

MARY KAY

applause®

MARCH 2014



NEW!
Mary Kay®

cc cream

It's Easy Complexion
Correction.

Get in Gear!
Sporty **NEW**
Mary Kay Career
Car Hits the Road.



Wall to Wall Leaders

Are you ready
to take the next
step up the
Mary Kay
career path?



“In any situation, you can't go wrong by putting yourself in the other person's shoes. Remember, you have a wealth of influence, and everyone you meet forms an impression of you by your words and actions. So make the Golden Rule your way of life.”

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)

march

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.

Last day

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

3

8

Mary Kay® Makeover Day.
 International Women's Day.

Online
 prize
 selection

available for
 Quarter 3 Star Consultant
 quarterly contest.

20

- Postmark deadline for Quarter 3 Star Consultant quarterly contest.
- Deadline to make Quarter 2 Star Consultant prize selections.

15

Week 1
 of Career
 Conference
 2014 begins.

21

16

- Quarter 4 Star Consultant quarterly contest begins.
- Summer 2014 Preferred Customer ProgramSM online enrollment for *The Look*, including exclusive samplers (while supplies last), and Month 2 mailer begins.

- Week 2 of Career Conference 2014 begins.
- Last day of the month for Independent Beauty Consultants to place telephone orders (until 10 p.m. Central time).

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- 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 InTouchTM on your smartphone at m.marykayintouch.com.

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Trending: @ Mary Kay

Leadership 2014 in New Orleans is a fond memory! With **Mardi Gras** on our minds, why not **create eye looks in gold, purple and green** and share on **Instagram**. Think **Mary Kay® Mineral Eye Color** such as Sweet Plum, Emerald and Gold Coast for a fun, festive look.



Spring break is around the corner. Are your customers skin care savvy? Share the **Mary Kay® Sun Care eCatalog** on **Facebook**.



The Academy Awards is Hollywood's most glamorous event, and your **watch party** can be the same. Start promoting now. **Tweet** details like time, place and attire as well as your winner predictions!



Daylight saving time begins March 9, which means we **lose an hour of sleep**. You can help your customers still look fresh. Promote **Indulge® Soothing Eye Gel**, **TimeWise® Firming Eye Cream** and **Mary Kay® Facial Highlighting Pen** on **Pinterest**. You can find images on the **marykay.com/Pinterest** board, then re-pin onto yours.

inside THIS ISSUE

PRODUCTS:

Trend Color. This season, it's all about eyes and lips. The **limited-edition® Mary Kay® Hello, Sunshine Collection** helps you create expressive eyes and soft, feminine lips. Pages 2-4

Complexion Correction. Introducing **NEW Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15.*** Now your customers can get amazing skin care benefits with this effortless tinted cream. Pages 5-7

NEW Mary Kay® Bronzing Powder. Get a head start to a sun-kissed glow without the harmful effects of the sun. Pages 14-15

RECOGNITION:

Job Well Done! Congrats to the independent sales force members who achieved great strides. Pages 8-13

EVENTS:

Career Conference. Education, fun, recognition, prizes – you name it, you'll find it here! Dates: **March 21-22, 23-24, 28-29 and 30-31.** **Mary Kay InTouch®** has a list of locations. Register today! Pages 16-17

CAREER PATH:

Suit Up. The new **Independent Sales Director suit debuts**. Check out this business-chic ensemble, along with order information. Page 18

Premier Plus Promotion. Won't you look sassy in the new **BMW 320i?** See how you can earn the use of yours! Page 19

Here We Grow. **Independent Executive Senior Sales Director Tanya King-Lee** shares her journey along the Mary Kay career path and offers tips to help you set your own pace! Page 20



Hello, Sunshine!

Take a road trip to carefree times with a relaxed, nostalgic vibe this spring. Think sunsets, beach tunes and retro living. Faded bright shades create a laid-back beauty attitude that's all about maximum impact with minimum effort.

This season's limited-edition† **Mary Kay® Hello, Sunshine Collection** focuses on **eyes and lips**, with **flirty lashes** and **warm washes of color**. Create expressive eyes with **sunny colors** on **eyelids** and soft, **feminine lips** with **light roses** and **corals**. Finish the look with a winged cat eye (see NEW Mary Kay® Gel Eyeliner on the next page).

Don't forget to show hands and feet a little love. **Nail colors** in **creamy yellow** and **coral** are all the rage this season.

Tip! Use the Mary Kay® Eye Color Brush for perfect application.

Summer Sunset

Limited-Edition†
Mary Kay® Springy
Eye Duo, \$16 each

Limited-Edition†
Mary Kay® Hello,
Sunshine Wristlet, \$5

With the purchase of at least \$40 suggested retail in limited-edition† Hello, Sunshine Collection products.



Limited-Edition[†]
Mary Kay[®]
Lip Gel, \$16
Cherry Twist

Limited-Edition[†]
Mary Kay[®]
Creamy Lip Color,
\$16 each

Carefree Coral

Carefree
Coral

Lemon
Parfait

Limited-Edition[†]
Mary Kay[®] Nail
Lacquer, \$9.50 each

Retro Rose

Stonewashed



Check out!
marykayintouch.com/HelloSunshine
You'll find loads of fun stuff such as spring
party ideas, fliers and other selling tools.

