

MARY KAY

applause®

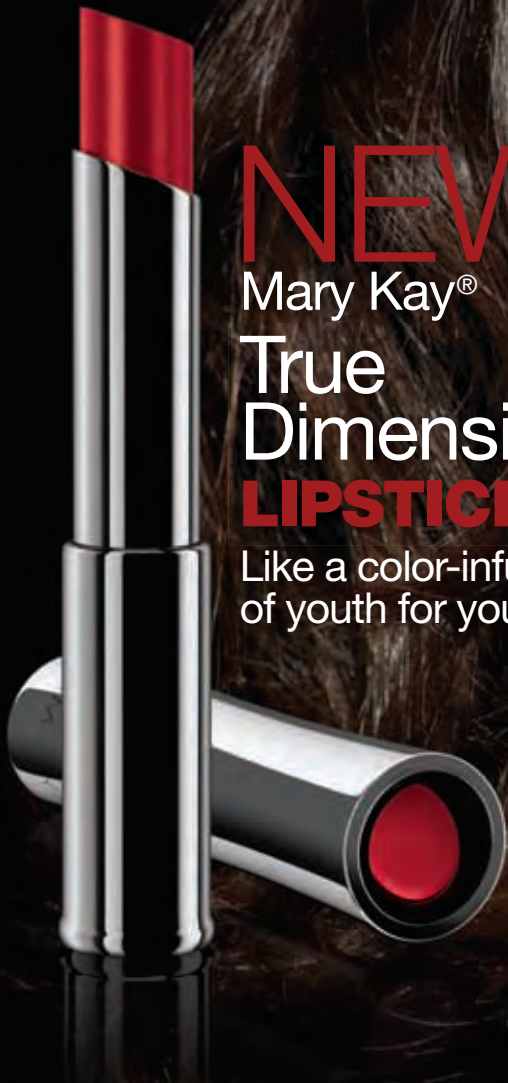
JANUARY 2013

NEW!

Mary Kay®

True
Dimensions™
LIPSTICK

Like a color-infused fountain
of youth for your lips



Plus!
Skin **CARE**
for Every Age

MARY KAY
**one
woman
can™**
50 YEARS

Mary Kay **RESOLUTIONS:**
Independent Sales Directors Share Theirs!



Q: How can I find my Independent Beauty Consultant number? **A:** You can contact Consultant Records at 800-272-9333 to get your Independent Beauty Consultant number as well as access other resources such as Mary Kay InTouch® support, product information, prize orders and special events questions.

Q: I'm a new Independent Beauty Consultant and am looking for any education I can get. Where's a good place to start? **A:** Your Independent Sales Director is a great place to start. You also can go to The Silver Wings Scholar ProgramSM (under the Education tab on Mary Kay InTouch®). You'll find education geared for you – from tips to preparing for your first skin care party to team-building exercises. Plus, much more! It's your Mary Kay virtual classroom. If it's product education you're looking for, Product Central (under the Products tab on Mary Kay InTouch®) is a great resource for product fact sheets, comparison charts, ingredients, videos, etc.

january dates to remember

1 New Year's Day. Company holiday.
All Company and branch offices closed.
Postal holiday.

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

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

Leadership Conference 2013 begins in Los Angeles.

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

Spring 2013 Preferred Customer ProgramSM online enrollment for *The Look*, including exclusive samplers (while supplies last), and Month 2 mailer begins.

21 ■ Martin Luther King Jr. Day.
Postal holiday.

■ Winter 2012 Preferred Customer ProgramSM mailing of the Month 2 mailer begins.
(Allow 7-10 business days for delivery.)

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

31 ■ 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.

COVER: Model is wearing Mary Kay® Mineral Eye Color in Copper Glow on her eyelids and Coal along lashline. She uses Mary Kay® Ultimate Mascara™ in Black on lashes and Mary Kay® Mineral Cheek Color in Citrus Bloom on cheeks. She finishes the look with NEW Mary Kay® True Dimensions™ Lipstick in Sizzling Red.



Mary Kay said it best

I have often said that successful people are just ordinary people with extraordinary determination. When someone rises to the top, I know the perseverance and dedication that have been nurtured to reach success. Remember that if you don't know the struggle, you don't know the strength.

InsideTHIS ISSUE

LIP SERVICE

2

Ready for intensely moisturized, exquisitely smooth lips? **Mary Kay® True Dimensions™ Lipstick** is like a **color-infused fountain of youth for your lips**. Look inside for more reasons why you'll love this new product!



SKIN CARE FOR ALL

No matter their age, skin type or need, Mary Kay has the **perfect regimen** that's **tested and trusted** and **just right for your customers**.



6

FOUNDATION OF LOVE

Independent Sales Director Pamela Perkins overcame life's obstacles to build her Mary Kay business and achieve success.



22

find it online: check out **Mary Kay InTouch®** to see what's hot.



DIQ

Enter DIQ with confidence! Learn about pre-qualification and access tools to help you prepare for a leadership role. You can even submit your Commitment Form online.



STAR CONSULTANT

Set your sights on the exquisite Mary Kay® 50th Anniversary china set by being a Star Consultant. This quarter we are all about *serving it up* with class and elegance!



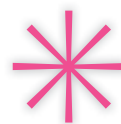
SOCIAL MEDIA

Get on board with Social Media and learn how to market your business to the masses!



CONSUMER FLIERS

Free advertising right at your fingertips! Mary Kay's Company-approved fliers are a polished and professional way to market your business.



Visit **Product Central** on **Mary Kay InTouch®** for an **updated Lip Color Shade Chart** and **Lip Color Checklist**. You'll also find a "Lips That Wow" place mat!

Pucker **up!**

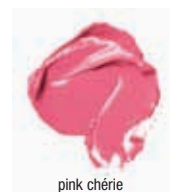
Mary Kay® True Dimensions™ Lipstick

Intensely moisturizing and exquisitely smoothing, this new lipstick is like a color-infused fountain of youth for lips.

BENEFITS

- Instantly **drenches lips in moisture** and locks it in
- Infused with **advanced skin care ingredients**, smoothing fine lines and helping lips look fuller
- Delivers **pure, radiant color**

1 great



pink chérie



wild about pink



firecracker



sizzling red



\$18
each



WHO'S THE CUSTOMER?

Anyone who wants a highly moisturizing, luxurious lipstick in fun, vibrant colors.

shades:



Results are in:
Three out of four women* say their Lips FEEL MOISTURIZED all day.

92% say it feels soothing, moisturizing and comforting on lips.

85% say it replenishes and conditions lips, leaving them looking their healthy best.

87% say their lips look smoother and feel supple.

76% say their lips appear younger, voluptuous and line-free.



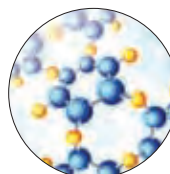
Your customers can try every new shade with the **Mary Kay® Virtual Makeover** on marykay.com or your **Mary Kay® Personal Web Site**. There's also a **free Mary Kay® mobile version** for their smartphone or tablet.

SCIENCE SPEAK:

Blended in this lush-feeling formula are two **age-defying ingredients** that work together



to deliver results. **Mary Kay scientists** combined an extract from the "kiss me quick" plant (**portulaca pilosa**), and a powerful peptide commonly used in skin care products.



Together the complex helps boost production of **collagen****, a protein that plays a vital role in supporting skin's structure

to help give it firmness and volume.

Other lip-loving ingredients:



Vitamin E, sunflower seed oil, jojoba and mango butters

END RESULT Lightweight formula with **buttery-smooth texture that melts onto lips.**



WATCH A TRUE DIMENSIONS™ PRODUCT PEEK.
Get the free mobile app at <http://gettag.mobi>

*Results reported during a one-week independent consumer study. Results reflect the percentage of women who agreed with the statement.

**Based on in-vitro testing of key ingredients

Great Mary Kay lip tricks!



ONE

Pat lipstick on with index finger for a sheer, subtle just-stained look.

TWO

Want more glam? Pair **Mary Kay® True Dimensions™ Lipstick** with a bold **Mary Kay® NouriShine Plus® Lip Gloss** like **Berry Tart** to intensify any look.

THREE

Neutralize deeper lipstick shades with a natural lip gloss like **Café au lait** for a perfect daytime look.

FOUR

To set lip color, blot with tissue; apply a thin layer of **Mary Kay® Sheer Mineral Pressed Powder**; apply color again.

FIVE

Lipstick wears longer if you fill entire lip with **Mary Kay® Lip Liner** before applying lipstick.

Innovative packaging

Metalized, smoky-platinum-colored case features a clear button on top so you can see the shade you're looking for in your purse or makeup bag.

Just a **push of the top button** releases the trim-line lipstick from its sleeve. **This sleek and ultrastylish package fits in the Mary Kay® Compact or Compact Pro®.**



Please Note!

Mary Kay® Creme Lipstick will undergo a price increase from \$13 to \$15 suggested retail effective with the Dec. 16 Consultant order form. Mary Kay has been absorbing the rising cost of goods since 2008. The smaller price gap between Mary Kay® Creme Lipstick and Mary Kay® True Dimensions™ Lipstick will allow your customers to select the formula that best meets their needs and should decrease the tendency to order based on price alone.

MARY KAY

NEW! Mary Kay® TRUE DIMENSIONS™ Lipstick

Intensely moisturizing. It's like
a color-infused fountain of youth
for your lips.

Available in 10 luscious shades.

- Lips look younger.
- Drenches lips in moisture.
- Helps lips look fuller and plumper.
- Lips feel soft all day.
- Stay-true color won't bleed.

CONTACT ME, your Mary Kay®
Independent Beauty Consultant,
for a sample. Indulge your
lips TODAY!

\$18
each

MARY KAY
**one
woman
can™**
50 YEARS



LEARN MORE
ABOUT MARY KAY®
TRUE DIMENSIONS™.
Get the free mobile app
at <http://gettag.mobi>

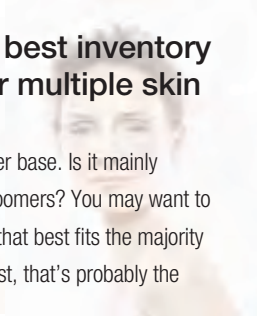
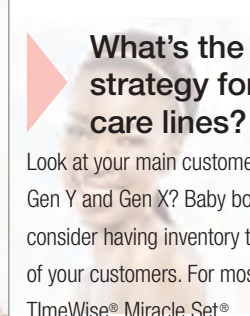
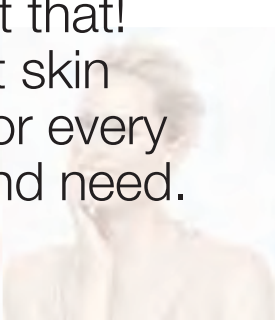
Price is suggested retail.



