

MARY KAY

FEBRUARY 2016

applause®

Color
Looks
to Love

PLUS!
Valentine Gifts Galore!

SUPERSTAR YOU!
Earn Fabulous Prizes
as a Star Consultant.

discover what you **LOVE**

October Recognition

Congratulations to the winners

Top NSDS Year-To-Date



Anita Mallory



Gloria Mayfield Banks



Gloria Castaño



Kathy Helou



Karen Piro



Jan Harris



Carol Anton



Lisa Madson



Sonia Páez



Patricia Turker

On-Target Inner/Diamond/Gold Circle

personal units for October 2015, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for September 2015.) 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, 2015.

On-Target for \$850,000 Inner Circle

Anita Mallory\$296,423

On-Target for \$550,000 Inner Circle

Gloria Mayfield Banks\$191,985
Gloria Castaño190,805
Kathy Helou188,516

On-Target for \$500,000 Inner Circle

Karen Piro\$178,070
Jan Harris177,546
Carol Anton175,248

On-Target for \$450,000 Inner Circle

Lisa Madson\$165,370
Sonia Páez157,588

On-Target for \$400,000 Inner Circle

Patricia Turker\$146,791

On-Target for \$350,000 Inner Circle

Cheryl Warfield\$124,980
Pamela Waldrop Shaw121,269
Lupita Ceballos120,479
Cindy Williams116,575

On-Target for \$325,000 Inner Circle

Sherry Windsor\$112,566
Debi Moore111,295
Stacy James109,815

On-Target for \$300,000 Diamond Circle

Halina Rygiel\$107,872
Karlee Isenhardt106,439
Mary Diem102,636

On-Target for \$250,000 Diamond Circle

Sara Pedraza-Chacón\$97,173
Dayana Polanco95,346
Anabell Rocha90,565
Suzanne Brothers87,650
Judie McCoy85,165
Dawn Dunn84,755

On-Target for \$200,000 Diamond Circle

Julianne Nagle\$82,519
Mary Estupiñán82,478
Sandy Valerio81,008
Dacia Wiegandt80,216
Lia Carta80,064
Anita Tripp Brewton79,553
Linda Toupin79,378

Kristin Myers76,017
Connie Kittson75,993
Diane Underwood75,867
Cindy Fox74,263
Kerry Buskirk72,666
Cyndee Gress72,190
Julia Burnett71,486
Jamie Cruse-Vrinios70,061
Ada García-Herrera68,706
Kay Elvrum68,084
Maria Monarrez67,849

On-Target for \$150,000 Gold Circle

Monique Balboa\$64,318
Davanne Moul64,188
Shannon Andrews63,157
Julie Krebsbach62,457
Alicia Lindley-Adkins62,271
Lily Orellana59,826
Vivian Diaz59,039
Mayuli Rolo58,390
Morayma Rosas58,347
Gloria Báez57,393
Jan Thetford56,943
Evelinda Diaz56,898
Candace Laurel Carlson56,137

Gay Hope Super56,011
Pam Klickna-Powell55,988
Maureen Ledda55,969
Consuelo Prieto55,604
Sue Pankow55,575
Yvonne Lemmon55,294
Lara McKeever55,032
Cathy Bill54,946
Tammy Crayk54,450
Lisa Allison54,441
Auri Hatheway52,622
Pamela Fortenberry-Slate52,239
Pam Ross51,584
O'Nelly Encarnación51,196
Susan Hohlman50,668
Scarlett Simpson50,013

On-Target for \$125,000 Gold Circle

Elizabeth Muna\$49,975
Carmen Hernández49,852
Somer Fortenberry49,135
Kristin Sharpe48,650
Michelle Sudeth48,135
Valerie Bagnol48,099
Crystal Trojanowski47,051
Noelia Jaimes46,879

Leah Lauchlan46,493
Pam Higgs46,347
Kate DeBlander46,085
Jeanie Martin46,064
Kimberly Copeland45,806
Rebecca Evans45,502
Phyllis Pottinger45,269
Rosibel Shahin44,934
Diane Mentiply44,900
Juanita Gudiño44,848
Joanne Bertalan44,820
Janis Z. Trude44,753
Ruth Everhart44,720
Magdalena Nevárez44,585
Alma Orroslieta43,793
LaRonda Daigle43,370
Alia Head42,942
Luzmila Abadia Carranza42,666
Deb Pike42,569
Lynnea Tate42,505
Glinda McGuire42,367
Shelly Gladstein42,318
Diana Sumpter42,139
Sue Wallace42,019
Mairelys López41,941

Monthly Commissions And Bonuses

Emerald

1. Gloria Mayfield Banks***	\$72,064
2. Patricia Turker**	50,413
3. Sonia Páez**	42,670
4. Judie McCoy*	29,148
5. Dayana Polanco*	27,820
6. Diane Underwood	27,424
7. Dacia Wiegandt*	25,927
8. Julianne Nagle*	25,825
9. Jamie Cruse-Vrinios	23,196
10. Monique Balboa	22,510
11. Maureen S. Ledda*	20,935
12. Anita Tripp Brewton*	19,848
13. Pamela Tull	19,758
14. Tammy Crayk	19,177
15. Kerry Buskirk*	18,915
16. Pam Klickna-Powell	18,715
17. Pam I. Higgs	18,590
18. Mayuli Rolo*	17,459
19. Auri Hatheway	17,086
20. Ada García-Herrera*	15,817
21. Kirk Gillespie	15,812
22. Sonia Bonilla	15,619
23. Kym A. Walker*	14,970
24. Evelinda Diaz*	14,903
25. Cristi Ann Millard	14,891
26. Gillian H. Ortega	14,614
27. Sue Wallace	14,488
28. Diane Bruns	13,913
29. Joanne R. Bertalan*	13,808
30. Crisette M. Ellis	13,738
31. Mairelys López	13,101
32. Rosibel Shahin*	13,043
33. Kathy P. Oliveira	12,731
34. Mary Beissel	12,548
35. Noemi C. Jaimes	12,524
36. Gina Rodríguez-Orriola	12,407

37. Jill D. Davis	12,038
38. Nancy Moser-Hogan	11,897
39. Roya Mattis	11,576
40. Luzmila Abadia Carranza*	11,524
41. Sabrina Goodwin Monday	11,487
42. Maureen Myers	10,407
43. Noelia Jaimes*	10,075

Diamond

1. Anita Mallory***	\$80,019
2. Gloria Castaño***	65,076
3. Lisa Madson*	58,557
4. Karen Piro**	47,388
5. Pamela Waldrop Shaw**	38,056
6. Halina Rygiel*	34,149
7. Mary Diem*	26,405
8. Maria Monarrez	25,109
9. Kay E. Elvrum	24,825
10. Kristin Sharpe	23,654
11. Dawn A. Dunn*	23,471
12. Lisa Allison	21,113
13. Julia Burnett*	21,045
14. Yvonne S. Lemmon	20,174
15. Diana Sumpter	19,834
16. Sue Pankow	19,605
17. Connie A. Kittson*	19,418
18. Susan M. Hohlman*	18,673
19. Shannon C. Andrews*	18,127
20. Jeanie Martin	17,946
21. Lily Orellana	17,002
22. Lynnea E. Tate	16,943
23. Leah Lauchlan	16,073
24. Sharon L. Buck	16,069
25. Pam Ross*	15,802
26. Vicki Jo Auth	15,255
27. Rebecca Evans*	15,132
28. Shelly Gladstein	14,507

29. Julia Mundy	14,151
30. O'Nelly Encarnación	13,645
31. Roxanne McInroe	13,414
32. Robin Rowland	13,353
33. Rosa Carmen Fernández	13,283
34. Alia L. Head	12,638
35. Dorothy D. Boyd	12,333
36. Lynne G. Holliday	12,313
37. Yosaira Sánchez	12,238
38. Margaret M. Bartsch	11,803
39. Terri Schafer	11,494
40. Heidi Goelzer	11,214
41. Amy Allgood	10,805
42. Kaye Driggers	10,736
43. Kathy C. Golf-Brummett	10,388
44. Jackie LaPrade	10,313
45. Karen B. Ford	10,077

Ruby

1. Carol Anton**	\$47,615
2. Jan Harris**	47,615
3. Cindy A. Williams*	34,844
4. Sherry Windsor**	31,958
5. Linda C. Toupin	29,319
6. Stacy I. James**	28,560
7. Karlee Isenhardt*	25,782
8. Mary Estupiñán*	24,279
9. Sandy Valerio*	22,996
10. Jan L. Thetford	21,453
11. Lia Carta**	21,138
12. Julie Krebsbach*	21,072
13. Candace Laurel Carlson*	20,213
14. Kate DeBlander	19,604
15. Cindy Fox*	19,584
16. Anabell Rocha*	19,584
17. Kim L. McClure	18,878
18. Lara F. McKeever	17,679

19. Brenda Segal*	17,465
20. Crystal Trojanowski	17,349
21. Sherril L. Steinman	17,094
22. Cathy Bill*	16,971
23. Tammy A. Vavala	15,930
24. Amie N. Gamboian	15,820
25. Deb Pike	15,783
26. Patty J. Olson	14,968
27. Gloria Báez*	13,574
28. Elizabeth Muna*	13,393
29. Kathy Rodgers-Smith	12,998
30. Michelle L. Sudeth*	12,974
31. Lily Gauthreaux	12,776
32. Lynda Jackson*	12,405
33. Tammy Romage	12,340
34. Juanita Gudiño	11,929
35. Bea Millslagle	11,858
36. Gena Rae Gass	11,816
37. Esther Whiteleather	11,739
38. Brittany Kaps*	11,456
39. Cecilia C. James	11,314
40. Temi Odeyale	11,244
41. Jo Anne Barnes	11,130
42. Maria Flores	10,863
43. Linda Spadlowski	10,493
44. Virginia S. Rocha	10,090