Tip! Pair with
a limited-edition[†]
Mary Kay[®] Nail Lacquer
for the perfect gift.

Limited-Edition[†] Mary Kay[®]
Lemon Parfait Pedicure
Collection, \$28

Includes Foot Fizzies, Foot Gel,
Pumice Stone, Emery Board, Toe
Separators and Gift Bag.



NEW!
Regular-Line
Mary Kay[®]
Gel Eyeliner With
Expandable Brush
Applicator, \$18



Jet Black

Pencil Precise.
Liquid Intense.
Gel Smooth.
Create beautiful
fine lines for a daytime look or intensify with
ease for a more dramatic effect.

Makeup Artist Tip!

For precise application, start in the middle and gently sweep
outward. Using short strokes, continue toward inner corner.



NewCOLORS!

Your *Mary Kay At Play™* customers can expand their color collections with **new** bold shades. At \$10 each, they can be mixed and matched with affordable ease.

1 Mary Kay At Play™ Eye Crayon.

Shade lids with buildable color or smudge lashlines with color that won't fade.

2 Mary Kay At Play™ Jelly Lip Gloss.

Provides full-on glossy goodness with a wash of color.

3 Mary Kay At Play™ Baked Eye Trio.

Three expertly coordinated shades create fun, vibrant looks.

4 Mary Kay At Play™ Lip Crayon.

Delivers high-impact, lasting color with a shimmery finish.

Sharpeners!

A five-pack sharpener set that's compatible with *Mary Kay At Play™* lip and eye crayons and *Mary Kay®* brow defining pencils is available through *MKConnections®* for \$9.99/pk.



PUT SOME SPRING IN YOUR PARTY.

1 Mani/Pedi Party

Something every gal loves! Start with *Satin Hands®* Pampering Set, move to the limited-edition† *Mary Kay®* Lemon Parfait Pedicure Collection and polish it off with limited-edition† *Mary Kay®* Nail Lacquer.



2 Retro Rewind Party

Download a retro music playlist to get the party started. If you want, do a quick internet search and **print model photos** from the '60s and '70s. Your customers will have fun **re-creating the retro looks**. For a little something extra, you can serve **sodas in glass bottles** with fun **candy-striped straws**.



Get Easy

Complexion Correction.

NEW!

Mary Kay®

CC Cream
Sunscreen Broad
Spectrum SPF 15*



Four shades cover all skin tones so it's easy to find a perfect match.

This spring is all about being beautiful with minimal effort.

From instant brightening to protection against future damage, from hours of hydration to diminishing the look of blemishes and redness, this silky formula leaves skin looking healthier, younger and more vibrant. It's a can't-miss if foundation is more coverage than you need or if you want an easy out-the-door option without that "made up" look.

- Lightweight coverage for a natural-looking complexion.
- Shades cover a wide range of skin tones.
- Suitable for all skin types.



connect

With Your Customers!

Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15* is perfect for women who:

- want **lightweight coverage** to instantly correct complexion imperfections.
- appreciate an **easy one-step solution** to beautiful-looking skin.
- use a **TimeWise®** foundation during the week, but want a quick, **light weekend option**.
- previously used **Mary Kay® Tinted Moisturizer Sunscreen SPF 20.***

8 Easy Beauty Benefits

- 1 Protects.** Broad spectrum SPF 15* protects against UVA and UVB rays to help keep you looking younger longer.
- 2 Brightens.** Instantly amplifies skin luminosity and brightens complexion. Contains niacinamide and ascorbyl glucoside, known to help skin tone look more even and brighten the look of skin.
- 3 Corrects.** Mineral-based pigments help correct the look of imperfections and improve overall complexion with lightweight coverage that doesn't give that "made up" appearance.
- 4 Minimizes Redness.** Provides visible relief and minimizes the appearance of skin redness. Formulated with vitamin E and a botanical extract to help calm and soothe skin.
- 5 Conceals.** Instantly conceals the appearance of blemishes. Helps fade the look of marks from past breakouts. Non-comedogenic and oil-free, soothes and nourishes acne-prone skin and calms troubled skin.
- 6 Hydrates.** For 10 hours. Skin feels instantly hydrated without feeling oily or greasy.
- 7 Reduces Visible Signs of Aging.** Fine lines appear less noticeable so skin looks younger. Also helps minimize the appearance of pores while visibly improving skin's texture. Doesn't settle into fine lines and pores.
- 8 Defends Against Environmental Stressors.** Contains powerful antioxidants, including vitamin E and silymarin extract, to help defend against skin-damaging free radicals.



marykayintouch.com / Product Central has helpful how-to-sell videos, education and product information.

QUESTIONS?

Q: Will my CC Cream customers need to apply a moisturizer? A:

If your customers have normal or dry skin, suggest they continue using a moisturizer. Others with oily skin may find the hydration in the CC Cream adequate. Remember, skin changes hormonally as well as seasonally, so they can experiment to get optimum results.

Q: With only four shades, how can I find my customer's match?

A: CC Creams are formulated to cover a broad range of skin tones within a single shade. They blend because they are so light, so color matching is not an issue.

Q: How does CC Cream fit in my customer's foundation needs?

A: CC Cream is an add-on sale as part of your customer's foundation wardrobe. It provides a light coverage for a more natural look with minimal help to blur any problem areas. Think of it as your "au naturel" look. It can be handy when running Saturday errands or attending kids' weekend soccer games.

