

JULY 2009

Applause®

MARY KAY®
Enriching Women's LivesSM

Miracles
Come in Beautiful
Packages



Make
**RED JACKET
HISTORY** at
SEMINAR!

New **MARY KAY® TINTED
LIP BALM SUNSCREEN SPF 15**
Offers Moisture, Color and Protection.

Get Set for Fun **SUMMER SALES.**

Surprise **RECOGNITION INCENTIVE!** See Page 24.

Applause® July 2009

get it free*

WITH YOUR ORDER

June 16 – July 15, 2009



TimeWise® Day Solution Sunscreen SPF 25**

Offer your customers a multitasking product that helps prevent lines and discoloration before they occur by blocking damaging UVA/UVB rays. It's your BizBuilders bonus starting with a \$400 wholesale Section 1 order.

Miracle Set Sampler Pack/ Sample Anything! Cards

Help your customers discover their best skin!

Repackaged TimeWise® 3-In-1 Cleanser and TimeWise®

Age-Fighting Moisturizer Samplers in both normal/dry and combination/oily formulas (six pairs of each) and TimeWise® Day Solution Sunscreen SPF 25**/

Night Solution Samplers (six pairs) can be placed in the *Sample Anything!* card that features the benefits of the Miracle Set. The samplers and one pack of 10 *Sample Anything!* cards are your BizBuilders bonuses starting with a \$600 wholesale Section 1 order.



Product not included.

Travel Roll-Up Bag

You can reward your best customers with this popular bag! It's your BizBuilders bonus starting with an \$1,800 wholesale Section 1 order.



Free Mini Satin Hands® Hand Cream

Passing on great values is a sure way to build customer loyalty! During the Summer 2009 quarter, every retail-sized Satin Hands® Pampering Set (\$30 suggested retail) you order will include a *free* mini Satin Hands® Hand Cream for keeping hands in tip-top shape this summer. Keep in mind that your customers will see this special offer in the Summer 2009 issue of *The Look*. Values like these can help you give your customers even more bang for their buck!

BUY THIS FOR \$30



BEST-SELLER MARY KAY BEST-SELLER



GET THIS FREE!

For more details on BizBuilders bonuses, see Page 27.

*Sales tax is required on the suggested retail value of Section 1 products. **Over-the-counter drug product

page 2

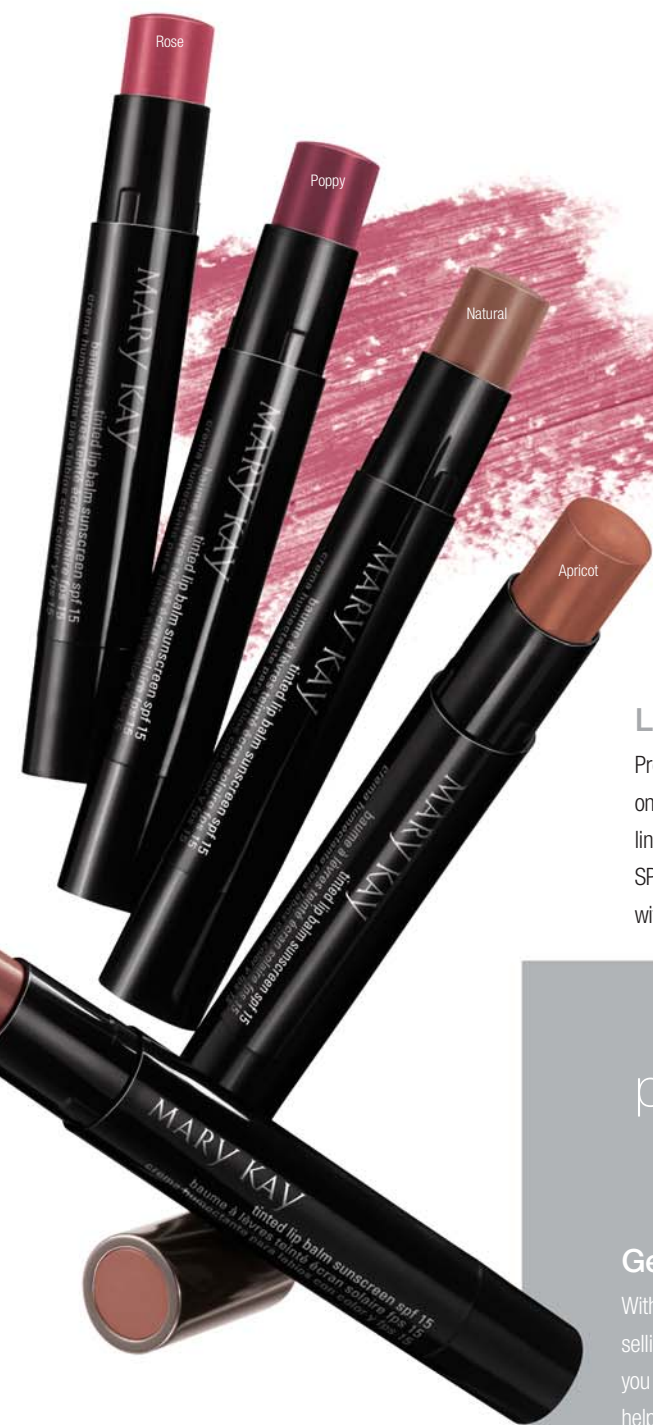
Miracle Set Gets a Face-Lift

New packaging takes the Miracle Set to the next level, while the same formulas reveal your best skin day after day. Dr. Beth Lange shares her insights on this modern age-fighting set.



simple beauty

You've got the perfect beauty solutions for laid-back summer days! New regular-line Mary Kay® Tinted Lip Balm Sunscreen SPF 15** and two easy color looks set the tone for natural-looking beauty, while the limited-edition Mary Kay® Tropical Pineapple™ Gift Set adds scrumptious fragrance perfect for gift-giving. Add in the elegantly repackaged Miracle Set, and you've got a sizzling "show-starter" for sure. What a way to wrap up this Seminar year and start the next one strong!



◀ page 4

Lips Can Have It All

Protection, color and moisture now come in one outstanding new product for lips! Regular-line Mary Kay® Tinted Lip Balm Sunscreen SPF 15** is sure to be a lip-smacking success with you and your customers!

page 8 ▶

Get Your Color On

With numerous color tools at your fingertips, selling color has never been easier! Here's how you can help make over your color sales and help your customers create beautiful faces!



reveal your best skin

Whether you're just starting your Mary Kay business or have been offering the TimeWise® Miracle Set for years, this skin care all-in-one system forms the foundation for your selling success. It's the basis for beautiful, glowing and healthy skin – providing 11 age-fighting benefits in just four products!

Now the Miracle Set offers the same great formulas you already love with sophisticated new packaging that elevates the Mary Kay® brand. You can count on the Miracle Set for age-fighting results and repeat business that leads to loyal customers. Use it. Know it. Sell it! Miracle Set, **\$90**. Add a foundation of your choice starting at **\$14**.

Combat the signs of aging with the TimeWise® Miracle Set.

Together, TimeWise® Day Solution Sunscreen SPF 25* and TimeWise® Night Solution deliver our exclusive Proneval® system with crucial protection during the day and boosted renewal at night. **\$30 each**

TimeWise® Age-Fighting Moisturizer helps skin look and feel smooth and radiant. **\$22**



TimeWise® 3-In-1 Cleanser combines age-fighting benefits plus three essential skin benefits in one product to cleanse, exfoliate and refresh. **\$18**



A Mary Kay® foundation helps to protect your skin from the environment as it covers flaws for a healthy, glowing look. **Starting at \$14**



EXPERT ADVICE From Dr. Beth Lange, Chief Scientific Officer

The Miracle Set is a proven regimen specially designed to deliver age-fighting skin care. These are the same great formulas that you already trust and love, but let's look at some of the science behind the benefits.

Fighting for a Youthful Look

How does the Miracle Set keep skin healthy-looking and help turn back the signs of aging? The set contains products designed with health-enhancing formulas including humectants, botanicals, antioxidants and vitamins. These ingredients help to cleanse, moisturize and rebuild skin, leaving it looking healthier.

But that's not all. The set also provides a multistep approach using scientifically advanced technology to combat the signs of aging. TimeWise® Night Solution contains two peptides which act in partnership to restore and renew the appearance of skin by helping to stimulate collagen. Plus, TimeWise® Night Solution addresses the signs of aging from our past mistakes. TimeWise® Day Solution Sunscreen SPF 25* is specially designed to shield our skin from harmful UV radiation, fortifying skin against environmental stress. It also offers broad-spectrum sunscreens to protect against new damage that can contribute to future signs of skin aging. The Miracle Set works by removing dead skin cells, reducing fine lines and wrinkles, keeping the skin moist, energizing the skin's cells and rebuilding the skin.

You'll find 11 great benefits in these products:

- » Gentle *cleansing* beads in TimeWise® 3-In-1 Cleanser and TimeWise® 3-In-1 Cleansing Bar remove dead skin cells through *exfoliation* to leave skin *soft, smooth* and *refreshed*.
- » A patented complex in TimeWise® 3-In-1 Cleanser and TimeWise® Age-Fighting Moisturizer *reduces fine lines and wrinkles* by accelerating the skin's natural *renewal* process.
- » The TimeWise® Age-Fighting Moisturizer formula provides essential *hydration*.
- » Nourishing extracts in TimeWise® Day Solution Sunscreen SPF 25* help *energize* the skin's cells, while the broad-spectrum sunscreen formula helps shield against harmful UVA and UVB rays. It's a multibenefit sunscreen to help *protect* you against the multiple causes of skin aging.
- » Age-fighting peptides in TimeWise® Night Solution stimulate collagen to smooth and *firm* the skin.

To get the best results from these enriched age-fighters, you should use the Miracle Set products together on a daily basis. In fact, they are specifically designed to work together to provide you the best benefits.

Repackaged Samplers

TimeWise® 3-In-1 Cleanser and TimeWise® Age-Fighting Moisturizer Samplers in both normal/dry and combination/oily formulas (six pairs of each, \$2) and TimeWise® Day Solution Sunscreen SPF 25*/Night Solution Samplers (six pairs, \$2) can be combined to make a Miracle Set sampler pack. Consider placing them in the *Sample Anything!* card (pk./10, \$2.50), featuring the benefits of the Miracle Set.



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

Benefits and Claims

You can be proud to share Miracle Set results seen by a dermatologist on panelists in a 12-week clinical study:



These are amazing results that many competitor brands can't claim. And although these are powerful results, the formulas themselves are suitable for sensitive skin. Also, be sure to let your customers know that the Miracle Set is fragrance-free and non-comedogenic.

Research Is Key

At Mary Kay, we stand behind our products and our claims with real research. In a typical year, Mary Kay Inc. spends millions of dollars and conducts more than 300,000 tests to ensure that every Mary Kay® product meets the highest standards of safety, quality and performance.

You can share with your customers that Mary Kay Inc. relies on proven scientific research utilizing the most advanced technologies available, and the Company will not use any ingredient until our testing has proven it safe and effective for use.

The results speak for themselves. You can count on the Miracle Set to deliver its promises time and again! ■



Powerful Selling Tips

- » Send customers the new Miracle Set MKeCard® as an introduction to the products and the new packaging.
- » Select the Miracle Set as your choice for the free sampler offer featured on your Mary Kay® Personal Web Site.
- » Remind your customers that a TimeWise® regimen offers 11 great benefits.
- » Don't forget to recommend the appropriate foundation to complete the Miracle Set.

moisturize, protect and **add color!**



New regular-line Mary Kay® Tinted Lip Balm Sunscreen SPF 15* offers lips an incredible multitasking protector at a super value. Lips can have it all!

New Mary Kay® Tinted Lip Balm Sunscreen SPF 15* in five shades does it all – colors, protects and moisturizes! The ultimate multitasker, this botanically enriched formula contains jojoba oil and shea butter, soothing and moisturizing as it delivers a sheer wash of color.**

Providing broad-spectrum protection against harmful UVA/UVB rays, this fragrance-free silky balm also contains the antioxidant power of vitamin A and vitamin C to help neutralize damaging free radicals. It delivers a hint of shine without feeling sticky and helps keep lips from getting chapped or feeling dry.

Each shade was developed by a professional makeup artist to look great on all skin tones. The twist-up tube reveals the product for easy application and features a color button for quick shade identification. (Keep in mind the color button shows the shade as applied which is more sheer than the actual product appears.) **\$13**



Color button for quick shade identification.

Try It Out!

Samplers are your best “selling” friends! Be sure to use Mary Kay® Tinted Lip Balm Sunscreen SPF 15* Samplers in all five shades to introduce this new product to your customers. The samplers come in a round “well” and include applicators. Why not slip a few in product orders, especially for customers who love other Mary Kay® lip products? Strip of six, **\$1.25**



Benefits to Share

Here are the top benefits of Mary Kay® Tinted Lip Balm Sunscreen SPF 15*:

- ▶ UVA/UVB protection with SPF 15*
- ▶ Provides a hint of color and shine
- ▶ Provides instant hydration and moisture
- ▶ Helps relieve chapped or cracked lips
- ▶ Botanically enriched
- ▶ Contains powerful antioxidants

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

**Contains a hint of vanilla flavor that imparts a pleasant taste without an added fragrance.

get the perfect summer look in two minutes.

This summer is all about easygoing, natural-looking beauty! With Mary Kay® *Two-Minute Look* Collections, you get everything you need for a ready-to-go look. These collections feature what makeup artists say are three must-have beauty products for a quick, but polished, look so you can spend less time getting ready and more time having fun!

Mary Kay® Tinted Lip Balm Sunscreen SPF 15*

This lip protector does it all! The ultimate multitasker, this botanically enriched formula contains jojoba oil and shea butter, soothing and moisturizing as it delivers a sheer wash of color.



ASK ME,
your Mary Kay
Independent Beauty
Consultant, for
samples!



Get this look by using Mary Kay® Tinted Lip Balm Sunscreen SPF 15* in Apricot and Mary Kay® Mineral Bronzing Powder in Desert Sun on the cheeks and eyes.



