

MARY KAY

applause®

JUNE 2011



Protect
Your Skin

From Sun-Related Aging.



SEE RED:
EARN YOUR
NEW JACKET.

SHOW
DAD YOU
CARE.

IMAGINE
YOURSELF
AT SEMINAR.

find it online: check out Mary Kay InTouch®.

Log on today to see what's hot.

You may find everything you need for your Mary Kay business and more!



"Get It Free" BizBuilders Offers

A special monthly ordering bonus can be yours! To locate bonus information for May 16 to June 15, click on **Products > BizBuilders** beginning May 10.



Seminar 2011

Find out everything you need to know and register now!



Hostess Hub

Everything you need to know about the hostess program and booking parties now is located in one convenient area called "Party Central." Simply type "Party Central" in the search box.



Advertising Updates

Look for news about advertising promotions coming. Go to **Resources > Advertising**.



Mary Kay said it best

Treat your Mary Kay opportunity as a business instead of a pastime, and you will be rewarded for your efforts. Someone once said, 'Mary Kay is the best-paying hard work in all the world.' I believe that. We all have material wants and needs, so determine how your Mary Kay business can help you achieve them.

june: dates to remember

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

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

8

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

Early ordering of the new Summer 2011 promotional items begins for Star Consultants who qualified during the Dec. 16, 2010 – March 15, 2011, quarter and Independent Beauty Consultants who enrolled in *The Look* for Summer 2011 through the Preferred Customer ProgramSM.

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 2011 promotion and to earn the third monthly product bonus.

Early ordering of the new Summer 2011 promotional items available for all Independent Beauty Consultants.

Last day for customers to take advantage of the Spring 2011 gift-with-purchase offer.

Last day to enroll online for the Summer 2011 Preferred Customer ProgramSM Month 2 mailer.

Last day for your customers to enter the 2011 Mary Kay® Makeover Contest (Get Beautiful. Give Back.).

15

16 Quarter 1 Star Consultant quarterly contest begins.
Summer 2011 promotion and first monthly product bonus begin.

Summer 2011 Preferred Customer ProgramSM customer follow-up list and labels master begin mailing.

Online prize selection available for Quarter 4 Star Consultant quarterly contest.

Summer 2011 Preferred Customer ProgramSM customer mailing of *The Look* begins. (Allow 7-10 business days for delivery.)

20

29 Last day of the month for Independent Beauty Consultants to place telephone orders (until 10 p.m. Central time).

Last day of the month for Independent Beauty Consultants to place online orders (until 9 p.m. Central time).

Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail or dropped off at the branches must be received by 7 p.m. local time to count toward this month's production.

Online Independent Beauty Consultant Agreements accepted until midnight Central time.

30

SPECIAL EVENT NOTES

NEW! Registration for *Imagine ... Your Way to Beautiful*SM

Seminar 2011 is underway now and ends **July 4th!**

Register now to ensure your spot at this can't-miss event.



INSIDE THIS ISSUE

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GET READY FOR BEACH SEASON.



Bathing suits, summer dresses and strappy sandals — here we come! Advice from Chief Scientific Officer Dr. Beth Lange can help skin stay protected while you're enjoying summer fun.

MAKE DAD FEEL GREAT.

5

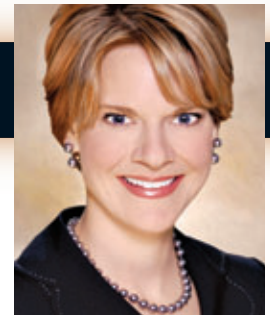
Show Dad how much you care on Father's Day, June 19, with gifts that can make him look and feel great.

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COUNTDOWN TO SEMINAR

Imagine yourself at Seminar, learning new business techniques, setting above-and-beyond goals and sharing it all with girlfriends who applaud and support you. Don't miss *Imagine ... Your Way to BeautifulSM Seminar 2011* and the chance to earn a stunning new red jacket!

Imagine



YOUR BEST **SUMMER SKIN**

Give your skin the protection it deserves, keeping it beautiful and healthy!

Skin cancer is the No. 1 most common cancer, but fortunately, it is highly preventable. Scientific studies have determined that daily use of sunscreens can reduce your chances of developing some forms of skin cancer. You should select a sunscreen that blocks damaging rays, carries an SPF 15 or greater and is easy to apply. Our Mary Kay® sunscreens do all three!



WHY **SUNSCREEN?**

A good sunscreen product should be “broad spectrum,” containing ingredients that protect against both UVB and UVA rays. Almost all Mary Kay® sunscreen products provide this broad-spectrum protection in either a physical or chemical form.

Sunlight contains damaging ultraviolet B and A rays. UVB rays are typically associated with sunburn; UVA rays penetrate more deeply into the skin and can cause sunlight-induced premature skin aging, wrinkling and age spots. Both UVB and UVA rays damage skin and can lead to skin cancer – even on cloudy and winter days!

Sunscreens absorb, reflect or scatter this UV light to protect the skin. There are two types of sunscreens, physical and chemical:

- Physical sunscreens reflect or scatter UV light before it penetrates the skin.
- Chemical sunscreens absorb UV rays before they cause damage.

WHAT IS **SPF?**

The SPF, or sun protection factor, of sunscreens is calculated by comparing the amount of time needed to produce sunburn on protected skin to the amount of time needed to cause sunburn on unprotected skin. The amount of time it takes you to sunburn depends on your skin type, and the SPF number you need depends on how much time you expect to be outdoors.

Interestingly, SPF protection does not actually increase proportionately with a designated SPF number. For example, SPF 4 blocks 75 percent of sunburn-damaging rays; however, it may not provide broad-spectrum protection. An SPF 15 screens 93 percent of sunburn-damaging rays; and an SPF 30 screens 97 percent of sunburn-damaging rays. Most products with an SPF 15

or greater will provide broad-spectrum protection against both UVB and UVA damage, such as our Mary Kay® SPF 30 Sunscreen*.

IS A **HIGHER SPF** BETTER?

So what’s the benefit of very high SPF products (SPF 70+) that are now on the U.S. market? They are good for people with highly photosensitive skin but do not provide incrementally more protection. For example, an SPF 70 blocks 98.6 percent of sunburn damage, only slightly higher than an SPF 30 product. You’ll also want to know that, for daily use, particularly on the face, an SPF 15 to SPF 30 is recommended. And, of course, all Mary Kay® daily-use sunscreens meet this criteria!

USE AND **APPLICATION**

Be sure to apply sunscreen generously to all exposed areas of skin and pay particular attention to the face, ears, hands and arms. One ounce is considered the average amount needed to cover the exposed areas of an adult properly. Don’t forget that lips can sunburn, too, so apply a lip balm that contains sunscreen with an SPF 15 or higher, such as Mary Kay® Lip Protector Sunscreen SPF 15* with zinc oxide for broad-spectrum protection and the antioxidant vitamin E.

Sunscreens should be reapplied regularly – at least every two hours or after swimming, perspiring heavily or towel-drying. Mary Kay® SPF 30 Sunscreen* is designed to be very water-resistant for up to 80 minutes of protection in the water and is specially formulated for use on the face and body.

To recap, the best sunscreen is the one you actually put on! Use a broad-spectrum SPF 15 or higher sunscreen daily on all exposed skin because every day is a sun day! ■

SUMMER MUST-HAVES



\$18

**TIMESWISE BODY™
HAND AND DÉCOLLETÉ
CREAM SUNSCREEN
SPF 15***

Perfect for skin's delicate areas – hands and décolleté – that receive the most exposure to the sun year-round.



