

MARY KAY

applause®

MAY 2012



Great
Mother's Day
Gift Ideas!

If You Dream It,
You Can Be it!
Seminar 2012



Q: I want others to know I am a Mary Kay Independent Beauty Consultant. How can I get a decal for my car? **A:** The Mary Kay® “Enriching Womens Lives®” car decal can be found on Section 2 of the Consultant order form under “Business Supplies.” Cost is 75 cents per decal.

A personalized car window decal is available through MKConnections® on Mary Kay InTouch®. Cost for the small decal (set of 2) is \$25, and the large decal is \$38 (set of 2).

Q: Do Mary Kay® products expire? If so, how long can I keep them on my shelf? **A:** Most Mary Kay® products have a shelf life of three years from the date of manufacture. If the shelf life is less than three years, the product’s expiration date is clearly indicated on the package. Although a product may have been discontinued from the Consultant order form, you may continue to sell it if it is still within its shelf life.

For more information about product shelf life and the Product Coding System, visit the Mary Kay InTouch® website. Type “shelf life” in the search field.



Mary Kay said it best

“I believe that my dream has changed thousands of women’s lives for the better, and yet I know that there are so many more lives out there waiting for the touch of our hand. There is indeed room at the top for many, many more women.”

may dates to remember

1 Seminar 2012 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.

Last day to enroll online for the Summer 2012 Preferred Customer ProgramSM mailing of *The Look*, including exclusive samplers (while supplies last).

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

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

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

Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail or dropped off at the branches must be received by 7 p.m. local time to count toward this month’s production.

Online Independent Beauty Consultant Agreements accepted until midnight Central time.

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5 REACH FOR THE STARS!

Whether you're a new Independent Beauty Consultant or a seasoned veteran, you'll gain great insight and learn valuable tips to help your Mary Kay business soar!

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SPRING FORWARD!

Get your customers excited with the spring color trends! It's easy and fun with Mary Kay® eye, cheek and lip shades.

18



MARY KAY MOMS

From day care to skin care, these Mary Kay moms do it all and share tips for juggling business and kids!

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



SPRING/SUMMER TRENDS

Mary Kay is on-trend this spring. See all the nature-inspired trends the warm weather brings and stay tuned because the *Mary Kay® Trend Report* will be featured in issues of two national women's magazines – *People StyleWatch* and *People en Español*! Education > Trends 2012



QUARTERLY STAR CONSULTANT CONTEST

A new quarter is just around the corner, and you can begin setting your Star Consultant goal. See all the great prizes you can earn on Mary Kay InTouch®. Contests/Recognition > Contests > Star Consultant Q4



WAY TO GROW CHALLENGE

It's on and you are ready for the next step in the *Way to Grow* Challenge. Earn gorgeous jewelry and lead your unit to success this quarter! Contests/Recognition > Contests > Way to Grow



CUSTOM TEAM-BUILDING BROCHURE

Customize a team-building brochure and highlight all of the fantastic reasons why now is a great time to start a Mary Kay business. Business Tools > Build Your Own > Brochure – Custom Team Building

Applause® Magazine Team: EDITOR-IN-CHIEF: LAURA RIVERA MANAGING EDITOR: ALESIA RITENOUR WRITER/EDITOR: ELIZABETH WOLOWICZ ART DIRECTOR: LIZ LEDESMA ACCOUNT MANAGERS: NICOLE WILLIAMS, ANITA HAYS SENIOR EDITOR: JUANITA ALVAREZ SPANISH MANAGING EDITOR: MARGARITA HERNÁNDEZ CONTRERAS ART PRODUCER: SHARILYN GETZ SENIOR PRINT PRODUCER: JAN JONES CONSULTANT COMMUNICATIONS ASSISTANT: LIZ ESCALANTE SENIOR GRAPHIC DESIGN/PRODUCTION ARTISTS: RENÉE PEISER, PATTI CASAMASSIMA PROOFREADERS: PEGGY MEADOR, KIM ROLLINGS CONTRIBUTING WRITER: COLETTE REED HARMON

MOTHER'S DAY IS MAY 13!

Show that **SPECIAL MOM** you appreciate her.

- Cleanse and moisturize in one easy step with **limited-edition*** **Thinking of You® Moisture Rich Shower Crème** enriched with shea butter and vitamin E.
- The **limited-edition*** **Thinking of You® Perfume Pendant**, with a rub-on fragrance that imparts a subtle shimmer, is packaged in a lovely gift pouch complete with a note card to write a personal message.

Thinking of You®
Eau de Parfum

\$30



SCAN TO DISCOVER
GREAT MOTHER'S DAY GIFTS!
Get the free mobile app
at <http://gettag.mobi>



The **limited-edition*** **Thinking of You® Mother's Day Set** includes **Thinking of You® Moisture Rich Shower Crème** and a **Thinking of You® Perfume Pendant**.

\$30
set

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



\$24
set

Get an invigorating pedicure at home with the **limited-edition*** **Mary Kay® Mint Blossom Pedicure Set**.

Make it a truly indulgent gift by adding a **limited-edition*** **Mary Kay® Nail Lacquer**.



\$9
each

Lava

Crushed
Pearl

Base Coat/
Top Coat

MARY KAY

SPRING gift ideas



Forever Orchid™ Warm Amber™ Simply Cotton® Exotic Passionfruit®

Gorgeous Mary Kay® gift sets and fragrances

are perfect gifts, so your customers will love the ease of shopping with you. Consider promoting multiple gift ideas at a range of prices.

Mary Kay® Eau de Toilette Fragrance **\$25 each**

Give spring a fresh scent with the **Mary Kay® Eau de Toilette Collection.** (Forever Orchid™ is shown at right.)

Bundle these four products into one luxurious set!

Mary Kay® Eau de Toilette Body Lotion, **\$15**

Mary Kay® Eau de Toilette Sugar Scrub, **\$15**

Mary Kay® Eau de Toilette Shower Gel, **\$15**

Mary Kay® Eau de Toilette, **\$25**

Also available in Mary Kay® Warm Amber™ Mary Kay® Simply Cotton® Mary Kay® Exotic Passionfruit® (not shown)



\$70 set



Mary Kay® Eau de Parfum Fragrances **from \$28**

Mary Kay® Mineral Eye Color Bundles

\$19.50 each

Upsell with a Mary Kay® Compact Mini* (unfilled)

\$16

and Mary Kay® Mineral Cheek Color

\$10 each



BEST-SELLER
MARY KAY
BEST-SELLER

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



TimeWise® Microdermabrasion Set

\$55

Satin Lips® Set

\$18



Peach Satin Hands® Pampering Set

\$34

Also available: Fragrance-Free Satin Hands® Pampering Set

spring TREND: It's all about Nature.

BOLD BOHO

Think flowers and sunsets when choosing the perfect flowy dress. Then balance this boho style with textured accessories like chunky heels and nature-inspired bangles.

Sail away with bright colors like shades of cobalt blue and turquoise.



Azure

Peacock
Blue

Midnight Star

Mary Kay®
Mineral
Eye Colors

\$6⁵⁰
each

BOOK

- **PLAN COLOR PARTIES** that bring the trends to life and give your customers a new spring look.
- **USE FACEBOOK** to encourage customers to host a trend party. Send the *Trend Report* MKeCard®.
- **MAKE IT** an exclusive event. Perhaps offer a gift for attending.

SELL

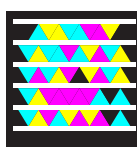
- **DISPLAY FASHION MAGAZINES** at your party to show how Mary Kay® products tie to the trends.
- **ENCOURAGE YOUR CUSTOMERS** to "try out" featured looks on the Mary Kay® Virtual Makeover.
- **CLOSE YOUR SKIN CARE PARTIES** by letting your customers know you'll help them find on-trend looks at their follow-up appointments.

GOLDEN RULE CUSTOMER SERVICE

- **AS YOUR CUSTOMERS' BEAUTY ADVISER**, be sure to share your expertise.
- **SEND SAMPLERS** of regular-line products that create on-trend looks.

