

MARY KAY

DECEMBER 2016

# applause®



## Small Gifts. Big Delights.

**PLUS!** Inside:  
The Ultimate  
Gift Guide



**Inside:** Mary Kay Legend Anne Newbury Shares How Dreams Can Come True – the Mary Kay Way.

Learn How You Can Earn  
the **Embrace Your Dreams  
Bracelet.** DETAILS ON PAGE 16

**THE YEAR OF YOUR DREAMS**

# August Recognition

Congratulations to the winners

## Top NSDs Year-To-Date



Gloria Mayfield Banks



Kathy Helou



Sonia Páez



Gloria Castaño



Carol Anton



Patricia Turker



Lisa Madson



Pamela Waldrop Shaw



Cindy Williams



Mary Diem

## On-Target Inner/Diamond/Gold Circle

Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for August 2016, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for July 2016.) These "NSD commissions" are used to determine NSD ranking for a Seminar year. Congratulations to the following NSDs who are considered on-target from July 1, through August 31, 2016.

### On-Target for \$600,000 Inner Circle

Gloria Mayfield Banks.....\$103,014

### On-Target for \$550,000 Inner Circle

Kathy Helou.....\$95,033

### On-Target for \$500,000 Inner Circle

Sonia Páez.....\$88,852

### On-Target for \$450,000 Inner Circle

Gloria Castaño.....\$77,568

### On-Target for \$400,000 Inner Circle

Carol Anton.....\$70,568

### On-Target for \$350,000 Inner Circle

Patricia Turker.....\$64,455

Lisa Madson.....63,618

Pamela Waldrop Shaw.....58,629

### On-Target for \$325,000 Inner Circle

Cindy Williams.....\$54,113

### On-Target for \$300,000 Diamond Circle

Mary Diem.....\$52,403

Anabell Rocha.....51,627

Stacy James.....51,554

Halina Rygiel.....50,994

### On-Target for \$250,000 Diamond Circle

Lupita Ceballos.....\$49,065

Karlee Isenhardt.....48,402

Debi Moore.....47,810

Cyndee Gress.....41,837

Anita Tripp Brewton.....41,780

### On-Target for \$200,000 Diamond Circle

Dayana Polanco.....\$40,869

Sara Pedraza-Chacón.....40,784

Julianne Nagle.....40,580

Dawn Dunn.....38,453

Kerry Buskirk.....38,423

Kristin Myers.....36,963

Sandy Valerio.....36,837

Dacia Wiegandt.....36,132

SuzAnne Brothers.....35,912

Cindy Fox.....35,684

Gay Hope Super.....35,632

Connie Kittson.....34,001

Linda Toupin.....33,602

### On-Target for \$150,000 Gold Circle

Ada Garcia-Herrera.....\$32,223

Mary Estupiñan.....30,249

Diane Underwood.....29,692

Lia Carta.....29,629

Pamela Fortenberry-Slate.....29,116

Noelia Jaimes.....28,607

Julia Burnett.....28,226

Kay Elvrum.....27,044

Sonia Bonilla.....26,978

Yvonne Lemmon.....26,562

Julie Krebsbach.....26,423

Lily Orellana.....25,892

Gloria Báez.....25,719

Diane Mentiplay.....25,630

Lisa Allison.....25,624

Magdalena Nevárez.....25,339

Consuelo Prieto.....25,329

Elizabeth Muna.....25,296

María Monarrez.....25,262

### On-Target for \$125,000 Gold Circle

Susan Hohlman.....\$24,780

Jamie Cruse-Vrinios.....24,513

Vivian Díaz.....24,368

Shannon Andrews.....23,932

Davanne Moul.....23,900

Pamela Tull.....23,389

Phyllis Sammons.....23,286

Sue Pankow.....23,116

Evelinda Díaz.....22,765

Amie Gamboian.....22,658

Maureen Ledda.....22,614

Auri Hatheway.....22,579

Candace Laurel Carlson.....22,513

Kimberly Copeland.....22,481

Yosaira Sánchez.....22,385

Alicia Lindley-Adkins.....22,211

Carmen Hernández.....22,178

Jan Thetford.....21,995

Morayma Rosas.....21,967

Cathy Bill.....21,890

Monique Balboa.....21,880

Scarlett Simpson.....21,746

Pam Klickna-Powell.....21,317

Alma Orrostieta.....21,074

Virginia Rocha.....21,036

Juanita Gudiño.....20,874

## Monthly Commissions And Bonuses

### Diamond

1. Lisa Madson.....	\$43,124
2. Gloria Castaño***	42,416
3. Halina Rygiel*	26,298
4. Pamela Waldrop Shaw**	23,252
5. Dawn A. Dunn*	20,669
6. Lisa Allison.....	19,775
7. Mary Diem*	19,310
8. Yvonne S. Lemmon.....	18,478
9. Julia Burnett*	18,007
10. María Monarrez.....	16,446
11. Lily Orellana.....	16,292
12. Shannon C. Andrews*	16,209
13. Susan M. Hohlman*	16,044
14. Kay E. Elvrum.....	15,974
15. Yosaira Sánchez.....	15,788
16. Connie A. Kittson*	15,297
17. Jeanie Martin.....	14,429
18. Diana Sumpter.....	14,375
19. Kristin Sharpe.....	14,340
20. Sue Pankow.....	13,711
21. Rebecca Evans*	13,545
22. Pam Ross*	13,440
23. Lynnea E. Tate.....	13,392
24. Terri Schafer.....	13,276
25. O'Nelly Encarnación.....	12,954
26. Shelly Gladstein.....	12,678
27. Alia L. Head.....	12,611
28. Enma Bermeo.....	12,500
29. Julia Mundy.....	12,477
30. Roxanne McInroe.....	12,388

31. Leah Lauchlan.....	12,270
32. Sharon L. Buck.....	12,174
33. Kaye Driggers.....	10,961
34. Dorothy D. Boyd.....	10,749
35. Robin Rowland.....	10,396
36. Lynne G. Holliday.....	10,391
37. Heidi Goelzer.....	10,191
38. Vicki Jo Auth.....	10,177

### Ruby

1. Carol Anton**	\$39,283
2. Cindy A. Williams*	28,773
3. Linda C. Toupin.....	25,291
4. Stacy I. James**	24,516
5. Karlee Isenhardt*	22,866
6. Anabell Rocha*	20,555
7. Lia Carta**	20,286
8. Gloria Báez*	19,231
9. Amie N. Gamboian.....	18,390
10. Mary C. Estupiñan*	17,334
11. Cindy Fox*	17,064
12. Sandy Valerio*	17,040
13. Virginia S. Rocha.....	16,412
14. Cathy Bill*	16,212
15. Jan L. Thetford.....	15,856
16. Julie Krebsbach*	15,748
17. Kate DeBlander.....	15,229
18. Kim L. McClure.....	15,146
19. Mirna Mejía de Sánchez.....	14,975
20. Crystal Trojanowski.....	14,677
21. Candace Laurel Carlson*	14,418

22. María Flores.....	14,124
23. Gena Rae Gass.....	13,890
24. Brenda Segal*	13,721
25. Sherril L. Steinman.....	13,279
26. Juanita Gudiño.....	12,555
27. Brittany Kaps*	12,435
28. Tammy A. Vavala.....	12,208
29. Jo Anne Barnes.....	11,949
30. Patty J. Olson.....	11,874
31. Lara F. McKeever.....	11,736
32. Bea Millislagle.....	11,598
33. Lynda Jackson*	11,475
34. Deb Pike.....	11,387
35. Kathy Rodgers-Smith.....	11,215
36. Elizabeth Muna*	10,330
37. María Aguirre.....	10,193
38. Cecilia C. James.....	10,186
39. Tammy Romage.....	10,113
40. Esther Whiteleather.....	10,095

### Sapphire

1. Kathy Helou***	\$46,699
2. Lupita Ceballos**	30,088
3. Debi R. Moore*	27,905
4. SuzAnne Brothers*	23,619
5. Sara Pedraza-Chacón*	22,370
6. Cyndee Gress*	19,370
7. Kristin Myers*	17,194
8. Kimberly R. Copeland.....	16,757
9. Davanne D. Moul*	16,205
10. Alma Orrostieta.....	16,006

11. Consuelo R. Prieto*	15,788
12. Vivian Díaz*	15,679
13. Pamela A. Fortenberry-Slate*	15,397
14. Somer Fortenberry.....	13,839
15. Alicia Lindley-Adkins*	13,271
16. Morayma Rosas.....	12,639
17. Sylvia Kalicak.....	12,369
18. Paola Ramirez.....	12,361
19. Scarlett Simpson*	12,352
20. Diane L. Mentiplay.....	12,130
21. Angie S. Day*	12,004
22. Avelyn R. Smith.....	11,686
23. Julie Weaver.....	11,543
24. Janis Z. Trude.....	11,516
25. Tina Hulsman.....	11,402
26. Evalina Chávez.....	11,360
27. Cathy E. Littlejohn.....	11,236
28. Valerie J. Bagnol*	11,223
29. Diana Heble.....	11,193
30. Elizabeth Sánchez.....	11,036
31. Heather A. Carlson.....	10,879
32. Debra M. Wehrer.....	10,392
33. Magdalena Nevárez*	10,089

### Emerald

1. Gloria Mayfield Banks***	\$66,116
2. Sonia Páez**	37,674
3. Patricia Turker**	32,276
4. Dacia Wiegandt*	24,332
5. Diane Underwood.....	19,879
6. Kerry Buskirk*	19,502

7. Anita Tripp Brewton*	19,294
8. Julianne Nagle*	19,015
9. Auri Hatheway.....	16,816
10. Sonia Bonilla.....	16,709
11. Dayana Polanco*	16,383
12. Monique Balboa.....	15,363
13. Pamela Tull.....	15,142
14. Tammy Crayk.....	14,984
15. Maureen S. Ledda*	14,835
16. Rosibel Shahin*	14,818
17. Jamie Cruse-Vrinios.....	14,391
18. Pam Klickna-Powell.....	14,207
19. Evelinda Díaz*	13,509
20. Ada Garcia-Herrera*	13,351
21. Joanne R. Bertalan*	13,207
22. Gillian H. Ortega.....	13,168
23. Pam I. Higgs.....	11,971
24. Noelia Jaimes*	11,887
25. Kirk Gillespie.....	11,776
26. Luzmila Abadia Carranza*	11,449
27. Crisette M. Ellis.....	11,180
28. Sue Wallace.....	10,939
29. Kym A. Walker*	10,826
30. Noemi C. Jaimes.....	10,531
31. Cristi Ann Millard.....	10,062
32. Nancy A. Moser-Hogan.....	10,038

\* Denotes Senior NSD

\*\* Denotes Executive NSD

\*\*\* Denotes Elite Executive NSD

# Mary Kay Angels/Ángeles Mary Kay

August/Agosto 2016

These Independent National Sales Directors, Independent Sales Directors and Independent Beauty Consultants achieved the highest commissions/bonuses or production or had the most new team or unit members in their Seminar areas in August 2016./Estas Directoras Nacionales de Ventas Independientes, Directoras de Ventas Independientes y Consultoras de Belleza Independientes lograron las comisiones, gratificaciones o la producción más altas o tuvieron el mayor número de nuevas integrantes de equipo o integrantes de unidad en sus áreas de Seminario en agosto de 2016.

