

MARY KAY

applause[®]

JANUARY 2012

**IGNITE
SALES**
with **HOT**
NEW
lip gloss

FOCUS
On Color

TimeWise[®]
**Moisture
Renewing
Gel Mask
IS HERE**





HOW can I connect with other Independent Beauty Consultants? “Let’s Talk” social community on www.marykayintouch.com is like an internal instant messenger to share ideas, learn new tips and get inspiration from Independent Beauty Consultants across the country.

WHAT education is available to me? The Silver Wings Scholar ProgramSM on www.marykayintouch.com offers online education for every step – from tips to prepare for your first skin care party to team-building exercises. Plus, much more! It’s your Mary Kay virtual classroom!

I FORGOT my Independent Beauty Consultant number! Consultant Records at 800-272-9333 can answer your questions. Just don’t call them for directions – that’s what a GPS is for!

HOW do I receive updates on Mary Kay® product launches, promotions and other important news? Click “Profile” on www.marykayintouch.com to submit your email address. You’ll receive biweekly Mary Kay eMessenger emails loaded with valuable information to help you in your business!



Mary Kay said it best

“How do you get started? By simply beginning. I can assure you that you will have a tremendous experience if you will only begin. Make every day count. And don’t stop until you have exercised your full potential, realizing your impossible dream and fulfilling your total destiny to become the person that you are capable of being.”

january dates to remember

1 New Year’s Day.
Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month.

Company holiday. All Company and branch offices closed. Postal holiday.

8 Online Independent Sales Director-in-Qualification Commitment Form available beginning 6 a.m. Central time.
Leadership Conference 2012 begins in Atlanta.

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

16 Martin Luther King Jr. Day. Postal holiday.
Spring 2012 Preferred Customer ProgramSM online enrollment for *The Look*, including exclusive samplers, while supplies last, and Month 2 mailer begins.

30 Last day to select Career Conference Registration as a quarterly contest prize for Quarter 2.

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

Last day of the month for Independent Beauty Consultants to place online orders (until 9 p.m. Central time).

Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail 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.



ON THE COVER:

Jessica is wearing Precious Pink, Lavender Fog and Spun Silk mineral eye colors; NEW Deep Brown eyeliner; I ♥ black Lash Love[™] Mascara; Shy Blush mineral cheek color; and NEW Red Passion NouriShine Plus[™] Lip Gloss.

InsideTHIS ISSUE



SOCIAL NETWORK

Apply the power of social media to your Mary Kay business. Create your Mary Kay® Personal Web Site and Facebook page, and complement face-to-face time with your customers.



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SMACKILICIOUS

Fashionable and functional — Mary Kay® NouriShine Plus™ Lip Gloss is packed with skin care benefits so lips feel soft and kissable.



FRESH FACES

2012 promises to be a big year in skin care for Mary Kay. Here's a sneak peek at Mary Kay® Botanical Effects™!

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find it online: check out Mary Kay InTouch®

Log on today to see what's HOT.

You may find everything you need for your Mary Kay business and more!



STAR CONSULTANT

How close are you to that special prize? Check out prizes and your totals for the Quarter 2 Star Consultant program (under the Contests/Recognition tab). There's still time to reach for the moon and capture that star!



LET'S TALK

Need fresh ideas to upsell at your holiday open house? You'll learn plenty from your sister independent sales force members on the "Let's Talk" social community.



MENTORING

You've got new team members — now what? Visit the Mentoring section to find tips to help you mentor and develop these new team members to grow their businesses.



BIZBUILDERS

Don't forget your BizBuilder Bucks! The program's flexibility brings many possibilities you'll want to use to their maximum potential. You could even use your BizBuilders credit to buy the great products in this issue.

mwah!

MARY KAY® NOURISHINE PLUS™ LIP GLOSS GIVES LIPS A MOISTURE BOOST AND SERIOUS SHINE.

From the moment you glide it on, you know it's no ordinary lip gloss. With Mary Kay® NouriShine Plus™ Lip Gloss, you get:

- Ultra-glossy shine ■ Moisture boost
- Nonsticky, superlight formula
- Long-lasting wear
- Antioxidant-rich vitamins and minerals to protect and condition
- Updated packaging that fits the Mary Kay® Compact and Compact Pro®.

COLOR-ISTICS 101

Mary Kay's color experts screened more than 3,000 shades and consulted with top makeup artists to refine the perfect palette of 14 flattering shades (11 new) that complement a variety of skin tones. Experiment with these rich, intense, long-wearing shades and create your own fabulous looks!

FEEL-GOOD, LOOK-GOOD RESULTS

Nine out of 10 women agree it delivers an instant moisture boost. Here's what else they say:

- 90%** say it smooths lips.
- 89%** say lips feel healthier.
- 83%** say it helps lips look younger.
- 80%** say it has long-wearing shine.

*Results reported during a one-week independent consumer study.

\$14
each



MAKE LIPS SHINE!

With its sheer coverage, Mary Kay® NouriShine Plus™ Lip Gloss lets you get out of your comfort zone.

Go out on a limb and try new shades. You may be pleasantly surprised with the results!

For volume, try a high-shimmer shade.

Want a more polished look?

Try a non- or low-shimmer shade.

Notice two-toned lips on the runway?

You, too, can have them by using two shades of lip gloss without blending.

Do your lips' natural tones change the oh-so-perfect shade of your lip gloss?

Apply Mary Kay® foundation or Mary Kay® concealer over your lips before applying lip gloss.

Give your lipstick shades a boost. Combine lipstick with gloss to add intensity or sparkle.





EXPERT INSIGHT

From Dr. Beth Lange, Chief Scientific Officer

The skin on your lips is a fraction of the thickness of facial skin, which is why lips lose moisture *three times faster* than the skin on your cheeks. Plus, lips contain very few, if any, sebaceous (oil) glands and no sweat glands, so they do not produce the natural emollients like facial skin does. As a result, lips easily become dry and chapped if not properly cared for. Humectants and a healthy skin barrier can help keep lips hydrated and looking beautiful. Mary Kay® NouriShine Plus™ Lip Gloss is infused with ingredients that help support the moisture needs of lips to help keep them hydrated and feeling soft.



TODAY'S CONSUMER

wants products with fashion and function. Mary Kay® NouriShine Plus™ Lip Gloss offers just that by combining color and skin care using antioxidant-rich vitamins and plant-derived minerals to help lips feel healthy and younger.

- Vitamin E – known for its conditioning and soothing benefits
- Vitamin C derivative* – has been shown to target collagen production to help reduce fine lines and wrinkles
- Aloe Leaf Extract – offers calming and softening benefits
- Pomegranate Sterol – increases hydration and helps strengthen the skin barrier

If they LIKED

- Starry
- Fancy Nancy
- Melon Sorbet
- Coral Rose
- Pink Diamonds
- Berry Sparkle
- Gold Rush
- Sugarberry
- Sweet Raisin
- Bronze Bliss

Then they'll LOVE

- Icicle
- Fancy Nancy
- Mango Tango
- Pink Luster
- Pink Parfait
- Berry Tart
- Beach Bronze
- Berry Tart
- Rich Spice
- Rich Spice

Another OPTION

- Pink Luster
- Au Naturel
- Fancy Nancy
- Pink Luster

LET YOUR CUSTOMERS HAVE SOME FUN
and try these new lip gloss shades!



DID YOU KNOW...

Aloe leaf extract (a NouriShine Plus™ Lip Gloss ingredient) is a botanical extract. Its use can be traced back to ancient times – even thought to be one of Cleopatra's beauty secrets for keeping her skin soft!



SELLING TIPS!

Lip gloss is like a fun watch or the perfect pair of shoes – a statement accessory that adds something extra to top off your look. When selling, keep your approach fun and simple.

- Display lip glosses in a clear bowl or vase at your next skin care party. Like flowers, they'll make a colorful statement and pique your customers' interest.
- Slip samplers into customer reorders.
- Use your Facebook page or Mary Kay® Personal Web Site to inform customers about the new shades and good-for-your-lips attributes. Visit Digital Zone under the Business Tools tab on Mary Kay InTouch® for Company-approved Facebook posts you can use.
- Why not have a fun lip party to show off all the new shades?



new!

MARY KAY® LIP LINER

\$12
each



shaper

cap

What is it? A new velvety formula chock full of age-fighting ingredients that help protect and smooth the appearance of the lip line while it prevents feathering and bleeding and feels moisturizing.

Who benefits? All women seeking a lip liner that glides on smoothly without tugging.

