

MARY KAY

# applause<sup>®</sup>

JUNE 2012



Great ways to stay  
**connected with your  
customers!**

Summer  
Skin Care



**Q: What do the numbers printed on Mary Kay® products indicate? A:** The date code is an alphanumeric code that indicates the manufacture date. It's located on Mary Kay® product container bottoms, pencil barrels (engraved around the color band) or the crimp of a tube. This code is useful in maintaining the high-quality standards of Mary Kay, as it indicates product life/expiration and is used to trace products returned for any reason. Details are on **Mary Kay InTouch® > Products > Product Central.**

**Q: I have been invited to set up a booth at a community fair. Is this within the guidelines of my Independent Beauty Consultant Agreement? If so, what are the parameters? A:** We receive many requests for permission to use the Mary Kay® trade name in connection with fair booths, and we feel that such booths offer an excellent opportunity to meet potential customers and team members. For complete details, please refer to Page 18 of the Mary Kay *Legal-Ease* guidelines, which can be found on **Mary Kay InTouch® > Resources > Legal.**



## Mary Kay said it best

*Every failure, obstacle or hardship is an opportunity in disguise. Success in many cases is failure turned inside out. The greatest pollution problem we face today is negativity. Eliminate the negative attitude and believe you can do anything. Replace 'if I can, I hope, maybe' with 'I can, I will, I must.'*

## june 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 6 a.m. Central time.

**8**

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

Early ordering of the new Summer 2012 promotional items begins for Star Consultants who qualified during the Dec. 16, 2011 – March 15, 2012, quarter and Independent Beauty Consultants who enrolled in *The Look* for Summer 2012 through the Preferred Customer Program<sup>SM</sup>.

Postmark deadline for Quarter 4 Star Consultant quarterly contest.

Deadline to make Quarter 3 Star Consultant prize selections.

Postmark deadline for Spring 2012 promotion.

Early ordering of the new Summer 2012 promotional items available for all Independent Beauty Consultants.

Last day for your customers to take advantage of the Spring 2012 gift-with-purchase offer.

Last day to enroll online for the Summer 2012 Preferred Customer Program<sup>SM</sup> Month 2 mailer.

**15**

**16** Summer 2012 promotion begins. Quarter 1 Star Consultant quarterly contest begins.

**20** Online prize selection available for Quarter 4 Star Consultant quarterly contest.

Summer 2012 Preferred Customer Program<sup>SM</sup> customer mailing of *The Look* begins. (Allow 7-10 business days for delivery.) Customer follow-up list and labels master begin mailing.

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

**28**

**29** 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.

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

**30**

Online Independent Beauty Consultant Agreements accepted until midnight Central time.

Seminar 2012 *Way to Grow* Challenge ends.

## SPECIAL EVENTS NOTE

**NEW!** Registration for *Dare to Dream!*<sup>SM</sup> Seminar 2012 is under way and ends July 4! Register now to ensure your spot at this can't-miss event!





# InsideTHIS ISSUE

## SUMMER SALES

School's out and vacations are in! Don't forget these great Mary Kay® products to showcase this summer and to provide your customers with Golden Rule customer service even during the busy summer travel season!

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## PARTY PLANNERS

Get tips from two Mary Kay Independent Sales Directors on ways to increase attendance at your skin care parties, attract new customers and increase sales!

5

## SEMINAR BOUND!

Make plans to attend Seminar 2012! Check out exciting events in store for you there and get a peek under the tent as we unveil plans to celebrate the Mary Kay 50th Anniversary in 2013!

15

## BLUSHING BRIDE

From prewedding prep to bridesmaids' gifts, she's got what she needs, thanks to you and Mary Kay!

7



find it online: check out the **new and improved** Mary Kay InTouch®

**dare  
to  
Dream!**  
seminar 12

**DARE TO DREAM!™ SEMINAR 2012**  
Got questions? We've got answers! Everything you wanted to know about Seminar, including registration information, classes and itineraries – it's all here!  
**Events > Special Events.**

**COLOR CONVERSION CHARTS**  
If you're wondering what new color shade to recommend, these handy charts are for you! Find all the latest color conversion charts under *All About Color* at **Products > Product Central.**

**BE AN ALL-STAR!**  
When you achieve Star Consultant status all four quarters from June 16, 2011, through June 15, 2012, you *also* achieve the *All-Star Star Consultant Consistency Challenge* and receive a necklace and key charm. Learn more at **Contests/Recognition > Contests.**

**MKCONNECTIONS®**  
Get the tools you need to market your business. From personalized Mary Kay® checks and business cards to caddies and organizers, you'll find it here! **Ordering > MKConnections®.**

# Little Miss Sunshine

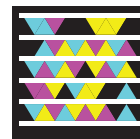
Who says you have to say goodbye for the summer! With **exciting ways to stay in touch** with your customers, coupled with popular, **in-demand products**, you're certain to ramp up summer sales and finish the Seminar year strong!



\$14

## NEW! Advanced Protection Mary Kay® Sun Care Sunscreen Broad Spectrum SPF 50\*, \$14

is here just in time for the long summer days! It's perfect for consumers looking for a high level of sun protection. Look for it on the June 16 Consultant order form. Also look for a **Sun Care eCatalog** in mid-June featuring all the great Mary Kay® products for maximum sun protection that you can forward to your customers.



**SCAN TO WATCH  
A SUN CARE VIDEO  
WITH DR. BETH LANGE.**  
Get the free mobile app  
at <http://gettag.mobi>



### Sun Times!

Your customers are heading outdoors for some fun in the sun.  
Be sure they pack all their Mary Kay® sun care essentials!

TimeWise Body™ Hand and Décolleté Cream Sunscreen Broad Spectrum SPF 15\*, **\$18**

Mary Kay® Tinted Moisturizer Sunscreen Broad Spectrum SPF 20\*, **\$18**

TimeWise® Day Solution Sunscreen Broad Spectrum SPF 35\*, **\$30**

Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15\*, **\$16**

Mary Kay® Sun Care Sunscreen Broad Spectrum SPF 30\*, **\$14**

Limited-Edition! Mary Kay® Sun Care After-Sun Replenishing Gel, **\$12**

Mary Kay® Sun Care Lip Protector Sunscreen Broad Spectrum SPF 15\*, **\$7.50**



# Shine CONTROL

Temperatures are on the rise and so is the need for shine control. Show your customers how they can put on and keep a fresh face all day!

- a. Beauty BlotTERS®  
Oil-Absorbing Tissues, \$6
- b. TimeWise® Matte-Wear®  
Liquid Foundation, \$20
- c. Oil-Mattifier, \$15
- d. Mary Kay® Sheer Mineral  
Pressed Powder, \$16

b. \$20

c. \$15

d. \$16

a. \$6

## Just to Clarify:

**Mary Kay® Foundation Primer  
Sunscreen Broad Spectrum SPF 15\*.**

The product ingredients and formula did not change. The product has always contained SPF ingredients, and now we can substantiate the sunscreen claim. Some consumers can be sensitive to SPF products. If they are already successfully using the primer, they should be able to continue to do so due to the fact that the ingredients and claims have not changed. New Section 2 samplers are available on the June 16 Consultant order form. Pack of 6/\$1.50

\$16



## SUMMERTIME = PARTY TIME

Need some great summer party ideas? Visit *Let's Talk* on Mary Kay InTouch® and pick up terrific ways to create excitement at your next party! You can use the Beaute-vite® Party Planner as an easy and fun way to book parties online.

# Stay InTouch this summer ...

## ✓ Customer Delivery Service –

Fill product orders from anywhere! CDS gives you flexibility to provide great service to your customers!

## ✓ Preferred Customer Program<sup>SM</sup> –

Your customers will love these personalized mailers promoting the hottest trends and Mary Kay® products each quarter. Plus, you can order promotional products six days early!

✓ Facebook – Social media can play a huge role in how you communicate with your customers. If you haven't done so already, create a Facebook fan page. It's free! You can promote products and create dialogue with your customers in a place where they already congregate.

## ✓ MKeCards® –

Between vacation travel and school being out, it's tough to stay connected. Whether you want to spotlight a new product or wish someone "Happy Birthday," you're sure to find the perfect MKeCard®.

## ✓ Product Reorder Reminders –

Sign up to remind your customers to reorder their favorite products before they run out. What a convenient and automated way to serve your customers!



Visit Mary Kay InTouch® for more information on all these programs and discover great ways to better serve your customers.

MARY KAY®  
**MAKEOVER  
contest**  
Get Beautiful. Give Back.

Your customers have  
until noon (Central time) on  
June 4 to submit their entry.

Remember, there's

**Still Time**

for your customers to  
enter the 2012 Spring/  
Summer Mary Kay®  
Makeover Contest.

What a great reason to reach  
out to them this summer.