LOVE your skin for life with **MARY KAY®** **SKIN CARE.**



Want to build
your customers
for life? Now
you have the
products to
do just that!
Expert skin
care for every
age and need.



What's the best inventory strategy for multiple skin care lines?

Look at your main customer base. Is it mainly Gen Y and Gen X? Baby boomers? You may want to consider having inventory that best fits the majority of your customers. For most, that's probably the TimeWise® Miracle Set®.

You also may consider smaller investments in other Mary Kay® skin care regimens. Remember, new Independent Beauty Consultants can earn **extra bonus skin care bundles** through the **Ready, Set, Sell!** program. And don't forget **Customer Delivery Service** lets you **ship products directly to your customers** if you don't have the items in your inventory.

Great Ways to Profile Your Customers:

- Customer Profile card
- Personal Profile on myMK™
- MK Regimen Advisor™ App



**WATCH THE MARY KAY®
ALL SKIN VIDEO.**
Get the free mobile app
at <http://gettag.mobi>



Go to **Mary Kay InTouch®** > **Products** > **Product Central** for more information.

Easy beauty solutions. Who benefits?

Your **younger customers** who are not yet concerned with aging or who have **sensitive skin** or those who are **value-conscious**. The regimen is **custom-formulated** with specific botanical ingredients targeting the particular needs of women with **dry, normal or oily skin**.

Mary Kay® Botanical Effects™



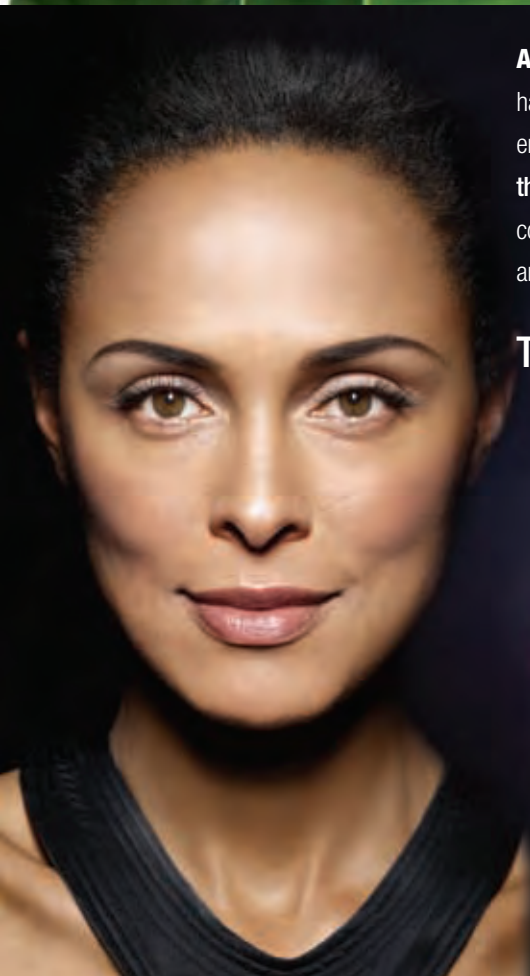
Early-to-moderate signs of aging. Who benefits? Perfect for your customers who want to combat the **early-to-moderate signs of aging**. Delivers 11 benefits you need for younger-looking skin: It cleanses, exfoliates, freshens, hydrates, protects, smooths, helps reduce fine lines and wrinkles, firms, softens, energizes and rebuilds.

TimeWise® Miracle Set®



Advanced signs of aging. Who benefits? Women who have **advanced aging signs** due to age, sun exposure, environmental stressors, etc. The regimen helps **reduce the look of deep lines and wrinkles**, restores lifted contours and recaptures youthful volume. Great for anyone who wants a **premium skin care regimen**.

TimeWise Repair™



Mild to moderate acne. Who benefits? Your customers who **suffer from persistent or occasional acne** and who want help to get clearer, healthier-looking skin. Products have been clinically tested for skin irritancy and allergy, are non-comedogenic and dermatologist-tested.

Mary Kay® Acne Fighters Set





SkinCare 101

Deborah Bailye Independent Executive Senior Sales Director, Algonquin, Ill., shares tips on how to perfect your skin care party.



PARTY LIKE A PRO!

Q Why is it so important to have every customer use skin care products?

A: Skin care is the basis of our Mary Kay businesses. It's our bread and butter! Everything comes from the skin care party – ongoing sales, team members, Star Consultant status, earnings, jewelry, trips, cars, everything! Be passionate! Practice your delivery. Have someone you trust critique you. Make it great and dynamic! Educating women on skin care is similar to a dentist educating her patients on oral hygiene. A great skin care regimen is right up there with cleaning and flossing! An educated customer becomes a repeat and excited consumer!

Q What if my customer only uses soap and water? How do I ease her into a complete regimen?

A: I typically ask "soap/water" clients to visualize their shower door, specifically the white film most think is from hard water. Actually, it's soap film and imagine what that does to skin over time. Skin care experts agree on five basic steps to achieve the best skin – Cleanse, Freshen, Exfoliate, Hydrate and Protect. Have your customer try the TimeWise® Miracle Set® and see for herself how her skin feels.



Q Why should I focus on skin care first?

A: A great skin care regimen is the secret to great skin wellness. As skin care advisors, we must concentrate on what will serve our customers the best over time. You can create interest and excitement by giving skin care parties a theme such as a pampering session, girls' night out or some fun idea to

get ladies excited and eager to come. We now have complete skin care regimens for every age and skin type, so have fun with a Botanical Effects™ or TimeWise

Repair™ party. Of course, the TimeWise® Miracle Set® is still ideal for the majority of women. Then introduce color and glamour looks at their follow-up appointments.

Q What's the most important part of the skin care party?

A: 1. Preprofile your guests beforehand so you're prepared with skin care products they want and need. 2. Have your guests try a skin care regimen on half their faces, then take time to notice and compare sides. Have them look closely in the mirror. They'll immediately notice a difference, their friends will comment and you'll have happy new customers.

Q How do you handle skin care skeptics?

A: Simple. I ask for their opinion. Women love to give their opinion. I also try to determine why a woman is skeptical. Is she satisfied with her current regimen? Did she have a bad experience? Find out what's holding her back, then follow that up with the fact that you value her opinion and would really appreciate 30 minutes to get her thoughts on the Mary Kay® skin care line. Most likely, she'll be pleasantly surprised, and you'll have a new customer who will share her great experience with others!

Q Can you share a skin care party tip?

A: Sure! I'll ask three or four ladies and invite them to bring one or two guests, knowing not everyone will come. They all have fun meeting new women, and I offer my original guests an incentive for bringing an ordering guest. Here's another tip I call my Quantum Leap Hostess Promotion. This is great for past hostesses or new ones who can't button down a party date. I make an offer a hostess can't refuse! If she books within the next two weeks and the party holds on the original date and time, I'll offer a stair-step discount based on the number of ordering guests, and I'll honor that incentive to her for 60 days!

Party LIKE A PRO. If you demonstrated every Mary Kay® skin care regimen, it would be the world's longest skin care party! Remember, women are busy, so keep it simple. The TimeWise® Miracle Set® is still your go-to set to demonstrate because it has benefited millions of customers with early-to-moderate signs of aging.

Let your customers experiencing advanced signs of aging know about TimeWise Repair™ and that you're happy to discuss it at their close. You may get interest from younger women who want the latest skin care technology as well! Another great idea: Have a TimeWise Repair™ or an all Botanical Effects® party! It's easy to demonstrate these skin care lines as the single focus if your guests are similar in age or have similar skin care concerns.



GREAT

NEWS

New Product Launch Dates Shift.

Beginning in May 2013, new regular-line and limited-edition products will launch one month earlier!

What does this mean for you?

- **More time to book parties and sell great new products** to help you achieve your Star Consultant goals and win prizes!
- **Product promotions now align more closely with industry trends**, e.g., spring in February, back-to-school promotions in August, holiday products earlier in the fall, etc.
- **Seasonal products will now debut earlier**, giving you a head start selling color to your customers.
- **Product promotions will align more closely to Mary Kay special events** such as Leadership and Career Conferences and Seminar.
- You'll have **more time to book parties and sell hot new products** at the **end of the Seminar year**.
- All this and more!

Star Consultant contest quarter dates will remain the same (June, September, December and March), giving you an extra month to get your customers excited about the new products and meet your sales goals! Also, the **same dates for early ordering privileges apply**.

Stay tuned! We'll keep you updated on what else this can mean for you and your business!

Product Launch Dates

2013	2014
March 16	Feb. 16
NEW! May 16	May 16
Aug. 16	Aug. 16
Nov. 16	Nov. 16

start preparing NOW!

- It's not too early to set your goals and **REACH Star Consultant status**, or if you're already there, to achieve a higher level status.
- Make a **PLAN** to help you get there.
- Remember, you'll have exciting **NEW products** to showcase to your customers **a month earlier**, so get excited and sell, sell, sell!



Start Something Beautiful™ ... LIVE!

Got your beautiful new Mary Kay® Starter Kit in the mail and not sure what to do next? Relax. We're here to **help you every step of the way!** Introducing *Start Something Beautiful™ ... Live!*, a must-watch **show for new Mary Kay Independent Beauty Consultants**.

You'll hear from some **experienced Mary Kay movers and shakers** on **HOW TO:**

- **Unpack your Starter Kit** and what to do with all the great stuff inside.
- **Network and book parties** like a pro.
- **Learn about the fabulous Mary Kay® products**.
- Use **learnings from the Company's Founder Mary Kay Ash** and see how her legacy lives on.
- **Take your first steps** as a Mary Kay Independent Beauty Consultant.
- **Find product information, education and motivation** available at your fingertips.

Sound exciting? Go to Mary Kay InTouch® (marykayintouch.com), click **Education > Consultant Education**. You'll find the show's link there! Better hurry ... you don't want to miss the worthwhile discussions so you'll feel confident and ready to **Start Something Beautiful™!**

The show stars **Sean Key, Mary Kay Vice President, Sales Force Motivation and Education**, as host. Co-hosts include:

- **Independent Elite Executive National Sales Director Gloria Mayfield Banks**
- **Independent Executive National Sales Director Stacy James**
- **Independent Senior National Sales Director Dayana Polanco**
- **Independent National Sales Director Linda Toupin**
- **Independent Future Executive Senior Sales Director Lisa Stengel**

Moisture **METER**

Skin is our largest organ and is almost constantly exposed to the environment. This winter, in addition to the Mary Kay® regular skin care regimen moisturizers, try these **Mary Kay® products to help keep skin soft** all winter.