SCAN TO WATCH THE 2012 SPRING/SUMMER MARY KAY® TREND REPORT BEHIND-THE-SCENES VIDEO (AS ADVERTISED IN THE MAY ISSUES OF PEOPLE STYLEWATCH AND PEOPLE EN ESPAÑOL.)

1. Download the free TagReader app at <http://gettag.mobi>
2. Scan this code with your smartphone.
3. Watch video for trend information.



Watch for NEW 2012 Spring/Summer Mary Kay® Trend Report as advertised in the May issues of *People StyleWatch* and *People en Español*.

dare to Dream!SM seminar 12



Seminar Dates

July 18 – 21

July 22 – 25

July 25 – 28

July 29 – Aug. 1

Aug. 1 – 4

Pearl

Diamond

Ruby

Sapphire

Emerald

Registration Dates

May 1 – July 4

(first come, first served)
Open to all Independent Beauty
Consultants.

Imagine an event where you
have fun with girlfriends
celebrating your achievements,
and discover new ways to help
your Mary Kay business grow.

That's what ***Dare to Dream!***SM Seminar 2012 is all about. It's the can't-miss Mary Kay event of the year!

Seminar has something to offer at *every stage* of your Mary Kay business. You'll go home with **great tips and innovative ideas**, be **inspired and motivated**, and create goals to **propel your Mary Kay business** to new heights! Plus, you'll discover a new network of Mary Kay friends and **discover valuable mentors** that can last a lifetime!

Soar beyond your wildest dreams!

Seminar is for women who **dare to dream** of a **better quality** of life for themselves and their families, of **recognition and rewards** beyond their wildest dreams, of their well-deserved **moment in the spotlight**. Get ready to take your place among the stars at ***Dare to Dream!***SM Seminar 2012!

LOCATION

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

REGISTRATION FEE

\$175 (if received by July 4)
\$200 (on-site, space permitting, except for new Independent Beauty Consultants whose Independent Beauty Consultant Agreements are accepted by the Company after July 4 through August 2012)

GET FREE STUFF!

You'll receive a Mary Kay® product gift exclusively for you equal to your registration fee!

Future Independent Sales Directors and **Independent Sales Directors-in-Qualification** who attended Leadership Conference in Atlanta **were given the opportunity to earn the new 50th Anniversary Sales Director suit for free.**

YOU... in the Spotlight!

No one celebrates you quite like Mary Kay! Take a peek at what's planned!



Class of 2012 Reception

Meet and mingle with the Mary Kay *Class of 2012*. Independent Sales Directors who debut Jan. 1 – July 1, 2012, are the guests of honor and attend with their Independent Senior Sales Directors, each of whom receives a beautiful Coach® cheetah handbag. Newly debuting Independent Sales Directors also get a \$500 bonus check!

All-Star Luncheon

Celebrate with the Mary Kay "A-list" where Independent Beauty Consultants and Independent Sales Directors who achieve Star Consultant status all four quarters with 14,400 or more in total year-end contest credit qualify to attend this fabulous luncheon. Also invited are Independent Sales Directors who achieve Star Sales Director status with at least 60+ unit Star Consultants.



Way to Grow Luncheon

Independent Sales Directors who complete their *Way to Grow* Unit Growth goal in three of the four months from March 1 – June 30, 2012, qualify to attend this exclusive luncheon along with all contributing unit members with at least one new active* personal team member added during the challenge period.

Rev up all that's fabulous in you and reap the rewards. Find out how you can earn a seat at one of these exclusive functions on Mary Kay InTouch®.

Please note: You must be preregistered for Seminar by July 4, 2012, in order to attend any of these luncheons or reception. We cannot accommodate on-site registrants.

Order Seminar Souvenirs

Before You Attend!

- Priority Seminar Registration qualifiers who register by April 30 can preorder souvenirs April 9 – 30 on Mary Kay InTouch® and receive a 15 percent discount!
- All independent sales force members who register for Seminar can order souvenirs May 1 – Aug. 4.

Great news! Seminar souvenir orders will ship immediately.

Priority Seminar Registration

April 9 – 30, 2012:

- Qualifiers notified via email! Forms can be mailed upon request to qualifiers without email addresses on file.
- **Online:** Mary Kay InTouch® website: Click "Dare to Dream!™ Seminar 2012"
- **Mail:** Special Events Registration, Mary Kay Inc., P.O. Box 799045, Dallas, TX 75379-9045



Success is sweeter when it's Shared!

I love experiencing Seminar through the eyes of the Independent Beauty Consultants in my unit. Their world gets rocked, and I get to witness their excitement.

I also love watching the New Independent Sales Director debut. My heart pounds when I see the emotional faces and remember when that was me. It is a moving experience.

– Karen Ridle (center with sash) of Glen Allen, Va., Independent Future Executive Senior Sales Director

No matter where you are in your Mary Kay business, Seminar offers great stuff for all!

Deciding to go to Seminar my first year as an Independent Beauty Consultant was a great decision. It's a fun celebration, and I learn valuable tips every year.

I'm reminded at Seminar that it's OK to think big because my dreams really are coming true.



I love the recognition, the pageantry and especially the time spent with girlfriends.

– Dottie Marzian of Louisville, Ky., Independent Beauty Consultant

I love the Royalty Reception!

I love the Royalty Reception! I never want to miss a chance to have my picture taken on that red carpet with Independent National Sales Directors and the Mary Kay Ruby Sales Development team. It's incredible to be onstage. We're watching women's dreams come true, and it propels me to reach higher!



– Heather McKinney of Belleville, Ill., Independent Senior Sales Director



My recruiter invited me to Seminar right after becoming an Independent Beauty Consultant last summer.

I jumped at the chance to do something just for me. I absolutely loved it. What could be better than women of all ages gathering to celebrate, learn and have fun!



– Pam Broadwell (left) of Alexandria, La., Independent Beauty Consultant

What Can I Do to Get There?

Start planning now to attend the most important *and fun* Mary Kay business meeting of the year!

- Estimate amount you'll need for registration, airfare, hotel, clothing, meals and miscellaneous expenses AND establish a deadline date.
- Divide estimated expenses by the number of weeks before Seminar to determine how much you need to save per week. ***Why not consider achieving Star Consultant status (or a higher Star Consultant status) to help you reach your Seminar goals?***

Details A Click Away!

Everything you need to know about *Dare to Dream!*SM Seminar 2012 is at your fingertips at the Mary Kay InTouch[®] website, including

- Registration information.
- Travel assistance.
- Recognition qualifiers/contest rules.
- Class descriptions/schedules.
- Event details.
- Spouse activities.

Recognition

Congratulations to the winners for January 2012

Top NSDs Year-to-Date

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



Barbara Sunden

Carol Anton

Karen Piro

Lisa Madson

Kathy Helou

Gloria Mayfield
Banks

Jan Harris

Anita Mallory
Garrett-Roe

Gloria Castaño

Pat Danforth

On-Target Inner/Diamond/Gold Circle

Independent National Sales Directors become members of the Gold Circle when they earn \$125,000 or more; members of the prestigious Diamond Circle when they earn \$200,000 or more; and a member of the exclusive Inner Circle when they earn \$325,000 or more in "NSD commissions" during the Seminar contest period. (NSD commissions are comprised of commissions earned on the wholesale production of first-, second-, and third-line offsprings units; Top 10 fourth-line and beyond; Elite Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offsprings and offsprings from personal units for January 2012; NSD bonuses for Star Consultants and NSD commissions earned on all foreign countries for December 2011.) These "NSD commissions" are used to determine NSD ranking for a Seminar year. Congratulations to the following NSDs who are considered on-target from July 1, 2011 through Jan. 31, 2012.