\$14

**MARY KAY® SPF 30
SUNSCREEN***

Provides UVA/UVB protection to help protect against sunburn, skin damage, freckling and uneven coloration.



\$13

**MARY KAY®
TINTED LIP BALM
SUNSCREEN
SPF 15***

This botanical-enriched formula colors, protects and moisturizes for those times when lips need it all.



\$7.50

**MARY KAY® LIP
PROTECTOR
SUNSCREEN SPF 15***

Keeps lips protected and guarded from the drying effects of sun and wind.

EXPERT INSIGHT From Yvette Franco, Vice President of U.S. Marketing



UP DAILY USE

A recent survey[†] conducted by The Benchmarking Company on anti-aging reveals that 81.5 percent of women surveyed use SPF products. However, **only 27.2 percent** wear sunscreen on a daily basis! “This offers an amazing selling opportunity for you,” Vice President of U.S. Marketing Yvette Franco shares. “Women obviously recognize the value of using an SPF product, but may not use it every day. This makes it easy for you to recommend a product such as TimeWise® Day Solution Sunscreen SPF 25* that can help prevent sun-related skin damage when used regularly. And you’ll be providing Golden Rule customer service by sharing your concern for the health of their skin.”

[†]From the Prevention Anti-Aging Report 2010, conducted by The Benchmarking Company

**TIMESWISE®
DAY SOLUTION
SUNSCREEN
SPF 25***

\$30



HOW DO YOU Carry a Compact?

With confidence and everywhere if you are one of these dynamic women using the supersized, supersmart Mary Kay® Compact Pro®, the go-everywhere Mary Kay® Compact or the newly introduced Mary Kay® Compact Mini!



Mary Kay®
Compact Mini



Mary Kay® Compact

Mary Kay®
Compact Pro®



Independent National Sales Director Lorraine Newton

carries her Mary Kay® Compact in her purse, using it for touch ups during the day. This generously sized compact holds everything – three eye colors, applicators, a cheek color and lipstick – for a day that starts early and might end late! Lorraine matches her colors to her wardrobe when traveling and takes the Mary Kay® Compact Pro® on trips. **Lorraine says, “The Compact Pro® makes it simple to coordinate my colors with my outfits.”** If we peek into her Compact Pro®, we find Mary Kay® Mineral Eye Colors in Crystalline, Honey Spice, Amber Blaze, Sweet Plum, Midnight Star and Coal; Berry Brown and Bold Berry colors for cheeks; lipstick in Red or Hibiscus; lip gloss in Starry or Gold Rush; or Mary Kay® Ultimate Mascara™ in Black. It also carries her Plum lip liner, black eyeliner and Mary Kay® Sheer Mineral Pressed Powder in Bronze 1. **Lorraine’s looking forward to sliding the new Mary Kay® Compact Mini into her pocket for freshening up after workouts or popping it into a petite purse for black-tie events.** Her party colors for the Compact Mini are Crystalline, Copper Glow and Black Pearl eye colors plus Mary Kay® Mineral Bronzing Powder in Canyon Gold.



Independent National Sales Director Shirley Oshiro

updates the color choices in her Mary Kay® compacts according to the season or her travel destinations. Shirley organizes her Mary Kay® Compact Pro® this way: “On the right, I put six Mary Kay® Mineral Eye Colors in Crystalline, Spun Silk, Espresso, Coal, Lemongrass and Peacock Blue; on the left side are Shy Blush and Sunny Spice for my cheeks plus Mary Kay® Sheer Mineral Pressed Powder in Ivory 2. In the top well, I carry mascara and, in the bottom, are two pencils – Black eyeliner and Chocolate lip liner plus brushes (one for the sheer powder, another for the cheeks plus two for eye color.” **Shirley takes her compacts to all unit meetings, color classes and photo sessions. Her top tip: “Always tuck extra lip color into your cosmetic bag!”** Shirley is eager to share the new Mary Kay® Compact Mini at a family reunion – she thinks it might be the star of the get-together!



Independent National Sales Director Judy Brack

thinks her Mary Kay® Compact Pro® “is genius” because it carries color choices all in one place to complement her entire season’s wardrobe. **Judy says, “I function out of the Mary Kay® Compact Pro® at home. But when traveling, I transfer from the collected seasonal colors to the ones which match my ‘runaway weekend’ clothing choices.”** Judy’s Compact Pro® holds Mary Kay® Sheer Mineral Pressed Powder in Ivory 2; Shy Blush and Cherry Blossom cheek colors; Sweet Cream, Hazelnut, Crystalline, Sweet Plum, Espresso and Coal eye colors; eyeliners in Navy, Amethyst or Deep Brown; lip liners in Raspberry, Coral or Pink; plus, Mary Kay® Ultimate Mascara™ in Black and a powder brush. Judy says, “I’m short, so the ‘big bag look’ isn’t great for me. That’s why I so appreciate having the new Mary Kay® Compact Mini for my smaller handbags!”

Lorraine, Shirley and Judy are unique individuals but have some key things in common: They are all members of the elite Mary Kay Independent National Sales Director sisterhood; they find that all the sizes and shapes of Mary Kay® compacts serve them perfectly whether they are working, playing or traveling; and they all use Mary Kay® Mineral Eye Colors in Crystalline and Coal!



You're the Best, **DAD!**

MARY KAY

Help Dad look and feel his best with Mary Kay® fragrances for men plus skin care that targets the signs of aging.



TRIBUTE® FOR MEN
SPRAY COLOGNE
A contemporary blend of citrus fruits and dry-smoky woods. **\$25**



MK HIGH INTENSITY™
COLOGNE SPRAY
An ambery oriental with notes of icy black fennel, silver sage and crushed coffee beans. **\$38**



VELOCITY® FOR HIM
COLOGNE
The scent of fresh mountain air and wooded forests. **\$28**



DOMAIN®
COLOGNE SPRAY
The scent of hearth and home with lavender and oak moss. **\$34**

SKIN CARE FOR HIM

The MKMen® Skin Care System is formulated to meet a man's special skin care needs. The face bar and moisturizer combat the signs of aging, leaving a guy's face looking and feeling great. Simple. Effective. No nonsense. It's just what a man needs.

- MKMen® Body Spray, **\$14**
- MKMen® Shave Foam, **\$10**
- MKMen® Cooling After-Shave Gel, **\$14**
- MKMen® Moisturizer Sunscreen SPF 25*, **\$22**
- MKMen® Face Bar, **\$14**



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

MAKE SUMMER SALES HOT.

Hot dogs are on the grill, flip-flops are on your feet and the kids are on break. But, that doesn't mean you should put your Mary Kay business on break too. The women spotlighted here can help you party this summer – Mary Kay style! These party tips and ideas for keeping in touch with your customers can be just what you need to finish this Seminar year strong and build a loyal customer base as you head into the next year.



CREATIVE PARTIES

Independent Senior Sales Director Meg Steward of Hoschton, Ga., says, "Summer is different, and as Independent Beauty Consultants, we need to be creative in order to meet our customers' needs. We must be open to doing things differently to get

different results."