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



Lisa Madson  
\$43,124  
Diamond



Carol Anton  
\$39,283  
Ruby



Kathy Helou  
\$46,699  
Sapphire



Gloria Mayfield Banks  
\$66,116  
Emerald

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

DIAMOND/DIAMANTE — Heide Grant, <i>Go-Give Area</i> .....	\$9,437
RUBY/RUBÍ — Mayela Lopez, <i>M. Estupiñan Area</i> .....	13,482
SAPPHIRE/ZAFIRO — Cathy Welch, <i>Go-Give Area</i> .....	19,828
EMERALD/ESMERALDA — Terrah Cromer, <i>J. Cruse-Vrinios Area</i> .....	11,293

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

DIAMOND/DIAMANTE — Barbara Garrison, <i>M. Boyer Unit, Go-Give Area</i> .....	\$12,722
RUBY/RUBÍ — Tiffanie Johannes, <i>B. DeBruin Unit, S. James Area</i> .....	13,251
SAPPHIRE/ZAFIRO — Stacey Simins, <i>D. Yost Unit, Go-Give Area</i> .....	30,797
EMERALD/ESMERALDA — Christine Thomas, <i>G. Kroshus Unit, J. Nagle Area</i> .....	11,716

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

DIAMOND/DIAMANTE — Gerri Anne Morris, <i>Go-Give Area</i> .....	\$83,127
RUBY/RUBÍ — Diane Lundgren, <i>Go-Give Area</i> .....	83,055
SAPPHIRE/ZAFIRO — Vicki Piccirilli, <i>C. Littlejohn Area</i> .....	78,738
EMERALD/ESMERALDA — Terrah Cromer, <i>J. Cruse-Vrinios Area</i> .....	80,003

## Top Team Builder/Primera Impulsora de Equipo

New Team Members/Nuevas integrantes de equipo

DIAMOND/DIAMANTE — Sales Director Carolyn Koch, <i>Go-Give Area</i> .....	19
RUBY/RUBÍ — Sales Director Ernesto Galvez, <i>M. Aguirre Area</i> .....	12
SAPPHIRE/ZAFIRO — Sales Director Abigail Lagunas, <i>B. Corral Area</i> .....	16
EMERALD/ESMERALDA — Sales Director Maria Cardoza, <i>E. Díaz Area</i> .....	13

## Top Unit Builders/ Primeras Impulsoras de Unidad

August/Agosto 2016

Independent Sales Directors with 20 or more new unit members for August 2016./Directoras de Ventas Independientes con 20 o más nuevas integrantes de unidad en agosto de 2016.

### New Unit Members/Nuevas integrantes de unidad

#### Diamond/Diamante

Tracy Craven.....	34
Jamie Venning Taylor.....	27
Dana Davis-Armstead.....	24
Indhira Jimenez.....	21
Carolyn Cash Koch.....	20

#### Ruby/Rubí

Reyna Nereyda Lepe.....	20
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#### Sapphire/Zafiro

Jessica Marie Anderson.....	20
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#### Emerald/Esmeralda

Katy Goldstein.....	21
Nelis Amaya.....	20
Grace Elizabeth Snively.....	20

## Meet **Your** NSDs/Conoce a tus **DNVs**

Be sure to visit the *Mary Kay InTouch®* website for inspiring success stories about Mary Kay Independent National Sales Directors. Click "[Meet Your NSDs](#)" at the bottom of the home page. You can search for NSD stories by name, city, state, Seminar or even former occupation. Why not share their stories with potential team members?/Asegúrate de visitar el sitio electrónico *Mary Kay InTouch®* para leer inspiradoras historias de éxito de las Directoras Nacionales de Ventas Mary Kay Independientes. Haz clic en el enlace "[Conoce a tus DNVs](#)" en la parte inferior de la página principal. Puedes buscar las historias de DNVs por nombre, ciudad, estado, Seminario o por ocupación anterior. ¿Por qué no compartir sus historias con integrantes de equipo potenciales?



WHAT YOU BELIEVE, YOU CAN ACHIEVE!

¡LO QUE CREAS, PUEDES LOGRAR!

Mary Kay



# Diamond/Diamante

Congratulations to the winners/Felicidades a las ganadoras

## New Debuts/ Debutes

June/Junio 2016



**Tara Renee Ohman**  
Spokane Valley, Wash.  
S. Olson Unit

**Shanell Rae Ruter\***  
Long Lake, Minn.  
K. Jorgenson Unit

**Not pictured:/Sin foto:** **Ashley Jean Baldwin**, Indianapolis, D. Knotts Unit; **Darlene Bourque**, Athens, Texas, K. Allen Unit; **Vatonjala Boyd Calhoun**, Bessemer, Ala., B. Hall Unit; **Eleonora Calvin**, Brooklyn, N.Y., N. Ziklenkova Unit; **Maria Marlene Campos**, Garden City, Ga., E. Blanco Unit; **Mandie Jane Carter** Sandy Level, Va., A. Daniel Unit; **Diana Chacho**, Corona, N.Y., J. Chacho Unit; **Bridgette L. Collins**, Houston, M. Tafesse Unit; **Claudia Cristiana Diaz**, Concord, N.C., D. Santos Unit; **Blanca Figueroa**, East Elmhurst, N.Y., E. Bermeo Unit; **Marie Isabella Goshorn**, Forest, Va., K. McElroy Unit; **Ronna E. Harrison**, Greenwood, Ind., M. Rains Unit; **Jacqui Hodges**, Paoli, Ind., L. Utley Unit; **Kimberly H. Hostetter**, Natural Bridge, Va., M. Wynn Unit; **Maria Huerta**, Staten Island, N.Y., S. Herrera Unit; **Amy Chinenye-A Isom**, Lubbock, Texas, M. Morse Unit; **Melissa Lou Jameson**, Tiffin, Ohio, B. Egbert Unit; **Abi Jones**, Uniontown, Ohio, B. Brinkley Unit; **Cleotilde Juarez**, Brooklyn, N.Y., S. Herrera Unit; **Dolores Lliguicota**, Corona, N.Y., M. Siguenza Unit; **Maria M. Medrano**, North Arlington, N.J., Y. Sánchez Unit; **Izabel C. Menezes**, New Smyrna Beach, Fla., V. Freitas De Assis Unit; **Gaby Montano**, Brooklyn, N.Y., S. Herrera Unit; **Martha Montelongo**, North Richland Hills, Texas, H. Orozco Unit; **Marisol Olivarez**, Austin, Texas, G. Martinez Unit; **Yudi Ortiz**, Charlotte, N.C., I. Jimenez Unit; **Erandi Lizeth Perez**, Jackson Heights, N.Y., M. Sandoval Unit; **Michelle Lynn Rentschler**, Woodstock, Ill., D. Bailye Unit; **Guadalupe Rodriguez**, Soledad, Calif., M. Ramirez Unit; **Kiersten Michelle Royal**, Fort Myers, Fla., J. Taylor Unit; **Araceli Salazar**, Brooklyn, N.Y., K. Acevedo Unit; **Misty LeAnn Scott**, Marshall, Texas, T. Danforth Unit; **Marley Soto**, Albuquerque, N.M., S. Molina Unit; **Tania Delores Stubbs**, Eastpointe, Mich., E. Davis Unit; **Janeth Toral**, Astoria, N.Y., E. Bermeo Unit; **Irene Varela**, Bronx, N.Y., E. Santos Unit; **Rosa M. Zuniga**, East Elmhurst, N.Y., J. Chacho Unit.

\*Previously debuted./Debutó con anterioridad.

## Triple Crown/ Triple Corona

August/Agosto 2015



No qualifiers this month./  
No hubo quien calificara este mes.

## Dean's List/ Lista del Decano

August/Agosto 2015



**Sheikilya Lewis Thomas**  
Hoover, Ala.  
C. James Area  
Ruby Seminar

**Carrie Hurlburt**  
Arcadia, Neb.  
K. Elvrum Area  
Diamond Seminar

**Courtney Lane Espinoza**  
Orange, Calif.  
Ruby Go-Give Area  
Ruby Seminar

## Honors Society/ Sociedad de Honor

August/Agosto 2015

No qualifiers this month./  
No hubo quien calificara este mes.

## Fabulous 50s/ Fabulosos 50

February/Febrero 2016



**Eva Orrego**  
Nashville, Tenn.  
G. Castaño Area

**Deana Kay Phillpott**  
Tomball, Texas  
Y. Lemmon Area

**Chrysta G. Wright**  
Madison, Wis.  
S. Pankow Area

**Not pictured:/Sin foto:** **Miriam S. Gil Scanio**, Dallas, Diamond Go-Give Area.

## On the Move/ En Acción

June/Junio 2016

Ashley Jean Baldwin  
Claudia Cristiana Diaz  
Blanca Figueroa

Maria Huerta  
Abi Jones  
Cleotilde Juarez

Dolores Lliguicota  
Gaby Montano  
Michelle Lynn Rentschler

Guadalupe Rodriguez  
Kiersten Michelle Royal  
Marley Soto

## New Team Leaders/ Nuevas Líderes de Equipo

August/Agosto 2016

Staci D. Akrofi  
Tricia Alonzo  
Sulina Betancour  
Alyssa A. Brewer  
Janice N. Brown  
Latanya T. Browner  
Sandra Carrera  
Elizabeth A. Cerise  
Darlene M. Chandler  
Sonya L. Coleman  
Rosa M. Cortez  
Karen Cubides

Nancy Duarte  
Marlen N. Espino  
Shelia Fleming  
Renee Freund  
Sarahi Garcia  
Aurora E. Gutierrez  
Kimberly A. Hall  
Celia Hernandez  
Olivia R. Hoseth  
Paola C. Jaquez  
Kanesha S. Jones  
Patricia Kelly

Patricia A. Koppola  
Kristine L. Kurtz  
Carmen Lomeli  
Brenda E. Lopez  
Joana Loza  
Liliana Lozada  
Raysa A. Martinez  
Amanda Matheson  
Claudia Molina  
Tosha L. Nettles  
Ashley A. Plescia  
Romarie Questell

Alicia Rivas  
Ebelin W. Rivas  
Ashley Roark  
Brittiany M. Severson  
Keri J. Stegall  
Aimee J. Steiner  
Amy L. Vinzetta  
Jenna L. Voelker  
Yolanda Zamarripa  
Angel L. Zeller