Body

Mint Bliss™ Energizing Lotion
for Feet & Legs

\$10

TimeWise Body™
Targeted-Action®
Toning Lotion

\$28

Hands

Fragrance-Free and Peach
Satin Hands® Pampering Set



\$34
set





Face



Extra Emollient
Night Cream

\$13



Intense Moisturizing
Cream

\$30



TimeWise® Moisture
Renewing Gel Mask

\$20



Eyes

TimeWise®
Firming Eye Cream



\$30



\$18
set



Satin Lips® Set

Lips



TimeWise®
Microdermabrasion Set
Step 1: Refine
Step 2: Replenish

\$55
set



Winter

Dry-Skin Fixes:

1. Use body moisturizers immediately after a shower and while skin is damp.
2. Drink plenty of water. Hydrating helps keep skin healthy.
3. Exfoliate regularly. This helps remove dead surface cells and keeps skin looking younger.
TimeWise® Microdermabrasion Set is a great one to use!
4. Moisturize your face morning and night. Choose the best Mary Kay® moisturizer for your skin type.

Recognition

Congratulations to the winners for September 2012

Top NSDs Year-to-Date

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



Barbara Sunden



Anita Mallory
Garrett-Roe



Carol Anton



Karen Piro



Kathy Helou



Lisa Madson



Gloria Mayfield
Banks



Jan Harris



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 2012, NSD bonuses for Star Consultants and NSD commissions earned on all foreign countries for August 2012.) 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 September 30, 2012.

On-Target for \$1,050,000 Inner Circle
Barbara Sunden.....\$271,100.99

On-Target for \$800,000 Inner Circle
Anita Mallory Garrett-Roe.....\$209,098.37

On-Target for \$550,000 Inner Circle
Carol Anton.....\$141,419.57

On-Target for \$500,000 Inner Circle
Karen Piro.....\$135,969.56
Kathy Helou.....\$132,070.16
Lisa Madson.....\$131,646.61
Gloria Mayfield Banks.....\$131,571.93

On-Target for \$450,000 Inner Circle
Jan Harris.....\$122,831.14

On-Target for \$400,000 Inner Circle
Gloria Castaño.....\$111,402.61
Cheryl Warfield.....\$101,425.72

On-Target for \$350,000 Inner Circle
Pat Danforth.....\$99,673.95
Stacy James.....\$89,325.16

On-Target for \$325,000 Inner Circle
Cindy Williams.....\$86,059.20
Sonia Pérez.....\$82,695.18
Karlée Isenhardt.....\$81,911.87
Lupita Ceballos.....\$81,898.23

On-Target for \$300,000 Diamond Circle
Patricia Turker.....\$78,973.44
Sherry Windsor.....\$77,076.09
Debi Moore.....\$75,937.74

On-Target for \$250,000 Diamond Circle
Sue Kirkpatrick.....\$72,149.59
Dayana Polanco.....\$71,083.91
Pamela Waldrop Shaw.....\$70,762.18
Halina Rygiel.....\$69,933.99
Mary Diem.....\$68,158.96
Jodie McCoy.....\$66,080.50
Dacia Wiegandt.....\$64,746.08
Julianne Nagle.....\$64,190.11
Kerry Buskirk.....\$62,585.55

On-Target for \$200,000 Diamond Circle
SuzAnne Brothers.....\$61,622.29
Linda Toupin.....\$60,932.96
Sandy Valerio.....\$59,804.46

Diane Underwood.....\$59,065.23
Pamela Fortenberry-Slate.....\$57,655.60
Sandy Miller.....\$56,943.11
Anita Tripp Brewton.....\$56,510.26
Mary Estupian.....\$56,467.39
Nancy Bonner.....\$55,341.23
Cindy Fox.....\$55,208.21
Cyndee Gress.....\$54,595.83
Jeanne Rowland.....\$54,566.60
Julia Burnett.....\$52,526.78
Shannon Andrews.....\$51,799.76
Julie Krebsbach.....\$51,005.91
Sara Pedraza-Chacón.....\$50,860.78
Auri Hatheway.....\$50,432.67
Lisa Allison.....\$50,084.03

On-Target for \$150,000 Gold Circle
Lily Orellana.....\$48,886.28
Rebecca Evans.....\$48,579.62
Dalene Hartshorn.....\$48,309.24
Dawn Dunn.....\$48,269.98
Maureen Ledda.....\$47,654.84
Ronnie D'Esposito Klein.....\$47,586.31
Vivian Diaz.....\$47,458.65
Connie Kittson.....\$47,429.95
Judy Brack.....\$45,612.02

Kay Elvrum.....\$45,182.86
Tammy Crayk.....\$45,108.32
Lise Clark.....\$44,867.68
Maria Monarrez.....\$44,438.39
Kim McClure.....\$43,735.56
Anabell Rocha.....\$42,683.61
Janet Tade.....\$42,211.02
Valerie Bagnol.....\$42,028.44
Susan Hohlman.....\$41,634.48
Alia Head.....\$41,300.04
Elizabeth Fitzpatrick.....\$41,182.00
Pam Ross.....\$40,939.36
Yvonne Lemmon.....\$40,827.73
Jamie Cruse-Vrinos.....\$40,681.83
Mona Butters.....\$39,321.10
Jan Thetford.....\$38,891.10
Jeanie Martin.....\$38,305.74
Davanne Moul.....\$37,662.72

On-Target for \$125,000 Gold Circle
Kate DeBlander.....\$37,104.58
Juanita Gudino.....\$36,500.23
Candace Laurel Carlson.....\$36,134.39
Shirley Oshiro.....\$35,683.26
Janis Z. Moon.....\$35,534.84
Pam Klickna-Powell.....\$35,422.37

Monique Todd Balboa.....\$35,274.54
Cathy Bill.....\$34,984.33
Crisette Ellis.....\$34,872.87
Bea Millsagle.....\$34,656.88
Gloria Báez.....\$34,644.79
Consuelo Prieto.....\$34,448.78
Noelia Jaimes.....\$34,416.25
Kimberly Copeland.....\$34,174.95
Evalina Chávez.....\$34,044.78
Roxanne McInroe Williams.....\$34,020.25
Maribel Barajas.....\$33,791.85
Vicki Jo Auth.....\$33,779.29
Bett Vernon.....\$33,738.74
Margaret Bartsch.....\$33,176.54
Mayuli Rolo.....\$33,133.18
Scarlett Walker-Simpson.....\$32,907.45
Paola Ramirez.....\$32,506.29
Morayma Rosas.....\$32,481.78
Shelly Gladstein.....\$32,364.91
Evelinda Diaz.....\$32,257.17
Kristin Myers.....\$32,188.39
Diana Sumpter.....\$31,774.99
Kirk Gillespie.....\$31,271.11

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.

Diamond

1. Barbara Sunden***.....\$100,241
2. Anita Mallory Garrett-Roe***.....91,399
3. Lisa Madson.....71,713
4. Gloria Castaño**.....41,785
5. Patricia Turker**.....37,437
6. Linda Toupin.....33,873
7. Dayana Polanco*.....32,906
8. Sonia Pérez*.....31,989
9. Diane Underwood.....30,817
10. Vivian Diaz.....28,708
11. Mary Diem*.....28,538
12. Connie Kittson.....25,090
13. Dalene Hartshorn.....24,593
14. Maria Monarrez.....23,507
15. Susan Hohlman*.....21,992
16. Juanita Gudino.....21,009
17. Rosibel Shahin*.....18,218
18. Evelinda Diaz*.....17,696
19. Mayuli Rolo*.....16,194
20. Heidi Goelzer.....16,182
21. Elizabeth Muna-Mudsi.....15,671
22. Noelia Jaimes*.....15,502
23. Maria Flores.....13,626
24. Meyra Esparza.....12,459
25. Diana Heble.....12,417
26. Betty Gilpatrick.....12,389
27. Gina Rodriguez.....11,928
28. Rosa Carmen Fernández.....11,605
29. Isabel Venegas.....10,614
30. Ada García-Herrera.....10,394

Ruby

1. Carol Anton**.....\$64,363
2. Pat Danforth*.....46,116
3. Sue Kirkpatrick*.....35,370
4. Cyndee Gress.....30,970

5. Karlée Isenhardt.....30,624
6. Rebecca Evans*.....23,839
7. Ronnie D'Esposito Klein*.....22,885
8. Bea Millsagle.....22,723
9. Vicki Jo Auth.....22,543
10. Pam Ross*.....21,782
11. Jeanne Rowland*.....21,326
12. Pamela Fortenberry-Slate*.....21,234
13. Kimberly Copeland.....19,236
14. Kirk Gillespie.....19,199
15. Janis Z. Moon.....17,944
16. Kate DeBlander.....17,060
17. Gena Rae Gass.....16,864
18. Kelly McCarroll.....15,298
20. Lynne Holliday.....14,143
21. Terri Schaefer.....14,040
22. Somer Fortenberry.....13,839
23. Jo Anne Barnes.....13,694
24. Rhonda Fraczkowski.....13,038
25. Donna Meixsell.....12,935
26. Gay Hope Super.....12,602
27. Cindy Towne.....12,417
28. Thea Elvin.....12,415
29. Scarlett Walker-Simpson*.....12,357
30. Michelle Sudeth*.....12,354
31. Margaret Bartsch.....11,847
32. Judy Kawiecki.....11,435

Sapphire

1. Karen Piro**.....\$61,306
2. Lupita Ceballos**.....39,285
3. Jodie McCoy*.....30,479
4. Dawn Dunn.....29,737
5. Shannon Andrews*.....27,944
6. Sandy Valerio*.....26,916
7. Julianne Nagle*.....26,533

8. Tammy Crayk.....25,005
9. Sara Pedraza-Chacón*.....24,758
10. Pam Klickna-Powell.....21,396
11. Valerie Bagnol*.....21,031
12. Maribel Barajas.....20,710
13. Alia Head.....20,524
14. Jan Thetford.....19,819
15. Diana Sumpter.....18,275
16. Davanne Moul*.....18,023
17. Lorraine Newton.....17,769
18. Paola Ramirez.....17,085
19. Gloria Báez*.....16,959
20. Roxanne McInroe Williams.....16,797
21. Tammy Romage.....16,238
22. Jill Moore.....15,953
23. Nancy Moser.....15,802
24. Pam Higgins.....15,758
25. Kimberly Starr.....15,698
26. Karen Ford.....15,382
27. Ann Brown.....14,661
28. Kendra Crist Cross.....14,015
29. Joy L. Breen.....13,586
30. Lara McKeever.....12,940
31. Sherill Steinman.....12,769
32. Charlotte Kosenia.....12,756
33. Sharon Buck.....12,332
34. Gillian Ortega.....11,373
35. Diana Frausto.....10,631

