

MARY KAY applause®

JULY 2014

Get
Glowing!
Mary Kay® Sun
Care Summer
Essentials

Your
Passport
to Fun!

Summer-
savvy tips
to keep your
Mary Kay
business hot!

Seminar
2014
Register today.



discover what you LOVE™



“Remember, if you do the things you ought to do when you ought to do them, then someday you can do the things you want to do when you want to do them, like being an Independent National Sales Director. Whatever you do or dream you can do, begin it. Boldness has genius, power and magic in it.”

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)

july

dates: to remember

1

- Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month.
- Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m. Central time.
- Seminar 2015 contest period begins.
- *Class of 2014 Offspring Challenge* ends.
- Seminar 2014 Registration deadline.

3

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

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

4

15

Last day to enroll online for the Fall 2014 Preferred Customer ProgramSM mailing of *The Look*, including exclusive samplers (while supplies last).

16

Ruby Seminar begins.

Sapphire Seminar begins.

20

23 Emerald Seminar begins.

Pearl Seminar begins.

27

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

30

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.



Also available on *Mary Kay Mobile InTouch™* on your smartphone at m.marykayintouch.com.

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 ©2014 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association. *Applause*, *Beaut-e-News*, *Beauty Blotters*, *Beauty That Counts*, *Belara*, *Bella Belara*, *Botanical Effects*, *Break the Silence*, *Clear Proof*, *Compact Pro*, *Day Radiance*, *Domain*, *Enriching Women's Lives*, *Exotic Passionfruit*, *Forever Orchid*, *Go-Give*, *Indulge*, *Inspiring Beauty Through Caring*, *Journey*, *Lash & Brow Building Serum*, *Lash Love*, "Let's Talk" Party!, *Luminous-Wear*, *Mary Kay*, *Mary Kay InTouch*, *Matte-Wear*, *Miracle Set*, *MK*, *MKConnections*, *MKeCards*, *MkMen*, *Night Restore & Recover Complex*, *Nourishine Plus*, *Pink Changing Lives*, *Pink Doing Green*, *Pronewal*, *Replenishing Serum+C*, *Satin Hands*, *Satin Lips*, *Simply Cotton*, *Targeted-Action*, *Thinking of You*, *TimeWise*, *TimeWise Repair*, *Tribute*, *True Dimensions*, *Velocity*, *Visible-Action* and *Volu-Firm* are registered trademarks; *Belara Midnight*, *Discover What You Love*, *Journey of Dreams*, *Lash Love® Lengthening*, *Lash Response*, *Lash Spa*, *Let the Moment Unfold*, *Mary Kay At Play*, *Mary Kay Mobile InTouch*, *Mary Kay Show and Sell*, *Mint Bliss*, *MK High Intensity*, *One Woman Can*, *The Go Set*, *TimeWise Body*, *Ultimate Mascara*, *Warm Amber* and *Your Way to Beautiful* are trademarks; and *Beautiful Together*, *MK Rewards*, *myCustomers*, *Preferred Customer Program*, *The Mary Kay Foundation* and *The Silver Wings Scholar Program* are service marks of Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, marykay.com.

YOUR INDEPENDENT CONTRACTOR STATUS: As an independent contractor, you are not an employee nor an agent of Mary Kay Inc. Throughout *Applause®* magazine, you will receive guidance, suggestions and ideas regarding your Mary Kay business, yet you have the freedom to choose your own hours and the business methods that work best for you. The Company retains no right of control over you, except those terms of your Independent Beauty Consultant, Independent Sales Director and/or Independent National Sales Director Agreement(s) with the Company. You, in turn, have no power or authority to incur any debt, obligation or liability, or to make any representation or contract on behalf of the Company.

Trending: @ Mary Kay

On Display

Mary Kay is introducing a new social media channel, a fashion commerce site where users assemble clothing and beauty products. You can build collages and showcase new *Mary Kay*® products or create looks for a special occasion to share on FaceBook® and Twitter®. Check it out! <http://marykayus.polyvore.com>.



Perfect Pout

Nothing says summer like **bright red lips** and oversized sunglasses. Let **Mary Kay Global Makeup Artist Keiko Takagi** show your customers how to get the perfect red lip. Share her video from your *Mary Kay*® Personal Web Site or marykay.com through email, Facebook® or Twitter®.



*Available while supplies last

Snap a Selfie.

Vacation is the perfect time to try out bold color looks using *Mary Kay At Play*™ fun shades.

Snap a selfie with a hot summer look and post it on Instagram® #mkatplay. Also, get ready to share the new *Mary Kay At Play*™ eCatalog. Your followers will want to know about these products!



Pink Link®

You can find great videos on [Pink Link](#)® now on *Mary Kay InTouch*®! Get education and inspiration on products such as NEW limited-edition* *Beauty That Counts*® *Journey of Dreams*™ Eau de Toilette fragrance, *Mary Kay*® Sun Care and *Mary Kay At Play*™ Bold Fluid Eyeliner.

I Scream, You Scream!

July 17 is National Ice Cream Day! Why not throw an **Eyes Cream Social**? Spotlight *Mary Kay*® eye products, including *Mary Kay*® Cream Eye Color, *Mary Kay*® Mineral Eye Color, *Mary Kay*® Eyeliner, *Mary Kay*® Lash & Brow Building Serum®, *Mary Kay*® Lash Primer and *Mary Kay*® Mascara.

Social Publisher

Have you heard about **Mary Kay**® Social Publisher? It's an exciting way you can have access to a new world of **professionally written, branded and pre-approved content for your Mary Kay**® Facebook® Business Page. Details on *Mary Kay InTouch*®. Best news? **It's free** when you have a *Mary Kay*® Facebook® Business Page and a *Mary Kay*® Personal Web Site.

insideTHIS ISSUE

PRODUCTS:

Summer Sizzlers. Share these **must-have products** and enjoy great summer sales! Plus, **Independent Sales Director Melissa Howard** shares summer-savvy tips to keep your *Mary Kay* business hot! [Pages 2 – 3](#)

Get Glowing. Protecting skin from the sun's harmful rays may seem daunting, but you can help your customers save their skin with **Mary Kay**® Sun Care products! [Pages 4 – 5](#)

EVENTS:

Seminar Soiree. What you've waited for all year is **right around the corner**. Check out what's in store for you and **register today!** [Pages 14 – 15](#)

LIVES ENRICHED:

All in the Family. Independent Future Executive Senior Sales Director Shannon Duguay, Independent Sales Director Fallon Nelson and Independent Sales Director Clarece Nelson are bonded by more than family ties. This mom and sister trio share their journeys in their *Mary Kay* businesses, dreams and pathways to success. [Pages 16 – 18](#)

TECHNOLOGY:

Grow on the Go. Want to know how you can grow your *Mary Kay* business and enhance your customer relationships? It's easy! Sign up for a **Mary Kay**® Personal Web Site today. Want more proof? We've got it! [Page 19](#)

TEAM-BUILDING:

Wall to Wall Leaders. Independent Sales Director Marybeth Andrews shares her thoughts on what makes a *Mary Kay* business great as well as tips to help you build a strong *Mary Kay* unit. [Pages 20 – 21](#)

Discover What You Love™, the new *Mary Kay*® brand campaign, captures the heart of the Company, its products and the incredible legacy of *Mary Kay* Ash. Your customers will see this exciting campaign come to life in beautiful graphics and creative taglines to help them discover what they love about *Mary Kay*!

What's inside your summer tote?

Your customers will love keeping their skin looking fresh and radiant all summer. We spotlight some must-haves, but you also can create your own!



Mary Kay® Cream Blush and Mary Kay® Cream Eye Color, \$14 each. Glides on easily and looks great!



Botanical Effects® Freshen, \$14. Gently removes excess residue from your skin.



Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15,* \$20. Easy out-the-door option. Perfect when you want lightweight coverage to create a natural day look.



ClearProof® The Go Set™, \$20. Your customers can see what seven days can do for their skin with this trial-sized set. Sized for airline carry-on regulations, so it's perfect for travel!

10 New Shades!

Add a **Mary Kay® True Dimensions® Lipstick** in a hot summer hue!

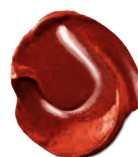
**\$18
each**



Coral Bliss



Citrus Flirt



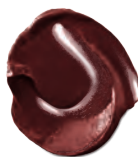
Exotic Mango



Tangerine Pop



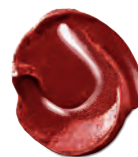
Sassy Fuchsia



Lava Berry



Berry a la Mode



Tuscan Rose



Chocolate



First Blush



**Beauty Blotter®
Oil-Absorbing
Tissues, \$6, pk./75
tissues.** Reduces shine
and helps makeup
stay fresh longer.



**Mary Kay® Bronzing
Powder, \$18.** Get an
all-over glow before you
step outside!



**Indulge® Soothing
Eye Gel, \$16.** Its
ingredients are reported to
help reduce the appearance
of puffiness!

**Mary Kay® Lash
Love® Waterproof
Mascara, \$15**



**Limited-Edition†
Beauty That
Counts® Journey
of Dreams™ Eau
de Toilette, \$25**
Crisp, floral scent
expresses a spirit
of caring. A perfect
summer scent!



**Independent
Sales Director
Melissa Howard
of New Braunfels, Texas**

1.2.3. ON SUMMER SELLING:

1. I live in a resort town, so when I'm out, I'm ready with copies of *The Look*, samplers and my *Mary Kay®* business card. I never know when I may strike up a conversation with a potential customer, and even if she's visiting, I can send her *Mary Kay®* products via the **Customer Delivery Service**. My advice? Be prepared, wear *Mary Kay®* products, look professional and enjoy the sales!

2. When my daughter was young, I'd host summer **Mommy Makeovers**. I hired a sitter to watch the children, and the moms got some much-needed pampering. It was fun, and I had great sales.

3. Beauty bars are popular now. What about a **Sand and Sun party** with stations featuring *Mary Kay®* SPF products, such as *Mary Kay®* CC Cream, skin care and sun care? Take it a step further with *Mary Kay®* Bronzing Powder, lip gloss and mascara stations. Get creative! You also can broaden your reach and have this party with a sister Independent Beauty Consultant!

ON SUMMER TEAM-BUILDING:

Teachers can be an engaging group to share the Mary Kay opportunity. Many look for summer income potential. They can hold parties, work their Mary Kay businesses and grow their customer base now, then enjoy residual sales all year. Likewise, **momms and working professionals may enjoy the flexibility** a Mary Kay business offers, not to mention the income potential. You never know until you ask!