March 20 Is the First Day of Spring

Who's up for a **Makeup Spring Cleaning** party?

Out with the old, in with the new! Your customers can purge and replenish foundations, mascaras and color with fresh new products.

PLUS, you can promote tools such as the *Mary Kay*® Brush Collection, *Mary Kay*® compacts or Travel Roll-Up Bag, *Mary Kay*® Brush Cleaner and cosmetic sponges are great add-on sales.



Peachy Beachy Party Idea

Plan fun ways to **kick off spring/summer sales** and move closer to your Seminar 2014 goals!

How about a **beach party**? Think **peach smoothies, seashells and sand buckets!**

Display *Mary Kay*® Sun Care, and **set up sampling stations** with eye and lip colors, waterproof mascara, NEW

Mary Kay® CC Creams and **Bronzing Powders**

(see Page 14). Try sampling favorites such as *Mary Kay*® Oil-Free Eye Makeup Remover and Peach **Satin Hands**® Pampering Set!



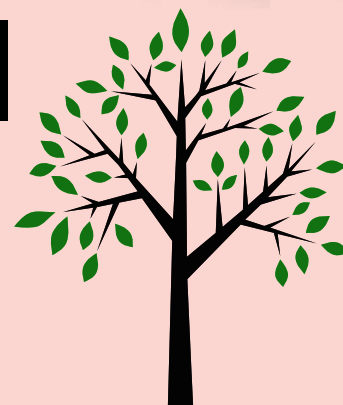
Transition TIP!

If your customers liked *Mary Kay*® Tinted Moisturizer Sunscreen Broad Spectrum SPF 20,* they will love the new *Mary Kay*® CC Cream. Why? Wear and coverage are similar, and the new formula has many more "good for your skin" benefits.

pink doing green®

Now may be a good time to share the **Mary Kay® Caps and Cases program**. Mary Kay, in partnership with the Arbor Day Foundation and the U.S. Forest Service, will plant a tree for every 10 flip-top caps and/or color refill cases. To participate, send empty *Mary Kay*® flip-top caps and color refill cases to:

Mary Kay Inc. • Caps and Cases Program • Attn: Carlos Troncoso • 1330 Regal Row • Dallas, TX 75247



partyIDEAS

November | recognition

Congratulations to the winners

TOP NSDs YEAR-TO-DATE



Anita Mallory
Garrett-Roe



Carol Anton



Jan Harris



Gloria Mayfield Banks



Karen Piro



Kathy Helou



Lisa Madson



Gloria Castaño



Cheryl Warfield



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 November 2013, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for October 2013.) These "NSD commissions" are used to determine NSD ranking for a Seminar year. Congratulations to the following NSDs who are considered on-target from July 1 through Nov. 30, 2013.

On-Target for \$900,000 Inner Circle

Anita Mallory Garrett-Roe\$385,101

On-Target for \$550,000 Inner Circle

Carol Anton\$248,549

On-Target for \$500,000 Inner Circle

Jan Harris\$224,623
Gloria Mayfield Banks224,265
Karen Piro220,291
Kathy Helou216,523
Lisa Madson213,548

On-Target for \$450,000 Inner Circle

Gloria Castaño\$205,753

On-Target for \$350,000 Inner Circle

Cheryl Warfield\$163,757
Halina Rygiel162,773
Pat Danforth162,633
Sonia Páez160,443
Karlée Isenhardt158,799
Patricia Turker157,815
Stacy James155,457
Lupita Ceballos153,327

On-Target for \$325,000 Inner Circle

Debi Moore\$143,531
Sherry Windsor141,715
Cindy Williams141,409
Pamela Waldrop Shaw137,159

On-Target for \$300,000 Diamond Circle

Sue Kirkpatrick\$130,981
Mary Diem129,710

On-Target for \$250,000 Diamond Circle

SuzAnne Brothers\$119,936
Dayana Polanco118,099
Linda Toupin110,601
Dacia Wiegandt110,504
Judie McCoy106,839
Julianne Nagle105,091
Mary Estupinian104,928

On-Target for \$200,000 Diamond Circle

Anita Tripp Brewton\$99,852
Sara Pedraza-Chacón99,573
Sandy Valerio96,272
Julia Burnett93,719
Diane Underwood93,260
Kerry Buskirk91,247

Cindy Fox91,244
Sandy Miller89,750
Ronnie D'Esposito Klein89,102
Pamela Fortenberry-Slate88,609
Jeanne Rowland88,508
Kay Elvrum86,974
Cyndee Gress86,786
Nancy Bonner86,283
Maria Monarez83,993
Dawn Dunn83,641

On-Target for \$150,000 Gold Circle

Joanne Bertalan\$82,281
Connie Kittson80,791
Anabell Rocha80,751
Shannon Andrews79,739
Kim McClure79,160
Julie Krebsbach78,156
Jamie Cruse-Vrinos77,372
Maureen Ledda77,011
Auri Hatheway76,869
Janet Tade76,388
Candace Laurel Carlson76,282
Valerie Bagnoli75,557
Consuelo Prieto75,303
Dianne Moul74,456

