

MARY KAY

# applause<sup>®</sup>

OCTOBER 2010

GET **METRO**  
**CHIC**  
WHILE IT'S HOT



THE PERFECT GIFT:  
**THINKING OF YOU™**

**FALL TRENDS**  
THAT ROCK!

MARY KAY  
**GIVES BACK**

## find it online: check out Mary Kay InTouch®

Log on today to see what's hot. You may find everything you need for your Mary Kay business and more!



**"Get It Free\*" BizBuilders offers.** Formerly in *Applause*®, monthly Biz-Builders bonus information is now exclusively online so you can quickly access the complete list of quantities and values. To locate bonus information for Sept. 16 to Oct. 15, click on Products > BizBuilders beginning Sept. 10.



**Your Way to Beautiful™ Makeover Contest.** This new contest can help you book color appointments and get your customers excited about color! Go online to get all the details and encourage your customers to enter beginning Sept. 1.



**New Products.** Check out "Product Central" for details on new products that launch Sept. 16.



**The Look eCatalog.** *The Look* eCatalog online is now a powerful selling tool that you can share with your customers in entirely new ways! It now allows your customers to virtually "flip" through the pages, like you would a real catalog. Videos, wish lists, e-mail options and other features make it interactive and fun. Check it out!

## october: dates to remember



### Mary Kay said it best

*Enter and live each day with a positive, expectant attitude and maintain that attitude even through difficulties. Visualize a year filled with accomplishments and the realization of your goals. Filling your mind with positive expectancy and focusing on what you plan to accomplish provide energy that multiplies when you set a desired goal and work toward it.*

**1** 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 6 a.m. Central time.

**8**

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

Columbus Day observed. Postal holiday.

**11**

**12** New Independent Sales Director Education begins for Independent Sales Directors who debuted July 1, Aug. 1 and Sept. 1.

Postmark deadline to earn the first monthly product bonus.

**15**

**16** Second monthly product bonus begins. Winter 2010 Preferred Customer Program<sup>SM</sup> online enrollment for *The Look* and Month 2 mailer begins. *The Look* includes a rub-and-release Velocity® fragrance sampler. Plus, there will be an opportunity for your customers to receive a special trial offer of TimeWise® Replenishing Serum+C by responding to an exclusive online offer. Limit of 75,000 samples. Other exclusions apply. Find more details on Mary Kay InTouch®!

**20** September Career Car qualifier paperwork due to Company.

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

**28**

**29** 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.

Last day of the month for Independent Beauty Consultants to place online orders (until midnight Central time).

**30**

**31** Last day for your customers to enter the *Your Way to Beautiful™* Makeover Contest. Online Independent Beauty Consultant Agreements accepted until midnight Central time.

### Stars Can Order Early!

Great news! If you were a Star Consultant during the March 16 – June 15, 2010, contest quarter, you are eligible to participate in the Early Order Offer from Sept. 10–15, 2010. And when you are a Star Consultant during the Sept. 16 – Dec. 15, 2010, contest quarter, you can order early from March 10–15, 2011. Be one of the first to try new products!



# your way to beautiful™

Doesn't every woman want to be beautiful in her own way? Think about all the ways Mary Kay® products combined with your exceptional customer service can help your customer express her unique sense of beauty. Want to know more? Look for a reproducible flier in this issue of *Applause*® and read the message from Vice President of U.S. Marketing Yvette Franco on Page 15. Plus, look for the new Thinking of You™ giftable fragrance and fall/winter color trends that are sure to jump-start your holiday sales. It's going to be a beautiful season!



## High Impact

Bold, sophisticated and hot! The limited-edition\* Mary Kay® Metro Chic Collection captures this season's energetic trends with new products that will turn heads. >>

Page 2



## Create Color Sales

<< Book a color party to give your guests new looks for this season's trends. Entice your hostesses with our new, exclusive fall trend report so they can shop with confidence!

Page 4



## Gift-Giving With Heart

<< Introducing the new Thinking of You™ giftable fragrance that captures the emotions and expresses your sentiments in honor of any occasion. Spray it forward this holiday season!

Page 16

# très chic!

NEW! Introducing the easy-to-wear limited-edition\* Mary Kay® Metro Chic Collection inspired by big city sophistication and right on-trend with fall/winter fashions!

## Limited-Edition\* Mary Kay® Vinyl Lip Shine

With extreme shine and a glass-like finish, this lightweight gloss can be worn alone or over your favorite lipstick. Choose from two shades: Attitude or Audacious. **\$15 each**

## Limited-Edition\* Mary Kay® Be Radiant Baked Powder

This velvety soft, weightless powder delivers a beautiful matte finish with a slight shimmer. With three shades in one, this buildable powder is gorgeous on any skin tone. Choose from two shades: Dawn or Dusk. **\$18 each**

## Limited-Edition\* Mary Kay® Liquid Eyeliner in Skyline

Rich purple shade is long-wearing. Dries in seconds with a flexible finish that does not crack or peel. Draw thin or thicker, bolder lines. **\$11**

## Limited-Edition\* Mary Kay® Eye Glimmer

Lightweight, buildable color. Application cools and revitalizes the eye area. Choose from three shades: Disco, Drama or Dynamic. **\$12 each**

All product prices are suggested retail.

## Bold Nails!

Limited-edition\* Mary Kay® Nail Lacquer completes this bold trend with an instant high-gloss finish. Provides stay-true color that does not fade. Choose from Platinum (silver), Pulse (red) and Intensity (deep purple). **\$8 each**

Pair with the clear two-in-one limited-edition\* Mary Kay® Base Coat/Top Coat that provides a high-gloss finish that lasts. **\$8**



## Purchase-With-Purchase Special Offer!

Get this red-hot, limited-edition\* Mary Kay® Metro Chic Collection Clutch and Clip-On Gloss for only \$5† with a \$40 (excluding tax) suggested retail purchase of any limited-edition\* Mary Kay® Metro Chic Collection items. Lined in red and black animal print, the clutch comes with a unique clip-on-gloss charm featuring a clear silver shimmer gloss.



\*Available only while supplies last †Suggested retail price. This special offer available from participating Independent Beauty Consultants only



# all about color

Regular-line Mary Kay® color products appeal to everyone! Help your customers find just the right look.

## New Lipstick Shades to Love

Introducing two new Mary Kay® Creme Lipstick shades in Merlot and Fuchsia. (Merlot is the same shade as Confidence from the *Beauty That Counts*® campaign; Fuchsia is the same as Compassion.) Section 2 samplers of these new shades will be available in strips of six with applicators for **\$1.25**.

Now that the *Beauty That Counts*® campaign is over, you can continue to offer your customers these two great shades – giving you a total of 38 gorgeous regular-line lipstick shades! **\$13 each**



## Updated Color Cards

Help your customers sample a complete Mary Kay® mineral color look with five updated Color Cards available Sept. 16. Color Cards in Berries, Reds, Metals, Neutrals and Pinks have been revised to include some of the latest Mary Kay® mineral colors:

**Berries** – now includes Silver Satin eye color

**Reds** – now includes Granite eye color

**Neutrals** – now includes Maple lipstick

**Metals** – now includes Ivy Garden eye color and Copper Star lipstick

**Pinks** – now includes White Lily and Midnight Star eye colors, Strawberry Cream cheek color and Dusty Rose lipstick



Color Cards in Chocolates and Tawnies remain the same. Available on Section 2, all cards come in packs of **five for \$1.50** and feature three eye colors, a cheek color and a “fuss-free” lipstick sampler that can be applied directly to the lips without an applicator. Each card has room for your business card on the back and a recommendation for liners and a lip gloss to help you upsell to a full color look.

If your customer prefers a different color combination not featured on a Color Card, you always can suggest she experiment with the Mary Kay® Virtual Makeover and offer her individual samplers to try.

## Brush On Color

Get the perfect tools for the perfect color look! The Mary Kay® Brush Collection includes five high-quality cosmetic brushes that make color application polished and professional! Use the **Mary Kay® Cosmetic Organizer** to not only store your brushes, but also to carry your other Mary Kay® color cosmetics. It's the perfect cosmetic organizer for home or travel!

- (1) **Powder Brush** evenly distributes powder to the face.
- (2) **Cheek Brush** is used to accentuate bone structure or add a healthy blush to cheeks.
- (3) **Eyeliner/Eyebrow Brush** is used to line the lashes and tame and shape brows.
- (4) **Eye Crease Brush** is used with midtone and darker shades to add depth to eyes.
- (5) **Eye Definer Brush** shapes and defines eyes and is used to blend color evenly.
- (6) **Mary Kay® Cosmetic Organizer** carries your brushes and cosmetics.

**\$48**  
per set



**Virtually Beautiful...** Remind your customers to visit the Mary Kay® Virtual Makeover on your Mary Kay® Personal Web Site to “try on” fun fall looks and more!

# let the new trend report help you book



Available on  
Mary Kay InTouch®,  
marykay.com  
and your Mary Kay®  
Personal  
Web Site.

## Exclusive Hostess Perk!

- Highlights the latest must-have fashion trends so hostesses can be in the know.
- Provides fall insider makeup tips.
- Offers your customers information to help complete their head-to-toe look (without you having to be a fashion expert).

