

MARY KAY

MAY 2017

applause

Spring All In!

The Season's
Hottest
Accessory?
Beautiful Skin
New Skin Care
Customers =
Happy You!

WE'RE 
ALL IN!
#teamMK

**Inside: Independent Senior
Sales Director Romy Portuondo
Remior is All In** sharing her tips to
attract new faces. See Page 6.



THE YEAR OF YOUR DREAMS

January

RECO

Congratulations to the **winners**

Top **NSDs** Year-To-Date



Gloria Mayfield Banks



Kathy Helou



Carol Anton



Gloria Castaño



Lisa Madson



Patricia Turker



Sonia Páez



Lupita Magaña



Debi Moore



Stacy James

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 2017, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for December 2016.) 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, 2016, through January 31, 2017.

\$600,000 Inner Circle

Gloria Mayfield Banks.....\$349,829

\$500,000 Inner Circle

Kathy Helou.....\$314,229

Carol Anton.....301,076

\$450,000 Inner Circle

Gloria Castaño.....\$288,769

Lisa Madson.....275,390

Patricia Turker.....269,457

\$350,000 Inner Circle

Sonia Páez.....\$230,454

Lupita Magaña.....211,460

\$325,000 Inner Circle

Debi Moore.....\$194,129

Stacy James.....192,346

\$300,000 Diamond Circle

Cindy Williams.....\$183,103

Sara Pedraza-Chacón.....178,119

Pamela Waldrop Shaw.....177,498

\$250,000 Diamond Circle

SuzAnne Brothers.....\$151,980

Dacia Wiegandt.....145,784

\$200,000 Diamond Circle

Anabell Rocha.....\$139,176

Lia Carta.....139,024

Cyndee Gress.....137,177

Linda Toupin.....136,544

Pamela Fortenberry-Slate.....131,526

Dayana Polanco.....130,144

Julianne Nagle.....129,588

Sandy Valerio.....125,668

Anita Tripp Brewton.....124,360

Dawn Dunn.....123,269

Kerry Buskirk.....121,400

Mary Estupiñán.....119,585

Julia Burnett.....119,526

Kay Elvrum.....117,148

\$150,000 Gold Circle

Julie Krebsbach.....\$111,859

Kristin Myers.....111,359

Cindy Fox.....108,301

Connie Kittson.....105,852

Lily Orellana.....105,470

Gloria Báez.....104,835

Ada García-Herrera.....104,155

Jamie Cruse-Vrinios.....103,430

Davanne Moul.....102,834

Yvonne Lemmon.....99,420

Sue Pankow.....98,714

Lisa Allison.....97,930

Auri Hatheway.....97,899

Yosaira Sánchez.....97,405

Consuelo Prieto.....97,227

Evelinda Díaz.....96,313

Maureen Ledda.....95,550

Sonia Bonilla.....95,504

Alicia Lindley-Adkins.....95,388

Cathy Bill.....94,570

María Monarrez.....94,337

Susan Hohlman.....93,058

Candace Laurel Carlson.....92,008

Shannon Andrews.....88,863

Pam Klickna-Powell.....88,753

\$125,000 Gold Circle

Rosibel Shahín.....\$86,920

Scarlett Simpson.....85,825

Kimberly Copeland.....85,256

Jan Thetford.....85,235

Monique Balboa.....84,705

Joanne Bertalan.....83,972

Juanita Gudiño.....81,432

Tammy Crayk.....80,816

Jeanie Martin.....80,532

Valerie Bagnol.....80,251

Diane Mentipty.....79,601

Gay Hope Super.....79,585

Pam Ross.....78,876

Crystal Trojanowski.....77,339

Rebecca Evans.....77,097

Shelly Gladstein.....76,596

Alia Head.....76,525

Kim McClure.....76,506

Noelia Jaimes.....76,322

Somer Fortenberry.....74,986

Janis Z. Trude.....74,729

Pamela Tull.....73,854

Morayma Rosas.....73,822

Michelle Sudeth.....73,132

Mayuli Rolo.....73,112

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. Gloria Castaño***	\$38,685
2. Lisa Madson*	37,890
3. Pamela Waldrop Shaw**	21,932
4. Dawn A. Dunn*	18,978
5. Julia Burnett*	16,360
6. Kay E. Elvrum	16,309
7. Yvonne S. Lemmon	15,693
8. Lisa Allison	14,294
9. Sue Pankow	14,089
10. Lily Orellana	13,673
11. Shannon C. Andrews*	13,016
12. Yosaira Sánchez	12,981
13. Susan M. Hohlman*	12,793
14. María Monarrez	12,512
15. Jeanie Martin	12,412
16. Diana Sumpter	12,185
17. Kristin Sharpe	11,740
18. Sharon L. Buck	11,590
19. Connie A. Kittson*	11,575
20. Lynnea E. Tate	11,454
21. Pam Ross*	10,987
22. Heidi Goelzer	10,673
23. Julia Mundy	10,645
24. Leah Lauchlan	10,445
25. Rebecca Evans*	10,210
26. Alia L. Head	10,004

Ruby

1. Carol Anton**	\$43,859
2. Cindy A. Williams*	23,586
3. Julie Krebsbach*	23,335
4. Linda C. Toupin	23,059
5. Stacy I. James**	22,411
6. Gloria Báez*	20,989
7. Lia Carta**	19,598
8. Mary C. Estupiñán*	16,510
9. Cindy Fox*	15,777
10. Jan L. Thetford	15,716
11. Sandy Valerio*	15,304
12. Kim L. McClure	14,881
13. Cathy Bill*	13,968
14. Anabell Rocha*	13,453
15. Jo Anne Barnes	12,373
16. Lara F. McKeever	12,048
17. Sherril L. Steinman	11,683
18. Brenda Segal*	11,463
19. Candace Laurel Carlson*	11,401
20. Amie N. Gamboian	10,957
21. Crystal Trojanowski	10,899
22. María Flores	10,668
23. Patty J. Olson	10,655

Sapphire

1. Kathy Helou***	\$36,702
2. SuzAnne Brothers*	30,755
3. Lupita Magaña**	30,262
4. Debi R. Moore*	22,374
5. Sara Pedraza-Chacón*	21,818
6. Pamela A. Fortenberry-Slate*	18,835
7. Cyndee Gress*	17,185
8. Davanne D. Moul*	15,042
9. Kristin Myers*	15,031
10. Lupita Díaz	14,675
11. Alicia Lindley-Adkins*	13,496
12. Consuelo R. Prieto*	11,867
13. Valerie J. Bagnol*	11,788
14. Diane L. Mentipty	11,753
15. Dawn Otten-Sweeney	11,372
16. Morayma Rosas	11,233
17. Lorraine B. Newton	10,935
18. Diana Heble	10,858
19. Julia Serrano	10,800
20. Somer Fortenberry	10,611
21. Janis Z. Trude	10,528
22. Scarlett Simpson*	10,174
23. Debra M. Wehrer	10,158
24. Kimberly R. Copeland	10,044

Emerald

1. Gloria Mayfield Banks***	\$43,981
2. Patricia Turker**	42,120
3. Dacia Wiegandt*	27,739
4. Sonia Páez**	17,716
5. Auri Hatheway	17,597
6. Kerry Buskirk*	16,616
7. Julianne Nagle*	15,939
8. Jamie Cruse-Vrinios	15,258
9. Ada García-Herrera*	14,839
10. Anita Tripp Brewton*	14,477
11. Sonia Bonilla	13,709
12. Tammy Crayk	13,676
13. Sue Wallace	12,832
14. Monique Balboa	12,700
15. Dayana Polanco*	12,650
16. Maureen S. Ledda*	12,552
17. Pam I. Higgs	11,963
18. Pam Klickna-Powell	11,752
19. Marilyn Marte de Melo	11,529
20. Evelinda Díaz*	11,032
21. Pamela Tull	10,928
22. Cristi Ann Millard	10,113
23. Joanne R. Bertalan*	10,096

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

WE'RE ALL IN!