Dalene Hartshorn74,061
Lisa Allison73,305
Lily Orellana72,432
Kristin Myers70,112
Lia Carta69,826
Vivian Diaz69,711
Mayuli Rolo68,702
Mona Butters68,561
Rebecca Evans68,445
Elizabeth Muna-Mudsi67,337
Susan Hohlman67,255
Gloria Báez67,241
Tammy Crayk66,590
Cathy Bill66,507
Alicia Lindley-Adkins65,418
Pam Ross65,408
Judy Brack65,056
Yvonne Lemmon64,816
Somer Fortenberry64,555
Jeanie Martin64,348
Evelinda Diaz64,263
Jan Thetford63,806
Leah Lauchlan62,561
Ada Garcia-Herrera62,506

On-Target for \$125,000 Gold Circle

Shirley Oshiro\$61,944
Monique Balboa60,935
Pam Klickna-Powell60,733
Rosibel Shahin60,704
Shelly Gladstein59,873
Juanita Gudino59,751
Alia Head59,474
Gay Hope Super58,528
Morayma Rosas57,558
Kate DeBlander57,492
Michelle Sudeth57,463
Scarlett Walker-Simpson56,903
Sharon Buck56,398
Heidi Goelzer56,285
Janis Z. Moon55,984
Candy Jackson55,499
Jo Anne Barnes55,173
Pam Higgs54,379
Sylvia Kalicak54,372
Noelia James54,350
Crisette Ellis54,315
Arnie Gamboian54,262
Brenda Segal54,117
Tammy Romage53,497
Roxanne McInroe52,251

MONTHLY COMMISSIONS AND BONUSES

Listed are NSD commissions above \$10,000 earned in November 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**\$56,786
2. Karlée Isenhardt42,119
3. Sue Kirkpatrick*41,405
4. Pat Danforth*35,711
5. Jeanne Rowland*21,772
6. Candace Laurel Carlson*21,345
7. Cyndee Gress*19,663
8. Pamela Fortenberry-Slate*19,401
9. Pam Ross*18,320
10. Alicia Lindley-Adkins*17,683
11. Bea Millstagle17,544
12. María Monarez17,395
13. Kate DeBlander16,674
14. Lynne Holliday16,650
15. Rebecca Evans*16,488
16. Ronnie D'Esposito Klein*15,976
17. Janis Z. Moon15,585
18. Kirk Gillespie15,266
19. Vicki Jo Auth15,146
20. Somer Fortenberry14,988
21. Michelle Sudeth*13,873
22. Juanita Gudino13,484
23. Kimberly Copeland13,096
24. Scarlett Walker-Simpson*12,874
25. María Flores12,482
26. Judy Kawiecki12,266
27. Jo Anne Barnes12,096
28. Terri Schafer11,607
29. Cindy Z. Leone11,525
30. Cindy Towne10,814
31. Gená Rae Gass10,623
32. Kelly McCarroll10,582
33. Donna Meixsell10,574
34. Gay Hope Super*10,259
35. Tina Hulsman10,116

Sapphire

1. Karen Piro**\$56,912
2. Lupita Ceballos**38,796
3. Dawn Dunn29,618
4. Judie McCoy*29,604
5. Julianne Nagle*26,336
6. Valerie Bagnoli*25,801
7. Sandy Valerio*25,172
8. Shannon Andrews*21,540
9. Tammy Crayk20,896
10. Jan Thetford20,816
11. Sara Pedraza-Chacón*19,964
12. Tammy Romage19,264
13. Pam Higgs18,954
14. Dianne Moul*18,732
15. Gloria Báez*18,156
16. Sherril Steinman17,515
17. Diana Sumpter17,512
18. Sharon Buck17,255
19. Lara McKeever16,542
20. Julia Mundy16,010
21. Alia Head14,903
22. Roxanne McInroe14,841
23. Pam Klickna-Powell14,657
24. Debra Wehrer14,482
25. Paola Ramirez14,298
26. Julie Weaver13,848
27. Diane Bruns13,633
28. Carol Stoops13,503
29. Kendra Crist Cross13,488
30. Nancy Moser12,725
31. Charlotte Kosena11,763
32. Maribel Barajas11,169
33. Lorraine Newton10,845
34. Gillian Ortega10,653
35. Magdalena Nevárez*10,156

Emerald

1. Gloria Mayfield Banks***\$72,043
2. Kathy Helou**54,927
3. Debi Moore*36,498
4. Sherry Windsor**34,657
5. Joanne Bertalan*30,817
6. SuzAnne Brothers*30,697
7. Dacia Wiegandt*26,323
8. Consuelo Prieto*25,976
9. Auri Hatheway23,861
10. Kerry Buskirk22,846
11. Cindy Fox*22,756
12. Kay Elvrum22,554
13. Janet Tade*22,409
14. Brenda Segal*19,910
15. Mona Butters19,758
16. Nancy Jackson19,085
17. Yvonne Lemmon19,075
18. Jamie Cruse-Vrinos19,029
19. Cathy Bill*17,729
20. Heather Carlson17,511
21. Lily Orellana16,427
22. Pamela Tull15,907
23. Crisette Ellis15,186
24. Dawn Otten-Sweeney15,063
25. Kym Walker*14,939
26. Cristi Ann Millard14,750
27. Morayma Rosas14,343
28. Shelly Gladstein13,560
29. Uibel13,254
30. Kathy Rodgers-Smith13,170
31. Phyllis Pottinger*12,381
32. Evalina Chávez12,170
33. Jackie LaPrade11,401
34. Carme Hernández11,095
35. Sherry Alexander10,853