Why now? Women want color products with functionality. The new formula offers age-fighting skin care benefits.

What's different? Nine shades (four new) that are in tune with your customers' natural lip tones so liners don't leave a color ring around lips. (Another perk? This liner has a shaper built into the cap.)

NEW
soft
blush



Statement LIPS!

INTRODUCING

new

REALLY RED
MARY KAY®
CREME LIPSTICK

Mary Kay® Creme Lipstick now comes in a gorgeous new shade, **Really Red**. This long-wearing, stay-true color is enriched with emollients and moisturizers so it glides on with a lightweight creamy texture and delivers maximum color impact that lasts.

PLUS, it's enhanced with nourishing vitamin E and a vitamin C derivative, which help protect against wrinkle-causing free radicals and everyday environmental stress.



**FRESH
IDEA!**

Choose
LIP LINERS
TO MATCH
YOUR
LIP SHADE.

Choose a lip liner shade closest to your natural lip tone to make lips look fuller, contoured and flawless. (And avoid "ring around the lips"!) Wear these versatile lip liners alone or with any Mary Kay® lip product.

Your lip tone is not necessarily the same as your skin tone. Makeup artists reviewed our new palette of lip liners to ensure there's a lip liner to complement every lip tone for a flawless look every time!

New lip liners are available on the Dec. 16, 2011, Consultant order form.

WHY A CLEAR LIP LINER?

- Defines lip shape and prevents feathering and bleeding.
- Great for use with all lip gloss and lipstick shades and coverage levels.
- Creates undetectable barrier to keep lipstick or lip gloss in place longer.
- Especially great for bold, bright shades because it doesn't add or change color – just keeps it in place.
- Good for those who aren't as skilled applying a shaded liner but still want to prevent lip color feathering and bleeding.

● For **makeup artist tips**, go to www.marykay.com!

focus on COLOR.

THE EYES HAVE IT!

3 NEW SHADES and an IMPROVED FORMULA make Mary Kay's new! EYELINERS a must-have for all your customers this season.

The new eyeliners come in seven intense colors, and the ultracreamy formula glides on easily for a perfect, long-wearing (over eight hours) application every time. What's more, they're water- and smudge-proof, fade-resistant and make lashes appear thicker. (Available on the Dec. 16, 2011, Consultant order form.)

Mary Kay® Eyeliner, \$12 each

\$12
each

NEW! rich jade

NEW! dark denim

NEW! violet ink

bronze

deep brown

steely

black

APPLICATION IDEAS



- Start at inner corner of the lash line. Draw short, interconnecting lines.
- For a thicker line, draw over it a second time. Smudge to soften with a brush or fingertip.
- For a dramatic look, extend the line outward and upward slightly from the outer edge of the eye.



Independent Sales Director Kim Manire

of Mt. Washington, Ky., loves to sell and wear Mary Kay® color products. She loves selling them so much that last Seminar year, between January and July, she had exceeded her sales goal in color products alone!

"I encourage guests to try different shades or combinations, especially ones they might normally shy away from," she says. "These shades usually end up being their favorite look. Mary Kay® Mineral Eye Colors in Honey Spice, Moonstone and Black Pearl are an unlikely combination, but they are so beautiful on. I got a compliment from a woman at the pharmacy when wearing them recently and ended up booking a facial because she loved my look so much.

"It is not unusual for me to wear six eye colors at once, but it never looks caked, striped or overdone. The trick is blending using the Mary Kay® Brush Collection."

She believes many women are intimidated by how to apply color, so she takes a hands-on approach to demonstrate color application. "I don't wear makeup to my color appointments. Instead, I apply while they watch so they can see how to blend. They see my 'before and after' and discover makeup is all about having fun and experimenting."

Try upselling these products with the NEW eyeliners:



Mary Kay®
Mascara
\$10-15 each

Eye Primer
\$12 each

Cream Eye
Colors
\$13 each

Mineral Eye
Colors
\$6.50 each

10 minutes to a **PAMPERED FACE!**



TIMEWISE® MOISTURE RENEWING GEL MASK

10 Pampering Minutes
10 Skin-Renewing Benefits

Instantly hydrating gel mask locks in vital moisture, skin maximizes every precious drop to make it feel firm and healthy and look fresher and more youthful. All skin types can benefit from the pampering, age-fighting benefits of TimeWise® Moisture Renewing Gel Mask.

In an independent consumer study, a majority of women agreed that:

- Skin appeared less stressed.
- Skin felt nourished and calm.
- Mask helped reduce the appearance of pores.



TimeWise® Moisture Renewing Gel Mask is formulated with scientifically studied ingredients that help quench your skin's thirst in addition to other skin-loving benefits.

Apply translucent gel mask to clean face and let it "rest" for 10 minutes. Then rinse with warm water.



NEW!
TimeWise®
Moisture Renewing
Gel Mask,
\$20



An in-depth
consumer study* showed women overwhelmingly agreed the new mask enhanced their skin's overall appearance:

92%

say skin
felt smoother
and softer.

86%

say skin
felt pampered
and nourished.

85%

say skin
looked firmer
and felt
purified.

84%

say it helped
reduce the
appearance of
pores.

82%

say skin
was calmed
and instantly
hydrated.

77%

say skin
appeared less
stressed.

*Results reported during a two-week independent consumer study

sneak peek

MARY KAY®

Botanical Effects™

COMING SOON!

What is it? A simple regimen infused with the goodness of botanicals personalized by skin type to bring out your skin's healthy radiance. Mary Kay® Botanical Effects™ products are hypoallergenic and fragrance-free. They contain no alcohol or synthetic dyes. Plus, the packaging is gentle on the planet while the price is easy on the budget. Now doesn't that just feel good?

What does it include? Cleanser, moisturizer, freshener and mask in dry, normal and oily formulas. Also Section 2 samplers of each.

Who's the ideal customer?

- Anyone wanting a basic approach to skin care who isn't yet concerned about signs of aging.
- Those who want to feel good about how they care for their skin and the planet – without sacrificing quality, value and results.
- Women with sensitive skin.
- Current Mary Kay® Classic Basic® customers. With the same product forms (cleanser, freshener, mask and moisturizer) available plus formulas that feel fabulous and cater to their skin's needs, these customers should love the updated, fresh approach to customized skin care.

What can I do now to prepare?

- Make a list of key customers you think will benefit from this new skin care line.
- Learn more detailed product information and attributes on "Product Central".
- Get your creative juices flowing and come up with some fun party ideas around the launch.
- Talk to other independent sales force members and swap ideas!

With Mary Kay® Botanical Effects™, taking care of your skin is **NOW SIMPLE**, easy and tailored to you.

Just the facts:

- Available for order Feb. 16
- Dry, normal, oily personalized botanicals deliver holistic benefits
- Antioxidant-rich complex is hypoallergenic for sensitive skin
- Value price



Recognition

Congratulations to the winners for September 2011

Top NSDs Year-to-Date

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



Barbara Sunden

Karen Piro

Carol Anton

Kathy Helou

Gloria Mayfield Banks

Anita Mallory
Garrett-Roe

Jan Harris

Lisa Madson

Gloria Castaño

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 September 2011, NSD bonuses for Star Consultants and NSD commissions earned on all foreign countries for August 2011.) 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 Sept. 30, 2011.