Mary Kay Angels/Ángeles Mary Kay

January/Enero 2017

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 or unit members in their Seminar areas in January 2017./Estas Directoras Nacionales de Ventas Independientes, Directoras de Ventas Independientes y Consultoras de Belleza Independientes lograron las comisiones, gratificaciones o la producción más altas o tuvieron el mayor número de nuevas integrantes de equipo o integrantes de unidad en sus áreas de Seminario en enero de 2017.

Top National Sales Directors — Commissions and Bonuses/Primeras DNVs: Comisiones y gratificaciones



Gloria Castaño
\$38,685
Diamond



Carol Anton
\$43,859
Ruby



Kathy Helou
\$36,702
Sapphire



Gloria Mayfield Banks
\$43,981
Emerald

Top Unit — Estimated Retail Production/ Primera Unidad — Producción estimada al menudeo

DIAMOND/DIAMANTE — Kim Messmer, <i>Go-Give Area</i>	\$71,944
RUBY/RUBÍ — Candace Doverspike, <i>Go-Give Area</i>	\$94,396
SAPPHIRE/ZAFIRO — Tommi Pleasure, <i>Go-Give Area</i>	\$54,773
EMERALD/ESMERALDA — Grace Snively, <i>J. Cruse-Vrinios Area</i>	\$73,748

Top Sales Director — Personal Sales/ Primera Directora de Ventas: Ventas Personales

DIAMOND/DIAMANTE — Kelly Freeman, <i>K. Ford Area</i>	\$17,975
RUBY/RUBÍ — Mayela Lopez, <i>M. Estupiñan Area</i>	\$16,334
SAPPHIRE/ZAFIRO — Patricia Palomares, <i>A. Zurita Area</i>	\$13,081
EMERALD/ESMERALDA — Alicia Lane, <i>Go-Give Area</i>	\$12,120

Top Beauty Consultant — Personal Sales/ Primera Consultora de Belleza: Ventas Personales

DIAMOND/DIAMANTE — Sue Johnson, <i>L. Rada Unit, S. Pankow Area</i>	\$12,986
RUBY/RUBÍ — Lynn Shives, <i>B. Keen Unit, S. Steinman Area</i>	\$12,377
SAPPHIRE/ZAFIRO — Karidja Diaby, <i>D. Farrell Unit, V. Bagnol Area</i>	\$20,403
EMERALD/ESMERALDA — Yuko Yasuma, M. Brandenburg Unit, <i>Go-Give Area</i>	\$35,260

Top Team Builder/Primera Impulsora de Equipo

New Team Members/Nuevas integrantes de equipo

DIAMOND/DIAMANTE — Sales Director Tricia Bless, <i>H. Goelzer Area</i>	10
RUBY/RUBÍ — Sales Director Michelle Revers, <i>C. Trojanowski Area</i>	12
SAPPHIRE/ZAFIRO — Sales Director Janet Guimet, <i>G. Camargo Area</i>	11
EMERALD/ESMERALDA — Sales Director Maria Mendoza, <i>Go-Give Area</i>	11

Top Unit Builders/Primeras Impulsoras de Unidad

January/Enero 2017

Independent Sales Directors with 20 or more new unit members for January 2017./Directoras de Ventas Independientes con 20 o más nuevas integrantes de unidad en enero de 2017.

New Unit Members/Nuevas integrantes de unidad

Diamond/Diamante

Elizabeth Fernandez	27
Amy Hanifl	20

Ruby/Rubí

Stephanie Brooke Heusman	26
Candace Lyn Doverspike	24
Elizabeth Anne Viola	22

Sapphire/Zafiro

Missy M. O'Neal	21
Betty Alvarado	20

Emerald/Esmeralda

Katy Goldstein	37
Grace Elizabeth Snively	22
Yusely Moll	21

Meet Your NSDs/Conoce a tus DNVs

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?/Asegúrate de visitar el sitio electrónico *Mary Kay InTouch*® para leer inspiradoras historias de éxito de las Directoras Nacionales de Ventas Mary Kay Independientes. Haz clic en el enlace [“Conoce a tus DNVs”](#) bajo el separador “El Legado”. Puedes buscar las historias de DNVs por nombre, ciudad, estado, Seminario o por ocupación anterior. ¿Por qué no compartir sus historias con integrantes de equipo potenciales?

Ruby/Rubí

RECO

New Debuts/Debutos



November/Noviembre 2016



Irene Caldito Layne
Panama City, Fla.
D. Hack Unit

WE'RE ♥ ALL IN!

#teamMK

Not pictured:/Sin foto: *Adelina Acosta Hernandez*, Salem, Ore., D. Gutierrez Unit; *Krystal Bartlett*, Omaha, Neb., N. Osborn Unit; *Sindy Colindres*, Union City, N.J., T. Zaino Unit; *Margarita Coronel-Castrejon*, San Diego, M. Benitez Radilla Unit; *Sheryl Fenelon*, Collinsville, Ill., L. Grizzle Unit; *Susan S. Garcia*, Grand Island, Neb., N. Osborn Unit; *Vernice Green*, Lacey, Wash., L. Arroyo-Ortiz Unit; *Nury Gutierrez*, Paterson, N.J., L. Diaz Almeyda Unit; *Lourdes Johnson*, Fresno, Calif., O. Barreras Unit; *Megan Rachele Linville*, Frankfort, Ky., T. Koch Unit; *Pricila Saray Macias*, Dallas, A. Tamez Unit; *Juana Mendez*, Highland, Ind., C. Bill Unit; *Ilma Pimenta*, Newark, N.J., C. Eick Unit; *Barbara Joyce Podratz*, Bakersfield, Calif., K. Gardner Unit; *Dania Ramirez Serna*, Commerce, Calif., E. Amador Unit; *Frances L. Ray*, Jamaica, N.Y., J. Alford Unit; *Nicole M. Richardson*, Wichita, Kan., A. Dopps Unit; *Karen Rodriguez*, Stockton, Calif., R. Rodriguez Unit; *Liliana Sanchez*, Brownsville, Texas, M. Chavarri Unit; *Susan Tompkins*, Ben Wheeler, Texas, M. Nix Henderson Unit; *Sherry Torres*, Paris, Texas, D. Lundgren Unit; *Claudia Le'Annette Tutt*, Valrico, Fla., T. Lynn Hellemn Unit; *Mackenzie Gabrielle Winters*, Moore, Okla., A. Christly Unit; *Stefanie Wright*, Broomfield, Colo., C. Villagio Unit.

Dean's List/Lista del Decano



January/Enero 2016



Lindsey Mills
Lantana, Texas
Ruby Go Give Area
Ruby Seminar



Reyna V. Alvarado Rivera
Avon, Colo.
E. Sánchez Area
Sapphire Seminar

Not pictured:/Sin foto: *Christi Rossi*, Debary, Fla., Sapphire Go Give Area, Sapphire Seminar.

Triple Crown/Triple Corona



January/Enero 2016



Lindsey Mills
Lantana, Texas
Ruby Go Give Area

Not pictured:/Sin foto: *Tina Marie Ellender*, Houston, V. Fuselier Area.



Honors Society/Sociedad de Honor

January/Enero 2016



Jessica Winter
Corinth, Texas
Ruby Go Give Area

Not pictured:/Sin foto: *Tina Marie Ellender*, Houston, V. Fuselier Area.



- 1 ON THE MOVE
- 2 FABULOUS 50s
- 3 HONORS SOCIETY

Rings are shown stacked./Los anillos se muestran encimados.