On-Target for \$1,050,000 Inner Circle

Barbara Sunden.....\$615,100.49

On-Target for \$500,000 Inner Circle

Carol Anton.....\$315,171.50
Karen Piro.....308,118.14
Lisa Madson.....295,576.02
Kathy Helou.....293,245.48

On-Target for \$450,000 Inner Circle

Gloria Mayfield Banks.....\$284,377.71
Jan Harris.....280,014.40
Anita Mallory Garrett-Roe.....269,741.03

On-Target for \$350,000 Inner Circle

Gloria Castaño.....\$228,830.89
Pat Danforth.....220,270.46
Sonia Páez.....215,763.87
Cheryl Warfield.....212,929.08

On-Target for \$325,000 Inner Circle

Karlee Isenhardt.....\$198,540.86
Stacy James.....196,579.50

Cindy Williams.....190,035.17

On-Target for \$300,000 Diamond Circle

Sue Kirkpatrick.....\$187,541.95
Debi Moore.....182,800.97
Halina Rygiel.....178,714.98
Patricia Rodriguez-Turker.....177,574.70

On-Target for \$250,000 Diamond Circle

Sherry Windsor.....\$172,496.35
Lupita Ceballos.....165,939.19
Pamela Waldrop Shaw.....160,222.88
SuzAnne Brothers.....153,372.59
Jodie McCoy.....153,150.24
Dacia Wiegandt.....149,063.93

On-Target for \$200,000 Diamond Circle

Mary Diem.....\$143,999.12
Linda Toupin.....139,564.88
Shannon Andrews.....138,559.00
Anita Tripp Brevton.....135,634.29
Julianne Nagle.....134,317.51
Diane Underwood.....131,745.37

Kerry Buskirk.....129,844.99
Mary Estupian.....127,510.83
Pamela Fortenberry-Slate.....126,429.69
Ronnie D'Esposito Klein.....125,676.56
Dayana Polanco.....124,234.29
Sandy Miller.....123,674.90
Auri Hatheway.....120,220.99
Jeanne Rowland.....116,643.62

On-Target for \$150,000 Gold Circle

Sandy Valerio.....\$114,635.36
Maria Monarrez.....112,475.91
Julie Krebsbach.....111,396.97
Cindy Fox.....111,272.73
Jamie Cruse-Vrinos.....111,179.74
Cyndee Gress.....110,815.36
Kay Elvrum.....110,775.74
Nancy Bonner.....110,270.08
Rebecca Evans.....109,048.99
Lily Orellana.....106,520.54
Elizabeth Fitzpatrick.....106,323.89
Maureen Ledda.....106,247.31
Dalene Hartshorn.....104,378.27

Connie Kittson.....104,155.90
Lisa Allison.....102,758.24
Yvonne Lemmon.....102,705.33
Dawn Dunn.....102,448.27
Sara Pedraza-Chacón.....101,843.08
Mayuli Rolo.....99,544.47
Consuelo Prieto.....98,848.42
Vivian Diaz.....97,719.00
Tammy Crayk.....96,956.85
Jan Thetford.....96,672.75
Lise Clark.....94,832.07
Gloria Báez.....94,831.01
Mona Butters.....92,502.47
Pam Ross.....92,206.38
Valerie Bagnol.....91,758.50
Janet Tade.....89,891.68
Anabell Rocha.....88,871.41
Alia Head.....88,801.89
Kristin Myers.....87,504.59

On-Target for \$125,000 Gold Circle

Davanne Moul.....\$87,390.68
Judy Brack.....86,676.57

Joanne Bertalan.....86,631.68
Pam Klickna-Powell.....84,478.91
Kate DeBlander.....84,428.34
Cathy Bill.....84,258.80
Monique Todd Balboa.....83,949.22
Shirley Oshiro.....81,387.50
Alma Orrostieta.....80,952.86
Michelle Sudeth.....78,800.94
Janis Z. Moon.....78,495.25
Lynne Holliday.....78,401.51
Sharon Buck.....77,739.52
Jeanie Martin.....76,752.52
Judy Kawiecki.....75,781.93
Scarlett Walker-Simpson.....75,191.29
Linda Kirkbride.....74,672.69
Kathy Goff-Brummett.....74,090.57
Kirk Gillespie.....73,582.03

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.

Pearl

1. Jan Harris**.....\$33,739
2. Cindy A. Williams.....31,288
3. Pamela Waldrop Shaw.....27,722
4. Halina Rygiel.....26,932
5. Stacy I. James*.....25,570
6. Cheryl Warfield**.....24,070
7. Elizabeth Fitzpatrick*.....23,504
8. Anita Tripp Brevton*.....19,831
9. Julie Krebsbach.....18,333
10. Lisa Allison.....18,218
11. Mary C. Estupian*.....16,852
12. Lise T. Clark*.....16,469
13. Alma Orrostieta.....16,430
14. Maureen S. Ledda*.....16,234
15. Sandy Miller*.....15,789
16. Kathy C. Goff-Brummett.....15,567
17. Nancy Bonner*.....15,198
18. Jeanie Martin.....14,611
19. Monique Todd Balboa.....14,536
20. Judy Brack.....14,369
21. Holli Lowe.....12,548
22. Lynda Jackson*.....12,361
23. Robin Rowland.....11,069
24. Linda Kirkbride.....10,970
25. Jane Studrawa.....10,791
26. Cathy E. Littlejohn.....10,420
27. Bett Vernon.....10,265
28. Kristin Myers.....10,245
29. Maureen Myers.....10,068

Diamond

1. Barbara Sunden***.....\$77,585
2. Lisa Madson.....45,567
3. Anita Mallory Garrett-Roe***.....45,177
4. Sonia Páez**.....34,314
5. Patricia Rodriguez-Turker**.....33,067
6. Linda C. Toupin.....25,239
7. Gloria Castaño***.....24,350
8. Diane Underwood.....20,052
9. Mary Diem*.....19,321
10. Vivian Diaz.....16,660
11. Mayuli Rolo*.....16,277
12. Maria Monarrez.....16,002
13. Dayana Polanco.....15,587
14. Dalene Hartshorn.....15,233
15. Connie A. Kittson.....14,965
16. Susan M. Hohlman*.....14,629
17. Ada Garcia-Herrera.....10,120
18. Diana Heble.....10,033

Ruby

1. Carol Anton**.....\$50,109
2. Pat Danforth*.....31,080
3. Sue Kirkpatrick*.....25,705
4. Karlee Isenhardt*.....23,500
5. Ronnie D'Esposito Klein*.....17,375
6. Cyndee Gress.....16,739
7. Jeanne Rowland*.....15,861
8. Kate DeBlander.....15,060
9. Pamela A. Fortenberry-Slate*.....14,998
10. Pam Ross*.....14,119
11. Kelly McCarroll.....13,869
12. Rebecca Evans*.....13,476
13. Margaret M. Bartsch.....12,738
14. Judy Kawiecki.....12,696
15. Bea Millsagle.....12,243
16. Kirk Gillespie.....11,671
17. Michelle L. Sudeth*.....11,250
18. Lynne G. Holliday.....11,202
19. Janis Z. Moon.....11,198
20. Vicki Jo Auth.....10,803
21. Scarlett S. Walker-Simpson*.....10,234

Sapphire

1. Karen Piro**.....\$49,473
2. Lupita Ceballos**.....23,243
3. Shannon C. Andrews*.....22,941
4. Jodie McCoy*.....22,432
5. Gloria Báez*.....20,228
6. Julianne Nagle*.....20,214
7. Dawn A. Dunn.....18,388
8. Paola Ramirez.....18,202
9. Sherril L. Steinman.....17,292
10. Tammy Crayk.....15,224
11. Jan L. Thetford.....14,541
12. Joy L. Breen.....13,781
13. Pam Klickna-Powell.....13,271
14. Sherril L. Steinman.....12,702
15. Davanne D. Moul*.....12,593
16. Sara Pedraza-Chacón*.....12,537
17. Valerie J. Bagnol*.....12,117
18. Alia L. Head.....12,078
19. Pam I. Higgs.....11,708
20. Sharon L. Buck.....11,330
21. Gillian H. Ortega.....11,011
22. Maria Aguirre.....10,927
23. Kimberly D. Starr.....10,833
24. Nancy A. Moser.....10,663
25. Magdalena Nevarez*.....10,660
26. Diana Sumpter.....10,513

Emerald

1. Kathy Helou*.....\$47,107
2. Gloria Mayfield Banks***.....40,197
3. SuzAnne Brothers*.....33,549
4. Debi R. Moore*.....28,217
5. Dacia Wiegandt*.....26,498
6. Jamie Cruse-Vrinos.....23,657
7. Sherry Windsor**.....22,652
8. Kerry Buskirk*.....18,832
9. Auri Hatheway.....16,893
10. Janet Tade*.....15,305
11. Lily Orellana.....15,157
12. Cathy Bill*.....15,029
13. Kay E. Elvrum.....14,928
14. Yvonne S. Lemmon.....14,393
15. Cindy Fox*.....14,038
16. Mona Butters.....13,732
17. Pamela Tull.....13,304
18. Brenda Segal*.....12,935
19. Consuelo R. Prieto*.....12,766
20. Dawn Otten-Sweeney.....12,473
21. Joanne R. Bertalan*.....11,495
22. Kathy Rodgers-Smith.....11,125
23. Cristi Ann Millard.....10,954
24. Crisette M. Ellis.....10,647
25. Sherry A. Alexander.....10,140

*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 2012. Names in **bold print** are those who earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission.