On-Target for \$1,050,000 Inner Circle

Barbara Sunden.....\$270,969.60

On-Target for \$500,000 Inner Circle

Karen Piro.....\$126,823.30
Carol Anton.....126,732.60
Kathy Helou.....126,112.40

On-Target for \$450,000 Inner Circle

Gloria Mayfield Banks.....\$119,011.50
Anita Mallory Garrett-Roe.....116,077.30
Jan Harris.....114,832.20
Lisa Madson.....113,780.30

On-Target for \$400,000 Inner Circle

Gloria Castaño.....\$109,237.10

On-Target for \$350,000 Inner Circle

Cheryl Warfield.....\$95,527.50
Pat Danforth.....93,594.64
Sonia Páez.....91,589.34

On-Target for \$325,000 Inner Circle

Karlee Isenhardt.....\$85,457.69

On-Target for \$300,000 Diamond Circle

Cindy Williams.....\$77,591.20

On-Target for \$250,000 Diamond Circle

Stacy James.....\$74,923.55
Debi Moore.....73,284.05
Sherry Giancristoforo.....70,325.45
Sue Kirkpatrick.....69,152.47
Halina Rygiel.....68,832.59
Lupita Ceballos.....66,528.19
Pamela Waldrop Shaw.....64,883.74
Dacia Wiegandt.....63,581.53

On-Target for \$200,000 Diamond Circle

Shirley Oppenheimer.....\$61,690.70
Julianne Nagle.....61,388.51
Mary Diem.....61,318.92
Pamela Fortenberry-Slate.....61,245.85
Sandy Miller.....60,413.41
Patricia Rodríguez-Turker.....59,242.51

Jackie Swank.....58,410.56
SuzAnne Brothers.....57,851.35
Judie McCoy.....57,745.49
Kerry Buskirk.....57,221.78
Shannon Andrews.....56,646.55
Linda Toupin.....56,472.87
Auri Hatheway.....54,337.89
Jeanne Rowland.....53,517.63
Cindy Fox.....53,142.46
Anita Tripp Brewton.....52,961.58
Mayuli Rolo.....52,896.07
Nancy Bonner.....52,288.78
Mary Estupifian-Martel.....52,004.57

On-Target for \$150,000 Gold Circle

Dayana Polanco.....\$49,583.75
Maria Monarrez.....47,659.18
Diane Underwood.....47,595.60
Rebecca Evans.....47,372.54
Ronnie D'Esposito Klein.....47,083.26
Lily Orellana.....47,074.05
Jan Thetford.....46,861.56
Lisa Allison.....46,509.20

Julie Krebsbach.....45,416.10
Kay Elvrum.....45,019.83
Sara Pedraza-Chacón.....44,124.51
Yvonne Lemmon.....44,112.08
Sandy Valerio.....43,922.57
Connie Kittson.....43,433.91
Jamie Cruse-Vrinos.....43,119.94
Maureen Ledda.....42,636.43
Kate DeBlander.....42,456.11
Vivian Diaz.....42,337.16
Dalene Hartshorn.....41,879.06
Anabell Rocha.....41,187.17
Cyndee Gress.....41,178.61
Gloria Báez.....40,875.80
Elizabeth Fitzpatrick.....40,675.96
Dawn Dunn.....39,623.50
Tammy Crayk.....39,090.07
Wilda DeKerlegand.....38,927.14
Consuelo Prieto.....38,718.12
Mona Butters.....38,414.69

On-Target for \$125,000 Gold Circle

Judy Brack.....\$36,902.08

Alia Head.....36,768.64
Kristin Myers.....36,713.21
Janet Tade.....36,424.82
Pam Klickna-Powell.....35,843.07
Cristi Ann Millard.....35,671.81
Joanne Bertalan.....35,482.16
Shirley Oshiro.....35,475.62
Miriam Gómez-Rivas.....35,124.61
Davanne Moul.....34,475.23
Scarlett Walker-Simpson.....34,373.16
Diana Sumpter.....33,919.43
Lynne Holliday.....33,379.81
Lise Clark.....33,348.19
Cathy Bill.....33,241.44
Vicki Jo Auth.....33,016.78
Pam Ross.....32,793.21
Judy Kawiecki.....32,768.58
Jeanie Martin.....32,443.71
Janis Z. Moon.....32,388.69
Kimberly Copeland.....31,919.04
Valerie Bagnol.....31,509.61
Alma Orrostieta.....31,406.28
Cathy Littlejohn.....31,398.76

Monthly Commissions and Bonuses

Listed are NSD commissions above \$10,000 earned in September by Independent National Sales Directors as defined above plus the following which do not count toward NSD ranking: Sales Director commissions, Personal Team commissions and NSD contest bonuses. Cars, prizes, etc., are **not** included in these amounts.

Pearl

1. Jan Harris**.....\$48,282
2. Cheryl Warfield**.....47,609
3. Cindy A. Williams.....44,771
4. Pamela Waldrop Shaw.....41,370
5. Stacy I. James*.....36,778
6. Jackie Swank*.....29,144
7. Anita Tripp Brewton*.....28,546
8. Julie Krebsbach.....25,297
9. Halina Rygiel*.....25,066
10. Lisa Allison.....24,521
11. Kristin Myers.....21,848
12. Mary C. Estupifian-Martel*.....21,797
13. Nancy Bonner*.....21,670
14. Sandy Miller*.....21,530
15. Maureen S. Ledda*.....20,919
16. Anabell Rocha.....19,805
17. Judy Brack.....19,675
18. Elizabeth Fitzpatrick*.....19,529
19. Wilda DeKerlegand*.....19,431
20. Alma Orrostieta.....19,070
21. Jeanie Martin.....18,001
22. Lise T. Clark*.....16,755
23. Shirley M. Oshiro.....16,432
24. Kathy C. Goff-Brummett.....16,322
25. Robin Rowland.....15,847
26. Monique Todd Balboa.....15,456
27. Beatrice Powell.....14,215
28. Jane Studrawa.....14,138
29. Bett Vernon.....14,018
30. Maureen Myers.....13,900
31. Cathy E. Littlejohn.....13,281
32. Lynda Jackson*.....12,530
33. Deb Pike.....12,375
34. Linda Kirkbride.....12,324

35. Glinda McGuire*.....11,953
36. Holli Lowe.....11,539
37. Barbara Stimach*.....11,464
38. Pat Campbell.....10,433
39. Sylvia Kalicak.....10,188

Diamond

1. Barbara Sunden***.....\$97,654
2. Lisa Madson.....58,770
3. Anita Mallory Garrett-Roe**.....57,269
4. Gloria Castaño***.....43,896
5. Sonia Páez*.....42,961
6. Linda C. Toupin.....28,178
7. María Monarrez.....27,631
8. Dayana Polanco.....27,247
9. Patricia Rodríguez-Turker**.....25,541
10. Diane Underwood.....23,862
11. Connie A. Kittson.....22,940
12. Mary Diem*.....22,075
13. Vivian Diaz.....20,461
14. Dalene Hartshorn.....19,972
15. Evelinda Diaz*.....16,686
16. Isabel Venegas.....16,093
17. Mayuli Rolo*.....15,878
18. Juanita Gudiño.....15,040
19. Diana Heble.....14,451
20. María Flores.....14,164
21. Ada García-Herrera.....12,997
22. Meyra Esparza.....11,095
23. Rosa Carmen Fernández.....10,259

Ruby

1. Carol Anton**.....\$58,104
2. Pat Danforth*.....42,616

3. Karlee Isenhardt**.....33,420
4. Sue Kirkpatrick*.....33,115
5. Shirley Oppenheimer*.....28,783
6. Rebbecca Evans*.....28,423
7. Ronnie D'Esposito Klein*.....23,547
8. Vicki Jo Auth.....22,941
9. Cyndee Gress.....22,346
10. Jeanne Rowland*.....21,686
11. Pamela A. Fortenberry-Slate*.....21,355
12. Pam Ross*.....18,598
13. Kate DeBlander.....18,434
14. Jo Anne Barnes.....17,974
15. Kirk Gillespie.....17,602
16. Terri Schafer.....17,062
17. Judy Kawiecki.....15,646
18. Scarlett S. Walker-Simpson*.....15,617
19. Janis Z. Moon.....15,192
20. Gena Rae Gass.....15,090
21. Kimberly R. Copeland.....14,935
22. Lynne G. Holliday.....14,903
23. Bea Millsage.....14,701
24. Michelle L. Sudeth*.....14,152
25. Toni A. McElroy.....13,953
26. Katie Walley.....11,851
27. Kelly McCarroll.....11,826
28. Thea Elvin.....11,170
29. Gay Hope Super.....10,930

Sapphire

1. Karen Piro**.....\$54,957
2. Lupita Ceballos**.....30,978
3. Shannon C. Andrews*.....30,234
4. Judie McCoy*.....27,777
5. Julianne Nagle*.....25,533
6. Sandy Valerio.....23,292

7. Jan L. Thetford.....22,473
8. Dawn A. Dunn.....22,393
9. Pam Klickna-Powell.....22,264
10. Tammy Crayk.....22,173
11. Sharon L. Buck.....19,788
12. Paola Ramirez.....19,662
13. Diana Sumpter.....19,632
14. Alla L. Head.....19,589
15. Sara Pedraza-Chacón*.....19,023
16. Kimberly D. Starr.....18,818
17. Valerie J. Bagnol*.....17,647
18. Nancy A. Moser.....16,835
19. Gloria Báez*.....16,533
20. Gillian H. Ortega.....16,401
21. Lorraine B. Newton.....15,324
22. Carol L. Stoops.....14,570
23. Debra M. Wehrer.....14,489
24. Davanne D. Moul*.....14,243
25. Kendra Crist Cross.....13,924
26. Ann Brown.....13,769
27. Karen B. Ford.....13,136
28. Sherri L. Steinman.....12,501
29. Pam I. Higgs.....12,222
30. Jill Moore.....11,949
31. Joy L. Breen.....11,566
32. María Aguirre.....11,016
33. Charlotte G. Kosena.....10,571
34. Maribel Barajas.....10,195
35. María Guadalupe Díaz.....10,092

Emerald

1. Kathy Helou*.....\$60,484
2. Gloria Mayfield Banks***.....51,527

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

Recognition

Commission Circle

Independent Sales Directors who earned the top 100 commissions and bonuses in each Seminar area in September 2011. Names in **bold print** are those who earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission.

