

MARY KAY applause®

NOVEMBER 2012

THE
Joys

**OF HOLIDAY
GIFTING –
MARY KAY
STYLE!**



New and Improved
myCustomers®

MARY KAY
**one
woman
can™**
50 YEARS

For the Love of Freedom –
Mary Kay in the Military



Q: I'm excited about the new product launch dates beginning May 2013. Is there anything I should do now to prepare?

A: The new launch dates should give you more time to book parties and sell new products at the end of the Seminar year. Plus, you should have more products to display at your holiday open houses as well as a second round of gifts to take your customers right through Valentine's Day. Star Consultant contest quarter dates will remain the same, and the same early ordering privileges apply.

The new schedule includes one period that will be a shorter time between launches – March 16 to May 15, 2013. You can start thinking now about strategies to work your Mary Kay business during this period. Plus, look for more updates in *Applause*® magazine on how you can prepare and what this can mean for your Mary Kay business.

Q: Is there a way to find my Mary Kay tax information and commission statements online?

A: Yes! Just go to **Mary Kay InTouch® > Business Tools > myBusiness > Monthly Reports**. You'll find current as well as past reports.

november dates to remember



**Mary Kay
said it best**

Every day is

Thanksgiving Day

here at Mary Kay Inc. ...

for we have so many

past blessings

to be grateful for ...

present achievements

to be happy about ...

and future joys to

look forward to.

1

- Fall/Holiday 2012 Preferred Customer ProgramSM mailing of the Month 2 mailer begins. (Allow 7-10 business days for delivery.)
- Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month.

New Independent Sales Director Education begins for Independent Sales Directors who debuted Sept. 1 and Oct. 1. In addition, all Sales Directors who have not yet taken advantage of this great opportunity are welcome.

6

8

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

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

10

15

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

22

Thanksgiving Day.
All Company and branch offices closed.
Postal holiday.

Company holiday. All Company and branch offices closed.

23

29

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

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

30

- 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.

InsideTHIS ISSUE

PARTY ON!

It's the MOST wonderful time of the year!
Mary Kay Independent Sales Directors
share some great **holiday open house**
ideas that are easy and fun!

4

GIFTS GALORE

Santa's filling his sleigh with our selection of **great holiday gifts** this year. From **fun color** to **pampering lotions** to **fragrant perfumes**, there's **something perfect for everyone** on your customers' lists!



OCTOBER INCENTIVE

October is a fantastic time to start a Mary Kay business! Everyone can benefit. Find out how inside.

5



MASK APPEAL

Colder temps outside coupled with warm, dry air inside can wreak havoc on your customers' skin! Now's the perfect time to introduce them to a **Mary Kay® mask**. There's **one for every skin type**, and they'll love the way their skin looks and feels after using!

15

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



PRODUCT REPLACEMENT PROGRAM

Providing specifics on why your customers return products helps us collect information and feedback to help you give your customers Golden Rule customer service.



GO-GIVE® AWARD ONLINE NOMINATION FORM

Do you know an Independent Sales Director who goes above and beyond for her unit members, adopted unit members or her community? Now it's easier than ever to nominate her for the monthly Go-Give® Award. You can find the online nomination form on Mary Kay InTouch® under **Contests/Recognition**.



MUSTANG MANIA

WRRROOM! Independent Sales Directors still have time to earn the use of the superhot Ford Mustang now through June 2013.



eCATALOGS

Look for some exciting eCatalogs this month including the Holiday Gift Guide, bridal and the 2012 Fall/Winter Mary Kay® Trend Report. These are great to send to your customers with a link back to your Mary Kay® Personal Web Site.

'Tis the Season! GREAT Holiday Gifts

\$10 HOLIDAY GIFTS

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



◀ Mary Kay®
Lash Lengthening
Mascara, \$10



◀ Mary Kay®
Brow Gel, \$10

truffle

◀ Mary Kay® Mineral
Eye Color, \$6.50 each

precious
pink

silky
caramel

almond

moonstone



Be sure to send your customers the Holiday Gift Guide eCatalog with a link back ▶
to your Mary Kay® Personal Web Site.

Don't forget! If you enrolled your customers in the Mary Kay® Holiday Gift-Giving
Month 2 mailer, it should arrive within the first two weeks of November. Now's
a great time to follow up with your customers to help you build your sales!

\$30 HOLIDAY GIFTS

NEW for Men! Mary Kay® True
Original™ Cologne Spray, \$36 ▶



citrus
bloom

shy blush



Shopping made easy! The Mary Kay Customer Delivery Service can ship your customers' orders wherever they need to go!

Mary Kay has exciting gifts for every budget.

\$50 HOLIDAY GIFTS

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

◀ Mary Kay®
2-In-1 Body
Wash & Shave,
\$14 + Mary Kay®
Hydrating
Lotion, **\$14** =
just what the
skin craves
during dry
winter months.
\$28

◀ Mary Kay®
Mineral Eye
Color Bundle,
\$19.50 +
Mary Kay®
Mineral Cheek
Color, **\$10** = a
color update
for 2013! **\$29.50**

▲ Indulge® Soothing Eye Gel, **\$15** +
TimeWise® Moisture Renewing Gel Mask, **\$20**
+ Satin Lips® Set, **\$18** = a do-it-yourself
pampering facial anytime, anywhere. **\$53**

◀ Mary Kay® Cream Blush,
\$13 + Mary Kay® Cream Eye
Color, **\$13** + Mary Kay® Facial
Cleansing Cloths, **\$15** = the
perfect traveling companions. **\$41**

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

\$70 HOLIDAY GIFTS

Mary Kay® ▶
Lash & Brow
Building Serum™,
\$38 + Mary Kay®
Lash Primer, **\$15**
+ Mary Kay® Lash
Love® Mascara, **\$15**
= showstopping
lashes! **\$68**

▲ Fragrance-Free
Satin Hands®
Pampering Set, **\$34**
+ TimeWise Body™
Targeted-Action®
Toning Lotion, **\$28** =
a luxurious treat for
the whole body. **\$62**

**Make a list;
check it twice!**
Put a jingle in your sales!
Remind your customers of
everyone they may want to
buy for this season.

- ✓ Teachers
 - ✓ Day care workers
 - ✓ Hairdresser
 - ✓ Co-workers
 - ✓ Nail technician
 - ✓ Mail carrier
 - ✓ Church friends
 - ✓ Neighbors
 - ✓ Spouse/family
- Anyone they appreciate!

HolidaySHINDIGS!

Festive decorations and jolly tunes get us in the mood to celebrate! But braving overcrowded malls and waiting in long lines can quickly squelch that merry feeling!

Two Independent Sales Directors share how they make it **FUN and EASY** for their customers to shop.



So many parties, so little time?

Independent Executive Senior Sales Director Carrie Eddings-Foster of Bluffton, S.C., has the perfect solution if you're strapped

for time. "Holiday coffees can be a perfect setting for a gift-buying bash or a well-deserved stress-buster for your customers who may need to treat themselves!"

- Invite as many customers as you can and encourage them to bring friends and family. Your Preferred Customer ProgramSM list is a great starting place.
- Keep it informal. It's a busy time, so remember to be flexible and have fun!
- People shop early! Consider holding your coffees October through December.
- If you prepare prepackaged gift sets, keep colors neutral so you can sell what's left for Valentine's Day or birthdays.
- Have Mary Kay[®] products and copies of *The Look* available for shopping.

Carrie says this time of year is great for seasonal follow-ups. "I give my customers a checkup from the neck up since their skin care needs can change during the winter months!"

MKConnections[®] offers a variety of great organizers and totes so you can easily transport displays and supplies to your holiday open houses and coffees!



Get your party on!

Independent Elite Executive Senior Sales Director Tracy Potter of Layton, Utah, loves holding holiday open houses. "Sales are great, plus I can show them Golden Rule customer

service by making their holiday shopping easy and fun." Here's her countdown to-do list:

Three Months Out:

1. Choose three dates, one each in October, November and December.
2. Talk up your open houses with your customers.

Two Months Out:

3. Include "save-the-date" cards in your customer orders.
4. Get ideas from holiday retailing displays.

Two Weeks Out:

5. Consider sending invitations or an e-Card to your customers and follow up with a phone call a few days before. If she can't attend, she may set up one-on-one time.

