

SUMMER 2011

MARY KAY
CANADA
Enriching Women's Lives
www.marykay.ca

applause®

COUNTDOWN
TO SEMINAR:
ARE YOU READY?

LYNDA'S
10-SHOW WEEK
"the madness"

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*safe in
the sun*

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SUMMER
STYLE
SETS SAIL
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RED JACKET
CORNER DEBUT!

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SUMMER 2011



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Just what was the most rewarding part of Lynda's 10-show week?



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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).

editor's letter

an ode to audaciousness

Breathe. Panic (but just a little). Now shout as loud as you can, "WOO HOO, Seminar is here!"

Can you feel the anticipation? Here at the corporate office, we can. You know, for us, Seminar is also about re-charging our batteries, seeing the big picture and catching the vision ... just as it is for you. Dawn Gerry, Director, Special Events, Recognition & Education was right when she said, "Get involved with the independent sales force as much as you can" in her Pioneer feature (see page 42). Because Mary Kay is all about you. You are Mary Kay.

We arrive at the International Centre excited about what's in store for you – and anxious to see your reactions – whether it's in the Expo, during a morning session and especially on Awards Night, where we recognize you for achieving the goals you worked so hard for throughout the year. It's a celebration. It's time spent with your girlfriends – and most of all, it's the one place where everyone from across the country joins together to honour Mary Kay's legacy of enriching women's lives. Nowhere will you find as much inspiration, encouragement and education as you will at Seminar.

So what does that mean for you? It means you have until June 30th to register! So let "attending Seminar" be your last goal of the 2011 Seminar year (check out the scoop on pages 26 and 27).

And while you have the pages of *Applause*® open, you won't want to miss our red-hot new section – *Red Jacket Corner* – devoted to our Star Team Builders.

If you missed *Lynda's March Madness* – or you'd like to reminisce on its success – you can read all about her journey and the impact it made on the independent sales force on pages 32 and 33. Plus, don't forget to read the *Six Most Important Things* she learned along the way on page 33.

But what would summer be without makeup and style? Our BUILD section will show you how to stay safe in the sun – and look gorgeous doing it! And we've taken the runway and made it real way in our style section on pages 46 and 47.

With the 2012 Seminar year approaching quickly, I'd like to leave you with some wise words from our great President, Ray Patrick: "Mary Kay Ash built a strong foundation for the Company. That foundation remains solid, so don't worry about what Mary Kay has to offer. Just concentrate on what you want to get out of it. You are our future. You are the leaders. It's up to you to make sure Mary Kay's dream is available to the next generation. Believe in yourself. See yourself as successful."

In my new role as Communication and Public Relations Specialist and Editor-in-Chief of *Applause*® magazine, I know my first goal of the new Seminar year is to spend more time with *you* – the independent sales force. I want to learn what it is you need – and want – for your business and how I can help. So be sure to tell me!

– Marijana Klapcic

P.S. Psst. In case you haven't noticed, we've hidden 35 by 35 logos throughout the magazine. Was it intentional? Yes, it's our way of helping you keep the goal top of mind!



the 6 most important things this quarter

ENROL FOR THE FALL/HOLIDAY 2011 PREFERRED CUSTOMER PROGRAM

This quarter features a gift with purchase that will leave your face feeling flawless and it's your first chance to get on track for the 2011/2012 Preferred Customer Program Consistency Challenge.

NEW YEAR, NEW GOALS

The new Seminar year begins on July 1st. Start charting your course by browsing through the *Contests & Rewards* page on the MKOC®.

THE LOVE

It's our first mascara launch in six years, so be sure to share your love for Lash Love™ with customers.

PAINT THE TOWN RED

The *Lights, Action, Fashion!* Team-Building Challenge may be coming to a close, but red never goes out of style at Mary Kay. Read the newest addition to *Applause*® magazine – *Red Jacket Corner*.

SHARE THE SPIRIT

Our annual Go-Give® Award winner won't be revealed until Seminar 2011, but nominations for Quarter 1 of the 2011/2012 Seminar year begin on July 1st! Visit the MKOC® to nominate a deserving Independent Sales Director.


LIKE MARY KAY?

Us too! You and your customers can connect with us on the Mary Kay Canada Facebook page at www.facebook.com/marykaycanada.

CONNECT WITH US

 www.facebook.com/marykaycanada

 www.twitter.com/marykaycanada

 www.youtube.com/marykay

HOW ARE WE DOING?

We welcome story suggestions, inspiring ideas and other tips. E-mail the *Applause*® magazine editorial team at:

APPLAUSE-CANADA@MKCORP.COM



SHE SAID IT BEST

Boldness has genius and power and magic in it.

Mary Kay

in your words



love it? don't? tell us why:

As our audience, we want to know what inspires you (and what doesn't)! Is it in-depth features on independent sales force members? More product tips? How about business tools? We'd love to hear what you want to see in *Applause*® magazine. After all, it's designed just for you ... and we want it to be your go-to guide for everything Mary Kay!

Send your thoughts and ideas to
APPLAUSE-CANADA@MKCORP.COM



Love it? Don't? Tell us why:
APPLAUSE-CANADA@MKCORP.COM

calendar

the dates you need to know this quarter

JUNE 2011

- 5:** Received deadline for Independent Beauty Consultant Commitment Form to begin Independent Sales Director-in-Qualification on June 1st.
- 15: Preferred Customer Program** – Last day for customers to take advantage of the Spring 2011 *Color Burst Eye Brush Set* + Promotional *Mary Kay® Lash Love™ Mascara* gift-with-purchase.
- Preferred Customer Program** – Enrolment deadline for the *Summer Sensations* postcard.
- 16:** Summer 2011 product promotion begins today! Check out www.marykay.ca and your **Mary Kay® Personal Web Site** to see what's new!
- 17: Preferred Customer Program** – Summer 2011 issue of *The Look* begins mailing to customers and independent sales force members.
- 24: St. Jean Baptiste Day.** Montréal office closed.
- 30:** Last day of the month. Mail-in and couriered orders must be received by 5 p.m. Eastern Daylight Time – and online and faxed orders must be received by midnight Eastern Daylight Time – to count toward June production.

Last day to register for *Imagine...Your Way to BeautifulSM* Seminar 2011.

Last day to qualify for the *Lights, Action, Fashion!* Team-Building Challenge.

JULY 2011

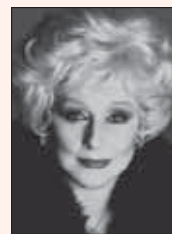
- 1: Canada Day.** Mississauga and Montréal offices closed.
- New (Seminar) Year's Day!** Visit *Contests & Rewards* on the MKOC® to help you plan and set your goals for the new Seminar year.
- 5:** Received deadline for Independent Beauty Consultant Commitment Form to begin Independent Sales Director-in-Qualification on July 1st.
- 15: Preferred Customer Program** – Enrolment for the Fall/Holiday 2011 Preferred Customer Program begins.
- 24: Imagine...Your Way to BeautifulSM** Seminar 2011 begins.
- 25: Preferred Customer Program** – *Summer Sensations* postcard begins mailing.
- 29: Imagine...Your Way to BeautifulSM** Seminar 2011 ends.
- Last working day of the month. Mail-in and couriered orders must be received by 5 p.m. Eastern Daylight Time to count toward July production.
- 31:** Last day of the month. Online and faxed orders must be received by midnight Eastern Daylight Time to count toward July production.

AUGUST 2011

- 1: Civic Holiday.** Mississauga office closed.
- 5:** Received deadline for Independent Beauty Consultant Commitment Form to begin Independent Sales Director-in-Qualification on August 1st.
- 15: Preferred Customer Program** – Enrolment deadline for the Fall/Holiday 2011 issue *The Look*.
- 31:** Last day of the month. Mail-in and couriered orders must be received by 5 p.m. Eastern Daylight Time – and online and faxed orders must be received by midnight Eastern Daylight Time – to count toward August production.

SHE SAID
IT BEST

I believe each of us needs a reason to get up in the morning. We need something to anticipate – something that truly excites us.



Mary Kay

on the cover: Elvira is wearing Sweet Cream and Emerald mineral eye colours and Apricot Twist in cream eye colour; Deep Brown eyeliner; Black Ultimate Mascara™; Strawberry Cream mineral cheek colour; and Pink Diamonds lip gloss.

Mary Kay

35 35

Here's what's heating up the MKOC® in June, July and August.



IMAGINE...YOUR WAY TO BEAUTIFULSM SEMINAR 2011

Imagine yourself at Seminar, learning new business techniques, setting above-and-beyond goals and sharing it all with girlfriends who applaud and support you. From class schedules and MK Learning Centre topics to special functions and more, the MKOC® is your go-to resource for all things Seminar!



SUMMER 2011 QUARTER

Go to *Product Central* to learn all about products and promotions launching this quarter. It's your resource for all things product-related!



NEW SEMINAR YEAR

It's your year to be a star! Check out the new Star Consultant Program brochure and other contest information for the new Seminar year (which kicks off July 1st!) under *Contests & Rewards*.



on marykay.ca

Don't miss these online features, launching during the Summer 2011 product promotion.



HOT, HOT PRODUCT!

Help your customers find a hot new look for the hottest season. The eye colour bundles make it easy!



WANNA SOCIALIZE?

It only takes a click for you and your customers to connect with us on Facebook and Twitter from www.marykay.ca.



GET INTERACTIVE

Want to take *The Look* to go? The Mary Kay® eCatalog is interactive and easy to share with your tech-savvy customers.

“nothing happens
until somebody sells something.”

Build **BUILD** boui



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beautiful bundles

eye-enhancing shades straight
from the experts

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replacement
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share the love...
Lash Love™!

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social media guidelines

from **Lynda Rose**, Vice President of Sales & Marketing



up daily use

A recent survey* conducted by The Benchmarking Company on anti-aging reveals that 81.5% of women use SPF products. However, only 27.2% wear sunscreen on a daily basis! "This offers an amazing selling opportunity for you," Vice President of Sales & Marketing, Lynda Rose shares. "Women obviously recognize the value of using an SPF product, but may not use it every day. This makes it easier for you to recommend a product, such as **TimeWise® Day Solution Sunscreen SPF 25**, that can prevent sun-related skin damage when used regularly. And you'll be providing the ultimate in customer service by sharing your concern for the health of their skin."

*From the Prevention Anti-Aging Report 2010, conducted by The Benchmarking Company.

**TIMEWISE®
DAY SOLUTION
SUNSCREEN SPF 25**





MULTITASKING MONEYSAVER

mary kay® eyeliner

by Marijana Klapcic

What girl hasn't attempted a smoky eye look? We all have our favourite application tips, but have you ever considered using Mary Kay® Eyeliner over the entire lid as a primer or base?

Well, **Independent Beauty Consultant Li Ming Liew** does just that and was gracious enough to share her tips with *Applause®* magazine.



Steps:

1. Apply Mary Kay® Eye Primer; allow it to dry.
2. Choose your favourite shade of Mary Kay® Eyeliner (this will depend on what eye colour you plan to use on top) and apply it to the entire eyelid.
3. Use the Mary Kay® Cream Eye Color/Concealer Brush to blend out the harsh edges created by the eyeliner application.
4. Apply the coordinating shade of Mary Kay® Mineral Eye Color over top.
5. Finish the look with eyeliner (for intended purposes this time!), mascara, bronzer or blush and your favourite creme lipstick, lip gloss and/or liquid lip colour.

So next time you hit the town, why not be a diva and dare to be dramatic? Then share the eye-popping results with your customers!

Have your own multitasking, moneysaving product? Send your suggestion to applause-canada@mkcorp.com and it could be featured in an upcoming issue!

BUSINESS BOOSTERS

share the love

Mary Kay® Lash Love™ Mascara is Mary Kay's first mascara launch in six years. Our goal for creating this new mascara was to meet the consumers' need for separated, defined lashes. And this mascara does just that with an amazing formula and sculpted brush.

And now you can help your customers experience the full impact and benefits of this brand new mascara with the **Lash Love™ Sampler Wand*** – available on Section 2 of the Independent Beauty Consultant Form (pack of 6, \$3).

Mascara is a \$6 billion business industry-wide — and continues to show solid growth. And now you have even more sales potential with this addition to the already popular collection of Mary Kay® Mascaras.

*For hygienic reasons, it is recommended to dedicate one brush per use when sampling the mascara.



NEWS

NEW!

Product Replacement Request Procedure

As a Mary Kay Independent Beauty Consultant, you're able to offer your customers the Mary Kay® Satisfaction Guarantee on every product you sell. As of April 18th, we made it even easier for you to do so!

In the past, you were required to ship all customer-returned product back to Mary Kay Cosmetics Ltd. at your own cost. As a cost-saving measure, many Independent Beauty Consultants would wait to collect enough product to send back in one larger shipment.

Well, the good news is, now you don't have to wait! You are no longer required to return the product back to the Company. All you have to do is complete the new Product Replacement Request Form as a fillable PDF, save it on your computer for your records, and then e-mail* it to us at productreplacementscanada@mkcorp.com. Or you can print the form, complete it, and fax it to Sales Force Support at 1 (888) 449-8394. You can even mail it directly to the corporate office if that's more convenient for you.

The new form is available on the MKOC® in the *Forms & Worksheets* section under the *Resources* tab. It will also be available to order, at no charge, on the Independent Beauty Consultant Order Form (for a limited time).

It's important to note that the new form must be filled out completely. Forms that are missing information cannot be processed and will either be returned to you or you'll be contacted to complete the missing information.

Just remember it's essential that you keep your product on-hand for 30 days, starting from the day that you submit your form, as you may be contacted by the Quality Assurance department with questions about the product or a request for the product to be returned for QA assessment. After the 30-day time period, you can dispose of the product according to your local disposal regulations.

we're
making
it **easier**
for you

In the meantime, if you have product that you'd like to return to the corporate office, we ask that you please do so as soon as possible. As of December 31st, 2011, we'll officially transition to the new Product Replacement Request Form, and the old forms or product returns will no longer be accepted.

We hope you agree that this new procedure will help us continue to uphold our 100% satisfaction guarantee and offer you – the independent sales force – a more efficient and cost-effective way to do so.

*Unfortunately, any questions sent to productreplacementscanada@mkcorp.com cannot be addressed via e-mail. This address is for sending in completed Product Replacement Request Forms only. We're happy to help you with any questions or concerns you may have about the Product Replacement Program, so please contact Sales Force Support at 1 (877) 411-6279.

INSIDER INFO

THE SCIENCE BEHIND THE BEAUTY

With Krystle Gonzalez,
Regulatory Affairs & Quality Control

the beauty of SPF in your makeup

Q. I don't like the greasy feel of sunscreen and the residue it leaves behind – and the smell tends to be overpowering. Can Mary Kay® products that contain SPF replace the use of regular sunscreen?

A. I completely understand! Applying sunscreen while at the beach is one thing, but the thought of having to apply it to your face everyday can seem overwhelming.

The great thing about our moisturizers and makeup that contain SPF is that it not only protects you from the sun's harmful UV rays, it can also help you preserve youthful skin, since excessive exposure to the sun without protection can lead to premature aging. And no one wants age spots, leathery, rough textured skin, or fine lines and wrinkles.

Here are some of my summer SPF must-haves:

For the face: TimeWise® Day Solution Sunscreen SPF 25, TimeWise® Age-Fighting Moisturizer Sunscreen SPF 15 and Mary Kay Tinted Moisturizer With Sunscreen SPF 20. And Mary Kay® Tinted Lip Balm Sunscreen SPF 15 is great because it protects your lips while offering a subtle hint of colour.

Body Barrier: TimeWise® Body Hand & Décolleté Cream Sunscreen SPF 15 is perfect protection all year round for the always-exposed hand and neck area. But for lazy days by the pool, beach or on the boat, Mary Kay® SPF 30 Sunscreen is a must! Just don't forget to reapply often, especially if you've been in the water.



Have a question for Krystle? E-mail us:
APPLAUSE-CANADA@MKCORP.COM



THEN & NOW™ sun savvy



1978: First Mary Kay® sunscreen was introduced and sold for just \$6.50 suggested retail!



1981: The SPF factor increased to 12.

1989: Sun Essentials® line introduced and included:

- Facial Sunblock SPF 15
- Oil Free Facial Sunblock SPF 15
- Waterproof Sunscreen SPF 8
- Sensitive Skin Waterproof Sunblock SPF 15
- Super Sunblock SPF 30
- Lip protector



2007 to present: Mary Kay® Sun Collection replaced Sun Essentials®. Today our sun care products include:

- Mary Kay® Subtle Tanning Lotion
- Mary Kay® SPF 30 Sunscreen
- Mary Kay® Lip Protector Sunscreen SPF15

35+35

OUR FAVOURITE LOOK

seaside appeal

WITH SUMMER FASHIONS SETTING SAIL TOWARDS SEA-FARING SHADES OF BLUE (JUST SEE OUR ODE TO FASHION ON PAGES 46 AND 47), IT ONLY MADE SENSE THAT WE'D TIE IN A MAKEUP LOOK THAT'S JUST AS YACHT-WORTHY.

HOW TO GET IT

1. Apply Silver Satin mineral eye colour over the entire lid, from the lashline up into the crease. Use a soft brush to blend the edges of the crease.
2. Using Midnight Star mineral eye colour, draw a thin line into the upper and lower lashlines. Gently smudge with a small brush for a smoky effect.
3. Apply one or two coats of mascara.
4. Apply Sheer Bliss cream blush onto apple of the cheeks and gently blend out toward the temples.
5. Finish with Dusty Rose creme lipstick on lips.

KNOTTY NAUTICAL

Take your look from boat side to bistro with a bolder lip! Mary Kay® Creme Lipstick in Red complements the navy eye – but if it's a bit too daring for you, Mary Kay® Creme Lipstick in Hibiscus or Mary Kay® NouriShine® Lip Gloss in Coral Rose will create the same effect with a dash of demure.

If Silver Satin is too “cool”, you can easily swap it out with Crystalline (my personal preference!) or Moonstone.

The best thing about the Seaside Appeal Makeup Artist Look is that you don't have to be “on board” with the nautical-inspired trend to pull it off! Bon voyage!

– Marijana Klavec

your best summer skin

Give your skin the protection it deserves, keeping it beautiful and healthy!

Expert Advice From Dr. Beth Lange, Chief Scientific Officer



In my very first *Applause*® magazine column, I talked about the importance of avoiding sunburn and using sunscreen to protect your skin. As summer nears, I want to touch on this topic again, giving you information that can help your customers choose the right sunscreen for them.

Skin cancer is the No. 1 most common cancer; but fortunately, it is highly preventable. Scientific studies have determined that daily use of sunscreen can reduce your chance of developing some forms of skin cancer. You should select a sunscreen that blocks damaging rays, carries an SPF 15 or greater and is easy to apply. Our Mary Kay® Sunscreens do all three!

WHY SUNSCREEN

Sunlight contains damaging ultraviolet B and A rays. Energetic UVB rays are typically associated with sunburn; UVA rays are less energetic but penetrate more deeply into the skin and can cause sunlight-induced premature skin aging, wrinkling and age spots. Both UVB and UVA rays damage skin and can lead to skin cancer – even on cloudy days!

Sunscreens absorb, reflect or scatter this UV light to protect the skin. There are two types of sunscreens, physical and chemical:

- Physical sunscreens reflect or scatter UV light before it penetrates the skin.
- Chemical sunscreens absorb UV rays before they cause damage.

A good sunscreen product should be “broad spectrum,” containing ingredients that protect against both UVB and UVA rays. All Mary Kay® Sunscreen products provide this broad-spectrum protection in either a physical or chemical form.



Kelli is wearing Chocolate Kiss and Amber Blaze mineral eye colours; Ultimate Mascara™ in Black; Deep Brown eyeliner; Sunny Spice cheek colour; Rose lip liner; and Sherbet liquid lip colour.

WHAT IS SPF?

The SPF, or sun protection factor, of sunscreen is calculated by comparing the amount of time needed to produce sunburn on protected skin to the amount of time needed to cause sunburn on unprotected skin. The amount of time it takes you to sunburn depends on your skin type; and the SPF number you need depends on how much time you expect to be outdoors.

Interestingly, SPF protection does not actually increase proportionately with a designated SPF number. For example, SPF 4 blocks 75 per cent of sunburn damage; however, it may not provide broad-spectrum protection. An SPF 15 screens 93 per cent of sunburn damage; and an SPF 30 screens 97 per cent of sunburn damage. Most products with an SPF 15 or greater will provide broad-spectrum protection against both UVB and UVA damage, such as our Mary Kay® SPF 30 Sunscreen.

USE AND APPLICATION

Be sure to apply sunscreen to all exposed areas and pay particular attention to the face, ears, hands and arms. Remember, 30 mL is considered the average amount needed to cover properly the exposed areas of an adult. Don't forget that lips can sunburn too, so apply a lip balm that contains sunscreen with an SPF 15 or higher, such as Mary Kay® Lip Protector Sunscreen SPF 15 with zinc oxide for broad-spectrum protection and the antioxidant vitamin E.

Sunscreens should be applied prior to sun exposure and reapplied regularly – at least every two hours or after swimming, perspiring heavily or towel-drying. Mary Kay® SPF 30 Sunscreen is designed to be very water-resistant for up to 80 minutes of protection in the water and is specially formulated for use on the face and body.

SHELF LIFE

Sunscreens normally remain stable and at their original strength for up to three years but it's advisable to refer to the packaging for the expiry date. If an 118 mL bottle of sunscreen is used properly, it should last only about four usages. Remember to discard sunscreen that is past the expiration date or is more than three years old.

To recap, the best sunscreen is the one you actually put on! Use a broad-spectrum SPF 15 or higher sunscreen daily on all exposed skin because every day is a sun day!

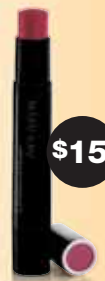
Is Higher Better?

So what's the benefit of very high SPF products (SPF 70+) that are now on the Canadian market? They're good for people with highly photosensitive skin but do not provide incrementally more protection. For example, an SPF 70 blocks 98.6 per cent of sunburn damage, only slightly higher than an SPF 30 product, which blocks 97 per cent. You'll also want to know that, for daily use – particularly on the face – an SPF 15 to SPF 30 is recommended. And, of course, all Mary Kay® daily use sunscreens meet this criteria!

summer must-haves

MARY KAY® TINTED LIP BALM SUNSCREEN SPF 15

This botanical-enriched formula colours, protects and moisturizes for those times when lips need it all. Five shades.



MARY KAY® LIP PROTECTOR SUNSCREEN SPF 15

Keeps lips protected and guarded from the drying effects of sun and wind.

MARY KAY® SPF 30 SUNSCREEN

Provides UVA/UVB protection to help protect against sunburn, skin damage, freckling and uneven colouration.



YOU TOLD US

What are your must-have products for summer 2011?



Sarah Reece-Robertson, Independent Future Executive Senior Sales Director (North Vancouver, BC)

"Mary Kay® Facial Cleansing Cloths. They're perfect for a camping trip, so you don't have to lug all your bottles with you. I just throw them into a Ziploc bag and go! Of course, I can't live without my TimeWise® Age-fighting Moisturizer Sunscreen SPF 15."



Robin Courneya-Roblin, Independent Sales Director (Peterborough, ON)

"I have combination/oily skin so I never leave home without Mary Kay® Oil Mattifier. It lasts a good eight hours. I even reapply it over my makeup! Our beauty blotters are also a quick and easy way to remove excess surface oil and make me feel fresh and dry. I also use the Classic Basic® Blemish Control Toner (but not on a daily basis) – and I recommend it to my customers who are blemish and blackhead prone – a condition that tends to worsen as the temperature heats up."



dive into *tranquil waters*

Embrace the relaxing summer months with the limited-edition* **Mary Kay® Tranquil Waters™** and be whisked away to your own private oasis! In this seaside-inspired scent, dew-kissed freesia and sheer white peach combine with the lushness of Mediterranean jasmine and peony-rose to evoke an effortless feeling of freshness. You can treat yourself to this simple luxury or give the gift of relaxation to a deserving friend — including summer brides!

Limited-Edition Mary Kay® Tranquil Waters™ Set*
\$25

Skin feels soft and smooth with limited-edition* **Mary Kay® Tranquil Waters™ Refreshing Body Gel**. This scented, leave-on gel instantly soothes and cools while leaving behind a subtle touch of shimmer that's perfect for moonlit summer nights.

Simple, fresh and portable, the limited-edition* **Mary Kay® Tranquil Waters™ Fragrance Pencil** is the perfect complement to the body gel and adds a layer of lushness to this modest scent. When time is the ultimate luxury, this fragrance can be easily applied to pulse points anytime, anywhere with the clear-gel tip. Sharpener included.



FREE* MESH POUCH

included with each purchase of the limited-edition **Mary Kay® Tranquil Waters™ Set***.



sun-scared? NO-WAY... bring it on!

Why hide in the shade when we've got just what you need to protect you from the sun's harmful rays?

Summer is *the* season to show off some skin, but it's also important to make sure your skin is properly protected. The Mary Kay® *Sunsation Set* will help you to do just that!

Limited-Edition Mary Kay® *Sunsation Set
\$55 (a \$60 value)**

Set includes: **Mary Kay® SPF 30 Sunscreen, TimeWise® Body Hand and Décolleté Cream Sunscreen SPF 15**, new limited-edition **Mary Kay® Tinted Lip Balm Sunscreen SPF 15 in Peony** and an **UV-linked colour-changing tote** with flowers that change from white to pink when exposed to direct sunlight.

INDOOR EFFECT



*Limited quantities while supplies last. Offer expires September 15th, 2011.



summer colour sizzles!

Update your eyes and lips with new on-trend colour items perfect for hot summer looks.

Tallyta is wearing new limited-edition shadow & line eye duo in Soft Jade on upper lids; Brushed Copper on the inner corner; and Soft Jade under her eyes. New Lash Love™ Mascara in I ♥ Black gives lashes definition to love. Lips are luscious with cream lipstick in Pink Passion. And cheeks glow with mineral cheek colour in Strawberry Cream.



eye-enhancing bundles

Now regular-line by popular demand! The Mary Kay® Mineral Eye Color Bundles make green eyes greener, blues eyes bluer and brown and hazel eyes richer than ever before. Makeup artists selected shades to make eye colours pop.

Each bundle includes three Mary Kay® Mineral Eye Colors, Compact Eye Applicators (Sponge & Brush) and application tips — all in a special box.

**Mary Kay®
Mineral Eye Color
Bundle**
\$22 each (\$25.50 value)



love

your lashes.

Introducing a breakthrough in Mary Kay® mascara! New Mary Kay® Lash Love™ Mascara provides the definition your customers have been looking for.

Mary Kay® Lash Love™ Mascara
\$21

What's to Love

- Lashes appear fuller, lifted and multiplied while looking naturally flawless.
- Water-resistant formula contains our exclusive Mary Kay® Panthenol-Pro Complex™ and vitamin E.
- Moisturizes, strengthens and conditions lashes.
- Defends against breakage and brittleness.
- Flexible, sculpted brush separates and coats even fine, hard-to-reach lashes without leaving clumps.
- Creates lashes that look fuller, thicker and multiplied in volume.
- Lashes look soft and healthy, not stiff.
- Ophthalmologist tested, fragrance-free and suitable for contact lens wearers.



Results to Share

We wanted to know if women could find their way to beautiful with new Mary Kay® Lash Love™ Mascara, so we commissioned an independent consumer study* to find out. After wearing the mascara for seven days, here's what women across the nation said:

90% said it **lasted all day** without flaking or smearing.

90% said lashes looked **defined** and felt natural, not heavy.

89% said lashes looked **lifted**.

85% said lashes were **separated** and looked **multiplied**.

*Study conducted by an independent research company.



NEW

frosted fig

soft jade

eye shadow

bali blue

brushed copper

eyeliner

brushed copper

bali blue

frosted fig

soft jade

new multitasking eye duo

A simple stroke of genius! Each 2-in-1 limited-edition Mary Kay® Shadow & Line Eye Duo* combines eye shadow and eye liner together in one perfectly portable pencil. The creamy, blendable shadow glides on vibrant colour with a high pearl shimmer and a lightweight feel. The smooth and easy application of the liner defines your eyes with perfectly coordinated colour.

**Limited-Edition Mary Kay®
Shadow & Line Eye Duo***
\$18 each

COLOUR DUO	frosted fig	soft jade	bali blue	brushed copper
shadow colour				
liner colour				

All prices are suggested retail.

*Limited quantities while supplies last. Offer expires September 15th, 2011.

putting the V in VIP

Compiled by Marijana Klapcic



**preferred
customer
program**SM
consistency challenge
2011/2012

Want to show your customers the latest product, promote your personalized service, gain customer loyalty *and* be rewarded for doing it? Then it's time to power up your business with the *2011/2012 Preferred Customer Program Consistency Challenge!*

When you enrol in the Preferred Customer Program for four consecutive quarters beginning with the Fall/Holiday 2011 program (July 15th – August 15th, 2011) and ending with the Summer 2012 program (April 15th – May 15th, 2012), you'll earn the **Mary Kay® Mug Collection**, which includes four ceramic mugs designed to beautifully brand your business with every sip! The set comes in a sleek black box – ideal for storage and still stylishly savvy!

It's a perfect conversation starter when guests stop by for a visit. And because of your "consistent" commitment to your business, we feel that you deserve to enjoy your favourite hot beverage as only a true Mary Kay maven could.

Plus, enrolling in all four Preferred Customer Program quarters could earn you the ultimate Seminar 2012 prize ... but we're keeping that under wraps until July 1st – just to add a little dose of anticipation to the coming new Seminar year!

For full challenge details – including additional recognition you can earn at Leadership Conference, Career Conference and Seminar 2012 – visit the *Preferred Customer Program* section on the MKOC® beginning July 1st!



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

FALL/HOLIDAY 2011 GIFT WITH PURCHASE

mini timewise® night restore & recover complex™ & mini timewise® microdermabrasion set

This quarter's gift with purchase combines a customer fave with a revolutionary new product! The result? Refined, replenished and restored skin! Now who wouldn't want that?