Pearl

Kim McClure	\$20,352.32
Lia Rene Carta	15,471.26
Amie N. Gambolan	14,320.48
Lisa Olivares	14,035.60
Jeanie K. Navkal	13,486.72
Tammy A. Vavala	13,341.62
Julia Sander Burnett	12,367.80
Leah Michelle Lauchlan	11,807.20
Sandy Kay Gant	11,516.76
Christina Lynn Frantz	11,157.67
Piper Prinzi	11,055.27
Carrie V. Eddings-Foster	10,806.72
Marlye Durrer	10,762.25
Katherine Mirkes Ward	10,639.95
Heather Marie Erbe	10,537.05
Roya Marie Mattis	10,337.75
Peggy Matish	10,161.46
Nadine Bowers	10,126.55
Janice Baxter Hull	10,060.41
Dorothy D. Boyd	9,827.23
Patty J. Olson	9,750.81
Nicole J. Canamare	9,725.17
Christi G. Campbell	9,715.70
Anne Geertsen	9,613.25
Tina M. Dees	9,553.39
Penny J. Jackson	9,370.34
Kathryn L. Engstrom	9,357.10
Evelyn Pirhalla	9,127.76
Cindy Machado-Flippen	9,111.91
Richelle V. Barnes	9,006.26
Casi Hill	8,934.91
Patti Cornell	8,859.05
Amy Kirell	8,738.36
Linda G. Livingston	8,736.47
Sandra M. Munigua	8,716.97
Diane M. Detesco	8,662.29
Delores E. Black	8,644.27
Tammy Brown	8,628.94
Sherry L. Fields	8,612.66
Vicki Piccirilli	8,504.50
Gail Boorum	8,465.77
Cindy S. Koenig	8,445.04
Ruthie Brestette-Mount	8,386.17
Brenda Stafford	8,351.20
Shelley Eldridge	8,229.89
Jo Shuler	8,135.06
Amy Stokes	8,114.34
Blythe Jolee Egbert	8,098.43
Beth H. Piland	7,999.78
Amy Kemp	7,993.71
Patty Webster	7,945.58
Kathy Eckhardt	7,883.35
Susan K. Janish	7,877.36
Tracey L. Chavez	7,797.41
Darryllyn Flournoy	7,791.37
Constance Nugent Miller	7,671.23
Denise E. Crosby	7,650.67
Sharon Smith Wisnoki	7,637.35
Breanne Bechard	7,631.94
Jean McAcklin	7,621.42
Crystal June Trojanowski	7,570.28
Barbara R. Johnson	7,529.89
Shauna Lynn Abbotts	7,511.08
Mia J. Mason Taylor	7,444.96
Jenan W. Wood	7,357.74
Maureen Ship	7,276.39
Betsy C. Richard	7,263.51
Rachael M. Bullock	7,255.22
Menina M. Givens	7,246.65
Tamara M. Bradford	7,240.49
Sandra Giraldo Kirchhoff	7,235.88
Laurie C. Cole	7,227.17
Randi S. Gleason	7,212.67
Debbie A. Thomas	7,116.53
Stacey Craft	7,105.21
Adrienne M. Detesco	
Morales	6,978.59
Michele Salisbury Rankin	6,930.18
Ingra Williams	6,881.26
Amy C. Schule	6,845.11
Susan Moore	6,805.09
Hazel White	6,753.64
Sylvia Limon Martinez	6,706.80
Laurie Travis Pyle	6,694.19
Keita Powell	6,662.18
Melissa Nix Henderson	6,620.89
Sally Moreno	6,598.55

Kim Deel	6,547.47
Melissa Taylor-Yindrick	6,540.39
Toni Louise Moore	6,500.30
Angela J. Fry	6,481.59
Mara C. Lane	6,428.76
Carmen J. Felix	6,403.14
Rita Schaefer	6,360.73
Shari M. Kirschner	6,342.04
Collette Parker	6,321.39
Tina Smith	6,315.24
Aide G. Martinez Charre	6,278.86
Donna Stephano	6,259.93
April Christine Hutchinson	6,254.28
Betty B. Lucido	6,233.64

Diamond

Martha Kay Raile	\$14,771.09
Melinda M. Balling	14,144.27
Susan M. Hohman	14,033.33
Noelia Jaimes	13,330.03
Deborah Dudas	13,298.37
LaRonda L. Daigle	12,936.19
Marsha Morrisette	12,671.69
Mary Strauss	12,631.47
Heldi Goelzer	12,464.65
Kristin Jenae Rogers	12,234.64
Amy Allgood	12,011.62
Priscilla McPheeters	11,759.53
Stephanie A. Richter	11,709.32
Mariann Biase Mason	11,172.00
Melissa R. Hennings	11,076.57
Lisa DeWeber	11,023.98
Ruth L. Everhart	10,977.65
Virginia Rowell	10,759.72
Yosaira Sanchez	10,621.20
Gerri Anne Morris	10,586.07
Linda T. Cartiglia	10,456.63
Nancy Ashton	10,350.65
Kelli D. Key	10,110.57
Julie Neal	9,843.01
Shelly Palen	9,762.93
Barbara E. Roehrig	9,752.54
Rose Rodriguez-Capone	9,672.73
Blanny Fabiola Ramirez	9,555.69
Julie Schlundt	9,519.26
Delmi Cristina Santos	9,437.68
Maria Elisa Martinez	9,406.61
Pat A. Nuzzi	9,375.70
Karime Rosas	9,352.25
Cecilia C. James	9,254.39
Emily Sims	9,198.53
Sandy Griffith	9,009.26
Lisa A. Stengel	9,007.21
Susan M. McCoy	8,978.85
Susan J. Pankow	8,958.97
Terri J. Beckstead	8,899.10
Susie Kopacz	8,783.80
Margarita Velez	8,739.95
Mery C. Ramirez Bravo	8,736.84
Mary Jacobson	8,729.80
Nancy Rodriguez	8,712.93
Patricia Carr	8,704.52
Lisa Rada	8,568.19
Petie L. Huffman	8,527.99
Shelly Mae Smith	8,382.92
Maria Janet Koo	8,338.28
Marlinda R. Brown	8,280.68
Maria de La Luz Avila	8,262.91
Carol Lee Johnson	8,163.15
Kristen C. Spiker	8,094.08
Ana X. Solis	8,082.00
Kim A. Messmer	8,081.79
Maricarmen Gonzalez	8,079.63
Sheryl Peterson	8,061.80
Nancy J. Romshek	8,040.17
Angela E. Butler	7,960.78
Shelley Olson	7,942.17
Alicia West Fancher	7,905.19
Anne Newcomb	7,899.66
Betty McKendry	7,882.60
Susan K. Carlson	7,881.50
Marlene Davitt	7,854.42
Noemi C. James	7,838.15
Nancy Fox Castro	7,821.94
Rhonda Jean Taylor	7,810.63
Thokunboh S. Oyenuga	7,765.17
Heather Rachel Catchpole	7,763.73

Tawnya Krempges	7,696.10
Maritza Estela Gonzalez	7,647.38
Linda J. Bergerson	7,615.85
Amy Zietlow	7,564.02
Stephanie Audino	7,553.34
Julie Danskin	7,529.76
Mary P. Creech	7,518.42
Pat Joos	7,489.70
Elvi S. Lamping	7,472.14
Linda J. Wicks	7,413.95
Diane L. Mentiply	7,360.26
Elva Jordan	7,347.99
Norma Lee Shaver	7,294.18
Leticia Vargas	7,291.19
Brenda K. Howell	7,276.85
Celeste Pichardo	7,260.63
Paula A. Ramirez	7,242.72
Robin L. Sailer	7,226.06
Jenny Siemonsma	7,220.78
Kathleen Koclanes	7,208.21
Debbi Baioa	7,181.11
Alicia Kingrey-Lokai	7,158.68
Ana Carolina Alvarez	7,124.45
Carmen Hernandez	7,046.65
Kathy M. Viola	7,025.99
Lisa Peterson	6,993.13
Altinay Prado	6,977.87
Betty Symons	6,887.57
Amelie B. Kemogne	6,878.08