FABulous 50s/Fabulosos 50

July/Julio 2016



Clayde Eick
Long Branch, N.J.
Ruby Go Give Area



Paz Areli Flores
Paramount, Calif.
J. Gudiño Area



Flora Hernandez
Carrollton, Texas
A. Rocha Area

Not pictured:/Sin foto: *Olga Barreras*, Fresno, Calif., M. Flores Area; *Cynthia V. Villagio*, Newark, Texas, Ruby Go Give Area.

On the Move/ En Acción

November/Noviembre 2016

Krystal Bartlett
Sindy Colindres

Sheryl Fenelon
Ilma Pimenta

Karen Rodriguez
Susan Tompkins

Stefanie Wright

New Team Leaders/ Nuevas Líderes de Equipo

January/Enero 2017

Maria Bacerril
Jen Bianco
Lynde M. Blair
Pamela B. Brunet
Emily R. Craft
Makoura Doumbouya
Martha Fernandez

Stephanie Gadoury
Samantha A. Gustafson
Kristina Hallbrooks
Carly M. Hart
Mayra Leiva Jerezanos
Corina E. Lopez
Mary E. Nistler

Estela P. Olamendi
Chelsea U. Pol
Angela Ramos
Primitiva Ramos
Amy Richmond
Debby R. Scott
Alicia R. Shepard

Sheila J. Stanek
Elizabeth A. Stugart
Dalia M. Suarez
Alyssa A. Trumbower
Norma Virgen
Darby Wheeler
Nicole Wyand

Grand Achievers/ Gran Ganadoras

January qualifiers/
Calificadas en enero 2017

Consultants/Consultoras
Mindy Birkner
Mindy Valerie Davis

Tara J. Drain
Teresa Jaimes
Jennifer Sue Juenke

Misty Lynn Meznarsic
Cyndi A. Wehrli

**Sales Directors/
Directoras de Ventas**
Nina T. Goodwin
Denizy Martins Souza

First Gold Medal/Primera Medalla de Oro

January/Enero 2017

New Team Members/ Nuevas integrantes de equipo

Kianna Abanto, P. Emerson Unit.....8
Mindy Birkner, T. Wesselmann Unit.....7
Lynde Blair, C. Colson-Eyre Unit.....5
Courtney Carter, K. Martin Unit.....5
Makoura Doumbouya, E. Ntamsen Unit.....6

Pelenaisi Ginigini, S. Heusman Unit.....6
Jennifer Juenke, R. Gleason Unit.....5
Aimee Klein, C. Armstrong Unit.....5
Mayra Leiva Jerezanos, K. Acosta Unit.....6
Brooke Massa, B. Kovar Unit.....5
Audrey McCarty, K. Sloan Unit.....5
Estela Olamendi, M. Gonzalez Unit.....8

Angela Ramos, Y. Bernabel Unit.....5
Monica Santos, C. Eick Unit.....8
Sheila Stanek, S. Heusman Unit.....10
Miranda Woodruff, B. Fite Unit.....7

13% Club/ Club del 13%

January/Enero 2017

Congratulations to the top 25 Independent Beauty Consultants and Independent Sales Directors in the **Ruby** area earning 13 percent personal team commissions. They placed a personal minimum \$600 wholesale Section 1 order and had at least five personal team members each place a minimum of \$225 in wholesale orders during January./Felicitaciones a las primeras 25 Consultoras de Belleza Independientes y Directoras de Ventas Independientes en el área **Rubi** que ganaron las comisiones del 13% por equipo personal. Éstas hicieron un pedido personal mínimo de \$600 de la sección 1 al mayoreo y tuvieron por lo menos cinco integrantes de equipo personal que hicieron cada una pedidos por un mínimo de \$225 al mayoreo en enero.

Sales Director Damilola Hannah Akinsola.....\$1,899
Sales Director Reyna Nereyda Lepe.....1,892
Sales Director Blimi Lench.....1,772
Sales Director Veronica Alvarado.....1,758
Sales Director Heather A. Daniel-Kent.....1,616
Sales Director Susan Moore.....1,615
Sales Director Joselita L. Gramajo Reyes.....1,586
Sales Director Melissa May Smith.....1,392
Sales Director Jennifer Lee Albertini.....1,371

Sales Director Susie J. Serio.....1,313
Laurie Jackson, C. James Unit.....1,292
Sales Director Candace Lyn Doverspike.....1,284
Sales Director Angeles Sosa.....1,253
Sales Director Griselda Gordillo-Sanchez.....1,249
Sales Director Heather Christine Feiring.....1,190
Sales Director Silvia Marin.....1,174
Sales Director Esther Amador.....1,173
Sales Director Susana Deniz.....1,150

Sales Director Julie Smith.....1,146
Sales Director Evelyn C. Benitez.....1,140
Sales Director Abigail Jayne Voorhees.....1,134
Sales Director Irlene Zapalac.....1,115
Sales Director Jeanie K. Navrkal.....1,113
Sales Director Jacqueline N. Alford.....1,101
Sales Director Diana Gutierrez.....1,091



WHAT YOU BELIEVE, YOU CAN
ACHIEVE! ¡LO QUE CREAS,
PUEDES LOGRAR!

Mary Kay

Achievement Circle/Círculo de Logros

Ranking of the top 100 Independent Sales Directors in the **Ruby** area based on their January 2017 estimated unit retail production./
Clasificación de las primeras 100 Directoras de Ventas Independientes en el área **Rubí** según su producción de unidad estimada al menudeo de enero de 2017.

January/Enero 2017

Candace Doverspike	\$94,396
Debbie A. Elbrecht.....	76,044
Valerie A. Lucio-Polk	70,531
Donna Clark-Driscoll	66,014
Stephanie Brooke Heusman.....	65,554
Lisa D. Prescott	63,881
Brenda Fenner	59,328
Lisa Hansen.....	58,933
Susan Moore	56,475
Cleta Colson-Eyre	55,077
Jordan Twilley	53,566
Diane K. Lundgren	53,329
Crystal Caldwell Hubbard.....	50,114
Laura Vernon Middleton.....	49,710
Mary Alice Dell.....	49,457
Lindsey Mills.....	49,386
Krystal D. Downey-Shada	48,290
Stephanie Lynn Coker	48,117
K.T. Marie Martin	47,341
Sherri Ammons.....	46,291
Damilola Hannah Akinsola	45,453
Paula M. Kirkpatrick	45,434
Susan C. Ehrnstrom	45,168
Kenia Karina Acosta	43,628
Griselda Gordillo-Sanchez.....	43,481

Jeanie K. Navrkal	42,955
Patti Cornell.....	42,453
Laura A. Kattenbraker.....	42,178
Heather A. Daniel-Kent.....	42,112
Ruthie Bresette	41,447
Julie B. Potts	41,028
Lauren Nicole Bloomer	40,726
Suzanne Moeller	40,621
Randi S. Gleason.....	40,550
Judie Roman	40,462
Elizabeth A. Kramer	40,296
Lisa Anne Harmon.....	39,825
Rachael M. Bullock	39,798
Julie Thomas	39,714
Laurie C. Cole	39,427
Amy C. Schule	39,118
Elizabeth Anne Viola	38,745
Susie J. Serio.....	38,584
Stephanie Audino.....	38,386
Susan K. Janish	37,990
Debbie A. Hocott	37,924
Jennifer Lee Albertini	37,815
Tamarie M. Bradford.....	37,794
Reina Murcia	37,701
Evelyn C. Benitez	37,400