For details, go to  
Mary Kay InTouch®! ●

# SUPER- SIZE YOUR SKIN CARE PARTIES.





**Parties 'R' Us** When it comes to skin care party size, **Beth Piland** and **Mary Strauss** believe bigger is better. "If I'm spending time away from my family, I want to make it worthwhile for me and my hostess," says **Beth**, an **Independent Executive Senior Sales Director** from Valdosta, Ga. "Ten women at a party are optimum for me."

Both women say it takes effort and upfront planning, but the new clients and resulting sales potential are definitely worth it. Their advice? **Believe in yourself, keep a positive attitude and think big!**

## BETH'S BEST BETS

### TO LARGER SKIN CARE PARTIES

**Hostess makeover.** Come early and give your hostess a color makeover. She'll look great. Plus, her guests will be eager to book a second appointment for their color makeovers.

**Bring reinforcements.** Invite a new or potential team member to help you and get her more excited about her own Mary Kay business. Typically, your hostess already uses the products, so she's eager to help. Remember, it's contagious!

**Make everyone feel important.** Straight from Mary Kay herself! Guests respond favorably when given the attention they deserve.

**BELIEVE you can do it.** You *can do anything* you set out in your heart and mind to do. Charge ahead and don't give up!

**Cast your net.** A rule of thumb is that one-third show up (invite 30 and 10 may come). A psychologist told me we all know 400+ people. Help your hostess think outside her circle (e.g., work, neighbors, family, school, church, health club, hairdresser, day care, clubs, etc.).

**Get personal.** I call or text and say, "So glad you're coming! I've got three quick questions regarding your skin type, so I'm sure to bring the perfect products for you!" *Try* to connect. Even if you don't, your attempt can promote her commitment. Once she's there, the products sell themselves!

**Seeing is believing.** Have guests apply products to one side of their faces. They'll see immediate results and get excited. Their enthusiasm is contagious!

**What's in it for me?** Give guests another reason to come via hostess incentives.

## ASK BETH



**Beth Piland,**  
Independent  
Executive  
Senior Sales  
Director

**Q: Is there an optimum day/time to hold a party?**

**A:** Not really. As Independent Beauty Consultants, we must work with our hostesses and be as flexible as possible.

**Q: Do themed parties impact attendance?**

**A:** They can. **Gloria Brewster**, an **Independent Sales Director** in my unit, had an "ugly sweater" party during the holidays. The guest with the ugliest Christmas sweater received a Mary Kay® gift. Gloria said the party was a blast, and the theme got women there even at the busiest time of the year!

**Q: What's been your largest skin care party attendance?**

**A:** We had 18 guests at a new Independent Beauty Consultant debut, and it was amazing!

**Q: What's the funniest thing that happened to you during a party?**

**A:** I was a new Independent Beauty Consultant and had a party for eight. The guests wanted to try concealer, but I forgot to mention a little goes a long way. (Remember, I was new!)

I gazed around the table, and everyone looked like a circus clown! We all burst out laughing. We started over, and they were great sports. I sold a lot that day, which proves you can do everything wrong, but with a good attitude and great guests, your skin care parties *can* work!



**Mary Strauss,**  
Independent  
Executive Senior  
Sales Director

**Mary Strauss**, an **Independent Executive Senior Sales Director** from Folsom, Calif., agrees that larger party sizes can equate to more customers and higher residual sales. "If I do

two facials a week, that's eight potential clients a month or **96 a year**. But if I do two weekly parties with six guests each, that's 48 potential clients a month or **576 a year**," she says.

## MARY'S MYTH BUSTERS

### **Myth 1** IT'S TOO HARD TO GET 10 PEOPLE TO A SKIN CARE PARTY.

It's in your mind-set. If we were required to have 20 in a party, we would do it. We rise to our expectations. Think big, work hard, and it will happen!

### **Myth 2** WOMEN TODAY ARE TOO BUSY TO ATTEND A SKIN CARE PARTY.

We are, but we prioritize and do what's important to us. If you're passionate about the products, your guests will be too. Let them know you can help them find the right skin care, perfect foundation and prettiest eye, cheek and lip colors.

### **Myth 3** WOMEN ARE HESITANT TO COME BECAUSE THEY FEEL PRESSURED TO PURCHASE.

Switch the pressure to a positive "what's in it for her" attitude. I say, "I'll *only* let you purchase what you *love*, and all products come with the Mary Kay® Satisfaction Guarantee." I also ask guests for their opinions on products so they know their ideas matter.

### **Myth 4** I CAN'T FACIAL 10 PEOPLE AT ONCE!

Remember, it's a mind-set, and you can do it. You don't need 10 mirrors and trays — be flexible and improvise. Hold five smaller-sized classes until you feel confident holding a larger class. Work smart and keep it simple.

# Simple steps TO BEAUTIFUL- LOOKING SUMMER SKIN

Your skin's daily sun protection  
just got better!

With the TimeWise® Miracle Set®, you get  
great sun protection and 11 age-fighting  
benefits for a beautiful, youthful-looking you!

MORE  
**SPF**  
PROTECTION

MARY KAY



Set includes:

TimeWise® Day  
Solution Sunscreen  
Broad Spectrum  
SPF 35\*

TimeWise®  
Night  
Solution

TimeWise®  
3-In-1  
Cleanser

TimeWise®  
Age-Fighting  
Moisturizer

TimeWise® Miracle  
Set® is just **\$90.**



Mary Kay is proud to share that  
the TimeWise® Miracle Set® has  
earned the Good Housekeeping  
Seal. The Seal applies from  
Aug. 1, 2011, to July 31, 2012.

Check out the Mary Kay® Sun Care eCatalog on [marykay.com](http://marykay.com)!



Try a **little miracle** today!

See visible results in just one month with the  
**TimeWise® Trial Miracle Set®. ONLY \$44**

All prices are suggested retail.

\*Over-the-counter drug product

The best-seller logo/designation refers to top-selling products within the  
Mary Kay® product line.



**GREAT FOR  
TRAVELING!**





# BRIDAL bliss

From prewedding prep to bridesmaids' gifts, you'll have her covered with all Mary Kay offers!

Help her prepare for the big day.

Soft, kissable lips are in order! Buff away dry skin and moisturize.

**Satin Lips® Set**

**\$18**



With all eyes on her, she'll want beautiful skin and a picture-perfect glow. **TimeWise® Microdermabrasion Set**

**\$55**



A bride's worst nightmare is an unexpected blemish. **Acne Treatment Gel\***

**\$7**



Late nights arranging seating charts leave eyes feeling tired. **Indulge® Soothing Eye Gel**

**\$15**

Perfect gifts for bridesmaids



**Thinking of You® Eau de Parfum**

**\$30**



**Mary Kay® Mineral Eye Color Bundles**

**\$19<sup>50</sup> each**



**Mint Bliss™ Energizing Lotion for Feet & Legs**

**\$10**



**Bridal Beauty**

Brides love the Mary Kay® Virtual Makeover, where they can play with the latest makeup trends and test hairstyles and accessories! It's now available as an app for your smartphone or tablet. Download free from Apple App Store, Amazon Appstores or Google Play Store.

You can find a Radiant Bride Beaute-vite® on Mary Kay InTouch®!

# Recognition

Congratulations to the winners for February 2012

## Top NSDs Year-to-Date

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



Barbara Sunden



Carol Anton



Karen Piro



Lisa Madson



Kathy Helou



Gloria Mayfield  
Banks



Jan Harris



Anita Mallory  
Garrett-Roe



Gloria Castaño



Pat Danforth

## 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 February 2012, NSD bonuses for Star Consultants and NSD commissions earned on all foreign countries for January 2012.) These "NSD commissions" are used to determine NSD ranking for a Seminar year. Congratulations to the following NSDs who are considered on-target from July 1, 2011, through Feb. 29, 2012.

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

Barbara Sunden.....\$694,045.71

### On-Target for \$500,000 Inner Circle

Carol Anton .....\$363,347.12  
Karen Piro .....350,872.84  
Lisa Madson.....344,328.52  
Kathy Helou .....340,339.74  
Gloria Mayfield Banks.....333,704.24

### On-Target for \$450,000 Inner Circle

Jan Harris.....\$318,906.80  
Anita Mallory Garrett-Roe .....304,542.78

### On-Target for \$350,000 Inner Circle

Gloria Castaño .....\$259,636.93  
Pat Danforth .....255,801.16  
Sonia Páez .....249,391.05  
Cheryl Warfield .....243,290.53

### On-Target for \$325,000 Inner Circle

Karlee Isenhardt .....\$225,786.14  
Stacy James.....224,765.59

Cindy Williams.....220,080.21

### On-Target for \$300,000 Diamond Circle

Sue Kirkpatrick.....\$213,477.76  
Debi Moore .....212,201.74  
Halina Rygiel.....207,001.44  
Patricia Rodriguez-Turker .....204,863.56  
Sherry Windsor .....200,671.51

### On-Target for \$250,000 Diamond Circle

Lupita Ceballos.....\$198,173.15  
Pamela Waldrup Shaw .....188,836.10  
SuzAnne Brothers .....186,469.18  
Jodie McCoy .....174,600.47  
Dacia Wiegandt .....170,819.39