Each gift-with-purchase set includes:

- one mini TimeWise® Night Restore & Recover Complex™ in a choice of a normal-to-dry or a combination-to-oily formula (5 g); and
- one mini TimeWise® Microdermabrasion Set, including Step 1: Refine (14 g) and Step 2: Replenish (5 mL).

Once your customers discover the age-fighting potential in these products, they're sure to become a part of their daily skin care routine. And you know what that means – an opportunity to follow up with the fabulous full-sized versions!

About TimeWise® Night Restore & Recover Complex™

You already know about TimeWise® Microdermabrasion's multiple benefits; but what about TimeWise® Night Restore & Recover Complex™? Although it doesn't officially launch until the Fall/Holiday 2011 promotion, we thought we'd give you a sneak peek, so you're armed with answers for your customers! Of course, be sure to watch for a more comprehensive look into this new product in the next issue of *Applause*® magazine.

Benefits At A Glance

- Activates collagen production.*
- Restores the skin barrier.*
- Targets the skin matrix.*
- Helps skin recover from daily damage.
- Beautiful skin's secret? Fighting aging while you sleep.

*Based on in vitro testing.

Why Do You Need This Product?

When the day is over and you're ready for some rest and relaxation, your skin is still hard at work. In fact, some experts agree that night is the time that the skin should focus on the restorative process in order to recover from daily damage. That's why the scientists at the Mary Kay Research Center began to explore ways to optimize the skin's ability to recapture at night what it lost during the day. After six years of research and hundreds of scientific studies, TimeWise® Night Restore & Recover Complex™ was born.

The name says it all – Night Restore & Recover Complex™ gives your skin the nighttime "R&R" it so desperately needs. And that means awakening the age-fighting potential of your skin at night is as easy as falling asleep.

Your Ideal Customer

TimeWise® Night Restore & Recover Complex™ is for the woman who's:

- ready to take the fight against aging to the next level;
- ready for the latest technology and the most effective ingredients;
- seen the visible benefits TimeWise® products deliver and wants to enhance the benefits of the products she's already using; and
- new to TimeWise® but is looking for the next innovation in skin care.

As part of your nightly regimen, Night Restore & Recover Complex™ would be applied after TimeWise® Night Solution and before TimeWise® Age-Fighting Moisturizer. Tell your customers that TimeWise® now empowers skin while you sleep to awaken its age-fighting potential. Just a few minutes at night can deliver benefits you'll see every day.



May not be exactly as shown.

dates to remember

Enrolment begins: July 15th, 2011.

Enrolment deadline for *The Look*: August 15th, 2011.

Enrolment deadline for the *Fall Fantasies* postcard: September 15th, 2011.

Gift with purchase and generic literature packs will be shipped by: September 16th, 2011.

Customer and Independent Beauty Consultant versions of *The Look* mailed by: September 19th, 2011.

***Fall Fantasies* postcard begins mailing:** October 25th, 2011.

Gift with purchase offer expires: December 15th, 2010.

social media: rules of engagement

Stay tuned for Part II in the Fall/Holiday 2011 issue of Applause® magazine!

Rules, rules, rules. Yes, it's been said that they're made to be broken, but when it comes to social media vehicles like Facebook and Twitter, there are some that are just best to be followed.

WHY DO WE HAVE GUIDELINES?

Mary Kay has created *Social Media Guidelines* for you to follow for two key reasons:

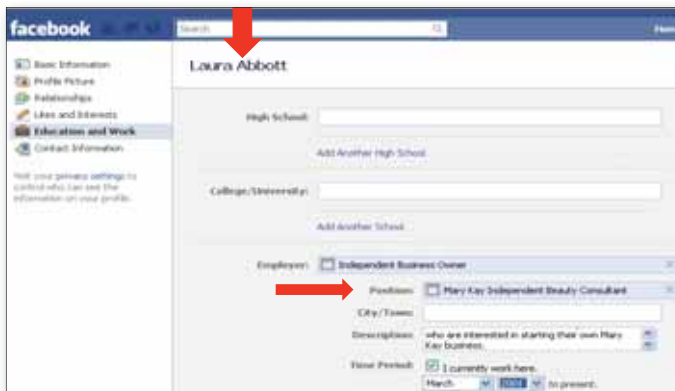
1. they help to protect you; and
2. they help to protect the Mary Kay® image and dream.

As an Independent Beauty Consultant, it's up to you to convey a truthful representation of Mary Kay® product and the Mary Kay opportunity – but you're not on your own, because we're here to help you do that!

The first thing to keep in mind is that although social media can help you spark interest in and drive traffic to your Mary Kay® Personal Web Site (PWS), it's not intended to replace or replicate your PWS elsewhere on the internet. Your Mary Kay® Personal Web Site should be the main point of online contact between you and your customers.

SETTING UP YOUR SOCIAL MEDIA PROFILE ON FACEBOOK

1. When listing your "Employer" on your Facebook Profile, use the term: Independent Business Owner. You can also use "self employed" or "Mary Kay independent business owner".
2. Your "Position", that's easy ... Mary Kay Independent Beauty Consultant.
3. "Description" options: "As a Mary Kay Independent Beauty Consultant, I sell Mary Kay® skin care, body care, fragrances and colour cosmetics. I also can help with others who are interested in starting their own Mary Kay business." Or, "As a Mary Kay Independent Beauty Consultant, I sell Mary Kay® skin care, body care, fragrances and colour cosmetics."



4. Website: Your Mary Kay® Personal Web Site address.

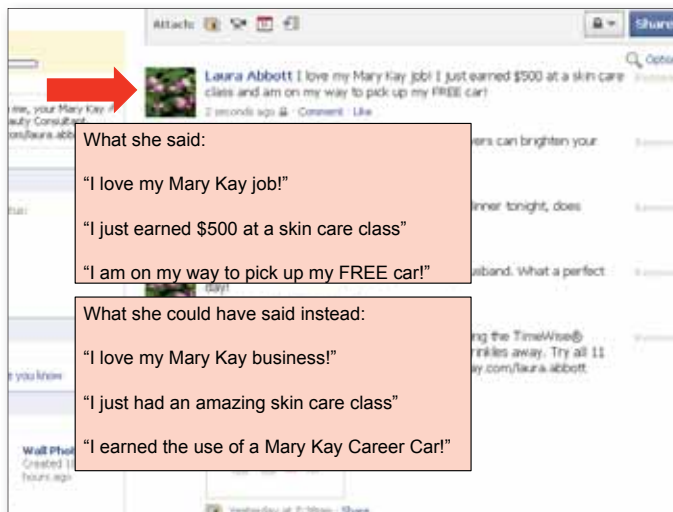
5. Should you wish to post Mary Kay related images to your Social Media Site, it's important that you use only images found under "Company Approved Images" on the Digital Zone on the MKOC® (the Company does not authorize the use of its trade name and/or trademarks; e.g., logos).

SOCIAL MEDIA DON'TS

Mary Kay-related social media posts that you create should:

- Never contain direct or implied earnings claims.
- Never contain incorrect or misleading information about Mary Kay or the Mary Kay opportunity.
- Never misrepresent any relationship with Mary Kay.
- Not imply that Mary Kay Cosmetics Ltd. is endorsing the contents of your social media site.
- Only contain general and truthful comments about your own personal experience with Mary Kay® product.

Here's an example of a Facebook post that violates the Company's Social Media Legal Guidelines – and a suggestion for how it could have been worded differently:



Product claim statements in social media

– what you CAN do:

- "I love the Time Wise® Miracle Set®!"
- "Mary Kay® Satin Hands® is my all time favourite product!"
- "I love the way Timewise® Microdermabrasion makes my skin feel."

Product Claim Statements in Social Media

– what NOT To Do:

- Do not state that a product treats a skin condition: "The Mary Kay® Satin Hands® Hand Cream cured my eczema!"
- Do not promise specific results: "After using the TimeWise® Miracle Set®, my fine lines and wrinkles are 90% gone."
- Do not exaggerate your results: "After just one use of the TimeWise® Miracle Set®, my fine lines and wrinkles disappeared."
- Do not compare results with specific, competitive products: "I've tried ABC Cosmetics Microdermabrasion system and Mary Kay's is ten times more effective."

WHERE CAN I FIND SOCIAL MEDIA GUIDELINES ON THE MKOC®?

In two places:



material and advertise on the Internet by purchasing space on any other website or by purchasing or otherwise obtaining a banner advertisement or other similar advertisement (i.e., electronic classified advertisement).

THE MARY KAY® PERSONAL WEBSITE PROGRAM

The Mary Kay® Personal Web Site program and the methods described within the Mary Kay Social Media Guidelines are the **only** authorized ways you can advertise your Mary Kay business online. For subscription procedures or for additional information about the Mary Kay® Personal Web Site program, visit *eMarketing Suite* section on the MKOCSM website.

MARY KAY SOCIAL MEDIA GUIDELINES

Definition of "Social Media"

Social Media is defined as a category of sites that is based on user participation and user generated content. They include, but are not limited to, social networking sites like Linked In, Plaxo, Facebook, Myspace, Twitter and YouTube. Throughout these guidelines, when we refer to "Social Media Site" we are referring to sites that fall within this definition.

Promotion of Your Mary Kay Business Through Social Media

The Company knows that many of you enjoy engaging in various types of social media in your personal lives, whether it's sharing information about your family with friends and others, or sharing your thoughts and opinions on various topics. We also know that you are very proud of your Mary Kay business and would love to keep friends, family and customers up to date on your business and the Mary Kay® products and services you offer. The following Social Media Guidelines are intended to assist you, should you wish to share information about your Mary Kay business on various Social Media sites. Please

© 2010 Mary Kay Cosmetics Ltd.

Revised July 2010

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Find it online: MKOC® > Resources > Legal Ease



Find it online: MKOC® > Business Tools > Promote Your Business > Digital Zone

POSTING STATUS UPDATES AND/OR COMMENTS ON MARY KAY COSMETICS LTD.'S HOSTED SOCIAL MEDIA SITES

Mary Kay Cosmetics Ltd. currently has a presence on Twitter, Facebook and a Company-sponsored blog (twitter.com/marykaycanada, facebook.com/marykaycanada, www.marykay.ca/blogspot).

As always, you're encouraged to visit these Company-sponsored social media sites frequently and share your thoughts and comments; however, it's important that you not attempt to promote your independent Mary Kay business through links to, or mention of, your Mary Kay® Personal Web Site or other personal contact information on these sites.



share the **mary kay buzz!**

– Marijana Klapcic

TimeWise® Liquid Foundations Canadian launch

On February 1st (the exact day the TimeWise® Liquid Foundations launched!), 23 editors, writers and bloggers gathered at Toronto's Jamie Kennedy Café in the Gardiner Museum to see – and feel – all the beauty buzz surrounding our new foundations.

While the event focused on introducing the Canadian media to the TimeWise® Liquid Foundations, the Mary Kay® Foundation Primer and the Foundation Brush, it also provided an excellent opportunity to familiarize them with the “new” Mary Kay and dispel their misconceptions about the brand. Key Mary Kay corporate staff conducted presentations on the Company and its heritage, our foundation portfolio and the science behind the Mary Kay beauty.

Professional makeup artist Diana Carreiro worked with three models to demonstrate shade matching, shared her love of the our patent-pending foundation primer and showed how to put the foundation brush to work to create a fabulously flawless face.

Each participant had the opportunity to be shade matched by Diana and chat with her one-on-one. But I have to say: I think they had the most fun playing with the product themselves!

Plus, each guest got to take home a gift bag full of goodies that included:

- both formulas of TimeWise® Liquid Foundation in their perfect shade match;
- a Mary Kay® Foundation Primer;
- the Mary Kay® Liquid Foundation Brush;
- and a branded USB drive with the electronic press kit.

And the response has been overwhelming, with **Bahar Niramwalla**, makeup artist/freelance writer/specialist for The Marilyn Denis Show (<http://www.marilyn.ca/About/Contributors/BaharNiramwalla.aspx>), even tweeting: “since the foundation event I’ve used nothing but my new shade!!”

The verdict

The media has been showing their love for our liquid foundations!



◀ Katherine Flemming, Associate Beauty & Fashion Editor for Canadianliving.com wrote an entire blog devoted to the foundation launch event entitled, “The Best Foundation Tip, Ever”, featuring shade matching tips from Diana Carreiro.



◀ BeautyParler.ca (full review of the foundations and launch event) March 8th, 2011

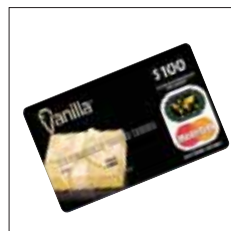
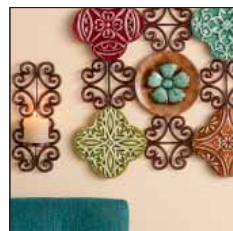


◀ Flare April 2011

Be sure to keep checking the “Press Room” on www.marykay.ca and our Facebook page for even more beauty buzz.

“those who show up,
go up.”

grow



PAGE 28 | SNEAK PEEK!

Quarter 1 Star Consultant Prize Program Preview

35  35

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35 by 35
where are we now?

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seminar 2011
countdown

PAGE 30 | RED JACKET CORNER

rocket to success
in red

1983

“career
apparel
of the decade
award
for the 1980s”

Then: In 1983, the Mary Kay Independent Sales Director Suit won its first of nine awards from the Career Apparel Institute, a division of the National Association of Uniform Manufacturers and Distributors. Mary Kay Cosmetics also won the distinguished “Career Apparel of the Decade” award for the 1980s.



THEN & NOW

THEN & NOW

Now: Whether it's onstage at Seminar or on the big stage we call life, all eyes will be on you in the new 2011 Career Apparel Collection. Independent Sales Directors can choose between the Modern Orchid or Bold in Black Collection. And, exclusively for this year, our fabulous debuting Star Team Builders can suit their style with either the Mackenzie, Emma or Charley Red Jacket.

today



THE MACKENZIE

THE EMMA

THE CHARLEY



DID YOU KNOW... In a speech she gave at Seminar 1980, Mary Kay stressed the importance of moving forward in your business, saying “You are hourly, daily, mixing together in the whirling, mixing vat of your mind the ingredients that will determine the kind of finished product **you** will become. Remember, yesterday is a cancelled cheque, today is ready cash, tomorrow is a promissory note. Forget the past!” Her speech was so popular, in fact, that after receiving so many requests for copies, it was reprinted in the March 1980 issue of *Encore*.



where are we now?



a new beginning = exciting new challenges

As the 2011 Seminar year comes to an end – and with a new one on the horizon – our thoughts turn to new goals to be set and new dreams to realize.

And thanks to your hard work, commitment and all your success during *Lynda's March Madness*, we're well on our way to reaching our 35 by 35 goal – to have 35,000 Independent Beauty Consultants by the start of our 35th anniversary on June 30th, 2012.

And since this exciting promotion was launched at Seminar 2010, we've seen some incredible results!

- Each unit has added an average of two new unit members each month – and six new unit members per quarter!
- Since August 1st, 2010, 46 new Independent Sales Directors have debuted!

With the 35 by 35 first anniversary quickly on its way, how can you help us achieve this exciting challenge? Here are a few ideas!

- If each Independent Beauty Consultant shares the opportunity with one person by June 30th, 2012 we'll exceed our goal!
- Each Independent Sales Director adds 8 Independent Beauty Consultants,
- Each National Area adds 238 Independent Beauty Consultants.

As well, you'll want to have pens poised during your business-building classes at Seminar for even more fabulous ideas on how you can contribute to the exciting 35 by 35 goal.

hands in the air, show the world that YOU care

If you attended Career Conference 2011, you saw just how committed our *Weekend of Power* attendees were to helping us achieve the 35 by 35 goal during a fabulous video that had everyone on their feet. Why not take the time to practice your dance moves so you can show them off at Seminar by watching the 35 by 35 video, now available on the MKOC® under *Contests & Rewards*. Even better, we've included the lyrics and music so you can sing along!

So how can you help us achieve our exciting 35 by 35 goal, while reaching new heights of success in your business? Here are a few tips from **Independent Senior National Sales Director Angie Stoker** from Orleans, ON on how to do just that.



"Why not ask yourself... 'What can I do to increase my personal business?' Knowing that booking is the lifeblood of your business, why not make 5 new booking contacts a day? At the end of each week, you'll have 35 more booking contacts. Remember, strangers are just friends you haven't met yet. Think of all the awesome people you're going to meet; the great bookings you'll have; the wonderful customers you'll create; and the fantastic new team members you'll be able to share our beautiful Mary Kay opportunity with!"

"We are one step away from helping make our dreams come true. The 35 by 35 promotion is that step. Whatever your dreams or goal, promoting the 35 by 35 promotion is sure to guarantee success. It's time to grow into your future – let it take you there. This exciting promotion is sure to move your business forward. Take advantage of the 35 by 35 promotion to help you expect more of yourself; believe more in yourself; and achieve more for yourself. Have fun and enjoy whatever idea or tool you decide to use to be part of helping achieve the 35 by 35 promotion. Believe and achieve! It's your time to shine!"

mk media library updates

quarter one podcasts*

Finish the Seminar year strong – and ignite your inspiration for the one ahead – with new podcasts from independent sales force leaders. Available to all independent sales force members.

JUNE 2011

- *Booking is the Lifeline of Your Business* featuring **Independent Sales Director Tamara Swatske**
- *Understand the Meaning of "No"* with **Independent Sales Director France Grenier** (available exclusively in French).

JULY 2011

- *Move Past Red!* with **Independent Sales Director Evelyn Ramanauskas**.
- *Move Past Red!* with **Independent Sales Director Sonia Janelle** (available exclusively in French).

AUGUST 2011

- *Build Confidence in Your Business* featuring **Independent Sales Director Darcey Smith-Heath**.
- *Build Confidence in Your Business* featuring **Independent Sales Director France Mimeault** (available exclusively in French).

* Available exclusively in English unless otherwise indicated.

Find tips to help you download and listen on the go in the *MK Media Library* section of the MKOC®.



Find it online: MKOC > Education > MK Media Library



You've seen the logo, you might have even committed to helping us achieve our awe-inspiring 35 by 35 goal by reaching out to touch the 35 by 35 beachball. But can you find all the 35 by 35 logos hidden within the pages of *Applause*? There are 35 to be found – why not challenge yourself to see how well you can do!



seminar 2011 countdown

honouring the keepers of mary kay's dream

Seminar 2011 will be filled with incredible recognition, amazing education and fabulous girl time with your sister independent sales force members. What better way to celebrate the heart and hope of Mary Kay than by being part of heartfelt celebrations for the inspirational women who will debut as an Independent National Sales Director and Independent National Sales Director Emeriti. You won't want to miss these momentous debuts!

come ready to learn!

When it comes to learning at Seminar 2011, we've got you covered. From business-building classes with top Mary Kay leaders to bite-sized learning at the MK Learning Centre to fabulous product education to build your colour confidence, this is THE place to be.

Here's a highlight of what you can expect:

INDEPENDENT BEAUTY CONSULTANTS & INDEPENDENT SENIOR BEAUTY CONSULTANTS

Gaining, Retaining and Developing Customers

The problem of finding new customers seems unlikely when people with skin are all around you! Hear tips on how you can overcome the fear of approaching new customers and discover how to develop them into long-term relationships. Mary Kay said, "If you take care of your customers, they will take care of you!"

Oh the Places You Could Go!

Mary Kay said, "Did you know that within your power lies every step you ever dreamed of stepping, and within your power lies every joy you ever dreamed of seeing? Listen as an Independent National Sales Director helps you think a new thought, set a new goal and create a new plan that could take you closer to your dreams."

There's Power in the Party

Learn how to maximize your party power! Discover how to make powerful party connections: From retail sales, referrals and potential new team members to relationships for a lifetime – the party is where it's at! Don't miss this class!

STAR TEAM BUILDERS & TEAM LEADERS

Building a Bridge to Your Future

You've earned your beautiful Red Jacket and you've caught the vision of success. Make sure that you are taking the steps that draw you nearer to your dreams every day. Are you doing all you can to be ready for the abundance that's in store for you? Find out!

Today is Someday!

How many times have you said, "Someday I'll become an Independent Sales Director!" Let this be the year you take "someday" out of your vocabulary and give it all you've got! Decide to think a new thought, dream a new dream and create a real plan that could take you all the way!

Effective Business Systems

Have you lost control of the day-to-day management of your office? It's time to put systems into place to help you run your business more smoothly. Learn communication and scheduling systems that can help you become more organized.

FUTURE INDEPENDENT SALES DIRECTORS & INDEPENDENT SALES DIRECTORS-IN-QUALIFICATION

Life Happens – But it Won't Catch Me!

It happens to everyone - you make great plans and set huge goals ... and then life happens! In this class, you'll hear tips on how to brace yourself for the unexpected and how to motivate yourself to keep on keepin' on! Attaining your goal may cost you, so decide in advance if you are willing and able to pay the price!

Team Building with Integrity

Mary Kay said, "As we journey through life, the most valuable assets we carry with us are our integrity, our reputation and the good, honest name upon which we can build our future in business." If you've been in doubt about how to handle difficult team-building decisions, you can hear what Mary Kay would do in this class!

What Makes a Leader?

Although a leader should possess skill, determination and vision, one of the most important characteristics that can distinguish a good leader from a great one is "emotional intelligence." Discover the components that make up emotional intelligence and how to manage the emotions that can influence your success.

MK LEARNING CENTRE

learn it, love it!

The MK Learning Centre – open to everyone attending Seminar – is back for the third year in a row. With repeat performances on popular topics plus a few much-requested "newbies", these 15-minute sessions will give you instant insight on the topics that have you – the independent sales force members – talking.

- Career Car Program
- Getting the Media's Attention
- Hot Ingredient Topics
- Professional Makeup Artist Diana Carreiro
- Projecting a Professional Image
- Social Media 101

Sessions run on Day 0 ONLY, from 10:15 a.m. to 5:00 p.m. Seating is limited; so be an early bird to score your seat!

*Topics subject to change. Independent Beauty Consultants registered for Seminar will receive an e-mail just prior to Seminar with a full MK Learning Centre schedule.

ONSTAGE EDUCATION DURING THE MAIN SESSIONS!

10-show week

Hear first-hand from Lynda Rose, Vice President of Sales & Marketing, as she shares her thoughts, trials and tribulations on her 10-show week journey. And hear from an independent sales force member who created an unstoppable momentum in her Mary Kay business from her own 10-show week experience.

txt spk

Do you receive text messages from customers or team members that seem to be written in some type of code language? Do you wonder how on earth you can reply to them using that tiny keyboard on your phone? Do you wonder why they never pick up the phone? Fear not, text messaging is just 21st century shorthand otherwise known as text messaging shorthand.

This fun segment will have you LOL'ing with your BFFs as you learn how to adjust your communication style to work with your customers and team members. Whether it's texting, phoning, Facebooking or Tweeting, we all need to learn how to modify our style so the clearest message is delivered.

ttfn! <3

 We heard you – and we're excited to share that you'll now have an extra half-hour of beauty sleep after Awards Night! That's right, business-building classes will begin at 9:30 a.m. on Day 2. To view a copy of the Seminar 2011 Schedule-At-A-Glance, as well as a complete schedule of business-building classes, visit MKOC® > Events > Special Events > Imagine...Your Way to Beautiful™ Seminar 2011.

Pssst! Independent Sales Directors! Look for your class descriptions on the MKOC®.

build your colour confidence

If colour application turns you white with fear, pink with uncertainty or green with envy of others who seem to have it mastered, then put your colour woes aside.

Throughout Seminar, you'll see gorgeous videos featuring professional makeup artists providing detailed makeup application tips you can share with your customers.

Don't miss it!



For full details and to register, be sure to check out the MKOC® > Events > Special Events > Imagine... Your Way to Beautiful™ Seminar 2011.

bring your dress for success donations to the MKACF Booth

Mary Kay believed that you only got one chance to make a good first impression. And by looking your very best, you'd be destined for success.

Why not share this opportunity for success with other women by donating your new and gently used suits, business attire and accessories at the MKACF booth in the Expo. We'll donate these items to local women's shelters.

Here are a few guidelines on what is most needed.

- New clothing, accessories.
- Gently-used accessories.
- Gently-used Plus Size & Petite Size women's clothing – business casual to professional.
- New footwear – professional.
- Very lightly worn footwear – professional.
- New & gently-used jackets, trenches & winter coats.
- New & gently-used purses, wallets & brief case-style bags.

Please donate everything clean and ready to wear and place everything on hangers or have it folded neatly in a large shopping bag.

find your way to beautiful success

The 2011 Seminar year has been one filled with inspiring your way to the top and achieving your way to the stars – and now you can access the soundtrack to your success. That's right! The theme song for the 2011 Seminar year – “Find Your Way” – is now available under *Events > Special Events* on the MKOC®. Why not download your copy today and envision yourself celebrating your beautiful dreams come true at Mary Kay's biggest event of the year.



COUNTDOWN TO SEMINAR 30 days and counting

3535

3-5 WEEKS BEFORE

- Pre-shop for souvenirs! Check out the MKOC® to take a look at all the fabulous Sales Booth items available.
- Have allergies or special menu requirements? Be sure to contact the Special Events team by phone at, (905) 858-0020 ext. 2273 or via e-mail to speialeventscanada@mkcorp.com.
- Be sure to make arrangements for your child(ren) to stay with a caregiver.
- Get glam! Go shopping for your Awards Night gown, shoes and accessories.
- Do your homework. Visit the *Education* section of the MKOC® to familiarize and prepare yourself for your Seminar business-building classes.

1-2 WEEKS BEFORE

- Choose your favourite makeup artist look from the latest issue of *The Look* to get Awards Night glamorous.
- Pack!
- Show pride in your Mary Kay business by maintaining the Mary Kay image – have your career apparel dry-cleaned.
- Be sure to pack low- to mid-heeled dress shoes that complement your dress or suit.
- If driving, be sure to print out a map and directions from the online Confirmation Guide.

DAY BEFORE

- Stash some extra business cards so you can connect with new sister independent sales force members.
- Be sure to bring a pen and paper with you so you can take notes in sessions and classes.
- Before leaving home, provide your contact information to loved ones.

AT SEMINAR

- Pick up your registration packet to get all the information you need for the next three days of recognition, motivation and education!
 - Be sure to stop by both the Online Printer and FedEx booths in the Expo to see the exciting services and products they have to offer.
 - You earned 'em! Be sure to wear your namebadge ribbons for onstage recognition.
 - Remember to take notes at sessions and classes.
- As Mary Kay liked to say, “the faintest ink is better than the most retentive memory.”
- Have FUN and celebrate your superstardom!



Sales Booth*
Preview on
Page 66.

*Sales Booth items available while supplies last.

surprise yourself

Compiled by Andrea Querido

Star Consultant Program

Q1 Star Consultant Program Sneak Peek



Level 2,400

MK CONNECTIONS® PARTY TOTE

Part # 08229006

Carry all your class and party supplies in style with the new Party Tote. This multifunctional black, mock-croc tote (measuring 19" L x 12" H X 7" D) features two large outside pockets plus a roomy zippered interior pocket for ultimate storage – and the Cosmetic Caddy* fits nicely into the tote for even more storage possibilities!

*Sold separately.



Level 6,000

HIS AND HER STAINLESS STEEL SWATCH WATCH SET

Part # 08542706

It's time for two-of-a-kind style with this His and Her Stainless Steel Swatch Watch Set. Both versions features a matching stainless steel bracelet with counterpoint polished and satin-brushed steel links, a sunbrushed black dial and date window. And her version also features tiny crystals around the face.



Level 9,600

XBOX 360 4GB KINECT BUNDLE

Part # 08543106

Your play – your way! With a 4GB memory, built-in Wireless N, and HDMI connectivity, the Xbox 360 Slim console is ready to play. This bundle also comes equipped with the Kinect hardware system and Kinect Adventures game, so you can discover the ultimate gaming experience right out of the box. Includes the Xbox 360 Slim Console, a wireless controller, the Xbox Kinect Sensor and the Kinect Adventures game.

prize potential

When people think of Mary Kay rewards, the pink Cadillac usually comes to mind. But most prizes earned by independent sales force members come from the quarterly Star Consultant program created by Mary Kay Ash herself in 1977.

Thousands of prizes, from TVs to jewelry to home office supplies have been earned, but the true reward comes from how the program can help a Mary Kay business grow.



Here's what **Independent Sales Director Kathy Handzuik** of Kamsack, SK, who has been a Star Consultant for 118 quarters, had to say about becoming a Star Consultant and how it can boost your business potential!

"When I began my Mary Kay business in 1980 I was told that 'Consistency is the key to success and the *Ladder of Success* pin was like a report card for our sales achievement.' So, I decided to make it my goal to consistently achieve Star Consultant status.

As a Star Consultant, I've earned all kinds of prizes such as Mary Kay china, cameras, camcorders, jewelry, watches – even a Nintendo Wii System! The first Star Consultant prize I ever earned, which I absolutely loved, was a beautiful Mary Kay tote/purse. I used it for my everyday purse for over a year!

Striving to be a Star Consultant helped me ensure bookings every week, which enabled me to build a wonderful customer base from which I was able to build a strong team as well.

By being a Star Consultant each quarter, you'll keep yourself on track with sales, with team-building – and you'll earn an awesome prize every quarter! So why wouldn't you?"



become a star consultant

Stars are within your reach! Start planning now to be a star at Seminar 2012 by building your customer base and your selling power during each quarter of the year! You have two ways to earn contest credits through the Star Consultant program each quarter: selling and team-building!

When you place a minimum of \$1,800 in wholesale Section 1 orders* in any contest quarter, you can achieve Sapphire Star Consultant status. When you do, you receive:

- Your prize choice from the 1,800 prize category.
- A *Ladder of Success* Pin** with a Sapphire*** gemstone and a number adornment indicating the number of times you've achieved Star Consultant status.

