

MARY KAY

JANUARY 2018

applause

It's a New Year!



Celebrate Your
Customers,
Mary Kay business
and **YOU!**

September Reco

Congratulations to the winners

Top NSDs Year-To-Date



Gloria Mayfield Banks



Kathy Helou



Lisa Madson



Gloria Castaño



Carol Anton



Patricia Turker



Sonia Páez



Lupita Magaña



Debi Moore



Cindy Williams

On-Target Inner/Diamond/Gold Circle

\$550,000 Inner Circle

Gloria Mayfield Banks	\$143,439
Kathy Helou	143,283

\$450,000 Inner Circle

Lisa Madson	\$115,113
Gloria Castaño	114,733
Carol Anton	114,243

\$400,000 Inner Circle

Patricia Turker	\$104,623
Sonia Páez	100,770

\$350,000 Inner Circle

Lupita Magaña	\$92,851
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\$325,000 Inner Circle

Debi Moore	\$81,119
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\$300,000 Diamond Circle

Cindy Williams	\$78,200
Stacy James	77,262
Pamela Waldrop Shaw	76,427

\$250,000 Diamond Circle

Pamela Fortenberry-Slate	\$68,378
Anabell Rocha	63,070
Ada García-Herrera	62,504

\$200,000 Diamond Circle

SuzAnne Brothers	\$58,760
Sandy Valerio	58,635
Cyndee Gress	58,612
Dayana Polanco	58,039
Sara Pedraza-Chacón	57,101
Dawn Dunn	56,801
Anita Tripp Brewton	56,670

Linda Toupin	56,491
Julianne Nagle	55,806
Kerry Buskirk	52,664
Julia Burnett	51,541
Kristin Myers	51,371
Evelinda Díaz	50,855
Lia Carta	50,481
Connie Kittson	50,292

\$150,000 Gold Circle

Julie Krebsbach	\$49,524
Cindy Fox	49,223
Kay Elvrum	48,321
Gay Hope Super	46,424
Mary Estupiñán	45,908
Dacia Wiegandt	45,688
Lily Orellana	45,395
Davanne Moul	43,521

María Monarrez	41,945
Sonia Bonilla	41,480
Yosaira Sánchez	41,223
Jamie Cruse-Vrinos	39,006
Scarlett Simpson	38,897
Sue Pankow	38,629
Gloria Báez	37,784
Noelia Jaimes	37,609
Morayma Rosas	37,539

\$125,000 Gold Circle

Kimberly Copeland	\$37,058
Elizabeth Muna	36,600
Alicia Lindley-Adkins	36,175
Yvonne Lemmon	35,682
Shannon Andrews	35,528
Mayuli Rolo	35,422
Candace Laurel Carlson	35,201

Maureen Ledda	35,071
Jan Thetford	34,626
Rosibel Shahin	33,565
Carmen Hernández	33,009
Consuelo Prieto	32,804
Monique Balboa	32,771
Susan Hohlman	32,513
Jeanie Martin	32,046
Evitelia Valdez-Cruz	31,993
Cathy Bill	31,795
Lisa Allison	31,781
Juanita Gudiño	31,385

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.

Ruby

1. Carol Anton**	\$51,030
2. Cindy A. Williams*	30,080
3. Stacy I. James**	29,714
4. Linda C. Toupin	27,809
5. Lia Carta*	27,492
6. Julie Krebsbach*	22,952
7. Sandy Valerio*	22,369
8. Anabell Rocha*	20,604
9. Mary Estupiñán*	18,558
10. Cindy Fox*	18,416
11. Gloria Báez*	16,859
12. Jan L. Thetford	16,411
13. Kim L. McClure	15,260
14. Virginia S. Rocha	14,811
15. Kate DeBlander	14,797
16. Cathy Bill*	14,609
17. María Flores	14,305
18. Candace Laurel Carlson*	14,191
19. Lara F. McKeever	13,857
20. Juanita Gudiño	13,791
21. Cecilia C. James	13,501
22. Bea Millslagle	13,364
23. Crystal Trojanowski	13,137
24. Deb Pike	13,069
25. Brenda Segal*	12,997
26. Sherril L. Steinman	12,957
27. Annaka Krafka	12,884
28. Brittany Kaps*	12,199
29. Patty J. Olson	12,002
30. Nancy J. Osborn*	11,926
31. Gena Rae Gass	11,606

32. Michelle L. Sudeth*	11,316
33. Tammy A. Vavala	11,038
34. Elizabeth Muna*	11,033
35. Kathy Rodgers-Smith	10,620
36. Donna B. Meixsell	10,452
37. Jo Anne Barnes	10,449
38. Esther Whiteleather	10,209

Sapphire

1. Kathy Helou***	\$59,296
2. Lupita Magaña**	42,038
3. Debi R. Moore*	37,249
4. Sara Pedraza-Chacón*	28,629
5. SuzAnne Brothers*	27,918
6. Pamela A. Fortenberry-Slate*	25,598
7. Kimberly R. Copeland	25,121
8. Cyndee Gress*	23,540
9. Kristin Myers*	23,073
10. Davanne D. Moul*	21,192
11. Elizabeth Sánchez	20,461
12. Scarlett Simpson*	18,733
13. Alicia Lindley-Adkins*	18,378
14. Morayma Rosas	17,505
15. Lorraine B. Newton	17,179
16. Debra M. Wehrer	15,961
17. Dawn Otten-Sweeney	15,258
18. Diane L. Mentiply	15,165
19. Consuelo R. Prieto*	14,653
20. Alma Orrostieta	14,602
21. Somer Fortenberry	13,420
22. Evalina Chávez	13,065
23. Bertilia Corral	13,023
24. Diana Heble	12,970

25. Ruth L. Everhart	12,831
26. Angie S. Day*	12,749
27. Janis Z. Trude	12,397
28. Maribel Barajas	12,180
29. Alejandra Zurita	11,951
30. LaRonda L. Daigle	11,561
31. Valerie J. Bagnol*	11,471
32. Glinda McGuire*	11,097
33. Lupita Díaz	11,006
34. Phyllis Pottinger*	10,982
35. Elaine Kimble Williams	10,392
36. Heather A. Carlson	10,183
37. Julie Weaver	10,178
38. Sue Uibel	10,092

Emerald

1. Gloria Mayfield Banks***	\$61,703
2. Patricia Turker**	47,585
3. Ada García-Herrera*	30,687
4. Sonia Páez**	30,603
5. Evelinda Díaz	28,949
6. Sonia Bonilla	26,724
7. Dacia Wiegandt*	24,664
8. Julianne Nagle*	20,531
9. Rosibel Shahin*	20,273
10. Dayana Polanco*	20,115
11. Anita Tripp Brewton*	19,951
12. Kerry Buskirk*	19,847
13. Kym A. Walker*	17,740
14. Noemi C. Jaimes	17,047
15. Pam Klickna-Powell	16,879
16. Maureen S. Ledda*	16,007
17. Pamela Tull	15,885

18. Jamie Cruse-Vrinos	15,537
19. Tammy Crayk	15,501
20. Monique Balboa	15,247
21. Mayuli Rolo*	14,992
22. Joanne R. Bertalan*	14,862
23. Sabrina Goodwin Monday	14,700
24. Noelia Jaimes*	14,335
25. Luzmila E. Abadia Carranza*	14,047
26. Kirk Gillespie	14,046
27. Pam I. Higgs	13,815
28. Gina Rodríguez-Orriola	12,685
29. Crisette M. Ellis	12,313
30. Cristi Ann Millard	12,132
31. Marilyn Marte de Melo	11,611
32. Roya Mattis	11,116
33. Sue Wallace	11,078
34. Kathy P. Oliveira	11,073
35. Auri Hatheway	10,933
36. Diane Bruns	10,635

Diamond

1. Lisa Madson*	\$52,839
2. Gloria Castaño**	42,990
3. Pamela Waldrop Shaw**	28,369
4. Dawn A. Dunn*	24,296
5. Lily Orellana	23,567
6. Julia Burnett*	23,466
7. Yosaira Sánchez	23,226
8. Kay E. Elvrum	19,822
9. Yvonne S. Lemmon	18,756
10. Sue Pankow	17,577
11. Connie A. Kittson*	17,261
12. Marixa González	17,060

13. Shannon C. Andrews*	16,781
14. Lisa Allison	16,410
15. Kristin Sharpe	16,302
16. María Monarrez	16,297
17. Leah Lauchlan	15,312
18. Susan M. Hohlman*	14,996
19. Alia L. Head	14,277
20. Diana Sumpter	14,236
21. Rebecca Evans*	14,225
22. Vicki Jo Auth	14,173
23. Evitelia Valdez-Cruz	14,073
24. Pam Ross*	13,650
25. Lynnea E. Tate	13,262
26. Jeanie Martin	13,183
27. Roxanne McInroe	12,718
28. Rosa Bonilla*	12,702
29. Holli Lowe	12,680
30. Kaye Driggers	12,451
31. Sharon L. Buck	12,297
32. Gay Hope Super*	12,255
33. Terri Schafer	12,230
34. Heidi Goelzer	11,280
35. Julia Mundy	11,224
36. Lynne G. Holliday	11,187
37. Rosa Carmen Fernández	11,006
38. Robin Rowland	10,892
39. Shelly Gladstein	10,261

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

Mary Kay Angels/Ángeles Mary Kay

September/Septiembre 2017

These Independent National Sales Directors, Independent Sales Directors and Independent Beauty Consultants achieved the highest commissions/bonuses or production or had the most new team or unit members in their Seminar areas in September 2017./Estas Directoras Nacionales de Ventas Independientes, Directoras de Ventas Independientes y Consultoras de Belleza Independientes lograron las comisiones, gratificaciones o la producción más altas o tuvieron el mayor número de nuevas integrantes de equipo o integrantes de unidad en sus áreas de Seminario en septiembre de 2017.