## Grand Achievers/ Gran Ganadoras

August qualifiers/  
Calificadas en  
agosto 2016

**Consultants/Consultoras**  
Karah Nadine Adams  
Kimberly Charvet

Becky Janz  
Rosa Lugo  
Kristy RaAnn Madrid

Monica Mederes  
Mary G. Reyes

**Sales Directors/  
Directoras de Ventas**  
Tracee Doreen Wilkerson

## First Gold Medal/Primera Medalla de Oro

August/Agosto 2016

### New Team Members/ Nuevas integrantes de equipo

Karah Adams, L. Knight Unit ..... 10  
Staci Akrofi, D. DeKerlegand  
Blanchard Unit ..... 5  
Sales Director Andrea Barts ..... 5  
Gracie Bell, K. Mimbela Unit ..... 6  
Latanya Browner, M. Tafesse Unit ..... 5  
Jennifer Castillo, E. Fernandez Unit ..... 7  
Juana Cocuyo, T. Lischwe Unit ..... 5  
Sonya Coleman, D. Clark Unit ..... 11  
Vera Coleman, A. Hamilton Unit ..... 8  
Rosa Cortez, E. Marcial Silverio Unit ..... 9

Nancy Crawford, V. Cheek Unit ..... 6  
Karen Cubides, J. Taylor Unit ..... 13  
Nancy Duarte, I. Jimenez Unit ..... 7  
Shelia Fleming, D. Davis-Armstead Unit ..... 8  
Kaci Freeman, T. Craven Unit ..... 5  
Sarahi Garcia, S. Herrera Unit ..... 5  
Becky Janz, S. Richter Unit ..... 6  
Paola Jaquez, I. Jimenez Unit ..... 5  
Sales Director Carolyn Koch ..... 19  
Joana Loza, L. Gudino Unit ..... 9  
Liliana Lozada, K. Acevedo Unit ..... 6  
Sales Director Amy Mahia ..... 5  
Lymaris Mantilla, A. Pagan Unit ..... 7

Raysa Martinez, T. Aguasvivas Unit ..... 6  
Tosha Nettles, Y. Lemmon Unit ..... 5  
Sandra Olivares, I. Perez Unit ..... 5  
Sales Director Eva Orrego ..... 5  
Priscila Quintanilha, D. Keller Unit ..... 5  
Charlene Richards, K. Trow Unit ..... 5  
Christy Sigler, D. Cadenhead Unit ..... 9  
Breanna Skeen, K. McAllister Unit ..... 5  
Jenna Voelker, T. Craven Unit ..... 5  
Rebeka Williamson, C. Epps Unit ..... 5  
Cristine Willis, M. Stuckey Unit ..... 6

## 13% Club/ Club del 13%

August/Agosto 2016

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

Sales Director Lucrecia Aguirre ..... \$2,921  
Sales Director Cristina  
Ann Hernandez ..... 2,808  
Sales Director Amy Kemp ..... 2,210  
Sales Director Karime Rosas ..... 2,134  
Sales Director Sherrie Clark Purvis ..... 1,895  
Sales Director Celeste Byrd ..... 1,799  
Sales Director Delmi Cristina Santos.... 1,668  
Sales Director Rosemary  
Chinyere Omeihe..... 1,550

Sales Director Mery Carina  
Ramirez Bravo..... 1,502  
Sales Director Tammy Escobedo ..... 1,479  
Sales Director Jessica Ann Alcalá..... 1,450  
Sales Director Lisa Rada..... 1,427  
Sales Director Rochelle Collins..... 1,396  
Sales Director Soledad Herrera ..... 1,393  
Sales Director Emma Morales ..... 1,382  
Sales Director Dana Davis-Armstead... 1,381  
Sales Director Heather M. Julson ..... 1,374

Sales Director Bisola Gbadamosi..... 1,368  
Sales Director Betty Symons ..... 1,348  
Sales Director Macaria  
Ramirez-Santana ..... 1,284  
Sales Director Alba Rodriguez ..... 1,258  
Sales Director Nancy Polish Dove..... 1,232  
Sales Director Titilayo Felicia Otusajo... 1,224  
Sales Director Lindsey Hysjulien..... 1,219  
Sales Director Kathy M. Viola ..... 1,211

# Diamond/Diamante

## Achievement Circle/ Círculo de Logros

August/Agosto 2016

Ranking of the top 100 Independent Sales Directors in the **Diamond** area based on their August 2016 estimated unit retail production./Clasificación de las primeras 100 Directoras de Ventas Independientes en el área **Diamante** según su producción de unidad estimada al menudeo de agosto de 2016.

Gerri Anne Morris.....	\$83,127	Crystal Dawn McDaniel .....	53,756	Connie L. Russo.....	42,762	Faith A. Gladding.....	38,448
Allison Fuller .....	68,045	Sara Ruth Pennella .....	52,552	Alicia Borkowska.....	42,618	Kelly Willer-Johnson .....	38,399
Marsha Morrisette .....	66,928	Constance Nugent Miller .....	51,618	Norma Lee Shaver .....	42,442	Jan Geig.....	38,343
Sylvia Limon Martinez .....	66,198	Delmi Cristina Santos .....	51,130	Deborah S. Bailye.....	42,154	Jenny Siemonsma.....	38,329
Sherrie Clark Purvis .....	65,100	Paula Kelsch.....	50,593	Rochelle Collins .....	41,813	Barbara E. Roehrig.....	37,810
Christi G. Campbell .....	65,044	Stephanie A. Richter.....	49,812	Veronica Judith Hyba.....	41,361	Joy H. Rentz .....	37,674
Cristina Ann Hernandez .....	64,339	Sharon B. Carney-Wright.....	49,780	Mary G. Gronholz .....	41,360	Robbie L. Brannon .....	37,258
Kim A. Messmer .....	62,622	Nancy Fox Castro.....	49,236	Cristina Martins .....	41,271	Karen M. Bonura.....	37,033
Shelly Palen.....	62,491	Dana Davis-Armstead .....	49,141	Alicia Kingrey-Lokai.....	40,935	Jennifer Messoré .....	36,981
Indhira Jimenez .....	62,203	Holly S. Neff.....	48,861	Casey Goff-Martin.....	40,898	Nicki R. Hill .....	36,890
Linda T. Cartiglia .....	61,498	Mary Kathryn King .....	47,402	Paula Grabau-Friedt.....	40,815	Lindsey Denae Christenson.....	36,795
Mariann Biase Mason.....	60,961	Jamie Venning Taylor.....	47,394	Lisa A. Stengel.....	40,760	Susie Kopacz.....	36,756
Melissa R. Hennings.....	60,769	Marty Wynn .....	47,273	Patricia Carr .....	40,700	Sandra M. Munguia.....	36,512
Tracy Craven.....	59,263	Deborah Dudas.....	47,082	Mileta K. Kinser.....	40,255	Rhonda Kambeitz.....	36,413
Pat Joos.....	59,133	Audrey K. MacDowall .....	46,732	Heather Marie Erbe .....	40,113	Sheila K. Valles .....	36,330
Amanda Nicole Wright.....	57,158	Priscilla McPheeters.....	46,688	Wendy Hayum-Gross.....	39,936	Gayle Lenarz Kolsrud.....	36,289
Lucrecia Aguirre.....	56,998	Celeste Byrd .....	45,937	Shelly Mae Smith .....	39,788	Kayla A. Holliday-Lamar .....	36,262
Suzanne T. Young .....	56,198	Anne Geertsén.....	45,875	Kathy R. Bullard .....	39,397	Beth Brinkley .....	36,110
Lorna Walker .....	55,973	Billie Gillespie .....	45,861	Blythe Jolee Egbert .....	39,237	Marina Sanchez Ramirez .....	36,094
Donna K. Smith.....	55,826	Angela J. Fry .....	45,654	Laura Elizabeth Knight.....	39,140	Soledad Herrera.....	36,053
Tawnya Krempges.....	54,378	Sandy Griffith.....	45,414	Macaria Ramirez-Santana .....	39,117	Kelly Kay Johnsrud.....	35,989
Mary P. Creech .....	54,233	Cindy Rogers .....	44,905	Nadine Bowers .....	38,897	Lindsay R. Stewart .....	35,859
Amy Kemp.....	54,229	Denise M. Cadenhead .....	43,483	Cheryl A. Searcy.....	38,860	Sandy Lasso .....	35,698
Christina Lynn Frantz.....	54,202	Ellen Ezekiel Farquharson.....	43,356	Julie Schlundt.....	38,792	Marlinda R. Brown .....	35,525
Karime Rosas .....	54,095	Angie Lea Hunsaker .....	43,003	Kathy M. Viola.....	38,631	Stephanie A. Groggoza.....	35,494

## Commission Circle/ Círculo de Comisiones

August/Agosto 2016

Independent Sales Directors who earned the top 100 commissions and bonuses in the **Diamond** area in August 2016. Names in **bold** print earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission./ Las Directoras de Ventas Independientes que ganaron las Primeras 100 comisiones y gratificaciones en el área **Diamante** en agosto de 2016. Los nombres en **negritas** son quienes ganaron la comisión máxima del 13 por ciento de Directoras de Ventas más el 13 por ciento máximo de comisión por reclutas personales.