## Trend Highlights ▶

**Cool Metals.** Shine with bold chunky jewelry or eye colors that strike it rich.

**Bling It On!** Layers of chains add city-smart attitude that gets glam with jewels.

**Visual Effects.** Get towering heels or mile-long lashes.

**High Shine.** From sleek metallic finishes to slick lips, shine rules.

**Zip It Up.** Zippers are everywhere – oversized, angled, the ultimate embellishment.

## ◀ Fashion and Accessories

This season's power dressing emphasizes strong proportions. Architectural elements are evident: Shoulder lines are enhanced without being overpowering, curves are celebrated, embellishments are three-dimensional. Fabrics have textural impact. Zippers, whether functional or not, are enlarged and placed at angles. Shoes have a heightened sense of reality with towering, sculptural heels. Bags return to more structured shapes. Chains are everywhere, demanding attention. Confidence and attitude are the key words to live by now.





Get ready for **energizing, outspoken** fall trends! This season's fashions exude boldness and energy in vibrant, dramatic color with strong architectural lines. Here's a peek, but be sure to go online to read the full **Fall/Winter 2010 Mary Kay® Fashion and Beauty Trend Report**, including makeup application tips! Then offer it to hostesses who can book a party and update their color look!

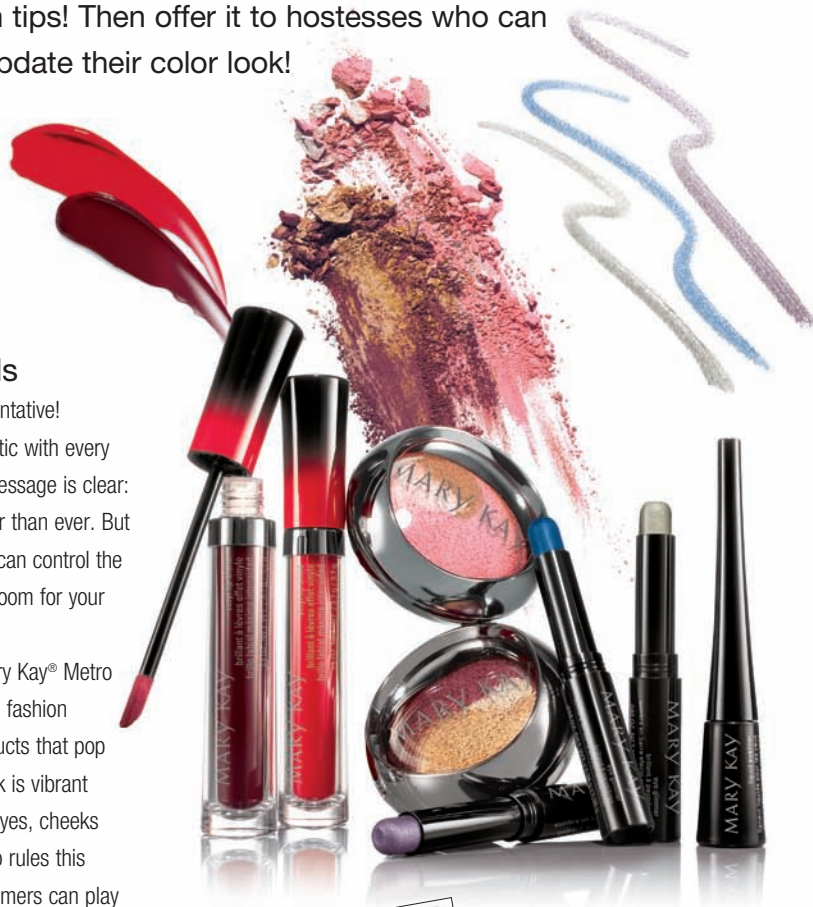
## Makeup to Match the Trends

This is not the time to be tentative!

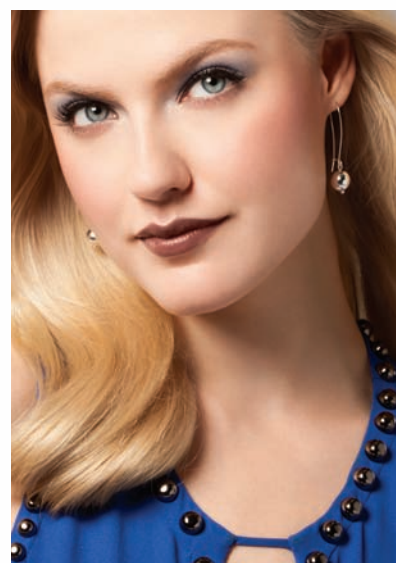
The face is bold and dramatic with every feature emphasized. The message is clear: Color is back, and it's better than ever. But with buildable shades, you can control the intensity, leaving plenty of room for your own self-expression.

The limited-edition\* Mary Kay® Metro Chic Collection supports fall fashion trends with cosmetics products that pop with color. The makeup look is vibrant color balanced across the eyes, cheeks and lips. There really are no rules this season! You and your customers can play up all your best features at once.

Look for a limited-edition\* Mary Kay® Metro Chic Collection Sampler Card available in packs of five for \$1.75 on Section 2 of the Sept. 16 Consultant order form. The card features both limited-edition\* Mary Kay® Vinyl Lip Shine shades.



Sampler Card



## Regular-Line Looks to Share All Season

Regular-line Mary Kay® color products that you already have on your shelves also can achieve this high-drama look. Be sure to check out these **two on-trend, regular-line looks** and application instructions in the Fall/Winter 2010 Mary Kay® Fashion and Beauty Trend Report.

## Book a Fall Color Party

You can use the Fall/Winter 2010 Mary Kay® Fashion and Beauty Trend Report as an exclusive perk for your hostesses! You also can use the report as a booking tool to get a hostess interested in holding a fall party!

- Why not book a *Fall Color* party that highlights fall fashions and corresponding Mary Kay® color products? Perhaps your hostess can model a bold color look.

- Consider contacting customers who loved the Spring/Summer 2010 Mary Kay® Fashion and Beauty Trend Report that was offered last season. They're probably eager for a trend update!
- Let customers know they can try out fall trend color looks on the Mary Kay® Virtual Makeover.
- You can send a text message to your hostess so she can enjoy the trend report on the go. Go to Mary Kay InTouch® for downloading instructions.

# doing well by doing good

Mary Kay has plenty of reasons to do good. It's part of embracing our mission to enrich women's lives and treating others as we would like to be treated. It shows the world that we accept responsibility as a Company, in partnership with you – our independent sales force – to do what is right. Thanks to your huge heart and dedicated efforts, many great things have been accomplished this past year through our Pink Changing Lives<sup>SM</sup> initiatives!



## A Foundation for Those Who Care

Your heart aches for the women and children that face the hurt and devastation caused by cancer and domestic violence, the philanthropic causes most close to Mary Kay's heart. And because you inspire your hostesses and clients to give from that deep well of caring, The Mary Kay Foundation<sup>SM</sup> has been in a position to provide concrete help in these particular areas of need. Because of your contributions, in 2010 the Foundation is awarding:

- \$500,000 to CancerCare, Inc., a nonprofit organization dedicated to providing free professional help to people with cancer, for its Touching Hearts program.
- \$300,000 to the National Network to End Domestic Violence with \$200,000 earmarked to support the Amy's Courage Fund, which provides assistance to victims of domestic violence and their children.
- \$200,000 to the Arbor Day Foundation to build four Nature Explore Classrooms at domestic violence shelters across the U.S.
- \$3 million to domestic violence shelters across the U.S., with 150 shelters awarded a \$20,000 grant each.
- Thirteen grants in the amount of \$100,000 to help respected doctors and medical scientists in cancer research.

**Attention Facebook users!** The Mary Kay Foundation<sup>SM</sup> launched its Facebook site earlier this year to serve as a vehicle to keep Foundation supporters updated on current issues and news regarding the Foundation and its two causes. You can post pictures of your fundraising efforts and share your philanthropic experiences. Visit the site at [www.facebook.com/themarykayfoundation](http://www.facebook.com/themarykayfoundation).

**Stay Updated:** Stay in the know about current Foundation efforts by visiting the Foundation website at [www.marykayfoundation.org](http://www.marykayfoundation.org).

**pink** changing lives<sup>SM</sup>

## For the Love of Home

For five years in a row, Mary Kay Inc. has worked with the Dallas Area Habitat for Humanity to build homes for a deserving family. This year, Mary Kay employees once again volunteered to help during their personal time with the construction of a house for proud first-time homeowners, the Gatherights.

Mother of two active boys – Demarcus, 11, and Michael, 9 – nursing student Nikko Gatheright works

for the local Veterans Hospital and had always dreamed for her two boys to be able to play in their very own backyard. That dream is now a reality. With the help of Mary Kay Inc. and Habitat for Humanity, Nikko is buying her new home interest free with a 25-year mortgage. The Gatheright's new home is in the community of Cedar Creek Ranch in Dallas, where Mary Kay Inc. and Habitat for Humanity also built homes in 2008 and 2009.

The Gatheright home was dedicated June 5, 2010. Mary Kay has now sponsored a total of nine Habitat homes in the U.S.



## One Dollar at a Time

Through the global *Beauty That Counts*<sup>®</sup> campaign, Mary Kay Inc. has been able to further its mission to enrich women's lives. Thanks to you, Mary Kay is donating just under

\$3 million from the 2008 and 2009 worldwide sale of *Beauty That Counts*<sup>®</sup> Mary Kay<sup>®</sup> Creme Lipstick to causes that change the lives of women and children around the world. How great is it to know that your lipstick can garner such power?