Emerald

1. Kathy Helou*.....\$62,072
2. Gloria Mayfield Banks***.....59,945
3. Dacia Wiegandt*.....36,941
4. Debi Moore*.....36,896
5. Sherry Windsor**.....35,112
6. Auri Hatheway.....32,035
7. SuzAnne Brothers*.....28,913

8. Lily Orellana.....26,736
9. Kerry Buskirk*.....24,774
10. Cindy Fox*.....22,730
11. Janet Tade*.....22,429
12. Evalina Chávez.....22,134
13. Yvonne Lemmon.....22,123
14. Jamie Cruse-Vrinos.....21,442
15. Crisette Ellis.....20,983
16. Kay Elvrum.....20,375
17. Mona Butters.....19,605
18. Cathy Bill*.....19,377
19. Dawn Otten-Sweeney.....18,514
20. Brenda Segal*.....17,926
21. Consuelo Prieto*.....17,159
22. Shelly Gladstein.....17,057
23. Jackie LaPrade.....15,728
24. Joanne Bertalan*.....15,518
25. Pamela Tull.....15,158
26. Morayma Rosas.....14,954
27. Cristi Ann Millard.....14,094
28. Kathy Rodgers-Smith.....13,884
29. Kym Walker*.....13,539
30. Candy Jackson.....12,830
31. Nora Shariff*.....12,441
32. Sherry Alexander.....12,256
33. Natalie Privette-Jones.....11,262
34. Phyllis Sammons.....11,244
35. Esther Whiteleather.....11,146
36. Regina Hogue.....11,041
37. Sandra Chamorro.....10,252

Pearl

1. Jan Harris**.....\$49,829
2. Cheryl Warfield**.....47,479
3. Cindy Williams.....42,641
4. Stacy James**.....39,862
5. Pamela Waldrop Shaw*.....33,976

6. Anita Tripp Brewton*.....27,571
7. Kim McClure.....27,134
8. Judy Brack.....25,352
9. Julia Burnett.....24,783
10. Julie Krebsbach.....24,390
11. Lisa Allison.....23,505
12. Sandy Miller*.....22,912
13. Halina Rygiel*.....22,620
14. Mary Estupian*.....22,048
15. Maureen Ledda*.....21,771
16. Bett Vernon.....21,542
17. Lise Clark*.....21,457
18. Jeanie Martin.....20,995
19. Nancy Bonner*.....20,097
20. Anabell Rocha.....20,041
21. Monique Todd Balboa.....19,962
22. Elizabeth Fitzpatrick*.....19,213
23. Lynda Jackson*.....18,455
24. Kathy Goff-Brummett.....16,814
25. Glinda McGuire*.....16,547
26. Kristin Myers.....16,320
27. Jane Studrawa.....16,314
28. Alma Orrosetti.....16,248
29. Shirley Oshiro.....16,114
30. Deb Pike.....13,921
31. Sylvia Kalicak.....11,938
32. Amie Gamboian.....11,843
33. Linda Kirkbride.....11,507
34. Robin Rowland.....11,138
35. Cathy Littlejohn.....10,945
36. Dorothy Boyd.....10,642
37. Mia Mason Taylor.....10,624
38. Maureen Myers.....10,262

*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 2012. Names in **bold print** are those who earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission.

Diamond

Kristin Rogers.....	\$14,688.27
Marsha Morrisette.....	13,703.20
LaRonda L. Daigle.....	13,681.38
Amy Allgood.....	13,613.41
Priscilla McPheeters.....	13,482.21
Shelly Palen.....	13,038.56
Cecilia C. James.....	12,960.69
Irene Olebara.....	12,290.80
Deborah Dudas.....	12,116.86
Tawnya Krempges.....	11,673.19
Karime Rosas.....	11,581.92
Melinda M. Balling.....	11,550.99
Denise Sosa.....	11,506.77
Maria Socorro Arriaga.....	10,944.13
Betty McKendry.....	10,867.02
Stephanie A. Richter.....	10,755.13
Ruth L. Everhart.....	10,424.23
Julie Neal.....	10,002.69
Emily Sims.....	9,879.93
Melissa R. Hennings.....	9,862.41
Gerri Anne Morris.....	9,775.09
Sandy Griffith.....	9,762.56
Rosalin Hernandez.....	9,660.83
Jacqueline Prendes.....	9,654.24
Mary Strauss.....	9,531.65
Robin L. Sailer.....	9,478.49
Martha Kay Raile.....	9,438.98
Pamella Stinnett.....	9,435.61
Maricarmen Gonzalez.....	9,294.32
Damarys Leyva.....	9,243.35
Susan M. McCoy.....	9,168.30
Kim A. Messmer.....	9,160.07
Mariann Biase Mason.....	9,124.74
Wendy Hayum-Gross.....	9,094.27
Meg Booker Steward.....	9,039.01
Eileen Fricke.....	8,995.27
Brenda K. Howell.....	8,918.65
Linda J. Wicks.....	8,875.28
Natalie J. Murphy.....	8,838.33
Amy Zanto.....	8,808.99
Nicki R. Hill.....	8,729.32
Amelie B. Kemogne.....	8,718.39
Maria Aracelis Jauch.....	8,666.19
Sheryl Peterson.....	8,665.47
Oyindamola Ogulana.....	8,658.03
Delmi Cristina Santos.....	8,607.42
Adenike Morakinyo.....	8,577.32
Lisa A. Stengel.....	8,498.90
Susana Pereira-Morales.....	8,467.40
Tokunboh S. Oyenuga.....	8,465.41
Nancy Ashton.....	8,460.72
Julie Schlundt.....	8,436.26
Luisa Urena Mora.....	8,411.76
Anne Newcomb.....	8,407.56
Norma Lee Shaver.....	8,388.18
Shelley Olson.....	8,377.71
Jill D. Davis.....	8,324.38
Pat A. Nuzzi.....	8,297.32
Susan J. Pankow.....	8,274.56
Andrea Whitcomb.....	8,255.69
Sonia Suyapa Bonilla.....	8,224.83
Bethany Anita Benenati.....	8,193.67
Gloria Sua Manning.....	8,178.32
Kathy M. Viola.....	8,163.92
Linda Spadlowski.....	8,149.63
Susan K. Carlson.....	8,119.59
Carol Lee Johnson.....	8,101.93
Susie Kopacz.....	8,075.98
Mileta K. Kinser.....	8,028.11
Jennifer Levitt.....	8,019.62
Barbara E. Roehrig.....	7,978.34
Linda T. Cartiglia.....	7,955.46
Valorie Jean White.....	7,860.81
Julie Danskin.....	7,827.11
Terri J. Beckstead.....	7,777.62
Ana X. Solis.....	7,754.68
Mary Jacobson.....	7,726.80
Evelin Almanzar.....	7,695.35
Petie L. Huffman.....	7,684.90
Alicia Borkowska-Sattler.....	7,620.40
Stephanie Audino.....	7,603.59
Nancy Fox Castro.....	7,562.10
Amy Zietlow.....	7,541.90
Celeste Pichardo.....	7,537.05
Mary P. Creech.....	7,525.20
Lisa Peterson.....	7,500.28

Omosolape O. Akinyoyenu.....	7,438.56
Lila DeWeber.....	7,418.38
Elvi S. Lamping.....	7,388.46
Sharon B. Carney-Wright.....	7,363.21
Chris Landaker.....	7,347.42
Nancy Rodriguez.....	7,340.55
Margarita Velez.....	7,301.82
Lisa Rada.....	7,239.75
Paula Grabau-Friedt.....	7,218.53
Carolyn Thompson.....	7,205.05
Rose Rodriguez-Capone.....	7,195.39
Judy Russell.....	7,195.31
Belinda Idalia Castillo.....	7,193.07
Holly V. Crumley.....	7,123.50

Ruby

Laura Kattenbraker.....	\$11,846.17
Lisa Anne Harmon.....	10,972.61
Suzanne P. Wallace.....	10,914.91
Thessy Nkechi Nwachukwu.....	10,658.41
Krystal D. Downey-Shada.....	10,578.57
Barbara L. Harrison.....	10,469.92
Deborah S. Barker.....	10,409.54
Sonya F. Goins.....	10,068.72
Mary Sharon Howell.....	9,872.46
Lisa Hansen.....	9,624.55
Diana Gutierrez.....	9,563.68
Anne Weidenweber.....	9,528.93
Michele Semper.....	9,381.88
Brenda Fenner.....	9,230.29
Cleta Colson.....	9,183.76
Amber L. Towne.....	9,031.45
Judie Roman.....	8,887.45
Mary Alice Dell.....	8,880.26
Shelia D. Evans.....	8,816.96
Terry Thole.....	8,714.33
Karen M. Irwin.....	8,581.26
Carmen Nunez de Valencia.....	8,489.03
Breda M. Teal.....	8,442.71
Gloria Dominguez.....	8,381.26
Marnie R. Yunger.....	8,250.91
Brigitte Rae Conley.....	8,091.38
Isabel Mejia.....	8,058.70
Donna Clark-Driscoll.....	8,048.27
Cissy E. Warren.....	8,000.60
Laureanin Barclay.....	7,971.30
Julie Smith.....	7,926.43
Cheryl O. Fulcher.....	7,888.24
Rose Mary Neel.....	7,877.41
Jan Maloney.....	7,832.23
Mary Lou Ardohain.....	7,802.23
Jeanette M. Thompson.....	7,781.00
Ingrid Elke Smith.....	7,779.80
Diane Covington.....	7,765.56
Sonia Cecilia Pena.....	7,656.26
Deborah S. Bailly.....	7,641.67
Susan C. Ehrnstrom.....	7,634.29
Arleigh P. J. Morton.....	7,387.33
Pat Z. Allen.....	7,323.34
Julie Brindell Sapp.....	7,278.34
Jacqueline Donna.....	7,273.76
Deborah J. O'Leary.....	7,221.19
Teka-Ann Haynes.....	7,220.00
Ekene S. Okafor.....	7,208.04
Yolanda Ortega.....	7,189.75
Patti Maxwell.....	7,172.83
Kim I. Frazer.....	7,141.62
Debbie A. Elbrecht.....	7,119.23
Terry S. Smith.....	7,080.29
Jill E. Garrett.....	7,054.67
Gina M. Gildone.....	7,002.65
Nina Elliott.....	6,984.38
Karen E. Gardner.....	6,912.13
Corrin Cresci.....	6,907.38
Tina Hulsman.....	6,902.98
Sarah Driggers.....	6,875.54
Eva E. Berber.....	6,856.88
Jennifer Jean McNulty.....	6,838.57
Judy Lund.....	6,834.44
Mirna M. Garcia.....	6,823.54
Linda Leonard Thompson.....	6,820.14
Christy Anderberg.....	6,809.96