### On-Target for \$200,000 Diamond Circle

Mary Diem .....\$166,432.76  
Linda Toupin.....163,119.20  
Anita Tripp Brevton .....159,939.33  
Shannon Andrews.....159,729.79  
Julianne Nagle.....153,929.73  
Diane Underwood .....153,339.76

Mary Estupian.....150,006.95  
Kerry Buskirk .....147,806.30  
Dayana Polanco .....147,068.48  
Pamela Fortenberry-Slate.....143,485.58  
Ronnie D'Esposito Klein.....142,687.18  
Sandy Miller .....139,314.69  
Auri Hatheway .....135,225.78  
Sandy Valerio .....133,636.78  
Rebecca Evans .....133,626.32

### On-Target for \$150,000 Gold Circle

Jeanne Rowland .....\$133,074.77  
Jamie Cruse-Vrinos.....130,594.86  
Julie Krebsbach .....129,590.30  
Maria Monarrez .....128,670.02  
Cindy Fox .....128,254.73  
Cyndee Gress .....126,493.26  
Nancy Bonner .....125,681.02  
Kay Elvrum .....125,229.93  
Yvonne Lemmon.....124,458.67  
Maureen Ledda .....123,493.15  
Lily Orellana .....121,862.40  
Connie Kittson .....121,585.64

Elizabeth Fitzpatrick .....120,836.38  
Dalene Hartshorn .....120,808.94  
Lisa Allison .....120,624.80  
Dawn Dunn .....120,220.55  
Sara Pedraza-Chacón .....118,142.78  
Mayuli Rolo .....115,133.73  
Vivian Diaz .....112,862.19  
Tammy Crayk .....112,784.90  
Consuelo Prieto .....112,515.46  
Jan Thetford .....110,651.63  
Lise Clark .....109,247.54  
Mona Butters .....108,286.59  
Gloria Báez .....107,837.61  
Valerie Bagnol .....105,944.60  
Pam Ross .....105,405.63  
Janet Tade .....103,679.59  
Anabell Rocha .....102,446.68  
Davanne Moul .....101,150.86  
Alia Head .....100,754.75  
Kristin Myers .....100,377.50

### On-Target for \$125,000 Gold Circle

Judy Brack .....\$99,715.89

Cathy Bill .....99,656.38  
Pam Klickna-Powell .....98,686.36  
Joanne Bertalan .....98,570.82  
Alma Orrostieta .....97,334.06  
Monique Todd Balboa .....96,888.29  
Kate DeBlander .....96,659.09  
Shirley Oshiro .....93,700.34  
Janis Z. Moon .....91,273.47  
Lynne Holliday .....90,595.28  
Michelle Sudeth .....90,164.42  
Jeanie Martin .....89,788.29  
Sharon Buck .....89,565.68  
Scarlett Walker-Simpson .....87,484.33  
Paola Ramirez .....87,219.00  
Linda Kirkbride .....85,815.48  
Judy Kawiecki .....85,549.10  
Kathy Goff-Brummett .....85,243.89  
Kirk Gillespie .....83,346.34

## Monthly Commissions and Bonuses

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

### Pearl

1. Jan Harris\*\* .....\$39,403  
2. Cindy A. Williams .....38,633  
3. Pamela Waldrup Shaw .....35,507  
4. Cheryl Warfield\*\* .....34,350  
5. Stacy I. James .....32,114  
6. Halina Rygiel\* .....29,169  
7. Anita Tripp Brevton\* .....28,490  
8. Lisa Allison .....24,534  
9. Mary C. Estupian\* .....23,981  
10. Julie Krebsbach .....20,936  
11. Maureen S. Ledda\* .....19,002  
12. Alma Orrostieta .....18,824  
13. Nancy Bonner\* .....18,535  
14. Sandy Miller\* .....17,944  
15. Jeanie Martin .....17,410  
16. Lise T. Clark\* .....17,154  
17. Monique Todd Balboa .....17,023  
18. Bett Vernon .....16,269  
19. Kristin Myers .....16,241  
20. Elizabeth Fitzpatrick\* .....16,102  
21. Judy Brack .....15,144  
22. Shirley M. Oshiro .....15,021  
23. Kathy C. Goff-Brummett .....15,010  
24. Anabell Rocha .....14,778  
25. Lyndia Jackson\* .....14,672  
26. Cathy E. Littlejohn .....12,934  
27. Robin Rowland .....12,358  
28. Jane Studrawa .....12,275  
29. Linda Kirkbride .....12,132  
30. Sylvia Kalicak .....12,074  
31. Maureen Myers .....11,985  
32. Glinda McGuire\* .....11,725  
33. Bettye M. Bridges .....10,736  
34. Deb Pike .....10,351

### Diamond

1. Barbara Sunden\*\*\* .....\$81,205  
2. Lisa Madson .....59,075  
3. Sonia Páez\*\* .....38,127  
4. Anita Mallory Garrett-Roe\*\*\* .....36,607  
5. Gloria Castaño\*\*\* .....31,868  
6. Dayana Polanco .....30,233  
7. Patricia Rodriguez-Turker\*\* .....29,907  
8. Linda C. Toupin .....29,172  
9. Diane Underwood .....26,765  
10. Mary Diem\* .....24,317  
11. Connie A. Kittson .....20,632  
12. Maria Monarrez .....20,501  
13. Susan M. Hohlman\* .....19,797  
14. Vivian Diaz .....18,906  
15. Dalene Hartshorn .....18,429  
16. Mayuli Rolo .....16,067  
17. Evelinda Diaz\* .....14,814  
18. Juanita Guidño .....14,278  
19. Betty Gilpatrick .....14,075  
20. Noelia Jaimes .....13,507  
21. Maria Flores .....12,676  
22. Diana Heble .....11,675  
23. Ada Garcia-Herrera .....10,366  
24. Carol Lawler .....10,233

### Ruby

1. Carol Anton\*\* .....\$48,688  
2. Pat Danforth\* .....37,593  
3. Rebecca Evans\* .....29,508  
4. Sue Kirkpatrick\* .....28,816  
5. Karlee Isenhardt\* .....27,729  
6. Ronnie D'Esposito Klein\* .....19,548  
7. Pamela A. Fortenberry-Slate\* .....18,914  
8. Cyndee Gress .....18,468  
9. Jeanne Rowland\* .....18,192  
10. Pam Ross\* .....17,285  
11. Kate DeBlander .....15,642  
12. Janis Z. Moon .....14,698  
13. Judy Kawiecki .....13,991  
14. Lynne G. Holliday .....13,519  
15. Gena Rae Gass .....13,483  
16. Vicki Jo Auth .....13,380  
17. Bea Millsagle .....13,022  
18. Kirk Gillespie .....13,012  
19. Michelle L. Sudeth\* .....12,844  
20. Scarlett S. Walker-Simpson\* .....12,785  
21. Kimberly R. Copeland .....12,675  
22. Jo Anne Barnes .....12,304  
23. Margaret M. Bartsch .....12,213  
24. Kelly McCarroll .....11,876  
25. Terri Schafer .....11,626  
26. Vicky L. Fuselier .....10,063

### Sapphire

1. Karen Piro\*\* .....\$45,791  
2. Lupita Ceballos\* .....37,409  
3. Shannon C. Andrews\* .....25,427  
4. Jodie McCoy\* .....24,777  
5. Julianne Nagle\* .....23,054  
6. Dawn A. Dunn .....23,000  
7. Sandy Valerio .....20,899  
8. Paola Ramirez .....20,888  
9. Tammy Crayk .....20,754  
10. Jan L. Thetford .....19,231  
11. Pam Klickna-Powell .....19,029  
12. Valerie J. Bagnol\* .....17,436  
13. Sara Pedraza-Chacón\* .....17,193  
14. Lorraine B. Newton .....16,137  
15. Ann Brown .....16,114  
16. Sharon L. Buck .....15,078  
17. Davanne D. Moul\* .....14,845  
18. Gloria Báez\* .....14,761  
19. Pam I. Higgs .....14,420  
20. Nancy A. Moser .....13,282  
21. Kimberly D. Starr .....13,039  
22. Alia L. Head .....13,011  
23. Maribel Barajas .....12,111  
24. Kendra Crist Cross .....12,061  
25. Sherri L. Steinman .....11,902  
26. Gillian H. Ortega .....11,398  
27. Joy L. Breen .....11,123  
28. Diana Sumpter .....11,056  
29. Karen B. Ford .....10,760  
30. Debra M. Wehrer .....10,645  
31. Jill Moore .....10,617  
32. Gladis Elizabeth Camargo\* .....10,376  
33. Charlotte G. Kosena .....10,113

