

MARY KAY

applause

FEBRUARY 2018



Customized Skin Care!

Mary Kay® products to target your customers' specific needs

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)

"A truly happy person is someone who never quite reaches the rainbow's end. I find it difficult to wait for the sun to come up on each new day. This is because I continue to have exciting prospects. Every day of my life, I thank God for giving me such happiness."

— **Mary Kay Ash**

CALENDAR

dates

| | |
|-----------|---|
| 1 | <ul style="list-style-type: none"> Registration opens at 8:30 a.m. Central time for the second week of Career Conference (March 23-24 and March 25-26, 2018). 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 2018 promotional items begins for Star Consultants who qualified during the Sept. 16 – Dec. 15, 2017, quarter and Independent Beauty Consultants who enrolled in <i>The Look</i> for Spring 2018 through the <i>Preferred Customer Program</i> ™. |
| 14 | Valentine's Day. ♥ |
| 15 | <ul style="list-style-type: none"> Spring 2018 <i>Preferred Customer Program</i>™ customer mailing of <i>The Look</i> begins. (Allow 7-10 business days for delivery.) Spring 2018 promotion early ordering for all Independent Beauty Consultants begins. |
| 16 | Spring 2018 promotion begins. Official on-sale date. |
| 19 | Presidents Day. Postal holiday. |
| 27 | Last day of the month for Independent Beauty Consultants to place phone orders. |
| 28 | <ul style="list-style-type: none"> Career Conference registration, cancellation, special needs requests, transfer and hotel reservation deadline at 11:59 p.m. Central time. Last day of the month for Independent Beauty Consultants to place online orders. 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. ©2017 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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trending

@ MK



Love Is in the Air.

Last year, Americans spent nearly \$20 billion* on Valentine's Day, and one of the top gifts was fragrance! Get your piece of the profits by sharing the **Mary Kay® Fragrance eCatalog** with your customers. Find it under Business Tools on *Mary Kay InTouch®*.

*Source: Fragrantica.com



Snap and Share.

Independent Beauty Consultant Jovan

Tapeh, New Orleans, La.,

is looking **CONFIDENT** right before she finds new faces at a corporate skin care party. What does confidence look like to you? Share with #teamMK!

CAREER CONFERENCE 2018

Confidence Booster

Get it at **Career Conference!** Education, plus fun and friendships – all to help you grow your confidence *and* your business. We're coming to a city near you in March! *Mary Kay InTouch®* > Events has all the details.

This Month in Mary Kay History

1967

Mary Kay Ash orders the first pink Cadillac® DeVille with pink interior.



1977

The **Star Consultant Program** is introduced.

Today, it's one of the most popular programs at Mary Kay.



1996



A longtime supporter in the fight against cancer, Mary Kay Ash signs the documents creating **The Mary Kay FoundationSM** to raise money for cancer research related to women's health.

Cadillac® is a registered trademark of General Motors LLC.

Applause® Magazine Team: EDITOR-IN-CHIEF: JULIE HICKS MANAGING EDITOR: ALESIA RITENOUR SENIOR EDITOR: MEGHAN RAYBURN ACCOUNT MANAGER: JERRY MANUEL SPANISH MANAGING EDITOR: MARGARITA HERNÁNDEZ CONTRERAS CONTRIBUTING WRITER: ANUMITA GHOSH, SUSANA MENA ART PRODUCER: SHARILYN GETZ SENIOR PRINT PRODUCER: JAN STEEL PRINT PRODUCERS: KIM RIND, ANITA TRENT CONSULTANT COMMUNICATIONS ASSISTANT: LIZ ESCALANTE SENIOR GRAPHIC DESIGN/PRODUCTION ARTISTS: CHERYL FELLEBAUM, PATTI CASAMASSIMA SENIOR PREPRESS ARTIST: RICHARD HUDSON SENIOR PROOFREADERS: GAYLEEN WOODALL, PEGGY MEADOR

New Year's ReSOLUTIONs.

She's already a Mary Kay skin care lover. Help her resolve to look better and younger than ever this year with additional products to fit her specific needs!

UNMASK BEAUTY!

Finally, a mask for every skin type and occasion! The perfect opportunity to help your customers uncover beautiful skin!



**TimeWise Repair®
Lifting Bio-Cellulose
Mask, pk./4, \$70**



**TimeWise®
Moisture Renewing
Gel Mask, \$22**



**Clear Proof®
Deep-Cleansing
Charcoal Mask, \$24**



**Botanical Effects®
Mask, \$14**

KEY BENEFITS

After two weeks:

- Visibly lifts and firms skin
- Skin is younger-looking
- Skin appears more luminous

After four weeks:

- Reduces appearance of fine lines and wrinkles, PLUS
- Immediate hydration lasting 24-hours

USAGE

- Up to 2 times per week

CUSTOMER

- TimeWise Repair® or TimeWise® users
- Wants a beauty boost
- Has upcoming special event
- Loves masks

KEY BENEFITS

- Instantly hydrates
- Formula locks in vital moisture
- Skin feels calmed and appears less stressed
- Skin appears plumped from within
- Helps reduce the appearance of pores
- Helps reduce the appearance of fine lines and wrinkles

USAGE

- 2 – 3 times per week (can leave on overnight)

CUSTOMER

- TimeWise® or TimeWise Repair® users
- Experiencing seasonal dryness or wants overnight mask

KEY BENEFITS

- Acts like a magnet to deep-clean pores
- Pores appear minimized
- Instantly absorbs excess oil and reduces shine
- Improves the look of overall skin clarity
- Contains ingredients shown to target the appearance of skin discoloration

USAGE

- 2 times per week

CUSTOMER

- Clear Proof® users
- Experiencing oily or problem skin

KEY BENEFITS

Formula 1

- Gently exfoliates as it improves skin texture
- Replenishes hydration

Formula 2

- Deep cleans as it gently exfoliates
- Restores radiance

Formula 3

- Helps cleanse pores and refine their appearance
- Absorbs and controls excess oil

USAGE

- 2 times per week

CUSTOMER

- Botanical Effects® users
- Wants a mask customized by skin type

UNCOVER YOUTHFUL SKIN!

Exfoliators help reveal fresh new skin.

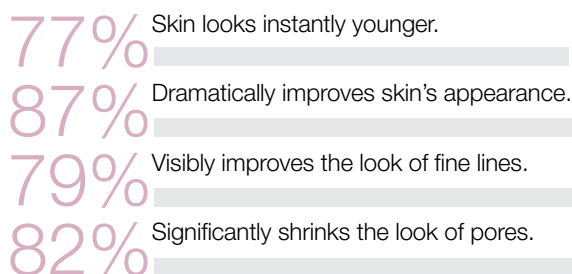
Skin can look dull, rough and dry as old skin cells start to pile up. Regular exfoliation is a great way for your customers to enjoy fresh and healthy-looking skin.



“It immediately changed the way I feel about my skin.”

REAL WOMEN, REAL RESULTS

That's what 78 percent of women said after using the *TimeWise*® Microdermabrasion Plus Set in an independent consumer study.* Here's what else they shared:



*Results reflect the percentage of women who agreed with the statements during an independent consumer study in which 229 panelists used the two products as a set two-to-three times a week for seven days.

TimeWise® Microdermabrasion Plus Set, \$55

This two-step system dramatically improves skin's texture and visibly transforms the look of skin, creating a flawless-looking complexion.

Includes Microdermabrasion Refine and Pore Minimizer.



TimeWise Repair® Revealing Radiance® Facial Peel, \$65

For those with more visible signs of aging, this facial peel goes deeper with the power of glycolic acid to impact multiple surface layers and deliver added benefits.

SEE CLINICALLY TESTED RESULTS IN TWO WEEKS!**

- Skin looks brighter.
- Skin texture is significantly improved.
- Fine lines and wrinkles look reduced.
- Skin tone looks more even.

**Results based on a four-week independent clinical study in which 45 women used *TimeWise Repair*® *Revealing Radiance*® Facial Peel twice a week.

Swimsuit season is coming! Help your customers get ready.

- *TimeWise Body*™ *Smooth-Action*® Cellulite Gel Cream, \$40
A cellulite solution so effective, 9 out of 10 women liked what they saw in the mirror.† The *Mary Kay*® *Smooth-Action*® Body Massager, \$10, can be used to apply *TimeWise Body*™ *Smooth-Action*® Cellulite Gel Cream. Plus, focused massage can help improve circulation and help energize skin.

†Results reflect the percentage of women who agreed with the statements during a 9-week independent consumer study in which 136 women used the product morning and night.



FIND EDUCATION VIDEOS ON VIDEO LOUNGE. SEARCH “CELLULITE.”

BEAUTY BOOSTERS

SHE WANTS TO IMPROVE...

DEEP LINES,
WRINKLES AND
SAGGING SKIN
AROUND THE EYES



HER ReSOLUTION
TimeWise Repair®
Volu-Firm® Eye
Renewal Cream, \$42

TIRED-LOOKING
SKIN THAT NEEDS
A LIFT



HER ReSOLUTION
TimeWise®
Replenishing
Serum+C®, \$56

FINE LINES AND
UNEVEN TONES IN
HER SKIN



HER ReSOLUTION
TimeWise®
Vitamin C Activating
Squares™, \$24

FINE LINES AND
WRINKLES AROUND
THE LIPS



HER ReSOLUTION
TimeWise®
Age-Fighting Lip
Primer, \$24

APPEARANCE OF
LARGE PORES



HER ReSOLUTION
TimeWise® Pore
Minimizer, \$27

DEEP
WRINKLES



HER ReSOLUTION
TimeWise Repair®
Volu-Fill® Deep
Wrinkle Filler, \$45

ACNE-FIGHTING
POWER



HER ReSOLUTION
Clear Proof®
Pore-Purifying
Serum,† \$17



Get more skin care tips
when you earn your
Advanced Skin Care
Consultant designation
through **Skin Care**
Confident under the
Education tab on
Mary Kay InTouch®!

Order of Application

Many of your customers won't use all of these products, but this can help you instruct them on the recommended order for maximum benefits.