<b>Cristina Hernandez</b> .....	\$13,583	<b>Alicia Borkowska</b> .....	7,994	<b>Deborah Dudas</b> .....	7,180	<b>Amy Zanto</b> .....	6,335
<b>Indhira Jimenez</b> .....	12,157	<b>Soledad Herrera</b> .....	7,936	<b>Sheila K. Valles</b> .....	7,155	<b>Rochelle Collins</b> .....	6,281
<b>Lucrecia Aguirre</b> .....	12,128	<b>Paula Kelsch</b> .....	7,846	<b>Macaria Ramirez-Santana</b> .....	7,103	<b>Kathleen Koclanes</b> .....	6,151
<b>Delmi Cristina Santos</b> .....	12,024	Suzanne T. Young .....	7,757	<b>Sharon B. Carney-Wright</b> .....	7,080	<b>Lisa A. Stengel</b> .....	6,135
<b>Karime Rosas</b> .....	11,250	<b>Melissa R. Hennings</b> .....	7,746	Lou Cinda Utley.....	7,078	<b>Wendy Hayum-Gross</b> .....	6,135
<b>Sherrie Clark Purvis</b> .....	11,136	Allison Fuller .....	7,707	Priscilla McPheeters.....	6,942	<b>Barbara E. Roehrig</b> .....	6,107
<b>Jamie Venning Taylor</b> .....	10,852	<b>Mary P. Creech</b> .....	7,695	<b>Alicia Kingrey-Lokai</b> .....	6,869	<b>Kathy R. Bullard</b> .....	6,103
<b>Amy Kemp</b> .....	10,727	<b>Lorna Walker</b> .....	7,648	<b>Julietta A. Mitchell</b> .....	6,758	<b>Mileta K. Kinser</b> .....	6,099
<b>Gerri Anne Morris</b> .....	10,526	<b>Stephanie A. Richter</b> .....	7,592	<b>Marina Sanchez Ramirez</b> .....	6,735	<b>Heather M. Julson</b> .....	6,088
<b>Mery Carina Ramirez Bravo</b> .....	9,999	<b>Anne Geertsén</b> .....	7,583	<b>Nicki R. Hill</b> .....	6,702	<b>Terri J. Beckstead</b> .....	6,042
<b>Shelly Palen</b> .....	9,906	<b>Amanda Nicole Wright</b> .....	7,526	<b>Angela J. Fry</b> .....	6,682	<b>Mary Jacobson</b> .....	6,032
<b>Marsha Morrisette</b> .....	9,398	Donna K. Smith.....	7,481	<b>Blythe Jolee Egbert</b> .....	6,604	<b>Marty Wynn</b> .....	6,022
<b>Celeste Byrd</b> .....	8,602	<b>Audrey K. MacDowall</b> .....	7,460	<b>Martha Kay Raile</b> .....	6,590	<b>Lindsey Hysjulien</b> .....	6,020
<b>Kim A. Messmer</b> .....	8,588	<b>Bisola Gbadamosi</b> .....	7,451	<b>Ignacia Moreno</b> .....	6,555	<b>Shelly Mae Smith</b> .....	5,997
<b>Deborah S. Bailye</b> .....	8,456	<b>Pat Joos</b> .....	7,441	<b>Paula A. Ramirez</b> .....	6,526	<b>Patricia Carr</b> .....	5,987
<b>Tracy Craven</b> .....	8,385	<b>Nancy Fox Castro</b> .....	7,438	<b>Faith A. Gladding</b> .....	6,525	<b>Nancy Mariana Castillo</b> .....	5,978
<b>Sylvia Limon Martinez</b> .....	8,376	Constance Nugent Miller .....	7,423	<b>Lisa Rada</b> .....	6,506	Virgen Victoria Ortiz .....	5,937
<b>Linda T. Cartiglia</b> .....	8,327	<b>Christina Lynn Frantz</b> .....	7,390	<b>Betty Symons</b> .....	6,503	<b>Shannon Melissa Duguay</b> .....	5,877
<b>Sandy Griffith</b> .....	8,242	<b>Mary Kathryn King</b> .....	7,375	Remi Esan.....	6,455	Paula Grabau-Friedt.....	5,863
Veronica Judith Hyba.....	8,238	Connie L. Russo.....	7,372	<b>Cindy Rogers</b> .....	6,441	<b>Ingrid Elke Smith</b> .....	5,827
Tawnya Krempges.....	8,217	<b>Crystal Dawn McDaniel</b> .....	7,327	<b>Megan Nicole Wilkes</b> .....	6,431	<b>Kathy M. Viola</b> .....	5,818
<b>Christi G. Campbell</b> .....	8,192	<b>Sara Ruth Pennella</b> .....	7,317	<b>Emma Morales</b> .....	6,398	<b>Lindsey Denae Christenson</b> .....	5,802
<b>Dana Davis-Armstead</b> .....	8,050	<b>Mariann Biase Mason</b> .....	7,207	<b>Sandra M. Munguia</b> .....	6,393	<b>Julie Schlundt</b> .....	5,794
<b>Cristina Martins</b> .....	8,046	<b>Maria Sanchez</b> .....	7,203	<b>Christy Bigham</b> .....	6,386	<b>Luz Arminda Reyes</b> .....	5,782
Nadine Bowers .....	8,000	<b>Holly S. Neff</b> .....	7,189	<b>Nancy Polish Dove</b> .....	6,383	<b>Sehidy Madrigal</b> .....	5,753

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

\*WITHIN *APPLAUSE*® MAGAZINE, YOU MAY PERIODICALLY FIND ARTICLES WHICH SUGGEST BUILDING YOUR BUSINESS THROUGH REFERRALS AND/OR BY CONTACTING POTENTIAL GUESTS FOR UPCOMING SKIN CARE CLASSES OR OTHER EVENTS. PRIOR TO CONTACTING SUCH INDIVIDUALS VIA TELEPHONE OR EMAIL, YOU SHOULD CONSIDER WHETHER SUCH COMMUNICATION IS CONSISTENT WITH STATE AND/OR FEDERAL "DO-NOT-CALL" AND/OR "SPAM" LAWS AND REGULATIONS. FOR MORE INFORMATION ON THIS SUBJECT, YOU CAN GO TO THE *MARY KAY INTOUCH*® WEBSITE AND CLICK ON "TAX AND LEGAL" IN THE DROP-DOWN MENU. WHEN IN DOUBT, MARY KAY INC. RECOMMENDS FACE-TO-FACE CONTACT AS THE BEST FORM OF COMMUNICATION, WHICH SHOULD HELP YOU AVOID ANY ISSUES WITH THESE TYPES OF REGULATIONS./DENTRO DEL CONTENIDO DE LA REVISTA *APLAUSOS*™, PERIÓDICAMENTE PUEDES ENCONTRAR ARTÍCULOS QUE SUGIERAN EL DESARROLLO DE EQUIPO DE TU NEGOCIO A TRAVÉS DE LA COMUNICACIÓN CON PERSONAS RECOMENDADAS Y/O CON INVITADAS POTENCIALES A TUS PRÓXIMAS CLASES DEL CUIDADO DE LA PIEL U OTROS EVENTOS. ANTES DE COMUNICARTE CON ESTAS PERSONAS POR VÍA TELEFÓNICA O CORREO ELECTRÓNICO, DEBERÁS CONSIDERAR SI ESTAS COMUNICACIONES ESTÁN EN CONFORMIDAD CON LAS LEYES Y REGLAMENTACIONES ESTATALES Y/O FEDERALES RELACIONADAS CON LAS LLAMADAS TELEFÓNICAS O MENSAJES DE CORREO ELECTRÓNICO COMERCIALES NO DESEADOS, CONOCIDAS EN INGLÉS COMO *DO-NOT-CALL LAWS* Y *SPAM LAWS*. PARA OBTENER MÁS INFORMACIÓN SOBRE ESTE TEMA, PUEDES VISITAR EL SITIO ELECTRÓNICO *MARY KAY INTOUCH*® Y HACER CLIC EN EL ENLACE "IMPUESTOS Y ASUNTOS LEGALES" EN EL MENÚ DESPLEGABLE. EN CASO DE QUE SE PRESENTE CUALQUIER DUDA, MARY KAY INC. SIEMPRE RECOMIENDA EL CONTACTO CARA A CARA, LO CUAL PUEDE AYUDARTE A EVITAR PROBLEMAS CON ESTE TIPO DE REGLAMENTACIONES.

# GO-GIVE®

**CONGRATULATIONS** to our December 2016 Go-Give® Award winners who best exemplify the **Golden Rule** – helping others **unselfishly** and **supporting** adoptees as much as unit members.

## Jamie Roth

### Diamond

Independent Sales Director

Began Mary Kay Business  
March 2011

Sales Director Debut  
May 2013

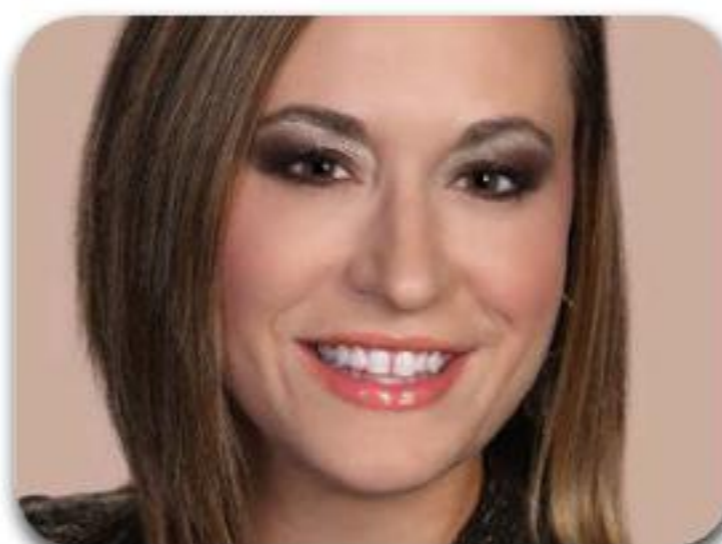
National Sales Director  
Lisa Madson

**Honors** Star Consultant; two-times Sales Director Queen's Court of Personal Sales

**Personal** Lives in Holmen, Wis. Husband, Christopher; daughters: Kaydence, Aria, Raelyn

**"I am motivated to help others because** I love that with this business, the only way we can go up is by taking others with us. I also love that with the adoptee program, we can build leaders who are not directly a part of our unit but are a huge inspiration to our unit and others."

**Independent Beauty Consultant Meagan Bjornstad of La Crosse, Wis.,** says, "I cannot count the number of times Jamie has sacrificed personal business hours to coach me and offer her insight, guidance and wisdom."



## Melissa Gulotta

### Sapphire

Independent Sales Director

Began Mary Kay Business  
June 2001

Sales Director Debut  
August 2009

National Sales Director  
LaRonda Daigle

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

**Personal** Lives in Port Allen, La. Husband, Ory; sons: Carter, Owen

**"I am motivated to help others because** I love seeing others catch a vision, step outside of their comfort zone and boldly run in the direction of their dreams! My mentor, **Independent National Sales Director LaRonda Daigle**, has been the best example!"

**Independent Beauty Consultant Jodi Griswold of Slidell, La.,** says, "Melissa's mission is simply to build us! She gives back to the community through her *Party With a Purpose* campaigns and has donated much of her profits to the ALS Foundation and Camp I Am Me, for children who have survived as burn patients."



## Katie Lira

### Ruby

Independent Senior Sales Director

Began Mary Kay Business  
September 2010

Sales Director Debut  
April 2015

**Offspring** one first-line

National Sales Director  
Go-Give Area

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

**Personal** Lives in Denton, Texas Husband, Kevin; son, Gavin; daughters: Kayden, Addison

**"I am motivated to help others because** I believe wholeheartedly in the Mary Kay opportunity and in the powerful and positive impact it can have on a woman's life. Like Mary Kay said, 'I simply want to pass it on.'"

**Independent Beauty Consultant Faith Black of Denton, Texas,** says, "When we met, Katie got my phone number, added me on Facebook® and immediately adopted me into her unit. She always extends a helping hand to her adoptees with any needed motivation and education."



## Amy Becraft

### Emerald

Independent Senior Sales Director

Began Mary Kay Business  
October 1995

Sales Director Debut  
September 2000

**Offspring** one first-line

National Sales Director  
Go-Give Area

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

**Personal** Lives in Virginia Beach, Va. Husband, Steve; daughters: Mia, Chloe

**"I am motivated to help others because** in the end it is all about how well we love and care. How blessed we are to be part of a Company where the more one loves people, the more successful they become."

**Independent Senior Sales Director Brittany Mitchell of Virginia Beach, Va.,** says, "Amy rallied her unit to help a sister Independent Beauty Consultant with a terminal illness and another whose husband was killed in the line of duty."