In the U.S., the 2010 *Beauty That Counts*<sup>®</sup> campaign ran May 1 through Sept. 15, 2010, and \$1 was donated from each sale of limited-edition *Beauty That Counts*<sup>®</sup> Mary Kay<sup>®</sup> Creme Lipstick in three fantastic shades. As part of this effort, in the United States, Mary Kay Inc. is proud to support The Mary Kay Foundation<sup>SM</sup> in its efforts to end domestic violence. We're hopeful that



because of your dedication and power, we will establish a new record this year.



## You Lobby, We Lobby

California, Pennsylvania and Tennessee – along with the entire nation – have faced daunting challenges in protecting victims of domestic violence.

For example, due to its budget crisis, California saw the state funding of domestic violence shelters eliminated last year and in the first six weeks, six shelters were forced to close their doors. “We know that shelters save lives. Now is the time for our lawmakers to stand together with us for the safety of California families,” stated Tara Shabazz, Executive Director of the California Partnership to End Domestic Violence.

This year, Mary Kay Inc. and members of the independent sales force joined with local advocates from these states to lobby state legislators for their support. Mary Kay Legislative Action Days were held in Sacramento, Calif.; Nashville, Tenn.; Harrisburg, Pa.; and Washington, D.C., to advocate for women and families affected by these issues.



Members of the independent sales force helped lobby legislators for support. Left to right: **Independent Senior Sales Director Sarah Bowering-Miller** of Bowie, Md.; **Independent National Sales Director Pam Higgs**; **Independent Elite Executive National Sales Director Gloria Mayfield Banks**; **Independent Future Executive Senior Sales Director Roya Mattis** of Ashburn, Va.; and **Independent Senior Sales Director Anna Semples** of Fairfax, Va.

## Helping Children Heal

Mary Kay Inc. and The Mary Kay Foundation<sup>SM</sup> are building four new outdoor **Nature Explore Classrooms** at women's shelters in the United States, all expected to open in October 2010. The Nature Explore Classrooms are outdoor learning spaces designed in partnership with the Arbor Day Foundation to allow the powers of nature to help children learn, play and heal from abuse. This program marks the first time Nature Explore Classrooms are being incorporated into a women's shelter. Mary Kay Inc. also helped to build five such classrooms in 2009.

## Go and Do Good

The *Ladies' Home Journal* awarded its first-ever Do Good stamp to Mary Kay Inc. Created to recognize companies that contribute to making the world a better place, Mary Kay was specifically honored for “its combined efforts to keep women and girls safe against domestic violence.”

According to Sally Lee, New York Editorial Director and Editor-in-Chief of *Ladies' Home Journal*, “Mary Kay was chosen because of its brand's inspiration, innovation and commitment to supporting women affected by domestic violence. The Do Good stamp is an achievement of Mary Kay's good works and contributions to the community.”



## The Privilege of Play

In Dec. 2009, Mary Kay Inc. contributed toys and products totaling nearly \$7 million to the 16th Annual *Today Show* Toy Drive. The Toy Drive has become a Rockefeller Center tradition in New York, and a Mary Kay spokesperson had on-air time to talk about the donation.

The *Today Show* donations are frequently given to families that otherwise wouldn't be able to afford presents for their children. Among the recipients are homeless shelters, children's group homes, schools, foster family services, domestic abuse shelters and many more.

## Texas Governor Visits Mary Kay China

“I am especially proud to see a company that began in Texas grow to become one of the world's leading makeup companies and the source of good jobs for hardworking people the world over,” Texas Governor Rick Perry said during a visit to the Shanghai Administration Center of Mary Kay China. During a busy visit to China, this U.S. governor took time to recognize a company that has its origins in his home state.

The governor praised the Company, saying, “I am proud that so many Texas businesses reflect the integrity that is at the heart of Mary Kay, with your embrace of the Golden Rule and your commitment to fair treatment for your employees, consumers and the community ... I believe the women of Texas and China owe a debt of gratitude to Mary Kay Ash as she blazed new trails and helped other women achieve economic independence.” And he encouraged members of the audience to visit Texas, of course!

The governor's visit on June 15 to Shanghai, the largest city in China, coincided with the World Expo 2010, which hosted a “Salute to Texas Week.” His visit to Mary Kay China's offices included a welcome reception, a tour of the office for the governor's entire delegation and an exchange of gifts between Governor Perry, First Lady Anita Perry and President of Mary Kay China Paul Mak. All employees present responded warmly to this unique opportunity to connect to the home state of Mary Kay Ash. Joining Governor Perry and First Lady Anita Perry were Texas Secretary of State Hope Andrade and Comptroller Susan Combs.



Governor Rick Perry, First Lady Anita Perry and President of Mary Kay China Paul Mak exchanged gifts during the governor's visit.



The governor's visit included a welcome reception with Mary Kay China employees and a tour of the office.

# Recognition

## Congratulations to the winners for June 2010

### Monthly Commissions and Bonuses

Listed are NSD commissions/bonuses 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 June 2010, NSD bonuses for Star Consultants and NSD commissions earned on all foreign countries for May 2010 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.

#### Sapphire



**Karen Piro**

<b>Karen Piro**</b>	<b>\$71,937</b>
Jana Cox*	45,361
Judie McCoy*	37,241
Lupita Ceballos**	35,938
Tammy Crayk	32,240
Dawn A. Dunn	31,573
Julianne Nagle*	28,985
Shannon C. Andrews*	28,895
Sandy Valerio	28,240
Valerie J. Bagnol*	25,799
Pam Klickna-Powell	23,619
Lorraine B. Newton	21,082
Sharon L. Buck	19,591
Gloria Báez*	19,479
Jan L. Thetford	19,250
Debra M. Wehrer	18,747
Davanne D. Moul*	18,360
Pam L. Higgs	18,228
Maribel Barajas	18,046
Kimberly D. Starr	18,015
Alla L. Head	17,901
Ann Brown	17,531
Diana Sumpter	17,234
Nancy A. Moser	16,655
Joy L. Breen	14,986
Charlotte G. Kosená	14,625
Maria Guadalupe Diaz	14,472
Sherril L. Steinman	14,398
Kendra Crist Cross	14,291
Magdalena Nevarez*	14,257
Brigit L. Bridle	14,181
Gillian H. Ortega	13,117
Paola Ramirez	13,075
Karen B. Ford	12,532
Jill Moore	12,521
Carol L. Stoops	12,008
Gladis Elizabeth Camargo*	11,744
Elizabeth Sánchez	7,969
Mirna Mejía de Sánchez	7,482
María Aguirre	6,078

#### Emerald



**Gloria Mayfield Banks**

<b>Gloria Mayfield Banks***</b>	<b>\$64,394</b>
Kathy S. Helou*	52,175
Dacia Wiegandt	49,965
Lily Orellana	36,116
Debi R. Moore*	36,037
Sherry Giancristoforo**	34,468
SuzAnne Brothers*	31,765
Kay E. Elvrum	28,753
Janet Tade*	27,085
Consuelo R. Prieto	26,470
Kerry Buskirk*	26,254
Jamie Cruse-Vrinos	24,843
Cindy Fox*	24,496
Mona Butters	24,150
Yvonne S. Lemmon	23,794
Cathy Bill*	19,166
Joanne R. Bertalan*	19,159
Pamela Tull	18,796
Crisette M. Ellis	18,673
Brenda Segal*	18,474
Cathy Phillips	18,320
Dawn Otten-Sweeney	18,222
Natalie Privette-Jones	18,066
Kathy Rodgers-Smith	17,276
Morayma Rosas	16,830
Miriam Gómez-Rivas	16,146
Cristi Ann Millard	15,791
Sabrina Goodwin Monday	15,032
Kym A. Walker*	14,244
Jackie LaPrade	13,372
Barbara Whitaker	13,030
Judy Harmon	12,632
Shelly Gladstein	12,592
Nora L. Shariff*	11,505
Caterina M. Harris	11,273
Carmen Rios	11,007
Sherry A. Alexander	9,899
Regina Hogue	9,226
Esther Whiteleather	8,549
Sandra Chamorro	8,064
Pamela Cheek	7,251
Phyllis R. Sammons	6,228

#### Pearl



**Jan Harris**

<b>Jan Harris**</b>	<b>\$45,240</b>
Darlene Berggren**	44,050
Cindy A. Williams	42,991
Pamela Waldrop Shaw	37,804
Stacy I. James*	37,632
Cheryl Warfield**	37,527
Sandy Miller	36,793
Maureen S. Ledda*	35,634
Anita Tripp Brewton*	34,947
Jackie Swank*	30,257
Anabell Rocha	28,087
Lisa Allison*	25,427
Judy Brack	24,167
Julie Krebsbach	23,541
Halina Rygiel*	23,311
Mary C. Estupiñan-Martel*	20,771
Glinda McGuire	20,742
Jane Studrawa	20,254
Lise T. Clark*	20,247
Nancy Bonner*	20,193
Pat Campbell	20,137
Elizabeth Fitzpatrick*	19,754
Monique Todd Balboa	18,493
Anita N. Conley*	18,026
Kathy C. Goff-Brummett	17,818
Maureen Myers	17,799
Wilda DeKerlegand*	17,457
Holli Lowe	17,254
Shirley M. Oshiro	17,158
Lynda Jackson*	17,121
Bett Vernon	16,863
Vernella Benjamin	16,642
Sonja Hunter Mason	15,843
Sylvia Kalicak	15,518
Robin Rowland	14,847
Barbara Stimach*	14,014
Linda Kirkbride	13,531
Beatrice Powell	13,452
Rosalie Ann Medjesky	13,329
Cathy E. Littlejohn	12,979
Kathy Jones	12,324
Bettye M. Bridges	11,664
Deb Pike	10,216
Wadene Claxton-Prince	9,132