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



Carol Anton
\$51,030
Ruby



Kathy Helou
\$59,296
Sapphire



Gloria Mayfield Banks
\$61,703
Emerald



Lisa Madson
\$52,839
Diamond

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

RUBY/RUBÍ — Susan Moore, <i>C. Williams Area</i>	\$68,935
SAPPHIRE/ZAFIRO — Orenda Hunniford, <i>R. Everhart Area</i>	\$69,744
EMERALD/ESMERALDA — Stacy Foust, <i>Go-Give Area</i>	\$72,263
DIAMOND/DIAMANTE — Amy Kemp, <i>J. Martin Area</i>	\$77,887

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

RUBY/RUBÍ — Lindsey Acker, <i>L. McKeever Area</i>	\$19,496
SAPPHIRE/ZAFIRO — Jannet Lawrence, <i>C. Littlejohn Area</i>	\$20,535
EMERALD/ESMERALDA — Terrah Cromer, <i>J. Cruse-Vrinios Area</i>	\$19,484
DIAMOND/DIAMANTE — Kelly Freeman, <i>K. Ford Area</i>	\$20,107

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

RUBY/RUBÍ — Holly Parker, <i>S. Lauritzen Unit, Go-Give Area</i>	\$10,631
SAPPHIRE/ZAFIRO — Courtney McCarley, K. Copeland Unit, <i>K. Copeland Area</i>	\$14,899
EMERALD/ESMERALDA — Ekarat Beyer, <i>T. Mitchell Unit, A. Tripp Brewton Area</i>	\$39,737
DIAMOND/DIAMANTE — Martha Murphree, <i>B. Prewett Unit, Go-Give Area</i>	\$12,832

Top Team Builder/Primera Impulsora de Equipo

New Team Members/Nuevas integrantes de equipo

RUBY/RUBÍ — Bamana Larsen, <i>K. Blosser Unit, Go-Give Area</i>	11
SAPPHIRE/ZAFIRO — Sales Director Glenda Smathers, <i>M. Fox Area</i>	11
EMERALD/ESMERALDA — Sales Director Awanda Moore, <i>K. Oliveira Area</i>	16
DIAMOND/DIAMANTE — Sales Director Nelly Valenzuela, <i>G. Castaño Area</i>	29

Top Unit Builders/Primeras Impulsoras de Unidad

September/Septiembre 2017

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

New Unit Members/Nuevas integrantes de unidad

Ruby/Rubí

Elvia Guzman	23
Tina Marie Ellender	21

Hilda Marrufo	21
Sarah Louise Neal	21
Bridget L. Shaw	20

Sapphire/Zafiro

Cycelia Denise Matthews	39
Lila Rebecca Garro	31
Katie D. Nichols	25

Emerald/Esmeralda

Katy Goldstein	27
Auburnee Skye Stanley	25
Rosie V. Ventura Gomez	22

Leslie Wayne	21
Yasmery Gonzalez	20
Tania Mineli Lazo	20
Awanda Moore	20
Emily Sujey Vijil	20

Dalila Duarte de Mollinedo	32
Mery Carina Ramirez Bravo	31
Nelly Valenzuela	29
Eva Orrego	24
Reyna Chino	22
April Christine Hutchinson	22
Glori Ann Gillespie	21
Consuelo Z. Tinajero	20

Diamond/Diamante

Nelly N. Fonseca	33
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Sales Mentors/Mentoras de Ventas

September/Septiembre 2017

Special thanks to the sales mentors for the September 20 – 22, 2017, *New Independent Sales Director Education class*./Un agradecimiento especial para las mentoras de ventas de las clases de educación para nuevas Directoras de Ventas del 20 – 22 de septiembre de 2017.



Pamela Waldrop
Shaw
Executive National
Sales Director
Diamond Seminar



Carmen Hernández
Senior National
Sales Director
Ruby Seminar



Magdalena Nevárez
Senior National
Sales Director
Sapphire Seminar



Auri Hatheway
National Sales
Director
Emerald Seminar



Jan Thetford
National Sales
Director
Ruby Seminar

Meet Your NSDs/Conoce a tus DNVs

Be sure to visit the *Mary Kay InTouch®* website for inspiring success stories about Mary Kay Independent National Sales Directors. Click on the [“Meet Your NSDs”](#) link under the Heritage tab. You can search for NSD stories by name, city, state, Seminar or even former occupation. Why not share their stories with potential team members?/Asegúrate de visitar el sitio electrónico *Mary Kay InTouch®* para leer inspiradoras historias de éxito de las Directoras Nacionales de Ventas Mary Kay Independientes. Haz clic en el enlace [“Conoce a tus DNVs”](#) bajo el separador “El Legado”. Puedes buscar las historias de DNVs por nombre, ciudad, estado, Seminario o por ocupación anterior. ¿Por qué no compartir sus historias con integrantes de equipo potenciales?

Ruby/Rubí Reco

New
Debuts/
Debutes
July/Julio 2017



Maria Bacerril
Chicago
O. Del Rio Unit

Joedi Carmichael
Brooklyn, N.Y.
J. Grandy Unit

Dee Clark-Riley
Belleville, Ill.
G. Gass Unit

Tracey Denise Lumpkin
Orrville, Ala.
C. Frazier Unit

Sandy Maslan-King
Cocoa, Fla.
A. Carter Unit

Brandi Naser
Halifax, Pa.
D. Helm Unit

Amanda Briley*
Wilmington, N.C.
B. Herring Unit

Darby Wheeler*
Colonial Height, Va.
C. Doverspike Unit

Not pictured/Sin foto: *Yolanda Ascensio Torres*, Anaheim, Calif., M. Rico De Jacinto Unit; *Vanessa Renee Baeza*, San Antonio, P. Rodriguez Unit; *Martha Barragan Aguilar*, Salem, Ore., D. Gutierrez Unit; *Jill Browning*, Reynoldsburg, Ohio, A. Rollyson Unit; *Johnalyn Sue Cline*, Pittsburg, Calif., C. Roliz Unit; *Angelia Denise Daniel*, Hueytown, Ala., C. Frazier Unit; *Maria Yadilma Garcia*, Bakersfield, Calif., S. Navarrete Rangel Unit; *Yessenia Garcia*, Anaheim, Calif., V. Alcaraz Unit; *Kim D. Hayes*, Everett, Wash., T. Davis Unit; *Jennifer Heath*, Ashburn, Va., T. Sneed Unit; *Karla Hernandez*, Buena Park, Calif., M. Rico De Jacinto Unit; *Cynthia M. Hill*, Mastic Beach, N.Y., D. Clark-Driscoll Unit; *Kacy L. Hunter*, Vernon, Texas, W. Masterson Unit; *Carrie Irene Hutchinson*, Meridian, Idaho, T. Nipp Unit; *Jammie Rochelle James*, Simpsonville, S.C., M. Nash-Bell Unit; *Jenae Nicole Jordan*, Roseville, Calif., S. Coker Unit; *Ashley Kidd-Olson*, Savannah, Texas, L. Redfern Mills Unit; *Mayra Leiva Jerezanos*, Reading, Pa., K. Acosta Unit; *Ashley Marie Martinez*, San Antonio, V. Lucio-Polk Unit; *Maria Garcia Martinez*, Phoenix, J. Berumen Unit; *Cyndi McGonigal*, Mammoth Lakes, Calif., R. Tanberg Unit; *Kathryn McMains*, Las Vegas, K. Martin Unit; *Nicole Kiyo Obisesan*, South Lyon, Mich., A. Lichy Unit; *Connie Patricia Ray*, Throckmorton, Texas, W. Masterson Unit; *Adriana Razo*, Hanford, Calif., M. Velez Unit; *Laura G. Reilly*, Gallatin, Tenn., R. Reilly Unit; *Morgan Smithhart*, Garland, Texas, B. Kaps Unit; *Sharon W. Taylor*, Orange Park, Fla., S. Audino Unit; *Renee M. Wilson*, Englewood, N.J., T. Wilkerson Brown Unit.

*Previously debuted./Debutó con anterioridad.

Dean's
List/Lista
del Decano
September/Septiembre 2016



Maria Carrillo
Corning, Calif.
G. Gamboa Avila Area
Diamond Seminar

Not pictured/Sin foto: *Herminia Gaeta*, Pomona, Calif., Sapphire Go-Give Area, Sapphire Seminar; *Alyssa Renee Jayne*, Coplay, Pa., S. Valerio Area, Ruby Seminar.