Pearl

Kim McClure	\$15,714.00
Amie N. Gambolan	12,225.40
Lia Rene Carda	12,031.52
Julia Sander Burnett	11,154.31
Leah Michelle Lauchlan	10,783.26
Jeanie K. Navrkal	10,121.87
Patti Cornell	9,431.10
Carrie V. Eddings-Foster	9,422.54
Ingva Williams	9,406.94
Roya Marie Mattis	9,143.20
Patty Webster	9,142.60
Marye Durrer	9,134.72
Shelley Eldridge	9,088.05
Cindy Machado-Flippen	9,086.48
April Landrum-Johns	9,060.00
Amy Stokes	8,880.16
Nadine Bowers	8,660.72
Anne Geertsen	8,618.81
Janice Baxter Hull	8,427.38
Christi G. Campbell	8,308.06
Tammy A. Vavala	8,267.06
Susan Moore	8,163.92
Lisa Olivares	8,030.78
Mia J. Mason Taylor	7,953.91
Diane M. Detesco	7,848.53
Maria Claxton-Taylor	7,692.68
Dorothy D. Boyd	7,682.73
Timmy Brown	7,636.89
Vicki Piccirilli	7,539.14
Laurie Travis Pyle	7,449.14
Michele Salisbury Rankin	7,333.33
Heather Marie Erbe	7,309.19
Maureen Shipp	7,215.33
Amy Kemp	7,197.32
Denise E. Crosby	7,158.11
Angela P. LaFrance	7,130.04
Sylvia Limon Martinez	7,074.92
Evelyn Pirhalla	6,926.56
Cindy S. Koenig	6,775.19
Peggy Malish	6,742.14
Amy Kirell	6,658.63
Nicole J. Canamare	6,593.76
Rachael M. Bullock	6,569.03
Irene K. Foster	6,454.71
Amy C. Schule	6,353.38
Tina M. Dees	6,324.09
Patty J. Olson	6,199.76
Judy Gieson	6,150.33
Kathy Eckhardt	6,135.70
Ashley O. Brooker	6,126.78
Angel B. Toler	6,116.37
Sherry L. Fields	6,089.02
Katherine McKies Ward	6,087.61
Fern M. Gerdes	6,035.65
Rita Schaefer	5,992.91
Brenda Stafford	5,985.53
Barbara R. Johnson	5,982.41
Jenn Kirkham	5,959.36
Richelle V. Barnes	5,898.98
Sally Moreno	5,894.92
Hazel White	5,844.82
Sandra M. Munguia	5,827.38
Christina Lynn Frantz	5,805.20
Sheree E. Koehler	5,778.85
Jaime Marie Bittner	5,738.56
Susan K. Janish	5,732.80
Angela Rae Schneider	5,729.28
Halle Kathryn Simpson	5,688.64
Shauna Lynn Abbotts	5,676.93
Amie Christy	5,634.89
Keara Anderson Murphy	5,619.88
Julie Hetherington	5,548.46
Adrianne M. Detesco	
Morales	5,528.13
Jean McMackin	5,517.19
Nedra Ruby White	5,468.99
Debbie A. Thomas	5,359.53
Blythe Jolee Egbert	5,329.36
Luanne Stewart	5,307.75
Stephani Prendes	5,303.81
Carolyn Wilson	5,303.29
Beth H. Piland	5,296.80
Betsy C. Richard	5,290.87
Donna Stephano	5,262.44
Judi Tapella	5,220.01

Cari Newby	5,157.26
Crystal June Trojanowski	5,150.31
Carolyn A. Smith	5,134.87
April Christine Hutchinson	5,047.23
Randi S. Gleason	5,043.62
Penny J. Jackson	5,021.29
Maribel Olivares	5,018.98
Tracy Foltz	5,015.68
Kim Deel	4,998.65
Shari M. Kirschner	4,971.38
Victoria A. Pierle	4,939.77
Kay Rubin	4,923.90
Tina Tannehill-Curtis	4,915.21
Beverly Taylor	4,862.21
Gina Beck	4,873.40
Charlene Grubbs	4,867.98

Diamond

Heidi Goelzer	\$13,049.01
Mary Strauss	11,931.66
Priscilla McPheeters	11,634.62
Ruth L. Everhart	10,822.94
Marsha Morrisette	10,812.54
Andrew Whitcomb	10,311.44
Tawnya Krempos	10,112.54
Martha Kay Raile	10,066.14
Melinda M. Balling	10,063.76
Terri J. Beckstead	10,020.68
Amelie B. Kemogne	9,889.09
LaRonda L. Daigle	9,766.21
Gerri Anne Morris	9,337.09
Deborah Dudas	9,308.19
Karime Rosas	8,793.85
Sandy Griffith	8,556.42
Petie L. Huffman	8,290.04
Lisa Rada	8,220.53
Shelly Palen	8,033.70
Valorie Jean White	7,962.48
Delmi Cristina Santos	7,928.38
Carol Lee Johnson	7,859.92
Sheryl Peterson	7,829.28
Kristin Jenae Rogers	7,807.40
Betty McKendry	7,772.52
Nicki R. Hill	7,763.01
Julie Danskin	7,715.30
Linda T. Cartiglia	7,618.59
Rhonda Jean Taylor	7,543.79
Julie Neal	7,481.43
Pat A. Nuzzi	7,286.67
Maricarmen Gonzalez	7,268.68
Elaine Krueger	7,262.03
Jill D. Davis	7,223.27
Heather Rachel Catchpole	7,191.17
Virginia Rowell	7,185.58
Stephanie A. Richter	7,142.12
Rose Rodriguez-Capone	7,092.83
Julie Schlundt	7,036.89
Nancy J. Osborn	7,012.60
Alicia Borkowska-Sattler	7,010.71
Lou Cinda Utley	6,956.80
Melissa R. Hennings	6,955.45
Aishat Bola Koya	6,940.38
Amy Allgood	6,917.09
Lisa Peterson	6,828.55
Susan M. McCoy	6,810.23
Mariann Biase Mason	6,784.24
Susie Kopacz	6,778.13
Nancy Polyn Simpson	6,744.66
Margarita Velez	6,743.14
Linda J. Bergerson	6,733.14
Barbara E. Roehrig	6,646.52
Mary P. Crech	6,620.32
Susan K. Carlson	6,583.24
Susan Hattam Weeks	6,553.31
Mary Jacobson	6,538.03
Lisa A. Stengel	6,531.16
Denise Ugard	6,498.83
Stephanie Audino	6,481.20
Diane L. Mentiply	6,481.04
Lori M. Langan	6,455.74
Cecilia C. James	6,407.44
Susan J. Pankow	6,385.43
Sonia Suyapa Bonilla	6,357.23
Christina Sophia Ladikos	6,292.57
Celeste Pichardo	6,227.17

