

MARY KAY

appliance®

MAY 2011

"Emma"

"Mackenzie"

"Charley"

Get Your
RED ON!

GIVE MOM
A SPECIAL GIFT.

GRAB-AND-GO
ESSENTIALS

Imagine 
your way to beautiful™

LET **SEMINAR** SPARK
YOUR **IMAGINATION.**

find it online: check out Mary Kay InTouch®

Log on today to see what's hot.

You may find everything you need for your Mary Kay business and more!



"Get It Free"™ BizBuilders Offers

A special monthly ordering bonus can be yours! To locate bonus information for April 16 to May 15, click on **Products > BizBuilders** beginning April 10.



New Products

Check out "Product Central" for details on new products available April 1.



Customer Delivery Service

Now open to everyone! Get details on how to send orders directly to your customers. Go to **Ordering > Customer Delivery Service**.



Seminar 2011

Find out everything you need to know, and plan to register beginning May 1. Go to "Events."



Mary Kay said it best

The most valuable gift that you could give your children is not money, but instead it is the ability to think positively. The money will soon be gone, but the ability to think positively will go on to help your children be a success throughout their entire lives.

may: dates to remember

1 Seminar 2011 registration begins.
Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month.

New Independent Sales Director Education begins for Independent Sales Directors who debuted Feb. 1, March 1 and April 1.

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

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

12 Mary Kay's birthday.

SPECIAL EVENT NOTES

Registration for *Imagine ... Your Way to Beautiful*™ Seminar 2011 begins May 1. Finalize your plans!

Units with the most registered at each Seminar will receive special recognition and a gift card for a pizza party. Get your girlfriends onboard for fun!

15 Postmark deadline to earn the second monthly product bonus.
Last day to enroll online for the Summer 2011 Preferred Customer Program™ mailing of *The Look*, including exclusive samplers, while supplies last.

Third monthly product bonus begins.

20 Postmark deadline to receive 2011 *Team Up for Women*® challenge donations for Seminar recognition.

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

30 Memorial Day. All Company and branch offices closed. Postal holiday.

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.

INSIDE THIS ISSUE

2

CELEBRATE MOTHERS

Limited-edition* fragrance gift sets and a pedicure set make the perfect gifts for honoring mothers of all kinds. You can use the Customer Delivery Service – now open to all active Independent Beauty Consultants – to send gifts on time!



4

SEMINAR SENSATION

Imagine
your way to beautiful™

Seminar 2011 is the can't-miss event that marks your accomplishments and motivates you for the year ahead. Find out what's in it for you and why it's a great value!

16

GO RED IN STYLE

Lights, Action, Fashion!

Imagine yourself picking up a new, on-trend red jacket at Seminar 2011 as part of this challenge. Discover what's behind the designs and learn tips that can strengthen your team-building skills.



Applause® Magazine Team: EDITOR IN CHIEF: LAURA RIVERA MANAGING EDITOR: JULIE HICKS ART DIRECTOR: CHRIS RICHEY ACCOUNT MANAGERS: NICOLE WILLIAMS, MICHELE de MIRANDA EDITOR/WRITER: JUANITA ALVAREZ
SPANISH MANAGING EDITOR: MARGARITA HERNÁNDEZ CONTRERAS ART PRODUCER: SHARILYN GETZ SENIOR PRINT PRODUCER: BOBBY LARSON CONSULTANT COMMUNICATIONS ASSISTANT: LIZ ESCALANTE SENIOR GRAPHIC
DESIGN/PRODUCTION ARTISTS: RENÉE PEISER, PATTI CASAMASSIMA PROOFREADERS: PEGGY MEADOR, KIM ROLLINGS CONTRIBUTING WRITER: ELIZABETH WOLOWICZ

*Available while supplies last

Available April 1



LOVE YOU, MOM!

Show Mom how much you care this Mother's Day, May 8, with new limited-edition* sets – priced just right! Plus, you can use the **Customer Delivery Service**, now available to all active Independent Beauty Consultants year-round for just \$5⁺ shipping and handling, to help you deliver these gifts on time to your customers and gift recipients.



\$22

LIMITED-EDITION* MARY KAY® PEDICURE SET

Includes:

- Relaxing Foot Soak
- Soothing Foot Balm
- Pedicure Brush with Pumice Stone
- Coordinating zipper bag



BACK FOR A LIMITED TIME

You spoke out, and we listened! You can give your customers an opportunity to purchase this **limited-edition*** version of **Mary Kay® After-Sun Replenishing Gel** to have on hand as summer approaches. Formulated with botanical extracts rich in soothing antioxidants, it replenishes vital moisture to the skin after being exposed to sun and wind.

\$12

LIMITED-EDITION* BELLA BELARA® MOTHER'S DAY SET

Includes:

- Bella Belara® Body Lotion
- Bella Belara® Eau de Parfum
- Coordinating bag with satin ribbon pulls



\$45



\$35

LIMITED-EDITION* SIMPLY COTTON® MOTHER'S DAY SET

Includes:

- Mary Kay® Eau de Toilette Body Lotion in Simply Cotton®
- Mary Kay® Simply Cotton® Eau de Toilette
- Denim zipper bag with a removeable scarf

*The shipping and handling fee for Customer Delivery Service orders of \$100 wholesale or more is \$8.75. The shipping and handling fee is \$30 for Customer Delivery Service orders to Alaska, Guam, Hawaii, Puerto Rico and the U.S. Virgin Islands. We cannot ship orders overseas.

All product prices are suggested retail. *Available while supplies last.

MARY KAY



GRAB-AND-GO ESSENTIALS

Need to dash out the door in a hurry? Don't be caught without the essentials you need! Simply tuck these items in your tote, pocket or purse as you hasten on your way.



MARY KAY® TINTED LIP BALM SUNSCREEN SPF 15*

Keep lips looking great with this do-it-all formula that moisturizes, colors and protects lips at a moment's notice.

\$13



MARY KAY® ULTIMATE MASCARA™

Just in case you need a quick fix, this mascara gives you longer-looking lashes with up to five times the volume.

\$15



\$16
unfilled

MARY KAY® COMPACT MINI

Fill this handy, tuck-anywhere compact with a Mary Kay® Sheer Mineral Pressed Powder or your favorite color look for touch-ups on the go. Includes a mirror and room for applicators.

U.S. Patent D629,201 and Other Pats. Pend.



\$10

FRAGRANCE-FREE SATIN HANDS® HAND CREAM

Keep hands feeling soft, silky and moisturized for 24 hours. Lasts through several hand washings!

*Over-the-counter drug product

All product prices are suggested retail.

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Imagine

your way to beautifulSM

Imagine the excitement you will feel as you enter the doors of the convention center decked out in Mary Kay® Seminar splendor.

Imagine the fabulous education you will receive from top Independent National Sales Directors and Independent Sales Directors who are eager to share their personal tips for success with you. **Imagine** learning the latest and greatest information on what's new with Mary Kay® products, and just **imagine** all the recognition and praise you'll receive from sister independent sales force members and Mary Kay staff for a job well done. Join us for this and much more, and get ready for **Imagine ... Your Way to BeautifulSM** Seminar 2011!

DATES:

- | | |
|------------------|-----------------|
| ■ July 20-23 | Emerald |
| ■ July 24-27 | Pearl |
| ■ July 27-30 | Diamond |
| ■ July 31-Aug. 3 | Ruby |
| ■ Aug. 3-6 | Sapphire |

LOCATION:

Dallas Convention Center, Dallas, Texas

JUST A CLICK AWAY

Find everything you need to know about *Imagine ... Your Way to BeautifulSM* Seminar 2011. Simply go the Mary Kay InTouch® website for details on the following topics and so much more:

- Recognition
- Registration information and forms
- Schedule At-a-Glance
- Travel assistance
- Information on special functions and events
- Detailed class descriptions
- Tours and activities for spouses
- Contest rules
- Map of the Dallas Convention Center
- Online Seminar souvenirs ordering





SEMINAR 2011 CLASSES

Exciting and informative business-building classes await you at *Imagine ... Your Way to Beautiful*™ Seminar 2011. You'll learn from top Independent National Sales Directors and Independent Sales Directors from all across the nation who will share their "tried-and-true" secrets of success with you. Plus, you can mingle and spend girlfriend time with sister Independent Beauty Consultants who, just like you, are looking for ways to stretch their imaginations and take their Mary Kay businesses to even greater heights of success!

Check out the complete list of *Imagine ... Your Way to Beautiful*™ Seminar 2011 Career Development Classes on the Mary Kay InTouch® website by clicking on **Events > Special Events 2011 > Class Information**.

PRIORITY AWARDS SEMINAR REGISTRATION

April 11 – 30, 2011:

- Mary Kay InTouch® website: Click on the "*Imagine ... Your Way to Beautiful*™" Seminar 2011 icon.
- Mail: Special Events Registration, Mary Kay Inc., P.O. Box 799045, Dallas, TX 75379-9045
- E-mail notification will be sent and registration forms will be mailed upon request to qualifiers who do not have an e-mail address on file with the Company.
- Preorder Seminar souvenir items on Mary Kay InTouch® and receive a 15 percent discount.

