

applause[®]

FEBRUARY 2014

**Share
the Love!**

Get
Ready for
Valentine's
Day Sales!



Countdown
to Career
Conference 2014

Mary Kay Leaders:
Learn How They Use the
Four Behavioral Styles to
Improve Relationships.



“To me, happiness is having work that you love to do – something you like so much you’d do it even if you weren’t paid – someone to love and having something to look forward to.”

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)

february dates: to remember

<ul style="list-style-type: none"> Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month. Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m. Central time. 	<p>3</p> <p>Last day to submit online Independent Sales Director-in-Qualification Commitment Form available until midnight Central time.</p>	<p>4</p> <p>Registration opens for the first week of Career Conference (March 21-22 and March 23-24).</p>	<p>7</p> <p>Registration opens for the second week of Career Conference (March 28-29 and March 30-31).</p>
<p>14</p> <ul style="list-style-type: none"> Valentine's Day. Spring 2014 Preferred Customer ProgramSM customer mailing of <i>The Look</i> begins. (Allow 7-10 business days for delivery.) 	<ul style="list-style-type: none"> Postmark deadline for Winter 2013 promotion. Last day to enroll online for the Spring 2014 Preferred Customer ProgramSM Month 2 mailer. Last day for customers to take advantage of the Winter 2013 gift-with-purchase offer. Spring 2014 promotion begins. Ordering of the new Spring 2014 promotional items available for all Independent Beauty Consultants. 	<p>10</p> <p>Early ordering of the new Spring 2014 promotional items begins for Star Consultants who qualified during the Sept. 16 – Dec. 15, 2013, quarter and Independent Beauty Consultants who enrolled in <i>The Look</i> for Spring 2014 through the Preferred Customer ProgramSM.</p>	
<p>Presidents' Day. Postal holiday.</p> <p>17</p>	<p>Last day of the month for Independent Beauty Consultants to place telephone orders (until 10 p.m. Central time).</p> <p>27</p>	<p>28</p> <ul style="list-style-type: none"> Deadline to register for Career Conference 2014. Last day of the month for Independent Beauty Consultants to place online orders (until 9 p.m. Central time). Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail or dropped off at the branches must be received by 7 p.m. local time to count toward this month's production. Online Independent Beauty Consultant Agreements accepted until midnight Central time. <p>Also available on <i>Mary Kay Mobile InTouch</i>® on your smartphone at m.marykayintouch.com.</p>	

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trending: @ Mary Kay

Want a peek at **Leadership 2014**. Follow on Twitter #mkleadership



LOVE

is in the air! Share the *Mary Kay*® bridal eCatalog with your NEW brides-to-be.

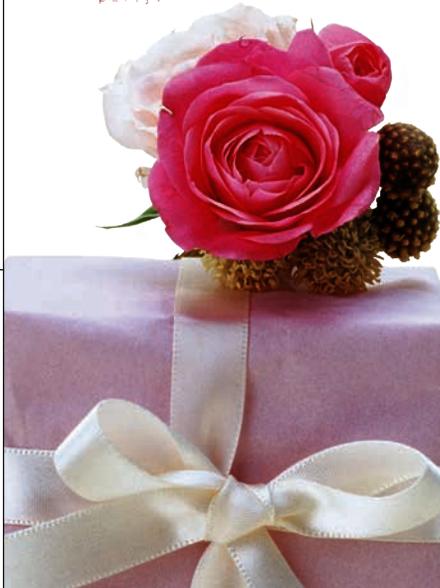


Think gold, silver and bronze eye colors this month. Share your **medal-worthy looks** on Instagram!



Try a Valentine's Day Party idea in this issue and share all about it on *Mary Kay* "Let's Talk."

"let's talk" party!



facebook

We're **halfway to Seminar**, and you've got big goals. Share those goals on Facebook and get your customers onboard. Everyone loves helping others achieve their dreams!

inside THIS ISSUE

PRODUCTS:

Share the Love. Fragrance, color, luscious lotions and skin care.

Now's a great time to indulge your customers and make them feel loved! Plus, Valentine's Day party ideas from a pro!

pgs. 2-5

EVENTS:

Career Conference 2014! See this special occasion through the eyes of **Independent Senior Sales Director Maren Moore of Beaverton, Ore.**, as she shares her photos and experiences from last year's event. This year's dates are March 21-22, 23-24, 28-29 and 30-31. It's a golden opportunity to learn, network, get kudos for your achievements and have FUN!

pgs. 6-7

RECOGNITION:

Star Consultant Superstars.

Sell, earn, share and get prizes and recognition. Who's in? The Star Consultant program is rewarding on so many levels! See how you can climb the Ladder of Success one goal at a time, one step at a time.

pgs. 14-15

EDUCATION:

She's Got Personality.

Independent Sales Directors with four DISC behavior profiles show you how you can use your unique strengths to sell, inspire others, empower women and be successful!

pgs. 16-19

Mary Kay Online

Great tools await to help you reach your customers.

pg. 21

Share the LOVE!

Cupid's got nothing on you!
Show your customers how
much you care with awesome
Mary Kay® products and
LOVELY party ideas!

1 Ready for Beddy

Have guests arrive in PJs. You can schedule
a tad later to accommodate busy moms.
Your guests can experience the latest in age-
defying skin care such as the *TimeWise*®
Miracle Set® that delivers 11 benefits. You
also can add supplements such as *TimeWise*®
Moisture Renewing Gel Mask or *TimeWise*®
Even Complexion Mask. Your guests
will feel relaxed and ready for
bed when they leave!

IDEA! You can serve milk
and cookies at the party for
an added treat!



2 Pamper Me Pretty

\$14 each



\$10

\$10

\$10

4 Scents Appeal

Fragrance is a hot seller. Why not entice your customers with a new scent for themselves as well as gifts for others?

