

MARY KAY

applause®

MAY 2013



Give Mom a
Makeover.

Gifts
for every occasion!

Seminar 2013:
A Real Showstopper!

MARY KAY
one woman can™
50 YEARS

**Be part of the world's
largest makeover!**

Promote the Mary Kay® One Woman Can™ Global Makeover Contest to your customers. Details inside!



ANSWER DESK



Helpful Numbers:

Mary Kay Consultant Contact Center
800-272-9333

(M – F, 8:30 a.m. – 5 p.m. Central time)
For questions regarding *Mary Kay*® product orders, *Mary Kay InTouch*®, special events, product information, etc.

Automated Information Line
800-440-5370 (24 hours)



Mary Kay said it best

“Just as you make
a daily list of your
work priorities,
make another list of
the most important
things you want to
do with your family.
Include things
you want to do
during the time you
spend with them
each night and
each weekend.”

Q: I heard a sister Independent Beauty Consultant talk about dovetailing a class. What does that mean? **A:** Dovetailing, or double booking, occurs when you schedule more than one party at the same time, and they both hold. If this happens, you can ask another team member to conduct one of the parties, and together you can determine how to handle profits from that party. Or you may be able to combine the parties if your hostess and her guests are able. You could even offer a small gift in return for their flexibility.

Q: I love that Mary Kay is dedicated to customer satisfaction and offers the Mary Kay® Satisfaction Guarantee. Please

explain how it works. **A:** The *Mary Kay*® Satisfaction Guarantee is designed to guarantee quality products and to ensure that consumers receive products best-suited for their skin type. The Product Replacement Program is available to you after you have honored the *Mary Kay*® Satisfaction Guarantee by either exchanging product or refunding money. For instructions on customer refunds and product exchanges, go to *Mary Kay InTouch*® > Ordering > Product Replacement. You'll find the instructions for submitting product to the Company within 30 days of receiving the returned item from your customer. The Company will replace the product as reimbursement for the exchange or refund what you issued to your customer.

may dates to remember

1

- Seminar 2013 registration begins.
- Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month.

8

- Online Independent Sales Director-in-Qualification Commitment Form available beginning 6 a.m. Central time.
- New Independent Sales Director Education begins. All Sales Directors who have not yet taken advantage of this great opportunity are welcome.

10

- Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until midnight Central time.
- Early ordering of the new Summer 2013 promotional items begins for Star Consultants who qualified during the Dec. 16 – March 15, 2013, quarter and Independent Beauty Consultants who enrolled in *The Look* for Summer 2013 through the Preferred Customer ProgramSM.

Mary Kay's Birthday

12

15

- Last day to enroll online for the Summer 2013 Preferred Customer ProgramSM Month 2 Mailer.
- Postmark deadline for Spring 2013 promotion.
- Last day for your customers to take advantage of the Spring 2013 gift-with-purchase offer.

16

Summer 2013 promotion begins. Ordering of the new Summer 2013 promotional items available for all Independent Beauty Consultants.

Summer 2013 Preferred Customer ProgramSM customer mailing of *The Look* begins. (Allow 7-10 business days for delivery.)

20

27

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).

30

31

- Last day of the month for Independent Beauty Consultants to place online orders (until 9 p.m. Central time).
- Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail or dropped off at the branches must be received by 7 p.m. local time to count toward this month's production.
- Online Independent Beauty Consultant Agreements accepted until midnight Central time.

COVER: Model is wearing *Mary Kay*® Mineral Eye Color in Sienna and Precious Pink on her eyelids and *Mary Kay*® Eyeliner in Deep Brown. She uses *Mary Kay*® Ultimate Mascara™ in Black on lashes and *Mary Kay*® Mineral Cheek Color in Citrus Bloom on cheeks. She finishes with *Mary Kay*® True Dimensions™ Lipstick in Color Me Coral. *Mary Kay*® Mineral Eye Colors featured on cover are Lime, Azure and Iris. Inside the 50th Anniversary special-edition! *Beauty That Counts*® *Mary Kay*® Compact Mini is the limited-edition! *Mary Kay*® Mineral Eye Color in Garden Sky.



InsideTHIS ISSUE

GREAT GIFTS

With May's graduations, anniversaries and numerous celebrations, help your customers find the perfect *Mary Kay*® gifts! Check out our great gift ideas.



MIRACLE WORKER

The *TimeWise*® *Miracle Set*®, with its 11 age-defying benefits, is your go-to skin care regimen because it provides visible results and is loved by women around the world. Get the latest on this scientifically formulated line, plus ideas to help you sell!

6



ONE MOM'S JOURNEY

Cynda Worrell, Independent Senior Sales Director, has learned to work through the adversity and trials in her life to create success in her Mary Kay business and find hope for her family.

18

find it online: check out *Mary Kay InTouch*® to see what's hot.



MKCONNECTIONS®

From business cards to totes and party supplies, *MKConnections*® has all of your business needs covered! Shop *MKConnections*® through the Ordering drop-down menu.



MARY KAY® ECATALOGS

Spotlight the hottest products and the great Mary Kay opportunity with *Mary Kay*® eCatalogs. Send through an *MKeCard*® or Facebook so links take customers back to your *Mary Kay*® Personal Web Site for easy shopping. It's an inexpensive way to spur sales!



myBUSINESS®

It has been said that a tracked number grows, so check out *myBusiness*® > **At-a-Glance** to see your opportunities for growth. Also available on *Mary Kay Mobile InTouch*™.



WEEKLY ACCOMPLISHMENT SHEETS

Get recognition as you reach your goals when you track your weekly accomplishments. It's a fun way to see all that you've achieved, and it's easy to share with your Independent Sales Director! Located under Business Tools.

Limited-Edition* Mary Kay®
Lip Lacquer With Mini Retractable
Lip Brush in Pink Pagoda, \$16

COLOR

Mom's World!

Mary Kay Global Makeup Artists share easy
looks that work for any woman, anytime.

Busy moms get little “me” time. Why not indulge her with a fun Mary Kay color makeover party? Use these Mary Kay Global Makeup Artist looks for inspiration.

AFTER



Mary Kay Global Makeup
Artist Gregg Brockington

BEFORE



The Special Occasion Look

Eye color

- Apply Midnight Star mineral eye color from lashline midway to brow bone and along lower lashline.
- To create a dramatic elongated eye effect, blend Coal and Peacock Blue mineral eye colors along outer edge of eyes in a V-shape.

Eye finishers

- Apply Black eyeliner along lower lashline. Use Mary Kay® Eye Smudger Brush or cotton swab.
- Apply Mary Kay® Ultimate Mascara™ in Black to upper and lower lashes.

Cheeks

- Contour cheeks with Canyon Gold mineral bronzing powder blended along hollow of cheekbones and lightly dusted along temples.
- Swirl Sparkling Cider mineral cheek color onto apples of cheeks to add warmth.

Lips

- Line the natural line of the lips with Cappuccino lip liner and blend edges with a lip brush or finger.
- Apply Sunlit Sand creme lipstick.
- Finish with Icicle lip gloss.



Fresh Idea!

Got a great Mother's Day gift
or party idea? Want to trade tips?
“Let's Talk” on Mary Kay InTouch® is a
great place to get ideas and share yours!

“let's talk”
party!



Mother's day is ...

second only behind Christmas as the biggest gift-giving holiday of the year. What a perfect time to reach out to deserving moms and their families! **4 WAYS to beat Mother's Day madness!**

1 Spouses may shop last minute.

Be ready with popular *Mary Kay*® products on hand!

2 Offer products at every price point. For example:

- Mint Bliss™ Energizing Lotion for Feet & Legs, \$10
- Peach or Fragrance-Free Satin Hands® Pampering Set, \$34
- *Mary Kay*® Brush Collection, \$55
- TimeWise Repair™ Volu-Firm™ Set, \$199

3 Wrap it up! *Mary Kay*®

50th Anniversary bags with tissue available on Section 2 of the Consultant order form.

4 Send the *Mary Kay*® Mother's Day Gift

Guide eCatalog to your customers for great gift ideas. They can shop at their convenience!



AFTER



Mary Kay Global Makeup Artist Keiko Takagi

BEFORE



The Luminous Look

Eye color

- Apply Moonstone mineral eye color from lashline to crease.
- Apply Granite mineral eye color in eye crease.
- Apply Crystalline mineral eye color to inside corner and brow bone. Blend all colors well.

Eye finishers

- Apply Deep Brown eyeliner to both lashlines.
- Apply *Mary Kay*® Ultimate Mascara™ in Black.

Cheeks

- Apply Crystalline mineral eye color on cheekbone, bridge of nose and the Cupid's bow of the lip.
- Apply Desert Sun mineral bronzing powder on the temples and hollows of the cheeks.

Lips

- Apply Pink Passion creme lipstick.
- Finish with Cream and Sugar lip gloss in center of the lips.



Don't forget! May 10 is the last day your customers can submit online entries for the *Mary Kay*® One Woman Can™ Makeover Contest. Encourage them to show off their gorgeous new looks! Details on makeovercontestmarykay.com and on *Mary Kay InTouch*®.