Gina Beck.....	37,368
Ryan Ashlee Rives.....	37,259
Shawni Diggan.....	37,248
Jenna Marie Larson	37,104
Maureen Shipp	36,871
Kellee L. Valerio	36,816
Courtney Leanne Armstrong	36,612
Marnie R. Yunger	36,495
Linda Sigle	36,259
Breda M. Teal.....	36,206
Sylvia Thomas Barritt.....	35,815
Jacqueline N. Alford	35,573
Lisa V. Bauer.....	35,430
Ginger J. Benedict.....	35,254
Brandy D. Herring	34,638
Kali DeBlander Brigham.....	34,520
Barbara L. Harrison	34,467
Rebecca W. Cox	34,408
Carmen J. Felix.....	34,365
Christina V. Rolfs	34,218
Trudy D. Nikolas.....	34,145
Patty L. Bojan	34,112
Brenda K. Howell.....	34,010
Thessy Nkechi Nwachukwu	33,972
Cindy K. McCollam.....	33,952

Tracey L. Chavez.....	33,895
Nancy N. Danley	33,377
Pamela S. Wedekemper	33,172
Jennifer Isenhardt.....	32,556
Reba Kathleen Lasater	32,403
Corrin Cresci.....	32,262
Sheryl K. Goins	32,221
Mary Beth Pfeifer	31,952
Maria Price.....	31,908
Melissa May Smith.....	31,813
Marsha Mings.....	31,797
Lacey Dale Gracia	31,686
Maria N. Espinoza	31,674
Heather Jean McKinney.....	31,469
Sonya F. Goins	31,459
Jeanie Ripley	31,214
Heather Christine Feiring	31,199
Wanda Metzger	31,155
September Anne James	31,151
Liz Whitehouse	31,044
Maricarmen Gonzalez.....	30,655
Judy Lund	30,577
Amie Christly	30,460
Karen E. Gardner	30,388
Gwen K. Schneekloth	30,361

Commission Circle/Círculo de Comisiones

January/Enero 2017

Independent Sales Directors who earned the top 100 commissions and bonuses in the **Ruby** area in January 2017. Names in **bold** print earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission./Las Directoras de Ventas Independientes que ganaron las Primeras 100 comisiones y gratificaciones en el área **Rubí** en enero de 2017. Los nombres en **negritas** son quienes ganaron la comisión máxima del 13 por ciento de Directoras de Ventas más el 13 por ciento máximo de comisión por reclutas personales.

Candace Doverspike	\$12,990
Donna Clark-Driscoll.....	10,664
Debbie A. Elbrecht	10,462
Stephanie Brooke Heusman	9,786
Susan Moore.....	9,479
Valerie A. Lucio-Polk.....	9,143
Jeanie K. Navrkal.....	8,416
Paula M. Kirkpatrick	8,342
Lisa D. Prescott.....	8,227
Heather A. Daniel-Kent	7,750
Brenda Fenner	7,563
K.T. Marie Martin	7,478
Cleta Colson-Eyre	7,460
Jordan Twilley	7,416
Mary Alice Dell.....	7,276
Damilola Hannah Akinsola	7,230
Lisa Hansen	7,068
Toni Zaino	7,006
Crystal Caldwell Hubbard	6,956
Patti Cornell	6,954
Susie J. Serio	6,939
Stephanie Lynn Coker	6,917
Tamarie M. Bradford	6,899
Diane K. Lundgren	6,759
Krystal D. Downey-Shada	6,658

Reyna Nereyda Lepe.....	6,634
Julie B. Potts.....	6,597
Jacqueline N. Alford.....	6,552
Griselda Gordillo-Sanchez	6,544
Kenia Karina Acosta.....	6,346
Jennifer Lee Albertini.....	6,326
Blimi Lench.....	6,289
Laura Vernon Middleton.....	6,282
Melissa May Smith	6,256
Lindsey Mills.....	6,166
Elizabeth A. Kramer	6,097
Evelyn C. Benitez	6,080
Ruthie Bresette	6,059
Pamela S. Wedekemper	6,055
Laura A. Kattenbraker	6,039
Margarita Velez	6,025
Debbie A. Hocott	6,024
Suzanne Moeller	5,998
Veronica Alvarado	5,996
Diana Gutierrez	5,995
Rachael M. Bullock	5,994
Susan C. Ehrnstrom	5,966
Laurie Travis Plyler.....	5,926
Sherri Ammons	5,918
Lisa Anne Harmon.....	5,915

Carmen J. Felix.....	5,837
Mary Sharon Howell	5,792
Maricarmen Gonzalez.....	5,781
Randi S. Gleason.....	5,770
Judie Roman.....	5,742
Kellee L. Valerio	5,718
Kali DeBlander Brigham.....	5,693
Esther Amador	5,674
Marnie R. Yunger	5,633
Susan K. Janish	5,615
Karen E. Gardner.....	5,609
Marye Durrer	5,605
Shawni Diggan	5,562
Amy C. Schule.....	5,540
Ginger J. Benedict.....	5,530
Reina Murcia	5,524
Amie Christly	5,503
Courtney Leanne Armstrong	5,500
Maria Price	5,497
Amy Stokes.....	5,486
Lauren Nicole Bloomer	5,418
Julie Thomas	5,400
Irlene Zapalac	5,392
Elvia Cordova	5,326
Gloria Moreno Medrano	5,299

Thessy Nkechi Nwachukwu.....	5,299
Gina Beck.....	5,226
Tracey L. Chavez.....	5,210
Fern M. Gerdes	5,193
Elizabeth Anne Viola	5,188
Ryan Ashlee Rives	5,172
Stacy S. Gilson	5,169
Laurie C. Cole.....	5,167
Heather Jean McKinney.....	5,162
Judy Lund	5,152
Liz Whitehouse	5,147
Lisa V. Bauer	5,127
Brenda K. Howell.....	5,099
Sylvia Thomas Barritt.....	5,094
Maureen Shipp	5,082
Elizabeth A. Elder.....	5,058
Stephanie Audino	5,054
Linda Sigle	4,996
Georgia Awig.....	4,993
Barbara Pleet.....	4,925
Sheryl K. Goins	4,891
Juanita Berumen	4,884
Mary Beth Pfeifer.....	4,866
Heather Christine Feiring.....	4,848
Amy Kitrell.....	4,846

For complete qualifications, rules and regulations regarding the awards and achievements on pages 8 – 12, go to *Mary Kay InTouch*®./Para los requisitos, reglas y reglamentos completos sobre premios y logros de las páginas 8 – 12, ve a *Mary Kay InTouch*®.

*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./DENTRO DEL CONTENIDO DE LA REVISTA *APLAUSOS*™, PERIÓDICAMENTE PUEDES ENCONTRAR ARTÍCULOS QUE SUGIERAN EL DESARROLLO DE EQUIPO DE TU NEGOCIO A TRAVÉS DE LA COMUNICACIÓN CON PERSONAS RECOMENDADAS Y/O CON INVITADAS POTENCIALES A TUS PRÓXIMAS CLASES DEL CUIDADO DE LA PIEL U OTROS EVENTOS. ANTES DE COMUNICARTE CON ESTAS PERSONAS POR VÍA TELEFÓNICA O CORREO ELECTRÓNICO, DEBERÁS CONSIDERAR SI ESTAS COMUNICACIONES ESTÁN EN CONFORMIDAD CON LAS LEYES Y REGLAMENTACIONES ESTATALES Y/O FEDERALES RELACIONADAS CON LAS LLAMADAS TELEFÓNICAS O MENSAJES DE CORREO ELECTRÓNICO COMERCIALES NO DESEADOS, CONOCIDAS EN INGLÉS COMO *DO-NOT-CALL LAWS* Y *SPAM LAWS*. PARA OBTENER MÁS INFORMACIÓN SOBRE ESTE TEMA, PUEDES VISITAR EL SITIO ELECTRÓNICO *MARY KAY INTOUCH*® Y HACER CLIC EN EL ENLACE "IMPUESTOS Y ASUNTOS LEGALES" EN EL MENÚ DESPLEGABLE. EN CASO DE QUE SE PRESENTE CUALQUIER DUDA, MARY KAY INC. SIEMPRE RECOMIENDA EL CONTACTO CARA A CARA, LO CUAL PUEDE AYUDARTE A EVITAR PROBLEMAS CON ESTE TIPO DE REGLAMENTACIONES.