IDEA! Use inexpensive gold or silver chargers found at discount stores to display fragrances. Scatter red or pink rose petals around the table for a more festive look.



Reminder!

You are halfway to Seminar. Now is a great time to **boost your sales** by booking parties. And remember, when you sell, you have a greater potential for reaching your **Star Consultant** and your **Seminar goals**.

3 Beauty Bar



IDEA! Set up stations with samplers for eyes, lips, flawless faces and *Mary Kay At Play™* colors. Your guests can see, touch and try all the terrific *Mary Kay®* products and discover what they love!

If it's within your budget, display fashion magazines, trendy jewelry and fashion accessories as part of your display. Be sure to have mirrors, tissues, cleansing cloths and **Mary Kay® Oil-Free Eye Makeup Remover** on hand so your guests can sample different looks.

Party Like a Pro!

Pamela Williams loves a party! Here she shares her favorite tips for throwing successful pampering events.



Pamela Williams, Independent Sales Director, Bowie, Md.

1 Women in Red

Peach Satin Hands® Pampering Set

\$34



- Ask your guests to wear red.
- Demo the *Satin Hands*® Pampering Set as they arrive.
- Conduct facials using the *Mary Kay*® skin care appropriate for your guests.
- Demo Red and/or Berry lip colors.
 - Guests can snap pics and post on Facebook while you or your hostess discuss color(s) they're wearing.
 - At close, you can give each guest dressed in red a small gift.
- Hand guests a red rose. (Pamela uses real and silk. She sprays silk ones with a *Mary Kay*® fragrance!)
- She alternates parties using pink roses and pink lip products and calls them "Pinkalicious" parties.

2 HONEY Pamper Party

(For Ladies and Their Honeys)

- Demo *Satin Hands*® and *Satin Lips*® products as guests arrive.
 - Conduct facials using the *Mary Kay*® skin care appropriate for your guests.
 - Ask guests to share quick stories of their favorite dates together.
 - At close, offer a "Sweetheart Gift Basket" for purchase.
- (Pamela includes a *Satin Hands*® Pampering Set, a *Satin Lips*® Set, a bottle of sparkling cider, two champagne glasses and a rose. She also includes two blank cards so the couple can write love notes to each other.)



Satin Lips® Set

\$18

Mary Kay® Creme Lipstick in Really Red

\$15

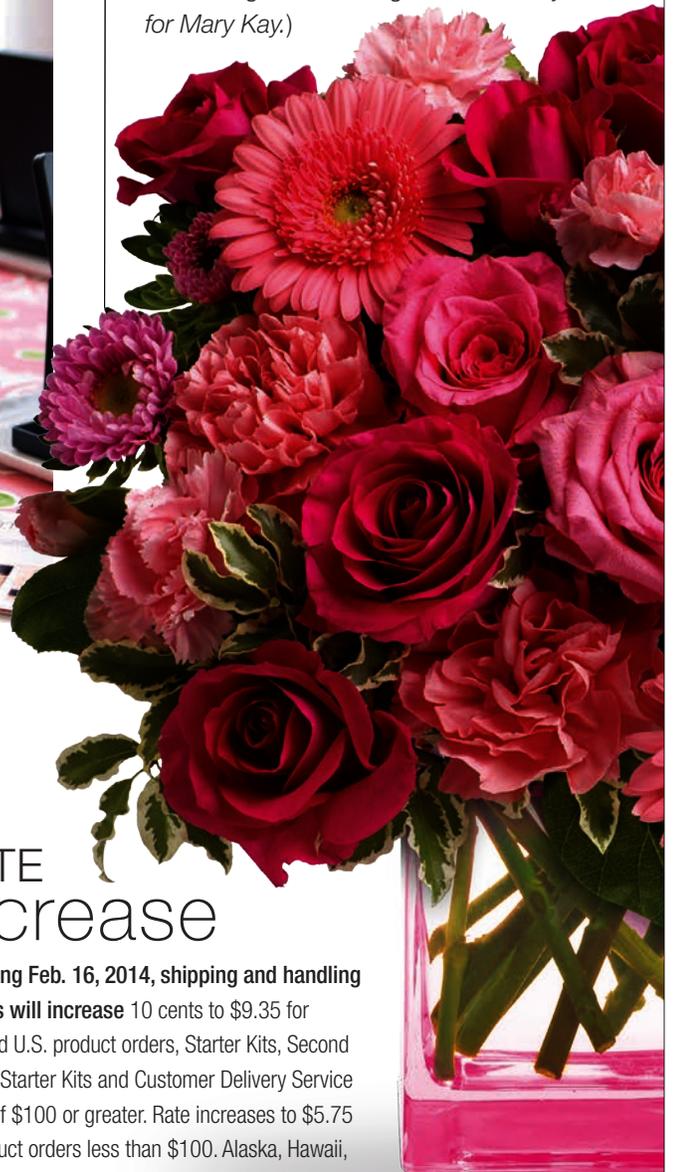


“What’s great about these parties is that you don’t have to wait until Feb. 14. Any day is a great day to feel pretty and pampered.”



Coming Up Roses!

Teleflora®, the world’s largest floral services provider, partners with Mary Kay to give you an **exclusive offer on flowers** all year. Mary Kay Independent Beauty Consultants can save 25 percent on all bouquets! Shop at teleflora.com/mkconnections or call **toll-free 855-456-4397**. (Shown here, one of two arrangements designed exclusively for Mary Kay.)



TIME FOR Froufrou!

Pamela’s decorating tips:

- ▶ Use red or pink tablecloths, feather boas or beads. You can scatter rose petals, heart-shaped candies or colored marbles on the table.
- ▶ Use inexpensive gold or silver chargers found at discount or craft stores to display products.
- ▶ Fill a decorated glass jar with Sweethearts® Candies, gum balls or any colorful sweets. Guests can guess the number of candies, and the closest one takes them home!
- ▶ Cut out construction paper hearts and randomly tape under a few chairs. Those guests who find hearts under their chairs win small prizes.