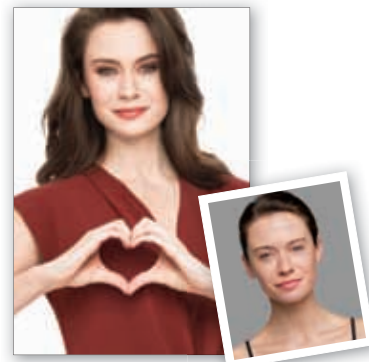


SCAN TO WATCH THE ONE WOMAN CAN™ MAKEOVER CONTEST VIDEO.
Get the free mobile app at <http://gettag.mobi>



MARY KAY[®] one woman can[™] MAKEOVER CONTEST

Imagine how excited your customers will be with a NEW color look? Imagine the sales potential you can gain with new customers? There's still plenty of time to book your customers and enter!



Before

Advantages:

- ✓ Potential new customers
- ✓ Career path advancement
- ✓ Potential Star Consultant status
- ✓ End-of-year momentum

More prizes for you! The top Independent Beauty Consultant in each Seminar (five total Grand Prize Winners) with the most number of entries receives:

- A \$5,000 donation to a favorite charity* benefiting women and children.
- A stunning Badgley Mischka purse (\$400 value).
- An insulated Carrier System from MKConnections[®] (\$219 value).



Prizes for your customers!

- **One Super Grand Prize Winner** receives a \$5,000 international dream trip to the destination of their choice.
- **50 Grand Prize Winners** receive a \$5,000 donation to their favorite charity* benefiting women and children.
- **Top 250 most voted for makeover contestants** receive the special-edition[†] *Beauty That Counts[®]* Mary Kay[®] Compact Mini^{††} filled with a great Mary Kay[®] color look.

▶ The Mary Kay independent sales force **unit that holds the most makeovers AND the unit with the highest number of makeovers per unit member** will each receive **\$500 for a 50th Anniversary Makeover Contest party!**

▶ Every unit that conducts at least 50 makeovers will receive a **name badge ribbon at Seminar!** Every eligible makeover you upload and submit counts toward your unit's 50!

Important Dates

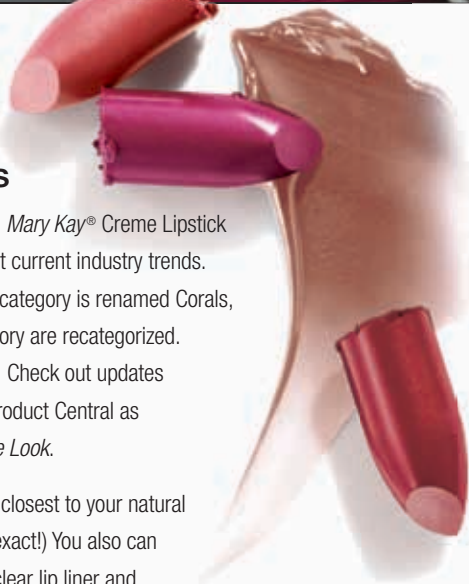
- | | |
|--------------------|-------------------|
| ■ March 8 – May 10 | POST ENTRIES |
| ■ May 12 – 27 | VOTE |
| ■ Seminar 2013 | WINNERS ANNOUNCED |

makeovercontestmarykay.com

NEW lipstick shade categories

Good news! We're updating the Mary Kay[®] Creme Lipstick shade category names to reflect current industry trends. Beginning in May, the Tawnies category is renamed Corals, and shades in the Metals category are recategorized. No shades will be discontinued. Check out updates on *Mary Kay InTouch[®]* under Product Central as well as the May 16 issue of *The Look*.

TIP! Choose a lip liner color closest to your natural lip color. (It doesn't have to be exact!) You also can use clear lip liner. Try applying clear lip liner and filling in entire lip to help lip color last longer!



To Mom with LOVE!

Mother's Day is May 12.

Special-Edition[†] Mary Kay[®]
Dance to Life[™] Radiant
Shimmer Lotion, **\$16**



Special-Edition[†]
Mary Kay[®]
Dance to Life[™]
Eau de Parfum, **\$50**



Great GIFT IDEAS Under \$20!



Mint Bliss[™]
Energizing
Lotion for
Feet & Legs,
\$10

Mary Kay[®] True Dimensions[™]
Lipstick, **\$18**



Indulge[®]
Soothing
Eye Gel, **\$15**

Contact me today to customize a Mother's Day set!

Also visit marykay.com for more great products.

[†]Available while supplies last Product prices are suggested retail.

MARY KAY

Miracle **WORKER**

The *TimeWise® Miracle Set®* is a great starting point to demonstrate at your skin care parties. Why? When used as a set, it offers clinically tested results that have benefited millions! And it **appeals to the broadest age range (25-50) with early-to-moderate signs of aging.**

11 Age-Defying Benefits

Cleanse, exfoliate, freshen, energize, hydrate, smooth, visibly firm, soften, protect, renew and reduce the look of fine lines and wrinkles.

Set includes:

TimeWise® Day Solution Sunscreen
Broad Spectrum SPF 35*, \$30
TimeWise® Night Solution, \$30
TimeWise® 3-in-1 Cleanser, \$18
TimeWise® Age-Fighting Moisturizer, \$22

Aging skin is a concern for many women. Even if it's not now, it could be soon. That's why taking care of your skin is so important.

Order of Application

1. TimeWise® 3-In-1 Cleanser
2. TimeWise® Day Solution Sunscreen
Broad Spectrum SPF 35* OR
TimeWise® Night Solution
3. TimeWise® Age-Fighting Moisturizer



The *TimeWise® Miracle Set®* has earned the Good Housekeeping Seal. The Seal applies from Jan. 1 – Dec. 31, 2013.

Love Your Skin

Be sure to remind your customers with **more advanced signs of aging** that you also offer *TimeWise Repair™*. And *Botanical Effects®* may be perfect for your **younger customers**, those with **sensitive skin** or **budget-minded customers**.

Samplers are a great way for your customers to try these products!



**Check out the
MK Regimen Advisor™ App.**
It's a fun new way to help
your customers identify their
skin care needs in a flash!



Dr. Beth's Top Five Skin Care Tips:

1. Wash your face every night before bed.
2. Discard products past their expiration date.
When in doubt, throw it out!
3. Don't share open skin care products with others.
4. It's never too late to start a skin care regimen.
5. Use sunscreen every day (even in winter)!



Mary Kay Chief Scientific Officer **Dr. Beth Lange**

**TimeWise®
Miracle Set®, \$90.**
Add your choice
of **Mary Kay®
foundation,**
from \$14.

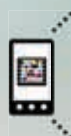


Party Central

Mary Kay InTouch® (Business Tools > Party Central) is your **go-to spot** for party ideas, hostess program info and the helpful **Beaute-vite® Party Planner**. *Beaute-vite®* lets you send **fun electronic invites** with a customized party theme to your hostesses' guests. If you want, add links to *The Look* eCatalog or the *Mary Kay® Virtual Makeover*. The system automatically:

- Sends reminders/updates to your party guests.
- Keeps track of attendees and saves guests' information to *myCustomers®*.
- Tracks guest purchases and credits hostesses.

You do need a **Mary Kay® Personal Web Site** to use this service. Don't have one? Signing up is easy. See how on *Mary Kay InTouch®* > Business Tools > Personal Web Site Manager.



**WATCH THE MARY KAY®
LOVE YOUR SKIN FOR LIFE VIDEO.**
Get the free mobile app
at <http://gettag.mobi>

Recognition

Congratulations to the winners for January 2013

Top NSDs Year-to-Date

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



Anita Mallory
Garrett-Roe



Carol Anton



Jan Harris



Karen Piro



Gloria Mayfield Banks



Kathy Helou



Lisa Madson



Gloria Castaño



Pat Danforth



Patricia Turker

On-Target Inner/Diamond/Gold Circle

Independent National Sales Directors become members of the Gold Circle when they earn \$125,000 or more; members of the prestigious Diamond Circle when they earn \$200,000 or more; and a member of the exclusive Inner Circle when they earn \$325,000 or more in "NSD commissions" during the Seminar contest period. (NSD commissions are comprised of commissions earned on the wholesale production of first-, second-, and third-line offspring units; Top 10 fourth-line and beyond; Elite Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for January 2013, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for December 2012.) These "NSD commissions" are used to determine NSD ranking for a Seminar year. Congratulations to the following NSDs who are considered on-target from July 1, 2012 through Jan. 31, 2013.