Registration Dates: Awards Seminar Registration opens to all independent sales force members on May 1, 2011, on a first-come, first-served basis. Deadline to register is June 30, 2011. *Please note that Hall A will not be available at any Seminar this year.*

Registration Fee: \$175; must be received by Special Events by 5 p.m. Central time on June 30; \$200 on-site, space permitting (except for new Independent Beauty Consultants whose Independent Beauty Consultant Agreements are accepted by the Company in July and Aug. 2011).

SEMINAR 2011 SPECIAL FUNCTIONS

No one throws a celebration quite like Mary Kay. So you won't want to miss a moment of the action, the recognition and the fun! Here's just a taste of the special recognition you can earn at Seminar 2011.

Lights, Action, Fashion Celebrations

The spotlight will focus on you when you earn an invitation to the exclusive **Lights, Action, Fashion** Reception and Luncheon by meeting the qualifications for the **Lights, Action, Fashion Team-Building Challenge** from March 1 – June 30. Star Team Builders can pick up their beautiful new red jackets on-site when they qualify, and Independent Sales Directors can pick up their custom Mary Kay® capelet designed to complement their brand-new Independent Sales Director suit. Add five qualified* new personal team members during the challenge period to earn it all! Go to the Mary Kay InTouch® website for full contest details!

All-Star Luncheon

Independent Beauty Consultants and Independent Sales Directors who achieve Star Consultant status all four quarters from June 16, 2010, through June 15, 2011, with at least 14,400 or more in total year-end contest credit, will be invited to this special luncheon. Independent Sales Directors who achieve yearlong Star Sales Director status and have at least 60 unit Star Consultants from June 16, 2010, through June 15, 2011, also will receive an invitation.

Class of 2011 Glitz & Glam Challenge and Reception

New Independent Sales Directors have even more reason to take their Mary Kay businesses to the next step on the career path when they achieve the *Class of 2011 Glitz & Glam* Challenge! **Independent Sales Directors who debut from Feb. 1, 2011, through July 1, 2011**, in addition to receiving the beautiful Class of 2011 ring and event recognition, **also will receive:**

- Your photograph taken with Mary Kay's grandson and Vice President of Strategic Initiatives, Ryan Rogers, at a special Pre-Awards Night reception.
- A beautiful amethyst and diamond ring
- A special Awards Night sash
- A *Class of 2011* name badge ribbon

Please log on to the Mary Kay InTouch® website for complete details on all *Imagine ... Your Way to Beautiful*™ Seminar 2011 special functions and recognition.

ORDER SEMINAR SOUVENIRS NOW!

Looking to score some fun Seminar keepsakes? Priority Awards Seminar Registration qualifiers who register for Awards Seminar by April 30 have the opportunity to preview and preorder Seminar souvenirs from April 11 – 30 on the Mary Kay InTouch® website. They also will receive a 15 percent discount on their entire order.



*A qualified new personal team member is one whose initial order with the Company is \$600 or more in Section 1 products, and it is received and accepted by the Company in the same or following calendar month, between March 1 and June 30, 2011, that her Independent Beauty Consultant Agreement is received and accepted by the Company.

TOP 10 REASONS WHY YOU SHOULD ATTEND SEMINAR:

10. **Tour The Mary Kay World Headquarters** building and our world-renowned manufacturing facility!
9. **Visit the Seminar Expo** and not only learn more about upcoming product launches, but also about tools that are designed to help you reach out to hostesses and customers. Plus, you can visit the Mary Kay InTouch® booth for online guidance and support, and visit MKConnections® for business tools, supplies and more!
8. **The value you receive from the cost of your registration fee is worth the investment.** Nowhere else can you receive the wide range of education, along with the inspiration, recognition and motivation, plus product gift and meals!
7. **Spend quality time** with your Independent Sales Director and National Area!
6. **Share ideas with sister Independent Beauty Consultants and Independent Sales Directors** who, just like you, are eager to learn and grow in their Mary Kay businesses.
5. **Be among the first to try new Mary Kay®** products with the product gift you receive exclusively for you with your Seminar registration.
4. **Receive fabulous education** – in classes and from the stage – that will cover a wide range of topics, including what's new with Mary Kay® products to the solid business-building techniques that can help you take your business onward and upward!
3. **Learn from the “best of the best”** of the Mary Kay independent sales force as top Independent National Sales Directors and Independent Sales Directors from across the nation come together to share their personal stories and secrets of success with you!
2. **It's a smart business decision.** Seminar is the perfect setting to think about the new goals you want to achieve for the new Seminar year!
1. **Celebrate** and receive well-deserved recognition for your accomplishments!



FIND A WAY OR MAKE A WAY

Independent Executive Senior Sales Director

Linda Bradley of Bowling Green, Ohio

“I’ve never missed Seminar in my 27 years of having a Mary Kay business. I still remember my very first Seminar. I cried before I had even left home. I’d never been anywhere or done anything like this. I almost talked myself out of going to Seminar that very first year. But it was a decision that truly changed my life! That first Seminar is where I discovered where I wanted to take my Mary Kay business and what it could do for me.

“Even in tough times – through illness, financial difficulties and other things in life that can come up unexpectedly – I told myself that I either had to *find a way or make a way*, but I had to go to Seminar! If I had to sell more product, I did. If I had to find someone to help take care of things at home, I did just that!

“Seminar *is* fun and exciting, and seeing the achievement of others as they receive recognition for a job well-done or as they cross the Seminar stage can help inspire each of us to reach even higher! But for me, the bottom line is that if we want to be successful in this business, then we owe it to ourselves to attend Seminar. The education is priceless. To learn from the top Independent National Sales Directors and top Independent Sales Directors, along with those successful women who learned at the feet of our Founder, Mary Kay Ash, is something very special. We have to learn from those in whose footsteps we follow.

You have to show up to follow the leader and learn from the ‘best of the best’. And the Company lays it all out for us at Seminar. It’s up to us to take it and run with it!”



Linda (right) has not missed Seminar in 27 years.

HURRY! SEMINAR AWARDS NIGHT MAKEOVER NOMINATIONS DUE APRIL 30

Consider sharing the inspirational story of an awesome Independent Beauty Consultant or Independent Sales Director within your Seminar when you nominate them for a chance to receive an unforgettable Seminar Awards Night Makeover. Visit the Mary Kay InTouch® website for all the details and to complete the online nomination form by April 30, 2011.



YOU HAVE TO SHOW UP TO GO UP

Independent National Sales Director Gena Rae Gass

"I'm an avid believer that Company events like Seminar can change your outlook, which can affect not only your Mary Kay business, but also your lifestyle and that of your family! We can get great educational information and tools from the Company online and through publications, but absolutely nothing compares to the energy and the passion you feel from the presence of others at Seminar.

"One of the things I love most about Seminar is that there are women from all over the country and all walks of life. We're being taught from the 'best of the best' Independent National Sales Directors and top Independent Sales Directors. I believe that every Independent Beauty Consultant can find her place and find someone she can relate to – be it a class teacher or a top Independent Sales Director or Independent National Sales Director speaking onstage – that can help inspire her to achieve that 'winning' mind-set! But to maximize the possibilities of what this business can do, you have to take it seriously and make the time and effort to attend events like Seminar!

"And I encourage you to take your husband with you! It can help him erase doubts he may have about this business. The first time I took my husband to Seminar, he was inspired! About 30 minutes into the opening session, he leaned over and said, 'I'll never get in your way again!'"



**Gena (center) celebrates with
Independent Sales Directors at Seminar.**

THANK YOU, MARY KAY: SEMINAR 2010 FEEDBACK

**Independent Senior Sales Director
Denise Guthrie of Concord, Va.**



"Seminar 2010 was OUT OF THIS WORLD! My unit members and I just left Diamond Seminar, and once again it went FAR beyond our wildest expectations! From the moment we picked up our registration packets with tons of ribbons to the delicious luncheons with the beautiful napkins to Awards Night with the spectacular entertainment – it was rockin'!"



**Denise (right) loved every
moment of Seminar 2010.**

PLAN YOUR WAY

Start by estimating how much money you will need for registration, airfare, hotel, clothing, meals and miscellaneous expenses. Then estimate how many parties you need to hold and how much you need to earn at each party to reach your estimated expenditures. Why not book a 10-party week and make it your goal to earn enough to cover your estimated expenses? Look for ideas and inspiration on "Let's Talk" Party!®



Recognition

Congratulations to the winners for January 2011

Top NSDs Year-to-Date

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



Barbara Sunden Carol Anton Karen Piro Lisa Madson Jan Harris Gloria Mayfield Banks Kathy Helou Anita Mallory Garrett-Roe Pat Danforth Cheryl Warfield

On-Target Inner/Diamond/Gold Circle

Independent National Sales Directors become members of the Gold Circle when they earn \$125,000 or more; members of the prestigious Diamond Circle when they earn \$200,000 or more; and a member of the exclusive Inner Circle when they earn \$325,000 or more in "NSD commissions" during the Seminar contest period. (NSD commissions are comprised of commissions earned on the wholesale production of first-, second-, and third-line offsprings 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 January 2011, NSD bonuses for Star Consultants and NSD commissions earned on all foreign countries for December 2010.) 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, 2010 through Jan. 31, 2011.