RATE Increase

Beginning Feb. 16, 2014, shipping and handling charges will increase 10 cents to \$9.35 for mainland U.S. product orders, Starter Kits, Second Chance Starter Kits and Customer Delivery Service orders of \$100 or greater. Rate increases to \$5.75 for product orders less than \$100. Alaska, Hawaii, Guam, Puerto Rico, Dominican Republic and U.S. Virgin Islands will increase by \$1 (from \$36 to \$37).

get
ready
for the
greatest
girls trip ever!

Dates:
March 21–22,
23–24, 28–29
and 30–31

Registration Fee:
\$90 OR
\$100 on-site
(space permitting)

**Registration
Deadline:**
Feb. 28

MARY KAY
**CAREER
CONFERENCE 2014**



**travel
tips!**

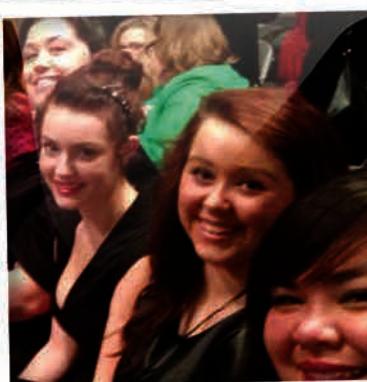
- **Share** a hotel room with a girlfriend. (Hotel details available on *Mary Kay InTouch*®.)
- **You'll need** money for Day 1 dinner and Day 2 breakfast and lunch (unless you qualify for the special Day 2 luncheon. Details available on *Mary Kay InTouch*®).
- **Can you say** road trip? Carpool with girlfriends – help the environment and save!
- **You have six+ weeks** to hold skin care and color parties to help pay your way! What are you waiting for?

You'll find conference locations plus all the details on *Mary Kay InTouch*® > Events.

Maren Moore,
Independent Senior Sales
Director, Beaverton, Ore.

My Career Conference Photo Scrapbook

My unit makes it a priority to attend Career Conference. We love the excitement level – the music is electrifying! So much anticipation as we reach our seats for opening session! It's amazing how much Mary Kay can pack into a day and a half.



There's something here for us all! Inspiring testimonials from successful women, worthwhile education and tips, girlfriend time, and did I mention the prizes and recognition?

Everyone comes home re-energized with so much hope and passion. Whether you're new in your Mary Kay journey or are a seasoned veteran, you're sure to learn, laugh and be inspired! Make it a priority – you'll be glad you did!

October | recognition

Congratulations to the winners

TOP NSDs YEAR-TO-DATE



Anita Mallory
Garrett-Roe

Carol Anton

Gloria Castaño

Gloria Mayfield Banks

Kathy Helou

Karen Piro

Jan Harris

Lisa Madson

Sonia Páez

Cheryl Warfield

ON-TARGET INNER/ DIAMOND/GOLD CIRCLE

Independent National Sales Directors become members of the Gold Circle when they earn \$125,000 or more; members of the prestigious Diamond Circle when they earn \$200,000 or more; and a member of the exclusive Inner Circle when they earn \$325,000 or more in "NSD commissions" during the Seminar contest period. (NSD commissions are comprised of commissions earned on the wholesale production of first-, second-, and third-line offspring units; Top 10 fourth-line and beyond; Elite Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for October 2013, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for September 2013.) 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 Oct. 31, 2013.

On-Target for \$900,000 Inner Circle

Anita Mallory Garrett-Roe \$306,508

On-Target for \$550,000 Inner Circle

Carol Anton \$194,460

On-Target for \$500,000 Inner Circle

Gloria Castaño \$171,207
Gloria Mayfield Banks 170,839
Kathy Helou 169,825
Karen Piro 169,412
Jan Harris 166,697

On-Target for \$450,000 Inner Circle

Lisa Madson \$160,012

On-Target for \$400,000 Inner Circle

Sonia Páez \$136,694
Cheryl Warfield 135,038

On-Target for \$350,000 Inner Circle

Patricia Turker \$130,465
Pat Danforth 127,989
Halina Rygiel 119,472
Lupita Ceballos 118,275
Karlee Isenhardt 118,068

On-Target for \$325,000 Inner Circle

Stacy James \$112,607
Cindy Williams 112,183
Debi Moore 109,584
Sherry Windsor 108,567

On-Target for \$300,000 Diamond Circle

Mary Diem \$101,672

On-Target for \$250,000 Diamond Circle

Pamela Waldrop Shaw \$99,622
Dayana Polanco 99,120
SuzAnne Brothers 93,712
Sue Kirkpatrick 90,421
Dacia Wiegandt 88,125
Mary Estupiñán 85,630
Linda Toupin 83,530

On-Target for \$200,000 Diamond Circle

Julianne Nagle \$82,425
Sara Pedraza-Chacón 82,178
Julie McCoy 80,639
Ronita Tripp Brewton 80,171
Annie D'Esposito Klein 73,547
Sandy Valerio 73,484
Cindy Fox 72,530

Kerry Buskirk 71,893
Julia Burnett 71,392
Pamela Fortenberry-Slate 70,845
Cyndee Gress 70,406
Diane Underwood 69,949
Maria Monarez 69,495
Jeanne Rowland 69,377
Sandy Miller 69,271
Nancy Bonner 68,987
Kay Elvrum 67,444

On-Target for \$150,000 Gold Circle

Anabell Rocha \$65,906
Kim McClure 65,326
Dawn Dunn 63,244
Shannon Andrews 62,048
Janie Cruise-Vrinios 61,705
Connie Kittson 61,472
Julie Krebsbach 60,168
Auri Hatheway 59,154
Candace Laurel Carlson 58,905
Lily Orellana 58,455
Janet Tade 58,047
Maureen Ledda 57,791
Dalene Hartshorn 57,312
Davanne Moul 57,131

