

APRIL/MAY 2009

# Applause®

MARY KAY®  
CANADA  
Enriching Women's Lives  
[www.marykay.ca](http://www.marykay.ca)

BOOST SALES WITH  
**budget-friendly beauty buys**

BECOME AN  
**eMarketing maven**

HOW TO  
***shine on!* at seminar 2009**

## dates to remember

### april

- 1:** *Team Up For Women!* Fundraising Challenge begins.
- 5:** Received deadline for Independent Beauty Consultant Commitment Form to begin Independent Sales Director-in-Qualification on April 1<sup>st</sup>.
- Preferred Customer Program** – Enrolment begins for the Summer 2009 Preferred Customer Program.
- 15:** *Name Our Teddy Bear* contest deadline.
- 20:** April Career Car qualifier paperwork due to Company.
- 24:** **Preferred Customer Program** – *Spring Fling* Optional Mailer begins mailing to customers.
- 30:** Last day of the month. Mail-in and couriered orders must be received by 5 p.m. Eastern Daylight Time to count toward April production. Online and faxed orders must be received by midnight Eastern Daylight Time to count toward April production.

### on the cover

Yoon's look was inspired by fresh, harmonious colour and mimics the crescent sweep of a beach using limited-edition shades from the **Mary Kay® Coastal Colors Collection**. Her eyelids are enhanced with limited-edition **Mary Kay® Mineral Eye Color Palette** in brown and lined in Tahitian Gold eyeliner – while undereyes are lined in Bahama Blue. Warmth is added to cheeks with **Mary Kay® Mineral Cheek Color** in Cherry Blossom. And lips are softly filled in with **Mary Kay® Lip Liner** in Neutral, then finished off with limited-edition **Mary Kay® Lip Gloss** in Hawaiian Sunset.

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MARY KAY COSMETICS LTD. IS A MEMBER OF THE DIRECT SELLERS ASSOCIATION (DSA) AND THE CANADIAN COSMETIC, TOILETRY AND FRAGRANCE ASSOCIATION (CCTFA).

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### may

- 1:** Registration for *Shine On!* Seminar 2009 begins today!
- 5:** Received deadline for Independent Beauty Consultant Commitment Form to begin Independent Sales Director-in-Qualification on May 1<sup>st</sup>.
- 10:** **Happy Mother's Day!**
- 12:** **Mary Kay Ash's Birthday**
- 2009 *Beauty That Counts*™ corporate social responsibility campaign begins. Check out page 9 to learn more!
- Last day to collect customer donations for the *Team Up For Women!* Fundraising Challenge.
- 15:** **Preferred Customer Program** – Enrolment deadline for the Summer 2009 Preferred Customer Program.
- 18:** **Victoria Day**. Mississauga and Montréal offices closed.
- 20:** May Career Car qualifier paperwork due to Company.
- 28:** *Team Up For Women!* Fundraising Challenge donations must be received at Mary Kay corporate office by 5 p.m. Eastern Daylight Saving Time to earn recognition at Seminar 2009.
- 29:** Last working day of the month. Mail-in and couriered orders must be received by 5 p.m. Eastern Daylight Time to count toward May production.
- 31:** Last day of the month. Online and faxed orders must be received by midnight Eastern Daylight Time to count toward May production.

Last day to qualify for the Seminar 2009 Early Bird Registration Draw! See page 14 for details!



find *Applause*®  
magazine articles  
online!

When you see this mouse pictured through *Applause*® magazine, know that you can also find more information on the MKOC<sup>SM</sup>!

## april 2009 ordering bonus

# mary kay® wristlet & key chain

**Free** with a \$600 wholesale  
Section 1 order!

Cute, classy, and oh-so compact! This spring you'll be struttin' in style with the **Mary Kay® Wristlet & Key Chain**.

With its rich brown faux-croc exterior and vibrant blue lining, the wristlet's design comes straight from the fashion runway. And you can easily go from casual to captivating by detaching the handle and using it as a clutch! Just toss in your favourite shade of lipstick, your Mary Kay® Compact and your cell phone – and you're ready for a night on the town!

Don't forget your keys! To add a little shimmer and shine, you also get the heart-shaped charm key chain adorned with crystal-like stones – and of course, it's engraved with the Mary Kay® logo for beautiful business branding! Attach it to your wristlet or use it separately to hold your keys – whatever suits your style!

– Marijana Klapcic

Wristlet measures 7.75" L x 1.5" W x 4.5" H.



Cute, classy, and oh-so compact!



*\*You can earn the Mary Kay® Wristlet & Key Chain when you place a minimum \$600 wholesale Section 1 order (non-cumulative) during the month of April. The higher your order, the more bonuses you'll earn, to a maximum of three. Orders must be received between April 1<sup>st</sup> and 30<sup>th</sup>, 2009. Bonus will be applied to your first qualifying order in the month only and is available while supplies last. We reserve the right to provide a bonus substitute at equal or greater value.*

MARY KAY® WRISTLET & KEY CHAIN*		
Section 1 Suggested Retail	Beginning Section 1 Wholesale	Number of Bonuses
\$1,200	\$ 600	1
\$3,600	\$1,800	2
\$6,000	\$3,000	3

## PAGE 9



### beauty that counts™

Learn about our 2009 corporate social responsibility campaign – and how you can participate!

## PAGE 12

### are you a green queen?

Don't miss these eco-friendly business solutions just in time for Earth Day.



## PAGE 18

### lives enriched

Be inspired by the giving spirits of your sister independent sales force members.







The economy may be taking a beating, but your Mary Kay business doesn't have to! The Spring 2009 product promotion is jam-packed with value-added offers your customers can afford to indulge in!

Compiled by Heather Watterworth

### Budget-Friendly Beauty Buy:

#### Mary Kay® Coastal Colors Collection

**Why It's A \$teal:** Your customers can scrimp on expensive airfare by travelling to beaches around the world via this limited-edition collection, inspired by global beauty and the colours and textures of island life.

**Offer Something Extra:** You and your customers will receive this trendy and functional limited-edition cosmetic bag FREE\* with the purchase of one limited-edition eyeliner, one limited-edition lip gloss and the limited-edition **Coastal Colors Mineral Eye Color Palette**. That's a \$53 value for just \$45!

**Mary Kay® Coastal Colors Set\*** \$45

**Mary Kay® Mineral Eye Color Palette\*** \$20

**Mary Kay® Eyeliner Pencil\*** \$15 each

*Available in Tahitian Gold and Bahama Blue*

**Mary Kay® Lip Gloss\*** \$18 each

*Available in Caribbean Coral, Hawaiian Sunset and Polynesian Petals*

polynesian  
petals

caribbean  
coral

hawaiian  
sunset





## Budget-Friendly Beauty Buy: Mary Kay® Classy Kiss Kit

**Why It's A \$teal:** Celebrities pay big bucks for makeup artist know-how, but your customers can cash-in on their Mary Kay connection – that's you! – to take advantage of four pout-perfecting lip looks created by celebrity makeup artist Ildiko. And when they purchase one of four *Colour 101* lip looks shown here – including one **Mary Kay® Creme Lipstick**, one **Mary Kay® Lip Liner** and one **Mary Kay® NouriShine™ Lip Gloss** – they'll receive a FREE\* lip pouch to keep those lip essentials perfectly organized and close-at-hand. That's a \$49 value for just \$45!

**Offer Something Extra:** If your customers are unsure of what lip look works best for them, why not encourage them to try the interactive Virtual Makeover? They can upload their photo and by selecting "Get Makeup Artist Looks", they can try all four *Colour 101* looks to determine their fave.

**Mary Kay® Classy Kiss Kit\* \$45**

*Lip look shown at left: Windswept Sands*

a  
\$49  
value!



## Budget-Friendly Beauty Buy: Mary Kay® Men's Fragrance Gift Sets

**Why They're A \$teal:** With both retail and travel-sized tubes of **cooling after-shave gel** and **body and hair shampoo** in MK High Intensity™ or Domain® scents, these limited-edition men's fragrance gift sets make great gifts for spring's slew of special occasions. Plus, the reusable drawstring bag makes a convenient carryall for guys on-the-go.

**Offer Something Extra:** Consider stashing samplers of the coordinating men's fragrances in orders that include a men's fragrance gift set. Samplers provide a perfect reason to follow up – and since **MK High Intensity™** and **Domain®** are both regular-line scents, there's potential for reorders.

**MK High Intensity™ Fragrance Gift Set\* \$45**

**Domain® Fragrance Gift Set\* \$45**



## Budget-Friendly Beauty Buy: Mary Kay® Mineral Powder Foundation Set

**Why It's A \$teal:** The popularity of mineral powder foundation has created a cosmetics niche – and this affordable, all-in-one package is perfect for customers who have hopped on the beauty bandwagon. For a limited-time, customers can choose from one of six shades, plus they'll receive the must-have **Mary Kay® Mineral Foundation Brush** and **stylish cosmetic bag**.

**Offer Something Extra:** Customers who are new to the world of mineral powder cosmetics will appreciate the application techniques and tips included on a special insert with the **Mary Kay® Mineral Powder Foundation Set**. For those who need a little extra coaching, be sure to share your expertise! You can also encourage customers to visit the *Tips & Trends* section of your Mary Kay® Personal Web Site for additional application tips.

**Mary Kay® Mineral Powder Foundation Set\* \$30**

*Available in six shades: Ivory 1, Ivory 2, Beige 1, Beige 2, Bronze 1 and Bronze 2.*

a  
\$32  
value!





# multitasking **moneysavers**

You may find that your customers are using discretion when purchasing perceived “luxury” items like skin care and colour, so be sure to share how Mary Kay products deliver multiple benefits that save time and money. You might also consider sharing the price-per-use of high-performance products so your customers can see how inexpensive it is to invest in their beauty. After all, when the going gets tough, the tough shop smart!



**30¢**  
per use  
based on average  
use-up rate of 2½  
months, when used  
twice daily

## TimeWise® Targeted-Action Eye Revitalizer

- Diminish dark circles
- Depuff the under-eye area



**67¢**  
per use  
based on average  
use-up rate of 1  
month, when used  
daily

## Mary Kay® 2-in-1 Body Wash & Shave

- Convenience of a cleanser and a shaving cream in one product
- Unique botanical gel formula leaves skin feeling fresh, clean and smooth



**38¢**  
per use  
based on average use-  
up rate of 2 months,  
when used twice  
daily

## TimeWise® Even Complexion Essence

- Clinically shown to restore skin's natural, even tone
- Reduces visible dark spots
- Reverses skin discoloration



**\$1.46**  
per use  
based on average use-  
up rates, when used  
twice per week on  
the face

## TimeWise® Microdermabrasion Set

- Fight fine lines
- Refine pores
- Achieve softer, smoother skin instantly
- **Step 1 – Refine price per use:** 93 cents (based on average use-up rate of 4 months when used twice per week on the face)
- **Step 2 – Replenish price per use:** 53 cents (based on average use-up rate of 7 months when used twice per week on the face)



**23¢**  
per use  
based on average use-  
up rate of 3 months,  
when used  
daily

## Mary Kay® Ultimate Mascara®

- Smart Wiper™ technology that delivers the exact amount of mascara for longer-looking lashes
- Smudge-, clump- and flake-resistant formula
- Up to five times the volume



**33¢**  
per use  
based on average use-  
up rate of 2 months,  
when used  
daily

## Mary Kay® Tinted Moisturizer With Sunscreen SPF 20

- Sheer colour
- Oil-free moisturization
- UVA/UVB protection



## budget-friendly business strategies

If you're looking for ways to boost the value of your relationships with customers and reduce expenses associated with your Mary Kay business, you may want to consider these options:

- **Encourage your customers to visit [www.marykay.ca](http://www.marykay.ca) or your Mary Kay® Personal Web Site** to experiment with Mary Kay® mineral colour products – for free and at no obligation – through the interactive Virtual Makeover tool. (Don't have a Mary Kay® Personal Web Site? It only costs 21 cents per day to have one! Turn to page 10 to learn why there's never been a better time to set up your site!)
- Be ready to talk about why you love Mary Kay® products and being an Independent Beauty Consultant! **Share information about the opportunity if asked** and direct your customers to the updated *Sell Mary Kay* section on [www.marykay.ca](http://www.marykay.ca) or your Mary Kay® Personal Web Site.
- Ask customers and/or potential customers if you can **place them on your Preferred Customer Program mailing list\***. You simply enrol your customers online to receive compelling, professional mailers such as *The Look* – plus the Company mails them for you with a personal message. What's more, the enrolment fee per customer costs less than mailing these pieces yourself!

\* Prior to contacting consumers via telephone or e-mail, you should consider whether such communication is compliant with provincial and/or federal "do-not-call" and/or "spam" and/or privacy legislation laws and regulations. To add your customer to your Preferred Customer List you must submit a Customer Consent Form, available on the MKOC<sup>SM</sup>. For more information on this subject, check out Legal Ease in the Resources section of the MKOC<sup>SM</sup>. Otherwise, Mary Kay Cosmetics Ltd. always recommends providing the ultimate in customer service through face-to-face contact with consumers, which should help you avoid any issues with these types of regulations.

## 100 products each priced at \$18 or less!

Did you know that in Canada Mary Kay offers 100 products each priced at less than \$18? From skin care and colour to beauty must-haves, your customers will love being frugal and fabulous! Here are just **a few of our top picks** – be sure to check out the MKOC<sup>SM</sup> for the complete list!



### Mary Kay® Beauty Blotters® Oil-Absorbing Tissues

Perfect for your purse or your pocket, this beauty essential keeps makeup looking fresh.  
**\$8.50**



### Mary Kay® Eyesicles® Eye Color

A make-up artist fave, these creamy colours look great on their own or layered with shades of Mary Kay® Mineral Eye Color.

**\$13 each**

### Mary Kay® Mineral Bronzing Powder

If your customers are skipping a spring getaway to pinch pennies, help them get a natural, sun-kissed look with one of these gorgeous shades.

**\$15 each**

## what is the lipstick indicator?

History shows that cosmetics products remain strong sellers even when the economy is falling flat. The "Lipstick Indicator" was a term coined by Leonard Lauder (former chairman of Estée Lauder) who consistently found that during tough economic times, lipstick sales went up. It's based on the theory that consumers turn to less expensive indulgences – such as lipstick – when times are tough. For example, in the months following the 9/11 terrorist attacks, lipstick sales doubled.\*

That means maintaining a beautiful look continues to be a high priority to women even in an economic downturn. Although we can't predict what will happen in these economic times, you can continue to let your customers know that you offer high-quality Mary Kay® products that are a great value.

\*Source: Investopedia®, A Forbes Digital Company



## the value of you

Consider *your value* as a personal beauty advisor.

After all, not only do you help your customers select the products that best meet their needs, they can

try them before they buy and count on the Mary Kay 100 percent satisfaction guarantee if they change their mind.

What's more, you can also save your customers time and gas money by delivering products right to their door! And no matter what the state of the economy, providing great customer service is always a smart business strategy.

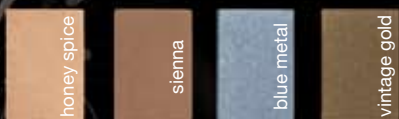
summer 2009  
preferred customer program gift with purchase

mary kay®

# mini mineral eye color quad

What's the hottest accessory for summer? Colour, of course! And you can help your customers get set for the season by offering them the mirrored **Mary Kay® Mini Mineral Eye Color Quad** (with sponge applicator) – in their choice of two shade collections – when they purchase \$50 or more in Mary Kay® product during the upcoming Summer promotion.

Each shade collection includes four shimmering shades: Honey Spice, Sienna, Blue Metal and Vintage Gold or Silky Caramel, Lemongrass, Amber Blaze and Denim Frost (as shown). And once your customers have sampled the sheer beauty of these shades, they won't want to wait to load up a Mary Kay® Compact with full-sized versions of their faves!



The hottest  
accessory  
for summer!



## consistency is key!

This is the final quarter of the 2008/2009 Preferred Customer Program Consistency Challenge – the exciting year-long contest in which you can earn exciting Seminar recognition and rewards!

So be sure to enrol your customers in the Summer 2009 Preferred Customer Program by the enrolment deadline of May 15<sup>th</sup>! And for full contest details, visit the Preferred Customer Program section on the MKOC<sup>SM</sup>.

 Find it online: MKOC > Business Tools > Preferred Customer Program

## dates to remember

- **Enrolment begins:** April 5<sup>th</sup>, 2009.
- **Enrolment ends:** May 15<sup>th</sup>, 2009.
- **Gift With Purchase and Generic Literature Packs ship by:** June 15<sup>th</sup>, 2009.
- **Customer and Independent Beauty Consultant versions of The Look begin mailing:** June 8<sup>th</sup>, 2009.
- **Summer Sensations Optional Mailer Postcard begins mailing:** July 24<sup>th</sup>, 2009.
- **Gift With Purchase offer expires:** September 15<sup>th</sup>, 2009.



# lipstick

## that can change the world

### We made a beautiful difference, **together.**

During our first global *Beauty That Counts™* campaign in 2008, you and your customers collectively purchased more than 21,000 tubes of Mary Kay® Creme Lipstick in Apple Berry to help change the lives of women and children across Canada.

The beautiful results? The funds raised will support the Mary Kay Ash Charitable Foundation in Canada in its efforts to address violence against women and to help women dealing with the appearance-related effects of cancer and its treatment.

What's more, the funds are just part of the more than \$1.5 million raised worldwide that's making a difference in the lives of women and children around the globe.

– Heather Watterworth

YOU AND YOUR CUSTOMERS COLLECTIVELY  
PURCHASED MORE THAN 21,000 TUBES OF  
MARY KAY® CREME LIPSTICK IN APPLE BERRY  
THROUGHOUT 2008!

### make a difference **in 2009**

Ready to build on the success of our 2008 *Beauty That Counts™* campaign? Here's how you can get involved.

From May 12<sup>th</sup> through December 15<sup>th</sup>, 2009, Mary Kay Cosmetics Ltd. will donate \$1 from the sale of Mary Kay® Creme Lipstick in two shades: limited-edition Pink Passion and regular-line fave Gingerbread. For every tube you order, you'll automatically receive a FREE limited-edition gift bag with your order (available while supplies last).

The coordinating bag features a special, printed message on the outside that conveys the Company's

mission to help change the lives of women and children through this initiative. And, to preserve the impact of this special donation, we request that the bags only be used with Mary Kay® Creme Lipstick in Pink Passion and Gingerbread.

And of course, the *Beauty That Counts™* campaign will be promoted where your customers can't miss it – in *The Look* and on [www.marykay.ca](http://www.marykay.ca).