**NOMINATE** a well-deserving Independent Sales Director who displays the Go-Give spirit for this prestigious honor today! Look for the **online nomination form on Mary Kay InTouch®**. Click Recognition/Seminar/ Seminar Recognition/ Go-Give® Award.



# 12 DAYS OF SHARING

Looking for a fun idea to help you sell during the holidays? Share an irresistible gift on each of the 12 days leading up to the holidays on your Facebook® business page. Here are some ideas for inspiration, **all \$50 or less!**

## day 12

Under the Mistletoe  
Mary Kay® Gel Semi-Matte Lipstick  
**\$18**



## day 11

Comfort and Joy  
Mint Bliss™ Energizing Lotion for Feet & Legs  
**\$11**



## day 10

New Beginnings  
Mary Kay® Oil-Free Eye Makeup Remover  
**\$15**



## day 9

Making Spirits Bright  
Special-Edition† Mary Kay Glowing Finish™ Illuminating Stick  
**\$12 each**



## day 8

Joy to the Girl  
Joy to the Guy  
**\$50 each**



FOR HER  
Cityscape®  
Eau de Parfum

FOR HIM  
Cityscape®  
Cologne Spray



## day 7

Baby, It's Cold Outside  
White Tea & Citrus Satin Hands® Pampering Set  
**\$36**



## day 6

Santa's on His Way  
Travel Roll-Up Bag  
**\$35 (unfilled)**



## day 5

And to All a Good Night  
TimeWise® Moisture Renewing Gel Mask  
**\$22**



## day 4

Santa Baby  
Limited-Edition† MK High Intensity® Gift Set  
**\$26**



## day 3

Soft as Snow  
MKMen® Cooling After-Shave Gel  
**\$15**



## day 2

Crisp and Clean  
Skinvigate™ Cleansing Brush  
**\$50**



## day 1

Holiday Glam  
Lash Intensity® Mascara  
**\$18**



## Social Stats

If you haven't used social media yet, here are some reasons you should!

- 54 percent of social media users in the U.S. are women.
- The U.S. is estimated to have nearly 172 million online buyers.
- Ecommerce sales in the U.S. totaled \$349 billion in 2015.

**Are you ready?** Find tools, tips, ideas and how-tos on using social media as part of your Mary Kay business when you go to *Mary Kay InTouch® Digital Zone*. Check out updated social media guidelines on the Legal site.

# Holiday Selling

## SCENTS OF STYLE!

### Did you know?

The fragrance industry is booming! In 2015,\* U.S. men's fragrance sales were nearly \$1.5 billion, and women's fragrance sales reached more than \$2.25 billion!

Get your piece of those sales! Share the many wonderful *Mary Kay*® fragrances with your customers. Perfect for holiday gifts!

### Cityscape®

Help your customers experience the height of sophistication with the impeccable *Cityscape*® scents:

- Eau de Parfum for her
- Cologne Spray for him

## MORE GREAT FRAGRANCES

### For Her:

- Celebrate life, love and laughter:  
*Forever Diamonds*® Eau de Parfum, \$40
- Embrace her motivation to succeed:  
*Belara*® Eau de Parfum, \$38
- The loving moments shared together:  
*Thinking of Love*® Eau de Parfum, \$32

### For Him:

- If he's intense: *MK High Intensity*® Cologne Spray, \$40
- If he's confident: *True Original*® Cologne Spray, \$36
- If he's classic: *Domain*® Cologne Spray, \$38

## Share-and-Sell Tips

- Set up a **fragrance station** at your parties so your customers can try the scents.
- Put **fragrance samples in orders** (available on Section 2 of the Consultant order form). Add a note to contact you if they'd like to purchase a fragrance as a gift – or for themselves!
- Contact your customers' loved ones for a gifting opportunity.
- Use these tools on *Mary Kay InTouch*® to share fragrance.
  - Holiday 2016 edition of [The Look](#)
  - [Fragrance eCatalog](#)
  - [What's Your Fragrance Personality?](#)



July 1, 2016 – June 30, 2017



Earn the Fake It 'Til You Make It bracelet.  
Nov. 1–30, 2016.

You can achieve your dreams when you stretch and move out of your comfort zone.

## NOVEMBER Bracelet: Fake It 'Til You Make It.

You can earn this beautiful bracelet when you place a cumulative \$600\* or more wholesale Section 1 order in November.

Remember, earning a bracelet each month can lead to Star Consultant status and more prizes, increased earnings potential, a move up the career path and so much more!

Visit *Mary Kay InTouch®* to hear **Independent Senior National Sales Director Cindy Williams** share a special message about November's Fake It 'Til You Make It bracelet.



66 Consistent booking and selling, along with sharing the opportunity at my skin care classes, helped me become an Independent Sales Director. Now I have the skills to coach my unit to do the same! 99

– Melissa



**Independent Sales Director**  
**Melissa Olshefski**  
Denville, N.J.

## Consistency: Make It a Habit.

Melissa knows that the key to placing and selling through \$600+ monthly wholesale orders is consistency. She follows the traditional model laid out by Mary Kay Ash that she learned from **Independent Senior National Sales Director Cyndee Gress**.

- Create a schedule for weekly skin care classes and work to hold enough appointments each week to generate at least \$300 in weekly retail sales. This gets her to her \$600 wholesale order.
- Beyond skin care classes, she calls her current customers each month to catch up, build relationships and help them find the right products. This leads to a consistent reorder business and new friendships!
- She also shares new products and sends a photo text to get her customers excited. Then she follows up to take their orders!

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

# THIS CAN BE THE YEAR OF YOUR DREAMS,

*Mary Kay*

MARY KAY  
**SEMINAR**  
2016

from the chandelier-draped Hall of Dreams to the fun and fabulous Expo ... from the education to the celebrations.



The awe and splendor reflected on every face. And beyond the walls of the Convention Center, the entire city showed its support – showering guests in pink lights sparkling in the night. The atmosphere was dreamlike. Just a perfect setting to cast our vision for this – **the Year of Your Dreams.**

Enjoy these highlights. See you in Dallas next year for Seminar 2017!



**Helpful Numbers:**

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

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

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



*“Regardless of the state of affairs, the world will continue to have Christmas*

*for it represents the hope of all mankind for peace and goodwill. And when Christmas comes, we renew our belief that a better world is still possible.”*

# CALENDAR

## dates

<b>1</b>	<ul style="list-style-type: none"> <li>Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month.</li> <li>Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m. Central time.</li> </ul>
<b>3</b>	Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until midnight Central time.
<b>9</b>	Registration for the April 19-22 session of New Independent Sales Director Education begins.
<b>15</b>	<ul style="list-style-type: none"> <li>Postmark deadline for Quarter 2 Star Consultant quarterly contest.</li> <li>Deadline to make Quarter 1 Star Consultant prize selections.</li> </ul>
<b>16</b>	<ul style="list-style-type: none"> <li>Deadline for Leadership 2017 hotel reservations is 11:59 p.m. Central time.</li> <li>Quarter 3 Star Consultant quarterly contest begins.</li> <li>Spring 2017 Preferred Customer Program™ online enrollment for The Look, including exclusive samples (while supplies last) begins.</li> </ul>
<b>20</b>	Online prize selection available for Quarter 2 Star Consultant quarterly contest.
<b>23</b>	Company holiday. All Company offices closed.
<b>25</b>	Christmas Day.
<b>26</b>	Company holiday. All Company offices closed. Postal holiday.
<b>29</b>	Last day of the month for Independent Beauty Consultants to place telephone orders.
<b>30</b>	Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail must be received today to count toward this month's production.
<b>31</b>	<ul style="list-style-type: none"> <li>Last day to register, cancel, make special needs/transfer requests for Leadership 2017 by 11:59 p.m. Central time.</li> <li>Last day of the month for Independent Beauty Consultants to place online orders.</li> <li>Online Independent Beauty Consultant Agreements accepted until midnight Central time.</li> </ul>



APPLAUSE® magazine is published in recognition of and as information for members of the Mary Kay Inc. independent contractor sales organization, Independent National Sales Directors ("National Sales Directors"), Independent Sales Directors ("Sales Directors") and Independent Beauty Consultants ("Consultants") in the United States, Puerto Rico, U.S. Virgin Islands and Guam by Mary Kay Inc., Dallas, Texas. ©2016 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association. Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, marykay.com.

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2015-2016

## NSD INNER CIRCLE

Congratulations to the members of the Gold/Diamond/Inner Circle! Each Independent National Sales Director who earned commissions of \$325,000 or above was recognized as a member of the elite Inner Circle. Those who earned commissions of \$200,000 and above achieved the Diamond Circle.



Both Inner Circle and Diamond Circle members received a bonus in the amount of a percentage of their NSD commissions, as shown, and received diamonds for their NSD bracelets or necklaces, as shown. Those who earned commissions of \$125,000 and above achieved the Gold Circle. These recognition amounts only reflect official NSD commissions earned and do not include total earnings.