Sapphire

1. Kathy Helou***	\$50,553
2. Lupita Ceballos**	39,133
3. Debi R. Moore*	34,592
4. Suzanne Brothers*	28,596
5. Cheryl Warfield**	27,080
6. Sara Pedraza-Chacón*	24,947
7. Davanne D. Moul*	22,728
8. Cyndee Gress*	22,679
9. Ruth L. Everhart	20,111

10. Kristin Myers*	19,417
11. Vivian Diaz*	18,690
12. Alicia Lindley-Adkins*	17,461
13. Janis Z. Trude	16,740
14. Lorraine B. Newton	16,495
15. Diane L. Mentiply	16,375
16. Morayma Rosas	15,925
17. Consuelo R. Prieto*	15,394
18. Pamela A. Fortenberry-Slate*	15,079
19. Debra M. Wehrer	14,910
20. LaRonda L. Daigle	14,889
21. Dawn Otten-Sweeney	14,758
22. Scarlett Simpson*	14,747
23. Kimberly R. Copeland	14,732
24. Paola Ramirez	14,686
25. Somer Fortenberry	14,467
26. Heather A. Carlson	14,345
27. Jane Studrawa	13,856
28. Valerie J. Bagnol*	13,653
29. Phyllis Pottinger*	12,947
30. Angie S. Day*	12,634
31. Julie Weaver	12,508
32. Glinda McGuire*	12,300
33. Alma Orroslieta	12,106
34. Elaine Kimble Williams	12,059
35. Magdalena Nevárez*	11,793
36. Jeanie M. Tamborello	11,287
37. Cathy E. Littlejohn	11,016
38. Diana Heble	11,001
39. Maribel Barajas	10,815
40. Sue Ulbel	10,521
41. Tina Hulsman	10,394
42. Sylvia Kalicak	10,245

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

Mary Kay Angels/ Ángeles Mary Kay

October/Octubre 2015

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



Gloria Mayfield Banks
\$72,064
Emerald



Anita Mallory
\$80,019
Diamond



Carol Anton
\$47,615
Ruby



Kathy Helou
\$50,553
Sapphire

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

EMERALD/ESMERALDA — Jennifer Damm, <i>J. Cruse-Vrinios Area</i>	\$109,657
DIAMOND/DIAMANTE — Paula Kelsch, <i>K. Elvrum Area</i>	\$90,967
RUBY/RUBÍ — Lisa Anne Harmon, <i>Go-Give Area</i>	\$95,206
SAPPHIRE/ZAFIRO — Jim Cundiff, <i>Go-Give Area</i>	\$80,079

Top Unit Builders/ Impulsoras de unidad más destacadas

October/Octubre 2015

New Unit Members/ Nuevas integrantes de unidad

Emerald/Esmeralda	
Jennifer Elizabeth Damm	29
Leanne Parrino-Pheasant	23
Catherine Virginia Slezak	22

Diamond/Diamante	
Maria Siguenza	25
Jamie Venning Taylor	20

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 October 2015./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 octubre de 2015.

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

EMERALD/ESMERALDA — Missy Semien, <i>S. Goodwin Monday Area</i>	\$19,752
DIAMOND/DIAMANTE — Nancy Dove, <i>Go-Give Area</i>	\$20,491
RUBY/RUBÍ — Perpetua Asu-Eze, <i>Go-Give Area</i>	\$19,788
SAPPHIRE/ZAFIRO — Diega Escamilla, <i>L. Díaz Area</i>	\$16,563

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

EMERALD/ESMERALDA — Yuko Yasuma, <i>M. Brandenburgh Unit, Go-Give Area</i>	\$37,184
DIAMOND/DIAMANTE — Melissa Leslie, <i>J. Lund Unit, K. Elvrum Area</i>	\$18,767
RUBY/RUBÍ — Nicole Munoz, <i>K. Frazer Unit, C. Anton Area</i>	\$17,006
SAPPHIRE/ZAFIRO — Fea Nguajah, <i>L. Newton Unit, L. Newton Area</i>	\$18,618

Top Team Builder/Primera Impulsora de Equipo

New Team Members/Nuevas integrantes de equipo

EMERALD/ESMERALDA — Arlie Potts, <i>T. Cromer Unit, J. Cruse-Vrinios Area</i>	10
DIAMOND/DIAMANTE — Rayana Barry, <i>R. Mohan Unit, V. Benjamin Area</i>	12
RUBY/RUBÍ — Sales Director Gloria Dominguez, <i>Go-Give Area</i>	13
SAPPHIRE/ZAFIRO — Sales Director Evelin Carrillo, <i>P. Ramirez Area</i>	14

Independent Sales Directors with 20 or more new unit members for October 2015./Directoras de Ventas Independientes con 20 o más nuevas integrantes de unidad en octubre de 2015.

Ruby/Rubí	
Michael Suzanne Diaz	21
Maria Price	21

Sapphire/Zafiro	
Jessica Marie Anderson	25
Lauren Ponder Boggs	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 on the **“Meet Your NSDs”** link under the Heritage tab. You can search for NSD stories by name, city, state, Seminar or even former occupation. Why not share their stories with potential team members?/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”** bajo el separador “El Legado”. 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?

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.

Sapphire/Zafiro

Congratulations to the winners/Felicidades a las ganadoras

New Debuts/ Debutes

August/Agosto 2015



Capricia Renada Clark
Fayetteville, N.C.
B. Martin Unit

Tamiko Antionette Coleman
Macomb, Mich.
K. Fairbanks Unit

Marvel B. Dixon
Clayton, N.C.
R. Schaefer Unit

Jacqueline Wheeler Hill
Clayton, N.C.
V. Adams Unit

Mineva C. Strong
Laurel, Md.
T. Pleasure Unit

Brooke Renee Walker
Fairfax, Va.
A. Gustafson Unit

Not pictured:/Sin foto: *Amelia Acosta*, Sylmar, Calif., J. Curiel Unit; *Christina J. Adams*, Jacksonville, N.C., J. Ball Unit; *Rachel Lee Basham*, Chelsea, Mich., E. Benjamin Unit; *Julie Bates*, Gulf Shores, Ala., G. Jones Unit; *Blanca Olivia Campuzano*, Commerce City, Colo., M. Botello Unit; *Shelley Ann Carpenter*, Mooresville, N.C., J. Phalen Unit; *Maria D. Carreno*, Elgin, Ill., L. Ochoa Perez Unit; *Rhonda Renee Chappell*, Mc Camey, Texas, L. Jilge Unit; *Marjorie Elizabeth Cocchio*, Stanhope, N.J., T. Hulsman Unit; *Clare Elizabeth Corvello*, Quantico, Va., C. Zecher Unit; *Selma A. Davis*, Henderson, N.C., T. Fields-Hedrick Unit; *Guadalupe Escamilla*, Prairieville, La., D. Escamilla Unit; *Rebeca Garcia*, McKinney, Texas, E. Obregon Unit; *Gabriela Gonzalez*, Anaheim, Calif., M. Figueroa Unit; *Amanda Lorraine Grasshoff*, Springfield, Mo., J. Bouse Unit; *Kelly Greer*, Oceanside, Calif., L. Crisp Unit; *Stephanie Ann Hall*, Grand Rapids, Mich., R. Kuzma Unit; *Terese Anne Hepfinger*, Westland, Mich., S. Bettner Unit; *Reyna Hernandez*, Villa Park, Ill., H. Garcia Unit; *Tracy Watson Hodges*, Greenville, N.C., S. Gant Unit; *Megan Margaret Horwatt*, Dallas, Pa., E. Gwyn-Jones Unit; *Jerrika Jackson*, Baton Rouge, La., K. Spriggs Unit; *Barbara Jackson-Miller*, Beaumont, Texas, K. Nichols Unit; *Guillermina Martinez*, New Brunswick, N.J., L. Valdez Unit; *Maria Montes de Oca*, Chicago, J. Brito Unit; *Erin S. Murray*, Nazareth, Texas, D. Weld Unit; *Guadalupe Paredes*, Sylmar, Calif., A. Zurita Unit; *Kayla Patton*, Tyrone, Pa., L. Thompson Unit; *Ma Erendira Ramirez*, Plano, Texas, A. Gomez Unit; *Yessenia Regalado*, Bentonville, Ark., L. Garcia Unit; *Megan Elizabeth Renfro*, Waukegan, Iowa, C. VanValkenburg Unit; *Perfecta Rueda Leyva*, River Oaks, Texas, G. Trejo Unit; *Amy Sacher*, Greenwood, Ind., C. Shaw Unit; *Osiris Salgado*, Mesquite, Texas, S. Martinez Unit; *Jenny Salmeron*, Dalton, Ga., M. Claxton-Taylor Unit; *Melissa Anne Samartino*, Boynton Beach, Fla., P. Castellana Unit; *Tammy M. Shaw*, Duncan, S.C., B. Shaw Unit; *Maria Solis*, Denver, R. Amateco-Nava Vazquez Unit; *Meldon Marie Spendlove*, Colorado Springs, Colo., A. Zajac Unit; *Ashley Suzanne Stephens*, Canyon Lake, Texas, K. Krause Unit; *Veronica Frias Vazquez*, Knoxville, Tenn., A. Orrostieta Unit; *Janice Denise Williams*, Maplewood, N.J., D. Jeter Unit; *Lacey Nicole Zizzo*, Santee, Calif., S. Beer Unit.