On-Target for \$950,000 Inner Circle	Karlee Isenhardt.....196,088.22	Julianne Nagle.....132,814.92	Julie Krebsbach.....99,320.00	Valerie Bagnol.....86,521.50
Barbara Sunden.....\$576,564.65	Stacy James.....189,999.27	Ronnie D'Esposito Klein.....131,655.37	Dawn Dunn.....99,047.41	Michelle Sudeth.....86,495.97
		Jackie Swank.....130,284.20	Jamie Cruse-Vrinos.....98,229.20	Shirley Oshiro.....85,426.26
On-Target for \$500,000 Inner Circle	On-Target for \$300,000 Diamond Circle	Kerry Buskirk.....125,031.93	Maria Monarrez.....97,743.06	Judy Brack.....84,801.91
Carol Anton.....\$307,868.13	Patricia Rodriguez-Turker.....\$179,202.30	Diane Underwood.....124,904.10	Cyndee Gress.....95,717.75	Janis Z. Moon.....84,785.62
	Sue Kirkpatrick.....176,136.70	Sandy Miller.....123,698.08	Kimberly Copeland.....95,073.16	Rebecca Evans.....84,667.09
On-Target for \$450,000 Inner Circle			Janet Tade.....93,721.22	Pam Klickna-Powell.....84,256.87
Karen Piro.....\$289,357.66	On-Target for \$250,000 Diamond Circle	On-Target for \$150,000 Gold Circle	Mona Butters.....91,628.07	Jeanie Martin.....83,406.74
	Dacia Wiegandt.....\$173,762.57	Shannon Andrews.....\$116,200.98	Consuelo Prieto.....91,534.16	Scarlett Walker-Simpson.....80,488.56
On-Target for \$400,000 Inner Circle	Sherry Giancristoforo.....170,095.88	Mary Estupiñan-Martel.....115,862.00	Lynne Holliday.....91,376.21	Toni McElroy.....80,401.56
Lisa Madson.....\$258,879.31	Debi Moore.....168,198.31	Anita Tripp Brewton.....113,941.58	Gloria Báez.....90,820.80	Linda Kirkbride.....80,151.24
Jan Harris.....258,846.91	Sonia Pérez.....167,220.84	Nancy Bonner.....113,658.47	Joanne Bertalan.....90,525.39	Maribel Barajas.....79,883.18
Gloria Mayfield Banks.....248,907.59	Lupita Ceballos.....166,604.53	Lily Orellana.....112,641.94	Davanne Moul.....89,555.46	Cathy Bill.....79,869.61
Kathy Helou.....244,246.09	Halina Rygiel.....160,229.17	Cindy Fox.....110,989.28	Yvonne Lemmon.....89,516.01	Monique Todd Balboa.....79,807.15
	Linda Toupin.....156,256.25	Pamela Fortenberry-Slate.....109,628.41	Connie Kittson.....89,429.47	Evelinda Diaz.....79,121.22
On-Target for \$350,000 Inner Circle	Cindy Williams.....153,801.34	Sandy Valerio.....108,952.70	Alla Head.....89,353.00	Ada Garcia-Herrera.....78,740.26
Anita Mallory Garrett-Roe.....\$230,498.24	SuzAnne Brothers.....153,469.12	Kay Elvrum.....107,439.05	Pam Ross.....88,072.14	Jan Thetford.....76,980.35
Pat Danforth.....217,527.02	Judie McCoy.....152,180.93	Jeanne Rowland.....107,290.82	Miriam Gómez-Rivas.....87,810.58	Gilda McGuire.....76,368.22
Cheryl Warfield.....215,203.87		Maureen Ledda.....106,410.83		Pamela Tull.....75,222.79
	On-Target for \$200,000 Diamond Circle	Dalene Hartshorn.....105,045.74	On-Target for \$125,000 Gold Circle	Sharon Buck.....74,410.53
On-Target for \$325,000 Inner Circle	Pamela Waldrop Shaw.....\$143,183.93	Lisa Allison.....102,984.01	Wilda DeKerlegand.....\$87,427.78	Isabel Venegas.....74,167.59
Gloria Castaño.....\$203,266.38	Mary Diem.....139,600.02	Elizabeth Fitzpatrick.....102,665.16	Anabel Rocha.....86,952.81	
	Shirley Oppenheimer.....139,432.03	Tammy Cray.....101,335.66	Lise Clark.....86,871.90	

Monthly Commissions and Bonuses

Listed are NSD commissions above \$10,000 earned in January 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.

Emerald

1. Kathy Helou**.....	\$38,912
2. SuzAnne Brothers*.....	34,443
3. Gloria Mayfield Banks***.....	33,002
4. Dacia Wiegandt*.....	29,707
5. Debi R. Moore*.....	24,673
6. Sherry Giancristoforo**.....	22,816
7. Kerry Buskirk*.....	20,835
8. Joanne R. Bertalan*.....	18,282
9. Cristi Ann Millard.....	16,720
10. Kay E. Elvrum.....	16,428
11. Yvonne S. Lemmon.....	16,160
12. Cindy Fox*.....	16,044
13. Kathy Rodgers-Smith.....	14,974
14. Mona Butters.....	14,939
15. Jamie Cruse-Vrinos.....	14,764
16. Lily Orellana.....	14,708
17. Esther Whiteleather.....	14,540
18. Janet Tade*.....	13,942
19. Pamela Tull.....	13,677
20. Cathy Bill*.....	13,460
21. Brenda Segal*.....	12,917
22. Consuelo R. Prieto.....	12,880
23. Auri Hatheway.....	12,756
24. Miriam Gómez-Rivas.....	12,472
25. Crisette M. Ellis.....	12,359
26. Jackie LaPrade.....	10,421

Pearl

1. Jan Harris**.....	\$33,930
2. Cindy A. Williams.....	27,948
3. Cheryl Warfield**.....	26,392
4. Stacy I. James*.....	25,803
5. Pamela Waldrop Shaw.....	25,315
6. Elizabeth Fitzpatrick*.....	22,668
7. Halina Rygiel*.....	21,857
8. Jackie Swank*.....	21,106
9. Lisa Allison*.....	20,563
10. Anita Tripp Brewton*.....	18,556
11. Sandy Miller*.....	17,678
12. Maureen S. Ledda*.....	16,778
13. Mary C. Estupian-Martel*.....	16,479
14. Jeanie Martin.....	16,380
15. Nancy Bonner*.....	16,320
16. Julie Krebsbach.....	16,280
17. Judy Brack.....	14,631
18. Monique Todd Balboa.....	14,041
19. Wilda DeKerlegand*.....	13,853
20. Lise T. Clark*.....	13,783
21. Bett Vernon.....	13,042
22. Lynda Jackson*.....	12,591
23. Sylvia Kalicak.....	12,329
24. Pat Campbell.....	11,901
25. Kathy C. Goff-Brummett.....	11,724
26. Robin Rowland.....	11,719
27. Cathy E. Littlejohn.....	11,429
28. Glinda McGuire.....	11,384
29. Linda Kirkbride.....	11,138
30. Anabell Rocha.....	10,834
31. Jane Studrawa.....	10,815
32. Deb Pike.....	10,635
33. Alma Orroistieta.....	10,511
34. Barbara Stimach*.....	10,456
35. Shirley M. Oshiro.....	10,049

Diamond

1. Barbara Sunden***.....	\$71,764
2. Lisa Madson.....	43,608
3. Anita Mallory Garrett-Roe**.....	32,596
4. Patricia Rodriguez-Turker**.....	31,517
5. Linda C. Toupin.....	30,118
6. Gloria Castaño**.....	23,261
7. Sonia Pérez.....	23,104
8. Diane Underwood.....	20,694
9. Mary Diem*.....	18,908
10. Maria Monarrez.....	17,771
11. Dalene Hartshorn.....	16,697
12. Connie A. Kittson.....	15,801
13. Isabel Venegas.....	13,499
14. Ada García-Herrera.....	12,601
15. Diana Heble.....	12,587

Ruby

1. Carol Anton**.....	\$49,927
2. Pat Danforth*.....	28,601
3. Sue Kirkpatrick*.....	25,238
4. Karlee Isenhardt**.....	22,980
5. Shirley Oppenheimer*.....	20,491
6. Ronnie D'Esposito Klein*.....	17,074
7. Pamela A. Fortenberry-Slate*.....	16,004
8. Jeanne Rowland*.....	15,889
9. Janis Z. Moon.....	14,601
10. Cyndee Gress.....	14,225
11. Kate DeBlander.....	14,175
12. Jo Anne Barnes.....	14,047
13. Pam Ross*.....	13,955
14. Kimberly R. Copeland.....	13,490
15. Rebecca Evans*.....	13,381
16. Judy Kawiecki.....	12,866
17. Kirk Gillespie.....	12,454
18. Lynne G. Holliday.....	12,448
19. Toni A. McElroy.....	12,328
20. Bea Millslagle.....	12,155
21. Michelle L. Sudeth*.....	11,729
22. Scarlett S. Walker-Simpson*.....	10,949
23. Gena Rae Gass.....	10,677
24. Vicki Jo Auth.....	10,365

