Make Your Plans Now!

“It only takes a spark to get a fire going.” How true! And that spark has been found hundreds of times at Career Conference as Independent Beauty Consultants learn from the best of the best. Motivation, education, recognition – all in one place. You can plan to register in early February on the Mary Kay InTouch® Web site. Click on the Career Conference 2007 logo. The locations who meet their registration goals by Feb. 28, 2007, will be entered into a drawing to win an appearance by Ryan Rogers and a special Movin’ On Up reception he will host at that Career Conference location.

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

Make Your Plans Now! New Year, New Thighs

Thanks to the TimeWise® Cellu-Shape™ Contouring System

Get Maximum Comfort and Shine With MK Signature™ NourShine™ Lip Gloss

Team-Building Tips to Share

MARY KAY
Mary Kay Inc.
P.O. Box 799045
Dallas, TX 75379-9045
Take the TimeWise® Cellu-Shape™ Contouring System Sales Challenge!

Achieving the TimeWise® Cellu-Shape™ Contouring System Sales Challenge by Feb. 28, 2007, could earn you Career Conference 2007 recognition and help you reach the goals you’ve been going after all year! Independent Beauty Consultants and Independent Sales Directors who:

• Sell at least 30 TimeWise® Cellu-Shape™ Contouring Systems* by March 15, 2007, will receive a beautiful necklace, complete with an empowered charm bearing the inspiring words, “Be Great!” Complete the challenge, and your necklace will be delivered right to your door.
• Sell at least 30 TimeWise® Cellu-Shape™ Contouring Systems* by Feb. 28, 2007, will be honored among all the attendees at Career Conference 2007 with an exclusive name badge ribbon and standing recognition. Just imagine the applause!
• Are No. 1 at their Career Conference locations by selling the most TimeWise® Cellu-Shape™ Contouring Systems* will receive the gorgeous Kathy Van Zeeland red leather handbag pictured here.

*BizBuilders quantities received as part of the Nov. 16 – Dec. 15, 2006, bonus count toward qualification. Individual Cellu-Shape™ products will not count toward this challenge.

And when you achieve the TimeWise® Cellu-Shape™ Contouring System Sales Challenge, you will be on-target to attend a special reception at Seminar 2007. This is just the beginning! Soon you’ll be hearing about a sister sales challenge, where the rewards keep adding up. Stay tuned for details!

For more details on BizBuilders and new Independent Beauty Consultant bonuses, see Page 19.

Take advantage of the opportunity!
All orders for the TimeWise® Cellu-Shape™ Contouring System placed through March 15, 2007, count toward recognition.*
Go-Give® Award Congratulations to the winners for January 2007.

The Go-Give® Award is given in memory of Independent National Sales Director Sue Z Vickers to recognize Independent Sales Directors who best exemplify the Golden Rule, helping others unselfishly and supporting adoptees as much as unit members.

If you know an Independent Sales Director who has displayed the Go-Give® spirit, why not nominate her for the monthly Go-Give® Award? The Go-Give® nomination form is available on the Mary Kay InTouch® Web site. Select "More Resources" located under "LearnMK®" Select "Recognition," then click on "Sales Director Go-Give® Award Nomination Form."

The latest research shows that women think of beauty as part of their whole health, a way of creating that "healthy feeling." Their personal appearance means a lot to them when it comes to looking and feeling healthier. That's where you come in! Women of all generations need easy, simple ways to buy beauty especially during this busy time of year.

You can start helping your customers look and feel their best with skin care products that cater to their every need — from head to toe.
The TimeWise® Cellu-Shape™ Contouring System works around the clock to fight cellulite with an advanced, multitargeted approach. A powerful blend of ingredients, including botanicals, reduces the amount of cellulite-causing cells, improves micro-circulation and strengthens the skin support system, which is essential for skin that looks firmer and more toned.

Applause  January 2007

2   Applause  January 2007

23

23

And there's more news to share...

After four weeks, 81 percent of women had firmer skin. After eight weeks, 70 percent of women had skin with greater elasticity. After 12 weeks, 100 percent of women had smoother skin.

**These are the proven results in a double-blind, controlled clinical study at an independent laboratory.**

The proven results in a double-blind, controlled clinical study at an independent laboratory.
For maximum results, she should use the
With these products, there's no need for
In addition to the dramatic benefits seen by

<table>
<thead>
<tr>
<th>Name</th>
<th>Commission</th>
</tr>
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<tbody>
<tr>
<td>Beth H. Piland</td>
<td>8,085.28</td>
</tr>
<tr>
<td>Harry S. Sharp</td>
<td>10,994.99</td>
</tr>
<tr>
<td>Dorothy Boyd</td>
<td>11,312.67</td>
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<tr>
<td>Gina Beck</td>
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<td>Connie Nutt</td>
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<td>Naomi Mitchell</td>
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<tr>
<td>Sandy Leeding</td>
<td>7,591.79</td>
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<tr>
<td>Kathleen L. Hower</td>
<td>9,718.21</td>
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*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 TO THE MARY KAY INTOUCH® WEB SITE 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.

LaRonda L. Daigle 11,167.22
DIAMOND

<table>
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<tr>
<th>Name</th>
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<tr>
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<td>Lisa Steen</td>
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<td>Rrita Shafer</td>
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<td>Anni Connelly</td>
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<td>Jenny Simmons</td>
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<td>Suzanne T. Young</td>
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<td>Norma L. Lee</td>
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<td>Marla W. Campbell</td>
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Listed below are the Independent Sales Directors who earned the top 100 commissions and bonuses in September from each Seminar area. Names

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Laura A. Kattenbraker</td>
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<tr>
<td>Sherrie L. Clemons</td>
<td>8,670.81</td>
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<td>Mary A. Aliice  DDeell 8,510.23</td>
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Want to Know

- For maximum results, she should use the TimeWise® Cellu-Shape™ Contouring System as a daily regimen.
- With these products, there’s no need for heavy-duty rubbing. Just gently massage into the skin.
- The powerful mix of ingredients strengthens the skin’s support system so cells are less able to cause dimpling on the surface.
- It helps level out lumps and bumps and leaves skin feeling perfectly hydrated all day.
- The benefits could add up. If she lost up to 1 inch on each thigh, that could mean up to 1 inch overall.
- In addition to the dramatic benefits seen by dermatologists in clinical testing, six out of 10 women in consumer testing saw skin that was significantly firmer, smoother and more toned in just three weeks.

![TimeWise Cellu-Shape Contouring System, $55](image-url)
Q. What is the order of application?
A. Your customer should gently massage in TimeWise® Cellu-Shape™ Daytime Body Moisturizer over her entire body in the morning. In the evening, she should gently massage in TimeWise® Cellu-Shape™ Nighttime Body Gel to trouble spots (multichannel-prone areas). Unlike competitive products, there's no need for any heavy-duty rubbing. To help deliver the most dramatic results, the TimeWise® Cellu-Shape™ Nighttime Body Gel takes advantage of the time that your body naturally uses to rest, rebuild and repair. This formula completes the firming and toning process, strengthening the skin support system in problem areas so the visible signs of cellulite are minimized. This product also moisturizes skin so it feels silky-smooth to the touch.

Q. How does the system work?
A. Extensive testing in our Mary Kay Skin Care Laboratories found that the innovative ingredients reduce the amount of cellulite-causing cells, stimulate cellulite activity and strengthen the skin support system so cells are less able to cause dimpling on the surface. The system also is formulated to improve microcirculation. The sooner your customers start using it, the sooner they'll see results.

Q. Why introduce these products now?
A. Mass to prestige companies are offering anti-cellulite products. Research for this product was spearheaded by the Mary Kay Cellular Innovation Team. Research shows that the winter/spring season is the best time to launch a moisturizing and cellulite-fighting body product as customers prepare for the warm months ahead.

Q. How do the system's two products work individually?
A. The body behaves differently at night than it does during the day, and it needs two different formulas. The TimeWise® Cellu-Shape™ Daytime Body Moisturizer is a supercharged formula that stimulates cellular activity significantly increases the skin’s hydration level and begins the firming and toning process to help deliver the most dramatic results. The TimeWise® Cellu-Shape™ Nighttime Body Gel takes advantage of the time that your body naturally uses to rest, rebuild and repair. This formula completes the firming and toning process, strengthening the skin support system in problem areas so the visible signs of cellulite are minimized. This product also moisturizes skin so it feels silky-smooth to the touch.