It only gets better from there! With each higher contest category you achieve, the prizes are more enticing! By adding qualified new personal team members**** for 600 contest credit points each, you can move up even faster.



*To participate in the Star Consultant Quarterly Contest, a minimum of \$1,800 in wholesale Section 1 orders must be received by the Company within the contest quarter.

**Only first-time achievers will receive the *Ladder of Success* Pin.

***For every quarter of achievement after the first quarter, you will receive a gemstone indicating the level of your achievement, provided you have not achieved this level before.

****A qualified new personal team member is one whose Independent Beauty Consultant Agreement and a minimum of \$600 in wholesale Section 1 orders are received and accepted within the contest quarter or 60 days from receipt and acceptance of Agreement to the Company.

HOW TO

Here are some fabulous tips to help keep you on track to achieve Star Consultant status.

- Read the *Consultant Guide* to find scripts on selling, team-building, overcoming objections and inviting people to events when you're first building your business. Practice them over and over until they're memorized and they become your own. Scripts keep you professional, on track and non-judgemental.
- Follow up with customers on a regular basis, keeping track of their product needs and letting them know about limited-edition items.
- Listen to Mary Kay CDs from the *MK Media Source* and be sure to visit the *MK Media Library* to stay motivated. You can find both of these resources under the *Education* tab on the MKOC®.



Star Dates for Seminar 2012 Year

Keep these quarterly Star Consultant Program dates in mind to help you plan accordingly.

Quarter One

July 1st – September 30th, 2011

Quarter Two

October 1st – December 31st, 2011

Quarter Three

January 1st – March 31st, 2012

Quarter Four

April 1st – June 30th, 2012

Visit the MKOC® for Star Consultant Program details, and look for the quarterly brochures in your mailbox in July, October, January and April.

Welcome to the premiere edition of **Red Jacket Corner!** Whether you're a Star Team Builder or shooting to get there, this section is designed to keep you inspired and in-the-know. And no matter where you are on your career path, you're sure to enjoy the read!



redjacket corner

rocket to **success in red**



What better way to learn the ropes of a Star Team Builder than by asking someone who's proudly sporting the regal Red Jacket? Here's what

Star Team Builder Wilma Logullo of Woodbridge, ON had to say.

Q. Being a new Independent Beauty Consultant can be intimidating and overwhelming. How and when did you decide to take your business to the next level (Star Team Builder)?

A. It can definitely be challenging; we all want to excel in our own business. We want to provide the best product and the ultimate in customer service – and ensure our bottom line is in the pink (that'd be black for all the accounting types!).

With the ongoing support and guidance from **Independent Senior Sales Director Shelley Recoskie**, building my business has been so rewarding on so many levels. The wealth of knowledge acquired by attending the weekly training sessions, including the invaluable tips provided by Shelley and the rest of the unit, contributes to added confidence, increased product knowledge and the confidence to close the sale.

Star Team Builder can be achieved quickly if you can share your product knowledge effectively. The key is to make your class experiences

enjoyable, which can include the injection of a healthy dose of good humour. It certainly increases your chances of success in achieving your accomplishments.

Take pleasure in meeting new people. Share your knowledge and excite them about the products. Success will be yours.

Q. What advice would you give to an Independent Beauty Consultant who's sitting on the fence about team-building?

A. My first suggestion would be to try all the products – to experience the difference in your own skin; or at least to be familiar with the texture, scent, order of application, etc. And when you discover the products that rejuvenate your skin, you'll be exhilarated to tell everyone you meet!

Team-building will provide you with the ability to teach newly-acquired skills, it'll give you a self-confidence boost and the experience of learning and sharing with your team.

Strength comes in numbers ... and so does success.


Q. Do you have a specific approach when first introducing someone to the Mary Kay business opportunity?

A. My approach is simple: excite them with the possibility of a

successful, flexible and balanced business opportunity based on solid, renowned products. Added perks include meeting new friends, building a business with a super team and the ability to work at your own pace.

Oh, The Possibilities!

If you're currently a Star Team Builder with 3-4 active personal team members, did you know that if you add just one more team member you could be on your way to earning 8% or 12%* personal team commission and a \$50 team-building bonus for each qualified personal team member you add from that point on? You'd also be eligible to go on-target for Grand Achiever status (Consultant Career Car or Cash Compensation). It's not too late to make this a Seminar 2011 goal!

 *For full details on commission schedules, please see page 19 of the *Advance Brochure* – located on the MKOC® > Resources > Publications.



Now for the other side of the coin. Independent Sales Directors have walked in the shoes of a Star Team Builder. We asked newly debuted **Independent Sales Director Tammy Eliuk** from Morinville, AB to share her journey with us – and to describe what inspired her to shoot for the stars.

- Q.** When did you know you wanted to become an Independent Sales Director?
- A.** I knew I wanted to be an Independent Sales Director before I even signed my Independent Beauty Consultant Agreement. I was living in Seoul, Korea and I'd been talking to my girlfriend (who is now my Independent Sales Director) back home and thought it would be cool to start a Mary Kay business in Canada. It was at the same time that we got a call from Canada – a call that would change everything. My mother-in-law was very ill, so we were heading back home. It was then I decided that as soon as I arrived, I'd start my Mary Kay business.
- Q.** What was your “a-ha” moment?
- A.** It was at my first Career Conference (2010) in Calgary. I watched everyone celebrate their achievements on stage, and I knew I wanted to do the same. But I knew I had work to do. So the very next day I went out and warm chattered everyone, booking classes and appointments for the next two weeks.
- Q.** What appealed to you most about being an Independent Sales Director?
- A.** Helping other women just as my **Independent Sales Director Gina Hormann** helped me. I moved to two different towns in four months and didn't know anyone. Gina gave me great advice on how to build my business. And now it's my privilege to pass on that knowledge.
- Q.** What advice do you have for a Star Team Builder whose goal is to submit her Independent Sales Director-in-Qualification Commitment Card?
- A.** DO IT! There's no time like the present, so don't wait any longer.

– Marijana Klapcic

lights, action, fashion exclusive function

Are you ready to walk the runway of red-hot success? By sharing the opportunity and enriching lives, you can make Seminar THE place to celebrate your sensational team-building efforts at an exclusive function on Day 0.

Although we want to keep some of the details “under wraps”, we can tell you it's going to be a sizzling celebration of your commitment to enriching lives – and your Mary Kay business.

Get ready to mingle with other Mary Kay rising stars, be recognized for your dedication to sharing Mary Kay's dream and hear from Independent Sales Directors who have furthered their dreams by reaching the next step on the career path. Plus, you're sure to be inspired by one of our fabulous Independent National Sales Directors. And of course we'll have a few exciting draws for some sensational swag!

Does this sound like something you'd like to be a part of? Then visit the MKOC® for complete qualification details.

So get ready to strut your fashionable stuff – and celebrate your commitment to sharing the beautiful life you enjoy – at Seminar 2011!

– Andrea Querido

a virtual team-building library

Did you know that the *MK Media Library* houses dozens of team-building recordings from Mary Kay's best of the best? And they're all FREE! You can download the mp3s to your personal computer to listen while you work, or transfer them to an iPod, portable media player or a CD to listen “on the go”.

Here's a glimpse at some of the titles* geared at your career path level:

- *Courage to Build a Team* featuring **Independent National Sales Director Jane Kosti**. Available in French by **Independent Senior Sales Director Lucie Beauregard**.
- *U.S. Independent National Sales Director Dawn Dunn* talks about why “red” is so HOT at Mary Kay!
- When you're ready to share the opportunity, listen to **U.S. Independent Future Executive Senior Sales Director Tracy Potter** as she talks about team-building.
- *Expand Your Circle of Influence* featuring **Independent Senior Sales Director Robin Courneya-Roblin**.

And there's so much more, including how to overcome objections and team-building scripts. New titles are added on the first of each month so check back often for a FREE monthly dose of inspiration! You can turn to page 25 to see what titles will be featured this quarter!

* Available exclusively in English unless otherwise indicated.

source for success

Haven't tapped into the *MK Media Source* yet? What are you waiting for? It's your opportunity to get team-building tips from sister independent sales force members across North America!

The *MK Media Source* is an online shopping directory that features dozens of motivational, inspirational and educational CDs and DVDs that can be purchased one title at a time at a cost of approximately \$3 U.S. each; or you can take it one step further and for just \$6 U.S. per month subscribe to receive brand new CDs in your mailbox every month. By subscribing, Independent Beauty Consultants will receive two CDs monthly; and Independent Sales Directors will receive the same two CDs, plus one leadership-focused CD each month. And it's as easy as registering with an e-mail address and password!



Find it online: MKOC® > Education > MK Media Library

Lynda's final thoughts on her *march madness* journey

The Starter Kit is packed and the Beauty Coat is hung. That's right, *Lynda's March Madness* came to a stellar end on March 31st. Under the principle of **"you cannot teach what you do not know and you cannot lead where you do not go,"** our Vice President of Sales & Marketing hit the road from March 16th – 23rd, bringing the beauty of Mary Kay to 52 women during her 13 skin care classes.

And the results were awe-inspiring! Her total sales were \$7,518.61, making her average sales per show \$578.00 and \$144.59 per person. The best part? Thanks to her hard work and commitment to sharing our fabulous product and building relationships with the incredible women she met along her journey, the Company matched Lynda's sales, raising over \$15,000 for The Mary Kay Ash Charitable Foundation.

Way to go Lynda!

"This was an amazing journey for me. I saw firsthand how women can be transformed when they try the product. I had one woman with extreme skin issues and I have to admit I was a bit nervous at first. But in the end, after trying our Satin Hands® Pampering Set, our TimeWise® skin care and a Dash 'N Go Look, she was transformed. And that's what it was all about for me.



Lynda's
Dash 'N Go Look

The most rewarding part of this experience was building a relationship with each woman and seeing the changes in them. We always talk about our mission statement (enriching women's lives) and now I can say I lived it – and saw it firsthand. And knowing that Mary Kay did a 10-show week, Ryan Rogers did a 10-show week and now I've done it – that's something I'm very proud of. But at the end of the day, and this is something I want to stress, you don't need to do a 10-show week to be successful. Simply be consistent, like Mary Kay taught, and by holding three classes a week you'll be on your way to becoming an Independent Sales Director, earning the use of that Career Car you have your eye on – and so much more. I know you can do it!"



– Andrea Querido



lynda's 6 most important things

WHEN IT COMES TO PRODUCT, WHAT SHOULD I BRING TO MY SKIN CARE CLASS?

You sell what you promote. Before your class, determine what you want to sell. My first couple of classes, I brought everything – just in case; but I quickly learned that I sold what I promoted. Armed with that knowledge, I worked from my Travel Roll-Up Bag and the Dash 'n Go Look I created; it allowed guests to get to know the skin care essentials and touch a bit of colour.

HOW LONG SHOULD THE AVERAGE SKIN CARE CLASS BE?

Keep your class short! I was able to conduct the class and close the sales in under two hours. So many of my hostesses thanked me for not having a class that went on and on. The hostesses and the guests commented that I made it look quick and easy. I can't emphasize this enough, especially if you're going to offer them the opportunity; they need to see firsthand that this business is easy and quick!

WHAT SHOULD I WEAR TO MY SKIN CARE CLASS?

Wear the beauty coat! I wore it every day and I loved it. I looked professional, I didn't have to think about what to wear and it was so comfortable. I truly looked the part of a professional Mary Kay Independent Beauty Consultant.

HOW CAN I MAKE SURE MY SKIN CARE CLASS PRESENTATION IS PROFESSIONAL, EVERY TIME?

Invest in the proper tools. I used the foundation brushes at every class. And when they tried the primer, foundation and brush – they bought all three; using another tool, like a sponge or their fingertips, wouldn't have resulted in the same impact on what I sold. Always use our disposable trays; don't put cellophane over them or reuse them. It's all about the presentation.

HOW CAN I GET MY HOSTESS INVOLVED IN THE SKIN CARE CLASS?

Prepare your hostess so that she knows exactly what's going to be done at the class. The more she knows, the more she's prepared to help and make sure her guests understand the flow of the show. And when you take the time to pre-profile your guests, it makes a huge difference; plus, it's the first step in building the relationship with them.

WHAT IF I FORGOT MENTIONING SOMETHING IN MY SKIN CARE CLASS – WILL IT AFFECT THE OUTCOME?

Just have fun! It was pretty much a given that at each class, I'd forget to tell them to put on their headbands, spill a drink (even in a disposable tray) or put way too much product in the trays. But it never mattered because we laughed at it all and had a blast!

lynda's march madness travel roll-up set

"What was in Lynda's Travel Roll-Up Set?" You asked via e-mail, Facebook and phone calls, so we thought we'd share it with all of you! You can also read more about Lynda's success with selling Travel Roll-Up Sets on the Mary Kay Canada blog: www.marykay.ca/blogspot.



Pocket 1: TimeWise® 3-in-1 Cleanser, moisturizer and liquid foundation.

Pocket 2: TimeWise® Day/Night Solution.

Pocket 3: Lynda's "Dash 'n Go" look – Mary Kay® Cream Eye Color, Cream Blush, mascara, NouriShine® Lip Gloss and Mary Kay® Oil-Free Eye Makeup Remover.

Pocket 4: Satin Hands® Pampering Set.

make summer sales hot

With the sweeping success of Lynda's Travel Roll-Up Sets during her 11-show week (13 including the last Wednesday of the week!), we thought we'd ask her what she'd recommend for a summer-specific Travel Roll-Up Set. Here's what she suggests:

Pocket 1: TimeWise® 3-in-1 Cleanser, TimeWise® Age-Fighting Moisturizer and Mary Kay® Tinted Moisturizer With Sunscreen SPF 20.

Pocket 2: Mary Kay® SPF 30 Sunscreen, Mary Kay® Subtle Tanning Lotion and TimeWise® Body Hand & Décolleté Cream Sunscreen SPF 15.

Pocket 3: Mary Kay® eye and cheek colour, a bronzing powder, Mary Kay® Tinted Lip Balm Sunscreen SPF 15, a NouriShine® Lip Gloss, Mary Kay® Waterproof Mascara and Mary Kay® Oil-Free Eye Makeup Remover.

Pocket 4: Satin Hands® Pampering Set.



– MK

congratulations

to these fabulous Independent National Sales Directors, who committed – and completed – their own 10-show weeks!



Marcia Grobety



Linda MacDonald



Debbie Mattinson



Olive Ratzlaff



Phil Warren



Donna Weir

passing it on...

You might have tracked her progress, you might have even committed to holding your own 10-show week, but one thing is for certain, *Lynda's March Madness* ignited a fire of excitement and activity across Canada.



In fact, **Independent Senior Sales Director Elizabeth Farris**, a member of the Go Give Area, went one step further and now incorporates the 13 things Lynda learned or discovered during her journey when working with her unit.

Here's what she says about how Lynda's experience can help new Independent Beauty Consultants start their business on the right foot – and achieve success.

How do you use Lynda's 13 Most Important Things blog with new Independent Beauty Consultants?

Lynda's 13 points really put her *March Madness* into a nutshell as to what is important to be successful in your Mary Kay business. The simple things suggested to make a class go smoothly such as the importance of being organized, planning ahead, the fact that one doesn't need an expensive wardrobe (our beauty coat is great looking and comfortable), promoting what you want to sell, ship anything else that is ordered, use the Flip Chart, headbands, the new Mirror With Tray with the mesh bags filled exactly the same per person...investing in your business by having inventory on your shelves...and so much more...all to give our finished product – and our skin care class – a professional image.

I've printed Lynda's complete blog from start to finish and introduce it at a round table, giving each Independent Beauty Consultant one of her 13 classes to read. As each takes a turn reading about a class, we stop to discuss various things that happened, such as how she handled unforeseen situations, having a positive attitude at all times, what's in a Travel Roll-Up Bag, how important it is to have FUN, how she handled no-shows and other surprises. We all have them – even Lynda – and she learned to think on her feet.

What value do you think it brings to new Independent Beauty Consultants just starting their business?

Lynda's blog is of huge value because it comes from a 'newbie' – someone who experienced it for the first time. I believe that a booklet could be made out of the whole week's work (including information gathered from Ryan Roger's 10-show week) to get Independent Beauty Consultants excited about their business and get them moving in a positive, money-making direction. It tells them what they can expect... there will be disappointments, but there will also be a wonderful feeling of self-satisfaction when you've done the best you can.

Which of the points do you most agree with? What was your favourite point?

I loved them ALL and feel that each one is as important as the other. They work together to give one the outcome one desires...not one can be left out...all 13 together make a great sum of one. Having a place to do the individual close and consultation at the end of an appointment

is a must because "asking for the sale" is part of our business. I also believe that working our business consistently is THE key, and agree completely that an average of two to three shows a week is all one needs to hold to build a great Mary Kay business.

I reviewed my business activity for the year I became an Independent Sales Director and discovered that I had held EXACTLY 104 classes in one year = an average of two shows a week! Having a goal is paramount to having appointments and my goal was to meet Mary Kay Ash herself. The ONLY way to assure that was to have her present me with my first diamond ring in the Consultant Court of Personal Sales. I prepared for my classes to make sure they would be the best they could and studied the *Consultant Guide*, doing exactly as suggested. It worked because I worked. I also shared the business with enough women to become an Independent Sales Director-in-Qualification, all because I chose to apply the Four Point Recruiting Plan as suggested. Serendipity happens when we do our business the right way...the Mary Kay way!

Thank you, Lynda, for caring enough to do this 10-show week for us, and reaffirming that this is the BEST BUSINESS to be in, selling the BEST product there is. The ladies love it and buy it – once we give them the chance to try it. And, as Mary Kay would say: "YOU CAN DO IT!" And Lynda, you did it!!!

– Andrea Querido

fun fact:

Do you believe in the power of social media? During *Lynda's March Madness*, there were countless questions and kudos for Lynda – including independent sales force members reaching out from across North America and as far as Brasil.

Here are just a few:

"You are such an inspiration to me. Because of your challenge, I have decided to do the same and the increase in my excitement and activity levels for my business have gone through the roof. Thanks for your leadership."

~ Independent Sales Director Mary-Lou Hill, Leduc, AB

"Congratulations Lynda! We are soooooo PROUD OF YOU! Had to go to plan B to finish my 10-show week and what kept me going, I must admit, was reading your blog. Thank you for leading the way as this gave me the courage to JUST DO IT for the first time in my 23-year career. You're a doll – and quite humorous as well!"

~ Independent Sales Director Rita White, Shedden, ON



Our Facebook post views increased by 256% to 169,065



The corporate blog received 12,217 views during Lynda's 10-show week.

"You are a leader that would not ask others to do something that you are not willing to do yourself....you are top notch class in my books!"

~ Independent Sales Director Patti Babyn, Edmonton, AB

"Lynda, loved reading your blogs as you journeyed along your 13 shows. It was truly inspiring and everyone looked like they were having so much fun, of course. We really do work with one of the best companies in the world. Mary Kay would be so proud of you – just as we all are. You inspire me to do it again and again."

~ Independent Sales Director Rita Weagle, Westphal, NS

"I love this! You are so special Lynda! Thank you for your love and belief in your independent sales force!"

~ Independent Senior Sales Director Nadia Desroches, Mississauga, ON

"I can't tell you how exciting Lynda's March Madness was – and how much momentum it created within my unit. We added 15 new team members (two of whom were personal team members of mine) and I had \$2,800 in personal wholesale sales. Thanks to the motivation this promotion provided, one of our unit members is now going into Independent Sales Director-in-Qualification status. It just lends such credibility to the opportunity and makes us feel that corporate staff and the independent sales force are that much closer. Now I know that when I'm talking to Lynda about something, she can really relate. It's a win-win!"

~ Independent Sales Director Jill Ashmore, Brampton, ON

“a house is only as strong as
the foundation on which it was built.”

ct REFLECT re



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THEN & NOW

mkacf

Then: The Mary Kay Foundation was founded in 1996 to raise money to fund research related to women's cancers. As a longtime supporter of cancer research, Mary Kay often solicited donations from Seminar attendees to be used in the fight against this disease. In 2000, the Foundation embraced its second mission to prevent violence against women.

Now: Since The Mary Kay Ash Charitable Foundation was launched in Canada in 2001, it has awarded over \$731,000 to shelters and programs addressing domestic violence and \$327,000 to help women going through cancer treatment throughout Canada. And from every dollar raised, 97 cents goes directly to these two important causes.

BOOK EXCERPT:



"Wearing many hats can take its toll, but still, it is something you can accomplish. I found that the best way to do this is to become organized. You must decide your priorities, divide your time accordingly, and share what duties you can with others.

If you have a loving and helping family, that's where you start. But you should also consider the financial advantages to 'subcontracting' elements of your work. Some people like doing laundry and scrubbing floors. I don't. I found that I usually wasted time and energy that could be put to more productive use – namely, making sales. So as soon as I could afford it, I hired a housekeeper. For me, it was a necessity – not a luxury."

Mary Kay by Mary Kay

ENCORE!

A Mary Kay business is truly timeless! Selling innovative product, sharing a wonderful business opportunity and helping to enrich women's lives has never gone out of style. That's why we're digging into the Applause® magazine archive: to give the super selling tips, inspired ideas and brilliant business-building strategies of the past an "Encore!" performance! This article was originally published in the July/August 1989 issue of Encore! magazine.



from the heart: why you should attend seminar

Because Seminar is like a Mary Kay facial – you have to experience it to believe it!

Trying to describe Seminar to a Consultant who's never been is like trying to convince a customer to buy Mary Kay® product without giving her a facial. You have to experience both sensations before you can really know what they're all about.

Seminar is ... educational ... fun ... informative ... inspirational ... dazzling ... interesting ... spectacular.

These words conjure up all sorts of memories for those who've attended. If you've never been, you can't imagine the intensity of the feelings behind these words.

Try describing one of your most memorable experiences to a friend – unless she's been in the exactly same situation, her reaction is not going to be the same as what you're feeling.

Seminar is exactly that! Unless you've been, you really can't imagine what's in store for you or realize how important Seminar is to you and your Mary Kay career. The enthusiasm of other successful people will rub off on you.

They'll share their extra knowledge with you. It is here you'll gain that "extra something" that will set you apart from the rest!

Even if you attended Seminar last year, it's important for you to attend Seminar this summer because no two are alike. You'll learn something different and new at each one!

Take a few minutes and send in your registration form **today**. It would be a shame if registration closed just as your form arrived!

Mary Kay

DID YOU KNOW... At Seminar 2010, almost 475 independent sales force members were recognized for raising donations during the *Team Up For Women®* promotion, while 303 were recognized onstage. In total, they raised almost \$45,550 for the MKACF!



FROM MARY KAY'S KITCHEN

MOTHER'S HOT CAKES

Pancakes from scratch, the way Mary Kay's mother prepared them.

Ingredients

- 1 cup flour, sifted
- 1 heaping teaspoon baking powder
- ½ teaspoon salt
- 1 tablespoon sugar
- 1 egg, well beaten
- ¾ cup milk
- 2 tablespoons butter, melted

Directions

Sift flour once, measure and add baking powder, salt and sugar. Sift again. Combine milk and egg. Add gradually to flour mixture, beating only till smooth. Add butter. Bake on hot griddle

Serving suggestions:

Add less milk for thicker hot cakes.



QUARTER 4 GO-GIVE® AWARD WINNER

monica hecht

**Independent Senior Sales Director
Markham, ON**

STARTED MARY KAY: August 2001

DEBUTED AS AN INDEPENDENT SALES DIRECTOR: January 2006

PERSONAL: "I'm a wife, mom and successful independent business owner! My husband – and my biggest supporter – Jurgen and I have been married for 18 years. We have two fantastic daughters – Nicole (12 years) and Marissa (10 years). In my previous life, I worked in sales and marketing at the Fairmont Royal York and used to watch all the Mary Kay ladies come into the hotel for Seminar. I was never asked to try the product and always looked at the floor when passing anyone wearing sashes or bling. Who would have thought then that I would be in Mary Kay one day myself – and have the opportunity to raise our children and have a business at the same time?! This business truly is – God First, Family Second, Career Third!"

UNIT NAME: "The Diamond Divas"

GOALS: "To help as many women as possible be THEIR best and to help make their dreams come true! I never realized that there was such an option as raising your own family and also running a successful business – so I want to share the Mary Kay opportunity with others. I'm thankful for having already earned the use of two Mary Kay Career Cars, but my Independent Beauty Consultants deserve to be recognized as a Cadillac Unit. My long-term goal is to be an Independent National Sales Director and inspire women around the world, based on the Company's values and ethics."

ENRICHING LIVES:

"Monica is a very supportive and giving person. She's always ready to lend a hand or help and goes above and beyond for each and every person. If you ever need anything to help your business, she'll offer advice and direction to get you back on track. She's the very essence of the Go-Give® Spirit."

– Marilyn MacDonald, Star Team Builder

"She gives freely of herself to all who ask and does it with a loving spirit. Her vivacious attitude draws people to her and she leads by example. People listen when she speaks and take her words to heart. She is always there to lend a hand in whatever capacity is required and brings laughter and excitement to wherever she is. Her caring spirit cannot fully be described in words, but truly needs to be experienced in person."

– Teresa Turner, Independent Beauty Consultant

ON BEING NOMINATED:

"I was completely FLOORED! Ray Patrick called me on my cellphone and I was so stunned and excited to be receiving a personal phone call from the President of Mary Kay that I needed Ray to repeat what he was saying. I never thought that the people that I help, the things that I do, the information that I share would make such a difference. I just do those things because it's the right thing to do! I'm so completely honoured to have been nominated for this award and thankful to all my sister Independent Sales Directors, my Independent National Sales Director Jane Kost, and all of the Independent Beauty Consultants who voted for me. WOW, I'm so thrilled! Thank you, Mary Kay, for giving us this amazing opportunity to help and enrich the lives of women! And a HUGE thank you also to my family and my parents for supporting me every step of the way in my journey!"

– Monica Hecht, Independent Senior Sales Director

pink changing lives

Compiled by Andrea Querido

let's celebrate the spirit of giving



This year's Career Conference proved to be filled with excitement, inspiration and more than a few moments of appreciation for this wonderful opportunity Mary Kay created.

And in our closing assembly, we launched a brand new initiative – which speaks to the heart of Mary Kay – called the *Spirit of Giving* newsletter. This informative newsletter shares our spirit of giving,

both by you, the fabulous independent sales force, and through our corporate initiatives.

Within this newsletter were details on exciting fundraising events, program results, Mary Kay Ash Charitable Foundation (MKACF) milestones and exciting recognition for those independent sales force members who are making a difference through their fundraising efforts.

Stay tuned for the next issue of the *Spirit of Giving* newsletter, which will be available at Seminar 2011!

straight from the heart

With 2010 being an exciting one for the Foundation, we put our words into action at Career Conference 2011 in Toronto with a special cheque presentation of those corporate donations raised for the Foundation. These initiatives included the *Beauty That Counts*® Corporate Social Responsibility Campaign and other ongoing programs like the MKACF Teddy Bear.



We're thrilled to share that, on behalf of Mary Kay Cosmetics Ltd., a cheque in the amount of \$41,889 was presented to Mary Kay Ash Charitable Foundation representative Andrea Querido.

For all the latest information from the Foundation, you'll want to visit the Mary Kay Ash Charitable Foundation website at www.marykay.ca.

And don't forget that we want to hear your success stories!

all about women fashion show

The weather outside might have been cold and snowy, but inside the Conexus Arts Centre in Regina, SK, more than 450 people came together to enjoy an hopeful afternoon at the 6th annual *All About Women* Fashion Show.

Held on Sunday, March 27th and emceed by Big Dog Radio 92.7 personality Heather Prosak and founder and organizer **Independent Senior Sales Director** (and Look Good Feel Better® volunteer) **Darlene Olsen** of Arcola, SK., this stellar event included guest speakers such as 7-time cancer survivor Dionne Warner, CEO of Sophia House Women's Shelter Sarah Valli, and our very own Manager of Sales Development Roger Fish.

Supported in spades by local business, who provided all the fabulous fashions, the Look Good Feel Better® volunteer models, the Allan Blain Cancer Centre in Regina, SK, and Mary Kay Independent Beauty Consultants, Independent Sales Directors and friends, this uplifting event raised \$26,000!

Now that's a fashionable step in the right direction for the Mary Kay Ash Charitable Foundation.



35+35



Are you planning on holding a fundraising event in support of the Foundation and its two causes? Then be sure to check out the *Host an Event* section on the MKACF website on marykay.ca. There, you'll find everything you need – including updated facts and figures for 2010 – to help you plan a successful event.

inside *the dream*

We all know there's nothing more exciting than accomplishing a goal and celebrating our success. And what makes it even more special is the support from our family and friends, an opportunity to shine – and the right outfit!

For those high school students graduating this June – and who might lack the opportunity or support to celebrate their milestone in style – there's the *Inside the Dream* program.

This wonderful program is a non-profit, charitable organization run by volunteers that aims to help these students, relying solely on the community for donations and fundraising. Local corporations, businesses and even residents donate gowns and suits, accessories and shoes, allowing the graduates to look – and feel – their best on that special night.

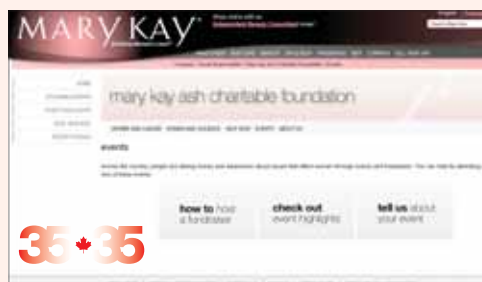
This year's event was held on April 11th at the Mississauga Convention Centre, and saw almost 300 high school graduates do a little shopping of their own, with the assistance of a personal shopper to help them find THE perfect outfit for the big night.

In addition, the girls were also treated to a hair and makeup session and if there were any alternations needed, there were onsite seamstresses available. To top off their afternoon of prom shopping, each graduate had their picture taken by a professional photographer in their dolled up look!