This is why Meg throws exciting theme parties during the hot summer months. Her *Eyes Scream Socials* party theme spotlights eye care products while guests enjoy a cool treat in the summer heat. Meg features everything from TimeWise® Targeted-Action® Eye Revitalizer and TimeWise® Age-Fighting Eye Cream to Mary Kay® eye colors and Mary Kay® Ultimate Mascara™. "The No.1 problem area for women is their eyes," Meg says. "They want their eyes to look younger, and they want to learn how to apply current makeup trends. During this party, my guests enjoy ice cream with all the toppings while I walk them through how to achieve younger and beautiful-looking eyes."

Meg and her unit members also throw pool parties at community pools. "It is a great time for my hostess to get her friends together while their kids cool off in the pool," Meg says. "Moms are looking for something like this, and we can give it to them. We need to meet our customers' needs and show them the Mary Kay opportunity in a different light." A pool party can be a great way to show customers and potential team members how much fun it can be to own a Mary Kay business.

To keep her unit members up to date on all the fun taking place at her parties, Meg shares photos from her exciting guest nights, pool parties and *Eyes Scream Socials* on Facebook®. She shares, "This creates so much excitement because it can show others how much fun was had!"



SOCIAL INTERACTIONS

Independent Senior Sales Director Christine Denton of Miami, Fla., also uses Facebook® to build her summer business. "I can't imagine working my Mary Kay business without Facebook®. It's a great way to reconnect with customers who have free time in the summer – like teachers, stay-at-home

moms and college students who are now home." Christine uses social media as a simple way to remind her customers that she is there to fill their skin care needs as they prepare to go on vacation or spend long days at the pool.

Christine takes full advantage of the laid-back summertime atmosphere when school is out to hold parties. How does she fill up her date book during this busy travel season? She explains, "Teachers are used to waking up early, and they enjoy having parties in the morning. They work hard all yearlong and love to be pampered during the summer. Stay-at-home moms love to gather up the kids for a play date around lunchtime and learn about skin care while their kids enjoy each other. And when college students are home for the summer, they want to go out, so I schedule parties for them in the early evenings so their makeup can be perfect for a night on the town."

Christine also shares her secret for selling Travel Roll-Up Bag sets during the summer. She fills each pocket of the bag with summer survival essentials and adds flair by adding a tropical flower to the bag's hook. She says, "Most women want a dewy, simple look for the summer, so I fill one pocket with the perfect summer makeup. Summer is all about the less-is-more approach when it comes to color." This simple look consists of a basic

Mary Kay® eye color and cheek color, a bronzing powder, Mary Kay® Tinted Lip Balm Sunscreen SPF 15*, a lip gloss and Mary Kay® Waterproof Mascara. Her customers can be ready to dash out the door for an impromptu barbecue or pool party.

The other pockets of the Travel Roll-Up Bag are filled with Mary Kay® SPF 30 Sunscreen*, TimeWise Body™ Hand and Décolleté Cream Sunscreen SPF 15*, Mary Kay® Subtle Tanning Lotion and a Mary Kay® Eau de Toilette Fragrance and Body Care Collection in a refreshing fragrance like Exotic Passionfruit®.

It's summertime, and you, too, can take advantage of all that these hot months have to offer!



CUSTOMIZE YOUR PARTIES.

New customizable MKeCards® can help entice your hostesses to hold summer parties and help you stay in touch with them during the summer months. Once they agree to book, go to the enhanced *Beaute-vite®* party-planning tool to book the party.

Find it all at Mary Kay InTouch® > Party Central.

ADVERTISING

Helps You Reach Customers.



Mary Kay® commercials, national magazine ads and online outreach efforts give you the perfect reason to talk to your customers about the Mary Kay® brand. But remember, it's up to you to spread the word about these exciting Mary Kay® campaigns and use them as a way to connect. They could be your key to holding parties and building your customer base when you make the effort to share the good Mary Kay® news!

EXTREME MAKEOVER: HOME EDITION SUNDAYS 8|7c on ABC

Mary Kay® is the exclusive Beauty Sponsor of the season finale of ABC's *Extreme Makeover: Home Edition*, airing in May on ABC. Five Mary Kay® commercials, including two custom TV spots, will run during the season finale!

Why not turn this into a night of fun and potential sales by inviting your top hostesses, best customers, potential team members or new customers to a viewing party during the show? Be sure to have plenty of Mary Kay® products available for sampling and selling. You could make it more fun with games, prizes and makeovers!

Log on to Mary Kay InTouch® for updates and links that will take you and your customers to more information. And stay tuned for the season finale air date!

2011 MAKEOVER CONTEST

Are you making over faces? The online 2011 Mary Kay® Makeover Contest (Get Beautiful. Give Back.) is in full swing, and we've never seen so many beautiful faces! Your customers have until June 15 to submit their before-and-after makeover photos. Three grand-prize winners have a chance to win a \$2,500 donation to the charity of their choice (subject to Sponsor's final approval), plus \$2,500 toward a luxury weekend getaway. In addition, the Independent Beauty Consultant with the greatest number of eligible consumer entries into the contest will be honored with the opportunity to have a Habitat for Humanity® house built in her name in a location selected by her from a list of existing Habitat for Humanity® affiliates located in the United States.

The contest is a great way to break the ice with potential customers and get current customers excited about trying new products and booking parties. For example, when you offer a complimentary color appointment, you can invite your customer to enter the contest. It's a win-win for you both! And now, *you* can start the contest entry process for your customers. Look for complete details and entry guidelines on Mary Kay InTouch® or at www.mkmakeovercontest.com.

NO PURCHASE NECESSARY. For OFFICIAL RULES, details and entry guidelines, go to Mary Kay InTouch®.



ADS IN NATIONAL MAGAZINES

Look for exciting new product ads that will appear in summer issues of several national general market and Spanish-language magazines.

- June issues that go on sale in May: *Cosmopolitan*; *Good Housekeeping*; *Marie Claire*; *O, The Oprah Magazine*; *Essence*; *Cosmo en Español*; *People en Español*; *Vanidades*; and *Caras*
- July issues that go on sale in June: *Allure*; *Self*; *Cosmopolitan*; *Marie Claire*; *O, The Oprah Magazine*; *Essence*; and *Cosmo en Español*
- August issues that go on sale in July: *Glamour*

Advertising can build confidence and respect for the Mary Kay® brand among your customer base. In fact, you may want to carry these ads with you to share at a moment's notice with everyone you meet. Also, consider having plenty of product samplers on hand so that when you show someone the ads, you also can give them a product sample.



MORE COLLEGE CAMPUS TOURS

Last fall, Mary Kay® partnered with *Seventeen* magazine to visit three college campuses in an effort to raise awareness of the Mary Kay® brand with Gen-Y women. Those visits were so successful that we have plans to do more in coming months!

Surveys from those visits showed that 86-90 percent of these young women agree that Mary Kay® has products for them, products they would recommend and products they would purchase in the future. And after they attended the event and received *The Look*, almost half of the women visited marykay.com and more than half talked about Mary Kay® with someone.

That means that Gen-Y women are open to what you have to offer, so take advantage of their interest. And for ideas on how you can market to younger women, join the conversation on "Let's Talk" Party!®.



LIFETIME AND UNIVISION

Custom advertising segments are planned to appear on these TV networks this summer, along with a call to action for exciting sweepstakes offers. As we print this issue of *Applause*®, details are being finalized. You'll want to check out Mary Kay InTouch® on a regular basis to stay informed! Go to **Resources > Advertising > 2011 Advertising Campaign.**

Recognition

Congratulations to the winners for February 2011

Top NSDs Year-to-Date

Pictured here are the top 10 NSDs year-to-date.