Ruby

Donna Clark-Driscoll	\$13,772.46
Thessey Nkechi	
Nwachukwu	12,953.49
Barbara L. Harrison	11,339.77
Krystal D. Downey-Shada	11,292.27
Natalie A. Rivas	10,855.28
Carmen Nunez de	
Valencia	10,304.57
Kali DeBlender Brigham	10,215.96
Michele Sempier	10,176.93
Suzanne Moeller	10,004.63
Sha Ron Martin	9,981.76
Karen M. Getty-Hopkins	9,911.06
Liz Whitehouse	9,580.13
Elizabeth A. Elder	9,516.98
Lacy Janel Nickelson	9,491.12
Corrin Cresci	9,465.02
Debbie A. Elbrecht	9,323.94
Jeanette M. Thompson	9,249.12
Lisa Anne Harmon	9,214.55
Julie Brindell Sapp	9,166.95
Becky J. Seim	9,063.99
Mary Alice Dell	8,958.36
Mary Sharon Howell	8,843.92
Candace Laurel Carlson	8,839.31
Laura A. Kattenbraker	8,700.99
Gloria Dominguez	8,673.90
Cheryl O. Fulcher	8,637.77
K.T. Marie Martin	8,580.25
Patti Maxwell	8,542.54
Vicki S. Lindsay	8,477.27
Elsa A. Ramirez Pacheco	8,400.20
Deborah S. Bailly	8,352.93
Lisa D. Prescott	8,310.65
Sonya F. Goins	8,306.84
Linda Leonard Thompson	8,253.75
Rosanne Pluchino	8,186.01
Marnie R. Yunger	8,082.21
Michelle L. Mathews	7,927.40
Sherrie L. Clemons	7,903.12
Diana Gutierrez	7,902.42
Candace Lyn Chambers	7,868.51
Lorenda M. Younger	7,835.45
Breda M. Teal	7,830.50
Tina Hulsman	7,826.63
Somer Ballard Carter	7,743.52
Winifred Nonye Ogunamin	7,610.70
Pat Z. Allen	7,599.13
Boo Menestrina	7,547.93
Lisa A. Williams	7,488.35
Chick Stamschror	7,469.23
Diane Covington	7,389.50
Lisa A. DeLucia	7,372.76
Brandy E. Richwine	7,264.07
Rose Mary Neel	7,244.93
Terry Thole	7,205.80

Christy M. Cox	7,200.43
Susan C. Ehrstrom	7,147.40
Irene Zapalac	7,118.10
Jill E. Garrett	7,086.43
Gina M. Gildone	6,987.32
Laura Danielle Dyess	6,974.14
Sheila K. Valles	6,935.69
Julie Roman	6,889.28
Judy Lund	6,873.41
Elayne J. Watson	6,861.88
Laurieann Barclay	6,857.95
Norma Lee Shaver	6,837.52
Mary Lou Ardohain	6,813.32
Brenda Fenner	6,790.05
Jacqueline Donna	6,769.48
Cissy E. Warren	6,723.04
Sylvia J. Cook	6,719.69
Oye A. Onuoha	6,702.19
Ann Tinucci Anderson	6,692.88
Nancy N. Danley	6,660.52
Kathy Monahan	6,655.85
Linda Christenson	6,645.29
Debbie A. Nezat	6,636.94
Phuong L. White	6,594.56
Suzanne P. Wallace	6,530.00
Lisa Baker	6,528.64
Gwen K. Schneekloth	6,501.66
Amber L. Towne	6,500.19
Jennifer Jean McNulty	6,494.26
Appolonia Nnedigbo	
Onwuanagbulu	6,449.76
Melissa Regina Almanza	6,433.02
Bonnie Brannan	6,405.69
Cleta Colson	6,399.68
Michelle M. Visco	6,395.93
Silisia Evans Moses	6,379.28
Margaret Allison Reiser	6,372.65
Chinwe Lauryn Ononivu	6,346.36
Ronda Faber	6,345.78
Angie M. Ludwig	6,296.06
Peggy Young	6,292.55
Gina Beekley	6,278.18
Anne Weidenweber	6,274.45
Cathy G. Huhta	6,266.19
Ekene S. Okafor	6,263.71
Karen E. Gardner	6,226.45
Jacqueline N. Alford	6,192.98

Sapphire

Julie Weaver	\$15,042.74
Tammy Ramage	13,838.56
Tabitha A. Hallums	13,488.04
Julia Mundy	13,211.94
Lara F. McKeever	12,633.49
Tracy Potter	12,042.68
Diane Bruns	11,633.22
Lady Ruth Brown	11,430.51
Jill L. Glockner	11,171.72
Ann W. Sherman	10,380.03
Sylvia Boggs	10,138.44
Monica Garcia	10,112.24
Audrey K. MacDowall	9,960.18
Binta Touray Jagne	9,893.19
Sarah Sullivan Krycinski	9,720.03
Melody Missick	9,505.30
Josefa Chacon	9,321.49
Randi Stevens	9,288.05
Jill Beckstedt	9,065.88
Megan R. Ferris	8,904.86
Robyn S. Cartmill	8,769.84
Joanna Helton	8,692.79
Kim I. Sabourin	8,630.95
Roxanne McInroe Williams	8,629.71
Faith A. Gladding	8,592.24
Hilda Maruffo	8,576.67
Shella Berry	8,557.45
McKenzie Meacham	
McWherter	8,532.93
Ann Ferrell Smith	8,510.09
Debbie A. Weld	8,503.91
Phyllis I. Pinks	8,313.08
Diana E. Fraustro	8,287.15
Angela D. LaFerry	8,185.76
Ellen Farquharson	8,099.98
Kathy I. Rosetti	8,079.52
Kristi M. Montesana	8,030.30

Angie S. Day	7,974.27
Connie L. Russo	7,968.16
Tshanna Kyler	7,886.33
Jeannie Helm	7,855.16
Peggy B. Sacco	7,836.12
Jennifer G. Bouse	7,822.64
Cheryl T. Anderson	7,742.50
Bonnie Crummin	7,712.84
Dolores Keller	7,659.86
Kathy R. Bullard	7,618.74
Linda L. Quillin	7,616.44
Lyris Patterson	7,568.03
Maria G. Leeson	7,556.59
Nancy W. Pettaway	7,549.00
Lynn A. Cervini	7,527.74
Delmy Ana Torrejon	7,492.11
Melva M. Smart	7,423.96
Mary K. White	7,423.71
Catalina T. Barahona	7,408.90
Ryan Ashlee Rives	7,338.01
Natalie Reed	7,325.93
Elizabeth McCandless	7,311.64
Carol G. Leeson	7,288.75
Ruby Garner	7,286.10
Lynnea E. Tate	7,262.81
Jennifer L. Bessecker	7,218.54
Barbara Randall	7,202.90
Marty Ulmer	7,179.00
Kim West	7,143.10
Gayle J. Green	7,069.65
Marie Pfarr	7,002.13
Marjorie S. Haun	6,983.18
Maria Elvia Lopez	6,982.31
Sanjuana Sosa	6,978.79
Patrice Moore Smith	6,902.96
Moleida G. Dailey	6,849.26
Anita R. Rabelo	6,840.90
Elizabeth A. Poole	6,837.89
Lynn Baer Roberts	6,679.81
Michelle Sara Moore	6,657.73
Heather L. Bohlinger	6,650.46
Leanne Sexton	6,604.79
Rayne D. Tubbs	6,595.44
Cheri L. Taylor	6,522.49
Julie Garvey	6,517.16
Frances Woodham	6,492.69
Terry A. Hensley	6,486.96
Jeri O'Dell	6,480.00
Anne Elizabeth Leanos	6,456.57
Brenda Bennett	6,453.58
Teodora Ahumada	6,420.09
Brandi Driggers	6,418.66
Judy L. Staats	6,401.33
Krista A. Johnson	6,390.83
Chris Havens	6,345.42
Sara Kinney Turco	6,343.48
Pam J. Lancaster	6,320.25
Kathleen Kirkwood	6,288.62
JoAnna P. Shippe	6,275.97
Jerlene Vrana	6,264.54
Flory Palencia	6,257.69
Rebekah Hirnisen	6,180.55
Char Griffin	6,134.54
Bianca Yasmin Hinojosa	6,114.69

Emerald

Karen Ridle	\$13,758.17
Christine A. Denton	13,602.30
Christie L. Ehiobu	12,523.10
Evalina Chavez	11,864.77
Traci L. Smith	11,496.46
Sue Uibel	11,419.67
Kimbi L. Bartik	11,290.63
Stacy D. Foust	11,126.14
Michelle Martella Armes	10,817.41
Elaine D. Walker	10,454.42
Jo M. Cotton	10,130.03
Barbara Pleet	10,112.20
Amanda Thulin-Marrano	10,026.63
Pam Kelly	9,985.22
Jessica Brash Holzbach	9,663.83
Susan Ruth Cunningham	9,647.77
Trisha Taylor	9,6

Recognition

Mary Kay Angels

These Independent National Sales Directors, Independent Sales Directors and Independent Beauty Consultants achieved the highest commissions/bonuses or production or had the most new team members in their Seminar areas in September 2011.