Celebrity stylist Angie Escamilla shows you summer's must-have fashions and fun-to-complement great *Mary Kay®* products. Check it out! marykayintouch.com / Passporttofun

A Perfect Canvas

Summer is a great time to check in with those customers who may need a **new foundation shade**. You'll find a **Foundations for All** resource on [Mary Kay InTouch® / Products / Product Central](#) containing helpful videos, a foundation knowledge workshop, comparison charts and before-and-after images illustrating the different foundation coverage levels.

Party Idea!

Use a fun tote from home. You can get creative and scatter beach balls, plastic sand pails and shovels from a discount store. What about serving pink lemonade and sugar cookies? You can even take your party outdoors. Remember, **laughter and fun are contagious**. When you're excited, your customers will be too!



get GLOWING.

SPF
50



Mary Kay® Sun Care
Sunscreen Broad
Spectrum SPF 50*

\$17

SPF
30

TimeWise Repair® Volu-Firm®
Day Cream Sunscreen
Broad Spectrum SPF 30*

\$50

Mary Kay®
CC Cream
Sunscreen
Broad
Spectrum
SPF 15*



\$20



\$24



TimeWise® Age-Fighting Moisturizer
Sunscreen Broad Spectrum SPF 30*

Look Cool in the Heat

"My summer go-to products are Mary Kay® Cream Eye Color and Mineral Cheek Color, Mary Kay® Lash Love® Waterproof Mascara, Mary Kay® CC Cream, Mary Kay® NouriShine Plus® Lip Gloss and Mary Kay® Makeup Finishing Spray by Skindinavia. Mary Kay® True Dimensions® Lipstick in Firecracker is great to turn a daytime look to night!"
— Mary Kay Celebrity Makeup Artist Ashunta Sheriff



Now's a great time to contact your customers and help them preempt the effects of heat, humidity and sun as they kick off their summer passport to fun! Grab those sales now so they count toward your Seminar goal and finish the year strong!

Limited-Edition[†]
Mary Kay® Sun
Care After-Sun
Replenishing Gel

\$13



Tip!

Q: What's the most important thing to look for in a sunscreen?

- A. Easy application
- B. Broad spectrum
- C. A pleasant smell

Answer is B: broad spectrum.
A sunscreen labeled broad spectrum helps protect against both UVA and UVB rays.

Mary Kay® Sun Care Lip
Protector Sunscreen
Broad Spectrum SPF 15*

\$8



Over-Exposed

Too much time in the sun in your teens and 20s?
TimeWise® Even Complexion Dark Spot Reducer begins to fade the look of dark spots on all skin tones.



\$40

BE SUN Smart!

Help your customers know the effects of sun exposure with these tips!



Dr. Beth Lange
Mary Kay Chief
Scientific Officer

- Apply sunscreen liberally about 15 minutes prior to sun exposure.
- UVA rays can penetrate clouds, clothing and windows, so it's important to wear sunscreen daily.
- Don't miss these areas when applying sunscreen: neck, ears, décolleté, hands and tops of feet.
- As a general rule, reapply sunscreen every two hours when you're in the sun.
- Use an SPF under your lip color to prevent damage to delicate lip skin.



Dr. Beth Lange shares how to protect skin using *Mary Kay®* Sun Care products. Great video!
[Mary Kay InTouch® / Business Tools / Pink Link®](#)

Special Treat!

Like an at-home spa treatment, this hand-softening trio comes in a popular summer honeydew melon scent your customers are sure to love!

Limited-Edition[†] Honeydew Satin Hands® Pampering Set (Set includes fragrance-free hand softener, honeydew-scented hand scrub and honeydew-scented hand cream in a giftable bag.)

Healthy Glow

Easy way to build up gorgeous color in about a week with no harmful sun effects. No streaks.

Mary Kay® Sun Care Subtle Tanning Lotion**

\$17



Price Changes

Effective with the Aug. 16 Consultant order form.

Mary Kay is initiating price adjustments on several products in its efforts to offer quality products using the latest ingredients and scientific technologies while keeping prices competitive in the marketplace. "The cost of goods has climbed steadily, and we must pass along some of these increases," says **Sara Friedman, Vice President, U.S. Marketing.** "Mary Kay is poised to remain a top contender on the beauty forefront. The independent sales force can count on the Company to deliver advanced skin care as well as on-trend color, fragrance and body care."

Sara says now may be a great time to give your customers a chance to purchase *Mary Kay®* products at today's prices as well as stocking up yourself. And remember, once the new prices are effective, it could mean more potential profit for you.

| Product | Current Suggested Retail | New Suggested Retail |
|---|--------------------------|----------------------|
| MKMen® Cooling After-Shave Gel | \$14 | \$15 |
| Mary Kay® Oil Mattifier | \$15 | \$16 |
| Mary Kay® Mineral Powder Foundation | \$18 | \$20 |
| Mary Kay® Medium-Coverage Foundation | \$15 | \$18 |
| Mary Kay Creme-to-Powder Foundation | \$14 | \$18 |
| TimeWise® Matte-Wear® Liquid Foundation | \$20 | \$22 |
| TimeWise® Luminous-Wear® Liquid Foundation | \$20 | \$22 |
| Mary Kay® Concealer | \$10 | \$12 |
| Mary Kay® Compact* | \$18 | \$19 |
| Mary Kay® Compact Mini** | \$16 | \$17 |
| Cosmetic Sponges | \$2.50, pk./two | \$3, pk./two |
| Mary Kay® Lash & Brow Building Serum® | \$38 | \$36 |
| Mary Kay® Brow Definer Pencil | \$10 | \$11 |
| Mechanical Mary Kay® Brow Liner | \$10 | \$11 |
| Thinking of You® Eau de Parfum | \$30 | \$32 |
| MK High Intensity™ Cologne Spray | \$38 | \$40 |
| Mint Bliss™ Energizing Lotion for Feet & Legs | \$10 | \$11 |
| Section 2 | | |
| Mary Kay® Ultimate Mascara™ Sampler, pk./6 | \$2.25 | \$2.75 |

Stay in the Know.



Applause® magazine is just one way you can learn about new products, upcoming events and promotions. In addition to updates from your Independent Sales Director, you also can get up-to-the-minute news you can use via these channels. Check it out!

Text me!

Get the early scoop on great deals, news, notifications, events and more when you opt in to receive Mary Kay text alerts.

Mary Kay partners with most cell phone carriers. Standard message and data rates apply.

Get started today! On *Mary Kay InTouch®* under Profile, click [My Texting Preferences](#) and follow the prompts. Please note: When you press Save, you will receive an initial text message at the mobile number you entered. To confirm your opt-in, you must respond

to the initial text message. You can opt-out of text messaging anytime by texting **STOP** to **62795**.

Mary Kay® Email

Mary Kay sends a variety of emails, ranging from special event reminders to award acknowledgments, so it's a good idea to check often. You can update information and select the types of emails you'd like to receive. On *Mary Kay InTouch®* under Profile, click [My Email](#).

MK News

You can find up-to-the-minute information on *Mary Kay InTouch®*. It's a great source, and it's available anytime, including on *Mary Kay Mobile InTouch™*, so you can access MK News wherever you are.

NEW! Journey of Dreams™



Participate in the Mary Kay *Beauty That Counts*® program and help change the lives of women and children. In the United States, from **May 16 – Aug. 15, 2014, \$2.50 will be donated by the Company from each sale of limited-edition† *Beauty That Counts*® Journey of Dreams™ Eau de Toilette fragrance.**

Mary Kay is committed to bringing an end to domestic violence. Your purchase supports [The Mary Kay Foundation](http://TheMaryKayFoundation.org)™ grant programs for women's shelters, helping survivors of abuse begin a journey of recovery.

About the Scent

Light and fresh, the scent has the familiar feel of *Journey*® Eau de Parfum but reimagined with a new feminine twist.

Watercolor butterflies decorate the packaging as a symbol of the many lives you're helping to transform.

This fragrance blooms as the scent of flowers fills the air, and the earth comes alive with new growth. The light scent contains captivating notes such as **Sparkling Clementine, Rose Lychee Water, Plush Peony** and **Blooming Turkish Rose**.



Grant Recipients

In 2013, *The Mary Kay Foundation*™ awarded \$20,000 grants to more than 150 women's shelters across the United States for a total of \$3 million. **Family Services is one of the 2013 grant recipients:**

John Pfeleiderer, Executive Director of Family Services of southern Wisconsin/northern Illinois says, "There is a real sense of validation when a company acknowledges what victims of family violence go through. Knowing that Mary Kay independent sales force members care by supporting *The Mary Kay Foundation*™ has a big impact on our clients."

The Family Services shelter had a 90 percent occupancy rate in 2013, and its budget was stretched thin. With funding from *The Mary Kay Foundation*™, the shelter can provide a counselor to coach and mentor clients and help them get back on their feet. Family Services' ultimate goals are to help their clients become self-sufficient and enhance their available resources.



This butterfly mosaic is displayed outside the Family Services offices. "It symbolizes the idea that one's history is not her destiny," says **John Pfeleiderer, Executive Director of Family Services**. "People can redefine themselves."

Mosaics can be a perfect form of art therapy. Family Services' clients create butterfly mosaics to take when they leave the shelter, and children receive wooden butterfly-shaped puzzles where they can write positive words to describe themselves.



Check out marykayintouch.com / [Passporttofun](http://Passporttofun.com). You'll find party ideas, a video and more!

March | recognition

Congratulations to the winners

TOP NSDs YEAR-TO-DATE



Anita Mallory



Carol Anton



Gloria Mayfield Banks



Jan Harris



Lisa Madson



Karen Piro



Kathy Helou



Gloria Castaño



Patricia Turker



Halina Rygiel

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 March 2014, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for February 2014.) 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, 2013, through March 31, 2014.