Pearl

1. Jan Harris**\$58,566
2. Pamela Waldrop Shaw*46,877
3. Stacy James**46,063
4. Halina Rygiel*45,041
5. Cindy Williams*32,790
6. Cheryl Warfield**29,283
7. Jeanie Martin26,098
8. Julia Burnett*24,262
9. Auri Hatheway23,727
10. Lisa Allison21,965
11. Maureen Ledda*21,834
12. Mary Estupinian*20,929
13. Kim McClure19,991
14. Anita Tripp Brewton*19,962
15. Julie Krebsbach*19,927
16. Nancy Bonner*18,723
17. Judy Brack18,467
18. Kristin Myers18,023
19. Monique Balboa17,248
20. Lia Carta17,006
21. Leah Lauchlan16,741
22. Arnie Gamboian16,317
23. Anabell Rocha16,156
24. Robin Rowland15,983
25. Dorothy Boyd15,180
26. Lynda Jackson*15,120
27. Tammy Vavala15,082
28. Linda Kirkbride15,030
29. Bett Vernon14,646
30. Shirley Oshiro14,142
31. Glinda McGuire*13,847
32. Sylvia Kalicak13,783
33. Deb Pike13,309
34. Kathy Goff-Brummett13,254
35. Roya Mattis13,223
36. Jane Studrawa13,059
37. Isabel Venegas12,829

38. Maureen Myers12,693
39. Cathy Littlejohn11,558
40. Holli Lowe10,351

Diamond

1. Anita Mallory Garrett-Roe***\$83,564
2. Lisa Madson63,668
3. Linda Toupin36,271
4. Gloria Castaño***35,147
5. Mary Diem*30,347
6. Sonia Páez**29,989
7. Patricia Turker**29,335
8. Diane Underwood27,374
9. Connie Kittson22,293
10. Dayana Polanco*20,515
11. Susan Hohlman*19,797
12. Evelinda Diaz*19,574
13. Vivian Diaz19,227
14. Dalene Hartshorn18,196
15. Ada Garcia-Herrera17,781
16. Heidi Goelzer16,088
17. Rosibel Shahin*14,618
18. Mayuli Rolo*14,171
19. Elizabeth Muna-Mudsi*13,390
20. Cecilia James13,172
21. Diana Heble12,156
22. Amy Allgood12,002
23. Jill Davis11,866
24. Noelia James*11,556
25. Mary Beissel11,017
26. Betty Gilpatrick10,589
27. Luzmila Abadía Carranza*10,507
28. Diane Mentiply10,248

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



GO-GIVE® AWARD

Congratulations to our March 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.



Katie McMahon

Ruby

Independent Sales Director

Began Mary Kay Business

February 1992

Sales Director Debut

November 2011

National Sales Director

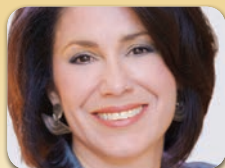
Go Give Area

Honors Star Consultant;
Queen's Court of Sharing

Personal Lives in Woodstock, Ga. Husband, Scott; sons: Victor, Ryan, Shane; daughter, Mary Beth; three grandchildren

"I am motivated to help others because my passion is to let God's light shine through me and with my actions show others what is possible in everything they do."

Independent Beauty Consultant Brenda Grau of Kennesaw, Ga., says, "Katie plans and leads marriage retreats and has mentored people in leading Bible studies. As a motivational speaker, she shares her gift of enriching others at local universities."



Lisa Caltabiano

Sapphire

Independent Senior

Sales Director

Began Mary Kay Business

June 1989

Sales Director Debut

July 2009

Offspring one first-line

National Sales Director

Karen Piro

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

Personal Lives in Lothian, Md. Husband, Nello; sons: Vincent, Marco, Geaton; daughter, Sophia

"I am motivated to help others because a good leader not only strives to succeed, but helps others succeed. My greatest joy is watching an Independent Beauty Consultant grow in confidence and love for her business."

Independent Senior Sales Director Ida Sukalo of Lothian, Md., says, "Lisa has conducted skin care classes and provided education not only for her own adoptees, but for mine as well! I spent three weeks in China when my daughter went to get her new little boy, and Lisa filled my shoes."



Melissa Simmons Smith

Emerald

Independent Sales Director

Began Mary Kay Business

June 1989

Sales Director Debut

September 1994

National Sales Director

Kathy Helou

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

Personal Lives in Curtice, Ohio Husband, Tom; sons: Michael, Taiden Jeremiah; daughters: Madison, Tyann

"I am motivated to help others because I know the Lord planted a seed of greatness in every woman! I am blessed and grateful that many great, faith-filled women watered that seed in my own soul, so it is an honor and responsibility to pass it on."

Independent Beauty Consultant Ashley Bilek of Maumee, Ohio, says, "Melissa and her husband are foster and adoptive parents. Melissa is a stay-at-home mom, but sometimes works as an ICU pediatric nurse and is also very active in her church."



Grace Lemke

Pearl

Independent Senior

Sales Director

Began Mary Kay Business

April 2002

Sales Director Debut

December 2003

Offspring two first-line

National Sales Director

Jeanie Martin

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

Personal Lives in Clive, Iowa Husband, Mark; sons: Sam, John Marshall; daughter, Julia

"I am motivated to help others because there is no greater calling than helping a woman discover and unleash her God-given greatness to make her mark on the world and create a legacy."