**\$600,000**  
(3% bonus +  
2 diamonds)



**Gloria Mayfield Banks**  
Emerald – \$18,199

**\$550,000 (3% bonus + 2 diamonds)**



**Carol Anton**  
Ruby – \$17,853



**Kathy Helou**  
Sapphire – \$16,575

**\$500,000 (3% bonus + 2 diamonds)**



**Gloria Castaño**  
Diamond – \$16,234



**Lisa Madson**  
Diamond – \$15,924

**\$450,000**  
(2% bonus +  
2 diamonds)



**Patricia Turker**  
Emerald – \$9,685

**\$400,000 (2% bonus + 2 diamonds)**



**Sonia Páez**  
Emerald – \$8,506



**Lupita Ceballos**  
Sapphire – \$8,463

**\$350,000 (2% bonus + 2 diamonds)**



**Debi Moore**  
Sapphire – \$7,218



**Stacy James**  
Ruby – \$7,076



**Halina Rygiel**  
Diamond – \$7,020

**\$325,000 (2% bonus + 2 diamonds)**



**Cindy Williams**  
Ruby – \$6,875



**Pamela Waldrop Shaw**  
Diamond – \$6,500

2015-2016

## NSD DIAMOND CIRCLE

**\$300,000 (1% bonus  
+ 1 diamond)**

**Karlee Isenhardt**  
Ruby

**Sara Pedraza-Chacón**  
Sapphire

**\$250,000 (1% bonus  
+ 1 diamond)**

**SuzAnne Brothers**  
Sapphire

**Mary Diem**  
Diamond

**Lia Carta**  
Ruby

**Dayana Polanco**  
Emerald

**Anabell Rocha**  
Ruby

**Linda Toupin**  
Ruby

**\$200,000 (1% bonus  
+ 1 diamond)**

**Julia Burnett**  
Diamond

**Dacia Wiegandt**  
Emerald

**Mary Estupiñan**  
Ruby

**Diane Underwood**  
Emerald

**Julianne Nagle**  
Emerald

**Sandy Valerio**  
Ruby

**Anita Tripp Brewton**  
Emerald

**Dawn Dunn**  
Diamond

**Cyndee Gress**  
Sapphire

**Davanne Moul**  
Sapphire

**Kay Elvrum**  
Diamond

**Kristin Myers**  
Sapphire

**Kerry Buskirk**  
Emerald

**Shannon Andrews**  
Diamond

**Connie Kittson**  
Diamond

**Julie Krebsbach**  
Ruby

**Jamie Cruse-Vrinios**  
Emerald

**Evelinda Díaz**  
Emerald

**Cindy Fox**  
Ruby

**Maria Monarrez**  
Diamond

2015-2016

## NSD GOLD CIRCLE

**\$150,000**

**Lily Orellana**  
Diamond

**Gloria Báez**  
Ruby

**Yvonne Lemmon**  
Diamond

**Vivian Díaz**  
Sapphire

**Maureen Ledda**  
Emerald

**Alicia Lindley-Adkins**  
Sapphire

**Ada García-Herrera**  
Emerald

**Mayuli Rolo**  
Emerald

**Lisa Allison**  
Diamond

**Consuelo Prieto**  
Sapphire

**Jan Thetford**  
Ruby

**Sue Pankow**  
Diamond

**Pam Ross**  
Diamond

**Pamela Fortenberry-Slate**  
Sapphire

**Cathy Bill**  
Ruby

**Pam Klickna-Powell**  
Emerald

**Monique Balboa**  
Emerald

**Tammy Crayk**  
Emerald

**Morayma Rosas**  
Sapphire

**Candace Laurel Carlson**  
Ruby

**Valerie Bagnol**  
Sapphire

**Susan Hohlman**  
Diamond

**Crystal Trojanowski**  
Ruby

**Scarlett Simpson**  
Sapphire

**Leah Lauchlan**  
Diamond

**Kimberly Copeland**  
Sapphire

**Yosaira Sánchez**  
Diamond

**Joanne Bertalan**  
Emerald

**Rosibel Shahin**  
Emerald

**Rebecca Evans**  
Diamond

**Auri Hatheway**  
Emerald

**\$125,000**

**Jeanie Martin**  
Diamond

**Pam Higgs**  
Emerald

**Kristin Sharpe**  
Diamond

**Sonia Bonilla**  
Emerald

**Diane Mentiply**  
Sapphire

**Somer Fortenberry**  
Sapphire

**Michelle Sudeth**  
Ruby

**Kim McClure**  
Ruby

**Juanita Gudiño**  
Ruby

**Kate DeBlander**  
Ruby

**Lynnea Tate**  
Diamond

**Luzmila Abadia Carranza**  
Emerald

**Paola Ramírez**  
Sapphire

**Mairelys López**  
Emerald

**Deb Pike**  
Ruby

**Magdalena Nevárez**  
Sapphire

**Glinda McGuire**  
Sapphire

**Lara McKeever**  
Ruby

**Janis Z. Trude**  
Sapphire

**Alia Head**  
Diamond

**Phyllis Pottinger**  
Sapphire

**Diana Sumpter**  
Diamond

**Lynne Holliday**  
Diamond

**Gay Hope Super**  
Diamond

**Noelia Jaimes**  
Emerald

**Pamela Tull**  
Emerald

**Alma Orrostieta**  
Sapphire

**Debra Wehrer**  
Sapphire

**Maria Flores**  
Ruby

**Ruth Everhart**  
Sapphire

**Kirk Gillespie**  
Emerald

**Brenda Segal**  
Ruby

**Shelly Gladstein**  
Diamond

**Cristi Ann Millard**  
Emerald

**Roxanne McInroe**  
Diamond

2015-2016

## NSD MILLIONAIRES\*\*

**\$12 Million**  
**Kathy Helou**, Sapphire

**\$11 Million**  
**Gloria Mayfield Banks**,  
Emerald

**\$8 Million**  
**Karlee Isenhardt**, Ruby  
**Stacy James**, Ruby

**\$7 Million**  
**Mary Diem**, Diamond

**\$6 Million**  
**Patricia Turker**, Emerald

**\$5 Million**  
**Maureen Ledda**, Emerald  
**Lily Orellana**, Diamond

**\$4 Million**  
**Shannon Andrews**, Diamond  
**Rebecca Evans**, Diamond  
**Consuelo Prieto**, Sapphire

**\$3 Million**  
**LaRonda Daigle**, Sapphire  
**Kate DeBlander**, Ruby  
**Karen B. Ford**, Diamond  
**Vicky Fuselier**, Ruby  
**Shelly Gladstein**, Diamond  
**Lynne Holliday**, Diamond  
**Gillian Ortega**, Emerald  
**Dawn Otten-Sweeney**,  
Sapphire  
**Kym Walker**, Emerald  
**Julie Weaver**, Sapphire

**\$2 Million**  
**Margaret Bartsch**, Diamond  
**Julia Burnett**, Diamond  
**Evalina Chávez**, Sapphire  
**Cecilia James**, Ruby  
**Alicia Lindley-Adkins**,  
Sapphire  
**Kelly McCarroll**, Sapphire  
**Roxanne McInroe**, Diamond  
**Kristin Myers**, Sapphire  
**Morayma Rosas**, Sapphire  
**Elaine Kimble Williams**,  
Sapphire

**\$1 Million**  
**Tina Hulsman**, Sapphire  
**Virginia Rocha**, Ruby  
**Lynnea Tate**, Diamond  
**Evitelia Valdez-Cruz**,  
Diamond  
**Alejandra Zurita**, Sapphire

\*\*Independent National Sales Directors who are new members of the Mary Kay Millionaires Club or who stepped up to new million-dollar categories.

The Mary Kay Millionaires Club honors NSDs who've earned at least \$1 million in commissions since starting their Mary Kay businesses.



## TOP THREE QUEENS' COURTS OF SALES AND SHARING\*

### EMERALD

**Sales Director Queen's Court of Personal Sales**



**Queen**  
Missy Semien  
Sachse, Texas  
**1st Runner-Up**  
Marilyn Harris  
Jamaica Plain, Mass.  
**2nd Runner-Up**  
Linda Klein  
Woodland Hills, Calif.

**Consultant Queen's Court of Personal Sales**



**Queen**  
Irene Perez  
San Antonio  
**1st Runner-Up**  
Morgan Meade  
Arlington, Texas  
**2nd Runner-Up**  
Cynthia Chandler  
Brooklyn, N.Y.

**Queen's Court of Sharing**



**Queen**  
Clara Argueta  
Fort Washington, Md.  
**1st Runner-Up**  
Ashley C. Butler  
Absecon, N.J.  
**2nd Runner-Up**  
Stephanie Castro  
Syracuse, N.Y.

### DIAMOND

**Sales Director Queen's Court of Personal Sales**



**Queen**  
Marie Lee  
Delray Beach, Fla.  
**1st Runner-Up**  
P.J. Baunach  
Alexandria, Va.  
**2nd Runner-Up**  
Kelly Freeman  
Marietta, Ga.

**Consultant Queen's Court of Personal Sales**



**Queen**  
Britt Burke  
Harrodsburg, Ky.  
**1st Runner-Up**  
Cynthia Adams  
Chambersburg, Pa.  
**2nd Runner-Up**  
Elizabeth Tomes  
Adams, Tenn.

**Queen's Court of Sharing**



**Queen**  
Karla Allen  
Sidney, Texas  
**1st Runner-Up**  
Dana Davis-Armstead  
Houston  
**2nd Runner-Up**  
Sherrie Purvis  
Lexington, S.C.

### RUBY

**Sales Director Queen's Court of Personal Sales**



**Queen**  
Evelyn Benitez  
Richardson, Texas  
**1st Runner-Up**  
Heather Feiring  
Epping, N.D.  
**2nd Runner-Up**  
Mayela Lopez  
Newark, N.J.

**Consultant Queen's Court of Personal Sales**



**Queen**  
Jean Gunter  
Wharton, Texas  
**1st Runner-Up**  
Carminda Torres Oliveros  
Pawling, N.Y.  
**2nd Runner-Up**  
Amy Dopps  
Wichita, Kan.

**Queen's Court of Sharing**



**Queen**  
Damilola Akinsola  
Bowie, Md.  
**1st Runner-Up**  
Silvia Sanchez  
Homer Glen, Ill.  
**2nd Runner-Up**  
Eusebia Bonilla  
Bayamon, P.R.

### SAPPHIRE

**Sales Director Queen's Court of Personal Sales**



**Queen**  
Cathy Welch  
Amarillo, Texas  
**1st Runner-Up**  
Angela LaFrance  
Miramar, Fla.  
**2nd Runner-Up**  
Patricia Palomares  
North Hollywood, Calif.

**Consultant Queen's Court of Personal Sales**



**Queen**  
Naida Roden  
La Grange, Texas  
**1st Runner-Up**  
Stacey Simins  
Copperas Cove, Texas  
**2nd Runner-Up**  
Gwendolyn Diggs  
Forest Hill, Texas

**Queen's Court of Sharing**



**Queen**  
Yudid Hernandez  
Auburn, Wash.  
**1st Runner-Up**  
Jessica Scola  
Jamaica Plain, Mass.  
**2nd Runner-Up**  
Chelsea Altman  
Wilmington, N.C.

# TEN TOP SALES UNITS NATIONWIDE\*



1. Susan Moore  
Boerne, Texas  
Ruby



2. Stacey Craft  
Spiceland, Ind.  
Emerald



3. Heather Daniel-Kent  
Independence, Mo.  
Ruby



4. Cristina Hernandez  
Dallas  
Diamond



5. Brenda Fenner  
Flower Mound, Texas  
Ruby



6. Melinda Balling  
Santa Fe, N.M.  
Emerald



7. Nancy Boucher  
Cape Neddick, Maine  
Emerald



8. Krystal Downey-Shada  
Caldwell, Idaho  
Ruby



9. Stacy Foust  
Gilbert, Ariz.  
Emerald



10. Rachael Bullock  
Nicholasville, Ky.  
Ruby

\*Independent Sales Directors whose units achieved the 10 highest amounts in estimated unit retail production during the Seminar 2015-2016 contest period

\*Top three Independent Beauty Consultants and Independent Sales Directors in personal sales and team-building



# EXCELLENCE

## 2016 CIRCLE OF



**QUEEN**  
**Stacey Craft** • \$1,000,000 Circle

**1ST RUNNER-UP**  
**Melinda Balling** • \$950,000 Circle

### EMERALD

**2ND RUNNER-UP**  
**Nancy Boucher** • \$900,000 Circle

**\$850,000 CIRCLE**  
Stacy Foust • Chelsea Niederklein\*

**\$800,000 CIRCLE**  
Ann Smith\* • Tina Dees

**\$750,000 CIRCLE**  
Mary Strauss

**\$700,000 CIRCLE**  
Terrah Cromer\* • Mariana Moreno\*  
Leanne Parrino-Pheasant\*  
Cheryl Anderson

**\$650,000 CIRCLE**  
Ashley Clinesmith\* • Brenda Stafford  
Rachelle Holloway\* • Jennifer Besecker  
Chris Teague • Grace Snively  
Kim Sabourin • Jo Cotton • Ann Shears  
Emily Stone\* • Richelle Barnes  
Amber Towne-Geehan\* • Bridgett Moore\*  
Emily Vijil\* • Alison Jurek • Elva Jordan\*  
Dawn Wilson\* • Carrie Bloink\* • Linda Klein