On-Target for \$900,000 Inner Circle
Anita Mallory \$703,128

On-Target for \$600,000 Inner Circle
Carol Anton \$505,338

On-Target for \$550,000 Inner Circle
Gloria Mayfield Banks \$443,624
Jan Harris 425,114
Lisa Madson 420,500
Karen Piro 417,454

On-Target for \$500,000 Inner Circle
Kathy Helou \$386,767

On-Target for \$450,000 Inner Circle
Gloria Castaño \$354,474

On-Target for \$400,000 Inner Circle
Patricia Turker \$329,139
Halina Rygiel 305,851

On-Target for \$350,000 Inner Circle
Cheryl Warfield \$292,915
Karee Isenhardt 284,011
Sherry Windsor 279,616
Stacy James 276,877

Lupita Ceballos 276,412
Debi Moore 271,819
Sonia Páez 263,758

On-Target for \$325,000 Inner Circle
Cindy Williams \$252,201
Pamela Waldrop Shaw 243,609

On-Target for \$300,000 Diamond Circle
SuzAnne Brothers \$235,311
Mary Diem 233,247

On-Target for \$250,000 Diamond Circle
Judie McCoy \$221,797
Linda Toupin 211,689
Dacia Wiegandt 207,828
Julianne Nagle 194,043
Mary Estupian 191,233
Anita Tripp Brewton 190,511
Sara Pedraza-Chacón 189,426
Dayana Polanco 187,091

On-Target for \$200,000 Diamond Circle
Julia Burnett \$185,210
Diane Underwood 176,529
Sandy Williams 175,219
Kerry Buskirk 164,003

Cindy Fox 163,117
Janet Tade 163,111
Sandy Miller 160,194
Julie Krebsbach 159,701
Dawn Dunn 159,389
Connie Kittson 158,409
Kay Elvrum 157,200
Davanne Moul 156,800
Pamela Fortenberry-Slate 156,258
Shannon Andrews 153,767
Anabell Rocha 152,675
Cyndee Gress 150,659

On-Target for \$150,000 Gold Circle
Janet Tade \$148,657
Maria Monarrez 146,551
Maureen Ledda 144,987
Vivian Diaz 142,481
Auri Hatheway 142,410
Lia Carta 142,337
Gloria Báez 141,167
Kristin Myers 140,559
Joanne Bertalan 137,824
Cathy Bill 136,776
Candace Laurel Carlson 136,725
Rebecca Evans 136,403
Lily Orellana 136,148

Lisa Allison 135,384
Mona Butters 135,315
Valerie Bagnol 135,310
Consuelo Prieto 134,050
Kim McClure 131,192
Alicia Lindley-Adkins 130,699
Yvonne Lemmon 130,356
Evelinda Diaz 128,362
Susan Hohlman 126,388
Mayuli Rolo 126,381
Tammy Crayk 124,962
Elizabeth Muna-Mudsi 122,721
Jan Theford 121,899
Pam Ross 119,342
Michelle Sudeth 117,262
Leah Lauchlan 117,014
Monique Balboa 116,853
Jeanie Martin 116,774
Alia Head 114,107
Somer Fortenberry 113,127
Pam Klickna-Powell 113,064

On-Target for \$125,000 Gold Circle
Rosibel Shahin \$111,883
Scarlett Walker-Simpson 111,619
Juanita Gudino 108,514
Shelly Gladstein 108,093

Ada García-Herrera 107,458
Lynne Holliday 106,851
Morayma Rosas 105,703
Janis Z. Moon 105,496
Gay Hope Super 103,680
Sharon Buck 103,545
Kate DeBlander 103,479
Brenda Segal 103,002
Pam Higgs 102,183
Heidi Goelzer 101,383
Roxanne McIntroe 101,324
Tammy Ramage 99,438
Amie Gamboian 98,178
Sylvia Kalicak 97,969
Candy Jackson 97,526
Kym Walker 96,715
Glinda McGuire 96,186
Cecilia James 95,800
Jo Anne Barnes 95,785
Crisette Ellis 95,633
Alma Orrosta 95,339
Debra Wehrer 95,090
Linda Kirkbride 93,898
Lara McKeever 93,847
Heather Carlson 93,840

MONTHLY COMMISSIONS AND BONUSES

Listed are NSD commissions above \$10,000 earned in March 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 \$85,653**
2. Karlee Isenhardt 36,410
3. Alicia Lindley-Adkins 25,633
4. Cyndee Gress 25,118
5. Maria Monarrez 23,426
6. Somer Fortenberry 22,398
7. Pamela A. Fortenberry-Slate* 20,650
8. Lynne G. Holliday 19,939
9. Candace Laurel Carlson* 19,837
10. Pam Ross 19,677
11. Bea Millistagle 19,571
12. Rebecca Evans* 18,741
13. Kate DeBlander 17,695
14. Juanita Gudino 16,656
15. Jo Anne Barnes 16,605
16. Gay Hope Super* 16,517
17. Scarlett S. Walker-Simpson* 16,449
18. Kirk Gillespie 16,014
19. Kimberly R. Copeland 15,911
20. Maria Flores 15,808
21. Michelle L. Sudeth* 15,807
22. Janis Z. Moon 15,384
23. Vicki Jo Auth 14,351
24. Terri Schaefer 13,471
25. Donna B. Meixsell 13,439
26. Gena Rae Gass 13,069
27. Margaret M. Bartsch 11,436
28. Candy D. Lewis 11,076
29. Tina Hulsman 10,405

8. Sandy Valerio* 26,361
9. Julianne Nagle* 26,247
10. Gloria Báez* 23,575
11. Jan L. Theford 22,976
12. Valerie J. Bagnol* 22,582
13. Gladis Elizabeth Camargo* 20,678
14. Tammy Crayk 19,937
15. Pam Klickna-Powell 19,925
16. Lorraine B. Newton 19,669
17. Roxanne McIntroe 19,284
18. Lara F. McKeever 18,746
19. Pam I. Higgs 18,745
20. Alia L. Head 18,557
21. Maribel Barajas 17,699
22. Tammy Ramage 17,118
23. Debra M. Wehrer 16,818
24. Sharon L. Buck 15,636
25. Julie Weaver 15,304
26. Ann Brown 15,062
27. Julia Mundy 14,957
28. Sherrill L. Steinman 14,409
29. Diana Sumpter 14,278
30. Paola Ramirez 14,097
31. Diane Bruns 13,490
32. Nancy A. Moser 13,394
33. Karen B. Ford 12,646
34. Gillian H. Ortega 12,643
35. Carol L. Stegas 12,458
36. Joy L. Breen 12,217
37. Magdalena Nevarez* 11,492
38. María Guadalupe Díaz 11,027
39. Charlotte G. Kosena 10,934
40. Mirna Mejía de Sánchez 10,331
41. María Aguirre 10,102

5. SuzAnne Brothers* 34,527
6. Dacia Wiegandt* 33,841
7. Jamie Cruse-Vrinos 31,406
8. Kay E. Elvrum 27,347
9. Cindy Fox* 27,228
10. Janet Tade* 26,744
11. Lily Orellana 24,633
12. Kerry Buskirk* 24,577
13. Cathy Bill* 24,476
14. Auri Hatheway 23,712
15. Yvonne S. Lemmon 22,932
16. Mona Butters 22,589
17. Crisette M. Ellis 22,313
18. Consuelo R. Prieto* 21,856
19. Kym A. Walker* 19,973
20. Brenda Segal* 19,577
21. Joanne R. Bertalan* 19,229
22. Shelly Gladstein 19,136
23. Morayma Rosas 18,898
24. Phyllis Pottinger* 18,535
25. Crista Ann Millard 17,671
26. Carmen Hernández 17,461
27. Evalina Chávez 16,635
28. Sue Uibel 16,365
29. Pamela Tull 16,302
30. Heather A. Carlson 15,786
31. Kathy Rodgers-Smith 15,383
32. Sabrina Goodwin Monday 15,011
33. Dawn Otten-Sweeney 14,876
34. Jackie LaPrade 13,058
35. O'Nelly Encarnacion 12,938
36. Candy Jackson 12,020
37. Nora L. Shariff* 11,436
38. Sandra Chamorro 11,340
39. Esther Whiteleather 10,407
40. Sherry A. Alexander 10,283

3. Stacy I. James** 44,056
4. Pamela Waldrop Shaw* 38,868
5. Cheryl Warfield** 38,498
6. Anita Tripp Brewton* 36,472
7. Cindy A. Williams* 35,016
8. Kristin Myers 32,035
9. Julia Burnett* 31,118
10. Lia Carta 30,229
11. Mary C. Estupian* 27,176
12. Anabell Rocha 26,278
13. Monique Balboa 25,136
14. Lisa Allison 24,487
15. Julie Krebsbach* 24,076
16. Sandy Miller* 23,339
17. Leah Lauchlan 22,003
18. Kim L. McClure 21,497
19. Maureen S. Ledda* 21,061
20. Jeanie Martin 20,420
21. Tammy A. Vavala 19,609
22. Alma Orrosta 18,114
23. Bett Vernon 17,666
24. Amie N. Gamboian 16,395
25. Jane Studrawa 16,276
26. Deb Pike 16,239
27. Roy Mattis 15,551
28. Linda Kirkbride 15,392
29. Glinda McGuire* 15,329
30. Dorothy D. Boyd 15,235
31. Sylvia Kalicak 14,984
32. Lynda Jackson* 14,264
33. Kathy C. Goff-Brummett 14,006
34. Robin Rowland 14,005
35. Maureen Myers 13,074
36. Cathy E. Littlejohn 12,228
37. Hollie Lowe 11,552
38. Rosa Carmen Fernández 10,992
39. Vernella Benjamin 10,911
40. Julia Serrano 10,638
41. Bettye M. Bridges 10,475
42. Beth Herrin Piland 10,295

Diamond

1. Anita Mallory* \$97,580**
2. Lisa Madson 83,316
3. Patricia Turker** 57,415
4. Gloria Castaño*** 49,279
5. Linda C. Toupin 38,553
6. Sonia Páez** 34,376
7. Mary Diem* 33,265
8. Evelinda Díaz* 31,526
9. Connie A. Kittson 28,316
10. Diane Underwood 28,250
11. Vivian Diaz* 24,561
12. Elizabeth Muna-Mudsi* 23,675
13. Cecilia C. James 22,490
14. Susan M. Hohlman* 21,672
15. Dayana Polanco 21,027
16. Andrea C. Newman 20,284
17. Ada García-Herrera 20,099
18. Mayuli Rolo* 18,899
19. Ruth L. Everhart 18,351
20. Rosibel Shahin* 17,265
21. Luzmila E. Abadía Carranza* 17,096
22. Noelia Jaimes* 15,285
23. Heidi Goelzer 14,947
24. Gina Rodríguez 14,325
25. Mary Beissel 14,293
26. Diana Heble 13,927
27. Diane L. Mentiply 13,345
28. Amy Allgood 12,775
29. Jill D. Davis 12,187
30. Carol Lawler 10,961
31. Noemi C. Jaimes 10,846
32. Mairelys Lopez 10,411
33. Betty Gilpatric 10,220

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

Sapphire

1. Karen Piro \$62,858**
2. Lupita Ceballos** 49,285
3. Judie McCoy 39,289
4. Davanne D. Moul* 34,822
5. Sara Pedraza-Chacón* 31,292
6. Dawn A. Dunn 30,155
7. Shannon C. Andrews* 26,975

Emerald

1. Gloria Mayfield Banks* \$82,836**
2. Kathy S. Helou** 57,695
3. Sherry Windsor** 42,880
4. Debi R. Moore* 40,043

Pearl

1. Jan Harris \$60,322**
2. Halina Rygiel* 46,728

MARY KAY ANGELS/ ÁNGELES MARY KAY

march/marzo 2014

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 March 2014./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 en o integrantes de unidad en sus áreas de Seminario en marzo de 2014.