#### Diamond



**Barbara Sunden**

<b>Barbara Sunden***</b>	<b>\$101,656</b>
Anita Mallory Garrett-Roe**	71,804
Lisa Madson	70,098
Sonia Páez	53,864
Linda C. Toupin	46,487
Patricia Rodríguez-Turker**	39,617
Gloria Castaño**	38,180
Joyce Z. Grady	31,705
Jo Anne Cunningham	29,230
Diane Underwood	29,209
Mary Diem*	29,106
Maria Monarrez	28,714
Dalene Hartshorn	26,765
Connie A. Kittson	25,766
Ada García-Herrera	22,629
Isabel Venegas	19,607
Evelinda Diaz*	17,734
Rosibel Shahín*	17,205
Rosa Carmen Fernández	13,027
Diana Heble	12,852
Betty Gilpatrick	11,492
Gina Rodríguez	10,584
Gladys C. Reyes	10,443
Carol Lawler	9,860
Ana Mazzotti	8,251
Andrea C. Newman	4,873

#### Ruby



**Carol Anton**

<b>Carol Anton**</b>	<b>\$63,826</b>
Pat Danforth*	59,427
Karlee Isenhardt*	41,423
Sue Kirkpatrick*	40,229
Kimberly R. Copeland	29,017
Shirley Oppenheimer*	28,634
Wanda Dalby**	28,562
Ronnie D'Esposito Klein*	27,493
Pam Ross*	25,806
Cyndee Gress	25,308
Janis Z. Moon	23,653
Rebecca Evans*	23,438
Jeanne Rowland*	22,701
Pamela A. Fortenberry-Slate*	22,646
Lynne G. Holliday	20,448
Kate DeBlander	19,822
Candy D. Lewis	19,754
Kelly McCarroll	18,647
Scarlett S. Walker-Simpson*	18,547
Judy Kawiecki	18,506
Patricia Lane	18,177
Cheryl J. Davidson	17,190
Terri Schafer	17,002
Gena Rae Gass	16,990
Toni A. McElroy	16,629
Michelle L. Sudeth*	15,341
Jo Anne Barnes	15,126
Vicki Jo Auth	14,684
Thea Elvin	14,557
Bea Millsagle	14,217
Cindy Towne	13,875
Kirk Gillespie	13,301
Donna B. Meixsell	13,016
Cindy Z. Leone	12,080
Katie Walley	10,265
Rhonda L. Fraczkowski	10,197
Gay Hope Super	9,830
Vicky L. Fuselier	8,782
Margaret M. Bartsch	8,681
Amy Dunlap	7,556
Renee D. Hackleman	6,310

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

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# Recognition

## Commission Circle

Independent Sales Directors who earned the top 100 commissions and bonuses in each Seminar area in June 2010. Names in **bold print** are those who earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission.

### Sapphire

Roxanne McInroe	\$24,168.90
Audrey K. MacDowall	22,302.53
Julie Weaver	21,560.11
Tammy Romage	18,770.99
Angela D. LaFerry	18,226.85
Kathy R. Bullard	18,055.28
Julia Mundy	18,044.79
Krista A. Johnson	15,596.74
Lara F. McKeever	15,144.98
Diane Bruns	14,251.50
Kristi M. Montesana	13,553.09
Christy Bigham	13,459.72
Tabitha A. Hallums	13,252.41
Lynnea E. Tate	12,884.22
Maria Montes	12,771.08
Brenda Bennett	12,561.75
Brynne M. Blalock	12,356.31
Connie L. Russo	12,307.66
Tracy Potter	12,303.10
Angie S. Day	12,299.04
Lady Ruth Brown	12,103.29
Heather L. Bohlinger	12,100.92
Crystal Dawn McDaniel	12,075.12
Sylvia Boggs	11,952.48
Phyllis I. Pisker	11,946.94
Kim I. Sabourin	11,926.81
Faith A. Gladding	11,620.50
Josefa Chacon	11,294.22
Randi Stevens	10,706.20
Jill Beckstedt	10,528.83
Maria Elena Coyote	10,417.46
Magdalena Garcia	10,314.22
Patrice Moore Smith	10,272.82
Kesia Webb Dailey	10,214.43
Anne Q. Harris	10,197.01
Peggy B. Sacco	10,118.20
Maranda Michelle Rains	10,107.54
Ann W. Sherman	10,065.77
Linda Klein	10,050.02
Alison Jurek	10,036.31
Terry A. Hensley	10,005.90
Kelcee L. Valerio	9,967.79
Debbie A. Weld	9,909.72
Cindy S. Kriner	9,886.88
Silvia Rodriguez	9,860.12
Sue Ammons	9,749.04
Jodi L. Feller	9,742.10
Flore Palencia	9,741.76
Kaye S. Hemphill	9,713.34
Patricia A. Woodworth	9,617.32
Brenda Ashlock	9,612.54
Jennifer L. Semelsberger	
Besecquer	9,582.04
Jennifer G. Bouse	9,574.10
Jalene Simpson Weston	9,477.72
Bonnie Crumrin	9,386.32
Ruby Garner	9,382.37
Marie E. Viaminck	9,328.80
Joanna Helton	9,325.40
Satarro Purnell	9,317.80
Lynn Baer Roberts	9,274.81
Debbie L. Frazer	9,262.89
Cheryl T. Anderson	9,247.28
Sharon K. Swayzer	9,219.55
Lynn A. Cervini	9,218.84
Delmy Ana Torrejon	9,168.32
JoAnna P. Shippe	9,114.98
Melva M. Slythe	9,077.87
Maria Bocanegra	9,073.54
Amy C. Hayes	9,063.21
Elaine B. Lewis	9,021.60
Anita R. Rabelo	9,012.11
Joli A. Dockery	8,993.28
Marjorie S. Haun	8,877.85
Dolores Keller	8,768.30
Jerlene Vrana	8,718.50
Catalina T. Barahona	8,685.25
Margaret Neill	8,639.01
Cathy A. Jacobs	8,540.21
Julie Garvey	8,475.99
Debra J. Witmer	8,475.76
Cynthia M. Cummings	8,461.65
Jo Carol Lee	8,438.71
Cherie L. Smith	8,416.69
Kim B. Roberts	8,403.21

Kim Maynor	8,242.36
Danice C. McEldowney	8,228.09
Maria Elvia Lopez	8,193.38
Naomi M. State	8,119.89
Blanca Celia A. Caceres	8,075.37
Natalie Reed	8,017.34
Linné Lane	7,975.88
Deborah Robina	7,949.97
Juliet M. Goodwin	7,857.76
Dena Smith	7,834.39
Krista Neal Warner	7,822.29
Holly C. Stocks	7,818.69
Binta Touray Jagne	7,803.35
Elizabeth McCandliss	7,746.19
Elsie Jackson	7,736.84
Bea Heath	7,716.33

### Emerald

Auri Hatheway	\$27,094.38
Maria Sanchez	18,138.10
Christine A. Denton	14,748.00
Jeanne R. DeVore Harris	14,616.97
Ann Shears	13,638.09
Pam Kelly	13,606.44
Linda Bradley	13,542.12
Ayobami Olanrewaju	
Olusa	13,024.64
Paula Kelsch	12,893.06
Evalina Chavez	12,659.57
Kimbi L. Bartik	12,576.28
Tammy K. Ayers	12,259.89
Renita Griswell Peele	12,200.63
Tanya Olivia King	11,770.57
Kathy P. Oliveira	11,641.37
Hollie R. Sherrick	11,537.03
Nancy A. Berlin	11,530.54
Stacey Deann Cole	11,520.68
Candy Jackson	11,461.46
Connie Marie Ackroyd	11,442.70
Michele Martella Armes	11,401.05
Yolanda Lopez	11,206.45
Sheri Farrar-Meyer	11,063.51
Stacy D. Foust	11,031.83
Elaine K. Williams	10,921.78
Nancy Boucher	10,894.93
Michelle M. Martinez	10,808.97
Cheryl L. Foster	10,761.55
Caren Crosby Fields	10,689.58
Trisha Taylor	10,612.45
Alyson R. Young-Guerra	10,583.37
Roxie Soto	10,481.39
Yuvic Rocio Alvarado	10,389.51
Susie J. Serio	10,351.96
Stacy S. Gilson	10,209.38
Karen A. Jorgenson	10,175.25
Vicki Powell	10,158.96
Barbara Pleet	10,120.68
Rosy Garcia Acevedo	10,105.22
Shara Mobley Gladden	9,841.76
Marcela Sierra	9,743.87
Karen E. Riddle	9,736.39
Debra Crews-Cairns	9,638.08
Pattie A. Robinson	9,613.98
Melissa Bright	9,509.17
Denise G. Kucharski	9,504.89
Kimberly Dawn Dawes	9,478.61
Nancy Jean Leroy	9,369.60
Rita Jean Barthel	9,361.74
Christy Harvey	9,297.69
Sue Uibel	9,245.52
Linda S. Robinson	9,211.17
Maria Beddick	9,149.70
Pat Forehand	9,112.50
Jeannette E. Beichle	9,104.21
Jo M. Cotton	9,089.86
Heather A. Carlson	9,084.84
Amanda Thulin-Marrano	9,064.38
Nancy L. DeFina	9,033.41
Kimberly Hutchens Poulson	8,896.62
Jean Mac Donald	8,827.59
Laura A. Armstrong	8,771.45
Nancy Graham	8,765.74
Teresa C. Colby	8,739.73
Kay Dickerson	8,680.20
Shawna D. Schneider	8,634.97