Sapphire

1. Karen Piro**.....	\$49,573
2. Judie McCoy*.....	23,356
3. Gloria Báez*.....	23,313
4. Lupita Ceballos**.....	22,847
5. Dawn A. Dunn.....	20,358
6. Julianne Nagle*.....	19,749
7. Shannon C. Andrews*.....	18,316
8. Alla L. Head.....	18,253
9. Sharon L. Buck.....	17,932
10. Tammy Cray.....	17,638
11. Jan L. Thetford.....	16,531
12. Sandy Valerio.....	15,876
13. Pam Klickna-Powell.....	15,546
14. Davanne D. Moul*.....	13,254
15. Nancy A. Moser.....	12,289
16. Sherill L. Steinman.....	12,077
17. Pam I. Higgs.....	11,973
18. Valerie J. Bagnol*.....	11,750
19. Joy L. Breen.....	10,681
20. Gillian H. Ortega.....	10,209

*Denotes Senior NSD

**Denotes Executive NSD

***Denotes Elite Executive NSD

Recognition

Commission Circle

Independent Sales Directors who earned the top 100 commissions and bonuses in each Seminar area in January 2011. Names in **bold print** are those who earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission.

Emerald

Christie Ehiobu\$11,620.06
 Michele Martella Arnes10,189.82
 Karen E. Riddle10,067.51
 Paula Kelsch9,746.48
 Stacy D. Foust9,738.60
 Linda Bradley9,238.67
 Elaine K. Williams8,975.65
 Hollie R. Sherrick8,919.69
 Barbara Pleet8,866.71
 Traci L. Smith8,444.05
 Candy Jackson8,385.49
 Pam Kelly8,227.25
 Jackie L. Root7,947.43
 Debbie L. Bower7,917.67
 Tanya Olivia King7,912.06
 Sue Uibel7,865.38
 Jordan Helou Eicher7,789.52
 Trisha Taylor7,740.28
 Lisa Wehlmann7,724.25
 Grace Hull7,704.32
 Christine A. Denton7,687.20
 Jo M. Cotton7,668.05
 Connie Marie Ackroyd7,282.87
 Christine J. Kurzawa7,226.70
 Jeanette E. Beichle7,093.40
 Evalina Chavez6,865.90
 Victoria Momah6,770.57
 Sheila J. McCune6,732.49
 Kimbi L. Bartik6,699.85
 Gerri L. Gurreri6,624.46
 Polliana De Freitas6,613.20
 Rose Campbell6,593.78
 Kristen L. Voyles6,483.75
 Maria Sanchez6,381.95
 Amie E. Kelly6,377.48
 Ann Shears6,317.34
 Cheryl L. Foster6,301.30
 Nancy Harder6,276.89
 Susan Ruth Cunningham6,211.20
 Nancy L. DeFina6,202.29
 Pat Forehand6,193.90
 Jeanie M. Tamborello6,175.93
 Sonya C. D'Herde6,162.82
 Hope S. Pratt6,139.09
 Heather A. Carlson6,100.06
 Dana M. Chamberlin6,059.00
 Pamela Rowe Krzmarzick6,058.13
 Denise G. Kucharski6,018.96
 Helen M. Harlow5,997.14
 Anne Sullivan5,939.35
 Holly S. Neff5,866.40
 Sheri Clark-Meyer5,831.84
 Stacy S. Gilson5,811.25
 Helen Jakpor5,799.47
 Kay Dickerson5,786.02
 Janet Lee Ellis5,773.11
 Julie A. Griffin5,730.14
 Valerie Yokie5,707.18
 Susie J. Serio5,677.08
 Melissa Bright5,632.28
 Andrea Steinmetz5,601.55
 Connie S. Miller5,567.51
 Carol M. Fulton5,559.30
 Nancy Boucher5,553.17
 Maritza Lanuza5,536.47
 Frankie Clapp5,483.91
 Laura A. Armstrong5,465.05
 Shawna D. Schneider5,450.75
 Roxie Soto5,450.04
 Natalie M. Oliverio-Zielmer5,438.41
 Danette Kelley Smith5,394.16
 Rita Jean Barthel5,373.66
 Yvita Rocio Alvarado5,372.39
 Lisa A. Hawkins5,354.46
 Yolanda Lopez5,350.61
 Jeannine R. DeVore Harris5,347.41
 Karen A. Jorgenson5,344.37
 Kathy Apicello-Schneithorst5,321.26
 Nancy S. North5,294.46
 Penny R. Walker5,266.53
 Judith E. Cotton5,244.56
 Aida Ramallo de Escribano5,233.28
 Cynthia Pack5,227.77
 Leanne Parrino5,205.91
 Emily Stone5,158.25

Susan Houser5,114.54
 Carol Shuff5,114.28
 Maria Beddick5,079.73
 Charlotte Mantooth5,075.05
 Dana Ann Lamade5,072.05
 Anita Rodriguez5,036.73
 Deborah G. Thrift5,031.83
 Michele R. Tucker5,026.73
 Rhonda Kambeitz4,957.64
 Lisa Snow4,941.27
 Kathy P. Oliveira4,937.90
 Nancy Jean Leroy4,917.48
 Nancy A. Berlin4,908.95
 Brenda D. Elliott4,898.50
 Katie L. Ashby4,866.25

Pearl

Kim McClure\$14,429.51
 Leah Michelle Lauchlan13,826.80
 Royce Marie Mattis13,129.03
 Amie N. Gamboian11,668.36
 Beth H. Piland10,693.75
 Kristin Myers10,581.29
 Julia Sander Burnett10,502.57
 Jeanie K. Navrak10,361.12
 Blythe Jolee Egbert9,365.94
 Nadine Bowers9,213.93
 Patti Cornell8,784.39
 Janice Baxter Hull8,604.23
 Cindy Machado-Flippen8,535.17
 Diane M. Detesco8,192.43
 Denise E. Crosby8,077.59
 Kathy Eckhardt8,013.01
 Anne Geertsen7,981.74
 Patty Webster7,962.87
 Vicki Piccirilli7,937.77
 Marye Durrer7,853.78
 Ruthie Bretesette-Mount7,781.97
 Mia J. Mason Taylor7,770.17
 Sylvia Limon Martinez7,770.01
 Dorothy D. Boyd7,760.08
 Sally Moreno7,674.67
 Amy Keph7,612.13
 Tammy A. Vavala7,448.50
 Donna Stephano7,395.67
 Susan T. West7,366.33
 Angel B. Toler7,211.59
 Heather Marie Erbe7,178.05
 Evelyn Pirhalla7,130.89
 Rebecca Milligan7,036.49
 Luanne Stewart6,972.22
 Lia Rene Carta6,850.17
 Rita Schaefer6,647.46
 Denise M. Roberts6,613.30
 Jo Shuler6,571.82
 Maribel Olivares6,542.66
 Hazel White6,534.67
 Stacey Craft6,455.82
 Amy Kitrell6,454.77
 Tina M. Wright-Dees6,351.77
 Betsy C. Richard6,338.32
 Melissa Gabriella Olsheski6,260.41
 Amy C. Schule6,226.21
 Judy Tapella6,190.36
 Shelley Eldridge6,160.85
 Laurie C. Cole6,131.88
 Tracy S. Brown6,128.49
 Carrie V. Eddings-Foster6,080.23
 Lisa Olivares6,076.08
 Brenda K. Gingrich6,060.51
 Shanna H. Jones6,028.65
 Katherine Mirkes Ward6,024.42
 Laura Ann Zipay6,013.74
 April Christine Hutchinson5,967.50
 Kathryn L. Engstrom5,964.94
 R. Sue Miller5,929.73
 Tracey L. Chavez5,879.57
 Susan Moore5,864.43
 Darlene Rutledge5,836.13
 Carmen J. Felix5,832.00
 Patty J. Olson5,792.70
 Sherry L. Fields5,759.72
 Harriett Sharpe5,748.20
 Sherry L. Belisle5,742.90
 Peggy Matish5,704.96

Tammera Porter5,663.04
 Fern M. Gerdes5,633.02
 Christina Lynn Frantz5,630.91
 Sandra M. Munguia5,582.03
 Penny J. Jackson5,562.12
 Cindy S. Koenig5,495.14
 Joyce Bruder5,487.25
 Terri Lewis5,352.68
 Judy Gieson5,294.75
 Brenda Stafford5,293.44
 Rachael M. Bullock5,287.73
 Nadine H. Huckabee-Stanley5,235.87
 Michelle J. Cahill5,229.99
 Angela Rae Schneider5,215.80
 Michele Salisbury Rankin5,195.10
 Iva Kurz5,161.94
 Nicole J. Canamare5,142.96
 Susan K. Janish5,133.98
 Ashley O. Brooker5,114.11
 Amber Rene Nichols5,103.08
 Becki Hackett5,097.13
 Amada Arroyo5,090.73
 Kay Rubin5,075.89
 Barbara R. Johnson5,050.89
 Pat Ringnald5,048.15
 Maria Claxton-Taylor5,028.95
 Melissa Hamby4,993.15
 Amy Stokes4,984.76
 Tammy D. Niehaus4,810.83
 Amy M. Alber4,776.14
 Shauna Lynn Abbotts4,771.32
 Mara C. Lane4,757.59