### Emerald

1. Gloria Mayfield Banks\*\*\* .....\$67,674  
2. Kathy S. Helou\* .....57,591  
3. SuzAnne Brothers\* .....38,194  
4. Debi R. Moore\* .....31,525  
5. Dacia Wiegandt\* .....29,822  
6. Sherry Windsor\*\* .....28,288  
7. Yvonne S. Lemmon .....27,164  
8. Jamie Cruse-Vrinos .....23,353  
9. Kerry Buskirk\* .....20,804  
10. Cindy Fox\* .....19,681  
11. Mona Butters .....19,249  
12. Lily Orellana .....19,242  
13. Auri Hatheway .....18,376  
14. Cathy Bill\* .....18,245  
15. Consuelo R. Prieto\* .....17,762  
16. Janet Tade\* .....17,320  
17. Kay E. Elvrum .....16,322  
18. Dawn Oshiro-Sweeney .....16,278  
19. Pamela Tull .....15,499  
20. Joanne R. Bertalan\* .....15,048  
21. Sabrina Goodwin Monday .....14,374  
22. Crisette M. Ellis .....13,803  
23. Jackie LaPrade .....13,524  
24. Kym A. Walker\* .....13,518  
25. Brenda Segal\* .....13,271  
26. Kathy Rodgers-Smith .....12,991  
27. Candy Jackson .....12,305  
28. Shelly Gladstein .....11,745  
29. Cristi Ann Millard .....11,723  
30. Nora L. Shariff\* .....11,419  
31. Morayma Rosas .....10,712  
32. Sherry A. Alexander .....10,246

\*Denotes Senior NSD

\*\*Denotes Executive NSD

\*\*\*Denotes Elite Executive NSD



## Commission Circle

Independent Sales Directors who earned the top 100 commissions and bonuses in each Seminar area in February 2012. Names in **bold print** are those who earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission.

### Pearl

Kim McClure	\$19,111.81
Leah Michelle Lauchlan	16,019.84
Julia Sander Burnett	15,816.14
Amie N. Gamboian	15,702.77
Roya Marie Mattis	15,300.13
Lia Rene Carta	14,733.60
Carrie V. Eddings-Foster	13,567.24
Tammy A. Valava	12,501.94
Amy Stokes	12,156.90
Lisa Olivares	11,857.40
Dorothy D. Boyd	11,600.78
Janice Baxter Hull	11,573.15
Jenn Kirkham	10,833.66
Blythe Jolee Egbert	10,705.25
Cindy Machado-Flippen	10,652.57
Sherry L. Fields	10,614.42
Ingra Williams	10,584.22
Anne Geertsen	10,549.22
Diane M. Detesco	10,456.50
Janie K. Navkal	10,423.60
Keith Powell	9,958.36
Cindy S. Koenig	9,943.26
Laurie Travis Pyle	9,771.88
Adrianne M. Detesco	
Morales	9,746.20
Mia J. Mason Taylor	9,682.11
Breanne Bechard	9,646.48
Patti Cornell	9,621.41
Nedra Ruby White	9,605.23
Michelle Salisbury Rankin	9,590.87
Shelley Eldridge	9,524.48
Kathryn L. Engstrom	9,266.93
Marje Durrer	9,225.23
Jaime Marie Bittner	9,183.28
Beth H. Piland	9,095.07
Patty Webster	9,002.49
Vicki Piccirilli	8,966.16
Maria Claxton-Taylor	8,788.52
Cynda Leigh Worrell	8,776.99
Sylvia Limon Martinez	8,723.79
Patty J. Olson	8,710.83
Amy Kemp	8,684.10
Shanna H. Jones	8,675.19
Susan Moore	8,599.42
Crystal June Trojanowski	8,328.22
Denise E. Crosby	8,308.35
Maureen Shipp	8,250.93
Nicole J. Canamare	8,193.68
Angela P. LaFrance	8,157.72
Kijuan R. McKinnie	8,084.71
Hazel White	8,048.21
Stephani Prendes	8,023.23
Christi G. Campbell	7,967.89
Nadine Bowers	7,930.40
Tina M. Dees	7,915.81
Richelle V. Barnes	7,835.28
Ruth A. Stewart	7,701.51
Stacey Craft	7,600.09
Tina Tannehill-Curtis	7,577.35
Tammy Brown	7,557.40
Kimberly L. Messingill	7,542.72
Lindsay R. Stewart	7,488.09
Brittany Marie Self	7,386.67
Susan K. Janish	7,354.72
Betsy C. Richard	7,328.55
Cari Newby	7,308.88
Evelyn Pirhalla	7,277.72
Irene K. Foster	7,275.48
Christina Lynn Frantz	7,223.10
Lucia Fernandez	7,198.09
Shauna Lynn Abbotts	7,194.36
Brenda Stafford	7,191.99
Tracey L. Chavez	7,167.62
Rachael M. Bullock	7,150.45
Collette Parker	7,114.95
Jean A. Wilson	7,113.25
Tara Lynn Mitchell	7,091.07
Amy Kirtrell	7,057.37
Evelyn Hill	7,054.27
Heather Marie Erbe	6,960.60
Rachel Page Kellogg	6,954.37
Antonia Rae Schneider	6,898.87
Katrina Berry-Hooper	6,852.95
Sandra M. Munigua	6,850.90
Penny J. Jackson	6,792.93

Misty D. Guyre	6,743.53
Sally Moreno	6,717.42
Megan Leigh Higby	6,709.59
Mary C. Zimmerman	6,689.25
Mara C. Lane	6,630.58
Debby LaMendola	6,620.19
Fern M. Gerdes	6,587.61
Jean MacMackin	6,550.21
Barbara R. Johnson	6,536.29
Terri Cirlot-Irwin	6,435.51
Kathy Eckhardt	6,409.69
Carmen J. Felix	6,385.75
Belle L. Martin	6,362.59
Angela J. Fry	6,322.73
Michelle J. Cahill	6,267.41
Jo Shuler	6,256.19

### Diamond

Andrea Whitcomb	\$14,367.74
Priscilla McPeeters	13,080.79
Elizabeth B. Muna	13,027.91
Melinda M. Balling	13,015.33
Deborah Dudas	12,630.50
Martha Kay Ralle	12,594.12
Cecilia C. James	12,451.56
Heidi Goelzer	12,238.47
LaRonda L. Daigle	12,234.74
Ruth L. Everhart	12,125.68
Mary Strauss	12,003.25
Mairlys Lopez	11,448.66
Shelly Palen	11,418.84
Sheryl Peterson	11,341.69
Terri J. Beckstead	11,214.19
Amy Allgood	10,956.07
Kristin Jenae Rogers	10,732.55
Delmi Cristina Santos	10,641.58
Nancy Polish Dove	10,366.27
Karime Rosas	10,218.32
Nicki R. Hill	10,186.92
Stephanie A. Richter	9,902.66
Rose Rodriguez-Capone	9,888.71
Julie Schlundt	9,803.84
Maricarmen Gonzalez	9,751.36
Virginia Rowell	9,712.81
Crystal June Trojanowski	9,702.36
Marsha Morrisette	9,594.36
Tawnya Kremppes	9,594.36
Julie Neal	9,576.18
Heather M. Julson	9,508.06
Robin S. Lantz	9,459.92
Gerri Anne Morris	9,360.22
Pat A. Nuzzi	9,343.11
Tokunboh S. Oyenu	9,297.22
Mary Jacobson	9,049.15
Susie Kopacz	8,958.48
Maritza Estela Gonzalez	8,917.40
Jill D. Davis	8,849.52
Heather Rachel Catchpole	8,834.76
Kelly L. Loneker	8,803.39
Oyindamola Ogunlana	8,790.31
Mariaelena Boquin	8,748.46
Mariann Biase Mason	8,740.36
Rhonda Jean Taylor	8,631.09
Valorie Jean White	8,610.95
Betty McKendry	8,593.64
Omosolape O. Akinyoyenu	8,583.31
Sandy Griffith	8,531.60
Michelle Cape	8,523.91
Shelley Olson	8,457.79
Lisa A. Stengel	8,453.34
Mary Kathryn King	8,430.36
Lisa Rada	8,423.21
Lila DeWeber	8,422.24
Aishat Bola Koya	8,227.61
Emily Sims	8,201.18
Brenda K. Howell	8,174.53
Chris Landaker	8,139.06
Barbara E. Roehrig	8,050.54
Kristen C. Spiker	8,033.37
Denise M. Guthrie	8,005.89
Diane L. Mentiply	8,003.12
Lisa Peterson	7,906.35
Amelie B. Kemogne	7,882.53
Linda Faye Dowell	7,859.27
Lisa A. Raupp	7,836.27
Meg Booker Steward	7,777.64