To ignite your customers' own spark of generosity, all you have to do is put the tube in the bag with your own special touch. So why not give your customers a way to reach out to women and children today?

– HW

### *new beauty that counts™* **part numbers**

Beginning May 12<sup>th</sup>, you'll want to use these new part numbers to ensure that the purchases of you and your customers are directed to this important cause.

- Pink Passion (part # 10029886)
- Gingerbread (part # 10029890)



pink passion



gingerbread

# become an eMarketing maven

Isn't online shopping great? In just a few clicks, you can shop and order when you want, from wherever you want. And for your customers, nothing can beat the convenience of shopping a favourite beauty brand whenever and wherever they please!

And here's some exciting news guaranteed to get your customers clicking! Recent enhancements to [www.marykay.ca](http://www.marykay.ca) and the Mary Kay® Personal

Web Site system have added all new functionality to your customers' online shopping experience.

What's more, new business management tools – accessible through the MKOC<sup>SM</sup> when you subscribe to the Mary Kay® eMarketing Suite – are sure to help you achieve new heights of success with your online business.

Check out these tips to help you and your customers navigate these new tools.

## sign-up today!

If you're not already a Personal Web Site subscriber, there's never been a better time to grow your Mary Kay business online! You can sign-up in minutes, via the updated Personal Web Site Manager on the MKOC<sup>SM</sup>. A **subscription to the new Mary Kay® eMarketing Suite is just \$75 per year** (plus applicable taxes). So what are you waiting for? Broaden your business horizons!

## what's new for your customers

The Mary Kay® Personal Web Site system has been integrated with [www.marykay.ca](http://www.marykay.ca), so shopping your site is easier than ever! Here are just a few highlights of the elements we've added to encourage them to shop online.

For consumers who haven't yet connected with a Mary Kay Independent Beauty Consultant, finding one has never been easier with the improved **Consultant Locator**. While the previous Consultant Locator relied on postal code searching, consumers can now search by province, city and language to ensure their new Independent Beauty Consultant is a perfect match.

A **virtual shopping bag** – similar to those found on other online shopping sites – makes it easy for customers to keep track of their order. Plus, no matter what part of your site they visit, the *View Bag* link remains in the top right corner so they can see what they've added in one click.



Your customer has the option to **submit her credit card number at the time of ordering** and it will be verified as a valid card number immediately.\* Her card will not be charged until you – the Independent Beauty Consultant – review the order, apply taxes and submit it. As such, you'll want to follow-up with your customers as soon as you process the order to maintain confidence in your secure online shopping site.

*\*Please note you must be a ProPay user in order provide this feature on your site.*

Using Virtual Makeover has never been so much fun – now that customers can create their look through your Personal Web Site and **add the selected products directly to their shopping bag**.

Customize the **free offers** available through your site to give your customers something extra – such as free product samples, free delivery and/or the Preferred Customer Program gift-with-purchase.



## what's new **for you**

We know your customers will love shopping your improved Personal Web Site – but what does that mean for you?

You'll be excited to learn that, along with the consumer online shopping enhancements, we've built in three additional business management tools to help you achieve success with your online business.



**Find them online:** MKOC > Business Tools > eMarketing Suite

1

2

3

Improvements to the **Mary Kay® Personal Web Site Manager** allow you to update your site in just a few clicks, as often as you wish. And although you'll no longer be able to choose from pre-designed templates, we know you're going to love the new customization options that allow you to display special customer offers unique to your business. You can choose to display options such as free shipping, free product samples and the current Preferred Customer Program gift-with-purchase (if you've enrolled your customers). Plus, your home page will always display a prominent "Free Beauty Consultation" offer, so you can continue to grow your customer base.

With the easy-to-use **myCustomers database**, following up with customers for reorders is a cinch! For starters, you'll be able to see the sales history for each customer in your database, since every online order you assign to a customer will be saved here. Plus, setting up a new customer record couldn't be easier: just assign her online order and all the contact information she provided will automatically populate her customer record! You can also create Sales Tickets for customers who submit their orders at skin care classes or by phone in order to maintain their sales history in your myCustomers database. The icing on the cake? You can create and print shipping labels for any or all of your customers to ensure they receive orders promptly. Just select the customers for whom you require shipping labels, click the "Customer Labels" button in the right corner and print using Avery #5160 or #8160 labels.

An all new **Order Manager** allows you to prioritize orders you receive through your Personal Web Site. You can assign orders to customers in your myCustomers database, plus process payments through ProPay, delete orders, add comments and print or save Customer Receipts.

Compiled by Heather Watterworth

## you asked...

**"How do I know if a Mary Kay® Personal Web Site is right for my business? After all, Mary Kay Ash founded the Company on the basis of face-to-face contact."**

Mary Kay® products aren't the only things that multitask – chances are you're juggling many responsibilities in addition to your business (such as your family and their schedules and a full- or part-time job). So while you're managing those other priorities, **wouldn't it be great if your Mary Kay business was working for you?**

A Mary Kay® Personal Web Site can do just that! It offers your customers – and potential customers – **a convenient, flexible way to shop for their favourite skin care and cosmetics**. While you're enjoying a weekend at the cottage or family movie night, your customers can fill their virtual beauty bags, get the latest trends and even learn about the Mary Kay business opportunity. Plus, with an online business presence, you'll reaffirm that you're a modern, savvy businesswoman! And as a modern, savvy businesswoman, you'll want to **check your e-mail daily for online orders to ensure prompt follow-up service**.

Of course, to truly maximize your Mary Kay® Personal Web Site, we encourage you to stay true to our heritage by **developing your customer relationships through regular face-to-face contact**. Your customer may choose to order online for convenience, but delivering her order in person shows that you're committed to providing the ultimate in customer service as her personal beauty advisor.

**\$75** (plus applicable taxes)

FOR A MARY KAY® eMARKETING SUITE ANNUAL SUBSCRIPTION



**365** shopping days

FOR YOUR CUSTOMERS



A BUDGET-FRIENDLY BUSINESS STRATEGY!

**21¢ per day** to take your business online



# green solutions for your pink business

What does it really mean to go green in your Mary Kay business? In celebration of Earth Day on April 22<sup>nd</sup> and the Company's commitment to sustainable initiatives, we've given a green light to these tips to help you do just that.

## HOW TO REDUCE

- To save energy, **turn off office equipment like computers and copiers when not in use.** You can also replace the lightbulbs in your office with energy efficient CFLs. These small efforts are sure to help you'll save on your energy bill too!
- **Reduce packaging.** Consider ordering inventory in bulk to reduce the shipping materials the Company must use.
- **Reduce waste** at skin care classes and facials by using fabric washcloths – instead of disposable cloths.
- Driving to a meeting or a Company event? **Carpool with your sister independent sales force members** to reduce carbon emissions and save on fuel.
- Planning a flight to attend Seminar? Many airlines now allow you to **purchase carbon credits** to offset the environmental impact of your flight.
- Bring adequate inventory to skin care classes, facials and other hostess events to **minimize carbon emissions from follow-up deliveries.**
- **Replace traditional paper-centric business activities with time-efficient online tools.** And while working on your computer will use energy, the efficient, online business tools provided by the new Mary Kay® eMarketing Suite offer fantastic, paper-free alternatives for managing orders and customer information. (Check out page 10 to learn more!)

## HOW TO REUSE

- **Laminate printed materials used at skin care classes** – such as flyers, media mentions or promotional materials. That way, your customers can refer to the materials and return them to you at the end of the class – which also reduces your business supply costs.
- **Re-purpose shipping boxes from the Company** to organize your office and deliveries. Check with your local municipality to see if cardboard can be added to your recycling.

## HOW TO RECYCLE

- **Keep a recycling bin in your office** for paper and other recyclable materials.
- Holding a unit meeting or guest event? Why not **bring a recycling bin** to collect aluminum cans and plastic bottles!
- **Remind your customers that they can recycle their platinum compacts.** We'll take care of disposing them for you, but you'll want to note that the Company will be unable to accept compacts by mail. Creating a new mail stream would result in additional fuel resources, which could negate our green efforts. It's just one more way we can reduce our collective environmental impact!

– Heather Watterworth

## DID YOU KNOW...

Mary Kay Cosmetics Ltd. employees have established a Green Committee dedicated to eco-friendly living both inside and outside of the office.

So far, the committee has made small changes to existing business practices – such as purchasing cutlery to replace plastic utensils in lunch areas and switching to energy-efficient lighting in the shipping and distribution centre. This year they'll focus on raising employee awareness through special activities and events.

Working together, we can do great, green things!

– HW



## GREENER GIVEAWAYS

When you pick up your registration packet and giveaway at Seminar in July, you'll also receive a Pink Doing Green™ branded bag!

Made of durable, recycled materials, these bags also fold flat to easily stash in your purse or car. Surely there's no better way to tote your Seminar essentials!

– HW



# you have **what women want**

A just-released study shows that Mary Kay customers are more loyal to our products than nearly any other competitor brand! Independent research firm Brand Keys recognized Mary Kay as the category winner in its 2008 Customer Loyalty Engagement Index (CLEI) 2008 Report, which examines customer relationships with 382 brands in 57 categories. Mary Kay tied with Maybelline, beating out such brands as Avon, Sephora, L'Oreal and Cover Girl for customer loyalty.

Of course, our outstanding products are only part of the equation. The study results suggest that not only have you taken Mary Kay's philosophies to heart, you've also built the foundation for a long-lasting and successful business. You're delivering to your customers the ultimate in customer service, one-on-one beauty advice and the latest information and instruction on skin care, colour cosmetics and application techniques. In other words, you've carried on Mary Kay's legacy of enriching women's lives – and from that comes customers for life.

## **capitalizing on brand loyalty**

With that in mind, you may have noticed a slightly different product focus during the past few quarterly product launches. Because you already have loyal customers who return again and again to purchase their favourite Mary Kay® products, capitalizing on what they already love makes perfect sense!

That's why you saw strong re-promotions of **Mary Kay® Oil-Free Eye Makeup Remover**, **Mary Kay® Extra Emollient Night Cream**, the **Satin Lips® Set**, regular-line fragrances and the **TimeWise® Microdermabrasion Set** over the past few months. To renew excitement, several of them were reintroduced in special packages, with special offers and in gift sets.

So how does that benefit you? These top-selling Mary Kay® products are proven winners that deliver on their claims time after time. You can show new customers how these favourites have benefitted other customers who buy them repeatedly and reignite excitement for them within your existing customer base. And once you learn all there is to know about these products, you can feel confident in selling them for years to come.

## **adding excitement**

Each quarter, limited-edition items become the "icing on the cake" – adding extra excitement to the "bread and butter" products you sell throughout the year. Customers always love something new – and that's why limited-edition products continue to have a significant presence in the Mary Kay® product line. They're fun, trendy and easy to sell! We know consumers love "eye candy" that can result in a quick buy without a large investment. And that's what makes them so popular!

## **what's to come**

To support our brand loyalty, we want any significant new skin care products to be sustainable long term. That means that we'll continue to invest in research and development into new products and explore new innovations – but we'll concentrate on introducing those that will have a long life in the Mary Kay® product line. We want these products to:

- Be as "green" as possible
- Contain a minimum number of ingredients
- Be pleasant and easy to use

This way, you can become an expert in the products that are offered and continue to market them to your customers for the long term.

Of course, the ultimate goal is to continue to ensure that Mary Kay® products garner your customers' loyalty so they return to you again and again for their skin care and cosmetic needs. That, combined with your personalized service and beauty expertise, is the key to success!

"It's important that we strike a delicate balance – striving to be a competitive, cutting-edge cosmetics company that remains true to the warm and welcoming nature of our roots. I believe we can do both."

– **David Holl, Mary Kay Inc. President and CEO**





put your **future** in



**shine**  
**on!**<sup>TM</sup>

Step into the spotlight and take your bow: it's time to celebrate your year of stellar success and re-energize for a brilliant year ahead at Seminar 2009! That's where you'll discover the glitter and glow of recognition, the incomparable education, and the inspiration and motivation your future deserves – delivered by the best in the biz. What a way to keep your star power shining bright! Don't miss all the “more” that's in store at Seminar 2009. Register today and get your *Shine On!*<sup>TM</sup>

### early bird registration: may 1<sup>st</sup> – 31<sup>st</sup>, 2009

All registrations received by May 31<sup>st</sup>, 2009, will be entered into a draw to win one of three prize packs, including:

- a free four-night stay at a host hotel;
- a \$100 room service voucher;
- a \$100 Sales Booth Shopping Voucher;
- a namebadge ribbon; and
- photo recognition on the MKOC<sup>SM</sup> in the *Seminar Recap Photo Gallery*.

*Draw to be held June 11<sup>th</sup>, 2009. There will be three (3) winners – one from the West (British Columbia, Alberta, Manitoba, Saskatchewan and the Territories); one from the East (Québec, Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland and Labrador); and one from Ontario. Winners will be notified by telephone.*

**seminar** 2009

### get all the details in a click!

Everything you need to know about Seminar 2009 is at your fingertips! When registration opens on May 1<sup>st</sup>, be sure to visit the *Events* section on the MKOC<sup>SM</sup> for all the details – from registration information to complete recognition qualifications – and so much more.

Just click on the *Shine On!*<sup>TM</sup> Seminar 2009 icon!



**Find it online:**  
MKOC > Events > Special Events



# the best light

## need-to-know seminar essentials

### dates

July 26<sup>th</sup> – 29<sup>th</sup>, 2009

### location

International Centre, Mississauga, ON

### registration dates

May 1<sup>st</sup> – June 30<sup>th</sup>, 2009

### registration fees

- **\$250 (plus GST) per person.** New Independent Beauty Consultants whose Independent Beauty Consultant Agreement is accepted by the Company as of June 1<sup>st</sup>, 2009 may also register on-site at this rate.
- **\$285 (plus GST) per person on-site** – space permitting.

### how to register

- **MKOC<sup>SM</sup>** – Click on the *Shine On!*<sup>TM</sup> Seminar 2009 graphic.
- **Mail** – Send completed registration form to:  
Mary Kay Cosmetics Ltd.  
Special Events Registration  
2020 Meadowvale Blvd.  
Mississauga, ON L5N 6Y2
- **Fax** – Send completed registration form to: 1 (888) 449-8394.

### cancellations

- **Full refund:** until June 30<sup>th</sup>, 2009.
- **Less \$150 fee:** July 1<sup>st</sup> – 26<sup>th</sup>, 2009.
- No refunds will be processed after July 26<sup>th</sup>, 2009, including cancellation requests received that include notes from doctors regarding medical emergencies.

### spouses

Spouses may register to attend Seminar 2009 for just \$165 (plus GST). They can also register for one of two special spouse activities. For full details on these activities, just visit the MKOC<sup>SM</sup> on May 1<sup>st</sup>.

Flip to **page 13**  
to learn about our  
“greener” Seminar  
product giveaway!

## shine on!<sup>TM</sup> with these recognition opportunities

Be sure to check out the details and qualifications of all these outstanding recognition opportunities on the MKOC<sup>SM</sup>!

### special functions

- *Ready for Red!* Rally
- *All-Star* Consistency Challenge Luncheon
- Cadillac Luncheon
- Royalty Reception

### awards night

- Go-Give<sup>TM</sup> Award
- Mary Kay Millionaire's Club
- Queen's Court of Personal Sales
- Queen's Court of Sharing
- Double Star Achievement
- Triple Star Achievement
- Circles of Achievement
- Circles of Excellence

### onstage recognition

- Grand Achievers
- Premier Club Independent Sales Directors
- Cadillac Independent Sales Directors
- Seminar Teachers
- *Class of 2009* Independent Sales Directors
- Independent Executive Senior Sales Directors and Independent Elite Executive Senior Sales Directors (as of July 1<sup>st</sup>, 2009)
- Million-Dollar Units

### additional recognition

- *Reach for the Stars!*
- *Ready for Red!* Team-Building Challenge
- *All-Star* Consistency Challenge
- *Star Sales Director*
- *2008/2009 Preferred Customer Program Consistency Challenge*
- *Team Up for Women!*



# news&updates

Compiled by: Marijana Klapcic and Heather Watterworth

## more than just a red jacket

Ever wonder how the Red Jacket program got started? Read on for a look at one of the most important elements of the Mary Kay heritage.

Back in the summer of 1972, **U.S. Independent Executive Senior Sales Director Kathe Cunningham** was still new at the business of Mary Kay when her husband offered an intriguing proposition: Why not set up a promotional event between his employer, the St. Louis Cardinals baseball club and the Company with whom his wife had become associated? As then Director of Sales and Community Relations for the club, Joe Cunningham passed on his idea to **U.S. Independent National Sales Director Emeritus Ann Sullivan**, Kathe's Independent Sales Director.

"The ball team would present the Company with a percentage of each ticket Mary Kay Independent Beauty Consultants sold for contribution to a favourite charity," he explained.

Ann conveyed Joe's thoughts to Mary Kay Ash, who loved the idea and even agreed to attend the game and let the Cardinals present the cheque to her.

So, for two weeks before, Joe went on a St. Louis radio station and advertised the event to build excitement. The club agreed to let Mary Kay Career Car drivers onto the field – and come game day, as three pink Cadillacs drove slowly around the stadium, the crowd went wild! Coupled with the personal appearance of Mary Kay at the stadium, "A Day With the Cardinals" was a resounding success.

About that time, Kathe became an Independent Sales Director and was encouraging her team members to "go for it" too. When she saw that they were tuning her out, however, she thought she knew why. "The first level at the time required eight team members to achieve Future Independent Sales Director. I decided we needed a smaller goal, which led to having three qualified new team members to achieve Star Recruiter."

With three, Kathe explains, her team members would be eligible to purchase a "red jacket," a mark of recruiting distinction she had secured through a clothing connection she had made in her former modeling days. Kathe ordered six of the jackets, which sported a beautiful gold-braid design complete with an "R" in the middle of the design. Over the following weeks and months, women in Kathe's unit began eagerly working toward obtaining

one of the prized garments so they could wear it proudly to all Mary Kay functions.

When plans evolved for the next Mary Kay day with the St. Louis Cardinals, Mary Kay said she would come back to St. Louis if women in the area held a city-wide hostess contest. "We invited Independent Sales Directors from all over," says Kathe. "Red Jacket wearers in my unit suggested we promote the red jacket concept by letting Star Recruiters go on the ball field along with Independent Sales Directors. They did – and after that, everyone in St. Louis started promoting the Star Recruiter program. We also shared it with units in Kansas, Illinois and Missouri. When Independent Beauty Consultants learned that they could sit up front at Mary Kay's workshop if they had a red jacket, they were further motivated."