Barbara Sunden Carol Anton Karen Piro Lisa Madson Jan Harris Kathy Helou Gloria Mayfield Banks Anita Mallory Garrett-Roe Pat Danforth Cheryl Warfield

On-Target Inner/Diamond/Gold Circle

Independent National Sales Directors become members of the Gold Circle when they earn \$125,000 or more; members of the prestigious Diamond Circle when they earn \$200,000 or more; and a member of the exclusive Inner Circle when they earn \$325,000 or more in "NSD commissions" during the Seminar contest period. (NSD commissions are comprised of commissions earned on the wholesale production of first-, second-, and third-line offsprings 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 February 2011, NSD bonuses for Star Consultants and NSD commissions earned on all foreign countries for January 2011.) 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, 2010, through Feb. 28, 2011.

On-Target for \$950,000 Inner Circle
Barbara Sunden.....\$646,527.95

On-Target for \$500,000 Inner Circle
Carol Anton.....\$350,695.88

On-Target for \$450,000 Inner Circle
Karen Piro.....\$330,508.87

On-Target for \$400,000 Inner Circle
Lisa Madson.....\$294,970.71
Jan Harris.....292,368.59
Kathy Helou.....281,717.68
Gloria Mayfield Banks.....280,458.13

On-Target for \$350,000 Inner Circle
Anita Mallory Garrett-Roe.....\$258,894.94
Pat Danforth.....247,923.46
Cheryl Warfield.....244,360.98

On-Target for \$325,000 Inner Circle
Gloria Castaño.....\$226,520.45
Karlée Isenhardt.....221,684.73

On-Target for \$300,000 Diamond Circle
Stacy James.....\$213,763.90
Patricia Rodríguez-Turker.....201,232.87

On-Target for \$250,000 Diamond Circle
Sue Kirkpatrick.....\$199,677.23
Dacia Wiegandt.....195,498.63
Sherry Giancristoforo.....194,721.57
Debi Moore.....192,736.97
Sonia Páez.....188,868.03
Lupita Ceballos.....187,889.33
Linda Toupin.....183,820.37
Halina Rygiel.....183,115.21
SuzAnne Brothers.....182,410.84
Cindy Williams.....176,648.46
Judie McCoy.....171,926.35

On-Target for \$200,000 Diamond Circle
Pamela Waldrop Shaw.....\$165,395.86
Shirley Oppenheimer.....161,232.57
Mary Diem.....158,240.15
Jackie Swank.....154,235.09
Julianne Nagle.....152,164.88

Ronnie D'Esposito Klein.....149,283.44
Diane Underwood.....142,590.82
Kerry Buskirk.....142,352.07
Sandy Miller.....139,115.94
Anita Tripp Brewton.....134,391.67

On-Target for \$150,000 Gold Circle
Shannon Andrews.....\$132,552.02
Mary Estupiñan-Martel.....132,191.84
Lily Orellana.....128,162.57
Nancy Bonner.....127,573.90
Kay Evrum.....125,617.26
Suzanne Valerio.....125,322.95
Cindy Fox.....124,980.44
Pamela Fortenberry-Slate.....123,873.74
Maureen Ledda.....120,730.09
Jeanne Rowland.....120,477.99
Dalene Hartshorn.....119,555.22
Lisa Allison.....117,967.47
Tammy Crayk.....116,217.37
Elizabeth Fitzpatrick.....115,889.95
Jamie Cruse-Vrinios.....113,711.65
Julie Krebsbach.....113,654.25

Dawn Dunn.....113,512.42
María Monarrez.....110,304.19
Cyndee Gress.....108,344.60
Janet Tade.....106,453.75
Kimberly Copeland.....105,970.05
Rebecca Evans.....105,814.74
Mona Butters.....104,944.64
Consuelo Prieto.....103,913.88
Yvonne Lemmon.....103,893.72
Connie Kittson.....103,584.51
Gloria Báez.....103,584.25
Davanne Moul.....103,534.79
Lynne Holliday.....103,411.75
Wilda DeKerlegand.....102,099.64
Alia Head.....101,834.69
Joanne Bertalan.....101,607.10
Pam Ross.....101,163.52
Shirley Oshiro.....100,701.13
Miriam Gómez-Rivas.....100,015.51

On-Target for \$125,000 Gold Circle
Lise Clark.....\$99,335.88
Valerie Bagnol.....99,215.31

Anabell Rocha.....98,720.02
Michelle Sudeth.....97,360.81
Judy Brack.....96,607.32
Pam Klickna-Powell.....96,543.99
Janis Z. Moon.....96,509.28
Jeanie Martin.....95,754.41
Cathy Bill.....92,561.70
Scarlett Walker-Simpson.....91,279.47
Linda Kirkbride.....90,953.53
Toni McElroy.....90,865.85
Monique Todd Balboa.....90,642.97
Glinda McGuire.....88,731.72
Evelinda Diaz.....88,583.98
Maribel Barajas.....88,155.06
Jan Thetford.....87,799.91
Ada García-Herrera.....87,479.05
Pamela Tull.....85,057.90
Kate DeBlander.....84,196.67

Monthly Commissions and Bonuses

Listed are NSD commissions above \$10,000 earned in February 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.

Emerald

- Kathy Helou**.....\$45,092
- Gloria Mayfield Banks***.....44,761
- SuzAnne Brothers*.....32,450
- Debi R. Moore*.....27,365
- Dacia Wiegandt*.....26,817
- Sherry Giancristoforo**.....24,720
- Kay E. Evrum.....21,588
- Kerry Buskirk*.....20,389
- Lily Orellana.....19,941
- Auri Hatheway.....19,533
- Jamie Cruse-Vrinios.....19,258
- Yvonne S. Lemmon.....17,868
- Consuelo R. Prieto.....17,720
- Mona Butters.....16,962
- Cindy Fox*.....16,671
- Cathy Bill*.....15,413
- Janet Tade*.....15,351
- Joanne R. Bertalan*.....14,348
- Miriam Gómez-Rivas.....14,153
- Pamela Tull.....13,843
- Cristi Ann Millard.....13,283
- Kathy Rodgers-Smith.....12,962
- Kym A. Walker*.....12,405
- Brenda Segal*.....12,313
- Sabrina Goodwin Monday.....11,177
- Crisette M. Ellis.....10,972
- Jackie LaPrade.....10,939
- Morayma Rosas.....10,750
- Esther Whiteleather.....10,496
- Dawn Otten-Sweeney.....10,280
- Shelly Gladstein.....10,105