Achievement Circle Listed is the ranking of the top 100 Independent Sales Directors in each Seminar area based on their September 2006 estimated unit retail production.
meet your NSD

**PEALR**
- Anna Hart
- Mary Davis
- Linda Thompson
- Tonya Macon
- Fabiola Tovar
- Camilla Briles
- Mary Flor
- Lisa Perlman
- Sara Zera

**DIAMOND**
- Kayne Wuest
- Tcia Price
- Charmaine Zaccaria
- Terri Miller
- Montserrat Lashley
- Cara Dwyer
- Terri Ann TrammELL
- Catherine Church
- Valerie Pajaro

**RUBY**
- Sarah Brown
- Carol DeLuna
- Jennifer Covert
- Andrea Jacobson
- Elizabeth Hickey
- Melissa Salvador
- Caryn Haden
- Tamar Oren
- Jody Capalino
- Kelly McCarroll
- Katie Walley
- Renee D. Hackleman
- Sharilyn G. Phillips
- Cindy Towne
- Nancy M. Ashley
- Pamela A. Fortenberry-Slate
- Cheryl J. Davidson
- Kirk Gillespie
- Elizabeth Sapanero
- Judy Kawiecki
- Wanda Dalby
- Shirley Oppenheimer
- Ronnie D’Esposito Klein
- Pam Gruber
- Linda C. Toupin
- Judy Newton

**SAPPHIRE**
- Joyce Z. Grady
- Diane Underwood
- Nancy Perry-Miles
- Ronnie D’Esposito Klein
- Wanda Dalby
- Helene Reiners
- Linda Toupin
- Judy Newton

**EMERALD**
- Annette Moore
- Melinda Myers
- Karen Kratochvil
- Sharon L. Buck
- Shannon C. Andrews
- Jo Anne Barnes
- Helene Reiners
- Judie McCoy
- Rosa Enríquez
- Jana Cox

**Diamond Club**
- Malinda Cameron
- Debra Raquette
- Joani Dixon
- Carmen Brozniak
- Louise Dillion
- Dian Morris
- Jennifer Leach
- Mike LeFever
- Dawn Philips
- Gail Michaud
- Tracie Stoneman
- Jennifer Williams
- Randi M. Colletti
- Kathy’s Beauty Company
- Barb Dreyer
- Patricia Phillips
- Susan H. Miller
- Beth G. Simon
- Jennifer Massella
- Julie Milliken
- Lisa Hardison
- Alane Gelehrter
- Andrea J. Hashman
- Elizabeth White
- Cindy K. Young
- Sharon K. Harmon
- Ginger Beckwith
- Amy J. Scoby
- Sherri J. Shapiro
- Jill D’Ambra
- Dana M. Reis
- Sandra B. Roost
- Sue Williams
- Maria Blanca
- Elizabeth T. McDowell
- Erica H. Pizzolato
- Kari Steinhart
- Michelle A. Lobert
- Tracie Little
- Michelle A. Lobert
- Kari Steinhart
- Cara Luck
- Leslie K. Walker
- Jeanine M. Jenkins
- Jennifer Mathers
- Amy C. Cabeza
- Jamie D. Deaver
- Kim C. Littrell
- Jessica C. Waddell
- Linda C. Poulin
- Jennifer A. Rose
- Karen A. Haynes
- Sarah M. Bussey
- Sue B. Economides
- Sonya Hester Meinke
- *Bronze Honor Roll* - **Sapphire Award**
- Denotes Executive NSD
An Important Reminder: Directory Advertising and Your Mary Kay Business

Please remember that only Independent Sales Directors may advertise their Mary Kay businesses in a telephone directory. However, they can do so only through a vendor authorized by Mary Kay, Inc. You can be sure you're receiving an authorized solicitation from the Mary Kay Directory Advertising Department if it features the official Mary Kay logo. Mary Kay Inc. does not authorize any online directory advertising.

Independent Beauty Consultants are not authorized to list their businesses or residential service telephone numbers in any White Pages or Yellow Pages directories — whether published by telephone companies or private publishing companies — in any way in connection with the Mary Kay Inc. Company-owned trade names, trademarks or corporate name. For more information, go to the Mary Kay In Touch® Web site, then click on “Applause® Online.”

Prepare for Success With the Ready, Set, Sell! Bonus

Don’t forget, the Ready, Set, Sell! product bonus for new Independent Beauty Consultants is waiting to help your new team members jump-start their businesses. Here are the suggested retail values of the bonuses available from June 16, 2006, through June 15, 2007. Refer to the Ready, Set, Sell! Inventory Options for New Consultants brochure for full details. Beginning with this issue, you can find the Ready, Set, Sell! bonus values for the quarter printed in this issue of Applause® each quarter — January, April, July and October.

INITIAL WHOLESALE SECTION 1 ORDER: $600 NEW CONSULTANT PRODUCT BONUS SUGGESTED RETAIL VALUE: $114
$1,200 $217
$1,800 $325
$2,400 $447
$3,000 $581
$3,600 $686

Remember, sales tax is required on the suggested retail value of the bonus. Qualify for the signature look gift? Please add the $111 suggested retail value to the bonus value. Include the total bonus value in the amount subject to sales tax on the Consultant order form.

BizBuilders Bonuses!

Free products with each qualified order! See these bonuses, quantities and values, available when you place a product order Dec. 16, 2006 – Jan. 15, 2007.**

<table>
<thead>
<tr>
<th>Total Section 1</th>
<th>Month 1 Bonus*</th>
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<tbody>
<tr>
<td>$400 sugg. retail/ $200 wholesale</td>
<td>1 Travel Roll-Up Bag</td>
<td>$80</td>
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<td>$400 sugg. retail/ $200 wholesale</td>
<td>2 Travel Roll-Up Bags</td>
<td>$160</td>
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<tr>
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<tr>
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Although these BizBuilders bonuses are not available to new Independent Beauty Consultants with their initial orders, they are eligible for Ready, Set, Sell! product bonuses (see the Ready, Set, Sell! bonus chart above).

Hot Hostess Gift Goes Regular Line!

You and your customers loved the lighted Hostess Magnifying Mirror as a limited edition hostess gift beginning with the Dec. 16 Consultant order form. You can order it, with pink travel bag and batteries, as a regular-line item from Section 2 for $11!!

New E-Mail Process: Customers Are “In”

Now you can send customers e-mail as soon as you enter their e-mail addresses into myCustomers®! Plus, each new e-mail address you add to myCustomers® automatically receives an e-mail inviting that customer to subscribe to your e-mail. Customers who select “yes” will help ensure delivery to their in boxes. You have the ability to resend this invitation whenever necessary, so if customers do not respond or stop receiving e-mail you can click the “Unsubscribe” button next to the e-mail address to resend the invitation. Now you have more power to strengthen customer relationships!

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Now you can send customers e-mail as soon as you enter their e-mail addresses into myCustomers®! Plus, each new e-mail address you add to myCustomers® automatically receives an e-mail inviting that customer to subscribe to your e-mail. Customers who select “yes” will help ensure delivery to their in boxes. You have the ability to resend this invitation whenever necessary, so if customers do not respond or stop receiving e-mail you can click the “Unsubscribe” button next to the e-mail address to resend the invitation. Now you have more power to strengthen customer relationships!
Today, more than 16 million Independent Beauty Consultants around the world enrich the lives of women by sharing Mary Kay® products and the Mary Kay® business opportunity. As Mary Kay said so many times, “No greater opportunity for women exists than the one we offer.”

We know your belief in Mary Kay and her Company is unshakeable. While we also know your “blood runs pink,” there are others who may approach you, your unit members or your customers with negative information about Mary Kay® products or the opportunity in an attempt to advertise their own products or opportunity. You may want to keep the following responses in mind:

• Stay true to what we know. “With products of the highest quality and an unparalleled business opportunity, it’s easy to see why more than 16 million women throughout the world sell Mary Kay® products. And our recent research shows that women who use Mary Kay® products love them! In fact, the Company achieved $2.2 billion in wholesale sales.”

• Confidence comes with knowledge and experience. If you’re approached with a product or product ingredient unfamiliar or misconceived, you might say something like, “It’s interesting that you should say that. With more than 40 years of experience in the industry, Mary Kay continues to meet customer demands in an ever-changing environment. I know our laboratories carefully evaluate and select our product ingredients from around the world. Through significant knowledge and experience, Mary Kay confidently delivers high-performance, clinically tested and — the safest — products to our valued customers.” You also can direct customers to The Science Behind the Beauty Web site or www.marykay.com.

• Take the high road. Mary Kay never “knocked” the competition. She felt that the most valuable assets we carry with us are our integrity, our reputation and the good, honest name upon which we can build our future. Why not consider what it says about someone else if she has to tear herself down to make herself look good? You might want to share something like, “Are you interested in pursuing an opportunity with a company that only speaks of its own products or a company that uses scare tactics and negativity to sell its products?” With responses like these, you may just cause someone to step back and think about their own opportunity!

• Follow the Golden Rule. When approached by others who may choose to use the above-described tactics relating to Mary Kay® products, commission program and/or other incentive programs, you may be tempted to create your own version of a comparison between Mary Kay® and another company and share it with potential team members and/or your sister Independent Beauty Consultants via e-mail or in flyers or other written materials. Creating these types of materials on your own can be risky because you may be inadvertently misstating facts about another company. Disseminating such information can not only cause legal scrutiny for both you and Mary Kay, but it also contradicts the Golden Rule philosophy upon which the Mary Kay® opportunity was built. You certainly don’t want other companies disseminating incorrect facts about Mary Kay, as it is wise to avoid putting yourself in a situation where you may inadvertently do the same thing to another company!

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• Confidence comes with knowledge and experience. If you’re approached with a product or product ingredient unfamiliar or misconceived, you might say something like, “It’s interesting that you should say that. With more than 40 years of experience in the industry, Mary Kay continues to meet customer demands in an ever-changing environment. I know our laboratories carefully evaluate and select our product ingredients from around the world. Through significant knowledge and experience, Mary Kay confidently delivers high-performance, clinically tested and — the safest — products to our valued customers.” You also can direct customers to The Science Behind the Beauty Web site or www.marykay.com.