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



Carol Anton
\$85,653
Ruby/Rubi



Karen Piro
\$62,858
Sapphire/Zafiro



Gloria Mayfield
Banks
\$82,836
Emerald/
Esmeralda



Jan Harris
\$60,322
Pearl/Perla



Anita Mallory
\$97,580
Diamond/
Diamante

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

| | |
|--|----------|
| RUBY/RUBÍ — Naomi Shenk, <i>Go Give Area</i> | \$19,047 |
| SAPPHIRE/ZAFIRO — Lisa Winton, <i>D. Moul Area</i> | \$17,062 |
| EMERALD/ESMERALDA — Christina Stickel, <i>J. Cruse-Vrinos Area</i> | \$15,338 |
| PEARL/PERLA — Karen Gimblet, <i>G. McGuire Area</i> | \$24,971 |
| DIAMOND/DIAMANTE — Susan Pankow, <i>L. Madson Area</i> | \$20,992 |

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

| | |
|--|----------|
| RUBY/RUBÍ — Lori Steele, <i>D. Meixsell Unit, D. Meixsell Area</i> | \$10,633 |
| SAPPHIRE/ZAFIRO — Mohammed Khan, <i>K. Anderson Unit, Go Give Area</i> | \$21,814 |
| EMERALD/ESMERALDA — Helen Leiby, <i>M. Bright Unit, G. Mayfield Banks Area</i> | \$30,210 |
| PEARL/PERLA — Amy Hill, <i>K. Burhoop Unit, A. Gamboian Area</i> | \$13,353 |
| DIAMOND/DIAMANTE — Kathleen Neal, <i>V. White Unit, Go Give Area</i> | \$26,599 |

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

| | |
|---|-----------|
| RUBY/RUBÍ — Teka-Ann Haynes, <i>Go Give Area</i> | \$98,102 |
| SAPPHIRE/ZAFIRO — Kristi Anderson, <i>Go Give Area</i> | \$138,780 |
| EMERALD/ESMERALDA — Melinda Balling, <i>Go Give Area</i> | \$99,545 |
| PEARL/PERLA — Sandy Gant, <i>K. Myers Area</i> | \$109,154 |
| DIAMOND/DIAMANTE — Kristin Sharpe, <i>C. Kittson Area</i> | \$94,744 |

Top Team Builder/Primera Impulsora de Equipo

New Team Members/Nuevas integrantes de equipo

| | |
|---|----|
| RUBY/RUBÍ — Sales Director Lenore Gilbert, <i>Go Give Area</i> | 27 |
| SAPPHIRE/ZAFIRO — Cheri Eaglin, <i>K. Nichols Unit, L. Newton Area</i> | 14 |
| EMERALD/ESMERALDA — Sales Director Freida Hoyt-Cates, <i>G. Mayfield Banks Area</i> | 21 |
| PEARL/PERLA — Sales Director Belinda Carver-Taylor, <i>Go Give Area</i> | 17 |
| DIAMOND/DIAMANTE — Sales Director Ernestine Mayi, <i>E. Muna-Mudsi Area</i> | 13 |

TOP UNIT BUILDERS/IMPULSORAS DE UNIDAD MÁS DESTACADAS

march/marzo 2014

New Unit Members/
Nuevas integrantes de unidad

Ruby/Rubi

| | |
|---------------------------------|----|
| Crystal Huskins Carper | 41 |
| Teka-Ann Haynes | 39 |
| Lenore A. Gilbert | 27 |
| Mariel Fedri | 25 |
| Kimberly Michelle Perkins | 25 |
| Kerri Leigh Farrar | 24 |
| Courtney Leanne Armstrong | 23 |
| Laura Danielle Dyess | 22 |
| Deanna Lee Manning | 22 |
| Angela Andrews | 20 |
| Caroline Beason | 20 |
| Gloria Dominguez | 20 |
| Sarah Driggers | 20 |
| Consuelo Z. Tinajero | 20 |
| Elizabeth Anne Viola | 20 |

Sapphire/Zafiro

| | |
|--------------------------------|----|
| Katie D. Nichols | 34 |
| Brooke E. Bennett-Young | 28 |
| Tanya L. Thatcher | 28 |
| Vickie L. Mack | 26 |
| Monique Tafesse | 25 |
| Wilma B. Cantu | 24 |
| Angie S. Day | 24 |
| Sherrie Clark Purvis | 23 |
| Avelyn R. Smith | 23 |
| Tracey A. Fields-Hedrick | 22 |
| Tabitha A. Hallums | 22 |
| Debbie A. Weld | 22 |
| Alejandra Zurita | 22 |
| Lyriss Patterson | 21 |
| Patrice Moore Smith | 21 |
| Lynn Karen Dorvil | 20 |
| Susan Lafferty | 20 |

Emerald/Esmeralda

| | |
|---------------------------------|----|
| Jennifer Elizabeth Damm | 34 |
| Christine Denton Barrueco | 32 |
| Michelle L. Calbert | 31 |
| Leanne Parrino-Pheasant | 30 |
| Kellie M. Davis | 29 |
| Bridget L. Shaw | 29 |
| Shelley Bottiaux | 25 |
| Grace Elizabeth Snively | 25 |
| Amanda Norris Dixon | 24 |
| Amanda Gustafson | 24 |
| Denise M. Sowder | 24 |
| Erin E. Smith | 23 |
| Freida Hoyt-Cates | 22 |
| Sarah Louise Randolph | 22 |
| Lauren Ponder | 20 |

Pearl/Perla

| | |
|--|----|
| Sandy Kay Gant | 31 |
| Christina Lynn Frantz | 30 |
| Stephanie Lynn Coker | 28 |
| Ginger J. Benedict | 27 |
| Michael Suzanne Diaz | 26 |
| Blythe Jolee Egbert | 24 |
| Kristi Sue O'Rourke | 24 |
| Amy Branch | 23 |
| Beverly M. Brown | 23 |
| Laurie Travis Plyler | 22 |
| Angie R. Cameron | 21 |
| Keita Powell | 21 |
| Tinia Campbell Alford | 20 |
| Belinda Carver-Taylor | 20 |
| Bibi Khan | 20 |
| Kimberly L. Massengill-Satterwhite | 20 |
| Virginia S. Rocha | 20 |

Diamond/Diamante

| | |
|---------------------------------|----|
| Denise Peterson | 32 |
| Brittany R. Spears-Wesley | 32 |
| Germa Plaza | 29 |
| Kristin Jenae Sharpe | 29 |
| April Sheffield Weeks | 29 |
| Denise M. Cadenhead | 28 |
| Soledad Herrera | 27 |
| Greta Leigh Carver | 26 |
| Cynthia L. Frazier | 25 |
| Nicki R. Hill | 24 |
| Beth Crawford Kellum | 24 |
| Sonia Suyapa Bonilla | 23 |
| Ivania Filgueiras | 21 |
| Marleily Valencia | 21 |
| Jessie Vredevelt Schultz | 21 |
| Kim C. Meyers | 20 |

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 DEL CONTENIDO 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.

ruby/rubí

Congratulations to the winners/Felicidades a las ganadoras

NEW DEBUTS/ DEBUTES

january/enero 2014

Not pictured:/Sin foto: *Heather Adams Gaubert*, Prairieville, La., C. Hubbard Unit; *Elaine Goetz*, Independence, Ky., S. Goetz Unit; *Sabina Gurung*, Oklahoma City, H. Self-Morris Unit; *Marianela Guzman*, Dallas, S. Ramirez Unit; *Nadia Henry*, Bronx, N.Y., S. Jackson Unit; *Heather Marie Hey*, Foley, Mo., C. Cox Unit; *Nina Kelly*, Atlanta, E. Okafor Unit; *Elizabeth Monreal*, Malta, Idaho, M. Ramirez Unit; *Lisa Montgomery Akana*, Honolulu, K. Loui Unit; *Kathleen Jamie Moore*, Burlington, N.J., L. Barclay Unit; *Ashley Elizabeth Prasil*, Waxhaw, N.C., G. Gillespie Unit; *Leslie Anne Reynolds*, Gardendale, Texas, S. Barritt Unit; *Robin E. Roberts*, Molino, Fla., K. DeBlander Unit; *Rebecca Jean Sleeman*, Roy, Wash., S. Wallace Unit; *Meghan Tammam Swygard*, Beaverton, Ore., V. Daniels Unit; *Calli Jo Thorne*, Watford City, N.D., K. Paluga-Larson Unit; *Maria Guadalupe Velazquez*, San Marcos, Texas, I. Smith Unit.

TRIPLE CROWN/ TRIPLE CORONA

march/marzo 2013



Cynthia Dolan
Forsyth, Ga.
C. Fulcher Area

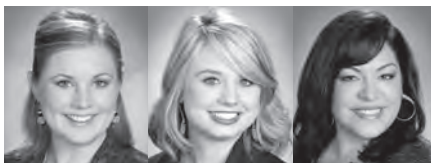
**Autumn
Camille Gray**
Albuquerque, N.M.
Ruby Go Give Area

Kelly R. Rogers
Jefferson, Ga.
C. Fulcher Area



DEAN'S LIST/ LISTA DEL DECANO

march/marzo 2013



Jennifer E. Crosby
Mount Holly, N.C.
Ruby Go Give Area
Ruby Seminar

**Brittany R. Spears-
Wesley**
Somerset, Ky.
L. Toupin Area
Diamond Seminar

Gina Maria Allen
Palm Bay, Fla.
A. Mallory Area
Diamond Seminar

HONORS SOCIETY/ SOCIEDAD DE HONOR

march/marzo 2013



Cynthia Dolan
Forsyth, Ga.
C. Fulcher Area

**Breanna Nicole
Goodwin**
Alpine, Calif.
C. Anton Area

**Autumn
Camille Gray**
Albuquerque, N.M.
Ruby Go Give Area

Kelly R. Rogers
Jefferson, Ga.
C. Fulcher Area

Not pictured:/Sin foto: *Tiffany Ann Wesselmann*, Carlyle, Ill., K. Isenhart Area.