On-Target for \$850,000 Inner Circle

Anita Mallory Garrett-Roe\$504,590.74

On-Target for \$600,000 Inner Circle

Carol Anton\$353,572.14

On-Target for \$500,000 Inner Circle

Jan Harris\$319,185.14
Karen Piro318,699.54
Gloria Mayfield Banks313,327.94
Kathy Helou310,125.64
Lisa Madson306,436.77

On-Target for \$400,000 Inner Circle

Gloria Castaño\$255,801.92
Pat Danforth241,881.29

On-Target for \$350,000 Inner Circle

Patricia Turker\$227,946.84
Cheryl Warfield227,222.48
Stacy James215,018.82
Karlée Isenhardt205,715.32
Halina Rygiel204,601.63

On-Target for \$325,000 Inner Circle

Debi Moore\$203,524.86
Lupita Ceballos197,738.38
Sherry Windsor196,656.38
Cindy Williams196,094.42

On-Target for \$300,000 Diamond Circle

Sonia Pérez\$188,169.67
Sue Kirkpatrick187,898.84

On-Target for \$250,000 Diamond Circle

Dacia Wiegandt\$171,965.89
Judie McCoy169,097.77
Pamela Waldrop Shaw167,336.65
Mary Diem162,389.26
SuzAnne Brothers161,450.40
Linda Toupin146,334.65
Julianne Nagle146,006.72

On-Target for \$200,000 Diamond Circle

Mary Estupiñán\$143,110.43
Diane Underwood141,896.96
Dayana Polanco141,201.77
Anita Tripp Brevton136,393.09
Kerry Buskirk134,440.85

Shannon Andrews134,266.36
Pamela Fortenberry-Slate130,379.77
Sandy Valerio128,713.87
Julie Krebsbach127,463.01
Sandy Miller126,983.82
Sara Pedraza-Chacón126,552.22
Julia Burnett124,332.60
Jeanne Rowland122,589.36
Connie Kittson122,562.13
Cindy Fox121,009.96
Ronnie D'Esposito Klein118,664.51
Dawn Dunn118,434.83
Nancy Bonner117,206.82

On-Target for \$150,000 Gold Circle

Maureen Ledda\$113,759.68
Jan L. Thetford16,531
Dalene Hartshorn113,505.86
Lily Orellana111,607.00
Auri Hatheway111,195.54
Janet Tade110,462.56
Cyndee Gress110,351.81
Yvonne Lemmon109,209.22
Kay Elvrum109,099.64
Tammy Crayk105,697.95
Lisa Allison105,115.14

Lise Clark103,226.06
Vivian Diaz103,126.95
Anabel Rocha102,095.03
Maria Monarrez101,960.27
Jamie Cruse-Vrinos101,760.38
Susan Hohlman99,728.87
Consuelo Prieto99,679.64
Rebecca Evans99,577.79
Judy Brack99,067.65
Davanne Moul97,532.06
Valerie Bagnol97,485.99
Jan Thetford96,500.90
Joanne Bertalan95,844.57
Candace Laurel Carlson94,499.81
Kim McClure94,179.41
Mona Butters94,094.08
Jeanie Martin92,760.43
Gloria Báez92,534.95
Pam Ross91,337.52
Alia Head89,357.48
Cathy Bill87,840.97

On-Target for \$125,000 Gold Circle

Kristin Myers\$85,610.79
Michelle Sudeth85,085.15

Mayuli Rolo84,733.46
Monique Balboa84,422.54
Juanita Gudino84,116.72
Scarlett Walker-Simpson82,774.00
Shirley Oshiro82,574.03
Evelinda Diaz81,871.97
Pam Klickna-Powell81,604.28
Janis Z. Moon81,273.56
Kate DeBlander80,335.58
Paola Ramirez78,900.41
Vicki Jo Auth78,870.86
Roxanne McInroe Williams78,715.39
Elizabeth Muna-Mudsi78,395.73
Glinda McGuire77,834.96
Bea Millsagle76,613.51
Noelia Jaimes74,629.26
Jane Studrawa74,292.72
Brenda Segal74,120.23
Kirk Gillespie73,758.51
Lorraine Newton73,536.21
Linda Kirkbride73,448.31
Shelly Gladstein73,396.35
Kimberly Copeland73,370.45
Kathy Rodgers-Smith73,322.40

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.

Diamond

1. Anita Mallory Garrett-Roe***\$73,478
2. Lisa Madson45,853
3. Patricia Turker**41,525
4. Gloria Castaño**29,065
5. Linda C. Toupin24,925
6. Sonia Pérez**21,136
7. Mary Diem*21,132
8. Diane Underwood20,606
9. Connie A. Kittson18,939
10. Susan M. Hohlman*16,066
11. Dalene Hartshorn16,048
12. Heidi Goelzer15,389
13. Dayana Polanco*15,143
14. Vivian Diaz15,077
15. Elizabeth Muna-Mudsi14,604
16. Mayuli Rolo*13,189
17. Cecilia C. James12,779
18. Diana Heble11,926
19. Evelinda Diaz*10,747
20. Noelia Jaimes*10,681
21. Ada García-Herrera10,113

6. Pamela A. Fortenberry-Slate*17,128
7. Maria Monarrez16,077
8. Ronnie D'Esposito Klein*15,502
9. Jo Anne Barnes15,173
10. Cyndee Gress14,398
11. Candace Laurel Carlson*14,313
12. Scarlett S. Walker-Simpson*14,243
13. Bea Millsagle13,259
14. Kirk Gillespie13,047
15. Rebecca Evans*12,972
16. Juanita Gudino12,942
17. Pam Ross*12,882
18. Kate DeBlander12,654
19. Michelle L. Sudeth*12,242
20. Vicki Jo Auth12,011
21. Janis Z. Moon11,581
22. Terri Schaefer10,924
23. Somer Fortenberry10,781
24. Gena Rae Gass10,580
25. Kimberly R. Copeland10,326
26. Lynne G. Holliday10,210

8. Tammy Crayk16,850
9. Jan L. Thetford16,531
10. Sandy Valerio*16,195
11. Davanne D. Moul*15,423
12. Sara Pedraza-Chacón15,317
13. Lorraine B. Newton14,986
14. Jill Moore14,725
15. Roxanne McInroe Williams14,215
16. Valerie J. Bagnol*13,254
17. Paola Ramirez13,120
18. Pam Klickna-Powell13,052
19. Tammy Romage12,945
20. Sharon L. Buck12,936
21. Sherri L. Steinman12,564
22. Pam L. Higgs12,222
23. Alia L. Head11,990
24. Maribel Barajas10,788
25. Nancy A. Moser10,671
26. Lara F. McKeever10,660
27. Kimberly D. Starr10,151

9. Dawn Otten-Sweeney18,968
10. Joanne R. Bertalan*18,409
11. Kym A. Walker*18,215
12. Janet Tade*17,087
13. Cindy Fox*16,441
14. Kay E. Elvrum16,430
15. Cathy Bill*15,440
16. Auri Hatheway15,427
17. Yvonne S. Lemmon15,341
18. Consuelo R. Prieto*15,332
19. Lily Orellana14,857
20. Brenda Segal*14,144
21. Mona Butters13,897
22. Pamela Tull13,319
23. Candy Jackson11,756
24. Kathy Rodgers-Smith11,091
25. Cristi Ann Millard10,963
26. Crisette M. Ellis10,591
27. Jackie LaPrade10,448
28. Morayma Rosas10,080

9. Kristin Myers16,904
10. Nancy Bonner*16,886
11. Kim L. McClure16,880
12. Anita Tripp Brevton*16,582
13. Sandy Miller*16,406
14. Julia Burnett*15,753
15. Maureen S. Ledda*15,675
16. Jeanie Martin15,586
17. Judy Brack15,264
18. Amie N. Gambolan15,141
19. Jane Studrawa15,051
20. Lisa Allison15,038
21. Lynda Jackson*15,028
22. Lise T. Clark*14,686
23. Anabel Rocha13,658
24. Maureen Myers13,421
25. Monique Balboa12,837
26. Alma Orrostieta12,767
27. Shirley M. Oshiro12,749
28. Leah Laughlan12,713
29. Robin Rowland11,876
30. Linda Kirkbride11,259
31. Lia Carta11,198
32. Glinda McGuire*11,028
33. Bett Vernon10,904
34. Cathy E. Littlejohn10,505
35. Kathy C. Goff-Brummett10,404

Ruby

1. Carol Anton**\$55,475
2. Pat Danforth*29,985
3. Karlée Isenhardt26,700
4. Sue Kirkpatrick*25,971
5. Jeanne Rowland*17,373

Sapphire

1. Karen Piro*\$48,611
2. Lupita Ceballos**27,875
3. Shannon C. Andrews*24,560
4. Judie McCoy*23,243
5. Gloria Báez*21,543
6. Julianne Nagle*21,108
7. Dawn A. Dunn19,417

Emerald

1. Kathy Helou*\$46,455
2. Gloria Mayfield Banks***45,369
3. SuzAnne Brothers*34,018
4. Dacia Wiegandt*30,814
5. Debi R. Moore*29,013
6. Sherry Windsor**26,026
7. Jamie Cruse-Vrinos19,628
8. Kerry Buskirk*19,150

Pearl

1. Jan Harris**\$38,412
2. Cindy A. Williams29,014
3. Halina Rygiel*28,453
4. Julie Krebsbach*27,222
5. Cheryl Warfield*27,122
6. Stacy I. James**26,983
7. Pamela Waldrop Shaw*25,136
8. Mary Estupiñán*21,399

*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 2013. Names in **bold print** are those who earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission.