Bonnie Brannan.....	6,778.74
Debbie Oertel.....	6,756.52
Molly A. Williamson.....	6,736.40
Winifred Nonye Ogunamiri.....	6,734.49
Kathy Monahan.....	6,703.37
Liz Whitehouse.....	6,665.10
Elizabeth A. Elder.....	6,663.40
Kali DeBlander Brigham.....	6,634.76
Crystal Caldwell Hubbard.....	6,580.24
Suzanne Tripp-Black.....	6,546.49
Tracy Ley.....	6,545.32
Sheryl K. Goins.....	6,518.90
Eleanor M. Reigel.....	6,494.96
Sherri Ammons.....	6,484.94
Sylvia J. Cook.....	6,484.39
Lisa D. Prescott.....	6,469.64
Suzanne Moeller.....	6,442.63
Tiffany Mueller Stout.....	6,441.85
Wanda Metzger.....	6,441.76
Connie A. Brinker.....	6,416.01
Karen L. Crownover.....	6,385.84
Maria A. Harbord.....	6,361.36
Kaye Driggers.....	6,360.93
Carol Fehr.....	6,299.67
Darla R. Bull.....	6,292.88
Dori M. Fennell.....	6,262.01
Gina Beekley.....	6,238.90
Irene Zapata.....	6,209.30
Christy Anderson.....	6,158.43
Daisy Aniebonam.....	6,114.56
Rachel Elizabeth Naylor.....	6,036.90
Michelle M. Visco.....	6,009.30
Chick Stamschror.....	5,987.37
Elsa A. Ramirez Pacheco.....	5,968.19

Sapphire

Julie Weaver.....	\$13,594.94
Julia Mundy.....	12,643.20
Diane Bruns.....	11,675.72
Tracy Potter.....	11,560.37
Crystal Dawn McDaniel.....	11,402.48
Tabitha A. Hallums.....	11,233.64
Cheryl T. Anderson.....	10,750.20
Faith A. Gladding.....	10,651.06
Jennifer L. Besacker.....	10,611.06
Alison Jurek.....	10,435.08
Ruby Garner.....	10,427.23
Lady Ruth Brown.....	10,424.02
Kim B. Roberts.....	10,341.98
Binta Touray Jagne.....	9,819.67
Debbie A. Weld.....	9,817.48
Marty Ulmer.....	9,802.61
Sylvia Boggs.....	9,695.67
Leann Elaine Zondag.....	9,505.35
Molenda G. Dailey.....	9,299.99
Brenda Bennett.....	9,276.33
Pam Garner Moore.....	9,091.75
Ann W. Sherman.....	8,967.44
Jill Beckstedt.....	8,948.17
Lyneea E. Tate.....	8,868.00
Kristi M. Mentessana.....	8,862.10
Jim Cundiff.....	8,791.79
Mary K. White.....	8,688.22
Judy L. Staats.....	8,634.86
Kim I. Sabourin.....	8,612.57
Randi Stevens.....	8,456.71
Ann Ferrell Smith.....	8,390.13
Robyn S. Cartmill.....	8,369.70
Lynn Baer Roberts.....	8,342.56
Gia Lee Kroshus.....	8,281.64
Christy Bigham.....	8,126.36
Reyna Nereyda Lepe.....	8,104.61
Sue Ammons.....	8,083.42
Monica Garcia.....	8,044.46
June V. Jarvis.....	7,987.45
Josefa Chacon.....	7,941.11
Lynn A. Cervini.....	7,843.75
Tedora Ahumada.....	7,822.01
Natalie Reed.....	7,806.12
Beth Hollingshead.....	7,790.48
Lidia Berry.....	7,786.12
Linda Klein.....	7,771.48
Gayle J. Green.....	7,720.98
Dolores Keller.....	7,702.14
Jennifer G. Bouse.....	7,702.10
Joanna Helton.....	7,669.99

Debra J. Witmer.....	7,601.84
Angie S. Day.....	7,530.96
Audrey K. MacDowall.....	7,514.04
Bonnie Crumrin.....	7,454.54
Maranda Michelle Rains.....	7,443.11
Renee C. Burdette.....	7,427.16
Brynn M. Blalock.....	7,382.62
Kim West.....	7,353.88
Ellen Ezekiel Farquharson.....	7,316.20
Jodi L. Feller.....	7,316.17
Milbella Sosa.....	7,303.55
Margaret Neill.....	7,273.48
Jeannie Helm.....	7,263.13
Shelley Townsley.....	7,122.78
Kenetia A. Adams.....	7,108.99
Connie L. Russo.....	7,105.31
Andrea I. Zajac.....	7,091.40
Ann M. Jones.....	7,064.63
Nita Ann Godwin.....	7,061.69
Deborah Robina.....	7,001.17
Peggy B. Sacco.....	6,981.34
Cindy Harness.....	6,968.97
Maria Montes.....	6,963.20
Sanjuana Sosa.....	6,950.31
Rayne D. Tubbs.....	6,928.60
Frances Woodham.....	6,846.52
Linda A. Jones.....	6,844.27
Theresa Kusak-Smith.....	6,843.37
Maria Elena Coyote.....	6,839.44
Kathy Jo Ehrenberger.....	6,817.91
Heather L. Bohlinger.....	6,782.62
Elizabeth A. Poole.....	6,772.44
Phyllis I. Pinski.....	6,730.17
Marjorie S. Haun.....	6,713.94
Norma Ferreira Lopez.....	6,695.02
Beth S. Austin.....	6,659.71
Cindy Templeton.....	6,650.25
Patrice Moore Smith.....	6,636.72
Linda L. Quillin.....	6,632.98
JoAnna P. Shippe.....	6,612.99
Jerlene Vrana.....	6,603.66
Teresa K. Ceder.....	6,592.62
Coty Aglaee Trevino.....	6,562.79
Jennifer Sloan.....	6,550.61
Hilda Marufu.....	6,490.69
Barbara J. Puckett.....	6,462.50
Cherie L. Smith.....	6,454.00
Lyris Patterson.....	6,404.14
Avis Wright.....	6,374.86
Linné Lane.....	6,369.24

Emerald

Christine Barrucco.....	\$13,862.07
Karen E. Riddle.....	12,238.02
Dawn Barton.....	11,448.33
Linda Bradley.....	10,999.57
Michele Martella Armes.....	10,820.16
Barbara Pleet.....	10,819.62
Jeanie M. Tamborello.....	10,507.08
O'nelly Encarnacion Gomez.....	10,222.33
Sheri Farrar-Meyer.....	10,141.47
Sue Uibel.....	10,115.49
Jennifer Karen Campbell.....	10,062.32
Paula Kelsch.....	10,057.27
Heather A. Carlson.....	9,995.03
Jordan Helou Elcher.....	9,645.77
Susan Ruth Cunningham.....	9,621.22
Trisha Taylor.....	9,543.80
Stacy D. Foust.....	9,183.98
Carmen R. Medina Sanchez.....	9,107.81
Chris H. Teague.....	8,801.81
Yolanda Lopez.....	8,800.64
Jessica Brash Holzbach.....	8,753.73
Marcia Sierra.....	8,591.86
Jo M. Cotton.....	8,513.47
Karen Saladrigas.....	8,505.00
Angel L. Hurley.....	8,494.53
Judith Beede.....	8,412.37
Kimbi L. Bartik.....	8,370.11
Jeannette E. Beichle.....	8,346.81
Pat Forehand.....	8,242.50
Marina Sanchez Ramirez.....	8,236.95
Judith E. Cotton.....	8,195.93
Pam Kelly.....	8,174.21

Bridgett Leigh Moore.....	8,167.91
Heather Wickstrom.....	8,153.38
Kathy P. Oliveira.....	8,144.49
Tanya O. King-Lee.....	8,125.52
Julie B. Potts.....	7,884.25
Cheryl L. Foster.....	7,867.53
Stacy S. Gilson.....	7,798.71
Nancy Boucher.....	7,756.18
Lynn F. Huckels.....	7,605.50
Vicki Powell.....	7,493.10
Julie A. Griffin.....	7,441.40
Traci Smith.....	7,437.16
Christine J. Kurzawa.....	7,330.32
Denise G. Kucharski.....	7,308.45
Stephanie Hunt.....	7,308.00
Vicki Hunter.....	7,278.27
Kayla Straabe.....	7,261.36
Melissa Bright.....	7,228.59
Shawna D. Schneider.....	7,198.20
Grace Elizabeth Snively.....	7,144.79
Susana Klotz.....	7,140.40
Helen M. Harlow.....	7,116.89
Rose Campbell.....	7,071.91
Antonia Miranda.....	7,001.71
Roxie Soto.....	6,999.00
Susie J. Serio.....	6,984.45
Susan Houser.....	6,857.39
Kay Dickerson.....	6,805.72
Maria Sanchez.....	6,793.14
Linda Jackson.....	6,760.80
Shelley Bottiaux.....	6,702.61
Jeannine R. DeVore Harris.....	6,701.65
Myrna I. Colon.....	6,695.79
Leanne Parrino-Pheasant.....	6,680.98
Janet Lee Ellis.....	6,680.55
Yuvris Rocio Alvarado.....	6,647.13
Jackie L. Root.....	6,596.30
Pamela Rowe Krzmarzick.....	6,585.98
Jennifer A. Enloe.....	6,554.03
Elaine K. Williams.....	6,522.76
Diane K. Autry.....	6,442.72
Laura A. Armstrong.....	6,436.01
Danette Kelley Smith.....	6,433.64
Kelly Ingleland Brock.....	6,419.98
Denise W. Montgomery.....	6,391.61
JoAnn M. Fazekas.....	6,388.27
Cynthia Pack.....	6,382.12
Anne Sullivan.....	6,349.76
Evelyn Nail.....	6,348.02
Anaizel Avila.....	6,329.93
Ashley N. Clinesmith.....	6,285.31
Elaine Jegli.....	6,282.91
Kara Gallup.....	6,275.52
Dana Ann Lamade.....	6,245.97
Carolyn L. Lucas.....	6,244.35
Ayobami Olanrewaju Olusa.....	6,242.34
Deborah Metzger.....	6,140.85
Delia Ponce.....	6,139.96
Karen A. Jorgenson.....	6,134.34
Alejandra Lopez.....	6,086.75
JoAnn Kahn.....	6,081.78
Dana M. Chamberlin.....	6,068.84
Hollie R. Sherrick.....	6,065.86
Rita Jean Barthel.....	6,052.82
Haydee Guzman.....	6,034.83
Debbie E. Barnes.....	6,029.62
Tatiana Rodriguez.....	6,017.04
Dana Dean Cornalino.....	6,015.75