FABULOUS 50s/ FABULOSOS 50

september/septiembre 2013



Jessica Ann Gettle
Gig Harbor, Wash.
C. Anton Area

Tina Louise Hackett
Douglassville, Pa.
C. Gress Area

Kym Kathy Phillips
Canton, Texas
K. Copeland Area

Not pictured:/Sin foto: *Maria Delia Briceno*, Bellflower, Calif., J. Gudiño Area; *Maria Nicole Munger*, Diamondhead, Miss., Ruby Go Give Area; *Abiodun Oladunni*, Newark, N.J., K. Isenhart Area.

ON THE MOVE/ EN ACCIÓN

january/enero 2014

Elaine Goetz

Nadia Henry

Rebecca Jean Sleeman

Calli Jo Thorne

NEW TEAM LEADERS/ NUEVAS LÍDERES DE EQUIPO

march/marzo 2014

Laurissa L. Abfalter
Sharon U. Abraham
Ngozi J. Adibe
Dawna E. Alexander
Margie Arnold
RachelAnn Arnett
Crystal P. Arzt
Tanis L. Barker
Bertha Barrios
Rosalba Barron
Kathryn Bryan
Deena P. Budano
Tiffany J. Burnett
Lindsay N. Carman
Caitlin B. Carroll
Dolores S. Caviness

Brittany L. Cofer
Cristalinda A. Conklin
Karla Contreras
Marisol Crespo
Brittani DeVore
Rhonda L. Dykman
Renae Feliciano
Tina Floyd
Lindsey Foster
Danielle C. Frazier
Maria M. Gonzalez
Karen Gott
Bianca Griffin
Shannon L. Hataway
Sara J. Henry
Claudia Hernandez

Tabetha N. Herrington
Kasey E. Ingle
Heather James
Elizabeth A. Killips
Sharon Kinman
Cheryl E. Kiser
Margaret L. Kramer
Nicole LaSalle
Carol London
Ana A. Lopez
Barbara J. Macias
Mia N. Mack
Renee Main
Amber V. McDaniel
Amanda I. Meadows
Kay A. Mittelstadt

Janie Morales
Brisia K. Moreno
Rachel Nelson
Rakisha S. Niblett
Stephanie J. Norton
Berenice Ochoa
Beth E. Phillips
Katrina T. Phillips
Brittany J. Pingston
Lee A. Polier
Alexandria M. Pratt
Amanda Quinones
Tammy Rezendez
Jennifer J. Shorts
Manuela Soria
Norma L. Soto del Toro

Susan A. Stidhams
Pamela C. Stringer
Jamie Surratt
Kim Tranter
Leslie Treece
Aurora M. Trufant
Stephanie M. Vandervall
Marcena R. Vogelsang
Becky Wadlow
Stephanie M. Warren
Jocelyn C. Wildman
Wendy R. Williams
Jennifer B. Yopp

GRAND ACHIEVERS/GRAN GANADORAS

march qualifiers/
calificadas en marzo 2014

Consultants/ Consultoras

Britany Nicole Cunha
Alma Liliana Gordillo
Rachel Hope Kiro
Jennifer Reyes
Christina Angela Roliz
Halley W. Ross

Sales Directors/ Directoras de Ventas

Judith Abarca
Pat Amerman
Daisy Aniebonam
Maggie Arteaga*
Esther C. Barto
Vicki C. Beckman*
Gloria Bello*
Dale A. Black*

Maggie L. Black
Joann Burton*
Kelly Clare Canzone
Marlo Compton
Theresa M. Cooper*
Brenda L. Coward
Rachel Beth Cox
Pamela Dean Culver
Eileen M. Dolan*
Susan C. Dunlap*
Ellen Dusault*
Laura Danielle Dyess
Sue Farley*
Lynne LaBar Fudenna
Gloria Garoutte*
Shirley Goade*
Helen Naomi Godswill
Mary M. Gomez*
Natalie Lawrence Gongloff*

Toya Sereta Greene
Jeanine Guccione*
Maria M. Hayes*
Janet Lynn Holloway
Lori F. Ilbery*
Carolyn Johnson*
Katie Landi Jordan
Rose Kegley-Lane*
Suzie R. Kuczynski*
Maria Norma Lara
Janis Lynette Lawyer
Merri Lenz
Dalia Lopez*
Petrus Lopez
Shirla J. Lovegren*
Jeanenne Lumpkin
Amber Michelle Lykins*
Cheryl L. Marion
Sharran Martin

Kerrie Mason*
Michelle T. Miller
Kathy Monahan
Elizabeth Monreal
Karla Murray
Margaret Susan Nixon*
Crystal P. Noles*
Daria L. Pagano*
Laura Petry*
Megan Phillips-Rice*
Russanne Rodstrom*
Elizabeth Rojas
Laura A. Schmidt
Melanie Simone
Annemarie Clare Sines
Lynn Sipe*
Sara L. Skaggs*
Elaine M. Skibitski*
LeAnn Stadt*

Jeanie Leit Taylor
Adelina Toscano
Katie Vnencak
Sharon Walls
Loralie Celeste Wheeler*
Michele White*
Tammy J. Whitlock
Kristen Willis*
Nancy B. Wilson*
Stacy Witherspoon
Sarah H. Wuerzt

*Denotes requalified driver./Denota conductora recalificada.

FIRST GOLD MEDAL/PRIMERA MEDALLA DE ORO

march/marzo 2014

New Team Members/ Nuevas integrantes de equipo

Sharon Abraham, J. Johnson Unit 5
Ngozi Adibe, E. Okafor Unit 5
Cindy Anderson, S. Driggers Unit 5
RachelAnn Arnett, C. Gress Unit 7
Tanis Barker, K. Farrar Unit 9
Moriah Brinsfield, A. Frangos-Pasley Unit 5
Robin Brown, L. Laney Harris Unit 5
Serena Bryan, S. Driggers Unit 5
Deena Budano, B. Hartman-Alexander Unit 6
Tiffany Burnett, A. Payne Unit 5
Kaela Byrne, E. Byrne Unit 6
Lindsay Carman, S. Rozwadowski Unit 6
Caitlin Carroll, S. Fortenberry Unit 5
Tara Coleman, L. Dyess Unit 5
Cristalinda Conklin, S. Lamb Unit 6
Maria Contreras, M. Fedri Unit 5
Sales Director Rachel Cox 5
Sales Director Tracy Craven 5

Jenafer Crofts, M. Moore Unit 5
Tonya Deptula, T. Waller Unit 5
Tina Floyd, C. Dolan Unit 7
Lindsey Foster, C. Carper Unit 7
Danielle Frazier, C. Banks Unit 7
Kelly Frazier, C. Beason Unit 7
Juanita Hall, C. Lewis Unit 6
Kasey Hannig, C. Beason Unit 6
Robyn Harris, L. Kieper Unit 8
Tabetha Herrington, K. Hamilton Unit 7
Cheryl Kiser, D. Manning Unit 5
Cecile LeBlanc, P. Culver Unit 5
Thomandre Mayo, L. Robinson Unit 5
Priscilla Mejia, M. Trujillo Unit 6
Amy Minor, P. Rovano Unit 7
Kay Mittelstadt, T. Hanke Unit 5
Adelaida Noriega, D. Gutierrez Unit 5
Katrina Phillips, D. O'Leary Unit 5
Brittany Pingston, K. Perkins Unit 6
Lee Polier, B. Fritz Unit 6

Alexandria Pratt, L. Zimmerman Unit 5
Amanda Quinones, G. Gillespie Unit 6
Antoinette Reyna, A. Andrews Unit 7
Tammy Rezendez, T. Haynes Unit 5
Christina Roliz, B. Xepoleas Unit 5
Manuela Soria, C. Michel Unit 8
Kayla Stanek, P. Kirkpatrick Unit 6
Sales Director Katherine Steck 8
Pamela Stringer, S. Driggers Unit 8
Rhiannon Sukedana, J. Crosby Unit 10
Taneika Torres, D. Andrews Unit 5
Jocelyn Wildman, J. McNulty Unit 6
Donnamarie Zolli, C. Gress Unit 5

13% CLUB/ CLUB DEL 13%

march/marzo 2014

| | | | | | | | |
|--|---------|---|-------|--|-------|--|-------|
| Sales Director Lenore A. Gilbert..... | \$2,940 | Sales Director Karime Rosas..... | 1,873 | Sales Director Laurieann Barclay..... | 1,596 | Sales Director K.T. Marie Martin..... | 1,426 |
| Sales Director Jacqueline N. Alford..... | 2,616 | Sales Director Diane K. Lundgren..... | 1,857 | Sales Director Janelle A. Ferrell..... | 1,540 | Sales Director Ma Ana Lilia Benitez Radilla..... | 1,421 |
| Sales Director Abosede Yetunde Oyediran..... | 2,269 | Sales Director Winifred Nonye Ogbunamiri..... | 1,796 | Sales Director Lisa L. Bradley..... | 1,521 | Sales Director Jessica Aiken..... | 1,378 |
| Sales Director Naomi Beth Shenk..... | 2,181 | Sales Director Stella Smith-Plus..... | 1,744 | Sales Director Lacy Janel Nickelson..... | 1,489 | Sales Director Gloria Dominguez..... | 1,374 |
| Sales Director Jennifer M. Tito..... | 2,174 | Sales Director Jana Leigh Strunk..... | 1,707 | Sales Director Angela Andrews..... | 1,473 | | |
| Sales Director Vanessa R. Upkins..... | 2,156 | Sales Director Tha Dah Paw..... | 1,699 | Sales Director Marilyn Coblentz..... | 1,446 | | |
| Sales Director Ekene S. Okafor..... | 2,044 | Sales Director Suzanne P. Wallace..... | 1,670 | Sales Director Stephanie Lynne Lenard..... | 1,444 | | |

ACHIEVEMENT CIRCLE/ CÍRCULO DE LOGROS

march/marzo 2014

Ranking of the top 100 Independent Sales Directors in the **Ruby** area based on their March 2014 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 marzo de 2014.