One Week Out:

6. Post an open house invite on your Mary Kay[®] Facebook Fan page.
7. Get supplies and assemble prepackaged gift sets if you're using them.
8. You may want to solicit help from a sister sales force member or family friend to help you with last-minute details.

At the Event:

1. Greet guests; offer paper/pens so they can make "who-to-buy-for" shopping lists.
2. Make shopping a breeze by dividing giftable products: lips, fragrance, body care, gift sets, limited-edition products and stocking stuffers. Satin Hands[®] Pampering Sets are a huge hit, so have them on hand to pamper your guests upon arrival. Get creative!
3. Play Santa! Get your guests' Mary Kay wish lists and contact their special someones to invite them to your December party.
4. Play holiday music, light candles and consider serving cider, hot chocolate or cookies for a festive atmosphere.
5. **Have fun and make those sales!**



MARY KAY Incentives

Take advantage of these great promotions happening now!

For **NEW** Mary Kay Independent Beauty Consultants:

Starting a new Mary Kay business is super exciting and rewarding, and from Oct. 1 to 31, the rewards are even greater!

Here's what your new team member receives:

- Mary Kay® Starter Kit chock full of demo products and tools for only \$75 (vs. standard \$100)
- \$150 credit on an \$1,800+ order*
- \$75 credit on a \$600+ order*
- \$50 credit on a \$400+ order*

***Must be on initial Section 1 wholesale order received in the same or following month that the Independent Beauty Consultant Agreement is received and accepted by the Company in order to receive the credit on the wholesale order.**



For Independent Sales Directors:

Race for the Gold Unit-Building Challenge

Start the Seminar year off with a bang by actively participating (and encouraging unit members to participate) in this challenge!

From July 1 to Nov. 30, 2012, Independent Sales Directors who add 10 qualified** new unit members receive an invite to the fabulous Universal Studios party at Leadership Conference 2013!

Plus you (and each contributing unit member) earn a bangle bracelet for each qualified** new unit team member personally added during the contest period once you reach the unit goal of 10 qualified** new unit members!



For **NEW** Independent Sales Director Class of 2013:

Debut between Aug. 1, 2012, and July 1, 2013, and you'll receive:

- Smashing "Rock Candy" gold ring to match the 50th Anniversary **All That Glitters Is Gold** special-edition Sales Director suit.
- Kate Spade handbag. ■ \$500 check.
- Kate Spade matching wallet to qualifiers with an offspring Independent Sales Director who debuts with 50 or more unit members.



**A qualified new team/unit 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 month that the Independent Beauty Consultant Agreement is received and accepted by the Company. The same rules for the maximum number of new personal team members in a month as for the Queen's Court of Sharing apply.



myCustomers®

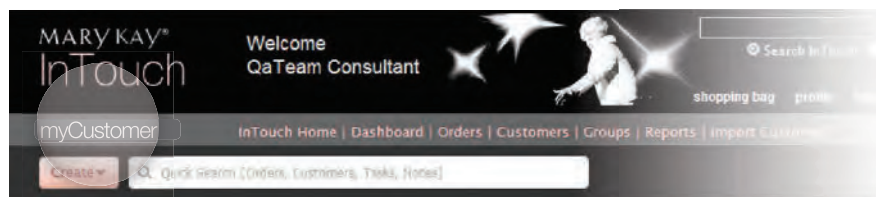
Meet Your New Digital Assistant.

Updates to myCustomersSM can help you improve your Mary Kay business and provide Golden Rule customer service. We hope these new features provide you with a simpler way to organize your daily marketing and selling activities and help you save time and enhance your customer relationships.



SCAN TO SEE THE IMPROVEMENTS TO MYCUSTOMERSSM AND THE MARY KAY® PERSONAL WEB SITE. Get the free mobile app at <http://gettag.mobi>

Customer Detail Screen



Donna Aarons [quick edit](#)

Birthdays: 7/10/1985 (26 years old)

Lives at: 15255 new jersey, carrolton, TX 75287

Works at: DA Enterprises

Occupation: Manager

Cell: 214-655-1212

E-mail: deltaa@aaman.com

[f](#) [in](#) [t](#) [You Tube](#)

Activity Summary | **Activity Types** | **Customer Information** | **Wish List & Favorites**

Activity Summary

Created

0 min	Order #1c1e9c was submitted for Donna Aarons containing 0 item(s) for \$0.00.	Add a task
16 min	Birthday Celebration	
26 min	Call Donna about her new job	Mark complete Edit task
38 min	Donna loves to buy gift sets for her son's teachers	
1 day	Order #a86e5c was submitted for Donna Aarons containing 4 item(s) for \$119.00.	Add a task
Jun 30	Order Follow Up	Mark complete Edit task
Jun 30	Spanish test note.	
Jun 26	New Registration Follow-Up Overdue	Mark incomplete Edit task

Showing 1-8 of 8 Activities

10 Per Page

You can quickly edit addresses, emails, birthdays and anniversaries.

View specific activity such as sample requests, orders, tasks and notes.

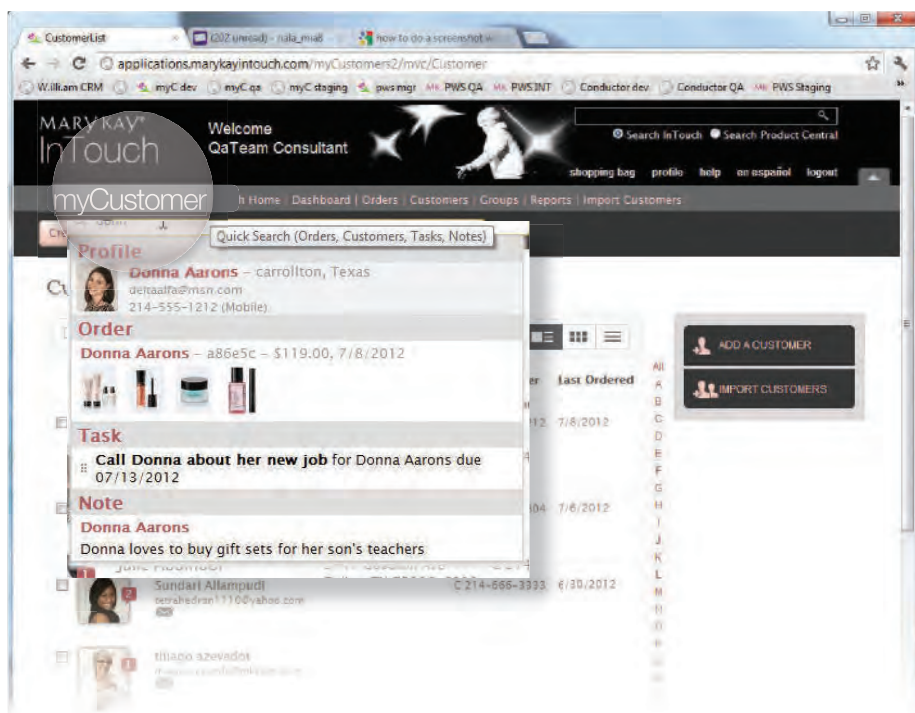
NEW Wish List & Favorites show products your customers select from your Mary Kay® Personal Web Site.

View your customer activity in one easy place.



"These online improvements offer game-changing tools that can significantly enhance the way you interact with your customers. Likewise, they help make it easier and fun for your customers to interact with you!"

— Darrell Overcash,
President, Mary Kay U.S.



Search Feature

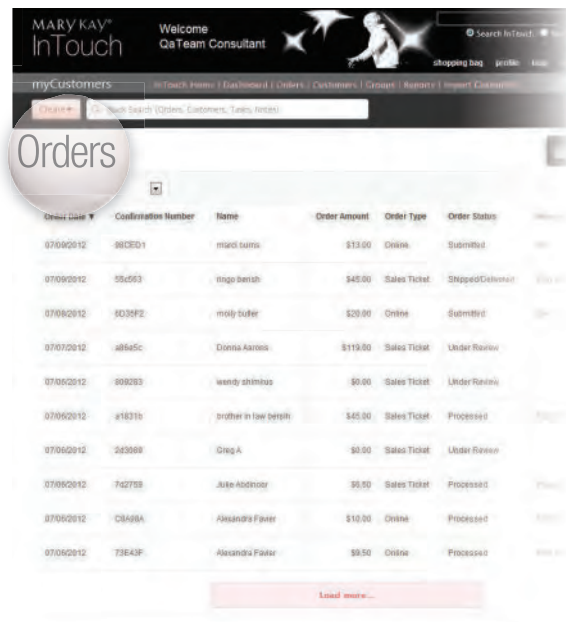
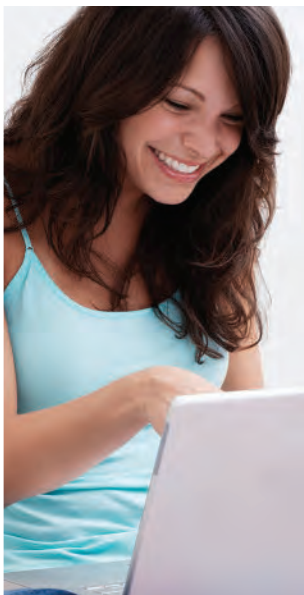
You can search deeper and more accurately through personal information, orders, tasks or notes.