### DIAMOND

**QUEEN**  
**Cristina Hernandez\*** • \$1,000,000 Circle

**1ST RUNNER-UP** • Sherrie Purvis\* • \$850,000 Circle

**2ND RUNNER-UP** • Gerri Anne Morris • \$850,000 Circle

**\$800,000 Circle**  
Marsha Morrisette • Sylvia Martinez • Karime Rosas  
Celeste Byrd\* • Christi Campbell

**\$750,000 Circle**  
Cindy Machado-Flippen • Kim Messmer  
Lindsey Christenson\* • Donna Smith

**\$700,000 Circle**  
Paula Kelsch • Maria Siguenza\* • Lucrecia Aguirre\*  
Lorna Walker\* • Terri Lewis\* • Mileta Kinser\*

**\$650,000 Circle**  
Mariann Biase Mason • Amy Kemp • Priscilla McPheeters  
Indhira Jimenez\* • Melissa Hennings • Soledad Herrera\*  
Shelly Palen • Mary Kathryn King • Allison Fuller\*  
Tawnya Krempges • Deborah Dudas • Christina Frantz  
Marty Wynn\* • Nancy Castro • Linda Cartiglia  
Alicia Borkowska • Nicki Hill • Suzanne Young  
Dana Davis-Armstead\* • Vicki Powell • Kristen Spiker  
Kathy Bullard • Blythe Egbert • Janet Chapman\*  
Beth Brinkley • Susan McCoy • Jenny Siemonsma



### RUBY

**QUEEN**  
**Susan Moore\*** • \$1,000,000 Circle

**1ST RUNNER-UP**  
**Heather Daniel-Kent\*** • \$1,000,000 Circle

**2ND RUNNER-UP**  
**Brenda Fenner** • \$1,000,000 Circle

**\$900,000 Circle** • Krystal Downey-Shada

**\$850,000 Circle** • Rachael Bullock\* • Laura Middleton

**\$800,000 Circle**  
Candace Doverspike\* • Diane Lundgren\*  
Patti Cornell • Lisa Anne Harmon

**\$750,000 Circle** • Donna Clark-Driscoll  
Lisa Hansen • Stephanie Coker\*

**\$700,000 Circle**  
Paula Kirkpatrick • Stephanie Audino  
Sherri Ammons\* • Tamarie Bradford\*

**\$650,000 Circle**  
Sonya Goins • Susan Ehrnstrom • Marissa Robinson\*  
Suzanne Moeller • Clela Colson-Eyre • Ryan Rives\*  
Thessy Nwachukwu • Barbara Harrison • Mary Dell  
Allison Carter\* • Kali DeBlander Brigham  
Corrin Cresci • Kellee Valerio • Debbie Elbrecht



### SAPPHIRE

**QUEEN**  
**Vicki Piccirilli\*** • \$850,000 Circle

**1ST RUNNER-UP** • Randi Stevens • \$800,000 Circle

**2ND RUNNER-UP** • Debbie Weld • \$800,000 Circle

**\$700,000 Circle** • Julie Neal

**\$650,000 Circle**  
Josefa Chacon • Lady Ruth Brown • Linda Meier  
Ann Sherman • Dolores Keller • Petie Huffman  
Julie Griffin\* • Marie Vlaminc\* • Keita Powell  
Michele Armes • Carol Lee Johnson • Bonnie Crumri



\*Received diamond bar pin for exceeding all previous years  
\*\*Independent Sales Directors who achieved estimated unit retail production of \$650,000 or more

# MARY KAY SEMINAR 2016

These four annual *Go-Give*® Award winners were honored at the Awards Show at Seminar 2016.



As Mary Kay Ash said, "The *Go-Give*® Award is perhaps the greatest honor a Mary Kay Independent Sales Director can earn. Those who possess the *Go-Give* spirit are the heart of this Company and our shining hope for the future."

Thanks to these women and those like them, the annual *Go-Give*® Award is a legacy that sets this Company apart.

## Annual *Go-Give*® AWARD WINNERS

### EMERALD ▶

Independent Senior Sales Director  
Anna Rowe – Chesapeake, Va.

"Receiving the annual *Go-Give*® Award was a tremendous honor and privilege! I am so grateful to be part of a Company that cherishes service to others.

"Over the years, this Company has proven to me time and again how much it values women, and that it is the best Company for women. Standing onstage, it was reaffirmed to me how fortunate we all are. Every day we truly live our mission statement by 'enriching women's lives.'

"Thank you for celebrating us and encouraging us to celebrate one another! Let us continue to carry on the *Go-Give* way of life!"



## Congratulations



### DIAMOND ▲

Independent Future  
Executive Senior Sales Director  
Kathy Rosetti – Dryden, N.Y.

"I am so humbled and grateful to be chosen as the annual *Go-Give*® Award winner. I've been blessed to have been part of the **Independent Executive National Sales Director Emeritus Karen Piro** Area and have had many wonderful mentors.

"The *Go-Give* spirit of this Company is part of our culture and is what sets us apart. Helping other women discover their limitless opportunities is my greatest reward. I am thankful to have the opportunity to pass it on."

### ◀ RUBY Independent Senior Sales Director Angela Boschen – Amarillo, Texas

"I'm so honored to receive the annual *Go-Give*® Award and so grateful to Mary Kay Ash for creating a Company where serving others is a valued principle. My sincere thanks to my **Independent National Sales Director Jan Thetford** for leading the way, and for everyone who nominated me!

"I believe the Mary Kay opportunity is the vehicle to make lives better. I want my customers, Independent Beauty Consultants, sister Independent Sales Directors, adoptees and everyone I meet through my Mary Kay business to feel their life is better because they've been in my space."



### ◀ SAPPHIRE Independent Senior Sales Director Natalie Reed – Clarksville, Md.

"Mary Kay established this Company on caring, sharing and love for one another. **Independent National Sales Director Sue Z. Vickers**, who this award is named for, taught me that 'It is truly not yours, and you do not have ownership of it unless you share it and give it away.' This is the basis of the *Go-Give* spirit.

"We, the independent sales force, are the real faces of Mary Kay Inc. We can either be remembered as a great Company that sold a great product or we can be remembered as a great Company that sold a great product and also had a rich heritage of loving, sharing, caring and integrity. We must never forget to wear this face proudly as we represent Mary Kay."



MARY KAY®

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

PRSR STD  
U.S. POSTAGE PAID  
MARY KAY INC.

## Independent Sales Directors-in-Qualification Are Invited!

**ATTENTION INDEPENDENT  
SALES FORCE LEADERS!**

**JAN. 11-14:**  
Diamond and  
Ruby

**JAN. 15-18:**  
Sapphire, Emerald  
and Canada

# DREAM BIG in the Big Easy!

It's the halfway point to the Year of Your Dreams! Recharge with new ideas and inspiration to take your Mary Kay business and your dreams to the next level!

And, if you [register](#) for Leadership 2017, without canceling, you will receive a \$50 wholesale/\$100 retail credit toward your first wholesale Section 1 product order placed Jan. 26 – Feb. 28, 2017.

MARY KAY  
**LEADERSHIP**  
2017  
**New Orleans**



Get details on *Mary Kay InTouch*®.

# trending @ MK



## DREAMS DO COME TRUE.

Share how you're making your Mary Kay dreams come true during the **Year of Your Dreams!** #myMKLife

### THE YEAR OF YOUR DREAMS



## Runway Real

Want to engage your guests? Check out the two-part *Project Runway*® finale Dec. 15 and 22 at 9/8c on *Lifetime*®. Mary Kay is the Official Beauty Sponsor! Find how-tos for the winning looks on *Mary Kay InTouch*® on Dec. 23. Also, check out December *Marie Claire* magazine for an ad featuring *Mary Kay*® Gel Semi-Matte Lipstick and the winner of the *Project Runway*® Mary Kay Challenge.



## Social Sells.

Let *Mary Kay*® Social Publisher automatically post cheerful holiday content to your *Mary Kay*® Facebook® Fan page which can link to your *Mary Kay*® Personal Web Site (PWS). Just opt in – it's free to PWS subscribers! Get the details on *Mary Kay InTouch*®!



## Gift of Glow

Give your customers the gift of glowing skin – and enjoy the gift of loyal skin care-loving customers. It's the #GlowAndTell challenge! Learn more at *Mary Kay InTouch*®!



## ,insideTHIS ISSUE

### Small Gifts. Big Delights.

Exclusive holiday products are not your ordinary stocking stuffers! Share these fun, new favorites and watch your seasonal sales soar!

**pages 2-3**

### Something for Everyone

Great gifts for every customer at every price point. Plus, more holiday selling tips.

**pages 4-5**

### My Why Story

**Independent Elite Executive National Sales Director Emeritus Anne Newbury** shares how she made her dreams come true – the Mary Kay way.

**pages 6-7**

### Get Social!

**12 Days of Sharing** festive social media sharing helps you spread the cheer!

**page 14**

### Scents of the Season

Fragrances make great gifts! Help your customers find a fragrance for every style and personality.

**page 15**

### Embrace Your Dreams.

Remember, a **beautiful bracelet** is waiting for you each month.

**page 16**

### Seminar Stars

Congratulations to all of our Seminar stars! This truly can be the Year of Your Dreams.

**pages 17-21**



Moroccan  
Dunes

Paris  
Starlight

\$44  
each

# Small Gifts. **BIG** Delights.

Not your ordinary stocking stuffers.  
Share and watch your sales soar!

## NEW!

### Limited-Edition<sup>†</sup> *Pure Dimensions*<sup>™</sup> Eye Palette

Three gorgeous palettes, each featuring a three-dimensional design in four artfully harmonized shades.

- Create **soft daytime looks** or **evening sophistication**.
- Exceptionally smooth texture that **feels like silk**, thanks to finely milled, spherical powders.
- **Fine lines** around the eye area **appear diminished**.



## NEW!

### Mary Kay<sup>®</sup> Liquid Eyeliner Pen

A stroke of genius to bring out your inner makeup artist! Easy to hold and line thanks to the **smooth flow** of color from the **no-drip precision tip**. **Quick-drying**, dramatic definition, from corner to corner. Glides on without skipping, pulling or tugging. **Flakeproof**. **Won't fade**.

\$16



## ASK AN EXPERT! **APPLICATION TIPS**

MARY KAY  
GLOBAL MAKEUP ARTIST  
KEIKO TAKAGI

### *Pure Dimensions*<sup>™</sup> Eye Palette

- **FOR DEPTH.** "Apply darker color along outer corners or in the creases."
- **TO BRIGHTEN.** "Apply lighter color along brow bones or inner corners."
- **BLEND.** "After applying, use light windshield wiper motions with a clean brush to smudge any harsh lines."