Noemi C. Jaimes	7,776.13
Petie L. Huffman	7,753.98
Susan J. Pankow	7,749.00
Jenny Siemonsma	7,743.84
Linda J. Wicks	7,743.55
Christine DeGrammont	7,724.07
Luisa Urena Mora	7,698.12
Carolyn Thompson	7,685.37
Vicki O'Bannon	7,677.50
Leticia Vargas	7,658.46
Valerie McCullough	
Reynolds	7,646.77
Nancy Fox Castro	7,632.46
Anne Newcomb	7,616.92
Maggie Pereyra	7,606.95
Andrew J. Doller	7,594.47
Yosaira Sanchez	7,563.01
Maria Siguenza	7,549.98
Margarita Velez	7,543.17
Marilinda R. Brown	7,539.18
Nancy Ashton	7,509.16
Susan K. Carlson	7,495.92
Donna J. Saguto	7,446.29
Irene Olebara	7,434.46
Melissa Mays	7,416.07
Cynthia L. Frazier	7,396.12
Kari Alice Johnson	7,376.66
Tammie M. Hanson	7,317.75
Jessica Marie Anderson	7,284.18
Norma Lee Shaver	7,269.75
Carol Lee Johnson	7,252.65
Mileta K. Kinser	7,243.64
Evitelia Valdez-Cruz	7,194.06
Elizabeth Fernandez	7,167.93

### Ruby

Donna Clark-Driscoll	\$14,134.37
Thesey Nkechi Nwachukwu	13,755.03
Krystal D. Downey-Shada	13,514.10
Somer Ballard Carter	12,807.47
Gloria Dominguez	11,693.37
Candace Laurel Carlson	11,574.36
Vanessa R. Upkins	11,526.35
Julie Brindell Sapp	10,959.98
Sheryl K. Goins	10,753.48
Jill E. Garrett	10,480.91
Corrin Cresci	10,241.72
Jennifer Jean McNulty	9,954.98
Lisa Anne Harmon	9,732.23
Diana Gutierrez	9,700.31
Carmen Nunez de Valencia	9,661.57
K.T. Marie Martin	9,422.78
Mary Sharon Howell	9,413.98
Cheryl O. Fulcher	9,407.41
Tina Hulsman	9,227.47
Candace Lyn Chambers	9,215.54
Cissy E. Warren	9,160.65
Winifred Nonye Ogunnamiri	9,129.72
Michelle L. Mathews	9,002.49
Patti Maxwell	8,875.40
Diane Covington	8,727.74
Barbara L. Harrison	8,675.66
Kaye Driggers	8,622.04
Mary Alice Dell	8,583.72
Kimberly Michelle Perkins	8,516.66
Sonya F. Goins	8,502.73
Gina Beekley	8,324.78
Ekene S. Okafor	8,324.24
Jacqueline Donna	8,227.90
Jacqueline N. Alford	8,212.58
Kali DeBlander Brigham	8,034.54
Brenda Fenner	7,971.96
Debbie A. Elbrecht	7,935.22
Laura A. Kattenbraker	7,860.43
Suzanne P. Wallace	7,829.78
Sheila K. Valles	7,809.59
Marnie R. Yunger	7,780.23
Karen E. Gardner	7,734.09
Suzanne Moeller	7,660.55
Vicki S. Lindsay	7,615.75
Julie Smith	7,618.89
Melissa Regina Almanza	7,595.63
Silisia Evans Moses	7,549.55
Linda Leonard Thompson	7,526.79

Lisa A. DeLuca	7,425.82
Deborah S. Bailye	7,393.17
Shelia D. Evans	7,372.69
Laurieann Barclay	7,343.96
Liz Whitehouse	7,322.39
Mary Lou Ardohain	7,317.27
Pamela D. Cox	7,304.27
Michele Semper	7,240.09
Breda M. Teal	7,170.33
Wanda Metzger	7,040.71
Kathy Monahan	7,028.73
Suzanne Tripp-Black	6,958.27
Molly A. Williamson	6,925.90
Brandy E. Richwine	6,921.55
Gloriann Alice Gillespie	6,912.87
Rosanne Pluchino	6,894.14
Darla R. Bull	6,855.35
Sue Ammons	6,844.91
Isabel Mejia	6,817.98
Susan C. Ehrnstrom	6,703.73
Elena Santos	6,625.84
Lisa V. Bauer	6,584.41
Jeanette M. Thompson	6,521.12
Brenda Barrows	6,521.35
Lee Clouse	6,509.85
Gina M. Gildone	6,474.72
Janelle A. Ferrell	6,459.11
Judy Lund	6,406.75
Linda Christenson	6,393.65
Shella Marie Saine	6,361.08
Sherril L. Clemons	6,345.79
Cleta Colson	6,342.15
Christina A. Rolfs	6,313.85
Tracy Ley	6,306.18
Terezeja Marie Lemieux	6,260.44
Connie A. Brinker	6,217.44
Christy M. Cox	6,203.89
Eva E. Berber	6,188.43
Karen Paluga-Larson	6,176.31
Maria A. Harbord	6,175.96
Jeanie Ripley	6,149.68
Bonnie Brannan	6,148.16
Diane Buckley	6,134.84
Sherril Ammons	6,128.96
Eleanor M. Reigel	6,057.31
Lynne M. Nelson	6,048.73
Elsa A. Ramirez Pacheco	6,030.70
Marybeth White	6,018.83
Nancy D. Marshall	6,011.49
Amy J. Spence	5,988.33
Allison L. Carter	5,901.91
Kimberly Cavarretta	5,888.99

### Sapphire

Julie Weaver	\$17,261.24
Lara F. McKeever	16,337.20
Tammy Romage	15,934.26
Angie S. Day	13,132.23
Audrey K. MacDowall	12,456.36
Jennifer L. Besecker	12,212.56
Faith A. Gladding	11,843.17
Tabitha A. Hallums	11,831.74
Diane Bruns	11,573.07
Tracy Potter	11,569.51
Roxanne McKroe Williams	11,517.81
Julia Mundy	10,613.98
Moleda G. Dailey	10,008.45
Lynnee E. Tate	9,953.07
Sylvia Boggs	9,794.44
Lady Ruth Brown	9,594.43
JoAnna P. Shippe	9,515.35
Ellen Ezekiel Farquharson	9,370.86
Kristi M. Montesana	9,137.09
Alison Jurek	9,125.13
Monica Garcia	9,041.78
Debbie A. Weld	8,878.79
Ruby Garner	8,730.66
Marty Ulmer	8,595.57
Kathy R. Bullard	8,595.57
Peggy B. Sacco	8,419.60
Randi Stevens	8,402.02
Kim Harness	8,397.42
Kim I. Sabourin	8,365.37
Kristen Jennifer Barnett	8,223.43
Maranda Michelle Rains	7,996.69

Ana B. Garcia	7,980.67
Christy Bigham	7,900.32
Ryan Ashlee Rives	7,787.24
Patrice Moore Smith	7,762.20
Pam Garner Moore	7,757.24
Kathleen Kirkwood	7,728.58
Mary K. White	7,709.90
Janis Clemens	7,702.38
Elizabeth A. Poole	7,691.71
Robyn S. Cartmill	7,635.19
Krista A. Johnson	7,624.01
Bonnie Crumrin	7,613.75
Debra J. Witmer	7,583.56
Cheri L. Taylor	7,528.36
Anne Elizabeth Leanos	7,487.02
Teodora Ahumada	7,466.90
Allison M. Cheney	7,429.24
Sue Ammons	7,397.85
Linda Klein	7,339.40
Lisa Mack	7,314.44
Dolores Keller	7,270.93
Hilda Marrufo	7,262.61
Diana E. Fraustro	7,244.53
Phyllis I. Pinski	7,242.54
Melva M. Smart-Slythe	7,151.55
Kim West	7,129.45
Joanna Helton	7,097.81
Lafreda D. Williams	7,089.48
Angela D. LaFerry	7,084.27
Ann W. Sherman	7,077.57
Pilar Najera	7,002.64
Belkys Gonzalez	6,974.28
Rheanonda R. Johnson Gray	6,877.12
Connie L. Russo	6,872.86
Joni D. Koontz	6,861.63
Marjorie S. Haun	6,824.98
Melody Missick	6,799.40
Lisa Louise Winton	6,785.21
Katie D. Nichols	6,778.97
Charisse Burton	6,744.58
Regina M. Clark	6,733.48
Natalie Reed	6,686.04
Chris Havens	6,641.22
Crystal A. Zavoda	6,637.63
Crystal Dawn McDaniel	6,637.10
Delmy Ana Torrejon	6,588.54
Michal Kelly Shea	6,588.34
Jerlene Vrana	6,540.77
Maria G. Leon	6,511.81
Connie J. Lamp	6,510.18
Jeannie Helm	6,508.65
Barbara J. Puckett	6,504.83
Frances Woodham	6,503.49
Linné Lane	6,475.30
Ann M. Jones	6,456.20
Rebekah Hienstein	6,437.50
Cindy L. Hess	6,431.89
Alejandra Zurita	6,397.94
Jodi L. Feller	6,353.60
Elaine Hipsher	6,344.32
Binta Touray Jagne	6,334.61
Tanya L. Satcher	6,330.76
Theresa E. Simon	6,330.74
Sarah Sullivan Krycinski	6,326.67
Agnes Stewart	6,316.69
Julie Garvey	6,283.67
Cindy S. Kriner	6,226.55
Brynn M. Blalock	6,221.70
Anita R. Rabelo	6,200.26

### Emerald

Vicki Powell	\$14,990.74
Christie L. Ehiobu	12,797.06
Trisha Taylor	12,230.54
Connie Marie Ackroyd	12,040.77
Karen E. Riddle	11,949.08
Michele Martella Armes	11,722.52
Jordan Helou Eicher	11,597.32
Sue Uibel	11,406.10
Christine A. Denton	11,223.47
Pattie A. Robinson	11,103.33
Elaine K. Williams	10,897.46
Angel L. Hurley	10,824.06
Linda Bradley	10,754.62
Kathy P. Oliveira	10,189.99

Tanya O. King-Lee	10,171.12
Debbie L. Bower	10,158.80

## Mary Kay Angels

These Independent National Sales Directors, Independent Sales Directors and Independent Beauty Consultants achieved the highest commissions/bonuses or production or had the most new team members in their Seminar areas in February 2012.