Orders Screen

NEW Orders screen helps you keep track of multiple payments on an order with the *Partially Paid* invoice option. Invoices are easier to find. You also can fill out invoices in Excel to help you calculate tax and order totals.

Customer List Screen

You can add customers at any point, along with their photos and standard information.



Kudos

to Mary Kay Digital Advances!

The NEW Mary Kay® Mobile Virtual Makeover App

won the 2012 Ethos Award in the Marketing & Sales Campaigns category at the U.S. Direct Selling Association's annual meeting in Dallas.



The Mary Kay® Mobile Virtual Makeover App launched in the U.S. in March.

Recognition

Congratulations to the winners for July 2012

Top NSDs Year-to-Date

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



Barbara Sunden



Anita Mallory
Garrett-Roe



Gloria Mayfield Banks



Karen Piro



Kathy Helou



Jan Harris



Gloria Castaño



Carol Anton



Lisa Madson



Sonia Páez

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 July 2012, NSD bonuses for Star Consultants and NSD commissions earned on all foreign countries for June 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 through July 31, 2012.

On-Target for \$1,100,000 Inner Circle
Barbara Sunden.....\$93,664.31

On-Target for \$700,000 Inner Circle
Anita Mallory Garrett-Roe.....\$59,716.548

On-Target for \$500,000 Inner Circle
Gloria Mayfield Banks.....\$44,171.18
Karen Piro.....42,054.86

On-Target for \$450,000 Inner Circle
Kathy Helou.....\$40,197.01
Jan Harris.....38,198.50

On-Target for \$400,000 Inner Circle
Gloria Castaño.....\$37,300.83
Carol Anton.....37,151.62
Lisa Madson.....34,468.36

On-Target for \$350,000 Inner Circle
Sonia Páez.....\$32,199.97
Cheryl Warfield.....30,996.31
Stacy James.....29,364.60

On-Target for \$325,000 Inner Circle
Karlée Isenhardt.....\$27,922.68

On-Target for \$300,000 Diamond Circle
Kerry Buskirk.....\$26,234.72
Mary Diem.....25,307.83
Pat Danforth.....25,305.53
Dayana Polanco.....25,067.04

On-Target for \$250,000 Diamond Circle
Julianne Nagle.....\$24,682.97
Lupita Ceballos.....24,610.29
Pamela Waldrop Shaw.....23,744.22
Nancy Bonner.....22,699.88

Halina Rygiel.....21,876.95
Sandy Miller.....21,444.03
Cindy Fox.....21,270.81
Sandy Valerio.....21,139.60
Patricia Rodriguez-Turker.....20,819.25

On-Target for \$200,000 Diamond Circle
Cindy Williams.....\$20,558.22
Judie McCoy.....20,422.72
Pamela Fortenberry-Slate.....19,594.00
Mary Estupian.....18,947.82
Sue Kirkpatrick.....18,370.87
Sherry Windsor.....18,364.83
Debi Moore.....17,501.17
Lisa Allison.....17,101.98

On-Target for \$150,000 Gold Circle
SuzAnne Brothers.....\$16,522.53
Noelia Jaimes.....15,099.21

Linda Toupin.....15,076.87
Magdalena Nevárez.....14,756.00
Diane Underwood.....14,669.78
Lise Clark.....14,552.12
Valerie Bagnol.....14,492.81
Dacia Wiegandt.....14,270.01
Julie Krebsbach.....14,185.65
Anita Tripp Brewton.....13,824.07
Cyndee Gress.....13,773.28

On-Target for \$125,000 Gold Circle
Margaret Bartsch.....\$12,485.41
Dalene Hartshorn.....12,393.79
Rebecca Evans.....12,354.18
Sara Pedraza-Chacón.....12,350.43
Maureen Ledda.....12,211.27
Kay Elvrum.....12,148.23
Lily Orellana.....12,133.39
Ronnie D'Esposito Klein.....12,046.34

Dawn Dunn.....11,996.29
Shannon Andrews.....11,827.79
Tammy Crayk.....11,775.70
Julia Burnett.....11,560.94
Jeanne Rowland.....11,527.52
Morayma Rosas.....11,355.37
Maria Flores.....11,302.91
Anabell Rocha.....11,264.11
Connie Kittson.....11,230.77
Vivian Diaz.....11,062.79
Crisette Ellis.....10,948.08
Mona Butters.....10,911.12
Kendra Crist Cross.....10,908.69
Ann Brown.....10,877.86
Jamie Cruse-Vrinos.....10,831.63
Elizabeth Fitzpatrick.....10,765.92
Judy Brack.....10,675.98
Auri Hatheway.....10,612.06
Sylvia Kalicak.....10,447.21

Monthly Commissions and Bonuses

Listed are NSD commissions above \$10,000 earned in July 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. Barbara Sunden***.....\$131,418
2. Anita Mallory Garrett-Roe***.....84,572
3. Lisa Madson.....49,554
4. Sonia Páez**.....42,352
5. Gloria Castaño***.....39,883
6. Dayana Polanco*.....31,692
7. Mary Diem*.....29,372
8. Patricia Rodriguez-Turker**.....21,876
9. Noelia Jaimes*.....21,412
10. Linda C. Toupin.....19,626
11. Diane Underwood.....18,739
12. Vivian Diaz.....17,526
13. Dalene Hartshorn.....16,677
14. Connie A. Kittson.....14,270
15. Maria Flores.....13,594
16. Maria Monarez.....12,898
17. Elizabeth Muna-Mudsi.....12,802
18. Juanita Gudriño.....12,004
19. Susan M. Hohlman*.....11,697
20. Heidi Goelzer.....11,318
21. Mayuli Polo*.....10,337
22. Meyra Esparza.....10,211

3. Karlée Isenhardt.....28,240
4. Cyndee Gress.....22,553
5. Pamela A. Fortenberry-Slate*.....20,391
6. Sue Kirkpatrick*.....20,112
7. Rebecca Evans*.....17,984
8. Margaret M. Bartsch.....15,073
9. Ronnie D'Esposito Klein*.....15,021
10. Judy Kawiecki.....13,553
11. Pam Ross*.....13,505
12. Vicki Jo Auth.....13,412
13. Bea Millstagle.....12,906
14. Jeanne Rowland*.....12,877
15. Kate DeBlander.....12,826
16. Candace Laurel Carlson*.....12,549
17. Kimberly R. Copeland.....11,330
18. Kirk Gillespie.....11,245
19. Cindy Z. Leone.....11,076
20. Scarlett S. Walker-Simpson*.....10,327

9. Shannon C. Andrews*.....18,700
10. Magdalena Nevárez*.....18,105
11. Sara Pedraza-Chacón*.....14,922
12. Lorraine B. Newton.....13,974
13. Jan L. Thetford.....13,698
14. Ann Brown.....13,403
15. Kendra Crist Cross.....13,293
16. Paola Ramirez.....13,020
17. Joy L. Breen.....12,898
18. Pam L. Higgs.....11,980
19. Diana Sumpter.....11,638
20. Pam Klickna-Powell.....11,605
21. Alia L. Head.....11,567
22. Kimberly D. Starr.....11,480
23. Sharon L. Buck.....11,047
24. Sherril L. Steinman.....10,796
25. Tammy Romage.....10,737
26. Maribel Barajas.....10,564
27. Roxanne McInroe Williams.....10,459
28. Davanne D. Moul*.....10,263