Triple Crown/ Triple Corona

October/Octubre 2014



Not pictured:/Sin foto: *Heather N. Cornell*, Houston, K. Copeland Area; *Jessica Nicole Schultz*, Hazelwood, Mo., C. Gress Area.

Dean's List/ Lista del Decano

October/Octubre 2014



Marissa Paige Zamudio
Lakeland, Fla.
J. Cruse-Vrinios Area
Emerald Seminar

Not pictured:/Sin foto: *Catherine A. Latoski*, Exeter, Pa., P. Shaw Area, Diamond Seminar; *Adeleke Yusuf*, Upper Marlboro, Md., Sapphire Go-Give Area, Sapphire Seminar.

Honors Society/ Sociedad de Honor

October/Octubre 2014



Eileen Mundahl
Raleigh, N.C.
K. Myers Area

Not pictured:/Sin foto: *Heather N. Cornell*, Houston, K. Copeland Area; *Maria Figueroa*, Los Angeles, C. Prieto Area; *Ellen A. Knight*, Pryor, Okla., K. Neal Warner Area; *Jessica Nicole Schultz*, Hazelwood, Mo., C. Gress Area.

Fabulous 50s/ Fabulosos 50

April/Abril 2015



Angelia Marie Beasley
Avondale, La.
L. Daigle Area

Lyn Owens
Niceville, Fla.
K. Helou Area

Not pictured/Sin foto: Elizabeth Nancy Marciello, Wrentham, Mass., D. Mentiplay Area; Heather Miller, Catoosa, Okla., K. Neal Warner Area; Laura Jean Thompson, Newport, N.C., K. Myers Area.

On the Move/ En Acción

August/Agosto 2015

Amelia Acosta
Maria D. Carreno

Barbara Jackson

Guadalupe Paredes

Perfecta Rueda Leyva

Mineva C. Strong

New Team Leaders/ Nuevas Líderes de Equipo

October/Octubre 2015

Phyllis Alexis
Audrey Amiger
Erika L. Andrade Mendoza
Margarita Avila
Anaisa Aviles
Maria E. Aviles
Amie M. Baballe
Maria Y. Banda
Emilia Bernal
Katelyn R. Breininger
Carolyn Brown
Leshia F. Bryant
Millicent Bule
Bertha A. Carmona
Katie M. Cartwright
Maria E. Cattano
Norma M. Cervantes
Gale E. Cieslik
Kaylee K. Colter
Angela Craig

Emily Crain
Samantha Davidowitz
Stephanie Day
Camille D. DeBoulet
Cerese M. Dewart
Claudia Diaz
Debra Dorval
Jennifer A. Evans
Lorena Fernandez
Debra J. Foster
Kathleen M. Fowler
Joyce Y. Franklin
Melissa Gates
Marsha A. George-Ross
Allison L. Hall
Diane Hine
Tanya M. Horne
Lindsay Jelinek
Georgia C. Johnson
Meggin Johnston

Katrina M. Karli
Natalie A. Land
Ruby Larcher
Erika Luna
Lynnette M. Maley
Jami L. Marks
Maria Marroquin
Wendy F. Marroquin
Kalie M. Martine
Priscilla M. Mayo
Veronica McAllister-Burnette
Courtney McGarity
Shetal P. Mckenney
Elva Medina
Esmeralda Mendez
Cindy I. Mills
Jacqui Mladenovic
Christie Moody
Dawnita R. Moore
Bobbie Jo Morgan

Alexis D. Moul
Teresa J. Munoz
Elizabeth N. Murillo
Cynthia L. Nelson
Micaela Ochoa
JoDee L. Ortego
Lucila Perez
Sofia Perez
Vernie Phillips
Maria Pinon
Ana Pombo
Tiffany L. Pope
Samuel L. Pridgon
Wendy W. Pringle
Almarosa Quevedo
Eboney M. Rice-Bridges
Ileana D. Ruiz Lopez
Adamaris J. Sandoval
Magaly Sandoval
Benita L. Sharpe

Nancy C. Teafatiller
Yolanda Y. Thigpen
Edna C. Torres
Shelene Via
Connie Villacres
Toni Vorce
Carol-Haiyan Wang
Amy Williams
Kimberly Williams
Heather H. Wood
Ashley Wright
Onely Zamago
Lauren N. Zearfaus

Grand Achievers/ Gran Ganadoras

October qualifiers/
Calificadas en
octubre 2015

**Consultants/
Consultoras**
Eula Darden**
Tammy Davenport
Brittany Lauren Gordon
Leah A. Gray††
Dianne Magliolo††
Orla Martinez†
Chinwe Nwamaka Ngwu
Perfecta Rueda Leyva*

Brittany Danielle Spiers
Katrina E. Steward**
Martha Torres**
Silvia Cristel Vasquez
Elaine Vivian Williams†
Janice Denise Williams†

**Sales Directors/
Directoras de Ventas**
Brittanie R. Bond-Riojas

Elizabeth Curcio**
Nanci Elliott**
Rochelle Hawk**
Linda S. Heeschen**
Margarita Hernandez**
Ann Hoge Kelly**
Margarita Maldonado**
Aimee G. Martinez**
Guadalupe Moreno**
Kelli Elaine Nash**

Irma Nunez**
Melissa Olshefski
Jessica Lee Scott**
Sharon Spencer**
Norma A. Viera**
Linda Lamb Whitesell**

*Denotes May qualifier./
Denota que calificó en mayo.
**Denotes June qualifier./
Denota que calificó en junio.
† Denotes July qualifier./
Denota que calificó en julio.
†† Denotes August qualifier./
Denota que calificó en agosto.

First Gold Medal/Primera Medalla de Oro

October/Octubre 2015

New Team Members/Nuevas integrantes de equipo

Phyllis Alexis, M. Strong Unit..... 10
Emilia Bernal, L. de la Cruz Unit..... 5
Katelyn Breininger, H. Lurvey Unit..... 5
Maria Cattano, T. Hulsman Unit..... 7
Melissa Cothorn, L. Daigle Unit..... 6
Emily Crain, J. Schultz Unit..... 10
Stephanie Day, K. Spellmeier Unit..... 10
Maria Delacruz, C. Rivera Unit..... 6
Debra Foster, C. Burnside Unit..... 6
Kathleen Fowler, L. Morgan Unit..... 6
Jamie Fritsch, B. Howerton-Adams Unit..... 5

Allison Hall, C. Mitchell Unit..... 5
Faylene Lankford, B. Miles Unit..... 6
Chelsea Madison, A. Carpanzano Unit..... 5
Jami Marks, J. Huston Unit..... 5
Kalie Martine, A. Summerlin Unit..... 5
Jacqui Mladenovic, J. Anderson Unit..... 6
Christie Moody, M. Fox Unit..... 5
Dawnita Moore, M. Perry Unit..... 6
Bobbie Jo Morgan, A. Locke Unit..... 6
Lucila Perez, G. Paredes Unit..... 8
Lunie Pierre, A. LaFrance Unit..... 6
Ana Pombo, P. Brigante Unit..... 9

Samuel Pridgon, B. Piland Unit..... 10
Almarosa Quevedo, A. Quevedo Unit..... 7
Elma Ramirez, N. Lecona Unit..... 5
Adamaris Sandoval, E. Barahona Unit..... 9
Magaly Sandoval, B. Alvarado Unit..... 6
Julie Stallard, T. Caldwell Unit..... 5
Valerie Taylor, C. Gross Unit..... 6
Edna Torres, M. San Lucas Unit..... 5
Connie Villacres, L. Boggs Unit..... 12
Stephanie Wright, D. McElidowney Unit..... 5
Elizabeth Zamudio, B. Goodman Brown Unit..... 5

Sapphire/Zafiro

13% Club/Club del 13%

October/Octubre 2015

Sales Director Chaya Suri Klein	\$4,227
Sales Director Ingra Williams	3,443
Sales Director Adeleke Yusuf	3,261
Sales Director Marie E. Vlaminc	2,890
Sales Director Jim Cundiff	2,640
Sales Director Michele Martella Armes	2,327
Sales Director Elizabeth Anne Prauner	2,243

Sales Director Monica Sue Goubeaux	2,210
Sales Director Heather L. Bohlinger	1,889
Sales Director Jahna L. Stone	1,876
Sales Director Debbie Yost	1,761
Sales Director Jessica Scola	1,745
Sales Director Natalie Reed	1,696
Sales Director Yudid Hernandez	1,686

Sales Director Alejandra Zurita	1,668
Sales Director Laurieann Barclay	1,633
Sales Director Tina Louise Hackett	1,621
Sales Director Danielle Coughlan	1,573
Sales Director Kimberley Victor	1,554
Sales Director Zenaída García	1,550
Sales Director Vicki Piccirilli	1,536

Sales Director Nocona L. Koenig	1,532
Lauren Gentry, M. Hornung Unit	1,516
Sales Director Bertilia Corral	1,478
Sales Director Debra J. Witmer	1,473