Mary Kay® Mineral Bronzing Powder

Add natural-looking color right where you need it! When used on ivory and beige skin tones, bronzers provide a sun-kissed effect. When used on bronze skin tones, bronzers add warmth to the complexion and can even out skin tone. And this mineral-based, vitamin-enriched formula is famous for its oil-absorbing properties, ease of application, excellent coverage and adhesion to skin. It also can be used as an eye color.



Mary Kay® Mascara of Your Choice

Play up lashes with one of these great mascara choices:

- ▶ Mary Kay® Lash Lengthening Mascara™, \$10
- ▶ Mary Kay® Waterproof Mascara, \$10
- ▶ Mary Kay® Ultimate Mascara™, \$15

Choose from Black or Black Brown.



Free Cosmetic Bag. Your Beauty Survival Kit!

You'll receive this stylish and convenient cosmetic bag with the purchase of one mascara, one Mary Kay® Mineral Bronzing Powder and one Mary Kay® Tinted Lip Balm Sunscreen SPF 15*. The black bag features a pink lining and a zipper pull. Perfect for toting your Two-Minute Look. Grab it and go!*



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All product prices are suggested retail.
*Over-the-counter drug product
**While supplies last. Limited to participating Independent Beauty Consultants.

juicy summer fun

Summertime calls for tropical fun! You've got it with the new limited-edition Mary Kay® Tropical Pineapple™ Gift Set that includes three great products in one juicy pineapple scent, plus a matching cotton canvas cosmetic bag with a zipper pull. Each set includes a sugar scrub (3 oz.), a body lotion (3 fl. oz.) and a fragrance rollerball that impart the luscious Tropical Pineapple™ scent. Perfect for travel, it's sure to be a fruity "scent-sation" wherever you go!

\$30
per set

The sugar scrub removes dead surface cells and leaves the skin feeling soft and radiant. The scented body lotion provides moisturization, and the fragrance rollerball features a clear, gel-like formula that glides on easily.



Product price is suggested retail.

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make **media** work for you

Promoting your business has never been easier! In addition to national TV commercials that run through September 2009, the following powerful media tools can help your customers grasp the impact and reach of the Mary Kay® brand. Simply click on Resources > Advertising on the Mary Kay InTouch® homepage for details.

Consumer Sweepstakes.

Mary Kay has partnered with two networks, *Lifetime* and *Univision*, to offer your customers a chance to win incredible grand prizes and Mary Kay® products. Through a partnership with *Lifetime*, consumers can enter the *Salute Beauty* consumer sweepstakes for a chance to win a grand-prize trip for two to Hawaii.

The *Soñando Contigo* consumer sweepstakes offers consumers a chance to win a grand-prize VIP trip to Miami to attend a taping of *Univision's Cristina Presents: Soñando Contigo* TV special (two grand-prize trips will be awarded). Consumers can see complete contest rules and enter both sweepstakes from June 7 – July 5 at www.marykay.com.

Lifetime
NETWORKS



"Get the Look" Printable Fliers.

Mary Kay Inc. worked with several celebrity makeup artists to show consumers how to "get the look" of their favorite characters on *One Tree Hill* and *Army Wives*, plus looks shown during *Good Morning America* commercial time. These looks are now available on printable fliers for you to use to invite your customers, hostesses and any potential team members to hold parties and learn more about products and the business opportunity from you. Simply print them out to share the hottest Mary Kay® color looks as seen on TV!



Product Editorial Coverage.

Mary Kay has what's hot now! That's evidenced throughout the year by top national general market and Spanish-language magazines which regularly feature Mary Kay® products. Exciting editorial mentions in magazines such as *O, The Oprah Magazine*; *Glamour*; *Vanidades*; *Parents* and more, mean that beauty editors recommend Mary Kay® products to their readers, generating millions of impressions. You can use this same product editorial coverage to build confidence and respect among your customer base. To help you do just that, you'll find a new "As Seen In" flier available to print out and share with your customers. Why not consider displaying this flier at classes and parties to garner even more credibility?

Company-Approved Ads. Help give your business a marketing boost with several Company-approved ads available to all independent sales force members. These camera-ready ads feature a pink and black color scheme that supports our brand image and are designed to help you promote your business in paid media communications, such as local newspapers and ad fliers.

Directory Advertising. Independent Sales Directors can advertise their businesses in the Yellow and White Pages, in print and online, through the Marquette Group, our Directory Advertising Agency. This exclusive advertising privilege for Sales Directors only is one more reason to move up!

Magazine Ads. Mary Kay® Tinted Lip Balm Sunscreen SPF 15* will be featured in July issues of several national general market and Spanish-language magazines. Look for this beautiful ad in your favorite magazine, and be sure to showcase it at skin care classes and parties! You also may want to consider putting together a notebook that features this and other Mary Kay® product ads and use it to help you book.



*Over-the-counter drug product

tools for creating a **colorful business**

Women want color makeup options for a wide variety of reasons. Sometimes it's all about convenience, speed and basic good looks. Other times, they prefer a full-color look. For example, a Color 101 Look (three eye colors, an eyeliner, mascara, cheek color, lip liner, lipstick and lip gloss) is a great choice for women who want to experiment and play with color. But makeup is always about great looks and products that fit your customers' lifestyles and budgets. With that in mind, here are several easy ways to share color.

» Color Cards and Color Samplers



Pk./five,
only
\$1.50

An easy and professional way to share a complete look with your customer is by giving her a Mary Kay® Color Card (preassembled with samples of three eye colors, a cheek color and a lipstick). And now you have **seven revised Color Cards** to share – one for each lipstick shade family.

- Reds, Metals and Pinks: shades are brand-new.
- Berries and Choclates: shades have been updated.
- Neutrals and Tawnies: shades remain the same.

Each Color Card has a place for your business card on the back and a recommendation for liners and lip gloss to help you upsell to a full Color 101 Look. Plus, customers are sure to love the new “fuss-free” lipstick samplers that can be applied directly to the lips without an applicator.

If your customer wants a different color combination not featured on a Color Card, you can always suggest she use the Virtual Makeover or offer her an individual sample of liners, eye color, cheek color, bronzers and highlighters tucked into a *Sample Anything!* card.

» Free Virtual Makeover

The Mary Kay® Virtual Makeover allows your customers to experiment with makeup artist looks – or looks they create themselves – absolutely free! And with a new section just for brides, you'll have even more ways to help your customers get ready for this special occasion.

Once your customer has played with color online, she can call you or order directly from your Mary Kay® Personal Web Site. That gives you an opportunity to follow up with her and offer your Golden Rule customer service. Then, she can return to the Virtual Makeover again and again as the seasons – or her tastes – change to try what's new and purchase from you!



» Changes to Color 101 Looks in **The Look** and on **www.marykay.com**

The Look and www.marykay.com are **the** places to see the latest looks of the season. In the Summer 2009 issue of *The Look*, each color look is all about simple, easy-to-achieve beauty while keeping

budgets in mind. Beginning with this issue, the makeup artist looks your customers will see include both traditional Color 101 Looks as well as others using different color combinations and color products.

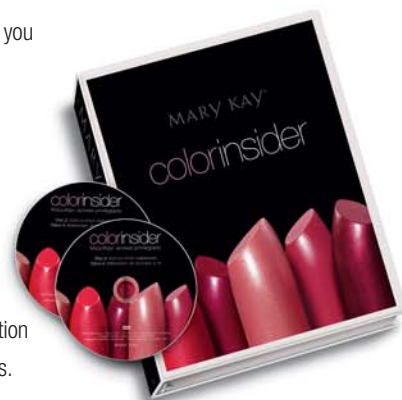
Here's why: While many of your customers prefer a Color 101 Look with multiple eye colors and a complete line of color products for \$113.50, some may favor an abbreviated trend look. In short, fewer products with just as much style and panache. This variety makes the Mary Kay® brand more relevant to a larger group of women and better aligns with the Mary Kay® Virtual Makeover where your customers can create and “try on” any number of color combinations.

With gorgeous photography that just speaks “gotta-have-it,” the featured color looks in *The Look* are displayed in a “recipe” card format, with models on the front and application tips on the back, so you can teach your customers how to get the look they see.



» More Color Resources

- The *Color Insider* book (\$15) and DVD (\$10) provide easy-to-follow makeup tips and application instructions to help you become a color expert.
- **www.marykay.com.** Here, you and your customers will find application tips for all color looks – those featured in *The Look* and on the seven Color Cards. **Go to Tips and Trends > Makeup Artist Looks.** Click on each look then “Get Application Tips” to print out instructions.



best-selling mary kay® products show value of customer loyalty

The top Mary Kay® products that your customers are most loyal to will soon be designated with an official “best-seller” logo on **www.marykay.com**. This logo will let new visitors to **www.marykay.com** and faithful customers alike know exactly what women like them are using and loving! The 2008 best-sellers are:



Mary Kay® Oil-Free
Eye Makeup
Remover, **\$14**



Mary Kay®
Compact,
\$18 (unfilled)

Here are a few suggestions for introducing “best-sellers” to new and existing customers:

- » Offer a product sampler of a “best-seller” to potential customers as a “door opener” or conversation starter, mentioning that the sampler is an all-time favorite Mary Kay® product and top seller within the Mary Kay® product line. Of course, you’ll want to schedule an appointment to share ALL of your best-selling products with new customers and use it as an introduction to find out about your customers’ needs.
- » “Best-sellers” also provide perfect reasons to contact existing customers who may not currently purchase those items from you. Let customers know that you don’t want them to miss out on experiencing these proven customer favorites and top-selling Mary Kay® products! The new logo provides a terrific reason to contact your existing customers, share some fun news and create additional selling opportunities.
- » You also will want to mention “best-sellers” when delivering reorders to customers. You can even include a product sampler with orders as a way to introduce the product. Be sure to follow up with customers to obtain feedback on the sampler and ask if they would like to purchase the full-sized product.



TimeWise® 3-In-1 Cleanser (both normal/dry and combination/oily formulas), **\$18**

TimeWise® Age-Fighting
Moisturizer (both normal/dry
and combination/oily
formulas), **\$22**



Satin Hands® Pampering Set, **\$30**



Mary Kay® Ultimate
Mascara™ in Black, **\$15**

Remember that Mary Kay Ash always advised us not to rest on our laurels. Make sure all of your customers become loyal customers by sampling these great products.

More Accolades

And here’s more exciting product news! *CPC Packaging* magazine named the Mary Kay® Compact a winner of its 2009 Editors’ Choice Awards in the cosmetics category. Mary Kay® Oil-Free Eye Makeup Remover received *Siempre Mujer’s* Excellence in Beauty award. Plus, *O, The Oprah Magazine* has named Mary Kay® Concealer as a winner in its 2009 Spring Makeup O-wards.

Your customers aren’t just loyal to these products; they’re loyal to the Mary Kay® brand! In Brand Keys’ 2009 Customer Loyalty Engagement Index report, Mary Kay commands the No. 1 spot in the cosmetic category (mass merchandiser), listed

ahead of all others including Maybelline, L’Oreal, Max Factor, Cover Girl, Avon and more. This report, conducted by independent research firm Brand Keys, ranks brands best able to engage consumers and create loyal customers. For Mary Kay, that means *you* continue to deliver Golden Rule customer service and one-on-one beauty advice, building customers for life!

These media mentions and accolades are great to share with your loyal customers, especially those who might be considering a Mary Kay business!

All product prices are suggested retail.

give your customers what they want.

With these great offers and customer tools, you can offer Golden Rule customer service that's dependable, personalized and goes "above and beyond." Here's your opportunity to give your customers what they're looking for!



Pk./10,
\$3.50

» Get Summer Sales Growing With *The Look*.

Summer means new trends and fashions! With the Summer 2009 issue of *The Look*, your customers will find the latest beauty tips and trends plus Mary Kay® products that will help them achieve those looks. This issue features the new Two-Minute Looks and Mary Kay® Tinted Lip Balm Sunscreen SPF 15* for simple beauty that's easy to achieve. This amazing issue also introduces customers to the 2009 *Beauty That Counts*™ charitable campaign featuring Mary Kay® Creme Lipstick in limited-edition Pink Passion and in Gingerbread. Open stock versions are available on the June 16 Consultant order form in packs of 10 for \$3.50. Remember, *The Look* is like reading pages right out of a beauty magazine and offers a compelling shopping experience that leads customers to take action – and that's good for your business!



\$1.50
each

» Order Mary Kay® Pink Doing GreenSM Bags.

Now you can offer your customers and hostesses these environment-friendly, reusable shopping bags as a special gift or incentive anytime! Beginning June 16, Mary Kay® Pink Doing GreenSM bags will be available on Section 2 of the Consultant order form for \$1.50 each. The compact and versatile bags can be used for shopping at local stores or for toting Mary Kay® products on the go. Why not use them to show your green side?



» Promote a Gift That Speaks Value.

Offering your customers the quarterly gift with purchase is a great way to show how much you value their business and introduces them to new products they may not use! Customers are sure to love the Summer 2009 gift with purchase – the mirrored Mary Kay® Mini Mineral Eye Color Quad that includes .02 oz. fill weights of Honey Spice, Sienna, Blue Metal and Vintage Gold, plus an applicator. Application instructions along with eye diagrams for multiple natural and classic eye color looks are printed on an insert card. Each shade is estimated to last two months. Available while supplies last on Section 2 of the June 16 Consultant order form, you can offer them free to customers who purchase \$40 suggested retail or more (excluding tax).

Pk./five,
\$20

*Over-the-counter drug product

» The Hostess Program Enhanced

Marketing research shows that women today want **free product**, and they want to **support a greater cause**. That's why encouraging your hostesses to hold classes and earn free product as their hostess gifts is the best way to promote the Mary Kay hostess program.