Mayuli Rolo 56,226
Kristin Myers 55,914
Lisa Allison 55,173
Elizabeth Muna-Mudsi 55,013
Lia Carta 54,699
Rebecca Evans 53,683
Joanne Bertalan 53,302
Vivian Diaz 53,253
Gloria Báez 53,148
Valerie Bagnol 52,688
Cathy Bill 52,381
Sommer Fortenberry 51,795
Mona Butters 51,719
Consuelo Prieto 51,229
Evelinda Diaz 50,729
Alicia Lindley-Adkins 50,510
Tammy Crayk 50,500
Ada Garcia-Herrera 50,277
Shirley Oshiro 50,244
Susan Hohlman 50,205
Yvonne Lemmon 50,198
Judy Brack 50,004

On-Target for \$125,000 Gold Circle

Pam Ross \$49,878
Rosibel Shahin 49,863

Pam Klickna-Powell 49,248
Juanita Gudino 49,057
Leah Lauchlan 49,034
Gay Hope Super 48,641
Jan Thetford 48,367
Shelly Gladstein 47,748
Monique Balboa 47,425
Jo Anne Barnes 47,152
Morayma Rosas 46,065
Kate DeBlander 45,673
Alia Head 45,643
Noelia Jaimes 45,640
Candy Jackson 45,144
Michelle Sudeth 45,143
Jeanie Martin 44,759
Scarlett Walker-Simpson 44,620
Heidi Goelzer 44,508
Sylvia Kalicak 44,422
Crisette Ellis 44,400
Sharon Buck 42,869
Magdalena Nevarez 42,485
Janis Z. Moon 42,276
Amie Gamboian 41,780

MONTHLY COMMISSIONS AND BONUSES

Listed are NSD commissions above \$10,000 earned in October by Independent National Sales Directors as defined above plus the following which do not count toward NSD ranking: Sales Director commissions, Personal Team commissions and NSD contest bonuses. Cars, prizes, etc., are not included in these amounts.

Ruby

1. Carol Anton** \$42,371
2. Pat Danforth* 26,268
3. Karlee Isenhardt* 25,833
4. Ronnie D'Esposito Klein* 22,818
5. Sue Kirkpatrick* 22,148
6. Maria Monarez* 17,461
7. Cyndee Gress* 16,800
8. Pamela A. Fortenberry-Slate* 16,394
9. Jeanne Rowland* 15,675
10. Rebecca Evans* 15,278
11. Bea Millslagle 14,891
12. Candace Laurel Carlson* 13,087
13. Vicki Jo Auth 13,036
14. Lynne G. Holliday 13,026
15. Sommer Fortenberry 12,863
16. Alicia Lindley-Adkins* 12,674
17. Kate DeBlander 12,558
18. Kirk Gillespie 12,456
19. Michelle L. Sudeth* 12,053
20. Janis Z. Moon 12,048
21. Juanita Gudino 11,853
22. Scarlett S. Walker-Simpson* 11,226
23. Jo Anne Barnes 11,193
24. Pam Ross** 11,022
25. Thea Elvin 11,006
26. Terri Schaffer 10,965
27. Maria Flores 10,873
28. Kimberly R. Copeland 10,707

Sapphire

1. Karen Piro** \$42,149
2. Lupita Ceballos** 27,910
3. Dawn A. Dunn 21,925
4. Julianne Nagle* 21,681
5. Julie McCoy* 21,165
6. Sara Pedraza-Chacón* 19,670
7. Shannon C. Andrews* 17,929
8. Jan L. Thetford 16,535
9. Sandy Valerio* 16,136
10. Tammy Crayk 15,156
11. Pam I. Higgs 15,132
12. Paola Ramirez 14,368
13. Gloria Báez* 14,230
14. Tammy Romage 14,221
15. Alia L. Head 13,851
16. Davanne D. Moul* 13,522
17. Julie Weaver 13,318
18. Valerie J. Bagnol* 12,087
19. Pam Klickna-Powell 11,777
20. Diane Bruns 11,615
21. Lorraine B. Newton 11,557
22. Sherri L. Steinman 11,539
23. Sharon L. Buck 11,481
24. Roxanne McIntroe 11,329
25. Diana Sumpter 11,234
26. Maribel Barajas 11,161
27. Julia Mundy 10,712
28. Nancy A. Moser 10,382

Emerald

1. Gloria Mayfield Banks*** \$52,444
2. Kathy S. Helou** 40,916
3. Debi R. Moore* 26,769
4. Cindy A. Williams* 24,150
5. SuzAnne Brothers* 23,988
6. Dacia Wiegandt* 21,417
7. Jamie Cruise-Vrinios 21,162
8. Kay E. Elvrum 18,028
9. Candy Jackson 17,482
10. Crisette M. Ellis 17,443
11. Cindy Fox* 17,135
12. Cathy Bill* 16,695
13. Kerry Buskirk* 16,433
14. Janet Tade* 16,218
15. Auri Hatheway 15,825
16. Lily Orellana 15,222
17. Mona Butters 14,806
18. Consuelo R. Prieto* 13,593
19. Joanne R. Bertalan* 13,503
20. Morayma Rosas 13,225
21. Pamela Tull 13,034
22. Yvonne S. Lemmon 13,013
23. Heather A. Carlson 12,977
24. Brenda Segal* 12,693
25. Dawn Otten-Sweeney 12,571
26. Evalina Chávez 11,744
27. Shelly Gladstein 11,720
28. Cristi Ann Millard 11,600
29. Kym A. Walker* 11,490
30. Kathy Rodgers-Smith 10,700
31. Sue Ulbel 10,177