### Top National Sales Directors — Commissions and Bonuses



**Jan Harris**  
\$39,403  
Pearl



**Barbara Sunden**  
\$81,205  
Diamond



**Carol Anton**  
\$48,688  
Ruby



**Karen Piro**  
\$45,791  
Sapphire



**Gloria Mayfield Banks**  
\$67,674  
Emerald

### Top Unit — Estimated Retail Production

PEARL — Kim McClure, <i>Go Give Area</i> .....	\$108,963
DIAMOND — Andrea Whitcomb, <i>Go Give Area</i> .....	\$98,257
RUBY — Krystal Downey-Shada, <i>Go Give Area</i> .....	\$98,626
SAPPHIRE — Julie Weaver, <i>Go Give Area</i> .....	\$116,280
EMERALD — Vicki Powell, <i>J. Tade Area</i> .....	\$122,162

### Top Sales Director — Personal Sales

PEARL — Angela LaFrance, <i>Go Give Area</i> .....	\$13,411
DIAMOND — Marie Lee, <i>B. Sunden Area</i> .....	\$19,012
RUBY — Sheila Valles, <i>R. Evans Area</i> .....	\$8,573
SAPPHIRE — Jim Cundiff, <i>Go Give Area</i> .....	\$14,516
EMERALD — Shirley Rice, <i>Go Give Area</i> .....	\$15,676

### Top Beauty Consultant — Personal Sales

PEARL — Morgan Ward, K. Eilerman Unit, <i>P. Shaw Area</i> .....	\$12,368
DIAMOND — Kathleen Neal, V. White Unit, <i>Go Give Area</i> .....	\$23,169
RUBY — Mary Gallagher, L. List Unit, <i>C. Gress Area</i> .....	\$13,784
SAPPHIRE — Robbie Walters, M. Hester Unit, <i>Go Give Area</i> .....	\$24,479
EMERALD — Helen Leiby, M. Bright Unit, <i>G. Mayfield Banks Area</i> .....	\$18,187

### Top Team Builder

PEARL — Stacey Oliver, C. Richardson Unit, <i>L. Allison Area</i> .....	10 New Team Members
DIAMOND — Sales Director Trisha Carter, <i>L. Madson Area</i> .....	13 New Team Members
RUBY — Sales Director Jenna Gelgand, <i>V. Auth Area</i> .....	16 New Team Members
SAPPHIRE — Sales Director Ana Garcia, <i>Go Give Area</i> .....	13 New Team Members
EMERALD — Boma Enike-Ekhehar, V. Ehizele Unit, <i>N. Privette-Jones Area</i> .....	11 New Team Members

## Top Unit Builders

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

#### New Unit Members

<b>Pearl</b>	Lia Rene Carta.....23	Mairelys Lopez.....26	Jill E. Garrett.....22	Heidi Stoneburg Lloyd.....24	Pattie A. Robinson.....32
Laurie Travis Plyler.....32	Leah Michelle Lauchlan.....23	Robin L. Sailer.....26	Tina Hulsman.....22	Brooke E. Bennett-Young.....23	Christine A. Denton.....27
Angela Rae Schneider.....30	Ruth A. Stewart.....23	Kristin Jenae Rogers.....25	Kimberly Michelle Perkins.....22	Angela Annette Fromm.....23	Holly Lynne Martin.....25
Roya Marie Mattis.....29	Julia Sander Burnett.....21	Mariaelena Boquin.....24	Cheryl O. Fulcher.....20	Lara F. McKeever.....21	Ana Reyes.....25
Amie N. Gamboian.....28	Angel Michelle Mueller.....21	Elizabeth B. Muna.....24	Karen E. Gardner.....20	Regina M. Clark.....20	Dana C. Warren.....24
Kim L. McClure.....28	Audrey L. Detesco-Nickell.....20	Elvi S. Lamping.....22	Tanya Michelle Johnson.....20	Elien Ezekiel Farquharson.....20	Tanya O. King-Lee.....23
Carrie V. Eddings-Foster.....26	Lucia Fernandez.....20	Leticia Vargas.....22	Consuelo Z. Tinajero.....20	Tabitha A. Hallums.....20	Amanda Thulin-Marrano.....22
Stephani Prendes.....26	Keita Powell.....20	Amy Allgood.....21		Alison Jurek.....20	Shelley Bottiaux.....20
Jenn Kirkham.....25	Maureen Shipp.....20	Linda Faye Dowell.....21	<b>Sapphire</b>	Mandy Lenea Lindsey.....20	Angel L. Hurley.....20
Kimberly L. Massengill.....25	Crystal Dawn White.....20	Kelly L. Loneker.....21	Ana B. Garcia.....27	Michelle Sara Moore.....20	Talvia W. Peterson.....20
Nedra Ruby White.....25			Jodi Lynne Gray.....25	Maranda Michelle Rains.....20	Tatiana Rodriguez.....20
Megan Leigh Higby.....24	<b>Diamond</b>	<b>Ruby</b>	Hilda Marrufo.....25		Christina Lauren Stickel.....20
Kijuan R. McKinnie.....24	Andrea Whitcomb.....40	Sheri Ammons.....28	Katie D. Nichols.....25	<b>Emerald</b>	Trisha Taylor.....20
	Ruth L. Everhart.....29	Sheila Marie Saine.....24	Rheanonda R. Johnson Gray.....24	Vicki Powell.....33	

## Sales Mentors

Special thanks to the sales mentors for the Feb. 7, 2012, *New Independent Sales Director Education class*.



**Gloria Mayfield Banks**  
Elite Executive National  
Sales Director  
Emerald Seminar



**Donna Clark-Driscoll**  
Elite Executive Senior  
Sales Director  
Smithtown, N.Y.  
Ruby Seminar



**Jordan Helou Eicher**  
Senior Sales Director  
Huntersville, N.C.  
Emerald Seminar

## Meet Your NSDs

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

**APPLAUSE®** magazine is published in recognition of and as information for members of the Mary Kay Inc. independent contractor sales organization, Independent National Sales Directors (“National Sales Directors”), Independent Sales Directors (“Sales Directors”) and Independent Beauty Consultants (“Consultants”) in the United States, Puerto Rico, U.S. Virgin Islands and Guam by Mary Kay Inc., Dallas, Texas ©2012 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association. *Applause, Beaut-e-News, Beauty Blotters, Beauty That Counts, Belara, Bella Belara, Break the Silence, Classic Basic, Compact Pro, Day Radiance, Domain, Enriching Women's Lives, Exotic Passionfruit, Go-Give, Indulge, Inspiring Beauty Through Caring, Journey, Mary Kay, Mary Kay InTouch, Miracle Set, MK, MKConnections, MKeCards, MKMen, Pink Doing Green, Pronewal, Replenishing Serum+C, Satin Hands, Satin Lips, Simply Cotton, Targeted-Action, Thinking of You, TimeWise, Tribute, Ultimate Miracle Set, Velocity and Visible-Action* are registered trademarks; *Botanical Effects, Forever Orchid, Lash Love, Mint Bliss, MK High Intensity, Night Restore & Recover Complex, NouriShine Plus, TimeWise Body, Ultimate Mascara, Warm Amber and Your Way to Beautiful* are trademarks; and *MK Rewards, Pink Changing Lives, Preferred Customer Program, The Mary Kay Foundation, The Silver Wings Scholar Program and You Can Do It!* are service marks of Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, [www.marykay.com](http://www.marykay.com).

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# dare to Dream!<sup>SM</sup> seminar | 12

## JUST THE FACTS

### DATES:

July 18 – 21 **Pearl**  
July 22 – 25 **Diamond**  
July 25 – 28 **Ruby**  
July 29 – Aug. 1 **Sapphire**  
Aug. 1 – 4 **Emerald**

### LOCATION:

#### **Dallas, Texas**

Dallas Convention Center  
650 S. Griffin St.  
Dallas, Texas 75202

#### **REGISTRATION FEE**

**\$175** if received by July 4. **\$200** on-site, space permitting. Exception: Independent Beauty Consultants who submit their Independent Beauty Consultant Agreements in July or August 2012.