Independent Beauty Consultant Pat Felts of Moline, Ill., says, "Grace is an amazing speaker, coach and mentor who believes in building people up. She recently led our unit in a Mascara-thon for the relief efforts for the tornado that hit Moore, Okla."



Carol Allen

Diamond

Independent Senior

Sales Director

Began Mary Kay Business

April 1990

Sales Director Debut

December 1991

Offspring one first-line

National Sales Director

Go Give Area

Honors Star Consultant; 11-times Circle of Achievement

Personal Lives in Cordova, Tenn. Husband, Rich; sons: Colin, Cameron; daughter, Courtney

"I am motivated to help others because when you pour into someone's life, the overflow of their blessing is passed on to countless people. It's a gift that keeps giving."

Independent Beauty Consultant Kiana Edwards of Philadelphia, says, "When Carol realized there was a chance I would not make it to Seminar due to financial reasons, she paid for my registration without hesitation. She selflessly gives to aid others."

NEW!

Mary Kay® Bronzing Powder

Sweep On a Sun-Kissed Glow.

Your customers can get that back-from-the-beach look anytime! The silky, smooth-feeling formula creates a **natural-looking, sun-kissed glow** and adds warmth to any skin tone, leaving skin **looking healthy and radiant**.

NEW! Mary Kay® Bronzing Powder

- Made with **light-perfecting technology**.
- Skin appears smoother and naturally even-looking.
- **Not too shimmery or too matte.**
- Beautifully pigmented with a **luminous pearl finish** that applies easily and evenly.
- **Lightweight, fade-resistant and long-wearing.**
- Never looks dry on skin.
- **Won't settle into fine lines, wrinkles or pores.**
- Fits in any *Mary Kay®* compact.

Dermatologist-tested, tested for skin irritancy and allergy, non-comedogenic and suitable for sensitive skin, fragrance-free and oil-free.

Available in two shades:

Light-Medium and Medium-Dark

\$18
each

Medium-
Dark

Light-
Medium

Transition TIP!

For your customers who loved the *Mary Kay*® Mineral Bronzing Powder in four shades (2/14 phase out), the **NEW *Mary Kay*® Bronzing Powder** is sure to be a hit. Not only does the NEW product offer almost double the amount, it's also a **premium formula** with greater benefits.

YOUR BRONZER CUSTOMERS also may like:

NEW *Mary Kay*® CC Cream, *Mary Kay*® Powder Brush, *Mary Kay*® Cream Eye Color, *Mary Kay*® Lash Love® Waterproof Mascara and *Mary Kay*® Sun Care Subtle Tanning Lotion.

Great FOR ANY SKIN TONE!

For **ivory and beige skin tones**, bronzers add a sun-kissed effect without the harmful effects of the sun.

Women with **bronze skin tones** will notice a warmth and radiance to their complexions.



Contour fair skin tones with the Light-Medium shade. Deeper skin tones can use the Medium-Dark shade.



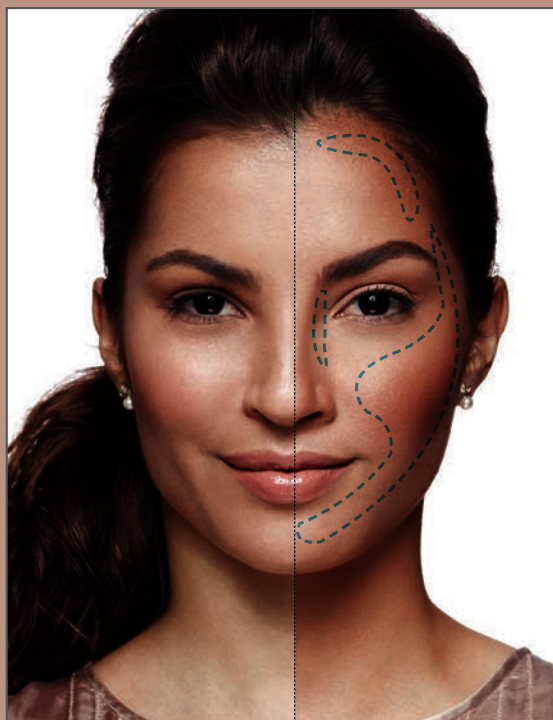
Mary Kay® Powder Brush, \$16

TIP!

Add a *Mary Kay*® Compact Mini† (unfilled), \$16

TIP! Get a Sun-Kissed Glow.

With a powder brush, sweep across color and tap brush so excess falls away. Dust lightly along hairline, in cheek hollows, sides of nose and under chin forming a "3" shape.



Tamiris is wearing Spun Silk (Silky Caramel can also be used), Hazelnut and Coal mineral eye colors; *Mary Kay*® Lash Love® Mascara in I ♥ black; NEW *Mary Kay*® Bronzing Powder in Medium-Dark; and Whisper creme lipstick.

Show Some Skin

For off-the-shoulder attire, don't forget to add some sun-kissed warmth to your décolleté and tops of shoulders.



Go to marykay.com to watch and learn how to get a sun-kissed glow.