7. Sherry Windsor**.....19,472
8. Debi R. Moore*.....18,719
9. Jamie Cruse-Vrinos.....17,437
10. Janet Tade*.....15,747
11. Mona Butters.....15,502
12. Auri Hatheway.....15,439
13. Kay E. Elvrum.....15,173
14. Yvonne S. Lemmon.....14,710
15. Morayma Rosas.....13,984
16. Lily Orellana.....13,815
17. Crisette M. Ellis.....13,777
18. Kathy Rodgers-Smith.....12,220
19. Consuelo R. Prieto*.....11,771
20. Candy Jackson.....10,996
21. Nora L. Shariff*.....10,556
22. Brenda Segal*.....10,467
23. Joanne R. Bertalan*.....10,437
24. Cristi Ann Millard.....10,318
25. Cathy Bill*.....10,011

8. Sandy Miller*.....23,141
9. Halina Rygiel*.....22,575
10. Anita Tripp Brewton*.....22,354
11. Lisa Allison.....21,719
12. Mary C. Estupian*.....20,149
13. Lise T. Clark*.....17,631
14. Kim L. McClure.....16,337
15. Judy Brack.....15,798
16. Jeanie Martin.....15,131
17. Shirley M. Oshiro.....14,032
18. Maureen S. Ledda*.....13,999
19. Julia Burnett.....13,835
20. Elizabeth Fitzpatrick*.....13,593
21. Anabell Rocha.....13,427
22. Monique Todd Balboa.....13,359
23. Sylvia Kalicak.....12,842
24. Alma Orrostieta.....12,364
25. Jane Studrawa.....12,265
26. Kristin Myers.....11,746
27. Kathy C. Goff-Brummett.....11,654
28. Deb Pike.....11,534
29. Bett Vernon.....11,281
30. Lynda Jackson*.....10,208

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

Sapphire

1. Karen Piro**.....\$52,617
2. Lupita Ceballos**.....32,489
3. Julianne Nagle*.....28,638
4. Sandy Valerio*.....24,925
5. Judie McCoy*.....24,271
6. Valerie J. Bagnol*.....19,715
7. Dawn A. Dunn.....19,364
8. Tammy Crayk.....18,864

Emerald

1. Kathy Helou*.....\$59,337
2. Gloria Mayfield Banks***.....51,217
3. Kerry Buskirk*.....29,062
4. Cindy Fox*.....24,033
5. SuzAnne Brothers*.....22,606
6. Dacia Wiegandt*.....20,280

Pearl

1. Jan Harris**.....\$45,057
2. Cindy A. Williams.....35,243
3. Stacy I. James**.....33,869
4. Pamela Waldrop Shaw*.....33,327
5. Cheryl Warfield**.....32,775
6. Nancy Bonner*.....26,687
7. Julie Krebsbach.....24,404

Ruby

1. Carol Anton**.....\$46,746
2. Pat Danforth*.....36,545

Recognition

Commission Circle

Independent Sales Directors who earned the top 100 commissions and bonuses in each Seminar area in July 2012. Names in **bold print** are those who earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission.

Diamond

Martha Kay Raile\$10,505.57
Gerri Anne Morris10,111.53
Melissa R. Hennings9,553.46
Kristin Jenae Rogers9,401.15
Pat A. Nuzzi9,224.68
Valerie Jean White9,150.56
Jennifer Levitt8,972.59
LaRonda L. Daigle8,844.99
Marsha Morrisette8,785.47
Stephanie A. Richter8,624.93
LaChelle M. Seleski8,210.83
Deborah Dudas8,197.42
Tawnya Krempges7,938.89
Tokunboh S. Oyenuga7,807.21
Melinda M. Balling7,758.31
Cecilia C. James7,568.71
Priscilla McPheeters7,526.56
Sandy Griffith7,440.37
Karime Rosas7,373.79
Nancy Ashton7,344.87
Sonja Arriola7,321.10
Andrea Whitcomb7,235.66
Amelie B. Kemogne7,190.11
Carol Lee Johnson7,146.97
Omosolape O. Akinyoye7,087.60
Ruth L. Everhart6,965.79
Maricarmen Gonzalez6,882.05
Adella Josephine Pichardo6,811.07
Diane L. Mentiply6,685.92
Shelly Palen6,555.13
Mary Strauss6,396.88
Jill D. Davis6,357.95
Annika Krafka6,326.54
Rose Rodriguez-Capone6,302.79
Nicki R. Hill6,290.38
Amy Allgood6,287.17
John Powell6,276.36
Carolyn Thompson6,276.15
Lisa A. Stengel6,070.81
Terri J. Beckstead6,023.44
Yoidadomola Ogulana5,916.98
Jessica Marie Anderson5,861.43
Donna J. Saguto5,854.42
Lisa DeWeber5,852.80
Beth L. Gallagher5,843.74
Nicki Hall Edgemon5,791.80
Suzanne T. Young5,787.00
Julie Neal5,776.23
Sheryl Peterson5,704.58
Mary Jacobson5,683.33
Robin L. Sailer5,679.98
Jessica Joy Mitchell5,666.43
Kim A. Messmer5,617.11
Marilinda R. Brown5,606.01
Julie Danskin5,604.47
Mary Beissel5,594.40
Elvia Cordova5,589.20
Celeste Pichardo5,589.18
Alicia Borkowska-Sattler5,581.00
Altinay Prados5,525.67
Pat Joos5,488.80
Maria M. Martinez-Ardon5,488.47
Susan K. Carlson5,476.95
Julie Schlundt5,458.49
Kristen C. Spiker5,450.28
Jessica Miller5,431.41
Lesa Rae Franken5,424.50
Karen M. Bonura5,423.45
Beth Brinkley5,335.21
Susan J. Pankow5,328.23
Phyllis Pottinger5,271.96
Lesley A. Bodine5,257.09
Lisa Peterson5,249.91
Mary Kathryn King5,201.58
Donna K. Smith5,195.17
Elvi S. Lamping5,182.89
Betty Symons5,178.06
Stephanie Audino5,174.69
Sandy Lasso5,156.32
Yefunde F. Olaniyi5,134.90
Delmi Cristina Santos5,092.43
Damaris Leyva5,083.22
Susan M. McCoy5,045.29
Mariann Biase Mason5,030.40
Holly V. Crumley4,980.43
Nancy Rodriguez4,976.78

Carmen Hernandez4,951.26
Patie L. Huffman4,945.80
Shelley Olson4,945.58
Melissa Mays4,929.84
Valerie McCullough
Reynolds4,922.65
Lisa Rada4,918.34
Bisola Gbadamosi4,905.63
Luzmila E. Abadia Carranza4,900.13
Amy Zietlow4,895.78
Susie Kopacz4,877.02
Flavia O. Rodriguez4,870.89
Ana Carolina Alvarez4,870.37
Heather Rachel Catchpole4,867.93
Denise Sosa4,862.18

Ruby

Tina Hulsman\$9,069.59
Mary Sharon Howell8,729.30
Gloria Dominguez8,556.45
Brenda Fenner7,764.94
Laurieann Barclay7,734.03
Michele Semper7,712.12
Krystal D. Downey-Shada7,686.86
Thessy Nkechi
Nwachukwu7,609.68
Lisa Anne Harmon7,435.60
Sonya F. Goins7,262.38
Karen E. Gardner7,195.43
Winifred Nonye Ogunamiri7,128.52
Cammy L. Otten7,100.06
Lisa Hansen7,020.13
Kali DeBlender Brigham6,969.34
Sheryl K. Goins6,921.53
Donna Clark-Driscoll6,843.80
Tiffany Brooke Stout6,797.52
Erika Lynn Insana6,650.38
Deborah S. Bailey6,500.54
Suzanne P. Wallace6,489.39
Ma Ana Lilia Benitez
Radilla6,408.24
Debbie A. Elbrecht6,354.96
Candace Jean Chambers6,302.32
Jennifer Lynn McNulty6,283.07
K.T. Marie Martin6,248.04
Brandy D. Herring6,165.08
Laura A. Kattenbraker6,092.82
Ekene S. Okafor6,082.30
Barbara L. Harrison6,043.10
Cheryl O. Fulcher6,038.16
Susan C. Elmstrom5,806.84
Cissy E. Warren5,756.51
Soncia Cecilia Pena5,734.40
Jeanie Ripley5,717.81
Judy Lund5,702.95
Suzanne Tripp-Black5,694.53
Annette M. Hofmann5,645.10
Diane Buckley5,538.18
Breda M. Teal5,519.93
Jeanette M. Thompson5,506.06
Judie Roman5,479.70
Mary Lou Ardohain5,454.71
Deborah S. Barker5,410.22
Lacey Dale Gracia5,385.59
Cleta Colson5,372.07
Karen M. Getty-Hopkins5,341.69
Carmen Nunez de Valencia5,328.10
Lacy Janet Nickelson5,235.93
Christy Anderberg5,226.07
Julie Smith5,207.83
Diane Covington5,207.67
Stephanie Corine Arbaugh5,170.04
Dorothy C. Ibe5,168.64
Irene Zapalac5,127.83
Corrin Cresci5,084.08
Marie A. Harbord5,070.74
Carol Fehr5,036.96
Lee Clouse4,999.41
Sylvia J. Cook4,995.75
Suzanne Moeller4,972.66
Lisa D. Prescott4,964.39
Anna M. Sempeles4,956.48
Rose Mary Neel4,955.78
Linda Christenson4,943.02
Gina M. Gildone4,923.46
Marnie R. Yunger4,839.93