Achievement Circle/ Círculo de Logros

October/Octubre 2015

Jim Cundiff	\$80,079
Jessica Marie Anderson	78,222
Michele Martella Armes	77,364
Marie E. Vlaminc	74,276
Randi Stevens	72,674
Judith E. Cotton	69,880
Marjorie S. Haun	67,348
Ann W. Sherman	66,959
Chaya Suri Klein	66,891
Debbie A. Weld	64,803
Moleda G. Dailey	63,994
Josefa Chacon	63,631
Lady Ruth Brown	63,628
Ashley Virnau	63,325
Ingra Williams	63,196
Trisha Taylor	62,843
Vicki Piccirilli	60,947
Yudid Hernandez	59,233
Dolores Keller	58,774
Mary Lou Ardohain	58,264
Joyce A. Newell	56,881
Linda Meier	56,677
Bonnie Crumrin	56,509
Heidi Lillian Lurvey	56,106
Dalia Leon	56,035

Maria Claxton-Taylor	55,965
Adeleke Yusuf	55,735
Hannah May Brunner	55,603
Robin S. Moody	55,103
Marie G. Miller	55,047
Kathy Lee	54,543
Kim West	54,307
Nedra Ruby White	54,140
Monica Sue Goubeaux	53,403
Robyn S. Cartmill	52,759
Anne Q. Harris	52,452
Keita Powell	52,045
Belle L. Martin	50,856
Danice C. McEldowney	50,607
Lynn F. Huckels	50,363
Jordan Helou Eicher	50,274
Kristi M. Anderson	49,228
Jerlene Vrana	48,895
Sylvia Boggs	48,625
Laura Poling	48,566
Jodi L. Feller	48,458
Heather L. Bohlinger	47,684
Cheri L. Taylor	47,538
Epsie J. Elmer	47,303
Pam Garner Moore	47,074

Diane Covington	46,683
Julie Brindell Sapp	46,483
Ruby Garner	46,401
Gloria Stakemiller	45,963
Romaine Korzon	45,820
Jahna L. Stone	45,755
Hazel White	45,740
Tracy Potter	45,223
Thressa Michelle Waller	45,209
Teri Melinda McMahon	45,093
Linné Lane	44,985
Jennifer G. Bouse	44,824
Pauline White	44,744
Francene M. Anderson	44,502
Rosa Elia Meza-Sanchez	44,483
Penny J. Jackson	44,444
Rosanne Pluchino	44,441
Stacy O. Ervin	44,440
Natalie Reed	44,334
Nancy W. Pettaway	44,205
Kaye Yuen	44,009
Mary E. Feikles	43,756
Karla Rae Plantan	43,708
Jessica Scola	43,622
Kimberley Victor	43,450

Kathleen Kirkwood	43,233
Diega Escamilla	43,135
Megan Hornung	43,121
Debra J. Witmer	42,994
Sandra A. Zavoda	42,847
Bertilia Corral	42,664
Missy M. O'Neal	42,562
Elizabeth Anne Prauner	42,398
Tess Dawn Caldwell	42,379
Patty Webster	42,266
Nicole J. Canamare	42,257
Marcela Sierra	42,244
Chris Burnside	42,224
Sue Ammons	42,162
Katie D. Nichols	42,036
Jacqueline J. Shaw	41,638
Patrice Moore Smith	41,587
Doris M. Quackenbush	41,550
Orenda Raichel Hunniford	41,549
Marla Beddick	41,284
Charlene Grubbs	41,267
Suzanne Tripp-Black	41,218
Peggy Matish	41,006
Jeanette M. Thompson	40,958
Debbie P. Roberts	40,953

Commission Circle/ Círculo de Comisiones

October/Octubre 2015

Michele Armes	\$12,931
Jim Cundiff	12,398
Jessica Marie Anderson	12,194
Marie E. Vlaminc	12,067
Chaya Suri Klein	11,900
Ingra Williams	11,497
Maria Claxton-Taylor	10,701
Debbie A. Weld	10,672
Bertilia Corral	10,210
Randi Stevens	10,186
Vicki Piccirilli	10,137
Adeleke Yusuf	10,104
Heather L. Bohlinger	10,051
Lady Ruth Brown	9,926
Josefa Chacon	9,882
Dolores Keller	9,843
Moleda G. Dailey	9,830
Judith E. Cotton	9,709
Alejandra Zurita	9,599
Trisha Taylor	9,529
Linda Meier	9,524
Julie Brindell Sapp	9,471
Natalie Reed	9,449
Keita Powell	9,430
Marjorie S. Haun	9,373

Mary Lou Ardohain	9,367
Diane Covington	9,353
Jahna L. Stone	8,934
Sylvia Boggs	8,915
Rosa Elia Meza-Sanchez	8,837
Yudid Hernandez	8,776
Elizabeth Anne Prauner	8,740
Robyn S. Cartmill	8,533
Linné Lane	8,440
Michele Semper	8,408
Ann W. Sherman	8,345
Monica Sue Goubeaux	8,301
Debra J. Witmer	8,296
Anne Q. Harris	8,283
Jeanette E. Beichle	8,206
Epsie J. Elmer	8,168
JoAnna P. Shipe	8,047
Jennifer Jean McNulty	8,005
Nedra Ruby White	8,001
Katie D. Nichols	8,000
Jessica Brash Holzbach	7,890
Tracy Potter	7,882
Ashley Virnau	7,874
Heidi Lillian Lurvey	7,841
Romaine Korzon	7,833

Ruby Garner	7,826
Joyce A. Newell	7,804
Krystal K. Hunsucker	7,793
Hannah May Brunner	7,783
Dalia Leon	7,589
Rita Schaefer	7,582
Belle L. Martin	7,580
Della S. Godfrey	7,579
Peggy B. Sacco	7,533
Joyce M. Conant	7,514
Peggy Matish	7,498
Pam Garner Moore	7,460
Bonnie Crumrin	7,401
Miranda Bandemer	7,382
Kimberly Michelle Perkins	7,380
Kimberley Victor	7,371
Lynn F. Huckels	7,345
Kathleen Kirkwood	7,329
Debbie L. Bower	7,327
Laurieann Barclay	7,288
Cheri L. Taylor	7,285
Patty Webster	7,269
Jessica Scola	7,210
Kathy Lee	7,204
Beth S. Austin	7,168

Marie G. Miller	7,096
Amy C. Hayes	7,086
Shelley Bottiaux	7,072
Judi Tapella	7,035
Jordan Helou Eicher	6,973
Marcela Sierra	6,967
Karla Rae Plantan	6,946
Sue Ammons	6,928
Brooke E. Bennett-Young	6,865
Thressa Michelle Waller	6,859
Tommi Pleasure	6,831
Evelyn Pirhalla	6,815
Sandy McKee-Rini	6,801
Robin S. Moody	6,794
Penny J. Jackson	6,768
Delia Ponce	6,736
Doris M. Quackenbush	6,680
Diega Escamilla	6,673
Jen Yvonne Huston	6,652
Jennifer Levitt	6,595
Judy L. Staats	6,582
Jerlene Vrana	6,532
Suzanne Tripp-Black	6,505
Sandy Kay Gant	6,496
Sandra A. Zavoda	6,467

Independent Sales Directors who earned the top 100 commissions and bonuses in the **Sapphire** area in October 2015. 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 **Zafiro** en octubre de 2015. 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.

GO-GIVE® award

Congratulations to our February 2016 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 easy – look for the **online nomination form** on *Mary Kay InTouch*® under the Contests/Promotions tab.



Laura Armstrong

Emerald

Independent Future Executive
Senior Sales Director

Began Mary Kay Business

December 1992

Sales Director Debut

November 1993

Offspring three first-line;
two second-line

National Sales Director

Go-Give Area

Honors Circle of Honor; Queen's Court of Sharing; 14-times Circle of Achievement; Double Star Achievement

Personal Lives in Brea, Calif.
Husband, Greg; sons: Gavin,
Garrett; daughter, Caroline

"I am motivated to help others because it's an honor to represent Mary Kay's dream for women – one heart, one life, one face at a time."

Independent Beauty Consultant Kimberly Faulkner of Anaheim, Calif., says, "As one of Laura's adoptees, I'm invited to every one of her events and encouraged to be a part of an exclusive coaching group. Laura is amazing!"



Katherine Ward

Diamond

Independent Executive Senior
Sales Director

Began Mary Kay Business

April 2004

Sales Director Debut

October 2005

Offspring five first-line;
five second-line

National Sales Director

Lisa Allison

Honors Star Consultant; Queen's Court of Sharing; seven-times Circle of Achievement; Circle of Excellence; Double Star Achievement

Personal Lives in Cedar Hill, Texas
Husband, Todd; son, Hawkins;
daughters: Hayden, Harper, Hadley

"I am motivated to help others because nothing motivates me more than seeing others succeed and change their life."

Independent Beauty Consultant Kassandra Johnson of Cedar Hill, Texas, says, "Katherine helps us with our 'why' and how to achieve it. She unselfishly pours her all into us, and over half of the people who attend the local unit meetings are adoptees."



Diane Lundgren

Ruby

Independent Sales Director

Began Mary Kay Business

April 1981

Sales Director Debut

February 1982

National Sales Director

Go-Give Area

Honors Circle of Honor; monthly Go-Give® Award winner, October 1993; five-times Sales Director Queen's Court of Personal Sales; four-times Circle of Achievement; two-times Double Star Achievement

Personal Lives in Prescott, Ariz.
Husband, Steve; son, Ryan;
daughters: Lindsey, Caitlin and
Hayley; four grandchildren

"I am motivated to help others because I am blessed with people who believed in me. I feel called to help women reach their God-given potential and to live their dreams! Living our dreams impacts our lives positively and the lives of our families."