• Take the high road. Mary Kay never “knocked” the competition. She felt that the most valuable assets we carry with us are our integrity, our reputation and the good, honest name upon which we can build our future. Why not consider what it says about someone else if she has to tear herself down to make herself look good? You might want to share something like, “Are you interested in pursuing an opportunity with a company that only speaks of its own products or a company that uses scare tactics and negativity to sell its products?” With responses like these, you may just cause someone to step back and think about their own opportunity!

• Follow the Golden Rule. When approached by others who may choose to use the above-described tactics relating to Mary Kay® products, commission program and/or other incentive programs, you may be tempted to create your own version of a comparison between Mary Kay® and another company and share it with potential team members and/or your sister Independent Beauty Consultants via e-mail or in flyers or other written materials. Creating these types of materials on your own can be risky because you may be inadvertently misstating facts about another company. Disseminating such information can not only cause legal scrutiny for both you and Mary Kay, but it also contradicts the Golden Rule philosophy upon which the Mary Kay® opportunity was built. You certainly don’t want other companies disseminating incorrect facts about Mary Kay, as it is wise to avoid putting yourself in a situation where you may inadvertently do the same thing to another company!

When Mary Kay Ash founded her Company she began with the highest ideals. The Company would operate on the premise of the Golden Rule, with honesty and integrity as its cornerstone.

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Cold, dry winter air can leave skin thirsty for the moisture that will leave it feeling soft and looking healthy. You might want to contact customers to find out if the season has left their skin feeling drier than usual so that you can recommend a change in their Miracle Set (from combination to oily to normal to dry) or to add one of these extra hydration products. And don’t forget foundation! Consider providing customers with samplers if their shade needs have changed or if they should switch from Medium-Coverage to Full-Coverage Foundation. Check with Satin Lips® Lip Mask, then moisturize with Satin Lips® Lip Balm to keep lips soft. $18

All prices are suggested retail.

Movin’ On Up Challenge: Give Your Business a Beautiful Boost

Move ahead and look great doing it! Achieve and maintain a new step on the career path of Star Recruiter, Team Leader or Future Independent Sales Directors including Sales Director-in-Qualification, from Mar. 30, 2006, to Feb. 28, 2007, and you’ll be awarded an exclusive logo pin enhancer with beautiful red crystals — the first time colored crystals have been offered. But that’s not all. You’ll also receive a name badge ribbon and onstage recognition at Be Bold! Career Conference 2007. For details, go to the Mary Kay InTouch® Web site. Build your team, boost your business and color your success with recognition!

Secure Your Customers’ Information!

Imagine changing an item at a store and learning later that your credit card number was made public or lost. We all would feel violated. As stories of similar data mishaps make the news these days, it’s timely to remember your responsibilities as an independent business owner.

It’s up to you alone to confidentially collect, store and maintain customer information while growing your business. Remember, yourCustomers® currently is not designed to store credit card information. Therefore you should not attempt to store sensitive information there. It’s important that you take steps to ensure the security of such data. Following are some reminders to consider when storing sensitive data:

• Access to hard copies of documents containing credit card or other sensitive information should be carefully controlled. If you maintain such information in a hard-copy format, consider storing it in a locked cabinet with access to others on a need-to-know basis only. If you maintain sensitive information on your personal computer, you’ll want to ensure that access to such information also is carefully controlled through passwords and other protective measures.

• Consider consulting with a tax or legal adviser about how long you should maintain receipts or other documents containing sensitive information. When it’s time to dispose of such information, ensure that these documents are shredded or otherwise properly destroyed. This would include taking appropriate measures to ensure that electronic data stored on your personal computer has been completely erased.

• Consult with your tax or legal adviser regarding state and/or federal laws that may apply to your current business practices relating to the storage of sensitive customer information.

Remember, as an Independent Beauty Consultant, you are a small business owner. The more you keep that in mind, the more likely you’ll be to prevent unauthorized access to or improper use of sensitive information. Your customers are depending on you!

Independent Beauty Consultants may receive one or both of the following two documents:

• An Internal Revenue Service (IRS) form 1099-MISC for Independent Beauty Consultants and Independent Sales Directors who receive commissions, prizes or awards during the year. The Income Advisory Statement lists total commissions earned, total prizes and awards and, Career Car information (gross income amount and amount paid by Mary Kay Inc.). You also will receive an Income Advisory Statement if you meet the requirements for a form 1099-MISC.

• A 1099-Neclation statement for Independent Beauty Consultants who receive at least $500 in Company prizes or awards during the year. The Income Advisory Statement lists total commissions earned, total prizes and awards and, Career Car information (gross income amount and amount paid by Mary Kay Inc.). You also will receive an Income Advisory Statement if you meet the requirements for a form 1099-MISC.

You should keep detailed records to support this income and expense information. These records may include, but are not limited to, sales tickets, packing slip/invoice included with each wholesale order, monthly commission and bonus statements, and business expense receipts. You also should perform a physical count of the inventory that you have in stock as of Dec. 31, 2006.

The Company suggests using an accountant or personal tax adviser who is familiar with federal, state and local laws to advise and assist you in filing your federal and state income tax returns as well as, but not limited to, any gross receipts, excise, business and occupation, sales, use, property or other taxes you may owe. For additional information about taxes, go to the Mary Kay InTouch® Web site and choose “Talk to an Expert.” Then select “Tax and Legal.” In early February, this section also will include Tax Essentials for 2006. The Company’s guide to assist you in the preparation of your federal income tax return it relates to your Mary Kay business.

Beginning Jan. 31, 2007, all Independent Beauty Consultants may earn their 2006 wholesale purchases, prizes, awards and commissions from the Company on the Mary Kay InTouch® Web site. Click on “MyBusiness,” and select “Reports” to access your Income Advisory Statements.

Beginning Jan. 31, 2007, you also may send a personally signed tax request to Consultant Records at (972) 687-1612 or mail a personally signed, written request identifying the specific information needed. Be sure to include your Consultant number and your current address. Please allow 10 business days from the time it is received to process your request. Requests should be sent to: Mary Kay Inc., Consultant Records, P.O. Box 799045, Dallas, TX 75379-9045.

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Reflections From Mary Kay

“Make TNT – today, not tomorrow – your watchword. Force yourself to take action. Remember that our success depends not so much on the degree of talent we possess, but, instead, on the degree to which we use the talent and resources we have. Fear of rejection or failure so often places stumbling blocks in our path and keeps us from attaining the greatness that can be ours.”

–Mary Kay Ash

Dates to Remember

This Month:

Dec. 15: Postcard deadline for Quarter 2 Star Consultant quarterly contest and to earn the Month 3 bonus. Early ordering of the new Winter 2006 promotional items begins for all Independent Beauty Consultants. Last day to enroll online for the Winter 2006 Preferred Customer Program mailing of the Renew You/Month 2 brochure. Last day for customers to take advantage of the Fall/Holiday 2006 gift with purchase. Last day for Independent Sales Directors to register for the Great! Leadership Conference 2007.
Dec. 18: Winter 2006 Preferred Customer Program online enrollment and mail enrollment prize selection available.
Dec. 22: Winter 2006 Preferred Customer Program mailing of The Look begins. (Allow 7-10 days for delivery.)
Dec. 25: Christmas Day. All Company and branch offices closed. Postal holiday. Postmark deadline to earn the Month 1 product bonus.
Dec. 26: Company holiday. All Company and branch offices closed. Postal holiday.
Dec. 31: Virtual gift of the week online event ends.

Next Month:

Jan. 1: New Year’s Day. Postal holiday. All Company and branch offices closed.
Jan. 5: Martin Luther King Jr. Day. Postal holiday. Postmark deadline to earn the Month 1 product bonus.
Jan. 16: Winter 2006 Preferred Customer Program mailing of the Renew You brochure begins. (Allow 7-10 days for delivery.)
Jan. 20: December Career Car qualifier paperwork due to Company.
Jan. 22: Winter 2006 Preferred Customer Program mailing of The Look begins. (Allow 7-10 days for delivery.)
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Postcard valid for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month.
Online Sales Director-in-Qualification Commitment Form available beginning 6 a.m. Central time.
Last day to submit online Sales Director-in-Qualification Commitment Form.
Last day of the month for Beauty Consultants to place online orders (until midnight Central time).
Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail or dropped off at all the branches must be received by 7:30 a.m. local time to meet board.
Last day of the month for Beauty Consultants to place telephone orders (until midnight Central time).
Online Independent Beauty Consultant Agreements accepted until 7 p.m. Central time.