Emily Sims	6,224.96
Nellie R. Anderson	6,214.42
Enma Patricia Bermeo	6,159.12
Shelley Olson	6,151.39
Mairelys Lopez	6,147.92
Brenda K. Howell	6,129.38
Kim A. Messmer	6,128.41
Jenny Siemonsma	6,100.49
Lila DeWeber	6,050.17
Lyndamola Ogunlana	5,991.61
Betty Symons	5,978.86
Chris Newcomb	5,957.75
Anne Landaker	5,928.08
Marina de Jesus Viera	5,891.70
Norma Lee Shaver	5,851.77
Carolyn Thompson	5,843.32
Viviana Vargas	5,825.80
Maria Janet Koo	5,810.58
Ana X. Solis	5,749.01
Adilia Arenibar	5,746.65
Lesae Rae Franken	5,708.94
Kelly Willer-Johnson	5,688.65
Chatney Gelfius	5,663.23
Judy K. Johnson England	5,660.10
Donna K. Smith	5,660.10
Audrey J. Doller	5,633.31
Konie Sippy-Justus	5,632.72
Ana Carolina Alvarez	5,612.69
Annaka Krafka	5,608.52
JoAnn Powell	5,584.15
Irene Olebara	5,583.73
Omosolape O. Akinyoyenu	5,571.67

Ruby

Donna Clark-Driscoll	\$11,841.30
Thessy Nkechi	
Nwachukwu	11,151.91
Somer Ballard Carter	10,185.84
Sheryl K. Goins	9,946.22
Diane Covington	9,936.32
Lisa Anne Harmon	9,903.64
Kristal D. Downey-Shada	9,098.64
Cheryl O. Fulcher	8,871.90
Glory Dominguez	8,851.82
Isabel Mejia	8,597.25
Sonya F. Goins	8,123.95
Marnie R. Yunger	7,924.42
Candace Laurel Carlson	7,858.35
Kathy Monahan	7,678.29
Diana Gutierrez	7,636.00
Tina Hulsman	7,507.51
Mary Alice Dell	7,488.72
Corrin Cresci	7,468.43
K.T. Marie Martin	7,421.67
Barbara L. Harrison	7,304.58
Winifred Nonye Ogunnamiri	7,184.06
Suzanne Moeller	7,173.62
Kali DeBlender Brigham	7,035.71
Laura A. Kattenbraker	7,006.93
Brenda Frenner	7,004.27
Carmen Nunez de Valencia	6,872.26
Jeannette M. Thompson	6,825.62
Cissy E. Warren	6,808.65
Julie Brindell Sapp	6,714.70
Eva E. Berber	6,698.25
Julie Roman	6,624.97
Breda M. Teal	6,556.35
Julie Smith	6,552.59
Michele Semper	6,388.36
Marsha Mings	6,282.05
Pat Maxwell	6,249.91
Darla R. Bull	6,240.98
Mary Sharon Howell	6,141.65
Sherrie L. Clemmons	6,132.52
Suzanne P. Wallace	6,009.47
Mary Lou Ardohain	5,935.50
Debbie A. Elbrecht	5,897.75
Susan C. Elrnstrom	5,887.05
Pat Z. Allen	5,841.45
Rose Mary Neel	5,803.72
Michelle L. Mathews	5,737.39
Lisa A. DeLucia	5,736.82
Barbara Swindall	5,716.26
Irene Zapalac	5,645.41

Sylvia J. Cook	5,624.14
Tracy Ley	5,609.84
Lisa V. Bauer	5,567.33
Christy M. Cox	5,533.45
Alicia Lindley-Adkins	5,512.65
Ekene S. Okafor	5,494.42
Juliet Igboanusi	5,484.51
Jennifer Jean McNulty	5,448.40
Deborah S. Bailye	5,414.94
Cleta Colson	5,345.89
Sherri Ammons	5,310.54
Lee Clouse	5,307.48
Judy Lund	5,274.21
Gail Bauer	5,219.25
Boo Menestrina	5,192.05
Rosanne Pluchino	5,180.59
Janelle A. Ferrell	5,177.58
Michelle M. Visco	5,166.77
Lynette L. Meisel	5,150.60
Gina M. Gildone	5,145.92
Trish Digan	5,093.93
Cristina Neves Carper	5,092.66
Katie McMahon	5,045.76
Kathy Brennan	5,020.48
Bonnie Brannan	5,010.60
Chick Starnschor	4,979.26
Brenda Barrows	4,968.70
Elayne J. Watson	4,960.58
Debbie Oertel	4,954.76
Connie A. Brinker	4,933.47
Sheila Marie Saine	4,898.58
Crystal Caldwell Hubbard	4,888.58
Molly A. Williamson	4,887.11
Deborah J. O'Leary	4,869.91
Suzanne Tripp-Black	4,852.70
Kaye Driggers	4,828.15
Kim W. Hansen	4,808.00
Terry Thole	4,769.90
Michelle L. Sanders	4,768.86
Diane Buckley	4,766.98
Peggy Young	4,766.41
Norma A. Hicks	4,742.87
Vicki S. Lindsay	4,740.28
Brandy E. Richwine	4,739.75
Heather Jean McKinney	4,736.64
Elizabeth A. Elder	4,711.36
Karisa Paluga-Larson	4,682.44
Wanda Metzger	4,640.61
Shelia D. Evans	4,619.81
Karen M. Irwin	4,612.15
Liz Whitehouse	4,601.65

Sapphire

Tammy Ramage	\$15,965.42
Lara F. McKeever	12,377.65
Tracy Potter	11,757.41
Tabitha A. Hallums	11,320.39
Julie Weaver	11,000.98
Ellen Ezekiel Farquharson	9,986.20
Diane Bruns	9,853.43
Sylvia Boggs	9,874.64
Audrey K. MacDowall	8,831.08
Debbie A. Weld	8,813.47
Julia Mundy	8,798.52
Joanna Helton	8,064.97
Connie L. Russo	8,007.90
Angie S. Day	7,894.79
Kathy R. Bullard	7,752.02
Lady Ruth Brown	7,687.41
Diana E. Fraustro	7,684.51
Roxanne McIntroe Williams	7,675.91
Kristi M. Montesana	7,393.43
Kim I. Sabourin	7,297.40
Deanna L. Spillman	7,167.69
Alison Jurek	7,120.59
Ruby Garner	7,089.16
Dolores Keller	6,914.75
Randi Stevens	6,912.26
Ann W. Sherman	6,889.46
Krista A. Johnson	6,827.91
Maria G. Leon	6,808.48
Lyneea E. Tate	6,716.62
Peggy B. Sacco	6,699.28
Jill Beckstedt	6,610.31
Faith A. Gladding	6,608.17

Maisha A. Bankhead	6,572.19
Jennifer G. Bouse	6,533.82
Deborah Robina	6,434.29
Sandra A. Zavoda	6,419.09
Anne Elizabeth Leanos	6,366.16
Phyllis I. Pinski	6,355.89
Jennifer L. Beseker	6,322.94
Monica Garcia	6,274.26
Janis Clemens	6,231.08
Chris Havens	6,204.16
Moleda G. Dailey	6,192.16
Sherri Reindl	6,171.50
Kathleen Kirkwood	6,159.92
Sanjuana Sosa	6,144.90
Kim West	6,081.72
Marie E. Vlamincik	6,062.31
Leanne Sexton	6,058.34
Connie J. Lamp	6,054.37
Ryan Ashlee Rives	5,938.49
Cindy Templeton	5,899.72
Cheryl T. Anderson	5,891.76
Jim Cundiff	5,820.18
Barbara J. Puckett	5,776.15
Linda Klein	5,680.69
Cheri L. Taylor	5,678.32
Alette Fair-De Vine	5,662.66
Alejandra Zurita	5,645.16
Maranda Michelle Rains	5,637.99
Jeannie Helm	5,599.76
JoAnna P. Shippe	5,577.52
Angela D. LaFerry	5,566.46
Marjorie S. Haun	5,565.79
Joli A. Dockery	5,545.85
Penny Kelly	5,512.37
Margaret Neill	5,494.90
Christy Bigham	5,478.56
Lynn Baer Roberts	5,422.48
Nita Ann Godwin	5,388.84
Cynthia S. Sheppa	5,350.41
Natalie Reed	5,336.49
Juliet M. Goodwin	5,333.68
Dawn Coby	5,321.25
Marty Ulmer	5,302.13
Maria Montes	5,287.11
Ann Ferrell Smith	5,285.48
Norma Hood	5,284.34
Linda A. Jones	5,212.09
Naomi M. State	5,199.46
Maggie Sitar	5,199.00
Denise Yates-Hernandez	5,137.47
Mary K. White	5,125.85
Teodora Ahumada	5,124.39
Bonnie Crumrin	5,117.68
Bea Heath	5,116.38
Debra J. Witmer	5,079.08
Cindy S. Kriner	5,077.40
Melva M. Smart-Slythe	5,073.34
Hilda Marrufo	5,064.05
Ann M. Jones	5,054.99
Jon D. Koontz	5,054.36
Binta Touray Jagne	5,044.83
Marie Pfarr	5,041.61
Mary G. Gronholz	5,041.44
Josefa Chacon	5,033.11
Chris Burnsides	4,964.23
Rebekah Hirnstein	4,942.93
Rayne D. Tubbs	4,934.39
Wendy Clausen	4,918.37