Mary Kay left St. Louis and embarked on a speaking and teaching circle that took her to California and back to Dallas; at every stop, she enthusiastically spread the word about the "Red Jackets in St. Louis." Meanwhile, the Star Recruiter program was underway, and Kathe was placing reorders at a pace that kept the supplier glad to be doing business with a Mary Kay businesswoman.

The cooperative promotions with the Cardinals continued on for nine more years. The last year, 31 pink Cadillacs drove onto the field – and the Independent Sales Directors riding in them stepped out at home plate and were introduced over the loudspeaker. Kathe says the sight of Star Recruiters lined up in triple rows down the first-base line and Star Consultants in triple rows down the third base line was an awesome sight. In 1978, the Company asked Kathe for permission to take over the Red Jacket program and make it a national initiative. She remembers the transition with fondness.

"At Seminar 1979, Mary Kay presented me with a beautiful plaque for 'Idea of the Year' and a beautiful diamond watch. Mary Kay believed in and promoted this program, which has since made a powerful impact on the Company and thousands of independent sales force members around the world."

Today, the red jacket still stands for a woman's advancing leadership skills and her desire to be a positive influence in women's lives. What if Joe, Ann and Kathe had kept their ideas to themselves? So many would have missed so much.

"One of Mary Kay's dreams was to see a sea of red at Seminar," says Kathe. "Each year at Seminar, that dream repeats itself once again, and lives are being enriched because of it."



Mary Kay Ash throws out the first pitch at a Saint Louis Cardinals' baseball game in 1973.

Are you Ready for Red? Visit [Contests & Rewards](#) on the MKOC<sup>SM</sup> to learn how you can earn a red jacket and special recognition at Seminar 2009!



## beauty bookmark

Our team of online experts have been working behind the scenes to give the Mary Kay® Online Community (MKOC<sup>SM</sup>) a makeover, designed with particular attention to the Company's updated brand image and your needs as a Mary Kay independent sales force member.

So just what's new? For starters, it's easier than ever to access the MKOC<sup>SM</sup> – just **bookmark [www.mkoc.ca](http://www.mkoc.ca)**!

Plus, we've re-organized the Web site navigation for easier access to all the online resources you rely on to support your business – including product literature, recognition opportunities, special event information and educational tools. And don't miss our *Quick Links* on the home page to view your online essentials as you familiarize yourself with the new MKOC<sup>SM</sup>.

Happy clicking!

## download april and may podcasts of the month

Get set for Seminar success with these motivating podcasts from independent sales force leaders – available exclusively on the MKOC<sup>SM</sup> in April and May!

### APRIL

- ***The Perfect Opportunity***
- ***Tips for Income Producing Activities***
- ***Getting a Good Start with Your Mary Kay Business***
- ***The Art of Booking and Coaching***
- ***The Mary Kay Career Car Program: It's in the Bag!*** with Independent Senior Sales Director Angela Hargreaves

### MAY

- ***Follow the Money Trail*** (Available in French only)
- ***Your Success Begins with Booking*** with Independent Sales Director Annie Gagnon (Available in French only)
- ***Embracing the Legacy (Video)*** featuring Ryan Rogers, Vice President of Strategic Initiatives
- ***Career Conference 2009 Speech*** by Independent Senior Sales Director Wanda Groenewegen.

 Find it online: [MKOC > Education > Media Library](#)

## how to: protect yourself from fraud

The Company has recently received reports from independent sales force members who have been contacted via e-mail or through their Mary Kay® Personal Web Site by individuals attempting to use stolen or counterfeit credit cards, money orders or “certified” cheques to purchase Mary Kay® products. Many times, the inquiry involves a large order from a stranger that, from a practical perspective, seems too good to be true.

If you've received an order inquiry from someone with whom you have never had prior contact, protect your Mary Kay business from potential fraud or scams by practicing caution when any of the following factors exist:

- The person contacting you attempts to submit an order with you via an e-mail sent through the *Contact Me* feature on your Mary Kay® Personal Web Site or by **submitting an unusually large order through online shopping**.
- The person contacting you provides **an address that is outside of your city**. (Remember that individuals who don't already have an Independent Beauty Consultant will likely find someone local to them through the search function on the Independent Beauty Consultant Locator.)
- The individual who contacts you provides you with a **“story” attempting to explain his or her need for a large order** (examples may include, but are not limited to, explaining that gifts are needed for guests attending a family reunion, for members of a church congregation, children in an orphanage, employees at a company, etc.)
- This customer may be **attempting to place an order using a stolen credit card**. It is important to remember that even if you receive an authorization number, this could still result in a chargeback from your credit card processing vendor.
- You are asked by the individual to accept a **money order, certified cheque and/or business cheque that is equal to a sum greater than the value of the product order**. Often you will be asked to provide the excess difference in cash to an individual or “shipping agent” who will pick up the order from you or wire the excess funds to the buyer via a money transferring service.
- The e-mail you receive indicates that **the order is to be sent or used outside of Canada**. Remember, as an Independent Beauty Consultant living in Canada, you should never ship or deliver Mary Kay® product outside of Canada for the purpose of selling to consumers.

In addition to paying close attention to the signs of fraud described above, we always recommend that you take advantage of the suggestions and tools for avoiding credit card charge backs offered to you by ProPay. Visit the Propay Web site at <http://www.propaycanada.ca> for additional information.

If you believe you are a recipient of a fraudulent order attempt, we strongly recommend that you delete the e-mail without response. After all, if it sounds too good to be true, it probably is!

Furthermore, if you or your Mary Kay business have been affected by a fraudulent act, you'll want to contact your local investigative authority or police department.

Of course, if you have additional questions, just contact Sales Force Support at 1 (877) 411-6279.



# lives enriched

The Company's commitment to Mary Kay Ash's philosophy of giving back is at the heart of our corporate social responsibility initiatives.

But it's the giving spirits so abundant in the Mary Kay community that inspire us to live "the Mary Kay way" in and out of the office.

And these stories exemplify all that we strive to achieve as a corporate leader.

## giving: one of life's greatest joys!

Mary Kay Ash believed wholeheartedly that "it is indeed more blessed to give than to receive."

**Independent Senior Sales Director Jacqueline Cullen** (right) and **Independent Sales Director Sarah Kearney** (far right) – along with their unit members – embraced this spirit of generosity by hosting a "Fashion and Friend" charity event in support of the Mary Kay Ash Charitable Foundation (MKACF).



The event was held in Thompson, MB, on October 19<sup>th</sup>, 2008 and included a silent auction and a fashion show. From volunteers to silent auction donations, the community support was overwhelming – including twenty-two prizes, snacks, a DJ, a decorator and a community hall to host the event. Local firefighters even chaperoned Independent Beauty Consultants while they strutted their stuff down the runway.

Tickets were sold for \$15, with special "elite" tickets available for \$25. The elite tickets included a ToBee bear and front row seating at the fashion show. The funds raised from the silent auction were divided between the Thompson Crisis Centre (which assists people dealing with family violence) and the Manitoba Burn Fund in support of burn injury survivors, research and awareness.

The total funds raised from the silent auction were \$290 – and another \$810 was donated to the MKACF from ticket sales!

Sarah and Jacqueline are still brimming with delight over how generous their community was.

"The event was an outstanding success and it wouldn't have been possible without the help of our local businesses and the generous people who bought tickets," says Sarah. "I know people are giving, but it really hits home when you see it put into action. To all of the people involved, thank you from a very grateful heart!"

"Women helping women is what Mary Kay Cosmetics Ltd. is all about – and what better way to extend our 'business of the heart' than by supporting the MKACF," continues Sarah.

"When you think about how many lives are affected by cancer and domestic violence, it's a good feeling to know that there's a support system like the MKACF that will be there to add a little sunshine. Having the MKACF on my side would certainly give me something to smile about! Giving feels great – just try it. I promise you'll love the results!" ends Sarah.

Congratulations Sarah and Jacqueline – you've proven that giving really is one of life's greatest joys!



## giving back looks and feels good!

Super Saturdays were a monthly occasion for the "Newmarket Connection" – a group of Independent Sales Directors that includes **Jackie Cowderoy, Kelly Gervais, Linda Gingrich, Kim Lougas and Sylvana Oliver**.

As December rolled around, it was Linda and Jackie's turn to plan the event. And in true Mary Kay style, they decided to make their Saturday extra super – and we mean with a capital "S"!

Inspired by **Independent Senior Sales Director Darlene Olsen's** ongoing fundraising efforts for Look Good Feel Better® – which helps women dealing with the appearance-related effects of cancer and its treatment – the twosome put their heads together and decided to make it a fundraiser.

So with the help of the "Newmarket Connection" and their units, the *Women to Women* Saturday Event was born! Approximately 30 people attended the silent auction, including guest speakers **Lynda Rose, Vice President of Sales & Marketing, and Linda Cottell, Ontario Regional Manager for Look Good Feel Better®**. Overall, the event raised an astounding \$1,382 for Look Good Feel Better®!

Ladies, congratulations on enriching the lives of those women who need it most!

- MK

– Marijana Klapcic



## the toronto marlies shoot – and score – for the mkacf

Saturday night might be hockey night in Canada, but the afternoon of Sunday, February 8<sup>th</sup>, was all about the Toronto Marlies, who took to the ice with a goal of scoring donations for the MKACF during Mary Kay “Pink at the Rink” day.

And score they did, beating their rivals – and #2 seeded team in the American Hockey League – the Grand Rapids Griffins by a final score of 10-5.

Not only did the Marlies win the game, their support raised a grand total of \$4,270 for the MKACF!

In addition to donating \$5 from every ticket sold to Sunday’s game, which raised \$1,500, the Marlies proved they had pink blood running through their veins.

Marlies players Mark Bell and Darryl Boyce dyed their hair pink, the team wore MKACF decals on their helmets and Marlies defenceman Steffan Kronwall used a special pink stick during the game.

But the players weren’t the only ones supporting the cause by sporting pink. The Marlies coaching and administrative staff wore pink ties, while the Marlies ‘better halves’ (wives and girlfriends of the players) collected donations for the MKACF by selling Marlies action shots signed with pink markers.

Aside from the action at centre ice, this special event featured a meet-and-greet with popular Nickelodeon characters; a silent auction, which raised an additional \$510; and Marlies mascot Duke the Dog got the crowd going with a T-shirt toss.

The game began at 4 p.m. with a ceremonial puck drop by **Ray Patrick, President, Mary Kay Cosmetics Ltd.; Mary Beth Holmes, MKACF representative; and Independent Executive Senior Sales Director Sharon Coburn** of Owen Sound, ON.

“It was with a great sense of pride that we partnered with the Toronto Marlies in their support of the MKACF. The event provided wonderful exposure and recognition to the causes that Mary Kay held dear to her heart,” says Ray, adding, “as a diehard Montréal Canadiens fan, dropping the puck at centre ice – combined with the genuine support of the Marlies organization – was an incredible honour,



and one that may have even tipped the scales for me to become a Maple Leafs/ Marlies hockey fan.”

According to Toronto Marlies Account Executive Darryl Silverstein, this type of event has been gaining popularity in other hockey leagues – and was something that had been in the works for a while.

“Some of the teams in the U.S. partner with non-profit groups to help raise awareness and donations, so we wanted to do the same thing,” says Silverstein.

Someone who knows first-hand the effects cancer can have on a family is Toronto Marlies Left-Wing #33 Bates Battaglia.

The Chicago-native, who started playing hockey at the age of three, has played for the Marlies for three years, including a stint with the Toronto Maple Leafs in 2006.

Battaglia, who was also the team representative for the public service announcements shown throughout the game in support of the MKACF, lost his mom to cancer in November 2007.

“When I heard about this event there was no question – I wanted to be involved,” he says, adding, “I only just heard about guys

dyeing their hair pink or else I would have done it too!”

Battaglia, who also supports cancer research through his involvement with the Jimmy V Celebrity Golf Classic – an annual golf tournament named after American College Basketball Coach James Valvano, who died of cancer in 1993 – says the more people hear about events like these, the more can be done to fight cancer and help women and children affected by domestic violence.

“I’m always trying to get involved [with a cause like this]. We all know someone who has been affected by these issues. Every little bit helps,” says Battaglia.

With the Toronto Marlies support, the MKACF is sure to continue scoring in the hopes of winning the biggest game of its life – to help women dealing with the appearance-related effects of cancer and its treatment and to address violence against women and children.

*-Andrea Lepore*

# million dollar moments

The “I” in I Story could stand for many things: independent, inspirational, intelligent... But what it most stands for is YOU. Your journey – past, present and future.

Now for those of you asking yourself, “What is *my I Story*?” – don’t fret! We’ve called in the experts – our Million-Dollar Independent National Sales Directors – to give you some valuable advice and encouragement. Here, they share their most prized pieces of advice, a few things they would have done differently, their favourite moments, and yes, the things that helped them get to where they are today.

Remember, once upon a time, these leading ladies were exactly where you are today: Independent Beauty Consultants with a dream and the potential to live out that dream to become the best you are destined to be. Yes, there will be fears and doubts along the way. Yes, you will feel nervous and anxious at times. But just remember that nobody can hold you back but yourself. So make the decision today to believe in yourself and your abilities. You’ll conquer anything you put your mind to.

And be sure to keep these pages close by, as these seven sensational women will be your trusted guides along the way!

– Compiled by Marijana Klapcic



**For more on developing your I Story and building relationships through your business, check out Chapter 2 in *Business Basics*.**

**Dalene Allen**



**Anne Austin**



**If I could give an Independent Beauty Consultant one piece of advice, it would be...**

“Never miss a training event. Everyone who comes doesn’t make \$10,000 a month, but the people who are making the big commissions never miss training. School is never out for the pro. Never go to training without guests. You have two arms – make sure there’s a new guest on each one. They’re like front page advertising for your business.”

“Success is in your daily routine. It’s what you do everyday that makes a difference in your business.”

**If I could do things over, I would...**

“...not have missed training! My Independent Sales Director lived in Ontario and I lived in Nova Scotia. Even though there were meetings I could attend locally, I didn’t go regularly. If I had to do it over, I wouldn’t miss a single session.”

“...have moved ahead faster! Why should it take six months when it could take six weeks?”

**What is your favourite I Story moment?**

“I remember reading my new Independent Beauty Consultant training material and thinking: ‘I will never say those scripts.’ Then one day I met a woman and told her that she would be great at Mary Kay – just like it said in my training material. Too bad I hadn’t learned my scripts earlier!”

“It was when I debuted as an Independent Sales Director.”

**What is one thing that helped your business take off?**

“I realized the importance of holding skin care classes with at least six people in attendance. Odds are so much better when you work the numbers – more for the hostess, more chance of future bookings and greater odds of a new team member. Everything happens at a skin care class.”

“I sponsored five personal team members in one month – the Gold Medal was a result of my daily routine.”



**Bernice Boe-Malin**



**Doreen Burggraf**



**Sandy Campbell**



**Angie Stoker**



**Brenda Summach**



"This is a business like any other – make the commitment to educate yourself so that your confidence and your expertise will grow from practice – and bring the results you want. Expecting success without putting the time and energy into knowing your business doesn't allow the business to give you a successful outcome."

"Consistently use Mary Kay's Weekly Plan Sheet with the hours reflecting your short-term and long-term goals. This will keep you on track and focused. Block off the hours for both selling appointments as well as team-building appointments. I was very strict with myself, which resulted in achieving Independent Sales Directorship and earning the use of my first pink Cadillac within 15 months of starting my Mary Kay business."

"Always strive to have 10 bookings in your datebook at all times. By putting structure in an unstructured job, it will keep you focused. When you give your business the same priority as you would any other job, your family will give it the respect it deserves. Your Monday night meetings, 'Girls Night Out' events, workshops, Career Conference and Seminar are not an option to be missed! Mary Kay always said, 'those that show up, go up!'"

"Work all you can today, so you can play all you want tomorrow. Learn the scripts to book, sell, coach and recruit."

"Follow Mary Kay's heart and passion to teach everyone the benefits of the product and this business. Do not prejudice in either area. Mary Kay's passion was to give women an incredible lifestyle with this career plan and she picked the product that would become the vehicle to accomplish that."

"...have become an Independent National Sales Director sooner."

"...have had a great hostess promotion at every appointment. I'm sure it would've increased my sales and recruiting opportunities. I also would've held more theme events in my home, inviting my customers and other ladies even if they didn't know each other."

"...have signed my Independent Beauty Consultant Agreement when I was 18 years old!"

"...have worked smarter, by doing my *Power Start* each and every month. Your *Power Start* enables you to be on the Ladder of Success every quarter. As well, you'll become consistent in monthly recruiting, which may lead you to a Red Jacket, a career car, Independent Sales Director-in-Qualification status and the Court of Sharing."

"...have had less fear of success and worried less about living an unbalanced life and hurting my family. I would have built my team much larger, much quicker – and not have worried about being perfect for everyone. The cream will rise to the top – and they do!"

"My favourite moment was gaining the respect of my family and friends because I had made my business a big success – when the expectancy was that it was just a little "side" thing to do with my time."

"One of my favourite moments as an Independent Sales Director-in-Qualification was spending time with Mary Kay Ash in her home. As an Independent Sales Director, it would have to be picking up my first pink Cadillac. And as an Independent National Sales Director, having my daughter join Mary Kay."

"In June 1993, when I realized that everything on my goal poster had come to fruition. At the time I thought it was silly that they had us do these goal posters, so I just put everything on it that I wanted – not knowing how I could earn them. When June 27<sup>th</sup> came around, I couldn't believe that my wildest dreams had come true!"

"Earning the use of a pink Cadillac 11 months after signing my Independent Beauty Consultant Agreement. I was so amazed! All I was doing was the Ladder of Success consistently every quarter, by using the scripts to book, sell, coach and recruit. It was magic. Today, it would be called the *Power Start*."

"One night, about three years after I started my Mary Kay business, our family was out shopping. We were paying for the groceries and [my husband] Larry said to me, 'I'm just going to take the groceries and the girls to the car and as soon as you hand out a business card you can join us.' Yes, I did it, and that was the beginning of conquering my fear of warm chatter."

"I invested in my future by looking at the business as an investment – and went to the bank and got financing for my inventory. And when I paid that off, I went and got more. The result was that I developed a business credit rating that then allowed me to co-sign my husband's business loan for his inventory... to the tune of \$120,000 in 1989."

"Doing the things I feared the most, such as making bookings and sharing the marketing plan when it would have been so much more comfortable not to – that is absolutely what helped my business take off. Many days I didn't want to do those things, but I made myself do it anyway. And by stepping out of my comfort zone, the very things that I feared the most became my strength."

"One thing that catapulted my business to the Million-Dollar Circle of Excellence was doing the 'Girls Night Out' Dinner and Makeovers two or three times a month! It creates such momentum because it's a full-circle skin care class and new Independent Beauty Consultant training all in one night! It's like cash and college – the Independent Beauty Consultants earn while they learn!"