Pearl

- Jan Harris**.....\$34,225
- Cheryl Warfield**.....32,020
- Pamela Waldrop Shaw.....30,367
- Cindy A. Williams.....28,485
- Stacy I. James*.....26,712
- Jackie Swank*.....26,093
- Halina Rygiel*.....24,040
- Anita Tripp Brewton*.....21,592
- Lisa Allison*.....21,090
- Mary C. Estupiñan-Martel*.....18,792
- Sandy Miller*.....18,101
- Jeanie Martin.....17,163
- Julie Krebsbach.....16,753
- Shirley M. Oshiro.....16,361
- Wilda DeKerlegand*.....16,202
- Maureen S. Ledda*.....16,174
- Nancy Bonner*.....15,817
- Glinda McGuire.....15,079
- Lynda Jackson*.....15,000
- Elizabeth Fitzpatrick*.....14,362
- Lise T. Clark*.....14,246
- Judy Brack.....14,134
- Monique Todd Balboa.....13,923
- Kathy C. Goff-Brummett.....13,454
- Anabell Rocha.....12,893
- Bett Vernon.....12,495
- Pat Campbell.....12,445
- Kathy Jones.....12,354
- Cathy E. Littlejohn.....12,282
- Robin Rowland.....12,231
- Beatrice Powell.....12,209
- Linda Kirkbride.....11,989
- Sylvia Kalcak.....11,942
- Barbara Stimach*.....11,389
- Alma Orrostieta.....11,093
- Jane Studrawa.....10,527

Diamond

- Barbara Sunden***.....\$73,743
- Lisa Madson.....43,003
- Linda C. Toupin.....32,856
- Anita Mallory Garrett-Roe**.....31,960
- Sonia Páez.....30,104
- Patricia Rodríguez-Turker**.....24,485
- Gloria Castaño**.....24,167
- Diane Underwood.....21,187
- Mary Diem*.....20,270
- Connie A. Kittson.....17,689
- Dalene Hartshorn.....16,063
- María Monarrez.....15,692
- Evelinda Diaz*.....13,176
- Diana Heble.....13,008
- Ada García-Herrera.....10,644

Ruby

- Carol Anton**.....\$43,610
- Pat Danforth*.....30,494
- Sue Kirkpatrick*.....26,403
- Karlée Isenhardt*.....25,643
- Shirley Oppenheimer*.....23,725
- Rebecca Evans*.....23,444
- Ronnie D'Esposito Klein*.....20,329
- Kate DeBlander.....20,064
- Pamela A. Fortenberry-Slate*.....15,770
- Cyndee Gress.....15,527
- Pam Ross*.....15,256
- Bea Millslagle.....15,104
- Jeanne Rowland*.....14,139
- Lynne G. Holliday.....14,023
- Janis Z. Moon.....13,820
- Judy Kawiecki.....13,534
- Kirk Gillespie.....12,864
- Gena Rae Gass.....12,851
- Toni A. McElroy.....12,785
- Vicki Jo Auth.....12,647
- Michelle L. Sudeth*.....12,353
- Kimberly R. Copeland.....12,310
- Kelly McCarroll.....11,733
- Scarlett S. Walker-Simpson*.....11,260
- Terri Schafer.....11,048
- Candy D. Lewis.....10,438
- Margaret M. Bartsch.....10,017

Sapphire

- Karen Piro**.....\$44,060
- Lupita Ceballos**.....26,173
- Judie McCoy*.....22,930
- Julianne Nagle*.....22,215
- Dawn A. Dunn.....21,092
- Shannon C. Andrews*.....20,185
- Tammy Crayk.....18,538
- Sandy Valerio.....17,529
- Valerie J. Bagnol*.....16,575
- Jan L. Thetford.....16,030
- Pam Klickna-Powell.....15,704
- Lorraine B. Newton.....15,340
- Gloria Báez*.....15,308
- Davanne D. Moul*.....14,830
- Alia L. Head.....14,649
- Ann Brown.....12,527
- Debra M. Wehrer.....12,472
- Sheril L. Steinman.....12,456
- Nancy A. Moser.....12,261
- Kendra Crist Cross.....12,256
- Pam I. Higgs.....12,110
- Diana Sumpter.....11,978
- Sharon L. Buck.....11,670
- Kimberly D. Starr.....10,581
- Gillian H. Ortega.....10,381
- Carol L. Stoops.....10,085

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

Recognition

Mary Kay Angels

These Independent National Sales Directors, Independent Sales Directors and Independent Beauty Consultants achieved the highest commissions/bonuses or production or had the most new team members in their Seminar areas in February 2011.

Top National Sales Directors — Commissions and Bonuses



Kathy Helou
\$45,092
Emerald



Jan Harris
\$34,225
Pearl



Barbara Sunden
\$73,743
Diamond



Carol Anton
\$43,610
Ruby



Karen Piro
\$44,060
Sapphire

Top Unit — Estimated Retail Production

EMERALD — Tanya King, <i>D. Wiegandt Area</i>	\$71,787
PEARL — Beth Piland, <i>C. Warfield Area</i>	\$95,977
DIAMOND — Amy Allgood, <i>M. Diem Area</i>	\$105,021
RUBY — Vanessa Upkins, <i>Go Give Area</i>	\$85,295
SAPPHIRE — Julie Weaver, <i>Go Give Area</i>	\$97,737

Top Sales Director — Personal Sales

EMERALD — Shirley Rice, <i>Go Give Area</i>	\$17,339
PEARL — Sondra Nelson, <i>L. Allison Area</i>	\$9,073
DIAMOND — Marie Lee, <i>B. Sunden Area</i>	\$16,677
RUBY — Janette Copeland, <i>Go Give Area</i>	\$13,674
SAPPHIRE — Hannah Jenks, <i>D. Dunn Area</i>	\$14,474

Top Beauty Consultant — Personal Sales

EMERALD — Helen Leiby, <i>M. Bright Unit, G. Mayfield Banks</i>	\$29,412
PEARL — Michelle Yaussi, <i>M. Whitworth Unit, S. James Area</i>	\$10,479
DIAMOND — Deb Lawson, <i>S. Leininger Unit, Go Give Area</i>	\$21,601
RUBY — Sherry Rogers, <i>V. Fuselier Unit, V. Fuselier Area</i>	\$13,945
SAPPHIRE — Robbie Walters, <i>M. Hester Unit, Go Give Area</i>	\$23,121

Top Team Builder

EMERALD — Sales Director Juanita Pedroze, <i>M. Gómez-Rivas Area</i>	14 New Team Members
PEARL — Sales Director Cheryl Brown, <i>Go Give Area</i>	9 New Team Members
DIAMOND — Sales Director Lisette Defoe, <i>S. Páez Area</i>	11 New Team Members
RUBY — Sales Director Tammy Lacy, <i>Go Give Area</i>	13 New Team Members
SAPPHIRE — Sales Director Michelle Moore, <i>S. Andrews Area</i>	14 New Team Members

Top Unit Builders

Independent Sales Directors with 20 or more new unit members for February 2011.

Emerald

Tanya Olivia King	26 New Unit Members
Candy Jackson	24 New Unit Members
Carol Shuff	20 New Unit Members

Pearl

Beth H. Piland	22 New Unit Members
Carrie V. Eddings-Foster	21 New Unit Members
Darlene A. Juliana	20 New Unit Members

Diamond

Amy Allgood	28 New Unit Members
Tami K. Cloute	22 New Unit Members
Cecilia C. James	21 New Unit Members

Ruby

Vanessa R. Upkins	24 New Unit Members
Gloriann Alice Perrin	21 New Unit Members

Sapphire

Ana B. Garcia	31 New Unit Members
Tabitha A. Hallums	26 New Unit Members
Michelle Sara Moore	24 New Unit Members
Brandi Driggers	23 New Unit Members
Tracey A. Fields-Hedrick	21 New Unit Members

Sales Mentors

Special thanks to the sales mentors for the February 8, 2011, *New Independent Sales Director Education class*.