Independent Beauty Consultant Elizabeth Smith of Humboldt, Ariz.,

says, "Diane has taken many of us under her wing. She found a venue where we can meet, bring guests and be educated for success. Her desire to help others is surpassed only by her integrity and impeccable business ethics."



Natalie Reed

Sapphire

Independent Senior
Sales Director

Began Mary Kay Business

September 1969

Sales Director Debut

September 1973

Offspring two first-line;
five second-line

National Sales Director

Go-Give Area

Honors Circle of Honor; monthly Go-Give® Award winner, March 1979; March 1996; 10-times Sales Director Queen's Court of Personal Sales; 13-times Queen's Court of Sharing; 20-times Circle of Achievement; four-times Double Star Achievement; Triple Star Achievement

Personal Lives in Clarksville, Md.
Husband, Podge; son, McCauley;
daughter, Katherine; three
grandchildren

"I am motivated to help others because all I've been taught and given must be passed on to others to continue Mary Kay's dream."

Independent Senior Sales Director Dwauna Maura of Savage, Md.,

says, "Natalie is a true Mary Kay pioneer with the heart of Mary Kay. Her love, compassion and honesty has made an impact in the lives of generations!"

Embrace Your

Any of these dazzling pieces can be yours at Seminar 2016 when you let the possibilities of your Mary Kay business shine through.



Small Bee Fabulous Diamond Pin



Bee Fabulous Charm Bracelet

Queen's Court of **Sharing**
24 Qualified New Personal Team Members
(Choice of One)



Bee Fabulous Diamond Bee Ring

Bee Fabulous Diamond Bee Charm

Queens' Courts of



Diamond Wave Ring

Half-



Diamond Classic Ring

Brilliance.

**SEMINAR 2016
AWARDS JEWELRY**

Personal Sales \$40,000 Personal Estimated Retail Production (Choice of One)



Diamond Triple Pear Ring



Blue Horizons Ring

Million-Dollar Circle of Achievement and Above (Choice of One)



Diamond Deco Ring



Diamante Ring

Show the LOVE.

IT'S A CORE VALUE AT MARY KAY, AND WE SPOTLIGHT TWO INDEPENDENT SALES DIRECTORS WHO TAKE THIS VALUE TO HEART.



Independent
Senior Sales
Director
**Suzanne
Andre**
Bridgeport, W.Va.

Make It Personal.

Suzanne grew up in the “pink bubble” with her mom, a Mary Kay Independent Beauty Consultant. As a young girl, she watched her mom hold parties around the kitchen table. “That’s when Mom taught me that it’s not about the sale – it’s about the relationship,” Suzanne says. “Mom definitely made all of those ladies feel important!”

In 2010, Suzanne signed her Independent Beauty Consultant Agreement and started her Mary Kay journey. “When I was crowned Sales Director Queen of Personal Sales in 2014, Mom was onstage with me!”

“I believe customer service is what sets Mary Kay apart,” says Suzanne. “When it comes to building loyalty, the personal touch goes a long way. People remember how they felt, not necessarily what was said. That’s how you can make customers for life.”

“Mary Kay Ash said ‘every achievement, big or small, begins in your mind.’ I decide every day to be successful in my business. I decide how I will GPOP — get the product on the people! My goal is to empower women by helping them feel beautiful and confident! That’s what I call a ‘paycheck of the heart!’”

– Suzanne Andre

“It’s so simple, yet makes such a difference. Pretend every person you meet has a sign around her neck that says, ‘Make me feel important.’”

– Mary Kay Ash



Suzanne’s Customer Service Tips

- **Make it special.** I personally deliver orders in a beautiful gift bag so it feels like they receive a present every time!
- **Preferred Customer ProgramSM.** I enroll my best customers so they receive *The Look*, then I follow up to ask what they need.
- **Social media** has revolutionized how we do business! I use Facebook® to give my customers sneak peeks of new products! They LOVE being “in the know,” and this increases my sales. Social media will never replace face-to-face contact, but it’s an amazing tool to reach those who love to shop online.
- **Know your customers.** Learn about their families: their kids’ names, where they work or attend church. I send cards when they’ve lost a loved one or need encouragement. I let them know I care.
- **Ladies like to buy, but they don’t want to be sold.** Be sincere. When you focus on the relationships, the sales will follow.



Independent
Senior Sales
Director
Cindy Harness
Harrison, Ark.

Follow the Leader.

Cindy learned about Mary Kay in 2000 when she attended a party held by **Independent Senior Sales Director Lou Ann Sutton**. “Lou Ann greeted us at the door,” says Cindy.

“We learned about skin care and had our foundation matched. Lou Ann shared her I-story including that she was a breast cancer survivor, and she praised all the work *The Mary Kay Foundation*SM does.”

After attending two meetings, Cindy decided she wanted her own Mary Kay business. “I was determined to follow Lou Ann’s great example. Through the years, I’ve learned these important methods to make my customers feel important. I encourage my unit to do the same.”

Cindy’s **Customer Service Tips**

- **Be present.** I encourage my team to listen, show sincere appreciation and be ‘in the moment’ with their customers.
- **Reward them.** Add samples and gifts with purchase to reorders. Offer incentives at the close of each party.
- **Fast delivery.** Strive to deliver orders within 48 hours and remind your customers of the *Mary Kay*[®] Satisfaction Guarantee.
- **Social media.** I am active on social media. My goal is to respond to all messages within 48 hours.
- **Respect.** I treat others the way that I want to be treated. When a customer is happy, she will tell her friends. When she is not happy, she also will tell more friends. We are not perfect, but we do strive for excellence!

In 1964, Mary Kay Ash sent a memo to her employees:

““ Our Independent Beauty Consultants and Sales Directors are the most important people in our business. They are our only customers. They are the lifeblood of our business and deserve our most courteous and attentive treatment. ””

This message remains a Company cornerstone. Today, you’ll find this friendly reminder prominently displayed in most Mary Kay offices. Every new employee receives a copy and hears Mary Kay’s message on Golden Rule Service and serving the independent sales force.

““ Mary Kay Ash said to lead by example, and I believe that is the best way to live,” says Cindy. “Beginning with initial contact with a customer or when she signs her Independent Beauty Consultant Agreement, I support her goals for her business along her career path. I have been blessed with great leaders, and I am committed to do the same. ””

– Cindy Harness

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)

It's important to keep sight of what really matters in life. If we lose our families and our faith in the process of developing our careers, then we have failed.

CALENDAR

dates

1	- Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month. - Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m. Central time.
3	Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until midnight Central time.
10	Early ordering of the new Spring 2016 promotional items begins for Star Consultants who qualified during the Sept. 16 – Dec. 15, 2015, quarter and Independent Beauty Consultants who enrolled in <i>The Look</i> for Spring 2016 through the <i>Preferred Customer Program</i> ™.
14	Valentine's Day.
15	- Presidents Day. Postal holiday. - Spring 2016 <i>Preferred Customer Program</i>™ customer mailing of <i>The Look</i> begins. (Allow 7-10 business days for delivery.)
16	Spring 2016 promotion begins. Ordering of the new Spring 2016 promotional items available for all Independent Beauty Consultants.
24	Deadline to cancel and/or submit transfer requests for Career Conference 2016.
26	Last day of the month for Independent Beauty Consultants to place telephone orders (until 10 p.m. Central time).
29	- Deadline to register and/or submit special needs requests for Career Conference 2016. - 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 must be received today to count toward this month's production. - Online Independent Beauty Consultant Agreements accepted until midnight Central time.



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. ©2015 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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KISSED BY Success

The **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.

CURRENT QUARTER
DEC. 16, 2015 – MARCH 15, 2016



**Independent
National
Sales Director**
Sonia Bonilla

Prizes “Speak” for Themselves

“When I see the prizes, I am instantly motivated – I want them all! I remember a beautiful black purse I earned early on. Even when I wasn’t promoting my Mary Kay business, my purse would promote it for me. One day at the bank, a cashier asked where I got it. I told her that I earned it by working my Mary Kay business. We met later, and she became a team member. The rewards are your first step to earn bigger rewards like the use of a Career Car or a diamond ring.”

FAVORITE STAR CONSULTANT PRIZE:
A Michael Kors® handbag



**Independent
Sales Director**
**Nancy
Boucher**
Cape Neddick,
Maine

Basic Approach

“I teach my team that a \$300-\$600 retail sales week, for 12 consecutive weeks, earns you a star. This program gives Independent Beauty Consultants a place to ‘play’ at the level they choose, earn a fun prize and build a strong business. I hold an end-of-year luncheon as a treat for my unit members who achieve a “four-quarter” star. When we’re Star Consultants, we honor Mary Kay Ash.”

FAVORITE STAR CONSULTANT PRIZES: Home accessories, clock, kitchen appliances



**Independent
Executive Senior
Sales Director**
**Laurieann
Barclay**
Dumont, N.J.

Star Power

“Being a Star Consultant should be your No. 1 goal. I promote this at our weekly success events. Everyone picks a prize from the poster, signs her name on it and that’s what she works toward. We post pictures of our Star Consultants in our newsletter. I just earned a chaise lounge for my office! I often get compliments on my Star Consultant prizes at home including a flat-screen TV and accent furniture.”