"Doing what I call the 'Five Alive Club'. That means five booking contacts a day – no matter how I felt or what the weather was. I heard success takes place in your daily routine. The five daily booking contacts and the subsequent booking from the appointments was magic for me."






"I had worked before – in my own business – and saw the value and benefit of my balanced priorities, the 90 per cent buy-back policy, my 50 per cent profit, the tax benefits, the unlimited earnings and NO day-to-day boredom. This was probably the reason I was able to have five personal team members and was tracking to earn the use of my first Career Car... even before my first inventory arrived!"

# january 2009 recognition reconnaissance de janvier 2009

Congratulations to all achievers. / Félicitations à toutes les championnes.

## NSD Commissions/Commissions DNV

Listed below are Independent National Sales Director commissions earned in January by Independent National Sales Directors on monthly wholesale production on first-, second- and third-line offspring; Independent Senior National Sales Director commission; Independent National Sales Director commission on their personal units; 13% Independent Sales Director commission on their personal unit wholesale production; Independent National Sales Director Star Consultant bonus; plus Independent National Sales Director bonuses for first-line offspring from their personal unit and Independent National Sales Director offspring. Independent National Sales Director commissions are included for all foreign countries through December. / Commissions touchées en janvier par les Directrices nationales des ventes indépendantes sur la production mensuelle en gros de leurs groupes de 1<sup>re</sup>, 2<sup>e</sup> et 3<sup>e</sup> lignées; commissions touchées par les Directrices nationales des ventes senior indépendantes sur les groupes personnels de leurs Directrices nationales des ventes de 1<sup>re</sup> lignée; commissions touchées par les Directrices nationales des ventes indépendantes sur leur groupe personnel; commissions de 13 % touchées par les Directrices des ventes indépendantes sur la production en gros de leur groupe personnel; plus toutes les récompenses de concours et primes issues des groupes personnels et des Directrices des ventes indépendantes de 1<sup>re</sup> lignée. Ces commissions des Directrices nationales des ventes indépendantes englobent toutes les commissions issues de l'étranger en décembre.

<b>Angie Stoker</b>  \$20,838.00		<b>Renée Daras</b>  \$19,816.00		<b>Dalene Allen</b>  \$11,502.00		<b>Doreen Burggraf</b>  \$10,926.00		<b>Brenda Summach</b>  \$10,791.00	
Elena Sarmago	\$9,679.00	Olive Ratzlaff	\$7,815.00	Anne Austin	\$6,832.00	Marcia Grobety	\$5,850.00	Donna Weir	\$3,601.00
Heather Armstrong	9,382.00	Gail Adamson	7,396.00	Susanne Felker	6,315.00	Linda MacDonald	5,596.00	Jane Kosti	3,249.00
Gloria Boyne	8,929.00	Sandy Campbell	7,393.00	Darlene Ryan-Rieux	6,270.00	Philomena Warren	5,254.00		
Bernice Boe-Malin	8,361.00	Donna Lowry	7,168.00	Debbie Mattinson	5,981.00	Janice Connell	4,921.00		

## Diamond Circle/Cercle diamant

Independent National Sales Directors become members of the prestigious Diamond Circle when they motivate their unaffiliated area to increase retail sales by 5 percent (Level 1) or 10 percent (Level 2) over the previous Seminar year. Congratulations to the following Independent National Sales Directors who have achieved the Diamond Circle during the month of January. / Les Directrices nationales des ventes indépendantes accèdent au prestigieux Cercle Diamant en enregistrant dans leur famille non affiliée une hausse des ventes au détail de 5 % (niveau 1) ou 10 % (niveau 2) par rapport à la précédente année Séminaire. Félicitations aux Directrices nationales des ventes indépendantes suivantes qui ont accédé au Cercle Diamant en janvier.

<b>Anne Austin</b>  Level 2/Niveau 2		<b>Doreen Burggraf</b>  Level 2/Niveau 2		<b>Sandy Campbell</b>  Level 2/Niveau 2		<b>Debbie Mattinson</b>  Level 2/Niveau 2		<b>Darlene Ryan-Rieux</b>  Level 2/Niveau 2	
<b>Brenda Summach</b>  Level 2/Niveau 2		<b>Philomena Warren</b>  Level 2/Niveau 2		<b>Bernice Boe-Malin</b>  Level 1/Niveau 1		<b>Jane Kosti</b>  Level 1/Niveau 1			

## Top 10 Independent National Sales Director Area Retail Production/Production de famille au détail des 10 meilleures Directrices nationales des ventes indépendantes

Seminar year-to-date unaffiliated Independent National Sales Director area retail production as of January 31<sup>st</sup>, 2009. Includes unit retail production from all offspring lines not affiliated with another Independent National Sales Director. / Production de famille au détail des Directrices nationales des ventes indépendantes non affiliées pour l'année Séminaire en date du 31 janvier 2009. Comprend la production de groupe au détail de toutes les Directrices de lignée non affiliées à une autre Directrice nationale des ventes indépendante.

Angie Stoker	\$5,554,210.90	B. Summach	\$3,466,240.16	Gloria Boyne	\$2,223,828.87	Elena Sarmago	\$2,101,270.74	Gail Adamson	\$1,898,446.91
H. Armstrong	4,376,612.21	Doreen Burggraf	2,301,713.30	Dalene Allen	2,134,105.60	Anne Austin	1,913,456.20	Donna Lowry	1,889,957.12

THE VAST MAJORITY OF THE INDEPENDENT SALES FORCE MEMBERS' PRIMARY SOURCE OF PROFIT IS SELLING PRODUCT. IN ADDITION, ALL MARY KAY INDEPENDENT BEAUTY CONSULTANTS CAN EARN INCOME FROM COMMISSIONS, DOVETAILING, PRIZES AND AWARDS. TO BE ELIGIBLE FOR COMMISSIONS, INDEPENDENT BEAUTY CONSULTANTS MUST BE ACTIVE THEMSELVES AND HAVE AT LEAST ONE ACTIVE RECRUIT DURING THE RELEVANT PERIOD. MEMBERS OF THE INDEPENDENT SALES FORCE ARE CONSIDERED ACTIVE IN A PARTICULAR MONTH (AND FOR TWO MONTHS AFTER) WHEN THEY PLACE AT LEAST \$200.00 IN WHOLESALE ORDERS FOR COSMETICS INTENDED FOR RESALE DURING THE MONTH. IN 2008, THERE WERE OVER 30,679 MEMBERS OF THE INDEPENDENT SALES FORCE OF MARY KAY COSMETICS LTD. IN CANADA. OF THE 4,278 WHO WERE IN THE INDEPENDENT SALES FORCE FOR AT LEAST ONE YEAR AND WHO EARNED COMMISSIONS, 47% EARNED COMMISSIONS IN EXCESS OF \$100. OF THE 608 OF THOSE WHO WERE MARY KAY INDEPENDENT SALES DIRECTORS, THE TOP 50% EARNED COMMISSIONS DURING THE YEAR OF \$16,567 TO IN EXCESS OF \$100,000. OF THE 24 OF THOSE WHO WERE MARY KAY INDEPENDENT NATIONAL SALES DIRECTORS, 66% EARNED COMMISSIONS DURING THE YEAR IN EXCESS OF \$100,000.



## Stars on the Ladder of Success/Étoiles sur l'échelle du succès

*Congratulations to the following outstanding achievers for earning their Pearl (\$4,800) and Emerald (\$3,600) Stars in just one month! / Félicitations à ces championnes qui ont obtenu leur Étoile Perle (4 800 \$) et Émeraude (3 600 \$) en un mois!*

Debbie Parsons	\$6,500.50	Susan Ambler	\$4,248.50	Louise Ann Brunet	\$4,068.00	Sharon McDonnell	\$3,800.50	Thea McMechan	\$3,601.75	Pamela McCurdy	\$3,600.00
Deanna Blue	4,613.75	Véronique Gélinas	4,209.00	Lorna Hosker	3,933.50	Linda Giesbrecht	3,771.50	Stéphanie Grenier	3,600.75		
Cassandra Lay	4,549.00	Aminat Akande	4,202.50	Lynn Hubley	3,812.75	Kathie McGann	3,666.25	Josee Marchildon	3,600.50		

*These stars qualified for the Ladder of Success in just one month! / Ces étoiles se sont qualifiées sur l'Échelle du succès en un mois seulement!*

Sonia Kehoe	\$3,537.25	Ellen Whiting	\$2,732.25	Jaswinder Kaur	\$2,402.00	Selina Ho	\$2,039.00	Virginie Bonsaint	\$1,836.00	Marjorie Pierre	\$1,801.25
Sharon Korol	3,506.75	Cynthia Lee	2,722.00	Valerie Abramchuk	2,401.75	Sylvie Larose	2,034.00	Jizil Abrat	1,831.25	Lina Kassab	1,801.00
Laurie Bell	3,248.25	Naomi Scott	2,691.50	Sylvie Sigouin	2,401.00	Jenny-Lynn Sather	2,008.75	Donna Fidler	1,819.00	Cheryl Rhynard	1,801.00
Nina Pye	3,088.00	Leanne Marchenko	2,623.00	Tammy MacLaren	2,400.50	Diann Underhill	2,002.75	Isabelle Messier	1,817.50	Julie St-Germain	1,801.00
Elizabeth Gardner	3,052.25	Shirley Fequet	2,621.00	Gabrielle Marcoux	2,400.00	Sherry Ogasawara	2,001.50	B. Hermenegildo	1,817.00	Sara Davis	1,800.75
Chantal Dubois	3,001.50	Kelly Gervais	2,600.00	Lauretta Gorman	2,378.50	Lucie Bourgeois	1,996.00	M. Henderson	1,817.00	Catherine Liessens	1,800.75
Shelley Dobbie	3,000.75	Ellie Evans	2,599.50	Eva Kopec	2,360.75	Gena Silveira	1,978.25	A. Fortin-Baillargeon	1,816.50	Pamela Adamson	1,800.50
C. Lacoursière	3,000.75	Johanna Tobin	2,586.75	Esther Gallop	2,341.25	Dorothy Osadcuk	1,976.00	Joannie Arbic	1,816.00	Julie Boisvert	1,800.50
Catherine Pomerleau	3,000.25	Velma Barker	2,578.50	Pauline Richardson	2,308.50	Joy Zaporozan	1,969.00	Glenda Nelson	1,815.25	Christian Ferguson	1,800.50
Sandra Ramirez	3,000.25	Antje Cavanagh	2,559.25	Mandy Jorgensen	2,284.00	Ilda MacHado	1,963.00	S. Major Bouchard	1,814.75	Isabelle Fortin	1,800.50
Lauren Setiao	3,000.25	Fran Sorobey	2,510.75	Erin Allen	2,245.25	Kimberley Boudreau	1,962.25	Kamaljit Bhullar	1,812.50	Susie Leakvold	1,800.50
Paula Yanko	3,000.25	Bethany Ha	2,509.25	Paymaneh Varahram	2,226.75	A. Noronha-Teixeira	1,949.50	Jennifer Hinchliffe	1,811.50	Lisa Nguyen	1,800.50
Leanne Gale	3,000.00	Shivonne Vienneau	2,504.00	Mamie Monte	2,147.50	Carole Senecal	1,945.25	Claire Mercier	1,808.75	Marina Petker	1,800.50
Gwendolyn Smith	3,000.00	Nancy Murray	2,502.00	Ellen Hatlevik	2,121.75	Diane Peel	1,943.50	Scott Davis	1,807.50	Manpreet Sandhu	1,800.50
Kimberley Taylor	2,961.25	Lorena Siemens	2,484.75	Sharon Lal	2,119.50	Kimberley Lougas	1,930.75	Nadeeja Wijesekara	1,806.75	Pamela Suecroft	1,800.50
Renee Melton	2,905.75	Sukhdeep Sidhu	2,484.50	Gail St Croix	2,103.25	Colleen Fitcher	1,920.50	Joan Wainwright	1,804.25	Christa Viljoen	1,800.50
Brenda Ewasluk	2,903.25	Erna Voth	2,458.50	Sue McElhanney	2,100.00	Harparveen Aujla	1,917.00	Win Seabrooke	1,804.00	Brenda Verge	1,800.50
Eileen Faubert	2,898.50	Virginia Dreehan	2,449.00	Rita White	2,094.75	Donna Crawford	1,910.00	Harinder Brar	1,803.75	Amelie Charron	1,800.25
Allyson Beckel	2,894.75	Carole Atkins	2,446.00	Denise Young	2,089.75	Sharon Wolthers	1,895.75	Jane Douglas	1,803.75	Sandra Cohen	1,800.25
Michele Thomson	2,865.00	Mylène Queenton	2,432.50	Alex Quinn	2,074.75	Margit Szekely	1,892.75	Jocelyne Jimenez	1,803.75	Marlene Gonzales	1,800.25
Aradella MacDonald	2,862.50	Linda Graham	2,430.00	Sarah Appenheimer	2,063.25	Rebecca Jatoo	1,886.50	Vilma Patane	1,803.50	Michelle Markle	1,800.25
Amanda Renforth	2,810.25	Katherine Walker	2,421.25	Danielle Gobeil	2,060.25	Phyllis Ticco	1,872.75	Teresa Lau	1,803.25	Floridema Peiris	1,800.25
Andrea Johnson	2,778.50	Kathleen Bouchard	2,419.75	Heather Morrison	2,058.25	Jennifer Craft	1,871.75	Bonnie Johnson	1,802.75	Andreanne Plourde	1,800.25
Lila Tanner	2,773.00	Monique Quail	2,410.75	M. MacKenzie-Cusack	2,051.00	Correne Bruun	1,867.25	Morin Ruel	1,802.25	Helene Drollet	1,800.00
Shannon Burden	2,763.00	Nancy McEwen	2,410.25	Shannon Cameron	2,045.75	Sharon Gibson	1,848.75	Catherine Roberts	1,802.00	Dana Dokken	1,800.00
Ami Bour	2,754.00	Rosemarie Davies	2,403.50	Brigitte Raymond	2,042.75	Sandra Thornton	1,841.00	Valerie Lebeau	1,801.75	Nicole Frank	1,800.00
Lynda Switzer	2,749.00	Debralee Fernets	2,403.00	Sally Saulnier	2,039.50	Kim Johnson	1,840.50	Terry Bodner	1,801.50	Joanne Papa	1,800.00

## Independent Sales Directors in the Limelight/Directrices des ventes indépendantes sous les projecteurs

*Listed below are the Independent Sales Directors whose commission exceeded \$2,000 in January. Does not include Team Leader and VIP commissions. / Directrices des ventes indépendantes dont les commissions ont dépassé 2 000 \$ en janvier, exception faite des commissions des Chefs d'équipe et des VIP.*

Sharon Coburn	\$5,879.18	Susan Bannister	\$3,843.01	Liz Wodham	\$3,069.25	Kyla Buhler	\$2,650.20	Ishali Mulchandani	\$2,377.77	Betty Lister	\$2,172.90
Nathalie Delisle	5,726.12	Louise Fortin	3,781.40	Gaylene Gillander	3,054.23	Nicole Bellemare	2,647.13	Alex Quinn	2,373.43	Carol Hoyland-Olsen	2,142.95
Shelley Recoskie	5,374.18	Tamara Swatske	3,779.16	Fran Sorobey	3,053.68	France Grenier	2,637.71	Louise Desy	2,365.76	Barbara Bond	2,114.34
Mary Davies	5,245.26	Randhir Singh	3,736.59	Vaun Gramatovich	2,870.50	Louisa Hoddinott	2,626.50	Sonia Janelle	2,326.06	Pamela Tucker	2,111.69
Josée D'Anjou	5,196.22	Lorraine McCabe	3,724.25	Eve Raymond	2,843.92	Frances Fletcher	2,614.63	Colleen Hendrickson	2,311.55	Ruby Chapman	2,109.29
Rajinder Rai	5,177.38	Elaine Scotte	3,647.62	Debbie Parsons	2,843.23	Marilyn Bodie	2,611.51	Kathryn Milner	2,307.64	Peggy Denomme	2,106.34
Harsimran Saini	5,165.73	Rita Samms	3,577.05	Johanna Tobin	2,825.55	Joyce Goff	2,599.62	Maureen Corrigan	2,304.58	June Millar	2,105.46
Mireille Morin	5,024.74	Jacqueline Cullen	3,539.12	Shirley Peterson	2,812.32	Judith Richardson	2,580.76	Alexis Glabus	2,301.11	Gloria Fitt	2,102.53
Shannon Shaffer	5,006.42	Odette Dobbin	3,533.49	Shelley Haslett	2,808.65	Pam Behnke-Van Hoof	2,565.09	Pamela Kanderka	2,266.82	Cheryl Page	2,097.69
Donna Melnychyn	4,796.75	Jennifer Levers	3,392.97	Jill Ashmore	2,779.89	Elaine Fry	2,560.38	Kimberley Shankel	2,240.91	Kay Carruthers	2,097.23
Angela Hargreaves	4,730.61	Jane Arsenault	3,355.32	Kathy Whitley	2,768.45	Carol Heath	2,530.86	Joyce Bigelow	2,233.28	Arleen Fritz	2,096.92
Guyline Comeau	4,479.27	Donna Izen	3,350.10	Karen Simpson	2,758.12	Susan Richardson	2,527.66	Joanne Lam	2,222.03	Beryl Apfelbaum	2,078.48
Evelyn Ramanauskas	4,464.08	Donna Matthews	3,314.58	R. Courneya-Roblin	2,739.28	Guyline Dufour	2,527.19	Heather Cook	2,190.33	Michelle Currie	2,077.45
Wanda Groenewegen	4,029.72	Claribel Avery	3,239.90	Gladys MacIntyre	2,726.50	Audrey Ehalt	2,449.13	Joanne Ward	2,188.67	Lauren Miller	2,046.77
Harpreet Dhaliwal	3,984.81	Jasbir Sandhu	3,177.51	Carol Adams	2,722.39	M. Summach-Goetz	2,417.61	Janine Brisebois	2,185.64	Mandeep Bambrab	2,031.53
Teresa Ho	3,917.91	Ginette Desforges	3,092.68	Louise Boulanger	2,662.56	Lynn Brady	2,398.90	Joanne Manol	2,185.33	Kathy Handzuik	2,020.68
Yasmin Manamperi	3,843.44	Pam Hill	3,076.97	Lois Hirtz	2,659.76	Agnes Loshusan	2,387.55	Beverly Dix	2,183.12	Judy Buchanan	2,001.90