Pearl

1. Jan Harris** \$36,863
2. Halina Rygiel** 32,079
3. Cheryl Warfield** 26,895
4. Cindy A. Williams* 24,150
5. Pamela Waldrop Shaw* 26,051
6. Stacy I. James** 25,673
7. Mary C. Estupiñán* 22,303
8. Julie Krebsbach* 19,622
9. Julia Burnett* 19,150
10. Kim L. McClure 18,359
11. Anabell Rocha 16,449
12. Kristin Myers 16,289
13. Sandy Miller* 15,962
14. Maureen S. Ledda* 15,890
15. Anita Tripp Brewton* 15,808
16. Lisa Allison 15,638
17. Lia Carta 15,635
18. Nancy Bonner* 15,239
19. Jeanie Martin 14,633
20. Monique Balboa 13,643
21. Leah Lauchlan 13,416
22. Alma Orrostieta 13,328
23. Amie N. Gamboian 13,166
24. Judy Brack 12,789
25. Cathy E. Littlejohn 11,534
26. Shirley M. Oshiro 11,405
27. Sylvia Kalicak 11,219
28. Jane Studrawa 11,218
29. Bett Vernon 11,029
30. Lynda Jackson* 10,874
31. Kathy C. Goff-Brummett 10,548
32. Glinda McGuire* 10,462

Diamond

1. Anita Mallory Garrett-Roe*** \$77,374
2. Lisa Madson 46,066
3. Gloria Castaño*** 43,312
4. Sonia Páez** 35,736
5. Patricia Turker** 34,016
6. Linda C. Toupin 25,235
7. Dayana Polanco* 24,717
8. Mary Diem* 19,994
9. Diane Underwood 18,951
10. Connie A. Kittson 17,349
11. Ada Garcia-Herrera 16,752
12. Dalene Hartshorn 15,268
13. Rosibel Shahin* 15,126
14. Susan M. Hohlman* 14,871
15. Vivian Diaz 14,506
16. Diane Mentiply 13,876
17. Evelinda Diaz* 13,690
18. Noemi Jaimes 12,446
19. Cecilia C. James 11,272
20. Mayuli Rolo* 11,081
21. Heidi Goelzer 11,054
22. Elizabeth Muna-Mudsi* 10,477

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



GO-GIVE® AWARD

Congratulations to our February 2014 **Go-Give®** Award winners who best exemplify the **Golden Rule** – helping others **unselfishly** and **supporting** adoptees as much as unit members.

Nominate a well-deserving Independent Sales Director who displays the **Go-Give®** spirit for this prestigious honor today! We've made it easier – look for the **online nomination form** on **Mary Kay InTouch®** under the Contests/Promotions tab.



Kim Holmes

Ruby
Independent Senior Sales Director
Began Mary Kay Business November 2009
Sales Director Debut September 2010
Offspring two first-line
National Sales Director Gena Rae Gass
Honors Star Consultant; Sales Director Queen's Court of Personal Sales
Personal Lives in Alabaster, Ala. Husband, Bill; son, Dustin; daughters: Lindsey, Ashley; one grandchild
"I am motivated to help others because I am driven by the desire to help women achieve their dreams and believe in themselves and all they can accomplish through this amazing opportunity."
Independent Beauty Consultant Elaine Moody of Moody, Ala., says, "Every Christmas, Kim promotes the 'Adopt-a-Senior' adult program at a local assisted living facility and provides *Mary Kay®* products for other special events throughout the year."



Leslie Jay

Sapphire
Independent Sales Director
Began Mary Kay Business March 2002
Sales Director Debut July 2003
National Sales Director Go Give Area
Honors Star Consultant
Personal Lives in Round Rock, Texas. Husband, Mike; son, David; daughter, Becky
"I am motivated to help others because I love encouraging and praising women to success. Nothing compares to watching them realize their God-given potential while blessing others."
Independent Beauty Consultant Lee Ann Childs of Munith, Mich., says, "Although I live in Michigan, Leslie includes me in challenges offered to her own unit. She is very involved with the missionaries of her church and also assists her local animal shelter in placing pets."



Debbie Jones

Emerald
Independent Sales Director
Began Mary Kay Business August 2000
Sales Director Debut July 2004
National Sales Director Go Give Area
Honors Star Consultant; Sales Director Queen's Court of Personal Sales
Personal Lives in Hewitt, Texas. Husband, David; son, Kyle; daughter, Kristin
"I am motivated to help others because our divine calling is to serve in love. The Lord has blessed me in so many ways, and I desire to do the same for others in His name."
Future Independent Sales Director Denise Bagby of Robinson, Texas, says, "My car was loaded with team members when the transmission quit. Debbie needed to attend a meeting, but she refused to leave us until the tow truck came. She even put the expense on her credit card until I got home."



Maureen Shipp

Pearl
Independent Senior Sales Director
Began Mary Kay Business June 1998
Sales Director Debut May 1999
Offspring two first-line; one second-line
National Sales Director Cindy Williams
Honors Circle of Honor; 10-times Sales Director Queen's Court of Personal Sales; two-times Queen's Court of Sharing; eight-times Circle of Achievement; Circle of Excellence; five-times Double Star Achievement; two-times Triple Star Achievement
Personal Lives in Rockwall, Texas. Husband, Don; sons: Josiah, Noah; daughters: Marissa, Tamara
"I am motivated to help others because surrendering all areas of our lives to God results in peace and freedom, and I can be the tool He uses to share that freedom with others."
Independent Beauty Consultant April Tindall of Conway, Ark., says, "Maureen has been there for my Independent Sales Director and those of us in her unit. She is an inspiring leader who brings out the greatness in others!"