Emerald

Christie Ehibou	\$13,114.34
Christine A. Denton	10,437.43
Stacy D. Foust	9,613.47
Trisha Taylor	9,582.29
Jordan Helou Eicher	9,128.37
Michele Martella Armes	9,119.95
Karen E. Ridle	8,706.97
Paula Kelsch	8,656.70
Linda Bradley	8,503.15
Jeanie M. Tamborello	8,389.30
Hollie R. Sherrick	8,306.95
Pam Kelly	8,306.09
Sue Uibel	8,304.41
Angel L. Hurley	8,121.49
Stacy S. Gilson	8,086.71

Heather A. Carlson	8,064.38
Christine J. Kurzawa	7,546.64
Pattie A. Robinson	7,410.31
Elaine K. Williams	7,369.24
Susan Ruth Cunningham	7,197.24

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 2012.

Top National Sales Directors — Commissions and Bonuses



Jan Harris
\$33,739
Pearl



Barbara Sunden
\$77,585
Diamond



Carol Anton
\$50,109
Ruby



Karen Piro
\$49,473
Sapphire



Kathy Helou
\$47,107
Emerald

Top Unit — Estimated Retail Production

PEARL — Kim McClure, <i>Go Give Area</i>	\$93,103
DIAMOND — Mary Strauss, <i>A. M. Garrett-Roe Area</i>	\$87,830
RUBY — Donna Clark-Driscoll, <i>Go Give Area</i>	\$68,628
SAPPHIRE — Tammy Romage, <i>Go Give Area</i>	\$99,282
EMERALD — Stacy Foust, <i>Go Give Area</i>	\$77,325

Top Sales Director — Personal Sales

PEARL — Angela LaFrance, <i>Go Give Area</i>	\$12,443
DIAMOND — Marie Lee, <i>B. Sunden Area</i>	\$14,280
RUBY — Isabel Mejia, <i>C. Anton Area</i>	\$9,940
SAPPHIRE — Jim Cundiff, <i>Go Give Area</i>	\$15,152
EMERALD — Shirley Rice, <i>Go Give Area</i>	\$14,580

Top Beauty Consultant — Personal Sales

PEARL — Patricia Smith-McNeese, C. Newby Unit, <i>L. Allison Area</i>	\$10,690
DIAMOND — Kathleen Neal, V. White Unit, <i>Go Give Area</i>	\$26,566
RUBY — Scott Edmonson, B. Swindall Unit, <i>Go Give Area</i>	\$30,067
SAPPHIRE — Robbie Walters, M. Hester Unit, <i>Go Give Area</i>	\$23,548
EMERALD — Helen Leiby, M. Bright Unit, <i>G. Mayfield Banks Area</i>	\$17,550

Top Team Builder

PEARL — Sales Director Alicia Lane, <i>Go Give Area</i>	14 New Team Members
DIAMOND — Suzanne Stevens, A. Kemogne Unit, <i>A. M. Garrett-Roe Area</i>	16 New Team Members
RUBY — Sales Director Stella Smith-Pius, <i>Go Give Area</i>	20 New Team Members
SAPPHIRE — Juana Romero, P. Ramirez Unit, <i>P. Ramirez Area</i>	20 New Team Members
EMERALD — Sales Director Vera Ehizele, <i>N. Privette-Jones Area</i>	14 New Team Members

Top Unit Builders

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

New Unit Members Pearl

Amie N. Gamboian.....	26
Nedra Ruby White.....	24
Lia Rene Carta.....	22
April Landrum-Johns.....	21
Mia J. Mason Taylor.....	21
Tammy Bone.....	20

Diamond

Amelie B. Kemogne.....	55
Andrea Whitcomb.....	26
Carmen Hernandez.....	24
Mutiati Foluso Ajibola.....	23
Aishat Bola Koya.....	23
Mary Strauss.....	21
Ruth L. Everhart.....	20
Orenda Raichel Hunniford.....	20
Toby A. Loudonback.....	20

Ruby

Gloria Dominguez.....	24
K.T. Marie Martin.....	20
Stella Smith-Pius.....	20

Sapphire

Maisha A. Bankhead.....	28
Tabitha A. Hallums.....	26
Tammy Romage.....	25
Monica Garcia.....	20

Emerald

Vera Ehizele.....	29
Hollie Lynnae Darrow.....	26
Talvia W. Peterson.....	22
Pattie A. Robinson.....	22
Debra L. Wallace.....	20

New NSD Debuts

New Independent National Sales Director Debuts January 1, 2012.



Susan Hohlman
Senior National
Sales Director
Diamond 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?

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Meet the Newest skin care on the block ... **Botanical Effects™**

Botanical Effects™ is perfect for women who want a simple skin care regimen and for those who deal with sensitive skin. It's also great for budget-minded individuals and women who may not be particularly interested in age-fighting products. Customers are already abuzz!



Next Generation Skin Care

"Many of my customers seek botanical-inspired products, so I know this product line is right for the times. I'm touting Botanical Effects™ as 'next generation' skin care. TimeWise® will always be the bread and butter of my Mary Kay business, but I feel Botanical Effects™ will address a targeted group of women, especially those in their late teens and 20s, who are on a budget, may not be particularly interested in age-fighting products or have sensitive skin."

Independent Future Executive Senior Sales Director Lisa Anne Harmon of Venetia, Pa.



Sensational for Sensitive

"I have sensitive skin, and I love the Botanical Effects™ Formula 2 products. My daughter, **Independent Beauty Consultant Lori Martinez**, whose skin is even more sensitive than mine, says these products are the best she's ever used. I have many customers who use the Classic Basic® skin care line, so I was

concerned about re-faciling them, while at the same time trying to build a future National Area. After seeing how similar Botanical Effects™ products feel in comparison to Classic Basic® products, I'm positioning Botanical Effects™ to my customers as an 'improved Classic Basic® skin care line.'"

Independent Executive Senior Sales Director Linda Bradley of Bowling Green, Ohio



5 WAYS to PROMOTE NEW Botanical Effects™

- 1 LIKE IT!** Use Facebook to spread the word. The Mary Kay Corporate Fan page includes blurbs and videos you can post to your Mary Kay Fan page.
- 2 TRYING IS BUYING.** Sampling is a great way to gain trial and increase sales. Samples of each product by skin type are available.
- 3 RESOURCE 101.** Great selling tools are available on Product Central (click on Botanicals link). You'll find placemats, comparison charts, great videos, fact sheets, a skin care quiz and more!
- 4 e-REMINDERS.** Why not send an MKeCard® or Botanical Effects™ eCatalog touting the benefits of this great skin care regimen – particularly to your current Classic Basic® customers! You can follow up via email or phone a few days later to offer a sampler.
- 5 TALK IS CHEAP.** Warm chatter when you're around town. You never know when the friendly clerk at the gift shop will jump at the chance to try Botanical Effects™ products!