## Scoreboard/Tableau des résultats

*Listed below is the ranking of all Canadian units with \$20,000 or more in estimated retail sales in January based on wholesale purchases. / Groupes canadiens ayant totalisé en janvier des ventes au détail estimées de 20 000 \$ ou plus, d'après leurs commandes en gros.*

Nathalie Delisle	\$42,086.00	Mireille Morin	\$31,087.00	Odette Dobbin	\$28,207.50	Yasmin Manamperi	\$24,823.50	Gaylene Gillander	\$23,082.50	Ginette Desforges	\$20,399.50
Shelley Recoskie	39,235.50	Donna Melnychyn	30,878.00	Jane Arsenault	28,135.00	Teresa Ho	24,319.50	R. Courneya-Roblin	22,138.50	Nicole Bellemare	20,272.50
Mary Davies	38,567.50	Louise Fortin	30,483.00	Rita Samms	27,239.50	Jill Ashmore	24,306.00	Carol Adams	22,093.00	M. Summach-Goetz	20,169.00
Harsimran Saini	38,555.00	Jacqueline Cullen	30,371.00	Randhir Singh	26,885.00	Pam Hill	24,221.00	Shirley Peterson	22,067.50	Kathryn Milner	20,117.50
Shannon Shaffer	36,623.00	Susan Bannister	30,144.00	Jennifer Levers	26,002.00	Kathy Whitley	24,130.00	Ishali Mulchandani	21,196.50	Maureen Corrigan	20,070.50
Sharon Coburn	34,991.50	Evelyn Ramanauskas	29,085.00	Josée D'Anjou	25,807.00	Elaine Scotte	23,958.50	Carol Heath	21,050.50	Harpreet Dhaliwal	20,027.00
Rajinder Rai	34,480.50	Lorraine McCabe	29,067.00	Debbie Parsons	25,280.50	France Grenier	23,617.50	Guyline Dufour	21,027.00		
Angela Hargreaves	33,705.00	Wanda Groenewegen	28,646.50	Fran Sorobey	25,175.00	Frances Fletcher	23,302.00	Lynn Brady	21,018.50		
Guyline Comeau	33,564.00	Tamara Swatske	28,518.50	Liz Wodham	24,852.50	Louise Boulanger	23,269.00	Lois Hirtz	20,981.50		

LA PREMIÈRE SOURCE DE PROFIT DES MEMBRES DE L'EFFECTIF DE VENTE INDÉPENDANT REPOSE POUR LA MAJEURE PARTIE SUR LA VENTE DE PRODUITS. QUI PLUS EST, TOUTES LES CONSEILLÈRES EN SOINS DE BEAUTÉ INDÉPENDANTES MARY KAY PEUVENT TIRER UN REVENU DES COMMISSIONS, REMPLACEMENTS, PRIX ET RÉCOMPENSES. POUR POUVOIR PROFITER DES COMMISSIONS, LES CONSEILLÈRES EN SOINS DE BEAUTÉ INDÉPENDANTES DOIVENT ELLES-MÊMES ÊTRE ACTIVES ET AVOIR AU MOINS UNE RECROUTE ACTIVE PENDANT LA PÉRIODE EN QUESTION. LES MEMBRES DE L'EFFECTIF DE VENTE INDÉPENDANT SONT CONSIDÉRÉS COMME ACTIVES DURANT UN MOIS DONNÉ (ET POUR LES DEUX MOIS SUIVANTS) SI ELLES PASSENT DES COMMANDES MINIMALES DE 200 \$ EN GROS DE PRODUITS COSMÉTIQUES EN VUE DE LEUR REVENTE PENDANT CE MÊME MOIS. EN 2008, L'EFFECTIF DE VENTE INDÉPENDANT DES COSMÉTIQUES MARY KAY LEE AU CANADA COMPTAIT PLUS DE 30 679 MEMBRES. PARMI LES 4 278 MEMBRES FAISANT PARTIE DE L'EFFECTIF DE VENTE INDÉPENDANT DURANT AU MOINS UN AN ET QUI ONT REÇU DES COMMISSIONS, 47 % ONT TOUCHÉ DES COMMISSIONS SUPÉRIEURES À 100 \$. PARMI LES 608 DIRECTRICES DES VENTES INDÉPENDANTES MARY KAY, LA MEILLEURE MOTIVÉE A REÇU SUR L'ANNÉE DES COMMISSIONS ALLANT DE 16 567 \$ À PLUS DE 100 000 \$. PARMI LES 24 DIRECTRICES NATIONALES DES VENTES INDÉPENDANTES MARY KAY, 66 % SE SONT VUES REMETTRE DURANT L'ANNÉE DES COMMISSIONS DE PLUS DE 100 000 \$.

## Top Recruiting Units/Meilleurs groupes en recrutement

Listed below are the top recruiting units with signed Independent Beauty Consultant Agreements for January. / D'après les Accords de la Conseillère en soins beauté indépendante signés en janvier.

Ontario – Harsimran Saini  
 Québec – Ève Raymond  
 Manitoba – Angela Hargreaves  
 Ontario – Shelley Recoskie

Québec – Odette Dobbin  
 Ontario – Agnes Loshusan  
 Ontario – Robin Courneya-Roblin  
 Ontario – Jasbir Sandhu

Québec – Nicole Bellemare  
 Ontario – Joanne Lam

## Provincial Sales Queens/Reines des ventes provinciales

Listed below are the top purchases of wholesale Section 1 product orders during the month of January. / D'après les commandes en gros les plus élevées de la Section 1 en janvier.

Alberta – Louise Ann Brunet  
 British Columbia/Colombie-Britannique – Susan Ambler  
 Manitoba – Linda Giesbrecht  
 New Brunswick/Nouveau-Brunswick – Esther Gallop  
 Newfoundland & Labrador/Terre-Neuve-et-Labrador – Debbie Parsons

Nova Scotia/Nouvelle-Écosse – Gwendolyn Smith  
 Nunavut – Ellen Hatlevik  
 Northwest Territories/Territoires du Nord-Ouest – Christine Eyre  
 Ontario – Deanna Blue  
 Prince Edward Island/Île-du-Prince-Édouard – Aradella MacDonald

Québec – Véronique Gélinas  
 Saskatchewan – Josée Marchildon  
 Yukon – Sarah Charlie

## 12% Club/Club 12 %

Listed below are the Independent Beauty Consultants and Independent Sales Directors whose 12 percent cheque exceeded \$500 for the month of January. / Directrices des ventes indépendantes et Conseillères en soins de beauté indépendantes dont le chèque de 12 % a dépassé 500 \$ en janvier.

Jacqueline Cullen	\$1,423.08	Harpreet Dhaliwal	\$805.35	Georgine Cook	\$642.63	Lorraine McCabe	\$589.08	Sharlene Bukurak	\$553.68	Marlene Commins	\$531.27
Donna Melnychyn	1,408.92	Evelyn Ramanauskas	769.23	Diane Burness	640.14	Wanda Groenewegen	581.73	Paulette Nimco	552.54	Alyce Parkes	529.74
Shirley Fequet	1,150.56	Betty Burke	763.59	Hoda Karakach	637.59	Sonia Janelle	575.94	Gladys MacIntyre	552.24	Alice Ko	528.45
Liz Wodham	1,087.53	Karen Schamehorn	725.40	Gloria Fitt	633.21	Kareena Felker	574.65	Kelly Thomas-Petroff	552.15	Ellen Hatlevik	522.51
Nathalie Delisle	984.00	Sharon Coburn	724.23	Dianne Heidman	631.62	Jeewanjot Kaur	571.44	Johanna Tobin	548.16	Betty Lister	522.21
Kathy Whitley	968.40	Pam Behnke-Van Hoof	690.00	Colleen Hendrickson	627.96	Susan Bannister	570.48	Mary Humber	546.03	Julie Bisson	519.27
Louise Fortin	922.32	Carol Heath	679.53	Donna McLean	625.80	Elaine Maeland	567.21	Donna Witt	544.80	Linda Feldman	518.94
Guyaine Comeau	879.30	Tamara Swatske	670.26	Donna Fidler	618.93	Lorrie Henke	566.94	Tracy Campbell	538.59	Louisa Hoddinott	518.37
Audrey Ehalt	867.42	Rajinder Rai	668.52	Randhir Singh	617.82	Claribel Avery	565.89	Debbie Parsons	537.33	Linda Gobeil	511.56
Kyla Buhler	849.15	Darlene Olsen	660.90	Irma Vogt-Dyck	605.16	Joyce Bigelow	562.92	Shannon Cameron	534.06	Nikki Horton	510.57
Vaun Gramatovich	841.14	Angela Hargreaves	654.33	Guyaine Dufour	604.38	Sushma Dhir	562.56	Alexis Glabus	533.52	Ishali Mulchandani	506.79
Carol Adams	827.16	Yasmin Manamperi	649.98	Renee Johnson	603.30	Joyce Goff	557.79	Terri Kurtzweg	533.46	Doreen Adair	505.92
Shelley Recoskie	811.92	Fran Sorobey	646.47	Sara Crawford	598.02	Joanne Lam	555.30	Ada Cheng	531.63	Kimberley Shankel	505.11

## 8% Club/Club 8 %

Listed below are the Independent Beauty Consultants and Independent Sales Directors whose eight percent cheque exceeded \$250 for the month of January. / Directrices des ventes indépendantes et Conseillères en soins de beauté indépendantes dont le chèque de 8 % a dépassé 250 \$ en janvier.

Karen Simpson	\$433.90	Louise Desy	\$375.56	Ginette Desforges	\$336.90	Gloria Sanchez	\$289.82	Jennifer Labaj	\$271.04	Renée Lavoie	\$254.64
Cynthia Martel	386.00	Charmaine Stinson	368.10	Pamela Kanderka	332.18	Sylvana Oliver	284.26	Dale Kathryn Grove	270.90		
Denise Baynton	383.64	Sharon Wolthers	355.88	Karen Campbell	303.14	Svitlana Awogbami	279.62	Veronica Spanton	266.48		
Janine Brisebois	381.40	Tana Letkeman	344.00	Trudy Klassen	293.86	Darlene Bakker	274.16	Angela Murphy	260.62		
Caroline Sarrouf	381.38	Melody Gilmore	340.14	Amy Klassen	292.22	Luisa Rallo	272.60	Glynis MacDavid	258.78		
Janet Crandall	377.38	Melissa Dunn	338.92	Monica Hunt	291.78	Wendy-Lynn Jones	272.18	Linda Zywna	254.94		

## 4% Club/Club 4 %

Listed below are the Independent Beauty Consultants and Independent Sales Directors whose four percent cheque exceeded \$75 for the month of January. / Directrices des ventes indépendantes et Conseillères en soins de beauté indépendantes dont le chèque de 4 % a dépassé 75 \$ en janvier.

Julie Quesnel	\$168.36	Karine Gagne	\$120.06	Krista Naviaux	\$106.79	Andrea Demers	\$96.00	Joanne Moss	\$84.13	Céline Fréchette	\$78.16
Sylvie Larose	144.04	Julie Burke	120.00	Nancy Crepeau	105.29	Ginette Garneau	95.09	Natalie Groat	84.12	Sarah Robertson	77.07
Mandy Jorgensen	144.02	Janice Gaudet	114.50	Lan To	100.37	Karine Campeau	94.87	Cheryl Tessari	83.88	Irene Marshall	77.05
Michele Mierzwa	122.22	Jasmine Currie	113.97	Hanan Yazgi	97.49	Randi Mulder	89.81	Sherri Stokes	79.13	Erika Mellis	75.95
Shirley Dickinson	122.09	Wilma Summach	107.85	Amal Loufi	96.07	Pierrette Hache	85.58	Caroline Larochelle	78.94	Elisa Fantillo	75.59

## Gold Medal/Médailles d'or

The following Independent Beauty Consultants and Independent Sales Directors shared the Mary Kay opportunity with a minimum of five new team members during the month of January. / Conseillères en soins de beauté indépendantes et Directrices des ventes indépendantes ayant recruté au moins 5 nouveaux membres en janvier.

LOUISA HODDINOTT  
 Director/Directrice  
 VAUN GRAMATOVICH  
 Director/Directrice  
 ALICE KO  
 Director/Directrice

JASBIR SANDHU  
 Director/Directrice  
 JOANNE LAM  
 Director/Directrice  
 BELINDA DUNLOP  
 Director/Directrice

MELISSA DUNN  
 Doreen Burggraf  
 JEEWANJOT KAUR  
 Harsimran Saini  
 CYNTHIA MARTEL  
 Ève Raymond

USHA BHUAI  
 Harsimran Saini  
 SUKDIP KAUR  
 Harsimran Saini  
 AMY KLASSEN  
 Michelle Summach-Goetz

KELLY THOMAS-PETROFF  
 Agnes Loshusan

## Silver Medal/Médailles d'argent

The following Independent Beauty Consultants and Independent Sales Directors shared the Mary Kay opportunity with a minimum of four new team members during the month of January. / Conseillères en soins de beauté indépendantes et Directrices des ventes indépendantes ayant recruté au moins 4 nouveaux membres en janvier.

SHELLEY RECOSKIE  
 Director/Directrice  
 DONNA MELNYCHYN  
 Director/Directrice

HARPREET DHALIWAL  
 Director/Directrice  
 JACQUELINE CULLEN  
 Director/Directrice

BRENDA COOPER  
 Director/Directrice  
 LINDSAY LEWIS  
 Director/Directrice

MARIE-JOSÉE BOUVIER  
 Nicole Bellemare  
 JASMINE CURRIE  
 Angela Murphy

HODA KARAKACH  
 Odette Dobbin  
 BIANCA NZEKIO  
 Valerie Bagnol

THE VAST MAJORITY OF THE INDEPENDENT SALES FORCE MEMBERS' PRIMARY SOURCE OF PROFIT IS SELLING PRODUCT. IN ADDITION, ALL MARY KAY INDEPENDENT BEAUTY CONSULTANTS CAN EARN INCOME FROM COMMISSIONS, DOVETAILING, PRIZES AND AWARDS. TO BE ELIGIBLE FOR COMMISSIONS, INDEPENDENT BEAUTY CONSULTANTS MUST BE ACTIVE THEMSELVES AND HAVE AT LEAST ONE ACTIVE RECRUIT DURING THE RELEVANT PERIOD. MEMBERS OF THE INDEPENDENT SALES FORCE ARE CONSIDERED ACTIVE IN A PARTICULAR MONTH (AND FOR TWO MONTHS AFTER) WHEN THEY PLACE AT LEAST \$200.00 IN WHOLESALE ORDERS FOR COSMETICS INTENDED FOR RESALE DURING THE MONTH. IN 2008, THERE WERE OVER 30,679 MEMBERS OF THE INDEPENDENT SALES FORCE OF MARY KAY COSMETICS LTD. IN CANADA. OF THE 4,278 WHO WERE IN THE INDEPENDENT SALES FORCE FOR AT LEAST ONE YEAR AND WHO EARNED COMMISSIONS, 47% EARNED COMMISSIONS IN EXCESS OF \$100. OF THE 608 OF THOSE WHO WERE MARY KAY INDEPENDENT SALES DIRECTORS, THE TOP 50% EARNED COMMISSIONS DURING THE YEAR OF \$16,567 TO IN EXCESS OF \$100,000. OF THE 24 OF THOSE WHO WERE MARY KAY INDEPENDENT NATIONAL SALES DIRECTORS, 66% EARNED COMMISSIONS DURING THE YEAR IN EXCESS OF \$100,000.



## Bronze Medal/Médailles de bronze

The following Independent Beauty Consultants and Independent Sales Directors shared the Mary Kay opportunity with a minimum of three new team members during the month of January. / Conseillères en soins de beauté indépendantes et Directrices des ventes indépendantes ayant recruté au moins 3 nouveaux membres en janvier.

EVELYN RAMANAUSKAS  
Director/Directrice  
EVA KOPEC  
Director/Directrice  
RAJINDER RAI  
Director/Directrice  
JUDY BUCHANAN  
Director/Directrice  
BARBARA BERVEN  
Director/Directrice  
PAM BEHNKE-VAN HOOF  
Director/Directrice  
GLORIA FITT  
Director/Directrice

ELAINE MAELAND  
Director/Directrice  
MANDEEP BAMBRAH  
Director/Directrice  
KYLA BUHLER  
Director/Directrice  
GUYLAINE COMEAU  
Director/Directrice  
MICHELLE CURRIE  
Director/Directrice  
PAMELA KANDERKA  
Director/Directrice  
ALEXIS GLABUS  
Director/Directrice

IOULIA KHAIROVA  
Director/Directrice  
NATHALIE DELISLE  
Director/Directrice  
HILDA HISCOCK  
Director/Directrice  
JOY KLASSEN  
Director/Directrice  
LUISA RALLO  
Director/Directrice  
SHARON ROBERTSON  
Director/Directrice  
PATRICIA WILSON  
Bernice Boe-Malin

LUCIE BEAUREGARD  
Director/Directrice  
MARTHA RICHARDSON  
Jane Arseneault  
RAJPREET SADIOURA  
Director/Directrice  
KAREN CAMPBELL  
Alexis Glabus  
CAROLINE CLINGEN  
Director/Directrice  
R. EWANYSHYN-KAPUSTA  
Director/Directrice  
PARAMJEET KAUR  
Harsimran Saini

ISABELLE PERREAULT  
Director/Directrice  
JOANNE SANDERS  
Rajinder Rai  
KAREN SHAPKA  
Director/Directrice  
SOPHIE CHRETIEN  
Chantal St-Denis  
SYLVIA HARDY  
Monica Windmuller  
JENNIFER JAMES  
Angela Hargreaves  
ALISON KRAUSE  
Robin Courneya-Roblin

AMAL LOUTFI  
Odette Dobbin  
RENEE MAILLET  
Angela Hargreaves  
SANDRA MOORE  
Robin Courneya-Roblin  
SARAH ROBERTSON  
Darcey Smith-Heath  
NOREEN THOMPSON  
Wanda Groenewegen  
CASEY (QIONG) YE  
Claribel Avery

## New Team Leaders/Nouveaux chefs d'équipe

These Independent Beauty Consultants added their fifth or more active team member during the month of January. / Conseillères en soins de beauté indépendantes ayant recruté dans leur équipe un 5<sup>e</sup> membre actif ou plus en janvier.

USHA BHUAI  
Harsimran Saini  
STEPHANIE WINGY CHAN  
Ming Tsang

SUSHMA DHIR  
Randhir Singh  
SUKDIP KAUR  
Harsimran Saini

JENNIFER LABAJ  
Fiona Corby  
MICHELINE PROULX  
Mireille Morin

KELLY THOMAS-PETROFF  
Agnes Loshusan  
MELANIE WADE  
Sharon Wolthers

## New Star Recruiters/Nouvelles recruteuses étoiles

These Independent Beauty Consultants added their third or more active team member during the month of January. / Conseillères en soins de beauté indépendantes ayant recruté dans leur équipe un 3<sup>e</sup> membre actif ou plus en janvier.