Jan Deardorff

Diamond
Future Independent Executive Senior Sales Director
Began Mary Kay Business January 1991
Sales Director Debut February 1993
Offspring three first-line
National Sales Director Anita Mallory Garrett-Roe
Honors Circle of Honor; monthly *Go-Give®* Award winner March 2002; Consultant Queen's Court of Personal Sales; Sales Director Queen's Court of Personal Sales; five-times Queen's Court of Sharing; nine-times Circle of Achievement; three-times Double Star Achievement; Triple Star Achievement
Personal Lives in Clermont, Fla. Husband, Rick; son, Jeff; daughter, Jeni; three grandchildren
"I am motivated to help others because I promised Mary Kay I would pass on her dream of enriching women's lives and sharing our priorities of God first, family second and career third."
Independent Beauty Consultant Barbara Olson of Apopka, Fla., says, "Jan gives of her time and resources to Meals on Wheels and domestic violence shelters."

Super STARS!

The Mary Kay Star Consultant program rewards you for working your Mary Kay business one goal, one step at a time. And every quarter, you have a chance to reward yourself all over again. How cool is that?

Embracing the Star Consultant program means you want to sell and earn! **Exclusive quarterly prizes** are part of the fun, but the **true reward is how you can create consistency and build a strong customer base, sell products and pass the Mary Kay opportunity on to others.**



Perk!
When you achieve Star Consultant status this quarter, you are eligible for **Seminar 2014 Priority Registration.**

CURRENT QUARTER:
DEC. 16, 2013 –
MARCH 15, 2014



1800
Sapphire



2400
Ruby



3000
Diamond

Here's How YOU EARN QUARTERLY POINTS:

First
Sell. Start with a minimum \$1,800 wholesale Section 1 order* = 1,800 points.

Second
Team-Build. Each qualified* personal team member you add = 600 points.

How It Computes:

CONTEST POINTS LADDER OF SUCCESS PIN WITH GEMSTONE + PRIZE CATEGORY

1800	Sapphire	3000	Diamond	4800+	Pearl
2400	Ruby	3600	Emerald		

Example:

Place a minimum \$1,800 wholesale Section 1 order* within the quarter and:

1. **ADD 1 qualified* personal team member**, move to Ruby Ladder 1,800 + 600 = 2400.
2. **ADD 3 qualified* personal team members**, move to Emerald Ladder 1,800 + 1,800 = 3600.

Another example:

Place a minimum \$3,600 wholesale Section 1 order* within the quarter and:

ADD 2 qualified* personal team members, move to the Pearl Ladder 3,600 + 1,200 = 4800.

*The minimum wholesale Section 1 order postmarked within the contest quarter is required to qualify as a Star Consultant.



3600
Emerald



4800
Pearl



**The higher
the category, the more
enticing the prizes!**

Prizes change each quarter and include jewelry, home accessories, electronics and more. Select a prize for yourself or your family – practical or indulgent. You decide!

FIVE Habits of a Star Consultant

Kara knows the advantages of being a Mary Kay Star Consultant. After all, she's been one every quarter since she started her Mary Kay business six years ago. **"At first I did it for all the cool prizes, but soon I realized it was my recipe for success** in my Mary Kay business," she says. "Consistently focusing on the basics of selling and building a strong customer base has **helped me be more confident, move up the Mary Kay career path, become an Independent Sales Director and earn the use of a pink Cadillac!"**

1 High visibility. Strike up conversations, meet new people and introduce them to *Mary Kay*® products. You can do this at skin care parties, in line at the local coffee shop, at your child's soccer game – wherever! The more you're in front of others, the more potential customers you have. Talk about the product benefits, the great opportunity it's afforded you and how you would love to pamper them with the best skin care and color products!

2 Exceptional customer service.

Once you get customers, keep them coming back! You may want to have products on your shelf readily available, accept credit/debit cards, listen to their needs and recommend appropriate products. Promote your *Mary Kay*® Personal Web Site. Show them new trend colors and limited-edition products.

3 Know what motivates you.

Nothing is more motivating than success. If you're setting and achieving consistent goals, you can do anything. In my unit, we have "Dining With the Stars" dinners. Independent Beauty Consultants who are Star Consultants for the quarter are invited. I cook, and we eat on my *Mary Kay*® 50th Anniversary beautiful bee china. It's so much fun and is a real motivator.

4 Get family involved.

Early on, I would show the Star Consultant prize brochure to my family, and together, we would find a prize we wanted to work toward. It's fun to see how excited and encouraging they become, which only motivates me more!

5 Sell, sell, sell.

The more you sell, the better your skills and the more confident you become. When you're pumped after a great sale, seize the moment and use that energy to call prospective customers. They sense your enthusiasm and will want to be a part of it!



Kara Gallup,
Independent
Senior Sales
Director,
Lockwood, Mo.

DISC

is an acronym for the four behavioral styles of Dominance, Influence, Steadiness and Conscientiousness. Everyone possesses the four styles, but typically has one or two that dominate. Knowing the behavioral styles of ourselves and others helps us improve relationships and gives us powerful communication tools. This knowledge can help solve potential conflicts and reach a higher effectiveness.

We're all unique, and sometimes it's hard to understand another's behavior. Having a knowledge of what motivates and, conversely, what agitates others helps us strengthen our relationships, build trust and create empathy. In the end, it's not only good for business, it's good for life. These four Mary Kay Independent Sales Directors have learned how to understand their own behavioral styles and adapt to others to improve communication and get mutually beneficial results.

Independent
Senior Sales
Director
Lindsey
Christenson



Independent Senior Sales Director Lindsey Christenson of Snohomish, Wash., began her Mary Kay business in December 2007 at the prompting of her husband, Tyler. He knew her drive and ambition would be a natural fit as a small business owner. Although Lindsey exhibits traits from all four behavioral quadrants, she most identifies with the 'D' behaviors. She's a strong-willed problem-solver and is motivated by achievement.