When you talk to potential hostesses, you'll want to be sure to share the following hostess perks:

- » Earn free product based on sales and bookings
- » Opportunity to participate in special hostess initiatives that support Mary Kay's charitable initiatives, enriching women's lives and supporting a greater cause
- » One-on-one personal consultation with your Independent Beauty Consultant for skin care needs and a personalized color look

And here's exciting news! The Company also is developing additional hostess perks that will give your hostesses an insider peek at fashion and makeup trends, access to exclusive Mary Kay® product news and other special benefits. With these enhancements to the hostess program, you can help your hostess feel like she is part of the "bigger" Mary Kay picture and supporting "something good." Be sure to stay tuned for details coming soon.

With these hostess enhancements in mind, this quarter will offer the last new limited-edition hostess gift for your purchase. You can continue to offer the Quilted Cosmetic Bag Trio and the Hostess Magnifying Mirror as hostess options or special customer appreciation gifts (available on Section 2 of the Consultant order form). And limited-edition hostess gifts from previous quarters are still available while supplies last.

Why not take this opportunity to talk about being a Mary Kay hostess – and get a party started?



Pamper Me Set

Your hostesses are sure to appreciate this quarter's indulgent hostess gift option. The Pamper Me Set includes a neck pillow, an eye mask and socks – all in an adorable matching pink and black tote. It's perfect for those who host parties (with \$200 in total sales and one booking). Available on Section 2 of the Consultant order form for \$15 each, while supplies last.

MKConnections® Reminders

Help for Finding Insurance Coverage

It seems like insurance is a topic of discussion for everyone these days. Health insurance is in the news as many people find themselves newly unemployed and without coverage, and premiums for those employed continue to rise. Another insurance concern for any independent contractor is liability insurance – an essential for your business security.

Of course, as an Independent Beauty Consultant, the responsibility for health and liability insurance coverage is up to you. But finding the best coverage at the best price and with a reputable company can be overwhelming!

That's why Mary Kay Inc., through the Direct Selling Association, is able to offer you a special resource that can help. PRO Insurance Managers is a 58-year-old independent insurance brokerage that connects individuals, families and small businesses with customized, affordable insurance plans just right for them.

With general liability plans providing nationwide protection for your business activities for \$150/year and health insurance from highly rated, financially stable carriers, you can let the professionals at PRO Insurance do the work and save you the time.

Independent National Sales Director Diane Underwood has been working with PRO Insurance for the past three years to cover her health insurance needs. "When I first looked into their programs, I could not believe the cost savings," Diane shares. "I've saved a significant amount of money, and I always receive exceptional customer service whenever I need to contact them."

You can find out more about PRO Insurance Managers on the Mary Kay InTouch Web® site. Click on Ordering > MKConnections®.

Give Your Digital Devices Mary Kay Spirit

Did you know that you can show your "Mary Kay enthusiasm" with Mary Kay® graphic designs for your cell phone, laptop, MP3 player and even your digital camera? It's easy when you go to MKConnections® on the Mary Kay InTouch® Web site and click on the T-Mobile® link. In the upper right-hand corner, you'll find a box that says "Mary Kay Your Phone Now." Click on that box to go to the Skinit® Web site where you can choose from three Mary Kay designs starting at \$14.95 that can be easily applied to your device and leave no residue if removed.

It is not necessary to be a T-Mobile® customer to take advantage of this offer, but you also might want to check out their discount and award-winning customer service while you are there!



recognition

Congratulations to the winners for March 2009

On-Target Inner/Diamond Circle Independent National Sales Directors become 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 March 2009, NSD bonuses for Star Consultants and NSD commissions earned on all foreign countries for February 2009.) 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, 2008, through March 31, 2009.

Ruby



Carol Anton

Sapphire



Gayle Gaston

Emerald



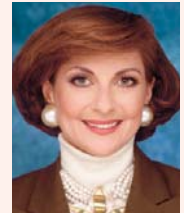
Gloria Mayfield Banks

Pearl



Jan Harris

Diamond



Barbara Sunden

On-Target for \$750,000 Inner Circle
Barbara Sunden.....\$693,124.32
Gayle Gaston.....622,957.50

On-Target for \$500,000 Inner Circle
Carol Anton.....\$446,855.10
Karen Piro.....375,903.45

On-Target for \$325,000 Inner Circle
Lisa Madson.....\$360,131.42
Jan Harris.....328,098.25

Joanne Holman.....314,727.16
Gloria Mayfield Banks.....306,261.50
Darlene Berggren.....303,220.92
Kathy Helou.....300,753.67
Patricia Rodriguez-Turker.....299,645.40
Gloria Castaño.....297,109.51
Pat Danforth.....294,276.16
Karlee Isenhardt.....287,223.17
Cheryl Warfield.....281,021.24
Jana Cox.....278,608.44
Anita Mallory Garrett-Roe.....268,889.09

On-Target for \$250,000 Diamond Circle
Sue Kirkpatrick.....\$241,894.16
Stacy James.....240,007.42
Sonia Páez.....238,489.09
Halina Rygiel.....231,969.34
Sherry Giancristoforo.....225,585.26
Cindy Williams.....223,767.04
Judie McCoy.....219,566.77

SuzAnne Brothers.....213,595.81
Linda Toupin.....213,296.16
Johnnette Shealy.....208,171.49
Debi Moore.....206,222.93
Rosa Jackson.....204,752.22
Julianne Nagle-Hackett.....203,497.74
Mary Diem.....196,281.46
Pamela Waldrop Shaw.....193,335.56
Pam Gruber.....193,317.26
Evelinda Diaz.....192,740.14
Ronnie D'Esposito Klein.....187,804.19

On-Target for \$200,000 Diamond Circle
Wanda Dalby.....\$186,446.20
Shirley Oppenheimer.....183,920.40
Jackie Swank.....179,511.42
Lily Orellana.....174,998.11
Diane Underwood.....173,301.29
Joyce Z. Grady.....169,715.23
Kerry Buskirk.....168,993.97
Shannon Andrews.....162,597.96
Anita Tripp Brewton.....161,502.96

Cindy Fox.....159,633.32
Dacia Wiegandt.....157,701.93
Tammy Crayk.....156,016.13
Valerie Bagnol.....155,460.97
Jamie Cruse-Vrinios.....153,192.95
Jeanne Rowland.....150,897.80

Monthly Commissions and Bonuses Listed are NSD commissions earned in March 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

Carol Anton**.....\$76,962
Karlee Isenhardt**.....50,471
Pat Danforth.....47,355
Sue Kirkpatrick.....39,492
Ronnie D'Esposito Klein*.....32,212
Johnnette Shealy*.....32,110
Kimberly R. Copeland.....31,286
Wanda Dalby**.....27,818
Shirley Oppenheimer*.....27,296
Rebecca Evans*.....25,557
Jeanne Rowland.....23,157
Lynne G. Holliday.....22,251
Pam Ross*.....21,554
Judy Kawiecki.....21,302
Janis Z. Moon.....21,178
Kate DeBlander.....20,117
Toni A. McElroy.....19,924
Patricia Lane.....19,102
Candy D. Lewis.....18,965
Scarlett S. Walker*.....18,811
Kirk Gillespie.....18,573
Gena Rae Gass.....18,520
Pamela A. Fortenberry-Slate*.....18,011
Michelle L. Sudeth*.....17,581
Cheryl J. Davidson.....16,935
Kelly McCarroll.....16,875
Cyndee Gress.....16,622
Gay Hope Super.....16,268
Nancy West Junkin*.....16,165
Vicki Jo Auth.....15,621
Thea Elvin.....15,132
Bea Millsagle.....14,311
Cindy Z. Leone.....14,233
Katie Walley.....13,885
Cindy Towne.....13,880
Phyllis Chang.....13,700
Amy Dunlap.....13,377
Margaret M. Bartsch.....13,361
Vicky L. Fuseller.....13,346
Maria Aceto Piro.....13,276
Rhonda L. Fraczowski.....12,518
Terri Schafer.....12,056
Donna B. Meixsell.....10,004
Sharilyn G. Phillips.....7,475
Renee D. Hackleman.....5,697

Sapphire

Gayle Gaston***.....\$81,626
Joanne Holman**.....47,554
Jana Cox*.....47,056
Judie McCoy*.....43,678
Lupita Ceballos*.....40,507
Shannon C. Andrews*.....36,721
Davanne D. Moul*.....27,029
Kimberly D. Starr.....26,430
Valerie J. Bagnol*.....26,395
Mattie Dozier.....24,619
Jo Anne Barnes.....23,209
Pam I. Higgs.....22,225
Pam Klickna-Powell.....21,975
Joy L. Breen.....20,688
Lorraine B. Newton.....19,597
Gloria Báez*.....19,594
Nancy A. Moser.....19,177
Sharon L. Buck.....19,100
Magdalena Nevarez.....18,525
Sherril L. Steinman.....18,319
Jan L. Thetford.....18,287
Alia L. Head.....17,814
Brigit L. Bridle.....17,525
Ann Brown.....16,916
Gladis Elizabeth Camargo*.....16,506
Debra M. Wehrer.....15,963
Maribel Barajas.....15,310
Gillian H. Ortega.....13,816
Karen B. Ford.....13,801
Kendra Crist Cross.....12,320
Vernella Benjamin.....12,308
Carol L. Stoops.....11,886
Paola J. Ramirez.....10,243
Elizabeth Sánchez.....10,097
Jill Moore.....9,367
Maria Aguirre.....8,766
Mirna Mejia de Sánchez.....8,678

Emerald

Gloria Mayfield Banks***.....\$57,360
Kathy S. Helou*.....54,077
Sherry Giancristoforo**.....34,340
Jamie Cruse-Vrinios.....32,852
Debi R. Moore*.....32,355
Dacia Wiegandt*.....30,187
Lily Orellana.....29,980
Cindy Fox*.....28,754
Consuelo R. Prieto.....25,290
Sabrina Goodwin Monday.....24,379
Yvonne S. Lemmon.....23,539
Kerry Buskirk*.....23,302
Kay E. Elvrum.....22,965
Joanne R. Bertalan*.....22,582
Mona Butters.....22,003
Cathy Bill*.....21,251
Pamela Tull.....21,120
Janet Tade*.....19,385
Brenda Segal*.....18,885
Crisette M. Ellis.....18,259
Kathy Rodgers-Smith.....17,949
Cathy Phillips.....17,426
Kym A. Walker*.....17,175
Jackie LaPrade.....17,022
Dawn Otten-Sweeney.....16,370
Debra Whitaker.....15,235
Natalie Privette-Jones.....14,185
Judy Harmon.....13,585
Sherry A. Alexander.....12,431
Cristi Ann Millard.....11,964
Nora L. Shariff*.....11,656
Miriam Gómez-Rivas.....10,924
Shelly Gladstein.....10,866
Esther Whiteleather.....10,546
Regina Hogue.....10,394
Carmen Rios.....9,143
Joanne Hollingsworth.....8,786
Francie McBeth.....8,401
Pamela Cheek.....6,948
Phyllis R. Sammons.....5,912

Pearl

Darlene Berggren*.....\$49,110
Cheryl Warfield**.....47,235
Jan Harris**.....44,699
Halina Rygiel*.....41,281
Stacy I. James*.....41,269
Anita Tripp Brewton*.....40,262
Pamela Waldrop Shaw.....39,645
Cindy A. Williams.....39,456
Rosa Jackson**.....32,354
Sandy Miller.....26,811
Jackie Swank*.....24,395
Lise T. Clark*.....23,428
Wilda DeKerlegand*.....23,070
Anabell Rocha.....22,758
Mary C. Estupian-Martel*.....22,529
Judy Brack.....22,088
Nancy Bonner*.....21,436
Maureen S. Ledda*.....20,727
Monique Todd Balboa.....20,694
Elizabeth Fitzpatrick*.....20,652
Julie Krebsbach.....20,597
Bett Vernon.....18,495
Robin Rowland.....17,645
Pat Campbell.....17,189
Maureen Myers.....17,140
Shirley M. Oshiro.....17,096
Wadene Claxton-Prince.....16,880
Gilda McGuire.....16,819
Beatrice Powell.....16,761
Deb Pike.....16,660
Lynda Jackson*.....16,398
Barbara Stimach*.....16,358
Ruth Theodocion.....16,015
Jane Sturawra.....14,902
Anita N. Conley.....14,583
Sylvia Kalicak.....13,895
Linda Kirkbride.....13,716
Cathy E. Littlejohn.....13,571
Kathy C. Goff-Brummett.....12,379
Rosalie Ann Medjesky.....11,869
Allison LaMarr.....10,882
Kathy Jones.....9,936
Bettye M. Bridges.....8,509
Sonja Hunter Mason.....8,364

Diamond

Barbara Sunden***.....\$90,518
Lisa Madson.....77,507
Karen Piro**.....59,256
Patricia Rodriguez-Turker**.....47,159
Gloria Castaño**.....46,941
Sonia Páez.....43,807
Linda C. Toupin.....40,170
Anita Mallory Garrett-Roe*.....38,274
Mary Diem*.....33,805
Evelinda Diaz*.....33,706
Joyce Z. Grady.....31,181
Julianne Nagle-Hackett*.....30,102
Pam Gruber*.....29,595
Diane Underwood.....29,486
SuzAnne Brothers*.....28,469
Dalene Hartshorn.....27,711
Tammy Crayk.....27,399
Jo Anne Cunningham.....26,079
Sharon Kingrey.....24,602
Maria I. Monarrez.....24,443
Sandy Valerio.....24,396
Dawn A. Dunn.....21,908
Gina Rodriguez.....21,746
Ada Garcia-Herrera.....17,062
Diana Sumpter.....17,035
Connie A. Kittson.....16,655
Andrea C. Newman.....16,355
Morayma Rosas.....14,301
Diana Heble.....14,115
Isabel Venegas.....14,048
Betty Gilpatrick.....13,868
Charlotte G. Kosena.....12,222
Sandra Chamorro.....12,199
Rosibel L. Shahin*.....11,812
Jan Mazzioti.....10,505
Carol Lawler.....9,509
Caterina M. Harris.....9,379
Gladys C. Reyes.....8,970

*Denotes Senior NSD

**Denotes Executive NSD

***Denotes Elite Executive NSD

diamond/diamante

new debuts/debutes January/enero

New Independent Sales Directors. For more information, log on to the Mary Kay InTouch® Web site. Under "Resources", click on "DIQ Program." /Nuevas Directoras de Ventas Independientes. Para más información, visita el sitio electrónico *Mary Kay InTouch®*. En el apartado "Recursos", haz clic en "Programa DIQ".