GO-GIVE®

CONGRATULATIONS to our May 2017

Go-Give® Award winners who best exemplify the **Golden Rule** – helping others **unselfishly** and **supporting** adoptees as much as unit members. This is the most celebrated award in Mary Kay.

Cheryl Clark

Diamond

Independent Senior Sales Director

Began Mary Kay Business

April 1981

Sales Director Debut

August 1998

Offspring one first-line; three second-line

National Sales Director Go-Give Area

Honors Circle of Honor; 14-times Sales Director Queen's Court of Personal Sales

Personal Lives in Benton Harbor, Mich.

"I am motivated to help others because of the many ways I have been positively impacted by my business. Each day I have a chance to praise women to success, set a goal and a plan to achieve it. Celebrating the little successes creates momentum for the bigger ones that will follow."

Independent Beauty Consultant Raquel

Cecil of Brooklyn, Mich., says, "Cheryl has made such a difference in many lives by letting people know they are loved, unique and capable. She has unwavering determination and faith, and follows the Golden Rule to a 'T'."



Danice McEldowney

Sapphire

Independent Senior Sales Director

Began Mary Kay Business May 1990

Sales Director Debut January 1993

Offspring one first-line

National Sales Director Go-Give Area

Honors Circle of Honor; Consultant Queen's

Court of Personal Sales; Sales Director Queen's Court of Personal Sales; 23-times Circle of Achievement

Personal Lives in Brooklyn, Mich. Husband, Mark; son, Mark; daughter, Madalyn

"I am motivated to help others because I appreciate the lifestyle and flexibility my Mary Kay business has afforded me and my family. I feel a duty to keep Mary Kay's dream alive, and I am who I am today because of the women who influence me in such incredible ways."

Independent Sales Director Kim DeCovich of White Lake, Mich., says, "My gals are flourishing under Danice's leadership and nurturing, giving spirit. She pours into adoptees as though they are her own unit members and treats them like family."



Misty Lakes

Ruby

Independent Sales Director

Began Mary Kay Business February 2002

Sales Director Debut June 2006

National Sales Director Linda Toupin

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

Personal Lives in McKee, Ky. Husband, Gerard; son, Chandler; daughter, Lanae

"I am motivated to help others because others helped me. I love giving back to women the same way leaders in this Company have enriched and impacted my life over the past 15 years."

Independent National Sales Director

Linda Toupin says, "Misty is a well-respected leader and community advocate for women and for ending domestic violence. As a gifted teacher, she forged new territory by teaching other Independent Beauty Consultants how to use *myCustomers*SM."



Bertha Lindsay

Emerald

Independent Senior Sales Director

Began Mary Kay Business

March 1983

Sales Director Debut

August 1988

Offspring two first-line

National Sales Director Go-Give Area

Honors Circle of Honor; two-times Consultant Queen's Court of Personal Sales; 28-times Sales Director Queen's Court of Personal Sales; 20-times Queen's Court of Sharing; 24-times Circle of Achievement; Circle of Excellence; Double Star Achievement; 17-times Triple Star Achievement

Personal Lives in Augusta, Ga. Husband, Gladstone; sons: Isaac, Anthony; daughters: Berish, Sharyl

"I am motivated to help others because I want others to achieve their dreams and goals. I want them to enjoy a lifestyle they want through their Mary Kay businesses."

Independent Beauty Consultant Jacqueline Brantley of Swainsboro, Ga., says, "Mrs. Bertha exemplifies what an Independent Sales Director should be by practicing admirable behavior daily. She is caring, stern but loving, and graciously gives of herself to her unit and community."

NOMINATE a well-deserving Independent Sales Director who displays the Go-Give spirit! Three ways:

1. **New!** Email. Include all nomination form information.
diamondmonthlygogive@mkcorp.com
emeraldmonthlygogive@mkcorp.com
rubymonthlygogive@mkcorp.com
sapphireshmonthlygogive@mkcorp.com
2. Print **online form** (on Mary Kay InTouch® under Contests/Promotions tab) and mail or fax.
3. Submit **online form** (on Mary Kay InTouch® under the Contests/Promotions tab).

It's ALL About Her!

With Mother's Day, prom, graduations, birthdays and bridal season, you've got plenty of opportunities to boost bookings, reach out to **NEW CUSTOMERS** and make them **Mary Kay®** product-lovers for life! That's something to celebrate. **Are you ALL IN?**



Head-to-Toe Pampering

- **Satin Lips® Set**, \$22
 - **White Tea & Citrus Satin Hands® Pampering Set**, \$36
- Also available in Fragrance Free



For Moms and Moms of the Bride

TimeWise Repair®
Volu-Firm® Set, \$205



Scents of Style

- **Cityscape® Eau de Parfum**, \$50
- **Thinking of Love® Eau de Parfum**, \$32
- **Forever Diamonds® Eau de Parfum**, \$40

Color Mom's World.

- **Mary Kay® Compact Mini (unfilled)**, \$17
- **Mary Kay® Gel Semi-Matte Lipstick**, \$18
- **Mary Kay® Mineral Cheek Color Duo**, \$18
- **Mary Kay® Mineral Eye Color**, \$8



Party Ideas!

Mom and Me. Look for a *Beaute-vite*® to promote this mother/daughter party. Give your hostesses party options, such as skin care, spa and pampering, spring color or fragrance – all perfect for a special mother/daughter experience.

Prom. Invite high schoolers to learn about color and makeup trends. You can set up stations such as lash, lip and flawless face, and suggest application tips for their big day!

This Girl Deserves a Party. Great for any group who needs time away from everyday stresses. That includes moms, brides, teachers – you name it!

Love Your Face. A fun and seasonal twist on a skin care party. Add a pretty lip color to make her feel beautiful.



Independent
Sales Director
Jamie ReVelle
Oregon, Ill.

First Attraction

"Mary Kay® [eCatalogs](#) are an easy way to approach a prospective new customer. I'll email her a link to a skin care eCatalog, then follow up to book an appointment!"



Independent
Beauty Consultant
Maggie Longo
Ottumwa, Iowa

Personal Assistant IN MY PURSE!

"I love being able to see what's in my inventory, create orders, charge my customers' credit cards and contact my customers – all from my phone. It's a big time-saver for me!"



myCustomers+™ App

NEW! There's **no subscription fee** for the [myCustomers+™ App](#) through Dec. 31, 2017. Download today from your app store, and take your business management to the next level.

Perfect Products for Spring

Good habits for glowing skin start now. Offer these products to your skin care customers. They'll reward you with sales and beautiful skin to show their friends!



Independent Senior
Sales Director
Jane Minor
Raleigh, N.C.



1. USE SPF.

Thanks to increased awareness of the risks of sun exposure, sun care product sales are up. What's more, multipurpose SPF products that also deliver age-fighting and moisturizing are helping boost demand.

Share these *Mary Kay*® sun care superstars that also pull double duty as age-fighters.