Mary Kay® Intense Moisturizing Cream
Customers can lavish dry skin for a radiant look and unbelievably soft feel. This luxurious cream leaves skin feeling hydrated for up to 10 hours as it infuses a marine extract, vitamin E and minerals such as copper, magnesium and zinc that help nourish skin beautifully. $30

Mary Kay® Oil-Free Hydrating Gel
Customers with normal to oily skin may not think about an added moisturizer, but the right product can help keep the skin’s moisture in balance for up to 10 hours. $30

Mary Kay® Extra Emollient Night Cream
This fragrant, translucent cream for very dry skin helps to maintain the natural moisture of the face. Customers can use it in the evening to replenish hydration in dry patches – even on the hands, elbows and feet! $11

Advanced Moisture Renewal® Treatment Cream
You can offer customers the chance to increase the skin’s hydration and its resiliency, firmness and elasticity with this delicate ivory lotion. Applied day, night, or both, it replenishes essential intercellular lipids and reinforces the skin’s own moisture-retention capabilities. $19

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You know that feeling when something in your day reminds you how glad you are you made the “Mary Kay” decision? Here are a few more reasons to get glowing!

The trip-ready Travel Accessories Set hostess gift and luscious MK Signature™ Just Glossy™ Set gift with purchase are bound to bring sales and bookings to brag about! Once you engage your customers, it's easy to remind them about your Mary Kay® Personal Web Site and the virtual gift of the week event, going on throughout the month of December. So fasten your seat belt and get in gear for a record-smashing quarter. And virtual gift of the week event, going on throughout the month of December.

You'll want to tell your customers how they can receive the fabulous and functional Travel Accessories Set containing a travel wallet, passport cover and luggage tag — already organized in a sheer organza bag. All just for hosting a skin care class (with $200 in total sales and one booking). Whether your customers rack up frequent flyer miles or simply have the need to stow, they'll love it! Hostess Gift, $10

“Donna-logue” Breaks the Ice!

Need an opener? “Hi, (Susie Customer)! This is Donna Meixsell, your Mary Kay® Independent Beauty Consultant. Do you have a quick minute or are you busy with your family? If she’s busy, I call back later if she has time. I continue! Great! Susie, the reason I’m calling is to make sure you received the Mary Kay® brochure, The Look that I sent you deep-digging (me) and to see what you think about the free gift with purchase. Did you see the (free gift)? Great! What did you think about it?”

But What If …

Your customer says she didn’t receive the mailing? “Someone else in the house may have accidentally tossed it, but you can turn it around,” says Donna. “That’s the time to refer her to your Mary Kay® Personal Web Site and book an appointment to share new or limited-edition products in person. I would also remind her that the gift with purchase is only available for a limited time.”

Closing Lines

“Always end your call on a positive note,” advises Donna. “No matter what your customer has said during the conversation, if she’s not interested in purchasing or looking at that time, you can say, ‘Susie, thank you for being one of my favorite customers. Whenever you need anything, remember I’m here for you. I’ll check on you again (later, next month, etc.) to see if you need anything to keep you looking great! In the meantime, call me or go to my Mary Kay® Personal Web Site. OK? Talk to you soon, Susie.”

Simply following up after your customer receives The Look can put a fresh face on your business. Have you ever postponed calling a customer because you thought you might be bothering her and when you did call, you sounded hesitant when you meant to sound happy? Maybe you just need to “get into it!” Mary Kay Ash had the key. “The person who is enthusiastic exercises a magnetic influence over those with whom he or she comes in contact. To become enthusiastic, act enthusiastic. It could easily revolutionize your life.” There’s no better time to practice this principle than after your customer receives The Look. Independent Elite Executive Senior Sales Director Donna Meixsell, a member of the prestigious Million-Dollar Circle of Excellence and a Triple Star in 1999, knows how enthusiastic follow-up can brighten your business. And she offers more great insight on customer communication...

Don’t miss the follow-up dialogue ideas on Page 15!
Adding Links to the Legacy

Five moves in 10 years taught Independent Senior National Sales Director Joanne Bertalan a lot about starting over. So when her husband’s career change landed them in Miami, Fla., in 2000, she was prepared for the challenge. “Talk on the street” wasn’t so optimistic. “Everyone said to forget about it,” she recalls. “I didn’t speak Spanish, and people thought it would be hard to get established. But I didn’t listen!”

With Joanne’s passion for spreading the word, plus her dedication to 3+3+3, she soon was booking and holding skin care classes and success events. Independent National Sales Director Dacia Wiegandt, who had trained as a teacher, turned up as a guest one night. “Dacia heard the marketing plan and signed her Independent Beauty Consultant Agreement on the spot,” says Joanne. “She didn’t listen to negatives either, and look where she is today. And Auri and Tanya and Mayra. The legacy, like a strong chain, continues to grow.”

Joanne’s own persistence led her to be named the Queen of Sharing at Seminar just one year after her move to Miami. “The Mary Kay message is not only timeless, it crosses borders and boundaries, languages and cultures. Just keep working 3+3+3, and you can’t go wrong!”

What is 3+3+3? It’s a formula that many independent sales force members know is the key to their success. It’s $300 in new retail sales, three skin care classes and three team-building appointments each week.

Drive Them There in Style

Easy things make even more sense in today’s hurried world. The simplicity of a Mary Kay® Personal Web Site is an uncomplicated reason for your customers to shop with you. The ability to browse all your great offerings 24/7, from the cozy comfort of home, promotes you as a full-service, customer-friendly retailer dedicated to making women even more beautiful. And when customers discover the gift of the week online, “convenience” becomes compelling! From Dec. 1 to Dec. 31 they’ll be wowed with a different featured product, perfect for gift giving, each week they visit your Mary Kay® Personal Web Site. We’ve even provided an MKeCard® invitation (one for every week of the event) beginning Dec. 1 so that you can spread the great news. Send the MKeCard® to current customers and mention this online event when warm chattering potential customers! That’s all you need to do to participate! But it’s only for Personal Web Site subscribers. Don’t have a Mary Kay® Personal Web Site? To subscribe, just log on to the Mary Kay InTouch® Web site and click on “Preferred Customer Program” under myCustomers®.
The Legacy Grows On

Years ago, Mary Kay Ash sent a letter to her Independent Sales Directors in which she urged them to continue perpetuating her dream. “The Mary Kay opportunity has opened the door to rich and fulfilling lives for thousands of women,” she wrote. “You can help pass the information I had learned about this dynasty on to others; and in doing so, your own dreams will come true!”

The women featured here, from the Independent National Sales Director Dacia Wiegandt Area, made Mary Kay’s dream their own, despite self-doubts and the doubts of others. Mentored by both Dacia and Independent Senior National Sales Director Joanne Bertalan, they accomplished their goals. You’re part of Mary Kay’s dream, too, and you, too, can further her personal vision, goals. You’re part of the opportunity that was enriching my own life. Not to share would be selfish.”

Before long, Auri learned that “no” just means “next.” “Don’t take rejection personally,” she advises. “Sometimes people aren’t ready right then but will be later!” She also learned that team building requires no secrets. “The fall holidays can be surprisingly fruitful, despite what some say. That’s when people traditionally re-evaluate the direction their lives are taking. When women see us at skin care classes or open houses, enjoying rewarding relationships as well as sales, they’re more receptive.”

Auri has witnessed firsthand the life-changing power of the Mary Kay opportunity. “One Independent Beauty Consultant lost her husband to a heart attack three weeks after she started her business. She left her teaching career to work her Mary Kay business full-time and stay home with her two-year-old baby. Another woman’s husband lost his job two days after she started her Mary Kay business. She continued working full-time, selling Mary Kay products, on the side, and soon she earned the use of her first Career Car. She resigned her position to work her Mary Kay business full time. This opportunity changed these women’s lives. You can’t help feeling good about passing on something that significant.”

Put Your Heart Into It

“Put Your Heart into It”

Tanya says method is as important as message. “The marketing information is vital, but how you present the information can be even more important. Be excited! Be passionate! Own it! Be a great storyteller and put your heart into it!” Smoothing delivery requires practice, practice, practice. Ideally, it should sound natural, not rehearsed.”

But her motivation goes deeper than impressing strangers. “Why should I build a team?” Tanya National Sales Director, says method is as important as message. “The marketing information is vital, but how you present the information can be even more important. Be excited! Be passionate! Own it! Be a great storyteller and put your heart into it!” Smoothing delivery requires practice, practice, practice. Ideally, it should sound natural, not rehearsed.”

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The women featured here, from the Independent National Sales Director Dacia Wiegandt, Area, made Mary Kay’s dream their own, despite self-doubts and the doubts of others. Mentioned by both Dacia and Independent Senior National Sales Director Joanne Bertalan, they accomplished their goals. You’re part of Mary Kay’s personal vision, and you, too, can further her dream — one woman, one life at a time — as sharing yields riches received.

For Tanya, success hinges on sharing the product and sharing the opportunity. When she leaves her house in the morning, these two goals guide her steps.

“Put Your Heart Into It”

Tanya says method is as important as message. “The marketing information is vital, but how you present the information can be even more important. If you’re excited, people will feel that energy and they’ll be impressed,” she says.

But her motivation goes deeper than impressing strangers. “Only when you truly embrace and envision the opportunities this business offers for your own life can you effectively share it,” says Tanya. “That’s when you know the dream has taken root in your heart.”

Tanya lost her husband to a heart attack three weeks after she started her business. She left her teaching career to work her Mary Kay business full-time and stay home with her two-year-old baby. Another woman’s husband lost his job two days after she started her Mary Kay business. She continued working full-time, selling Mary Kay® products on the side, and soon she earned the use of her first Career Car. She resigned her position to work her Mary Kay business full-time. This opportunity changed these women’s lives. You can’t help feeling good about passing on something that significant.