Michelle Lyle	8,604.09
Myrna I. Colon	8,603.66
Kami Fredericks	8,493.75
Sandy McKee-Rini	8,414.22
Toya M. Drew	8,383.32
Emily Stone	8,361.15
Carolyn L. Lucas	8,360.22
Arianne C. Morgan	8,347.00
Janet S. Harmon	8,339.93
Vicki Hunter	8,327.60
Arvis D. Bridges-Epps	8,272.14
Jackie L. Root	8,251.14
Anne Louise Goodman	8,221.20
Sonya C. D'Herde	8,212.32
Annette D. Oxley	8,191.29
Valerie Yorkie	8,182.64
Dana Ann Lamade	8,149.23
Elida Ramirez	8,148.97
Veronica Beltran	8,121.18
Marina Sanchez Ramirez	8,113.73
Traci L. Smith	8,080.00
Julie A. Griffin	8,068.86
Robin S. Moody	8,049.90
Celsa Menjivar-Gutierrez	8,042.64
Maria Bertha Godinez	8,010.46
Linda Jackson	8,000.39
Gloria E. Sandoval	7,984.89
Carol M. Fulton	7,946.92
Lisa Snow	7,938.39
Maritza Lanuza	7,919.87
Debbie L. Bower	7,859.10
Doreen Stevens	7,784.10
Shelia J. McCune	7,767.66
Lynn F. Huckles	7,750.27

### Pearl

Kristin Myers	\$22,105.47
Kim L. McClure	21,321.37
Jeanie Martin	20,777.41
Leah Michelle Lauchlan	17,852.59
Nadine Bowers	17,040.08
Tammy A. Vavala	15,617.68
Amie N. Gamboian	15,316.68
Susan M. Hohman	15,258.71
Lisa Rene Carta	15,092.25
Nedra Ruby White	14,895.83
Lisa Olivares	14,771.56
Cindy Machado-Flippin	14,717.07
Rebecca K. Navrkal	14,489.56
Jeannie Milligan	14,207.34
Patty Webster	13,984.03
Diane M. Detesko	13,768.25
Caroline Adedolapo Yussuf	13,733.59
Katherine Mirkes Ward	13,293.98
Vicki Piccirilli	13,229.93
Patricia Corneli	13,221.84
Tina M. Wright-Dees	13,139.32
Nicole J. Canamare	13,125.64
Blythe Jolee Egbert	12,966.66
Kathy Eckhardt	12,819.46
Alma Orsiosteta	12,780.90
Elizabeth B. Muna	12,634.67
Jancey Baxter Hull	12,540.94
Tracey L. Chavez	12,485.79
Toni Louise Moore	12,437.05
Stephani Prendes	12,361.09
Belle L. Martin	12,243.85
Mia J. Mason Taylor	12,096.61
Amy Kirtrell	12,037.43
Roya M. Mattis	11,976.78
Terri Lewis	11,873.32
Amy Kemp	11,747.61
Marlye Durrer	11,721.81
Jennifer C. Olais	11,517.30
Julia Sander Burnett	11,299.78
Susan Moore	11,078.07
Rita Schaefer	11,032.94
Carmen J. Felix	11,025.85
Ruthie Bresette-Mount	10,999.99
Anne Geertsen	10,894.37
Irene K. Foster	10,883.90
Betsy C. Richard	10,705.06
Holly L. Ennis	10,695.69
Brenda Stafford	10,647.54
Dorothy D. Boyd	10,604.84
Sandra M. Munguia	10,502.43

Sally Moreno	10,438.19
Sheryl Jean Arena	10,437.66
Mary Stuart Smith	10,390.27
Amelie B. Kemogne	10,005.94
Donna L. Cernulini	9,871.25
Lindsay R. Stewart	9,855.30
Maureen Shipp	9,793.86
Ashley O. Brooker	9,782.92
Sandra Tatzler	9,674.73
Barbara R. Johnson	9,555.75
Richelle V. Barnes	9,515.67
Susan T. West	9,509.31
Jo Shuler	9,497.78
R. Sue Miller	9,479.27
Stacey Craft	9,464.99
Kay Rubin	9,421.18
Victoria A. Pierle	9,418.84
Maribel Olivares	9,371.67
Sandra Giraldo Kirchhoff	9,280.54
Diane M. Terwilliger	9,262.52
Shari M. Kirschner	9,196.06
Diane M. Bullock	9,165.82
Amy Stokes	9,103.24
Shelley Edridge	9,075.07
Angel B. Toler	9,071.57
Charlene Grubbs	9,967.29
Diane Heckathorne	9,965.46
Linda S. Raube	9,921.41
Melissa Hamby	8,880.39
Peggy Matish	8,815.47
Denise M. Roberts	8,810.98
Evelyn Pirhalla	8,808.24
Rene E. Eddings-Foster	8,794.63
Carlie I. McDermott	8,788.80
Amy C. Schule	8,683.70
Tammarie M. Bradford	8,652.17
Aide G. Martinez Charre	8,641.83
Darlene Rutledge	8,641.74
Diana Maria Bernudez	8,629.31
Cheryl Marie Brown	8,567.94
Hazel White	8,538.18
Debbie A. Thomas	8,449.41
Ginger J. Benedict	8,425.28
Kathy Ahlwardt	8,404.15
Jeraline B. Long	8,389.71
Kathryn L. Engstrom	8,388.76
Crystal June Trojanowski	8,380.26
Sylvia Limon Martinez	8,372.64
Michele Salisbury Rankin	8,348.54
Susie Kopacz	8,228.66

### Diamond

LaRonda Daigle	\$22,922.71
Dayana Polanco	22,425.67
Terri J. Beckstead	18,819.70
Priscilla McPheeters	18,656.04
Tawnya Kremppes	18,408.53
Amy Allgood	17,211.93
Marsha Morrisette	16,688.75
Karime Rosas	15,824.17
Cecilia C. James	15,822.31
Kristin Jenae Rogers	15,351.52
Vivian Diaz	15,133.70
Martha Kay Ralle	14,454.66
Yvonne Tazem	13,911.16
Mary P. Creech	13,723.45
Lisa Rada	13,453.04
Mary Jacobson	13,435.43
Deborah Dudas	13,291.98
Ana X. Solis	13,204.73
Kristen C. Spiker	13,144.00
Nancy Polish Dove	13,123.27
Sheryl Peterson	13,106.06
Melinda M. Balling	13,079.30
Mary Strauss	12,991.76
Omosolape O. Akinyoye	12,965.28
Noellea James	12,649.54
Luzmila E. Abadia	
Carranza	12,637.35
Sandy Griffith	12,406.22
Elissa R. Hennings	12,393.92
Emily Sims	12,321.34
Heidi Goelzer	12,257.17
Shelly Palen	12,001.28
Sonia Suyapa Bonilla	11,906.38
Julie Neal	11,866.91

Maria Aracelis Jauch	11,855.38
Julie Schlundt	11,846.64
Noemi C. Jaimes	11,800.10
Maria Siguenza	11,791.66
Nancy Fox Castro	11,704.03
Lisa A. Stengel	11,701.16
Heather M. Julson	11,510.61
Diane L. Mentiply	11,503.13
Rose Rodriguez-Capone	11,482.61
Ruth L. Everhart	11,333.39
Janet S. Chapman	11,329.84
Linda J. Bergerson	11,314.99
Kim A. Messmer	11,208.07
Cindy Wallace	11,190.58
Stephanie Audino	11,145.93
Delmi Cristina Santos	11,063.35
Susan J. Pankow	10,887.90
Nicki R. Hill	10,855.52
Lila DeWeber	10,813.74
Meyra Esparza	10,748.46
Barbara E. Roehrig	10,737.49
Donna J. Saguto	10,712.79
Chatney Gelfius	10,544.79
Audrey J. Doller	10,408.02
Joy H. Rentz	10,397.25
Alicia Kingrey-Lokal	10,288.54
Denise Peterson	10,167.39
Stephanie A. Richter	10,134.17
Andrea Shields	9,998.24
Gina Marcucci	9,995.28
Sharon K. Reynolds	9,826.02
Norma Lee Shaver	9,773.37
Mary Beth Pfeifer	9,710.17
Leticia Barajas	9,605.96
Betty Symons	9,598.60
Maria Flores	9,584.67
Maria Janet Koo	9,575.28
Valorie Jean White	9,542.48
Robbie L. Brannon	9,484.38
Kathy M. Viola	9,475.22
Julia Medina	9,467.68
Patricia Carr	9,402.13
Maria M. Amador	9,360.59
Annaka Krafka	9,214.70
Audrey M. Renter	9,208.08
Pat A. Nuzzi	9,200.07
Mariann Biase Mason	9,145.88
Denise M. Guthrie	9,137.44
Robin L. Sailer	9,131.51
Maricela Gonzalez	9,112.04
Evitelia Valdez-Cruz	9,108.38
Blanca M. Vasquez	9,104.79
Shelley Olson	9,083.10
Lisa Peterson	9,077.44
Julie Danskin	9,045.00
Brenda K. Howell	8,974.30
Rhonda Jean Taylor	8,957.45
Marcia Sadowski	8,949.76
Nancy Ashton	8,938.83
Jill D. Davis	8,916.32
Meg Booker Steward	8,900.00
Carol Lee Johnson	8,866.44
Lesa Rae Franken	8,841.83
Lou Cinda Ulley	8,835.66
Vicki O'Bannon	8,788.81
Suzanne T. Young	8,768.18
Linda Faye Dowell	8,754.47