Dates:
March 21–22, 23–24,
28–29 and 30–31

MARY KAY CAREER CONFERENCE 2014

TEN REASONS

TO ATTEND Career Conference

10. **MEET** women and share tips and techniques.
9. **LEARN** about new products and Mary Kay initiatives.
8. **POTENTIAL** joy of hearing your name called as a prize winner.
7. **RECOGNITION** in front of a live audience.
6. **INSPIRATION** from the “best of the best” Independent Sales Directors and Independent National Sales Directors.
5. **BUILD** your confidence to help make your dreams a reality.
4. **DISCUSSIONS** on tactical ways you can improve your Mary Kay business.
3. **RECEIVE** Mary Kay® products selected just for you in your registration packet.
2. **THE CHANCE** to be honored at a special Day 2 luncheon.
1. **LASTING** friendships you’ll make.



WHAT ARE YOU WAITING FOR?

SIGN UP TODAY!

Mary Kay InTouch® /
Events / Special Events

Registration Fee:
\$90 OR
\$100 on-site
(space permitting)

Registration
Deadline:
Feb. 28

Check Mary Kay
InTouch® to find a
location near you!

MARY KAY CAREER CONFERENCE 2014

“Learning is always a plus, and Career Conference is a power-packed booster shot for those who want more. Career Conference can change you. It's jam-packed with inspiration, motivation and great education, not to mention fun, recognition and friendships. Nothing compares to the energy you feel. I believe **every Independent Beauty Consultant can find her place** and someone she can relate to – be it a class, teacher or a top Independent Sales Director or Independent National Sales Director speaking onstage.”



Melinda Balling,
Independent Future
Executive Senior
Sales Director,
Santa Fe, N.M.

2014-2015 Suit Collection

RUNWAY-READY

This could be you. Check out **Independent Executive Senior Sales Director Tanya King-Lee's** tips to help you move up the Mary Kay career path! (See Page 20.)



CLASS OF 2014

Independent Sales Directors who debut

Aug. 1, 2013 – July 1, 2014, get a:

- **Class of 2014 RING.**
- Badgley Mischka **HANDBAG.**
- **FREE Seminar registration** if you debut Feb. 1 – July 1, 2014.



**marykayintouch.com /
Contests & Promotions**

Sculpted
Wing
Collar
Jacket



Urban-
Chic
Topper
Jacket



Edgy Zipper
Jacket



Rule the runway rocking this year's business-chic **Independent Sales Director suit.** Fashion designer **Rebecca Decker** seized inspiration for the **cobalt trend** from top fashion houses. What made the cut? Brilliant blue patterns served up with elements of black, pewter and platinum to create an ultramodern mix.

Twin Hill, the manufacturer of the *Mary Kay®* suit, is a subsidiary of **Men's Wearhouse**. Independent Sales Directors can get **free sizing** at any of the 650+ Men's Wearhouse retail stores. Plus:

- **\$15 gift card** valid toward Independent Sales Director suit alterations.
- Complimentary suit pressing.
- **50 percent off selected Men's Wearhouse merchandise** (excluding footwear).

Coupon is available on Mary Kay InTouch® / Ordering / Career Apparel.

Order Info

Order via *Mary Kay InTouch®*. Orders placed by **Feb. 10, 2014**, will receive a **20 percent discount***. For more information or to place phone orders, contact Mary Kay Customer Service at 800-272-9333, option 4.

The accessories shown here are intended to help you find perfect accents that make your suit reflect your style. Most are available at different price points in retail establishments such as Banana Republic, Macy's and Ann Taylor.

Picture yourself
cruisin' in a
NEW BMW!



The Ultimate
Driving Machine



START *your* ENGINES.

The *Premier Plus* promotion is back!

From January through December 2014,

Independent Sales Directors who achieve a **minimum of \$75,000 net adjusted unit wholesale production within two consecutive calendar quarters** can earn the use of the black luxury **BMW 320i**. Qualifiers also will receive recognition at all Company special events as Premier Plus Achievers!

Loaded with luxury features including automatic climate control, Bluetooth wireless technology,

ambient lighting, BMW's Advanced Safety Electronics system and plenty of cup holders, this car **drives like a dream.**

"When we evaluate cars for a level as prestigious as Premier Plus, we look for one that's aspirational and has a broad appeal with the independent sales force as well as one others will notice and ask about," says **Annie Josefsen, Mary Kay Vice President Recognition and Events.** "The BMW meets all our criteria and is an attention-getter

for anyone. Just as the Mustang was a break from our traditional selection, this car will create a huge stir. It's definitely a fun and flirty car."

If you're dreaming about taking that **next step to become an Independent Sales Director**, then this may be all the motivation you need. Why not schedule time with your Independent Sales Director to learn more about what it takes to earn the use of a **Mary Kay Career Car** and become an Independent Sales Director?

Want to learn more about the Mary Kay Career Car program and how you can get behind the wheel of your dreams?

Visit Mary Kay InTouch® / Contests & Promotions / Career Car Program.



your
photo
here

FUN! See how you look in this sassy car. Use this template to cut and paste your photo in the driver's seat above!

Building WALL to WALL Leaders

HERE WE

GROW



Independent Executive Senior Sales Director Tanya King-Lee of Homestead, Fla.