1. Cleanser ☀️ & 🌙
2. Mask* ☀️ or 🌙
3. Exfoliator* 🌙
4. **TimeWise® Vitamin C Activating Squares™**** 🌙
(3x per week with your favorite serum)
5. Serum ☀️ & 🌙
6. SPF product (**TimeWise® Day Solution Sunscreen Broad Spectrum SPF 35†** or **TimeWise Repair® Volu-Firm® Day Cream Sunscreen Broad Spectrum SPF 30†**) ☀️
7. **TimeWise® Night Solution** or **TimeWise Repair® Volu-Firm® Night Treatment With Retinol** 🌙
8. **TimeWise Repair® Volu-Fill® Deep Wrinkle Filler** ☀️ & 🌙
9. Moisturizers ☀️ & 🌙
10. Additional moisturizers as needed (**Mary Kay® Intense Moisturizing Cream**, **Mary Kay® Oil-Free Hydrating Gel**) ☀️ & 🌙
11. **Mary Kay® Oil Mattifier** ☀️
12. **Satin Lips®** ☀️ & 🌙
13. Eye Cream ☀️ & 🌙

*Do not use Microdermabrasion (steps 1 & 2), and/or any mask together on the same day; however, you may alternate their usage during the week. If you are going to use a combination of these products in the same week, you may want to limit the usage of each product to only one or two times per week. Do not use **TimeWise® Microdermabrasion Refine** and **TimeWise Repair® Revealing Radiance® Facial Peel** on the same day. Do not use them more than a total of three times per week.

**Do not use sunscreen or acne products to mix the squares. †Over-the-counter drug product All prices are suggested retail.

Ready to Party!

Who's up for fun times with your favorite gal pals? Tools and tips to help you sell.



For Erin, it's all about building lasting customer relationships. "When you offer great service, your customers will fall in love with you and *Mary Kay*® products!"

**Independent Senior
Sales Director**
Erin Sorvillo,
Orlando, Fla.

HER TIPS!

- ♥ Deliver products on time.
- ♥ If you don't have what they need on hand, you can place a **Customer Delivery Service** (CDS) order.
- ♥ Include two or three samples. Choose products they haven't tried. This can lead to a new sale.
- ♥ I like to offer a gift with purchase as a thank-you for their business.
- ♥ Package products beautifully so they look like a gift. The extra time spent on wrapping adds a special touch that your customers will appreciate.

Beauty Expert

Ask questions such as, "Do you have any specific concerns about your skin?" Or "Is there something you'd like to change about your skin?" *Mary Kay* has a targeted solution for almost any concern. (See Page 4.) Gain confidence when you familiarize yourself with all the supplements and have conversations with your customers. It can open the door to more sales and more happy customers who love their skin!

Get social!

Erin likes to use product images on *Mary Kay InTouch*® under Resources/Digital Assets to text or share on social media. You can highlight a "Product of the Day" and offer a special incentive for them to buy and try.



MKUniversity™

Great selling tips await on [Mary Kay University](#) under **Education** on *Mary Kay InTouch*®!

NEW
FACES
take you
PLACES



CONFIDENT CHARM: Jan. 1 – 31

TAKE THE CHALLENGE!

JULY 1, 2017 – JUNE 30, 2018

YOU EARN: Each month, you can earn an *exclusive designer charm bracelet* featuring a different power word.

WHEN YOU: Place a cumulative **\$600+ wholesale Section 1 order** each month.



Start by selling 3
TimeWise® Miracle Sets
a week in January.
 $\$95 \times 3 = \285
 $\$285 \times 4 = \$1,140$
Suggested Retail



Add 2 **TimeWise®**
Microdermabrasion
Plus Sets
 $\$55 \times 2 = \110
 $\$1,140 + \$110 = \$1,250$
Suggested Retail

OR



3 **Clear Proof®**
Charcoal Masks
 $3 \times \$24 = \72
 $\$1,140 + \$72 = \$1,212$
Suggested Retail

And you can earn your bracelet!

Confident in Me

Independent Senior Sales Director

Constance Nugent Miller, Kissimmee, Fla.

Connie grew up watching her mom run a very successful Mary Kay business, but she wanted to create her own path. So at 19, she moved from Louisiana to Florida and worked two restaurant jobs. “I was broke and broken,” Connie says. “I knew that I was created to do more, but I was so insecure and unsure of myself that I didn’t believe I could have a successful Mary Kay business of my own.”

After three years, Connie finally decided to heed her mom’s wise words. “Mom always said, ‘If there were a better job for women, I’d be doing it. Mary Kay is the absolute best choice for women.’ So at 23, I became a Mary Kay Independent Beauty Consultant. I had a lot of growing up to do, and Mary Kay proved to be the best place to do so.”

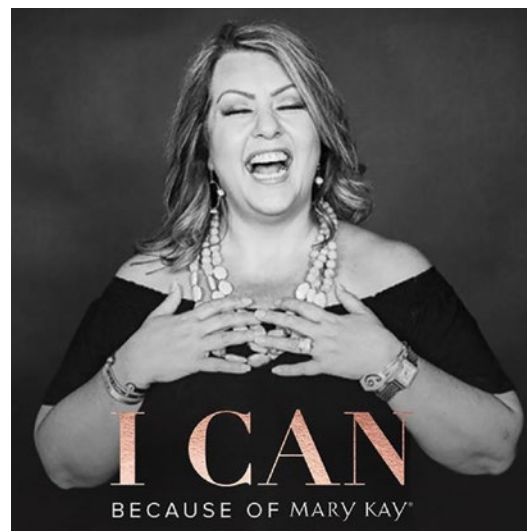
From the moment she signed her Independent Beauty Consultant Agreement, Connie set her sights on becoming an Independent Sales Director. “I was inspired by the lifestyle my parents had, thanks to my mom’s Mary Kay business. I quickly earned my red jacket, but I stayed there for nearly 11 years. I actually earned three red jackets and submitted my Director-in-Qualification (DIQ) Commitment Form several times but never did the work it took to grow a unit.”

Aha Moment

In 2001, Connie watched her sister Independent Beauty Consultant, who is now **Independent National Sales Director Emeritus Kathy Goff-Brummett**, debut.

“It was at that same time that I enrolled in a women’s Bible study, and I heard the words that changed my life: ‘Delayed obedience is disobedience.’ Seeing Kathy debut and hearing those piercing words shook me into reality,” says Connie. “God had called me to be a leader, and I kept putting it off out of fear.”

Connie and her unit got to work. “We grew from three to 12 active team members that month, and I submitted my DIQ Commitment Form on Aug. 1, 2001. Our country was attacked on Sept. 11, and Mary Kay Ash passed away that November, but we persevered together to debut as a new unit on Dec. 1, 2001.”



Family Affair

Fast-forward to 2008 – Connie and her husband were unable to have children but hoped to adopt one day. That day came when **Independent Future Executive Senior Sales Director Pam Garner Moore** sent an email to close friends asking if anyone was looking to adopt a child.

“**Independent Senior Sales Director Nadine Huckabee-Stanley** received that email and called us,” says Connie. “The birth mother shared with the nurse (a good friend of Pam’s) that three things were important: She wanted to know that the adoptive parents were Christians, that one would be home or worked from home, and that the parents were ‘champion thinkers’.”

The nurse told the mother she needed a Mary Kay Independent Sales Director to adopt her baby, and the





Fun Facts

- **Started Mary Kay business:** September 1990
- **Former occupation:** Restaurant server
- **My Why when I joined Mary Kay:** To earn extra money and grow personally.
- **Debuted as Independent Sales Director:** December 2001
- **My Why now:** To teach, empower and lead others to pass on what Mary Kay Ash created for us.
- **I knew I had made it when:** The day Mary Kay Corporate called with my unit number.
- **My fave Mary Kay moment:** Being named 2007 Annual Miss Go-Give® for Pearl Seminar.
- **My fave product:** Mary Kay® Extra Emollient Night Cream. It is the absolute best moisturizer!

rest is history! "We were in the delivery room for Alexandra's birth (she is 9), and we had the privilege of adopting her sister, Nina, when she was three months old (she is 8). I thought I joined Mary Kay 27 years ago to make some extra cash, but my Mary Kay family led me to adopting our two girls. Now we can give them the life they deserve, and we do our best to model 'God first, family second and career third.'"

From Fearful to Fearless

For 14 years, Connie and her team maintained their unit, but Connie had her eye on the next goal. The only obstacle was fear. "I was constantly comparing myself to others," she says. "The thought of never measuring up kept me awake at night. I wanted to be an Independent National Sales Director, but deep down, I believed that I didn't have what it took. I had tremendous confidence in Mary Kay, but not in myself."

Determined, Connie made some changes. "I finally realized that God gifted me with certain strengths, and He gave me a vision to become an Inner Circle National Sales Director," she says. "I realized that He equipped me with what I need, and now I know that I am enough. I may not be like others, but I am Connie Miller, and I am going to ROCK IT! No more comparing. No more looking back. I hired a housekeeper and an assistant. I began exercising consistently four-to-five days a week. I started making healthier choices. I stepped into who God created me to be and – BAM – level 10 confidence arrived!"

This newfound confidence pushed back Connie's fear, leading her to tremendous growth. "It changed the way I

worked and communicated with others, because I could finally be myself," she says. "My confidence in *me* finally matched my confidence in Mary Kay, and I am working now to become an Independent National Sales Director."

"Because of Mary Kay, I have developed personally. I also have the most incredible positive, uplifting and driven friends, and I earn while working from home. In short, because of Mary Kay, I now have a life that I LOVE."



Connie's Advice:

- **Love this Company,** and believe wholeheartedly in what it stands for.
- **Show up at your "job."** When you work any job, you must show up and expect to get paid!
- **Attend every meeting and event.** It's critical to your success and longevity. It's where you're surrounded by the Mary Kay community and reminded of why you began your business.
- **Focus on others.** Love the products and be excited to share them. Support and encourage women to believe in themselves.

October Reco

Congratulations to the winners

Top NSDs Year-To-Date



Gloria Mayfield Banks



Gloria Castaño



Kathy Helou



Patricia Turker



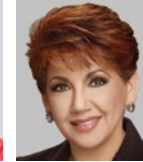
Lisa Madson



Carol Anton



Sonia Páez



Lupita Magaña



Pamela Fortenberry-Slate



Debi Moore

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 2017, NSD Area Leadership Development Bonuses, October Boost Your Ranking credit and NSD commissions earned on all foreign countries for September 2017.) 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, 2017.