Nancy Moser
National Sales Director
Sapphire Seminar



Terri Beckstead
Future Executive Senior
Sales Director
Woodbury, Minn.
Diamond Seminar



Dayana Polanco
Elite Executive Senior
Sales Director
Miami
Diamond Seminar

Meet Your NSDs

Be sure to visit the Mary Kay InTouch® website for inspiring success stories about Mary Kay Independent National Sales Directors. Click on the “Meet Your NSDs” link under the Heritage tab. You can search for NSD stories by name, city, state, Seminar or even former occupation. Why not share their stories with potential team members?

APPLAUSE® magazine is published in recognition of and as information for members of Mary Kay Inc.'s independent contractor sales organization, Independent National Sales Directors (“National Sales Directors”), Independent Sales Directors (“Sales Directors”) and Independent Beauty Consultants (“Consultants”) in the United States, Puerto Rico, U.S. Virgin Islands and Guam by Mary Kay Inc., Dallas, Texas ©2011 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletory and Fragrance Association. *Applause, Beat-e-News, Beauty Blotters, Belara, Bella Belara, Break the Silence, Compact Pro, Day Radiance, Domain, Enriching Women’s Lives, Exotic Passionfruit, Eyesicles, Go-Give, Indulge, Inspiring Beauty Through Caring, Journey, Mary Kay, Mary Kay InTouch, Mary Kay Tribute, Miracle Set, MK, MKConnections, MKeCards, MKMen, Nourishine, Pink Doing Green, Pronewal, Satin Hands, Satin Hands & Body, Satin Lips, Satin Smoothie, Simply Cotton, Smart Start, Targeted-Action, TimeWise, Tribute, Velocity and Visible-Action* are registered trademarks; *Forever Orchid, Mint Bliss, MK High Intensity, Satin Body, Thinking of You, TimeWise Body, Ultimate Mascara, Ultimate Miracle Set, Warm Amber and Your Way to Beautiful* are trademarks; and *Consultant First Look, MK Rewards, Pink Changing Lives, Preferred Customer Program, The Mary Kay Foundation and The Silver Wings Scholar Program* are service marks of Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, www.marykay.com.

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it's your time to Shine!

COME CELEBRATE YOUR ACHIEVEMENTS and spend valuable girlfriend time with sister Independent Beauty Consultants and Independent Sales Directors from every corner of the nation who, just like you, are seeking fresh, new ways and innovative ideas to help their Mary Kay businesses grow! Seminar is where you'll find incredible inspiration, education and motivation to help your business shine! So invest in yourself and your Mary Kay business by making plans to attend *Imagine ... Your Way to Beautiful*SM Seminar 2011.

NEW! Seminar registration for all Independent Beauty Consultants begins May 1 and continues through July 4 on a first-come, first-served basis. Log on to the Mary Kay InTouch[®] website for all the details!



Imagine
your way to beautifulSM

DATES:

- July 20-23 Emerald
- July 24-27 Pearl
- July 27-30 Diamond
- July 31-Aug. 3 Ruby
- Aug. 3-6 Sapphire

LOCATION:

Dallas Convention Center, Dallas, Texas

PRODUCT GIFT

When you attend *Imagine ... Your Way to Beautiful*SM Seminar 2011, you'll receive a product gift exclusively for you equal to your registration fee, allowing you to be among the first to try new Mary Kay[®] products.

SEMINAR REGISTRATION

Opens May 1 for all Independent Beauty Consultants. \$175 must be received in Special Events by 5 p.m. Central time on July 4; \$200 on-site, space permitting (except for new Independent Beauty Consultants whose Independent Beauty Consultant Agreements are accepted by the Company in July and Aug. 2011). *Remember: Hall A will not be available at Seminar this year.*

Cancellation Deadlines:

Full refund by July 4, 2011. Less service fee of \$100 through July 11, 2011, for all Seminar affiliations.

No refunds will be granted after July 11, 2011.

Hotel Deadline: June 29, 2011

Transfer Fee: \$25

You... IN THE SPOTLIGHT

Special Functions

- *Lights, Action, Fashion* Reception
- *All-Star* Luncheon
- *Lights, Action, Fashion* Luncheon
- *Glitz & Glam* Reception
- Royalty Reception
- Special Cadillac Dining Area

Awards Night

- Queen's Court of Personal Sales
- Queen's Court of Sharing
- Circle of Achievement
- Circle of Excellence
- Double Star Achievement Award
- Triple Star Achievement Award

Onstage Recognition

- Grand Achiever (new and requalified)
- Premier Club Sales Directors (new and requalified)
- Cadillac Sales Directors (new and requalified)
- New Class of 2011 new Independent Sales Directors (April – July)
- Independent Executive Senior Sales Directors and Elite Executive Senior Sales Directors as of July 1, 2011
- Annual Go-Give® Award
- Million-Dollar Units
- Seminar 2011 Teachers

Additional Recognition

- *All-Star* Consultant Consistency
- Star Sales Director
- *Lights, Action, Fashion* Team-Building Challenge
- State Contest No. 1 Unit

ORDER SEMINAR SOUVENIRS BEGINNING MAY 1.

From souvenir mugs to beach towels and more, you won't want to miss out on ordering your very own limited-edition Seminar souvenirs beginning May 1, available only while supplies last. Orders only will be accepted online on the Mary Kay InTouch® website and will be shipped directly to your home!



LIGHTS, ACTION, FASHION TEAM-BUILDING CHALLENGE – GO RED AT SEMINAR!

Independent Beauty Consultants who add at least three qualified* new personal team members from March 1 – June 30 will receive an invitation to the exclusive *Lights, Action, Fashion* Reception on Day 0, where you can pick up your choice of one of the three gorgeous, new red jackets. Plus, Independent Sales Directors who add at least three qualified* new personal team members during the *Lights, Action, Fashion* Team-Building Challenge also will receive an invitation and pick up a beautiful capelet designed to complement the new Sales Director Suit!

And there's more! Independent Beauty Consultants and Independent Sales Directors who add four or more qualified* new personal team members during the *Lights, Action, Fashion* Team-Building Challenge from March 1 – June 30 also will receive an invitation to a spectacular Seminar luncheon on Day 1! Go the Mary Kay InTouch® website for full contest details!

*A qualified new personal team member is one whose initial order with the Company is \$600 or more in Section 1 products, and it is received and accepted by the Company in the same or following calendar month, between March 1 and June 30, 2011, that her Independent Beauty Consultant Agreement is received and accepted by the Company.



GO GIVE AREA AWARDS NIGHT



Independent Beauty Consultants and Independent Sales Directors in the Go Give Area certainly won't want to miss out on an exciting Awards Night on Day 0 exclusively for members of the Go Give Area. It promises to be an unforgettable evening of recognition, inspirational stories from top achievers, dazzling entertainment and so much more!

An exclusive, invitation-only Go Give Area Reception will precede the Go Give Area Awards Night for Independent Beauty Consultants and Independent Sales Directors in the Go Give Area who achieve any of the following from July 1, 2010, through June 30, 2011:

- Queen's Court of Personal Sales with at least \$36,000 in estimated personal retail production
- Queen's Court of Sharing with at least 24 qualified* new personal team members
- Princess Court of Sales with at least \$20,000 in estimated personal retail production
- Princess Court of Sharing with at least 12 qualified* new personal team members
- Independent Sales Directors who qualify for a Seminar 2011 Circle of Achievement or Circle of Excellence

Please log on to the Mary Kay InTouch® website for all the details.