### Ruby

Thessy Nwachukwu.....	\$22,510.82
Ekene S. Okafor.....	20,656.48
Krystal D. Downey-Shada.....	19,739.92
Juliet Ebele Okonkwo.....	16,602.52
Donna Clark-Driscoll.....	16,306.36
Suzanne Moeller.....	14,794.13
Deborah J. O'Leary.....	14,352.18
Julie Brindell Sapp.....	14,162.82
Lisa Anne Harmon.....	14,028.14
Amber L. Faulk.....	13,769.29
Carlotta Sandiford- Coleman.....	13,453.05
Patti Maxwell.....	13,409.30
Yvonne F. Goins.....	13,212.26
Janet M. Thompson.....	13,017.47
Tina Hulsman.....	12,982.15
Stephanie Courington.....	12,822.15

# 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 June 2010.

### Top National Sales Directors — Commissions and Bonuses



**Karen Piro**  
\$71,937  
Sapphire



**Gloria Mayfield Banks**  
\$64,394  
Emerald



**Jan Harris**  
\$45,240  
Pearl



**Barbara Sunden**  
\$101,656  
Diamond



**Carol Anton**  
\$63,826  
Ruby

### Top Unit — Estimated Retail Production

SAPPHIRE — Audrey MacDowall, <i>D. Dunn Area</i> .....	\$156,310
EMERALD — Auri Hatheway, <i>D. Wiegandt Area</i> .....	\$170,188
PEARL — Kristin Myers, <i>G. McGuire Area</i> .....	\$143,432
DIAMOND — LaRonda Daigle, <i>Go Give Area</i> .....	\$167,734
RUBY — Krystal Downey-Shada, <i>Go Give Area</i> .....	\$134,567

### Top Sales Director — Personal Sales

SAPPHIRE — Audrey MacDowall, <i>D. Dunn Area</i> .....	\$38,429
EMERALD — Melissa Milanak, <i>J. Cruse-Vrinios Area</i> .....	\$25,882
PEARL — Leah Lauchlan, <i>P. Waldrop Shaw Area</i> .....	\$19,510
DIAMOND — Ava Roberts, <i>Go Give Area</i> .....	\$22,885
RUBY — Okene Okafor, <i>Go Give Area</i> .....	\$29,924

### Top Beauty Consultant — Personal Sales

SAPPHIRE — Debra Spielbauer, <i>J. Serwe-Hahn Unit, S. Buck Area</i> .....	\$15,618
EMERALD — Helen Leiby, <i>M. Bright Unit, G. Mayfield Banks Area</i> .....	\$27,573
PEARL — KanTanya Brown, <i>N. White Unit, Go Give Area</i> .....	\$15,537
DIAMOND — Barbara Henney, <i>J. Gleyze-Thomas Unit, L. Toupin Area</i> .....	\$16,389
RUBY — Susan Cummings, <i>M. Mings Unit, S. Kirkpatrick Area</i> .....	\$19,454

### Top Team Builder

SAPPHIRE — Sales Director Mary Romero, <i>M. Nevárez Area</i> .....	21 New Team Members
EMERALD — Sales Director Arvis Bridges-Epps, <i>N. Privette-Jones Area</i> .....	19 New Team Members
PEARL — Sales Director Caroline Yussuf, <i>H. Rygiel Area</i> .....	28 New Team Members
DIAMOND — Sales Director Erika Estrada, <i>R. Fernández Area</i> .....	15 New Team Members
RUBY — Sales Director Kelly Shepperd, <i>K. Copeland Area</i> .....	18 New Team Members

## Top Unit Builders

Independent Sales Directors with 20 or more new unit members for June 2010.

### Sapphire

Magdalena Garcia.....	25 New Unit Members
Mary Eloina Romero.....	25 New Unit Members
Tabitha A. Hallums.....	24 New Unit Members
Blanca Celia A. Caceres.....	22 New Unit Members
Catalina T. Barahona.....	21 New Unit Members
Isabella Cheree Ashley.....	20 New Unit Members

### Emerald

Auri Hatheway.....	35 New Unit Members
Candy Jackson.....	32 New Unit Members
Christine A. Denton.....	29 New Unit Members
Sheri Farrar-Meyer.....	24 New Unit Members
Renita Griswell Peele.....	23 New Unit Members
Stacey Deann Cole.....	22 New Unit Members
Maria Sanchez.....	22 New Unit Members
Tanya Olivia King.....	20 New Unit Members

### Pearl

Kristin Myers.....	39 New Unit Members
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Caroline Adedolapo Yussuf.....	32 New Unit Members
Katherine Mirkes Ward.....	30 New Unit Members
Mia J. Mason Taylor.....	25 New Unit Members
Amie N. Gamboian.....	24 New Unit Members
Sara Platas.....	23 New Unit Members
Terri Lewis.....	22 New Unit Members
Ana Bonilla.....	21 New Unit Members
Nadine Bowers.....	21 New Unit Members
Ashley O. Brooker.....	21 New Unit Members
Aide G. Martinez Charre.....	21 New Unit Members
Stephani Prendes.....	21 New Unit Members
Sonia P. Lett.....	20 New Unit Members
Jeraline B. Long.....	20 New Unit Members
Toni Louise Moore.....	20 New Unit Members
Jerma E. Valdez.....	20 New Unit Members

### Diamond

LaRonda Daigle.....	26 New Unit Members
Maria Janet Koo.....	24 New Unit Members
Yvonne Tazem.....	24 New Unit Members
Kristin Jenae Rogers.....	23 New Unit Members

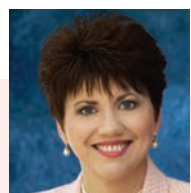
Amy Allgood.....	22 New Unit Members
Maria Aracelis Jauch.....	21 New Unit Members
Dayana Polanco.....	21 New Unit Members
Cindy Wallace.....	21 New Unit Members
Luzmila E. Abadia Carranza.....	20 New Unit Members
Maria Siguenza.....	20 New Unit Members

### Ruby

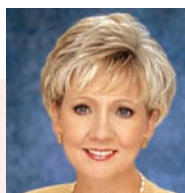
Casee Harwell.....	31 New Unit Members
Carlotta Sandiford-Coleman.....	30 New Unit Members
Karen E. Gardner.....	25 New Unit Members
Erin Lynch.....	25 New Unit Members
Julie Brindell Sapp.....	24 New Unit Members
Consuelo Z. Tinajero.....	24 New Unit Members
Jeanette M. Thompson.....	23 New Unit Members
Krystal D. Downey-Shada.....	21 New Unit Members
Ingrid Elke Smith.....	21 New Unit Members

## Sales Mentors

Special thanks to the sales mentors for the June 15, 2010, *New Independent Sales Director Education class*.



**Cindy Fox**  
Senior National  
Sales Director  
Emerald Seminar



**Kathy Goff-Brummett**  
National Sales Director  
Pearl Seminar



**Cyndee Gress**  
National Sales Director  
Ruby Seminar

## Meet Your NSDs

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



# helping women find **complete beauty**

Mary Kay Ash started her Company in 1963 based on the belief that what women want is timeless and universal. And while some of the details have changed with the times, women around the world are still connected by shared values.



## What Women Want

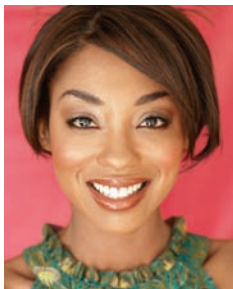
Last year, Mary Kay conducted a global What Women Want research project that confirmed just that. We discovered that no matter the age or ethnicity, all women crave complete beauty that is more than just the way they look – it's also an expression of how they feel. Women told us that they want inside-out beauty that comes from things like:

- Strength and confidence
- Family and choices
- Connection and sisterhood
- Personal income and a fulfilling career
- Pampering
- Trust
- Completeness
- Natural beauty

## You Can Show the Way

This research made clear that women all over the world have unique ways to feel beautiful and different ways of reaching their ideal of complete beauty. But despite their best efforts, women find that “real life” often gets in the way of feeling beautiful.

Because you, as an Independent Beauty Consultant, understand a woman's desire to create her own way to beauty, you can be there to help overcome her challenges with Mary Kay® products, Golden Rule customer service, a great business opportunity and guidance.



## Your Way To Beautiful™

We call this your way to beautiful™, and it means delivering the beauty solutions and guidance your customers need and want. So now we want to highlight even more this great service and value that you offer and are known for.

Whether they're online at your Mary Kay® Personal Web Site or reading through *The Look*, your customers will understand the benefits of working with an Independent Beauty Consultant through our Beauty Truth Statement:

**Mary Kay believes that beauty is more than just the way a woman looks; it's also an expression of *how she feels*. From the characteristics that make her *unique and unforgettable* to the way *she touches the lives of those around her* to the *products she uses* to enhance her natural beauty. A Mary Kay Independent Beauty Consultant is there to guide every woman in her desire to find ways to express her own sense of beauty. Because no one understands better that all **women are beautiful both inside and out.****

This means offering each one of your customers:

- Personalized product recommendations – no more guessing, hoping and wishing the product she picks off a shelf works for her.
- The opportunity to try BEFORE she buys.
- The ultimate service for all her product needs from gift recommendations to makeovers and beauty regimens customized for her.
- Interactive tools that make shopping easy – like the free Mary Kay® Virtual Makeover.
- Shopping in a way that meets her lifestyle – on the go, online or in person. She won't miss the long lines and pretentious makeup counters.