DON'T FORGET TO PROMOTE Botanical Effects™ to your current Mary Kay® Classic Basic® customers! Use the special "Make the Switch" flier available on Mary Kay InTouch® under Product Central.



María Flores began working in the United States in an orange packing house. Her dreams and aspirations motivated her to search for ways to improve her life. She kept high hopes until the Mary Kay opportunity was presented to her. María says it was love at first sight, and she told her husband the Mary Kay business was what she dreamed about. Happily, María debuted as an Independent National Sales Director on Sept. 1, 2011, and here she shares thoughts about her journey.



INTRODUCING
INDEPENDENT NATIONAL SALES DIRECTOR

María Flores

"When I worked in the packing house, I was single and helping support my mother. My dream for something better was alive and well. It did not matter that I had no significant formal education and that I did not speak English. I never lost faith. When I married the wonderful Santos Flores, my life began to change. I was introduced to the Mary Kay opportunity by **Independent Beauty Consultant Dolores Palacios**. For the first time, I felt a light shining in my life. I went home and told Santos. He saw how excited I was but expressed his concern about leaving my job and investing in my Mary Kay business. I insisted this was the opportunity I was waiting for and that I could not let it pass me by.

María started her Mary Kay business with such dedication that soon she felt overwhelmed and unable to provide Golden Rule Customer Service to her many customers.

I decided to go back to the packing house, but this time it was Santos who opposed my return to my old job, because he saw how great I did with my Mary Kay business. I just didn't know how to handle the demands of serving so many customers!

What did you do when you felt overwhelmed?

By then, I felt my Mary Kay business was coursing through my veins as I continued gaining clients while still working at the packing house. In order to achieve balance, I learned to be disciplined and organized. Soon I resigned from my full-time job and dedicated myself 100 percent to my Mary Kay business, which was blooming and growing beautifully. My earnings at this time also were growing.

Talk about the people who helped you along the way.

Of course, Santos has always been there for me. Together, we've grown in our respective businesses. My recruiter, Dolores, gave me love and encouragement. And I can't forget **Independent Beauty Consultant Lola Quintero** of Visalia, Calif., who was a stupendous educator and mentor. She taught me the right way to operate when I needed tough love.

Tell us about your children.

I call my kids my Cadillac Kids, since they've never seen me drive any other car. When I began my Mary Kay business, I was pregnant with my first child. God has rewarded me with three wonderful individuals with clear goals, and who, thanks to Mary Kay, have enjoyed a more abundant childhood than I did. Travis, my oldest, is 20 and is studying to become a professional chef. My middle child, Paloma, is in high school and belongs to her school's dance troupe. My heart flows with pride every time I see her perform. Jaqueline, 11, is in middle school and avidly practices soccer.

As a businesswoman, what are your top three tips for women who want to grow their Mary Kay businesses?

1. Always have a grateful heart. Never think that what you give or do is wasted time.
2. Maintain a positive attitude. Do not allow the negativity of others affect you and never let a cell of negativism reside in you.
3. Plant the seeds of happiness and optimism. Reach your goals; expect great things and work hard to achieve them.

INTRODUCING
INDEPENDENT NATIONAL SALES DIRECTOR



Juanita Gudiño

Juanita on the Best Way to Rest

"When I was eight, my dad started his brick-making business. My six siblings and I helped him make bricks. When I got tired of mixing clay, I would say, 'Dad, I'm tired.' He would tell me to rest while arranging the bricks in rows. Two hours later I would again say, 'Dad, I'm tired.' His response was to rest while making bricks. This has stayed with me my entire life. I rest by doing other things!"

Rough Start With a Happy Ending

"I married my first husband at 15. Sadly, he was an abusive and violent person. Our relationship was a devastating experience that lasted for 13 years. But there was a happy ending! God blessed me with the perfect man. Mario Gudiño is my husband of 28 years and is the love of my life. He is my 'Brad Pitt,' and though initially he was not entirely supportive of my Mary Kay business, he soon realized it was better than making bricks. Now he's an absolute Mary Kay fan!"

Juanita on Her Family

"I have five wonderful children, 12 grandchildren and five great-grandchildren. My oldest, Martha, is a housewife and lives in Mexico. Rodolfo is a repairman of heavy equipment. My middle child, Juanita, is a Mary Kay Independent Sales Director. Jessie was born with Down syndrome and is a very functional and happy human being. Emilio is a production director. Two years ago my granddaughter, Elizabeth García, came to live with us. She is a Mary Kay Independent Beauty Consultant who has earned the use of a Mary Kay® Career Car and is committed to becoming an Independent Sales Director soon."

Juanita's Top Three Tips

1. Do not judge and *always* offer the Mary Kay opportunity.
2. Show your commitment and *always* keep your word.
3. Be a woman of integrity. Do not give up. Always be humble.

Juanita on Discovering She Achieved NSD Status

"I reflected on my path and went all the way back to my origin. My daughter, Juanita, taught me how to read. I recall that on reading that well-known Spanish-language book, *Juan Salvador Gaviota*, I cried for about 30 minutes because I had read my first book. We lived on welfare assistance and sold oranges door to door. The day I learned of my NSD status was a day I lived totally to the max! Friends, do not stop short of reaching your goals; keep trekking with faith and action. Accept the challenge of improving your life and the lives of your loved ones through your Mary Kay business. I can do it all through God who is my strength!"

No Stronger Woman

"I know no other woman stronger than my mother. She is enthusiastic and does not allow anything to bring her down. She always wanted me to become an Independent Beauty Consultant, but I resisted. It wasn't until I was 24 years old and feeling that the Mary Kay opportunity was my last alternative that I agreed. What I thought was my last alternative turned out to be my best alternative!"

— **Independent Sales Director Juanita Padilla**,
of Lynwood, Calif., talking about her mother,
Independent National Sales Director
Juanita Gudiño



On Sept. 1, 2011, **Juanita Gudiño** became an **Independent National Sales Director** and will proudly debut on-stage during Seminar 2012. Juanita shares important insights about her life before starting her Mary Kay business and how it has been impacted and enriched by the Mary Kay opportunity. She believes every one of life's lessons helps you along your journey.



Amie Gamboian

From child care to skin care,
MARY KAY
MOMS
WEAR MANY
HATS.



She says, “There is no manual for being a mom. I had just gotten my Mary Kay business routine in place and earned my first Top Sales Director Trip when my whole world changed. Find joy in your journey and remember that being a mom and a business owner is a marathon, not a sprint. Find what works for you and do your best to be consistent.”

Amie believes being disciplined with a schedule gives her more choices and eliminates guilt over being away from the kids or not focused on work. “Don’t try to do it all at once,” she says. “When I’m with my family, my office door

is closed, and if the phone rings, it goes to voicemail. I want my kids to know they are my first priority.”

Amie developed a schedule that works and she rarely deviates. “It’s clear to everyone when it’s work time and when it’s family time,” she says.

Balancing Act

“We think we have to be superwoman, but the truth is, we can have it all, but we can’t do it all,” says

Independent Senior Sales Director Tobi Bolt of Cambridge, Wis.

As a mother of two teenage girls, Macy, 17, and Regan, 14, Tobi has learned to balance her priorities,

A huge benefit of being a Mary Kay Independent Beauty Consultant is flexibility. You are able to volunteer at your child’s school or enjoy an occasional walk to the park, but that doesn’t mean working from home is easy. Finding balance is tough, and no mom is perfect.

Just ask **Independent Executive Senior Sales Director Amie Gamboian of Omaha, Neb.** When her first daughter, Victoria, was born, this hot new Independent Sales Director was thrown for a loop.



Tobi Bolt

but it wasn't always easy. **Independent Senior National Sales Director Emeritus Rena Tarbet** spoke to Tobi's heart when she said, "Wherever you are, be there."