Marie-Petra Adams
Pensacola, Fla.
E. Sims Unit

Maria Felix Marcial
Norwalk, Calif.
M. Rios Unit

Capri Christen Mulder
Grants Pass, Ore.
D. Lemke Unit

Maria Elizabeth Pumarejo
West Palm Beach, Fla.
A. Allgood Unit

Gwendolyn Williams
Dunedin, Fla.
J. Bogle Unit

Patricia Winn
Sacramento, Calif.
D. Lawrence Unit

Dayana Polanco*
Miami
M. Rolo Unit

Congratulations to Sales Directors **Kathy M. Allen**, Cornelius, N.C., S. Adkins Unit; **Wendy Melissa Arias**, Ontario, Calif., R. Perez Camacho Unit; **Maria G. Atkinson**, Prairieville, La., L. Daigle Unit; **Rosa Melida Casasola**, Dorchester, Mass., D. Osorio Unit; **Sonia Cordova**, Bay Shore, N.Y., L. Balcazar Unit; **Alejandra Duarte**, Brentwood, N.Y., E. Diaz Unit; **Maricruz Estrada**, Charlotte, N.C., Y. Sanchez Unit; **Kathy Fean**, Fort Wayne, Ind., J. Schlundt Unit; **Emelina Figueroa**, Nyack, N.Y., E. Orellana Unit; **Pablo Flores**, Bronx, N.Y., V. Flores Unit; **Miriam Angelica Galiote**, Houston, D. Llanas Unit; **Irma Gonzalez**, Colorado Springs, Colo., M. Dominguez Unit; **Nishmet D. Guerrero**, Hialeah, Fla., I. Hernandez Unit; **Lourdes Lopez**, Chicago, Y. Gallo Unit; **Juanita Spring Majel**, Madras, Ore., C. Chitwood Unit; **Sybil Walker Mercer**, Clermont, Fla., D. Misciagno Unit; **Gloria Montemayor**, Chicago, M. Delgado Unit; **Evelia Pantaleon**, Berwyn, Ill., L. Spadlowski Unit; **Antonia Perez**, Waltham, Mass., V. Hueso Unit; **Jessica Milagros Perez**, Sarasota, Fla., Y. Piotrowski Unit; **Petrona M. Perez**, Chelsea, Mass., M. Gonzalez Unit; **Veronica Prieto**, Chicago, I. Ploquinto Unit; **Alicia Puentes**, East Islip, N.Y., C. Mendez Unit; **Esperanza Rodriguez**, Astoria, N.Y., G. Castaño Unit; **Yesenia Griselda Salvador**, Roosevelt, N.Y., T. Perez Unit; **Susana Sanchez**, Brooklyn, N.Y., J. Kellarakos Unit; **Maria Tlaseca**, Hyattsville, Md., R. Castillo Unit; **Maria Velasquez**, Huntington Station, N.Y., A. Canales Unit; **Norma Villalobos**, Cicero, Ill., O. Del Rio Unit; photos unavailable at press time./Felicidades a estas Directoras de Ventas cuyas fotos no estaban disponibles al cierre de edición.

*Previously debuted./Debutó con anterioridad.

Dean's List/Lista del Decano

(March 2008 debuts/debutes de marzo 2008)

The top three Honors Society members from each debuting class who have the highest adjusted unit wholesale production of their debut class and who have at least 50 unit members by the end of the twelfth month following their debut date./Las primeras tres integrantes de la Sociedad de Honor de cada clase de debut con la mayor producción de unidad ajustada al mayoreo de su clase y que cuenten con por lo menos 50 integrantes de unidad al final del duodécimo mes de su fecha de debut.



Uzo Ogbutor
Bordentown, N.J.
Ruby Go Give Area
Ruby Seminar

Delmi Cristina Santos
Charlotte, N.C.
B. Sunden Area
Diamond Seminar

Caroline Adedolapo Yussuf
Brooklyn, N.Y.
H. Rygiel Area
Pearl Seminar

Honors Society/Sociedad de Honor

(March 2008 debuts/debutes de marzo 2008)

Independent Sales Directors whose adjusted unit wholesale production is at least \$60,000 and who have at least 50 unit members by the end of the twelfth month following their debut date./Las Directoras de Ventas Independientes cuya producción de unidad ajustada al mayoreo es por lo menos de \$60,000 y tienen por lo menos 50 integrantes de unidad al final del duodécimo mes de su fecha de debut.



Fernanda Morla-Canales
Warrenton, Va.
A. García-Herrera Area

Congratulations to Sales Directors **Tina Marie Kocourek**, Manitowoc, Wis., L. Madson Area; **Edith Martinez**, Oak Hills, Calif., A. Mallory Garrett-Roe Area; photos unavailable at press time./Felicidades a estas Directoras de Ventas cuyas fotos no estaban disponibles al cierre de edición.

diamond/diamante

Fabulous 50s/Los Fabulosos 50

(September 2008 debuts/debutes de septiembre 2008)

Independent Sales Directors whose adjusted unit wholesale production is at least \$30,000 and who have at least 50 unit members by the end of the sixth month following their debut date./Las Directoras de Ventas Independientes cuya producción de unidad ajustada al mayoreo es por lo menos de \$30,000 y cuentan con por lo menos 50 integrantes de unidad al final del sexto mes de su fecha de debut.



Dalila Duarte de Mollinedo
Jamaica, N.Y.
G. Castaño Area

Marta P. Hernandez
Arlington, Va.
P. Rodríguez-Turker Area

Flora Lopez
Monroe, N.C.
S. Páez Area

On the Move/En acción

(January 2009 debuts/debutes de enero 2009)

Independent Sales Directors whose adjusted unit wholesale production is at least \$15,000 by the end of the third month following their debut date, and who have added three or more qualified new personal team members whose Independent Beauty Consultant Agreements and minimum of \$600 in wholesale Section 1 orders were received during the three months following their debut date./Las Directoras de Ventas Independientes cuya producción de unidad ajustada al mayoreo es de por lo menos \$15,000 al final del tercer mes de la fecha de su debut, y que hayan obtenido tres o más nuevas integrantes de equipo personal calificadas cuyos Acuerdos de Consultora de Belleza Independiente y pedidos por un mínimo de \$600 de la sección 1 al mayoreo fueron recibidos durante los tres meses después de la fecha de su debut.

Marie-Petra Adams
Wendy Melissa Arias

Maricruz Estrada
Kathy Fean

Miriam Angelica
Galiote

Irma Gonzalez

Evelia Pantaleon

Jessica Milagros
Perez

Esperanza Rodriguez

New Team Leaders/Nuevas Líderes de Equipo

Independent Beauty Consultants who have at least five active personal team members for the first time./Las Consultoras de Belleza Independientes que por primera vez obtuvieron por lo menos cinco integrantes de equipo personal activas.

Adebisi A. Adedugbe
Olu A. Adelaja
Susan A. Adongo
Maria Aguirre
Teresa Alfaro
Modesta Alquicira
Ana E. Alvarado
Araceli Alvarez
Deena E. Amato
Fran A. Anderson
Lorena G. Arita
Paula R. Bainbridge
Heather L. Baker
Celida F. Barrios
Deborah G. Bass
Danielle J. Beggs
Vivian S. Bell
Debby Beltran
Maria Betancourt
Herminia Borge
Kimberly Bovee
Jacqueline S. Brown
Sheila L. Burgess
Pamela K. Burroughs

Adriana Caceres
Sandra P. Calderon
Tomasca Calej
Erika Calvo
Juana Campechano
Zulma A. Cardona
Vilma Carrillo
Amy R. Ceaser
Grely Cedeno
Tracy R. Chase
Alma Chavez
Mercedes Chavez
Kimberly A. Chess
Susan R. Clement
Kaleigh K. Coleman
Maria Contreras
Carmen I. Correa De Mejia
Juana Cruz
Blanca E. Cuevas
Gloria Cuevas
Dina Cunningham
Vreni Dahl
Melissa L. Deland
Beatris D. Delgado

Gisela C. Diaz
Maria L. Diaz
Nena E. Donaldson
Christine M. Earl
Tori K. Edmondson
Vickie Edmonston
Bridget A. Ellenbecker
Melenie D. Espinoza
Sakiee A. Espinoza
Veronica Evangelista
Blanca Figueroa
Alma R. Flores
Maria M. Flores
Nancy E. Flores
Rosa M. Flores
Ruth Flores
Carrie Frankenberger
Altigracia Frias
Myrna Fuentes
Victoria Fuentes
Blanca G. Gallardo
Silvia D. Gamez
Analesli Garcia
Angelina Garcia

Maria L. Gonzalez
Mayeli D. Gonzalez
Yolanda Gonzalez
Zuly V. Gramajo
Luisa Gutierrez
Blanca E. Gutierrez
Janet F. Hager
Deirdre Haman
Cathi C. Hamilton
Kathlyn Harbin
Pat A. Harris
Melissa Hendrix
Alecia M. Hernandez
Mary S. Hinds
Evelyn Hugger
Bonnie Izzo
Susan L. Jacobs
Elva Jaimes
Maria Jimenez
Agatha Johnson
Charli Johnson
Lori Johnson
Vakia L. King
Kelly A. Knight

Leah Y. Learmonth
Laurie Liechty
Evelin D. Lopez
Maria Lopez
Marlyn Lopez
Beatris Maldonado
Gloria Martinez
Jeimy V. Martinez
Silvia Martinez
Jacqueline N. Maxie
Stacy L. McCleaf
Janna M. McMurry
Maria G. Mejia
Rosa Mejia
Veronica Mendoza
Courtney E. Miller
Melissa A. Miller
Denise K. Minnich
Hope A. Moehrle
Yolanda Monje
Carol J. Morales
Flor de Maria L. Morales
Charlotte Morris
Vicki L. Morris

Shirley Munoz Lewis
Nelly M. Naula
Claudia C. Navarro
Siric Y. Nieto
Raquel Nunez
Maria Olmedo
Amalia Oviedo
Beatriz H. Pacheco
Katty D. Palomino
Elizabeth G. Pattison
Karla Y. Paz
Maria E. Pena
Yajaira Penaloza
Karla Perez
Adella J. Pichardo
Aleja Pizarro
Maria F. Pollard
Jamie A. Prestidge
Julie Preston
Levis R. Pula
Veronica Quintana
Julia I. Ramirez
Monica Ramos
Sarai E. Recinos

Bertha Reyes
Maria Reyes
Angela M. Riley
Catalina Rivera
Ana Rodriguez
Blanca Rodriguez
Maria Rodriguez
Nancy Rodriguez
Maylin Rojas
Maria E. Ruiz
Tayde Ruiz
Linda S. Sackett
Josefina Salgado
Adriana M. Sanchez
Marianela Sanchez
Erica A. Sandquist-Holm
Mary E. Santiago
Nereida Santoyo
Lisa A. Schmitz
Sunnie Schreck
Claudia B. Segura
Maritza Serrano
Asha K. Singh
Heather L. Skabardis

Rita F. Skinner
Cecilia E. Soriano
Bernadette A. Starzyk
Tricia Stearns
Ute Stern-Ratzel
April D. Tappe
Candida Taylor
Megan S. Taylor
Marycarmen Topete
Marina I. Umana
Gonzales
Estrella Valdes
Luz S. Valencia
Janeth Vargas
Cleribelta Vasquez
Tracy M. Voegtli
Angela M. Walschinski
Paula A. Weisenbeck
Sue E. Wiegel
Jamie J. Wille
Jenna M. Wilson
Karen D. Yarbrough
Febronia Zavala
Maria T. Zayas

13% Club/Club del 13%

Congratulations to the top 25 Independent Beauty Consultants and Independent Sales Directors in the Diamond area earning 13 percent personal team commissions. They placed a personal minimum \$600 wholesale Section 1 order and had at least five personal team members each place a minimum of \$200 in wholesale orders during March./Felicitaciones a las primeras 25 Consultoras de Belleza Independientes y Directoras de Ventas Independientes en el área Diamante que ganaron las comisiones del 13% por equipo personal. Éstas hicieron un pedido personal mínimo de \$600 de la sección 1 al mayoreo y tuvieron por lo menos cinco integrantes de equipo personal que hicieron cada una pedidos por un mínimo de \$200 al mayoreo en marzo.

Sales Director Ruth Everhart.....\$2,264.50
Sales Director Kerri Lee Shulman.....2,190.60
Sales Director Linda C. Weniger.....2,026.80
Sales Director Mary Kathryn King.....1,911.81
Sales Director Ngozi Onuoha.....1,897.48
Sales Director Felicia Ifeyinwa Nweze.....1,798.00
Sales Director Lisa Rada.....1,758.87
Sales Director Elizabeth Fernandez.....1,649.77
Sales Director Donna J. Saguto.....1,558.33

Sales Director Nikki Hall Edgemon.....1,523.47
Sales Director Lynda Leggett.....1,474.61
Sales Director Omosolape O. Akinyoyenu.....1,448.14
Sales Director Maria Flores.....1,447.06
Sales Director Margarita Velez.....1,445.08
Sales Director Karime Rosas.....1,439.39
Sales Director Ana X. Solis.....1,410.80
Sales Director Martha Kay Raile.....1,407.43
Sales Director Kathy M. Viola.....1,401.77

Sales Director Besa Michelle Regan.....1,400.04
Sales Director Marni McKenna Hendricks.....1,392.14
Sales Director Terri J. Prange.....1,386.16
Sales Director Valerie Jean White.....1,383.43
Sales Director Valerie McCullough Reynolds.....1,366.50
Sales Director Dayana Polanco.....1,353.95
Ute Stern-Ratzel, R. Everhart Unit.....1,341.08

recognition/reconocimiento

Achievement Circle/Círculo de Logros

Listed below is the ranking of the top 100 Independent Sales Directors in each Seminar area based on their March 2009 estimated unit retail production./Lista de las primeras 100 Directoras de Ventas Independientes en cada Seminario según su producción de unidad estimada al menudeo de marzo de 2009.