Honors
Society/
Sociedad
de Honor
September/Septiembre 2017



Yolanda Ramos
Las Vegas
G. Báez Area



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

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

Vanessa Renee Baeza Joedi Carmichael	Dee Clark-Riley	Maria Yadilma Garcia	Tracey Denise Lumpkin	Cyndi McGonigal	Connie Patricia Ray
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New
Team Leaders/
Nuevas Líderes
de Equipo
September/Septiembre 2017

Irma Aguila Maria I. Altamirano Rosario Alvarez Tiffany E. Alverson LuAnne S. Aragon Matilde Arriaga Jessica L. Blevins Kathryn E. Bryla Patricia Cardenas Robin Carlin Desiree M. Cassell Maricel Cervantes	Charlitha Cloud Luz E. Contreras Ana Maria Cruz Flor de Maria De la Flor Susan Delgado Teresa Dickerson Amy C. Ferguson Maria C. Fuentes Alyece L. Gallardo Monica R. Glover Teresa Godinez Luis M. Gomez	Marlon I. Gonzalez Bertha A. Guillen Donna S. Guillory Danielle R. Hellwig Kara J. Henderson Maria G. Hernandez Kelly T. Jenkins Emily Jones Laura M. Kinnaird Donald L. Latham Rhonda S. Lockard Bertha A. Lopez	Josephine L. Lugurang Blanca Magana Wanda Malin Nicole Maret Megan McKernan Kimberly D. Meche Ana A. Menjivar Alejandra Morales Claudia Muniz Luz A. Perez Rosa M. Pineda Alisha M. Pryor	Vanessa Ramirez Nancy A. Randall Amanda M. Reid Rene Rodriguez Silvia Rodriguez Maria E. Romero Castillo M. Roxana Kayla Roy Amalia Santos Nicole K. Savage Jennifer Scharfenstein Jacqueline Schlavin	Wendy L. Stanton Kaiyan Tang Anne Tankard Hilda A. Tejada Renee Terrell Christina Velazquez Carolina Villa Jeanette Vitello Catherine Walters Mariana Williams Christy L. Zelaya
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Grand
Achievers/
Gran Ganadoras
September qualifiers/
Calificadas en septiembre 2017

Consultants/ Consultoras Shirley Ehrlich Bamana Larsen Amy Richmond Tanya Nicole Valdez	Sales Directors/ Directoras de Ventas Lindsey Donaven Acker* Margaret Allison Reiser Sarah Anderson Vanessa Renee Baeza Lori B. Blades Joyce Brandon Tari R. Brownlee*	Bertha A. Caballero* Debra C. Cardenas* Lisa N. Chovil Maryann Clark-Durell Karen Colegary* Marilynn Coleman-White Elvira Cortes* Dulce M. Cuervo* Melanie Wimberley Culbreath* Patty McKeehan Eades* Jessica Nicole Feske Katherine E. Ford Angelica Maria Garcia Yessenia Garcia Elvia Guzman	Joni Helton Shirley Ann Hendricks Aurelia Hernandez* Kerry Ellen Hiett Brenda J. Hof ReNee C. Hooker Jennifer Jackson Brittany O'Steen Jones Ashley Kidd-Olson Emily Ann Kison Carol J. Kitchen* Brittney Kovar* Tracy Ley Karen L. Link* R. Sharon Louk Trish Lucero*	Tiffany Marie Malt Stacy Louise Mayes* Emmanuel Mbouguen Marita McCafferty Cyndi McGonigal Jennifer Wolfe Mize Jean S. Mizell Megan Jo Moen Tina M. Moreau-Jones Guadalupe Orozco* Sara Ortega Tammie Michelle Page Guadalupe Palmerin Elsa R. Perez* Elissa Beth Raphael Melissa Raymondi*	Karen J. Richey Suzanne M. Riggs* April Roper* Chastina Y. Rose* Veronica Ruiz Maria P. Silva* Siobhan Spears Angela S. Springer Andrea Steinmetz Maria Suarez Crystal M. Trudell Trina Turner Soraida Valdez Monica Lauren Vanzo* Ivon C. Vargas* Reyna Guadalupe Velasco	Dawn Waldmann* Lucille Wallace Sabrina Leigh Warner* Leticia Watkins* Tammy Weibel Michelle West* Zenelia Wheeler* Veronica M. Wilkins Vickie A. Willey Terri L. Young
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*Denotes requalified driver/
Denota conductora recalificada

First Gold
Medal/Primera
Medalla de Oro
September/Septiembre 2017

New Team Members/ Nuevas integrantes de equipo LuAnne Aragon, K. Rubin Unit7 Kathryn Bryla, H. Nordmeyer Unit5 Patricia Cardenas, R. Carbajal Unit8 Maricel Cervantes, F. Cervantes Unit8 Dorothy Clarke, T. Elvin Unit7 Charlitha Cloud, S. Parris Unit7 Luz Contreras, E. Guzman Unit6 Ana Maria Cruz, A. Martinez Charre Unit5 Susan Delgado, L. McKeever Unit5 Teresa Dickerson, V. Kelley Unit11 Teresa Godinez, I. Camargo Unit8 Marycruz Gonzalez, E. Guzman Unit8 Bertha Guillen, R. Lepe Unit8 Donna Guillory, T. Ellender Unit5	Danielle Hellwig, L. Olivares Unit7 Kara Henderson, T. Wehl Unit5 Jessica Jameson, D. Roberts Unit5 Stacy LaMorte, B. Hayes Unit6 Cheryce Livingston, B. Kath Unit5 Karlene Lyn, L. Wallace Unit6 Megan McKernan, N. Obisesan Unit8 Kimberly Meche, T. Ellender Unit6 Alejandra Morales, M. Bautista Unit5 Johana Morquecho, W. Masterson Unit5 Claudia Muniz, R. Rodriguez Unit5 Luz Perez, E. Guzman Unit6 Delphine Pierce, D. Merriwether Unit5 Rosa Pineda, J. Abarca Unit5 Maria Ramos, L. Escamilla Unit8 Amanda Reid, B. Mitchell Unit5	Rene Rodriguez, L. Diaz Almeyda Unit8 Silvia Rodriguez, K. Muniz Unit8 Nury Rojas, A. Rocha Unit6 Maria Romero, R. Lepe Unit6 Nicole Savage, J. Krebsbach Unit8 Earlene Schardan, A. Springer Unit5 Jacqueline Schlavin, E. Oleson Unit5 Courtney Temple, H. Kilgore Unit5 Heather Tyler, T. Van Zandt Unit7 Heather VanDyke, T. Bradford Unit6 Nallely Vela, Y. Ortega Unit5 Carolina Villa, M. Ramirez Unit6 Kathleen Worden, A. Clement Unit6 Virginia Young, A. Benson Unit5
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13% Club/
Club del 13%
September/Septiembre 2017

Congratulations to the top 25 Independent Beauty Consultants and Independent Sales Directors in the **Ruby** area earning 13 percent personal team commissions. They placed a personal minimum \$600 wholesale Section 1 order and had at least five personal team members each place a minimum of \$225 in wholesale orders during September./Felicitaciones a las primeras 25 Consultoras de Belleza Independientes y Directoras de Ventas Independientes en el área **Rubí** que ganaron las comisiones del 13% por equipo personal. Éstas hicieron un pedido personal mínimo de \$600 de la sección 1 al mayoreo y tuvieron por lo menos cinco integrantes de equipo personal que hicieron cada una pedidos por un mínimo de \$225 al mayoreo en septiembre.

Sales Director Damilola Hannah Akinsola\$2,273	Bamana Larsen, K. Blosser Unit1,347	Sales Director Laurie C. Cole1,190
Sales Director Megan Eileen Kalbach1,859	Sales Director Tammy D. Niehaus1,316	Sales Director Brandi Zenzel1,167
Sales Director Amy K. Stute1,832	Sales Director Lisa Anne Harmon1,277	Sales Director Griselda Gordillo-Sanchez1,166
Sales Director Maria Bautista1,702	Sales Director Caitlin Michelle Griffo1,276	Sales Director Susana Deniz1,161
Sales Director Ryan Ashlee Rives1,669	Sales Director Jennifer Lee Albertini1,266	Sales Director Milbella Sosa1,126
Tanya Nicole Valdez, B. Kernan Unit1,584	Sales Director Monique Nicole McIntyre1,262	Sales Director Angela Price Brannon1,099
Sales Director Heather A. Daniel-Kent1,567	Sales Director Abigail Jayne Voorhees1,262	Sales Director Jennifer M. Tito1,086
Sales Director Lisa L. Bradley1,467	Sales Director Nikole Marie Childress1,208	
Sales Director Rebeca Rodriguez1,404	Sales Director Jan Maloney1,203	

Achievement Circle/Círculo de Logros

September/Septiembre 2017

Susan Moore	\$68,935
Krystal D. Downey-Shada	67,502
Lisa Hansen	66,942
Amy K. Stute	65,211
Kali DeBlander Brigham	63,606
Diane K. Lundgren	63,454
Donna Clark-Driscoll	62,120
Paula M. Kirkpatrick	60,918
Brenda Fenner	59,565
Lauren Nicole Bloomer	59,500
Dorina Rocas	56,031
Ryan Ashlee Rives	55,969
Laura Vernon Middleton	54,751
Carmen J. Felix	54,383
Patti Cornell	53,119
Debbie A. Elbrecht	52,915
Stephanie Audino	51,987
Valerie A. Lucio-Polk	51,850
Crystal Caldwell Hubbard	51,270
Megan Eileen Kalbach	51,149
Mary Alice Dell	51,066
Sherri Ammons	50,596
Judie Roman	49,948
Kellee L. Valerio	49,795
Jordan Twilley	49,301