TimeWise® Age-Fighting Moisturizer Sunscreen Broad Spectrum SPF 30,* \$24



TimeWise® Day Solution Sunscreen Broad Spectrum SPF 35,* \$32



Volu-Firm® Day Cream Sunscreen Broad Spectrum SPF 30,* \$52



MKMen® Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30,* \$24

ADD SUN PROTECTION TO HER MAKEUP ROUTINE:



Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15,* \$18



Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15,* \$20



2. EXFOLIATE.

Remove dead skin cells to help energize skin and reward her with a healthy-looking, more radiant glow. Two products to share:



TimeWise® Microdermabrasion Plus Set, \$55 (Includes *TimeWise*® Microdermabrasion Refine and *TimeWise*® Pore Minimizer)

TimeWise Repair® Revealing Radiance™ Facial Peel, \$65



TIP!

The *TimeWise*®

[Skin Care eCatalog](#)

is great to share with new customers to find the right products for them. Post it on Facebook®, and include it in your customer emails.

Send *The Look*.

I send *The Look* to my customers through the *Preferred Customer Program*SM. It's a great way to encourage them to start on a warm weather beauty routine with products that help prevent damage from the sun and other environmental factors, like pollution.

HURRY!

Deadline to enroll your customers for the **Summer 2017** *Preferred Customer Program*SM mailing of *The Look* is April 18.



3. MOISTURIZE.

Skin still needs hydration even in the warm months.



TimeWise® Moisture Renewing Gel Mask, \$22



TimeWise Body™ Targeted-Action® Toning Lotion, \$30

ASK MICHELLE

Dr. Michelle Hines, Director, Skin & Clinical Research, Consumer Product Insights



Q: Why do you need special moisturizers for specific areas?

A: Eye creams and gels help firm, brighten, reduce puffiness and wrinkles and, best of all, help skin appear younger. Lip balms and exfoliators can help lips stay soft, moist, smooth and comfortable. Feet and elbows require richer, denser moisturizers to soften those areas.



4. ADD COLOR.

From bright colors to muted nudes, lips take center stage now. Suggest a new shade. Have fun and remember, it washes off!

VIVID HUES – AN INSTANT MOOD-LIFTER

- **True Dimensions® Lipstick** in Tangerine Pop, \$18
- **Mary Kay® Gel Semi-Matte Lipstick** in Powerful Pink, \$18
- **NouriShine Plus® Lip Gloss** in Sun Blossoms, \$15



NATURAL, UNDERSTATED LOOK

- **Mary Kay® Gel Semi-Matte Lipstick** in Bashful You, \$18
- **True Dimensions® Lipstick** in Natural Beauté, \$18



5. SOOTHE.

She can relax and enjoy a refreshing recovery after a busy day.



Special-Edition† Mary Kay® Sun Care After-Sun Replenishing Gel, \$15

Indulge® Soothing Eye Gel, \$16



Helpful Numbers:

**Mary Kay Consultant
Contact Center
800-272-9333**

For questions regarding
Mary Kay® product orders,
Mary Kay InTouch®,
special events, product
information, etc.

**Automated
Information Line
800-454-1130 (24 hours)**



"I've always functioned at a pace and with a God-given energy that would qualify me as a workaholic. But when I was raising my three children, their needs came before my job. You see, they were my motivation for working those long, hard hours."

MAY CALENDAR dates

1	<ul style="list-style-type: none"> Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month. Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m. Central time. Seminar 2017 registration opens to all independent sales force members at 8:30 a.m. Central time.
3	Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until midnight Central time.
10	Early ordering of the new Summer 2017 promotional items begins for Star Consultants who qualified during the Dec. 16, 2016 – March 15, 2017, quarter and Independent Beauty Consultants who enrolled in <i>The Look</i> for Summer 2017 through the <i>Preferred Customer Program</i> ™.
12	Mary Kay's birthday!
14	Mother's Day
15	Summer 2017 <i>Preferred Customer Program</i> ™ customer mailing of <i>The Look</i> begins. (Allow 7-10 business days for delivery.)
16	Summer 2017 promotion begins. Ordering of the new Summer 2017 promotional items available for all Independent Beauty Consultants.
29	Memorial Day. All Company offices closed. Postal holiday.
30	Last day of the month for Independent Beauty Consultants to place telephone orders.
31	<ul style="list-style-type: none"> Last day of the month for Independent Beauty Consultants to place online orders. Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail must be received today to count toward this month's production. Online Independent Beauty Consultant Agreements accepted until midnight Central time.



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Let's Party!



Party Central under the **Business Tools** tab on *Mary Kay InTouch®* has great **ideas, tips** and **suggested scripts**.

The Basics

- Aim to **book three skin care parties** each week (go-getters can shoot for five).
- **Preprofile** your guests. They'll love the personalized service.
- **Have fun** and be yourself.
- Don't be afraid to **ask for the sale**.
- **Book** your follow-up color parties or appointments.
- **Share** the Mary Kay opportunity.
- **Repeat!**

Mary Kay Ash believed in the power of the party. And parties remain among the best ways to find new faces today! Skin care parties can give you more confidence, customers and cash!

It Pays to Party.

When you order \$450 or more in suggested retail of Section 1 products, you qualify for the **Earned Discount Privilege** and receive a 50 percent discount (on the suggested retail price) of your wholesale Section 1 orders that month and the following two months.

HOW IT WORKS:

Hold a party and sell \$450 suggested retail in products.

Suggested Retail Price	Earned Discount	YOUR EARNINGS!
\$450	50%	\$225

Take It Up a Notch.

YOU'RE IN THE DRIVER'S SEAT. Need groceries for the week, extra money for a dream vacation or tired of not moving up in your corporate job? Want to earn the beautiful **Embrace Your Dreams Challenge bracelets** each month? Determine your sales goal, then book as many parties as you need to reach it.

ALL IN. When you are **All In** and put skin care on new faces, your sales and business can grow! Why not challenge yourself to a **Power Start**, 30 new faces in 30 days? Share your progress on social media **#teamMK**. Mary Kay will randomly select posts and surprise independent sales force members with gifts or a call from **Nathan Moore, President, North America!**

SHOW UP TO GO UP! Your weekly unit success meetings are a great place to learn, grow and be recognized for each step of your journey. Resolve to attend every week, and learn from your Independent Sales Director and sister Independent Beauty Consultants.

Invest in YOU!

60 Days Till You Celebrate the Year of Your Dreams at Seminar

There's still time to finish strong – every day is a new chance to make your dreams come true. Three Independent Sales Directors share their go-to moves to help you. Remember, you can do it!



**Independent Future Executive
Senior Sales Director**

Casi Hill
Waxahachie, Texas

Five-Time Double Star Achievement

Stay On Track.

"Set a goal for the number of new faces you need and track it. A tracked number grows. And to make the best use of your time and maximize your sales, turn those one-on-one facials into a party with several guests when you offer fun hostess incentives."



**Independent Senior
Sales Director**

April Hutchinson
Cincinnati, Ohio

Seven-Time Circle of Achievement

Goal Get 'Em!

"I find my best new customers and strongest team members at parties. I gauge how many parties I need to hold to reach my Seminar goal and then set my booking goal for each week. At my appointments, I promote the hostess program to encourage new bookings. I also choose at least two people at each party and share the Mary Kay opportunity."



Independent Sales Director

Lorna Walker
Overland Park, Kan.

52-Time Star Quarter Achiever

Share Your Plan.

"Keep the flame burning and stay accountable and connected. I share my goal so others know what I'm working toward. I also stay in close contact with those who are on track with the same big goal. Both keep me focused and accountable. I attend all the Mary Kay events around me. They keep my energy high so I can finish on top."



Engaging MKU videos and lessons can help you:

- Find new customers and hostesses.
- Book a selling appointment.
- Conduct a skin care party.
- Learn the art of selling.
- And much more!

MKUniversity™ | Learn From the Best.