It's what you've always done, but with a new focus. Remember, by offering your personalized beauty services, you can help your customer find her own way to beautiful – the Mary Kay way!

## Convey the Message

Your customers will see Your Way to Beautiful™ messages in many places:

- *The Look*
- New content on Mary Kay® Personal Web Sites and marykay.com that features videos, fun consumer polls, makeup looks and more. (Look for more information in your next *Applause*® magazine.)
- *Your Way to Beautiful*™ Makeover Contest that begins Sept. 1

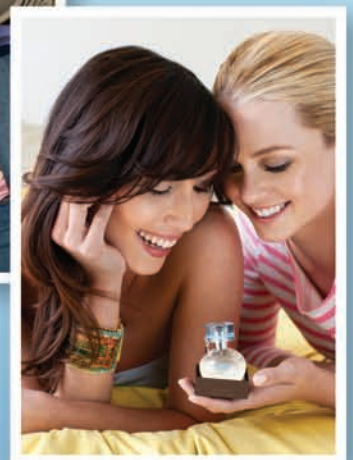


# just because

## NEW!

### Introducing Mary Kay's newest giftable fragrance

Every woman knows what it is that makes her life more complete. The joy of friendship. The power of love. The confidence in knowing that she makes a difference. Introducing a fragrance that captures the emotions that connect us all. At its heart, Thinking of You™ is a way to say *I'm thinking of you* when it's least expected, without expecting anything in return. So tell a friend, "*I appreciate you!*" Celebrate a special event, or better yet, create a new one. Say *thank you* to someone for everything they do. Or reward yourself, just because. There's no time like the present to turn a moment into a memory.





# i'm thinking of you™



**NEW! Thinking of You™**  
Eau de Parfum **\$30**



## Limited-Edition Lotion

Just in time for holiday gift-giving, your customer can add the limited-edition Thinking of You™ Body Lotion to create the perfect fragrance gift set. This moisturizing lotion beautifully complements the eau de parfum for fragrance staying power.

**NEW! Limited-Edition**  
Thinking of You™ Body Lotion

**\$16** (available while supplies last)



## Share the Scent.

This feel-good fruity floral eau de parfum includes top notes that convey a feeling of joy and happiness: sparkling mandarin, succulent white peach and juicy plum.

Midnotes inspired by the power of love, family and joy of friendships include creamy jasmine, pink honeysuckle and lily of the valley. Bottom notes of warm tonka, vanilla absolute and sugared patchouli round out the scent, conveying lasting memories of warmth and universal beauty.

## Turn a Moment Into Memory.

Each element of Thinking of You™ is designed to capture the emotions and feelings that connect with women.

- The bottle includes a keepsake charm for the recipient to add to her own necklace or bracelet, making a great gift of friendship or love.
- The box opens up with space for the giver to write a personal note of sentiment or gratitude.

## Spray It Forward!

Your customers have another fun way to share a virtual Thinking of You™ message when they access the new *Your Way to Beautiful™* website on [www.marykay.com](http://www.marykay.com) and your Mary Kay® Personal Web Site. A special “Message in a Bottle” application allows them to send a **personalized, interactive** message to anyone by e-mail. Simply type in the message to your recipient, and she'll receive your animated Thinking of You™ message. A Facebook link helps you share this tool with everyone you know. Plus, consumers have **even more ways to learn** about Thinking of You™:

- Video on the Mary Kay® YouTube Channel
- *Your Way to Beautiful™* website that features a “Thoughtful Me” section with a behind-the-scenes fragrance video, a promotion video, a corresponding color look and more
- MKeCard® you can send to your customers

## Think About Selling.

Consider these ideas for introducing the Thinking of You™ fragrance to your customers:

- Purchase **Thinking of You™ Towelette Samplers** (pk./6) from Section 2 for \$1.75. Slip them into product orders and hand them out while you're on the go. Be sure to note that Preferred Customer Program™ copies of the Fall/Holiday 2010 issue of *The Look* also contain a Thinking of You™ sampler.
- A *Thinking of You™* party could be just the opportunity to introduce this lovely new fragrance to your customers, especially during the holiday season. Be sure to feature other Mary Kay® products and fragrances that make great holiday gifts. The **Sensorrific Party Pack placemats** have been updated to include the Thinking of You™ fragrance (available for downloading from Mary Kay InTouch® > Business Tools).
- Display Thinking of You™ Eau de Parfum and samplers at your **holiday open houses**, calling attention to the beautiful box and charm that make this fragrance extra special.
- Point out the **budget-friendly price point** to your customers who are watching their holiday spending habits. This prestige fragrance costs considerably less than many other high-end options.
- Remind your customers that this fragrance, however, isn't just for holiday giving. It's **perfect for any occasion** or just when you want to say “I'm thinking of you.”

## Special Product Reminders

Please note these items have moved to the “Last Chance” section of the Consultant order form due to low sales volume:

- *Affection®* Eau de Parfum
- *Elige®* Eau de Parfum
- Mary Kay® Women's Eau de Toilette Collection in Sparkling Honeysuckle®
- Mary Kay® Body Care Collections in Lotus & Bamboo and Red Tea & Fig
- Mary Kay® After-Sun Replenishing Gel
- Retractable Lip Brush

# mining for her future

*"Mary Kay Ash gave this opportunity to me – Jenny – the girl with no education and no dreams and no aspirations. I had grown up in poverty, but she created this Company for me."*

– Independent Senior Sales Director  
Virginia (Jenny) Curry of Whitman, W.Va.





Growing up in the coal mining region of West Virginia, Jenny Curry watched every man she knew eke out a living working for the mining companies. One of seven children from a broken home, Jenny married at age 16 and quit school in the eleventh grade. Three years later, that marriage ended, but she continued living at poverty level. When she met Wayne, she found the love of her life. Wayne was a disabled coal miner, and Jenny worked for minimum wage at a grocery store on the stock crew and in the bakery. They raised their children as best as they could. "I hated missing most of my kids activities, but I did everything to make sure they knew I loved them," Jenny, who got up at 3 a.m. to make home-cooked meals before she went to work, recalls. Despite the long hours, Jenny loved her job and her co-workers, and even earned employee of the month.

Eventually, Wayne was able to build Jenny a beautiful log home on a low-income loan, deep in the hills. But just as the day arrived to move in, Jenny slipped at work and broke her knee. She endured six surgeries in two years, but continued to work despite overwhelming pain — until it simply became unbearable. "As I fretted, Wayne said to me, 'Quit tomorrow, Jenny, and God will provide.'" Worried about their future and utterly scared, Jenny quit in October 1994, and then cried for three days. "I was an uneducated country girl, old and handicapped. How would I ever find more work?" Jenny remembers thinking.

## Beauty by Chance

Even with no money, Jenny was determined not to disappoint her daughter, Myranda, who wanted to enter a teen beauty pageant. "We did everything wrong, but somehow, Myranda won," Jenny says. That's when one of the judges introduced herself and suggested that Myranda attend a style show in Charleston. That judge just happened to be **Independent Executive Senior Sales Director Moleda Dailey**. Wayne went along on the trip, and during the fashion show, several Mary Kay independent sales force members talked about the Mary Kay opportunity. "Wayne said I could do that, but I said, 'No way! I don't like to sell and I don't wear makeup!'" Jenny recalls. But Wayne was on to something.

When Moleda explained the Mary Kay hostess program, Jenny agreed to host a party where she could earn hostess credits. "I held a party at my home, and Moleda drove one and a half hours to get there. When she mentioned I could sell Mary Kay® products, I said, 'No.' Then she told Wayne I should, and he agreed. It wasn't long before my Independent Beauty Consultant Agreement was signed."

But money was still a daunting concern. The Starter Kit cost a total of \$106 with tax, and Jenny knew there wasn't much more in the bank account. She began to reason with Wayne, when once again he said, "Jenny, God will provide." So in December, Jenny drove herself to Charleston to attend Moleda's new Independent Beauty Consultant orientation. Still doubtful, she thought, "This whole thing is ridiculous!" But then something changed her outlook. During a spiritual moment driving back home, she broke down crying, asking God to forgive her for being closed-minded and to guide her.

Once at home, Jenny called her family and friends, and to her amazement, they said they loved Mary Kay® products. When she quickly reached sales of \$1,800 in suggested retail products, she realized she had just earned the equivalent of three months' salary at her former job. "I called the unemployment office and told them to stop sending me my \$83 per week."

## Digging Right In

After that incredible start, Jenny never let up. She held 17 parties in her first month and then achieved Mary Kay's 20/20 challenge issued in 1995. Her reward was attending a Seminar luncheon hosted by Mary Kay Ash herself. Then, in February 1996, Jenny became an Independent Sales Director.

Even more rewarding, Jenny's Mary Kay business meant she was no longer an absentee mom; she could afford to decorate her beautiful home; and she could ditch her Jeep (with 200,000 miles) when she earned the use of a Mary Kay® Career Car. Jenny has since earned the use of 11 Mary Kay® Career Cars, including eight pink Cadillacs. And she's achieved the Circle of Achievement nine times.

## Bittersweet

"Wayne was always my biggest cheerleader and best support," Jenny recalls. "He loved the Company and what the opportunity offered me." When her big 6'4", 300 lb. cheerleader started having trouble walking, Jenny didn't worry. It wasn't until he became wheelchair bound that concern set in.