Diamond

Amelie Kemogne.....\$18,797.56
Priscilla McPheeters.....13,733.78
Kristin Jenae Rogers.....12,670.75
Marsha Morrisette.....12,088.59
LaRonda L. Daigle.....11,592.86
Ngopi Onuoha.....10,840.39
Deborah Dudas.....10,442.19
Jessica Marie Anderson.....9,730.94
Oyindamola Ogunlana.....9,497.14
Amy Allgood.....9,432.02
Tawnya Kremppes.....9,194.27
Mary Strauss.....9,089.41
Sofia Aguilar.....8,950.34
Martha Kay Ralie.....8,726.51
Sandy Griffith.....8,594.63
Fran Pickett.....8,511.74
Marianne Blaise Mason.....8,475.91
Shelly Palen.....8,423.84
Julie Neal.....8,397.43
Gerri Anne Morris.....8,382.63
Sheryl Peterson.....8,306.43
Linda T. Cartiglia.....8,181.39
Melissa R. Hennings.....8,163.40
Jill D. Davis.....8,073.95
Carol Lee Johnson.....8,024.78
Meg Booker Steward.....7,995.12
Suzanne T. Young.....7,799.10
LaChelle M. Seleski.....7,768.38
Stephanie A. Richter.....7,708.50
Jennifer Levitt.....7,647.23
Susan K. Carlson.....7,595.57
Sandy Lasso.....7,445.30
Pat A. Nuzzi.....7,445.26
Denise Nygard.....7,444.56
Yosaira Sanchez.....7,424.37
Celeste Pichardo.....7,419.19
Lisa A. Stengel.....7,404.74
Sharon B. Carney-Wright.....7,328.81
Kim A. Messmer.....7,304.60
Mary Kathryn King.....7,304.36
Nicki R. Hill.....7,282.14
Aishat Bola Koya.....7,279.16
Susie Kopacz.....7,275.22
Susan J. Pankow.....7,163.76
Rose Rodriguez-Capone.....7,101.20
Valorie Jean White.....7,019.73
Oluwatolun Grace Oladosu.....7,015.45
Tammie M. Hanson.....7,004.45
Temi Odeyale.....6,998.30
Julie Schlundt.....6,965.47
Lou Cinda Utley.....6,908.56
Nancy Polish Dove.....6,883.96
Stephanie Audino.....6,865.77
Mary P. Creech.....6,862.11
Marilinda R. Brown.....6,854.11
Alicia Borkowska-Sattler.....6,828.26
Linda Goode.....6,756.81
Norma Lee Shaver.....6,738.71
Shelley Olson.....6,713.95
Sonia Suyapa Bonilla.....6,669.82
Heather M. Julson.....6,653.82
Lisa Rada.....6,650.17
Nancy Ashton O'Hara.....6,631.72
Jodi Carlson.....6,533.60
Caroline Sagunsky.....6,494.80
Omosolape O. Akinyoyenu.....6,446.11
Terri J. Beckstead.....6,420.81
Bisola Gbadamosi.....6,419.25
Cassandra Renee Chitwood.....6,418.74
Barbara E. Roehrig.....6,327.32
Paula Grabau-Friedt.....6,326.75
Janet S. Chapman.....6,309.39
Mary Jacobson.....6,295.77
Jodi Van Leeuwen.....6,255.72
JoEllen S. Bare.....6,211.96
Lila DeWeber.....6,203.52
Ana Carolina Alvarez.....6,167.59
Kelly Willer-Johnson.....6,154.55
Mary Beissel.....6,142.14
Ruth L. Everhart.....6,107.55
Maritza Estela Gonzalez.....6,096.93
Kathy M. Viola.....6,034.85
Petie L. Huffman.....6,596.66
Eilyn Hoadley.....6,597.35
Linda J. Wicks.....6,542.65

Lesia Rae Franken.....5,933.04
Julie Danskin.....5,868.05
Pamella Stinnett.....5,850.04
Carolyn Thompson.....5,848.04
Evitelia Valdez-Cruz.....5,843.61
Brenda K. Howell.....5,838.75
Shannon Melissa Duguay.....5,820.76
Nancy Fox Castro.....5,807.74
Judy K. Johnson England.....5,790.39
Jenny Siemonsma.....5,760.68
Michelle Cape.....5,752.18
Susan M. McCoy.....5,744.64
Emily Sims.....5,726.12
Annette Pace.....5,681.11
Indhira Jimenez.....5,606.99

Ruby

Tina Hulsman.....\$10,416.19
Mary Sharon Howell.....10,368.02
Mary Alice Dell.....9,627.63
Cheryl O. Fulcher.....9,563.48
Winifred Nonye
Ogbunamiri.....9,556.55
Suzanne P. Wallace.....8,875.37
Thessy Nkechi Nwachukwu.....8,675.00
Cleta Colson.....8,581.44
Stella Smith-Pius.....8,551.07
Tekka-Ann Haynes.....8,547.17
Lisa Hansen.....8,484.28
Krystal D. Downey-Shada.....8,470.23
Donna Clark-Driscoll.....8,400.47
Laura A. Kattenbraker.....8,159.48
Candace Lyn Chambers.....8,124.04
Diane Covington.....8,055.09
Lisa Anne Harmon.....8,045.77
Kali DeBlander Brigham.....7,902.53
Dorothy C. Ibe.....7,560.45
Amber L. Towne.....7,521.12
Sylvia J. Cook.....7,422.34
Margarita Velez.....7,217.64
Michele Semper.....7,164.62
Gloria Dominguez.....7,143.62
Deborah S. Bailey.....7,133.46
Maricarmen Gonzalez.....7,129.76
Alicia Lindley-Adkins.....7,110.32
Abosedet Yetunde Oyediran.....7,106.11
Laurieann Barclay.....7,101.46
Jill E. Garrett.....7,066.95
Patti Maxwell.....7,044.52
Breda M. Teal.....7,013.38
K.T. Marie Martin.....6,945.32
Marnie R. Yunger.....6,907.78
Ekene S. Okafor.....6,902.02
Brenda Fenner.....6,868.38
Tiffany Brooke Stout.....6,852.01
Anne Weidenweber.....6,833.66
Barbara L. Harrison.....6,652.49
Eva E. Berber.....6,577.32
Debbie A. Elbrecht.....6,425.45
Diana Gutierrez.....6,399.57
Sonya F. Goins.....6,360.34
Suzanne Moeller.....6,326.82
Corrin Cresci.....6,305.99
Kaye Driggers.....6,282.94
Irene Zapalac.....6,278.56
Judie Roman.....6,200.57
Chick Stanschror.....6,187.09
Terry Thole.....6,184.38
Karime Rosas.....6,153.65
Oye A. Onuoha.....6,130.55
Jennifer K. Guidry.....6,102.09
Susan C. Ehrstrom.....6,071.21
Sheryl K. Goins.....6,038.71
Pat Z. Allen.....5,927.93
Cindy Anderson.....5,859.62
Judy Lund.....5,854.16
Mary Lou Ardohain.....5,822.10
Carmen Nunez de Valencia.....5,772.39
Bonnie Brannan.....5,739.38
Trista Jo Engel.....5,737.77
Kimberly Cavarretta.....5,677.89
Jennifer Jean McNulty.....5,616.12
Deborah J. O'Leary.....5,614.33
Griselda Gordillo-Botella.....5,547.97
Betty Symons.....5,542.70

Cissy E. Warren.....5,498.00
Karen M. Getty-Hopkins.....5,496.21
Augusta C. Onyenemere.....5,473.19
April Lynn Hargroves.....5,462.02
Collette McNamee.....5,461.18
Suzanne Tripp-Black.....5,455.78
Jeanette M. Thompson.....5,414.06
Eleanor M. Reigel.....5,386.97
Liz Whitehouse.....5,379.16
Sande Popadich.....5,340.96
Isabel Mejia.....5,306.65
Karen E. Gardner.....5,301.69
Lisa Blackmore.....5,279.96
Brandy E. Richwine.....5,263.45
Julie Smith.....5,258.10
Gina M. Gildone.....5,213.36
Sherrie L. Clemons.....5,210.11
Lynette L. Meisel.....5,199.20
Kathy Monahan.....5,176.87
Rebecca W. Cox.....5,129.79
Susan Jean Miller.....5,087.72
Lisa A. DeLucia.....5,084.42
Nancy D. Marshall.....5,077.06
Peggy Young.....5,065.61
Rosalee Kuhen.....5,063.34
Deborah S. Barker.....5,055.57
Rose Mary Neal.....5,025.25
Lisa N. Chovil.....5,019.72
Mary L. Morgan.....4,994.97
Missy M. O'Neal.....4,990.00
Tonya Colbert.....4,878.39
Leslie S. Kane.....4,864.85
Terry S. Smith.....4,858.04