[Mary Kay University](#) (MKU) is THE online education you need! This award-winning program offers tips and strategies from Mary Kay superstars to help you be your best. Whatever your career path status, there's something available to help you brush up or get to the next step.

Earn Some Bling! Earn your MKU designation and **Bling Button** once you complete all the assessments. Go to MKU now under the Education tab on *Mary Kay InTouch®* and start earning.

Dream Big in Dallas!

MARY KAY SEMINAR 2017

Kay Bailey Hutchison
Convention Center
Dallas

FEE:
Independent Beauty
Consultants:
\$225

Deadline is June 30!

Seminar Dates

July 20 – 23	Diamond
July 24 – 27	Ruby
July 28 – 31	Sapphire
Aug. 1 – 4	Emerald

All In on Faces Learn how you can find new faces ... book more parties ... get more sales ... share Mary Kay and make your business grow.

Tiara Time Celebrate and be celebrated with prizes, jewelry and lots of applause.

Inside Scoop Be the first to see new products and technology. Learn about color, skin care and more!

Selfies and Sparkles Meet new friends to run alongside you as you race to finish on top.

Rewards!

Register without canceling and receive a **\$70 wholesale/ \$140 retail credit** toward your first wholesale Section 1 product order placed July 26 – Aug. 31, 2017.

Find all the [details](#) on **Mary Kay InTouch®!**



NEW! DREAMING IN **RED** CONTEST

April 1 – June 30, 2017



One of
three
great
styles to
choose
from

TWO-STEP UP AND PARTY BIG AT SEMINAR!

Add **three qualified*** new personal team members, and you can attend the *Dream Big in Big D party* at Gilley's, home of the *Urban Cowboy* and world-class entertainment venue at Seminar!

Kick up your heels to the Cotton-Eyed Joe and pick up **your well-deserved NEW RED JACKET AT NO COST** on Day 0 at Seminar.

Just the facts:

WHAT: Add three qualified* new personal team members April 1 – June 30.

EARN: An exclusive invite to the *Dream Big in Big D party* at Gilley's at Seminar to pick up your new red jacket at no cost.



ARE YOU READY TO MOVE UP?

You offer *Mary Kay*® products to make women feel beautiful. Now share an opportunity so they can build their own successes. Ask your Independent Sales Director to help guide you. Mary Kay University is also a great resource.

*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 (A+1).

MARY KAY®

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

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MARY KAY INC.



Yearlong challenge runs
July 1, 2016 – June 30, 2017.

EARN THIS BRACELET

*"Your attitude
determines your
altitude"*

April 1 – 30



Yours when you order \$600* or more in
wholesale Section 1 products in April!

What does your future hold? What are your dreams?
A positive, **All In** attitude can help you get there.

Earn a Special Seminar Bracelet!
Embrace Your Dreams
Seminar Challenge
March 1 – June 30, 2017



Earn the Embrace Your Dreams bracelet March through June,
and get a special [Embrace Your Dreams Seminar Challenge](#)
bracelet! Details on *Mary Kay InTouch*®!

*The \$600 or more wholesale Section 1 order requirement per month can be placed in one single order or placed in cumulative orders, as long as the orders are placed in the same calendar month. Customer Delivery Service, Guest Checkout and EZ Ship order amounts also will count toward your \$600 or more wholesale Section 1 requirement. You'll receive your bracelet inside your qualifying order. One bracelet per contest achiever each month.

trending @ MK



Face Forward.

NEW FACES, NEW CUSTOMERS, NEW DREAMS TO COME TRUE! Are you **All In** for sharing skin care on new faces? Use **#teamMK** on social media to share your inspirations. When you do, you just may receive a surprise! **Read Romy's story on Page 6** about her Mary Kay climb by focusing on one face at a time.



I'M ALL IN!
#teamMK

Embrace This!

What does your future hold?
What are your dreams?
A positive **All In** attitude can help you get there.
See the [back cover](#) to learn how you can get this special bracelet.



Beauty Blooms!

Flowers are always a welcome treat! Teleflora® offers Mary Kay Independent Beauty Consultants 25 percent off on bouquets all year. Teleflora.com/mkconnections



Celebrate and Give Back.

Celebrate Mary Kay Ash's birthday and her legacy of giving back.

Team Up for Women!® is a great way to start. Campaign ends May 12. Find out more at marykayfoundation.org.



TEAM UP
for WOMEN!



Mary Kay University

Who says learning can't be fun? Mary Kay University offers fun, interactive instructions and videos that tackle all aspects of your business. Want **tips on finding customers** and **booking parties**? You'll find it all on *Mary Kay InTouch®*.





SPRING'S HOTTEST ACCESSORY?

Beautiful Skin

TIP!
Share the flier on [Page 5](#) to get your customers excited.

What does great skin look like? It's dewy, smooth and hydrated. Help her get that luminous look with this age-fighting skin care set. Reach out and share with your new customers. Then watch your sales and confidence rise!

Life Is Complicated; Looking Good Should Be Easy.

TimeWise® Miracle Set®

Great selling tips to share:

- 1 Efficient.** 11 benefits packed in four products that work morning and night.
- 2 Versatile.** Effective for a wide age range and skin types. Also works well for sensitive skin.
- 3 Easy.** One easy-to-use skin care regimen. Customers save \$13 when they buy the set!



Visit **Skin Care Extras** on the **Video Lounge** on **Mary Kay InTouch®** for more **selling tips**.

Mary Kay is proud to share that the *TimeWise® Miracle Set®* has earned the Good Housekeeping Seal and is a top-selling product set within the *Mary Kay®* product line. The *TimeWise® Miracle Set®* is not a cure for rosacea and does not treat it, but it is a skin care regimen that's highly compatible for those who have this super sensitive skin. Price is suggested retail.

Jade's All In With New Faces!

I share the **TimeWise® Miracle Set®** at my skin care parties. I'll say something like: 'A flawless look starts with beautiful skin. If you take care of your skin, you can feel comfortable pulling off a more natural look.'

"I'll introduce **Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15*** as a finish. This gets guests excited about the natural glow they can get using great skin care such as the **Miracle Set®**. I'll also wear a natural color look at the party that most guests will want to try at their second appointment!"

See Page 4 for an easy color look you can share at your skin care parties!

BEFORE THE PARTY

Group guests with normal-to-dry skin on one side, combination-to-oily skin on the other and place a *Beauty Book* by each guest.

DURING THE PARTY

- Use dialogue suggestions in the **Skin Care Party Guide** or the **Mary Kay Show and Sell™ App** to help your customers experience the **TimeWise® Miracle Set®**.
- Close by demonstrating the **Discover What You Love® Travel Roll-Up Bag**. Offer incentives for your customers who want to purchase products with the bag.

AFTER THE PARTY

Stay in touch using the tried-and-true **2+2+2 FORMULA**.

2+ Contact your customers in two days to see how they like their NEW products.

2+ Call in two weeks (or at their follow-up color appointment) to check progress.

2+ Contact in two months for reorders or to suggest NEW products. Use **MKeCards®**, available on **Mary Kay InTouch®**, to thank your customers and hostesses.

TIP!

Preprofile guests before the party.

When customers see you take a personal interest in their individual skin care needs, you make a great first impression!



Independent Sales Director
Jade Bossier
Toluca Lake, Calif.



Best. Month. Ever!

It can happen when you're **All In** and book parties! Skin care parties are a super way to find new customers, reach more women and make sales! When you do, you can have **consistent \$600+ wholesale orders each month** and enjoy:

1. **Embrace Your Dreams Challenge** bracelets
2. Star Consultant prizes
3. More earnings and prizes!



Party Time

The length of your parties is up to you and your hostess, but you can have fun and be productive in 45 minutes!