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

Lisa V. Bauer	48,867
Barbara L. Harrison	48,613
Lisa D. Prescott	48,262
Jeanie K. Navrkal	48,077
Corrin Cresci	48,033
Lisa Anne Harmon	47,678
K.T. Marie Martin	47,518
Heather A. Daniel-Kent	47,384
Sonya F. Goins	47,302
Jenn Kirkham	47,083
Lisa L. Bradley	47,077
Candace Lyn Doverspike	45,533
Laurie C. Cole	45,436
Melanie S. Abernathy	44,615
Stephanie Brooke Heusman	44,464
Barbara Pleet	44,446
Jeannette Curren-Cochran	44,064
Breanna Renee Kernan	43,991
Lisa Olivares	43,813
Rachael M. Bullock	43,682
Tina A. Jhin	43,554
Stacey P. Nelson	43,105
Maricarmen Gonzalez	42,853
Ashley Cunagin	42,713
Damilola Hannah Akinsola	42,673

Suzanne Moeller	42,407
Kerri D'Esposito	42,402
Maria Bautista	42,285
Jenna Marie Larson	42,147
Cleta Colson-Eyre	41,343
Thessy Nkechi Nwachukwu	41,226
Tracey L. Chavez	41,083
Ruthie Bresette	40,929
Marnie R. Yunger	40,696
Randi S. Gleason	40,685
Breda M. Teal	40,480
Elizabeth A. Kramer	40,364
Maureen Shipp	39,374
Kristilee Blosser	39,306
Shawni Diggan	39,221
Shari M. Kirschner	39,214
Angela Irene Dingman	38,692
Griselda Gordillo-Sanchez	38,649
Laura A. Kattenbraker	38,643
Susan C. Ehrnstrom	38,449
Laura L. Waters	38,449
Kim I. Frazer	38,368
Sylvia Thomas Barritt	38,137
Judy Lund	38,077
Brenda K. Howell	37,625

Becky Goshorn	36,774
Connie A. Brinker	36,764
Nancy N. Danley	36,684
Stephanie Lynn Coker	36,525
Patty L. Bojan	36,191
Angela Price Brannon	36,082
Julie B. Potts	35,754
Maria N. Espinoza	35,584
Becky Kiessig	35,512
Jan Maloney	35,444
Susan K. Janish	35,354
Tamarie M. Bradford	35,244
Courtney Leanne Armstrong	35,194
Heather Christine Feiring	35,150
Priscilla A. Vargas-Garcia	35,015
Jeanie Ripley	34,786
Nikole Marie Childress	34,763
Nicole Medjesky-Dixon	34,507
Ronda Faber	34,462
Leslie Ann Hinrichsen	34,395
Jill E. VanderMeer	34,195
Christy M. Cox	34,129
Laurie Travis Plyler	34,040
Tammy Brown	34,004
Mary Sharon Howell	33,851

Commission Circle/Círculo de Comisiones

September/Septiembre 2017

Amy Stute	\$11,854
Donna Clark-Driscoll	11,635
Susan Moore	11,351
Kali DeBlander Brigham	10,617
Paula M. Kirkpatrick	10,552
Megan Eileen Kalbach	10,439
Krystal D. Downey-Shada	10,172
Candace Lyn Doverspike	9,954
Ryan Ashlee Rives	9,891
Diane K. Lundgren	9,799
Jordan Twilley	9,727
Dorina Rocas	9,513
Jeanie K. Navrkal	9,488
Stephanie Brooke Heusman	9,450
Carmen J. Felix	9,224
Barbara Pleet	9,183
Lisa Hansen	9,175
Jenn Kirkham	9,090
Mary Alice Dell	9,034
Lauren Nicole Bloomer	8,932
Maria Bautista	8,776
Brenda Fenner	8,744
Judie Roman	8,705
Heather A. Daniel-Kent	8,608
Lisa L. Bradley	8,585

Rachael M. Bullock	8,560
Patti Cornell	8,504
Lisa Anne Harmon	8,407
Debbie A. Elbrecht	8,333
Damilola Hannah Akinsola	8,320
Melanie S. Abernathy	8,172
K.T. Marie Martin	8,124
Rebeca Rodriguez	8,068
Sherri Ammons	8,007
Maricarmen Gonzalez	7,964
Stephanie Audino	7,940
Laura Vernon Middleton	7,921
Barbara L. Harrison	7,837
Laurie Travis Plyler	7,837
Margarita Velez	7,835
Valerie A. Lucio-Polk	7,832
Corrin Cresci	7,805
Kellee L. Valerio	7,796
Mary Sharon Howell	7,729
Crystal Caldwell Hubbard	7,620
Thessy Nkechi Nwachukwu	7,605
Nikole Marie Childress	7,584
Lisa V. Bauer	7,578
Marye Durrer	7,572
Amy Stokes	7,552

Lisa Olivares	7,434
Tamarie M. Bradford	7,411
Elvia Cordova	7,374
Breanna Renee Kernan	7,370
Sonya F. Goins	7,364
Griselda Gordillo-Sanchez	7,261
Diana Gutierrez	7,260
Laurie C. Cole	7,224
Shawni Diggan	7,075
Lisa D. Prescott	7,047
Laura A. Kattenbraker	7,033
Jacqueline N. Alford	6,985
Marnie R. Yunger	6,868
Connie A. Brinker	6,805
Randi S. Gleason	6,794
Suzanne Moeller	6,781
Ruthie Bresette	6,737
Tracey L. Chavez	6,711
Jeannette Curren-Cochran	6,624
Angela Price Brannon	6,613
Maureen Shipp	6,602
Tina A. Jhin	6,580
Elizabeth A. Kramer	6,573
Irlene Zapalac	6,554
Brenda K. Howell	6,447

Laura L. Waters	6,438
Sylvia Thomas Barritt	6,380
Gloria Moreno Medrano	6,359
Stephanie Lynn Coker	6,334
Judy Lund	6,306
Shari M. Kirschner	6,300
Cleta Colson-Eyre	6,276
Tonya Colbert	6,267
Stacy S. Gilson	6,266
Stacey P. Nelson	6,256
Elena Santos	6,251
Ashley Cunagin	6,231
Angela Irene Dingman	6,230
Ginger J. Benedict	6,194
Melissa May Smith	6,162
Jan Maloney	6,143
Jenna Marie Larson	6,093
Julie B. Potts	6,087
Courtney Leanne Armstrong	6,011
Liz Whitehouse	5,999
Abigail Jayne Voorhees	5,979
Pamela J. Sparks	5,972
Elizabeth A. Elder	5,937
Alice R. George	5,934
Patty L. Bojan	5,932

Independent Sales Directors who earned the top 100 commissions and bonuses in the **Ruby** area in September 2017. Names in **bold** print earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission./Las Directoras de Ventas Independientes que ganaron las Primeras 100 comisiones y gratificaciones en el área **Rubí** en septiembre de 2017. Los nombres en **negritas** son quienes ganaron la comisión máxima del 13 por ciento de Directoras de Ventas más el 13 por ciento máximo de comisión por reclutas personales.

For complete qualifications, rules and regulations regarding the awards and achievements on pages 8 – 12, go to *Mary Kay InTouch*®./Para los requisitos, reglas y reglamentos completos sobre premios y logros de las páginas 8 – 12, ve a *Mary Kay InTouch*®.

*WITHIN *APPLAUSE*® MAGAZINE, YOU MAY PERIODICALLY FIND ARTICLES WHICH SUGGEST BUILDING YOUR BUSINESS THROUGH REFERRALS AND/OR BY CONTACTING POTENTIAL GUESTS FOR UPCOMING SKIN CARE CLASSES OR OTHER EVENTS. PRIOR TO CONTACTING SUCH INDIVIDUALS VIA TELEPHONE OR EMAIL, YOU SHOULD CONSIDER WHETHER SUCH COMMUNICATION IS CONSISTENT WITH STATE AND/OR FEDERAL "DO-NOT-CALL" AND/OR "SPAM" LAWS AND REGULATIONS. FOR MORE INFORMATION ON THIS SUBJECT, YOU CAN GO TO THE *MARY KAY INTOUCH*® WEBSITE AND CLICK ON "TAX AND LEGAL" IN THE DROP-DOWN MENU. WHEN IN DOUBT, MARY KAY INC. RECOMMENDS FACE-TO-FACE CONTACT AS THE BEST FORM OF COMMUNICATION, WHICH SHOULD HELP YOU AVOID ANY ISSUES WITH THESE TYPES OF REGULATIONS./DENTRO DE LA REVISTA *APLAUSOS*™, PERIÓDICAMENTE PUEDES ENCONTRAR ARTÍCULOS QUE SUGIERAN EL DESARROLLO DE EQUIPO DE TU NEGOCIO A TRAVÉS DE LA COMUNICACIÓN CON PERSONAS RECOMENDADAS Y/O CON INVITADAS POTENCIALES A TUS PRÓXIMAS CLASES DEL CUIDADO DE LA PIEL U OTROS EVENTOS. ANTES DE COMUNICARTE CON ESTAS PERSONAS POR VÍA TELEFÓNICA O CORREO ELECTRÓNICO, DEBERÁS CONSIDERAR SI ESTAS COMUNICACIONES ESTÁN EN CONFORMIDAD CON LAS LEYES Y REGLAMENTACIONES ESTATALES Y/O FEDERALES RELACIONADAS CON LAS LLAMADAS TELEFÓNICAS O MENSAJES DE CORREO ELECTRÓNICO COMERCIALES NO DESEADOS, CONOCIDAS EN INGLÉS COMO *DO-NOT-CALL LAWS* Y *SPAM LAWS*. PARA OBTENER MÁS INFORMACIÓN SOBRE ESTE TEMA, PUEDES VISITAR EL SITIO ELECTRÓNICO *MARY KAY INTOUCH*® Y HACER CLIC EN EL ENLACE "IMPUESTOS Y ASUNTOS LEGALES" EN EL MENÚ DESPLEGABLE. EN CASO DE QUE SE PRESENTE CUALQUIER DUDA, MARY KAY INC. SIEMPRE RECOMIENDA EL CONTACTO CARA A CARA, LO CUAL PUEDE AYUDARTE A EVITAR PROBLEMAS CON ESTE TIPO DE REGLAMENTACIONES.