Ruby/Rubi

Krystal Downey-Shada	\$152,560
Phuong L. White	128,302
Donna Clark	96,146
Vanessa R. Upkins	88,545
Debbie A. Elbrecht	86,940
Suzanne Moeller	85,664
Sonya F. Goins	85,376
Thessy Nkechi Nwachukwu	84,899
Laura A. Kattenbraker	81,584
Cissy E. Warren	75,659
Somer Ballard Carter	74,693
Lisa Anne Harmon	72,094
Jeanie Ripley	71,988
Kathleen C. Savornan	69,769
Theresa Ann Huntley	69,427
Rosalie Kuhen	68,420
Maribel Olivares	67,588
Robin R. Tucker	67,126
Gloria Dominguez	66,657
Julie Rene Jennings	66,558
Cheryl O. Fulcher	65,903
Sherri Ammons	65,649
Becky M. Xepoleas	64,926
Brenda Fenner	64,452
Cindy P. Markowski	64,414
Trudy D. Nikolas	63,811
Amber L. Faulk	63,296
Kimberly Cavarretta	62,646
Julie Brindell Sapp	62,601
Sherrie L. Clemmons	61,841
Esther M. Maston	61,062
Melissa Kaye Kopec	60,921
Krystal K. Walker	60,544
Terry S. Smith	60,330
Latrice Mahalite	60,315
Breda M. Teal	59,693
Liz Whitehouse	58,213
Susan E. Goodson	57,450
Julie Thomas	56,728
Becki Holsington	56,428
Jeanette M. Thompson	56,259
Lisa Baker	56,007
Tiffany Brooke Stout	55,453
Jennifer Jean McNulty	55,371
Terry Thole	54,585
Judie Roman	54,375
Patti Maxwell	54,375
Meg Springer	54,268
Laurieann Barclay	54,260
Anne Weidenweber	53,791
Lisa D. Prescott	53,733
Rose Mary Neel	53,588
Maryann Clark-Durell	53,247
Mary Jo Dallen	53,109
Carmen Nunez de Valencia	52,953
K. T. Marie Martin	52,917
Candace Laurel Carlson	52,177
Crystal Caldwell Hubbard	52,079
Stephanie Lynne Lenard	51,995
Kathy Williams	51,389
Debra Moore Kinley	51,125
Marnie R. Yunger	50,624
Cleta Mitchell	50,606
Margaret H. Gormly	50,039
Lacy Janel Nickelson	49,830
Elayne J. Watson	49,776
Julie L. Byrne	49,039
Oye A. Onuoha	48,661
Ekene S. Okafor	48,549
Lorraine Noland	48,505
Gina Beekley	48,369
Fabiola Lopez	48,227
Reyna Darlene Anderson	48,024
Tori Lynn Hoffman	47,994
Deborah J. O'Leary	47,884
Melanie S. Abernathy	47,658
Carol Fehr	47,605
Tina Hulsman	47,192
Judy Lund	47,018
Nancy D. Marshall	46,868
Eleanor M. Reigel	46,648
Connie A. Brinker	46,442
Timmi Davis	46,237
Mary Lou Ardohain	46,174

Sylvia J. Cook	46,072
Linda Leonard Thompson	45,965
Mary Sharon Howell	45,681
Elizabeth A. Elder	45,615
Natalie Marie Paparella	45,360
Laura L. Lohry	44,910
Michelle T. Miller	44,704
Marcella B. Stewart	44,623
Candace Lyn Chambers	44,348
Palia A. Curry	44,133
Cathy G. Huhta	44,062
Lynette L. Meisel	43,933
Jennifer E. Marinacci	43,922
Allison Foster	43,867
Julie Smith	43,844
Bridgette Rae Conley	43,842

Sapphire/Zafiro

Julia Mundy	\$125,044
Sarah Marie Lang	102,944
Sylvia Boggs	92,286
Jill L. Glockner	90,093
Kim Maynor	80,159
Binta Touray Jagne	78,615
Kathy R. Bullard	75,544
Christy Bigham	73,811
Angela D. LaFerry	72,940
Diane Bruns	71,689
Ann W. Sherman	70,576
Tracy Potter	69,026
Katie D. Nichols	68,877
Linda Klein	68,305
Jennifer Sloan	68,056
Lady Ruth Brown	67,950
Tasha Bergman	67,262
Roxanne McInroe	66,903
Cheryl Banks	66,192
Maria Montes	65,986
Jennifer G. Bouse	65,822
Randi Stevens	64,637
Sagario M. Magana	64,605
Angie S. Day	64,062
Dena Smith	63,043
Cheryl T. Anderson	62,257
Peggy B. Sacco	61,983
JoAnna P. Shipe	61,435
Danita Sajous	60,839
Christa Neal Warner	60,490
Lyriss Yee	60,483
Julie Weaver	60,191
Linda L. Quillin	59,997
Joanna Helton	59,946
Patrice Moore Smith	59,316
Tatibtha A. Hallums	58,917
Hilda Maruffo	58,646
Tammy Romage	56,645
Phyllis I. Pinks	56,498
Terry A. Hensley	56,464
Janelle A. Ferrell	56,403
Kristi M. Anderson	55,137
Ruby Garner	54,857
Beth S. Austin	54,011
Nancy W. Pettaway	53,871
Charmayne Mayowa	53,724
Joyceyn Bailey Westbrooks	53,538
Sonya Cathey	52,860
Meisue L. Chou	52,705
Agnes Stewart	52,021
Danice C. McElowney	51,843
Lorraine S. Kigar	51,030
Ann Ferrell Smith	51,011
Elaine Hipscher	50,796
Liv Arnold	50,457
Marty Ulmer	50,257
Margaret Neill	50,192
Debbie A. Weld	49,937
Moleida G. Daley	49,760
Marie Pfarr	49,465
Lynn A. Cervini	49,083
Monica Garcia	48,799
Jennifer L. Semelsberger	48,675
Jennifer Bessey Salsbery	48,580
Kim B. Roberts	48,250
Terry M. Holcomb	48,188
Lisa Emily O'Brien	48,128

Cynthia M. Cummings	48,023
Elaine B. Lewis	47,782
Linn Lane	47,688
Betty H. Schuler	47,420
Jenny Decker	47,388
Dwauna Maura	47,349
Maria G. Diaz	47,220
Carlee Frances Curtin	47,158
Kaye Yuen	47,052
Sherri Reindl	46,876
Flory Palencia	46,788
Melva M. Slythe	46,513
Pam Garner Moore	46,497
Sherrian Beagle	46,216
Maggie Sitar	46,167
Kim Williams	45,581
Dolores Keller	45,563
Bea Heath	45,425
Heather L. Bohlinger	45,383
Ronda Compton	45,273
Shella Berry	45,181
Sandi Fitzpatrick	45,099
Avelyn R. Smith	44,686
Robyn S. Cartmill	44,658
Jerlene Vrana	44,583
Jill Beckstedt	44,425
Nannette G. Short	43,972
Kathleen Bonadie	43,911
Byrnie M. Blalock	43,846
Abigail Sweigert McNamee	43,429
Lyn A. Gagetta	43,359
Brandi Driggers	43,268
Nyanne Applegate	43,021

Emerald/Esmeralda

Nancy Berlin	\$84,758
Stacy D. Foust	83,099
Roxanne K. Youngton	78,020
Hollie R. Sherrick	77,543
Karen E. Riddle	74,002
Hope S. Pratt	72,549
Sheila J. McCune	72,285
Trisha Taylor	70,594
Helen Jakpor	70,589
Kami Fredericks	70,443
Pam Kelly	68,324
Candy Jackson	67,093
Nancy Graham	67,003
Auri Hatheway	66,509
Christie I. Ehiobu	64,913
Jordan Helou Eichler	64,810
Barbara Pleet	63,911
Brenda D. Elliott	63,876
Grace Y. Adeoye	62,552
Jeannine R. DeVore Harris	60,000
Sheri L. Farrar-Meyer	59,093
Angel L. Hurley	57,999
Dona Rajcula	57,549
Ayobami O. Olusa	57,128
Carrell A. Cannon	56,857
Maria Sanchez	56,761
Judith E. Cotton	56,639
Kimberly Richardson Edwards	56,345
Denise W. Montgomery	56,315
Carolyn L. Lucas	56,090
Rose Campbell	55,843
Linda Bradley	55,267
Denise G. Kucharski	54,959
Adanna Steinmetz	54,161
Mirta Barquet	54,160
Valerie Yokie	54,075
Linda Jackson	53,515
Linda S. Robinson	53,229
Traci L. Smith	53,198
Emily Stone	52,716
Katie L. Ashby	52,405
Jackie L. Root	52,086
Marianne L. Anderson	51,235
Tanya Olivia King	50,940
Paula Kelsch	50,891
Susie J. Serio	50,843
Yolanda Lopez	50,530
Evalina Chavez	50,495
Jeannie S. Meyer	49,798
Annette D. Oxley	49,392

Alyson R. Young-Guerra	49,007
Marla Beddick	49,002
Breanne Bechard	48,851
Jennifer Spriggs	48,695
Ann Shears	48,652
Pat Forehand	48,063
Flavia A. Rivera	47,935
Stacy M. Houy	47,715
Amanda Sherum	47,389
Heather A. Carlson	46,996
Tami C. Stewart	46,740
Nancy L. DeFina	46,735
Leslie Kathleen Martinez	46,428
Julie B. Potts	45,877
Connie S. Miller	45,877
Geri L. Gurreri	45,527
Caroline Nesbitt Osmon	45,266
Nancy A. Coleman	45,130
Heather Shea Catts	45,049
Deborah J. Rose	45,036
Stacy S. Gilson	44,729
Aya Fubara Eneli	44,557
Nancy Boucher	44,523
Christine J. Kurzawa	44,382
Holly Lynne Martin	44,325
Anne Sullivan	44,099
Holly S. Neff	43,925
Bridget L. Shaw	43,526
Laura A. Armstrong	43,058
Kimbi L. Bartik	43,001
Jane Okundaye	42,814
Lisa Scott	42,395
Cathy Apicello-Schneithorst	42,134
Cynthia Ann Pack	41,978
Kathy P. Oliveira	41,808
Rhonda Kambelitz	41,757
Denise M. Sowder	41,656
Michelle Martella Armes	41,544
Debbie L. Bower	41,457
Casie Hembree	41,431
Kelly S. Shannon	41,219
Susan C. Manocchio	41,161
Margarita O. Dominguez	40,822
Renita Griswell Peele	40,783
Jay Dickerson	40,674
Elaine Oatmeyer	40,442
Niurka D. Fuenteseca	40,415
Deborah Metzger	40,006
Evelyn Nail	39,982
Angie Onianwa	39,814

Pearl/Perla

Kim McClure	\$160,459
Kathryn L. Engstrom	106,425
Julia Sander Burnett	105,186
Betsy C. Richard	104,005
Kristin Myers	102,665
Cindy Machado-Flippen	95,979
Lisa Allison	94,946
Leah Michelle Lauchlan	89,408
Beth H. Piland	84,863
Janice Baxter Hull	80,271
Angel B. Toler	77,982
Jeanie Martin	77,460
Patti Cornell	74,223
Vicki Piccinilli	73,999
Amy Kemp	73,719
Alicia Borkowska-Sattler	71,044
Amie N. Gambolan	70,850
Alma Orsotietla	70,469
Amy Stokes	69,831
Ruthie Bressette-Mount	69,768
Diane M. Detesco	68,789
Stephani Prendes	68,713
Tharai M. Kirschner	68,492
Sheryl L. Chavez	67,644
Blythe Julie Egbert	67,620
Laura Poley	67,345
Tummy M. Hohlman	67,032
Susan A. Vavala	66,490
Rebecca Milligan	65,705
Stacy Craft	65,364
R. Sue Miller	64,302
Anne Geertsen	63,709
Sherry L. Belisle	63,551

Holly L. Ennis	63,505
Jeanie K. Navikal	63,249
Collette Parker	62,843
Susie Kopacz	61,156
Patty Webster	60,713
Laura Sheerin Allen	60,636
Joyce Recenello	60,108
Irene Korobov	59,795
Lisa Olivares	59,695
Tammy Brown	59,614
Amy Kirell	59,063
Evelyn Pirhalla	58,767
Kathy Eckhardt	58,694
Stephanie Nicole Tran	58,428
Heather Marie Erbe	55,931
Tina M. Wright	55,733
Terri Lewis	55,387
Amy M. Alber	55,237
Brenda Stafford	55,206
Angela G. Blount	55,167
Elena Hempel	55,132
Donna L. Comstock	54,789
Mary Beth Pavuk	54,519
Rachael M. Bullock	54,397
Sherree E. Koehler	54,133
Laurie C. Cole	53,628
Judy Gieson	52,760
Susan K. Janish	52,721
Maureen Shipp	52,544
Holli Thompson Lowe	51,964
Sandra Giraldo Kirchhoff	51,421
Jamie Leigh Techtent	51,335
Katrina G. Malone	50,158
Cheryl Marie Brown	50,093
Lia Rene Carta	50,059
Patty J. Olson	49,906
Jodie Gualano	49,753
Carmen J. Felix	49,541
Jheryn Sims Alexander	49,429
Hazel White	49,391
Dorothy D. Boyd	49,300
Sharon Smith Wisnoki	49,164
Patricia Fitzgerald	48,624
Nedra Ruby White	48,125
Kathy Ahlwardt	47,876
Barbara R. Johnson	47,609
Richelle V. Barnes	47,551
Denise E. Crosby	47,530
Jo Shuler	47,284
Sherry L. Fields	46,811
Andrea D. Andrews	46,683
Fern M. Gerdes	46,660
Shanna H. Jones	46,480
Kathy Lee	46,325
Keri L. Loneragan-Trudeau	46,299
Ella M. Chick-Power	46,156
Diana Maria Bermudez	45,846
Debbie A. Thomas	45,596
Victoria A. Pierle	45,429
Sherry Moxley Moir	45,361
Robin Dempsey	45,232
Keita Powell	45,114
Penny J. Jackson	45,104
Lindsay R. Stewart	45,033
Temitope Odeyale	44,613
Sheryl Jean Arena	44,491
Lucia Fernandez	44,482