\$650,000 Inner Circle

Gloria Mayfield Banks.....\$230,989
Gloria Castaño.....225,850

\$600,000 Inner Circle

Kathy Helou.....\$216,063
Patricia Turker.....210,037

\$550,000 Inner Circle

Lisa Madson.....\$191,897
Carol Anton.....184,497

\$500,000 Inner Circle

Sonia Páez.....\$175,018

\$450,000 Inner Circle

Lupita Magaña.....\$155,730

\$350,000 Inner Circle

Pamela Fortenberry-Slate...\$130,728
Debi Moore.....127,392
Cindy Williams.....122,742
Stacy James.....116,976

\$325,000 Inner Circle

Pamela Waldrop Shaw.....\$110,324
Anabell Rocha.....109,243

\$300,000 Diamond Circle

Sara Pedraza-Chacón.....\$107,104
Dayana Polanco.....104,605

\$250,000 Diamond Circle

Ada García-Herrera.....\$98,445
SuzAnne Brothers.....96,929
Dacia Wiegandt.....94,997
Linda Toupin.....93,608
Anita Tripp Brewton.....91,736
Sandy Valerio.....91,521
Kristin Myers.....91,343
Cyndee Gress.....89,844
Dawn Dunn.....87,034
Julianne Nagle.....85,667
Evelinda Díaz.....85,134
Julia Burnett.....83,310

\$200,000 Diamond Circle

Kay Elvrum.....\$81,860
Julie Krebsbach.....81,565
Kerry Buskirk.....80,942
Connie Kittson.....76,844
Lia Carta.....76,369
Davanne Moul.....76,004
Mary Estupiñán.....75,791
Sonia Bonilla.....74,919
Paola Ramírez.....74,652
Yosaira Sánchez.....74,430
Lily Orellana.....73,464
Cindy Fox.....72,158
Kimberly Copeland.....72,132
Sue Pankow.....67,676
María Monarrez.....67,108

\$150,000 Gold Circle

Mayuli Rolo.....\$65,764
Morayma Rosas.....64,728
Alma Orrostieta.....63,076
Scarlett Simpson.....62,195
Rosibel Shahin.....61,255

Evitelia Valdez-Cruz.....61,029
Gloria Báez.....60,977
Gay Hope Super.....60,968
Lorraine Newton.....60,421
Maureen Ledda.....60,323
Shannon Andrews.....59,909
Monique Balboa.....59,568
Jamie Cruse-Vrinos.....59,325
Yvonne Lemmon.....58,903
Jan Thetford.....57,831
Alicia Lindley-Adkins.....57,348
Noelia Jaimes.....57,009
Susan Hohlman.....56,818
Candace Laurel Carlson.....56,526
Consuelo Prieto.....55,517
Elizabeth Muna.....54,095
Jeanie Martin.....53,435
Tammy Crayk.....52,807
Lisa Allison.....52,717
Lupita Díaz.....51,483
Leah Lauchlan.....51,225
Rebecca Evans.....50,833
Debra Wehrer.....50,590

Juanita Gudiño.....50,546
Pam Higgs.....50,019
\$125,000 Gold Circle
Luzmila Abadia Carranza...\$49,912
Diane Mentiply.....49,795
Joanne Bertalan.....49,620
Pam Klickna-Powell.....49,355
Cathy Bill.....49,138
Alia Head.....48,655
Kate DeBlander.....48,422
María Flores.....48,183
Kirk Gillespie.....47,959
Janis Z. Trude.....47,818
Pam Ross.....47,748
O'Nelly Encarnación.....47,744
Kim McClure.....47,514
Kristin Sharpe.....47,401
Kym Walker.....46,688
Valerie Bagnol.....45,987
Auri Hatheway.....45,974
Somer Fortenberry.....45,833
Crystal Trojanowski.....45,733

Gladis Elizabeth Camargo....45,403
Marilyn Marte de Melo.....44,990
Deb Pike.....44,947
Carmen Hernández.....44,912
Rosa Bonilla.....44,880
Gilda McGuire.....44,273
Pamela Tull.....44,091
Diana Sumpter.....43,936
Michelle Sudeth.....43,889
Lynnea Tate.....43,674
Nancy Osborn.....43,078
Annaka Krafka.....42,891
Elizabeth Sánchez.....42,838
Noemi Jaimes.....42,335
Brittany Kaps.....42,310
Marixa González.....42,211
Shelly Gladstein.....42,093
Roxanne McInroe.....42,064
Bianny Ramírez.....41,867

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****.....\$35,263
2. Cindy A. Williams*.....25,525
3. Linda C. Toupin.....24,547
4. Anabell Rocha*.....24,498
5. Stacy I. James**.....21,518
6. Sandy Valerio*.....18,333
7. Julie Krebsbach*.....18,153
8. Mary Estupiñán*.....15,492
9. Jan L. Thetford.....14,846
10. Kim L. McClure.....14,794
11. Lia Carta*.....14,705
12. Gloria Báez*.....13,459
13. Cindy Fox*.....13,267
14. Elizabeth Muna*.....12,058
15. Kate DeBlander.....11,622
16. Brenda Segal*.....11,481
17. Sherri L. Steinman.....11,384
18. Candace Laurel Carlson*.....11,007
19. Deb Pike.....10,906
20. Patty J. Olson.....10,879
21. María Flores.....10,773
22. Cathy Bill*.....10,709
23. Lara F. McKeever.....10,608
24. Bea Millsagle.....10,334
25. Juanita Gudiño.....10,310
26. Crystal Trojanowski.....10,248

27. Gena Rae Gass.....10,238
28. Virginia S. Rocha.....10,000

Sapphire

1. **Kathy Helou*****.....\$41,438
2. Lupita Magaña**.....36,870
3. Pamela A. Fortenberry-Slate*.....32,096
4. Sara Pedraza-Chacón*.....31,556
5. Paola Ramírez.....28,565
6. Debi R. Moore*.....24,664
7. Kristin Myers*.....24,121
8. SuzAnne Brothers*.....22,613
9. Alma Orrostieta.....21,602
10. Cyndee Gress*.....20,665
11. Lorraine B. Newton.....20,631
12. Kimberly R. Copeland.....19,862
13. Davanne D. Moul*.....18,894
14. Morayma Rosas.....16,977
15. Lupita Díaz.....14,764
16. Gladis Elizabeth Camargo*.....14,624
17. Diane L. Mentiply.....14,081
18. Consuelo R. Prieto*.....13,369
19. Valerie J. Bagnol*.....12,858
20. Mia Mason Porter.....12,580
21. Debra M. Wehrer.....12,255
22. Alicia Lindley-Adkins*.....12,184
23. Scarlett Simpson*.....12,000

24. LaRonda L. Daigle.....11,170
25. Julie Weaver.....11,104
26. Dawn Otten-Sweeney.....10,668
27. Janis Z. Trude.....10,650
28. Ruth L. Everhart.....10,601
29. Gilda McGuire*.....10,551
30. Elaine Kimble Williams.....10,368
31. Alejandra Zurita.....10,308
32. Somer Fortenberry.....10,300
33. Sylvia Kalicak.....10,055

Emerald

1. **Gloria Mayfield Banks*****.....\$60,156
2. Patricia Turker**.....58,365
3. Sonia Páez**.....44,668
4. Dacia Wiegandt*.....28,323
5. Dayana Polanco*.....26,130
6. Sonia Bonilla.....22,157
7. Evelinda Díaz*.....20,791
8. Ada García-Herrera*.....19,387
9. Anita Tripp Brewton*.....18,724
10. Rosibel Shahin*.....18,489
11. Julianne Nagle*.....18,081
12. Kerry Buskirk*.....16,723
13. Monique Balboa.....16,465
14. Mayuli Rolo*.....15,373
15. Maureen S. Ledda*.....14,632

16. Pamela Tull.....14,490
17. Tammy Crayk.....13,991
18. Pam I. Higgs.....13,500
19. Luzmila Abadia Carranza*.....12,688
20. Joanne R. Bertalan*.....12,663
21. Crisette M. Ellis.....12,166
22. Kirk Gillespie.....12,059
23. Auri Hatheway.....11,800
24. Noelia Jaimes*.....11,466
25. Jamie Cruse-Vrinos.....11,217
26. Pam Klickna Powell.....10,867
27. Kym A. Walker*.....10,597
28. Noemi C. Jaimes.....10,302
29. Marilyn Marte de Melo.....10,259
30. Natalie Privette-Jones.....10,199
31. Gillian H. Ortega.....10,080
32. Roya Mattis.....10,002

Diamond

1. **Gloria Castaño*****.....\$73,807
2. Lisa Madson*.....46,468
3. Yosaira Sánchez*.....24,695
4. Pamela Waldrop Shaw**.....23,128
5. Dawn A. Dunn*.....20,382
6. Evitelia Valdez-Cruz.....18,908
7. Kay E. Elvrum.....17,516
8. O'Nelly Encarnación.....17,365

9. Julia Burnett*.....16,944
10. Lily Orellana.....16,260
11. Sue Pankow.....16,084
12. Amy Allgood.....15,535
13. Connie A. Kittson*.....15,156
14. Shannon C. Andrews*.....15,098
15. María Monarrez.....14,738
16. Susan M. Hohlman*.....14,634
17. Kristin Sharpe.....14,630
18. Yvonne S. Lemmon.....14,353
19. Lisa Allison.....13,544
20. Jeanie Martin.....13,086
21. Diana Sumpter.....12,509
22. Holli Lowe.....12,378
23. Rebecca Evans*.....12,223
24. Julia Mundy.....11,916
25. Roxanne McInroe.....11,877
26. Leah Lauchlan.....11,866
27. Vicki Jo Auth.....10,904
28. Shelly Gladstein.....10,835
29. Marixa González.....10,409
30. Sharon L. Buck.....10,346
31. Rosa Carmen Fernández.....10,259
32. Pam Ross*.....10,172
33. Alia L. Head.....10,152

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

Mary Kay Angels/Ángeles Mary Kay

October/Octubre 2017

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 2017./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 2017.