The family soon learned that Wayne had Lou Gehrig's disease or ALS. When Jenny needed to care for him, she truly discovered the value of her Mary Kay business. "Moleda always said that I needed to be like a squirrel in my business — gather up the nuts during the good times to have them stored up for leaner times." Moleda's advice paid itself forward as Jenny's unit of nearly 150 maintained unit production while she cared for Wayne.

The day Wayne Curry died on Nov. 18, 2007, he whispered to his wife who was wearing a coral-pink sweater, "Jenny you look so pretty. And I love you. I want you to do one thing for me — please put a Cadillac pin on me." She buried him wearing one. "Even on that last day, he was flirting with me and telling me how beautiful I was."

*"I can feel Mary Kay's arms around me and hear her saying, 'It will be OK. You can do it.'"*

## Discovering Gold

In March 2010, Jenny's monthly unit production reached an all-time high of \$72,000 suggested retail. At Seminar 2010, she achieved the Circle of Achievement. Never one to give up, Jenny encourages her unit members not to harbor excuses. "West Virginia is the second poorest state in the nation, but our unit is ranking No. 2\* in the state. Somebody is buying!"

Showing women how to look beautiful, be professional and run their own businesses has fulfilled Jenny's lifelong dream of being a teacher. Even when an opportunity to attend college free of charge came along and tugged at her heart, Jenny decided that her Mary Kay business was her true calling.

Today, struggling with her own complications from diabetes, Jenny keeps the faith that brought her and Wayne through so many challenges year after year. "I never dreamed I'd be a widow at age 51, but I don't feel alone. I can feel Mary Kay's arms around me and hear her saying, 'It will be OK. You can do it.'"



# go-give® award

Congratulations to the winners for October 2010

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

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



## Nancy DeFina

### **Emerald**

Independent Sales Director

**Began Mary Kay** April 1996

**Sales Director Debut**

March 1998

**National Sales Director**

Go Give Area

**Honors** Cadillac qualifier; Star Consultant; Consultant Queen's Court of Personal Sales; seven-times Sales Director Queen's Court of Personal Sales; two-times Queen's Court of Sharing; 10-times Circle of Achievement; three-times Double Star Achievement; two-times Triple Star Achievement; Fabulous 50s; gold medal winner; estimated highest monthly unit retail: \$96,840

**Personal** Lives in Alta Loma, Calif. Husband, Rick

**Favorite Quote** "Whatever we vividly imagine, ardently desire, sincerely believe and enthusiastically act upon, must inevitably come to pass!" – Mary Kay Ash

**Independent Executive**

**Senior Sales Director Laura Armstrong of Brea, Calif.**, says, "When my purse containing my bar pins and diamond bee was stolen, Nancy sent me her own \$500,000 bar pin!"



## Vicki Piccirilli

### **Pearl**

Independent Senior Sales Director

**Began Mary Kay** January 2004

**Sales Director Debut**

March 2005

**Offspring** two first-line

**National Sales Director**  
Cathy Littlejohn

**Honors** Cadillac qualifier; Star Consultant; Sales Director Queen's Court of Personal Sales; Queen's Court of Sharing; three-times Circle of Achievement; Circle of Excellence; two-times Double Star Achievement; Fabulous 50s; Dean's List; gold medal winner; estimated highest monthly unit retail: \$91,688

**Personal** Lives in Wesley Chapel, Fla. Husband, Robert; sons: Charlie, Robbie

**Favorite Quote** "For we are God's workmanship, created in Christ Jesus to do good works which God prepared in advance for us to do." – Ephesians 2:10

**Independent Beauty Consultant Pat McNiff of Spring Hill, Fla.**, says, "Vicki is never too busy to answer our questions and is very encouraging with her words and actions. Since becoming one of Vicki's adoptees, I have seen three other adoptees become Sales Directors."



## Mileta Kinser

### **Diamond**

Independent Future Executive Senior Sales Director

**Began Mary Kay** March 1977

**Sales Director Debut**

December 1982

**Offspring** four first-line

**National Sales Director**  
Dalene Hartshorn

**Honors** Cadillac qualifier; Circle of Honor; three-times Queen's Court of Sharing; 21-times Circle of Achievement; two-times Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$71,505

**Personal** Lives in Wichita, Kan. Husband, Larry; daughter, Lacy

**Favorite Quote** "I know your deeds. See, I have placed before you an open door that no one can shut. I know that you have little strength, yet you have kept my word and have not denied my name." – Revelation 3:8

**Independent National Sales Director Dalene Hartshorn**, says, "Even in the midst of personal obstacles, Mileta leads by example and has encouraged numerous adoptees to grow their businesses and become Sales Directors."



## Brandy Richwine

### **Ruby**

Independent Senior Sales Director

**Began Mary Kay** October 1998

**Sales Director Debut**

October 2002

**Offspring** one first-line

**National Sales Director**  
Go Give Area

**Honors** Cadillac qualifier; Star Consultant; two-times Consultant Queen's Court of Personal Sales; five-times Sales Director Queen's Court of Personal Sales; Queen's Court of Sharing; four-times Circle of Achievement; three-times Double Star Achievement; Honors Society; gold medal winner; estimated highest monthly unit retail: \$45,854

**Personal** Lives in Pleasant Hill, Mo. Husband, Chad; daughter, Haley

**Favorite Quote** "'For I know the plans I have for you,' declares the Lord, 'plans to prosper you and not to harm you, plans to give you hope and a future.'" – Jeremiah 29:11

**Independent Sales Director Karen Graves of Lees Summit, Mo.**, says, "People always come first with Brandy, and you would never know who the adoptees in her unit are. She shares her ideas and helps other Sales Directors improve their businesses. Brandy also gives generously of her time and money to charities and those in need."



## Jennifer Semelsberger Besecker

### **Sapphire**

Independent Executive Senior Sales Director

**Began Mary Kay** June 2003

**Sales Director Debut**

April 2004

**Offspring** six first-line; one second-line

**National Sales Director**  
Pam Higgs

**Honors** Cadillac qualifier; Star Consultant; Circle of Achievement; four-times Circle of Excellence; Fabulous 50s; Dean's List; gold medal winner; estimated highest monthly unit retail: \$158,532

**Personal** Lives in Crofton, Md. Husband, Erik; sons: Andrew, Ryan; daughter, Ashley

**Favorite Quote** "There are three types of people in this world: those who make things happen, those who watch things happen, and those who wonder what happened. We all have a choice." – Mary Kay Ash

**Independent Beauty Consultant Charlotte Maddox of Alexandria, Va.**, says, "After eight appointments in a row cancelled, I was feeling pretty low and needed guidance, so I called my adoptive Sales Director, Jen. She helped me solve problems, shared her positive thoughts and invited me to reach out to her anytime."

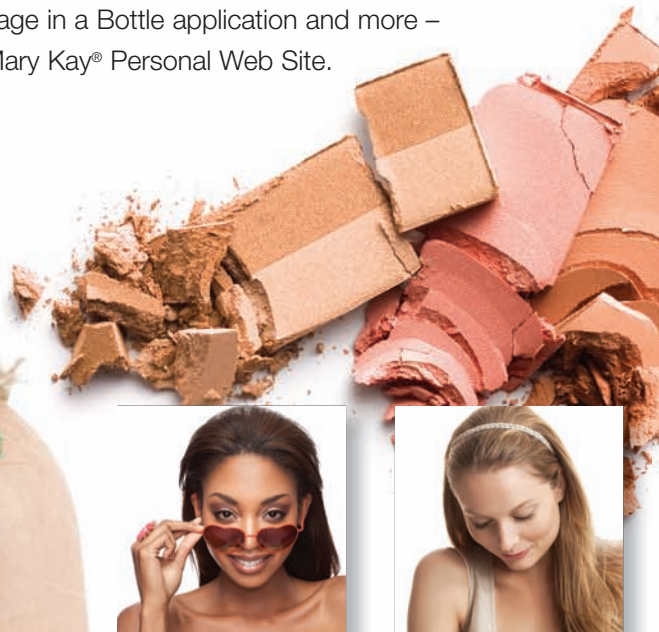


▶ there are a million ways to beautiful ...  
which way is ... yours? ▶

Beauty is inner.  
It's outer. It's everywhere –  
and in everyone.

Ready to find your beautiful? Mary Kay has everything you need right now. Contact me, and I can help with your skin care needs, makeup tips and last-minute gifts... whatever helps you find **your way to beautiful™**.

Let me bring beauty to you. Find videos, polls, the new Message in a Bottle application and more – all at my Mary Kay® Personal Web Site.



## your way to beautiful™ makeover **CONTEST**

**1**  
**contact**  
me, your Mary Kay  
Independent  
Beauty Consultant.

**2**  
**make over**  
your look.

**3**  
**enter**  
for an opportunity  
to win a  
fabulous prize!

Go to [marykay.com](http://marykay.com) for details on how to enter and for complete official rules beginning Sept 1. **You could win big!\***

\*No purchase necessary to enter for an opportunity to win



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Dallas, TX 75379-9045

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# achieve your destiny. choose your diamonds.

When you achieve the Queens' Court of Personal Sales or Sharing during the Seminar 2011 year, you'll find yourself onstage with the stars – and stepping out in diamonds of your own. Set your goals now and reap the rewards!

## QUEEN'S COURT OF SHARING\*

24 qualified new personal team members

## QUEEN'S COURT OF PERSONAL SALES\*

\$36,000 estimated personal retail production



*“It really is true  
that whatever  
the mind can  
conceive and  
believe, it can  
achieve.”*

– Mary Kay Ash