“Why Should I?”

Auri Hatheway’s mentor was a master team builder. In the beginning, Auri was convinced to sit and watch her in action. Auri confesses. But that role model, Independent National Sales Director Dacia Wiegandt, helped Auri see the big picture for herself.

“I didn’t get team building at first. To be Honest, the whole idea scared me!” she says, recalling those first weeks and months. “I asked Dacia to attend my first skin care classes and share the marketing plan. I sat there quietly and took notes. After three months, I realized I should share the opportunity that was enriching my own life. Not to share would be selfish.”

Before long, Auri learned that the “no” just means “next.” “Don’t take rejection personally,” she advises. “Sometimes people aren’t ready right then but will be later!” She also learned that team building knows no season. “The fall holidays can be surprisingly fruitful, despite what some say. That’s when people traditionally re-evaluate the direction their lives are taking. When women see us at skin care classes or open houses, enjoying networking relationships as well as sales, they’re more receptive.”

Auri has witnessed firsthand the life-changing power of the Mary Kay opportunity. “One Independent Beauty Consultant sent a letter to her Independent Senior National Sales Director to ask her to attend her first skin care class. The opportunity has opened the door to rich and fulfilling lives for thousands of women.”

Mary Kay’s personal vision, goals. You’re part of what some say. That’s when people traditionally re-evaluate the direction their lives are taking. When women see us at skin care classes or open houses, enjoying networking relationships as well as sales, they’re more receptive.”

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Adding Links to the Legacy

Five moves in 10 years taught Independent Senior National Sales Director Joanne Bertalan a lot about starting over. So when her husband’s career change landed them in Miami, Fla., in 2000, she was prepared for the challenge. “Talk on the street” wasn’t so optimistic. “Everyone said to forget about it,” she recalls. “I didn’t speak Spanish, and people thought it would be hard to get established. But I didn’t listen!”

With Joanne’s passion for spreading the word, plus her dedication to 3+3+3, she soon was booking and holding skin care classes and success events.

Independent National Sales Director Dacia Wiegandt, who had trained as a teacher, turned up as a guest one night. “Dacia heard the marketing plan and signed her Independent Beauty Consultant Agreement on the spot,” says Joanne. “She didn’t listen to negatives either, and look where she is today. And Auri and Tanya and Mayra. The legacy, like a strong chain, continues to grow.”

Joanne’s own persistence led her to be named the Queen of Sharing at Seminar just one year after her move to Miami. “The Mary Kay message is not only timeless, it crosses borders and boundaries, languages and cultures. Just keep working 3+3+3, and you can’t go wrong!”

What is 3+3+3? It’s a formula that many independent sales force members know is the key to their success. It’s $300 in new retail sales, three skin care classes and three team-building appointments each week.

Drive Them There in Style

Easy things make even more sense in today’s hurried world. The simplicity of a Mary Kay® Personal Web Site is an uncomplicated reason for your customers to shop with you. The ability to browse all your great offerings 24/7, from the cozy comfort of home, promotes you as a full-service, customer-friendly retailer dedicated to making women even more beautiful. And when customers discover the gift of the week online, “convenient” becomes compelling! From Dec. 1 to Dec. 31 they’ll be wowed with a different featured product, perfect for gift giving; each week they visit your Mary Kay® Personal Web Site. We’ve even provided an MKeCard® invitation (one for every week of the event) beginning Dec. 1 so that you can spread the great news. Send the MKeCard® to current customers and mention this online event when warm-chattering potential customers! That’s all you need to do to participate! But it’s only for Personal Web Site subscribers. To subscribe, just log on to the Mary Kay InTouch® Web site and click on “Preferred Customer Program” under myCustomers®.

If you haven’t discovered the Preferred Customer Program, you may not know: The Look really goes places! And it’s so easy to enroll your customers. Just go to the Mary Kay InTouch® Web site and click on “Preferred Customer Program” and put your business in high gear!
one good thing leads to another

You know that feeling when something in your day reminds you how glad you are you made the “Mary Kay” decision? Here are a few more reasons to get glowing!

The trip-ready Travel Accessories Set hostess gift and fabulous MK Signature™ Just Glossy™ Set gift with purchase are bound to bring sales and bookings to brag about! Once you engage your customers, it's easy to remind them about your Mary Kay® Personal Web Site and the virtual gift of the week event, going on throughout the month of December. So fasten your seat belt and get in gear for a record-smashing quarter. And sales and bookings to brag about! Once you engage your customers, it's easy to remind them about your Mary Kay® Gift With Purchase, Pack of Five, $17.50.

Don't miss the follow-up dialogue ideas on Page 15!

### Traveling Companions

You'll want to tell your customers how they can receive the fabulous and functional Travel Accessories Set containing a travel wallet, passport cover and luggage tag — already organized in a sheer organza bag! All just for hosting a skin care class (with $200 in total sales and one booking). Whether your customers rack up frequent flier miles or simply have the need to stow, they'll love it!

### Fun for All, Free for All

And don't forget, the MK Signature™ Just Glossy™ Set gift with purchase delivers the lightweight feel and maximum shine of the MK Signature™ NouriShine™ formula. Three miniature lip glosses, in shades to chase the winter blahs, condition lips with rich color in a convenient, go-anywhere size. And just think, this quarter's gift with purchase can bring repeated sales! Not only can it motivate your customers to spend more, this darling set is also a great introduction to the new MK Signature™ NouriShine™ Lip Glosses for color customers and skin care customers. Once they try these lip glosses, full of both shine and skin care benefits, they are sure to want more!

Gift With Purchase, Pack of Five, $17.50.

### Simply following up after your customer receives The Look can put a fresh face on your business!

Have you ever postponed calling a customer because you thought you might be bothering her and when you did call, you sounded hesitant when you meant to sound happy? Maybe you just need to “get into it!” Mary Kay Ash had the key.

“The person who is enthusiastic exercises a magnetic influence over those with whom he or she comes in contact. To become enthusiastic, act enthusiastic. It could easily revolutionize your life.”

### What's in It for You?

You've no doubt heard that follow-up is important, especially after customers receive The Look. But just the thought may make you want to do a dozen other things. Take heart. The telephone is your friend,” coaches Donna. “The way I see it, if I sell $40 in retail products for every four customers I call, I’ve sold $10 per call. If I sell $100 in retail products for every four customers I call, I’ve sold $25 per call. This is the way I motivate myself to pick up that receiver. The larger my order, the more I make. The more I make, the more I call, the more I sell.”

### Open Invitation

Have you ever heard yourself on tape? “Sometimes we think we sound ‘flat’ until we hear ourselves as others hear us,” says Donna. “We can be saying all the right things, but if we don't sound excited, we may not get the results we want. We can even turn people off before we get to the point of our call. The welcome news is that anyone can learn this skill! Just tape record yourself and see where you can improve.”

“Donna-logue” Breaks the Ice!

Need an opener? ’Hi, (Susie Customer)! This is Donna Meixsell, your Mary Kay® Independent Beauty Consultant. Do you have a quick minute or are you busy with your family? (If she's busy, I call back later if she has time.) I continue/Great! Susie, the reason I’m calling is to make sure you received the Mary Kay® brochure, The Look, that I sent you (deep talking here) and to see what you think about the free gift with purchase. Did you see the (free gift)? Great! What did you think about it?"

### Closing Lines

“Always send your call on a positive note,” advises Donna. “No matter what your customer has said during the conversation, it is not important in purchasing or looking at that time, you can say, ‘Susie, thank you for being one of my favorite customers. Whenever you need anything, remember I'm here for you. I'll check on you again, (later, next month, etc.) to see if you need anything to keep you looking great! In the meantime, call me or go to my Mary Kay® Personal Web Site. OK? Talk to you soon, (Susie)”

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Accepted until 7 p.m. Central time.

Online Independent Beauty Consultant Agreements place telephone orders (until midnight Central time).

Last day of the month for Beauty Consultants to submit telephone orders (until midnight Central time). Independent Beauty Consultant Agreements submitted by mail or dropped off at the branches must be received by 7 p.m. local time to count toward the month's production.

Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month.

Online Sales Director-in-Qualification Commitment Form available beginning 6 a.m. Central time.

Last business day of the month. Orders and Qualification Commitment Form must be received by 7 p.m. local time to begin Independent Sales Directors to register for Be Great! Fall/Holiday 2006 gift with purchase. Last day for customers to take advantage of the Program mailing of the Renew You Month 2 brochure.


Mary Kay® Extra Emollient Night Cream
This fragrant, translucent cream for very dry skin helps to maintain the natural moisture of the face. Customers can use it in the evening to replenish hydration in dry patches – even on the hands, elbows and feet! $19

Mary Kay® Oil-Free Hydrating Gel
You can offer customers the chance to increase the skin’s hydration and its resiliency. Firmness and elasticity with this delicate daily lotion. Applied day, night, or both, it replenishes essential intercellular lipids and reinforces the skin’s own moisture-retention capabilities. $15

Advanced Moisture Renewal® Treatment Cream
Customers with normal to oily skin may not think about an added moisturizer, but the right product can help keep the skin’s moisture in balance for up to 10 hours. $30

Mary Kay® Intense Moisturizing Cream
Customers can lavish dry skin for a radiant look and unfailingly soft feel. Luxurious cream leaves skin feeling hydrated for up to 10 hours as it infuses a marine extract, vitamin E and minerals such as copper, magnesium and zinc that help nourish skin beautifully. $30

From Mary Kay

“Make TNT—today not tomorrow—your watchword.
Force yourself to take action. Remember that our success depends not so much on the degree of talent we possess, but, instead, on the degree to which we use the talent and resources we have. Fear of rejection or failure so often places stumbling blocks in our path and keeps us from attaining the greatness that can be ours.”