Top National Sales Directors — Commissions and Bonuses



Jan Harris
\$48,282
Pearl



Barbara Sunden
\$97,654
Diamond



Carol Anton
\$58,104
Ruby



Karen Piro
\$54,957
Sapphire



Kathy Helou
\$60,484
Emerald

Top Unit — Estimated Retail Production

PEARL — Kim McClure, <i>Go Give Area</i>	\$127,553
DIAMOND — Martha Kay Raile, <i>Go Give Area</i>	\$93,437
RUBY — Suzanne Moeller, <i>K. Isenhardt Area</i>	\$76,444
SAPPHIRE — Julie Weaver, <i>Go Give Area</i>	\$104,621
EMERALD — Karen Ridle, <i>Go Give Area</i>	\$92,890

Top Sales Director — Personal Sales

PEARL — Piper Prinzi, <i>N. Bonner Area</i>	\$32,266
DIAMOND — Mary Hickman, <i>Go Give Area</i>	\$11,938
RUBY — Janette Copeland, <i>Go Give Area</i>	\$21,168
SAPPHIRE — Angie Metzger, <i>C. Kosena Area</i>	\$15,343
EMERALD — Elaine Walker, <i>Go Give Area</i>	\$16,614

Top Beauty Consultant — Personal Sales

PEARL — Shannon Brooks, S. Gant Unit, <i>K. Myers Area</i>	\$11,748
DIAMOND — Kathleen Neal, V. White Unit, <i>Go Give Area</i>	\$15,390
RUBY — Linda Black-Kurek, L. Whitehouse Unit, <i>S. Kirkpatrick Area</i>	\$13,439
SAPPHIRE — Krystina Yackle, J. Glockner Unit, <i>K. Starr Area</i>	\$14,394
EMERALD — Helen Leiby, M. Bright Unit, <i>G. Mayfield Banks Area</i>	\$22,341

Top Team Builder

PEARL — Sales Director Mahelvi Saucedo, <i>A. Rocha Area</i>	13 New Team Members
DIAMOND — Sales Director Maria Elisa Martinez, <i>M. Esparza Area</i>	18 New Team Members
RUBY — Sales Director Sha Ron Martin, <i>S. Oppenheimer Area</i>	17 New Team Members
SAPPHIRE — Sales Director Christelle Kazotin, <i>P. Klickna-Powell Area</i>	13 New Team Members
EMERALD — Rachel Atkins, A. Loxley Kelley Unit, <i>Go Give Area</i>	13 New Team Members

Top Unit Builders

Independent Sales Directors with **20** or more new unit members for September 2011.

Pearl

Lia Rene Carta.....	28 New Unit Members
Amie N. Gamboian.....	22 New Unit Members
Kim L. McClure.....	20 New Unit Members

Yosaira Sanchez22 New Unit Members

Ruby

Laura Danielle Dyess.....	24 New Unit Members
Lisa D. Prescott.....	23 New Unit Members
Candace Lyn Chambers.....	22 New Unit Members
Sha Ron Martin.....	20 New Unit Members

Sapphire

Tabitha A. Hallums.....	47 New Unit Members
Tshanna Kyler.....	26 New Unit Members
Sarah Sullivan Krycinski.....	21 New Unit Members

Diamond

Noella Jaimes.....	25 New Unit Members
Maria Janet Koo.....	24 New Unit Members
Maria Elisa Martinez.....	23 New Unit Members
Altinay Prado.....	23 New Unit Members

Emerald

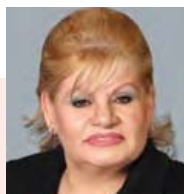
Traci L. Smith.....	29 New Unit Members
Christine A. Denton.....	27 New Unit Members
Leanne Parrino.....	24 New Unit Members
Talvia W. Peterson.....	23 New Unit Members

New NSD Debuts

New Independent National Sales Directors Debut September 1, 2011.



Maria Flores
National Sales Director
Diamond Seminar



Juanita Gudiño
National Sales Director
Diamond Seminar

Meet Your NSDs

Be sure to visit the Mary Kay InTouch® website for inspiring success stories about Mary Kay Independent National Sales Directors. Click on the **"Meet Your NSDs"** link under the Heritage tab. You can search for NSD stories by name, city, state, Seminar or even former occupation. Why not share their stories with potential team members?

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In August 1998, **Independent National Sales Director Meyra Esparza** wanted to help a friend who was working her Mary Kay business by attending one of her events. To further help her friend, she signed her Independent Beauty Consultant Agreement. It was the third time Meyra had been approached by a Mary Kay Independent Beauty Consultant. The first two times, Meyra said, "No thanks. I don't like to sell." Fast-forward to the Seminar 2011 stage where Meyra debuted as a June 1, 2011, Independent National Sales Director – the pinnacle of success in the Mary Kay career path. Here is what she shared about her Mary Kay experiences with *Applause*® magazine.



INTRODUCING

INDEPENDENT NATIONAL SALES DIRECTOR

Meyra Esparza

Q: What did you do before Mary Kay?

A: *I was born in Laredo, Texas, but lived with my grandmother in the city of Reynosa, Tamaulipas, Mexico. When I was 16, I moved to Houston with my mother and studied to be a computerized accounting specialist. I worked for two companies and was laid off from each: once for budgetary reasons; the second due to a corporate relocation.*

Q: Tell us about your family.

A: *I've been married for 25 years to my husband, Sergio. We have two children – Gloria, 23, and Alex, 13. In 2008, Gloria married Roberto Botello-Fuerte, and we're now proud grandparents of two delightful toddler twins, Alexis and Alexia.*

Q: What can you tell us about Meyra before Mary Kay?

A: *I was a 40-hour-per-week employee and was told when to arrive, when to eat and when to go home. Thanks to the Mary Kay opportunity, I've learned that life is about options and that if you focus on helping others realize their dreams, without a doubt, your dreams also will become realities. I love Mary Kay's mission of "Enriching women's lives!"*



Q: What are the biggest lessons you've learned through your Mary Kay business?

A: *That we each have different reasons why we sign our Independent Beauty Consultant Agreement. In my case, all I wanted at first was to learn to apply makeup. But something that started as a personal interest turned out to be an incredible lifestyle change – the desire to help other women achieve their dreams.*

Q: What tips would you give women starting their own Mary Kay businesses?

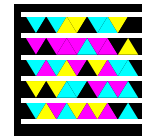
A: *If I had the opportunity to change anything, it would be to achieve the prestigious status of Independent National Sales Director sooner. From Day 1, I would focus on becoming an NSD, and I would always keep in mind that behind every "no" there will come a "yes."*

Q: What do you believe are the most appealing incentives that can attract a woman to the Mary Kay business?

A: *I believe that the Mary Kay opportunity helps women find a better lifestyle for their families. My goal always has been to find an opportunity where I could follow my spiritual priorities and make sure that opportunity offered my family a better lifestyle. No doubt Mary Kay is truly unique, where you earn and work your business in a professional manner without giving up your most important roles as mother, wife and daughter. I love the Golden Rule and Mary Kay Ash's philosophy of God first, family second, career third!*

SEE HIGHLIGHTS FROM MEYRA ESPARZA'S NATIONAL DEBUT.