| | | | | | | | | | |
|--------------------------------|----------|--------------------------------|--------|----------------------------|--------|--------------------------------|--------|---------------------------|--------|
| Teka-Ann Haynes..... | \$98,102 | Cleta Colson..... | 61,558 | Amber L. Towne..... | 51,422 | Griselda Gordillo-Botello..... | 45,037 | Suzanne Tripp-Black..... | 42,234 |
| Paula M. Kirkpatrick..... | 85,832 | Sandra Braun..... | 61,394 | Suzanne P. Wallace..... | 50,512 | Julie Smith..... | 44,861 | Alice R. George..... | 42,222 |
| Thessy Nkechi Nwachukwu..... | 78,160 | Lenore A. Gilbert..... | 61,337 | Marsha Mings..... | 50,410 | Heather Jean McKinney..... | 44,765 | Becky M. Xepoleas..... | 42,222 |
| Deanna Lee Manning..... | 70,685 | Krystal D. Downey-Shada..... | 60,438 | Vanessa R. Upkins..... | 50,142 | Carma J. Schmidtke..... | 44,586 | Sarah Michelle Medin..... | 41,886 |
| Karime Rosas..... | 70,224 | Carmen Nunez de Valencia..... | 59,820 | Cissy E. Warren..... | 50,140 | Vicki S. Lindsay..... | 44,319 | Connie A. Brinker..... | 41,673 |
| Crystal Huskins Carper..... | 69,316 | Mary Alice Dell..... | 59,096 | Tha Dah Paw..... | 49,810 | Kali DeBlander Brigham..... | 44,014 | Patty L. Bojan..... | 41,601 |
| Elizabeth Anne Viola..... | 67,868 | Kimberly Michelle Perkins..... | 58,754 | Mary Sharon Howell..... | 49,291 | Lisa Marie Zimmerman..... | 43,962 | Rosanne Pluchino..... | 41,418 |
| Courtney Leanne Armstrong..... | 67,114 | Ingrid Elke Smith..... | 58,616 | Gloria Dominguez..... | 49,145 | Kimberly Cavarretta..... | 43,772 | Tracy Ley..... | 41,242 |
| Brenda Fenner..... | 65,884 | Angela Andrews..... | 58,578 | Sheila K. Valles..... | 48,726 | Michelle M. Visco..... | 43,622 | Lee Clouse..... | 41,052 |
| Breda M. Teal..... | 64,740 | Stacey P. Nelson..... | 57,659 | Rose Mary Neel..... | 48,534 | Sandee Popadich..... | 43,559 | Cyndy Legowski..... | 40,889 |
| Sherri Ammons..... | 64,589 | Deborah J. O'Leary..... | 57,362 | Kerri Leigh Farrar..... | 47,541 | Laura A. Kattenbraker..... | 43,142 | Stacy Rozwadowski..... | 40,884 |
| Susan C. Ehrstrom..... | 64,452 | Diane K. Lundgren..... | 57,082 | Marnie R. Yunger..... | 47,488 | Gail Nevius..... | 43,011 | Elvia Cordova..... | 40,751 |
| Naomi Beth Shenk..... | 64,329 | Janelle A. Ferrell..... | 57,048 | Lisa L. Bradley..... | 47,043 | Patti Maxwell..... | 42,935 | Liz Whitehouse..... | 40,654 |
| Jacqueline N. Alford..... | 63,914 | Corrin Cresci..... | 56,598 | Barbara L. Harrison..... | 46,588 | Suzanne Moeller..... | 42,854 | Natalyn R. Slaughter..... | 40,570 |
| Tiffany Brooke Stout..... | 63,821 | Ekene S. Okafor..... | 55,082 | Christy M. Cox..... | 46,478 | Judy Lund..... | 42,784 | Donna F. Knotts..... | 40,490 |
| Abosede Yetunde Oyediran..... | 63,255 | Karen E. Gardner..... | 54,016 | Lisa L. Bradley..... | 46,261 | Kimberly Diane Holtzclaw..... | 42,687 | Bonnie Brannan..... | 40,481 |
| Judie Roman..... | 62,849 | Mariel Fedri..... | 53,832 | Sarah Driggers..... | 46,209 | Terry Thole..... | 42,506 | | |
| Lacy Janel Nickelson..... | 62,554 | Debbie A. Elbrecht..... | 53,569 | Sylvia Thomas Barritt..... | 45,811 | Donna Clark-Driscoll..... | 42,396 | | |
| Lisa Anne Harmon..... | 61,894 | Stephanie Lynne Lenard..... | 53,515 | Candace Lyn Chambers..... | 45,691 | Deborah S. Bailie..... | 42,301 | | |
| Elizabeth A. Kramer..... | 61,589 | Lisa Hansen..... | 53,465 | Jolie Generalov..... | 45,339 | Elizabeth A. Elder..... | 42,270 | | |
| K.T. Marie Martin..... | 61,582 | Winifred Nonye Ogbunamiri..... | 52,678 | Molly A. Williamson..... | 45,096 | Kaye Driggers..... | 42,256 | | |

COMMISSION CIRCLE/ CÍRCULO DE COMISIONES

march/marzo 2014

Independent Sales Directors who earned the top 100 commissions and bonuses in the **Ruby** area in March 2014. 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 marzo de 2014. Los nombres en **negritas** son quienes ganaron la comisión máxima del 13 por ciento de Directoras de Ventas mas el 13 por ciento máximo de comisión por reclutas personales.

| | | | | | | | | | |
|--------------------------------|----------|-----------------------------|-------|--------------------------------|-------|--------------------------------|-------|----------------------------|-------|
| Thessy Nwachukwu..... | \$14,942 | Lisa Anne Harmon..... | 9,998 | Janelle A. Ferrell..... | 8,831 | Stacey P. Nelson..... | 7,877 | Lisa Hansen..... | 7,185 |
| Karime Rosas..... | 13,792 | Kaye Driggers..... | 9,994 | Ingrid Elke Smith..... | 8,728 | Sandra Braun..... | 7,875 | Candace Lyn Chambers..... | 7,154 |
| Lenore A. Gilbert..... | 13,647 | Crystal Huskins Carper..... | 9,992 | Winifred Nonye Ogbunamiri..... | 8,713 | Debbie A. Elbrecht..... | 7,865 | Patti Maxwell..... | 7,138 |
| Teka-Ann Haynes..... | 12,999 | Angela Andrews..... | 9,965 | Deborah J. O'Leary..... | 8,551 | Diane Covington..... | 7,838 | Heather Jean McKinney..... | 7,129 |
| Jacqueline N. Alford..... | 12,940 | Donna Clark-Driscoll..... | 9,819 | Julie Smith..... | 8,526 | Pansy L. Pierce..... | 7,820 | Arleigh P.J. Morton..... | 7,125 |
| Suzanne P. Wallace..... | 12,923 | Brenda Fenner..... | 9,723 | Margarita Velez..... | 8,463 | Rosanne Pluchino..... | 7,809 | Alice R. George..... | 7,095 |
| Paula M. Kirkpatrick..... | 12,190 | K.T. Marie Martin..... | 9,695 | Kerri Leigh Farrar..... | 8,350 | Laura A. Kattenbraker..... | 7,762 | Lisa L. Bradley..... | 7,095 |
| Courtney Leanne Armstrong..... | 12,167 | Vanessa R. Upkins..... | 9,675 | Mary Alice Dell..... | 8,347 | Marnie R. Yunger..... | 7,732 | Laurieann Barclay..... | 7,092 |
| Naomi Beth Shenk..... | 11,104 | Tiffany Brooke Stout..... | 9,650 | Breda M. Teal..... | 8,291 | Griselda Gordillo-Botello..... | 7,710 | Lorna Walker..... | 7,084 |
| Abosede Yetunde Oyediran..... | 10,989 | Cissy E. Warren..... | 9,645 | Marsha Mings..... | 8,278 | Kali DeBlander Brigham..... | 7,679 | Cyndy Legowski..... | 7,069 |
| Kimberly Michelle Perkins..... | 10,884 | Lacy Janel Nickelson..... | 9,511 | Corrin Cresci..... | 8,257 | Amber L. Towne..... | 7,678 | Tamra Lynn Coldren..... | 6,990 |
| Ekene S. Okafor..... | 10,792 | Gloria Dominguez..... | 9,479 | Jennifer Jean McNulty..... | 8,236 | Patty Yambay Rovano..... | 7,651 | Rose Mary Neel..... | 6,986 |
| Elizabeth Anne Viola..... | 10,791 | Tha Dah Paw..... | 9,428 | Donna F. Knotts..... | 8,201 | Sarah Driggers..... | 7,650 | Elvia Cordova..... | 6,935 |
| Mary Sharon Howell..... | 10,639 | Cleta Colson..... | 9,418 | Diana Gutierrez..... | 8,188 | Sasha Jackson..... | 7,543 | Elizabeth A. Elder..... | 6,896 |
| Stephanie Lynne Lenard..... | 10,459 | Elizabeth A. Kramer..... | 9,392 | Judy Lund..... | 8,170 | Loraine Noland..... | 7,536 | Suzanne Tripp-Black..... | 6,878 |
| Krystal D. Downey-Shada..... | 10,327 | Judie Roman..... | 9,267 | Sherri Ammons..... | 8,133 | Bonnie Brannan..... | 7,529 | Jolie Generalov..... | 6,755 |
| Deanna Lee Manning..... | 10,314 | Karen E. Gardner..... | 9,206 | Barbara L. Harrison..... | 8,048 | Liz Whitehouse..... | 7,367 | Terry Thole..... | 6,741 |
| Susan C. Ehrstrom..... | 10,238 | Deborah S. Bailie..... | 9,024 | Stella Smith-Plus..... | 7,956 | Vicki S. Lindsay..... | 7,299 | Gail Nevius..... | 6,730 |
| Carmen Nunez de Valencia..... | 10,233 | Jana Leigh Strunk..... | 8,928 | Sheila K. Valles..... | 7,944 | Lee Clouse..... | 7,261 | Charlyn C. Greene..... | 6,688 |
| Diane K. Lundgren..... | 10,079 | Mariel Fedri..... | 8,868 | Sylvia Thomas Barritt..... | 7,936 | Michelle M. Visco..... | 7,234 | Gina M. Gildone..... | 6,684 |

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?





GO-GIVE® AWARD

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

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



Terezeja Lemieux

Ruby

Independent Elite Executive
Senior Sales Director

Began Mary Kay Business
May 1999

Sales Director Debut
May 2000

Offspring eight first-line;
three second-line

National Sales Director
Go Give Area

Honors Star Consultant; two-
times Queen's Court of Sharing;
six-times Circle of Achievement

Personal Lives in Webster,
N.Y. Husband, D'Arcy; son, JJ;
daughter, Ella Rose

**"I am motivated to help others
because** my business gives me
an opportunity to be better and to
serve more every day. Isn't that
truly what we are called to do?"

Independent Sales Director
Michele Ramirez of
Haymarket, Va., says, "Even
after she moved to New York,
Terezeja mentored me in the
career path. I was welcomed
and given time, love and support
in my journey."