—Mary Kay Ash

Reflected
Cold, dry winter air can leave skin thinning for the moisture that will leave it feeling soft and looking healthy. You might want to contact customers to find out if the season has left their skin feeling drier than usual so that you can recommend a change in their Miracle Set (from combination to oily to normal to dry) or to add one of these extra hydration products. And don’t forget foundation! Consider providing customers with samplers if their shade needs have changed or if they should switch from Medium-Coverage to Full-Coverage Foundation (combination to oily to normal to dry) or to add one of these extra hydration products. And don’t forget foundation!

Consider providing customers with samplers if their shade needs have changed or if they should switch from Medium-Coverage to Full-Coverage Foundation.

Independent Beauty Consultants may receive one or both of the following two documents:

• An Internal Revenue Service (IRS) form 1099-MISC for Independent Beauty Consultants and Independent Sales Directors who receive commissions, prizes or awards in excess of $600 in a calendar year. You also will receive this form if your wholesale purchases total $5,000 or more in a calendar year. If you do not receive form 1099-MISC, you are still required to report your Mary Kay business activities to the IRS.
• An Income Advisory Statement for Independent Beauty Consultants who receive at least $500 in Company prizes or awards during the year. The Income Advisory Statement lists total commissions earned, total prizes and awards and, Career Car information (gross lease amount and amount paid by Mary Kay Inc.) You also will receive an Income Advisory Statement if you meet the requirements for a form 1099-MISC. You should keep detailed records to support this income and expense information. These records may include, but are not limited to, sales receipts, packing slip/invoice included with each wholesale order, monthly commission and bonus statements, and business expense receipts. You also should perform a physical count of the inventory that you have in stock as of Dec. 31, 2006.

All prices are suggested retail.

Making Tax Time a Little Less Taxing

The Company will soon begin reporting 2006 tax information to assist you in filing your personal income tax returns. This information will be postmarked and mailed to you on Jan. 31, 2007.

The Company suggests using an accountant or personal tax advisor who is familiar with federal, state and local laws to advise and assist you in filing your federal and state income tax returns as well as, but not limited to, any gross receipts, excise, business and occupation, sales, use, property or other taxes you may owe. For additional information about taxes, go to the Mary Kay InTouch® Web site and choose “click here to visit.” Then select “Tax and Legal.” In early February, this section also will include Tax Essentials for 2006, the Company’s guide to assist you in the preparation of your federal income tax return as it relates to your Mary Kay business.

Beginning Jan. 31, 2007, all Independent Beauty Consultants may view their 2006 wholesale purchases, prizes, awards and commissions from the Company on the Mary Kay InTouch® Web site. Click on “MyMaryKay.com” and select “Reports” to access your Income Advisory Statements.

Beginning Jan. 31, 2007, you also may send a personally signed tax request to Consultant Records at (972) 687-1612 or mail a personally signed, written request identifying the specific information needed, to include your Consultant number and your current address. Please allow 10 business days from the time it is received to process your request. Requests should be sent to: Mary Kay Inc., Consultant Records, P.O. Box 799045, Dallas, TX 75379-9045.

All prices are suggested retail.

Secure Your Customers’ Information!

Imagine changing an item at a store and learning later that your credit card number was made public or lost. We all would feel violated. As stories of similar data mishaps make the news these days, it’s timely to remember your responsibilities as an independent business owner. It’s up to you alone to confidentially collect, store and maintain customer information while growing your business. Remember, myCustomers® currently is not designed to store credit card information. Therefore, you should not attempt to store sensitive information there. If you choose to store credit card or other sensitive information elsewhere (for example, in hard copy form in your home office or electronically on your personal computer), it’s important that you take steps to ensure the security of such data. Following are some reminders to consider when storing sensitive data.

• Access to hard copies of documents containing credit card or other sensitive information should be carefully controlled. If you maintain such information in a hard-copy format, consider storing it in a locked cabinet with access to others on a need-to-know basis only. If you maintain sensitive information on your personal computer, you’ll want to ensure that access to such information also is carefully controlled through passwords and other protective measures.
• Consider consulting with your tax or legal advisor about how long you should maintain receipts or other documents containing sensitive information. When it’s time to dispose of such information, ensure that these documents are shredded or otherwise properly destroyed. This would include taking appropriate measures to ensure that electronic data stored on your personal computer has been completely erased.
• Consult with your tax or legal advisor regarding state or federal laws that may apply to your current business practices relating to the storage of sensitive customer information.

Movin’ On Up Challenge: Give Your Business a Beautiful Boost

Move ahead and look to great things! Achieve and maintain a new step on the career path of Star Recruiter, Team Leader or Future Independent Sales Director by maintaining a new step on the career path of Star Recruiter, Team Leader or Future Independent Sales Director. For details, go to the Mary Kay InTouch® Web site. Build your team, boost your business and color your success with recognition!

• Access to hard copies of documents containing credit card or other sensitive information should be carefully controlled. If you maintain such information in a hard-copy format.
• Consider consulting with your tax or legal advisor about how long you should maintain receipts or other documents containing sensitive information. When it’s time to dispose of such information, ensure that these documents are shredded or otherwise properly destroyed. This would include taking appropriate measures to ensure that electronic data stored on your personal computer has been completely erased.
• Consult with your tax or legal advisor regarding state or federal laws that may apply to your current business practices relating to the storage of sensitive customer information.
Staying True to What We Know

When Mary Kay Ash founded her Company, she began with the highest ideals. The Company would operate on the premise of the Golden Rule, with honesty and integrity as its cornerstone.

Today, more than 1.6 million Independent Beauty Consultants around the world enrich the lives of women by sharing Mary Kay® products and the Mary Kay business opportunity. As Mary Kay said so many times, “No greater opportunity for women exists than the one we have to offer.”

We know your belief in Mary Kay and her Company is unshakable. While we also know your “blood runs pink,” there are others who may approach you, your unit members or your customers with negative information about Mary Kay® products or the opportunity in an attempt to advertise their own products or opportunity. You may want to keep the following responses in mind:

• Stay true to what we know. “With products of the highest quality and an unparalleled business opportunity, it’s easy to see why more than 1.6 million women throughout the world sell Mary Kay® products. And our recent research shows that women who use Mary Kay® products love them! In fact, the Company achieved another year of record results in 2005, with a $2.2 billion in wholesale sales.”

• Confidence comes with knowledge and experience. If you’re approached with a product or product ingredient unfamiliar or misconception, you might say something like, “It’s interesting that you should say that. With more than 40 years of experience in the industry, Mary Kay continues to meet customer demands in an ever-changing environment. I know our laboratories carefully evaluate and select our product ingredients from around the world. Through significant knowledge and experience, Mary Kay confidently delivers high-performing, clinically tested – and the safest – products to our valued customers.” You also can direct customers to the Science Behind the Beauty site from your own Personal Web Site or www.marykay.com.

• Take the high road. Mary Kay never “knocked” the competition. She felt that the most valuable assets we carry with us are our integrity, our reputation and the good, honest name upon which we can build our future. Why not consider what it says about someone else if she has to tear others down to make herself look good? You might want to share something like, ‘We’re interested in pursuing an opportunity with a product that only speaks of its own products or a company that uses scare tactics and negativity to sell its products?’ With responses like these, you may just cause someone to step back and think about her own opportunity!

• Follow the Golden Rule. When approached by others who may choose to use the above-described tactics relating to Mary Kay® products, commission program and/or other incentive programs, you may be tempted to create your own version of a comparison between Mary Kay and another company and share it with potential team members and/or your sister Independent Beauty Consultants via e-mail or in flyers or other written materials. Creating these types of materials on your own can be risky because you may be inadvertently misstating facts about another company. Disseminating such information can not only cause legal scrutiny for both you and Mary Kay, it also contradicts the Golden Rule philosophy upon which the Mary Kay opportunity was built. You certainly don’t want other companies disseminating incorrect facts about Mary Kay, as it is wise to avoid putting yourself in a situation where you may inadvertently do the same thing to another company!

Protect Your Business From Fraud

If it sounds too good to be true, it probably isn’t! Protect your Mary Kay business from potential fraud or scams by practicing caution when presented with “too good to be true” scenarios. Although consumer fraud against Independent Beauty Consultants is rare, please consider the following:

• Be wary of any individual who contacts you and attempts to place an extremely large order for Mary Kay® products, especially if you’ve never done business with her or have never sent her product literature like The Look or the Beauty Book. These individuals typically aren’t the end users of these products but are attempting to sell these products in other ways and/or may be attempting to place an order using a stolen credit card number.