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



Carol Anton
\$35,263
Ruby



Kathy Helou
\$41,438
Sapphire



Gloria Mayfield Banks
\$60,156
Emerald



Gloria Castaño
\$73,807
Diamond

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

| | |
|---|----------|
| RUBY/RUBÍ — Krystal Downey-Shada, <i>Go-Give Area</i> | \$77,263 |
| SAPPHIRE/ZAFIRO — Vicki Piccirilli, <i>C. Littlejohn Area</i> | \$85,336 |
| EMERALD/ESMERALDA — Melinda Balling, <i>Go-Give Area</i> | \$73,176 |
| DIAMOND/DIAMANTE — Nancy Castillo, <i>G. Castaño Area</i> | \$82,765 |

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

| | |
|--|----------|
| RUBY/RUBÍ — Jacque Schumacher, <i>Go-Give Area</i> | \$10,339 |
| SAPPHIRE/ZAFIRO — María Cuevas De Sanchez, <i>E. Chávez Area</i> | \$13,637 |
| EMERALD/ESMERALDA — Anna Sempeles, <i>K. Gillespie Area</i> | \$11,667 |
| DIAMOND/DIAMANTE — Lisa Raupp, <i>Go-Give Area</i> | \$12,299 |

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

| | |
|--|----------|
| RUBY/RUBÍ — Courtney Wilson, <i>N. West Unit, T. Vavala Area</i> | \$25,264 |
| SAPPHIRE/ZAFIRO — Julie Weberman, <i>F. Klein Unit, Go-Give Area</i> | \$21,974 |
| EMERALD/ESMERALDA — Ekarat Beyer, <i>T. Mitchell Unit, A. Tripp Brewton Area</i> | \$34,245 |
| DIAMOND/DIAMANTE — Martha Murphree, <i>B. Prewett Unit, Go-Give Area</i> | \$12,788 |

Top Team Builder/Primera Impulsora de Equipo

| New Team Members/Nuevas integrantes de equipo | |
|---|----|
| RUBY/RUBÍ — Sales Director Shirley Hendricks, <i>P. Olson Area</i> | 16 |
| SAPPHIRE/ZAFIRO — Radha Zervakos, <i>G. Johnson Unit, A. Smith Area</i> | 17 |
| EMERALD/ESMERALDA — Keyla Sanders, <i>M. Arias Unit, S. Bonilla Area</i> | 13 |
| DIAMOND/DIAMANTE — Amira Mollinedo, <i>D. Duarte de Mollinedo Unit, G. Castaño Area</i> | 15 |

Top Unit Builders/Primeras Impulsoras de Unidad

October/Octubre 2017

Independent Sales Directors with 20 or more new unit members for October 2017./Directoras de Ventas Independientes con 20 o más nuevas integrantes de unidad en octubre de 2017.

New Unit Members/Nuevas integrantes de unidad

| Ruby/Rubí | | Sapphire/Zafiro | | Jeanette M. Thompson | | Emily Sujey Vijil | | Diamond/Diamante | |
|--------------------------------|----|--------------------------------|----|------------------------------|----|------------------------------|----|---------------------------------|----|
| Maria Bautista..... | 29 | Rubi Amateco-Nava Vazquez..... | 37 | Lafreda D. Williams..... | 23 | Katy Goldstein..... | 24 | Claudia Chavez..... | 34 |
| Tina Marie Ellender..... | 29 | Tirza Llanes..... | 32 | Maria De Lourdes Osorio..... | 22 | Yosemy Mora..... | 23 | Dalila Duarte de Mollinedo..... | 32 |
| Stephanie Lynn Coker..... | 27 | Maria Elena Coyote..... | 31 | Lorena Marquez..... | 21 | Rosie V. Ventura Gomez..... | 23 | Nancy Mariana Castillo..... | 31 |
| Isidora Camargo..... | 26 | Patrice Moore Smith..... | 31 | Carmen Elizabeth Mata..... | 21 | Elva Jordan..... | 21 | Glori Ann Gillespie..... | 31 |
| Reina Murcia..... | 26 | Maria Montes..... | 30 | Ginger Michele Noel..... | 21 | Mariana Moreno..... | 21 | Kim C. Meyers..... | 28 |
| Margarita Velez..... | 24 | Leticia Garcia..... | 29 | Vicki Piccirilli..... | 21 | Patricia Ofarrill..... | 21 | Karime Rosas..... | 24 |
| Lauren Nicole Bloomer..... | 23 | Cycelia Denise Matthews..... | 29 | Maria Elvia Aguayo..... | 20 | Yassmin Alvarado..... | 20 | Yolanda Zamarripa..... | 24 |
| Kali DeBlander Brigham..... | 22 | Kathy A. Freeman..... | 28 | Olga Coronado..... | 20 | Morena Arias..... | 20 | Cira Michel..... | 23 |
| Candace Lyn Doverspike..... | 22 | Herendira Garcia..... | 27 | Zenaida Garcia..... | 20 | Abraham Israel Bautista..... | 20 | Eva Orrego..... | 23 |
| Stephanie Brooke Heusman..... | 22 | Gloria J. Johnson..... | 27 | Bridget L. Shaw..... | 20 | Martha Lizzeth Garay..... | 20 | Delmi Cristina Santos..... | 23 |
| Gloria Hilda Ebere..... | 21 | Chelsea Cooley Altman..... | 25 | Emerald/Esmeralda | | Karla Beatriz Rivera..... | 20 | Consuelo Z. Tinajero..... | 22 |
| Griselda Gordillo-Sanchez..... | 21 | Lisa Marie Gutierrez..... | 25 | Rosmary A. Morel..... | 36 | Carolina Amaya Rojas..... | 20 | Mirna Erika Casillas..... | 20 |
| Luz J. Diaz Almeyda..... | 20 | Jennifer Marie Ham..... | 25 | Rachelle Holloway..... | 25 | Leslie Wayne..... | 20 | Susana Luna..... | 20 |
| Shirley Ann Hendricks..... | 20 | Flor De Maria Maldonado..... | 24 | Yinaurys Tirado..... | 25 | | | Maria N. R Don Juan..... | 20 |
| | | Katie Rae Spellmeier..... | 23 | | | | | | |

New NSD Debuts/Debutes de nuevas DNVs

October/Octubre 2017

New Independent National Sales Director debuts October 1, 2017./Debut de nueva Directora Nacional de Ventas Independiente del 1 de octubre de 2017.



Indhira Jimenez
National Sales Director
Diamond Seminar

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?

Sapphire/Zafiro **Reco**

New
Debuts/
Debutes
August/Agosto 2017



Susana Dominguez
Aurora, Colo.
R. Amateco-Nava
Vazquez Unit

Jolena Alice Govig
McHenry, Ill.
S. DeMoss Unit

Tiffany Marie Howard
Green Bay, Wis.
M. Hendricks Unit

Ana Luisa Quevedo
Chicago
B. Corral Unit

Neisha Torres
West Haven, Conn.
F. London Epstein Unit

Not pictured:/Sin foto: *Hilda J. Armstrong*, South Charleston, W.Va., M. Dailey Unit; *Maria Arroyo*, Chicago, M. Osorio Unit; *Deb Artwell-Doucette*, Cambridge, Mass., J. Scola Unit; *Ghada Batardouk*, Wayne, N.J., M. Semper Unit; *Nancy Ellen Breving*, Pomona, N.Y., L. Barclay Unit; *Jamie Carlson*, Walnut Creek, Calif., S. Neal Unit; *Micaela Champagne*, Miami, L. Pierre Unit; *Alaina Church*, Sugar Land, Texas, L. Hartzog Unit; *Maria Guadalupe Espinosa*, Cedar Creek, Texas, J. Chacon Unit; *Erika Espitia*, Anaheim, Calif., M. Rodriguez Unit; *Deborah Guyette*, Richardson, Texas, K. Ross Unit; *Tashika Hartley*, Newark, Del., L. Barclay Unit; *Amy Michelle Jackson*, Parkersburg, W.Va., B. Rodriguez Unit; *Samantha Lynne Kenney*, Westfield, Mass., J. McNulty Unit; *Cyrelia Denise Matthews*, Columbus, Miss., P. Smith Unit; *Mary Catherine C. Perez*, Canton, Mich., A. Sweeney-Wydo Unit; *Maria De los Ang Sanchez*, Houston, M. Gomez Unit; *Amparo Simon*, Cliffside Park, N.J., L. Diaz Unit.

Dean's
List/Lista
del Decano
October/Octubre 2016



Queydi Rivera
Germantown, Md.
S. Bonilla Area
Emerald Seminar

Samantha Jo DeMoss
Corpus Christi, Texas
D. Heble Area
Sapphire Seminar



Triple
Crown/Triple
Corona
October/
Octubre 2016



Samantha Jo DeMoss
Corpus Christi, Texas
D. Heble Area

Tehrie Ned
Katy, Texas
L. Newton Area



Not pictured:/Sin foto: *Ivonne Ramos-Davis*, Bakersfield, Calif., Ruby Go-Give Area, Ruby Seminar.

Honors
Society/Sociedad
de Honor
October/Octubre 2016



Tehrie Ned
Katy, Texas
L. Newton Area

Rebecca Taylor
Staffordsville, Ky.
Sapphire
Go-Give Area



FABulous 50s/
Fabulosos 50
April/Abril 2017



Chelsea Elise Vereen
McKinney, Texas
K. Copeland Area

Not pictured:/Sin foto: *Catherine Rebecca Herman*, Lovell, Wyo., D. Wehrer Area.

- 1 ON THE MOVE
- 2 FABULOUS 50s
- 3 HONORS SOCIETY

Rings are shown stacked./Los anillos se muestran encimados.