Patti Maxwell4,815.20
Mary Alice Dell4,797.82
Terry Thole4,793.05
Jan Maloney4,767.78
Eleanor M. Reigel4,727.71
Anne Weidenweber4,697.42
Sherri Ammons4,674.75
Michelle M. Visco4,651.03
Heather Jean McKinney4,646.72
Daria R. Bull4,613.89
Kimberly Cavarretta4,598.66
Allison L. Carter4,586.06
Julie Brindell Sapp4,573.87
Bridgette Rae Conley4,564.03
Sheila K. Valles4,563.41
Wanda Metzger4,560.61
Andrea D. Evans-Dixon4,542.24
Laura L. Loghry4,473.63
L. Isela Ramos4,452.09
Janelle A. Ferrell4,438.22
Liz Whitehouse4,426.88
Pat Z. Allen4,413.97
Juliet Igboanusi4,412.91
Kathy Monahan4,369.34
Helen Naomi Godswill4,358.98
Sandie D. Huber4,353.99
Eva E. Berber4,319.15
Molly A. Williamson4,306.04
Mary E. Townsend
Buckley4,295.02
Arleigh P.J. Morton4,262.06
Crystal Huskins Carper4,217.83
Margaret H. Gormly4,196.58
Melissa Regina Almanza4,193.90

Sapphire

Jennifer Besecker\$10,052.53
Tracy Potter8,978.73
Faith A. Gladding8,658.94
Julie Weaver8,581.44
Julia Mundy8,564.12
Lady Ruth Brown8,178.93
Diane Bruns8,126.01
Kim I. Sabourin7,486.12
Binta Touray Jagne7,483.94
Debbie A. Weld7,226.77
Audrey K. MacDowall7,207.86
Teodora Ahumada7,088.31
Mary K. White7,058.63
Agnes Stewart7,029.68
Belkys Gonzalez6,923.46
Lynnea E. Tate6,796.23
Randi Stevens6,788.26
Patrice Moore Smith6,778.27
Lyriss Patterson6,545.68
Sarah Sullivan Krycinski6,427.91
Ellen Ezekiel Farquharson6,397.22
Norma Ferreira Lopez6,385.03
Christy Bigham6,379.41
Andrea I. Zajac6,336.65
Mibella Sosa6,297.48
Sanjuaeta Sosa6,276.36
Joni D. Koontz6,268.49
Ann W. Sherman6,260.40
Sylvia Boggs6,205.30
D. Elizabeth G. Guevara6,084.70
Linda Klein6,016.51
Ruby Garner5,803.97
Beth Thatcher May5,781.35
Cheryl T. Anderson5,677.12
Joanna Helton5,622.46
Kim West5,600.16
Moleida G. Dailey5,579.40
JoAnna P. Shippe5,560.79
LaVerne Byrd Goodloe5,484.91
Tabitha A. Hallums5,443.67
Ann M. Jones5,431.12
Connie L. Russo5,412.80
Angie S. Day5,379.29
Robyn S. Cartmill5,276.66
Nita Ann Godwin5,275.48
Leanne Sexton5,262.24
Chris Burnside5,255.68
Maria Montes5,251.29
Jill Beckstedt5,204.92
Martha Villarreal5,184.48

Krista A. Johnson5,183.69
Beverly Denise Wanza5,175.89
Judy Carlson5,123.85
Chris Havens5,104.67
Allison M. Cheney5,102.58
Dannett Cohen-Spencer5,047.16
Lynn A. Cervini5,046.56
Delmy Ana Torrejon5,031.72
Peggy B. Sacco5,000.44
Barbara J. Puckett4,993.49
Connie J. Lamp4,991.96
Rosario Dagenais4,979.14
Brooke E. Bennett-Young4,973.28
Rosa Elia Meza-Sanchez4,971.54
Janis Clemens4,955.47
Melody Missick4,949.45
Kristi M. Montesana4,947.21
Angela D. LaFerry4,942.53
Brandi Driggers4,909.86
Linda F. Merritt4,879.87
Jim Cundiff4,878.71
Teresa K. Ceder4,854.38
Sherri Reindl4,829.70
Rebekah Himeisen4,820.35
Kathleen Kirkwood4,812.94
Mary G. Gronholz4,803.22
Nellie S. Nutting4,800.43
Sandra A. Zavoda4,799.54
Margaret Nell4,767.56
Renee C. Burdette4,778.91
Claudia G. Rivera4,770.80
Gena Prince4,770.38
Gloria Stakemiller4,761.59
Linda J. Bird4,754.66
Nancy W. Pettaway4,733.67
Ann Ferrell Smith4,726.66
Flor De Maria Maldonado4,712.77
Dolores Keller4,668.87
Leann Elaine Zondag4,666.51
Jeannie Helm4,662.03
Kristen Jennifer Barnett4,580.55
Denise Yates-Hernandez4,567.81
Pilar Najera4,557.48
Julia M. Stern4,549.46
Laura Lacey Johnson4,541.54
Alison Jurek4,518.51
Blanca Celia A. Caceres4,461.03
Judy L. Staats4,456.65
Coty Aglaee Trevino4,436.59
Alejandra Zurita4,429.30

Emerald

Christine Barrucio\$11,797.63
Pam Kelly9,618.16
Judith E. Cotton9,516.84
Michele Martella Armes9,362.44
Trisha Taylor9,375.31
Roxie Soto7,543.02
Connie Marie Ackroyd7,245.02
Sheri Farrar-Meyer7,228.60
Heather A. Carlson7,079.13
Melissa Bright6,968.14
Jeanie M. Tamborello6,897.17
Sue Uibel6,860.39
Paula Kelsch6,842.27
O'neily Encarnacion Gomez6,716.39
Jeanette E. Beichle6,638.17
Kathy P. Oliveira6,415.25
Julie A. Griffin6,389.50
Vicki Powell6,310.08
Elaine K. Williams6,308.67
Marcela Sierra6,262.87
Yivis Rocio Alvarado6,185.53
Kimbi L. Bartik5,926.66
Susie J. Serio5,911.19
Yolanda I. Olson5,899.68
Carol M. Fulton5,872.21
Debbie L. Bower5,831.24
Karen E. Ridle5,792.08
Marina Sanchez Ramirez5,714.87
Stacy S. Gilson5,702.24
Linda Bradley5,657.43
Jo M. Cotton5,599.09
Maria Sanchez5,562.31
Rose Campbell5,551.10
Jordan Helou Eicher5,535.25