*A qualified new personal team member is one whose Independent Beauty Consultant Agreement and minimum of \$600 in wholesale Section 1 orders are received and accepted during the Seminar contest period.

A WELL-ROUNDED MARY KAY EDUCATION

Independent Beauty Consultants: Are you eager to learn valuable business tips from the very best at classes specifically designed for you at Seminar 2011? Here's a sneak peek:

Day 1 – Spouse Class 1:45 – 3:30 p.m.

In round-table discussions, hear the latest corporate updates from a Company executive and brainstorm ways to offer support to your spouse.

Day 2 – Career Development Classes 8:30 – 11:15 a.m.

Independent Beauty Consultants and Senior Beauty Consultants with 1 – 2 years of tenure in your Mary Kay business:

8:30 – 9 a.m.	Principles and Excellence
9:15 – 9:45 a.m.	Mentored by the Masters
10:00 – 10:30 a.m.	Customers for a Lifetime
10:45 – 11:15 a.m.	There's Power in the Party

Independent Beauty Consultants and Senior Beauty Consultants with 3 – 4 years of tenure in your Mary Kay business:

8:30 – 9:15 a.m.	Booking and Coaching Like the Pros
9:30 – 10:15 a.m.	There's Power in the Party
10:30 – 11:15 a.m.	I'm a Dream Chaser!

Independent Beauty Consultants and Senior Beauty Consultants with 5 – 8 years of tenure in your Mary Kay business:

8:30 – 9:15 a.m.	Your Invitation to Greatness
9:30 – 10:15 a.m.	Taking Care of Business
10:30 – 11:15 a.m.	Oh, the Places You Could Go!



Independent Beauty Consultants and Senior Beauty Consultants with 9 years or more of tenure in your Mary Kay business:

8:30 – 9:15 a.m.	Your Invitation to Greatness
9:30 – 10:15 a.m.	Taking Care of Business
10:30 – 11:15 a.m.	The Big Picture

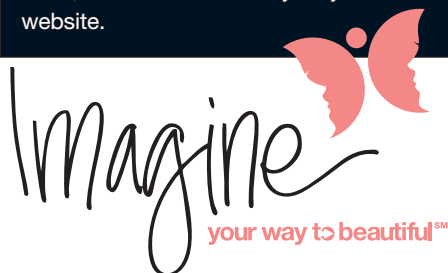
Star Team Builders and Team Leaders:

8:30 – 9:15 a.m.	Effective Business Systems
9:30 – 10:15 a.m.	Team Building With Integrity
10:30 – 11:15 a.m.	Today Is Someday!

Future Independent Sales Directors and Independent Sales Directors-in-Qualification:

8:30 – 9:15 a.m.	Effective Business Systems
9:30 – 10:15 a.m.	Team Building With Integrity
10:30 – 11:15 a.m.	Victory Vision

FOR A COMPLETE SCHEDULE, including detailed class descriptions for every step along the Mary Kay career path, plus a Seminar 2011 Schedule At-a-Glance and more, check out the Mary Kay InTouch® website.



IT'S NOT WHERE YOU START,
IT'S WHERE YOU FINISH.

Independent Elite Executive Senior Sales Director Julie Weaver of Louisville, Ky., was crowned Queen of the Sapphire Seminar in 2010 in the Million-Dollar Circle of Excellence.



“ Being crowned Queen of the Sapphire Seminar in the 2010 Million-Dollar Circle of Excellence was truly the fruition of a dream come true for me. I attended my very first Seminar at age 17 to watch my mother, Independent Senior National Sales Director Emeritus Wanda Janes, debut onstage as an Independent National Sales Director. I also distinctly remember seeing the queens of the Seminar courts onstage along with their families that year and thinking that was something I would like to do, too!

I signed my Independent Beauty Consultant Agreement just a few years later, in 1982, but it was at that first Seminar that I captured the vision which gave me the drive and motivation to continue working year-round to achieve my goals.

It's so important to focus with the end result in mind. It can start by simply booking appointments. My goal is to add two new appointments to the books before I go to bed at night. With just two new appointments booked every day, miracles can happen! *The name of the game in our business is people.*

Yes, champions are celebrated on the Seminar stage, but **champions are created every day!** They are those individuals who persist in doing *ordinary* things, like consistently booking parties every single day, which in the end can add up to something absolutely *extraordinary.* ”

SEMINAR CAN'T-MISS EVENT ON DAY 0!

New! Everyone will want to attend an exciting color workshop on Day 0 where a **professional makeup artist** will demonstrate the latest color makeup application and techniques. Discover tricks of the trade to take back home and share with your customers. Be sure to arrive at Seminar in time for this opportunity to learn from the very best! Visit Mary Kay InTouch® for the latest details and times!

PRIZE potential

When people think of Mary Kay awards, the pink Cadillac usually comes to mind. But most prizes earned by independent sales force members come from the quarterly Star Consultant program created by Mary Kay Ash herself in 1977. She designed this program to encourage independent sales force members to build their businesses with strong and consistent retail sales. Thousands of prizes from TVs to jewelry to home office supplies have been earned, but the true reward comes from how the program can help a Mary Kay business grow. Let these stories inspire you to become a Star Consultant and boost your business potential!



THE TRUE REWARD

With 102 quarters of Star Consultant status to her name, **Independent Senior Sales Director**

Alice Gettle of Arvada, Colo., has earned just as many Star Consultant prizes including jewelry, Mary Kay dolls and a model of the now-retired pink Mary Kay semi-truck.

"I started my business in 1983 with a Star Consultant order, and I selected a pink metal shelving unit for the laundry area of my one-bedroom apartment as my prize," Alice recalls. This former teacher, actress and radio broadcaster had just moved to the Denver area and was looking for a job. When all leads dead-ended, Alice decided to try a full-time Mary Kay business. "I was single and self-supporting. I had to make it work, because I had nothing else."

Alice began to build a customer base. "My business turned a corner when I realized that filling my customers' needs was my main goal. Anybody can offer world-class customer service. All it requires is practicing the Golden Rule." By doing so, Alice achieved Star Consultant status each quarter without being sales- or prize-motivated. "The Star Consultant program is a fabulous tool for goal setting. It visualizes the end result, divides the goal into bite-sized pieces and gives you a deadline."

By 1986, Alice became an Independent Sales Director, earned the use of her first Mary Kay® Career Car and steadily appeared in the Queen's

Court of Personal Sales. Picking out Star Consultant prizes was icing on the cake. Some of her favorite prizes include six months of fresh flower delivery and an outdoor grill that even included steaks and knives.

In 2007, a pink guitar offered during Quarter Two at the 3,000 level caught Alice's eye. "I thought learning to play might help the tendinitis in my hands, plus I loved the novelty of a pink guitar," Alice admits. As some hobbies go, the guitar soon found a resting place in the back of a closet until Alice learned about a mission to collect instruments for several music schools in Haiti that suffered severe damage during the devastating earthquake in January 2010.



A 21-year-old student at the Holy Trinity Music School in Haiti appreciates Alice's Star Consultant prize. The school, that suffered severe earthquake damage, serves students from ages six to 25.

"I knew that guitar and my father's violin needed to go to these students who were using music as an anchor to overcome so much tragedy," Alice says. Members of the Haitian Youth Music Relief mission delivered the pink guitar to a student at the Holy Trinity Music School. "It's good to know the pink guitar is making music for a greater cause."