Sapphire

Julie Weaver.....\$14,585.75
Jim Cundiff.....11,062.51
Ellen Ezekiel Farquharson.....11,001.58
Debbie A. Weld.....10,849.05
Terry Potter.....10,331.60
Lily Mundy.....10,297.12
Lady Ruth Brown.....9,693.55
Pam Garner Moore.....9,587.88
Kristi M. Montesana.....9,530.16
Cheryl T. Anderson.....9,482.11
Diane Bruns.....9,315.33
Ruby Garner.....9,275.34
Ann W. Sherman.....8,603.96
Binta Touray Jagne.....8,500.45
Sylvia Boggs.....8,470.52
Audrey K. MacDowall.....8,455.30
Jennifer L. Beseker.....7,973.06
Heather L. Bohlinger.....7,943.22
Randi Stevens.....7,909.35
Brynnie M. Blalock.....7,842.26
Kimberly Leigh Moore.....7,771.61
Krista Neal Warner.....7,607.07
Sarah Sullivan Krycinski.....7,509.60
Kathy R. Bullard.....7,175.96
Lynnea E. Tate.....7,161.47
Krista A. Johnson.....7,608.87
Lynn Baer Roberts.....6,661.49
Bonnie Crumrin.....6,589.38
Connie L. Russo.....6,581.92
Jennifer G. Bouse.....6,581.00
Ryan Ashlee Rives.....6,545.51
Phyllis I. Pinsker.....6,475.50
Kim I. Sabourin.....6,422.18
Tabitha A. Hallums.....6,385.11
Angie S. Day.....6,327.38
Marie E. Vlamimont.....6,312.20
Peggy B. Sacco.....6,289.30
JoAnna P. Shippe.....6,238.51
Brandi Driggers.....6,177.95
Katie D. Nichols.....6,137.99
Kathleen Kirkwood.....6,133.37
Moleida G. Dalley.....6,129.34
Robyn S. Cartmill.....6,106.99
Kim West.....6,096.00
Christine Brughstahler.....6,057.20
Mary G. Gronholz.....6,023.69
Penny Kelly.....5,937.43
Anita R. Rabelo.....5,879.86
Melva M. Smart-Slythe.....5,868.13
Milbella Sosa.....5,835.01

Barbara J. Puckett.....5,823.46
Joli A. Dockery.....5,700.31
Dolores Keller.....5,698.35
Faith A. Gladding.....5,694.68
Jeannie Helm.....5,693.35
Gloria Stakemiller.....5,681.80
Ann M. Jones.....5,636.48
Linné Lane.....5,617.94
Alison Jurek.....5,606.21
Shella Berry.....5,597.67
Christy Bigham.....5,558.40
Norma Waltman.....5,533.06
Debie Mary Nunez.....5,520.92
Marjorie S. Hawn.....5,484.60
Char Griffin.....5,432.13
Cindy Harness.....5,414.95
Judy L. Staats.....5,408.69
Catalina T. Barahona.....5,388.56
Dottie Huse.....5,347.12
Marty Ulmer.....5,321.55
Deanna L. Spillman.....5,297.80
Frances Woodham.....5,289.80
Josefa Chacon.....5,287.16
Linda A. Jones.....5,253.03
Jerlene Vrana.....5,229.30
Sandra A. Zavoda.....5,225.97
Janis Clemens.....5,221.38
Patsy A. Giunt.....5,205.56
Shelley Townsley.....5,204.29
Doris M. Quackenbush.....5,199.91
Alejandra Zurita.....5,183.47
Wendy Clausen.....5,113.31
Mary K. White.....5,087.57
Tshanna Klyler.....5,053.04
Chris Havens.....5,028.33
Cindy S. Kriner.....5,018.12
Joni D. Koontz.....5,006.28
Theresa Kusak-Smith.....5,005.95
Joy Ammons.....4,988.53
Deborah Robina.....4,968.03
Christine M. Jessee.....4,959.76
Norma Ferreira Lopez.....4,956.75
Leann Elaine Zondag.....4,954.21
Melody Missick.....4,931.46
Nannette G. Short.....4,929.88
Beth S. Austin.....4,918.29
Reyna Nereyda Lepe.....4,916.59
Jodi L. Feller.....4,905.15
Shirley Stone.....4,898.13
Lisa M. VanPatten.....4,888.34

Emerald

Melinda Balling.....\$11,375.14
Karen E. Ridle.....10,742.76
Connie Marie Ackroyd.....10,554.86
Uise Uibel.....10,114.39
Paula Kelsch.....9,636.22
Jordan Helouz Eicher.....9,614.94
Grace Elizabeth Snively.....9,203.20
Michele Martella Armes.....8,949.86
Heather A. Carlson.....8,894.10
Traci Smith.....8,689.17
Kimbi L. Bartik.....8,544.74
Jessica Brash Holzbach.....8,403.66
Julie A. Griffin.....8,327.79
Nancy Boucher.....8,319.79
Pam Kelly.....8,199.45
Jeanette E. Beichle.....8,128.79
Barbara J. Serio.....7,991.35
Holly S. Neff.....7,991.02
Jeannine R. DeVore Harris.....7,877.60
Chris H. Teague.....7,844.87
Stacy D. Foust.....7,734.42
Jo M. Cotton.....7,733.10
Betty McKendry.....7,704.28
Teodora Ahumada.....7,650.38
Sheri Farrar-Meyer.....7,560.18
Debbie L. Bower.....7,478.50
Trisha Taylor.....7,391.07
Joanna Helton.....7,384.53
Jill Beckstead.....7,257.75
Linda Bradley.....7,186.39
Christine Denton Barreco.....7,104.73
Jeanie M. Tamborello.....6,957.82
Elaine K. Williams.....6,904.56

Audrey J. Doller.....6,666.80
Jackie L. Root.....6,658.78
Connie S. Miller.....6,626.40
Cheryl L. Foster.....6,572.09
Linda Klein.....6,532.15
Antonia Miranda.....6,504.15
Sonya C. D'Herde.....6,404.66
Vicki Powell.....6,354.61
Maria Sanchez.....6,345.60
Helen Jakpor.....6,291.49
Susan Ruth Cunningham.....6,209.01
Anne Newcomb.....6,149.77
Julie B. Potts.....6,096.23
Angel L. Hurley.....6,085.89
Carolyn J. Bishop.....6,077.58
Annette D. Oxley.....6,054.70
Margaret Neill.....6,051.04
Evelyn Nail.....6,010.76
Rose Campbell.....5,997.70
Carol M. Fulton.....5,995.96
Deborah G. Thrift.....5,958.00
Denise G. Kucharski.....5,894.74
Amanda Thulin-Marrano.....5,885.00
Judith E. Cotton.....5,882.47
Shella J. McCune.....5,882.11
Nikki Hall Edgemon.....5,867.19
Karen A. Jorgenson.....5,834.93
Leonor Colin.....5,734.22
Vicki Hunter.....5,714.92
Hollie R. Sherrick.....5,667.66
Ann Ferrell Smith.....5,649.60
Dana M. Chamberlin.....5,639.24
Dana Ann Lamade.....5,590.61
Roxie Soto.....5,583.18
Marina Sanchez Ramirez.....5,567.91
Patricia Paniagua.....5,565.07
Linda Spadolowski.....5,531.20
Christine J. Kurzawa.....5,475.70
Leanne Parrino-Pheasant.....5,472.74
Elaine Jegi.....5,468.02
Yolanda Lopez.....5,464.45
Hope S. Pratt.....5,453.28
Pat Forehand.....5,452.73
Heather Wickstrom.....5,437.61
Janet S. Harmon.....5,421.90
Joyce Young.....5,385.64
Carmen Hernandez.....5,372.49
Amie E. Kelly.....5,348.25
Delia Ponce.....5,339.48
Cynthia Pack.....5,329.96
Kay Dickerson.....5,327.83
Robin S. Moody.....5,310.32
Shawna D. Schneider.....5,267.49
Agnes Stewart.....5,254.73
Stacy S. Gilson.....5,202.32
Anne Sullivan.....5,122.46
Diane K. Autry.....5,105.27
Linda Jackson.....5,087.03
Denise W. Montgomery.....5,070.93
Stacy Michelle Butler.....5,054.90
Silvia Sanchez.....5,031.93
Katie McKenzie Kunkler.....5,031.17
Marcela Sierra.....5,021.51
Bonnie Hill.....5,006.96
Frankie Clapp.....4,985.81
Debbie E. Barnes.....4,971.85

Pearl

Jeanie Navrkal.....\$11,918.16
Roya Marie Mattis.....10,684.23
Amy Kemp.....9,870.89
Caroline Adedolapo Yussuf.....9,674.91
Nadine Bowers.....9,004.09
Tammy A. Vavala.....9,003.41
Patti Cornell.....8,764.55
Betty B. Lucido.....8,489.29
Vicki Piccirilli.....8,450.98
Anne Geertsen.....8,238.31
Crystal June Trojanowski.....8,171.47
Amy Kitzell.....8,118.18
Susan Moore.....8,079.77
Janice Baxter Hull.....8,036.35
Christi G. Campbell.....7,886.21
Evelyn Pirhalla.....7,856.89
Sandy Kay Gant.....7,794.64
Patty Webster.....7,776.04