GO-GIVE® Award

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



RUBY

Cheryl Lueck

Independent Sales Director

Began Mary Kay Business

September 1995

Sales Director Debut

February 1998

National Sales Director

Go-Give Area

Honors Circle of Honor; Consultant Queen's Court of Personal Sales; 16-times Sales Director Queen's Court of Personal Sales

Personal Lives in Wausau, Wis. Husband, Dwayne; son, Ben; daughters: Ali, Kimberly; one granddaughter

"I am motivated to help others because of the legacy Mary Kay Ash lived out and asked us to pass on – encouraging others and seeing them become the best they can be for those around them."

Independent Sales Director Paula Sonsalla Bisek of Marshfield, Wis., says, "Cheryl is the backbone behind our Central Wisconsin Quarterly educational event and energizes the group with her fun-loving, giving spirit. The event is always memorable, powerful and done with class to honor Mary Kay Ash."



EMERALD

Ann Ferrell Smith

Independent Future Executive Senior Sales Director

Began Mary Kay Business May 1994

Sales Director Debut May 1995

Offspring four first-line

National Sales Director Go-Give Area

Honors Circle of Honor; 11-times Sales

Director Queen's Court of Personal Sales; Queen's Court of Sharing; 14-times Circle of Achievement; eight-times Circle of Excellence; eight-times Double Star Achievement; Triple Star Achievement

Personal Lives in Bowling Green, Ky. Husband, Gerald; stepdaughters: Becky, Jana; two grandchildren

"I am motivated to help others because it gives me my own smile deep inside knowing that I'm helping them to grow, gain or build something in their life or someone connected to them that makes a difference."

Independent Beauty Consultant Daphne Haley of McDonough, Ga., says, "Each year Ann coordinates a fabulous educational and motivational weekend in Gatlinburg. This year I earned the trip and met Ann for the first time. The experience was like being in the room with Mary Kay Ash herself."



SAPPHIRE

Lynette Bickley

Independent Senior Sales Director

Began Mary Kay Business

July 1992

Sales Director Debut June 1998

Offspring one first-line

National Sales Director Go-Give Area

Honors Circle of Honor; 16-times Sales Director Queen's Court of Personal Sales; two-times Queen's Court of Sharing; 15-times Circle of Achievement; 10-times Double Star Achievement; two-times Triple Star Achievement

Personal Lives in Colorado Springs, Colo. Husband, Cody; son, Coltyn

"I am motivated to help others because I want to pass on all that's been in the Starter Kit for me thus far – friends for life, a family business, self-growth, a fun career, cars, diamonds and much more!"

Independent Sales Director Nadine

Banks of Manhattan, Kan., says, "Lynette will set up fundraisers and spread the word when someone needs assistance. She has helped families who have lost their homes to fires and tornadoes by giving supplies and financial assistance."



DIAMOND

Linda Kieper

Independent Senior Sales Director

Began Mary Kay Business March 2003

Sales Director Debut April 2005

Offspring two first-line

National Sales Director

Rebecca Evans

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

Personal Lives in Henderson, Nev. Husband, Scott; daughters: Leslie, Valorie

"I am motivated to help others because it is becoming increasingly imperative to show women the beauty that is theirs inside and out. The Mary Kay opportunity offers a way that will change their world and ours for the better."

Independent Future Executive Senior Sales Director Stephanie

Richter of Lynnwood, Wash., says, "Linda has adopted dozens of my unit members over the years in the Vegas area. She coaches and challenges them and partners with me to provide the very best environment for their growth."

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

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



Help Is Here!

Learn the basics, take the quizzes and tell the world you've earned your **Advanced Color Consultant** designation! It's on *Mary Kay InTouch*® under the **Products** tab.

New Year, *New Look*

Offer a new look. It's a great way to get that second color appointment! Here's an easy fresh-face color look to kick off 2018!

Five Steps to Fresh

1

Apply **Mary Kay® Mineral Eye Color** in **Coal** and **Espresso** to the eyelids and blend. Then pat **Crystalline** onto the inner corners of the eyes and along the brow bones to highlight.

2

Line upper and lower lashlines with **Mary Kay® Liquid Eyeliner Pen**. Then blend in a touch of **Mary Kay® Mineral Eye Color** in **Espresso** onto the lower lashlines.

3

Brush on **Lash Love® Mascara** in **I ♥ black**.

4

Apply **Mary Kay® Mineral Cheek Color** in **Sunny Spice** to the apples of the cheeks.

5

Line lips with **Light Nude Mary Kay® Lip Liner**, then use **Mary Kay® Gel Semi-Matte Lipstick** in **Bashful You** to finish.



Book that Second Color Appointment.

Independent Senior Sales Director **Crystal Gardner**, Wilton, N.Y., shares her tips:

Reach out to your customer two days after the skin care party. Contact her by the method she prefers: email, text or phone call.

- ♥ Thank her for attending, and let her know you enjoyed meeting her. Build rapport.
- ♥ Ask how she likes her products and how her skin feels. Hopefully, she's feeling great! If not, remember the **Mary Kay® Satisfaction Guarantee**.
- ♥ Tell her you'd love to borrow her face for just an hour to show her a great fresh-face color look to help her start the new year with confidence. Ask when would be a good time.



MKUniversity™

Get more tips from Crystal on Step 6: After the Skin Care Party. You can find Step 6 on **Mary Kay InTouch®** under the Education tab.

Red is Powerful.

Becky Clements admits that earning her red jacket and advancing on the Mary Kay career path weren't immediate priorities when she began her Mary Kay business in 2014.

But today, this **Independent Sales Director works her Mary Kay business full circle**, and she's crushing her goals!

As a former insurance investments professional, Becky was accustomed to selling, so sharing the products with her customers was fun and came naturally. But once she attended her weekly success meetings, things changed.

Cupcakes and Clapping

"I saw the **big picture** of what a Mary Kay business can be," she says. "I heard the saying, 'Those who show up, go up.' I saw women in their red jackets applauded and treated to cupcakes. I wanted to be up front at their table!"

Her courage came a few months later, as she attended a fall retreat and stood in the lunch line with **Independent National Sales Director Heidi Goelzer**. "Those five minutes made a lasting impression. Heidi encouraged me to just go for it, to put my fears behind me. I heeded her advice, focused and took a leap of faith. And I've never looked back."

Just a few months later she turned in her red jacket for an Independent Sales Director suit. Becky entered Independent Sales Director-In-Qualification and three months later, she became an Independent Sales Director. "My husband was unhappy at work, so we made a family decision for him to stay home with our children. Today our family motto is, *'The Power is in the Push. Failure is in the Assumption.'*"



Becky Clements
Independent Sales Director
Oostburg, Wis.



On Dealing With Setbacks:

"They are real! I treat my Mary Kay business like a business. Things happen that I can't control. I take the emotion out and focus on what *I can* control, which is hard. But as a true businesswoman, it's important."

On the Power of Tracking Numbers:

"When I have a financial setback, I do the math to see what I need to sell to get back on track. With that number as my goal, I get busy and book parties, sell products, share the opportunity and make it happen."

Advice for Her New Team Members:

"Find your strengths and relay them to an area of your Mary Kay business where you need help. For example: If you're a terrific seller, discover the qualities that make you stand out, and apply them to your team-building skills."

"Be transparent and genuine with your customers. When you share what you love about your Mary Kay business, others appreciate your sincerity and openness."

♥ **Becky**

READY TO BUILD YOUR TEAM?

When you share the Mary Kay opportunity, you can earn commissions and bonuses based on your personal team members' wholesale orders. Your Independent Sales Director is a great resource, plus MK University on *Mary Kay InTouch®* has a valuable team-building lesson (Step 8). Find a team-building flier and more great tips and tools under the Education tab / How to Team-Build.



Snap!

Have you seen the beautiful new *Mary Kay*® Starter Kit?

Here's what some are saying:



The NEW NEW Starter Kit! It just keeps getting better! Especially when it's your bestie and we get to share this together! Love you Katie Moses! #mymklife #teammk #imallin #berggrenlegacy

Independent Sales Director **Beth Berggren**, Denver, Colo.



¡¡¡Súper felizz con mi kit de inicio, formalmente SOCIA DISTRIBUIDORA de MARY KAY la mejor empresa de productos de belleza facial y maquillaje!!! Así que comience la PARTY!!! #teamMK #belleza #mujerexitosas #maquillaje

Independent Beauty Consultant **Aleli Alcalá**, Doral, Fla.



seriously who wouldn't want to get this in the mail!!!! It's so beautiful! I just can't get over how awesome our new Starter Kit is! And this picture doesn't even do it justice, it's so much better in person! The bag that comes with it is GORGEOUS!! #newstarterkit #startsomethingbeautiful #beyourownboss #watchmeorjoinme #teammk #mkrebmaltott #designerbagg #makeup #skincare #youcantoo

Independent Beauty Consultant **Becca Malott**, Milwaukie, Ore.