On the Move/ En Acción

August/Agosto 2017

Maria Arroyo
Deb Artwell-Doucette

Ghada Batardouk
Jamie Carlson

Susana Dominguez
Tiffany Marie Howard

Cycelia Denise Matthews
Mary Catherine C. Perez

Amparo Simon

Neisha Torres

Lucia Alcantara
Bibi N. Alii
Claudia Altamirano
Margarita Antunez
Trinidad Apolinar
Veronica Araiza
Stephanie A. Arambul
Amanda N. Arquette
Ramona Arvizu
Ella L. Banks
Cipriana Banuelos
Saira Y. Barahona
Laura Bermejo
Liciele Blunte
Shellie L. Bowden
Kishma Bryan
Courtney T. Bullard
Dana Busie

Laura Campbell
Cheryl Carr
Payton Carver
Missy L. Coffman
Carolyn Collins
Amber J. Conner
Olga M. Cruz
L. Paulette P. Curtis
Amy D. Dempsey
Tyheshia R. Dobbs
Tanya S. Douglas
Robbie N. Ehard
Erika Favela Barraza
Rebecca C. Fletcher
Darylynn Flournoy
Amy P. Flowe
Lourdes Garcia
Deidre Gobert

Leticia M. Griego
Graciela Gutierrez
Maricela Gutierrez
Cinthia Hatchell
Kadijah D. Houston
Kim Howell
Sobeira Inoa Grant
Portia C. James
Auriel A. Jeffries
Linda C. Jemison
Krystal J. Johnson
Marielena Kerins
Viviana T. Kesel
Kaitlyn B. Ketron
Jennifer W. King
Esther Klinger
Patricia J. Lambert
Sylvia A. Locklear

Martha Lopez
Marissa Mancini
Aracely Martinez
Kim McClellan
Kara L. Milbrath
Kylie E. Mims
Christine S. Moffitt
Veronica Montero
Melonie Moon
Kiyana Moy
Eva I. Munoz
Misti M. Murray
Shuwanda Nelson
Tammy J. Noe
Alison M. O'Hara
Julie C. Oelkers
Maribel Orozco
Maria G. Palma

Iris V. Perez
Mayra V. Plascencia
Shonice L. Plunkett
Megan Poore
Rosalba Ramos
Juana Rios
Esmeralda Rivera
Andrea Rodriguez
Linda F. Sampson
Felipa I. Sanchez
Leticia Sanchez
Otilia Santos
Cherilyn Selman
Megan M. Shanahan
Lindsay Siddon
Tamara L. Sjolander
Susan E. Stephens
Heather Strassel

Pamela Szal
Samantha Thomas
Wendy C. Tucker
Adriana Velasco
LuAnn Webb
Marilyn D. Williams
Vicki Winnick
Alycia Wintermann
Christina D. Wren
Lori K. Wunderlich
Emily B. Young
Joslyn Young
Catherine L. Zacarias
Radha Zervakos

New Team Leaders/ Nuevas Líderes de Equipo

October/Octubre 2017

Grand Achievers/ Gran Ganadoras

October qualifiers/
Calificadas en octubre 2017

Consultants/Consultoras
Debbie Dajhana Flores
Kara Kirk

Sales Directors/
Directoras de Ventas
Claudia Gomez

Emedary Valdez

First Gold Medal/Primera Medalla de Oro

October/Octubre 2017

| New Team Members/ Nuevas integrantes de equipo | |
|--|----|
| Lucia Alcantara, M. Ayala Unit..... | 8 |
| Jacqueline Alexander, K. Freeman Unit..... | 11 |
| Jean-Danette Allen, D. Riley Unit..... | 5 |
| Veronica Araiza, L. Magaña Unit..... | 7 |
| Stephanie Arambul, C. Falcon De Villegas Unit..... | 5 |
| Cindi Arellano, M. Bautista Unit..... | 5 |
| Jessica Baker, K. Spellmeier Unit..... | 6 |
| Phyllis Banks, L. Talley Unit..... | 6 |
| Saira Barahona, R. Amateco-Nava Vazquez Unit..... | 9 |
| Laura Bermejo, M. Coyote Unit..... | 7 |
| Liciele Blunte, T. Willis Unit..... | 6 |
| Mary Boadu, G. Nicholas Unit..... | 5 |
| Shellie Bowden, J. Ham Unit..... | 9 |
| Kishma Bryan, G. Johnson Unit..... | 5 |
| Courtney Bullard, R. Stallings Unit..... | 8 |
| Ma Isabel Carrizoza, M. Barajas Unit..... | 5 |
| Payton Carver, T. Willis Unit..... | 5 |
| Guillermina Castro, M. Romero Unit..... | 5 |
| Dawn Clark, D. Fox Unit..... | 5 |
| Amber Conner, J. Bonner Unit..... | 5 |
| Edith Cornelio, L. Garro Unit..... | 5 |
| Mirna Cupido, T. Llanes Unit..... | 5 |
| Amy Dempsey, D. Martin Unit..... | 8 |
| Ileana Diaz, R. Aguilar Unit..... | 5 |
| Tyheshia Dobbs, J. Westbrooks Unit..... | 5 |
| Tanya Douglas, S. Purnell Unit..... | 7 |
| Erika Favela Barraza, L. Marquez Unit..... | 6 |
| Maria Fera, J. Thompson Unit..... | 6 |

| | |
|---|----|
| Rosa Figueroa, N. Ferreira Lopez Unit..... | 5 |
| Darylynn Flournoy, V. Piccirilli Unit..... | 8 |
| Brittany Floyd, K. Henderson Unit..... | 6 |
| Sales Director Maria Francisco S..... | 6 |
| Tracy Galloway-Galpin, N. Pettaway Unit..... | 5 |
| Lourdes Garcia, N. Fuentes Unit..... | 5 |
| Petra Garcia, L. Fernandez Unit..... | 5 |
| Arcenia Gibbs, B. Shaw Unit..... | 6 |
| Laura Grajales-Rodriguez, J. Garcia Unit..... | 8 |
| Wenhemia Greenfield, K. Smith Unit..... | 5 |
| Renee Griffin, K. Spriggs Unit..... | 5 |
| June Grundy, N. Marino Unit..... | 5 |
| Graciela Gutierrez, O. Coronado Unit..... | 8 |
| Joyce Halley, A. Jackson Unit..... | 5 |
| Cinthia Hatchell, P. Brigante Unit..... | 6 |
| Uby Hernandez, L. Ramirez Unit..... | 6 |
| Auriel Jeffries, S. Jackson Unit..... | 8 |
| Linda Jemison, D. Yates-Hernandez Unit..... | 7 |
| Kaitlyn Jones, M. Hice Unit..... | 11 |
| Marielena Kerins, P. Brigante Unit..... | 7 |
| Viviana Kesel, N. Marino Unit..... | 9 |
| Jennifer King, S. Comer Unit..... | 6 |
| Regina Lavallais, L. Williams Unit..... | 6 |
| Dilmira Liquori, J. McNulty Unit..... | 5 |
| Sylvia Locklear, C. Altman Unit..... | 9 |
| Micaela Luevano, L. Fernandez Unit..... | 5 |
| Marissa Mancini, M. Hendricks Unit..... | 6 |
| Aracely Martinez, L. Marquez Unit..... | 7 |
| Priscilla McCallum, B. Martin Unit..... | 5 |
| Blanca Mejia, R. Amateco-Nava Vazquez Unit..... | 6 |
| Josue Mejia, M. Coyote Unit..... | 6 |

| | |
|---|----|
| Christine Moffitt, L. Speas Unit..... | 9 |
| Deysi Molina Aguilar, M. Hernandez Unit..... | 8 |
| Cheri Moody, S. Witherspoon Unit..... | 5 |
| Melonie Moon, W. Sorensen Unit..... | 6 |
| Jacquelyn Nagle, J. Holzbach Unit..... | 5 |
| Maribel Orozco, M. Aguayo Unit..... | 9 |
| Blanca Ortiz, M. Sanlucas Unit..... | 8 |
| Sales Director Allie Park..... | 5 |
| Iris Perez, L. Villalpando Unit..... | 7 |
| Shonice Plunkett, P. Garner Moore Unit..... | 9 |
| Taylor Presley, W. Presley Unit..... | 6 |
| Rosalba Ramos, L. Marquez Unit..... | 5 |
| Esmeralda Rivera, S. Martinez Unit..... | 6 |
| Andrea Rodriguez, D. Wallace Unit..... | 5 |
| Leticia Sanchez, M. Coyote Unit..... | 8 |
| Otilia Santos, M. Pasco Unit..... | 8 |
| Tamara Sjolander, M. O'Neal Unit..... | 10 |
| Melaney Spencer, L. Purser Unit..... | 5 |
| Heather Strassel, J. Scola Unit..... | 5 |
| Kendall Summers, K. Cornish Unit..... | 5 |
| Mayra Thomas, N. Torres Unit..... | 6 |
| Laura Torres, M. Holguin Unit..... | 5 |
| Wendy Tucker, F. Lankford Unit..... | 7 |
| Cristian Valdez Luis, R. Amateco-Nava Vazquez Unit..... | 5 |
| Sales Director Chelsea Vereen..... | 5 |
| Michelle Williams-Linton, P. Williams Unit..... | 5 |
| Christina Wren, W. Copeland Unit..... | 5 |
| Jackie Yamada Wolff, L. Gutierrez Unit..... | 5 |
| Catherine Zacarias, S. Cortez Unit..... | 9 |
| Radha Zervakos, G. Johnson Unit..... | 17 |

13% Club/ Club del 13%

October/Octubre 2017

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

| | |
|--|---------|
| Sales Director Waverly Rebecca Copeland..... | \$1,757 |
| Sales Director Marie E. Vlaminc..... | 1,658 |
| Sales Director Vicki Piccirilli..... | 1,629 |
| Sales Director Reyna V. Alvarado Rivera..... | 1,527 |
| Esther Klinger, F. Klein Unit..... | 1,518 |
| Sales Director Linné Lane..... | 1,493 |
| Sales Director Laurieann Barclay..... | 1,477 |
| Sales Director Karla Rae Plantan..... | 1,436 |
| Sales Director Gail Ann Marchand..... | 1,375 |

| | |
|---|-------|
| Sales Director Julie A. Griffin..... | 1,357 |
| Kaitlyn Lea Jones, M. Hice Unit..... | 1,349 |
| Sales Director Margarita Orozco..... | 1,341 |
| Sales Director Kerri Leigh Ross..... | 1,334 |
| Sales Director Heather L. Bohlinger..... | 1,328 |
| Sales Director Deven Elizabeth Brown..... | 1,281 |
| Sales Director Lorena P. Ramirez..... | 1,280 |
| Loreto Chavez, A. Orrostita Unit..... | 1,275 |
| Sales Director Lynn C. Purser..... | 1,268 |

| | |
|---|-------|
| Sales Director Marita W. Campbell..... | 1,264 |
| Sales Director Rubi Amateco-Nava Vazquez..... | 1,262 |
| Sales Director Julie Brindell Sapp..... | 1,243 |
| Amy Diane Dempsey, D. Martin Unit..... | 1,241 |
| Sales Director Michele Martella Ammes..... | 1,193 |
| Sales Director Janis Clemens..... | 1,193 |
| Sales Director Andrea Rachelle Klahn..... | 1,146 |

Achievement

Circle/Círculo de Logros

Ranking of the top 100 Independent Sales Directors in the **Sapphire** area based on their October 2017 estimated unit retail production./
Clasificación de las primeras 100 Directoras de Ventas Independientes en el área **Zafiro** según su producción de unidad estimada al
menudeo de octubre de 2017.