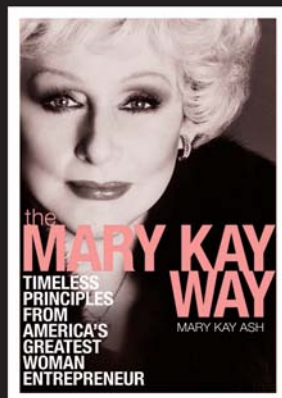
Diamond/Diamante

Amy Allgood	\$121,259
Dayana Polanco	117,637
Pat A. Nuzzi	111,206
Lara F. McKeever	106,728
Melinda M. Bailing	100,407
Kim I. Cowdell	99,717
LaRonda L. Daigle	92,390
Ivonne Hernandez	91,993
Karime Rosas	88,319
Petie L. Huffman	87,295
Marsha Morrisette	82,944
Mary Strauss	81,910
Priscilla McPheeters	80,963
Mary Kathryn King	80,361
Andrea Shields	79,541
Eileen M. Huffman	75,078

Sheryl Peterson.....	72,318
Nancy Fox Castro.....	72,084
Mery C. Ramirez Bravo.....	71,693
Audrey K. MacDowall.....	71,457
JoAnn Marie Calvin.....	71,338
Brenda K. Howell.....	71,020
Patricia Carr.....	70,624
Delmi Cristina Santos.....	69,728
Joy H. Rentz.....	69,300
Kerri Lee Shulman.....	68,412
Julie Schlundt.....	68,213
Vivian Diaz.....	66,905
Teresa A. Lischwe.....	66,770
Ruth L. Everhart.....	66,732
Cecilia C. James.....	66,169
Norma Lee Shaver.....	65,352
Chatney Gelfius.....	65,009
Viviana Vargas.....	64,976
Audrey J. Doller.....	64,962
Barbara E. Roehrig.....	64,943
Mariann Biase Mason.....	64,741
Susan M. McCoy.....	64,597
Donna J. Saguto.....	64,007
Celeste Cruz Pichardo.....	63,799
Sharee Munger.....	63,118
Joye Z. Stephens.....	63,044
Shelly Palen.....	61,712
Digna Urbina.....	61,608
Lila DeWeber.....	60,991
Rosmary A. Baez.....	60,910
Kristen C. Spiker.....	60,664
Lori M. Langan.....	60,606
Judy Fulmerfelt-Gerstner.....	60,286
Ana X. Solis.....	60,172
Barbara H. Peterson.....	59,306
Julie Neal.....	59,290
Susan Hatten Weeks.....	59,079
Lesley A. Bodine.....	58,975
Evelita Valdez-Cruz.....	58,872
Terri J. Prange.....	58,403
Deborah Dudas.....	58,232
Lisa A. Stengel.....	57,871
Pet Joos.....	57,745
Kelly Miller-Johnson.....	57,456
Lisa Rada.....	57,257
Nicki R. Hill.....	57,020
Heidi Goelzer.....	56,996
Elvi S. Lamping.....	56,702
Heather Robin Smith.....	56,683
Marni McKenna Hendricks.....	56,449
Stephanie Audino.....	56,225
Josefa E. Rosario.....	56,126
Patricia Schneider.....	56,060
Karen M. Bonura.....	55,772
Cassandra Renee Chitwood.....	55,726
Chris Landaker.....	55,658
Diane L. Mentiply.....	55,318
Denise M. Cadenhead.....	55,297
Jenny Siemonsma.....	55,207
Robbie L. Brannon.....	55,163
Kristin Jeneae Rogers.....	55,021
Pamela K. Perkins.....	54,956
Amy Zanto.....	54,951
Connie L. Russo.....	54,467
Jalene Simpson Weston.....	54,290
Lisa Peterson Hackbarth.....	54,155
Heather M. Julson.....	54,132
Robin L. Sailer.....	54,037
Krista A. Johnson.....	53,966
Terri J. Beckstead.....	53,965
Suzanne T. Young.....	53,850
Mezra Esparza.....	53,653
Linda T. Cartiglia.....	53,295
Maiaelena Boquin.....	53,069
Deanna L. Spillman.....	52,284
Stephanie A. Richter.....	52,254
Janet S. Chapman.....	51,823
Mary P. Creech.....	51,819
Faith A. Gladding.....	51,766
Emily Sims.....	51,703
Erica D. Hunt.....	51,647
Carol Lee Johnson.....	51,051
Lisa A. Raupp.....	50,998
Cindy Wallace.....	50,899

a whole world of worth

Mary Kay Ash often said that the business she created was about more than cosmetics. Mary Kay knew that her dream revolved around, and depended upon, the most important ingredient of all: **people**.



MARY KAY ASH
CHARITABLE FOUNDATION

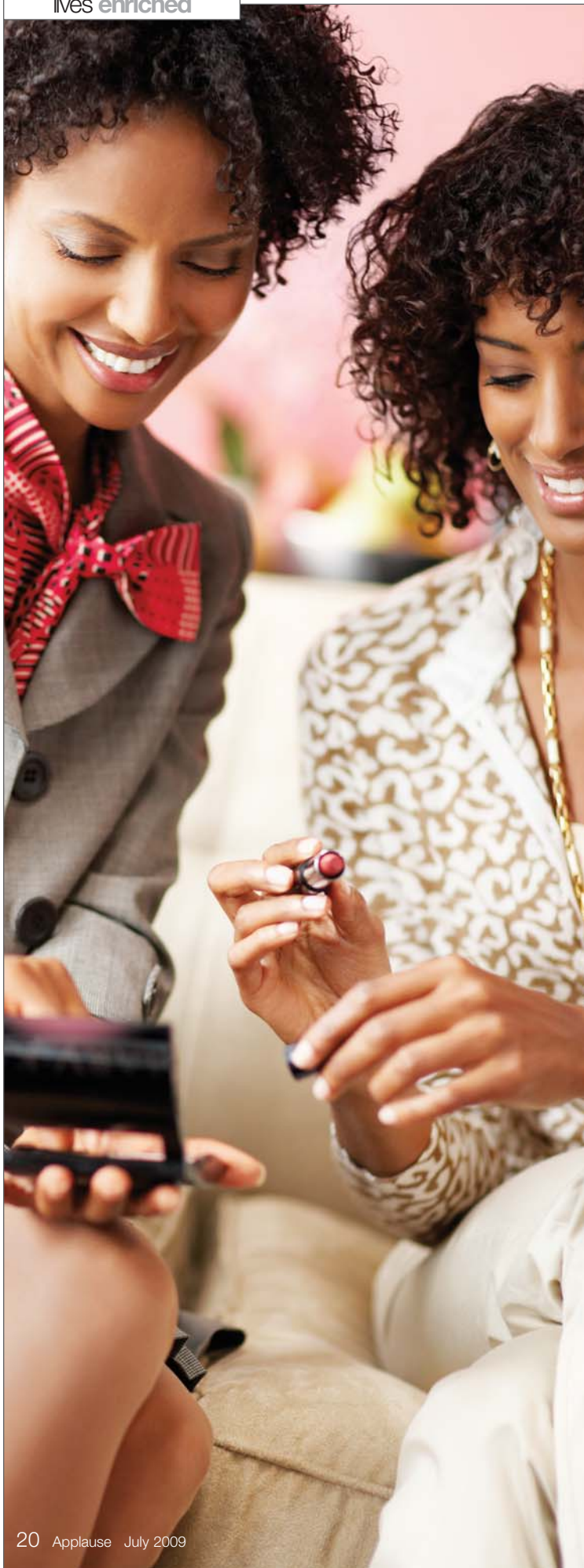


She reminded us that others deserve our best intentions, our best efforts, our best selves. Whatever the cost of ethical, follow-through service, your customers are worth it. But you already know that. You already know that, like the proven formulas in our time-saving skin care and cosmetics products, our mission to enrich women's lives through this unequalled opportunity has stood the test of time for a reason. Now – with even more to offer economy-minded, socially conscious women – this might be a good time to remind “others” in your customer and team-building universe about all that Mary Kay stands for. And what a perfect time for our first-time-ever TV ads, currently airing on stations across the country, to showcase the Mary Kay opportunity to the public as noted in this issue of *Applause*® magazine!

As you check out the **variety of value** featured in this issue of *Applause*® magazine, take a moment to prepare yourself to present the many ways Mary Kay enables you – and those whose lives you touch – to live a richer life. “Do we have a mission?” asked Mary Kay at Seminar 1995. “Yes, we do!” she chimed in with the cheering crowd. “There isn’t a woman alive who can’t benefit from our Mary Kay opportunity. We must tell the whole world that we can have it all. When you invest in someone else’s success, your own is guaranteed.”

What does that mean for you today? It means that you can proudly proclaim that the Golden Rule is the very foundation of this Company, the unique element that sets it apart. But we don’t stop with a feel-good message. The top-quality education you receive at Mary Kay special events, retreats and success meetings thoroughly prepares you to deliver the kind of Golden Rule customer service your customers have a right to expect. No other company offers such extensive education on the topics most important to your success. From product knowledge to tips on human interaction. And leadership examples that give you a track to run on. Recognition? We don’t have to tell you that Mary Kay Ash “wrote the book,” as readers of her best-selling book, *The Mary Kay Way*, found out. Charitable giving? The Mary Kay Ash Charitable Foundation continues to make a dynamic difference in the fight against domestic violence and cancers that affect women. And through global initiatives such as *Beauty That Counts*™, you have more ways to connect in ways that make a tangible, and intangible, difference.

When you talk to your customers and potential team members, you can be proud that you offer a total package of values – and value-driven products – that stand the test of time. Where else but Mary Kay could women find so much in such a beautiful package?



getting real in unreal times:

Pick up a newspaper or turn on the TV these days, and the bad news will find you. “Gloom and doom!” the headlines seem to shout. While it’s true that layoffs and the credit crunch are changing the way many people live, the GOOD NEWS is that a number of women with Mary Kay businesses are experiencing their most productive year ever. Their strategies and tactics offer concrete ways for you to keep the smile in your Mary Kay business as well. Remember, you have the freedom and flexibility to create YOUR OWN GOOD NEWS. Now may be the perfect time!



how great results are (still) possible!

Independent Future Executive Senior Sales Director Melissa Kopec

When **Independent Future Executive Senior Sales Director Melissa Kopec** of Corsicana, Texas, in the **Independent National Sales Director Kimberly Copeland** Area, decided to take her Mary Kay business to the next level, she sat down with her husband to discuss the impact her goals would have on their family. "We live in a small community, and to grow, I needed to branch out into other towns. With all of us on the same page, I could devote more time and energy to my plan. My husband is in construction, and his business is greatly affected by the economy. It's reassuring to know that I have an open-ended earning potential for us and our two kids, as long as I work hard to develop my Mary Kay business." Melissa hired an assistant who calls unit members, checks e-mail – "all those things that before were bogging down my day" – so now she's out in the field more. "If I'm going to be a Million-Dollar Sales Director someday, I have to act like one to make it happen. Our family had to stretch a little to pay for those services, but now I have the money to comfortably afford them!"

Melissa tries to avoid naysayers. "I'm affected by negativity big-time," she admits. "I hear all around me that the economy is bad, even without watching the TV news or reading the newspaper, so to counteract it, I pour 'positive' into my mind and spirit through books and Bible study. I also typed out and framed my goals – BIG goals that I never had achieved before but knew I could achieve if I just believed, stayed focused and did the work. I put them on my bathroom counter so I see them every morning and night. On my daily affirmations sheet, I wrote out goals that I've now surpassed. I had to set larger goals to reach! My Independent Sales Director commissions have doubled over what they were this time last year, and my unit has doubled in size. I'm on-target to move up and should soon have two new Sales Directors-in-Qualification in my unit. But it's so important for women to know that success doesn't happen overnight. I have so much momentum right now, but I worked consistently hard for six months to build up my business before it started turning around. We live 30 minutes from the nearest Wal-Mart; I have a 2-year-old and a 4-year-old, my ill father is living with me, and we've had lots of other losses and challenges in the past year. All these things could be excuses to slow down. But I say, 'Use your obstacles as stones to sharpen your skills!'"