Once again this year, Mary Kay Cosmetics Ltd. provided a letter of congratulations from President Ray Patrick and fabulous product giveaways to each attending graduate; as well, local independent sales force members donated over 100 dresses, as well as accessories, shoes and suits to this heartfelt initiative.

What a fabulous way to make a difference in the lives of these amazing kids who have shown great strength and character in overcoming adversity to achieve their goal of being a member of the graduating class of 2011.

mkacf fundraising *event guidelines*



Are you planning to host a fundraising event in 2011? As you develop your event plan, we request that you adhere to the fundraising guidelines outlined in the Fundraiser Form found under the *Host an Event* section on the MKACF website.

The guidelines include the use of the MKACF logo, what constitutes qualified donations, non-cash gifts, submission of proceeds and proceeds of sales. Please note that the Fundraiser Form must be completed and received by the Foundation **six weeks** prior to your fundraising event for approval.

We ask that you provide as much information as possible prior to your fundraising event to maximize your success and to maintain the integrity of the Foundation and Mary Kay Ash's personal legacy.

And if you'd like to share details on your fundraising event, be sure to send all the details – including pictures – to marykaycares_canada@mkcorp.com.

You might even see your event featured on the *Event Highlights* section of the Foundation site, in the *Spirit of Giving* newsletter or right here in *Applause*® magazine.

Thanks you for your support. Here's wishing you continued fundraising success!



DID YOU KNOW... One of Mary Kay Ash's longtime dreams was the establishment of a Mary Kay Museum – and in 1993 – as a gift to Mary Kay on the Company's 30th anniversary, the executive staff made that dream come true for her. The museum first opened at the 8787 Stemmons Freeway headquarters on July 12th, 1993.

PHOTO FLASHBACK

a dream is born

Did you know that Mary Kay Inc. was born as a result of Mary Kay's career crash? Prior to starting the Company, she had worked her way up to the position of National Training Director in a direct sales company (Stanley Home Products) – though according to her job description, she was performing all the duties of a national sales manager. When the company promoted her assistant to the national sales manager position – at twice her salary – she wrote out her resignation and turned it in the following morning.

"I was planning to write a book about the problems I had encountered as a woman in the business world. But then I thought, 'Instead of writing a book about how a good company should run, wouldn't it be great if somebody ran one?' And so the idea of Mary Kay Inc. was born."

YOU TOLD US.

We listened!

The pioneer section has now grown to keep you in touch with the heritage of Mary Kay Ash... and to keep her legacy alive!



MY MARY KAY MOMENT

pat paul

In February 1980, shortly after starting her Mary Kay business, **Independent Sales Director Pat Paul** of Winnipeg, MB was about to pack up her products and quit ... and then she unexpectedly met Mary Kay Ash.

"Although I'd come to the decision to quit my Mary Kay business, I'd decided to put it off until after I attended the first Canadian Seminar – an event everyone was talking about," recalls Pat. "The afternoon before Seminar was to begin, I was walking up the stairs of the Harbour Castle Hotel in Toronto and I heard a car door slam shut. I turned around – and there was Mary Kay Ash herself. I stood with my back to the wall, watching her walk up the steps with her security team."

Then, Mary Kay turned to face Pat, and asked if she was with Mary Kay Cosmetics Ltd.

"We stood chatting for a few minutes, during which I said I was thinking of quitting my business because of all of my shortcomings. As much as I enjoyed meeting women and always had fun at parties, I couldn't book, I couldn't sell and I just wasn't enjoying the business," shares Pat.

At that moment, Mary Kay put her hands on Pat's shoulders, looked her square in the eyes, and said: "Promise me you'll attend this Seminar with an open mind and an open heart. I hope you'll change your mind."

Pat took this advice to heart, listened intently with an open heart and changed her mind.

"As I was leaving the Harbour Castle after Seminar, I stopped at the same spot I had talked to Mary Kay and promised myself I would come back next year as an Independent Sales Director."

Pat did just that, and debuted as an Independent Sales Director on April 1st, 1981.

"Did I become a 'master booker' and 'master seller' in those last few days at Seminar?" asks Pat. "No. But I went home with a new attitude and a dream."

If you haven't yet registered for Seminar, we hope you heed Mary Kay Ash's advice for Pat and attend the Company's grandest event of the year. It's where dreams are born and goals are realized. And it could change your life and your Mary Kay business in ways you never even imagined. You have until June 30th, so hurry over to the MKOC® and register today!

...and there was
Mary Kay
herself.

elaine coderre

33-year pioneer

Independent Sales Director Elaine Coderre from Calgary, AB is known for her fun, spirited nature and her contagious happy-go-lucky attitude; but all antics aside, she's also the epitome of the integrity and honesty on which Mary Kay Ash built this Company. A pioneer in every sense of the word, Elaine graciously took *Applause*® magazine back in time through a career that has spanned 33 years.

How did you hear about Mary Kay?

"At a 'Beauty Show' that my sister's friend had invited me to in October 1978. Of course, I was the heckler and wanted it all – but had to book some classes to pay for it. After watching the Independent Beauty Consultant conduct a few classes, I realized that she was making money by showing women what to do with their skin every morning and every night. So I asked her if I could do it too."

Why did you choose to start an independent Mary Kay business?

"I realized this business opportunity was an awesome vehicle to make friends from coast to coast – and understood that it was really 'a while-you-work self-improvement course.' Plus, I was blessed with an amazing mentor, **U.S. Independent National Sales Director Emeritus Wynne Lou Ferguson** from Richland Springs, TX. She loved me through many of life's challenges and celebrations! And nearly 33 years later, there's no looking back and absolutely no regrets."

What was your first impression of Mary Kay Cosmetics Ltd. as a company?

"It attracts women of integrity, class and most definitely women with a dream in their hearts!"

What do you think sets Mary Kay Cosmetics Ltd. apart from other companies?

Mary Kay, the woman, made the difference in the beginning with her caring and sharing attitude and strong belief in women. Her beliefs permeated the entire field ... she created a culture that brings and bonds women on a totally different level.

What is your favourite Mary Kay memory?

The most memorable time was at Leadership 2005 in Nashville with my very best friend, **Independent Senior Sales Director June Millar**. There was a Hawaiian-themed special function – and for those of you who know June – when she has a vision, I'm going to make a fool out of myself! Well we did – by dressing up in beachy, Hawaiian-themed get-ups (see photo)! Mary Kay's grandson, Ryan Rogers, thought we were some sort of mascots and available for all kinds of photo shoots. Ray Patrick tried to explain to him that some of the Canadian Independent Sales Directors celebrate these events "differently" – and June and I sure did. We had a ball!

Did you ever have the opportunity to meet Mary Kay Ash?

Other than having her hand the keys to many Career Cars and some of my highest awards (\$450,000 Unit Club) on stage, my most memorable meeting with Mary Kay was when she was in Calgary in the 80's. As a single mom, I really wanted my daughter Twyla to personally meet the lady I so admired. I asked the President if Mary Kay would see my daughter prior to our Leadership Meeting – and she agreed! That morning, we waited in the lobby; the elevator doors opened and Mary Kay stepped out, bent down and looked at Twyla and with arms open said: "Come to Mary Kay." Twyla let go of my hand, ran across the lobby and jumped into Mary Kay's arms (see photo). Mary Kay chatted with her while I cried and snapped many photos. Wow, what a precious memory!

– Marijana Klapcic



Q&A

ray patrick**President**

Mary Kay Ash believed that leadership began with the heart, not the head. She emphasized that you must love your people to success. And she sought leaders “who used their influence at the right times for the right reasons, who lead themselves successfully and continue to search for the best answers, not the easiest ones.”

If there ever was a leader who embodied these principles, it's President of Mary Kay Cosmetics

Ltd., Ray Patrick. We had the privilege of chatting with Ray about his 30-year journey through the halls of Mary Kay.

What was it like when you first met Mary Kay Ash? What was your first impression of her?

“I met Mary Kay Ash on the first day of the first Canadian Seminar in July 1980. She looked me dead square in the eye and asked, “Why did you join Mary Kay?” A bit taken a back, I thought to myself, “I better answer this right,” so this is what I said:

Number one, I had done my research and I was in awe that a company leader would incorporate the philosophies of “God first, Family second and Career third” into the business and that the people in the Company were expected to live by them. Those philosophies were in line with how I lived my life both personally and professionally.”

This is a four-part answer, so be sure to read the Fall/Holiday 2011 issue of *Applause*® magazine to hear Ray's second reason for joining the Company.

PERPETUATING THE CORPORATE CULTURE

dawn gerry**23-year pioneer**

With a passion for the Mary Kay independent sales force, Dawn Gerry, Director, Special Events, Recognition & Education always has their best interests at heart – and there's no question that they truly come first. She's known around the office for her caring and nurturing nature and believes in living by the Golden Rule both on and off the job. Now, let's share her 23 years worth of Mary Kay memories!

When did you start with Mary Kay Cosmetics Ltd.?

“Right before Seminar in 1988. I was an intern prior to that.”

What was your first impression of Mary Kay Cosmetics Ltd. as a company?

“The Company was like a big family – full of amazing people. It's just like they say, Mary Kay gets into you. And it definitely got into me. I quickly learned that success depends on everyone working together – and it's natural for everyone at the office to help each other.”

How has working at Mary Kay Cosmetics Ltd. positively affected your life?

“Professionally, I've always wanted to travel and I've had the opportunity to put together trips that inspire and motivate independent sales force members – trips that make them feel special and valued. Personally, I've adopted the Company philosophies – the Golden Rule, learning to not ‘sweat’ the small stuff, etc. – and incorporate them into how I live my life and raise my children. I've had the exceptional opportunity to grow professionally, develop skills, wear many hats, meet amazing people and work alongside some equally amazing people.

What is your favourite Mary Kay memory?

One of my favourite memories was during the Top Director Trip in China. We had planned a surprise lunch for the attending Independent Sales Directors on the Great Wall of China. They thought we were going up there for a tour. As we left them to continue on their visit, we set up an absolutely beautiful lunch under a canopy, with white linens and fine china, looking out at miles and miles of breathtaking landscape. I was excited about the concept, but what I was unprepared for was the reaction we received. Some people cried, others were overwhelmed; everyone was so grateful. It really blew me away.”

What is the best advice you would give someone new starting at Mary Kay?

“Lead (and make decisions) with the Golden Rule and get involved with the independent sales force as much as you can. That's how corporate staff get to see the big picture.”

Did you ever have the opportunity to meet Mary Kay Ash?

“When I first started with Mary Kay, I was extremely shy. But my initial communications position involved public relations, which meant organizing media receptions, interviews, radio shows, appearances, etc. with Mary Kay. There was a media interview scheduled during Seminar in Mary Kay's hotel suite at the Harbour Castle in Toronto and I was asked to go there prior to the interview to make sure everything was set up. Well, I knocked on the door and Mary Kay herself answered and asked me to come in. I couldn't believe that it was just she and I, so I walked in and just stood there in awe. I didn't (and couldn't) say a word! She must have noticed that I was intimidated by her presence, so she invited me to the sofa and offered me M&Ms (her favourite). I was so nervous that I don't even remember the conversation! All I can recall is saying, “I like chocolate too!”

“you are ‘mary kay’
to every single person you meet.”

oliveLIVElive



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*escape the
everyday*

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where has your
applause®
magazine been?

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carol leadbetter
shares her
reason why

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gracious, gregarious,
go-getter

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We want *Applause*[®] magazine to be your go-to resource each and every quarter – and we want to see it where you're reading it!

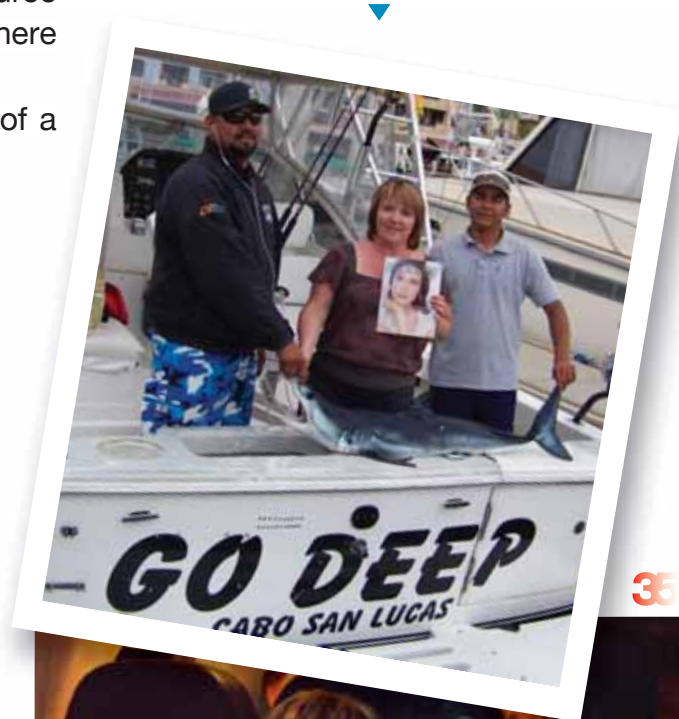
Whether it's on the bus, on vacation or on top of a mountain, send your photo to:

APPLAUSE-CANADA@MKCORP.COM

Independent Beauty Consultant **Holly Kay**'s daughter Cassandra brushes up on the new *Lash Love*[™] Mascara in her mommy's beauty coat. Future Independent Beauty Consultant? We think so!



Independent Beauty Consultant **Marcy Marsh** (who happens to be celebrating her 1st year with Mary Kay!) brought along her Winter 2010 issue of *Applause*[®] while deep sea fishing in Cabo San Lucas. Little did she know she'd catch a shark!



35 + 35



Star Team Builder Carole Savoie caught up on the Winter 2010/2011 issue of *Applause*[®] magazine on the way down to her first Leadership Conference in Houston, Texas. "What a wonderful experience. Thank you Mary Kay for letting me accomplish so much."



Independent Sales Directors **Teresa Lutterman** and **Cindy Levesque**, pose with their issue of *Applause*[®] magazine while attending the Hu-La Party at Leadership Conference 2011.

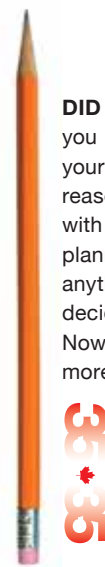
THEN & NOW

Women Warriors

1963: Mary Kay started her dream company after fully experiencing the frustration of being a working mother with no role models and little opportunity for advancement. If Mary Kay understood anything, it was the possibilities in store for women.

Now: Today, over 2 million people worldwide continue to perpetuate Mary Kay's legacy of enriching women's lives – giving them an opportunity unlike any other; an opportunity for a fulfilled life. Pass it on!

DID YOU KNOW... Mary Kay Ash thought you should plan your life the way you plan your vacation? She believed there was no reason why you couldn't plan your workday with the same kind of detail you use when planning a vacation – “to accomplish anything significant, you must sit down and decide what you want from life (a road map!). Now get them down on paper to make them more concrete!”



MY REASON WHY

carol leadbetter

Independent Beauty Consultant (Brighton, ON)

You've started your Mary Kay business. You're excited and eager to meet new people, share the product and enrich women's lives with the opportunity.

Enter the “obstacle”.

In the second it took you to get excited, defeat takes over just as quickly. The thought of even picking up the phone to make a call is too much. Sound familiar? It does for **Independent Beauty Consultant Carol Leadbetter** of Brighton, ON.

In December 2010, Carol's life was a roller coaster ride of tragedy, obstacles and personal struggles. The best way she could explain it was that she had lost herself.

Then, at the end of January, everything changed when she went to a guest event featuring **Independent Sales Director Robin Courneya-Roblin**. Robin, too, had gone through her own personal struggles and shared her story with the crowd. Robin took the time to meet with Carol, show her new product and just “catch up on life.”

“As soon as Robin left, I thought, ‘This is what I'm missing. Get on with it girl!’” shares Carol.

Time For Mary Kay = Time For Me

So Carol devised a plan. She would devote the mornings to her husband – who needed care – doing the things he enjoyed. On most days, she has two to four hours in the afternoon and another one to two hours in the evening to herself. Seems like enough, until you subtract time here and there to take care of household and personal priorities; and, well... that doesn't leave so much time, does it?

But rather than looking at it negatively, Carol decided to take what time she had and devote it to her Mary Kay business.

“I decided to challenge myself to do a Power Start (30 faces in 30 days). I started calling my clients at every opportunity, as well as a few new contacts that I'd never followed up with. I completed 26 faces in total – and although I didn't complete the 30 faces, I gained something

much more in return: I reclaimed a little ‘me’ time. The best part of the exercise was that I felt rejuvenated and motivated. When I have time with my clients, it doesn't matter whether I close the sale or not, because what I enjoy most is the time I spend with them. And because of that, I'm much happier overall and my positive attitude carries over to my husband, making him more relaxed and content. It's a win/win scenario. Mary Kay gives me what I need to keep going day to day.”

*“This is what I'm missing.
Get on with it girl!”*

I Can Do It

What Carol is most pleased with is that whenever she finds herself slowly falling back into a slump about not doing her Mary Kay business, she just thinks, “If I can't do it today or tomorrow, I'll do it the next day.”

“It's amazing what you can accomplish in an hour and a half with your datebook and pen in hand!” she jokes.

If Carol has learned anything through this experience, it's that she can work her Mary Kay business at her own pace.

“I'm not giving up on my Mary Kay business. For me, it's not feasible to set rigid schedules because I just don't know what's going to happen from one hour to the next. I do it when I can do it – and I plan for an hour toward my business everyday. My goal is to work my business two to four hours, three days per week. For now...” says Carol.

“If I don't do it this week, I'll do it next week. Mary Kay isn't going anywhere. The Company will always be waiting for me. Thank you Robin for reigniting my Mary Kay spark.”

– Marijana Klapcic

Navy Blazer at H&M
(www.hm.com)
\$59.95.



Jersey Shirt at H&M
(www.hm.com)
\$19.95.



Red & White Striped Blouse
at H&M (www.hm.com) \$29.95.



Red Skirt at H&M
(www.hm.com)
\$29.95.



Navy Skirt at H&M
(www.hm.com)
\$29.95.



Denim Wedge at Sears
(www.sears.ca)
\$49.99.



Bracelets at H&M
(www.hm.com)
\$12.95.

YOU TOLD US

What fashion trend are you most looking forward to this summer?




Independent Future Executive Senior Sales Director Nathalie Delisle (Gatineau, QC)

With the beauty of black and white, the nautical style, animal prints, flower prints and faux snakeskin leather shoes, it's so hard to choose! However, I think the trend I'm most looking forward to is paisley print. Add a touch of it and voilà! It can be a shirt, a skirt, a dress or as an accent like a scarf, shoes or a purse. It will add fun and colour to your style... and life!!



Independent Senior Sales Director Shannon Tobin (St. Thomas, ON)

Whether a blouse or capris, this summer is all about crisp whites. I also love the look of classic wide leg pants paired with a dressy tank and fab, fun and chunky jewelry! It can instantly dress up even the most casual outfit. Add a splash of colour to your wardrobe with either accessories (shoes, bag, jewelry) or one accent piece of clothing. Complete your look with this season's hottest shoe styles: platform shoes or fashionable flats!




Tote Bag at H&M
(www.hm.com)
\$19.95.




Beaded Necklace
at Sears
(www.sears.ca)
\$27.99.



White Straw Hat
at Sears
(www.sears.ca)
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Scarf at Sears
(www.sears.ca)
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everyday escape

Think French Riviera. Seaside resort. Cruise comfort. The Spring/Summer 2011 *Mary Kay® Fashion and Beauty Trend Report* shows you how to get an effortless fresh-from-vacation look. Now *Applause®* magazine shows you how to master these trends without ever leaving the country!



Coral Print Dress at H&M
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at Sears (www.sears.ca)
\$49.99.

GRACIOUS GREGARIOUS GO-GETTER

*Grelife's "3G Unit" Launches
To Success* by Marijana Klapcic



Independent Sales Director

Grelife Mascarenhas of Maple, ON immigrated to Canada from The Philippines with a dream – a dream to create a better life for her and her 10 year-old daughter Maria Theresa.

Slowly, she began to build her life with the help of her sponsors, Max and Rose Mazzawi, who employed Grelife as a caregiver and cashier at their local business.

Then on March 25th, 2010, Mary Kay came into Grelife's life – and changed it forever.

"It was funny. I was picking up my sister Fedelita from a Mary Kay® Party and when I walked in, the Mary Kay Independent Beauty Consultant offered me a facial because I was curious as to what was happening at the party," recalls Grelife. "I was in a hurry so I didn't really want to have the facial, but out of respect, I agreed."

Mary Kay Was The Answer

After hearing the marketing plan and the earning potential, Grelife was instantly intrigued by the idea of starting her own independent Mary Kay business.

"I bought the product and signed my Independent Beauty Consultant Agreement. I then placed a huge product order – and forgot about it for three weeks...until my credit card statement arrived. By the end of April, I was making calls – with the help of my **Independent Senior Sales Director Florame Tanian** – and I ended up selling \$1,000 worth of retail product!" shares Grelife.

In that same week, Grelife began tracking to earn the use of a Career Car – and by the time July rolled around, she'd earned it!

"I took the Cash Compensation, bought myself a beautiful white Honda CRV – and covered it with Mary Kay stickers I ordered from the Company!" exclaims Grelife.

Two months later, on September 1st, 2010, Grelife debuted as an Independent Sales Director. Since then, Grelife has gone on to achieve the following New Sales Director programs: *On the Move* and *Fabulous 50s* – and she's well on her way to becoming a member of the Mary Kay *Honors Society*.

"I knew when I started my Mary Kay business all of my dreams and goals would come true!"

Success Begins With Love And Passion

But Grelife's quick to thank her unit – the *3G Unit* (aka Gracious, Gregarious, Go-Getters), Florame, her many Mary Kay mentors, and of course her family and sponsors for helping her achieve success so quickly.

"My sister Fedelita helps me find new customers and fax Independent Beauty Consultant Agreements to the Company. I'm also thankful to Max and Rose for allowing me flexibility with my job and my Mary Kay business. And I'm grateful to my parents in The Philippines for giving me a gentle nudge every time I'm working to achieve Company promotions," says Grelife.

So amidst her whirlwind of success, what does Grelife love most about her Mary Kay business?

"Well, I get to look great every day," she jokes. "Dressing up and wearing makeup was not something I used to do."

All kidding aside, it's making other women feel beautiful inside and out that most inspires Grelife.

"I love all the Mary Kay® product – and sharing my love for it with others. When the women try the product and come away looking and feeling so beautiful – and then thank me for it – it just blows me away. That's what's important to me," shares Grelife. "Of course, the commissions and bonuses I earn as an Independent Sales Director are a great perk too! They've provided me with financial stability for my family."

Take Control Of Your Destiny

Although Grelife's Mary Kay story may seem like a fairytale, she took success into her own hands and made it happen through her strong belief in the opportunity, the product and her own abilities. Grelife came to Canada with a dream ... and she found it in Mary Kay.

Have you thought about what your dream is – and how Mary Kay can help you achieve it? Because it can. Your first step? Say it aloud. Your second step? Tell someone. And your third step? Tell so many people that there's just no turning back!

Remember what Mary Kay Ash said:

"The only chains and shackles that prevent any of us from realizing our life's dreams are those that we ourselves forge in the fires of doubt and hammer out on the anvils of the lack of belief. Is there really any reason to chain ourselves to mediocrity? Of course not. I want you to take the brakes off your thinking. It really is true that whatever the mind can conceive and believe, it can achieve."

"Grelife came to Canada with a dream...and she found it in Mary Kay."



6 most important lessons of a leader

WHAT ADVICE DO YOU HAVE FOR SOMEONE STARTING THEIR OWN MARY KAY BUSINESS?

"Don't worry about not knowing how or if you can do something. You'll learn as you go. Just keep going and don't ever give up – even when a storm threatens to strike you down."

WHAT IS YOUR SEMINAR 2011 GOAL?

"To have four new Star Team Builders in my unit (wearing their beautiful limited-edition Red Jackets!)"

WHAT EXCITES YOU MOST ABOUT SHARING THE OPPORTUNITY WITH OTHERS?

"Knowing that I can help them earn extra income and improve their lifestyle, just like I did."

WHAT DO YOU THINK MAKES A GOOD LEADER?

"Setting a good example for my unit members."

WHAT'S THE MOST IMPORTANT LESSON YOU EVER LEARNED?

"I learned to see what an amazing opportunity Mary Kay has to offer. I learned to be positive, follow the Golden Rule and be humble."

WHAT'S YOUR MOST IMPORTANT WORK HABIT?

"I keep the main goal the main goal, which is to share the opportunity and build the teams of my unit members so their goals and dreams can be realized."

january 2011 recognition reconnaissances de janvier 2011

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

Top 5 NSD Year-To-Date Commissions/Commissions des 5 meilleures DNV à ce jour

Seminar year-to-date Independent National Sales Director gross commissions as of January 31st, 2011. Includes all first-, second-, third-line and first-line bonus, and global commissions/NSD bonuses. / Les commissions touchées au cours de l'année Séminaire à ce jour au 31 janvier 2011 par les Directrices nationales des ventes indépendantes sur leur production en gros comprennent toutes les primes de leurs groupes de première, deuxième et de troisième lignées, les primes de première lignée ainsi que les commissions mondiales/primes de DNV.



Angie Stoker



Renée Daras



Brenda Summach



Heather Armstrong



Elena Sarmago

On-Target Inner/Diamond/Gold Circle/En piste pour le cercle de diamant/d'or des initiées

Independent National Sales Directors become members of the Gold Circle when they earn \$125,000 or more; members of the prestigious Diamond Circle when they \$200,000 or more; and a member of the exclusive Inner Circle when they earn \$325,000 or more in "NSD Commissions" during the Seminar contest period. (NSD Commissions are comprised of commissions earned on the wholesale production of first-, second- and third-line offspring units; Top 10 fourth-line and beyond; Elite Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for January; NSD bonuses for Star Consultants; and NSD commissions earned on all foreign countries through December. These "NSD Commissions" are used to determine NSD ranking for a Seminar year./Les Directrices nationales des ventes indépendantes deviennent membre du Cercle d'or lorsqu'elles ont au moins gagné 125 000 \$, membre du prestigieux Cercle de diamant lorsqu'elles ont au moins gagné 200 000 \$ et deviennent membre de l'exclusif Cercle des initiées lorsqu'elles ont au moins gagné 325 000 \$ en « Commissions de DNV » pendant la période-concours du Séminaire. Les commissions de DNV sont les commissions gagnées sur la production en gros du premier, deuxième et troisième groupe de lignée; les 10 meilleures de la quatrième lignée et au-delà; les commissions de DNV élites exécutives; les commissions de DNV sur les groupes personnels; les primes de DNV pour les Directrices de lignée de DNV et les Directrices de lignée de leurs groupes personnels pour le mois de janvier; les primes de DNV pour les Conseillères Étoiles et les commissions de DNV gagnées sur tous les marchés étrangers au cours du mois de décembre. Ces « commissions de DNV » sont utilisées pour déterminer la position d'une DNV pendant une année Séminaire.

**On-Target for
Diamond Circle/En piste
pour le cercle d'or**
Angie Stoker
Renée Daras

**On-Target for
Gold Circle/En piste pour
le cercle de diamant**
Brenda Summach

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 31st, 2011. 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 2011. 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	\$6,273,907.50	Brenda Summach	\$3,071,420.22	Elena Sarmago	\$2,114,043.92	Gloria Boyne	\$1,902,139.34	Marcia Grobety	\$1,616,665.83
H. Armstrong	3,587,793.38	Gail Adamson	2,235,490.60	D. Ryan-Rieux	2,108,997.50	Dalene Allen	1,828,449.74	Susanne Felker	1,417,030.41

Monthly NSD Commissions (above \$10,000)/Commissions DNV du mois (plus de 10 000 \$)

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 décembre par les Directrices nationales des ventes indépendantes sur la production mensuelle en gros de leurs groupes de 1^{re}, 2^e et 3^e lignées; commissions touchées par les Directrices nationales des ventes senior indépendantes sur les groupes personnels de leurs Directrices nationales des ventes de 1^{re} 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^{re} lignée. Ces commissions des Directrices nationales des ventes indépendantes englobent toutes les commissions issues de l'étranger en décembre.

Angie Stoker	\$18,691.00	Renée Daras	\$13,108.00	Dalene Allen	\$10,991.00
Gail Adamson	15,856.00	Brenda Summach	12,816.00	Gloria Boyne	10,224.00

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 2010, L'EFFECTIF DE VENTE INDÉPENDANT DES COSMÉTIQUES MARY KAY LTÉE AU CANADA COMPTAIT PLUS DE 29 573 MEMBRES. PARMI LES 3 836 MEMBRES FAISANT PARTIE DE L'EFFECTIF DE VENTE INDÉPENDANT DURANT AU MOINS UN AN ET QUI ONT REÇU DES COMMISSIONS, 47,7 % ONT TOUCHÉ DES COMMISSIONS SUPÉRIEURES À 100 \$. PARMI LES 532 DIRECTRICES DES VENTES INDÉPENDANTES MARY KAY, LA MEILLEURE MOITIÉ A REÇU SUR L'ANNÉE DES COMMISSIONS ALLANT DE 17 649 \$ À PLUS DE 100 000 \$. PARMI LES 24 DIRECTRICES NATIONALES DES VENTES INDÉPENDANTES MARY KAY, 50 % SE SONT VUES REMETTRE DURANT L'ANNÉE DES COMMISSIONS DE PLUS DE 100 000 \$.

Triple Crown & Honors Society Achiever Championne Triple couronne et Société d'honneur

35+35

TRIPLE CROWN: The following Independent Sales Director met the requirements of the Triple Crown Challenge by achieving On the Move, Fabulous 50s and the Mary Kay Honors Society within one year of their debut date. / **TRIPLE COURONNE:** La Directrice des ventes indépendantes suivante a rempli les conditions du défi Triple couronne en réussissant les programmes En Marche!, Fabuleux 50 et la Société d'honneur Mary Kay dans l'année suivant la date de leurs débuts.