October/Octubre 2017

| | | | | | | | |
|--------------------------------|----------|----------------------------|--------|--------------------------------|--------|-----------------------------|--------|
| Vicki Piccirilli..... | \$85,336 | Candace Nicole Holte..... | 47,547 | Mary K. White..... | 43,033 | Lorena Fernandez..... | 37,993 |
| Katherine LaVerne Longley..... | 65,419 | Pam Garner Moore..... | 47,456 | Christine M. Jessee..... | 42,966 | Shelia Berry..... | 37,833 |
| Debbie A. Weld..... | 64,042 | Suzanne Stogner Comer..... | 47,373 | Hilda Marrufo..... | 42,685 | Amy J. Bowman..... | 37,528 |
| Rubi Amateco-Nava Vazquez..... | 62,203 | Moleda G. Dailey..... | 47,123 | Mary Lou Ardohain..... | 42,509 | Beth S. Austin..... | 37,223 |
| Linda H. Rowsey..... | 61,290 | Kathy A. Freeman..... | 46,996 | Olga Coronado..... | 42,328 | Gloria Stakemiller..... | 37,057 |
| Waverly Rebecca Copeland..... | 58,803 | Kristi M. Anderson..... | 46,854 | Casie Hembree..... | 42,218 | Elsie Jackson..... | 37,030 |
| Julie A. Griffin..... | 56,570 | Jennifer Marie Ham..... | 46,617 | Karla Rae Plantan..... | 42,199 | Doris M. Quackenbush..... | 37,027 |
| Kimberly Leigh Moore..... | 56,316 | Patty Webster..... | 46,388 | Kivian Diaz-Harris..... | 41,922 | Lila Rebecca Garro..... | 36,818 |
| Randi Stevens..... | 55,208 | Carol Lee Johnson..... | 46,237 | Lynn C. Purser..... | 41,845 | Andrea D. Andrews..... | 36,585 |
| Fraida M. Klein..... | 54,553 | Angela P. LaFrance..... | 46,230 | Jerlene Vrana..... | 41,579 | Ruby Garner..... | 36,571 |
| Mariaelena Boquin..... | 54,116 | Lafreda D. Williams..... | 46,171 | Petie L. Huffman..... | 41,212 | Zenaida Garcia..... | 36,539 |
| Linné Lane..... | 54,095 | Maria Luisa Valle..... | 46,068 | Kaye Yuen..... | 41,110 | Bonnie Crumrin..... | 36,519 |
| Keita Powell..... | 53,506 | Sandra A. Zavoda..... | 45,733 | Nedra Ruby White..... | 40,890 | Denise Yates-Hernandez..... | 36,137 |
| Marie E. Vlamincck..... | 53,411 | Joli A. Dockery..... | 45,136 | Maria Claxton-Taylor..... | 40,801 | Robin S. Moody..... | 36,097 |
| Robyn S. Cartmill..... | 53,137 | Linda Meier..... | 44,801 | Cyelia Denise Matthews..... | 40,506 | Evelyn Pirhalla..... | 35,648 |
| Jeanette M. Thompson..... | 53,029 | Chelsea Cooley Altman..... | 44,364 | Kathleen Kirkwood..... | 40,322 | Nancy W. Pettaway..... | 35,644 |
| Jenan W. Wood..... | 52,920 | Tracy Foltz..... | 44,235 | Rheanonda R. Johnson Gray..... | 40,249 | Lorena P. Ramirez..... | 35,432 |
| Jordan Eicher..... | 51,992 | Maria Montes..... | 43,897 | Dolores Keller..... | 40,173 | Shanna H. Jones..... | 35,411 |
| Anita R. Rabelo..... | 51,402 | Missy M. O'Neal..... | 43,751 | Tirza Llanes..... | 39,425 | Lana Michelle Hartzog..... | 35,131 |
| Michele Martella Armes..... | 51,055 | Sherri Reindl..... | 43,660 | Kelly Inghland Brock..... | 39,335 | Pamela Brigante..... | 35,087 |
| Julie Neal..... | 49,088 | Bridget L. Shaw..... | 43,567 | Taylor D. Willis..... | 39,027 | Merissa Joy Hice..... | 35,032 |
| Laura Poling..... | 48,785 | Patrice Moore Smith..... | 43,397 | Hazel White..... | 38,899 | Suzanne Tripp-Black..... | 34,935 |
| Julie Brindell Sapp..... | 48,493 | Miranda Kantor..... | 43,297 | Amanda Gustafson..... | 38,578 | Shelley Bradshaw..... | 34,915 |
| Lady Ruth Brown..... | 48,487 | Danice C. McElDowney..... | 43,295 | Ann W. Sherman..... | 38,493 | Sylvia Boggs..... | 34,807 |
| Tess Dawn Caldwell..... | 47,716 | Jessica Holzbach..... | 43,273 | Maria L. Bautista..... | 38,361 | JoAnna P. Shipe..... | 34,679 |

Commission

Circle/Círculo de Comisiones

October/Octubre 2017

Independent Sales Directors who earned the top 100 commissions and bonuses in the **Sapphire** area in October 2017. 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 2017. 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.

| | | | | | | | |
|--------------------------------|----------|--------------------------------|-------|--------------------------------|-------|-------------------------------|-------|
| Vicki Piccirilli..... | \$12,733 | Maria Luisa Valle..... | 7,607 | Delia Ponce..... | 6,766 | Nedra Ruby White..... | 6,071 |
| Waverly Rebecca Copeland..... | 9,768 | Jennifer Jean McNulty..... | 7,581 | Mary K. White..... | 6,676 | Casie Hembree..... | 6,050 |
| Rubi Amateco-Nava Vazquez..... | 9,445 | Tess Dawn Caldwell..... | 7,572 | Lana Michelle Hartzog..... | 6,624 | Laura Poling..... | 6,043 |
| Debbie A. Weld..... | 9,265 | Anita R. Rabelo..... | 7,500 | Tirza Llanes..... | 6,613 | Kathleen Kirkwood..... | 6,033 |
| Linné Lane..... | 9,208 | Keita Powell..... | 7,489 | Carol Lee Johnson..... | 6,610 | Amanda Gustafson..... | 5,979 |
| Katherine LaVerne Longley..... | 9,131 | Jeanette M. Thompson..... | 7,483 | Carole Gantt..... | 6,599 | Taylor D. Willis..... | 5,972 |
| Michele Martella Armes..... | 8,766 | Lady Ruth Brown..... | 7,441 | Sherri Reindl..... | 6,562 | Amy J. Bowman..... | 5,962 |
| Julie Brindell Sapp..... | 8,605 | Julie Neal..... | 7,420 | Sylvia Boggs..... | 6,550 | Missy M. O'Neal..... | 5,946 |
| Julie A. Griffin..... | 8,481 | Lafreda D. Williams..... | 7,381 | Zenaida Garcia..... | 6,530 | Michelle E. Bonner..... | 5,897 |
| Linda Meier..... | 8,474 | Joli A. Dockery..... | 7,358 | Sandra A. Zavoda..... | 6,430 | Olga Coronado..... | 5,890 |
| Lynn C. Purser..... | 8,453 | Angela P. LaFrance..... | 7,358 | Patty Webster..... | 6,393 | Beth Thatcher May..... | 5,858 |
| Mariaelena Boquin..... | 8,408 | Kimberly Leigh Moore..... | 7,349 | Barbara J. Puckett..... | 6,353 | Kristi M. Anderson..... | 5,853 |
| Pam Garner Moore..... | 8,336 | Patrice Moore Smith..... | 7,331 | Maria L. Bautista..... | 6,337 | Trisha Taylor..... | 5,830 |
| Maria Claxton-Taylor..... | 8,314 | Karla Rae Plantan..... | 7,310 | Maria Elena Coyote..... | 6,313 | Denise Yates-Hernandez..... | 5,827 |
| Linda H. Rowsey..... | 8,190 | Mary Lou Ardohain..... | 7,063 | Laurieann Barclay..... | 6,299 | Cheri L. Taylor..... | 5,789 |
| Jordan Eicher..... | 8,119 | Rita Schaefer..... | 7,034 | Lorena P. Ramirez..... | 6,244 | Sandra Giraldo Kirchhoff..... | 5,755 |
| Marie E. Vlamincck..... | 8,066 | Suzanne Stogner Comer..... | 7,009 | Moleda G. Dailey..... | 6,206 | Kerri Leigh Ross..... | 5,719 |
| Robyn S. Cartmill..... | 7,964 | Kelly Inghland Brock..... | 6,933 | Jenan W. Wood..... | 6,173 | JoAnna P. Shipe..... | 5,708 |
| Miranda Kantor..... | 7,946 | Kathy A. Freeman..... | 6,931 | Rheanonda R. Johnson Gray..... | 6,137 | Candy I. Brown..... | 5,704 |
| Hilda Marrufo..... | 7,857 | Michele Semper..... | 6,924 | Ruby Garner..... | 6,134 | Pamela Brigante..... | 5,697 |
| Maria Montes..... | 7,836 | Dolores Keller..... | 6,900 | Beth S. Austin..... | 6,118 | Satarro Purnell..... | 5,690 |
| Fraida M. Klein..... | 7,821 | Sarah Louise Neal..... | 6,879 | Jessica Holzbach..... | 6,112 | Heather L. Bohlinger..... | 5,644 |
| Bridget L. Shaw..... | 7,753 | Cyelia Denise Matthews..... | 6,866 | Tracy Foltz..... | 6,108 | Brooke E. Bennett-Young..... | 5,642 |
| Marni McKenna Hendricks..... | 7,696 | Kimberly Michelle Perkins..... | 6,862 | Christine M. Jessee..... | 6,093 | Maria G. Leon..... | 5,636 |
| Jennifer Marie Ham..... | 7,664 | Randi Stevens..... | 6,782 | Petie L. Huffman..... | 6,074 | Evelyn Pirhalla..... | 5,624 |

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

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

GO-GIVE® Award

MARY KAY ASH SAID, "The Go-Give® Award is perhaps the greatest honor a Mary Kay Independent Sales Director can earn. Those who possess the Go-Give spirit are the heart of this Company and our shining hope for the future." These February award recipients best exemplify the Golden Rule – helping others **unselfishly** and **supporting** adoptees as much as unit members.