**FREE**  
cello gift bag  
with every  
**Satin Lips® Set**  
purchase!

**\$22**  
set

Also sold  
separately,  
\$12 each

**TIP!**

Have these  
super giftable products  
on display at your **holiday  
open houses**. Reach out  
and let your customers know  
about these festive new  
offerings so they can get  
ideas for everyone  
on their lists!

## NEW Formula, Scent, Packaging!

The **Satin Lips® Set** gives lips a **spa-like treatment** anytime, anywhere. Leave dry, chapped lips behind. **Deliver moisturizing bliss** in two easy steps.

**STEP 1: Shea Sugar Scrub**  
exfoliates with natural sugar crystals.

**STEP 2: Shea Butter Balm**  
leaves lips feeling satiny smooth and  
deeply moisturized.



### WE LOVE SHEA BUTTER!

Known to contain  
omega-3s, shea  
butter has been  
used for centuries  
to protect, enrich  
and soften skin.

### White Tea & Citrus **Satin Hands®** Pampering Set

Includes:

- White Tea & Citrus Nourishing Shea Cream
  - White Tea & Citrus Refining Shea Scrub
  - Fragrance-Free Protecting Softener
- Fragrance-Free set also available.

**\$36**  
set

#### ALSO SOLD SEPARATELY:

**Satin Hands® Nourishing Shea Cream, \$12**

- White Tea & Citrus
- Fragrance-Free



### Mary Kay® Liquid Eyeliner Pen

- **ALMOND EYES:** "For rounder looking eyes, stop liner at outer corners."
- **ROUND EYES:** "Start about a fourth of the way from inner corners and create a thin line going outward."
- **WIDE-SET EYES:** "Start on outer three-fourths of lashlines. You can do a longer wing at the corners."

## No Limits Purchase-With- Purchase!

### Limited-Edition† **Mary Kay® Beauty That Counts®** Sleeping Eye Mask

This soft pink mask does more than help you rest!  
You can purchase it for **\$1** with the purchase of any  
**one of three products:**

- **TimeWise®** Firming Eye Cream
- **TimeWise Repair® Volu-Firm®** Eye Renewal Cream
- **Indulge®** Soothing Eye Gel

In the U.S., from Oct. 26 through Dec. 31, 2016,  
Mary Kay Inc. will donate \$1 from the sale of each mask  
to benefit **The Mary Kay Foundation™** in its support  
of women's shelters and survivors of domestic abuse.

**ONLY**  
**\$1**



# Bundles of Joy. AMAZING GIFTS.

Make holiday shopping easy for your customers. You're a one-stop holiday shop!



## Limited-Edition<sup>†</sup> MK High Intensity<sup>®</sup> Gift Set

Help your customers shower the guys on their lists with this multitasking pair!

- Limited-Edition<sup>†</sup> MK High Intensity<sup>®</sup> Hair and Body Wash featuring a contemporary, sophisticated scent
- Limited-Edition<sup>†</sup> MK High Intensity<sup>®</sup> Sport Hair and Body Wash with a fresh and invigorating scent
- A handsome mesh drawstring bag



## Purple Smoke Palette

She's all set to create a captivating smoky eye.

- Mary Kay<sup>®</sup> Mineral Eye Color in Lavender Fog, Stone, Silver Satin, Coal, Granite and Sweet Plum
- Mary Kay<sup>®</sup> Compact Mini (unfilled)

### TIP!

Watch the **Beauty Extra** video on **Video Lounge** for great how-tos.

## Create ready-to-go gifts to

display at your skin care classes and parties. Your customers will love the **gift-giving ease**, and you'll love the sales! Find gift wrap options through [MKConnections<sup>®</sup>](http://MKConnections.com) or at your local craft or discount store.





\$80

### Skip the Squats

The gift of body confidence!

- **TimeWise Body™ Targeted-Action®** Toning Lotion
- **TimeWise Body™ Smooth-Action®** Cellulite Gel Cream
- **Mary Kay® Smooth-Action®** Body Massager



\$80

### Modern Maven

Make a sophisticated statement!

- **Lash Intensity®** Mascara
- **Cityscape®** Eau de Parfum
- **Mary Kay®** Eyeliner



Holiday cello bags and ribbon available through **MKConnections®**.



\$45

### Prime Candidate

Help her prime to perfection.

- **Mary Kay®** Foundation Primer Sunscreen Broad Spectrum SPF 15\*
- **Mary Kay®** Lash Primer
- **Mary Kay®** Eye Primer



\$110

### Go With the Glow

Beautiful skin is on every woman's wish list.

- **TimeWise Repair®** Revealing Radiance™ Facial Peel
- **TimeWise®** Tone-Correcting Serum



## Get Extra Jingle this Month.

### 3 WAYS TO EARN!

#### TIP 1: Set a \$600+ holiday goal.

Break it down by week (see example below). Keep tabs on how you do against your goal. Miss a week? Don't give up! Just work to book more parties the next. When you reach a cumulative \$600+ wholesale Section 1 order in a month, you earn an **Embrace Your Dreams bracelet!** Get more selling tips from Independent Sales Director Melissa Olshefski on Page 16!

**EXAMPLE:** If you hold 3 parties per week for 4 weeks and can sell \$100 retail at each party:

3 parties per week	\$300 retail sales
x \$100 retail	x 4 weeks
= <b>\$300 retail/</b>	= <b>\$1,200 retail/</b>
<b>\$150 wholesale</b>	<b>\$ 600 wholesale</b>

#### TIP 2: Make a list.

Ask yourself

- Who can I book for a skin care or color party?
- Who hasn't placed an order in a while?  
Contact them for potential reorders and share holiday gift ideas.
- Who can take the **#GlowAndTell challenge?**  
This is a fun and easy way to get your customers on a skin care regimen for 21 days.

#### TIP 3: Help the guys!

- Does he need a gift for his spouse, mom, daughter, co-workers, others?
- Ask his price range and be ready with gift ideas. Remind him there's the **Mary Kay® Satisfaction Guarantee** – it's a stress-reliever.
- Be sure to include your **Mary Kay® business card** with the gift so he can contact you for more!

Independent  
Elite Executive  
National  
Sales Director  
Emeritus  
**Anne Newbury**

# Sweet DREAMS

Sometimes timing is everything. When **Independent Elite Executive National Sales Director Emeritus Anne Newbury** was introduced to Mary Kay in July 1969, she was in a bit of a financial bind. "I was a stay-at-home mother of two. My job was to oversee the checkbook," she says. "We were receiving overdraft notices from the bank, so I hid them under the mattress!" Anne knew something had to change — quickly! During dinner one night while Anne was visiting her parents in Dallas, Anne's cousin asked if she had heard of Mary Kay Cosmetics. "I hadn't," she says. "He shared that a woman he knew was making more money with her Mary Kay business than her husband was! I was intrigued since that was almost unheard of in 1969."



“Mary Kay told us, ‘If the goal is worth having, it is worth doing the work required.’ If you don’t know what you’re working toward, how do you know what to do to get it?”

"I got up the next day and called the woman. Her name was **Carolyn Savage (Independent Executive National Sales Director Emeritus)**. We met and I was instantly mesmerized by Carolyn. She shared details about the Company and the Mary Kay opportunity, but the one thing that stood out for me was, ‘**buy a product for \$1, sell it for \$2.**’ That's all I needed to hear. With this, I was armed and ready. I knew I could help our financial situation." Anne began to dream the first of several Mary Kay dreams she would have over nearly the next four decades — and that was to save for their kids' college accounts.

Anne got her showcase (now Starter Kit), started holding skin care parties and was building momentum. "But then we moved to Boston. In the winter. There was a foot of snow on the ground, and I knew NO ONE. Carolyn saw leadership potential in me that I did not see in myself. Even though my Mary Kay business was less than impressive during the past nine months, Carolyn called and asked if I was interested in working toward becoming an Independent Sales Director."

"I tried to explain how busy I was with my two children – and I was now expecting my third. But with my husband's job transfer and the rise in the cost of living, we really could use the money. So after a sleepless night, I called her back to find out more. Carolyn flew to Boston to coach me."

## Go the Extra Mile.

This is when Anne says she learned one of the most important lessons of her life – **be willing to go the extra mile for someone you believe in.**

Anne became an Independent Sales Director in 1971, and her unit was the **first in New England.** By the end of 1976, her team grew to become the first National Area in the Northeast.

## The Power of a Goal

"Mary Kay would tell us, 'If the goal is worth having, it is worth doing the work that is required to have it.' If you don't know what you're working toward, how do you know what to do to get it?"



Anne now lives in Dallas with her husband, Lane. They enjoy spending time with their four children, Shannon, Erin, Megan and Brian, and their grandchildren.

"Carolyn stayed the weekend to coach me. She gave me the goal to qualify as an Independent Sales Director-in-Training (now Independent Sales Director-in-Qualification) by Jan. 1, 1971, so I could attend Jamboree (now Leadership)." Anne did it, and she was off to Dallas.

"I met Mary Kay Ash with eight other women," she says. "Mary Kay told us that her dream was to give women the opportunity to earn what they were worth. Can you imagine what was going through my head that day?"

"Up until that point, I thought I was just selling cosmetics. From that moment on, I understood why I had been offered this opportunity."

"Mary Kay always spoke about 'P & L' – it's not about profit and loss, it's about people and love.

"My success as an Independent Sales Director came because I wanted more for my team members. I would ask about their financial goals. It might be to take the family on a vacation or to save for the children's college education or just to pay the bills. Whatever it was, we'd work together to help them achieve it. I made sure that each woman knew I really cared about her, and that I was willing to partner with her every step of the way to help her get what she wanted. I also had my own financial goals. I knew how much I wanted to make – I was building for a long-term future. And by doing it for myself, I became good at sharing with my offspring Sales Directors so they could do it too."

## Women of Decision

"The best decision of my life is the day I said 'yes' to Mary Kay," Anne says.

**"Help enough other people get what they want, and you will succeed."**

Become a risk-taker. Get out of your own backyard – go beyond yourself. Do more than you're called upon to do. The decisions you make today will chart your progress toward the goal you are craving right now. Women of decision are the leaders of tomorrow. Be one of those women!"

## Beyond a Dream

Anne's Mary Kay business spanned **nearly four decades**, and her **success surpassed all of her dreams.** Her business and influence expanded globally into 12 countries. Anne debuted as an Independent Elite Executive National Sales Director Emeritus in 2007. At that time, her area consisted of approximately:

- 16 Independent National Sales Directors
- 1,500 Independent Sales Directors
- 85,000 Independent Beauty Consultants

## Want to Hear More of Anne's Inspiring Story?

Hear her share more stories and advice she received from **Mary Kay Ash** herself at **Leadership 2017** in January. See back cover for details.

MARY KAY  
**LEADERSHIP**  
2017  
**New Orleans**