Independent Future Executive Senior Sales Director Krystal Walker

No one does beauty like Mary Kay, but even Mary Kay independent sales force members may not feel "in the pink" all the time. Just ask Krystal Walker of Frisco, Texas, in the **Independent National Sales Director Kimberly Copeland** Area, who admits she was "down" a little over 12 months ago. No Cadillac, nothing much happening in her unit and nothing on the horizon. By contrast, Krystal says this year has become the pinnacle of her Mary Kay business. What changed? A bright smile lights up her face. "I made a MAJOR decision that turned my business and my life around forever! It all started when my pastor said, 'Leaders are readers.' I took the challenge to read one positive book each month, focusing on spiritual, business, personal growth, relationship, inspiration and financial topics. I realized if I kept doing what I had been doing, I was going to keep getting what I had been getting. When I work my Mary Kay business, my Mary Kay business works. If the phone's not ringing or I don't have someone to call, no one is working! Now I focus on others instead of myself, no matter what's going on in the world. By the time I finished the third book, I had earned the use of my second pink Cadillac Career Car!" ►

Although she stays up on current events, Krystal doesn't allow them to control her thinking. "I get loads of inspiration and motivation from Kimberly and my mom, **Independent Senior National Sales Director Scarlett Walker**, who both built their National Areas during the last recession. I surround myself with more positive than negative messages, and I attend my new team members' skin care classes to share the enthusiasm. One of them works a full-time job and calls her Mary Kay business her 'backup plan' in case she gets laid off. This is the time to build. People need personal relationships, great products and a positive atmosphere more than ever. A bad economy just gives us more opportunities to change more lives! My business has increased significantly over this time a year ago because I've stayed consistent. I adopted a 'What am I waiting for?' attitude. Now I'm working the entire month instead of waiting until the middle of the month to start. I'm sending lots of MKeCards®, holding conference calls and coaching Independent Beauty Consultants in my unit." Krystal recently gained two new offspring Independent Sales Directors, and women in her unit generated 16 new Independent Beauty Consultant Agreements. "For the first time in my Mary Kay business, I feel like I'm working at my full potential," Krystal glows. "I expect to be in Independent National Sales Director-in-Qualification later this year. My journey has just begun. We all need to remember that sometimes we have to go down before we go up. I'm not just going through life any more. I'm *growing* through life!" ■



Independent Sales Director Kelly Canzone

of Stanhope, N.J., in the **Independent National Sales Director Cyndee Gress** Area, was a successful psychotherapist with her own practice and a 1-year-old son when she decided to start a second business. "After years of education to achieve my bachelor's and master's degrees, my work wasn't all I had hoped it would be," she explains. Recently featured on *CBS Evening News* and in other media as an example of a direct sales success in tough times, Kelly adds that she felt isolated having her psychotherapy office and practice in her home, where she "commuted a whole six steps upstairs and six steps downstairs!" Now, nearly a year after choosing Mary Kay and with the economy worse off than when she began, what does she think about her timing? "It couldn't have been better.

Cyndee and my **Independent Senior Sales Director, Tina Hulsman**, helped me chart a course that encouraged steady growth and now includes — some day — Independent National Sales Director. They've been awesome mentors who have taught me what Mary Kay Ash used to say, that you can eat an elephant one bite at a time. Hard work and persistence pay off in a Mary Kay business just like they do in school, so I make consistency my top priority!" Although the flexibility and ability to earn extra money got her attention, Kelly was most attracted to Mary Kay for the opportunity to mentor and empower other women. In the past year, she's become an Independent Sales Director, and she's enjoying team-building. "It can be challenging to overcome a stereotype that some women have of our business, but when I help them get the true picture, they see that it can be life-changing, like it has been for me."

Before making a phone call or interacting in person, Kelly mentally prepares and "checks stuff at the door" so that nothing from her personal life interferes with positive communications. To stay motivated, she prays, listens to "hopeful and uplifting" music and keeps reminders around of Mary Kay's dream to enrich women's lives. "I no longer see this as a great opportunity for women who want it, but as the only one for many," she says. "No one can afford not to know about this incredible opportunity." The support Kelly provides through her Mary Kay business has spilled over into her counseling practice and enriched her time with those clients. But she calls the extra time she's spending with her son one of the most precious parts of her Mary Kay life. She notes that he's learning persistence too. One day when she was struggling to reach a goal, he overheard her and told his grandmother, "Mommy just needs to keep going. She's going to be OK!" ■

with the right strategy, any day can be a gift-giving occasion.

We all know retailers use holidays and other observances to remind us of gift-giving opportunities. So many loved ones and special occasions, too little time to shop! Much less to be together as often as we would like. You can make the most of all that affection waiting to be shared by marketing the “everyday special occasion” year-round. Think of it as an invitation for family members and others to celebrate their relationships along with gift-giving, “just because.” Once you have everyone all together, you may want to introduce some savvy gift suggestions. Don’t forget that Mary Kay® limited-edition and regular-line gift sets are perfect “thinking of you” solutions any time of the year, and fragrance sets make great “scents,” season in and season out.

With weddings, graduations and other special occasions in the air, there’s no better time to be thinking of the “multigenerational beauty session,” a heartwarming party idea that can be especially rewarding. That’s what **Independent Beauty Consultant**

Nancy Nance of Jacksonville, Fla., discovered last year when she booked a facial appointment with three generations of women from the same family. “I had

known Christy, the ‘mom,’ for some time and had met her daughter once,” says Nancy. “I knew they both used and loved Velocity®, but their Independent Beauty Consultant had moved on, and they no longer were being serviced. I had visited with Christy several times but had never been able to book a facial appointment. I just couldn’t seem to ‘break through.’ Then one day I called her to see if I could drop by with my wonderful **Independent Sales Director, Shirley Mullins**. Christy started talking about her mother, and I remarked that it might be fun if we did a three-generation facial party. She adored the idea!”

With her long-time love of selling, Nancy eagerly anticipated the arrival of her guests for a week before the event. Then the special day came, and she got an on-the-spot lesson in how to prepare for the future. “It was challenging at first to manage three different age groups all at once,” she says. “With ages that span generations, they all have different needs, and within a few minutes, I learned that meeting those needs at the same time may take a little practice.” Nancy says, in the future, she plans to group her demo products according to age range. For instance, Velocity® products for young women and TimeWise® and other age-fighting products for the midrange and more mature customers. While the younger members of the family are picking out eye colors and eyeliners, she plans to start her skin care demonstration on the older women, “finishing up with the older while the younger are spending more time on their eyes,” she explains. As with anything, practice makes perfect. “But we had so much fun and the party was so successful that I can’t wait to put together

several more multigenerational occasions,” she enthuses.

“I’ve lined up two sisters and a mom so far, and I have a couple of other ideas.” Nancy promoted her multigenerational marketing strategy by stressing before-and-after family photos. “They’re all looking their best at the end of the session, so why not capture the moment? I told them to bring their cameras, and I offered my digital camera too. All three women had so much fun that day when they started taking pictures of one another. I plan to conduct a special multigenerational promotion for Mother’s Day each year. This theme has been so successful, I’ve decided to extend the idea all yearlong!”



Last fall, Nancy developed the best photos and gave them to Christy. She also e-mailed them to her guests, having received previous permission, and she presented all three women with an 8” x 10” group shot. “They were thrilled,” she says, “and just seeing that big group picture reminded us how we all laughed and had such a good time the whole afternoon. Frankly, I was surprised at how much I enjoyed myself. I told them the session would take about an hour and a half, but they were at my house for three hours! When it was all said and done, the most heartwarming aspect was seeing three generations simply spending time with one another. I was so very proud that Christy’s daughter, Caitlin, wanted to be with her mother and grandmother for the afternoon. Caitlin’s caring attitude touched my heart. I’ll be bringing together as many family members as I can in the future. It makes me feel happy!”



New Ideas From a Fresh Start

Last year Nancy attended a “Jumpstart Weekend” and heard **Independent Executive National Sales Director Cheryl Warfield** deliver her I-story.

Cheryl talked about how, at one point in her Mary Kay business, she had booked 10 shows and all 10 had cancelled. “When I heard Cheryl speak, I had just been through the same thing, and I was feeling a little down,” remembers Nancy. “But when I heard how she picked herself up and got going again, my passion for my business came roaring back. I went home and had the idea for multigenerational classes and other ways to sparkle up my business.” Nancy calls attention to a signed portrait of Mary Kay Ash wearing a beautiful dark blue suit, hanging prominently on the wall in her home office. She notices how Mary Kay’s suit complements the room’s blue walls and carpeting. Just looking at the Company’s founder in her own home every day now gives Nancy a shot of inspiration, pride and an abundance of gratitude. “Mary Kay Ash, Cheryl and other ‘Mary Kay women’ have made such differences in my outlook,” she says. “When I compare my working life today to the stressful, overworked, downtrodden years I spent in apartment management, I can only say, ‘Thank you, Mary Kay!’”



your chance to be a **red-hot star!**

Put your goals into high gear and make these last few weeks count! There is still time to meet your Seminar 2009 objectives, earn your new red jacket and finish strong as a Star Consultant. With the *Customers Count* and *Stars in*

Stars in Red, White & Blue Challenge

March 1 – June 30, 2009

A sizzling hot red jacket can be yours! Make it your goal to pick up your newly earned red jacket at Seminar 2009 and be one of the first to sport either the “Lauren,” “Drew” or “Candy”** style jackets that have everyone talking!

With at least three qualified* new personal team members from March 1 – June 30, 2009, Independent Beauty Consultants will receive a red jacket, and Independent Sales Directors will receive a zebra-accented wrap, *plus* an invitation to the *Stars in Red, White & Blue* Reception at Seminar 2009.

With four qualified* new personal team members, you'll *also* receive an invitation to the *Stars in Red, White & Blue* Luncheon. With five qualified* new personal team members, you'll *also* receive a fabulous handbag to match your career apparel.

So why not give it all you've got and make red your color of choice? It's too hot to pass up! And the rewards of building a team can put you on a track to even greater success in 2010. Can't you just picture yourself crossing the 2010 finish line wearing a BLUE suit as an Independent Sales Director?

Customers Count Challenge

Extended through June 30, 2009

Now you have 15 more days to discover the inspiring momentum you were meant to reach and maintain when you achieve the *Customers Count* Challenge (Sept. 16, 2008 – June 30, 2009). Need a jump start? Just think how you'll be building and strengthening your customer relationships – one of the most crucial elements of your present and future success. Your customers are your strategic allies in helping you reach Star Consultant status, which in turn leads to even greater accomplishments in your Mary Kay business.

For an added motivational boost, when you sell \$100 in suggested retail product to 36 new or existing customers during Part 3 of the *Customers Count* Challenge (April 16 – June 30, 2009), you'll receive an adorable mailbox charm from the *Totally Charmed* collection, plus a name badge ribbon and standing recognition at Seminar 2009! Those who have not yet earned the *Totally Charmed* bracelet from previous sales challenges also will receive the bracelet.



Customers Count Surprise Recognition Incentive!

And here's even more exciting news! Independent Beauty Consultants and Independent Sales Directors who double their sales or double their customer count (72 customers or \$7,200 in sales) from June 1 – 30, 2009, will receive a seat cover and standing recognition at Seminar 2009. How's that for extra incentive?

To track your progress, simply use the *Customers Count* tracking tool on the Mary Kay InTouch® Web site. Go to “Recognition,” then “Contests.” Under “Customers Count,” you can enter each customer's name. And remember, you'll also be eligible to select a prize at the Sapphire Star Consultant category with a minimum of \$1,800 in wholesale Section 1 orders postmarked within the contest quarter. Why not shoot for your sales goals today?



*For contest purposes, a qualified new personal team member is one whose Independent Beauty Consultant Agreement is submitted and accepted by the Company and whose orders with the Company are \$600 or more in wholesale Section 1 products from March 1 – June 30, 2009.

***“Drew” and “Candy” styles available only while supplies last after the contest period.

Red, White & Blue Challenges, you can shine in the Seminar 2009 spotlight while starting the Seminar 2010 year with a bang! Plus, revised team-building tools can help you share the opportunity with ease. Get ready to see red!

Team-Building Tips

You may already have discovered that team-building is one of the most rewarding and exciting parts of this business. In a time when so many women are looking to earn extra money and be part of something life-enriching, now is a better time than ever before to share the Mary Kay opportunity. With superb tools to help you, and a few tips from your “sisters,” your team-building efforts can be even more rewarding!

Their how-tos may help you

Applause® magazine sat down with **Independent Senior Sales Director LaChelle Seleski** and **Independent Senior Sales Director Amber Faulk** and talked team-building with two of the best. We wanted to know why team-building is important to their Mary Kay businesses and how they work it into their busy schedules. What do they do when a potential team member says “no”? How have their lives been enriched by reaching out to share? What tools have they found most helpful?



Why is team-building important to your career?

LaChelle – “Team-building is part of building your business. It’s the future of your business! Not only does it help you earn commissions and a Mary Kay Career Car, but it helps you earn ‘paychecks from the heart.’ It’s so rewarding to share the opportunity, to have someone receive it and see how it positively affects her life.”



Amber – “If you want to build your business, team-building is one of the most important elements. But you can’t wait for people to come to you. I wanted to grow my business from the beginning. I knew I had to get out there and ‘make a connection.’ More than one! Ask yourself, ‘Who will flip out when they hear

I’ve started my Mary Kay business?’ These are the people who will see that a Mary Kay business is a great opportunity for anyone. Start a contact list from those names.”

How would you suggest incorporating team-building into your business?

LaChelle – “It all starts at the skin care class. Show guests how excited you are to be there with them and to be a part of the Mary Kay opportunity. One way you can convey that is to share your personal I-story. Why did you choose Mary Kay? What has your business meant to you? Your sheer excitement alone will show them how great the opportunity is. It’s contagious!”

Amber – “First you have to be committed in your own mind, so make a list of all the reasons why you want to start building a team. This will put a purpose behind your effort, and when you feel tempted to slack off, you can look back and see why you had your vision for it in the first place.”

What do you do when a potential team member says “no”?

LaChelle – “It’s always hard to hear, but she still can be a great customer and hostess, which can lead to referrals. If you found something special in her, it’s likely she surrounds herself with special people like herself.”

Amber – “The most important thing is to remember that her decline has nothing to do with you. A lot of factors can go into someone’s decision. The time probably wasn’t right for her. But it’s important to maintain a relationship with the person so she can remain your customer and/or hostess.”

What’s your most memorable moment that can be linked to team-building?

LaChelle – “One of the most memorable moments for me was when I walked across the stage with one of my first offspring Independent Sales Directors. I was so proud to have watched her grow in her efforts and be rewarded in this way.”

Amber – “Just before I became an Independent Sales Director, I committed myself to achieving one of the Company’s team-building challenges. After focusing on one team member at a time, I met my goal! As a result, I walked across the Seminar stage, so excited and proud of my accomplishment – an achievement which helped me earn the use of a Mary Kay Career Car!”