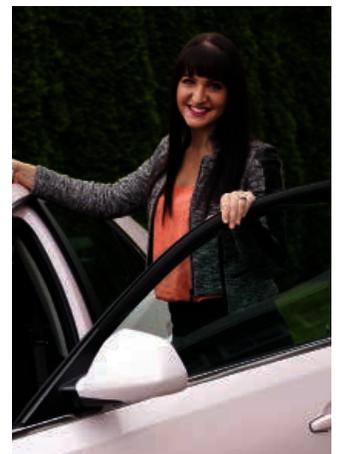
“ I'm always moving forward, and I don't rely on the approval of others. I'm goal-oriented and have a lot of passion. ”

She knows knowledge is power, and her awareness of differing behaviors has helped her create a greater patience and appreciation for others. “Before, I tended to avoid sharing the Mary Kay opportunity with 'S' and 'C' types,” she says. “I felt they didn't respond to me. It wasn't until I realized the 'S' individuals needed time to process what I was saying, and 'C' individuals needed to fully understand all the details, that I was able to adjust my behavior to fit their needs.”

Likewise, she viewed 'I' types as being overly upbeat, but she now appreciates and values their enthusiasm. “They make meetings fun,” she says. To help her connect with others, Lindsey is cognizant of differing behaviors. “I may mirror their body language, allow more time for a response, be clear in my delivery and expectations and, most definitely, think before I speak.

I take their lead, and it has had a huge positive impact on my Mary Kay business.”

“I tend to see things in black and white, but I'm aware others do not. Rather than express my opinion quickly, I take time to think about how my communication can be most effective so we all see the results we're after.”



Identifying your behavioral style helps you become aware of how your behavior affects others and how you can alter your style to be most effective. When communicating, how can you best meet the needs of different behavioral types?

- **D** likes efficiency
- **I** admires enthusiasm
- **S** desires sincerity
- **C** likes accuracy

D I S C

Motivated by	Challenge	Recognition	Stability	Order
Stressed by	Losing control	Too many details	Change	Disorganization
Comes across as	Strong-willed	Enthusiastic	Peacekeeping	Detail-oriented
Limited by	Skepticism, impatience	Impulsivity, lack of follow-through	Resistance to change	Difficulty seeing the big picture



Independent Sales Director
Nikki Edgemon

Independent Sales Director Nikki Edgemon of Ten Mile, Tenn., a self-described people-magnet, makes friends easily and loves hearing “thank you.” She’s thrown her heart and soul into her Mary Kay business and loves making a difference for others.

“As an Independent Sales Director, I feel joy knowing women and their families can have a better life because I shared the Mary Kay opportunity with them.”

Nikki had already married her husband, Andy, and signed her Mary Kay Independent Beauty Consultant Agreement by age 19. “Being an ‘I,’ I knew a Mary Kay business was the right opportunity because of the recognition and socialization I get,” she says. “I’m a Star Consultant each quarter, and I work hard to achieve all that my Mary Kay business offers me. I love the prizes and where my hard work and accomplishments take me in my Mary Kay business.”

A multitime Queen’s Court of Personal Sales and Queen’s Court of Sharing achiever, Nikki has learned to tweak her communication style to connect with different behavioral types. “Before, I might share with ‘D’ types why I loved my Mary Kay, when in reality, a big point for them is what they can achieve.”

Those with strong ‘I’ behaviors are typically enthusiastic, trusting and optimistic – somewhat different from ‘S’ or ‘C’ types who like organization and more detail. “When working with a ‘C,’ I may help her develop a system. Sometimes I don’t even know how I did it. But she likes order, so we work together to come up with something that works. It may not be natural for me, but we work together. I encourage everyone to do what feels comfortable for them.

“Organization is not my strong suit, so I get help to keep me on track. I work hard to stay organized because my Mary Kay business has taught me to finish one thing before moving to the next.”





Independent
Executive
Senior Sales Director
Dana
Lamade

We're all unique.

A nurturer by nature, **Independent Executive Senior Sales Director Dana Lamade** of Virginia Beach, Va., is calm, patient and consistent. Even though she thinks quickly, she doesn't react instantly. "I put myself in others' shoes. I also listen to understand where they're coming from," she says. Dana's 'S' behavioral traits have helped her in her Mary Kay business because her customers and the Independent Beauty Consultants in her unit feel her warmth. She's an excellent listener and loves helping people feel good about the way they look. "I love seeing the tremendous life changes that my Mary Kay business can bring to those who embrace the Mary Kay philosophies."

Before truly understanding the different behavioral types, Dana was intimidated by the directness of 'D' types. "I learned they are results-oriented and that I needed to be more direct," she says. Dana admires the spontaneity of 'I' types, and she works hard to match their excitement levels. When working with 'C' types, she gives them the facts and lets them know what is required or expected. She says, "It's all about the details."

Because those with 'S' behaviors are nonconfrontational and process facts before reacting, they also can experience hurt feelings. Dana explains, "I read into things, replay conversations and overanalyze."



“ I've had to work to understand that not every comment is personal. That realization has been helpful in my Mary Kay business and life. ”



Mary Kay Inc. Senior Learning and Development Specialist
and In-House DISC Administrator
Linda Duebner

“ Imagine a tool belt with the same behavioral tools, but we each feel comfortable using different tools. We keep those tools in front. When we don't get desired results, we reach to the back to find a new tool. The trick is matching the right tool for each situation. ”

Detail-oriented and careful are two words **Susan Odell, Independent Sales Director** of Burnsville, Minn., uses to describe herself. Her 'C' behavior makes her slightly uncomfortable without an itinerary because she loves to plan. "I love taking notes and making lists. Crossing items off my list is sort of a rush."

Susan spent 30 years working in the airline industry and wishes she had DISC training then. She says, "I thought 'I's were impulsive because they were quick to make decisions. 'D's intimidated me because they were so driven. And 'S's were so sympathetic and understanding. They are loyal friends."