FAVORITE STAR CONSULTANT PRIZES:
Living room accent chairs

How Can I Use This Flier?

- Display at parties to show prizes you are working toward
- Display at team-building appointments to share with potential team members.



Find Star Consultant [details](#) and a **downloadable prize poster** under the **Contests tab** on **Mary Kay InTouch®**. The **Mary Kay Digital Showcase** App (you’ll find it free in the Apple® App StoreSM) has the Star Consultant prizes and Seminar Awards. Pick your favorites and go for it!

HERE’S HOW YOU EARN QUARTERLY POINTS:

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

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

How It Computes:

POINTS	AWARD	POINTS	AWARD	POINTS	AWARD
1800	Sapphire	3000	Diamond	4800+	Pearl
2400	Ruby	3600	Emerald		

The higher the points, the bigger the prizes!

Apple® is a registered trademark and App StoreSM is a service mark of Apple Inc. Michael Kors® is a registered trademark of Michael Kors, LLC.

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

†A qualified new personal team member is one whose Independent Beauty Consultant Agreement and a minimum of \$600 in wholesale Section 1 orders are postmarked and accepted by the Company within the contest quarter.

Reach for the Stars.

THE STAR CONSULTANT PROGRAM

**THE RACE IS ON!
KEEP YOUR EYES
ON THE PRIZE.**
Star Consultant Program: Dec. 15, 2015 - Jan. 15, 2016
MARY KAY

Hardcover Herringbone Hardside Two-Piece Luggage Set	Adults' Ladies' Luxury Sunglasses	Crystal Sapphire CZ Round Pendant and Earrings Set
Ladies' Watch With Diamonds	Ladies' Watch Ladies' Watch	Crystal Sapphire CZ Round Pendant and Earrings Set
Women's Ladies' Watch With Diamonds	Ladies' Watch Ladies' Watch	Crystal Sapphire CZ Round Pendant and Earrings Set
Women's Ladies' Watch With Diamonds	Ladies' Watch Ladies' Watch	Crystal Sapphire CZ Round Pendant and Earrings Set
Women's Ladies' Watch With Diamonds	Ladies' Watch Ladies' Watch	Crystal Sapphire CZ Round Pendant and Earrings Set
Women's Ladies' Watch With Diamonds	Ladies' Watch Ladies' Watch	Crystal Sapphire CZ Round Pendant and Earrings Set
Women's Ladies' Watch With Diamonds	Ladies' Watch Ladies' Watch	Crystal Sapphire CZ Round Pendant and Earrings Set
Women's Ladies' Watch With Diamonds	Ladies' Watch Ladies' Watch	Crystal Sapphire CZ Round Pendant and Earrings Set
Women's Ladies' Watch With Diamonds	Ladies' Watch Ladies' Watch	Crystal Sapphire CZ Round Pendant and Earrings Set
Women's Ladies' Watch With Diamonds	Ladies' Watch Ladies' Watch	Crystal Sapphire CZ Round Pendant and Earrings Set
Women's Ladies' Watch With Diamonds	Ladies' Watch Ladies' Watch	Crystal Sapphire CZ Round Pendant and Earrings Set

KEEP YOUR EYES ON THE PRIZE. You are in a race to the top. As you build your customer base and share the opportunity, you can earn bags and bundles that any stylish lady would love. Keep your eyes on the prize, and one of these exciting prizes can be yours.



MARY KAY

As a Star Consultant, you earn fabulous rewards just for working your business! Prizes change each quarter so there's always something new.



DATES:
Dec. 1, 2015 –
Feb. 29, 2016

RACE FOR RED

PHASE TWO: *Spring Into Red*

Build your team, empower others and surround yourself with success. Celebrate at Career Conference 2016 when you make **red** your color!

WHO ►

Independent Beauty Consultants

DO THIS ►

Add 3 active new personal team members:

1 out of the 3 months

2 out of the 3 months

3 out of the 3 months

EARN THIS

Earrings and an Exclusive Function at Career Conference 2016

AND a Black and White Tote

AND a \$100 Gift Card

Independent Sales Directors earn great prizes, too!

Prize Information

Pick up your prizes at [Career Conference 2016](#). You must be registered for Career Conference 2016 **on or before Feb. 29, 2016**, in order to attend the Career Conference function. Sorry, we are unable to accommodate onsite registrants for the function.

See **Red**.

Imagine yourself behind the wheel of a brand-new **limited-edition Grand Achiever** lipstick red [Chevy® Cruze®](#)! Red Jackets can (re)qualify to **earn the use of this beauty through June 30, 2016**.



Black and White Tote

Mary Kay InTouch® has all the contest rules and prize information.

MARY KAY CAREER CONFERENCE 2016

Coming to a City Near You

WEEK 1: March 11-12

WEEK 2: March 18-19, 20-21

Attend Career Conference 2016
and get discounts on your
Seminar registration and a
\$40 product credit.



You have to see it to believe
it. You'll find locations and
registration information at
Mary Kay InTouch® / Events.



Independent
Executive
Senior Sales
Director
**Faith
Gladding**
Miramar Beach,
Fla.

Career Conference: Show Up to Go Up!

“Career Conference is the best investment in your Mary Kay business no matter where you are on the career path. It's close to home, so there's minimal travel – and the impact it can make can be life-changing. Some of the most memorable and inspirational stories I've heard have come from the stage AND from those I sat with at the luncheons and breakout sessions. Women just like you and me. The relationships we build inspire us. It's these experiences that keep me coming back each year!”

Beauty and the **Bling**

We love glitz. We love sparkle. And we especially love recognition! That's why we transformed the traditional name badge ribbons into the fun and fabulous new **Bling Buttons!**

What are Bling Buttons? Small symbols – a combination of icons and images – to represent your recognition achievements.

Bling It On at Career Conference 2016!

Introducing for the first time at Career Conference: Bling Buttons! Our new customized event badges with even more recognition really showcase your success. And they're sure to give you something exciting to share and chat about with your Mary Kay sisters. Use this road map as a guide to earning your Bling in 2016!

Note: Independent Sales Director recognition is awarded at the end of the year. Please see the Mary Kay InTouch® / Events / Special Events / Career Conference page for more details.

CAREER CONFERENCE 2016 Attend the Career Conference 2016 and earn the CCVIP Bling Button. This button is awarded to all attendees who attend the Career Conference 2016.	10 YEARS OF MARY KAY Celebrate 10 years of Mary Kay and earn the 10 Years of Mary Kay Bling Button. This button is awarded to all Independent Sales Directors who have been active for 10 years.	10 YEARS OF MARY KAY Celebrate 10 years of Mary Kay and earn the 10 Years of Mary Kay Bling Button. This button is awarded to all Independent Sales Directors who have been active for 10 years.	10 YEARS OF MARY KAY Celebrate 10 years of Mary Kay and earn the 10 Years of Mary Kay Bling Button. This button is awarded to all Independent Sales Directors who have been active for 10 years.	10 YEARS OF MARY KAY Celebrate 10 years of Mary Kay and earn the 10 Years of Mary Kay Bling Button. This button is awarded to all Independent Sales Directors who have been active for 10 years.
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See a [road map](#) with all the beautiful bling options for your Career Conference name badge at **Mary Kay InTouch® / Events / Special Events / Career Conference.**

Here's How to **Rock Red!**

- **Potential customers and team members are everywhere:**
Working women, super moms – anyone who loves *Mary Kay®* products, dares to dream and knows how to have fun – just like you!
- **The time is right:** Team-building appointments can happen anytime, anywhere.
- **Master the basics:** Learn from your Independent Sales Director and a host of educational tools and videos on *Mary Kay InTouch®*.
- **Be inspired:** Your Independent Sales Director can be your *go-to gal* to answer questions, share best practices and motivate you.

MARY KAY®

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

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

From Oakland to Orlando
and places in between –
we're coming to a city near you!

MARY KAY CAREER CONFERENCE 2016



Dream of your own Red Jacket?
Aim for Independent Sales
Director? No dream is too big!

Mary Kay is coming
to a city near you
with education and motivation
to help you make your
dreams come true.

Join us for a weekend of fun
and friends ... education and inspira-
tion ... recognition and excitement.

*Register today at
Mary Kay InTouch® / Events.*

WEEK ONE:

MARCH 11-12

Cincinnati, Ohio
Galveston, Texas
Hartford, Conn.
Kansas City, Mo.
Madison, Wis.
Minneapolis, Minn.
Oakland, Calif.
Ontario, Calif.
Pasadena, Calif.
Phoenix, Ariz.
Provo, Utah
St. Charles, Ill.
Tacoma, Wash.

WEEK TWO:

MARCH 18-19

Atlantic City, N.J.
Charlotte, N.C.
Denver, Colo.
Eugene, Ore.
Irving, Texas
Jacksonville, Fla.
Knoxville, Tenn.
Macon, Ga.
Mobile, Ala.
Novi, Mich.
Omaha, Neb.
Orlando, Fla.
Pittsburgh, Pa.
Riverside, Calif.
St. Charles, Mo.
Virginia Beach, Va.

MARCH 20-21:

Atlantic City, N.J.



trending @ MK



COVER: Model is wearing *Mary Kay® Mineral Eye Color* in Crystalline, Gold Coast and Granite with *Mary Kay® Ultimate Mascara™* in Black on lashes. She uses *Mary Kay® Mineral Cheek Color* in Shy Blush on cheeks and limited-edition¹ *Sheer Dimensions™* Powder in Pearls to highlight. She finishes with *True Dimensions®* Lipstick in Sizzling Red.