#### **GET FREE STUFF**

Get exclusive Mary Kay® products for your personal use equal to your registration fee!

#### **PLUS,**

Future Independent Sales Directors and Independent Sales Directors-in-Qualification who attended Leadership Conference in Atlanta were given the opportunity to earn the new 50th Anniversary Independent Sales Director suit (a \$300 value) when they debut as an Independent Sales Director by July 2012!



## WHAT'S NEW?

Exciting events await you at Seminar 2012 as we gear up for our 50th Anniversary in 2013!

### PRODUCT LAUNCHES –

Be among the first to see Mary Kay® products that debut in the Sept. 16 quarter launch!

### HANDS-ON WORKSHOP –

Watch a live skin care class demo and learn valuable tips to use in your own classes.

### PRIZES –

If you thought we had great prizes and product giveaways exclusively for you before, well, you haven't seen nothin' yet!

## Details a click away!

Everything you need to know and more is available online at

**marykayintouch.com**

- Registration
- Contest rules
- Class descriptions
- Event schedules
- Travel assistance
- Spouse activities

## Glam Alert!

Prom or a wedding day was the last time most women wore a gorgeous gown but not members of the Mary Kay independent sales force. Seminar Awards Night is a great chance to glam up, step out and dress to the nines!

Deciding what to wear? **Kimberly Rabanal, Manager of Brand Development** at Mary Kay and an in-house trend expert, gives us the scoop on what's on-trend for summer formal wear.

"The statement is color – from sophisticated **neutrals, dark blues** and **greens** to **ultra-brights**," she says. "We'll also see gorgeous high necklines and simple cutout fabric designs."



Independent sales force members steal the show in their fabulous Seminar gowns.

## Learn and Grow.



Top independent sales force members share great lessons on everything from motivation, team building, selling, mentoring, retention, coaching, effective business systems – you name it.

Check out Mary Kay InTouch® for course descriptions, schedules and more!



## SOUVENIRS, ANYONE?

### Don't wait!

Here's a sampling of what you can get. Items ordered online will ship immediately. Hurry – quantities are limited!

ORDER TODAY AT  
**marykayintouch.com**





This is the year to show off beautiful skin because red-carpet makeup trends are all about glowing skin. "A nude or neutral face with a hint of sparkle and shine is the rage this summer," says Kimberly. **"Mary Kay® Mineral Eye Color** like **Honey Spice**, **Chocolate Kiss**, **Silver Satin** and **Granite** will create a gorgeous, neutral eye."

Don't forget stunning earrings or an eye-catching headband. Kimberly says when it comes to formal wear, prominent earrings, hair accessories with a touch of glitz or a super-sparkly clutch are replacing the necklace as a statement piece this season.



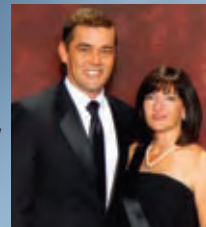
## Celebrate with the best.

Paparazzi alert! Do **grand receptions** and **exclusive luncheons** appeal to you? Check out [marykayintouch.com](http://marykayintouch.com) to see how you can earn a seat at one of the hottest venues in town! **Please note: You must preregister for Seminar by July 4 in order to attend a special luncheon or reception. We cannot accommodate on-site registrants for these functions.**

## Most important thing I've learned at Seminar ...

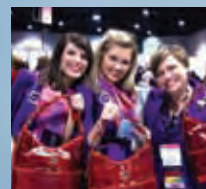
"Realizing my own mind-set was holding me back from becoming an Independent Sales Director. I met inspiring women who challenged me to pursue my dreams, and today I am a successful Independent Sales Director."

— **Becky Bledsoe-Hunt**  
of **Elmwood, Ill.**,  
Independent Sales Director



"To see the big picture. After I attended my first Seminar, I knew I would be a Mary Kay Independent Beauty Consultant forever. I realized this is where I belonged."

— **Rose Compton** of **Mobile, Ala.**,  
Independent Sales Director



"The unforgettable experience of a 15-hour road trip with my Mary Kay girlfriends. It was on that trip that I learned Mary Kay is a great business!"

— **Victoria Miller** of **La Junta, Colo.**,  
Independent Sales Director



"I wouldn't have had the opportunity to be around so many amazing women. I have learned to pay attention to all the women who have gone places that I have yet to go. By attending each year, I achieve a new level of success."

— **Kendal Parker**  
of **Harrisville, Utah**,  
Independent Sales Director



Diva Collection



Lunch Bag



Coffee Mug



Tumbler



Hot Iron Thermal Pouch



**Independent National Sales Director Noelia Jaimes** has never missed a Company event in the 10 years since she's been a Mary Kay Independent Beauty Consultant. Noelia says after attending her New Independent Sales Director Education week in Dallas, she returned home more firmly convinced her Mary Kay business was the answer she was looking for. At her first Leadership Conference, she remembers she and her husband fell in love with the Mary Kay lifestyle. Read what Noelia shares with *Applause*® magazine during an interview to celebrate her NSD debut on Oct. 1, 2011.



## INTRODUCING INDEPENDENT NATIONAL SALES DIRECTOR

# Noelia Jaimes

**Q:** Tell us about yourself. What did you do before you began your Mary Kay business?

**A:** In my native country, Mexico, I worked as a hairstylist. When I arrived in the United States, I worked in a factory for seven years. When I was introduced to the Mary Kay opportunity, I quickly realized it was for me. I never once doubted that. I resigned from my job and dedicated myself fully to my Mary Kay business.

**Q:** You live in Georgia now. What directed you there?

**A:** When I became an Independent Beauty Consultant, I lived in Asheboro, N.C. My husband, Saúl Ponce, has family in Georgia. We visited so that I could introduce Mary Kay® products to them. My Mary Kay business was growing really strong in Georgia. I traveled back and forth. The commute was hard since we had two small girls, so we decided to move to Georgia. It was difficult at first because I didn't know many people outside our family, and I didn't know the area, so Saúl drove me around until I became more familiar.

**Q:** And speaking of your husband, tell us a bit more about him and your children. How does your Mary Kay business impact them?

**A:** Saúl has always been very positive about my Mary Kay business. He actually came with me when I was invited to my first unit meeting. After they explained the marketing plan, they asked if anyone was interested. Saúl raised his hand without talking to me about it. I wasn't as ready, but after we discussed it and I saw his enthusiasm, I became an Independent Beauty Consultant. Saúl gives me full support,

takes care of our daughters when needed and even identifies referrals for me. My daughters are my main motivation. Daisy, 14, Linda Itzel, 12, and Alexi, 9, are the reasons I get up every morning, and my dream is to make sure we can afford their college education.

**Q:** When you feel discouraged, how do you re-motivate yourself?

**A:** Mary Kay Company events always keep me focused. Aside from that, I stay close to my *Independent Executive National Sales Director* Sonia Páez. Sonia helps me re-focus on my goals. Several times, Saúl and I drove 14 hours to attend Sonia's monthly meetings where I would re-commit to my dreams. I've always loved being with people who have achieved tremendous goals. Sonia is my role model.

**Q:** Speaking as a businesswoman, give us your three most valuable tips to attain success with a Mary Kay business.

**A:** 1. **Prepare yourself** and work daily to become a better leader.  
2. **Stay teachable** and learn from positive people.  
3. **Love what you do** and love the people who God puts on your path. You either have something to learn from them or you have something to teach them.

**Q:** What did your NSD debut signify to you?

**A:** Oh, what an incredible experience! It was the realization of the dreams Saúl and I had embraced for 11 years. I am so grateful to God for this achievement. God created this goal and gave me the strength to go on day after day. Now I am totally committed to my Area so I can continue discovering extraordinary women with great dreams and talents.





## INTRODUCING INDEPENDENT NATIONAL SALES DIRECTOR

# Evalina Chávez

### **Q:** Tell us about your life before **Mary Kay.**

**A:** I had a secretarial and accountant background, so I worked as a secretary for the Sinaloa government. I decided to move to the United States because I was going through a marital separation and wanted a change. Also, I wanted to take advantage of this change and have my sons learn to speak English.

Once I got here, I dedicated myself to a lot of activities, from taking care of children and cleaning houses to working in a jewelry store. It was at the jewelry store where I met **Independent Senior Sales Director Cecilia Merport**, whose team member I became.

### **Q:** What attracted you to the Mary Kay opportunity? What motivated you to accept it?

**A:** In the beginning, the Mary Kay® products interested me only for personal use since I had an acne condition. Then I had an opportunity to watch a video where Hispanic Independent Sales Directors spoke of their success and how they had achieved it. When I began, I drove an hour and a half to the weekly education meetings, and the meetings were in English. Of course, I didn't understand much, but I certainly could visualize. I really enjoyed the Independent Sales Director who presented the class. I loved her professional image, from her dress to her accessories. Two weeks later, I met the now **Independent Senior National Sales Director Consuelo Prieto** who came to meet us and present the education in Spanish. It was Consuelo who motivated me to earn the use of a brand-new car. So initially I focused on achieving the car.