Diamond

Missella Jensen\$16,397.22
 Dayana Polanco13,140.69
 LaRonda L. Daigle12,533.36
 Deborah Dudas11,928.61
 Irene Olebara11,897.99
 Priscilla McPheeters11,887.54
 Marsha Morrisette11,574.69
 Melinda M. Balling11,347.97
 Vivian Diaz11,237.84
 Kristin Jenae Rogers10,742.73
 Lila DeWeber10,249.82
 Susan M. Hohlman10,116.81
 Chatney Gelfius9,850.36
 Susie Kopacz9,677.50
 Julie Neal9,495.63
 Shelly Palen9,433.95
 Martha Kay Raile9,224.60
 Gerri Anne Morris9,194.32
 Cecilia C. James9,181.47
 Mary Strauss9,141.89
 Terri J. Beckstead9,075.18
 Heidi Goelzer8,574.67
 Mayra Esparza8,463.81
 Janet S. Chapman8,069.59
 Pat A. Nuzzi7,938.64
 Susan J. Pankow7,928.64
 Sandy Griffith7,855.49
 Andrea L. Peters7,789.37
 Sheryl Peterson7,587.22
 Nancy Fox Castro7,565.94
 Mariann Biase Mason7,553.38
 Donna K. Smith7,549.70
 Emily Sims7,481.97
 Susan M. McCoy7,444.96
 Ana X. Solis7,415.45
 Rhonda Jean Taylor7,393.76
 Mary Jacobson7,358.53
 Lou Cinda Utley7,357.01
 Tawnyra Kremppes7,356.58
 Alicia Kingrey-Lokal7,351.52
 Rose Rodriguez-Capone7,150.79
 Petie L. Huffman7,331.43
 Trudy Miller7,319.57
 Nancy Polish Dove7,273.54
 Karime Rosas7,252.26
 Noella Jaimes7,216.29
 Sandy Lasso7,213.28
 Stephanie A. Richter7,198.82
 Bianny Fabiola Ramirez7,180.63
 Sherry L. Belisle7,151.73
 Norma Lee Shaver7,116.90

Maria Flores7,097.42
 Diane L. Mentiply6,987.77
 Patricia Carr6,984.00
 Yosaira Sanchez6,981.43
 Susan Hattem Weeks6,912.77
 Julie Schlundt6,906.53
 Kim A. Messmer6,831.79
 Heather M. Julson6,800.60
 Carol Lee Johnson6,790.83
 Julie Danskin6,788.89
 Linda T. Cartiglia6,760.64
 Melissa R. Hennings6,747.86
 Delmi Cristina Santos6,701.54
 Mary Beth Pfeiffer6,669.01
 Vicki O'Bannon6,659.66
 Annette Pace6,632.53
 Barbara E. Roehrig6,614.53
 Jill D. Davis6,612.58
 Wendy Hayum-Gross6,585.83
 Brenda K. Howell6,502.45
 Kathy M. Viola6,472.74
 Ruth L. Everhart6,429.91
 Fern Hendricks6,374.06
 Anne Newcomb6,367.94
 Bonnie Brannan6,345.34
 Stephanie Audino6,323.21
 Lisa A. Stengel6,307.46
 Amelie B. Kemogne6,300.89
 April Ann Townsend6,285.94
 Nellie R. Anderson6,283.49
 Lisa Rada6,264.87
 Betty Symons6,261.71
 Lesa Rae Franken6,238.43
 Suzanne T. Young6,211.52
 Mileta K. Kinser6,186.17
 Donna J. Saguto6,134.45
 Carolyn Thompson6,110.11
 Linda J. Wicks6,108.93
 Betty McKendry6,070.24
 Rita M. Krause6,045.29
 Pat Joos6,004.30
 Sonia Suyapa Bonilla5,963.22
 Heather Rachel Kramien5,961.23
 Tami K. Cloute5,950.50
 Denise M. Guthrie5,942.75
 Martha Brown5,938.40
 Evitelia Valdez-Cruz5,914.58
 Mary P. Creech5,850.06
 Lori M. Langan5,826.56

Ruby

Krystal Downey-Shada\$10,178.01
 Donna Clark-Driscoll9,339.06
 Somer Ballard Carter9,983.38
 Mary Alice Dell8,683.48
 Laura A. Kattenbraker8,665.00
 Thessy Nkechi Nwachukwu8,439.23
 Inez M. Thayer8,314.41
 Brenda Fenner8,232.61
 Juliet Igboanusi8,152.15
 Gloria Dominguez8,123.61
 Judie Roman7,953.53
 Marrie R. Yunger7,748.13
 Mary Lou Ardohain7,616.86
 Suzanne Moeller7,592.94
 Jacqueline N. Alford7,473.58
 Cissy E. Warren7,464.84
 Lisa Anne Harmon7,383.87
 Debbie A. Elbrecht7,362.37
 Barbara L. Harrison7,361.01
 Eva E. Berber7,352.65
 Tina Hulsman7,334.89
 Kathy Monahan7,169.89
 Juliet Ebele Okonkwo7,146.43
 Sonya F. Goins7,064.16
 Carlotta Sandiford-Coleman7,050.80
 Michele Semper7,034.93
 Candace Laurel Carlson6,963.35
 Deborah S. Bailie6,922.13
 Corrin Cresci6,899.12
 Sheryl K. Goins6,877.79
 Stephanie Courington6,775.57
 Kathleen C. Savorgnan6,689.87
 Phuong L. White6,668.18
 Rose Mary Neel6,447.97
 Peggy Young6,422.79

Patti Maxwell6,421.55
 Oye A. Onuoha6,416.07
 Rosanne Pluchino6,413.67
 Mary Sharon Howell6,382.87
 Melissa Kaye Kopec6,266.94
 Cheryl O. Fulcher6,235.57
 Jennifer Jean McNulty6,219.17
 Judy Lund6,138.13
 Diane Covington6,112.69
 Terry Thole6,083.93
 Brandy E. Richwine6,033.97
 Linda Leonard Thompson6,025.78
 Liz Whitehouse6,001.13
 Sherrie L. Clemons5,989.97
 Meg Springer5,955.41
 Johnnie M. Robertson5,929.05
 Vicki S. Lindsay5,845.49
 Deborah J. O'Leary5,746.53
 Krystal K. Walker5,726.34
 Carmen Nunez de Valencia5,696.10
 Mary D. Whitman5,659.47
 Irene Zapalac5,657.28
 Tammy S. Lacy5,622.12
 Tonya Colbert5,608.08
 Bonnie Brannan5,552.18
 Augusta C. Onyemere5,549.26
 Eleanor M. Reigel5,515.77
 Stephanie Honeycutt5,513.82
 Janelle A. Ferrell5,493.53
 Tiffany Brooke Stout5,488.41
 Christy M. Cox5,440.33
 Kali DeBlander Brigham5,423.75
 Lisa A. DeLucia5,421.16
 Winifred Nonye Ogbunamiri5,375.70
 Elayne J. Watson5,373.65
 Becki Hoisington5,330.97
 Lisa V. Bauer5,301.12
 Margaret Allison Reiser5,281.48
 Apollonia Nnedigbo5,252.24
 Dori M. Fennell5,227.89
 Sandee Popadich5,227.04
 Jill E. Garrett5,214.55
 Dorothy C. Ibe5,196.45
 Lisa Baker5,130.38
 Marsha Mings5,117.06
 Chioma Nwosu5,104.62
 Donna L. Lohman5,100.81
 Gina Beekley5,057.09
 Michelle M. Visco5,018.99
 Palia A. Curry4,991.04
 Gail Bauer4,989.83
 Lynette L. Meisel4,976.57
 Sylvia J. Cook4,974.30
 Gina M. Gildone4,970.01
 Wanda Metzger4,941.91
 Deborah Jean Oertel4,936.37
 Tolu I. Adekunle4,913.45
 Anna M. Semples4,897.34
 Rosalie Kuhn4,875.71
 Julie Smith4,866.32
 Suzanne P. Wallace4,827.89
 Mary L. Morgan4,823.92
 Lee Clouse4,820.06
 Julie Brindell Sapp4,740.94
 Breda M. Teal4,730.64

Sapphire

Tammy Romage\$13,058.76
 Lara F. McKeever11,236.33
 Roxanne McInroe11,036.02
 Julie Weaver10,890.62
 Julia Mundy10,425.41
 Diane Bruns9,636.49
 Kathy R. Bullard9,150.79
 Joanna Helton9,096.99
 Debbie A. Weld8,910.54
 Dolores Keller8,533.00
 Connie L. Russo8,454.78
 Lady Ruth Brown8,292.46
 Sylvia Boggs8,239.11
 Jennifer L. Semelsberger8,132.08
 Besecker8,088.55
 Ruby Garner8,062.27
 Audrey K. MacDowall8,062.27