Pearl

Tammy Vavala.....	\$13,060.46
Leah Michelle Lauchlan.....	12,431.99
Blythe Jolee Egbert.....	12,341.74
Roya Marie Mattis.....	12,039.79
Jeanie K. Navrak.....	11,851.51
Christi G. Campbell.....	11,740.61
Anne Geertsen.....	11,384.12
Amy Kemp.....	11,239.12
Nicole J. Canamare.....	11,001.33
Janice Baxter Hull.....	10,996.13
Lia Rene Carta.....	10,834.07
Diane M. Detesco.....	10,571.06
Nadine Bowers.....	10,535.25
Kathryn L. Engstrom.....	10,516.13
Vicki Piccirilli.....	10,333.23

Lisa Olivares.....	10,075.75
Lily Gauthreaux.....	9,931.24
Crystal June Trojanowski.....	9,751.10
Patty Webster.....	9,641.28
Collette Parker.....	9,454.92
Katherine Mirkes Ward.....	9,428.75
Betsy C. Richard.....	9,413.79
Shauna Lynn Abbotts.....	9,285.55
Patti Cornell.....	9,259.69
Tamarie M. Bradford.....	9,256.82
Carrie V. Eddings-Foster.....	9,197.32
Angela P. LaFrance.....	8,794.03
Marje Durrer.....	8,793.68
Marla Claxton-Taylor.....	8,784.25
Susan More.....	8,767.97
Sherry L. Fields.....	8,726.85
Stacey Craft.....	8,706.68
Amy Stokes.....	8,696.89
Betty B. Lucido.....	8,652.27
Beth H. Piland.....	8,635.26
Patty J. Olson.....	8,594.80
Carmen J. Felix.....	8,565.17
Evelyn Pirhalla.....	8,481.89
Maureen Shipp.....	8,451.65
Ginger J. Benedict.....	8,413.89
Gina Beck.....	8,365.29
Peggy Matish.....	8,186.37
Amy Ktifrel.....	7,996.31
Jaime Marie Bittner.....	7,947.37
Susan K. Janish.....	7,764.74
Melissa May Smith.....	7,714.39
Virginia S. Rocha.....	7,660.96
Delores E. Black.....	7,629.52
Irene K. Foster.....	7,586.31
Barbara Louise Spencer.....	7,581.98
Laura Poling.....	7,461.48
Laura Elizabeth Vernon.....	7,448.04
Cari Newby.....	7,359.20
Laurie Travis Plyler.....	7,350.34
Belle L. Martin.....	7,321.77
Denise E. Crosby.....	7,317.05
Amy C. Schule.....	7,307.30
Cindy L. Detesco-Nickell.....	7,303.08
Audrey Machado-Flippen.....	7,245.80
Aide G. Martinez Charre.....	7,202.92
Regina I. McDermott.....	7,197.44
Marita W. Campbell.....	7,173.58
Randi S. Gleason.....	7,163.13
Kathy Eckhardt.....	7,096.37
Sylvia Limon Martinez.....	7,096.35
Sally Moreno.....	7,089.17
M. M. Dees.....	6,956.38
Tina C. Zimmerman.....	6,952.16
Barbara R. Johnson.....	6,943.31
Reina Murcia.....	6,928.99
Johnny Elizabeth Cline.....	6,843.91
Amy M. Alber.....	6,839.76
September Anne James.....	6,829.84
Brenda Stafford.....	6,825.72
Judi Tapella.....	6,799.31
Shelley Eldridge.....	6,786.48
Terri Carlot-Iwini.....	6,781.13
Maribel Olivares.....	6,742.01
Tammy D. Niehaus.....	6,731.91
Kathy Lee.....	6,726.64
Stacy O. Ervin.....	6,722.93
Evelyn Hill.....	6,716.93
Menina M. Givens.....	6,704.52
Shari M. Kirschner.....	6,674.10
Judy Gieson.....	6,665.52
Jacquelyn G. Bates.....	6,650.39
Jo Shuler.....	6,646.76
Rachael M. Bullock.....	6,645.61
Angela Rae Schneider.....	6,616.92
Linda H. Rowsey.....	6,605.88
Stephanie Lynn Coker.....	6,590.96
Fern M. Gerdes.....	6,581.95
Becki Hackett.....	6,552.69
Hazel Hackett.....	6,542.62
Sherrae E. Koehler.....	6,528.65
Keara Murphy.....	6,512.99
April Christine Hutchinson.....	6,506.81
Lynn K. Henry.....	6,488.57
Diane M. Proben.....	6,427.43
R. Sue Miller.....	6,418.45

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 2012.

Top National Sales Directors — Commissions and Bonuses



Barbara Sunden
\$100,241
Diamond



Carol Anton
\$64,363
Ruby



Karen Piro
\$61,306
Sapphire



Kathy Helou
\$62,072
Emerald



Jan Harris
\$49,829
Pearl

Top Unit — Estimated Retail Production

DIAMOND — Marsha Morrisette, <i>A. M. Garrett-Roe Area</i>	\$92,491
RUBY — Sonya Goins, <i>P. Danforth Area</i>	\$77,437
SAPPHIRE — Julie Weaver, <i>Go Give Area</i>	\$87,753
EMERALD — Stacy Foust, <i>Go Give Area</i>	\$69,671
PEARL — Christi Campbell, <i>Go Give Area</i>	\$81,718

Top Sales Director — Personal Sales

DIAMOND — Deborah Hettinger, <i>A. M. Garrett-Roe Area</i>	\$12,289
RUBY — Joni Wiersum, <i>K. Gillespie Area</i>	\$12,603
SAPPHIRE — Diane Pingley, <i>Go Give Area</i>	\$13,301
EMERALD — Becky Goodrick, <i>J. Tade Area</i>	\$14,629
PEARL — Jocelyn DeMartelaere, <i>A. Tripp Brewton Area</i>	\$13,658

Top Beauty Consultant — Personal Sales

DIAMOND — Kathleen Neal, <i>V. White Unit, Go Give Area</i>	\$21,731
RUBY — Kimberli Perez, <i>T. Haynes Unit, Go Give Area</i>	\$12,379
SAPPHIRE — Victoria Amengor, <i>B. Jagne Unit, V. Bagnol Area</i>	\$13,122
EMERALD — Helen Leiby, <i>M. Bright Unit, G. Mayfield Banks Area</i>	\$27,467
PEARL — Elizabeth Camp, <i>J. Fitzgerald Unit, K. McClure Area</i>	\$12,216

Top Team Builder

DIAMOND — Sales Director Maria Arriaga, <i>R. Shahin Area</i>	24 New Team Members
RUBY — Stacey Anderson, <i>P. Cox Unit, J. Barnes Area</i>	18 New Team Members
SAPPHIRE — Sales Director Avis Wright, <i>N. Moser Area</i>	17 New Team Members
EMERALD — Sales Director Dawn Barton, <i>K. Helou Area</i>	16 New Team Members
PEARL — Jannika Schakow, <i>J. Ceja Unit, E. Fitzpatrick Area</i>	11 New Team Members

Top Unit Builders

Independent Sales Directors with **20** or more new unit members for September 2012.

Diamond

Denise Sosa.....	36 New Unit Members
Cecilia C. James.....	33 New Unit Members
Amy Allgood.....	32 New Unit Members
Jacqueline Prendes.....	29 New Unit Members
Liz Voran.....	29 New Unit Members
Cathi Ann Burton.....	27 New Unit Members
Maria Socorro Arriaga.....	25 New Unit Members
Nancy Rodriguez.....	20 New Unit Members
Kristin Jenae Rogers.....	20 New Unit Members
Meg Booker Steward.....	20 New Unit Members

Ruby

Isabel Mejia.....	29 New Unit Members
Pamela D. Cox.....	26 New Unit Members
Julie Smith.....	23 New Unit Members
Ete O. Brikinn.....	21 New Unit Members
Teka-Ann Haynes.....	21 New Unit Members
Suzanne P. Wallace.....	21 New Unit Members

Sapphire

Beth Thatcher May.....	32 New Unit Members
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Emerald

Grace Elizabeth Snively.....	27 New Unit Members
Marina Sanchez Ramirez.....	24 New Unit Members

Pearl

Virginia S. Rocha.....	25 New Unit Members
Toni Moore.....	24 New Unit Members
Lily Gauthreaux.....	20 New Unit Members
Laura Elizabeth Vernon.....	20 New Unit Members

New NSD Debuts

New Independent National Sales Director
Debuts September 1, 2012.



Diane Mentiply
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?



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 ©2012 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association. *Applause, Beaut-e-News, Beauty Blotters, Beauty That Counts, Belara, Bella Belara, Break the Silence, Classic Basic, Compact Pro, Day Radiance, Domain, Enriching Women's Lives, Exotic Passionfruit, Go-Give, Indulge, Inspiring Beauty Through Caring, Journey, "Let's Talk" Party!, Luminous-Wear, Mary Kay, Mary Kay InTouch, Matte-Wear, Miracle Set, MK, MKConnections, MKeCards, MKMen, Pink Changing Lives, Pink Doing Green, Pronewal, Replenishing Serum+C, Satin Hands, Satin Lips, Simply Cotton, Targeted-Action, Thinking of You, TimeWise, Tribute, Ultimate Miracle Set, Velocity and Visible-Action* are registered trademarks; *Botanical Effects, Dance to Life, Forever Orchid, Lash & Brow Building Serum, Lash Love, Lash Love Lengthening, Lash Response, Lash Spa, Mary Kay Show and Sell, Mint Bliss, MK High Intensity, Night Restore & Recover Complex, Nourishine Plus, TimeWise Body, TimeWise Repair, Ultimate Mascara, Volu-Firm, Warm Amber and Your Way to Beautiful* are trademarks; and *Beautiful Together, Dare to Dream!, MK Rewards, myCustomers, One Woman Can, Preferred Customer Program, The Mary Kay Foundation, The Silver Wings Scholar Program and You Can Do It!* are service marks of Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, marykay.com.

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MARY KAY

**PROFESSIONAL
QUALITY**
at a Great
Value!

**NEW! Mary Kay®
Brush Collection**



Mary Kay®
Eye Color
Brush,
\$10

Mary Kay®
Eyeliner/
Eyebrow
Brush,
\$10

ALSO NEW!