Where to Find the Tools You Need

To learn more, you’ll want to go to the Mary Kay InTouch® Web site and check out the “Team-Building Mini Site” – a one-stop “tool shop.” You’ll see all the team-building tools available to you and how **they can help support you as you build your Mary Kay business!**

Reflections From Mary Kay

“Anyone who has attended a Mary Kay Seminar knows we recognize our people’s achievements with beautiful gifts and tons of verbal appreciation. A long time ago, I realized women would especially appreciate exotic presents – items they would never buy for themselves. Hence, we give away such awards as diamonds, pink Cadillacs and trips to faraway places.”

– Mary Kay Ash



Dates to Remember

JUNE 2009

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JULY 2009

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

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 day to submit online Sales Director-in-Qualification Commitment Form. Commitment Form available until midnight Central time.

Last day of the month for Beauty Consultants to place telephone orders (until midnight Central time).

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 the branches must be received by 7 p.m. local time to count toward this month’s production.

Online Independent Beauty Consultant Agreements accepted until 7 p.m. Central time.

This Month:

June 10: Early ordering of the new Summer 2009 promotional items begins for Independent Beauty Consultants who enrolled in *The Look* for Summer 2009 through the Preferred Customer Program.

June 15: Postmark deadline for Quarter 4 Star Consultant quarterly contest, *All-Star* Star Consultant Consistency Challenge and Star Sales Director yearlong contests. Deadline to make Quarter 3 Star Consultant prize selections. Postmark deadline for Spring 2009 promotion and third monthly product bonus. Early ordering of the new Summer 2009 promotional items available for all Independent Beauty Consultants. Last day to enroll online for Summer 2009 Preferred Customer Program Month 2 mailer. *Beaut-e-News*® e-mail newsletter begins e-mailing midmonth to customers.

June 16: Quarter 1 Star Consultant quarterly contest begins. Summer 2009 promotion and first monthly product bonus begin.

June 20: May Career Car qualifier paperwork due to Company. Online prize selection for Quarter 4 Star Consultant quarterly contest available. Summer 2009 Preferred Customer Program customer follow-up list and labels master begin mailing.

June 25: Summer 2009 Preferred Customer Program mailing of *The Look* begins. (Allow 7-10 business days for delivery.)

June 30: Last day of the month. *Shine On!*™ Seminar 2009 registration ends. *Stars in Red, White & Blue* Team-Building Challenge ends. Last day to complete *Customers Count* Challenge.

Next Month:

July 1: Seminar 2010 contest period begins. *Class of 2009* Offspring Challenge ends. *Customers Count* Challenge for 2009-2010 begins.

July 3: Company holiday. All Company and branch offices closed.

July 4: Independence Day. Postal holiday.

July 15: Postmark deadline to earn the first monthly product bonus. Ruby Seminar begins. *Beaut-e-News*® e-mail newsletter begins e-mailing midmonth to customers.

July 16: Fall/Holiday 2009 Preferred Customer Program online enrollment (monthly and quarterly) begins.

July 19: Sapphire Seminar begins.

July 20: June Career Car qualifier paperwork due to Company.

July 22: Emerald Seminar begins.

July 26: Pearl Seminar begins.

July 29: Diamond Seminar begins.

July 31: Summer 2009 Preferred Customer Program mailing of Month 2 brochure begins. (Allow 7-10 business days for delivery.)

The Mary Kay Way: New Editions Available!

You can order *The Mary Kay Way* in paperback and share Mary Kay Ash's dynamic business philosophies with potential team members and anyone who wants to know more! Beginning June 16, *The Mary Kay Way* English paperback will be available for \$5 each from the Consultant order form. The Spanish version will be available for ordering in the very near future.

We are excited to offer this paperback version exclusively to Independent Beauty Consultants! Please

note that because the hardback version continues to receive strong and steady sales, the publisher will keep the hard-cover in bookstores indefinitely.

The Mary Kay Way debuted at No. 11 on *The Wall Street Journal* best-seller list. The book has not only proven to be enormously popular among the independent sales force, but also business media. "Based on the lessons she [Mary Kay Ash] learned in starting a business back in 1963, the book offers an excellent basic guide to getting the best out of

other people and providing them with leadership ... in turbulent times, it's a particularly practical template," said MSN Finance Reporter Deirdre McMurdy.

The book makes an excellent gift for new team members, hostesses and customers. And why not share *The Mary Kay Way* in paperback with families, friends and colleagues? Mary Kay's timeless principles for business and life make great discussion points and give us all food for thought!

Find It Online – What's On Mary Kay InTouch®

Check out some of the following tools currently available. You may find everything you need for your Mary Kay business and more!

- **Product Central Updates.** Your go-to site for all things product-related, including "What's New" coming June 10 with the summer quarter products and tips for selling them.
- **The Look.** Get a sneak peek of the summer issue of *The Look* on June 10 to preview what your customers will see and to help you place early orders if you qualify to do so. Go to "Product Central" to view.
- **Star Consultant Motivation.** Looking to boost your business? Be sure to check out this new section that gives you extra motivation and tips for becoming a Star Consultant in the new Seminar year, plus quarterly contest details. Check it out beginning June 16!
- **Seminar 2009.** Details on everything you need to know about *Shine On!*™ Seminar 2009 recognition, education and registration.
- **Beauty Consultant Enrichment With Pacesetters.** Participate in this month's exciting *Pacesetters* Challenge to help you get your month off to a great start! When you complete at least four *Pacesetters* Challenges from January through June, you'll be on track to earn a name badge ribbon at Seminar. You also can go to Education > Beauty Consultant Enrichment Program to learn more plus download the featured CD.

BizBuilders Bonuses!

Free** products with each qualified order! Check out these bonuses, quantities and values, available when you place a product order June 16 – July 15.

Total Section 1	Month 1 Bonus*	Bonus Suggested Retail Value**
\$400 sugg. retail/ \$200 wholesale	50% Discount/ Earned Discount Privilege	
\$800 sugg. retail/ \$400 wholesale	1 TimeWise® Day Solution Sunscreen SPF 25+	\$30
\$1,200 sugg. retail/ \$600 wholesale	1 TimeWise® Day Solution Sunscreen SPF 25+ 1 set (packs of 6) Miracle Set Sampler Pack – both formulas 1 (pack of 10) Sample Anything! Cards†	\$30
\$1,600 sugg. retail/ \$800 wholesale	2 TimeWise® Day Solution Sunscreens SPF 25+ 2 sets (packs of 6) Miracle Set Sampler Packs – both formulas 2 (pack of 10) Sample Anything! Cards†	\$60
\$2,400 sugg. retail/ \$1,200 wholesale	3 TimeWise® Day Solution Sunscreens SPF 25+ 3 sets (packs of 6) Miracle Set Sampler Packs – both formulas 2 (pack of 10) Sample Anything! Cards†	\$90
\$3,600 sugg. retail/ \$1,800 wholesale	4 TimeWise® Day Solution Sunscreens SPF 25+ 4 sets (packs of 6) Miracle Set Sampler Packs – both formulas 3 (pack of 10) Sample Anything! Cards† 1 Travel Roll-Up Bag	\$120
\$4,800 sugg. retail/ \$2,400 wholesale	5 TimeWise® Day Solution Sunscreens SPF 25+ 5 sets (packs of 6) Miracle Set Sampler Packs – both formulas 3 (pack of 10) Sample Anything! Cards† 2 Travel Roll-Up Bags	\$150
\$6,000 sugg. retail/ \$3,000 wholesale	6 TimeWise® Day Solution Sunscreens SPF 25+ 6 sets (packs of 6) Miracle Set Sampler Packs – both formulas 4 (pack of 10) Sample Anything! Cards† 3 Travel Roll-Up Bags	\$180
\$7,200 sugg. retail/ \$3,600 wholesale	7 TimeWise® Day Solution Sunscreens SPF 25+ 7 sets (packs of 6) Miracle Set Sampler Packs – both formulas 4 (pack of 10) Sample Anything! Cards† 4 Travel Roll-Up Bags	\$210

Although these BizBuilders bonuses are not available to new Independent Beauty Consultants with their initial orders, they are eligible for the Ready, Set, Sell! product bonuses. See the upcoming August 2009 issue of *Applause*® magazine for the current Ready, Set, Sell! bonus values and the *Ready, Set, Sell!* brochure for additional details.

*Independent Beauty Consultants will receive Seminar contest credit on all Section 1 retail products and gifts with purchase, but not Section 2 products distributed through this program.

**Tax is required on the suggested retail value of Section 1 products. Add applicable bonus values to the Taxes area in the Summary Section of the Consultant order form. We reserve the right to substitute another bonus of equal or greater value in the event supplies are depleted.

†Over-the-counter drug product

†The cards will be available in your preferred language of English or Spanish.

Go-Give® Award

Congratulations to the winners for July 2009.

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 under "Recognition."



Patty Townes

Ruby
Independent Senior Sales Director
Began Mary Kay February 1992
Sales Director Debut July 1996
Offspring one first-line National Sales Director Go Give Area
Honors Premier Club qualifier; Circle of Honor; six-times Consultant Queen's Court of Personal Sales; three-times Sales Director Queen's Court of Personal Sales; three-times Circle of Achievement; Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$54,181
Personal Lives in Flower Mound, Texas. Husband, Mike; son, Jeff; daughter, Ashlie; one grandson
Favorite Quote "Lord, give me the wisdom and courage to reach out and touch the women who cross my path today."
Independent Senior Sales Director Shara Webb of Jacksonville, Fla., says, "Patty opened her home to my offspring Independent Senior Sales Director, Terry, from Alaska. Patty met Terry at the airport, went to her son's memorial service and stood as her 'rock' during a difficult time when I could not be there."



Karen Leitzel

Sapphire
Independent Senior Sales Director
Began Mary Kay February 2002
Sales Director Debut December 2002
Offspring one first-line National Sales Director Go Give Area
Honors Premier Club qualifier; Star Consultant; two-times Sales Director Queen's Court of Personal Sales; two-times Circle of Achievement; Honors Society; gold medal winner; estimated highest monthly unit retail: \$60,827
Personal Lives in Herndon, Pa. Husband, Mike; son, Kody
Favorite Quote "For I know the plans I have for you," declares the Lord, "plans to prosper you and not to harm you, plans to give you hope and a future."
Jeremiah 29:11
Independent Sales Director Joanna Shively of Sunbury, Pa., says, "When my son is ill and in the hospital, Karen takes my unit under her care without hesitation. She educates them and encourages me."



Nancy Johnson

Emerald
Independent Senior Sales Director
Began Mary Kay June 1992
Sales Director Debut June 1995
Offspring one first-line; three second-line National Sales Director Kathy Helou
Honors Premier Club qualifier; Circle of Honor; two-times Sales Director Queen's Court of Personal Sales; gold medal winner; estimated highest monthly unit retail: \$39,792
Personal Lives in Hattiesburg, Miss. Husband J.T.; daughter, Holley
Favorite Quote "And now these three remain: faith, hope and love. But the greatest of these is love."
1 Corinthians 13:13
Independent Sales Director Tasha Shoemaker of Ellsville, Miss., says, "Nancy is my adoptive Independent Senior Sales Director. She opens her home to hold meetings and classes to encourage her unit and other surrounding adoptee unit members."



Julia Burnett

Pearl
Independent Executive Senior Sales Director
Began Mary Kay February 2002
Sales Director Debut October 2002
Offspring five first-line; five second-line National Sales Director Pamela Waldrop Shaw
Honors Cadillac qualifier; Star Consultant; Sales Director Queen's Court of Personal Sales; six-times Circle of Achievement; Double Star Achievement; Fabulous 50s; Dean's List; gold medal winner; estimated highest monthly unit retail: \$105,186
Personal Lives in Lexington, Ky. Husband, Seth; daughter, Leah
Favorite Quote "Each day is a new day with no mistakes in it." — from *Anne of Green Gables*
Independent Beauty Consultant Dara Bacon of Tuscaloosa, Ala., says, "Julia has traveled from Kentucky to Alabama on three different occasions in the last six months to support me and meet my team members. She has never let the distance keep her from offering leadership and support."



Brenda Bennett

Diamond
Independent Senior Sales Director
Began Mary Kay November 2003
Sales Director Debut August 2004
Offspring one first-line National Sales Director Tammy Crayk
Honors Cadillac qualifier; Star Consultant; Consultant Queen's Court of Personal Sales; three-times Sales Director Queen's Court of Personal Sales; two-times Queen's Court of Sharing; two-times Circle of Excellence; two-times Triple Star Achievement; Honors Society; gold medal winner; estimated highest monthly unit retail: \$132,311
Personal Lives in Elko, Nev. Husband, Nate; sons: Brock, Luke; daughter, Gwendolyn
Favorite Quote "The miracle is not that I finished. The miracle is that I had the courage to start."
Independent Beauty Consultant Jeannie Baumann of Elko, Nev., says, "Three days before the end of my fourth month in car qualification, I ended up in the Intensive Care Unit. Brenda helped make calls to get my team members active. She helps us achieve our goals."

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With 11 age-fighting benefits packed into just four products, the Miracle Set is a beautiful bargain without sacrificing quality. **That's Beauty on a Budget!**

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In fact, 83 percent of women had a reduction in fine lines and wrinkles after 12 weeks** of using the Miracle Set. And you can too! Plus, like all Mary Kay® products, it's backed by a 100 percent satisfaction guarantee. See www.marykay.com for full details on the guarantee.

The Miracle Set includes:

- ▶ TimeWise® 3-In-1 Cleanser (normal/dry or combination/oily)
- ▶ TimeWise® Age-Fighting Moisturizer
- ▶ TimeWise® Day Solution Sunscreen SPF 25†
- ▶ TimeWise® Night Solution
- ▶ Your choice of Mary Kay® foundation

All this starting at **\$104** suggested retail.

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Save money ...**

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All we can tell you now is that it's time to party like you've never partied before, and you'll leave pumped for the new Seminar year! Don't miss this opportunity to be part of Mary Kay history. So get your party hats and shoes on – it's going to be a roof-raising event!

What is it?
Come to
Seminar 2009
to find out!

Register for *Shine On!*™
Seminar 2009 by June 30.
Don't be late for this party.
You may even get a party favor!