Keita Powell.....7,628.96
Cindy Machado-Flippen.....7,522.68
Lisa Olivares.....7,455.44
Maureen Shipp.....7,350.54
Blythe Jolee Egbert.....7,341.18
Patty J. Olson.....7,297.03
Brenda Stafford.....6,977.39
Amy Stokes.....6,927.88
Michele Salisbury Rankin.....6,854.66
Christina Lynn Frantz.....6,847.26
Irene K. Foster.....6,778.08
Diane M. Detesco.....6,732.77
Sandra Giraldo Kirchhoff.....6,679.03
Sylvia Limon Martinez.....6,672.34
Joy D. Bailey-Gress.....6,653.28
Sara Ruth Pennella.....6,564.91
Tina M. Dees.....6,480.85
Marye Durrer.....6,474.31
Shelley Eldridge.....6,470.89
Nancy D.L. Brindley.....6,398.04
Jenn Kirkham.....6,331.29
Jaime Marie Bittner.....6,330.67
Beth H. Piland.....6,291.84
Cindy S. Koenig.....6,271.50
Denna Gail McGalliard.....6,270.87
Nicole J. Canamare.....6,173.48
Tammy Brown.....6,160.25
Tammy D. Niehaus.....6,107.47
Tamarie M. Bradford.....6,080.30
Susan K. Janish.....6,017.98
Irene Olebara.....5,928.90
Carolyn Wilson.....5,884.46
Kathy Eckhardt.....5,884.00
Carmen J. Felix.....5,866.86
R. Sue Miller.....5,849.64
Nicole Medjesky-Dixon.....5,829.59
Katherine Mirkes Ward.....5,813.41
Maria Claxton-Taylor.....5,804.20
Anna Marie Rowe.....5,797.29
Rachael M. Bullock.....5,790.83
Nedra Ruby White.....5,761.94
Fern M. Gerdes.....5,738.71
Laura Poling.....5,668.61
Jo Shuler.....5,660.74
Amy C. Schule.....5,618.43
Denise E. Crosby.....5,605.76
Shanna H. Jones.....5,603.76
Charlene Grubbs.....5,592.83
Ruth Williams McCance.....5,585.64
Jean McMackin.....5,577.66
Lily Gauthreaux.....5,537.35
Kathryn L. Engstrom.....5,505.12
Laurie Travis Plyler.....5,498.12
Sally Moreno.....5,497.35
Whitney Bacall James.....5,491.49
Ginger J. Benedict.....5,491.26
Kathy Lee.....5,472.80
Aide G. Martinez Charre.....5,456.36
Peggy Matish.....5,431.86
Randi S. Gleason.....5,376.17
Maribel Olivares.....5,361.64
Carolyn A. Smith.....5,339.60
Shari M. Kirschner.....5,333.62
Aimee Wiley Dorsey.....5,328.10
Mara C. Lane.....5,291.10
Sherry L. Belisle.....5,287.11
Judi Tapella.....5,285.38
Betsy C. Richard.....5,239.13
Sherree E. Koehler.....5,194.78
Crystal Richardson.....5,170.39
Adrianne M. Detesco
Moraes.....5,162.19
Lucia Fernandez.....5,160.69
Beverly Taylor.....5,156.90
Stacey Craft.....5,153.58
Johnna Elizabeth Cline.....5,152.42
Grace N. Lemke.....5,146.17
Shauna Lynn Abbotts.....5,141.64
Virginia S. Rocha.....5,128.03
Anita M. Bendio.....5,084.78
Julie Hetherington.....5,081.05
Gina Beck.....5,065.57
Amy M. Alber.....5,044.92

*WITHIN "APPLAUSE" MAGAZINE, YOU MAY PERIODICALLY FIND ARTICLES WHICH SUGGEST BUILDING YOUR BUSINESS THROUGH REFERRALS AND/OR BY CONTACTING POTENTIAL GUESTS FOR UPCOMING SKIN CARE CLASSES OR OTHER EVENTS. PRIOR TO CONTACTING SUCH INDIVIDUALS VIA TELEPHONE OR EMAIL, YOU SHOULD CONSIDER WHETHER SUCH COMMUNICATION IS CONSISTENT WITH STATE AND/OR FEDERAL "DO-NOT-CALL" AND/OR "SPAM" LAWS AND REGULATIONS. FOR MORE INFORMATION ON THIS SUBJECT, YOU CAN GO TO THE MARY KAY INTOUCH® WEBSITE AND CLICK ON "TAX AND LEGAL" IN THE DROP-DOWN MENU. WHEN IN DOUBT, MARY KAY INC. RECOMMENDS FACE-TO-FACE CONTACT AS THE BEST FORM OF COMMUNICATION, WHICH SHOULD HELP YOU AVOID ANY ISSUES WITH THESE TYPES OF REGULATIONS.

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 2013.

Top National Sales Directors — Commissions and Bonuses

				
Anita Mallory Garrett-Roe \$73,478 Diamond	Carol Anton \$55,475 Ruby	Karen Piro \$48,611 Sapphire	Kathy Helou \$46,455 Emerald	Jan Harris \$38,412 Pearl

Top Unit — Estimated Retail Production

DIAMOND — Amelie Kemogne, E. Muna-Mudsi Area	\$119,764
RUBY — Mary Dell, Go Give Area	\$70,066
SAPPHIRE — Julie Weaver, Go Give Area	\$100,195
EMERALD — Melinda Balling, Go Give Area	\$83,804
PEARL — Roya Mattis, A. Tripp Brewton Area	\$72,932

Top Sales Director — Personal Sales

DIAMOND — Marie Lee, Go Give Area	\$22,344
RUBY — Melanie Bowman, Go Give Area	\$10,919
SAPPHIRE — Jim Cundiff, Go Give Area	\$19,488
EMERALD — Shirley Rice, Go Give Area	\$16,452
PEARL — Whitney Gaines, J. Harris Area	\$18,597

Top Beauty Consultant — Personal Sales

DIAMOND — Kathleen Neal, V. White Unit, Go Give Area	\$22,851
RUBY — Amanda Wohlfahrt, J. Barnes Unit, J. Barnes Area	\$20,634
SAPPHIRE — Hai Nguyen, E. Farquharson Unit, S. Andrews Area	\$31,364
EMERALD — Robbie Walters, M. Hester Unit, Go Give Area	\$23,124
PEARL — Sherry Mitchell, P. Shaw Unit, P. Shaw Area	\$11,109

Top Team Builder

DIAMOND — Mary Olanike, F. Odejimi Unit, Go Give Area	13 New Team Members
RUBY — Sales Director Stella Smith-Pius, Go Give Area	35 New Team Members
SAPPHIRE — Sales Director Esther Amador, M. Aguirre Area	15 New Team Members
EMERALD — Sales Director Leonor Colin, Go Give Area	18 New Team Members
PEARL — Sales Director Caroline Yussuf, H. Rygiel Area	19 New Team Members

Top Unit Builders

Independent Sales Directors with 20 or more new unit members for January 2013.

Diamond

Amelie B. Kemogne	25 New Team Members
Kristin Jenae Rogers	25 New Team Members
Sofia Aguilar	23 New Team Members
Amy Allgood	21 New Team Members
Beatrice Alghali	20 New Team Members
Patricia Sandoval	20 New Team Members

Ruby

Stella Smith-Pius	38 New Team Members
Amy Jacobson	28 New Team Members
Candace Lyn Chambers	25 New Team Members
Augusta C. Onyenemere	22 New Team Members

Abosede Yetunde Oyediran	21 New Team Members
Amber L. Towne	21 New Team Members
Suzanne P. Wallace	21 New Team Members
Roseline Asemota	20 New Team Members
Pamela D. Cox	20 New Team Members
Rachelle Holloway	20 New Team Members

Sapphire

Sarah Sullivan Krycinski	24 New Team Members
Tabitha A. Hallums	21 New Team Members
Debbie A. Weld	20 New Team Members

Emerald

Grace Elizabeth Snively	29 New Team Members
Julie A. Griffin	26 New Team Members
Tatiana Rodriguez	21 New Team Members
Connie Marie Ackroyd	20 New Team Members

Pearl

Lisa Olivares	23 New Team Members
Christina Lynn Frantz	22 New Team Members
Lily Gauthreaux	22 New Team Members
Rachel Page Kellogg	21 New Team Members
Keita Powell	20 New Team Members

New NSD Debuts

New Independent National Sales Director Debuts
January 1, 2013.



Lia Carta
National Sales Director
Pearl 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 MK50 tab. You can search for NSD stories by name, city, state, Seminar or even former occupation. Why not share their stories with potential team members?