LA Goes Pink!

Here's to the power and excitement of the largest Leadership event under one roof! Share your images on social media using **#MKLeadership**.



Stargazers

This month is packed with star-studded awards shows. That means lots of chances to boost your bookings. Get your guests pumped for their close-ups with **red carpet-ready** looks.

Pamper Time

Lavish skin with an exfoliating scrub of sugar crystals surrounded with notes of chocolate. Perfect for Valentine's Day gifting. **Limited-Edition¹ Mary Kay® Cream & Sugar™ Body Gift Set.**



Beauty Blooms.

Teleflora®, the world's largest floral services provider, partners with Mary Kay to give you **25 percent off on bouquets all year.** Shop at teleflora.com/mkconnections or call toll-free 855-456-4397.

inside THIS ISSUE

Valentine Gifts

Your customers can feel the love with **great gift ideas** this month. Plus, learn how to boost your Mary Kay business with **sensational marketing tools.**
pages 2-4

Love Your Skin

Your customers can take skin care to the next level with these *Mary Kay®* products that offer **targeted solutions** to address **specific skin care needs.**
pages 6-7

Bling It

Imagine when you walk across the **Seminar stage** wearing any of these **dazzling baubles.** You can do it!
pages 14-15

Love Letters

Two Independent Sales Directors share how they make a positive difference in their customers' lives as well as their Mary Kay businesses.
pages 16-17

Seeing Stars

The **Star Consultant program** offers you a chance to earn **fabulous prizes.**
pages 18-19

Better Off Red

Race for Red ramps up with a brand-new *Spring Into Red!* promotion with new prizes starting Dec. 1. Plus, get ready for the greatest girls' trip ever – **Career Conference 2016** – coming in March to a city near you.
pages 20-21

Flawless & FLIRTY

Limited-Edition† Sheer Dimensions™ Powder

Whether she's a makeup enthusiast or prefers a simple look, she'll love *Sheer Dimensions™ Powder*.

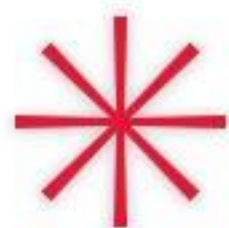
TWO LUMINOUS SHADES FOR ANY SKIN TONE

Easy as 1-2-3

1. Swirl powder brush in compact. Tap off excess.
2. With a light, circular motion, dust in center of face and diffuse outward.
3. Layer on extra highlights: apples of cheeks, cheekbones, temples, nose and chin. Finish off with shoulders and décolleté for even more radiance.

Flawless Finish!*

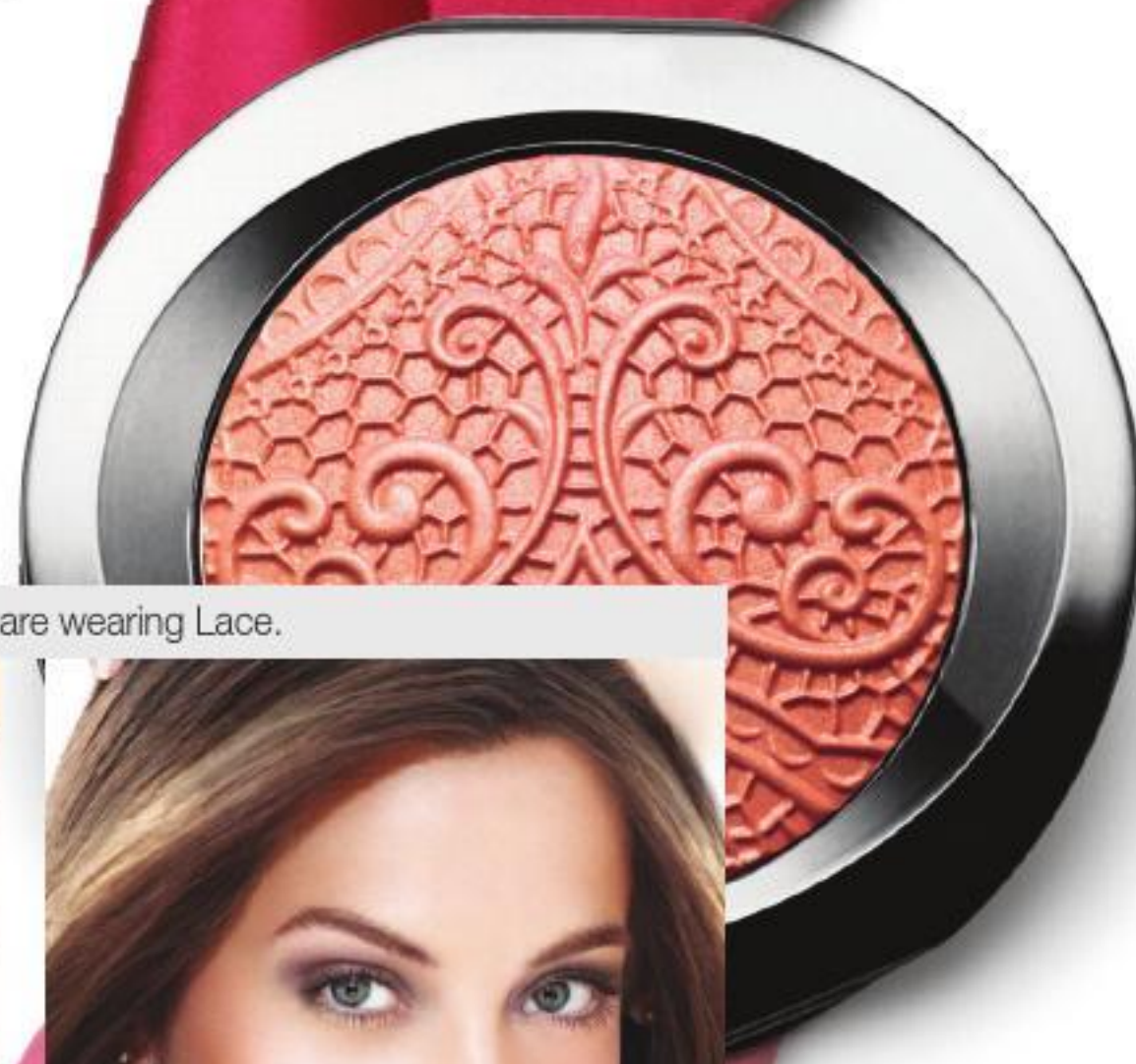
- 97% say it creates a soft-focus effect and is easy to apply.
- 94% agree it provides all-over luminosity and a camera-ready complexion.
- 92% say it does not settle into fine lines, and skin looks fresh and radiant all day.



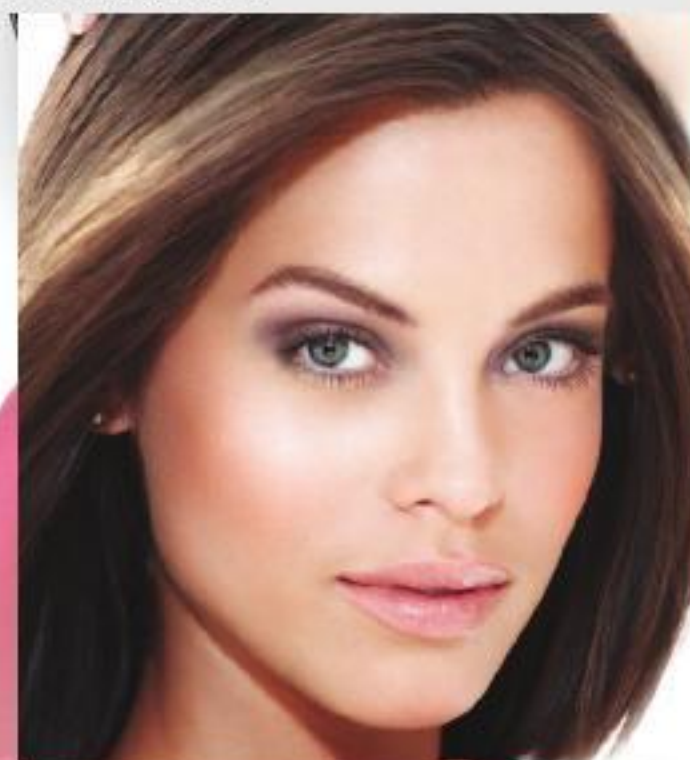
Learn to Apply!

Watch a great how-to in the **"Video Lounge"** on *Mary Kay InTouch®*.

LACE — Sunny matte coral creates glowing warmth all over.



These models are wearing Lace.



These models are wearing Pearls.



PEARLS — Pearlescent tone for a finish that looks bathed in candlelight.

\$34
each



Luis Casco
MARY KAY GLOBAL
MAKEUP ARTIST

Selling Tip! Seeing is believing.

Post a pic of yourself or a friend on Facebook® wearing the limited-edition† *Sheer Dimensions™ Powder*.

Caption can be, "Get luminous luxury. The ultimate finishing touch for a camera-ready complexion."

This luminous powder is so easy to apply, and anyone can wear either shade. Use the Mary Kay® Powder Brush to add radiance without necessarily adding color. It's a beautiful sheen that plays with the light.

†Available while supplies last Facebook® is a registered trademark of Facebook, Inc.

*Results reported during an independent consumer study in which 183 participants used the powder daily as they normally would during a one-week period. The percentages reflect the number of women who agreed with the statements.