Shelley Bottiaux5,471.24
Yolanda Lopez5,416.10
Leanne Parrino5,378.10
Frankie Clapp5,312.33
Tanya O. King-Lee5,272.06
Shawna D. Schneider5,271.67
Kerri L. Bunker5,256.55
Nancy Boucher5,254.07
Nancy A. Berlin5,252.28
Sonya C. D'Herde5,217.63
Evelyn Nail5,155.18
Dulce Maria Nunez5,098.45
Sheila J. McCune5,080.73
Barbara Pleet5,041.85
Angel L. Hurley5,039.81
Alejandra Lopez5,038.56
Michelle Anne Cunningham5,033.90
Helen Jakpor5,020.77
Diane K. Autry5,015.44
Ana Reyes5,014.83
Elaine Jegli4,994.52
Dana Ann Lamade4,985.42
Ayobami Olanrewaju Olusa4,976.23
Karen A. Jorgenson4,975.39
Misty McCain Pollard4,939.18
Marika McMillen4,876.87
Alyson R. Young-Guerra4,837.34
Kathy Laughlin4,824.05
Jessica Brash Holzbach4,801.09
Kathy Patten4,799.86
Barbara Gizzo4,779.33
Cheryl L. Foster4,748.21
Grace Hull4,746.76
Lisa Daniel Snow4,731.74
Laura A. Armstrong4,722.10
Maria Guadalupe Botello4,691.24
Taylor Moore-Fehring4,662.89
Helen M. Harlow4,649.69
Deborah Metzger4,646.42
Yira Basiliis4,597.74
Dawn Wilson4,583.87
Pamela Rowe Kirmzarick4,554.62
Janet Lee Ellis4,531.13
Vera Echeze4,501.52
Dana M. Chamberlin4,500.56
Heather Shea Catts4,471.79
Olavinka K. Adegbayi4,465.27
Jeannine R. DeVore Harris4,430.39
Vicki Hunter4,397.13
Maritza Lanuza4,383.49
Karen Hunter4,380.11
Anita Kay Cunningham4,368.12
Robin S. Moody4,366.79
Traci Smith4,342.68
Haydee Guzman4,317.70
Christine J. Kurzawa4,313.65
Janeth Montoya4,313.03
Linda S. Robinson4,285.40
Kimberly Dawn Dawes4,279.22
Jackie L. Root4,238.11
Kara Jean Gallup4,220.15
Rebecca C. Allen4,190.32
Stacy D. Foust4,186.19
Susan A. Smith4,181.20
Maria Theresa Kast4,173.79
Kelly Kay Johnsrud4,169.45

Pearl

Crystal Trojanowski\$10,177.88
Lia Rene Carta9,332.40
Lisa Olivares8,971.60
Leah Michelle Lauchlan8,894.26
Stacey Craft8,585.57
Jeanie K. Navrakal8,494.54
Amy Kemp8,163.97
Susan Moore8,136.43
Christi G. Campbell7,948.82
Nadine Bowers7,914.70
Cindy S. Koenig7,774.51
Beth H. Piliand7,598.05
Roya Marie Mattis7,457.84
Amy Stokes7,442.18
Lily Gauthreaux7,383.38
Tammy A. Vavala7,324.04
Evelyn Pirhalla7,236.69
Amy Kirell7,052.96

Tina M. Dees6,920.26
Rachael M. Bullock6,914.10
Irene K. Foster6,899.82
Breanne Bechard6,888.08
Kathy Lee6,885.76
Vicki Piccirilli6,840.63
Nicole J. Canamare6,828.18
Ingra Williams6,810.43
Virginia S. Rocha6,768.82
Shauna Lynn Abbotts6,761.10
Diane M. Detesco6,728.60
Anne Geertens6,678.29
Laurie Travis Plyler6,551.21
Tamarie M. Bradford6,318.13
Angela P. LaFrance6,313.67
Stephanie Lynn Coker6,188.40
Terri Cirioli-Irwini6,167.92
Randi S. Gleason6,067.03
Melissa Nix Henderson6,065.87
Shari M. Kirschner6,053.66
Kijuna R. McKinnie5,979.75
Blythe Jolee Egbert5,956.97
Tara Lynn Mitchell5,894.07
Marye Durrer5,883.33
Katherine Mirkes Ward5,856.12
Denise E. Crosby5,837.79
Kathryn L. Engstrom5,781.20
Janice Baxter Hull5,774.04
Amy C. Schule5,763.30
Betty B. Lucido5,742.17
Carrie V. Eddings-Foster5,709.27
Susan K. Janish5,555.80
Carmen J. Felix5,509.47
Patty Webster5,491.76
Ella M. Chick-Power5,468.80
Betsy C. Richard5,404.70
Ashley O. Brooker5,356.26
Kim DeCovich5,327.72
Fern M. Gerdes5,310.59
Sally Moreno5,292.02
Sherrae E. Koehler5,284.74
Maria Claxton-Taylor5,279.82
Adrienne M. Detesco
Morales5,275.98
Laurie C. Cole5,269.63
Jenni Kirkham5,249.84
Brenda Stafford5,240.12
Maribel Olivares5,238.62
Toni Moore5,226.40
Connie Lustig5,214.58
Charlene Grubbs5,211.23
Cindy Machado-Flippen5,206.36
Amie Christy5,163.51
Sandy Kay Gant5,151.68
Carl Newby5,108.83
Jaime Marie Bittner5,082.15
Jean McKackin5,077.37
Pamela L. Castellana5,049.20
Nicole Medjesky-Dixon5,013.01
Evelyn Hill5,009.82
Reina Murcia4,994.79
Patti Cornell4,989.35
Silvia Farias4,987.36
Caroline Adedolapo Yussuf4,891.41
Lucia Fernandez4,867.66
Claire E. Olivier4,856.04
Judi Tapella4,817.41
Linda S. Pilolli4,805.33
Lynn K. Henry4,800.17
Ruth Williams McCance4,798.83
September Anne James4,787.62
Patty J. Olson4,770.56
Brittany Marie Self4,739.50
Rebecca Milligan4,726.10
Hazel White4,701.82
Becki Hackett4,682.49
Tammy Brown4,667.53
Cindy Keske4,639.14
Barbara R. Johnson4,630.62
Aide G. Martinez Charre4,628.26
Johnna Elizabeth Cline4,614.52
Michelle Riley4,612.75
Sherry L. Fields4,594.58

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Recognition

Mary Kay Angels

These Independent National Sales Directors, Independent Sales Directors and Independent Beauty Consultants achieved the highest commissions/bonuses or production or had the most new team members in their Seminar areas in July 2012.

Top National Sales Directors — Commissions and Bonuses



Barbara Sunden
\$131,418
Diamond



Carol Anton
\$46,746
Ruby



Karen Piro
\$52,617
Sapphire



Kathy Helou
\$59,337
Emerald



Jan Harris
\$45,057
Pearl

Top Unit — Estimated Retail Production

DIAMOND — Gerri Anne Morris, <i>Go Give Area</i>	\$72,133
RUBY — Lisa Hansen, <i>J. Kwiecki Area</i>	\$59,336
SAPPHIRE — Jennifer Besecker, <i>P. Higgs Area</i>	\$64,147
EMERALD — Pam Kelly, <i>Go Give Area</i>	\$64,554
PEARL — Amy Kemp, <i>J. Martin Area</i>	\$59,043

Top Unit Builders

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

Diamond

Damarys Leyva 32 New Unit Members
Robin L. Sailer 24 New Unit Members
Kristin Jenae Rogers 21 New Unit Members
Andrea Whitcomb 21 New Unit Members

Sapphire

Jennifer L. Besecker 29 New Unit Members
Alethia Ramsey 29 New Unit Members
Sarah Sullivan Krycinski ... 21 New Unit Members

Emerald

Christine Denton
Barrueco 32 New Unit Members

Pearl

Laurie Travis Plyler 20 New Unit Members
Virginia S. Rocha 20 New Unit Members

Ruby

Teka-Ann Haynes 31 New Unit Members

Top Sales Director — Personal Sales

DIAMOND — Vicki Cussans, <i>L. Madson Area</i>	\$8,285
RUBY — Deborah Barker, <i>C. Anton Area</i>	\$10,359
SAPPHIRE — Beverly Wanza, <i>Go Give Area</i>	\$11,955
EMERALD — Karen Hunter, <i>Go Give Area</i>	\$11,361
PEARL — Sydney Laxton, <i>C. Warfield Area</i>	\$9,385

Top Beauty Consultant — Personal Sales

DIAMOND — Kathleen Neal, <i>V. White Unit, Go Give Area</i>	\$17,208
RUBY — Sherry Lusklin, <i>C. Kirkland Unit, Go Give Area</i>	\$11,133
SAPPHIRE — Rachelle Olsen, <i>K. Johnson Unit, T. Crayk Area</i>	\$10,569
EMERALD — Helen Leiby, <i>M. Bright Unit, G. Mayfield Banks Area</i>	\$27,978
PEARL — Grace Maier, <i>R. Kinzig Unit, J. Brack Area</i>	\$13,577

Top Team Builder

DIAMOND — Jaime Nash, <i>S. Pace Unit, A. M. Garrett-Roe Area</i>	11 New Team Members
RUBY — Julie Smith, <i>V. Auth Unit, V. Auth Area</i>	13 New Team Members
SAPPHIRE — Sales Director Esther Amador, <i>M. Aguirre Area</i>	10 New Team Members
EMERALD — Mari Lourdes Cabrera, <i>C. Barrueco Unit, A. Hatheway Area</i>	10 New Team Members
PEARL — Sales Director Caroline Yussuf, <i>H. Rygiel Area</i>	9 New Team Members

Congratulations to the **13** new Independent National Sales Directors who debuted July 1, 2012! Look for a special NSD recognition insert in next month's *Applause*® magazine.

