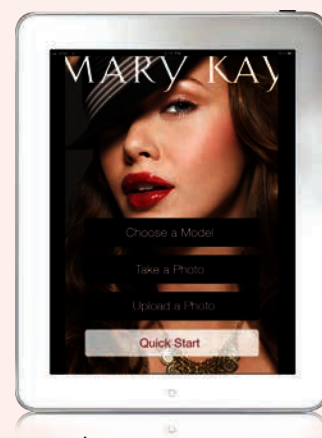
HOW TO PREPARE:

1. Talk to your Independent Sales Director to learn how this change can benefit you.
2. Consider asking her advice on how to grow your customer base and how to meet the needs of your existing customers with additional *Mary Kay*® products!

*With the Earned Discount Privilege, you receive a 50 percent discount on all orders in the initial order month plus the two months that follow.

Mary Kay OnLINE

At-a-glance marketing tools to help you reach your customers.



MARY KAY

[SHOP](#) [TIPS & TRENDS](#) [MK PARTIES](#) [BE A BEAUTY CONSULTANT](#)

TOOL	ADVANTAGES	LOCATION
<i>Mary Kay</i> ® Personal Web Site	Your main tool that helps make other tools more effective. Your customers can shop 24/7. Create professional branding image.	Business Tools
<i>Mary Kay</i> ® eCatalogs	Choose among product themes, trend or seasonal. Interactive, with fun videos. Your customers can shop and share online or download the mobil app.	Business Tools
<i>Beaut-e-News</i> ® (must have <i>Mary Kay</i> ® Personal Web Site)	Sent weekly with latest product news, gift ideas and trends. Directs your customers to your PWS where they can purchase. FREE service only available for PWS subscribers.	Business Tools
Virtual Makeover	Fun, easy way to try trends and custom looks. Save, print or email looks. Your customer can click through your PWS to purchase products.	Business Tools > Digital Zone > Apps
<i>MK Regimen Advisor</i> ™	Guides you to find the right skin care regimen. Touch eyes, lips and face on-screen to get recommendations for those areas needing extra attention.	Business Tools > Digital Zone > Apps
Social Media	Free and easy way to hype your Mary Kay business. Share products and YouTube® videos, and show your beauty expertise.	Business Tools > Digital Zone

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

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we  LOVE

the way beauty shines
from the inside out.

discover what you
 LOVE™