• Although you may wish to help a customer expedite her order, you’ll want to avoid shipping product until you’ve received payment in advance. Unfortunately, some Independent Beauty Consultants who have sent product upon the promise of receiving payment at a later date never received payment.

• As an Independent Beauty Consultant living in the United States, you should never ship or deliver Mary Kay® products outside the United States and its territories for the purpose of selling to consumers. Currently several reports of credit card fraud are under investigation involving individuals attempting to place large orders for product and giving false or stolen credit card numbers.

If you have additional questions, please contact Legal Resources at (972) 687-5777.

Create a Complete Lip Look

Of course, MK Signature™ NouriShine™ Lip Gloss looks great on its own, but when using multiple lip products, this order of application works best:

1. Timewise® Age-Fighting Lip Primer
2. MK Signature™ Lip Liner
3. MK Signature™ Creme Lipstick
4. MK Signature™ NouriShine™ Lip Gloss

Out With the Old, In With the New

This Is Powerful Stuff. Here’s Why!

• Yes, there are a lot of lip glosses in the marketplace, but Mary Kay is one of the few companies to offer rich, long-lasting color and shine along with added nourishing skin care benefits.

• The formula is saturated with over 80 percent conditioners to instantly hydrate and condition lips.

• Formulated with enriching vitamins A and E, MK Signature™ NouriShine™ Lip Gloss smooths, softens and softens lips, helping restore a more youthful appearance, while antioxidants fight against wrinkle-causing free radicals.

• The formula is fortified with antioxidants that help protect lips from everyday environmental stress (e.g., pollutants, extreme temperatures, ozone, smoke, etc.).

• Lip gloss is formulated with moisturizing botanicals like barberry and rosehip leaf extract that is known to soften, soothe and comfort the skin.

PS. MK Signature™ NouriShine™ Lip Gloss fits inside the Custom Compact!
**An Important Reminder: Directory Advertising and Your Mary Kay Business**

Please remember that only Independent Sales Directors may advertise their Mary Kay businesses in a telephone directory. However, they can do so only through a vendor authorized by Mary Kay, Inc. You can be sure you’re receiving an authorized solicitation from the Mary Kay Directory Advertising Department if it features the official Mary Kay® logo. Mary Kay, Inc. does not authorize any online directory advertising.

Independent Beauty Consultants are not authorized to list their businesses or residential service telephone numbers in any White Pages or Yellow Pages directories—whether published by telephone companies or private publishing companies—in any way in connection with the Mary Kay Inc. Company-owned trade names, trademarks or corporate name. For more information, go to the Mary Kay In Touch® Web site, then click on “Applause® Online”.

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**Prepare for Success With the Ready, Set, Sell! Bonus**

Don’t forget, the Ready, Set, Sell! product bonus for new Independent Beauty Consultants is waiting to help your new team members jump-start their businesses! Here are the suggested retail values of the bonuses available from June 16, 2006, through June 15, 2007. Refer to the Ready, Set, Sell! Inventory Options for New Consultants brochure for full details. Beginning with this issue, you can find the Ready, Set, Sell! bonus values for the quarter printed in the first issue of Applause® each quarter—January, April, July, and October.

<table>
<thead>
<tr>
<th>INITIAL WHOLESALE SECTION 1 ORDER</th>
<th>NEW CONSULTANT PRODUCT BONUS SUGGESTED RETAIL VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>$600</td>
<td>$174</td>
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<tr>
<td>$1,200</td>
<td>$348</td>
</tr>
<tr>
<td>$1,800</td>
<td>$522</td>
</tr>
<tr>
<td>$3,000</td>
<td>$804</td>
</tr>
<tr>
<td>$3,600</td>
<td>$1,188</td>
</tr>
</tbody>
</table>

Remember, sales tax is required on the suggested retail value of the bonus. Qualify for the signature look gift? Please add the $111 suggested retail value to the bonus value. Include the total bonus value in the amount subject to sales tax on the Consultant order form.

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**BizBuilders Bonuses!**

Free products with each qualified order! See these bonuses, quantities, and values, available when you place a product order Dec. 16, 2006 – Jan. 15, 2007.

<table>
<thead>
<tr>
<th>Total Section 1 Order</th>
<th>Month 1 Bonus*</th>
</tr>
</thead>
<tbody>
<tr>
<td>$600</td>
<td>50% Discount</td>
</tr>
<tr>
<td>$1,200</td>
<td>50% Discount</td>
</tr>
<tr>
<td>$1,800</td>
<td>50% Discount</td>
</tr>
<tr>
<td>$2,400</td>
<td>50% Discount</td>
</tr>
<tr>
<td>$3,000</td>
<td>50% Discount</td>
</tr>
<tr>
<td>$3,600</td>
<td>50% Discount</td>
</tr>
</tbody>
</table>

*Price is suggested retail.

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**Hot Hostess Gift Goes Regular Line!**

You and your customers loved the lighted Hostess Magnifying Mirror as a limited edition holiday hostess gift Beginning with the Dec. 16 Consultant order form, you can order it, with pink travel bag and batteries, as a regular-line item from Section 2 for $11!

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**New E-Mail Process: Customers Are “In”**

Now you can send customers e-mail as soon as you enter their e-mail addresses into myCustomers™! Plus, each new e-mail address you add to myCustomers® automatically receives an e-mail inviting that customer to subscribe to your e-mail. Customers who select “yes” will help ensure delivery to their in-boxes. You have the ability to resend this invitation whenever necessary, so if customers do not respond or stop receiving e-mail, you can click the “Invite My Customer to Subscribe” button next to the e-mail address to resend the invitation. Now you have more power to strengthen customer relationships!
Congratulations to the winners for September 2006.

Monthly Commissions and Bonuses

Listed are NSD commissions earned in September by Independent National Sales Directors as defined above plus the following which are not included in rankings: NSD Director level commissions.

On-Target Diamond Circle

Independent National Sales Directors become members of this prestigious Diamond Circle when they earn $200,000 or more in NSD commissions during the Seminar control period. NSD commissions are comprised of commissions earned on their personal units, plus NSD bonuses for first-time enrolling from their personal unit and NSD offsetting. Congratulations to the following NSDs who are on-target for the month of August 30, 2006: (This includes NSD commissions earned on all foreign countries through tablet.) NSD commissions are used to determine NSD ranking to a Seminar level.

**PEARL**

- Kathy Helou $1,242,523.66
- Gayle Gaston $1,671,728.82
- On-Target for $500,000
- Anne Newbury $2,693,635.99
- Bettye M. Bridges $6,295
- Connie Phillips $7,388
- Mary Pat Raynor $7,861
- Kathy Jones $9,233
- Wadene Claxton-Prince $11,871
- Maureen Myers $13,208
- Linda Kirkbride $13,222
- Ruth Theodocion $13,877
- Sylvia Kalicak $15,982
- Anabell Rocha-Pedraza $16,809
- Kathy C. Goff-Brummett $18,243
- Shirley M. Oshiro $18,350
- Julie Krebsbach $18,787
- Anita Tripp Brewton $19,686
- Maureen S. Ledda* $19,888
- Lise T. Clark* $20,015
- Elizabeth Fitzpatrick* $21,341
- Rosa Jackson** $27,698
- Jackie Swank* $28,420
- Pamela Waldrop Shaw $29,482
- Nan Stroud** $36,525
- Stacy I. James* $37,105
- **Denotes Executive NSD
- *Denote Senior NSD

**DIAMOND**

- Patricia Rodríguez-Turker $72,630.25
- Donna Floberg $72,699.66
- Cindy Williams $74,121.19
- Sue Kirkpatrick $74,371.62
- Darlene Berggren $76,694.22
- Stacy James $78,475.33
- Kathy Z. Rasmussen $79,448.73
- Johnnette Shealy $79,821.82
- Gloria Castaño $80,276.95
- On-Target for $250,000
- On-Target for Diamond Circle
- Kelly McCarroll $6,692
- Rhonda L. Fraczkowski $11,371
- Vicky L. Fuselier $12,280
- Nancy West Junkin* $13,150
- Scarlett Walker* $13,721
- Lynne G. Holliday $14,955
- Cyndee Gress $15,433
- Cheryl J. Davidson $16,975
- Kirk Gillespie $17,495
- Rebbecca Evans $19,927
- **PEOPLE**
- $552,445
- **RUBY**
- **$667,551**

**SAPPHIRE**

- Cassie I. James $62,898.37
- Rosa Jackson $65,538.55
- Jeanne Rowland $66,523.67
- Jo Ann Blackmon $12,347
- Maribel Barajas $14,587
- Vernella Benjamin $14,979
- Jan L. Thetford $15,097
- Karen B. Ford $15,327
- Mary L. Cane $15,829
- Gloria Baez $16,846
- Karen Kratochvil $18,135
- Pam I. Higgs $20,378
- LaQueta McCollum $20,767
- Jo Anne Barnes $23,167
- Asenath G. Brock* $25,543
- Donna Floberg* $29,817
- Rosa Enríquez* $33,654
- Jana Cox* $42,074
- Joanne Holman** $42,079
- Gayle Gaston** $60,213
- **CHRISTIAN**
- $699,117