Meet Your NSDs

Be sure to visit the Mary Kay InTouch® website for inspiring success stories about Mary Kay Independent National Sales Directors. Click on the **"Meet Your NSDs"** link under the Heritage tab. You can search for NSD stories by name, city, state, Seminar or even former occupation. Why not share their stories with potential team members?



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mask APPEAL

Using a mask two or three times a week can help your customers keep their skin feeling nourished and looking great all winter long!

WHY use a mask?

Facial masks rejuvenate and deliver powerful benefits to skin. They're a great supplement to a regular skin care regimen and can draw out impurities, exfoliate, hydrate, soothe or tone skin. After usage, your face feels clean, fresh and smooth. Why do you think masks have been around since ancient times?!?

HOW often should you use a mask?

You can use a mask two to three times a week to get optimum results.

**Want great-looking, healthy skin?
There's a Mary Kay® mask for that!**



\$20

TimeWise® Moisture Renewing Gel Mask, \$20

10 minutes to a pampered face. Get 10 skin-renewing benefits*. Instantly hydrates, locks in moisture, de-stresses, purifies, nourishes, calms, firms, smooths, softens and minimizes pores. Signs of stress disappear, as skin feels calmed, purified and nourished. This cooling, almost transparent gel mask also has been clinically shown to lock in vital moisture, enabling your skin to maximize every precious drop so it can look fresher and more youthful.

For: All skin types. Non-comedogenic



\$14

Mary Kay® Botanical Effects™ Mask, \$14

Gently removes impurities as it revitalizes skin. Dry formula gently exfoliates as it improves skin texture and replenishes hydration. Your skin looks smooth and feels renewed. Normal formula deep cleans as it gently exfoliates and restores radiance. Adapts to your skin's needs, leaving it looking healthier and feeling nourished. Oily formula helps cleanse pores and refine their appearance. It absorbs and controls excess oil and leaves skin looking clarified and fresher.

For: Every skin type. Available in dry, normal and oily formulas. Non-comedogenic



\$20

TimeWise® Even Complexion Mask, \$20

Pamper, soften and brighten in one step. Formulated with the patent-pending MelaCEP™ Whitening Complex, it's the perfect solution for tired, dull skin that needs a burst of radiance. Delivers instant brightening benefits so your skin looks immediately more radiant.

For: All skin tones and skin types. Non-comedogenic

All product prices are suggested retail.

*In an independent consumer study, women agreed that their skin appeared less stressed, felt nourished and calmed, and that the mask helped reduce the appearance of pores, among other visible benefits.

selling tips



Real Men Wear Masks



Charisse Edwards,
Independent
Sales Director,
Kearney, Mo.

"Masks are vital to a complete skin care regimen. I've been using a Mary Kay® mask for more than 30 years! When my customers see how excited I am, they typically want to try a Mary Kay® mask, and once they do, they fall in love!

"The Botanical Effects™ masks are great for my **younger customers** just starting a skin care regimen. **Men also love the Mary Kay® masks,** even if some come in pink packaging!

"For my customers who say they don't have an extra 10 minutes, I encourage multitasking! Leave the mask on while unloading the dishwasher or putting the kids to bed. It's doable, and they'll love the way their skin looks and feels!"

Works for Me!

"I have oily skin and am prone to occasional breakouts, so I'm a confirmed mask user.

I rotate among all three of the Mary Kay® masks and like each one for different reasons. When I have a customer with similar issues, I share what works for me. Most often she tries, buys and loves the masks too! It's always easier to sell something you like and are passionate about. And it's equally rewarding when your customers are thrilled with their results!"



Linda Perry,
Independent
Sales Director,
Ripon, Calif.

Trick or Treat

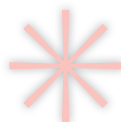
"Every October, I play off Halloween and run a Mary Kay® mask special for fun. I also include MASCara. It's a great way to draw attention to the masks and mascaras and increase sales. I'm a loyal mask user, which helps me sell.

"I listen to determine my customers' needs and provide a sample of the one I think will work best. We now have a **mask for every skin type** and need!

"Sometimes around the holidays, I include a free mask in my best customers' orders – especially if they've shown interest but haven't purchased one before. Once it's used up, they typically buy a replacement!"



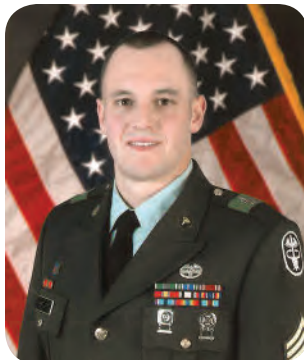
Kathleen Haag,
Independent
Sales Director,
Keyport, Wash.



GREAT selling tools at your fingertips!
Look for a Mary Kay® mask comparison chart on Mary Kay InTouch® > Products > Product Central.

FOR THE LOVE OF Freedom

Mary Kay salutes the members of the U.S. armed forces who sacrifice themselves to protect our freedoms and their families who provide love and support to these outstanding men and women. We are proud and honored by the members of our independent sales force who serve our amazing country. We THANK YOU, and we SALUTE YOU!





Independent Future Executive Senior Sales Director

Peggy Young knows about growing her Mary Kay business around the country. After all, she's moved 19 times since marrying her high school sweetheart. Now retired from the U.S. Air Force, her husband, Terry Young, proudly served his country for 27 years.

"Terry showed me the world while serving our country," she says. "I'm blessed that Mary Kay provides me with an opportunity to enrich the lives of women everywhere. I can fulfill my passion for people as well as my love of other cultures."



Holding down the fort is a way of life for Independent

Sales Director Elizabeth Jones. For 28 years and countless moves and deployments of her husband, Colonel Kurt Jones, Elizabeth has kept her successful Mary Kay business going. She also is involved in the Key Spouses organization where she helps military families

adjust to the unique lifestyle. She says, "I work to keep our marriage and family relationships strong because family is what helps get you through the deployments."



Independent Beauty Consultant Jamia Nalls,

Senior Airman in the U.S. Air Force, joined the reserves five years ago upon her sister's encouragement. As a single mom to twin 7-year-olds, Anyah and Andrell, being a member of the Air Force reserves isn't easy, but Jamia's military family is her constant support. She says,

"I've met amazing people. For us, the educational and medical benefits are a blessing."



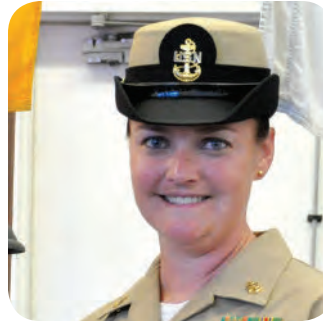
Independent Beauty Consultant Stephanie Jones

is the first to admit that life during a deployment can be hard on families. Her husband, U.S. Air Force Sergeant Justin Jones, has been deployed to Afghanistan five times throughout their marriage. She says, "He returned

last May and surprised our two oldest children as they got off the school bus. Our 9-year-old daughter, Joyanna, couldn't believe what she was seeing, and our 7-year-old son, David, just ran and jumped into his arms. It was amazing."



Independent Beauty Consultant Marcia O'Donnoghue has been stationed in Hawaii, Korea, Germany, Italy and now San Diego. "I have a sense of pride every time I put on my uniform. Becoming a sailor was the best decision I've made because we have a bond like no other," she says.



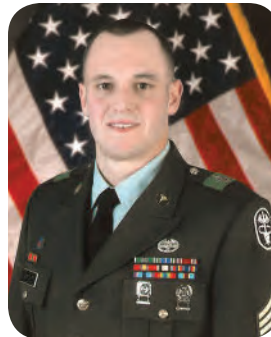
With an undergraduate degree in chemistry and math and a graduate degree in public health, **Independent Beauty Consultant Melissa Balint** is a naval officer proudly serving her country as an industrial safety instructor. She has the challenging role of mentoring, leading and supporting sailors and says, "I use tools learned from reading *The Mary Kay Way*, such as praising people to success and leading by example. I love working for the greater good and being part of something bigger."