Randi Stevens7,674.22
 Tracy Potter7,453.18
 Jill Beckstedt7,439.62
 Crystal Dawn McDaniel7,424.21
 Faith A. Gladding7,302.74
 Kim West7,297.23
 Christy Bigham7,242.61
 Natalie Reed7,113.75
 Linda Klein7,111.28
 Ann W. Sherman6,977.20
 Phyllis I. Pinsker6,908.48
 Joli A. Dockery6,903.95
 Deborah Robina6,888.38
 Lynnea E. Tate6,778.58
 Kim I. Sabourin6,762.52
 Sherri Reindl6,733.88
 Lynn Baer Roberts6,660.93
 Barbara J. Puckett6,645.15
 Pam Garner Moore6,554.57
 Melody Missick6,427.50
 Brenda Bennett6,404.29
 Norma Hood6,400.57
 Josefa Chacon6,257.22
 Krista A. Johnson6,250.27
 Angie S. Day6,249.44
 Tabitha A. Hallums6,246.24
 Peggy B. Sacco6,241.20
 Frances Woodham6,238.62
 Moleda G. Dailey6,203.15
 Kristi M. Montesana6,172.03
 Linda A. Jones6,163.15
 Patsy A. Glunt6,121.86
 Margaret Neill6,096.11
 Nannette G. Short6,080.50
 Catalina T. Barahona6,004.14
 Bonnie Crumrin6,001.87
 Marjorie S. Haun5,904.07
 Heather L. Bohlinger5,893.00
 Cindy S. Kriner5,822.81
 Patrice Moore Smith5,815.17
 Robyn S. Cartmill5,789.47
 Angela D. LaFerry5,754.39
 Jennifer G. Bouse5,743.97
 Deanna L. Spillman5,735.88
 Phyllis Palencia5,732.62
 Danice C. McElDowney5,703.09
 Cheryl T. Anderson5,687.15
 Linda Louise Winton5,648.48
 Gayle J. Green5,581.83
 Ann Ferrell Smith5,556.30
 Katie D. Nichols5,555.60
 Linné Lane5,547.27
 Kathleen Kirkwood5,544.29
 Maria Elvia Lopez5,532.23
 Beth S. Austin5,526.13
 Bea Heath5,517.83
 Debbie L. McWilliams5,516.49
 Shelley Townsley5,490.63
 Sue Ammons5,484.83
 Dawn Coby5,448.06
 Rayne D. Tubbs5,431.96
 Sheila Berry5,419.40
 Teodora Ahumada5,408.32
 JoAnna P. Shipe5,400.92
 Anita R. Rabelo5,353.89
 Sandra A. Zavoda5,343.37
 Marie E. Vlamnick5,315.74
 Maisha A. Bankhead5,306.70
 Svetlana Lipsey5,298.16
 Marie Pfarr5,269.94
 Jeannie Helm5,236.40
 Effie Parsons5,198.93
 Roxy H. Coursey5,183.24
 Jerlene Vrana5,134.50
 Gloria Stake Miller5,126.51
 Silvia Medrano5,117.51
 Jodi L. Feller5,076.16
 Leanne Sexton5,068.36
 Connie J. Lamp5,045.55
 Sanjuana Sosa4,986.40
 Jim Cundiff4,977.98
 Judy L. Staats4,972.96
 Ellen Farquharson4,965.60
 Brenda L. Tholin4,955.16

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Recognition

Mary Kay Angels

These Independent National Sales Directors, Independent Sales Directors and Independent Beauty Consultants achieved the highest commissions/bonuses or production or had the most new team members in their Seminar areas in January 2011.

Top National Sales Directors — Commissions and Bonuses



Kathy Helou
\$38,912
Emerald



Jan Harris
\$33,930
Pearl



Barbara Sunden
\$71,764
Diamond



Carol Anton
\$49,927
Ruby



Karen Piro
\$49,573
Sapphire

Top Unit — Estimated Retail Production

EMERALD — Stacy Foust, <i>Go Give Area</i>	\$77,988
PEARL — Kim McClure, <i>Go Give Area</i>	\$91,492
DIAMOND — Melissa Jensen, <i>Go Give Area</i>	\$93,342
RUBY — Krystal Downey-Shada, <i>Go Give Area</i>	\$71,846
SAPPHIRE — Tammy Ramage, <i>Go Give Area</i>	\$80,711

Top Sales Director — Personal Sales

EMERALD — Shirley Rice, <i>Go Give Area</i>	\$10,558
PEARL — Madai Brewster, <i>Go Give Area</i>	\$10,363
DIAMOND — Marie Lee, <i>B. Sunden Area</i>	\$11,966
RUBY — Janette Copeland, <i>Go Give Area</i>	\$13,763
SAPPHIRE — P.J. Baunach, <i>K. Piro Area</i>	\$14,231

Top Beauty Consultant — Personal Sales

EMERALD — Helen Leiby, M. Bright Unit, <i>G. Mayfield Banks</i>	\$27,999
PEARL — Wanda Van Essen, A. Toler Unit, <i>G. McGuire Area</i>	\$10,746
DIAMOND — Deb Lawson, S. Leininger Unit, <i>Go Give Area</i>	\$14,073
RUBY — Sally Jo Glendenning, H. Dixon Unit, <i>K. McCarroll Area</i>	\$16,334
SAPPHIRE — Jacqueline Chase, M. Silva Unit, <i>Go Give Area</i>	\$22,405

Top Team Builder

EMERALD — Sales Director Michelle Martinez, <i>Go Give Area</i>	10 New Team Members
PEARL — Susan Yurchuck, A. Schneider Unit, <i>S. James Area</i>	11 New Team Members
DIAMOND — Sales Director Gloria Esparza-Botello, <i>G. Castaño Area</i>	14 New Team Members
RUBY — Sales Director Inez Thayer, <i>Go Give Area</i>	18 New Team Members
SAPPHIRE — Sales Director Victorine Nkembe, <i>Go Give Area</i>	20 New Team Members

Top Unit Builders

Independent Sales Directors with 20 or more new unit members for January 2011.

Emerald

Hollie R. Sherrick 22 New Unit Members
Carol Shuff 22 New Unit Members

Angela Rae Schneider 22 New Unit Members

Diamond

Blanny Fabiola Ramirez 21 New Unit Members

Pearl

April Landrum-Johns 24 New Unit Members

Ruby

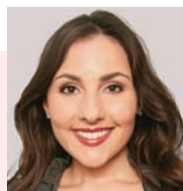
Inez M. Thayer 26 New Unit Members
Stephanie Honeycutt 21 New Unit Members
Meghan Anne MacQuarrie 21 New Unit Members

Sapphire

Tabitha A. Hallums 20 New Unit Members
Victorine Ngagoum Nkembe 20 New Unit Members

New NSD Debuts

New Independent National Sales Director Debuts January 1, 2011



Auri Hatheway
National Sales Director
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 Mary Kay Inc.'s 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 ©2011 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association. *Applause, Beaut-e-News, Beauty Blotters, Belara, Bella Belara, Break the Silence, Compact Pro, Day Radiance, Domain, Enriching Women's Lives, Exotic Passionfruit, Eyesicles, Go-Give, Indulge, Inspiring Beauty Through Caring, Journey, Mary Kay, Mary Kay InTouch, Mary Kay Tribute, Miracle Set, MK, MKConnections, MKCards, MKMen, Nourishine, Pink Doing Green, Pronewal, Satin Hands & Body, Satin Lips, Satin Smoothie, Simply Cotton, Smart Start, Targeted-Action, TimeWise, Tribute, Velocity and Visible-Action* are registered trademarks; *Forever Orchid, Mint Bliss, MK High Intensity, Satin Body, Thinking of You, TimeWise Body, Ultimate Mascara, Ultimate Miracle Set, Warm Amber and Your Way to Beautiful* are trademarks; and *Consultant First Look, MK Rewards, Pink Changing Lives, Preferred Customer Program, The Mary Kay Foundation and The Silver Wings Scholar Program* are service marks of Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, www.marykay.com.

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pink doing green® in 2011: when less means green

Mary Kay Inc. has already recycled more than 300,000 color compacts through a program that planted 200,000 trees in the Bitterroot National Forest. In 2010 and 2011, the Company hopes to plant 100,000 more trees through the new flip-top cap and color refill case recycling program.

So what's next for **Pink Doing Green®**? It's all focused on one word: reduce. The Company's primary goal in 2011 is to reduce waste and consumption in all areas, with the Dallas manufacturing facility leading the way. Want to know more? Read on!

REDUCING LANDFILL WASTE:

- In 2010, we reduced the amount of waste sent to landfills by almost 40 percent compared to 2009. Our goal for 2011 is to have *zero* waste sent to landfills.
- A new program to recycle all the containers that raw materials are held in at our manufacturing facility has already begun. It is estimated that this effort alone will reduce landfill waste by 165 tons a year.
- There is even a plan to consider composting the waste from the employee dining room at the manufacturing facility!