NEW FACES *take you* PLACES

TEAM-BUILDING CHALLENGE!

JULY 1, 2017 - DEC. 31, 2017

There's still time!
Challenge ends soon.

LET'S GO PLACES!

GRAND PRIZE

How does a **\$5,000 trip voucher** sound? The TOP FIVE Independent Beauty Consultant achievers per Seminar affiliation with the highest number of qualified* new personal team members over the six months are eligible!

MONTHLY PRIZES

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

Get these gorgeous gloves in December.



For complete details, visit the Contests/Promotions tab on *Mary Kay InTouch*®.

*A qualified new personal team member is one whose Independent Beauty Consultant Agreement and a minimum of \$600 in wholesale Section 1 orders are received and accepted by the Company within the contest quarter.

Helpful Numbers:

**Mary Kay Consultant
Contact Center
800-272-9333**

For questions regarding
Mary Kay® product orders,
Mary Kay InTouch®,
special events, product
information, etc.

**Automated
Information Line
800-454-1130 (24 hours)**



"Start writing your own success today! Set your goals and hang on to them until they are a reality. You've got to believe it before you will ever see it. Whatever the mind can perceive and believe, you can achieve!"

JANUARY CALENDAR dates

1	<ul style="list-style-type: none"> ■ New Year's Day. All Company offices closed. Postal holiday. ■ Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m. Central time.
2	Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month.
3	Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until midnight Central time.
14	Leadership Conference 2018 begins in Atlanta for Ruby, Sapphire, Emerald, Diamond and Canada.
15	<ul style="list-style-type: none"> ■ Martin Luther King Jr. Day. Postal holiday. ■ Last day to enroll online for the Spring 2018 Preferred Customer ProgramSM mailing of <i>The Look</i>, including exclusive samples (while supplies last).
30	<ul style="list-style-type: none"> ■ Registration opens at 8:30 a.m. Central time for Week 1 of Career Conference (March 16 – 17). ■ Last day of the month for Independent Beauty Consultants to place phone orders.
31	<ul style="list-style-type: none"> ■ Last day of the month for Independent Beauty Consultants to place online orders. ■ Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail must be received today to count toward this month's production. ■ Online Independent Beauty Consultant Agreements accepted until midnight Central time.

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

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pearl
9600

Couler Four-Light
Chandelier

\$350
SUPERCERTIFICATE®

Samsung®
32-Inch HDTV &
Roku® Premiere+
Cord-Cutting Kit



STAR CONSULTANT PROGRAM

DEC. 16, 2017 to
MARCH 15, 2018

FOR ALL THE
SEASONS OF
YOUR LIFE

PUT A SPRING IN YOUR STEP



pearl
7800

Conrad Kitchen Cart
(available in white or teal)

SEMINAR 2018
REGISTRATION



pearl
6000



kate spade new york® Women's
Monterey Watch



Zoa Accent Tables
(set of two)

Blue and Gold
Campaign Desk



kate spade new york®
Deco Dot Dinnerware
(12-piece set, 14-inch platter
and 4 fruit bowls)

pearl
4800



emerald
3600



Hive Tray



iHome® Flat-Panel
Vanity Mirror

MKCONNECTIONS®
VOUCHER



Anne Klein®
Perfect Medium
Tote



Nambé® Serveware
(choose one)



MKCONNECTIONS®
VOUCHER

diamond
3000

ruby
2400

10-Piece
Punch Bowl Set



MKCONNECTIONS®
VOUCHER



kate spade new york®
Jewelry Box



Calvin Klein® Sunglasses

MKCONNECTIONS®
VOUCHER



Petals Ceramic
Candleholders
(candles not included)



Gail Labelle Crossbody

sapphire
1800



Beaded Necklace
and Earrings Set

Celebrate **You!**

Star Consultant Program | Dec. 16, 2017 - March 15, 2018 Quarter

New faces can take you all the way to Star Consultant status and tons of fabulous prizes!

How Can I Earn?

1 **SELL**

SELL enough product to support a minimum cumulative \$1,800 wholesale Section 1 quarterly order = **1,800 points**.

Hint! Earn the **New Faces Take You Places** charm bracelet each month of the quarter, and you're there!

2 **TEAM-BUILD**

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

The more points, the bigger the prize.

Points	Award Category
1,800	Sapphire
2,400	Ruby
3,000	Diamond
3,600	Emerald
4,800+	Pearl

This could be **YOU!**

This quarter, **Independent Beauty Consultant Cindy Celebration** made a **cumulative \$1,800 wholesale Section 1 order**, and she **added two qualified* new personal team members**.

1,800 + 600 + 600 = 3,000 points

Cindy can select a fabulous prize in the Diamond Category!

*A qualified new personal team member is one whose Independent Beauty Consultant Agreement and a minimum of \$600 in wholesale Section 1 orders are received and accepted by the Company within the contest quarter.

All-Star Star Consultant Consistency Challenge

JUNE 16, 2017 – JUNE 15, 2018

When you achieve **Star Consultant status** all **four quarters** and **attend Seminar 2018**, you'll receive a [prize](#) from this fabulous **kate spade new york®** collection.



Sapphire 7,200 contest credits
kate spade new york® makeup bag



Ruby 9,600 contest credits
kate spade new york® wallet



Diamond 12,000 contest credits
kate spade new york® crossbody



Emerald 14,400 contest credits
kate spade new york® purse

Pearl 19,200+ contest credits
kate spade new york® satchel

PLUS! New Faces Take You Places All-Star Booster

Receive an additional [2,400 contest credits](#) toward the All-Star Star Consultant prize when you **earn Star Consultant status** all **four quarters**, **attend Seminar** and **achieve the New Faces Take You Places charm bracelets all 12 months!** That could be enough points to move you to the next prize level!

Mary Kay InTouch® has complete contest rules.

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

Show Up and Celebrate!

Going to events can really take you places.



Independent Senior Sales Director Patty Bojan, Island Lake, Ill., has been a Mary Kay Independent Beauty Consultant since 1989, and an Independent Sales Director since 1992. Her key to success? She shows up at every Mary Kay event!

Never Alone

"No matter where I am in my business, I always attend Mary Kay special events," says Patty. "Even if you show up by yourself, you're never alone. Mary Kay events connect you to others. You realize that you're part of a family who is in this together. We're cheering for each other, even if we have just met. Special events inspire, energize and recharge us. And they remind us why we chose to start Mary Kay businesses in the first place!"



MARY KAY
**CAREER
CONFERENCE 2018**

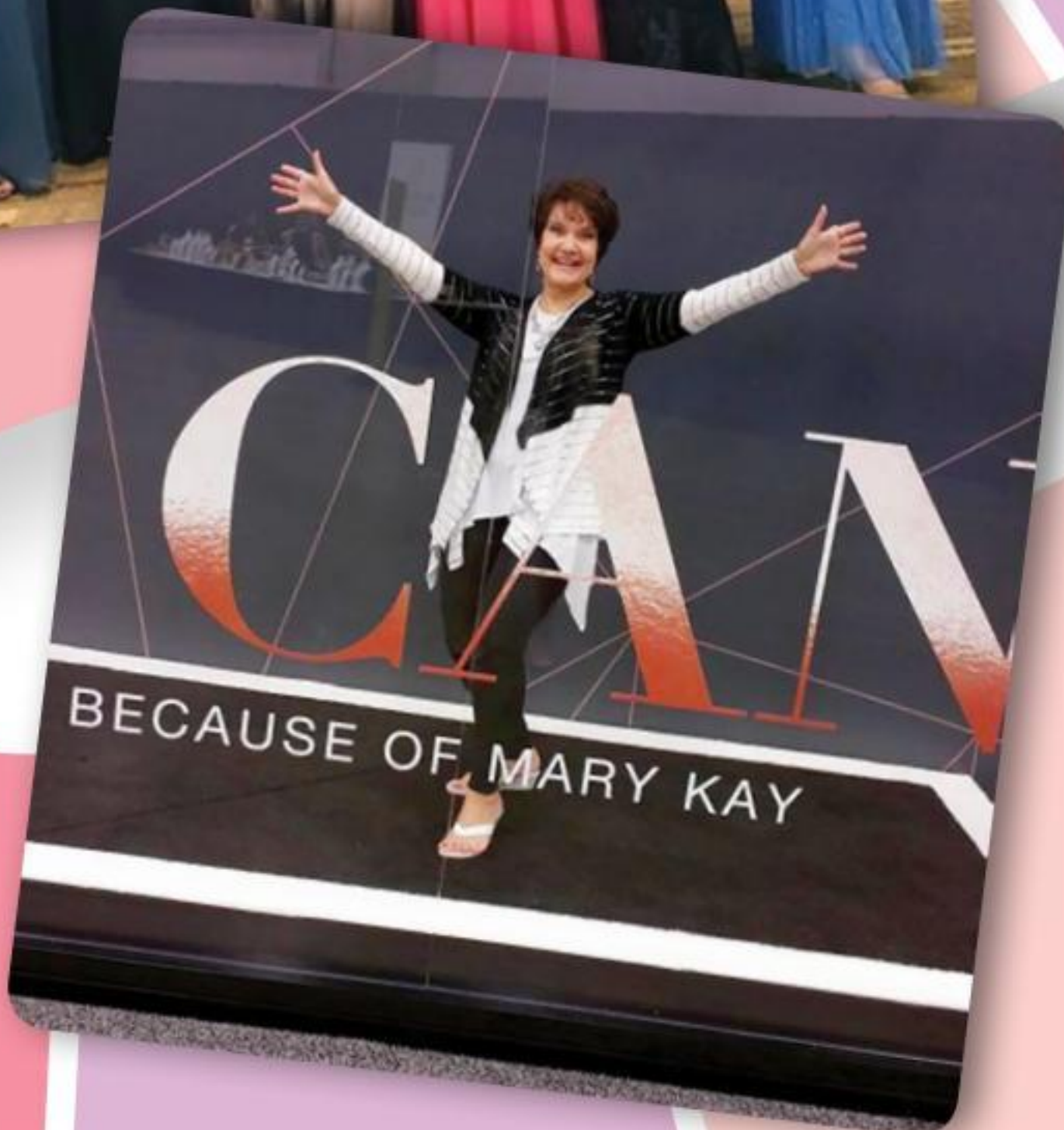
REGISTRATION OPENS JAN. 30! CHECK
MARY KAY INTOUCH® FOR DETAILS.