HONOR SOCIETY: The following Independent Sales Director achieved the Mary Kay Honor Society by achieving at least \$60,000 in net adjusted wholesale production and growing their unit size to 50 or more within one year of their debut date. / **SOCIÉTÉ D'HONNEUR:** 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 de ses débuts.



Chun Hui Spring Mo (Montréal, QC)
National Area/Famille nationale: Darlene Ryan-Rieux
Debut/Débuts: February/Février 2010

Fabulous 50s Achiever Championne Fabuleux 50

The following Independent Sales Director achieved Mary Kay's Fabulous 50s program by achieving at least \$30,000 in net adjusted wholesale production and growing her unit size to 50 or more within six months of her debut date. / La Directrice des ventes indépendante suivante a réussi le programme de championne Fabuleux 50 Mary Kay pour avoir réalisé une production de groupe nette ajustée de 30 000 \$ en gros ou plus et pour avoir développé un groupe de 50 membres ou plus dans les six mois suivant la date de ses débuts.



Jenny-Leanne Dorey (Delta, BC)
National Area/Famille nationale: Go Give
Debut/Débuts: August/Août 2010

On the Move Achiever Championne En marche!

The following Independent Sales Directors achieved Mary Kay's On the Move program by achieving at least \$15,000 in net adjusted wholesale production and adding three or more qualified personal team members within three months of their debut date. / Les Directrices des ventes indépendantes suivantes ont réussi le programme En marche! Mary Kay en réalisant une production de groupe nette ajustée de 15 000 \$ en gros ou plus et en ajoutant au moins trois nouveaux membres d'équipe personnelle qualifiés dans les trois mois suivant la date de leurs débuts.

Miriam Chavarria

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.

Guylaine Comeau	\$70,027.50	Mireille Morin	\$40,098.00	Kathy Handzuik	\$29,295.00	Carol Heath	\$26,001.50	Kathryn Milner	\$22,933.50	Heather Cook	\$20,564.00
Fiona Corby	67,315.00	Angela Hargreaves	35,345.00	Rita Samms	29,113.50	Liz Wodham	25,681.50	Judi Todd	22,226.50	Ginette Desforges	20,435.00
Josée D'Anjou	65,796.50	Harpreet Dhaliwal	34,116.00	Elizabeth Farris	29,109.00	Gina Hormann	25,585.50	Pat Monforton	22,042.50	Cheryl Page	20,304.50
Susan Bannister	56,359.00	Nicole Bellemare	33,844.50	Shelley Recoskie	28,656.50	Fran Sorobey	25,416.50	Jennifer Levers	21,755.50	Rhoda Burton	20,247.50
Kathy Whitley	45,060.50	Evelyn Ramanauskas	33,653.00	Marilyn Bodie	28,568.00	Mary Davies	25,381.50	Cathie Chapman	21,660.50	Susie Leakvold	20,207.00
Tamara Swatske	41,680.50	Allyson Beckel	33,000.50	Joyce Goff	27,279.50	Mary-Lou Hill	25,295.50	R. Courneya-Roblin	21,130.00	Claudine Pouliot	20,029.50
Sharon Coburn	41,610.00	Shirley Peterson	32,977.00	Louisa Hoddinott	26,969.00	Giselle Marmus	25,186.00	Pam Hill	21,109.50	Pat Paul	20,007.50
Shannon Tobin	41,378.50	Kim Shankel	30,764.00	Wanda Groenewegen	26,698.50	Jill Ashmore	24,447.50	Rajinder Rai	21,029.50		
France Grenier	41,309.50	Angie Fedorchuk	30,401.00	Frances Fletcher	26,283.50	France Légaré	24,219.50	Donna Matthews	20,859.00		
Nathalie Delisle	40,139.50	Kathy Quilty	30,354.00	Louise Fortin	26,101.00	Kyla Buhler	23,186.00	Lorraine McCabe	20,571.00		

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.

Josée D'Anjou	\$10,512.74	Shannon Tobin	\$5,109.82	Kathy Quilty	\$3,774.12	Rajinder Rai	\$3,277.44	France Légaré	\$2,985.61	Jennifer Levers	\$2,744.81
Guylaine Comeau	8,803.99	Angela Hargreaves	4,785.16	Allyson Beckel	3,745.03	Louise Fortin	3,173.11	Yasmin Manamperi	2,886.41	Elaine Sicotte	2,739.16
Fiona Corby	7,976.78	France Grenier	4,692.59	Marilyn Bodie	3,713.66	Gina Hormann	3,165.33	Shelley Haslett	2,877.64	Ming Tsang	2,707.16
Mireille Morin	6,528.38	Elizabeth Farris	4,659.47	Mary Davies	3,620.90	Donna Matthews	3,124.78	Susie Leakvold	2,860.03	Cathie Chapman	2,688.74
Susan Bannister	6,471.33	Nicole Bellemare	4,520.30	Louisa Hoddinott	3,563.69	Kyla Buhler	3,105.41	Randhir Singh	2,848.14	Susan Richardson	2,657.08
Nathalie Delisle	5,856.54	Evelyn Ramanauskas	4,477.79	Angie Fedorchuk	3,476.07	Liz Wodham	3,081.29	Mary-Lou Hill	2,844.21	Chianne Smith	2,641.44
Sharon Coburn	5,852.09	Shirley Peterson	4,043.29	Wanda Groenewegen	3,334.47	Fran Sorobey	3,077.40	Claribel Avery	2,830.06	Johanna Tobin	2,629.41
Tamara Swatske	5,413.82	Shelley Recoskie	3,988.25	Kathy Handzuik	3,304.18	Joyce Goff	3,073.17	Teresa Alomar-Story	2,808.21	Audrey Ehalt	2,610.23
Harpreet Dhaliwal	5,315.92	Kim Shankel	3,799.66	Rita Samms	3,300.89	Frances Fletcher	3,008.43	Jill Ashmore	2,789.09	Kathryn Milner	2,590.68
Kathy Whitley	5,128.93	Ginette Desforges	3,779.84	Giselle Marmus	3,282.93	Carol Heath	2,994.88	Pamela B. Kanderka	2,746.46	Judi Todd	2,544.72

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 IN WHOLESALE ORDERS FOR COSMETICS INTENDED FOR RESALE DURING THE MONTH. IN 2010, THERE WERE OVER 29,573 MEMBERS OF THE INDEPENDENT SALES FORCE OF MARY KAY COSMETICS LTD. IN CANADA. OF THE 3,836 WHO WERE IN THE INDEPENDENT SALES FORCE FOR AT LEAST ONE YEAR AND WHO EARNED COMMISSIONS, 47.7% EARNED COMMISSIONS IN EXCESS OF \$100. OF THE 532 OF THOSE WHO WERE MARY KAY INDEPENDENT SALES DIRECTORS, THE TOP 50% EARNED COMMISSIONS DURING THE YEAR OF \$17,649 TO IN EXCESS OF \$100,000. OF THE 24 OF THOSE WHO WERE MARY KAY INDEPENDENT NATIONAL SALES DIRECTORS, 50% EARNED COMMISSIONS DURING THE YEAR IN EXCESS OF \$100,000.

Independent Sales Directors in the Limelight (continued) Directrices des ventes indépendantes sous les projecteurs (suite)

Teresa Ho	\$2,542.40	Gaylene Gillander	\$2,412.25	Pam Behnke-Van Hoof	\$2,305.88	Sharon Robertson	\$2,191.40	Melissa Bongalis	\$2,091.34	Diane Riddell	\$2,043.88
Pat Monforton	2,532.76	Darlene Olsen	2,377.47	Claudine Pouliot	2,301.92	Guylaine Dufour	2,170.96	Lorrie Henke	2,090.54	Carol Hoyland-Olsen	2,033.30
Lorraine McCabe	2,531.44	Pam Hill	2,372.12	Pat Paul	2,300.49	Vaun Gramatovich	2,166.21	Jacqueline Cullen	2,085.47	Alice Wong	2,026.02
R. Courneya-Roblin	2,528.66	Beverley Dix	2,363.59	Louise Boulanger	2,295.53	Mary O. Ogunyemi	2,162.01	Pauline Campbell	2,080.82	Joyce Bigelow	2,019.15
Becky Lawrence	2,504.05	Lucie Beauregard	2,356.60	Jasbir Sandhu	2,270.12	Shirley Fequet	2,158.98	Louise Desy	2,076.87	Sonia Janelle	2,011.76
Heather Cook	2,471.07	Deb Prychidny	2,336.41	Alex Quinn	2,257.95	Janice Appleby	2,149.95	Josianne Boily	2,071.20	Anik Seguin	2,006.49
Elaine Fry	2,470.14	Cheryl Page	2,328.57	Joy Nicavera	2,228.33	Luzmi Gil	2,128.12	Peggy Denomme	2,069.38	Jane Arsenaault	2,003.79
Laurie Schuster Sydor	2,446.54	Donna Izen	2,327.76	Betty Lister	2,226.23	Rita White	2,112.90	Karen Taylor	2,046.92		
Shannon Cameron	2,413.33	Rhoda Burton	2,324.18	Karen Hollingworth	2,208.41	Ge Qu	2,110.43	Barbara Craig	2,043.89		

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.

Québec – Josée D'Anjou
Québec – France Grenier
Alberta – Kyla Buhler
Québec – Guylaine Comeau

Ontario – Fiona Corby
Québec – Joy Nicavera
Saskatchewan – Angie Fedorchuk
Québec – Mireille Morin

Québec – Miriam Chavarria
Ontario – Rajinder Rai

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^e membre actif ou plus en janvier.

PHYLLIS DUKESHIRE Dalene Allen LOUBNA IBNOUZAHR Caroline Sarrouf	KESYA LE COZ Sophie Chretien ZHENG MA Ge Qu	MELVINA MOORES Claribel Avery VÉRONIQUE NOLIN-MORIN Guylaine Comeau	NICOLETA SANPETREANU France Légaré MELISSA SUMMACH-SAWYER Brenda Summach - Nsd	PAIGE VAN CAMP Tarra Keller
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New Star Team Builders/Nouvelles Bâtisseuses d'équipe Étoile

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^e membre actif ou plus en janvier.

SHAUNI AVERY-LETCHER Tannas Ross LINDA BLACKMORE Donna Weir SUZANNE BOULANGER Ginette Desforges CLAUDETTE CLEROUX Marie-Josée Bourdages	JULIE DAIGLE Julie Allard SUSANNE GOOSNEY Tamara Swatske CLARE HEWLIN Shirley Fequet LACEY HUNNIFORD Chianne Smith	LISA KLASSEN Audrey Ehalt GINETTE L'ARCHEVEQUE Sonia Dumas VERONIK LAVIGNE Josianne Boily SUSANA LEE Ada Cheng	STÉPHANIE LEGAULT Anik Seguin MARLA MANN Michelle Goetz LILY MERCIER Ginette Desforges SARAH MOORE Kimiko Carlson	MARIE SHEPPARD Mary O. Ogunyemi JOSÉE THERRIEN Guylaine Comeau FOTOULA VIESULAS Beryl Appelbaum
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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 Ford Focus SE or receive cash compensation. / Conseillères en soins de beauté indépendantes qualifiées en janvier pour l'usage d'une Ford Focus SE ou une compensation en argent.

Maria Bermudez Joëlle Malet Amélie Messier

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.

Kathy Whitley	\$1,667.67	Mary-Lou Hill	\$772.47	Rita White	\$648.45	Elaine Sicotte	\$583.77	Alison Hogan	\$549.69	Louise Fortin	\$513.90
Tamara Swatske	1,344.72	Maria Bermudez	722.61	Pamela B. Kanderka	637.05	Randhir Singh	580.47	Joyce Goff	547.44	Lucie Beauregard	513.48
Guylaine Comeau	1,319.88	Harpreet Dhaliwal	721.35	Lorraine Upwards	636.96	Johanna Tobin	577.86	Diane Burness	545.55	Guylaine Dufour	507.90
Liz Wodham	1,206.60	Rhoda Burton	699.12	Kristen McBride	623.97	Jasbir Sandhu	576.48	Elaine Maeland	540.48	Fay Hoiness	506.88
Pam Behnke-Van Hoof	1,092.84	Giselle Marmus	695.94	Judi Todd	621.57	Darlene Olsen	574.20	Sharon Lee Carlson	538.68	Joy Zaporozan	505.02
Angie Fedorchuk	1,040.22	Evelyn Ramanauskas	691.35	Claudine Pouliot	621.51	Joëlle Malet	574.14	Émilienne Mampuya	537.18	Mandeep Bambragh	504.42
Shannon Cameron	982.38	Alice Wong	681.48	Wanda Groenewegen	608.73	Sharon Coburn	572.31	Luisa Rallo	535.26	Pamela Liebenberg	504.33
France Grenier	852.75	Darci Palmer	666.24	Joyce Bigelow	601.86	Maureen Corrigan	571.92	Josée Beaulieu	533.94	Diane Riddell	502.26
Chianne Smith	830.19	Kim Shankel	663.96	Ming Tsang	599.37	Sharon Robertson	568.38	Georgie Anderson	528.84		
Fran Sorobey	803.94	Kathy Handzuik	660.87	Tracey Douglas	595.26	Tammy Eliuk	559.59	Susan Bannister	527.58		
Shannon Tobin	790.11	Gina Hormann	655.23	Nicole Bellemare	593.49	Cathie Chapman	555.36	Maria Bennett	527.52		
Angela Hargreaves	789.24	Susie Leakvold	652.23	Shirley Fequet	588.45	Rebecca Irving	551.25	Georgine Cook	522.63		

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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.

Fiona Corby	\$538.54	Agnes Loshusan	\$366.10	Sonia Janelle	\$304.00	Irene Calagui	\$285.56	Karen Shapka	\$272.40	Agnes Born	\$263.16
Pam Hill	459.50	Nicole Miller	352.72	Trudy Klassen	291.00	Lenore Oughton	285.06	Patricia Lavoie	271.80	Cathy Wright-Mcarthur	262.76
Amélie Messier	451.94	Erna Voth	347.74	Isabelle Perreault	290.52	GINETTE Desforges	282.20	Sharon Wolthers	267.60	Deb Wynn	250.46
Josée D'Anjou	447.88	Joyce Harnett	342.42	Cristina Alvarez	288.96	Rita Weagle	277.58	Monica Hoffman	264.60		
Judith Poulin	400.52	Sylvie Pellerin	336.04	Noreen Kroetsch	288.24	Grelife Mascarenhas	273.58	Lindsay Lewis	264.44		

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.

Jennifer Cornish	\$204.86	Janet Bartlett	\$120.26	Marie-Pier Poulin	\$97.24	GINETTE L'Archevêque	\$93.37	Guylaine Guay	\$82.40	Lorrie Roshier	\$79.14
Michelle Tremblay	144.43	Jill Cole	107.37	Aline Guérard	96.86	Shawndra Morden	92.95	Scarlet Abrie	82.27	Cheryl Hutchcroft	76.92
Evelyn Swenne	144.19	Ranjit Malhi	105.44	Harjinder Sidhu	96.44	Linda Blackmore	91.97	Tiffany Baillargeon	80.09		
Veronik Lavigne	134.86	Leona Artokivi	97.67	Eden Jordan	96.09	Cynthia Vermeer	88.60	Marie mason	80.01		
Barbara Fox	133.36	Lynne Landry	97.66	Pat Wilson	96.00	Wilma Summach	88.00	Della Cascagnette	79.70		

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.

SHELLEY RECOSKIE Director/Directrice	HILDA HISCOCK Director/Directrice	ANGELA HARGREAVES Director/Directrice	VERONICA DUNCAN Kyla Buhler	LINDA DIONNE Josée D'Anjou	SHEILA JENKINS Jill Ashmore
LOUISA HODDINOTT Director/Directrice	JOANNE LAM Director/Directrice	TAMMY ELIUK Gina Hormann	RAELENE BENNETT Marilou Brummund	FRÉDÉRIQUE DUBOIS Josée D'Anjou	VÉRONIQUE NOLIN-MORIN Guylaine Comeau
JACQUELINE CULLEN Director/Directrice	MICHELLE GOETZ Director/Directrice	JENNY-LEANNE DOREY Director/Directrice	IRENE CALAGUI Joy Nicavera	DANIELLE GUILMETTE Josée D'Anjou	RITA WEAGLE Christeen Donnelly-Chiasson

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.

RAJINDER RAI Director/Directrice	CHIANNE SMITH Director/Directrice	DEB WYNN Director/Directrice	ERNA VOTH Director/Directrice	AMÉLIE MESSIER Josée D'Anjou
MANDEEP BAMBRAH Director/Directrice	JULIE ALLARD Director/Directrice	ADA CHENG Director/Directrice	GLORIA BAHAMONDES Miriam Chavarria	MELISSA SUMMACH-SAWYER Brenda Summach - Nsd
ISHALI MULCHANDANI Director/Directrice	FRANCE GRENIER Director/Directrice	HEATHER HEWITT Director/Directrice	MIRAFLOR BASTIDA Florame Tanian	CAROL THOMPSON Amoreena Murray
TARRA KELLER Director/Directrice	SHARON ROBERTSON Director/Directrice	CASSANDRA LAY Director/Directrice	JENNIFER CORNISH Kathy Quilty	

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	RANDHIR SINGH Director/Directrice	PEGGY DENOMME Director/Directrice	DIANE POULIN Director/Directrice	GINETTE L'ARCHEVÊQUE Sonia Dumas	RITA SAMMS Director/Directrice
YASMIN MANAMPERI Director/Directrice	ALLYSON BECKEL Director/Directrice	JAYME FOCHLER Director/Directrice	SHERRY REID Susan Bannister	PAMELA LANDRY Joyce Goff	KARI SCHENHER Angie Fedorchuk
ELAINE MAELAND Director/Directrice	JUNE RUMBALL Director/Directrice	RAJWINDER GILL Director/Directrice	MELISSA BÉLANGER Mireille Marion Morin	NADIA LAUZIER Josée D'Anjou	JOHANNE SEGUIN Marie-Josée Barriault
JOYCE BIGELOW Director/Directrice	GIOVANNA RUSSO Director/Directrice	BARB MCKELLAR Director/Directrice	MARITES BURAC Joy Nicavera	JOANNE MARCHILDON Angie Fedorchuk	ZULMA VAZQUEZ Luzmi Gil
JASBIR SANDHU Director/Directrice	GUYLAINE DUFOUR Director/Directrice	ALICE WONG Director/Directrice	PRISCILA CARBAJAL Luzmi Gil	JUVYLYN MILLADO Rajinder Rai	KIM WALK Monica Hecht
DEBORAH BROWN Director/Directrice	JANET TAYLOR Director/Directrice	DIANE LEBRUN Mychele Guimond	JODY GAUDREAU Annie Gagnon	NICOLE MILLER Marilyn Bodie	
FIONA CORBY Director/Directrice	LUCIE BEAUREGARD Director/Directrice	JOËLLE MALET Louise Fortin	ALINE GUERARD Guylaine Comeau	MARIA PALOMINO Cristina Alvarez	
SUSIE LEAKVOLD Director/Directrice	CHUN HUI SPRING MO Director/Directrice	DARCI PALMER Laurie Schuster Sydor	NICOLE HARPER Mireille Marion Morin	EDITH RAJNA Michelle Gurdebeke	

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 IN WHOLESALE ORDERS FOR COSMETICS INTENDED FOR RESALE DURING THE MONTH. IN 2010, THERE WERE OVER 29,573 MEMBERS OF THE INDEPENDENT SALES FORCE OF MARY KAY COSMETICS LTD. IN CANADA. OF THE 3,836 WHO WERE IN THE INDEPENDENT SALES FORCE FOR AT LEAST ONE YEAR AND WHO EARNED COMMISSIONS, 47.7% EARNED COMMISSIONS IN EXCESS OF \$100. OF THE 532 OF THOSE WHO WERE MARY KAY INDEPENDENT SALES DIRECTORS, THE TOP 50% EARNED COMMISSIONS DURING THE YEAR OF \$17,649 TO IN EXCESS OF \$100,000. OF THE 24 OF THOSE WHO WERE MARY KAY INDEPENDENT NATIONAL SALES DIRECTORS, 50% EARNED COMMISSIONS DURING THE YEAR IN EXCESS OF \$100,000.

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 – Kathie McGann

British Columbia/Colombie-Britannique – Lorna Hosker

Manitoba – Susi Neault

New Brunswick/Nouveau-Brunswick – Héléna Bourgeois

Newfoundland & Labrador/Terre-Neuve-et-Labrador – Karen Martineau

Nova Scotia/Nouvelle-Écosse – Alex Quinn

Nunavut – Brenda Eckalook

Northwest Territories/Territoires du Nord-Ouest – Pat Suchland

Ontario – Shelley Recoskie

Prince Edward Island/Ile-du-Prince-Édouard – Barbara Sinden

Québec – Marguerite Tremblay

Saskatchewan – Doreen Adair

Yukon – Sarah Johnston

Stars Consultants on the Ladder of Success/Conseillères 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!

Shelley Recoskie	\$6,500.25	Marguerite Tremblay	\$4,515.25	Karen Martineau	\$4,216.75	Lorna Hosker	\$4,001.50	Katy Asselin	\$3,610.75	Myriam St-Onge	\$3,600.25
Deanna Blue	4,926.75	Lisa Serres Crosby	4,503.50	Jackie Belsey	4,154.25	Ludy Navarro	3,622.50	Nicole Daze	3,604.75		

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!

Héléna Bourgeois	\$3,568.00	Audrey Trach	\$2,534.75	Brenda Eisner	\$2,105.25	Marina Mason	\$1,876.25	Lorraine Scott	\$1,809.50	Melissa Kinascuk	\$1,801.25
Émilienne Mampuya	3,429.00	Kimiko Carlson	2,491.75	Naomi Scott	2,101.25	Gurbax Khella	1,872.25	Émilie Dubé	1,809.00	Kelsey Scholz	1,801.25
Sharon Korol	3,347.25	Leona Artokivi	2,471.75	Louise Petenaude	2,060.00	Joanne Marchildon	1,849.50	Danielle Guilmette	1,808.00	Viv Bonin	1,801.00
Michele Thomson	3,182.50	Pearl Bourassa	2,441.75	Paymaneh Varahram	2,058.25	Marie-Lyne Cournoyer	1,847.50	Shivonne Vienneau	1,808.00	Jess Haynes	1,801.00
Anne Patrice	3,099.00	Isabelle Viens	2,431.00	Tara Green	2,056.75	Wendy-Lynn Jones	1,840.25	Donna Dodds	1,806.75	Natalie Kippes	1,801.00
Kathie McGann	3,094.25	Ryanna Evans	2,426.00	Danielle Bourgault	2,050.00	Kayla Wells	1,840.25	Gloria Fitt	1,806.25	Samantha Rickard	1,800.75
Susi Neault	3,050.00	Paramjit Khangura	2,411.00	Josée Therrien	2,038.25	Christy Peterson	1,837.50	Maude Sarazin	1,806.25	Adaora Anigbogu	1,800.50
Cassandra Lay	3,035.00	Kisma Sinno	2,402.75	Barbara Sinden	2,023.75	Annie Gagnon	1,834.00	Tiffany Veldhuisen	1,806.25	Guylaine Bolduc	1,800.50
Danielle Lavigne	3,033.75	Wendy Gibson	2,402.50	Sherry Gilbert	2,023.50	Stéphanie Bibeau	1,830.25	Chiara Furlano	1,806.00	Hoda Karakach	1,800.50
Emely Morano	3,013.25	Lea Pattison	2,400.00	J. O'Sullivan	2,019.75	Sunny Sandy Houlgrave	1,829.75	Adryn Abarca	1,805.25	Annette Morash	1,800.50
Alanna Tripp	3,007.75	Kaylee Tent	2,400.00	Jenny-Lynn Sather	2,017.25	Sylvie Riendeau	1,824.00	Caroline Clingen	1,804.50	Shannon Bjorgan	1,800.25
Sandra Leeder	3,001.50	Betty Lister	2,394.25	Carl Leakvold	2,000.50	Lauretta Gorman	1,823.50	Catherine Baptiste	1,804.25	Marie Gibeau	1,800.25
Beverly Collins	2,927.00	Denise Slogotski	2,294.25	Gina Hormann	1,978.50	Gurmeet Brar	1,820.50	Sarantsetseg Jamsran	1,803.75	Diane Lebrun	1,800.25
Eva Kopec	2,862.25	Georgine Cook	2,255.50	Ashley Langevin	1,970.50	Isabelle Dubé	1,820.00	Dawn Gordon	1,803.50	Jennifer Lee	1,800.25
Tarra Keller	2,758.50	Terri Kurtzweg	2,252.50	Corina Howson	1,941.50	Lina Bois	1,819.75	Linda Hood	1,803.50	Sue Ostertag	1,800.25
Carol Heath	2,753.00	Edete Morton	2,249.50	Ziqian Zhou	1,932.50	Lynn Van Hemert	1,818.00	Margaret Bond	1,803.25	Tania Bouvette	1,800.00
Jacinda Prentice	2,718.25	Brenda McGogy	2,242.50	Andrée Larocque	1,926.00	Alex Quinn	1,817.25	Iryna Havryluk	1,803.25	Sandra Bliss	1,800.00
Doreen Adair	2,684.25	Vaillly Crowley	2,215.00	Marie Monte	1,921.00	Shamima Begum	1,816.00	Mercedita Bilbao	1,803.00	Stephanie Deleeuw	1,800.00
Sonya Martens	2,640.00	Dorothy Osadzuk	2,195.50	Maureen Adamkewicz	1,906.25	Milena Karadimas	1,814.50	Sasha Gaudreault-Rowe	1,802.75	Julie Jex	1,800.00
Esther Gallop	2,614.50	Sophie Audet	2,194.00	Jenefer Urdelas	1,905.50	Rhea Bulloch	1,813.00	Linda Gingrich	1,802.50	Natasha Labour	1,800.00
Kathy Whitley	2,604.00	Sheena Murphy	2,191.50	Patricia Benetto	1,900.00	Mylène Brière	1,812.75	Monica Noel	1,802.00	Bonnie Matchett	1,800.00
France Morin	2,571.75	Melody Scory	2,164.00	Rita White	1,882.75	Colette Benoît	1,812.00	Jennifer Schmidt	1,802.00	Connie Storr	1,800.00
Grace Cole	2,561.25	Louise Sauriol	2,131.25	Amanda Lloyd	1,882.25	Manjit Toor	1,812.00	Marianne Martin	1,801.75	Michelle Tremblay	1,800.00
Terry Burch	2,537.00	HAlter-Mcgrath	2,110.75	Gail Hennig	1,881.25	Heather Cook	1,810.00	Kylie Wall	1,801.50		

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 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 CONSIDÉRÉES 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 2010, L'EFFECTIF DE VENTE INDÉPENDANT DES COSMÉTIQUES MARY KAY LTÉE AU CANADA COMPTAIT PLUS DE 29 573 MEMBRES. PARMI LES 3 836 MEMBRES FAISANT PARTIE DE L'EFFECTIF DE VENTE INDÉPENDANT DURANT AU MOINS UN AN ET QUI ONT REÇU DES COMMISSIONS, 47,7 % ONT TOUCHÉ DES COMMISSIONS SUPÉRIEURES À 100 \$. PARMI LES 532 DIRECTRICES DES VENTES INDÉPENDANTES MARY KAY, LA MEILLEURE MOITIÉ A REÇU SUR L'ANNÉE DES COMMISSIONS ALLANT DE 17 649 \$ À PLUS DE 100 000 \$. PARMI LES 24 DIRECTRICES NATIONALES DES VENTES INDÉPENDANTES MARY KAY, 50 % SE SONT VUES REMETTRE DURANT L'ANNÉE DES COMMISSIONS DE PLUS DE 100 000 \$.

february 2011 recognition reconnaissances de février 2011

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

Top 5 NSD Year-To-Date Commissions/Commissions des 5 meilleures DNV à ce jour

Seminar year-to-date Independent National Sales Director gross commissions as of February 28th, 2011. Includes all first-, second-, third-line and first-line bonus, and global commissions/NSD bonuses. / Les commissions touchées au cours de l'année Séminaire à ce jour au 28 février 2011 par les Directrices nationales des ventes indépendantes sur leur production en gros comprennent toutes les primes de leurs groupes de première, deuxième et de troisième lignées, les primes de première lignée ainsi que les commissions mondiales/primes de DNV.



Angie Stoker



Renée Daras



Brenda Summach



Heather Armstrong



Elena Sarmago

On-Target Inner/Diamond/Gold Circle/En piste pour le cercle de diamant/d'or des initiées

Independent National Sales Directors become members of the Gold Circle when they earn \$125,000 or more; members of the prestigious Diamond Circle when they \$200,000 or more; and a member of the exclusive Inner Circle when they earn \$325,000 or more in "NSD Commissions" during the Seminar contest period. (NSD Commissions are comprised of commissions earned on the wholesale production of first-, second- and third-line offspring units; Top 10 fourth-line and beyond; Elite Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for February; NSD bonuses for Star Consultants; and NSD commissions earned on all foreign countries through January. These "NSD Commissions" are used to determine NSD ranking for a Seminar year./Les Directrices nationales des ventes indépendantes deviennent membre du Cercle d'or lorsqu'elles ont au moins gagné 125 000 \$, membre du prestigieux Cercle de diamant lorsqu'elles ont au moins gagné 200 000 \$ et deviennent membre de l'exclusif Cercle des initiées lorsqu'elles ont au moins gagné 325 000 \$ en «Commissions de DNV » pendant la période-concours du Séminaire. Les commissions de DNV sont les commissions gagnées sur la production en gros du premier, deuxième et troisième groupe de lignée; les 10 meilleures de la quatrième lignée et au-delà; les commissions de DNV élités exécutives; les commissions de DNV sur les groupes personnels; les primes de DNV pour les Directrices de lignée de DNV et les Directrices de lignée de leurs groupes personnels pour le mois de février; les primes de DNV pour les Conseillères Étoilées et les commissions de DNV gagnées sur tous les marchés étrangers au cours du mois de janvier. Ces « commissions de DNV » sont utilisées pour déterminer la position d'une DNV pendant une année Séminaire.