1. Download the free TagReader app at <http://gettag.mobi>
2. Scan this code with your phone.
3. Or view online at http://www.youtube.com/watch?v=xNEx61Ki4ss&feature=youtube_gdata_player





In the late '70s, **Independent National Sales Director Vivian Díaz** could sum up her dreams by simply saying she wanted the best of everything. Her sister-in-law, Ann Díaz, then a new Independent Beauty Consultant, gave her a facial. Vivian loved how the Mary Kay® products made her face feel. When Ann didn't have any products on hand to sell her, Vivian did the next best thing and took Ann's Starter Kit. She's come a long way since then. Vivian debuted June 1, 2011, as an Independent National Sales Director and shares her thoughts with readers of *Applause*® magazine.



INTRODUCING

INDEPENDENT NATIONAL SALES DIRECTOR

Vivian Díaz

Q: Tell us about your life before Mary Kay. What did you do, what were your dreams?

A: *I was a legal secretary and hairdresser who decided to stay home to raise my two-year-old daughter and soon-to-be second baby. My dreams were always to have the best, travel, live in a beautiful home and spend time with my family.*

Q: What was the defining factor that made you say "yes" to the Mary Kay opportunity?

A: *The day after I attended a meeting as a guest, I turned on the television, and Mary Kay Ash was talking about her successful company and her belief in putting God first, family second and career third. I immediately knew this was the company for me.*

Q: What differences do you find between Vivian before and after her Mary Kay business?

A: *I am a totally different person today! I shudder to think what my life would be like if I hadn't said "yes" to this opportunity. I have always been caring, but I couldn't change the complexion of someone's life. With my Mary Kay business, I've shared the opportunity given me and mentored others to reach their goals. Today, we have no financial concerns. My husband retired six years ago and is by my side supporting me in my business.*



SEE HIGHLIGHTS FROM VIVIAN DÍAZ' NATIONAL DEBUT.

1. Download the free TagReader app at <http://gettag.mobi>
2. Scan this code with your phone.
3. Or view online at http://www.youtube.com/watch?v=tkDx5fKWYm4&feature=youtube_gdata_player

Q: What would you say are the three major lessons you've learned through your Mary Kay business?

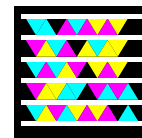
A: *1. Believe in others who believe in you, especially when you do not believe in yourself. Give yourself permission to succeed. 2. Doubt the doubt and do not let it rob you of the dream God has put in your heart. 3. Pass it on and do not prejudge. You never know whose lives you are changing.*

Q: Tell us about your family. How has your business impacted them?

A: *I have been married 40 years to my husband, Rudy. We have three married daughters: Kivian, Melissa and Christina and seven beautiful grandchildren. My Mary Kay business has impacted them in the sense that they know they can do anything they want to do. They have watched me through the years meet every goal. They rode in pink Cadillacs and lived in new homes. They all know if I had not embraced my Mary Kay business daily with a sense of urgency, their lifestyle would have been totally different.*

Q: What advice would you give to the readers of this article?

A: *Your Mary Kay business is the greatest gift you have been given. Open that gift every day by selling, recruiting, holding parties and passing it on to others. God has given you so many talents, and Mary Kay gives you the opportunity to tap into them and make a difference to those around you and, as a result, impact the world.*



INTRODUCING
INDEPENDENT NATIONAL SALES DIRECTOR



Kristin Myers

Q: Tell us about your life before Mary Kay. What did you do, what were your dreams?

A: I wanted to be a doctor, but during the intern process decided it didn't offer the flexibility I wanted to raise my children. I wasn't sure what path God would send me, but I wanted to make a difference in people's lives. I dreamed of a life with endless opportunities, amazing travels and a prosperous future, but I wasn't sure how to have it all!

Q: How are you different because of your Mary Kay business?

A: Before Mary Kay, I lacked belief in myself. I wanted an abundant life but wasn't taking the steps to make that happen. "You cannot lead where you have not gone." I am comfortable in my body now. It is great to feel like you can handle whatever life throws at you. Even in times of pain, Mary Kay teaches you to look for the lessons in everything.

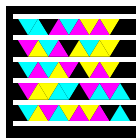
Q: What are the three major lessons you've learned through your Mary Kay business that you think might help others as they work?

A: 1. You will never fail unless you quit. And in my book, quitting is not an option. 2. You are a decision away from being the next best Mary Kay Independent Beauty Consultant. Have you made a gut-wrenching, heartfelt decision to be your very best? 3. Work is healthy, it is honorable, it is a sign of character. Work shows commitment, and it's a blessing. Work will leave your kids a legacy to follow. Stop thinking about it – and just DO!



SEE HIGHLIGHTS FROM KRISTIN MYERS' NATIONAL DEBUT.

1. Download the free TagReader app at <http://gettag.mobi>
2. Scan this code with your phone.
3. Or view online at http://www.youtube.com/watch?v=iV7jGoUaU6c&feature=youtube_gdata_player



Q: Tell us about your family. How do you think your business has impacted them?

A: I was blessed to have met my incredible husband, Randy, online in a chat room before it was popular. Even though at first he questioned if this 'Mary Kay thing' would benefit the family, he now is my biggest fan. My children: Lucas, 12; Marcus, 10; Isabella, 8; and Thomas, 5; are my reasons for doing Mary Kay. You can influence your children and other children by helping mothers find the greatness inside them. My children fly around the country, ride in limousines, eat chocolate strawberries at the royalty receptions, dress in suits and princess dresses – how could they ever do anything less than that? I love having conversations about their dreams where the sky is the limit, because their mom shows them anything is possible if you want it badly enough and are willing to pay the price.

Q: What advice would you give new Beauty Consultants who are about to embark on their Mary Kay businesses?

A: I recommend treating your Mary Kay business with the same respect you have for your degree or your current job. You get results based on the effort you put in. Perfect the basics of booking, coaching, full-circle parties, group table close and individual consultations. Don't try to water down, change the rules or make up a new formula. Stick to the plan Mary Kay Ash created when she started the Company. It has a proven success rate. Be patient with yourself, be patient with your business. Repetition is the only way to get better. More than anything, love the people you work with. If you will always look for goodness in everyone, that goodness will start shining in you.



In 2002, a mother invited her daughter to attend a skin care class. The daughter went and, as is commonly the case, loved the way her skin felt afterward. The daughter wanted a wonderful life for her family – a life of travels and opportunities. She decided to embrace the Mary Kay opportunity and create her own path to success. And at Seminar 2011, this tenacious woman debuted June 1, 2011, as **Independent National Sales Director Kristin Myers**. She talks about her experiences with **Applause®** magazine readers.

SOCIAL networking YOUR BUSINESS



Mary Kay Ash was ahead of her time in 1963 when she created her company around word-of-mouth marketing. Today, the Company builds on her early social networking concept as Independent Beauty Consultants can now create their own Mary Kay® Facebook Fan pages.

Facebook and other social media are dominant instant communications vehicles, reaching vast audiences.



Yvette Franco
Vice President
U.S. Marketing

"Fan pages are an instant way to get products out there front and center and help Beauty Consultants interact and communicate with their customers,"

says **Yvette Franco, Vice President U.S. Marketing**. "With a Facebook page, you can talk about your Mary Kay business, engage your audience, express yourself and display your expertise."



Fan vs. Profile

Facebook Fan pages are typically reserved for businesses, versus profile pages, which are generally created for personal use. "Before now, Independent Beauty Consultants could only use their Facebook profile page to sprinkle information about their Mary Kay businesses," Yvette says. "Social media continues to evolve and so do we. We heard your requests for this change, and we responded."

Having a Facebook page is optional for all independent sales force members; however, everyone should adhere to Facebook's terms of service and comply with the Mary Kay social media guidelines. "Facebook is a great way to talk to your customers in between personal visits," she says. "It keeps the Mary Kay Independent Beauty Consultant front and center in customers' minds in a fun and inviting way."



LEARN MORE.
Check out Digital Zone on

www.marykayintouch.com

for details on how to create and manage your Facebook Fan page, plus marketing and posting ideas, and social media guidelines.



WHAT DO I POST?

Start with your Mary Kay® Personal Web Site where you can link any of its content to your Facebook Fan page. Go to Digital Zone on Mary Kay InTouch® to find links to:

- New and limited-edition Mary Kay® products.
- Special gifts with purchase.
- Mary Kay honors/awards.
- Trend reports.

You'll also find Mary Kay® product images and YouTube videos demonstrating color applications, product descriptions and must-haves, and fashion trend news that you can link to your Facebook Fan page. Plus, don't forget to link your Mary Kay® Personal Web Site so your customers can shop 24/7!