WENDY ADAMS  
Tracy Hajdasz  
RUTH BEVINGTON  
Kimberly Boettger  
RHODA BURTON  
Debbie Parsons  
ROSEMARY CALINA-PASCOE  
Shelley Recoskie  
NANCY CREPEAU  
Julie Bisson

JASMINE CURRIE  
Angela Murphy  
MICHELE CUTLER  
Kim Conaghan  
CHERYL GORDON  
Angela Hargreaves  
SYLVIA HARDY  
Monica Windmuller  
VIVIAN KLASSEN  
Bev Strebchuk

JESSY LAPIERRE  
Louise Fortin  
NANCY LAPOINTE  
France Grenier  
YING LI  
Ge Qian  
BRANDY MAGNUS  
Allyson Beckel  
CHRISTINE MARTEL  
Sylvie Beaucage

MICHELE MIERZWA  
Dierdre McKay  
KRISTA NAVIAUX  
Angela Hargreaves  
JO-ANNE OGAWA  
Darcey Smith-Heath  
PARMINDER PANDHER  
Randhir Singh  
ROXANNE POULIN  
Janelle Desjardins

SARAH ROBERTSON  
Darcey Smith-Heath  
BHUMIKA TALLA  
Catherine Roberts  
SUMAN VERMA  
Harsimran Saini  
DAWN WESENBERG  
Ginny Konechny  
HANAN YAZGI  
Odette Dobbin

## Independent Sales Director Grand Achievers/Directrices des ventes indépendantes Grandes Gagnantes

These Independent Sales Directors qualified during the month of January to receive cash compensation. / Directrices des ventes indépendantes qualifiées en janvier pour une compensation en argent.

Darlene Bakker

Diane Heidman

Mary Humber

Mary-Lee Plemel

## Independent Beauty Consultant Grand Achievers/Conseillères en soins de beauté indépendantes Grandes Gagnantes

These Independent Beauty Consultants qualified during the month of January to earn the use of a Pontiac VIBE, Pontiac G6 or receive cash compensation. / Conseillères en soins de beauté indépendantes qualifiées en janvier pour l'usage d'une Pontiac VIBE, Pontiac G6 ou une compensation en argent.

Betty Burke  
Sara Crawford

Hoda Karakach  
Amy Klassen

Cynthia Martel  
Donna McLean

Caroline Sarrouf

## Honor Society Achiever/Championne Société d'honneur

The following Independent Sales Director achieved the Mary Kay Honor Society by achieving at least \$60,000 in net adjusted wholesale production and growing her unit size to 50 or more within one year of her debut date (February 2008)./La Directrice des ventes indépendante suivante a atteint le statut de championne Société d'honneur Mary Kay pour avoir réalisé une production de groupe nette ajustée de 60 000 \$ en gros ou plus et pour avoir développé un groupe de 50 membres ou plus dans les 12 mois suivant la date (février 2008) de ses débuts.



**Alexis Glabus**

National Area/Famille nationale: Sandy Campbell






LA PREMIÈRE SOURCE DE PROFIT DES MEMBRES DE L'EFFECTIF DE VENTE INDÉPENDANT REPOSE POUR LA MAJEURE PARTIE SUR LA VENTE DE PRODUITS. QUI PLUS EST, TOUTES LES CONSEILLÈRES EN SOINS DE BEAUTÉ INDÉPENDANTES MARY KAY PEUVENT TIRER UN REVENU DES COMMISSIONS, REMPLACEMENTS, PRIX ET RÉCOMPENSES. POUR POUVOIR PROFITER DES COMMISSIONS, LES CONSEILLÈRES EN SOINS DE BEAUTÉ INDÉPENDANTES DOIVENT ELLES-MÊMES ÊTRE ACTIVES ET AVOIR AU MOINS UNE RECRUE ACTIVE PENDANT LA PÉRIODE EN QUESTION. LES MEMBRES DE L'EFFECTIF DE VENTE INDÉPENDANT SONT CONSIDÉRÉS COMME ACTIVES DURANT UN MOIS DONNÉ (ET POUR LES DEUX MOIS SUIVANTS) SI ELLES PASSENT DES COMMANDES MINIMALES DE 200 \$ EN GROS DE PRODUITS COSMÉTIQUES EN VUE DE LEUR REVENTE PENDANT CE MÊME MOIS. EN 2008, L'EFFECTIF DE VENTE INDÉPENDANT DES COSMÉTIQUES MARY KAY LEE AU CANADA COMPTAIT PLUS DE 30 679 MEMBRES. PARMI LES 4 278 MEMBRES FAISANT PARTIE DE L'EFFECTIF DE VENTE INDÉPENDANT DURANT UN MOIS UN AN ET QUI ONT REÇU DES COMMISSIONS, 47 % ONT TOUCHÉ DES COMMISSIONS SUPÉRIEURES À 100 \$. PARMI LES 608 DIRECTRICES DES VENTES INDÉPENDANTES MARY KAY, LA MEILLEURE MOTITÉ A REÇU SUR L'ANNÉE DES COMMISSIONS ALLANT DE 16 567 \$ À PLUS DE 100 000 \$. PARMI LES 24 DIRECTRICES NATIONALES DES VENTES INDÉPENDANTES MARY KAY, 66 % SE SONT VUES REMETTRE DURANT L'ANNÉE DES COMMISSIONS DE PLUS DE 100 000 \$.

# february 2009 recognition reconnaissance de février 2009

Congratulations to all achievers. / Félicitations à toutes les championnes.

## NSD Commissions/Commissions DNV

Listed below are Independent National Sales Director commissions earned in February by Independent National Sales Directors on monthly wholesale production on first-, second- and third-line offspring; Independent Senior National Sales Director commission; Independent National Sales Director commission on their personal units; 13% Independent Sales Director commission on their personal unit wholesale production; Independent National Sales Director Star Consultant bonus; plus Independent National Sales Director bonuses for first-line offspring from their personal unit and Independent National Sales Director offspring. Independent National Sales Director commissions are included for all foreign countries through January. / Commissions touchées en février par les Directrices nationales des ventes indépendantes sur la production mensuelle en gros de leurs groupes de 1<sup>re</sup>, 2<sup>e</sup> et 3<sup>e</sup> lignées; commissions touchées par les Directrices nationales des ventes senior indépendantes sur les groupes personnels de leurs Directrices nationales des ventes de 1<sup>re</sup> lignée; commissions touchées par les Directrices nationales des ventes indépendantes sur leur groupe personnel; commissions de 13 % touchées par les Directrices des ventes indépendantes sur la production en gros de leur groupe personnel; plus toutes les récompenses de concours et primes issues des groupes personnels et des Directrices des ventes indépendantes de 1<sup>re</sup> lignée. Ces commissions des Directrices nationales des ventes indépendantes englobent toutes les commissions issues de l'étranger en janvier.

Angie Stoker		Renée Daras		Doreen Burggraf		Dalene Allen		Brenda Summach	
									
\$27,114.00		\$12,248.00		\$11,915.00		\$11,431.00		\$10,190.00	
Heather Armstrong	\$9,796.00	Gloria Boyne	\$7,236.00	Olive Ratzlaff	\$5,966.00	Philomena Warren	\$5,334.00	Donna Weir	\$3,118.00
Sandy Campbell	9,415.00	Bernice Boe-Malin	6,384.00	Linda MacDonald	5,957.00	Gail Adamson	5,008.00	Jane Kosti	2,693.00
Elena Sarmago	9,265.00	Darlene Ryan-Rieux	6,370.00	Donna Lowry	5,495.00	Janice Connell	4,846.00		
Anne Austin	7,310.00	Marcia Grobety	6,342.00	Debbie Mattinson	5,488.00	Susanne Felker	3,425.00		

## Diamond Circle/Cercle diamant

Independent National Sales Directors become members of the prestigious Diamond Circle when they motivate their unaffiliated area to increase retail sales by 5 percent (Level 1) or 10 percent (Level 2) over the previous Seminar year. Congratulations to the following Independent National Sales Directors who have achieved the Diamond Circle during the month of February. / Les Directrices nationales des ventes indépendantes accèdent au prestigieux Cercle Diamant en enregistrant dans leur famille non affiliée une hausse des ventes au détail de 5 % (niveau 1) ou 10 % (niveau 2) par rapport à la précédente année Séminaire. Félicitations aux Directrices nationales des ventes indépendantes suivantes qui ont accédé au Cercle Diamant en février.

<p>Anne Austin</p>  <p>Level 2/Niveau 2</p>	<p>Doreen Burggraf</p>  <p>Level 2/Niveau 2</p>	<p>Sandy Campbell</p>  <p>Level 2/Niveau 2</p>	<p>Debbie Mattinson</p>  <p>Level 2/Niveau 2</p>	<p>Brenda Summach</p>  <p>Level 2/Niveau 2</p>
<p>Bernice Boe-Malin</p>  <p>Level 1/Niveau 1</p>	<p>Darlene Ryan-Rieux</p>  <p>Level 1/Niveau 1</p>	<p>Philomena Warren</p>  <p>Level 1/Niveau 1</p>		

## Top 10 Independent National Sales Director Area Retail Production/Production de famille au détail des 10 meilleures Directrices nationales des ventes indépendantes

Seminar year-to-date unaffiliated Independent National Sales Director area retail production as of February 28<sup>th</sup>, 2009. Includes unit retail production from all offspring lines not affiliated with another Independent National Sales Director. / Production de famille au détail des Directrices nationales des ventes indépendantes non affiliées pour l'année Séminaire en date du 28 février 2009. Comprend la production de groupe au détail de toutes les Directrices de lignée non affiliées à une autre Directrice nationale des ventes indépendante.

Angie Stoker	\$5,912,289.90	B. Summach	\$3,738,526.11	Gloria Boyne	\$2,417,426.54	Elena Sarmago	\$2,280,467.81	Donna Lowry	\$2,041,207.62
H. Armstrong	4,834,101.74	Doreen Burggraf	2,563,468.30	Dalene Allen	2,340,955.51	Anne Austin	2,085,901.70	Gail Adamson	2,038,850.91

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## Stars on the Ladder of Success/Étoiles sur l'échelle du succès

*Congratulations to the following outstanding achievers for earning their Pearl (\$4,800) and Emerald (\$3,600) Stars in just one month! / Félicitations à ces championnes qui ont obtenu leur Étoile Perle (4 800 \$) et Émeraude (3 600 \$) en un mois!*

Debbie Parsons	\$6,501.20	Marilyn Thiessen	\$4,163.20	Sylvie Pellerin	\$4,000.50	Janye Cote	\$3,604.50	Amilie Corbeil	\$3,600.00
Kylie Martin	5,790.75	Cassandra Lay	4,020.70	Juliet Creary	3,846.75	Kimberley Nelson	3,602.50	Ann Dzambic	3,600.00
Shawna Rozall	4,200.50	B. Amundson	4,005.25	Racheal Leclair	3,791.00	Patricia Stack	3,601.00		

*These stars qualified for the Ladder of Success in just one month! / Ces étoiles se sont qualifiées sur l'Échelle du succès en un mois seulement!*

Tana Letkeman	\$3,587.45	Sylvie Rieux	\$2,510.20	Nicole Wilkins	\$2,400.00	Kathy Godfrey	\$1,973.00	Maude Lavoie	\$1,809.75	Stephanie Drouin	\$1,800.50
Sylvianne Despres	3,334.50	Candice Kennedy	2,482.75	Susie Leakvold	2,399.95	Tanya Tomsic	1,962.50	Megan Talisner	1,809.75	Laurel Ballantyne	1,800.25
Judith Desmarais	3,120.00	Spring (Chunhui) Mo	2,472.75	Sarah Appenheimer	2,386.00	Susan Wolthuisen	1,942.75	Wanda Groenewegen	1,809.45	Brigitte Clayton	1,800.25
Sandra Neufeld	3,056.20	M. MacKenzie-Cusack	2,469.45	Prabjyot Gill	2,341.95	Kathy Whitley	1,941.70	Kyla Buhler	1,808.95	Rovina Chang	1,800.25
Melissa Mercier	3,039.00	May Hanna	2,455.00	Vicky Traub	2,332.50	L. Havell-Charlebois	1,939.00	Nathalie Ryan	1,808.75	Angela Gunning	1,800.25
Amanda McQuiggin	3,005.75	Susan Dart	2,442.50	Sue Rigby-Mallard	2,330.95	Gillian Berry	1,933.50	Paramjit Kalkat	1,808.25	Uju Nwachukwu	1,800.25
Lisa Belore	3,005.25	Audrey Trach	2,442.00	Edete Morton	2,271.45	Tricia Beach	1,917.25	Lucy Beattie	1,806.75	Azza Pye	1,800.25
Nefishetu Momodu	3,003.75	Isabelle Fernandez	2,430.00	Lorna Randall	2,247.45	Gina Hormann	1,907.95	Veronique Genest	1,805.25	Stephanie Parry	1,800.25
Beata Nowicki	3,003.50	Jennifer Boyko	2,413.50	Debbie Johnston	2,207.20	Karen McNulty	1,903.95	Shallis Ryder	1,805.25	Lauren Saunders	1,800.25
Lorena B Siemens	3,002.70	Audrey Bouchard	2,409.75	Frankie Hammond	2,201.45	Irma Dadan	1,903.25	Tammy Doucette	1,803.75	Florence Ugwokegbe	1,800.25
Ginette Mignault	3,001.25	Deni Wolfe	2,408.75	Jessica Henri	2,183.25	Harparveen Aujla	1,889.45	Joanne Groppmair	1,803.75	Georgine Cook	1,800.20
Moercid Ammad	3,000.50	J. Vadeboncoeur	2,405.50	Betina Bowman	2,176.00	Tayla Collings	1,879.00	Fely McGonigal	1,803.50	Kayla Brock	1,800.00
Krista Hrin	3,000.50	Roya Massoudian	2,405.25	Rita White	2,145.20	Ellen Hatlevik	1,874.70	Shana Steel	1,803.50	Malena Bennekou	1,800.00
Mylene Miousse	3,000.50	Carol Rennehan	2,404.70	Margaret Wiseman	2,136.50	Jo-Anne Vienneau	1,868.50	Josianne Lemire	1,803.25	Cindy Fitzsimmons	1,800.00
Julie Bernier	3,000.25	Karina Miousse	2,404.25	Linda Amaro	2,130.00	Nancy Normandin	1,862.50	Sandra Skinner	1,803.25	Emilie Hamel	1,800.00
Sarah Mullin	3,000.25	Vanessa Charest	2,403.50	Cynthia Harris	2,129.95	Casey Delves	1,854.00	Ginger Halliday	1,802.50	Leslie Lem	1,800.00
Sneha Prakash	3,000.25	Sandra Favrot	2,403.25	Xiomara Beltran	2,105.25	Sharon Lee Carlson	1,850.70	Paula Hayden	1,802.50	Jacqueline Larivière	1,800.00
Kaitlyn Deleebeek	3,000.00	Marie Beauchesne	2,402.75	Marie-Pier Beland	2,092.75	Megan Colby	1,845.75	Elena MacAro	1,802.25	Gaby Morin	1,800.00
Manon Labrie	3,000.00	Christine Kingsbury	2,402.00	Janine Brisebois	2,091.20	Yulitza Ciudad	1,842.75	Sabrina Beischer	1,802.00	Erin Madsen	1,800.00
Elizabeth Michel	3,000.00	Jennifer Scott	2,401.20	Ashley Langevin	2,089.25	Marie York	1,840.95	Rajwinder Heer	1,802.00	Arturo Nataya	1,800.00
M. Robinson-Faller	2,831.70	Melissa Pattison	2,401.00	Shirley Fequet	2,085.95	Jill Cavicchi	1,838.75	Donna Witt	1,801.70	Johanna Phung-Thi	1,800.00
Jennifer Chin	2,790.75	Barb March	2,400.70	Carol Hoyland-Olsen	2,084.70	Kelly Robertson	1,831.25	Emelie Couture-Brochu	1,801.50	Cynthia Postema	1,800.00
Lorrie Henke	2,776.45	Deborah Couture	2,400.00	Johanne Girard	2,056.20	M-J Dominique	1,828.75	Esther Gallop	1,801.45	Patricia Rivière	1,800.00
Tracy Payne	2,761.50	Patricia Eichie	2,400.00	Tracey Douglas	2,052.20	Marie-Claude Dion	1,828.50	Olubukunola Adekola	1,801.25	Brandy Rangen	1,800.00
Jan Irwin	2,758.20	Simone Garo	2,400.00	Charlene Ledgley	2,033.75	Laurina-Lynn Mills	1,822.50	Nicole Bot	1,801.00	Christina Rendle	1,800.00
Michelle Christenson	2,701.25	Deborah Hansen	2,400.00	Sonia Janelle	2,027.20	Carol Piercy	1,822.50	Heather Morrison	1,801.00	Carol-Ann St-Jean	1,800.00
Audrey Watson	2,645.70	Sabrina Lee	2,400.00	Bev Harris	2,018.70	Evelyn MacKinnon	1,820.50	Sandy Mills	1,801.00	Fazia Shah	1,800.00
Linda Kutschinski	2,631.00	Brittney Pickett	2,400.00	Cindy Levesque	2,005.00	Chantal Dufour	1,816.00	Floridema Peiris	1,801.00	Doreen Wiebe	1,800.00
Deanna Blue	2,560.75	Nanette Trill	2,400.00	Lindsey Pugh	1,998.50	Lina Herget	1,812.00	Tracy Revelle	1,800.75		
Mavis Keith-Gerber	2,537.45	Laurie-Ann Trussler	2,400.00	Marcia Amor	1,994.75	Linda Anderson	1,810.25	Romany Craig	1,800.50		

## Independent Sales Directors in the Limelight/Directrices des ventes indépendantes sous les projecteurs

*Listed below are the Independent Sales Directors whose commission exceeded \$2,000 in February. Does not include Team Leader and VIP commissions. / Directrices des ventes indépendantes dont les commissions ont dépassé 2 000 \$ en février, exception faite des commissions des Chefs d'équipe et des VIP.*