Anita Rabelo

Sapphire

Independent Future Executive
Senior Sales Director

Began Mary Kay Business
March 1984

Sales Director Debut
June 1988

Offspring two first-line;
one second-line

National Sales Director
Go Give Area

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

Personal Lives in Port Neches,
Texas. Husband, Victor;
daughters: Emily, Bianca

**"I am motivated to help others
because** I take to heart
Mary Kay Ash's advice of treating
each person like they have a
sign around their neck that says,
'Make me feel important'."

Independent Beauty
Consultant Julie Schroeder
of High Island, Texas, says,
"Anita conducts facials in
nursing homes and inspires
her team to bless the residents
by participating in Santa
for Seniors."



Suzi Stellmaker

Emerald

Independent Sales Director

Began Mary Kay Business
March 1994

Sales Director Debut
August 1996

National Sales Director
Mona Butters

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

Personal Lives in Story City, Iowa
Husband, Brad; son, Matthew;
daughters: Nicole, Amy;
one grandson

**"I am motivated to help others
because** as an ambassador of
Jesus, I have the privilege of
loving and helping everyone He
brings into my space."

Independent Beauty
Consultant Marcia Buttgen of
Waterloo, Iowa, says, "Suzi gives
of her time and enthusiasm. In
January, she received us in her
home for a Jump-Start event with
three units and adoptees."



Annette Walters

Pearl

Independent Sales Director

Began Mary Kay Business
February 1979

Sales Director Debut
October 1980

National Sales Director
Go Give Area

Honors Circle of Honor; Sales
Director Queen's Court of
Personal Sales; Queen's Court
of Sharing

Personal Lives in Dallas, Ga.
Husband, Hugh; sons: Danny,
Len, Bradley; four grandchildren

**"I am motivated to help others
because** Mary Kay said, we all
wear a 'Make me feel important'
sign. And by helping others
believe in themselves, we help
them reach their goals."

Independent Beauty
Consultant Jena Callahan of
Dallas, Ga., says, "Each year
Annette leads us in the Strives
Against Breast Cancer to raise
funds for cancer research by
donating some of her profits
during October."



Barbara Baert

Diamond

Independent Sales Director

Began Mary Kay Business
April 1988

Sales Director Debut
July 1997

National Sales Director
Go Give Area

Honors Circle of Honor

Personal Lives in Joplin, Mo.
Sons: Jeff, Joe, Jack; daughters:
Julie, Beth; 12 grandchildren;
8 great-grandchildren

**"I am motivated to help others
because** I love my unit and
adoptees. I feel every person is
in my life for a reason, and I am
blessed to touch their lives."

Independent Beauty
Consultant Terry McDermid of
Joplin, Mo., says, "Every week
Barbara goes to the Ronald
McDonald House to give facials
to the moms who are there for
their children."



MARY KAY

SEMINAR 2014

By now you should be registered for Seminar and ready for the experience of a lifetime! If not, there's still time. But remember, the registration fee goes up after June 16, so don't delay!



Award-winning stage production.

Extraordinary 4days

Inspiration - You'll get chills listening to Independent National Sales Directors onstage sharing their amazing stories of determination and triumph.

Learning - Talk about "aha" moments! Successful independent sales force members share their exceptional insight and ideas that got them where they are today. They'll show you how to work smart and grow in your Mary Kay business!

Company Initiatives -

Look into the Mary Kay crystal ball as you hear executives such as Mary Kay CEO David Holl, Mary Kay U.S. President Darrell Overcash, Mary Kay Vice President of U.S. Sales Peggy Davidson, Mary Kay Vice President of U.S. Marketing Sara Friedman and Mary Kay Vice President of Sales Force Motivation Sean Key share Company plans for future success.

Recognition - Are you ready for some much-deserved applause? It's always special at Seminar.

Entertainment -
One word ... **incredible!**



Be ready to fill your heart, stretch your mind and grow your dreams.



discover what you

LOVE

Insider tips

Three seasoned Seminar veterans share their secrets to a GREAT Seminar!



Rebecca Reid,
Independent Sales
Director



Elaine Lewis,
Independent Senior
Sales Director



Lindsay Lambert,
Independent Sales Director

DO:

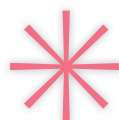
Enjoy the wisdom and affirmations shared by Independent National Sales Directors.

- Buy **postcards** and **mail to team members** or your customers to thank them for their business. Bring stamps!
- Print an **area map** to help you navigate. Research local restaurants and plan a dinner out with your sister independent sales force members.
- Create a **Twitter® hashtag for your Seminar trip** and **update other social media** so friends can follow you! Your customers, team members and supporters are watching.
- **Network with sister independent sales force members.** Make friends and share ideas. Have your *MKConnections®* business cards ready!
- Enjoy **Expo's hands-on experience.** Sit inside a Career Car, sample new products and talk to the scientists who test them, and learn ways to work your Mary Kay business more efficiently.
- **Arrive early for the Seminar buses.** Don't miss the beginning of a session because there is always a fun performance.
- **Bring your customer list.** You will have a fire inside you. Call them now vs. waiting till you get home.
- **Watch for the Prize Patrol!** They show up when you least expect it!
- Let your **family know you may be busy** and may not be able to call as often.
- **Earn the special luncheon.** It's incredible!

DON'T:

Miss a single minute!

- **Forget to bring protein bars,** nuts and dried fruit for a quick snack.
- **Miss the tours** of Mary Kay's office, the *Mary Kay®* Museum and the Mary Kay manufacturing plant. They're great!
- **Worry about sleep.** Accept that while at Seminar, sleeping is overrated! Bring *Indulge® Soothing Eye Gel* to pat under your eyes!
- Stress over arranging rides from the airport to your hotel. **You can almost always find some sister independent sales force members** at ground transportation to share a cab!



[Mary Kay InTouch® / Events / Special Events 2014.](#) You'll find registration information, schedules, video, and Seminar souvenir information.

Ruby: July 16 – 19
Sapphire: July 20 – 23
Emerald: July 23 – 26
Pearl: July 27 – 30
Diamond: July 30 – Aug. 2

FEE:
 \$195 (if received by June 16)
 \$225 (if received June 17 – July 1)
 \$250 (on-site, space permitting)

DETAILS:
[Mary Kay InTouch® / Events / Special Events](#)

LOCATION:
 Kay Bailey Hutchison
 Convention Center (formerly called
 Dallas Convention Center)



(Center) **Independent Sales Director Clarece Nelson** and her two daughters, **Independent Future Executive Senior Sales Director Shannon Duguay** (left) and **Independent Sales Director Fallon Nelson**

Building a Dream

In 2006, Steve and Clarece Nelson, owners of a successful land development construction company and parents to daughters Shannon and Fallon, were happy with the life they worked hard to build over 25 years. They had just moved into their dream home in a gorgeous lakeside community when the recession hit hard in California, causing the housing market to plummet. Over the next few years, they watched as banks pounded foreclosure signs into the lawns of their neighbors, and after trying desperately to save their own business, the fateful day came when they saw a foreclosure sign in their yard. They lost their home along with eight properties in development.

A Family Bond

*Family, whether biological or chosen, help us become who we are meant to be. The Nelson family is no exception. They've held one another through hard times, rejoiced at victories and taught each other how to work with commitment and love. A few simple twists of fate showed them a vision for their future. Here **Independent Sales Director Clarece Nelson** and her two daughters, **Independent Future Executive Senior Sales Director Shannon Duguay** and **Independent Sales Director Fallon Nelson** share their journey of hope and dedication.*



“They've held one another through hard times, rejoiced at victories and taught each other how to work with commitment and love.”





Tough Times

Always a close family with a positive attitude, Shannon invited her parents to live with her in a rental property owned by her husband's parents. Steve took on odd jobs and made improvements to the rental house as a thank-you, and Clarece worked as a nail technician at a nail salon. In April 2010, just as things started to turn around, Steve was diagnosed with a rare form of brain cancer. Even though the family learned of his grim prognosis, the Nelson women clung to one another and vowed to remain strong and courageous.

Feeling the stress of living in Sacramento, Calif., several hours from her ailing dad, daughter Fallon made the decision to move back with her family in Napa. She left her position in corporate sales and got a job at a local restaurant. Meanwhile, Clarece spent most of her days driving her husband to chemotherapy and radiation appointments almost two hours away. Over the next six months, the difficult circumstances began to take their toll on the Nelson women. "I felt as though I lost my sense of self-worth and ability to dream," says Fallon. "My sister and I watched in heartbreak as Mom gave every ounce of herself to Dad. We all became shadows of who we once were."

Opportunity Knocks

In December 2010, Rachel and Amy, two of Shannon's college friends from her time studying abroad, visited Napa for a weekend trip with Rachel's

mom, **Independent National Sales Director Lisa Madson**, and **Independent National Sales Director Thea Elvin**.

Shannon joined them for some much-needed fun, and by Sunday, Shannon had signed her Independent Beauty Consultant Agreement. Clarece recalls the day. "Shannon was excited and sure that I would make a great Independent Beauty Consultant too, but she knew she would have to work her Mary Kay business to prove it to me."

In addition to her full-time job as a dental hygienist, Shannon began holding skin care parties on Saturdays. It wasn't long before Clarece saw the power of the Mary Kay opportunity. She helped Shannon with a party and was amazed at her level of confidence.

"She was glowing, and the guests loved her," says Clarece. "I saw her come alive and then I saw her sales, and I knew this was what I had been praying for." Clarece signed her Independent Beauty Consultant Agreement in February 2011, and although she still felt sad due to her husband's illness, she also was filled with hope.

In March 2011, when Clarece was unable to attend Career Conference due to Steve's health, Fallon stepped in, signed her own Independent Beauty Consultant Agreement and took her mom's place. "The light bulb came on," Fallon says. "I knew that first night that I wanted to become an Independent Sales Director. Everyone was genuine and happy. This is where I belonged."



VISUALIZE!

This Mary Kay trio loves goal posters, affirmations, quotes and building each other up with cards and notes. Here they share how to make an inspiring goal poster.

1. Include images of all of your goals, not just ones related to your Mary Kay business. Each win brings you closer to achieving your dreams.
2. Add dates to help with accountability. Don't get discouraged if you need to change a date.
3. Take action and work toward your goals. Ensure your actions match your goals.
4. Review it daily so you remember what you're working for.

“Mom and Fallon were named Independent Sales Director Rookies of the Year at Lisa Madson's Area retreat in 2013.”

All three are pursuing their dreams of becoming Independent National Sales Directors.

Bright Future

They all agree that taking full advantage of the Mary Kay opportunity helped them see their own value again. "Fallon and I watched as our mom regained her confidence and joy," says Shannon. "She was this beautiful woman with restored belief."