Opening remarks

5 minutes

Skin care

25 minutes

Basic color

5 minutes

Table close

5-10 minutes

Discover What You Love® Travel-Roll Up Bag, \$35 (unfilled)

Keep skin care products and cosmetics organized. The Velcro® removable pocket lets you take it on the go or roll it up to take on a longer trip.





Independent Sales Director
Leah Randolph
Clarksburg, Md.

Take-Home Beauty

I like to have skin care sets available at my parties for my guests to take home. And when it comes to **hostess program** perks and gifts, who doesn't like that?



Use this [fun flier](#) on **Mary Kay InTouch®** to help find hostesses and book parties.

Party Pointers

Find great [tools](#) on **Mary Kay InTouch®**.

- Hostess Flier
- Place Mats
- Checklists
- Dialogue Cards
- Mary Kay University

The Second Appointment – Five Minutes to Glow



- 1 Use **Honey Spice Mary Kay® Mineral Eye Color** to highlight, follow with **Precious Pink** across mid-to-lower eyelids. Blend **Espresso** at the corners, and finish with **Mary Kay® Eyeliner** in **MK Deep Brown** along lashlines.
- 2 Brush cheeks with **Mary Kay® Mineral Cheek Color** in **Shy Blush**.
- 3 Finish with **Lash Intensity® Mascara** and **Mary Kay® Gel Semi-Matte Lipstick** in **Mauve Moment**.

"This natural look complements any gorgeous complexion. It lets you 'glow' with a beautiful radiance!"

– Luis Casco
Mary Kay Global Beauty Ambassador

get your Beauty Sleep.



It seems we can never get enough! Sleep is essential for maintaining your metabolism, but it is also important for skin health. For example, sleep relaxes the facial muscles, and that helps smooth wrinkles and lines on your face. In addition, lack of sleep may alter the regulation of blood vessel tone and thus contribute to puffiness or bags under the eyes.

MARY KAY®

Face Time

Your answer to beautiful skin is right here.



\$95

**FOR EARLY-TO-MODERATE
SIGNS OF AGING**
TimeWise® Miracle Set®



\$205

**FOR ADVANCED
SIGNS OF AGING**
TimeWise Repair® Set



\$58

**FOR EASY BEAUTY
SOLUTIONS**
Botanical Effects® Skin Care



\$45

**FOR ACNE-FIGHTING
SOLUTIONS**
Clear Proof® Acne System

Contact me, _____, your Mary Kay Independent Beauty Consultant.
I'll help you fall in love with your skin again!

Prices are suggested retail.



Romy's Accolades:

Triple Star Achievement
 • Three-Time Double Star Achievement
 • \$600,000 Highest Unit Circle
 • Four-Time Queen's Court of Personal Sales
 • Queen's Court of Sharing
 • Two-Time Cadillac Achiever

Independent Senior Sales Director
Romy Portuondo Remior
 Doral, Fla.

Finding Success

One New Face at a Time

Independent Senior Sales Director
Romy Remior has a goal to triple the size of her Mary Kay business by 2020. At 27, this spirited go-getter is working hard and All In on finding new faces to share *Mary Kay*® skin care with.

women today. I look forward to what the future brings."

Even with her three-year goal now in sight, Romy has already achieved success beyond her wildest dreams. "Living in Miami on a single income isn't easy, but thanks to my Mary Kay business, I'm able to live in a beautiful two-bedroom condo, I have an office, and I can help my family. I enjoy a lifestyle I didn't think was possible at this point in my life," she says.

Romy is the first to admit her outlook on life has not always been this rosy. She lost her job in advertising and struggled to pay off her student loans. Romy began searching for an opportunity to use her entrepreneurial spirit to make a new life for herself. That's when she found Mary Kay.



Her Leap Year

In 2011, Romy was invited to a Mary Kay event. That's where she was introduced to the fabulous skin care products and got a glimpse of the

Mary Kay opportunity. "I was impressed by all the like-minded, entrepreneurial women I met," says Romy. "I saw women choosing a Mary Kay business to fulfill the dreams that their professional careers had denied them. Mary Kay opened my eyes to an even bigger vision of what this business could do for me and others. I knew the Mary Kay opportunity was the answer to my search, and I took that leap!"

Family Ties

Romy credits much of her ambition and entrepreneurial spirit to her family. "My parents, who were engineers in Cuba, moved us to Miami when I was 5 years old. They left their professions to work for our family's business in Miami."

Growing up in an entrepreneurial home showed Romy what it meant to be a business owner – both the good and the bad. "My upbringing gave me a healthy outlook on my Mary Kay business," says Romy. "I know challenges exist along the way. Some days, I jump in eager and ready, while other days bring setbacks and take more stamina. No matter what, I am 100 percent committed to my Mary Kay business. My passion drives everything I do."

"I break goals down by year, by month and by week," says Romy. "Mary Kay told us 'you eat an elephant one bite at a time,' and that's just what I'm doing. Tracking my progress helps keep me accountable.

"For me to grow exponentially, I hold a lot of parties so that new faces can discover our amazing products *and* the Mary Kay opportunity. That gives me the chance to find new women I can mentor to grow and help them to develop their own independent Mary Kay businesses! The Mary Kay business works full circle. Plus, the relationships and Mary Kay mentors who help every step of the way are so vital to my success. I am more convinced than ever that Mary Kay offers the best opportunity out there for



I saw women choosing a Mary Kay business to fulfill dreams their professional careers denied them. Mary Kay opened my eyes to an even bigger vision I had for myself.

Romy's Tips

ON SKIN CARE PARTIES:

■ "Find a Mary Kay role model.

I was so nervous at my first skin care party that I almost cried. What got me through was emulating **Independent Executive Senior Sales Director Christine Barrueco**. I copied everything – her words, mannerisms, even her tone of voice. Borrowing her confidence helped me to become confident.

■ "At the end of my classes,

I unroll our fabulous **Discover What You Love® Travel Roll-Up Bag** filled with skin care sets, and I say, *'OK, this is a special deal that's not available in our catalog or on our website. I have these deals just for you today as a thank-you for lending me your face and helping to support my huge goal.'* And I proceed to showcase each set.

■ "Once I move to the one-on-one, I ask:

- *'Did you have fun?'* She always says yes!
- *'How does your skin feel?'* As I ask, I touch my face and she typically touches hers, reminding her of how wonderful our products are.
- *'So tell me, which set did you love today?'* As I ask this, I unroll the Travel Roll-Up Bag on my lap so she can point to her favorites. Then I book her second appointment and assess her interest in the Mary Kay business opportunity."



ROMY'S BEST-SELLING PRODUCT:

The **TimeWise® Miracle Set®**! It's what I focus on at most skin care parties. There is no better regimen out there for the value. And it's always my No. 1 recommendation to a new customer."

ON BOOKING:

"Believe that you can, and you will! I use the same booking script my **Independent Sales Director** shared with me in my new **Beauty Consultant** class!"

SAMPLE BOOKING SCRIPTS:

"Hi, ____! I just started my very own Mary Kay business. As part of my education, I have been challenged to share our products with seven people in the next seven days, and I thought of you! Can we get together in the next week or two so I can share our products with you?"

"Hi, ____! I'm so excited. I just started my Mary Kay business, and I have a challenge to see 30 faces in 30 days. I would love to get your opinion. I was wondering if I could borrow your face? I promise to give it back."

HELPFUL TIPS TO PREPARE FOR A BOOKING:

1. Highlight your date book with the time slots you are available for appointments.
2. Have your list of names and phone numbers in front of you.
3. Have your scripts in front of you.
4. Know your goal and your deadline.
5. Share what's in it for her.
6. Smile when you call.

Want more scripts and tips? They're available at Mary Kay University! Learn more on [Page 19](#), then find it under the Education tab on *Mary Kay InTouch®*.