When **Independent Executive Senior Sales Director Tanya King-Lee of Homestead, Fla.**, heard about the Mary Kay opportunity in May 2005, she wanted to learn all she could about the Company and Mary Kay Ash, the woman who started it all. She read Mary Kay's biography, *You Can Have It All*, and learned about the Company's

Golden Rule principles and values. She heard personal stories from independent sales force members about Mary Kay's philosophy of God first, family second and career third. "If I was going to sign my name, I wanted to feel confident about my decision," Tanya says. "After a little research, I was 100 percent convinced."

Learn about the heart of Mary Kay. This allows Mary Kay to get in you. — **Tanya King-Lee**



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

— **Mary Kay Ash**

Editor's Note: This year, the Company builds upon its first 50 years of positive momentum with a commitment to **double the number of Independent Sales Directors** in the U.S. and Canada. Starting this month, we'll feature stories and practical tips to help you set the pace and the path to your Mary Kay success.



Expect Great Things.

Tanya was so excited, she shared the Mary Kay opportunity with everyone. "I thought if Mary Kay was even half as wonderful as my Mary Kay mentors said, it was worth sharing," says Tanya. Within a week, she had her first team member, and two months later she debuted as an Independent Sales Director!

Tanya's excitement is as strong today as it was eight years ago. Not everyone who aspires to become an Independent Sales Director will do so at warp speed like Tanya. But whether it's one step at a time or by leaps and bounds, when you become an Independent Sales Director who mentors others, the sky's the limit!

On Getting Her First Team Member: "I knew a single mom who had been approached about starting a Mary Kay business three previous times. I knew what the Mary Kay opportunity could provide her at that point in her life. I was frank with her and shared a glimpse of what was possible. I felt like I owed it to her to share the potential, and I asked her to give it a shot. She signed her Independent Beauty Consultant Agreement and eventually became an Independent Sales Director!"

On Overcoming Fear: "I knew I could either be paralyzed in fear and insecurities or be super-excited about the opportunity a Mary Kay business can provide women. I chose the latter. Today, it's



incredibly rewarding to be part of helping women change their lives."

On Finding Potential Team Members:

"I worked hard. I went through my contacts, asked my husband for his list of contacts, got referrals at skin care parties and Mary Kay events, warm-chatted ... I couldn't stop talking about Mary Kay."

Her Team-Building Advice: "Forget your inhibitions and embrace what you do. I started out by talking to 15-20 women a day. Share the Mary Kay opportunity, but also listen to their needs so you can address how a Mary Kay business can fit into their lifestyles. You never know what their situations may be. Don't overlook the opportunity to pass on Mary Kay Ash's dream."

Moving up the Mary Kay career path

Members of the **Mary Kay Independent Sales Director-In-Qualification** team are ready and eager to **answer questions and help you develop a plan to move up the Mary Kay career path.** Call them at 800-347-7666 (8:30 a.m. – 5 p.m. Central time).

raising THE BAR

Changes to Minimum Active Order Size

Do you realize the average suggested retail price of *Mary Kay*® products has increased 70 percent over the last 10 years? As the Company offers more sophisticated and advanced products, such as the *Mary Kay*® *Lash & Brow Building Serum*® and the *TimeWise Repair*® *Volu-Firm*™ Set, retail prices have changed accordingly.

What hasn't changed for 10 years is the minimum \$200 wholesale Section 1 order amount for Independent Beauty Consultants to remain in "active" status. In order for Independent Beauty Consultants to fully experience the financial rewards of the Mary Kay opportunity, that needs to change. After all, Beauty Consultants should be able to say "I Love My Mary Kay" for many reasons, and their earning potential should be one of them!

WHAT: Minimum "active" status amount becomes \$225 wholesale in Section 1 product orders with a \$450 retail order to qualify for the Earned Discount Privilege.

WHEN: March 1, 2014

WHAT THIS MEANS TO YOU: Potential to earn \$50 more in suggested retail sales with each minimum wholesale Section 1 order.



Beginning March 1, Independent Beauty Consultants must place a minimum \$225 wholesale Section 1 order to achieve "active" status and a \$450 retail order to qualify for the Earned Discount Privilege.*

Just think: Selling one more *TimeWise*® Microdermabrasion Set is a potential \$50 more in suggested retail sales!

HOW TO PREPARE:

1. Talk to your Independent Sales Director to learn how this change can benefit you.
2. Consider asking her advice on how you can grow your customer base and how to meet more needs of your existing customers with additional *Mary Kay*® products!

*With the Earned Discount Privilege, you receive a 50 percent discount on all orders in the initial order month plus the two months that follow.

MARY KAY®

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

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MARY KAY INC.

Mary Kay® Makeover Day **March 8**

Last year, on *Mary Kay®* Makeover Day, you held 44,250 makeovers from Seattle to Sarasota. On March 8, 2014, we plan to **BREAK THAT RECORD!**



What a beautiful way to honor women on **International Women's Day** and a terrific incentive to work your *Mary Kay®* business by letting your customers in on the new *Mary Kay®* color products.

Now is a great time to earn your **Advanced Color Consultant** designation. You'll find it on **Mary Kay InTouch® / Product Central.**

INTERNATIONAL
WOMEN'S DAY

Look for details on *Mary Kay InTouch®*.

Beauty Bash

Look for a live video stream on March 8 of an exciting *Mary Kay®* makeover led by a celebrity makeup artist and a number to text your makeover count. Build the excitement and share on your social media sites using #MKMakeover.

discover what you
LOVE™