REDUCING ENERGY CONSUMPTION:

- We already have reduced the annual energy consumption of our global corporate facilities by enough to power more than 1,000 homes.
- In 2011, an evaluation will begin to isolate and control compressed air needed by the packaging lines at our manufacturing facility. The expected reduction in energy consumption could be substantial.



REDUCING WATER USE:

- A new water system used in the production area of manufacturing will be 80 percent efficient; the previous system was only 60 percent efficient.
- A new water treatment process being considered would recover more water, then use waste in biofuel generation.
- A new cleaning system at manufacturing will use more recycled and recovered water and will save 3 to 4 million gallons of water a year.



REDUCING THE CARBON FOOTPRINT OF OUR SHIPPING NEEDS:

- In 2009, changes to our global shipping processes resulted in a 21 percent decrease in our transportation carbon footprint.
- We continue to implement new initiatives with the goal of an additional decrease of 5 percent by the end of 2011.



And that's just a start! We continually will seek opportunities to improve our environmental performance. Our goal to "reduce" is just another step toward our goal of enriching lives worldwide.

the **5** green habits

1. **recycle**
2. **find** pollution **solutions**
3. **conserve** water
4. **be** energy efficient
5. **leave** no trace

 pink doing green®

MARY KAY

STEP OUT IN STYLE

AT SEMINAR 2011

Show your passion for team building in a gorgeous limited-edition red jacket!*

WHAT'S IN THE JACKET

Concepts for the stunning new red jackets started in early 2010 when professional fashion designer Rebecca Decker began initial sketches. Rebecca, who has designed Mary Kay apparel for eight years, took inspiration from fashion houses Dior, Burberry, Coach and Michael Kors, studying their fabrics, shapes and details. "We needed on-trend looks that would last and look good on all types of women," Rebecca shares. "The goal was to create three jackets with their own distinct personalities, ready to be the life of your business and your closets."

Rebecca's initial six designs were narrowed down to three. Sample garments were made, and those prototypes were refined resulting in the designs you see here. "The Charley is cutting edge and contemporary; the Emma is mainstream and sophisticated; the Mackenzie is young, fresh and trendsetting," Rebecca shares.



CHARLEY

Biker, motorcross jacket

- Red fabric with a shine
- Detailed with gold zip-and-pull accents (pockets, sleeves)
- Adjustable front-collar treatment to create different silhouettes
- Three-quarter-length sleeves



MACKENZIE

Safari-cropped trench

- Textured jacquard-weave fabric
- Button flaps (shoulder and tab accents)
- Back vent
- Small portrait collar
- Black buttons with silver-grommet accent
- Special pocket details
- Belted (can be worn belted or unbelted)
- Finished with lining

LIGHTS, ACTION, FASHION!

Stylish. Trendy. Simply red hot! Pick up your choice of gorgeous limited-edition* red jackets at Seminar 2011 when you achieve the *Lights, Action, Fashion* Team-Building Challenge from March 1- June 30, 2011, by becoming a Star Team Builder with three new qualified† team members. Add four or five qualified† new personal team members and receive more Seminar rewards. Find details on Mary Kay InTouch®!

"We want every woman who wears these jackets to be on-trend, fashion-forward and to shine!"

– Rebecca Decker, fashion designer



EMMA

Three-quarter-length trench

- Textured jacquard-weave fabric with lining
- Portrait split-lapel collar
- Three-quarter cuff tab accent on sleeves
- Belted (can be worn belted or unbelted)
- Bold black buttons rimmed with silver
- Detailed with button-front pockets
- Vented back

RED-HOT TEAM-BUILDING TIPS

Imagine your way to beautiful and fashionable this year at Seminar! Do you want to build a team of confident women while making a fashion statement? Here's how two women earned their own stylish red jacket at Seminar 2008 and then became successful Independent Sales Directors.

"I did not allow myself to make excuses," **Independent Sales**

Director Kimberly Perkins of Havelock, N.C., says. "I completed a 3+3+3 every week because becoming an Independent Sales Director was my ultimate goal, and earning the red jacket at Seminar would propel me forward." While working to become a Star Team Builder, Kimberly completed her weekly 3+3+3 by Friday (three skin care parties, \$300 in new retail sales and three team-building appointments every week). To this day, she still completes a 3+3+3 every week to build a strong customer base!



Kimberly achieved the Queen's Court of Sharing in her first year as an Independent Sales Director. But before earning the coveted bumblebee reward jewelry, she remembers receiving her red jacket at the *Stars in Red, White and Blue* Reception at Seminar 2008. "I cried my eyes out because I felt like a queen," she recalls. "That was the first time I had ever earned something through my Mary Kay business. I still wear that jacket because of all the memories it holds, and it makes me feel wonderful!"

As Kimberly knows, being nervous or anxious is the most difficult part about sharing the opportunity for many new Independent Beauty Consultants. "I was nervous about conducting my first team-building appointments, but I was committed to building a team, and I took a leap of faith," she says. "You have to have a goal to make it through that first step. Over time, my confidence grew dramatically."

Kimberly also knows that it can be intimidating to talk to women who are of a different generation than your own. "I was intimidated because I was young, and I was worried about what older women would think of me," Kimberly recalls. "As it turns out, the women in my cross-generational unit have inspired each other to success!"

A former insurance agent and a full-time mom, **Independent Senior Sales Director Dana Lamade** of Virginia Beach, Va., says of herself: "I run hard!" Her monthly goal is to sell \$4,000 in suggested retail and be the best Independent Beauty Consultant in her unit. She



takes advantage of all that Mary Kay® has to offer and says, "It is not just the prize; it is the reward that your business reaps."

The *Stars in Red, White and Blue* Team-Building Challenge in 2008 came at the perfect time for Dana. She knew that she wanted to make her Mary Kay business work for her and her family, and the team-building challenge was the motivation she needed to grow her personal team.

"I was going to go back to work, but I did not want to go back to corporate America," she explains. "By listening to Mary Kay® motivational and educational CDs every time I was in my car, I realized that I had been doing a lot of 'starting and stopping' in my business. That was the hard way to do it." Once she earned her red jacket, her business began rolling forward with momentum, and she debuted as an Independent Sales Director shortly thereafter.

"Most of my team building, now and then, takes place at my skin care parties," Dana shares. "I present a solid mix of skin care knowledge and information about the business opportunity in a layering process." Dana says there is no trick to her success, but she attributes it to solid preparation and belief in the opportunity. "I make sure everyone at my skin care class knows that I would love to have them on my team."

*Available while supplies last

†A qualified new personal team member is one whose initial order with the Company is \$600 or more in Section 1 products, and it is received and accepted by the Company in the same or following calendar month, between March 1 and June 30, 2011, that her Independent Beauty Consultant Agreement is received and accepted by the Company.

SONG OF SUCCESS



"When you have a tough childhood, you learn quickly and you learn a lot. You go out and find a way to come out on top."

– Independent Future Executive Senior Sales Director Jovita Luna of Whittier, Calif.

MEAGER BEGINNINGS

The second of 10 siblings, **Independent Future Executive Senior Sales Director Jovita Luna** was born into and grew up in a very poor family in Mexico. "I think poverty was the main disadvantage in my childhood. My greatest virtues were my resiliency and willingness to work hard," Jovita recalls. As a very young child, Jovita remembers her grandmother sewing little shirts and dresses that Jovita would try to sell.

Jovita married young, and while still a teenager, she had two children. Sadly, the marriage quickly became physically and emotionally abusive. But with her parents' help, Jovita was able to leave that relationship in the past.

OPPORTUNITY ARISES

When Jovita moved to the United States, she married Juan Antonio Luna, a professional composer and singer of *ranchera* music – Mexican folkloric songs usually sung with mariachi or other regional bands. (Juan's stage name is Valente del Campo.)

Being around music awoke in Jovita one of her childhood daydreams: to become a singer. "In elementary school, I was always chosen to sing, and my talent has been a source for my self-esteem," Jovita shares.

In 1990, when Jovita was introduced to the Mary Kay opportunity by one of her sisters, she wasn't really interested. "I honestly was not attracted to the opportunity because I was not interested in beauty products. I didn't even wear makeup myself!" she notes.

It wasn't until about a year later, when her sister parked her Mary Kay® Career Car in Jovita's driveway, that Jovita seriously considered the Mary Kay business for herself. "My husband and my children encouraged me, reminding me of my passion for sales and team-building that I experienced before. So I decided to give the Mary Kay opportunity a try."

BACK TO MEXICO

Shortly thereafter, Jovita and Valente moved back to Mexico. Jovita terminated her Mary Kay business in the U.S. in 1992 and then worked to become an Independent Sales Director as part of the Mary Kay subsidiary in Mexico.

For many years, Jovita enjoyed a productive business in Mexico, earning several trips to attend Seminar in Dallas, plus other international trips and accolades.

While in Mexico, she and Valente also had the opportunity to record several ranchera CDs on which they sang duets and solos. "Our children really encouraged me to do this because they said it would be a great legacy for them and *their* children to have," Jovita shares.