RUBY

Randi Gleason

Independent Senior Sales Director

Began Mary Kay Business

August 2002

Sales Director Debut

May 2005

Offspring two first-line

National Sales Director

Cindy Williams

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

Personal Lives in Many, La. Husband, Darold

"I am motivated to help others because this business has opened so many doors of opportunity for my family, and I want other women to have the same chance at this one life."

Independent Beauty Consultant Grace Rainer of Crestview, Fla., says, "Randi headed up a fundraiser for Hurricane Harvey victims by donating her profits. She helps her fellow man and never turns down anyone who needs the extra push in motivation and in friendship."



EMERALD

Nicole McDaniel

Independent Senior Sales Director

Began Mary Kay Business August 2004

Sales Director Debut March 2005

Offspring one first-line

National Sales Director Go-Give Area

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

Personal Lives in Rapid City, S.D. Husband, Michael; son, Mylan; daughter, Maci

"I am motivated to help others because I was blessed to see firsthand what this opportunity can do for women and families. My passion now is to pass on the Mary Kay Ash legacy that my mom passed down to me."

Independent Beauty Consultant Victoria Toner of Rapid City, S.D., says, "Nicole has blessed us with her wisdom, energy and acceptance into her unit as adoptees. She encourages and challenges us to do the dedicated work that we see her doing."



SAPPHIRE

Kristen Christen

Independent Sales Director

Began Mary Kay Business

April 2014

Sales Director Debut August 2014

Offspring one first-line

National Sales Director Go-Give Area

Honors Star Consultant; two-times Circle of Achievement

Personal Lives in Fort Wayne, Ind. Husband, Kelly; son, Walter; daughters: Robyn, Beatrice

"I am motivated to help others because I feel called to educate women on how they can be successful."

Independent Sales Director Rachel Lott of Fort Wayne, Ind., says, "Kristen provided fantastic glamour education, and I was included in all her events. I would not have my own unit if not for Kristen's excellent community of women and her personal guidance."



DIAMOND

Angie Hunsaker

Independent Senior Sales Director

Began Mary Kay Business

April 2011

Sales Director Debut

July 2012

Offspring one first-line

National Sales Director

Roxanne McInroe

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

Personal Lives in Lubbock, Texas. Husband, David; son, Ethan

"I am motivated to help others because I have been loved, supported and poured into from countless women. It is a privilege to pass on the heart of Mary Kay Ash by serving other women through the adoptee program."

Independent Sales Director Tonya Blackburn of Lubbock, Texas, says, "Angie treats others with love and respect. She leads by example in her business, church and community."

NOMINATE a well-deserving Independent Sales Director who displays the Go-Give spirit! **Three ways:**

1. Email. Include all nomination form information.
diamondmonthlygogive@mkcorp.com
emeraldmonthlygogive@mkcorp.com
rubymonthlygogive@mkcorp.com
sapphiremonthlygogive@mkcorp.com
2. Print [online form](#) (on Mary Kay InTouch® under the Contests/Promotions tab) and mail or fax.
3. Submit [online form](#) (on Mary Kay InTouch® under the Contests/Promotions tab).

.....IT'S A GUY THING

Looking for new faces to pamper? Guys like the benefits of soft, smooth skin too!

FOR THE EASYGOING GUY, KEEP IT EASY WITH MKMEN®:

- **Daily Facial Wash**, \$16
- **Shave Foam**, \$14
- **Cooling After-Shave Gel**, \$16

He also may love: **True Original® Cologne Spray**, \$36, or **Domain® Cologne Spray**, \$38

FOR THE GOTTA-HAVE-IT-ALL GUY, ADD MKMEN®:

- **Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30**,* \$24
- **Advanced Eye Cream**, \$26



Male Calls

"Men represent half the population, so it benefits us to tap into this market as we find new faces," says **Independent Future Executive Senior Sales Director Tracy Potter**. "For years, my female customers have purchased skin care for their husbands, boyfriends, dads, etc. My goal this year is to put skin care on 100 new faces, so I am reaching out even more to find male and female customers and having a great response."

Men can be just as concerned as women about their skin's specific needs. "My husband uses the **MKMen® Skin Care Regimen**, so I have firsthand knowledge and experience that I share with my male customers, and they value that personal service."

Find Faces

Tracy attends small business networking events in her area. "I introduce myself and my business and say, 'I'm working to share our fabulous **skin care on 100 new faces**.' Both men and women come up to me to inquire!"

She also meets new male customers at her gym as well as through her association with the local chamber of commerce. "My clients include insurance salesmen, doctors, attorneys and local business owners."

"I warm-chatter and ask them to tell me what they do. Then I share about my business. I've also found new customers simply because they have seen me in my pink Cadillac®."

Cadillac® is a registered trademark of General Motors LLC.

Clear Proof® Deep-Cleansing Charcoal Mask, \$24

Tracy says the charcoal mask is a game-changer. "Everyone is familiar with the benefits of charcoal, so timing is perfect to offer it."



Just like their female counterparts, her male customers come up and say, "Look how great my skin looks!"

During the holidays, a female customer purchased eight **MKMen® Daily Facial Washes** as gifts. "I packed each one in a cello bag with my business card, a men's product brochure, and a note to contact me to try other great skin care products," says Tracy. "Those are eight potential new product lovers and customers for me!"

*Over-the-counter drug product All prices are suggested retail.



Heat Up Your Business.



The Perfect Red Lip Look

Double your lip impact with both **Mary Kay® Gel Semi-Matte Lipstick** in Poppy Please and NEW **Mary Kay® Gel Semi-Shine Lipstick** in Red Smolder. **\$18 each**



Party Time!

Independent Sales Director Lisa Caltabiano, Lothian, Md., loves parties and has built her business creating fun themes. One of her faves is a *Hot Lips* party. "Women of all ages love this party, including 20-somethings who are ready to hit the town."



"HOT LIPS" HOW-TO:

- Play a game! **The Kissologist game**, on *Mary Kay InTouch®* under Party Central, is a great icebreaker.
- Let the guests try **Satin Lips®** and a selection of **Mary Kay® lipsticks and lip glosses** so they'll instantly fall in love!
- Decorate with inexpensive Valentine's-themed décor available at discount stores.
- Serve heart- or lip-shaped cookies and refreshments.
- Follow up! If the guests are new faces, this is the perfect opportunity to book a second appointment where they can learn about and try *Mary Kay®* skin care products!

Mary Kay® Gel Semi-Matte Lipstick in Poppy Please

PARTY RESULTS:

At just one party, Lisa's retail sales reached \$554. Guests brought three makeup mistakes to throw away and replace with new *Mary Kay®* products at a discount. Then the "Hot Lips" component was added **to the mix**. The guests loved **Satin Lips®**, and Lisa sold at least one lipstick to each woman, in addition to lip liners and other color products. Later, she got another order on her **Mary Kay® Personal Web Site**, and she booked three follow-up appointments.

HELP IS HERE!

Beautyextras A new *Beauty Extras* video is available on *Mary Kay InTouch®* with information about the amazing new **Mary Kay® Gel Semi-Shine Lipstick**. See all the shades on a variety of skin tones.



LEARN THE BASICS

Take the quizzes, and tell the world you've earned your **Advanced Color Consultant** designation! Available on *Mary Kay InTouch®* under **Education**.

Winterize Her Foundation!

Winter means more time indoors, so your customers aren't as golden as they were in July.

The cold weather can also mean they need a formula with more moisturizing power! Help her find her perfect match.

| <i>Skin Type</i> | <i>Recommendation</i> | <i>Finish</i> | <i>Benefits</i> |
|-------------------------|--|----------------------|---|
| Normal/Dry | TimeWise® Luminous-Wear® Liquid Foundation, \$22 | Luminous/Dewy | Provides lasting comfort and hydration. Skin looks radiant all day. Available in 23 shades. |
| Combination/Oily | TimeWise® Matte-Wear® Liquid Foundation, \$22 | Matte | Delivers all-day oil and shine control. Leaves skin with a satin finish. Available in 23 shades. |
| Combination/Oily | Endless Performance® Crème-to-Powder Foundation, \$18 | Matte | Glides on as a lightweight cream, then dries to a soft, powdery matte finish. Great for selfies and special occasions. Available in 16 shades. |
| Normal to Oily | Mary Kay® Medium-Coverage Foundation, \$18 | Natural | Lightweight liquid foundation gives stay-true, stay-put color for flawless, natural-looking, long-lasting, even coverage. Available in 16 shades. |
| All skin types | Mary Kay® Mineral Powder Foundation, \$20 | Natural | Coverage of a foundation with the comfort of a silky powder. Blends effortlessly for a flawless look. Available in 12 shades. |
| All skin types | Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15*, \$20 | Natural | Easy, out-the-door option without that “made up” look, plus sun protection and moisturizing benefits. Available in five shades. |

A Foundation's Best Friends

Offer these products for a flawless look.

Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15*, \$18

Creates the perfect canvas for a flawless foundation application. Enhances foundation benefits and extends wear.

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

Gives makeup staying power to last up to 16 hours.

Mary Kay® Blending Sponge, \$12

This pro-style tool smooths color to create an airbrush-like glow.