APPLAUSE® magazine is published in recognition of and as information for members of the Mary Kay Inc. independent contractor sales organization, Independent National Sales Directors (“National Sales Directors”), Independent Sales Directors (“Sales Directors”) and Independent Beauty Consultants (“Consultants”) in the United States, Puerto Rico, U.S. Virgin Islands and Guam by Mary Kay Inc., Dallas, Texas ©2013 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association. *Applause*, *Beaut-e-News*, *Beauty Blotters*, *Beauty That Counts*, *Belara*, *Bella Belara*, *Break the Silence*, *Classic Basic*, *Compact Pro*, *Day Radiance*, *Domain*, *Enriching Women's Lives*, *Exotic Passionfruit*, *Go-Give*, *Indulge*, *Inspiring Beauty Through Caring*, *Journey*, *Let's Talk Party!*, *Luminous-Wear*, *Mary Kay*, *Mary Kay InTouch*, *Matte-Wear*, *Miracle Set*, *MK*, *MKConnections*, *MKeCards*, *MKMen*, *Pink Changing Lives*, *Pink Doing Green*, *Pronewal*, *Replenishing Serum+C*, *Satin Hands*, *Satin Lips*, *Simply Cotton*, *Targeted-Action*, *Thinking of You*, *TimeWise*, *Tribute*, *Ultimate Miracle Set*, *Velocity and Visible-Action* are registered trademarks; *Botanical Effects*, *Dance to Life*, *Forever Orchid*, *Lash & Brow Building Serum*, *Lash Love*, *Lash Love Lengthening*, *Lash Response*, *Lash Spa*, *Mary Kay Show and Sell*, *Mint Bliss*, *MK High Intensity*, *Night Restore & Recover Complex*, *NouriShine Plus*, *TimeWise Body*, *TimeWise Repair*, *Ultimate Mascara*, *Volu-Firm*, *Warm Amber* and *Your Way to Beautiful* are trademarks; and *Beautiful Together*, *Dare to Dream!*, *MK Rewards*, *myCustomers*, *One Woman Can*, *Preferred Customer Program*, *The Mary Kay Foundation*, *The Silver Wings Scholar Program* and *You Can Do It!* are service marks of Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, marykay.com.

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better to gift

than receive. Help your customers select gifts for any occasion!



1.



2.



3.



4.



5.

1 Journey® Eau de Parfum, \$40*
Happiness is in the everyday™.

2.

Mary Kay® True Original™ Cologne Spray, \$36 For the man who's confident, authentic and committed.

3.

Mary Kay® Mineral Eye Color Bundles, \$19.50 Perfect color palette without the guesswork.

4.

Add the **NEW limited-edition† Mary Kay® Mineral Eye Color in Garden Sky, \$20** and present in a **50th Anniversary special-edition† Beauty That Counts® Mary Kay® Compact Mini, \$16.**

5.

Mary Kay® Brush Collection, \$55** It's the perfect start for a perfect finish. Five-brush set comes with a custom bag. (Brushes also sold separately.) Add a **Mary Kay® Eye Smudger Brush, \$10**, and **Mary Kay® Brush Cleaner, \$10**, to create the ultimate collection!



5.

Imagine the Academy Awards
and a Broadway show rolled into one.

That's Seminar,
**Mary Kay's
Three-Day
Extravaganza and Biggest
Event of the Year!**

And with this year's
50th Anniversary celebrations
in the mix, get ready for
an extra dose of fabulous!
Pack your best glitter-glam, grab your
girlfriends and head to Dallas for
world-class entertainment and more.

We want to celebrate YOU and
Mary Kay's rich 50-year history
at Seminar 2013!

Experience all this and more!

■
EDUCATION. Business development, product info.

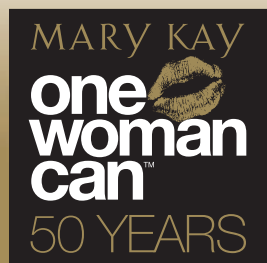
■
EXPO. Mary Kay's answer to a hands-on trade show.

■
RECOGNITION. For meeting and exceeding challenges.

■
QUALIFIER FUNCTIONS. Such as distinctive receptions.

■
SEMINAR STAGE. It's new, and there's not a bad seat in the house!

■
AWARDS SHOW. Plus an exciting After Party for everyone!



Sem



“I believe praise is the best way to motivate people. For most women, the last bit of applause they received was when they graduated. Sometimes it seems only movie stars are applauded.”

— Mary Kay Ash

Registration Fee

- \$185 (if received by July 4)
 - \$210 (on-site, space permitting.)
- Exception: NEW Independent Beauty Consultants with Company-accepted Independent Beauty Consultant Agreements after July 4.)

Extra Dose of Fabulous!

It's our 50th Anniversary, and we're reaching for the stars! This year's Awards Show on Day 2 starts in the afternoon with a super rockin' After Party complete with a band to take you into the evening. This is your time to feel like the real stars you are.

Who's invited? EVERYONE at Seminar. It's your opportunity to hit the dance floor with your Mary Kay girlfriends, celebrate successes and capture priceless photo ops! Festivities wrap around 10 p.m. so you can recharge for the next day. And just like the Oscars with its beautiful gowns and stunning fashion shows, attire for the Mary Kay Awards Show remains the same.

Exciting News for the Class of 2013!

All new Independent Sales Directors will debut on the Seminar stage this year!

Seminar Souvenirs

This year's Seminar souvenirs are great ways to remember Mary Kay's special 50th Anniversary event. Online orders begin May 1 on marykayintouch.com and will ship immediately. Hurry — quantities are limited! As an added bonus, you'll find five special souvenir keepsakes available only at Seminar. Look for them at the *MKConnections*® booth at Expo!

Start Now. Finish Strong.

Seminar 2013 is three months away. Time to fine-tune your goals, work hard and be recognized! Some tips to help.

1. **Look inside yourself.** What excites you about your Mary Kay business? Where can you grow?
2. **Set goals; write them down.** Be specific. Challenge yourself. Find ways to break them into bite-sized pieces.
3. **Grade yourself.** Evaluate your progress. Did you meet your goal? Need to reassess? Was it unrealistic; stretch enough?
4. **Celebrate each success.** Mary Kay Ash said, "Small successes lead to big successes." Recognize and build on your momentum! Don't give up if you don't reach a goal. Drive yourself to success!

Visualize!

Mark your calendar when you plan to work your Mary Kay business, and color code activities e.g., in office, on phone, at parties or team-building. You'll see at a glance if your schedule is balanced. Goal posters and affirmation statements can work. Share your goals with others — doing so makes you accountable.

Must Be Present to Win!

Our goal is to deliver a rewarding experience for independent sales force members who invest in themselves and in their Mary Kay businesses and attend Seminar. Please note: For Seminar Awards Top 20 recognition, you must meet Seminar registration deadlines (on-site registration not applicable). Top 20 qualifiers who register and

attend Seminar will be recognized. Those achieving Top 3 will earn the appropriate Queen and Runner-Up prizes and *Applause*® recognition. Those who were in the Top 20 slots but register on-site will receive their court prize but not be recognized in the Top 20 onstage. Those who qualify for the Top 3 but do not register and attend Seminar will receive court prizes and a \$500 check by mail.

ALSO: You must meet registration deadlines in order to attend any of the special functions where you may have qualified. We cannot accommodate on-site registrants for these functions.

in ar 2013

Seminar Dates

Diamond July 21 — 24 ■ Ruby July 24 — 27 ■ Sapphire July 28 — 31 ■ Emerald July 31 — Aug. 3 ■ Pearl Aug. 4 — 7
Register: May 1 — July 4 (first-come, first-served) Open to all Independent Beauty Consultants. **Location:** Dallas Convention Center

family matters



Photos by Susan Kate Photography

Independent Senior Sales Director Cynda Worrell and her husband, Scott, look back at their life just a few years ago and shake their heads at the transformation that's taken place.

It was 1995 when Cynda resigned from her full-time teaching position after her twin boys, born at 24 weeks and weighing only 1 lb., 6 oz. each, required full-time care. "My son, David, has had more than 30 surgeries, developed epilepsy and is confined to a wheelchair," she says. "My son, Kyle, was diagnosed with autism, which also requires full-time attention. Plus, we have two precious adopted daughters, who were then 6 and 3."

Scott worked two jobs from 6 a.m. to midnight, six to seven days a week, trying to help dig his family out of piling debt. "Needless to say, we had our hands full and were getting deeper in debt – \$25,000 worth, in fact," Cynda says. "We were exhausted and never saw each other, and Scott never saw the kids."



Crazy idea. Cynda chuckles that she must have had a temporary lapse in sanity when she signed her Independent Beauty Consultant Agreement in 2005. “I barely had time to breathe, let alone build a Mary Kay business, but when my Starter Kit arrived and I read about the flexibility and potential, I believed God sent this my way to change our situation,” she says. “Six months later I headed to Dallas to attend Seminar.”

Directorship or bust.

At Seminar, Cynda realized the importance of becoming an Independent Sales Director in order to build the Mary Kay business she wanted. “I faced obstacles never knowing when we’d be in the hospital due to unexpected complications,” she says. “I wanted this opportunity for my family but couldn’t imagine how it would work. I know nothing is impossible if it’s God’s plan. I prayed for strength. I was determined that my circumstances wouldn’t keep me from God’s plan and the vision I had for my family’s future.”

She returned from Seminar and got down to business. She studied, practiced and fine-tuned her skin care party script. She solicited help from her Independent Sales Director and new Seminar friends to hone other needed skills. Cynda says it boiled down to being disciplined with her time and keeping her mind in the right place.



“I would bathe the kids at 4 p.m., feed them at 5 and get all in bed by 7, before my skin care party at 7:30. My determination was greater than the circumstances that kept telling me to quit!”

Pity city. “Did I have moments of doubt? Absolutely – I still do!” she adds. “My husband has a funny phrase, ‘We get 15 minutes in pity city, but we can’t live there.’ My unit adopted this saying too.” Cynda says Scott is her rock and her cheerleader. “He knows what I need to hear and when I need to hear it,” she says.