MARY KAY
**LEADERSHIP
2018**

New Mission

Seminar 2016 was a particularly impactful event for Patty. "I went like I always do, but that time I thought it might be my last. I had set limits in my head that I couldn't grow my Mary Kay business any higher." But by the time Patty left Seminar, she had changed her mind. "That event impacted me like no other. I had a new mission. I 'ugly cried' all the way to the airport, knowing I could do more and achieve more, and I went back to Chicago determined to get it done."



Next Stop: The Trip

Patty's goal? The 2017 Top Sales Director Trip. "I went home and got to work, and I asked my unit to join me. The Double Credit promotion in October and November 2016 had perfect timing. It built momentum and a new team spirit for my unit."

In January, Patty went to Leadership 2017 and refueled her spirit and energy. Two months later, by Career Conference, she had a unit of believers. Sixteen attended Career Conference with Patty.

In July, Patty and 13 of her unit members traveled from Chicago to Dallas for Seminar 2017. "These ladies wouldn't have gone all the way to Dallas if it hadn't been for their amazing experience at Career Conference," says Patty. "They were inspired to do more and earn more – and they did!"

At Seminar, Patty and five of her unit members earned a spot in the Court of Sales and were rewarded with gorgeous diamond rings.

SEMINAR2018

Alaska or Bust

In 2017, for the very first time in her 28 years with Mary Kay, Patty achieved her goal of earning a spot on the Top Sales Director Trip. Just one year after thinking she was at her last Seminar, she found herself on the Alaskan cruise.

"This has been such an amazing journey. Some who had never considered leadership overcame those mental barriers and are now focused on leadership with me. They learned from the Mary Kay events – and from me – that you have to treat this business as a business. Show up every day. Go to the events. Connect and be a part of the team, the family and the bigger picture."

Life happens along the way. But when you're part of a team and a bigger goal, you persevere, and you want to finish – together!"

MARY KAY®

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

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MARY KAY CAREER CONFERENCE 2018



Plug in and Power Up!

Coming to a city near you.

March 16-17 | March 23-24 | March 25-26

Find a list of [cities and registration info](#) on *Mary Kay InTouch*® under Events.

Whether you're just starting your Mary Kay business or you're a seasoned pro, Career Conference has something for all. Be inspired by the infectious energy of positive, driven women who share their inspiring stories and tips!

\$95 Registration

BONUS TIMES TWO!

Register without canceling and get:

1. **\$40 wholesale/\$80 suggested retail credit** toward your first wholesale Section 1 order placed March 26 – April 30, 2018.
2. **\$195 reduced Seminar 2018 fee.**



NEW!

NEW FACES *take you* PLACES

Career Conference Consistency Challenge

Dec. 1, 2017 – Feb. 28, 2018

Earn this beautiful bracelet and an invitation to the Career Conference VIP Luncheon! Details on *Mary Kay InTouch*® under the Contests/Promotions tab.

trending

@ MK



Yes, You Can!

Independent Sales Directors and their fabulous smiles sparkle along New York's Times Square. These gorgeous ladies achieved the **I Can Unit Circle** contest as part of **Mary Kay's I Can ad campaign**. Check it out if you're in town through Jan. 1.



Take Me to Your Leader.

Don't get left out! Catch the fun, learning and Southern hospitality at **Leadership Conference 2018** in Atlanta, Jan. 14 – 17. Registration ends Dec. 31.



Saint Nick of Time

Got customers who put off shopping? Be a holiday hero and offer **gifts** and **stocking stuffers** at prices for any budget. Plus, they'll love you even more when you deliver to their doors!

This Month in Mary Kay History

1968

Mary Kay Ash becomes Chairman of the Board; Richard Rogers is appointed President.



1971

Helen McVoy and **Dalene White** become the first **Independent National Sales Directors**. Helen holds the title of No. 1 for 18 years.



You Go, Girl!



STAR

With \$650,000

in unit sales and ranking No. 6 in the Director Court of Personal Sales at Sapphire Seminar 2017, **Independent Senior Sales Director Sandi Gaither** of Summerfield, N.C., is supercharged.

She and her unit members are breaking records and loving every minute!

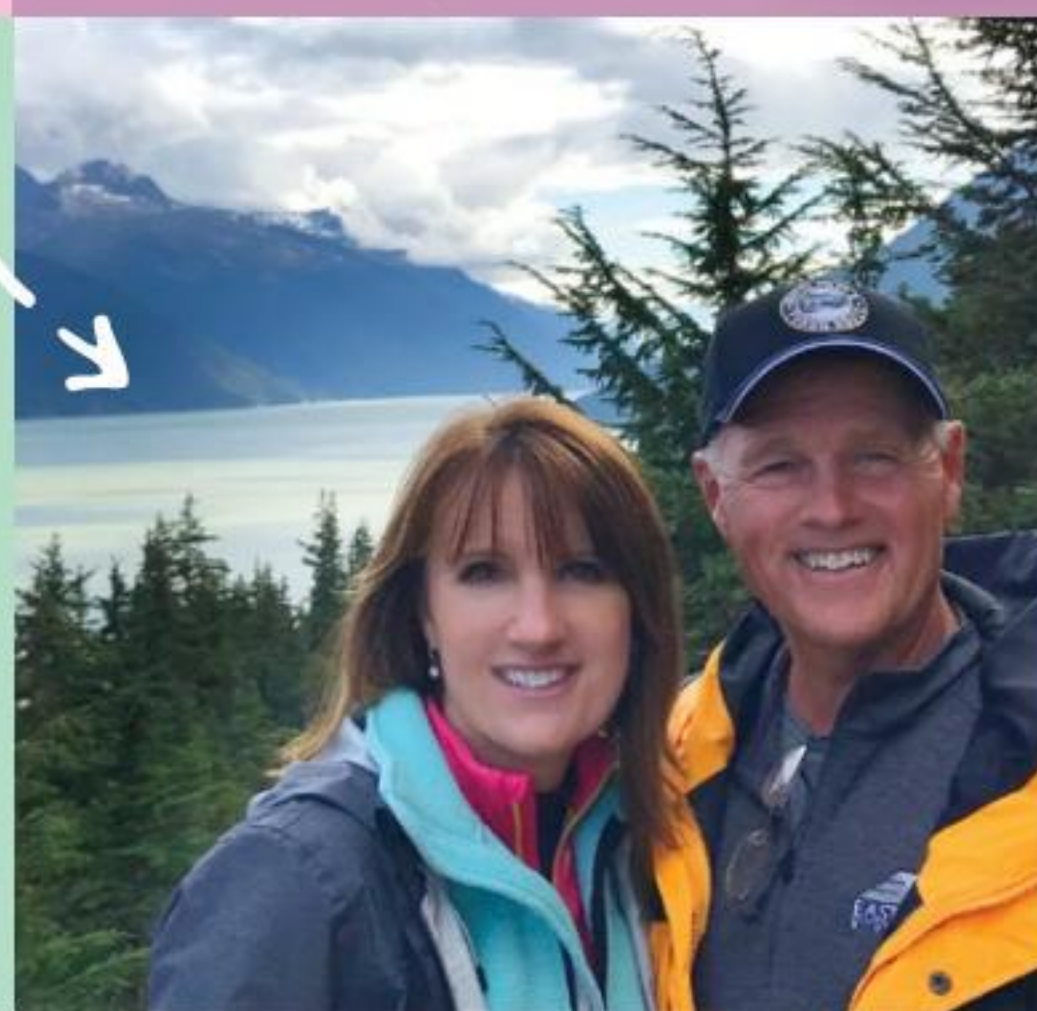
Sandi attributes much of her unit's success to a singular focus on consistently selling **\$600+ wholesale Section 1 orders each month.**

"Broken down, that's roughly one party and \$300 retail sales per week. Most Independent Beauty Consultants can fit that into their lives," she says.

That laser-focus helped Sandi's unit more than double sales from the previous year and earn Sandi a spot on the **2017 Top Sales Director Trip to Alaska** last September – a first for her!



"Consistent selling can lead to becoming a Star Consultant, earning a Mary Kay Career Car, becoming an Independent Sales Director and building a strong unit," she says.



"Our group is over-the-moon excited, and we see such positive results from working full circle, sharing **skin care on new faces** and offering this amazing opportunity. It's exciting to see women grow personally and professionally, and then see our customers also feel more confident. You can't put a price on that!"