Coaching is important to Susan as a leader among her unit, and she knows not everyone responds the same way. Once she gained DISC knowledge, she was better equipped to share learnings. "I was a new Independent Sales Director and played an audio CD for my unit for inspiration. Soon I saw many losing interest. I respond to that type of learning, but it wasn't for them. This was an 'aha' moment.

"Having the behavioral knowledge has been great for my customer relationships as well."



“ When I deliver products to a 'C', I'm prepared to answer product questions. A 'D' wants her order left on the porch. An 'I' is ready to hug it out, and an 'S' wants to make sure I'm doing OK. ”



merchant EXTRAORDINAIRE

Kelly Freeman, Independent Beauty Consultant, Marietta, Ga., and the 2013 Consultant Queen's Court of Personal Sales in the Sapphire Seminar, shares, "It's making your mind up to be successful, having confidence in yourself and getting in front of others."



Q: How do you stay motivated?

Kelly: I like to compete with myself. I may select a Star Consultant prize, set a goal to be tops in my unit or to be Queen in Personal Sales. I'm the only one who can make it happen, and I remind myself daily, "This is what you want. Now go work hard and get it done."

Q: What Mary Kay tools do you use to help you sell?

Kelly: My *Mary Kay*® Personal Web Site is invaluable. I don't know how I'd survive without it. Many of my customers aren't in my time zone, so they can order from me online when they like. It's fun waking up to "you have an order" email! My customers love that they can look over products, do an online makeover and come to me with any questions.

Q: Do you feel like you need to be a product expert in order to sell effectively?

Kelly: Not necessarily. Don't sabotage yourself thinking you have to know everything about each product before you can sell it. If a customer has a question you can't answer, no need to panic! *Mary Kay* has amazing resources like Product Central on *Mary Kay InTouch*®. Your Independent Sales Director also is a great resource. And if you use the *Mary Kay*® products,

you know what they can do. I focus more on getting in front of women. The more faces you see, the easier it becomes.

Q: How do you provide great customer service?

Kelly: I alert my customers any time a new product debuts that I think they'd like. I may even do a preorder offer. Women like to be the first to try new products. It makes them feel special. I treat my customers like family. They appreciate that, and not only do they buy from me, they also tell their friends!

Q: Can you share a personal success story when it comes to selling?

Kelly: In 2006, I was diagnosed with MS. Each year since, my family and I lead an MS walk team to raise funds for research. I'll also do a fundraising effort with my customers. Being able to use my *Mary Kay* business to help others and raise money for a cause close to my heart is a wonderful feeling.

Q: Any last tips?

Kelly: Commit to being a Star Consultant every quarter. It is so much easier to increase sales if products are on hand. Look your best and wear *Mary Kay*® products!

raising THE BAR

Changes to Minimum Active Order Size

Do you realize the *overall average* suggested retail price of *Mary Kay*® products has increased 70 percent over the last 10 years? As the Company offers more sophisticated and advanced products, such as the *Mary Kay*® *Lash & Brow Building Serum*® and the *TimeWise Repair*® *Volu-Firm*™ Set, suggested retail prices have changed accordingly.

What hasn't changed for 10 years is the minimum \$200 wholesale Section 1 order amount for Independent Beauty Consultants to remain in "active" status. In order for Independent Beauty Consultants to fully experience the financial rewards of the *Mary Kay* opportunity, that needs to change. After all, Beauty Consultants should be able to say "I Love My *Mary Kay*" for many reasons, and their earning potential should be one!

WHAT: Minimum "active" status amount becomes \$225 wholesale in Section 1 product orders with a \$450 retail order to qualify for the Earned Discount Privilege.

WHEN: March 1, 2014

WHAT THIS MEANS TO YOU: Potential to earn \$50 more in suggested retail sales with each minimum wholesale Section 1 order.





Mary Kay OnLINE



At-a-glance marketing tools to help you reach your customers.

MARY KAY

[SHOP](#) [TIPS & TRENDS](#) [MK PARTIES](#) [BE A BEAUTY CONSUL](#)

Beginning March 1, Independent Beauty Consultants must place a minimum \$225 wholesale Section 1 order to achieve “active” status and \$450 suggested retail to qualify for the Earned Discount Privilege.*

Just think: \$25 more in wholesale products is a potential \$50 more in suggested retail sales!

HOW TO PREPARE:

1. Talk to your Independent Sales Director to learn how this change can benefit you.
2. Consider asking her advice on how to grow your customer base and how to meet the needs of your existing customers with additional *Mary Kay*® products!

*With the Earned Discount Privilege, you receive a 50 percent discount on all orders in the initial order month plus the two months that follow.

TOOL	ADVANTAGES	LOCATION
<i>Mary Kay</i> ® Personal Web Site	Your main tool that helps make other tools more effective. Your customers can shop 24/7. Create professional branding image.	Business Tools
<i>Mary Kay</i> ® eCatalogs	Choose among product themes, trend or seasonal. Interactive, with fun videos. Your customers can shop and share online or download the mobil app.	Business Tools
<i>Beaut-e-News</i> ® (must have <i>Mary Kay</i> ® Personal Web Site)	Sent weekly with latest product news, gift ideas and trends. Directs your customers to your PWS where they can purchase. FREE service only available for PWS subscribers.	Business Tools
Virtual Makeover	Fun, easy way to try trends and custom looks. Save, print or email looks. Your customer can click through your PWS to purchase products.	Business Tools > Digital Zone > Apps
<i>MK Regimen Advisor</i> ™	Guides you to find the right skin care regimen. Touch eyes, lips and face on-screen to get recommendations for those areas needing extra attention.	Business Tools > Digital Zone > Apps
Social Media	Free and easy way to hype your Mary Kay business. Share products and YouTube® videos, and show your beauty expertise.	Business Tools > Digital Zone

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Dallas, TX 75379-9045

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the way beauty shines
from the inside out.



discover what you
L  **VE**™