“The lessons and habits I learned to get me to debut as an Independent Sales Director continue to help me grow a strong Mary Kay business and a Cadillac unit, while I care for the special needs of my family,” she adds. “I am so thankful God brought Mary Kay into my life.”

Cynda Sets Her Sights on growing her Mary Kay business!

- 1. Financial focus.** Set monthly financial goals. Determine the number of parties/team-building opportunities needed to get there. Early on, my goal was 30 faces and 10 team-building appointments a month. I also tracked how many calls I needed to make in order to get one booking. At first it was 10 calls, but today, it’s around five.
- 2. Control emotions.** Find a cheerleader – someone you trust who will stand in your corner when you’re down.
- 3. Prepare.** Practice your delivery, script and people skills. Take pride in your appearance.
- 4. It’s not about you.** Focus on your customers. Don’t think about why someone would or wouldn’t buy from you. Flip the switch. This helps take the fear away.

- 5. Learn from others.** Anytime I can attend a Mary Kay event or hear an NSD speak, it’s worth my time. Put yourself in front of women you want to be like.

On becoming an Independent Sales Director.

At Seminar I saw the importance of becoming an Independent Sales Director in order to make my Mary Kay business what I wanted. What inspired me most was the influence I could have on others and the financial stability to support my family.

On affirmations. I always thought they were hokey, but my Mary Kay mentors told me to do affirmations, and now I’m a firm believer!



On procrastination. Work even when you don’t feel like it. Once after a scary five-hour ordeal in the emergency room with my son, we got home and settled, and I needed to make customer calls. Not surprisingly, I didn’t feel like it, but talking to my wonderful customers got me back in a good, comfortable place.



GO-GIVE® AWARD

Congratulations to our May 2013 Go-Give® Award winners who best exemplify the **Golden Rule** – helping others **unselfishly** and **supporting** adoptees as much as unit members.

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



Kristen Spiker

Diamond

Independent Future Executive
Senior Sales Director

Began Mary Kay Business
June 1996

Sales Director Debut
August 2000

Offspring three first-line;
one second-line

National Sales Director
Go Give Area

Honors Star Consultant; seven-
times Circle of Achievement;
three-times Circle of Excellence

Personal Lives in Cheyenne,
Wyo. Husband, Jeff; son: Sam;
daughters: Abbey, Ellie

**"I am motivated to help others
because** I was an adoptee, and
it is how I was 'raised' in the
business. Helping others was an
example modeled to me early on,
and I count it an honor to con-
tinue Mary Kay's strong legacy!"

**Independent Beauty
Consultant Kelly West of
Cheyenne, Wyo.,** says, "Kristen
is there no matter what chaos
in my life pulls me off track.
She doesn't give up and knows
I can be a fabulous Independent
Sales Director with her mentoring
and coaching!"



Dana Schnebelt

Ruby

Independent Sales Director

Began Mary Kay Business
May 1983

Sales Director Debut
March 1988

National Sales Director
Go Give Area

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

Personal Lives in Glendale, Ariz.
Husband, Derrick; sons: Bryan,
Brett

**"I am motivated to help others
because** of the many people
in my life that supported and
helped me over the years.
Through this, I have felt very
blessed by God and want to
do the same for others."

**Independent Sales Director
Marti Hall of Woodbridge,
Va.,** says, "Dana is very caring
and runs a food program for
the homeless. She also was at
the emergency room after my
husband's stroke and activated
area sales force members
to pray and send notes of
encouragement."



Lynnea Tate

Sapphire

Independent Executive
Senior Sales Director

Began Mary Kay Business
June 2003

Sales Director Debut
October 2003

Offspring six first-line;
five second-line

National Sales Director
Dawn Dunn

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

Personal Lives in Bedford, Va.
Husband, Jonge; son, Tabor;
daughters: Jordan, Cherith,
Moriah

**"I am motivated to help others
because** it brings me great joy to
see women develop into all that
God has created them to be."

**Independent Sales Director
Amy Ahrens of Moneta, Va.,**
says, "Lynnea has a heart of
service and compassion. As a
pastor's wife, Lynnea reaches
out in service to the community
through outreaches in public
schools and shelters."



Natalie Beckley

Emerald

Independent Senior
Sales Director

Began Mary Kay Business
October 2001

Sales Director Debut
May 2002

Offspring one first-line

National Sales Director
Jamie Cruse-Vrinios

Honors Star Consultant; two-
times Sales Director Queen's
Court of Personal Sales

Personal Lives in Champaign,
Ill. Husband, Ryan; daughters:
Kennedy, Keeley

**"I am motivated to help others
because** of my passion for
helping women become all that
God has created them to be."

**Independent Sales Director
Wendi Sumner of Riverview,
Fla.,** says, "When I flew into her
state for an event, Natalie offered
to pick me up at the airport and
even had me to her home where
I spent the night."



Dawn Green

Pearl

Independent Sales Director

Began Mary Kay Business
March 1999

Sales Director Debut
December 2002

National Sales Director
Linda Kirkbride

Honors Star Consultant; four-
times Circle of Achievement

Personal Lives in Farmersville,
Ohio. Husband, R. Nyles

**"I am motivated to help others
because** our divine calling is
to help one another and be a
dispatcher of blessings. I believe
you can only truly be blessed
when you allow God to use you
to bless others."

**Independent Beauty
Consultant Alison Derringer
of Somerville, Ohio,** says,
"Dawn has been caring for her
grandfather by cooking, cleaning
and spending time with him. She
remains positive and has not
forgotten about her business,
adoptees or unit."

SPECIAL PROMOTION
April 1 – 30, 2013

Start Something Beautiful™ **Team-Building PROMOTION!**



Mary Kay Ash created a global cosmetics company that has touched countless lives over the past 50 years. **Independent Beauty Consultants** are **transforming their lives** and **achieving success** thanks to her vision and dream. All she asked is for women to **“pass it on.”** Women helping women. That's the foundation of every Mary Kay business.

Let's celebrate

A **special promotion** to help you **share the Mary Kay opportunity** and help others. *One woman can™* be as powerful as she dreams! Mary Kay is **more connected to women** than ever before and **poised for the next 50 years!**

START! For only **\$75*** you can start your Mary Kay business and receive your **Mary Kay® Starter Kit** (normally \$100)!

SELL! Receive credit off your first wholesale product order.
\$150 credit* on an \$1,800 wholesale order
\$75 credit* on a \$600 wholesale order
\$50 credit* on a \$400 wholesale order

SHARE! Add **three or more qualified† NEW Personal TeamMembers** by June 30, 2013, to earn a **FREE Red Jacket** and other accessories.

Helpful tools await!

Check out these resources. Of course, your Independent Sales Director is a valuable help too!

- 1 Team-Building with Integrity.** *Mary Kay InTouch®* > Education > Consultant Education > The Silver Wingers Scholar Program. Watch inspiring success stories. Available on *Mary Kay Mobile InTouch™*.
- 2 Be a Beauty Consultant.** This tab on your *Mary Kay®* Personal Web Site and *marykay.com* is packed with fun quizzes and conversation starters!
- 3 How to Team Build.** *Mary Kay InTouch®* > Education > How to Team-Build. Printable fliers, videos and other tools.

*Restrictions apply: You qualify for the \$75 Starter Kit (plus shipping, handling and tax) if your Independent Beauty Consultant Agreement is received and accepted by the Company from April 1 to April 30, 2013. You qualify to receive a \$50 credit on your initial Section 1 order of \$400 wholesale or more but less than \$600 wholesale (excluding shipping, handling and tax); a \$75 credit on your initial Section 1 order of \$600 wholesale or more but less than \$1,800 wholesale (excluding shipping, handling and tax); or a \$150 credit on your initial Section 1 order of \$1,800 wholesale or more (excluding shipping, handling and tax) if received and accepted by the Company by May 31, 2013. Sales tax is required on the suggested retail value of all Section 1 products.

†A qualified new personal team member is one whose initial order with the Company is \$600 or more in wholesale Section 1 products and it is received and accepted by the Company in the same or following calendar month that her Independent Beauty Consultant Agreement is received and accepted by the Company. Go to *Mary Kay InTouch®* and check out the *It's Raining Red!* Team-Building Challenge March 1 – June 30, 2013, for full details.



**BE YOUR OWN
SUCCESS STORY!**
Get the free mobile app
at <http://gettag.mobi>

MARY KAY®

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Dallas, TX 75379-9045

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MARY KAY INC.



MARY KAY
one woman can™
50 YEARS
Seminar2013

This celebration is for you!

Seminar 2013

**Priority Registration
begins April 8.**

Registration begins May 1.

Complete details are on
Mary Kay InTouch®.

If you've never attended Seminar, this year's a great time to start. If you never miss, we've added an extra dose of fabulous just for you! After all, it's the BIG 5-0, and we're celebrating in grand style.

- All Class of 2013 Independent Sales Directors debut on the Seminar stage.
- Awards Show now Day 2 late afternoon to make time for a rockin' After Party with live music.



IT'S OUR BIGGEST CELEBRATION YET. WATCH NOW!
Get the free mobile app at <http://gettag.mobi>