Mary Kay® Eye Smudger
Brush, **\$10**

A must-have!

Short, flat, dense bristles
help you apply deeper
color along the lashline and
smudge for a softer smoky
eye. Sold separately.

All prices are suggested retail.

The Mary Kay®
Brush Collection comes with this custom bag. ►

Mary Kay®
Powder Brush,
\$16

Mary Kay®
Eye Crease
Brush,
\$10

Mary Kay®
Cheek
Brush,
\$14

**\$55
SET**

Brushes
also sold
separately.



**LEARN HOW TO CREATE A SMOKY EYE LOOK
WITH THE NEW MARY KAY® EYE SMUDGER BRUSH.**
Get the free mobile app at <http://gettag.mobi>

NEW! Mary Kay® Brush Collection

The way to a perfect finish is to start with the perfect brush.

Professional quality at a great value!

1. **Mary Kay® Powder Brush, \$16**

Applies loose/pressed powders to help “set” foundation.

2. **Mary Kay® Cheek Brush, \$14**

Domed bristles help sweep color along cheekbones and apples of cheeks.

3. **Mary Kay® Eye Crease Brush, \$10**

Tapered bristles help provide precise application for depth and definition.

4. **Mary Kay® Eye Color Brush, \$10**

Enhances even application and beautiful blending.

5. **Mary Kay® Eyeliner/Eyebrow Brush, \$10**

On eyeliner end, firm, angled bristles allow controlled definition of the lashline and brow, while the stiff natural bristles on opposite end help tame hairs.

Also available:

NEW! Mary Kay® Eye Smudger Brush, \$10

Mary Kay® Liquid Foundation Brush, \$10

Mary Kay® Mineral Foundation Brush, \$10

\$55 set*

All Mary Kay® brushes also sold separately.



LEARN WAYS TO CREATE A MARY KAY®
COLOR-FOCUSED BEAUTY BAR FOR
YOUR CUSTOMERS.

Get the free mobile app
at <http://gettag.mobi>

NEW BAG!

The NEW Mary Kay® Brush Collection comes with an **updated custom bag** featuring:

- Easy-to-use organizer with handles and **removeable center pouch** is large enough to hold Mary Kay® Compact Pro®!
- A **zippered pocket** for handy cosmetic storage.
- **Machine washable.**



BRUSH ANATOMY

Get a beautiful, flawless look using these NEW professional-quality, handcrafted brushes.

Features:

- Higher quality dark brown uniform hair.
- Platinum ferrule.
- Unique-shaped handle for maximum comfort and control.

About our brushes!

- **Synthetic fibers** for applying liquid and cream-based products. Great for achieving a flawless, streak-free look. **Liquid Foundation and Eyeliner/Eyebrow Brushes.**
- **Natural hair** for powder-based products. Designed to evenly distribute pressed powder and eye color. **Eye Smudger, Cheek, Mineral Foundation, Powder, Eye Color and Eye Crease Brushes.**

Selling points:

- Mary Kay® brushes **complement Mary Kay® color/face products.**
- Each brush is **handcrafted** and **customized** for precise results.
- **Designed to last** when properly cared for.
- **Professional quality** at a **great value!**

Why use a Liquid Foundation Brush?

- Tapered brush **blends** more evenly for a **flawless finish.**
- Unlike sponges, **bristles don't absorb makeup** so you use less.
- **Doesn't add excess oil** like fingertips can.

NEW! Eye Smudger Brush – a must-have!

For: Dense color, contouring, blending and diffusing smudge lines along lashline.

How to use: Small strokes along lashline for precise color application. You also can blend eye color and eyeliner for a dramatic smoky eye or use your favorite Mary Kay® Mineral Eye Color as eyeliner for bold looks.

Products: Works great with Mary Kay® Mineral Eye Color and Mary Kay® Eyeliner.



NEW!

Mary Kay® Brush Cleaner, \$10

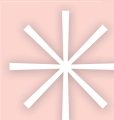
Cleanse and refresh Mary Kay® brushes with this fast-drying cleaner. Your customers will love that it **removes makeup residue, conditions brush hair and provides proper hygiene.**

Brushes feel new after using, and it's a great way for your customers to protect their investment.



How tos:

- Spray cleaner on brush hairs until thoroughly dampened.
- Gently sweep brush over tissue to remove excess moisture.
- Reshape brush hairs using clean tissue, lay flat and allow brushes to completely air dry before using.
- Recommended for day-to-day cleaning.
- Store brushes in their case when not in use.
- Use-up rate based upon daily use on Mary Kay® Brush Collection: 2.5 months.



Cleaner usage tip!

For safest use, **apply brush cleaner over the sink and allow brushes to dry thoroughly before use.** Do not remove pump from bottle as this increases the risk of spilling. The brush cleaner contains alcohol, which is an excellent cleaning agent. As with many products containing alcohol, you should **avoid contact with wood furniture and other household surfaces as it may remove varnish or upper sealing coats.**

WATCH GLAM SQUAD CELEBRITY MAKEUP ARTIST VIRGINIA LINDSEY CREATE A SMOKY EYE LOOK WITH THE NEW MARY KAY® EYE SMUDGER BRUSH.
Get the free mobile app at <http://gettag.mobi>

One Woman Can™... Fly Above the Storm.

Pam Perkins,
Mary Kay Independent Sales
Director for almost 26 years, has appeared in the Seminar Half-Million-Dollar Circle of Achievement four times, reached Star Consultant status an amazing 93 quarters, earned the use of 14 Mary Kay Career Cars, and in June 2012, she led her unit to their best month ever with more than \$74,000 in retail sales! Even with these accolades, Pam was shocked when asked to be featured in *Applause*® magazine. “Why would anyone want to read my story?” she asked.



Pam was born with one leg seven inches shorter than the other and grew up wearing a cumbersome platform shoe. Being different made her a target for teasing, which led to low self-esteem as a young woman. But being the youngest of seven children, she had a loving support system at home. It was her mother who encouraged her the most, and like Mary Kay's mother, she always told Pam that she could do anything she set her mind to. Pam graduated from college with a teaching degree although she never used her degree in the classroom. Instead, she met **Independent National Sales Director Emeritus Naomi Ruth Easley** and became her assistant in the late 1970s.

Finding Her “Why”

Out of fear and a lack of belief, Pam didn't sign her Independent Beauty Consultant Agreement for three years, but she loved that the Mary Kay principles aligned with hers. Eventually Naomi Ruth convinced Pam to give the Mary Kay opportunity a shot.



You wouldn't know it by speaking with her today, but Pam's adult life has been full of pain and fear as well. Early in her Mary Kay business, she was shy and feared that people would view her as different, which would have a negative impact on sales. But she kept her “Why” in sight and persevered. At first, she simply wanted to earn a little extra money to help her mom, but three months into working her Mary Kay business, she and her team earned the use of a Mary Kay Career Car and decided to

become a unit. Pam says, "Our unit was built on the cornerstone of love, and that love still runs through every fiber of this unit."

Shortly before becoming an Independent Sales Director, Pam met the love of her life, Dave, and attributes a lot of her success to his support. She shares, "When we were dating, he would drive me to my Mary Kay appointments and wait in the car.

Afterward we would share a Coke, and I would tell him all about my business." The couple has now been married for almost 25 years, and they have a son, Aaron, a daughter-in-law, Jimi, and a brand-new grandson, Ben.

Finding the Faith

In 2001, Pam was celebrating her 40th birthday at Seminar when she knew something was very wrong with her leg. Once at home, X-rays proved her knee had given out and was simply bone resting on bone. Pam endured more than 15 surgeries in the seven years that followed until a doctor recommended she undergo fusion surgery to fuse the knee. She agreed.

Unfortunately, this surgery led to infection, and after spending three years battling the infection, more surgeries, antibiotics and constant pain, she decided to let go of her leg. She says, "When I told the doctor I was ready to let it go, I could see relief flood his face. I knew it was the right decision." She underwent the final amputation surgery on May 10, 2011.

A Sisterhood of Love

Throughout the countless surgeries and bouts with depression, Pam always led an amazing group of women. Sister Independent Beauty Consultants held her unit meetings when she was hospitalized and answered her phone when she was in



too much pain. When her immune system bottomed during the holidays, her husband hosted her Christmas party for her and her unit members. Pam says, **"My unit members love me, and they never gave up on me. We are doing life together. Sometimes it gets messy, but we work through the pain and move forward."**



Still Standing

Believe it or not, when the day came to remove her leg, Pam says she was excited. She even had a pedicure to send her leg out in style. Pam says, "I was actually excited to have my leg amputated because I thought, 'Finally I can get a prosthetic leg and walk without pain.'" Her spirits were high, and she only spent two days in the hospital rather than the expected two weeks. There are still ups and downs. She has an occasional fall, and she perseveres with her insurance company for an improved prosthetic leg, but she keeps her faith in God and believes in her unit members. She says, "I am no saint. I just love the people in my life, and they keep me going. They are my 'Why.'"

One of Pam's new dreams is to walk without the use of a crutch so she can carry her beautiful grandson, Ben.



digital DIVAS!



We asked some independent sales force members what they thought about the changes to **myCustomers®** and the **Mary Kay® Personal Web Site**. Here's their download!

The Total Package

"The improvements can definitely help me **attract new independent sales force members** who are **tech-savvy** and **proficient with online shopping**. About 80 percent of my customers reorder online. They love the **clean, upscale look** of my Mary Kay® Personal Web Site. They like seeing my picture throughout the site and the **bold product images**. I like having my **customers' pictures** included in myCustomers® and seeing their complete order histories in one location."



Ginger Benedict
Independent Senior
Sales Director
of Dallas, Texas

Time-Saver

"My customers say it's **easier to navigate** and has **great eye appeal**. It's much more user-friendly for me too! I'm excited to see how these changes can impact my business. I can't imagine running my Mary Kay business without these great business tool options!"



Erin Lynch
Independent Senior
Sales Director
of Keller, Texas

Fresh Look

"I encourage skin care party guests to visit my Mary Kay® Personal Web Site beforehand. They get excited about the products, application tips and color trends before they even try the products. The online improvements make my Mary Kay business look **on-trend and professional**. Time is a constraint for us all. The upgrades **save me time** and make it more convenient for my customers to shop when they want."



Terezeja Lemieu
Independent Executive
Senior Sales Director
of Webster, N.Y.

sealed with a KISS



Did you know the ...



TimeWise Repair™
Volu-Firm™ Set



TimeWise®
Miracle Set®



TimeWise® Night Restore &
Recover Complex®

**... all carry the
Good Housekeeping Seal?**

More Than Words

The Seal is much more than a stamp of approval. It means that Good Housekeeping chemists and engineers have put the products through rigorous testing to ensure product claims are factual and products perform as advertised. This highly respected Seal is only granted to outstanding products that perform as promised.