Because Tobi has mastered tools like the Weekly Accomplishment Sheet and the "Six Most Important Things" list (both found on Mary Kay InTouch®), she can focus on the moment. "Whether I have a business appointment or am at one of my daughters' activities, I am there guilt-free because I planned to be there," she says.

Tobi believes her family benefits from her Mary Kay business. Her daughters live their lives in balance and have learned the importance of prioritizing. "My kids are watching me manage our lives," she says. "For their sake, I walk the talk and live with integrity."

TIPS for Mary Kay Moms:

- Start a neighborhood baby-sitting co-op so you can carve time to work your Mary Kay business.
- Inquire at local churches about Mom's Day Out programs.
- Organization is key: maximize your time and make the most of it!
- Schedule parties in the evenings, if you have help at home then.
- Warm chatter at the park, grocery store, school, with neighbors or wherever you go.

Busy Mom BEAUTY BUSTERS

You can suggest these great Mary Kay® products to your busy Mom customers.

Little time to primp for date night? Moms on the go will love the ease of application and portability of these products.



Mary Kay® Cream Blush, **\$13 each**

Mary Kay® Cream Eye Color, **\$13 each**

Who says moms can't feel glamorous running errands?

Mary Kay® NouriShine Plus™ Lip Gloss, **\$14 each**

Mary Kay® Lash Love™ Mascara, **\$15 each**

From the gym to the office to the PTA meeting, moms can spritz **Forever Orchid™ Eau de Toilette** from the Mary Kay® Eau de Toilette Collection and feel instantly fresh and ready for the next adventure.

Mary Kay® Eau de Toilette Fragrance, **\$25 each**



TOBI'S 3 Ds

Do it – Building relationships is a must in this business! Network with customers, team members and other connections.

Delegate it – Delegating buys you more time to spend with family and work your Mary Kay business.

- Hire part-time help to handle nonincome-producing activities. A high school student or stay-at-home mom could help with your newsletters, mailings, gift-wrapping, etc. Also consider a cleaning service. You may earn more money and make valuable contacts holding a skin care class in the time it takes to clean your house.

Dump it – Ask yourself and your family what matters most and dump those unimportant activities.

go-give® award

Congratulations to the winners for May 2012

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

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



Gail Boorum
Pearl

Independent Sales Director

Began Mary Kay

April 2004

Sales Director Debut

July 2005

National Sales Director

Go Give Area

Honors Cadillac qualifier; Star Consultant; Consultant Queen's Court of Personal Sales; five-times Sales Director Queen's Court of Achievement; Double Star Achievement; Honors Society; gold medal winner; estimated highest monthly unit retail: \$56,525

Personal Lives in Webster, N.Y. Husband, Gary; sons: Bradley, Mark

Favorite Quote “Treat every woman as if she has an invisible sign around her neck that says, ‘Make me feel important.’”
— Mary Kay Ash

Independent Future Executive Senior Sales Director Shelley Eldridge of Rochester, N.Y., says, “Investing her time and energy in helping others, Gail lends her support to my unit members and encourages them to volunteer and raise money for Habitat for Humanity.”



Janet Koo
Diamond

Independent Future Executive Senior Sales Director

Began Mary Kay

June 1998

Sales Director Debut

May 1999

Offspring four first-line; five second-line

National Sales Director

Sonia Pérez

Honors Cadillac qualifier; Star Consultant; Sales Director Queen's Court of Personal Sales; four-times Queen's Court of Sharing; nine-times Circle of Achievement; three-times Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$85,101

Personal Lives in Orlando, Fla. Daughter, Damaris

Favorite Quote “And we know that all things work together for good to them that love God, to them who are the called according to His purpose.” — Romans 8:28

Independent Beauty Consultant Rosa Gonzalez of Sanford, Fla., says, “Janet makes us feel like part of her unit. She encourages us and includes us in her education because she knows it will help us achieve our goals.”



Sonya Goins
Ruby

Independent Senior Sales Director

Began Mary Kay

March 1993

Sales Director Debut

March 1994

Offspring one first-line

National Sales Director

Pat Danforth

Honors Cadillac qualifier; Star Consultant; 11-times Circle of Achievement; four-times Circle of Excellence; gold medal winner; estimated highest monthly unit retail: \$100,158

Personal Lives in Moundville, Ala. Husband, Mark; son, Andrew; daughter, Margaret

Favorite Quote “Work when you can, because there may be times when you can't.” — Pat Danforth, Independent Senior National Sales Director

Independent Sales Director Daphne Boswell of Tuscaloosa, Ala., says, “After an F4 tornado in Alabama, Sonya made sure her unit members were safe, then we delivered hot meals and water to people trying to salvage the remains of their homes.”



Rose Herschberger
Groff

Sapphire
Independent Senior Sales Director

Began Mary Kay

November 1997

Sales Director Debut

August 1999

Offspring two first-line

National Sales Director

Kendra Crist Cross

Honors Premier Club qualifier; Star Consultant; Consultant Queen's Court of Personal Sales; two-times Sales Director Queen's Court of Personal Sales; gold medal winner; estimated highest monthly unit retail: \$26,915

Personal Lives in Shipshewana, Ind. Husband, Mike; sons: Jared, Joel; daughter, Jessica

Favorite Quote “A positive attitude is a magnet for positive results.”
— Anonymous

Independent Sales Director Kathy Hoover of Goshen, Ind., says, “A few years ago when my husband and I hit a very rough time, Rose and Mike gave us a cooler filled with beef from their farm. It met our needs in a very generous way.”



Toya Drew
Emerald

Independent Senior Sales Director

Began Mary Kay

March 1997

Sales Director Debut

November 1999

Offspring two first-line; three second-line

National Sales Director

Go Give Area

Honors Cadillac qualifier; Circle of Honor; five-times Sales Director Queen's Court of Personal Sales; three-times Queen's Court of Sharing; six-times Circle of Achievement; five-times Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$91,436

Personal Lives in Cypress, Texas Husband, John; sons: Jerod, Jace; daughter, Tanci

Favorite Quote “Remember ye not the former things, neither consider the things of old. Behold, I will do a new thing; now it shall spring forth; shall ye not know it? I will even make a way in the wilderness, and rivers in the desert.”
— Isaiah 43:18-19

Independent Beauty Consultant Mary Dupree of Houston, says, “Toya treats our unit like her own. We are included in all of her contests and education, and she makes sure we get the attention and help we need to work our businesses.”

BRUSH Strokes

Mary Kay® Brush Collection,
a great customer
add-on sale!

\$48
set

Makeup artists will tell you the secret to a great look is blend, blend, blend. Mary Kay® professional-quality brushes can help your customers achieve that smooth, flawless finish. Good brushes are an investment, but their performance will last a long time if properly cared for.



Mary Kay® Brush Collection –

Five brushes made from top-of-the-line bristles designed to effectively distribute product for a smooth, even application.

Brush:	Use it to:	Pair it with:
Powder	Apply loose or pressed powder: helps set foundation and tone down shine	Mary Kay® Sheer Mineral Pressed Powder, Mary Kay® Loose Powder, Mary Kay® Mineral Bronzing Powder and Mary Kay® Mineral Highlighting Powder
Cheek	Blend cheek color including bronzing and highlighting powders	Mary Kay® Mineral Cheek Color, Mary Kay® Mineral Bronzing Powder and Mary Kay® Mineral Highlighting Powder
Eye Definer	Define eye shape and blend color across eyelid	Mary Kay® Mineral Eye Color
Eye Crease	Apply color in targeted areas, accentuate crease, add depth	Mary Kay® Mineral Eye Color
Eyeliner/ Eyebrow	Apply eyeliner and brow color; shape eyebrow hairs	Mary Kay® Mineral Eye Color, Mary Kay® Mascaras and Mary Kay® Brow Pencils

Price is suggested retail.



1. Wet brush.
2. Squirt sulfate-free cleanser in palm and sweep bristles in a circular motion.
3. Rinse and squeeze excess water using a clean towel.
4. Reshape bristles and lay brush extending over ledge to dry. Never dry upright as water can seep in and weaken handle.
5. Store in case when not in use.

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FIVE
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