Picture- PERFECT

Great products can add up to more sales for you!



Lash Love® Mascara, \$15

Love your lashes with mascara that defines, defends and delivers 4X the volume while looking naturally flawless, soft and healthy. Flake-, smudge- and clump-resistant.



Mary Kay® Brow Gel, \$10

Brows rule! Keeps brows in place.

Mary Kay® Mineral Eye Color, \$8

Long-lasting shades.
Mineral-based formula.
Intense color.



Mary Kay® Makeup Finishing Spray by Skindinavia, \$18

Makeup meltdown's not an option! Give it staying power to last up to 16 hours.



sparkling rosé

True Dimensions® Sheer Lipstick, \$18

Sheer color options for subtle color with luminous shimmer and shine. Available in four shades.



Deluxe Minis

NouriShine Plus® Lip Gloss Set

Six shades packaged together make an ideal gift. Shades: Rock 'n' Red, Sparkle Berry, Fancy Nancy, Pink Luster, Silver Moon and Café au Lait.

This deluxe mini joins an array of other regular-line minis. Available on **Section 2** at introductory prices.

NouriShine Plus® Lip Gloss Set, \$5

Mary Kay® Oil-Free Eye Makeup Remover, \$2

Lash Love® Mascara in I ♥ black, \$2

TimeWise® Microdermabrasion Plus Set, \$4 includes Refine and Pore Minimizer

Why Deluxe Minis?

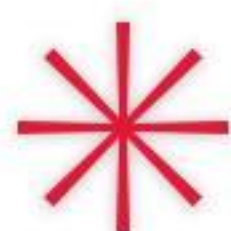
- Helps you **compete with beauty retailers** who offer deluxe samples in their qualifying orders. A customer's first look at a sample creates an impression.
- An **attractive product sample** allows your customers to try before they buy.
- **Great for travel** (TSA-approved size) and on the go.
- Allows you to create your own **gift-with-purchase options** or **hostess gifts**.

Mary Kay® Brush Collection, \$55

Brush up on great color application! Set includes eye crease, eyeliner/eyebrow, eye color, powder and cheek brushes. Comes in the Mary Kay® Cosmetic Organizer Bag.

NouriShine Plus® Lip Gloss, \$15

Get brilliant shine and an instant boost of moisture that leaves lips feeling nourished. Available in 14 shades.



Use the **customer flier** on Page 5 to help you sell a **Valentine's Day** look. You can drop it in product orders or display at your skin care parties!

Gifts for the Guys!



mkmen® Daily Facial Wash, \$16

Tough on dirt and oil while gentle on skin.

Great with these favorite *mkmen®* products:

- Shave Foam, \$12
- Cooling After-Shave Gel, \$15
- Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30,* \$24
- Advanced Eye Cream, \$26



Independent Sales Director
Renee McCormick
Broken Arrow, Okla.

Get HIM to **#GlowAndTell**

#GlowAndTell is not just for ladies! Husbands, boyfriends, dads and grads want to look good, and you've got what they need.

"We probably all have a silent observer who supports us in our Mary Kay businesses but doesn't use the products. For me, that person was my husband. For fun, I asked him to take the #GlowAndTell challenge. He took a "before" selfie, and after using the skin care along with the *Skinvigate™* Cleansing Brush, he took a second picture. We were blown away by his results. With his permission, I posted his images

on Facebook® and followed up with all who "liked" or commented. If they didn't already have an Independent Beauty Consultant, I asked if they wanted to take the #GlowAndTell challenge!"

What Is #GlowAndTell?

It's a fun and easy way to **introduce Mary Kay® skin care** to your new and existing customers – male and female!

All they do is commit to use a *Mary Kay®* skin care regimen twice daily for 21 days and witness the beautiful results. Invite them to use the hashtag **#GlowAndTell** to share their progress on social media.



You'll find lots of great stuff to help you **#GlowAndTell** on *Mary Kay InTouch®* like a customer flier, Facebook® and Pinterest® posts, and more!



Before After

Images courtesy of Independent Sales Director Renee McCormick

MARY KAY®

hey, BEAUTIFUL

Give the gift
of gorgeous.



**Limited-Edition[†] Sheer
Dimensions™ Powder**

Easy-to-use powder for a
gorgeous glow! \$34 each



**Mary Kay®
Mineral Eye Color**

Long-lasting shades.
Mineral-based formula.
Intense color. \$8 each



Lash Love® Mascara

Defines, defends and delivers
4X the volume while looking
naturally flawless, soft and
healthy. Flexible, sculpted
brush separates and coats
lashes. Flake-, smudge- and
clump-resistant. \$15



NouriShine Plus®

Lip Gloss

Rock 'n' Red

Brilliant shine and an
instant boost of moisture
that leaves lips feeling
nourished. Rock 'n' Red.
\$15

Contact me, _____,
your Mary Kay Independent Beauty Consultant.

[†]Available while supplies last
All prices are suggested retail.

Boost Your SKIN



Are your customers in love with *Mary Kay*® skin care? Show them how to take their **gorgeous glow to the next level!** To make it easier, we've matched products for specific needs.

She wants smooth, glowing skin. Immediately ...

TimeWise® Microdermabrasion Plus Set

This high-definition power duo includes microdermabrasion and a powerful pore minimizer!



“As dead skin cells accumulate, your complexion can become dull-looking and make pores more noticeable. Encourage your customers to start a habit of exfoliating two to three times a week to combat dead skin buildup!”

— Dr. Michelle Hines
Mary Kay Director, Research & Development

Keep the delicate skin on lips looking smooth in two steps.

Satin Lips® Set

Includes:

- *Satin Lips*® Lip Mask
- *Satin Lips*® Lip Balm



CARE Routine.

She wants skin that appears more lifted ...

TimeWise® Replenishing Serum+C®

Skin will appear lifted and firmed. Formulated with a potent blend of multiple botanical extracts to help defend skin against free radical damage that can impact skin firmness and definition.

She wants an extra boost of moisture ...

■ **Mary Kay® Moisture Renewing Gel Mask**

Pampering mask can be used two to three times a week. Instantly hydrates and locks in vital moisture in only 10 minutes.

■ **Mary Kay® Intense Moisturizing Cream**

Infuse dry complexions with a boost of intense moisture.

■ **Mary Kay® Extra Emollient Night Cream**

Extra care for dry patches on hands, elbows and feet



Check the **"Video Lounge"** on *Mary Kay InTouch®* to find more selling tips!



Products not included

NEW! Limited-Edition† Discover What You Love® Travel Roll-Up Bag

Your customers can get this gorgeous bag for only \$10 when they purchase one *Mary Kay®* skin care set — the *TimeWise® Miracle Set®*, *TimeWise Repair® Set*, *TimeWise® Microdermabrasion Plus Set*, *Botanical Effects® Skin Care Regimen*, *MKMen® Skin Care Regimen* or the *Clear Proof® Acne System*.

†Available from participating Independent Beauty Consultants only with a qualifying set purchase and while supplies last

‡Results based on a one-day controlled clinical study

The best-seller logo/designation refers to top-selling products within the *Mary Kay®* product line.



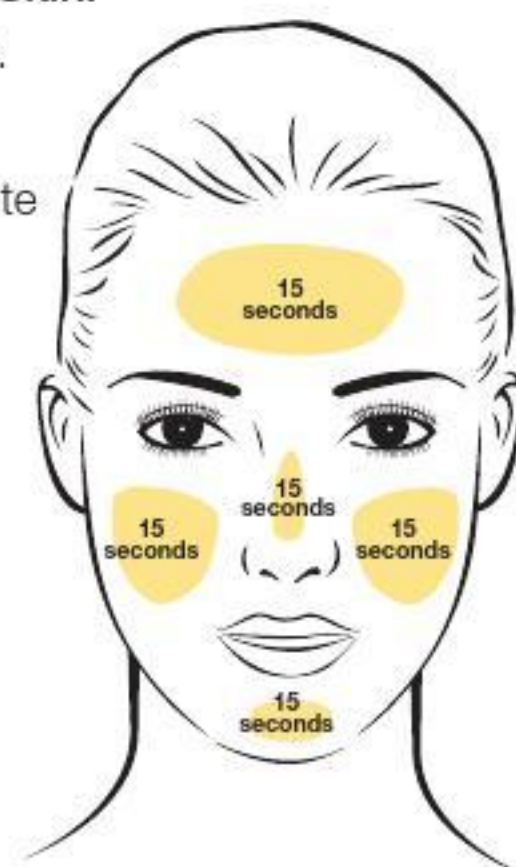
Power Up SKIN CARE!

Skinvigate™ Cleansing Brush, Limited-Edition† Color, \$50

Lightweight, two-speed power brush gently massages as it removes dirt, residue and makeup. Removes makeup 85 percent better than cleansing by hand.††

Four Steps to Beautiful Skin!

1. Remove eye makeup.
2. Wet face and brush head and apply favorite cleanser to face.
3. Use gentle motions on cheeks, nose, chin and forehead; avoid eye area.
4. Rinse face and brush head after use.



Nylon bristles feature polished tips with rounded ends so they feel super soft.

Speed Control Button

On/Off Button

Angled design hugs the contours of your face. Helps thoroughly clean.

Waterproof. Suitable for daily use on all skin types, even sensitive and acne-prone skin. Set includes cleansing brush, 2 brush heads, 2 AA batteries and instruction booklet.