Shannon Shaffer	\$8,755.28	Louise Desy	\$3,329.32	Jill Ashmore	\$2,801.11	Susie Leakvold	\$2,548.28	Élaine Sicotte	\$2,334.51	Giselle Marmus	\$2,119.66
Harsimran Saini	6,012.34	Harpreet Dhaliwal	3,318.28	Jacqueline Cullen	2,800.88	Rajinder Rai	2,545.06	Maria Bennett	2,329.87	Yasmin Manamperi	2,113.83
Mireille Morin	5,978.36	Jasbir Sandhu	3,212.18	Debbie Parsons	2,777.90	Sherrilyn Poulton	2,541.32	Kathy Whitley	2,327.16	Heather Cook	2,105.36
Agnes Loshusan	5,412.84	Mary Davies	3,087.40	Marilyn Bodie	2,759.76	Kim Conaghan	2,531.20	Gaylene Gillander	2,321.55	Kathy Roberts	2,085.99
Josée D'Anjou	5,343.05	Evelyn Ramanuskas	3,085.21	Louisa Hoddinott	2,755.37	Heidi McGuigan	2,518.26	Elaine Fry	2,314.88	Janine Brisebois	2,083.70
Shelley Recoskie	5,305.02	Louise Boulanger	3,079.81	Robin Courneya-Roblin	2,736.80	Pam Behnke-Van Hoot	2,475.62	Shirley Austin	2,303.52	Teresa Ho	2,073.75
Susan Bannister	5,296.22	Jane Maria Arsenaault	3,041.18	Sonia Janelle	2,729.98	Shirley Fequet	2,471.46	Louise Fortin	2,300.84	Mychele Guimond	2,069.91
Guyaine Comeau	5,023.46	Rita Samms	3,026.76	Lorraine McCabe	2,706.08	Carol Adams	2,443.79	Fiona Corby	2,297.91	Liz Wodham	2,048.15
Sharon Coburn	4,889.88	Tamara Swatske	2,988.93	Lucie Beauregard	2,705.06	Barbara Bond	2,420.94	Vaun Gramatovich	2,260.97	Joanne Ward	2,021.23
Nicole Bellemare	4,859.81	Randhir Singh	2,983.78	Diane Burness	2,697.28	Johanna Tobin	2,416.78	Shannon Cameron	2,260.94	Colleen Hendrickson	2,011.82
Claribel Avery	4,805.01	Dierdre McKay	2,975.87	Jennifer Levers	2,679.10	Judith Richardson	2,412.62	Susan Richardson	2,253.94	Carol Hoyland-Olsen	2,007.88
Angela Hargreaves	4,402.69	Donna Matthews	2,952.56	Isabelle Meunier	2,665.47	Eve Raymond	2,382.02	Donna Melnychyn	2,252.84	Barbara Martin	2,005.91
Wanda Groenewegen	4,056.52	Ginette Desforges	2,945.77	Gladys MacIntyre	2,615.66	Ishali Mulchandani	2,373.67	Deanna Pease	2,242.86		
Nathalie Delisle	3,960.20	Shelley Haslett	2,910.86	Guyaine Dufour	2,606.58	Kyla Buhler	2,369.31	Darlene Olsen	2,229.19		
Shirley Peterson	3,703.58	Lynn Brady	2,891.42	France Mimeault	2,600.42	Carol Heath	2,354.95	Pamela Kanderka	2,218.44		
Donna Izen	3,431.55	Jennifer Scott	2,879.78	Fran Sorobey	2,572.74	Janice Appleby	2,354.63	Debbie Struthers	2,160.70		
Darcey Smith-Heath	3,352.52	Karen Simpson	2,852.78	Frances Fletcher	2,561.91	Judy Buchanan	2,341.57	Cassandra Lay	2,122.09		

## Scoreboard/Tableau des résultats

*Listed below is the ranking of all Canadian units with \$20,000 or more in estimated retail sales in February based on wholesale purchases. / Groupes canadiens ayant totalisé en février des ventes au détail estimées de 20 000 \$ ou plus, d'après leurs commandes en gros.*

Shannon Shaffer	\$66,117.40	Nathalie Delisle	\$30,015.50	Debbie Parsons	\$24,275.40	Diane Burness	\$22,100.40	Carol Adams	\$20,589.90	Carol Heath	\$20,018.40
Harsimran Saini	43,996.90	Angela Hargreaves	29,661.40	Rita Samms	23,371.90	Kim Conaghan	22,018.40	Susie Leakvold	20,537.40	Louise Fortin	20,012.90
Agnes Loshusan	43,274.40	Sharon Coburn	29,637.50	Mary Davies	23,191.90	Tamara Swatske	21,960.40	Kathy Whitley	20,417.90	Harpreet Dhaliwal	20,010.90
Susan Bannister	40,574.40	Claribel Avery	27,191.90	R. Courneya-Roblin	23,170.40	Jennifer Scott	21,227.40	Guyaine Dufour	20,368.40	France Mimeault	20,006.40
Mireille Morin	40,027.40	Shirley Peterson	26,638.40	Lynn Brady	22,944.90	Heidi McGuigan	20,945.40	Randhir Singh	20,355.40		
Nicole Bellemare	37,818.00	Josée D'Anjou	25,960.40	Louise Desy	22,901.50	E. Ramanuskas	20,778.90	Fran Sorobey	20,154.40		
Shelley Recoskie	36,939.90	Louise Boulanger	25,556.40	Jacqueline Cullen	22,785.90	Janice Appleby	20,758.00	Lucie Beauregard	20,073.90		
Guyaine Comeau	36,606.40	Jill Ashmore	24,632.40	Jane Arsenaault	22,735.40	Dierdre McKay	20,719.40	Lorraine McCabe	20,072.40		
W. Groenewegen	30,313.40	Darcey Smith-Heath	24,560.40	Frances Fletcher	22,490.90	Jennifer Levers	20,620.40	Judy Buchanan	20,058.40		

LA PREMIÈRE SOURCE DE PROFIT DES MEMBRES DE L'EFFECTIF DE VENTE INDÉPENDANT REPOSE POUR LA MAJEURE PARTIE SUR LA VENTE DE PRODUITS. QUI PLUS EST, TOUTES LES CONSEILLÈRES EN SOINS DE BEAUTÉ INDÉPENDANTES MARY KAY PEUVENT TIRER UN REVENU DES COMMISSIONS, REMPLACEMENTS, PRIX ET RÉCOMPENSES. POUR POUVOIR PROFITER DES COMMISSIONS, LES CONSEILLÈRES EN SOINS DE BEAUTÉ INDÉPENDANTES DOIVENT ELLES-MÊMES ÊTRE ACTIVES ET AVOIR AU MOINS UNE RECROUTE ACTIVE PENDANT LA PÉRIODE EN QUESTION. LES MEMBRES DE L'EFFECTIF DE VENTE INDÉPENDANT SONT CONSIDÉRÉS COMME ACTIVES DURANT UN MOIS DONNÉ (ET POUR LES DEUX MOIS SUIVANTS) SI ELLES PASSENT DES COMMANDES MINIMALES DE 200 \$ EN GROS DE PRODUITS COSMÉTIQUES EN VUE DE LEUR REVENTE PENDANT CE MÊME MOIS. EN 2008, L'EFFECTIF DE VENTE INDÉPENDANT DES COSMÉTIQUES MARY KAY LTÉE AU CANADA COMPTAIT PLUS DE 30 679 MEMBRES. PARMI LES 4 278 MEMBRES FAISANT PARTIE DE L'EFFECTIF DE VENTE INDÉPENDANT DURANT AU MOINS UN AN ET QUI ONT REÇU DES COMMISSIONS, 47 % ONT TOUCHÉ DES COMMISSIONS SUPÉRIEURES À 100 \$. PARMI LES 278 DIRECTRICES DES VENTES INDÉPENDANTES MARY KAY, LA MEILLEURE MOTIVÉE A REÇU SUR L'ANNÉE DES COMMISSIONS ALLANT DE 16 567 \$ À PLUS DE 100 000 \$. PARMI LES 24 DIRECTRICES NATIONALES DES VENTES INDÉPENDANTES MARY KAY, 66 % SE SONT VUES REMETTRE DURANT L'ANNÉE DES COMMISSIONS DE PLUS DE 100 000 \$.

## Top Recruiting Units/Meilleurs groupes en recrutement

Listed below are the top recruiting units with signed Independent Beauty Consultant Agreements for February. / D'après les Accords de la Conseillère en soins beauté indépendante signés en février.

Ontario – Harsimran Saini  
Ontario – Shelley Recoskie  
Manitoba – Jacqueline Cullen  
Saskatchewan – Deanna Pease

Ontario – Agnes Loshusan  
Ontario – Fiona Corby  
Alberta – Alicia Plosz  
Québec – Nicole Bellemare

Ontario – Kim Conaghan  
British Columbia/Colombie-Britannique – Darcey Smith-Heath

## Provincial Sales Queens/Reines des ventes provinciales

Listed below are the top purchases of wholesale Section 1 product orders during the month of February. / D'après les commandes en gros les plus élevées de la Section 1 en février.

Alberta – Tana Letkeman  
British Columbia/Colombie-Britannique – Kimberley Nelson  
Manitoba – Shawna Rozall  
New Brunswick/Nouveau-Brunswick – Barb March  
Newfoundland & Labrador/Terre-Neuve-et-Labrador – Debbie Parsons

Nova Scotia/Nouvelle-Écosse – Sarah Mullin  
Nunavut – Ellen Hatlevik  
Northwest Territories/Territoires du Nord-Ouest – Gayle Esch  
Ontario – Kylie Martin  
Prince Edward Island/Île-du-Prince-Édouard – Barbara Sinden

Québec – Sylvie Pellerin  
Saskatchewan – Marilyn Thiessen  
Yukon – Tangelene Fisher

## 12% Club/Club 12 %

Listed below are the Independent Beauty Consultants and Independent Sales Directors whose 12 percent cheque exceeded \$500 for the month of February. / Directrices des ventes indépendantes et Conseillères en soins de beauté indépendantes dont le chèque de 12 % a dépassé 500 \$ en février.

Shirley Fequet	\$1,321.97	Debbie Struthers	\$800.54	Betty Burke	\$654.69	Brenda Cooper	\$598.53	Johanna Tobin	\$559.25	Karen Shapka	\$521.37
Nicole Bellemare	1,298.48	Kitty Babcock	779.84	Marie-Josée Bourdages	649.49	Alyce Parkes	596.10	Giselle Marmus	558.63	Georgine Cook	519.99
Guyline Comeau	1,296.09	Louisa Hoddinott	768.68	Maria Bennett	642.50	Chantal Bisaillon	593.24	Randhir Singh	554.30	Michele Gustafson	519.69
Agnes Loshusan	1,078.38	Jennifer Scott	764.82	Shelley Recoskie	637.79	Susan Richardson	592.83	Mychele Guimond	546.17	Jasbir Sandhu	516.98
Angela Hargreaves	1,056.80	Faida Ahadi	748.08	Kathy Whitley	635.58	Susan Bannister	592.77	Heather Kimble	543.48	Guyline Dufour	516.51
Katrina McKee	962.16	Diane Burness	717.96	Joyce Bigelow	619.40	Kim Conaghan	591.39	Harpreet Dhaliwal	543.44	Claudine Pouliot	510.87
France Mimeault	942.30	Alexis Glabus	710.96	Donna Fidler	617.72	Julie Bisson	584.97	Julie Sweeney	538.28	Hilda Hiscock	510.54
Melissa Dunn	897.21	Fran Sorobey	700.88	Sara Crawford	615.27	Eve Raymond	582.11	Kathryn Milner	533.49	Cathy Coleman	507.87
Liz Wodham	856.13	Tracey Walls	693.81	Louise Fortin	605.55	Ishali Mulchandani	579.60	Alison Hogan	531.89	Rita Samms	504.33
Kyla Buhler	808.51	Jacqueline Cullen	692.33	Paramjeet Kaur	603.48	Shannon Cameron	571.47	Casey (Qiong) Ye	528.00		
Lucie Beauregard	808.46	Reina Heras	678.03	Karen Piovesan	602.73	Charmaine Stinson	566.04	Leanne Chamberlain	521.63		

## 8% Club/Club 8 %

Listed below are the Independent Beauty Consultants and Independent Sales Directors whose eight percent cheque exceeded \$250 for the month of February. / Directrices des ventes indépendantes et Conseillères en soins de beauté indépendantes dont le chèque de 8 % a dépassé 250 \$ en février.

Valerie Pullishy	\$553.57	Louise Desy	\$431.86	Isabelle Perreault	\$335.86	Esther Gallop	\$305.16	Frankie Hammond	\$279.66	Katharine Wingert	\$256.38
Mariola Herbasz	470.40	Patti Jeske	388.76	Sonia Janelle	334.92	Marlene Bridgman	300.05	Louise Best	274.64	Donna Dodds	256.30
Joyce Harnett	442.48	Pamela Kanderka	367.40	Lisa-Marie Massey	312.14	Usha Bhui	289.66	Sheena Murphy	264.78		
Brigitte Raymond	438.94	Isabelle Meunier	364.50	Belinda Dunlop	309.18	Caroline Sarrouf	282.98	Melanie Wiens	264.48		
Julie Boulay	438.22	Joy Klassen	363.30	Darcey Smith-Heath	307.26	Dale Kathryn Grove	279.67	Alissa Swail	260.92		

## 4% Club/Club 4 %

Listed below are the Independent Beauty Consultants and Independent Sales Directors whose four percent cheque exceeded \$75 for the month of February. / Directrices des ventes indépendantes et Conseillères en soins de beauté indépendantes dont le chèque de 4 % a dépassé 75 \$ en février.

Debra Brown	\$279.96	Manuela Mihaljevic	\$120.14	Darrelle Buck	\$110.46	Josianne Lemire	\$96.00	Christine Forget	\$87.33	Janeen Robertson	\$78.09
Aminat Akande	201.39	Andrea Demers	120.08	Christiane Berube	104.45	Angela McKay	96.00	Ayla Rego	85.20	Christine Bromfield	77.34
Kellie Berrigan	130.78	Ruth Orr	120.01	Martine Caerdinael	102.62	Gladys Neumann	96.00	Kim Robitaille	83.71	Lorrie Roshier	76.32
Debra Mastromattei	124.80	Judith Poulin	120.01	Jizil Abrat	98.20	Courtney Chambers	94.20	Diane Poulin	82.82	Barbara Pollock	76.23
Carrie Gibson	120.55	Sara Davis	120.00	Anne Williamson	96.22	Wilma Summach	92.91	Tanya Desjardins	81.24	Bushra Masood	76.13
Michelle Konigshaus	120.23	Victoria Stinchcombe	110.90	Atosa Moini	96.21	Heather Morrison	88.82	Kathleen Clay	81.16		
Jennifer Heidenga	120.15	Laurie Stevenson	110.65	Margaret Long	96.14	Shauna Cater	88.13	Dianne Stewart	79.94		

## Gold Medal/Médailles d'or

The following Independent Beauty Consultants and Independent Sales Directors shared the Mary Kay opportunity with a minimum of five new team members during the month of February. / Conseillères en soins de beauté indépendantes et Directrices des ventes indépendantes ayant recruté au moins 5 nouveaux membres en février.

SHELLEY RECOSKIE  
Director/Directrice  
MYCHELE GUIMOND  
Director/Directrice  
MELISSA DUNN  
Doreen Burggraf

SARA CRAWFORD  
Debbie Mattinson  
ALICE WONG  
Director/Directrice  
FAIDA AHADI  
Agnes Loshusan

BETTY BURKE  
Debbie Mattinson  
GAIL HENNIG  
Alicia Plosz  
PARAMJIT KALKAT  
Harsimran Saini

HEATHER KIMBLE  
Doreen Burggraf  
SARAH LABERGE  
Donna Melnychyn  
KAMALPREET MAVI  
Harsimran Saini

LORRAINE QUINTAL  
Deanna Pease  
SANDRA SKINNER  
Jennifer Levers

## Silver Medal/Médailles d'argent

The following Independent Beauty Consultants and Independent Sales Directors shared the Mary Kay opportunity with a minimum of four new team members during the month of February. / Conseillères en soins de beauté indépendantes et Directrices des ventes indépendantes ayant recruté au moins 4 nouveaux membres en février.

LOUISA HODDINOTT  
Director/Directrice  
RAJINDER RAI  
Director/Directrice  
JACQUELINE CULLEN  
Director/Directrice

KYLA BUHLER  
Director/Directrice  
GUYLAINE COMEAU  
Director/Directrice  
GINA HORMANN  
Director/Directrice

FRANCE MIMÉAULT  
Director/Directrice  
MARY-LEE PLEMEL  
Director/Directrice  
ELIZABETH BUSTON  
Shannon Shaffer

CATHY COLEMAN  
Susan Bannister  
CARRIE GIBSON  
Jacqueline Cullen  
KATHY KRISTJANSON  
Pat Paul

MELANIE A. WADE  
Sharon Wolthers

THE VAST MAJORITY OF THE INDEPENDENT SALES FORCE MEMBERS' PRIMARY SOURCE OF PROFIT IS SELLING PRODUCT. IN ADDITION, ALL MARY KAY INDEPENDENT BEAUTY CONSULTANTS CAN EARN INCOME FROM COMMISSIONS, DOVETAILING, PRIZES AND AWARDS. TO BE ELIGIBLE FOR COMMISSIONS, INDEPENDENT BEAUTY CONSULTANTS MUST BE ACTIVE THEMSELVES AND HAVE AT LEAST ONE ACTIVE RECRUIT DURING THE RELEVANT PERIOD. MEMBERS OF THE INDEPENDENT SALES FORCE ARE CONSIDERED ACTIVE IN A PARTICULAR MONTH (AND FOR TWO MONTHS AFTER) WHEN THEY PLACE AT LEAST \$200.00 IN WHOLESALE ORDERS FOR COSMETICS INTENDED FOR RESALE DURING THE MONTH. IN 2008, THERE WERE OVER 30,679 MEMBERS OF THE INDEPENDENT SALES FORCE OF MARY KAY COSMETICS LTD. IN CANADA. OF THE 4,278 WHO WERE IN THE INDEPENDENT SALES FORCE FOR AT LEAST ONE YEAR AND WHO EARNED COMMISSIONS, 47% EARNED COMMISSIONS IN EXCESS OF \$100. OF THE 608 OF THOSE WHO WERE MARY KAY INDEPENDENT SALES DIRECTORS, THE TOP 50% EARNED COMMISSIONS DURING THE YEAR OF \$16,567 TO IN EXCESS OF \$100,000. OF THE 24 OF THOSE WHO WERE MARY KAY INDEPENDENT NATIONAL SALES DIRECTORS, 66% EARNED COMMISSIONS DURING THE YEAR IN EXCESS OF \$100,000.



## Bronze Medal/Médailles de bronze

The following Independent Beauty Consultants and Independent Sales Directors shared the Mary Kay opportunity with a minimum of three new team members during the month of February. / Conseillères en soins de beauté indépendantes et Directrices des ventes indépendantes ayant recruté au moins 3 nouveaux membres en février.