**EMERALD**

- Alana Patten $4,324.25
- Alina Z. Bertellini $4,574.25
- Scott M. Bates $4,734.25
- Crystal M. Hall $4,914.25
- Megan J. Feinleib $5,074.25
- Sarah J. McCarron $5,234.25
- Jennifer A. Byrne $5,394.25
- Valerie B. Young $5,554.25
- Amy J. Deary $5,714.25
- Tracey King $5,874.25
- Emily K. Paull $6,034.25
- Robert A. Minje $6,194.25
- Alan T. Allard $6,354.25
- Kris L. Rakovich $6,514.25
- Andrew C. Newman $6,674.25
- April R. Tarr $6,834.25
- Bethany J. Lavender $6,994.25
- Jenny S. Moore $7,154.25
- David A. Ozer $7,314.25
- John S. Schuster $7,474.25
- Joel A. Obermann $7,634.25
- David K. Winter $7,794.25
- Sarah M. Dobbs $7,954.25
- Melissa L. Brightwell $8,114.25
- Matthew Employment $8,274.25
- Christa J. Sward $8,434.25
- Ricardo C. Powell $8,594.25
- Kim J. Kline $8,754.25
- Dr. Myra Barker, Executive Vice President of Marketing/Research and Development.
- "That’s a great point of difference you’ll want to mention," says Dr. Barker. "Because we know how busy women are today, we formulated the Cellu-Shape™ Daytona Body Moisturizer and Nighttime Body Gel to be effective without having to spend several minutes rubbing them in. Just smooth them on as you would a normal body lotion, and you’re on your way."
- "It’s a solution you can share," says Dr. Barker. "You can be the source of inspiration... the go-to guru... the one who says, ‘Let’s talk about ...’"
- With each new product introduction, our goal remains the same — to enable you to attract new customers, while keeping current customers brand loyal. Every successful Independent Beauty Consultant knows that a dramatic benefit story can get a woman excited about trying a product, and with the new TimeWise® Cellu-Shape™ Contouring System, there’s plenty of excitement to share. “The Cellu-Shape™ system targets the multiple causes of cellulite," says Dr. Myra Barker, Executive Vice President of Marketing/Research and Development. This top-selling system works 24 hours a day to firm, tone and smooth problem areas, in addition to providing the lasting hydration everyone’s skin needs. Now, what woman wouldn’t love that?"
- "So is the TimeWise® Cellu-Shape™ Contouring System for everyone." You should never preach to those who will be and won’t be interested in a particular product," suggests Dr. Barker. "In this case, the fact is that cellulite doesn’t discriminate. Women of all ages, sizes and shapes can have it, and that means there’s a lot of women out there who will be interested in hearing about the dramatic benefits this product has to offer."
- But what if a customer is already using TimeWise® Visibly Fit™? Body Lotions? "The important thing to sell here is that these products fill very different needs," says Dr. Barker. "TimeWise® Visibly Fit™ Body Lotions is a great product that can moisturize skin and provide some anti-aging benefits. The Cellu-Shape™ Contouring System, on the other hand, was formulated with ingredients that significantly improve the appearance of cellulite, which Visibly Fit™ Body Lotion does not do."
- "When it comes to application, do you have to spend a lot of time managing the product as you would Cellu-Shape™ Contouring System? "That’s a great point of difference you’d want to share with your customers," says Dr. Barker. "Because we know how busy women are today, we formulated the Cellu-Shape™ Contouring System to be effective without having to spend several minutes rubbing them in. Just smooth them on as you would a normal body lotion, and you’re on your way."
- "It’s a solution you can share," says Dr. Barker. "You can be the source of inspiration... the go-to guru... the one who says, ‘Let’s talk about ...’"
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A

The body behaves differently at night and toning process to help deliver the most dramatic results. The Cellu-Shape™ Nighttime Body Gel

Q. How do the system's two products work individually?

A. Mass to prestige companies are offering anti-cellulite products. Research for this product was spearheaded by the Mary Kay Cellulite Innovation Team. Research shows that the winter/spring season is the best time to launch a moisturizing and cellulite-fighting body product as customers prepare for the warm months ahead.

Q. What is the order of application?

A. A. Your customer should gently massage in TimeWise® Cellu-Shape™ Daytime Body Moisturizer over her entire body in the morning. After she gently massaging Cellu-Shape™ Nighttime Body Gel onto trouble spots, unlike competitive products, there need no any heavy-duty rubbing.

A. Extensive testing in our Mary Kay Skin Care laboratories found that the innovative ingredients reduce the amount of cellulite-causing cells, stimulate cellular activity and strengthen the skin support system so cells are less at risk of oozing (cellulite) on the surface. The system also is formulated to improve microcirculation. The sooner your customers start using it, the sooner they will see results.

A. The body reacts differently at night...
For maximum results, she should use the TimeWise® Cellu-Shape™ Contouring System as a daily regimen.

With these products, there's no need for heavy-duty rubbing. Just gently massage into the skin.

The powerful mix of ingredients strengthens the skin's support system so cells are less able to cause dimpling on the surface.

It helps level lumps and bumps and leaves skin feeling perfectly hydrated all day.

The benefits could add up. If she lost up to 1 inch on each thigh, that could mean up to 1 inch overall.

In addition to the dramatic benefits seen by dermatologists in clinical testing, six out of 10 women in consumer testing saw skin that was significantly firmer, smoother and more toned in just three weeks.

Product price is suggested retail.

What Your Customer Will Want to Know

\* For maximum results, she should use the TimeWise® Cellu-Shape™ Contouring System as a daily regimen.

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\* It helps level lumps and bumps and leaves skin feeling perfectly hydrated all day.

\* The benefits could add up. If she lost up to 1 inch on each thigh, that could mean up to 1 inch overall.

\* In addition to the dramatic benefits seen by dermatologists in clinical testing, six out of 10 women in consumer testing saw skin that was significantly firmer, smoother and more toned in just three weeks.

Product price is suggested retail.
real results: 7 out of 10 women had less visible cellulite and lost up to ½ inch on each thigh.*

and there’s more news to share ...

after four weeks, 81 percent of women had firmer skin. after eight weeks, 70 percent of women had skin with greater elasticity. after 12 weeks, 100 percent of women had smoother skin.

* these are the powerless results based on certified dermatologist data seen on a 12-week clinical study at an independent laboratory.

the timewise® cellu-shape™ contouring system works around the clock to fight cellulite with an advanced, multitargeted approach. a powerful blend of ingredients, including botanicals, reduces the amount of cellulite-causing cells, improves micro-circulation and strengthens the skin support system, which is essential for skin that looks firmer and more toned.

for new year, new thighs!
Go-Give® Award

Congratulations to the winners for January 2007.

The Go-Give® Award is given in memory of Independent National Sales Director Sue Z. Vickers to recognize Independent Sales Directors who best exemplify the Golden Rule, helping others unselfishly and supporting adoptees as much as unit members.

If you know an Independent Sales Director who has displayed the Go-Give® spirit, why not nominate her for the monthly Go-Give® Award? The Go-Give® nomination form is available on the Mary Kay InTouch® Web site. Select “More Resources” located under “LearnMK®” Select “Recognition.” then click on “Sales Director Go-Give® Award Nomination Form.”

Whole Beauty

The latest research shows that women think of beauty as part of their whole health, a way of creating that “healthy feeling.” Their personal appearance means a lot to them when it comes to looking and feeling healthier. That’s where you come in! Women of all generations need easy, simple ways to buy beauty, especially during this busy time of year.

You can start helping your customers look and feel their best with skin care products that cater to their every need — from head to toe.
Take the TimeWise® Cellu-Shape™ Contouring System Sales Challenge!

Achieving the TimeWise® Cellu-Shape™ Contouring System Sales Challenge by Feb. 28, 2007, could earn you Career Conference 2007 recognition and help you reach the goals you’ve been going after all year! Independent Beauty Consultants and Independent Sales Directors who:

• Sell at least 30 TimeWise® Cellu-Shape™ Contouring Systems* by March 15, 2007, will receive a beautiful necklace, complete with an empowering charm bearing the inspiring words, “Be Great!” Complete the challenge, and your necklace will be delivered right to your door.

• Sell at least 30 TimeWise® Cellu-Shape™ Contouring Systems* by Feb. 28, 2007, will be honored among all the attendees at Career Conference 2007 with an exclusive name badge ribbon and standing recognition. Just imagine the applause!

• Are No. 1 at their Career Conference locations by selling the most TimeWise® Cellu-Shape™ Contouring Systems* will receive the gorgeous Kathy Van Zeeland red leather handbag pictured here.

*BizBuilders quantities received as part of the Nov. 16 – Dec. 15, 2006, bonus count toward qualification. Individual Cellu-Shape™ products will not count toward this challenge.
Make Your Plans Now!

"It only takes a spark to get a fire going." How true! And that spark has been found hundreds of times at Career Conference as Independent Beauty Consultants learn from the best of the best. Motivation, education, recognition – all in one place.

You can plan to register in early February on the Mary Kay InTouch® Web site. Click on the Career Conference 2007 logo. The locations who meet their registration goals by Feb. 28, 2007, will be entered into a drawing to win an appearance by Ryan Rogers and a special Movin’ On Up reception he will host at that Career Conference location.

MARY KAY®
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