Swelling with pride as she speaks about her son, U.S. Army Sergeant James Gilchrist, **Independent Senior Sales Director Meara Buck** says, "He is fighting for the freedom of people he doesn't know, and he makes sacrifices every day that no one will ever know about. He does all of it for the love of freedom. I have watched him reach for goals in the Army and become a man of excellence."



Independent Sales Director Sally DeChenne says her son, U.S. Army Staff Sergeant Michael Bryan, put his education on hold after 9/11 to become an Army medic. Since then he has earned combat medic status, earned a Bronze Star for his service and is enrolled in a Physician's Assistant program. Sally says, "We are proud of Mike for his bravery and grateful to all the men and women who serve our country and protect our freedoms. Mike has had two tours in Iraq where he actually treated wounded soldiers while under fire. Although he is very humble, we know he is a hero."



As a Master Sergeant in the Michigan Air National Guard for 21 years, **Independent Beauty Consultant Sheri Bedard** has made many sacrifices and even left her family for a year while she was deployed overseas. She says, "Integrity first, Service before self and Excellence in all you do are the core values of the Air Force. I try to uphold these values in all I do from raising my amazing son, Jeret, a 12-year-old athlete and honor roll student, to building a team in my Mary Kay business."





GO-GIVE® AWARD

Congratulations to our November 2012 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.



Jenny Siemonsma

Diamond

Independent Senior Sales Director

Began Mary Kay

November 2000

Sales Director Debut

July 2001

Offspring two first-line

National Sales Director

Go Give Area

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

Personal Lives in Montgomery, Texas. Husband, Doug; sons: Max, Sam

"I am motivated to help others because people who live for themselves never experience the blessings in giving others hope."

Independent Beauty

Consultant Gaylene Koehn of Montgomery, Texas, says, "Jenny is growing her unit with three offspring Independent Sales Directors in the last year. She loves this business, gives of her time wholeheartedly and inspires me and her other adoptees in the process."



Lisa DeLucia

Ruby

Independent Senior Sales Director

Began Mary Kay

October 1993

Sales Director Debut

December 1994

Offspring one first-line

National Sales Director

Go Give Area

Honors Circle of Honor; two-times Consultant Queen's Court of Personal Sales; Sales Director Queen's Court of Personal Sales; 10-times Circle of Achievement; Circle of Excellence; Double Star Achievement

Personal Lives in Holmdel, N.J. Husband, Frank; son, Frank; daughters: Laura, Dominique, Diana; one grandson

"I am motivated to help others because only by being of service to others can we find true joy and fulfillment."

Independent Senior National Sales Director Ronnie D'Esposito Klein

says, "Lisa exemplifies the qualities needed for our adoptee program. She welcomes everyone, works with them on a consistent basis, includes them in her programs and opens her home to them for her events."



Celeste Byrd

Sapphire

Independent Senior Sales Director

Began Mary Kay

July 2005

Sales Director Debut

August 2006

Offspring one first-line

National Sales Director

Karen Ford

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

Personal Lives in Richmond, Ky. Husband, Travis

"I am motivated to help others because I love what the Mary Kay opportunity allows us to offer other women and their families ... hope, choices and love."

Independent Beauty Consultant Betty Gabbard of Booneville, Ky.,

says, "Celeste is a strong leader and dedicated to her Mary Kay family. She is active in her church and also in her community, where she organized a breast cancer survivor makeover for five lucky women."



Andrea Steinmetz

Emerald

Independent Senior Sales Director

Began Mary Kay

June 2000

Sales Director Debut

September 2001

Offspring one first-line

National Sales Director

Sherry Alexander

Honors Star Consultant; Sales Director Queen's Court of Personal Sales; two-times Queen's Court of Sharing; nine-times Circle of Achievement; Double Star Achievement; Triple Star Achievement

Personal Lives in Dublin, Ohio Husband, Rob; sons: Lance, Luke

"I am motivated to help others because by helping one woman be her best, you also help her family, which then carries on to help her community."

Independent Beauty Consultant Brooke McCann of Marengo, Ohio, says, "An adoptee in Andrea's unit recently debuted as a new Independent Sales Director. Andrea's energy is contagious, and if I didn't know better, I would have thought that Paula was Andrea's offspring!"



Stacy Ransom

Pearl

Independent Sales Director

Began Mary Kay

April 1997

Sales Director Debut

September 2007

National Sales Director

Judy Brack

Honors Star Consultant

Personal Lives in Eugene, Ore. Husband, David; sons: Scott, Jacob; daughters: Kelly, Micaela, Emma

"I am motivated to help others because our unique opportunity allows me to use my gifts, talents and abilities to touch others and change lives one person at a time."

Independent Sales Director Pamela Lanning of Eugene, Ore.,

says, "Stacy puts aside her obstacles and goes above, beyond, through and over for her unit and adoptees. She has a very giving heart and her adoptees love her."

ages & stages



Ever wonder what triggers women 50+ to make a fragrance purchase or what young women right out of college want in a business? Mary Kay can help answer these questions and more! Beginning Oct. 1, **Targeted Marketing**, a new **Silver Wings Scholar ProgramSM module**, shows you how you can **grow and diversify your Mary Kay business with women of all ages and ethnicities – as customers *and* team members!**

You'll hear from:

- **Demographics expert Alisa Beyer** who shares fascinating factoids; spending power stats; and characteristics of baby boomers, Gen X, Gen Y and Latinas.
- **Sean Key, Mary Kay Vice President, Sales Force Motivation**, talks about why **diversity is key in your Mary Kay business today.**
- **Mary Kay Independent Sales Directors*** share what women from **each demographic** want as your customers and your team members.

Videos are available in **English and Spanish** and are broken down into the four demographic segments. **Each segment is roughly 15 minutes. Best news is, they're FREE!**



You'll find the new Targeted Marketing Silver Wings Scholar ProgramSM module on Mary Kay InTouch[®] under the Education tab.

*Featured Independent Sales Directors:

Barbara Harrison, Agnes Stewart, Gerri Anne Morris, Chatney Gelfius, Jordan Helou Eicher, K.T. Martin, Lucia Fernandez and Heather Catchpole.

MARY KAY®

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Dallas, TX 75379-9045

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MARY KAY INC.

LEADERSHIP CONFERENCE Los Angeles

Dates:

Jan. 9-12 Emerald, Pearl and Ruby
Jan. 13-16 Diamond, Sapphire
and Canada

Three days packed with valuable:

- workshops ■ food ■ fun
 - prizes and recognition!
- Who knew **learning could be so much fun!**

Here's what you get:

- Up-close look at **NEW Mary Kay® products.**
- **Education.** Leadership, team-building, motivating others, marketing and more.
- **Networking with Mary Kay mentors.**
- **Lots of prizes and recognition!**
- Once-in-a-lifetime chance to **celebrate Mary Kay's 50th Anniversary!**
- Fun after-hours events like the **Universal Studios party** and **VIP tour** for qualifying Independent Sales Directors! Plus, a glamorous red carpet affair!



**WATCH THE LEADERSHIP
2013 VIDEO NOW!**
Get the free mobile app
at <http://gettag.mobi>

Register in one of two easy
ways Oct. 15 – Dec. 28, 2012:

ONLINE Mary Kay InTouch®. Click Events >
Special Events 2013 > Leadership
Conference 2013.

MAIL Special Events Registration,
Mary Kay Inc., P.O. Box 799045,
Dallas, TX 75379-9045.

Registration Deadline: Dec. 28, 2012



Complete details on Mary Kay
InTouch®. Click Events >
Special Events > Leadership
Conference 2013.

Registration Fee:

- \$145 — If received by Dec. 28. Accepted payment forms: MasterCard, Visa, Discover, cashier's check or money order payable to Mary Kay Inc. No personal checks, please!
- \$170 — On-site, space permitting. (Exception: Jan. 1 debuting Independent Sales Directors whose debut status is confirmed.)

Transfer Fee: \$25

Cancellation Deadline: Full refund
if cancelled by Jan. 7, 2013.
No refunds or product requests
after that date.

MARY KAY
**one woman
can**
50 YEARS

Leadership2013

Image Credit: Travis Conklin