**On-Target for
Diamond Circle/En piste
pour le cercle d'or**
Angie Stoker
Renée Daras

**On-Target for
Gold Circle/En piste pour
le cercle de diamant**
Brenda Summach

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 28th, 2011. 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 2011. 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	\$6,948,902.50	Brenda Summach	\$3,465,519.18	D. Ryan-Rieux	\$2,327,331.00	Gloria Boyne	\$2,043,392.34	Marcia Grobety	\$1,789,366.91
H. Armstrong	3,951,174.94	Gail Adamson	2,416,541.10	Elena Sarmago	2,259,139.83	Dalene Allen	2,018,833.56	Olive Ratzlaff	1,567,604.00

Monthly NSD Commissions (above \$10,000)/Commissions DNV du mois (plus de 10 000 \$)

Listed below are Independent National Sales Director commission 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^{re}, 2^e et 3^e lignées; commissions touchées par les Directrices nationales des ventes senior indépendantes sur les groupes personnels de leurs Directrices nationales des ventes de 1^{re} 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^{re} lignée. Ces commissions des Directrices nationales des ventes indépendantes englobent toutes les commissions issues de l'étranger en janvier.

Angie Stoker	\$29,636.00	Brenda Summach	\$12,697.00	Elena Sarmago	\$11,212.00
Renée Daras	14,768.00	Dalene Allen	11,212.00	Darlene Ryan-Rieux	8,511.00

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 2010, THERE WERE OVER 29,573 MEMBERS OF THE INDEPENDENT SALES FORCE OF MARY KAY COSMETICS LTD. IN CANADA. OF THE 3,836 WHO WERE IN THE INDEPENDENT SALES FORCE FOR AT LEAST ONE YEAR AND WHO EARNED COMMISSIONS, 47.7% EARNED COMMISSIONS IN EXCESS OF \$100. OF THE 532 OF THOSE WHO WERE MARY KAY INDEPENDENT SALES DIRECTORS, THE TOP 50% EARNED COMMISSIONS DURING THE YEAR OF \$17,649 TO IN EXCESS OF \$100,000. OF THE 24 OF THOSE WHO WERE MARY KAY INDEPENDENT NATIONAL SALES DIRECTORS, 50% EARNED COMMISSIONS DURING THE YEAR IN EXCESS OF \$100,000.

Triple Crown, Dean's List & Honors Society Achievers Championne Triple couronne, Liste des meilleures performances et Société d'honneur

TRIPLE CROWN: The following Independent Sales Director met the requirements of the Triple Crown Challenge by achieving On the Move, Fabulous 50s and the Mary Kay Honors Society within one year of their debut date. / **TRIPLE COURONNE:** La Directrice des ventes indépendantes suivante a rempli les conditions du défi Triple couronne en réussissant les programmes En Marche!, Fabuleux 50 et la Société d'honneur Mary Kay dans l'année suivant la date de leurs débuts.

DEAN'S LIST: 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 class and have a unit size of at least 50 during her debut quarter. / **LISTE DES MEILLEURES PERFORMANCES :** 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 dans la classe de ses débuts et en ayant une taille de groupe de 50 ou plus le trimestre de ses débuts.

HONORS SOCIETY: The following Independent Sales Director achieved the Mary Kay Honors Society by achieving at least \$60,000 in net adjusted wholesale production and growing their unit size to 50 or more within one year of their debut date. / **SOCIÉTÉ D'HONNEUR:** 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 de ses débuts.



Teresita Abad (Toronto, ON)
National Area/Famille nationale: Elena Sarmago
Debut/Débuts: February/Février 2010



Chun Hui Spring Mo (Montréal, QC)
National Area/Famille nationale: Darlene Ryan-Rieux
Debut/Débuts: February/Février 2010

Fabulous 50s Achiever Championne Fabuleux 50

The following Independent Sales Director achieved Mary Kay's Fabulous 50s program by achieving at least \$30,000 in net adjusted wholesale production and growing her unit size to 50 or more within six months of her debut date. / La Directrice des ventes indépendante suivante a réussi le programme de championne Fabuleux 50 Mary Kay pour avoir réalisé une production de groupe nette ajustée de 30 000 \$ en gros ou plus et pour avoir développé un groupe de 50 membres ou plus dans les six mois suivant la date de ses débuts.



Grelife Mascarenhas (Maple, ON)
National Area/Famille nationale: Elena Sarmago
Debut/Débuts: August/Août 2010

On the Move Achiever Championne En marche!

The following Independent Sales Directors achieved Mary Kay's On the Move program by achieving at least \$15,000 in net adjusted wholesale production and adding three or more qualified personal team members within three months of their debut date. / Les Directrices des ventes indépendantes suivantes ont réussi le programme En marche! Mary Kay en réalisant une production de groupe nette ajustée de 15 000 \$ en gros ou plus et en ajoutant au moins trois nouveaux membres d'équipe personnelle qualifiés dans les trois mois suivant la date de leurs débuts.



Grelife Mascarenhas (Maple, ON)
National Area/Famille nationale: Elena Sarmago
Debut/Débuts: August/Août 2010

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.

Susan Bannister	\$67,131.20	Tamara Swatske	\$38,069.70	Allyson Beckel	\$29,213.20	Ginette Desforges	\$23,850.70	Rita Samms	\$22,036.00	Donna Izen	\$20,600.50
Guyline Comeau	66,100.70	Shelley Recoskie	37,475.00	Josianne Boily	28,094.20	Barbara Craig	23,805.20	Pat Monforton	22,024.70	Gaylene Gillander	20,566.00
Fiona Corby	57,369.70	Nathalie Delisle	35,391.20	Kathy Handzuik	27,099.20	Liz Wodham	23,582.20	Amoreena Murray	21,600.20	Laureen Miller	20,446.20
Josée D'Anjou	50,022.20	Joyce Goff	35,079.20	Paulette Nimco	26,024.20	Jane Arsenaault	22,926.20	Marilyn Clark	21,432.70	Susan Richardson	20,299.20
Nicole Bellemare	46,503.20	Lorrie Henke	34,419.70	Mary Ogunyemi	26,018.00	Lorraine McCabe	22,687.20	Janice Appleby	21,358.20	Gloria Fitt	20,151.70
Mireille Morin	46,061.70	Sharon Coburn	32,969.20	Cheryl Page	25,864.70	Frances Fletcher	22,643.20	France Légaré	21,166.70	Yasmin Manamperi	20,075.70
Shirley Peterson	44,649.70	Angela Hargreaves	32,764.70	Wanda Groenewegen	25,427.70	Susie Leakvold	22,583.70	Mary-Lou Hill	21,103.70	Pat Paul	20,021.70
Shannon Tobin	41,205.20	Carol Heath	32,489.70	Barb McKellar	25,389.70	Pam Hill	22,385.20	Bev Harris	21,053.70	Michelle Currie	20,013.20
Angie Fedorchuk	40,794.20	Jill Ashmore	32,461.20	Harpreet Dhaliwal	25,304.20	Lenore Oughton	22,362.70	Eva Kopeck	20,786.20	Diane Poulin	20,004.20
France Grenier	40,424.20	Kyla Buhler	32,078.70	Cassandra Lay	24,800.20	Judi Todd	22,355.70	Anne Marie Palumbo	20,751.70		
Evelyn Ramanauskas	40,050.20	Louise Fortin	31,861.20	Louisa Hoddinott	24,016.20	Elaine Sicotte	22,281.20	Jennifer Levers	20,713.70		
Marilyn Bodie	39,483.70	Kathy Whitley	30,657.70	Mary Davies	23,866.70	Claribel Avery	22,069.20	Jacqueline Cullen	20,653.70		

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 2010, L'EFFECTIF DE VENTE INDÉPENDANT DES COSMÉTIQUES MARY KAY LTÉE AU CANADA COMPTAIT PLUS DE 29 573 MEMBRES. PARMI LES 3 836 MEMBRES FAISANT PARTIE DE L'EFFECTIF DE VENTE INDÉPENDANT DURANT AU MOINS UN AN ET QUI ONT REÇU DES COMMISSIONS, 47,7 % ONT TOUCHÉ DES COMMISSIONS SUPÉRIEURES À 100 \$. PARMI LES 532 DIRECTRICES DES VENTES INDÉPENDANTES MARY KAY, LA MEILLEURE MOITIÉ A REÇU SUR L'ANNÉE DES COMMISSIONS ALLANT DE 17 649 \$ À PLUS DE 100 000 \$. PARMI LES 24 DIRECTRICES NATIONALES DES VENTES INDÉPENDANTES MARY KAY, 50 % SE SONT VUES REMETTRE DURANT L'ANNÉE DES COMMISSIONS DE PLUS DE 100 000 \$.

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.

Josée D'Anjou	\$8,703.80	Joyce Goff	\$3,980.15	Elaine Sicotte	\$3,047.60	Pam Hill	\$2,556.83	Giovanna Russo	\$2,322.53	Louiselle Duchesne	\$2,134.14
Guylaine Comeau	8,347.33	Kyla Buhler	3,958.55	Paulette Nimco	2,991.57	Lenore Oughton	2,553.58	Gloria Fitt	2,309.86	Carol Hoyland-Olsen	2,132.24
Susan Bannister	7,672.30	Lorrie Henke	3,937.28	Cheryl Page	2,991.15	Judi Todd	2,553.12	Donna Matthews	2,303.68	Jasbir Sandhu	2,125.11
Mireille Morin	7,658.01	Claribel Avery	3,716.53	Barbara Craig	2,928.77	Rita Samms	2,534.62	Pat Paul	2,301.41	Randhir Singh	2,124.37
Fiona Corby	6,843.98	Carol Heath	3,711.83	Rajinder Rai	2,919.04	Pat Monforton	2,531.61	Michelle Currie	2,300.86	Louise Desy	2,123.41
Nicole Bellemare	6,035.10	Jill Ashmore	3,709.98	Barb McKellar	2,851.63	Johanna Tobin	2,486.45	Diane Poulin	2,300.27	Chun Hui Spring Mo	2,121.46
Shirley Peterson	5,364.11	Wanda Groenewegen	3,628.63	Donna Izen	2,792.30	Pam Behnke-Van Hoof	2,477.24	Shirley Fequet	2,296.97	Céline Fréchette	2,119.31
Nathalie Delisle	5,347.90	Allyson Beckel	3,598.86	Lorraine McCabe	2,736.98	Teresa Ho	2,448.30	Susan Brady	2,282.95	Ming Tsang	2,116.88
Marilyn Bodie	5,234.08	Mary Ogunyemi	3,541.29	Liz Wodham	2,718.72	Lauren Miller	2,431.67	Cathie Chapman	2,272.95	Colleen Hendrickson	2,112.25
Shannon Tobin	5,229.65	Josianne Boily	3,526.12	Karen Taylor	2,703.37	Debbie Parsons	2,421.71	Gina Hormann	2,269.84	Joyce Bigelow	2,097.83
Angie Fedorchuk	5,155.00	Kathy Whitley	3,492.75	Sonia Janelle	2,694.92	Karen Hollingworth	2,421.37	Elaine Fry	2,267.55	Gina Ge Qian	2,092.50
Evelyn Ramanauskas	5,143.32	Louisa Hoddinott	3,465.54	Mary-Lou Hill	2,671.74	Shelley Haslett	2,421.13	Shannon Cameron	2,244.74	Marie-Josée Bourdages	2,089.62
Angela Hargreaves	4,986.24	Susie Leakvold	3,405.96	Jennifer Levers	2,666.71	Amoreena Murray	2,404.01	Miriam Chavarria	2,244.03	Georgie Anderson	2,088.31
Sharon Coburn	4,825.11	Cassandra Lay	3,312.01	Eva Kopec	2,651.10	Marilyn Clark	2,393.13	Monica Hecht	2,236.20	Luzmi Gil	2,081.06
Tamara Swatske	4,679.01	Mary Davies	3,208.36	Vaun Gramatovich	2,645.45	Janice Appleby	2,388.28	Robin Courmeya-Roblin	2,235.23	Fran Sorobey	2,055.69
France Grenier	4,627.57	Elizabeth Farris	3,142.35	Gaylene Gillander	2,623.49	Bev Harris	2,368.49	Beverley Dix	2,228.22	Heidi McGuigan	2,051.67
Shelley Recoskie	4,531.85	Yasmin Manamperi	3,112.12	Guylaine Dufour	2,609.66	Anne Marie Palumbo	2,355.10	Louise Boulanger	2,218.60	Judy Buchanan	2,032.54
Louise Fortin	4,263.02	Susan Richardson	3,105.01	Jane Maria Arsenaault	2,591.54	Jacqueline Cullen	2,346.59	Pamela Kanderka	2,190.33	Linda Feldman	2,015.64
Harpreet Dhaliwal	4,054.71	Kathy Handzuik	3,061.45	France Légaré	2,579.34	Lucie Beauregard	2,344.43	Bonnie Vigue	2,179.81	Giselle Marmus	2,012.22
Ginette Desforges	4,013.89	Julie Ricard	3,048.08	Frances Fletcher	2,574.54	Gladys MacIntyre	2,324.40	Audrey Ehalt	2,151.10	Danielle Thériault	2,009.40

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 – Greflie Mascarenhas

Ontario – Fiona Corby

Saskatchewan – Angie Fedorchuk

Québec – Nicole Bellemare

Québec – Luzmi Gil

Saskatchewan – Joyce Bigelow

Québec – Guylaine Comeau

Newfoundland/Terre-Neuve – Mary Ogunyemi

Québec – Nathalie Delisle

Québec – Giovanna Russo

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^e membre actif ou plus en février.

H ALTER-MCGRATH
Sarah Reece-Robertson
KASIE DOBBS ANCONA
Sarah Bardell

CRYSTAL DUNBAR
Wanda Groenewegen
ELSA GARCIA
Giovanna Russo

ALINE GUÉRARD
Guylaine Comeau
PAMELA LANDRY
Joyce Goff

VERONIK LAVIGNE
Josianne Boily
CORALLEE MITCHELL
Marilyn Bodie

MARILYN SINCLAIR
Luisa Rallor
SUE VANDERPOL
Susan Brady

New Star Team Builders/Nouvelles Bâtisseuses d'équipe Étoile

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^e membre actif ou plus en février.

MÉLANIE ALLAIRE
Guylaine Comeau
JANET BARTLETT
Louisa Hoddinott
MÉLISSA BÉLANGER
Mireille Morin
YANFANG CHEN
Gina Ge Qian

KERRY COLEMAN
Amanda Sikora
JENNIFER CORNISH
Kathy Quilty
JANE GIESBRECHT
Sherrilynn Poulton
NATHALIE GINGRAS
Mireille Morin

SHEILA JENKINS
Jill Ashmore
JESSIE JIA
Ming Tsang
ALICE KUHLE
Elizabeth Farris
KAREN MARTINEAU
Rhoda Burton

JENNIFER MURRAY
Linda Moreau
KARRY NELSON
Kim Conaghan
MEGHAN PRYOR
Marina Mason
JOSÉE SASSEVILLE
Nathalie Bisailon

KARI SCHENHER
Angie Fedorchuk
JOHANNE SEGUIN
Marie-Josée Barriault
LISA SMITH
Sarah Bardell
KARLA TORRES
Miriam Chavarria

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 Ford Focus SE or receive cash compensation. / Conseillères en soins de beauté indépendantes qualifiées en février pour l'usage d'une Ford Focus SE ou une compensation en argent.

Alexandra Losson

Judith Poulin

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 IN WHOLESALE ORDERS FOR COSMETICS INTENDED FOR RESALE DURING THE MONTH. IN 2010, THERE WERE OVER 29,573 MEMBERS OF THE INDEPENDENT SALES FORCE OF MARY KAY COSMETICS LTD. IN CANADA. OF THE 3,836 WHO WERE IN THE INDEPENDENT SALES FORCE FOR AT LEAST ONE YEAR AND WHO EARNED COMMISSIONS, 47.7% EARNED COMMISSIONS IN EXCESS OF \$100. OF THE 532 OF THOSE WHO WERE MARY KAY INDEPENDENT SALES DIRECTORS, THE TOP 50% EARNED COMMISSIONS DURING THE YEAR OF \$17,649 TO IN EXCESS OF \$100,000. OF THE 24 OF THOSE WHO WERE MARY KAY INDEPENDENT NATIONAL SALES DIRECTORS, 50% EARNED COMMISSIONS DURING THE YEAR IN EXCESS OF \$100,000.

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.

Guyline Comeau	\$1,202.01	Amélie Messier	\$832.38	Fiona Corby	\$689.97	Alison Hogan	\$621.22	June Rumball	\$594.16	Kylie Wall	\$538.41
Pam Behnke-Van Hoof	1,123.65	Shelley Recoskie	829.86	Debbie Parsons	681.07	Heather Hewitt	620.25	Chun Hui Spring Mo	580.90	Monica Noel	538.08
Liz Wodham	1,069.00	Kathy Whitley	824.97	Katharine Wingert	678.24	Aline Guerard	616.50	Marilyn Bodie	572.40	Angie Fedorchuk	533.46
Nicole Bellemare	1,040.86	Tammy Eliuk	815.55	Paulette Nimco	676.47	Jacqueline Cullen	614.91	Alice Wong	570.66	Joy Zaporozan	531.81
Evelyn Ramanaukas	1,023.96	Harpreet Dhaliwal	799.51	Joyce Bigelow	667.19	Veronik Lavigne	614.28	Michelle Currie	565.47	Jasbir Sandhu	530.71
Cassandra Lay	970.11	Bev Harris	748.89	Kyla Buhler	666.46	Alexandra Losson	613.98	Danielle Thériault	562.01	Maria Anokhina	529.03
Claribel Avery	886.46	Joanne Marchildon	742.95	Jennifer Levers	658.84	Gladys MacIntyre	607.73	Louise Fortin	559.66	Lorrie Henke	513.81
Susie Leakvold	865.47	Yasmin Manamperi	730.83	Joëlle Malet	656.76	Louisa Hoddinott	606.84	Wanda Groenewegen	556.51	Chianne Smith	510.48
France Grenier	847.29	Guyline Dufour	727.84	Barbara Craig	652.86	Céline Fréchette	606.30	Raelene Bennett	556.32	Diane Burness	502.14
Shannon Tobin	843.57	Mary-Lou Hill	717.63	Pam Hill	649.29	Gina Hormann	600.22	Shirley Fequet	551.11	Tamara Swatske	500.89
Shannon Cameron	833.43	Angela Hargreaves	708.28	Fran Sorobey	630.94	Gloria Fitt	597.39	Johanna Tobin	542.24	Sharon Wolthers	500.42

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.

Eva Kopec	\$559.08	Cathy Wright-Mcarthur	\$374.56	Carol Thompson	\$334.80	Tarra Keller	\$281.90	Louise McCann	\$264.30
Nathalie Delisle	460.23	Jayne Fochler	370.82	Irma Vogt-Dyck	325.69	Betty Lister	277.30	Marlene Bridgman	263.36
Kim Walk	409.54	Melissa Bongalis	360.01	Mary O. Ogunyemi	319.28	Marie-Josée Barriault	271.18	Judy Bolduc	255.35
Jill Ashmore	405.64	Glenna O'Quinn	344.34	Florame Tanian	304.17	Jenny-Leanne Dorey	268.50	Sharon Lee Carlson	253.49
Debbie Struthers	381.01	Sylvie Pellerin	339.18	Chrissy Novak	303.56	Louiselle Duchesne	266.12	Randhir Singh	253.34

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.

Huberta Selormey	\$208.26	Michelle Tremblay	\$148.06	Nadia Lauzier	\$96.24	Karine Poulin	\$87.93	Janet Bartlett	\$82.52	Anna Mijovic	\$80.60
Kerry Coleman	195.20	Julie Coderre	144.83	Michelle Pearson	96.00	Esther Olijnyk	87.27	Kari Schenher	81.81	Diana Rojas	80.22
Marcia Ouellette	179.39	Fatima Zohra	120.20	Jessie Jia	95.90	Josée Larocque	86.31	Susan Haselhan	81.39	Harkamaljit Khaira	79.95
Karen Martineau	170.55	Doreen Bradburn	101.41	Sandy Nelson	92.23	Johanne Seguin	86.19	Lorrie Roshier	81.34	Arlene Patko	78.79
Mélissa Bélanger	155.25	Joanne Moss	96.42	Jennifer Heidenga	92.21	Samantha Scobey	82.83	Micheline Racicot	80.99	Monique Bard	75.66

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.

LOUISA HODDINOTT	MAUREEN CORRIGAN	GRELIFE MASCARENHAS	LUISA DUTRA	JOANNE MARCHILDON
Director/Directrice	Director/Directrice	Director/Directrice	Alison Hogan	Angie Fedorchuk
MARY OGUNYEMI	MARIA ANOKHINA	TANNAS ROSS	ANGELA HAINES	MYRA QUITORAS
Director/Directrice	Erna Voth	Director/Directrice	Elizabeth Groombridge	Joyce Bigelow
JOYCE BIGELOW	RAELENE BENNETT	RUFFY BAUTISTA	PAMELA LIEBENBERG	
Director/Directrice	Marilou Brummund	Teresita Abad	Donna Fidler	

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.

YASMIN MANAMPERI	MARIOLA HERBASZ	IVONNE AYALA	STÉPHANIE GRENIER	PATRICIA PEPPARD
Director/Directrice	Director/Directrice	Eva Kopec	Nathalie Delisle	Glenna O'Quinn
SUSIE LEAKVOLD	SYLVIE PELLERIN	JOSÉE BEAULIEU	LOUBNA IBNOUZAIR	HAISHA SHI
Director/Directrice	Nathalie Delisle	Nicole Bellemare	Caroline Sarrouf	Ge Qu
DIANE BURNES	LOIDA AGUMO	PRISCILA CARBAJAL	HARKAMALJIT KHAIRA	CAROL THOMPSON
Director/Directrice	Grelife Mascarenhas	Luzmi Gil	Harsimran Saini	Amoreena Murray
GUYLAINE COMEAU	FEDELITA AMOR	ELSA GARCIA	MICHELE MIERZWA	KIM WALK
Director/Directrice	Grelife Mascarenhas	Giovanna Russo	Mariola Herbasz	Monica Hecht

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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.

EVELYN RAMANAUSKAS Director/Directrice	SUE MCELHANNEY Director/Directrice	MICHELLE GURDEBEKE Director/Directrice	MÉLANIE ALLAIRE Guyline Comeau	CLAIRE JONES Shireen Spencer	MELISSA SEGURA Lorrie Henke
REINA HERAS Director/Directrice	JANICE APPELEY Director/Directrice	DANIELLE GUILMETTE Josée D'Anjou	H ALTER-MCGRATH Sarah Reece-Robertson	HOLLY KAY Karen Perry	LISA SMITH Sarah Bardell
PAULINE CAMPBELL Director/Directrice	GUYLAINE DUFOUR Director/Directrice	DIANE LEBRUN Mychele Guimond	LISA BRIDEAU Michele Cutler	EMILY MARTIN Louisa Hoddinott	SUE VANDERPOL Susan Brady
GISELLE MARMUS Director/Directrice	ANIK SEGUIN Director/Directrice	JOCELYNE LEVESQUE Cheryl Page	SILVIE DA COSTA Nicole Bellemare	NICOLE MILLER Marilyn Bodie	MARIA PALOMINO Cristina Alvarez
FIONA CORBY Director/Directrice	CHRISTINA DORACIN Director/Directrice	CHRISSY NOVAK Director/Directrice	AUDREY DESMARAIS Isabelle Perreault	MARIE-PIER NADEAU Louise Fortin	ZULMA VAZQUEZ Luzmi Gil
LISA CRAIG Director/Directrice	KIMBERLEY ROBERTS Director/Directrice	DARCI PALMER Laurie Schuster Sydor	KIMBERLY FLANNERY Angela Hargreaves	SYLVIE RIEUX Director/Directrice	
ANGIE FEDORCHUK Director/Directrice	VERONICA DUNCAN Kyla Buhler	MELANIE A. WADE Director/Directrice	JANE GIESBRECHT Sherrilyn Poulton	GLORIA SANCHEZ Giovanna Russo	

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 – Setorme Tsikata	Nova Scotia/Nouvelle-Écosse – Janet Millar	Québec – Catherine Fortin
British Columbia/Colombie-Britannique – Cara Schafer	Nunavut – Sandy Muise	Saskatchewan – Kathy Whitley
Manitoba – Linda Giesbrecht	Northwest Territories/Territoires du Nord-Ouest – Ellyn Lemley	Yukon – Carrie Power
New Brunswick/Nouveau-Brunswick – Cheryl Page	Ontario – Shelley Recoskie	
Newfoundland & Labrador/Terre-Neuve-et-Labrador – Melissa Martin	Prince Edward Island/Île-du-Prince-Édouard – Aradella MacDonald	

Stars Consultants on the Ladder of Success/Conseillères 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!

Shelley Recoskie	\$6,500.25	Deanna Blue	\$4,758.25	Melissa Martin	\$4,263.75	Heather Yantzi	\$3,787.25	Ada Luo	\$3,627.25	Lindsey Klassen	\$3,601.75
Setorme Tsikata	5,206.50	Amoreena Murray	4,484.85	Krista Hrin	4,010.25	Catherine Fortin	3,748.25	Ellyn Lemley	3,620.75		
Kathy Whitley	5,162.10	Anne-Marie Czember	4,390.00	Sue McElhanney	4,002.00	Katy Asselin	3,701.50	Cara Schafer	3,602.00		

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!

Cassandra Lay	\$3,522.85	Kathleen Johnson	\$2,601.50	Kim Marchildon	\$2,166.00	Carol Hoyland-Olsen	\$1,974.10	Chantal St-Amour	\$1,820.75	Betty Mills	\$1,801.75
Valérie Jette	3,497.00	Karen Goldrick	2,503.10	Lyne Mc Clure	2,157.75	Rita White	1,972.10	Georgina Becerra	1,818.25	Gail Johnson	1,801.50
Tarra Keller	3,421.75	Ryanna Evans	2,503.00	Judith Poulin	2,151.75	Sheri Gray	1,970.00	Marie-Pier Nadeau	1,817.75	Molly Penner	1,801.25
Linda Giesbrecht	3,319.85	Karine Gariepy	2,457.50	Maureen Adamkewicz	2,142.85	Jodi Jarvis	1,962.75	Cristina Camastro	1,815.50	Edete Morton	1,801.10
Brenda Drummelsmith	3,204.00	Johanne Seguin	2,446.50	Shivonne Vienneau	2,142.10	Kasey Kipien	1,956.50	Esther Gallop	1,815.10	Janique Cormier	1,801.00
Kathie McGann	3,196.10	Jessica Bissonnette	2,421.00	Denise-Ann Boudreau	2,139.25	Josée Garneau	1,954.25	Sara Low	1,814.75	Nicole Désautels	1,801.00
Helene Murray	3,188.00	Gail St.Croix	2,410.60	Yolaine Brule	2,135.50	Cindy Levesque	1,922.60	Nancy Desmarais	1,813.75	Marilyn Girard	1,801.00
Lynne Pocock	3,143.60	Salma Islam	2,405.00	Jackie Cowderoy	2,084.85	Debbie Parsons	1,915.10	MacKenzie Beck	1,812.75	Xiaoyan Qiu	1,801.00
Jennifer Scott	3,120.10	Linda Hood	2,401.75	Melissa Segura	2,070.75	Carol Heath	1,902.35	Courtney Sonder	1,809.25	Manon Pharttrand	1,800.75
Nicole Lefebvre	3,083.00	Noreen Kroetsch	2,401.10	Diane Welch	2,043.00	Danielle Gagnon	1,899.50	Lynne Blanchette	1,808.00	Janette Stubblefield	1,800.75
Tammy Cusveller	3,039.50	Candace Kennedy	2,400.75	Sheila Lefebvre	2,039.60	Cheryl Page	1,891.60	Laura Landry	1,807.85	Manthajini Balendran	1,800.50
Marj Wiebe	3,006.00	Sandra Neufeld	2,400.35	Colleen Sankey	2,037.10	Bev Harris	1,874.60	Sophia Stanwyck	1,807.25	Shokoufeh Eshraghi	1,800.50
Liliana Gusta	3,001.00	Rosa Meza-Khan	2,400.25	Gina Hormann	2,033.60	Ellen Whiting	1,869.35	Nathalie Cayouette	1,806.50	Edina Bannawel	1,800.25
Noeme Arcadio	3,000.25	Suzanne Arnott	2,400.00	Kathy Godfrey	2,026.00	Michelle Pitura	1,860.50	Martha Valencia	1,805.50	Connie Fennell	1,800.25
Claudette Lebrun	3,000.00	Nancy McEwen	2,379.10	Nathalie Bissailon	2,024.50	Edith Rajna	1,856.25	Susan Baer	1,805.25	Alliesha Maddess	1,800.25
Jessica Plouffe	3,000.00	Jennifer Cornish	2,347.75	Johanne Girard	2,013.35	Sonya Lewis	1,854.00	Ginette Gauthier	1,805.25	Lisa Powers	1,800.25
Josée Therrien	2,977.50	Wendy-Lynn Jones	2,299.50	Marie Courtemanche	2,005.50	Michelle Tremblay	1,852.50	Padmaja Mukundan	1,804.75	Chia Tran	1,800.25
Louise Ann Brunet	2,971.35	Julie Lapointe	2,299.50	Colette Pointier	2,005.00	Kay Szydlak	1,848.75	Heidi Nelson	1,804.50	Stephanie Dery	1,800.00
Carol Rennehan	2,818.10	Dawn Gordon	2,265.00	Elaine Marchildon	2,003.25	Loubna Ibnouzahir	1,848.50	Guyline Larouche	1,804.25	Harpreet Dhillon	1,800.00
Lorrie Henke	2,807.35	Paymaneh Varahram	2,242.25	Wendy Coombs	2,002.00	Donna Dodds	1,838.60	Kaela Sandquist	1,803.75	Gail Jamieson	1,800.00
Genevieve Desnoyers	2,804.75	Laura Cross	2,231.75	Lauretta Gorman	2,001.60	Marthe Harvey	1,824.75	Véronique Nolin-Morin	1,803.25	Tara Leston	1,800.00
Heather Loshack	2,794.85	Georgine Cook	2,173.35	Angela Ward	2,000.50	Reina Heras	1,822.85	Caron E Magee	1,803.10	Alison Hogan	1,792.85
Pamela Dunnill	2,610.00	Gaby Morin	2,166.75	Lynn Hubley	1,985.10	Maryse Dubois	1,821.75	Jacinthe Therrien	1,802.00		

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 IN WHOLESALE ORDERS FOR COSMETICS INTENDED FOR RESALE DURING THE MONTH. IN 2010, THERE WERE OVER 29,573 MEMBERS OF THE INDEPENDENT SALES FORCE OF MARY KAY COSMETICS LTD. IN CANADA. OF THE 3,836 WHO WERE IN THE INDEPENDENT SALES FORCE FOR AT LEAST ONE YEAR AND WHO EARNED COMMISSIONS, 47.7% EARNED COMMISSIONS IN EXCESS OF \$100. OF THE 532 OF THOSE WHO WERE MARY KAY INDEPENDENT SALES DIRECTORS, THE TOP 50% EARNED COMMISSIONS DURING THE YEAR OF \$17,649 TO IN EXCESS OF \$100,000. OF THE 24 OF THOSE WHO WERE MARY KAY INDEPENDENT NATIONAL SALES DIRECTORS, 50% EARNED COMMISSIONS DURING THE YEAR IN EXCESS OF \$100,000.

march 2011 recognition reconnaisances de mars 2011

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

Top 5 NSD Year-To-Date Commissions/Commissions des 5 meilleures DNV à ce jour

Seminar year-to-date Independent National Sales Director gross commissions as of March 31st, 2011. Includes all first-, second-, third-line and first-line bonus, and global commissions/NSD bonuses. / Les commissions touchées au cours de l'année Séminaire à ce jour au 31 mars 2011 par les Directrices nationales des ventes indépendantes sur leur production en gros comprennent toutes les primes de leurs groupes de première, deuxième et de troisième lignées, les primes de première lignée ainsi que les commissions mondiales/primes de DNV.