Mary Kay® Translucent Loose Powder, \$16

Sets foundation for a sheer, invisible finish with light-diffusing properties designed to help soften the appearance of imperfections.

*Over-the-counter drug product
All prices are suggested retail.

You Can Have It All!



**INDEPENDENT
SENIOR SALES
DIRECTOR**
Nikole Childress,
Matteson, III.

When you're consistent and work your Mary Kay business **full circle** – hold parties, sell products and share the Mary Kay opportunity – you can earn more, gain confidence and ultimately help others change their lives.

You Got This!

"When I started my Mary Kay business 14 years ago, it was all about me. I liked the flexibility, selling products and earning money. I didn't learn to work my business full circle until a few months later, while at a Mary Kay retreat. I'm an introvert and needed time to build my confidence in sharing the Mary Kay opportunity, so I **asked women** to critique me and **share their opinions**.

"The more I practiced, the more knowledgeable and confident I became. From holding skin care parties, I already knew the products practically sold themselves. So I **shared the opportunity while my customers were excited** and I had their attention. That's when my *why* changed from being all about me to being more about passing along the opportunities I had experienced, such as **personal growth, confidence** and **making a positive difference**.

“My mission is to inspire women to create the life of their dreams.”

"The **Mary Kay marketing plan is brilliant and adaptable**. You can make your Mary Kay business whatever you dream it to be. My mission is to inspire women to **create the life of their dreams**. The key word is **create** – it takes work, belief and determination, but anything is possible!"

Nikole's advice if you are ...



BRAND-NEW.

"I hold one-on-one orientations with new personal team members usually within two days of becoming an Independent Beauty Consultant. A Mary Kay business is about selling and sharing the opportunity. I coach her to work her business full circle to build a strong foundation." You can find great education on each step at MKU on *Mary Kay InTouch®*.



REIGNITED AND READY.

When Independent Beauty Consultants are ready to kick it up a notch: "I ask questions to determine what changed, her new *Why* and what she hopes to gain from her business moving forward. Together, we create a plan to make it happen with new goals and specific steps to get there, and then we

celebrate big and small wins. The beauty of this business is that it's never too late to make your dreams come true!"



HITTING A WALL.

"Sometimes something happens that causes us to stall. You can work with your Independent Sales Director or trusted Mary Kay leader to pinpoint what that is. Maybe it's a skill set like a table close that needs refining, or it's more emotional, like sharing your I-story."



"There are ups and downs in any business, but remember – with a Mary Kay business we are not alone. We are surrounded by women with experience and knowledge who want to guide and support us. That's the Mary Kay difference. It's about growing and celebrating together with every milestone."

Social Sharing

Sharing your successes can be a great social media team-building tool. And we love that you love to share everything Mary Kay! Here are a few great examples of **informational** posts shared by members of our independent sales force.

LET'S TALK ABOUT GETTING SOCIAL.

- **Informational** posts can be shared with anyone (simply sharing your love of Mary Kay products and your Mary Kay business).
- **Commercial** posts should only be shared with your customers and potential customers via a private channel such as a closed/private Facebook® group or an email, not with the general public.



Independent Beauty Consultant Toyia Franklin-Copeland, Oakland, Calif.



Independent Sales Director Alexis Gray, Springfield, Mo.



Independent Sales Director Courtney Howe, Cornelius, N.C.

Sample Scripts

So excited to share I just earned the use of my very first Mary Kay Career Car! Ask me or your Independent Beauty Consultant to find out how you can too! #teamMK #mymklife

Love that my Mary Kay business allows me to be there when my kids get home from school! Ask me or your Independent Beauty Consultant to find out how you can too! #teamMK #mymklife

I love that I can hold parties and earn an income while going to school full time! Ask me or your Independent Beauty Consultant to find out how you can too! #teamMK #mymklife



HELP IS HERE!

Learn more about Mary Kay [Social Media Guidelines](#), along with [Company-approved posts](#) that are waiting for you to share anywhere on social media! It's all in **Mary Kay InTouch®** under **Business Tools, Digital Zone.**

Facebook® is a registered trademark of Facebook, Inc.



MARY KAY CAREER CONFERENCE 2018

Whether you're new to your Mary Kay business or just need a new year reboot, join us at Career Conference 2018 for an exhilarating weekend of fun, dynamic events designed to give you the tools you need to be All In on growing your Mary Kay business.

**ONLY
\$95!**

BONUS TIMES TWO!

Register without canceling and get:

1. **\$40 wholesale/\$80 suggested retail credit** toward your first wholesale Section 1 order placed March 26 – April 30, 2018.
2. **A reduced Seminar 2018 registration fee.**

WEEK 1: MARCH 16 – 17

Bellevue, Wash.*
Charlotte, N.C.*
Denver, Colo.*
Houston, Texas*
Irving, Texas*
Lancaster, Pa.
Lansing, Mich.
Memphis, Tenn.
Minneapolis, Minn.
Reno, Nev.
Springfield, Mass.*
Virginia Beach, Va.

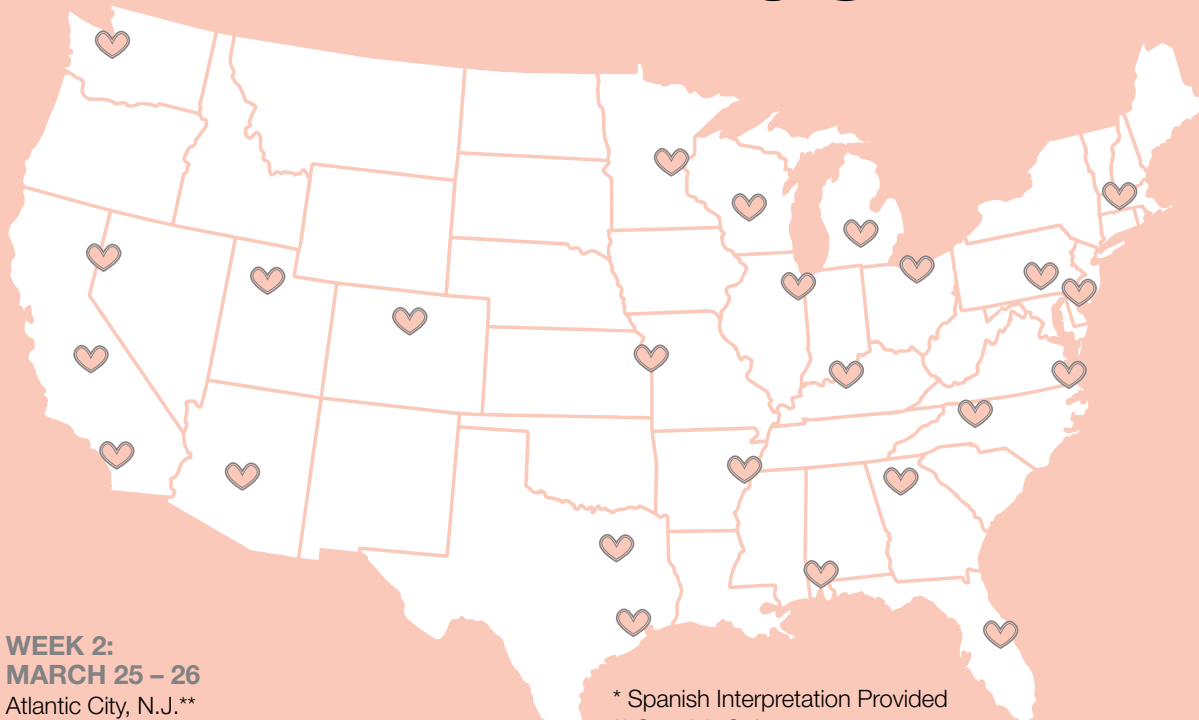
WEEK 2: MARCH 23 – 24

Atlantic City, N.J.
Cleveland, Ohio
Duluth, Ga.*
Fresno, Calif.*
Garden Grove, Calif.
Kansas City, Mo.
Louisville, Ky.
Madison, Wis.
Mobile, Ala.
Orlando, Fla.
Pasadena, Calif.**
Phoenix, Ariz.*
Sandy, Utah
Tinley Park, Ill.*

WEEK 2: MARCH 25 – 26

Atlantic City, N.J.**
Orlando, Fla.**

COMING TO A CITY NEAR YOU!



* Spanish Interpretation Provided

** Spanish Only

Show Up to Go UP!

"**WOW!** There is SO much that I love about **Career Conference!** It's the shot in the arm that you need at just the right time.

I tell my unit members that this is the one time of the year that **Mary Kay comes to us** to deliver the great motivation and education that **helps us achieve great results!**

When you attend Career Conference, you get the inside scoop on all of the **latest products** and receive education from so many **top achievers**. As an Independent Senior Sales Director, I get to meet and learn so I can lead my unit to the top. This past Seminar year, we were in the \$700,000 Unit Club! And of course, we love the **VIP Luncheon, prize drawings**, and enjoying our own unit Girls' Night Out!"



**Independent Senior
Sales Director
Bertha Lindsay,**
Augusta, Ga.



NEW FACES *take you* PLACES

Career Conference Consistency Challenge

DEC. 1, 2017 – FEB. 28, 2018



Earn this beautiful bracelet featuring the power word FOCUS!
Get details on *Mary Kay InTouch®* under Contests.

For the latest updates, download the **Mary Kay® Events** App.



MARY KAY®

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MARY KAY INC.



REACH FOR THE STARS!

LET NEW FACES AND \$600
ORDERS TAKE YOU PLACES,
LIKE STAR CONSULTANT
STATUS. SET YOUR GOALS
AND GET TO WORK!
PRIZES LIKE THESE ARE
WAITING FOR YOU!



ruby
2400

10-Piece
Punch Bowl Set



pearl
9600

Couler Four-Light
Chandelier



pearl
4300

kate spade new york®
Deco Dot Dinnerware
(12-piece set, 14-inch platter
and 4 fruit bowls)



diamond
3000

Anne Klein®
Perfect Medium Tote

sapphire
1800



Beaded Necklace
and Earrings Set

Get all the details on *Mary Kay InTouch*®
under the Contests/Promotions tab.

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Anne Klein® is a registered trademark of Nine West Development LLC.
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