MARY KAY FAN PAGE



According to L2 Communications, Mary Kay dominated all brands in terms of Facebook interactivity with more than 56 percent of fans reacting to each brand post. Mary Kay has more than half a million fans. These fans include passionate Independent Beauty Consultants who log in from all over the world to engage the Mary Kay® brand.

supporting **THE SCIENCE OF** SKIN CARE

In 2005, **Mary Kay Inc. gave a \$1 million endowment to support dermatology research** at the University of Texas Southwestern Medical Center in Dallas.

The endowment came to life a short time later when UT Southwestern invited **Dr. Kim Yancey** to serve as Professor and Chair of the Department of Dermatology and hold the position of the Mary Kay Inc. Distinguished Endowed Chair of Dermatology. Created to help stimulate groundbreaking research and help further advancements in the field of dermatology, the position has allowed Dr. Yancey and UT Southwestern to “help to move the study of dermatology into the realm of science.”

You could say that it’s just one more example of Pink Changing LivesSM. As Dr. Yancey sees it, “We’re all interconnected. We all want to be part of a larger cause.”



The Department of Dermatology at UT Southwestern is one of the largest in the country, and in his leadership role, Dr. Yancey teaches graduate and medical students, spends time in the university’s clinic seeing patients, is a member of many professional associations and committees in the medical field, and even finds time to do community work at nearby hospitals. (Lucky for us, he also serves on the Mary Kay Skin Wellness Council.)

Dr. Yancey is well known and respected for his research in the field of dermatology – one of the reasons UT Southwestern sought him for the open Chairperson position. He has won awards and grants; his accomplishments are many. “Skin diseases are often chronic and resist treatment,” he says, giving one of the



Dr. Kim Yancey

reasons why the field he works in is so important.

Yet he also is humble and never forgets that the advancements he makes in the laboratory are, in the end, measured by the lives they so positively affect. In fact, he clearly remembers the patient whose need for treatment 20 years ago led him to investigate skin inflammation diseases. The result of that research and investigation is one of his greatest accomplishments to date.

Dr. Yancey gives Mary Kay Inc. credit for advancing research as well, saying that our support “drives inquiry and observation” and shares that the endowment supports research and investigation for the entire Dermatology Department. He is impressed by the Company’s “professionalism, commitment to community and urge to take care of its independent sales force and consumers.”

In fact, it was as a sign of Mary Kay Inc.’s strong commitment to both community and the science of skin care that the Company first funded the endowed Chair of Dermatology at UT Southwestern, one of the most respected medical research institutions in the country.

Dr. Yancey says the endowment brings together “a great Company and a great university” with the goal to create and distribute skin care knowledge. “Together, we can do more.”

pink changing livesSM

go-give® award

Congratulations to the winners for January 2012

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® website under "Recognition."



D'Anna Brown Pearl

Independent Sales Director

Began Mary Kay

March 2002

Sales Director Debut

October 2004

National Sales Director

Maureen Ledda

Honors Grand Achiever qualifier; Star Consultant; Consultant Queen's Court of Personal Sales; four-times Sales Director Queen's Court of Personal Sales; Honors Society; gold medal winner; estimated highest monthly unit retail: \$29,692

Personal Lives in Port Orange, Fla. Husband, Allen; sons: David, Travis

Favorite Quote "Enthusiasm sells when logic won't." – Anonymous

Independent Senior Sales

Director Connie Lustig of

Colorado Springs, Colo., says "D'Anna picks up Independent Sales Directors at the airport and often offers them her home to stay in if they arrive early or stay later when they come to Daytona Beach for retreats."



Debra Allison Diamond

Independent Senior Sales Director

Began Mary Kay

March 1990

Sales Director Debut

October 1993

Offspring one first-line

National Sales Director

Anita Mallory Garrett-Roe

Honors Cadillac qualifier; Circle of Honor; Consultant Queen's Court of Personal Sales; five-times Sales Director Queen's Court of Personal Sales; 10-times Circle of Achievement; five-times Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$59,001

Personal Lives in Plymouth, Minn. Husband, Mark; son, RJ; daughter, Berit

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

Independent Executive Senior Sales Director Karen Costas of Eagan, Minn., says, "Debra radiates caring! She welcomes adoptees with smiles and 'pink hugs' and has driven across town to bring a wonderful dinner to my home after my knee surgery."



Alicia Bivens-Jones Ruby

Independent Executive Senior Sales Director

Began Mary Kay

January 1980

Sales Director Debut

October 1981

Offspring five first-line; one second-line

National Sales Director

Go Give Area

Honors Premier Club qualifier; Star Consultant; Sales Director Queen's Court of Personal Sales; 18-times Circle of Achievement; three-times Circle of Excellence; gold medal winner; estimated highest monthly unit retail: \$120,230

Personal Lives in Franklin, Tenn. Husband, Ronald; sons: Stephen, Michael; daughter, Allison; seven grandchildren

Favorite Quote "Believe you can, and you're halfway there." – Theodore Roosevelt

Independent Beauty Consultant Mary Langsdorf of Wake Forest, N.C., says, "When our beloved Independent Sales Director, Miriam, passed away, Alicia made us feel welcome at her unit dinner and awards night as she presented each one of us with keepsake prizes Miriam had won."



Linda Smith Sapphire

Independent Sales Director

Began Mary Kay

December 1988

Sales Director Debut

February 1991

National Sales Director

Go Give Area

Honors Premier Club qualifier; Circle of Honor; monthly Go-Give® Award winner, April 1997; four-times Sales Director Queen's Court of Personal Sales; Circle of Achievement; gold medal winner; estimated highest monthly unit retail: \$82,084

Personal Lives in Jensen Beach, Fla. Husband, Rick; son, Kurt; daughters: Robin, Edwina, Angela; nine grandchildren

Favorite Quote "Whatever the mind can perceive and believe, you can achieve!" – Mary Kay Ash

Independent Beauty Consultant

Sharon Fogg of Fort Pierce,

Fla., says, "Linda opened her heart in welcome to those of us from another unit. She is amazing and has many ideas on how to build our businesses and move forward."



Esther Andrews Emerald

Independent Senior Sales Director

Began Mary Kay

March 1967

Sales Director Debut

April 1981

Offspring one first-line

National Sales Director

Go Give Area

Honors Premier Club qualifier; Circle of Honor; 22-times Sales Director Queen's Court of Personal Sales; 12-times Circle of Achievement; three-times Double Star Achievement; estimated highest monthly unit retail: \$52,609

Personal Lives in Houston. Son, Mike; daughters: Bobbie, Angie; five grandchildren; three great-grandchildren

Favorite Quote "When God closes a door, He always opens a window." – Mary Kay Ash

Independent Beauty Consultant

Mary Dupree of Houston, says, "An adoptee not from the United States was having difficulty with the English language. Esther welcomed her and began educating her in the language because Esther knew how very important it was to the adoptee."

MARY KAY

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(Pearl, Sapphire, Ruby)

Jan. 11-14

(Diamond, Emerald, Canada)

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Independent Sales Directors and Senior Sales Directors, Future Independent Sales Directors* and Sales Directors-in-Qualification*

THREE DAYS OF LEARNING AND FUN!

- Classes
- Hear from those who have "walked in your high heels"; get tips on successful selling.
- Share best practices among your peers.
- Check out latest products, innovations and tools to help build sales.
- Plus, prizes and gift cards!



For those who qualify, there's also: — *Splash Bash* party
— *MK® Rocks the Runway* fashion show and banquet — *Power Players* luncheon

REGISTER NOW

www.marykayintouch.com > Events > Leadership Conference 2012

OR by mail: Leadership 2012, Special Events Registration, Mary Kay Inc.,
P.O. Box 799045, Dallas, TX 75379-9045

*Independent Beauty Consultants achieving Future Independent Sales Director or Independent Sales Director-in-Qualification career path status anytime during the challenge period, Oct. 1 – Dec. 31, 2011, are eligible to register and attend Leadership Conference. Maintaining this status during the entire contest period is not required in order to attend.



Career Conference

Coming to a city near you!

**Dates: March 23-24, 24-25,
25-26, 30-31 and April 1-2**

WHO BENEFITS?

Independent Beauty Consultants/
Independent Sales Directors who desire
to take their businesses to greater heights.

WHAT'S INVOLVED?

Two power-packed days of learning
and fun

- Get business- and team-building tips from top Mary Kay independent sales force members.
- Recharge your battery with inspiration, education and recognition.
- Share best practices among your peers.
- Prizes, gifts and more!



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Yes! Buckle up for a Mary Kay extravaganza you won't soon forget!

Details and registration info in next month's

***Applause®* or at**

**www.marykayintouch.com
under the "Events" tab!**