Angie Stoker



Renée Daras



Brenda Summach



Heather Armstrong



Elena Sarmago

On-Target Inner/Diamond/Gold Circle/En piste pour le cercle de diamant/d'or des initiées

Independent National Sales Directors become members of the Gold Circle when they earn \$125,000 or more; members of the prestigious Diamond Circle when they \$200,000 or more; and a member of the exclusive Inner Circle when they earn \$325,000 or more in "NSD Commissions" during the Seminar contest period. (NSD Commissions are comprised of commissions earned on the wholesale production of first-, second- and third-line offspring units; Top 10 fourth-line and beyond; Elite Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for March; NSD bonuses for Star Consultants; and NSD commissions earned on all foreign countries through February. These "NSD Commissions" are used to determine NSD ranking for a Seminar year./Les Directrices nationales des ventes indépendantes deviennent membre du Cercle d'or lorsqu'elles ont au moins gagné 125 000 \$, membre du prestigieux Cercle de diamant lorsqu'elles ont au moins gagné 200 000 \$ et deviennent membre de l'exclusif Cercle des initiées lorsqu'elles ont au moins gagné 325 000 \$ en «Commissions de DNV» pendant la période-concours du Séminaire. Les commissions de DNV sont les commissions gagnées sur la production en gros du premier, deuxième et troisième groupe de lignée; les 10 meilleures de la quatrième lignée et au-delà; les commissions de DNV élites exécutives; les commissions de DNV sur les groupes personnels; les primes de DNV pour les Directrices de lignée de DNV et les Directrices de lignée de leurs groupes personnels pour le mois de mars; les primes de DNV pour les Conseillères Étoiles et les commissions de DNV gagnées sur tous les marchés étrangers au cours du mois de février. Ces « commissions de DNV » sont utilisées pour déterminer la position d'une DNV pendant une année Séminaire.

**On-Target for
Diamond Circle/En piste
pour le cercle d'or**
Angie Stoker
Renée Daras

**On-Target for
Gold Circle/En piste pour
le cercle de diamant**
Brenda Summach

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 March 31st, 2011. 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 mars 2011. 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	\$7,840,461.00	Brenda Summach	\$4,015,903.33	D. Ryan-Rieux	\$2,612,621.50	Gloria Boyne	\$2,293,292.33	Marcia Grobety	\$2,032,077.86
H. Armstrong	4,420,534.62	Gail Adamson	2,667,752.10	Elena Sarmago	2,497,350.45	Dalene Allen	2,200,699.84	Olive Ratzlaff	1,804,478.00

Monthly NSD Commissions (above \$10,000)/Commissions DNV du mois (plus de 10 000 \$)

Listed below are Independent National Sales Director commissions earned in March 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 February. / Commissions touchées en mars par les Directrices nationales des ventes indépendantes sur la production mensuelle en gros de leurs groupes de 1^{re}, 2^e et 3^e lignées; commissions touchées par les Directrices nationales des ventes senior indépendantes sur les groupes personnels de leurs Directrices nationales des ventes de 1^{re} 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^{re} lignée. Ces commissions des Directrices nationales des ventes indépendantes englobent toutes les commissions issues de l'étranger en février.

Angie Stoker	\$27,462.00	Renée Daras	\$18,296.00	Dalene Allen	\$14,307.00	D. Ryan-Rieux	\$13,240.00	Gloria Boyne	\$12,295.00
Brenda Summach	22,604.00	Elena Sarmago	14,924.00	Olive Ratzlaff	13,927.00	H. Armstrong	13,120.00	Linda MacDonald	12,092.00

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 TIRED 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 2010, L'EFFECTIF DE VENTE INDÉPENDANT DES COSMÉTIQUES MARY KAY LTÉE AU CANADA COMPTAIT PLUS DE 29 573 MEMBRES. PARMI LES 3 836 MEMBRES FAISANT PARTIE DE L'EFFECTIF DE VENTE INDÉPENDANT DURANT AU MOINS UN AN ET QUI ONT REÇU DES COMMISSIONS, 47,7 % ONT TOUCHÉ DES COMMISSIONS SUPÉRIEURES À 100 \$. PARMI LES 532 DIRECTRICES DES VENTES INDÉPENDANTES MARY KAY, LA MEILLEURE MOTITÉ A REÇU SUR L'ANNÉE DES COMMISSIONS ALLANT DE 17 649 \$ À PLUS DE 100 000 \$. PARMI LES 24 DIRECTRICES NATIONALES DES VENTES INDÉPENDANTES MARY KAY, 50 % SE SONT VUES REMETTRE DURANT L'ANNÉE DES COMMISSIONS DE PLUS DE 100 000 \$.

Triple Crown & Honors Society Achievers Championne Triple couronne et Société d'honneur

TRIPLE CROWN: The following Independent Sales Director met the requirements of the Triple Crown Challenge by achieving On the Move, Fabulous 50s and the Mary Kay Honors Society within one year of their debut date. / **TRIPLE COURONNE:** La Directrice des ventes indépendantes suivante a rempli les conditions du défi Triple couronne en réussissant les programmes En Marche!, Fabuleux 50 et la Société d'honneur Mary Kay dans l'année suivant la date de leurs débuts.

HONOR SOCIETY: The following Independent Sales Director achieved the Mary Kay Honors Society by achieving at least \$60,000 in net adjusted wholesale production and growing their unit size to 50 or more within one year of their debut date. / **SOCIÉTÉ D'HONNEUR:** 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 de ses débuts.



Luba King (North Vancouver/Région Nord de Vancouver, BC)
National Area/Famille nationale: Go Give
Debut/Débuts: March/Mars 2010



Mariola Herbasz (Saint-Lazare, QC)
National Area/Famille nationale: Anita Garret-Roe
Debut/Débuts: March/Mars 2010

No photo
available.
Photo non
disponible.

Fabulous 50s Achiever Championne Fabuleux 50

The following Independent Sales Director achieved Mary Kay's Fabulous 50s program by achieving at least \$30,000 in net adjusted wholesale production and growing her unit size to 50 or more within six months of her debut date. / La Directrice des ventes indépendante suivante a réussi le programme de championne Fabuleux 50 Mary Kay pour avoir réalisé une production de groupe nette ajustée de 30 000 \$ en gros ou plus et pour avoir développé un groupe de 50 membres ou plus dans les six mois suivant la date de ses débuts.



Caron Magee (Moose Jaw, SK)
National Area/Famille nationale: Brenda Summach
Debut/Débuts: September/Septembre 2010

On the Move Achiever Championne En marche!

The following Independent Sales Directors achieved Mary Kay's On the Move program by achieving at least \$15,000 in net adjusted wholesale production and adding three or more qualified personal team members within three months of their debut date. / Les Directrices des ventes indépendantes suivantes ont réussi le programme En marche! Mary Kay en réalisant une production de groupe nette ajustée de 15 000 \$ en gros ou plus et en ajoutant au moins trois nouveaux membres d'équipe personnelle qualifiés dans les trois mois suivant la date de leurs débuts.

Ge Qu

Scoreboard/Tableau des résultats

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

Fiona Corby	\$99,272.00	Tamara Swatske	\$42,178.50	Brigitte Raymond	\$32,983.00	Agnes Loshusan	\$27,099.00	Shannon Cameron	\$24,005.00	Fran Sorobey	\$21,464.50
Susan Bannister	92,859.00	Deanna Pease	42,162.50	Karen Hollingworth	32,752.50	Audrey Ehalt	26,798.00	Becky Lawrence	23,753.00	Deb Prychidny	21,265.50
Shelley Recoskie	73,981.50	Sharon Coburn	41,080.50	Elizabeth Farris	32,459.50	Rita Samms	26,656.00	Barb McKellar	23,385.00	Linda Feldman	21,126.50
Guylaine Comeau	68,073.00	Amoreena Murray	41,027.50	Cheryl Page	32,164.00	Joyce Harnett	26,345.50	Eugenie Fortin	23,223.50	Sarah Reece-Robertson	21,126.50
France Grenier	66,417.00	Michelle Goetz	40,765.50	Louisa Hoddinott	31,967.00	Sarah Bardell	26,278.00	Rae Naka	23,206.00	Anne Marie Palumbo	21,011.00
Nathalie Delisle	63,950.00	Joyce Goff	39,468.00	Robin Courmeya-Roblin	31,785.00	Lenore Oughton	26,172.50	Christine Ransom	23,090.50	Kathy Quilty	20,972.00
Angela Hargreaves	62,276.00	Susan Richardson	37,219.00	Giselle Marmus	31,660.50	Jane Maria Arsenault	26,167.00	Michelle Currie	22,887.50	Ashley Anne Wiebe	20,900.50
Josée D'Anjou	60,780.50	Anik Seguin	36,975.00	Susie Leakvold	31,411.00	Cassandra Lay	25,896.00	Leanne Chamberlain	22,790.50	Mariola Herbasz	20,867.50
Nicole Bellemare	60,019.00	Kathy Whitley	36,800.00	Nathalie Bisailon	30,324.50	Randhir Singh	25,823.50	Maureen Corrigan	22,735.00	Claribel Avery	20,658.00
Angie Fedorchuk	58,025.00	Carol Heath	36,749.00	Georgie Anderson	30,173.00	Mary Davies	25,812.50	Mary-Lou Hill	22,732.50	Rebecca Irving	20,645.50
Mireille Morin	56,350.00	Guylaine Dufour	36,320.00	France Légaré	30,166.00	Barbara Craig	25,462.50	Chrissy Novak	22,636.00	Marilyn Clark	20,623.50
Mary O. Ogunyemi	55,109.50	Louise Fortin	35,489.00	Judi Todd	30,062.50	Elaine Scotte	25,408.50	Lorraine McCabe	22,627.50	Rita White	20,585.00
Lorrie Henke	50,952.00	Josianne Boily	35,253.00	Martine Richard	30,004.00	Rajinder Rai	25,266.50	Tracey Douglas	22,353.00	Caroline Sarrouf	20,566.00
Shirley Peterson	50,457.00	Heather Cook	34,746.00	Pat Monforton	29,948.00	Judy Buchanan	25,214.00	Beverley Dix	22,153.00	Jennifer Levers	20,525.50
Shannon Tobin	48,457.50	Pam Hill	34,652.50	Jacqueline Cullen	29,838.50	Liz Wodham	24,973.50	Miriam Chavarria	22,137.50	Ming Tsang	20,414.00
Jill Ashmore	48,314.00	Pat Paul	34,643.50	Gaylene Gillander	29,509.50	Elaine Fry	24,674.00	Darlene Olsen	22,032.50	Donna Witt	20,394.50
Allyson Beckel	48,037.50	Kathy Handzuik	34,441.00	Alex Quinn	28,814.50	Cheryl Neuman	24,374.00	Melanie Wiens	22,019.50	Donna Izen	20,124.00
Marilyn Bodie	43,492.00	Frances Fletcher	33,452.00	Linda Moreau	28,279.50	Annie Gagnon	24,291.50	Alison Hogan	22,010.50	Marie-Josée Barriault	20,081.50
Wanda Groenewegen	43,466.50	Harpreet Dhaliwal	33,181.50	Kim Shankel	27,669.00	Louise Boulanger	24,274.50	Laura Landry	21,809.50	Erna Voth	20,069.50
Ginette Desforges	43,215.50	Gloria Fitt	33,154.00	Janice Appleby	27,284.50	Yasmin Manamperi	24,172.50	Glenna O'Quinn	21,616.00	Rhoda Burton	20,027.50
Evelyn Ramanauskas	42,412.50	Carol Hoyland-Olsen	32,992.50	Paulette Nimco	27,240.50	Luzmi Gil	24,109.00	Shelley Haslett	21,584.00	Gina Hormann	20,007.00

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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 March. Does not include Team Leader and VIP commissions. / Directrices des ventes indépendantes dont les commissions ont dépassé 2 000 \$ en mars, exception faite des commissions des Chefs d'équipe et des VIP.

Fiona Corby	\$11,855.70	Alex Quinn	\$5,005.07	Cheryl Page	\$3,690.66	Luzmi Gil	\$3,067.09	Christine Ransom	\$2,600.88	Vaun Gramatovich	\$2,231.89
Josée D'Anjou	11,489.76	Amoreena Murray	4,966.79	Mary Davies	3,665.15	Donna Izen	3,049.21	Marie-Josée Bourdages	2,600.28	Sophie Audet	2,228.26
Susan Bannister	10,645.07	Anik Seguin	4,812.75	Shelley Haslett	3,616.57	Shannon Cameron	3,038.17	Wendy-Lynn Jones	2,600.00	Joyce Bigelow	2,228.04
Mireille Morin	10,147.76	Louise Fortin	4,629.95	Randhir Singh	3,578.79	Rita Samms	3,032.64	Fran Sorobey	2,596.28	Bonnie Vigue	2,214.47
Shelley Recoskie	9,271.16	Carol Heath	4,488.69	Karen Taylor	3,578.16	Lenore Oughton	3,005.28	Michelle Currie	2,587.69	Laureen Miller	2,197.32
Nathalie Delisle	9,000.34	Susie Leakvold	4,471.63	Agnes Loshusan	3,575.63	Jane Maria Arsenault	3,000.86	Chrissy Novak	2,586.75	Angella Maynard	2,175.33
Angela Hargreaves	8,764.23	Joyce Goff	4,466.92	Robin Courmeya-Roblin	3,566.03	Jennifer Levers	2,994.01	Maureen Corrigan	2,582.65	Judith Richardson	2,152.93
Guylaine Comeau	8,708.19	Carol Hoyland-Olsen	4,427.66	George Anderson	3,461.25	Teresa Ho	2,990.33	Mary-Lou Hill	2,577.61	Bev Harris	2,147.16
France Grenier	7,940.96	Giselle Marmus	4,358.49	Judi Todd	3,456.34	Donna Matthews	2,989.79	Gina Hormann	2,550.51	Kyla Buhler	2,143.37
Nicole Bellemare	7,915.39	Josianne Boily	4,291.45	Martine Richard	3,450.26	Laura Landry	2,987.57	Miriam Chavarria	2,538.94	Joeline Jean-Claude	2,143.00
Angie Fedorchuk	7,172.76	Louisa Hoddinott	4,231.92	Joyce Harnett	3,404.32	Beverly Dix	2,962.48	Shirley Austin	2,535.23	Kareena Felker	2,135.26
Mary Ogunyemi	6,856.80	Kathy Whitley	4,192.00	Becky Lawrence	3,390.97	Liz Wodham	2,961.27	Melanie Wiens	2,531.27	Sheila Lefebvre	2,122.42
Ginette Desforges	6,709.85	Heather Cook	4,165.00	Sarah Reece-Robertson	3,360.49	Rae Naka	2,908.39	Ming Tsang	2,496.99	Colleen Hendrickson	2,109.31
Shannon Tobin	6,664.55	Gloria Fitt	4,055.01	Pat Monforton	3,346.62	Leanne Chamberlain	2,881.38	Giovanna Russo	2,481.19	Joanne Ward	2,108.06
Sharon Coburn	6,417.03	Rajlette Raymond	4,043.90	Erna Voth	3,328.62	Teresa Alomar-Story	2,862.22	Chun Hui Spring Mo	2,449.37	Anna Leblanc	2,099.60
Shirley Peterson	6,167.59	Jacqueline Cullen	4,029.54	Deb Prychidny	3,316.49	Gladys MacIntyre	2,860.69	Eva Kopec	2,405.41	Maria Bennett	2,091.78
Wanda Groenewegen	6,079.45	Claribel Avery	3,973.99	Sarah Bardell	3,308.07	Mariola Herbasz	2,856.39	Anne Marie Palumbo	2,365.72	Joanne Manol	2,088.83
Lorrie Henke	5,811.88	Nathalie Bisailon	3,971.09	Cassandra Lay	3,290.42	Tracey Douglas	2,852.95	Jasbir Sandhu	2,363.51	Helen Lupena-Sabourin	2,075.78
Tamara Swatske	5,638.26	Gaylene Gillander	3,969.41	Cheryl Neuman	3,289.67	Louise Boulanger	2,848.09	Kathy Quilty	2,363.18	Ellen Hatlevik	2,074.45
Guylaine Dufour	5,632.87	Elaine Scotte	3,957.50	Barbara Craig	3,284.35	Pamela Kanderka	2,844.96	Ashley Anne Wiebe	2,358.53	Heather Hewitt	2,071.01
Jill Ashmore	5,540.41	Pam Hill	3,954.69	Lucie Beauregard	3,243.90	Johanna Tobin	2,840.32	Rebecca Irving	2,344.23	Harsimran Saini	2,063.33
Allyson Beckel	5,522.44	Pat Paul	3,951.83	Linda Moreau	3,238.17	Sonia Janelle	2,818.13	Heidi McGuigan	2,341.19	Melissa Bongalis	2,052.06
Michelle Goetz	5,520.57	Kathy Handzuik	3,941.75	Pam Behnke-Van Hoof	3,201.98	Alison Hogan	2,778.77	Marilyn Clark	2,341.18	Louiselle Duchesne	2,042.62
Marilyn Bodie	5,501.66	Rajinder Rai	3,899.33	Eugénie Fortin	3,116.55	Louise Desy	2,731.58	Rita White	2,338.03	Trudy Klassen	2,034.57
Evelyn Ramanauskas	5,442.71	Audrey Ehalt	3,871.27	Darlene Olsen	3,110.41	Linda Feldman	2,714.30	Marie-Josée Barriault	2,305.30	Debra King	2,019.87
Susan Richardson	5,416.66	Elaine Fry	3,819.03	Kim Shankel	3,098.49	Glenna O'Quinn	2,705.04	Rhoda Burton	2,301.79	Bev Strechuk	2,016.07
Karen Hollingworth	5,414.79	France Légaré	3,795.55	Judy Buchanan	3,089.57	Donna Witt	2,701.78	Darcey Smith-Heath	2,299.01	Debbie Parsons	2,011.48
Harpreet Dhaliwal	5,369.50	Frances Fletcher	3,774.38	Annie Gagnon	3,078.95	Lorraine McCabe	2,697.51	Janelle Desjardins	2,298.44	June Millar	2,007.86
Deanna Pease	5,140.56	Yasmin Manamperi	3,738.23	Janice Appleby	3,076.78	Caroline Sarrouf	2,636.79	Cathie Chapman	2,267.22	Beryl Apfelbaum	2,007.85
Elizabeth Farris	5,067.67	Julie Ricard	3,718.48	Paulette Nimco	3,070.63	Barb McKellar	2,626.72	Shirley Fequet	2,258.64	Diane Burness	2,007.62

Top Recruiting Units/Meilleurs groupes en recrutement

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

Ontario – Fiona Corby

New Brunswick/Nouveau Brunswick – Susan Bannister

Saskatchewan – Angie Fedorchuk

Québec – France Grenier

Québec – Luzmi Gil

Ontario – Jill Ashmore

Québec – Josianne Boily

Saskatchewan – Caron Magee

Québec – Nicole Bellemare

Québec – Guylaine Comeau

New Team Leaders/Nouveaux chefs d'équipe

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

MÉLANIE ALLAIRE
Guylaine Comeau
PINA ALOIA
Shelley Recoskie
BETTY BENJELLOUNE

Paymaneh Varahram
SYLVIE BONHOMME
Janelle Desjardins
ANGELA BROWN
Fiona Corby

VALÉRIE JETTE
Nicole Bellemare
FRANCE LAROUCHE
France Grenier
WILMA LOGULLO

Shelley Recoskie
EMILY MARTIN
Louisa Hoddinott
JULIE SANSCHAGRIN
Brigitte Raymond

JOHANNE SEGUIN
Marie-Josée Barriault
HAISHA SHI
Ge Qu
TANIA ST-LOUIS

Nathalie Delisle
LAURIE-ANN TRUSSLER
Brigitte Raymond

New Star Team Builders/Nouvelles Bâtisseuses d'équipe Étoile

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

MEAGAN ACORN
Michelle Goetz
CAROL BAYSTON
Tamara Swatske
LAKHBIR BHAMRA
Randhir Singh
AMNA BUKHARI
Fatima Raza
SILVIE DA COSTA
Nicole Bellemare

JENNIFER EADES
Melanie Wiens
SHARON GRAVES
Jane Maria Arsenault
MORGAN HANNAH
Jill Ashmore
EDEN JORDAN
Kim Shankel
LORRAINE JOSEPH
Deanna Pease

HARKAMALJIT KHAIRA
Harsimran Saini
CHANTEYL KNOLL
Susan Placsko
BRIGITTE LANG
Rita White
KIM LEWIS
Monica Noel
NADIA MACDONALD
Linda MacDonald

ANNA MIJOVIC
Linda Feldman
CECILIA MOZAR
Irene Calagui-Painchaud
MARIE-PIER NADEAU
Louise Fortin
MARIA PALOMINO
Cristina Alvarez
ARLENE PATKO
Amy Shang

NATACHA PREST
Mireille Morin
RUIXIA QIAN
Chun Hui Spring Mo
FRANCIA SAENZ
Claudia Guzman-Vilchez
LOUISE SAURIOL
Nathalie Delisle
ALLISON SCHULTZ
Laura Landry

MIRLENE SEIDE
Avril Celestin
DIANE WELCH
Fiona Corby
SHEILA WOOD
Kim Johnson

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 TIRED 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 2010, L'EFFECTIF DE VENTE INDÉPENDANT DES COSMÉTIQUES MARY KAY LTÉE AU CANADA COMPTAIT PLUS DE 29 573 MEMBRES. PARMI LES 3 836 MEMBRES FAISANT PARTIE DE L'EFFECTIF DE VENTE INDÉPENDANT DURANT AU MOINS UN AN ET QUI ONT REÇU DES COMMISSIONS, 47,7 % ONT TOUCHÉ DES COMMISSIONS SUPÉRIEURES À 100 \$. PARMI LES 532 DIRECTRICES DES VENTES INDÉPENDANTES MARY KAY, LA MEILLEURE MOTITÉ A REÇU SUR L'ANNÉE DES COMMISSIONS ALLANT DE 17 649 \$ À PLUS DE 100 000 \$. PARMI LES 24 DIRECTRICES NATIONALES DES VENTES INDÉPENDANTES MARY KAY, 50 % SE SONT VUES REMETTRE DURANT L'ANNÉE DES COMMISSIONS DE PLUS DE 100 000 \$.

Cadillac Achievers/Championnes Cadillac

This Independent Sales Director qualified during the month of March to earn the use of a pink Cadillac or receive cash compensation. / Directrices des ventes indépendantes qualifiées en mars pour l'usage d'une Cadillac rose ou une compensation en argent.

Susan Bannister
Nicole Bellemare

Josée D'Anjou
Angela Fedorchuk

Louise Fortin
Louisa Hoddinott

Mary Ogunyemi
Shirley Peterson

Premier Club Achievers/Championnes Club Première

These Independent Sales Directors qualified during the month of March to earn the use of a Ford Taurus SEL, Ford Edge SE or receive cash compensation. / Directrices des ventes indépendantes qualifiées en mars pour l'usage d'une Ford Taurus SEL, Ford Edge SE ou une compensation en argent.

Gloria Fitt
Gaylene Gillander
Michelle Goetz

Bev Harris
Pam Hill
Carol Hoyland-Olsen

Donna Izen
Becky Lawrence
Barb McKellar

Linda Moreau
Paulette Nimco
Lenore Oughton

Cheryl Page
Deanna Pease
Martine Richard

Susan Richardson
Fran Sorobey

Independent Sales Director Grand Achievers Directrices des ventes indépendantes Grandes Gagnantes

These Independent Sales Directors qualified during the month of March to earn the use of a Ford Fusion SE or receive cash compensation. / Directrices des ventes indépendantes qualifiées en mars pour l'usage d'une Ford Fusion SE ou une compensation en argent.

Julie Allard
Nathalie Bisailon
Marilou Brummund

Paulette Fleming
Eugénie Fortin
Luzmi Gil

Phyllis Hansford
Joyce Harnett
Kathy Quilty

Anne Marie Palumbo
Alyce Parkes
Alex Quinn

Sue McElhanney
Jasbir Sandhu
Caroline Sarrouf

Paymaney Varahram

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

These Independent Beauty Consultants qualified during the month of March to earn the use of a Ford Focus SE or receive cash compensation. / Conseillères en soins de beauté indépendantes qualifiées en mars pour l'usage d'une Ford Focus SE ou une compensation en argent.

Nicole Miller

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 March. / Directrices des ventes indépendantes et Conseillères en soins de beauté indépendantes dont le chèque de 12 % a dépassé 500 \$ en mars.

Angela Hargreaves	\$1,818.09	Audrey Ehalt	\$971.19	Donna Witt	\$771.69	Lucie Beauregard	\$667.44	Gladys MacIntyre	\$601.23	Jacqueline Cullen	\$531.99
Guyline Dufour	1,661.64	Lorrie Henke	969.72	Maureen Corrigan	762.93	Pam Hill	667.02	Laurie Schuster Sydor	596.85	Joanne Marchildon	529.65
Shelley Recoskie	1,539.36	Carol Hoyland-Olsen	969.30	Pamela Kanderka	755.73	France Larouche	661.86	Patricia Lavoie	594.66	Joyce Bigelow	529.53
Wanda Groenewegen	1,363.95	Rae Naka	964.29	Susan Richardson	732.03	Martine Richard	659.34	Victoria Wakulchuk	594.45	Chrissy Novak	529.08
Rajinder Rai	1,195.74	Kathy Whitley	951.18	Carol Thompson	731.61	Fiona Corby	656.34	Mary-Lou Hill	588.30	Trudy Klassen	527.94
Pam Behnke-Van Hoof	1,193.49	Gina Hormann	949.68	Ellen Hatlevik	730.68	Giselle Marmus	655.92	Laureen Miller	587.94	Hoda Karakach	525.15
Liz Wodham	1,193.28	Tracey Douglas	947.76	Heather Hewitt	726.78	Tamara Swatske	654.15	Harpreet Dhaliwal	586.53	Shirley Fequet	524.64
Deanna Pease	1,189.41	Alex Quinn	903.03	Miriam Chavarria	721.05	Chun Hui Spring Mo	653.34	Rebecca Irving	572.13	Georgine Cook	520.47
Susie Leakvold	1,162.08	Melissa Segura	897.06	Debbie Parsons	720.63	Danielle Guilmette	653.07	Heather Alter-Mcgrath	568.11	Karen Taylor	520.23
France Grenier	1,138.59	Louise Fortin	869.58	Aline Guerard	719.82	Nicole Miller	651.15	Véronique Nolin-Morin	565.89	Sharon Wolthers	517.80
Angie Fedorchuk	1,129.11	Susan Bannister	852.27	Diane Abbott	718.68	Michele Mierzwa	648.66	Joyce Goff	562.74	Sue McElhanney	515.91
Guyline Comeau	1,127.07	Georgie Anderson	849.06	Veronik Lavigne	709.83	Randhir Singh	636.00	Joyce Harnett	561.24	Pamela Liebenberg	515.31
Barbara Craig	1,062.09	Stéphanie Grenier	841.32	Becky Lawrence	706.59	Diane Burness	634.44	Céline Fréchette	560.82	Bev Harris	515.31
Annie Gagnon	1,051.41	Glenna O'Quinn	835.32	Elaine Maeland	706.29	Donna Dodds	630.90	Louisa Hoddinott	558.30	Janelle Smith	514.80
Evelyn Ramanauskas	1,051.38	Jill Ashmore	829.41	Agnes Loshusan	705.30	Sophie Audet	630.51	Chianne Smith	557.43	Ginny Konechny	511.14
Gloria Fitt	1,043.49	Lenore Oughton	828.51	Nino Bokuchava	702.96	Kitty Babcock	625.02	Allyson Beckel	550.95	Judy Bycock	506.16
Michelle Goetz	1,041.54	Johanna Tobin	824.79	Mariola Herbasz	701.58	Deb Prychidny	624.45	Cathie Chapman	550.23	Michele Sawatsky	506.01
Shannon Cameron	1,036.47	Valérie Jette	816.72	Pat Paul	698.85	Fran Sorobey	619.86	Sharon Robertson	546.03	Paulette Fleming	505.77
Anik Seguin	1,002.48	Leanne Chamberlain	814.59	Rita White	695.34	Erna Voith	618.69	Amanda Sikora-Rose	544.20	Nadia Desroches	504.75
Cheryl Neuman	996.93	Amoreena Murray	813.45	Sarah Bardell	686.22	Sharon Coburn	618.48	Joëlle Malet	537.42	Mary Humber	503.40
Eugénie Fortin	985.02	Karen Hollingworth	796.35	Mary Ogunyemi	685.26	Cheryl Page	617.94	Paymaney Varahram	536.97	Alyce Parkes	502.35
Nicole Bellemare	982.77	Cassandra Lay	795.69	Kathy Handzuik	680.55	Claudine Pouliot	617.28	Jasbir Sandhu	536.55	Alison Hogan	502.02
Amélie Messier	972.21	Nathalie Bisailon	788.58	Michelle Currie	669.63	Christine Ransom	607.89	Kristen McBride	535.86		

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 March. / Directrices des ventes indépendantes et Conseillères en soins de beauté indépendantes dont le chèque de 8 % a dépassé 250 \$ en mars.