FAMILY AND BALANCE

While the family enjoyed these many successes, Valente's symptoms of Parkinson's disease began to worsen. Needing to find the best health care possible, he and Jovita decided to relocate to the U.S. Jovita, having taken all the necessary steps to maintain her good status with the Company during her relocation, since has been hard at work rebuilding her Mary Kay business in the U.S. She has been in the Queen's Court of Sharing every year since 2005.

Jovita enjoys all aspects of her Mary Kay business. "I am fascinated by the chance to share our fantastic opportunity. I love to teach skin care classes, as well as other educational topics," she says. "I adore the work our business entails. Mary Kay is a Company with heart. It follows its philosophies, and it supports the independent sales force kindly. In my 22 years, I have received great support and advice. I've never been treated coldly or indifferently. I'm always offered the best solution for me."

"My Mary Kay business also has benefitted my family greatly. My two grown children, Roberto Daniel and Brenda, are both married and have given us three wonderful grandchildren: Lee Lopez, 20; Carlos Alberto, 18; and David Garcia, 16. We're a very tight-knit family, and we all want to make sure that these three kids have a great opportunity to succeed."

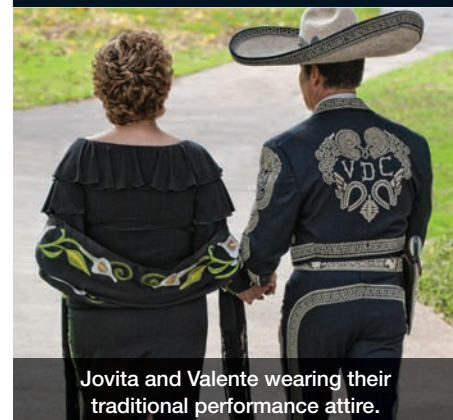
After 36 years of marriage, Jovita and Valente deal with his Parkinson's disease together, and she appreciates that her Mary Kay business gives her the flexibility to do so. "We've been facing this reality for 18 years, and it's pretty severe now. But he takes great care of himself and supports me in my Mary Kay business in every way he can."

What does the future hold for this daydreamer? "I feel that I've realized my life's goals in every aspect. I have an adoring husband, fabulous children and beautiful grandchildren. I'm still able to sing every now and then, and poverty has been long exiled from my life. Of course, the cherry on top would be debuting as an Independent National Sales Director!"



JOVITA'S ADVICE TO NEW TEAM MEMBERS

- Sometimes in business, your best path is dictated by your brain's wisdom, not your heart.
- We all make mistakes; the sad part is when we don't learn from them.
- Do not lose focus. This is something I still must work on. So I tell you: Focus, focus!
- Remember that discipline is key in this business.
- Yes, the Starter Kit comes with great tools, but do not overlook all the education you can get at unit meetings and Company events that can help you succeed.



Jovita and Valente wearing their traditional performance attire.

go-give® award

Congratulations to the winners for May 2011

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."



Tanya King-Lee
Emerald

Independent Executive
Senior Sales Director

Began Mary Kay
May 2005

Sales Director Debut
July 2005

Offspring six first-line

National Sales Director
Dacia Wiegandt

Honors Cadillac qualifier; Star Consultant; Sales Director Queen's Court of Personal Sales; Queen's Court of Sharing; four-times Circle of Achievement; Circle of Excellence; two-times Double Star Achievement; Fabulous 50s; Dean's List; gold medal winner; estimated highest monthly unit retail: \$168,726

Personal Lives in Palmetto Bay, Fla. Husband, Robert; sons: James, Joshua

Favorite Quote "What would you attempt to do if you knew you could not fail?" – Author Unknown

Independent Beauty Consultant Emmalina James of Margate, Fla., says, "Tanya engaged our unit in community service by generously donating to underprivileged women living in shelters as they strive to rebuild their lives. This helped build self-confidence in the women we met and made an everlasting impact in my own life."



Jennifer Pell
Pearl

Independent Sales Director

Began Mary Kay
May 1999

Sales Director Debut
October 2001

National Sales Director
Jane Studrawa

Honors Premier Club qualifier; Star Consultant; Consultant Queen's Court of Personal Sales; Circle of Achievement; estimated highest monthly unit retail: \$40,418

Personal Lives in Rockford, Mich. Husband, Todd; son, Carter; daughters: Bailey, Madison

Favorite Quote "I believe that Mary Kay women are going to change the world."
– Mary Kay Ash

Independent Beauty Consultant Becky Forton, Spring Lake, Mich., says, "Jen, my adopted Independent Sales Director, lives by the Golden Rule. She has donated monetarily to the Haiti relief efforts and will be going on a mission trip to assist in rebuilding a school for children in Haiti."



Susan Carlson
Diamond

Independent Executive
Senior Sales Director

Began Mary Kay
April 1980

Sales Director Debut
August 1982

Offspring six first-line;
three second-line

National Sales Director
Go Give Area

Honors Cadillac qualifier; Circle of Honor; monthly Go-Give® Award winner, May 1999; 10-times Sales Director Queen's Court of Personal Sales; 19-times Circle of Achievement; four-times Circle of Excellence; six-times Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$106,905

Personal Lives in Louisville, Colo. Husband, Paul; sons: Matthew, Brian; four grandchildren

Favorite Quote "Yesterday's the past, tomorrow's the future, but today is a gift. That's why it's called the present." – Bil Keane

Independent National Sales Director Lisa Madson, says, "My unit members who attend Susan's meetings have always felt welcomed. She not only makes me feel important, but every person she talks to gets the same respect!"



Rachel Hovis
Ruby

Independent Senior
Sales Director

Began Mary Kay
September 2008

Sales Director Debut
March 2009

Offspring two first-line

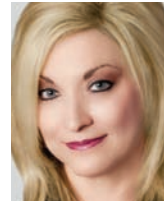
National Sales Director
Lynne G. Holliday

Honors Cadillac qualifier; Star Consultant; Circle of Achievement; Fabulous 50s; Dean's List; gold medal winner; estimated highest monthly unit retail: \$50,763

Personal Lives in Matthews, N.C. Husband, Chad; sons: Trey, Torin

Favorite Quote "How you do anything is how you do everything." – Author Unknown

Independent Sales Director Gloriann Perrin of Lake Park, N.C., says, "I have personally persevered through challenges in my business thanks to time, effort and encouraging words from Rachel. She builds relationships with those she mentors, sets goals for her unit and is always ready to assist everyone in achieving their dreams."



Lorie Ryon
Sapphire

Independent Future Executive
Senior Sales Director

Began Mary Kay
December 1987

Sales Director Debut
June 1991

Offspring three first-line;
one second-line

National Sales Director
Go Give Area

Honors Cadillac qualifier; Circle of Honor; four-times Sales Director Queen's Court of Personal Sales; 12-times Circle of Achievement; two-times Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$67,238

Personal Lives in Broken Arrow, Okla. Husband, David; sons: Tyler, Robert; daughters: Erin, Makenzie

Favorite Quote "It's not the size of the mountain, but the strength of the mountain-mover!"
– Author Unknown

Independent Beauty Consultant Gwen Gifford of Tulsa, Okla., says, "Although Lorie is not my Independent Sales Director, she treats me like one of her own. She is a huge inspiration and always goes that extra mile."

SATIN HANDS® FOR MOM!

MARY KAY

Indulge Mom with soft hands! The **Satin Hands® Pampering Set** makes the perfect gift set for Mother's Day or any spring occasion. Think brides, graduates, teachers and even dads who will appreciate the gender-neutral packaging of the fragrance-free version!

Fragrance-Free Satin Hands® Hand Softener

This long-lasting, fragrance-free formula leaves your hands feeling smooth, silky and supple. Provides instant hydration by sealing in moisture and leaving hands protected. Hands will feel moisturized and conditioned for hours!

Fragrance-Free Satin Hands® Satin Smoothie® Hand Scrub

This creamy, exfoliating formula cleanses skin and leaves it feeling soft, smooth and looking healthier. Removes dead surface skin cells while instantly smoothing. It's an everyday treat for hands that leaves them feeling smooth and soft instantly.

Fragrance-Free Satin Hands® Hand Cream

This nongreasy hand cream leaves hands soft and silky and moisturizes for 24 hours. It even lasts through several hand washings. Also available separately for **\$10**.

\$34 per set



PEACH-SCENTED OPTION

Peach Satin Hands® Pampering Set offers a yummy peach scent perfect for spring.

Peach Satin Hands® Hand Cream is sold separately for **\$10**.

All product prices are suggested retail.

\$34 per set



MARY KAY®

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

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MARY KAY INC.

imagine ... yourself in the spotlight!

The **Gown.**

The **Applause.**

The **Satisfaction of Success.**

**Take your place in the spotlight at
Imagine ... Your Way to Beautiful™ Seminar 2011!**

- Relish in your accomplishments and a job well done.
- Be honored like royalty for your hard work and determination.
- Celebrate the achievements of those who have broken success barriers.
- Set your goals higher than ever before.

Don't miss out on this magnificent experience that's orchestrated just for you as a member of the Mary Kay independent sales force.

Registration begins May 1 for everyone.
Look for complete details on
Mary Kay InTouch®.



You are a **Star!**

Imagine
your way to beautiful™