Seal Up Social Media.

Facebook and Twitter are great ways to spread the news that Mary Kay has earned the Good Housekeeping Seal on these great products! "Anytime a third party stands behind Mary Kay® products, it lends credibility. I talk about the Good Housekeeping Seal at every skin care party because it's a huge endorsement. Most women are familiar with the Good Housekeeping Seal and what it represents. They trust the Seal because it's been around a long time. It's easily one of the most recognized and trusted emblems around!"

"The Good Housekeeping Seal is a sign of trust, and women know that. I have made many sales thanks to this Seal because women know it is a guarantee, and they know Good Housekeeping only backs exceptional products. Both Mary Kay and Good Housekeeping have a reputation of integrity, so there is a double guarantee that my customers feel great about."



Marty Wynn
Independent Sales
Director
of Nixa, Mo.



Kay Dickerson
Independent Future
Executive Senior
Sales Director
of Lucerne, Mo.

A Lesson From Mary Kay Ash



Independent Senior National Sales Director Dayana Polanco shares her thoughts on our Founder's words of wisdom:

"Being a leader is a privilege and a great responsibility. We must inspire people forward with vision, enthusiasm and commitment and lead by example.

"Being an example involves everything: our image, work ethic, integrity, values and principles. Leading by example creates trust. Each time we reach a goal, we open doors for others, which is our mission as leaders.

"When I began to understand that success in my Mary Kay business started with my personal business, I built a solid customer base and a great team of women. As an Independent Sales Director and now an Independent National Sales Director, I still work on my personal business because it gives me energy. As a result, I have strong personal sales, a large personal team, 18 first-line offspring Independent Sales Directors and one offspring Independent National Sales Director. What brings me the most joy is knowing that I inspire others to strive for success and excellence.

"Being the leader of our National Area is an honor, and I am committed to doing my best. As we enter Mary Kay's 50th year of enriching women's lives, it's important to remember that example speaks louder than words."

"The speed of the leader is the speed of the gang" is frequently heard at our Independent Sales Directors meetings.

We believe a good Sales Director should set the pace for her unit. A Mary Kay Sales Director who's doing her job constantly encourages others to strive for excellence in all business facets. She will emphasize the importance of staying informed about the cosmetics field, master our own products, serve her customers and practice effective time management. Any manager can talk about excellence; a good manager leads by example." (Mary Kay Ash, "On People Management")



ARE YOU READY

to lead by example and develop a team? To learn what it takes to be a leader in your Mary Kay business, visit the **Education** tab on Mary Kay InTouch® and select **The Silver Wings Scholar ProgramSM** under **Consultant Education**.



MK Resolutions:

New Year – New You!



**Negativity
buster**
Independent Elite
Executive Senior
Sales Director

Tracy Potter of Layton, Utah – “I resolved to stop dragging negative people around with me. I am a positive person, but I found myself trying to win over negative people. It was exhausting and made me feel yucky. I asked myself these questions: What’s not OK with you? What will you tolerate?

“When I began to answer those questions, I realized what I was looking for. I began attracting the types of people I wanted to pour my energy into and who wanted my coaching and support. I fell even more in love with my Mary Kay business, but more importantly, I found great joy in my life. Choosing to stay positive and surround myself with positive people has touched every facet of my life. My home life is peaceful, and I have an abundance mentality.”

My 2013 Resolution!

This year I resolve to: _____

Stay Motivated!

- Be realistic.
- Remember your “Why.”
- Repeat your resolution mantra to stay on track.
- Make a goal poster.
- Don’t give up.
- Track your progress.
- Reward yourself!

◀ You can cut this out and put it on your refrigerator as a constant reminder!

The New Year's Resolution: We all make 'em and we typically break 'em. Perhaps it's not from a lack of willpower, but that we just don't make the right resolutions. This year, why not **make the resolution to change your mindset and think of yourself as the person you want to be?** Surrender to the past and change your perception of who you are and what you are capable of accomplishing.

You'll notice that the women featured here didn't resolve to hold a particular number of skin care parties per week or lose 20 pounds. Instead, they resolved to **make a positive change** in themselves, and from that, they gained motivation and clarity. **Your potential is limitless!**



Quality, not quantity.
Independent Future Executive Senior Sales

Director Alison Jurek of Chicago, Ill. – “After the birth of our daughter, I made a big decision to live by the balanced priorities I always dreamed of. I wanted to grow spiritually and be a great wife and mom.

“The idea of living God first, family second and career third is great, but as someone who loves to work hard, actually committing to it was a little scary. I decided that I would work Tuesday, Wednesday, Thursday and a half-day on Saturday.

“Although I wanted my Mary Kay business to flourish, I expected that it would take a dip because I was devoting fewer hours. I was so wrong! Our unit just had its best year ever! I think people can respect my decision to live a balanced life. Working fewer hours forced me to be more efficient with my time and work my Mary Kay business full circle.”



Shhhh!

Independent Senior Sales Director Heather Catchpole of Beaverton, Ore. –

“Mary Kay always said, ‘People don't care how much you know until they know how much you care.’ I resolved to listen more closely to others, and guess what? My Mary Kay business prospered! I began to hear what my unit members and potential team members said rather than just telling them what I thought they wanted to hear. This allowed me to help them work for what they really wanted from their Mary Kay businesses.

“I also started listening to my **Independent National Sales Director Lisa Madson**. I began to implement the things she suggested. When I started really listening to her, my sales numbers increased. In 2010, we were in the \$300,000 Circle of Achievement, in 2011 we doubled our production and this year we earned a spot both on the Seminar Circle of Excellence and the Top Sales Director Trip!”



Seize the moment.

Independent Senior Sales Director Randi Gleason of Leesville, La. – “I resolved

to make my Mary Kay business a priority. While excelling in my personal and spiritual lives, I felt like I was not working my Mary Kay business to its full potential. Rather than making my Mary Kay business No. 3, I had pushed it down to No. 33.

I embraced the idea of accountability and started to track my income-producing activities. Because I committed to working with intention, I became more prepared. I no longer miss out on opportunities for new customers and new team members.”.



Serve it up.

Independent Sales Director Dawn Starr of Broken Arrow, Okla. – “I resolved to

give back to my community and volunteered to teach a weekly class at a restoration house for women in crisis. Over time, I saw so much change in these women and realized the importance of investing in others. When I became others-focused, I experienced spiritual growth as well as tremendous growth in our unit. We earned the use of a pink Cadillac and have been in the Mary Kay Circle of Achievement!”



GO-GIVE® AWARD

Congratulations to our January 2013 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 **NEW online nomination form** on Mary Kay InTouch® under the Contests/Recognition tab.



Valerie Reynolds

Diamond

Independent Senior Sales Director

Began Mary Kay
May 2002

Sales Director Debut
July 2008

Offspring one first-line

National Sales Director
Lisa Madson

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

Personal Lives in Flora, Miss. Husband, David; sons: Lance, Weston, Matthew, Adam; daughters: Rachel, Jada; one granddaughter

"I am motivated to help others because we are commanded to 'love one another' just as Jesus has loved us. To me, helping others is an act of love."

Independent Beauty Consultant Karen Kegley of Jackson, Miss., says, "Valerie is 100 percent dedicated to each member's success in every way, every day. I'm an adoptee, but Valerie loves me like I'm a member of her very own unit."



Lisa Carpenter

Ruby

Independent Sales Director

Began Mary Kay
February 2006

Sales Director Debut
July 2008

National Sales Director
Go Give Area

Honors Star Consultant

Personal Lives in Jacksonville, N.C. Husband, Al; sons: Zachary, Duncan

"I am motivated to help others because it is an honor to carry out Mary Kay's wish to live and work by the Golden Rule. I might be the only 'Mary Kay' as well as the only 'Jesus' anyone ever meets, and my hope is that they appreciate both."

Independent Senior Sales Director Brittany Mitchell of Virginia Beach, Va., says, "When Lisa discovered her potential recruit had lost touch with her previous Independent Sales Director, she was able to bring them together again and say, 'I have a new recruit for you!'"



Terrie Allen

Sapphire

Independent Senior Sales Director

Began Mary Kay
April 1994

Sales Director Debut
September 1996

Offspring one first-line

National Sales Director
Go Give Area

Honors Circle of Honor; 11-times Sales Director Queen's Court of Personal Sales; three-times Circle of Achievement; two-times Double Star Achievement

Personal Lives in Stafford, Va. Husband, Mark; son, Jeremy; daughter, Bridget; seven grandchildren

"I am motivated to help others because my greatest joy is to bring HOPE (Helping Others Persevere and Excel), to mentor others to find their purpose and passion, to live a life without limits. Passionate people change the world."

Independent Beauty Consultant Celia Faulk of Amissville, Va., says, "When one of our unit members, not in Terrie's unit, lost her husband in a tragic accident, Terrie gave up her frequent flyer miles so my Independent Sales Director could go and support her unit member."



Jordan Helou Eicher

Emerald

Independent Senior Sales Director

Began Mary Kay
March 2003

Sales Director Debut
July 2005

Offspring two first-line

National Sales Director
Kathy Helou

Honors Star Consultant; two-times Circle of Achievement; two-times Circle of Excellence

Personal Lives in Huntersville, N.C. Husband, Brent

"I am motivated to help others because I also am able to use the profits from my Mary Kay business to help fund the efforts of our nonprofit organization which helps support children in Uganda."

Independent Beauty Consultant Jana Madera of Huntersville, N.C., says, "Jordan welcomes and supports all of her adoptees and has developed Independent Sales Directors, Directors-in-Qualification and Career Car earners as if they were her own unit members!"



Pamela Castellana

Pearl

Independent Senior Sales Director

Began Mary Kay
July 1996

Sales Director Debut
June 1997

Offspring one first-line

National Sales Director
Sylvia Kalicak

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

Personal Lives in Melbourne, Fla. Husband, Craig; daughters: Catherine, Cara; two grandsons

"I am motivated to help others because I am supremely grateful for every second of my life and aware that my thoughts and actions will affect others for generations to come."

Independent National Sales Director Sylvia Kalicak says, "Not only does Pamela support me as her Independent National Sales Director, she has done an amazing job of supporting the Melbourne Area and her adoptees."

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Jan. 13 – 16 (Diamond, Sapphire and Canada)

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Independent Senior Sales Directors

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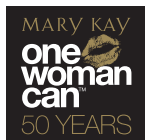
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- Entertainment fit for Hollywood!

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