June Rumball	\$535.90	Linda Moreau	\$377.68	Julie Sanschagrin	\$334.48	Louise Desy	\$300.76	Kathy Quilty	\$275.18	Marie-Josée Barriault	\$259.96
Angela Haines	488.50	Sylvie Bonhomme	367.76	Louise Best	332.00	Angela Dean	288.40	Bertha Kovach	272.92	Judith Poulin	251.72
Ginette Desforges	434.64	Diane Lebrun	362.44	Ellen Whiting	329.90	Catherine Laroche	286.56	Julie Lacasse	272.66	Lynn Brady	250.46
Émilienne Mampuya	429.06	Ming Tsang	352.72	Donella Sewell	328.68	Margarita Serrano	286.42	Maria Bennett	267.56		
Sharlene Bukurak	397.20	Cathy Wright-Mcarthur	346.34	Florame Tanian	325.36	Ruth Ann MacDonald	276.24	Prabjyot Gill	267.48		
Laurie-Ann Trussler	386.24	Amy Klassen	338.94	Josée D'Anjou	313.66	Judi Todd	275.58	Marlene Bridgman	263.44		



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 IN WHOLESALE ORDERS FOR COSMETICS INTENDED FOR RESALE DURING THE MONTH. IN 2010, THERE WERE OVER 29,573 MEMBERS OF THE INDEPENDENT SALES FORCE OF MARY KAY COSMETICS LTD. IN CANADA. OF THE 3,836 WHO WERE IN THE INDEPENDENT SALES FORCE FOR AT LEAST ONE YEAR AND WHO EARNED COMMISSIONS, 47.7% EARNED COMMISSIONS IN EXCESS OF \$100. OF THE 532 OF THOSE WHO WERE MARY KAY INDEPENDENT SALES DIRECTORS, THE TOP 50% EARNED COMMISSIONS DURING THE YEAR OF \$17,649 TO IN EXCESS OF \$100,000. OF THE 24 OF THOSE WHO WERE MARY KAY INDEPENDENT NATIONAL SALES DIRECTORS, 50% EARNED COMMISSIONS DURING THE YEAR IN EXCESS OF \$100,000.

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 March. / Directrices des ventes indépendantes et Conseillères en soins de beauté indépendantes dont le chèque de 4 % a dépassé 75 \$ en mars.

Allison Schultz	\$298.61	Adryn Abarca	\$122.80	Vivian Chan	\$106.07	Balwinder Kaur	\$96.85	Christiane Gaudreau	\$87.38	Susan Smith	80.31
Marcia Ouellette	296.83	Karen Charlton	121.36	Nancy Groleau	105.75	Cecilia Mozar	96.30	Audrey Polvin	86.81	Lindsay Meek	80.28
Stéphanie Dery	193.29	Lakshir Bhamra	120.88	Tanya Ouellet	104.18	Elisabeth Page	96.16	Karine Poulin	86.67	Carole Savioie	80.06
Diane Welch	159.21	Deidre Hall-Nemphard	120.42	Chiara Furlano	103.96	Nadia Khan	96.14	Sylvie Larose	84.64	Amélie Roux	80.02
Connie Course	154.85	Sandra Langevin	120.00	Julie Gendron	100.20	Sasha Gaudreault-Rowe	96.09	Robin Fenell	83.82	Sylvia Irvine	79.77
Val Mancktelow	146.64	Eudora Ripley	120.00	Maria Palomino	99.30	Lizbet Bustos	96.02	Della Cascagnette	83.68	Evelyn McGillis	78.55
Chantal Marceau	144.48	Erin Goffin	115.77	Heather Felushko	99.06	Kathy Watkins	96.02	Toby Asante	83.24	Samantha Scobey	76.81
Sharlene Desbiens	144.00	Stéphanie Marois	115.35	Cindy Orrett	98.74	Shirley Block	94.78	Monique Bard	82.93	Lynne Harris	76.68
Audrey Desmarais	139.71	Nadine St-Marseille	113.03	Kasey Kipien	97.80	Meagan Acorn	94.35	Doreen Bradburn	82.61	Linda Keddy	75.34
Rechie Diaz	131.17	Sharon Ouellette	112.56	Tiffany Veldhuisen	97.59	Elaine Collison	92.54	Joy Hoskin	82.10	Caroline Matheson	75.17
Heather Johnstone	130.27	Josée Larocque	111.08	Baljit Brar	97.20	Sonya Wagenaar	92.54	Diane Garneau	81.69		
Harkamaljit Khaira	124.93	Wing Tsang	108.03	Kime Charbonneau	97.19	Ginette Garneau	91.64	Christine Rossi	80.81		
Karen Martineau	123.63	Nicole Levesque	107.76	Alissa Derrick	97.16	Lei Zhao	89.70	Heather Pilkey	\$80.67		

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 March. / Conseillères en soins de beauté indépendantes et Directrices des ventes indépendantes ayant recruté au moins 5 nouveaux membres en mars.

CHERYL NEUMAN Director/Directrice	HILDA HISCOCK Director/Directrice	CARON MAGEE Director/Directrice	ANGELA HAINES Elizabeth Groombridge	KELSI HOLLINGWORTH Karen Hollingworth	MICHELE MIERZWA Mariola Herbasz
LOUISA HODDINOTT Director/Directrice	MAUREEN CORRIGAN Director/Directrice	CASSANDRA LAY Director/Directrice	HODA KARAKACH Director/Directrice	VALÉRIE JETTE Nicole Bellemare	SUZETTE RICE Director/Directrice
MARY OGUNYEMI Director/Directrice	WENDY-LYNN JONES Director/Directrice	SANDRA NEUFELD Director/Directrice	LUBA KING Director/Directrice	MARISOL LARA GUZMAN Luzmi Gil	FRANCIA SAENZ Claudia Guzman-Vilchez
JOYCE BIGELOW Director/Directrice	EUGENETTE FORTIN Director/Directrice	SHEILA JENKINS Director/Directrice	JANELLE SMITH Giselle Marmus	VERONIK LAVIGNE Josianne Boily	MICHELE SAWATSKY Ashley Anne Wiebe
CAROL HEATH Director/Directrice	MICHELLE GOETZ Director/Directrice	VÉRONIQUE NOLIN-MORIN Director/Directrice	MEAGAN ACORN Michelle Goetz	WILMA LOGULLO Shelley Recoskie	KARI SCHENHER Angie Fedorchuk
ELAINE MAELAND Director/Directrice	BECKY LAWRENCE Director/Directrice	RITA WEAGLE Director/Directrice	HEATHER ALTER-MCGRATH Sarah Reece-Robertson	AMÉLIE MESSIER Josée D'Anjou	

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 March. / Conseillères en soins de beauté indépendantes et Directrices des ventes indépendantes ayant recruté au moins 4 nouveaux membres en mars.

REINA HERAS Director/Directrice	Director/Directrice	AMY KLASSEN Director/Directrice	Director/Directrice	JENNIFER SKUFFHAM Kim Shankel	Fiona Corby
YASMIN MANAMPERI Director/Directrice	LEANNE CHAMBERLAIN Director/Directrice	LINDA MOREAU Director/Directrice	FATMA BOUSSAHA Miriam Chavarria	ANGELA BROWN Fiona Corby	ANGELA BROWN Caron Magee
JASBIR SANDHU Director/Directrice	ANGELA DEAN Director/Directrice	AMOREENA MURRAY Director/Directrice	RAE NAKA Florame Tanian	PAMELA ELLIS Melissa Bongalis	CANDY SHYMANSKY Mary Ogunyemi
SUSIE LEAKVOLD Director/Directrice	WANDA GROENEWEGEN Director/Directrice	LOIS MUSSELMAN Director/Directrice	SHEILA JENKINS Jill Ashmore	FRANCE LAROUCHE France Grenier	KAY SZYDLIK Donna Melnychyn
ANGIE FEDORCHUK Director/Directrice	JULIE ALLARD Director/Directrice	GINA GE QIAN Director/Directrice	JOËLLE MALET Louise Fortin	SHARON SHAW	LAURIE-ANN TRUSSLER Brigitte Raymond

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 March. / Conseillères en soins de beauté indépendantes et Directrices des ventes indépendantes ayant recruté au moins 3 nouveaux membres en mars.

EVA KOPEC Director/Directrice	MANDEEP BAMBRAH Director/Directrice	SHARON ROBERTSON Director/Directrice	VÉRONIQUE NOLIN-MORIN Gylaine Comeau	DAWN HENRY Susan Bannister	MARIA PALOMINO Cristina Alvarez
JULIET CREARY Marie Thomas	MICHELLE CURRIE Director/Directrice	CHARMAINE STINSON Director/Directrice	MICHELLE PITURA Angie Fedorchuk	ALEYDA HERNANDEZ GONZALEZ	DIONNE YU PHILLIPS Diane Peel
CAROL RENNEHAN Director/Directrice	TRACEY DOUGLAS Director/Directrice	NICOLE BELLEMARE Director/Directrice	SHERRY REID Susan Bannister	Eva Kopec	MARGARITA SERRANO Eva Kopec
JUDY BUCHANAN Director/Directrice	RANDHIR SINGH Director/Directrice	SONIA DUMAS Director/Directrice	ERIN UMACK Amoreena Murray	DEBRA LINDSKOOG Sharon Lee Carlson	JASWINDER SOMAL Harpreet Dhaliwal
HARPREET DHALIWAL Director/Directrice	AUDREY EHALT Director/Directrice	RAJWINDER GILL Director/Directrice	DENISE BAPTISTE KLEIN Émilienne Mampuya	STÉPHANIE LIRETTE Marie-Josée Bourdages	LAURA STONESS Carol Heath
GLENNA O'QUINN Director/Directrice	GEORGIE ANDERSON Director/Directrice	KATHY HANDZUIK Director/Directrice	SHARI BEAMISH Angela Hargreaves	JOAN ELLIOTT MARIESA MASON	KAYLEE TENT Chianne Smith
SVITLANA AWOGBAMI Director/Directrice	SOPHIE AUDET Director/Directrice	HEATHER HEWITT Director/Directrice	SHAMIMA BEGUM Helen Lupena-Sabourin	Marina Mason	PAMELA THEBAULT Chianne Smith
GLORIA FITT Director/Directrice	ASHLEY LANGEVIN Director/Directrice	KAREN PERRY Director/Directrice	ESMERALDA CRUZ Fiona Corby	SHAUNA MCMINIS Shannon Cameron	SUSAN VACHON Beverly Dix
DIVONA SUMMER Director/Directrice	NICOLE PHARAND Director/Directrice	SARAH BARDELL Director/Directrice	MADELEY DEBORAH Lisa Craig	NICOLE MILLER Marilyn Bodie	AMANDA ZINOVICH Marina Mason
PAM BEHNKE-VAN HOOF Director/Directrice	ANGELA HARGREAVES Director/Directrice	MIRIAM CHAVARRIA Director/Directrice	LISA CRAIG FIONA FORTIN	LUDY NAVARRO Agnes Loshusan	
FIONA CORBY Director/Directrice	DONNA MCLEAN Melissa Bongalis	ANNIE GAGNON Director/Directrice	France Grenier	LEANNE NEUFELD Chrissy Novak	
ROBIN COURNEYA-ROBLIN Director/Directrice	JOYCE HARNET Director/Directrice	DEBORAH HALL Gloria Fitt	SASHA GAUDREAU-ROWE Josianne Boily	GERMAINE TRÉSOR NTEB Émilienne Mampuya	
LISA CRAIG Director/Directrice	MAURA LUCENTE Director/Directrice	PAMELA LIEBENBERG Donna Fidler	MARILYN GIRARD Patricia Lavoie	TRACI O'FLAHERTY Marilyn Denis	

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 TIENIR 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 2010, L'EFFECTIF DE VENTE INDÉPENDANT DES COSMÉTIQUES MARY KAY LEE AU CANADA COMPTAIT PLUS DE 29 573 MEMBRES. PARMI LES 3 836 MEMBRES FAISANT PARTIE DE L'EFFECTIF DE VENTE INDÉPENDANT DURANT AU MOINS UN AN ET QUI ONT REÇU DES COMMISSIONS, 47,7 % ONT TOUCHÉ DES COMMISSIONS SUPÉRIEURES À 100 \$. PARMI LES 532 DIRECTRICES DES VENTES INDÉPENDANTES MARY KAY, LA MEILLEURE MOITIÉ A REÇU SUR L'ANNÉE DES COMMISSIONS ALLANT DE 17 649 \$ À PLUS DE 100 000 \$. PARMI LES 24 DIRECTRICES NATIONALES DES VENTES INDÉPENDANTES MARY KAY, 50 % SE SONT VUES REMETTRE DURANT L'ANNÉE DES COMMISSIONS DE PLUS DE 100 000 \$.

Provincial Sales Queens/Reines des ventes provinciales

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

Alberta – Amoreena Murray

British Columbia/Colombie-Britannique – Ryanna Evans

Manitoba – Caroline Conner

New Brunswick/Nouveau-Brunswick – Karen McManus

Newfoundland & Labrador/Terre-Neuve-et-Labrador – Melissa Martin

Nova Scotia/Nouvelle-Écosse – Alex Quinn

Nunavut – Marnie Tatty

Northwest Territories/Territoires du Nord-Ouest – Pat Suchland

Ontario – Shelley Recoskie

Prince Edward Island/Île-du-Prince-Édouard – Jacinta Stewart

Québec – Caroline Hamel

Saskatchewan – Robin Pease

Yukon – Céline Skerget

Stars Consultants on the Ladder of Success/Conseillères 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!

Amoreena Murray	\$7,217.25	Karen Hicks	\$4,874.75	Gail Prodeus	\$4,036.50	Katharine Wingert	\$3,696.00	Marielle Paradis	\$3,612.00
Shelley Recoskie	6,501.25	Cassandra Lay	4,835.00	Paulette Nimco	3,858.75	Caroline Conner	3,679.25	Emily Portelance	3,603.00
Pina Aloia	6,500.50	Deanna Blue	4,749.50	Lorna Hosker	3,807.75	Shirley Nevison	3,663.50	Nancy Malley	3,601.50
Alex Quinn	5,138.25	Robin Pease	4,304.00	Sheri Gray	3,745.00	Michelle Goetz	3,614.00	Gwendolyn Lawrence	3,601.25
Ryanna Evans	5,013.75	Kathy Whitley	4,172.00	Caroline Hamel	3,700.50	Karine Lauzon	3,613.25	Rose Willicome-Trawny	3,600.00

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!

Marie-Chantale Gagnon	\$3,437.50	Stephanie Tardiff	\$2,476.50	Shelley Mehling	\$2,246.75	Glenda Nelson	\$1,944.25	Joanne Groleau	\$1,811.50	Tammy Ruberto	\$1,801.25
Debi Kanerva	3,259.00	Ginette Laforest	2,474.25	Lina Bois	2,230.00	Annie Gagnon	1,943.00	Natalie Maheu	1,809.00	Vanessa Bluteau	1,801.00
Carol Rennehan	3,178.75	Vicky-Eve Lefebvre	2,466.50	Kay Szydluk	2,224.00	Véronique Côté	1,931.00	Micheline Tasse	1,809.00	Émilie Gagnon	1,801.00
Betty Wolfe	3,134.75	Elizabeth Kim	2,462.50	Josée Therrien	2,219.50	Diane Geldart	1,928.00	Treana Fisher	1,808.75	Caroline Lapointe	1,801.00
Melody Scory	3,116.50	Bretney Bontje	2,460.75	Esther Gallop	2,200.50	Joelene MacKey	1,907.00	Sharon Sansom	1,808.25	Jayne Storey	1,801.00
Sonia Dumas	3,092.50	Susan Richardson	2,449.75	Jenny-Lynn Sather	2,200.25	Donna Witt	1,906.75	Penny Gauthier	1,807.75	Norma Stacey	1,801.00
Melissa Martin	3,090.75	Debbi Kay	2,444.25	Sophie Audet	2,166.75	Tamara Swatske	1,905.00	Heather Brick	1,807.50	Myria C Balicao	1,800.75
Anahy Chavarria	3,070.00	Barb McKellar	2,443.50	Christine Forget	2,163.50	Sandra Neufeld	1,901.75	Michelle Toglas	1,807.25	Kasie Dobbs Ancona	1,800.75
Linda Hood	3,049.75	Madeline Hartnell	2,439.75	Linda St-Germain	2,152.75	Amber Schlosser	1,898.00	Jungsook Lee	1,807.00	Ashley Duggan	1,800.75
Betty Jo Royce	3,034.00	Rae Naka	2,431.00	Lorrie Henke	2,125.50	Sasha Gaudreault-Rowe	1,894.75	Kateryna Smyrnova	1,807.00	Marie-Josée English	1,800.75
Valeria Curran	3,027.75	Lauren Wagenaar	2,430.00	Kelsie Dawson	2,138.75	Edith Rajna	1,880.25	Zoe Grace	1,806.00	Lisa-Marie Massey	1,800.75
Johanne Brassard	3,016.25	Sophie Lachance	2,429.75	Pat Paul	2,136.00	Isabelle Roberge	1,877.50	Linda Anderson	1,805.75	Jagandeep Grewal	1,800.75
Leisa-Gay Mullings-Hanson	3,010.50	Sarah Hall	2,429.25	Kathy Handzuik	2,125.00	Linda Gingrich	1,876.00	Kristy Collison	1,805.75	Marie-Andrée Jasmin	1,800.75
Sydney Downey	3,003.75	Jenoah Esquiro	2,429.00	Marlene Rutherford	2,112.50	Stacey Green	1,875.25	Jennifer Green	1,805.75	Eunice Sorongon	1,800.75
Tarra Keller	3,001.00	Caron Magee	2,429.00	Lynda Drysdale	2,108.50	Kime Charbonneau	1,873.50	Julie Stinchcombe	1,805.75	Silvia Stork	1,800.75
Hailey McKenzie	3,000.75	Jenny Fata	2,428.25	Christine Lamb	2,095.50	Sue McElhanney	1,872.75	Kirsten Sinclair	1,805.75	Chloé St-Jean	1,800.75
Stephanie Langevin	3,000.00	Natasha Ford	2,425.50	Joy Nicavera	2,086.25	Elissa Gellery	1,872.50	Karen George	1,805.50	Valentina Arykova	1,800.50
Cathy MacLeod	3,000.00	Alison Hogan	2,419.50	Katie Pokrant	2,064.50	Cheryl Page	1,872.25	Minka Liebenberg	1,805.50	Julie Lacasse	1,800.50
Sonia Sayson	3,000.00	Ana-Maria Freire	2,417.75	Carleyne Steinwandt	2,055.75	Marnie Tatty	1,869.00	Jennifer Pooley	1,805.25	Katherine Laurin	1,800.50
Paymaneh Varahram	2,979.75	Irene Segurado	2,407.50	Susan Bannister	2,052.50	Diana Robstad	1,863.75	Bonnie Ko	1,804.75	Kelly Larouche	1,800.50
Sonia Kumar	2,962.50	Maria Bevacqua	2,404.00	Meagan Acorn	2,051.00	Gina Gesualdi	1,862.75	Justine Agbenu	1,804.25	Doreen Netmaker	1,800.50
Lorna Randall	2,944.50	Johanne Dube	2,404.00	Amélie Desrochers	2,042.25	Danielle Gobeil	1,860.00	Rosalyn Greep	1,804.25	Alexandra Adrian	1,800.25
Rita White	2,940.75	Sabrina Boyer	2,403.50	Pam Hill	2,022.25	Jacqueline Smith	1,849.75	Suzanne Langelier	1,804.25	Kuljit Dhaliwal	1,800.25
Kim Walk	2,933.00	Valérie Beaulieu	2,403.25	Christine Grouchy	2,019.75	Harparveen Aujla	1,847.25	Elisa Soulières	1,804.00	Elyse Lusignan	1,800.25
Sandy Petiquay	2,931.25	Myriam Bernatchez	2,401.00	Stacey Bruce	2,013.50	Robyn Bender	1,846.50	Maria Montes	1,803.75	Louise Marier	1,800.25
Carroll Jackson	2,928.00	Young-Im Chung	2,400.50	Sally Dugre	2,013.00	Louise Sauriol	1,845.50	Susan Meleskie	1,803.50	E Masset-Menard	1,800.25
Lynn Robertson	2,912.25	Avielyn Canaria	2,400.50	Maria Anokhina	2,009.00	Denise Brideau	1,842.50	Heather Pilkey	1,803.50	Meighen Pollard	1,800.25
Nancy Normandin	2,877.25	Paola Rockhill	2,400.50	Melody Gilmore	2,007.75	Joan Peddle	1,839.75	Gisèle Roy	1,803.50	Sarina Schepisi	1,800.25
Sheila Lefebvre	2,873.00	Janice Chu	2,400.25	Nicole Wildfong	2,007.00	Sheri Delowsky	1,832.50	Teresa Lawson-Marra	1,803.25	Lushiya Ayaca	1,800.00
Karen McManus	2,836.00	Pascale Gauthier	2,400.25	Wendy Fillion	2,005.00	Karamjit Somal	1,832.50	Cristina Salati	1,803.25	Pauline Bowers	1,800.00
Lyne Mc Clure	2,777.00	Phillippa Dungey	2,400.00	Betty Lister	2,003.25	Nina Soun	1,830.00	Anne-Marie Palumbo	1,802.75	Valérie Blouin	1,800.00
Mary Lee Plemel	2,755.00	Gina Hormann	2,390.75	Bonnie Plante	2,002.50	Zoe Kakkavas	1,829.25	Kristi Currie	1,802.50	Wendy Dawson	1,800.00
Shauna McMinis	2,702.50	Sheena Papin	2,390.75	Sylvie Cassista	2,001.75	Deanna Levesque	1,828.25	Antionette Emmanuel	1,802.50	Gillian Dyck	1,800.00
Brigitte Leclerc-Lacombe	2,647.25	Rhoda Burton	2,385.50	Joy McConnell	2,001.75	Colleen Sankey	1,828.25	Isabelle Lemieux	1,802.50	Chand Khurshid	1,800.00
Rose Trenchuk	2,592.75	Beverly Collins	2,368.50	Dawn Henry	2,001.25	Guyline Lemaire	1,825.75	Janine Radcliffe	1,802.50	Mélanie Larochelle	1,800.00
Sunny Houlgrave	2,577.00	Melissa Derbyshire	2,359.75	Wilma Logullo	1,997.00	Lynn Van Hemert	1,820.50	Jacinto Helary	1,802.25	Evelyn Ramanauskas	1,800.00
Dana C Welch	2,570.75	April Klippenstein	2,313.50	Trish Coleridge	1,986.75	Lana Marie Clendenning	1,820.00	Barb Lavin	1,802.25	Lina Sun	1,800.00
Karen Lavoie	2,560.75	Ashley Langevin	2,312.00	Linda Dionne	1,979.50	Sheena Gigian	1,819.75	Kim Arsenaault	1,802.00	Pierrette Serieux	1,800.00
Pat Neculeac	2,545.75	Nathalie Bisailon	2,309.75	Tanya De Medeiros	1,975.75	Felicia Pedersen	1,819.50	Alexis Felix	1,802.00	Mariana Toro	1,800.00
Ellen Hatlevik	2,539.00	Karen Piovesan	2,302.50	Sharon Robertson	1,967.75	Teena Charyton	1,818.75	Émilie Bouchard	1,801.75	Naomi Scott	1,798.25
Marie-Claude Brodeur	2,534.00	Joyce Harnett	2,302.00	Jenny Lytle	1,963.75	Nathalie Rheume	1,818.75	Shawn Farrell	1,801.75	Renee Melton	1,786.50
Karine Gariepy	2,531.00	Rita Samms	2,286.50	Nancy Garceau	1,960.50	Ravinder Dhanjal	1,815.25	Da Wen	1,801.75	Angela Ward	1,786.50
Valerie Roberts	2,505.00	Annette Morash	2,285.25	Ami Bour	1,959.00	Jacqueline Cullen	1,813.75	Brenda Atchison	1,801.50	Nadine Dube	1,781.25
Dawn Gordon	2,497.75	Tammy Eliuk	2,264.75	Keith Quilty	1,958.75	Sarah Wohlgemuth	1,813.25	Maria Scruton	1,801.50		
Darlene Olsen	2,487.00	Georgine Cook	2,258.25	Medy-Thalie Malik	1,947.25	Erneida Mendoza	1,812.75	Diane Poulin	1,801.25		
Pénélope Varin	2,482.25	Bev Harris	2,257.75	Kimberley Fehlauer	1,946.75	Melinda Semkiw	1,812.50	Dominique Rochefort	1,801.25		



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 IN WHOLESALE ORDERS FOR COSMETICS INTENDED FOR RESALE DURING THE MONTH. IN 2010, THERE WERE OVER 29,573 MEMBERS OF THE INDEPENDENT SALES FORCE OF MARY KAY COSMETICS LTD. IN CANADA. OF THE 3,836 WHO WERE IN THE INDEPENDENT SALES FORCE FOR AT LEAST ONE YEAR AND WHO EARNED COMMISSIONS, 47.7% EARNED COMMISSIONS IN EXCESS OF \$100. OF THE 532 OF THOSE WHO WERE MARY KAY INDEPENDENT SALES DIRECTORS, THE TOP 50% EARNED COMMISSIONS DURING THE YEAR OF \$17,649 IN EXCESS OF \$100,000. OF THE 24 OF THOSE WHO WERE MARY KAY INDEPENDENT NATIONAL SALES DIRECTORS, 50% EARNED COMMISSIONS DURING THE YEAR IN EXCESS OF \$100,000.



WILD FOR MARY KAY® TOTE

From the suburbs to the Serengeti, this chic zebra tote tells everyone that you're wild for Mary Kay! The zebra print, soft faux-fur bag is lined in satin and accented with zebra stripes, black-patent handles and silver-toned hardware. Features a top zipper closure, two open pockets and one zippered pocket, plus a silver-colour MK® charm that hangs from the strap. Measures 16" high x 16" long x 3" wide. Plus you can pick up the coordinating Wild for Mary Kay® Toiletry Bag and Wild for Mary Kay® Jewelry Roll!



GOAL-SETTER PEN SET

Mary Kay always said the faintest ink is better than the most retentive memory. This set of pens is perfect for writing down goals, tracking your success and capturing the great lessons learned from Seminar 2011. Use them to take notes during classes and main sessions! Each is a colourful reminder to *Inspire*, *Achieve* and *Imagine*. These pens feature black ink and cushion grips for comfort.

seminar 2011 sales booth preview

some helpful sales booth hints you need to know:

- Sales Booth items are available for purchase on the MKOC® – exclusively for those independent sales force members who register online.
- The Sales Booth online ordering deadline is **July 17th**.
- All items are available on a first-come, first-serve basis (items may sell out and not be available at Seminar).

PLUS!

- The first 250 participants to register for Seminar and order online will be able to order a maximum of two items each.
- You can either choose to have your ordered items shipped to your door or have them ready and waiting for you in the Packet Pickup Area when you arrive at Seminar!



IMAGINE...YOUR WAY TO BEAUTIFULSM MUG

Stir your imagination each time you drink from this souvenir ceramic mug. With "Imagine" written inside and the Seminar 2011 logo outside, this keepsake mug is beautiful inside and out. Stands almost 14 cm tall and holds 483 mL of liquid. Microwave and dishwasher safe.



Visit the MKOC® to take a peek at all the fabulous items available in the Seminar Sales Booth!

Find it online: MKOC® > Events > Special Events > Imagine...Your Way to BeautifulSM Seminar 2011 > Sales Booth

UP NEXT fall/holiday 2011

HERE'S WHAT'S HEATING UP *our next issue:*

BEAUTY BUZZ

Fragrance is on the forefront this season.
Get your holiday wish/gift list ready!

HOLIDAY GIFT IDEAS

We share our favourite stocking stuffers of the season.
Plus, we ask you what your customers love giving as
much as receiving.

MORE PROFILES
MORE TIPS and
everything we're
falling for in the
quarter ahead.



hot looks.
sales that sizzle.
red-hot rewards.

all yours inside the hottest
handbook to

SUMMER 2011!



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