LOUISE DESY  
Director/Directrice  
SHELLEY MEHLING  
Director/Directrice  
REINA HERAS  
Director/Directrice  
JASBIR SANDHU  
Director/Directrice  
MANDEEP BAMBRAH  
Director/Directrice  
HARSIMRAN SAINI  
Director/Directrice  
MICHELLE CURRIE  
Director/Directrice  
CELSA PASMO  
Director/Directrice

LEANNE CHAMBERLAIN  
Director/Directrice  
SUE MCELHANNEY  
Director/Directrice  
SARA ROBERTS  
Director/Directrice  
RANDHIR SINGH  
Director/Directrice  
TARRA KELLER  
Director/Directrice  
JANINE BRISEBOIS  
Director/Directrice  
GUYLAINE DUFOUR  
Director/Directrice  
ANGIE FRYER  
Director/Directrice

LUCIE BEAUREGARD  
Director/Directrice  
JOSIANNE BOILY  
Director/Directrice  
CASSANDRA LAY  
Director/Directrice  
VALERIE PULLISHY  
Director/Directrice  
WALEWSKA VANDER MEULEN  
Lorraine Scott  
NICOLE BELLEMARE  
Director/Directrice  
CHANTAL BISAILLON  
Director/Directrice  
MAVIS KEITH-GERBER  
Director/Directrice

TWILA MAXWELL  
Glenna O'Quinn  
MARIETTA PANGAN-DUTKOSKI  
Director/Directrice  
ALICIA PLOSZ  
Director/Directrice  
KATHY ROBERTS  
Director/Directrice  
KELLY THOMAS-PETROFF  
Agnes Loshusan  
AMINAT AKANDE  
Karen Simpson  
JOY BARBER  
Fiona Corby  
MARGIE BATKIN  
Gina Hormann

CJ COOKE  
Jacqueline Cullen  
CHRISTINE FORGET  
Kathy Quilty  
INDERJIT KAUR  
Rajwinder Gill  
VICKI TAYLOR  
Glenna O'Quinn  
HEATHER MORRISON  
Kim Conaghan  
SARAH ROBERTSON  
Darcey Smith-Heath  
YOKA TER-KUILE  
Elizabeth Farris  
MELANIE VIENS  
Louise Fortin

ASHLEY WIEBE  
Marina Mason  
FATTA YARMAH  
Denise Farrell  
EKATERINA ZHARINOVA  
Ioulia Khairova

## New Team Leaders/Nouveaux chefs d'équipe

These Independent Beauty Consultants added their fifth or more active team member during the month of February. / Conseillères en soins de beauté indépendantes ayant recruté dans leur équipe un 5<sup>e</sup> membre actif ou plus en février.

FAIDA AHADI  
Agnes Loshusan  
CLARA AJAGU  
Kimberly Boettger  
ELIZABETH BUSTON  
Shannon Shaffer

CATHY COLEMAN  
Susan Bannister  
PATTY CRAWFORD  
Darlene Olsen  
CÉLINE FRÉCHETTE  
Louise Fortin

SYLVIA HARDY  
Monica Windmuller  
MARIOLA HERBASZ  
Dierdre McKay  
PARAMJIT KALKAT  
Harsimran Saini

SARAH LABERGE  
Donna Melnychyn  
KAMALPREET MAVI  
Harsimran Saini  
LORRAINE QUINTAL  
Deanna Pease

SARAH ROBERTSON  
Darcey Smith-Heath  
KARIN ROWE  
Winnifred Barnett  
SANDRA SKINNER  
Jennifer Levers

ALISA THOMAS  
Terri Kurtzweg  
CASEY (QIONG) YE  
Claribel Avery

## New Star Recruiters/Nouvelles recruteuses étoiles

These Independent Beauty Consultants added their third or more active team member during the month of February. / Conseillères en soins de beauté indépendantes ayant recruté dans leur équipe un 3<sup>e</sup> membre actif ou plus en février.

AMINAT AKANDE  
Karen Simpson  
KIM AUDY  
Sylvie Beaucage  
COURTNEY CHAMBERS  
Fiona Corby

KATHLEEN CLAY  
Lisa O'Malley  
WENDY DOIRON  
Bonnie Vigue  
NADINE DUBE  
Brigitte Raymond

NANCY GAUTHIER  
Danielle Gobeil  
SYLVIANNE GREENWOOD  
Donna Melnychyn  
RENÉE MAILLET  
Angela Hargreaves

HEATHER MORRISON  
Kim Conaghan  
ODETTE PERRON  
louiselle duchesne  
CATHLEEN POIRIER  
Johanne Girard

LISETTE RIOUX  
Josianne Boily  
MIREILLE ST-ONGE  
Ginette Desforges  
VICTORIA STINCHCOMBE  
Shannon Cameron

NICOLE TOMA  
Chrissy Novak

## Independent Sales Director Grand Achievers/Directrices des ventes indépendantes Grandes Gagnantes

These Independent Sales Directors qualified during the month of February to receive cash compensation. / Directrices des ventes indépendantes qualifiées en février pour une compensation en argent.

Doreen Adair

Charmaine Stinson

Tracey Walls

## Independent Beauty Consultant Grand Achievers/Conseillères en soins de beauté indépendantes Grandes Gagnantes

These Independent Beauty Consultants qualified during the month of February to earn the use of a Pontiac VIBE, Pontiac G6 or receive cash compensation. / Conseillères en soins de beauté indépendantes qualifiées en février pour l'usage d'une Pontiac VIBE, Pontiac G6 ou une compensation en argent.

Marie-Josée Bouvier

Melissa Dunn

Nicole Horton

Paramjeet Kaur

Heather Kimble

## Dean's List Achiever/Championne La liste des meilleures performances

The following Independent Sales Director made the Mary Kay Dean's List by achieving the Mary Kay Honor Society as the top unit with the highest adjusted unit wholesale production of her debut quarter and have a unit size of at least 50 at the end of her first year as an Independent Sales Director. / La Directrice des ventes indépendante suivante a accédé à la Liste des meilleures performances Mary Kay en réalisant la plus haute production de groupe nette ajustée du Club d'honneur Mary Kay du trimestre de ses débuts et en ayant une taille de groupe de 50 ou plus à la fin de sa première année en tant que Directrice des ventes indépendante.



**Alexis Glabus**

National Area/Famille nationale: Sandy Campbell  
Debut/Débuts: March/Mars 2008

LA PREMIÈRE SOURCE DE PROFIT DES MEMBRES DE L'EFFECTIF DE VENTE INDÉPENDANT REPOSE POUR LA MAJEURE PARTIE SUR LA VENTE DE PRODUITS. QUI PLUS EST, TOUTES LES CONSEILLÈRES EN SOINS DE BEAUTÉ INDÉPENDANTES MARY KAY PEUVENT TIRER UN REVENU DES COMMISSIONS, REMPLACEMENTS, PRIX ET RÉCOMPENSES. POUR POUVOIR PROFITER DES COMMISSIONS, LES CONSEILLÈRES EN SOINS DE BEAUTÉ INDÉPENDANTES DOIVENT ELLES-MÊMES ÊTRE ACTIVES ET AVOIR AU MOINS UNE RECRUE ACTIVE PENDANT LA PÉRIODE EN QUESTION. LES MEMBRES DE L'EFFECTIF DE VENTE INDÉPENDANT SONT CONSIDÉRÉS COMME ACTIVES DURANT UN MOIS DONNÉ (ET POUR LES DEUX MOIS SUIVANTS) SI ELLES PASSENT DES COMMANDES MINIMALES DE 200 \$ EN GROS DE PRODUITS COSMÉTIQUES EN VUE DE LEUR REVENTE PENDANT CE MÊME MOIS. EN 2008, L'EFFECTIF DE VENTE INDÉPENDANT DES COSMÉTIQUES MARY KAY LEE AU CANADA COMPTAIT PLUS DE 30 679 MEMBRES. PARMI LES 4 278 MEMBRES FAISANT PARTIE DE L'EFFECTIF DE VENTE INDÉPENDANT DURANT AU MOINS UN AN ET QUI ONT REÇU DES COMMISSIONS, 47 % ONT TOUCHÉ DES COMMISSIONS SUPÉRIEURES À 100 \$. PARMI LES 608 DIRECTRICES DES VENTES INDÉPENDANTES MARY KAY, LA MEILLEURE MOTITÉ A REÇU SUR L'ANNÉE DES COMMISSIONS ALLANT DE 16 567 \$ À PLUS DE 100 000 \$. PARMI LES 24 DIRECTRICES NATIONALES DES VENTES INDÉPENDANTES MARY KAY, 66 % SE SONT VUES REMETTRE DURANT L'ANNÉE DES COMMISSIONS DE PLUS DE 100 000 \$.

# reach for the stars!

## quarter two acheivers

These independent sales force members achieved the *Reach for the Stars!* promotion by becoming a Star Consultant with a minimum order of \$1,800 in wholesale Section 1 purchases and completing a *Jump Start* by adding a minimum of 30 new customers from October 1<sup>st</sup> to December 31<sup>st</sup>, 2008.

Cara Adams  
Yemi Adejoye  
Bobbie Ahluwalia  
Susan Ahn  
Georgie Anderson  
Sophie Audet  
Harparveen Aujla  
Claribel Avery  
Jane Awawias  
Lorena Siemens  
Kitty Babcock  
Patti Babyn  
Mirna Badaro  
Velma Barker  
Wendi Barnes  
Brenda Beardsley  
Josée Beaucage  
Lucie Beaugard  
Judy Bedford  
Pam Behnke-Van Hoof  
Josée Bélanger  
Nicole Bellemare  
Daliane Benoit  
Lynne Billings  
Chantal Bisailon  
Veronica Bliss  
Sanna Bnaity  
Josianne Boily  
Deanne Bonilla  
Viv Bonin  
Helena Bourgeois  
Lynn Brady  
Janine Brisebois  
Deborah Brown  
Corinne Buckindale  
Diane Burness  
Shannon Cameron  
Keziah Campbell  
Tianna Campbell  
Arlene Caren Dahl  
Natalie Catania  
Antje Cavanagh  
Isabelle Cayford  
Avril Célestin  
Carol Charlebois  
LeeAnn Cheadle  
Bonita Cheddle  
Marie-Anne Chretien  
Sophie Chretien  
Heather Christiansen  
Diana Clamont

Eva Coelho  
Guylaine Comeau  
Mary Commo  
Georgine Cook  
Jessica Cormier  
Maureen Corrigan  
Jackie Cowderoy  
Beverly Crabb  
Barb Craig  
Donna Crawford  
Sara Crawford  
Juliet Maria Creary  
Mirela Cristea  
Jacqueline Cullen  
Brenda Cuppage  
Jasmine Currie  
Sarah Davis  
Ivette De Bruyn  
Raven Deni  
Nadia Desroches  
Isabelle Desroches  
Harpreet Dhalliwal  
Odette Dobbin  
Donna Dodds  
Brenda Donoghue  
Christina Doracin  
Maria Dos Pragana  
Sandra Doucette  
Nadine Dube  
Louiselle Duchesne  
Chantal Dufour  
Heather Dunn  
Carol Dutchik  
Susan Edwards  
Mary Elaine San Juan  
Rhonda Ewanyshyn-Kapusta  
Hillie Feltsma  
Kareena Felker  
Shirley Fequet  
Eugénette Fortin  
Meghan Gatin  
Nancy Gauthier  
Yolène Gay  
Solange Gélinas  
Nathalie Gervais  
Mélisande Giraldeau  
Melissa Goin  
Tammy Graf  
Lorrellei Graff  
Tara Green  
Wanda Groenewegen

Mireille Guimont  
Maureen Gusway  
Ginger Halliday  
Diane Harvey  
Ellen Hatlevik  
Kelly Hause  
Dianne Heidman  
Ramona Helm  
Lorrie Henke  
Reina Heras  
Desire Herger  
Pam Hill  
Hilda Hiscock  
Louisa Hoddinott  
Kelly Holliday  
Linda Hood  
Kimberly Hooper  
Lynne Hooper  
Gina Hormann  
Jennifer Huggins  
Alicia Hughes  
Judy Huskins  
Chelsea Latridis  
Angela Inglis  
Kim Ironmonger  
Rebecca Irving  
Jennifer James  
Sonia Janelle  
Ruba Jeorgy  
Lyne Jeneau  
Grazyna Kacpura  
Tina Kapel  
Hoda Karakach  
Sukdeep Kaur  
Balbir Kaur Singh  
Deborah Kenny  
Christine Kieser  
April Klippenstein  
Joan Knight  
Ginny Konechny  
Michelle Konigshaus  
Bertha Kovach  
Anju Kreer  
Sarah Labege  
Sheena LaBossiere  
Freddelyne Labossière  
Rosalinda Lacsamana  
Jamie Lamping  
Marie-Chantale Landry  
Ashley Langevin  
Sylvie Larose

Patricia Lavigne  
Renée Lavoie  
Leanne Lawrance  
Anne Lawson  
Gina Le  
Susie Leakvold  
Katy Lebel  
Christine LeClair-Day  
Karen Lee  
Sheila LeFebvre  
Barb LeFort  
Jennifer Levers  
Cindy Levesque  
Debbi Kay Levy  
Rowena List  
Megan Logan  
Genevieve Lopez  
Tassy Lyras  
Chris Macaulay  
Jo-Ann MacDonald  
Debbi MacDonald  
Natasha MacQuarrie  
Elaine Maeland  
Marianne Marchessault  
Holly Martin  
Amie Martin  
Lisa-Marie Massey  
Wendy Mathieu  
Louise Mccann  
Bonny McComb  
Vanessa McDermott  
Sue McElhanney  
Nancy McEwen  
Heidi McGuigan  
Debbie McLaughlin  
Shelley Mehling  
Mandy Meisner  
Renee Melton  
Ana Mendonca  
Isabelle Meunier  
Manuela Mihaljevic  
Laureen Miller  
Chun Mo Hui  
Marie Monte  
Ronnie Montgomery  
Sandra Moore  
Lucie-Dominique Morin  
Nancy Morin  
Ishali Mulchandani  
Dawn Munro  
Nancy Murray

Manjula Murugesen  
Theresa Nielsen  
Véronique Nolin-Morin  
Bianca Nzekio  
Vanessa O'Coin  
Kim Odorjan  
Nicole Paris  
Debbie Parsons  
Lisa Paul  
Deanna Pease  
Silvia Pencakova  
Samantha Perera  
Claire Pitre  
Betty Plante  
Julie Poulin  
Gail Prodeus  
Lindsey Pugh  
Nina Pye  
Alex Quinn  
June Rahmer  
Luisa Rallo  
Evelyn Ramanauskas  
Danielle Ramos  
Lorna Randall  
Shelley Recoskie  
Janet Reid  
Donna Reid  
Carolyn Rhodes  
Velma Richards  
Judith Richardson  
Pauline Richardson  
Sonia Rideout  
Andrea Rimland  
Catherine Roberts  
Sara Roberts  
Dei Rocini Danila  
Monique Romeo  
Renata Rosa  
Jeannine Rouleau  
June Rumball  
Harsimran Saini  
Bianca Salgado  
Skye Samson  
Carolyn San Diego  
Sharon Sansom  
Annie Sauvageau  
Catherine Schiller  
Jennifer Schindella  
Naomi Scott  
Jennifer Scott  
Carrie Scoville

Amy Shang  
Paula Sheppard  
Lorena Siemens  
Fernanda Silva  
Gena Silveira  
Rosmary Silvera-Zetner  
Karen Simpson  
Tracie Sindrey  
Sandra Skinner  
Emilia Slusarczyk  
Susan Smith  
Connie Smith  
Darcey Smith-Heath  
Ashley Snow  
Fran Sorobey  
Robyn Specht-Kilroy  
Bobbie-gine Spielmacher  
Kim Stewart  
Jacinta Stewart  
Shari Stoddart  
Deborah Struthers  
Janet Taylor  
Ana Temkin  
Lucie Tessier  
Debra Thiessen  
Audrey Trach  
Jeannette Truong  
Lanna Tucker  
Lorraine Turcotte  
Shirra Turner  
Sherry Twynstra  
Mary Unger  
Dianna Vander Meullen  
Melanie Wade  
Megan Wagner-Croft  
Joanne Ward  
Joanne Ward  
Melanie Wiens  
Patricia Wilson  
Ginger Woepel  
Anita Wolfenden  
Alice Wong  
Casey Ye  
Marie York  
Denise Young  
Fatima Zohra  
Helen Zucchelli

**Editor's Note:** We regret that the following independent sales force members were omitted from the list of Reach for the Stars! Quarter 1 Achievers printed in the January/February 2009 issue of Applause® magazine. Congratulations ladies!

Sophie Audet

Guylaine Comeau

Sylvie LaRose



# 100 products priced at \$18 or less!

And all tested, loved and sought after by women around the world! For as little as \$18, you can change your life—or at least your outlook. Ask me about my \$18 and under products, and I can deliver them right to your door! That's beauty on a budget!



MARY KAY®

Mary Kay®  
Mineral  
Eye Color  
(28 shades)  
\$7.50 each



Mary Kay®  
Mineral  
Cheek Color  
(10 shades)  
\$12 each



Mary Kay®  
Lash Lengthening  
Mascara™  
(two shades)  
\$16 each



Mary Kay®  
Eyesicles®  
Eye Color  
(two shades)  
\$13 each



Mary Kay®  
Concealer  
(seven shades)  
\$12.50 each



# 13 great reasons to attend seminar 2009

1

See what's  
fun and  
fabulous for  
Fall/Holiday  
2009!

2

Find out the  
name of our  
2009 Mary Kay  
Ash Charitable  
Foundation  
Teddy Bear!

3

Make  
your mark  
on the  
Seminar  
stage!

4

Shop 'til you  
drop for Seminar  
souvenirs  
and business  
essentials in the  
Sales Booth.

5

See the  
sparkle of  
Seminar  
2009/2010  
jewelry.

13

Stoke the fires of  
belief and ignite  
your Mary Kay  
future!

12

Be  
inspired  
– and  
inspire  
others.



6

Learn how to live  
the life you love  
from Mary Kay  
leaders.

7

Explore  
the expo!

11

Check out the  
(horse) power  
of pink! Pose  
with your  
Career Car of  
choice.

10

Achieve  
your goals  
– and set  
some new  
ones!

9

Gab, giggle and  
get focused with  
your Mary Kay  
girlfriends.

8

Take a peek at  
new Preferred  
Customer  
Program  
Consistency  
Challenge prizes.

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Mississauga, Ontario

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