"I went through a low period when we lost our business and Steve got sick," says Clarece. "My girls lost a piece of me, and that breaks my heart. My Mary Kay business has built me back up once again, and I am stronger today."

Now, almost four years later, all three are pursuing their dreams of becoming Independent National Sales Directors. Shannon was a

Triple Star achiever at Seminar 2013. Clarece and Fallon both earned the use of a Mary Kay Premier Club Career Car, and Steve's cancer is in remission. Clarece says, "Steve built us a beautiful life and provided for our family for more than 25 years. Now it's my turn to give him a beautiful rest of his life. He is our WHY."

Simple Truths



CLARECE

“Think about each Mary Kay appointment as an opportunity to fill your cup and renew your energy.”

FALLON

“Be sure your WHY is so important that you can't be stopped! If your WHY doesn't make you cry, then it may not be big enough, and you won't be laser-focused. Also choose to build a team with other big dreamers.”



SHANNON

“In rough patches, don't quit your Mary Kay business when you're in a valley. You'll most likely feel differently when you're on a win! When you are in a slump, call your customers and potential customers to try to book a Power Start. Chances are your Mary Kay business will turn around, and you'll be more motivated than ever.”



Get an Edge Online.

Top three reasons you need a Mary Kay® Personal Web Site and a ProPay® Premium Services Account:

- 1 Sales.** Industry experts report **roughly 84 percent** of last year's holiday purchases were made online, and customers expect online payment options. You don't want to miss out!
- 2 Referrals.** You and your customers can **share content** from your **Mary Kay® Personal Web Site** on social sites like **Facebook®** and **Twitter®**, and when you do, anyone who clicks on the content is linked to your **Mary Kay® Personal Web Site**!
- 3 Leads.** When your potential customers see a **Mary Kay®** sponsorship or ad, they may use the **Consultant Locator** on marykay.com. Make sure they can find you by having an active **Mary Kay® Personal Web Site**. Think of all that free publicity!

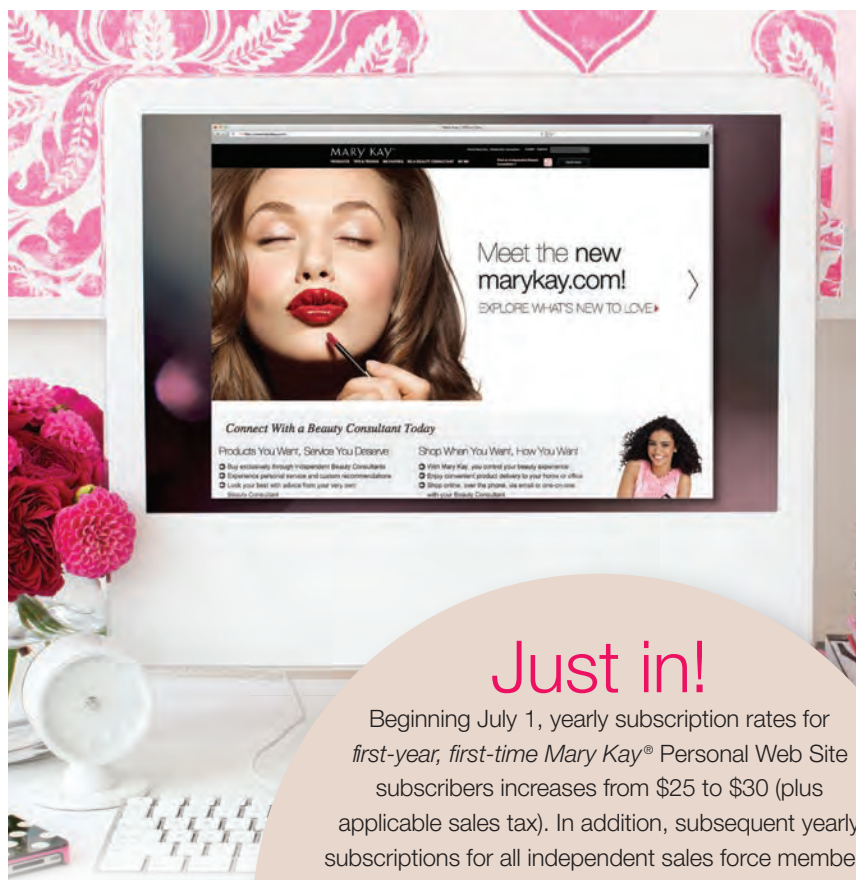
Sign up for a Mary Kay® Personal Web Site:



[Mary Kay InTouch® / Business Tools / Personal Web Site Manager / Sign Up](#). Be sure to opt-in for your customers to receive *Beaut-e-News®*. You also can choose if you'd like to offer free samples or free shipping.

Signing up is easy, but you'll need a few things before you start.

- 1. Block an hour to create your accounts.**
It's not hard, but you'll want to complete the process at one sitting.
- 2. Make sure you have:**
 - A list of five ZIP codes you will most likely service.
 - A professional picture saved to your computer.
 - Your social media Web addresses (Twitter®, LinkedIn®, Facebook®).
 - Your bank card information.



Just in!

Beginning July 1, yearly subscription rates for *first-year, first-time Mary Kay® Personal Web Site* subscribers increases from \$25 to \$30 (plus applicable sales tax). In addition, subsequent yearly subscriptions for all independent sales force members increases from \$50 to \$60 (plus applicable sales tax) – still an incredible bargain!

But we've sweetened the pot! If you **act anytime now through June 30, 2014, you can renew your current subscription for another year at the \$50 rate.** (Example: If your subscription expires March 1, 2015, you can renew by June 30 and extend your \$50 rate through March 1, 2016.)

ProPay®

ProPay® payment services allow you to securely process your customers' credit and debit cards immediately for your Mary Kay business open 24/7 via your **Mary Kay® Personal Web Site**. Plus, ProPay® gives you immediate access to those funds to place your orders! That could mean NO out-of-pocket cash from you! Get the details on [Mary Kay InTouch® / Ordering / ProPay®](#).

Building WALL to WALL Leaders



I've often said we are doing something far more important than selling cosmetics; we are changing lives.

— Mary Kay Ash

HERE WE

GROW



Independent Sales Director
Marybeth Andrews
of Atlanta, Ga.

For **Marybeth Andrews, Independent Sales Director from Atlanta, Ga.**, sharing the Mary Kay opportunity is exciting and always full of surprises. "I've met the most amazing women in my two-year journey," she says. "These women have both inspired and motivated me. When it comes to team-building, I simply share what I love about my Mary Kay business. I give others an opportunity to discover their own reasons to love the Mary Kay opportunity. Then I help them fulfill their definition of success. It's quite simple."

Whether you're just starting your Mary Kay business or are already advancing along the career path, Marybeth shares her thoughts to help put you on the track to success.

Dream Big. Focus on how building a team can help you achieve a beautiful, enriched life. Create a dream board with specific goals you want to achieve in your Mary Kay business.

Gather Support. My husband is my biggest cheerleader. He called it my laser beam focus as I went through the Independent Sales Director-in-Qualification process. Your support may be a spouse, your Independent Sales Director or anyone!

Work Smart. Most of us don't have lots of free time, so manage yours wisely. I can make a lot happen in a day if I put my mind to it. Make customer calls, set up team-building appointments, get skin care parties booked, warm chatter – the sky's the limit!

discover what you
LOVE™



Set Goals. One of my goals is to be a Star Consultant every quarter and receive a gold medal each month.

Be Coachable. Attend your unit meetings and event nights. Go to Company-sponsored events such as Career Conference and Seminar. Being in front of others helps you stay focused and excited about your Mary Kay business, and that excitement can be contagious with prospective team members.

Enjoy the Journey! The women I've met through my Mary Kay business have undeniably enriched my life. I'm so blessed in my Mary Kay business. It's just natural that I want to pass along Mary Kay Ash's passion to help others and enrich the life of every woman I meet.

Behind every achievement, large or small, lies a plan. If you really want to get things done, the sooner you learn how to plan, the better.

– Mary Kay Ash

CHANGES TO Seminar 2015 Queens' Courts

The new Seminar year is around the corner, and now is a great time to set your goals. Consider booking a Power Start in July to get your year off to a great start.

Being a member of the Queen's Court of Personal Sales and Queen's Court of Sharing is an honor. It means you work your Mary Kay

business full circle, booking and holding parties, sharing the Mary Kay opportunity and providing Golden Rule customer service. It means you believe in yourself enough to set such an awesome goal!

Mary Kay wishes to continue to hold these awards in the highest regard, encourage Independent Beauty Consultant retention and help you build strong teams.

Effective July 1, 2014, the contest requirements for Queens' Courts of Personal Sales and Sharing will change to honor the integrity and prestige of these high accolades.

What's changing?

| Court | Current Requirements | New Requirements |
|---------------------------------|---|--|
| Queen's Court of Personal Sales | \$36,000 in personal estimated retail sales | \$40,000 in personal estimated retail sales |
| Queen's Court of Sharing | 24 new personal team members each with a minimum \$600 wholesale Section 1 order received and accepted by the Company during the Seminar contest period (on or before June 30) | 24 new personal team members each with a minimum \$600 wholesale Section 1 order received and accepted by the Company in the same or following calendar month their Independent Beauty Consultant Agreement is received and accepted by the Company |
| | | OR when their Independent Beauty Consultant Agreement is received and accepted by the Company during the contest period, and they achieve at least one quarter of Star Consultant status by June 15, 2015. |

Examples:

| New Independent Beauty Consultant | Month Independent Beauty Consultant Agreement Was Received and Accepted by the Company | Order Month – Wholesale Section 1 Order Amount | Qualified to Count Toward Queen's Court of Sharing | Reason |
|-----------------------------------|--|---|--|---|
| Elizabeth | Aug. 2014 | Sept. 2014 – \$200 April 2015 – \$1000 May 2015 – \$800 | Yes | Although Elizabeth's initial wholesale Section 1 order was not \$600, she did achieve Star Consultant Status within the contest period. |
| Laura | Dec. 2014 | Jan. 2015 – \$600 June 2015 – \$400 | Yes | Laura's initial \$600 wholesale Section 1 order was received and accepted by the Company in the calendar month following the month her Independent Beauty Consultant Agreement was received and accepted by the Company. |
| Sarah | Feb. 2015 | Feb. 2015 – \$200 April 2015 – \$200 June 2015 – \$200 | No | New requirements state minimum \$600 wholesale Section 1 order is received and accepted by the Company in the same or following calendar month the Independent Beauty Consultant Agreement is received and accepted by the Company. |

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