### **Q:** What were the first difficulties you had to face, and how did you overcome them?

**A:** The first difficulty I had to face was the lack of money. I had to borrow money for my Starter Kit and then I had to borrow again for my first qualified order. Thanks to my Mary Kay business, I was soon able to pay those loans off.

Another important challenge was my sons, Francisco Arturo and Víctor Hugo, who were 12 and 7 at the time. Since I was divorced, I had to assume the role of father and mother. Still, I never lost sight that they were my greatest motivation. I learned to see my obstacles as challenges I could overcome. I think I have a point in

my favor since I have defined myself as a woman who will not give up, one who always maintains "a winning attitude."

### **Q:** Was it difficult to get your family to support your Mary Kay business?

**A:** To get my sons' support, I had to show them I would reach the goals I set for myself. I always told them that I did not reach my goals on my own, that we did it together. It was important that I share the reward with them; for instance, earning the use of a Career Car, the Star Consultant prizes, etc. I see the pride with which my children speak about me in front of others today. Of course, as a mother, this is a source of great satisfaction. My husband, John, and his three daughters, Anastasia, Jessica and Natalia, came in to my life about 10 years after I had started my Mary Kay business. John always has supported my business; he respects and encourages me constantly. He says one of the things that attracted him to me was my pink Cadillac, my skirts and heels; in other words, the Mary Kay image.

### **Q:** What would be your first recommendation to a woman just starting her Mary Kay business?

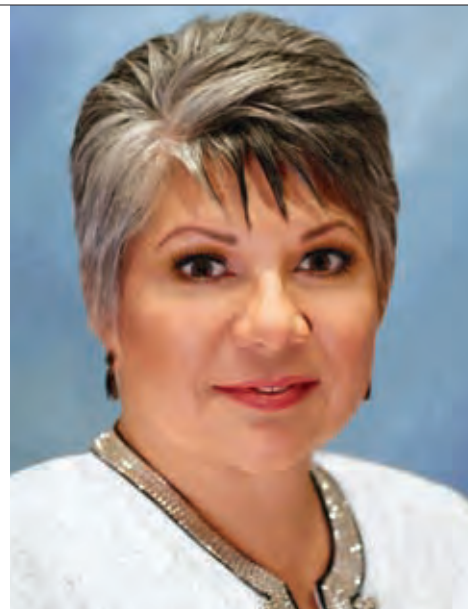
**A:** Explore all that Mary Kay offers through your business. Learn as soon as possible all you can about the career path and your action plan, and set that in motion immediately!

### **Q:** What was your reaction when you found out you had reached the highest status of the Mary Kay career path?

**A:** So much excitement! I had tears in my eyes and such an expansive feeling that my chest couldn't hold. When I told my sons, I could hear their voices choking up with joy. It was something our entire family had been fervently waiting for!

### **Q:** Is there anything you would like to add?

**A:** Approximately 22 years ago, I came to this country devastated and sad. I never imagined that God had a plan in place for me. My family and I have been greatly blessed, and now I am planting the seed of hope in the women in the Chávez National Area. As our beloved Mary Kay Ash said, "Victory can be yours if you are just willing to pay the price."



"One never knows the impact the phrase 'Or your money back' can have on a woman who suffered with a long-term acne problem," says **Independent National Sales Director Evalina Chávez**, who came to the United States from Sinaloa, México, in 1990. The Mary Kay® products and opportunity worked so well for Evalina that on Nov. 1, 2011, she debuted as an Independent National Sales Director. Here she shares some of her insights as she advanced on the Mary Kay career path.

# go-give® award

Congratulations to the winners for June 2012

The Go-Give® Award is given in memory of Independent National Sales Director **Sue Z. Vickers** to recognize Independent Sales Directors who best exemplify the **Golden Rule** – helping others **unselfishly** and **supporting** adoptees as much as unit members.

If you know an Independent Sales Director who has displayed the Go-Give spirit, why not nominate her for the monthly Go-Give® Award? The Go-Give® Award nomination form is available on the Mary Kay InTouch® website under “Recognition.”



**Beverly Taylor Pearl**

Independent Senior Sales Director

**Began Mary Kay**  
September 1989

**Sales Director Debut**  
July 1991

**Offspring** one first-line

**National Sales Director**  
Robin Rowland

**Honors** Cadillac qualifier; Circle of Honor; Consultant Queen's Court of Personal Sales; 10-times Sales Director Queen's Court of Personal Sales; four-times Circle of Achievement; two-times Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$48,209

**Personal** Lives in Lancaster, S.C. Husband, David; son, Derek; daughter, Laura

**Favorite Quote** “All that you send into the lives of others, comes back into your own. If you give your very best in all that you do, the best will come back to you.” – Mary Kay Ash

**Independent National Sales Director Robin Rowland** says, “For 20 years I've watched Beverly welcome adoptees, include them in her education and events and tirelessly work to pass on Mary Kay's mission of enriching the lives of women.”



**Barbara Sexmith Diamond**

Independent Sales Director

**Began Mary Kay**  
December 2002

**Sales Director Debut**  
July 2006

**National Sales Director**  
Anita Mallory Garrett-Roe

**Honors** Cadillac qualifier; Star Consultant; Sales Director Queen's Court of Personal Sales; three-times Circle of Achievement; Double Star Achievement; Honors Society; gold medal winner; estimated highest monthly unit retail: \$50,145

**Personal** Lives in Appleton, Wis. Husband, Steve; son, Kory; daughter, Jennifer

**Favorite Quote** “We make a living by what we get, but we make a life by what we give.” – Winston Churchill

**Independent Beauty Consultant Amanda Mitchell of Hancock, Wis.**, says, “Barb strives for team and adoptee success and is actively involved in her church's soup kitchen ministry and in her community.”



**Traci Hanke Ruby**

Independent Sales Director

**Began Mary Kay**  
July 1998

**Sales Director Debut**  
December 2000

**National Sales Director**  
Go Give Area

**Honors** Premier Plus qualifier; Star Consultant; gold medal winner; estimated highest monthly unit retail: \$35,488

**Personal** Lives in Theresa, Wis. Husband, Troy; sons: Matthew, Marshall; daughter, Makenna

**Favorite Quote** “For God has not given us a spirit of timidity, but of power and love and discipline.” – 2 Timothy 1:7

**Independent Elite Executive Senior Sales Director Heidi Goelzer of Oakfield, Wis.**, says, “This past year, Traci raised funds from her personal sales to help a friend and customer who was battling cancer.”



**Bernice Hines Sapphire**

Independent Sales Director

**Began Mary Kay**  
February 1998

**Sales Director Debut**  
June 2000

**National Sales Director**  
Go Give Area

**Honors** Cadillac qualifier; Star Consultant; two-times Sales Director Queen's Court of Personal Sales; Queen's Court of Sharing; Circle of Achievement; Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$38,162

**Personal** Lives in Willis, Texas Husband, David; sons: Bryan, Gregory; one granddaughter

**Favorite Quote** “What we are is God's gift to us. What we become is our gift to God.” – Eleanor Powell

**Independent Sales Director Karen Webber of Montgomery, Texas**, says, “When I asked Bernice to assist me at a women's shelter event, she jumped in with both feet! She put on a first-class ‘make me feel special’ event that helped build beautiful self-esteem.”



**Elaine Walker Emerald**

Independent Senior Sales Director

**Began Mary Kay**  
June 1980

**Sales Director Debut**  
February 1983

**Offspring** one first-line

**National Sales Director**  
Go Give Area

**Honors** Cadillac qualifier; Circle of Honor; three-times Sales Director Queen's Court of Personal Sales; two-times Circle of Achievement; gold medal winner; estimated highest monthly unit retail: \$69,103

**Personal** Lives in Spooner, Wis. Husband, John; son, Jeffrey; daughters: Lisa, Terrie, Jennifer; nine grandchildren

**Favorite Quote** “The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will.” – Vince Lombardi

**Independent Beauty Consultant Nancy Goodbar of Colorado Springs, Colo.**, says, “Elaine works closely with adoptees during Director-in-Qualification. She is a woman of integrity and works this business the ‘Mary Kay’ way.”



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# dare to Dream!<sup>SM</sup> seminar | 12

**WANT TO GET AWAY?**

***Dare to Dream!*<sup>SM</sup>  
Seminar | 12**  
is the perfect place to ...



Unwind and have fun.

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Experience the magic of Awards Night.

Win great prizes.

Dream big, recharge and reach  
for the stars!

**DATES:**

July 18 – 21 **Pearl**

July 22 – 25 **Diamond**

July 25 – 28 **Ruby**

July 29 – Aug. 1 **Sapphire**

Aug. 1 – 4 **Emerald**

**REGISTRATION OPENS**

**MAY 1, 2012.**

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EXCLUSIVELY FOR YOU EQUAL TO  
YOUR REGISTRATION FEE.**

Look for complete details coming  
soon on Mary Kay InTouch®.