In Sickness and Health

"One of my customers was hospitalized battling lupus, and I surprised her with a pampering visit," says Sandi. "She enjoyed the **Satin Hands® Pampering Set** and **Mary Kay® Hydrating Lotion** from her hospital bed. We did a facial with the **TimeWise® Miracle Set®** and finished with a color look. She couldn't contain her excitement with the nurses – many of whom became my Mary Kay customers that day as well! What a blessing for me to serve her, especially when she was ill."





SANDI'S PARTY TIP!

When a hostess books, Sandi asks for her **guest list within 48 hours**. Doing so helps ensure the party holds on the original date. Sandi also lets the hostess know she'll phone each guest ahead of time to learn more about her skin type, skin tone and any skin concerns. This helps Sandi offer **Golden Rule customer service**.

SANDI CELEBRATES HER ...

Customers

She hosts **VIP Product Previews** four times a year to give her top customers a sneak peek at what's new. She uses products from her Independent Sales Director Buzz Kit, but anyone who enrolls in the *Preferred Customer Program*SM or is a Star Consultant can order products early. She also offers incentives for booking parties at these events. Sandi works with her hostesses to identify potential guest groups (e.g., co-workers and moms from school) and reminds them about the **hostess credit** they can earn! It's a great way to meet new faces through her loyal customers.

She offers **Preferred Hostess Parties** in November and December for her VIP customers, providing one-on-one consultations to help them reorder any products they need, share new products and help with holiday shopping. "Mary Kay always taught to book parties from parties, so at these events, I'll ask if they want to book a **New Year, New You party** for January," says Sandi. "This way, I have parties already on my books. They range from skin care and supplements to offering a new color look."

Mary Kay Business

At the end of her parties, she always **shares the Mary Kay opportunity** and how it can fit any lifestyle. "People's situations change. You may have shared with her before, but she may be ready now. I never want to deny anyone the opportunity to enrich her life with the fun and flexibility of her own business," she says.

Unit Members

She loves the new **Flip Chart** because it makes holding parties so simple, especially for new team members. She also loves the **laminated place mat** that's part of the new **Starter Kit** because all the skin care sets are featured with suggested prices. "We ask guests to circle the set they like so it's easy and can help close the sale."

CELEBRATE YOU!

Write down your goal this month, and place it in a prominent location.

This month, I will _____



Remember, You Can Do It!



Celebrate Great Skin!

Offer the joy of beautiful skin to everyone you meet.

With 11 age-defying benefits, it's no wonder the best-selling **TimeWise® Miracle Set®** is at the top of so many wish lists! It's perfect for early-to-moderate signs of aging, and it works with sensitive skin and for those with rosacea.* Available in combination/oily and normal/dry.



\$95

Celebrate Miracles.
TimeWise® Miracle Set®



\$205

Celebrate Younger-Looking Skin.

TimeWise Repair® Volu-Firm® Set

Restore what was lost and lift away the years with this scientifically innovative regimen. It's never too late to help rescue skin from the damage of the past and recapture a vision of youthfulness.



\$45

Celebrate Clear Skin.

Clear Proof® Acne System

An effective regimen clinically shown to provide clearer skin in just 7 days.†



\$58

Celebrate the Basics.

Botanical Effects® Skin Care Set

Infused with the goodness of botanicals that are personalized to your skin type, this regimen brings out skin's healthy radiance. Ideal for those who are not yet concerned about the signs of aging.

Extras! Complement any skin care regimen.



TimeWise® Vitamin C Activating Squares™

\$24

Mary Kay is the first to offer this skin care innovation. It gives any serum a benefit boost as it delivers pure vitamin C in a tiny, dissolvable square.



Clear Proof® Deep-Cleansing Charcoal Mask

\$24

Effective, yet gentle, for unclogging pores, absorbing excess oil and reducing shine. 79 percent of women and men confirmed "skin looks clearer" after use.**



Skinvigorate™ Cleansing Brush

\$50

This lightweight, two-speed power brush gently massages as it thoroughly cleans skin, removing residue, dirt and makeup in seconds.

*The TimeWise® Miracle Set® is not a cure for rosacea and does not treat it, but it is a skin care regimen that's highly compatible for those who have this super sensitive skin.

**Based on a 21-day independent consumer study in which 166 women and men with blemish-prone skin used the product two or three times a week.

†Based on a 12-week independent clinical study.

NEW FACES *take you* PLACES

TAKE THE CHALLENGE!

JULY 1, 2017 - JUNE 30, 2018

CELEBRATE CHARM

DEC. 1 - 31

YOU EARN: Each month, you can earn an exclusive designer charm bracelet featuring a different power word.

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



Here's one way you can **earn your bracelet** if you sell these products in December!



SELL 1
per week

**TimeWise®
Miracle Set®**
\$95 retail

$\$95 \times 4 = \380



SELL 1
per week

**TimeWise Repair®
Volu-Firm® Set**
\$205 retail

$\$205 \times 4 = \820

That's \$1,200 retail or \$600 wholesale.

**Last Month
to Earn!**



New Faces Take You Places

Fall Consistency Challenge Bracelet

July 1 - Dec. 31, 2017

Achieve the **New Faces Take You Places Challenge** charm bracelets each month, July - December 2017, and you'll get this added bracelet with a crystal-encircled charm featuring the **power word Grow**.

Chemistry for Success

This former research scientist turned her passion for helping others into a beautiful Mary Kay business. Today she celebrates the power of Mary Kay to enrich the lives of others.

When **Independent Senior Sales Director Casie Hembree** started her Mary Kay business in 2004, she worked for a pharmaceutical company. With a biochemistry background in cellular and molecular biology, Casie wanted to change people's lives through her cancer research. Little did she know that she'd soon be changing lives through her Mary Kay business.

BEAUTY SKIN DEEP

"A former high school friend introduced me to the Mary Kay opportunity," says Casie. "At first, my husband was more excited about it than I was. He was raised around family and friends with successful Mary Kay businesses, so he was familiar with the products and how to be successful. I had problem skin and was self-conscious, so he persuaded me to give it a try, particularly so that I'd feel better about myself."

Casie soon discovered a new kind of chemistry with Mary Kay. She realized that the products worked. Her skin improved and so did her self-esteem. She made new friends and new customers at her skin care parties and was having fun working her Mary Kay business.

"As a biochemistry major in college, I didn't cultivate a lot of friendships. I think I got along better with a petri dish than with people."

In less than two years, Casie's new friendships and new team members led to her debut as an Independent Sales Director, and she's been growing steadily ever since.



Independent Senior Sales Director Casie Hembree, Indian Trail, N.C.



HOW SHE DOES IT:

- **New Faces.** “I love educating women. The more parties, the more new faces – the better! When we moved from Atlanta to North Carolina two years ago, new faces were essential since I didn’t know anyone. I was already focused on finding new faces and sharing *Mary Kay*® skin care, so it was great that it was a Company priority through the All In movement and *New Faces Take You Places!* Now I drive to Atlanta every four-to-six weeks, and I also host weekly social media parties and keep a face-to-face connection with my unit members there.”

- **\$600 Orders.** “It pushes us to work our *Mary Kay* businesses at a profit-making level. We work to be Star Consultants every quarter. I teach my unit members that this is a business where you



pay yourself to meet your goals. As a unit, we had been stuck at selling \$225 every month. When we set the bar at \$600, everything changed for the better.”

- **Team-Building.** “When is the best time to find team members? Whenever and wherever the opportunity presents itself.”

- **Bracelets.** “The ***New Faces***

Take You Places bracelets are fabulous. They give everyone a goal to set and earn each month. We celebrate by sharing our stories. Instead of saying ‘Suzy earned a bracelet,’ I say, ‘This is Suzy, this is her story, and this is how she did it.’ We’ve become closer and rally together to make sure we all get it done.”

Fun Facts

- **Former occupation:** Biochemist. I wanted to find a cure for cancer.
- **Started *Mary Kay* business:** August 2004
- **My Why then:** To build a healthier me, and I loved the friendships.
- **Debuted as Independent Sales Director:** February 2006
- **My Why now:** To help women live out their God-given potential.
- **I knew I had made it:** When I was able to help my husband financially and could help pull our family out of the recession.
- **My fave *Mary Kay* moment:** Making the Top 5 at Seminar 2017 and sharing the moment with my husband, my unit and my NSD!
- **My fave product:** *TimeWise Repair*® *Revealing Radiance*® Facial Peel. I have sensitive skin, and the Facial Peel doesn’t irritate. It helps my skin look better and better!



“Most importantly, I stay excited. I stay connected. I’m consistent, and I work with urgency. I don’t plan for next week – I do it today!”

CROWNING ACHIEVEMENT

At Seminar 2017, Casie earned her spot in the Sapphire Top 5 for the very first time. “I didn’t know where I placed until we were onstage, and they were counting down from 10. It was surreal.

“I loved sharing the moment with my husband, who stood on the stairs by the stage. He saw it up close, and I saw tears in his eyes. It was a very special moment with him and my unit.”

THE MARY KAY WAY

For Casie, this business is all about celebrations. “I reward my **hostess** for offering her home and access to her friends and family. I celebrate my **customers** by delivering their orders gift wrapped with a personal touch. I celebrate my **unit** by sharing words of affirmation. I write postcards to show my love and faith in them.

“I hold weekly Facebook® Live videos. I have an eyeball-to-eyeball meeting every week because face-to-face time is important – even if it’s through technology. I celebrate **myself** by making time for my family plus some downtime to recharge. I celebrate my **life** every day. I live in a place of gratitude and have so much joy for the life I live thanks to *Mary Kay*.”