ALICE'S STAR CONSULTANT TIPS

- Memorize scripts for selling, team building, overcoming objectives and inviting people to events. Practice them over and over until the words become your own. Scripts keep you professional, on track and nonjudgmental.
- Listen to Mary Kay CDs over and over to stay motivated.
- Follow up with customers every four to six weeks to keep orders flowing and introduce limited-edition products. If you wait to contact a customer only when she needs skin care items, she may not be willing to purchase any fun extras.



GOAL POWER

Living in a 900-square-foot trailer with her husband and son for seven years was

temporary, but necessary, for **Independent Sales Director Ashley Cunagin** of McKee, Ky., who was waiting until it was possible for her husband to build their permanent home.

"In that small space, my Mary Kay office was also Jayden's playroom, our spare bedroom and the catch-all room," Ashley recalls. "Several years ago, I made the decision to start earning Star Consultant prizes that I could eventually use to decorate our future home. I could see in my mind how wonderful it would be to have these brand-new items – that I earned – beautifully displayed."

Each quarter, Ashley perused the *Star Consultant Program* brochure and picked a prize for her home. She made three copies of the image and placed one by her refrigerator, one by her phone and carried the other with her to parties and meetings.

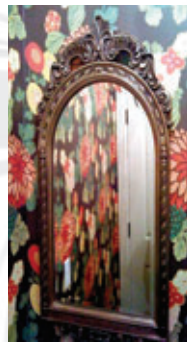
"I tracked my sales down to the penny and monitored every Star Consultant point I earned," Ashley says. "I always knew how many more I needed to earn."

Ashley worked her business seriously, holding six to 10 parties each month and building a team. "Team building is my passion, and every new team member also added to my Star Consultant total." In the process, she became an Independent Sales Director and earned the use of a Mary Kay® Career Car.

As time went on, Ashley knew it would take a major breakthrough to get her dream house started. It began with her newly found faith. "I was willing to put my faith and work into my future," she shares. Then, in April 2009, her unit added 22 new team members, and she earned her highest Sales Director commission of more than \$6,000. With that, her husband, Kris, started plans for the house which was completed in December 2010.

Moving in was a dream come true. Ashley transferred three carloads full of Star Consultant prizes from storage to their rightful places in her new home. "I had to dust off all the boxes, but everything inside sparkled like new when I unpacked it," she shares.

Prizes, including china, glassware, accessories and a gorgeous mirror, proudly serve their purposes and hold special meaning for Ashley who had previously admired Mary Kay prizes in other Sales Directors' homes. "Now, I'm the one who has special rewards that represent what I worked so hard to achieve," she says.



Actual Star Consultant prizes Ashley earned for her dream home.

ASHLEY'S STAR CONSULTANT TIPS

- I stayed motivated by keeping a visual of each prize with me at all times and sharing my goal with others.
- Keep track of your numbers so you always know how much you need to achieve before the Star Consultant contest deadline.
- When you work your Mary Kay business, it works for you. I became an Independent Sales Director soon after starting my Mary Kay business. I thought I had arrived. I stopped working and wasn't qualified to be a Sales Director anymore. I had to start over again. I learned that you have to keep working to enjoy the benefits of this business.

BECOME A STAR CONSULTANT.

Stars are within your reach! Start planning now to be a star at Seminar 2012 by building your customer base and your selling power during each quarter of the year! You have two ways to earn points through the Star Consultant program each quarter: selling and team building!

When you place a minimum of \$1,800 in wholesale Section 1 orders* in any contest quarter, you can achieve Sapphire Star Consultant status. When you do, you get:

- To choose a prize from the 1,800 prize category.
- A Ladder of Success pin with a Sapphire gemstone.

It only gets better from there! With each higher contest category you achieve, the prizes are more enticing! By adding qualified† new personal team members for 600 contest credit points each, you can move up even faster. Be sure to visit Mary Kay InTouch® for full details.

*A minimum of \$1,800 in wholesale Section 1 orders postmarked within the contest quarter is required to qualify as a Star Consultant.

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

go-give® award

Congratulations to the winners for June 2011

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® Award nomination form is available on the Mary Kay InTouch® website under “Recognition.”



Cathy Apicello-Schneithorst

Emerald

Independent Senior Sales Director

Began Mary Kay

January 1982

Sales Director Debut

August 1983

Offspring one first-line

National Sales Director

Sherry Giancristoforo

Honors Cadillac qualifier; Circle of Honor; Consultant Queen's Court of Personal Sales; 21-times Sales Director Queen's Court of Personal Sales; two-times Queen's Court of Sharing; 17-times Circle of Achievement; seven-times Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$76,309

Personal Lives in Willoughby, Ohio. Husband, Mike; daughter, Anelia

Favorite Quote “Then you will see that I will throw open the windows of heaven. I will pour out so many blessings that you will not have enough room for them.” – from Malachi 3:10

Independent Beauty Consultant

Kimberly Peterson of South

Euclid, Ohio, says, “I never feel like an adoptee. Cathy is very knowledgeable and a great instructor. She always gives of her time and is a woman of her word.”



Lynda Nelson Pearl

Independent Senior Sales Director

Began Mary Kay

July 1993

Sales Director Debut

November 1994

Offspring one first-line; one second-line

National Sales Director

Julie Krebsbach

Honors Cadillac qualifier; Circle of Honor; two-times Sales Director Queen's Court of Personal Sales; three-times Circle of Achievement; gold medal winner; estimated highest monthly unit retail: \$48,073

Personal Lives in Roscoe, Texas. Husband, Guy; sons: Andrew, Daniel

Favorite Quote “Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up.” – Galatians 6:9

Independent Beauty Consultant

Laura Donaway of Abilene,

Texas, says, “I am an adoptee in Lynda's unit. Lynda includes her adoptees in all activities, promotions and meetings and spares no expense or resource to share with us.”



Analyn Garcia Diamond

Independent Senior Sales Director

Began Mary Kay

February 2007

Sales Director Debut

September 2007

Offspring one first-line; two second-line

National Sales Director

Sonia Páez

Honors Premier Club qualifier; Star Consultant; Honors Society; gold medal winner; estimated highest monthly unit retail: \$49,876

Personal Lives in Thomasville, N.C. Husband, Jose Solis; daughters: Sarah, Emma

Favorite Quote “Never turn down an opportunity to grow.” – Mary Kay Ash

Independent Senior Sales

Director Maria Garcia of

Thomasville, N.C., says, “When I temporarily moved to another state, Analyn cared for my team members. Thanks to her leadership, I finished my Director-in-Qualification in two months and debuted two Independent Sales Directors four months later.”



Robin Scrivana Ruby

Independent Sales Director

Began Mary Kay

May 1993

Sales Director Debut

April 2000

National Sales Director

Go Give Area

Honors Premier Club qualifier; Circle of Honor; Sales Director Queen's Court of Personal Sales; gold medal winner; estimated highest monthly unit retail: \$35,820

Personal Lives in Williamstown, N.J. Husband, Thomas; sons: Adam, Eric; four grandchildren

Favorite Quote “It's belief that gets us there.” – Author Unknown

Independent Beauty Consultant

Debra Maguire of Mays

Landing, N.J., says, “Robin is my adoptive Sales Director. She makes us feel like a huge family. Robin has a giving nature and has held various events to raise money for The Mary Kay FoundationSM and other charities.”



Leanne Sexton Sapphire

Independent Future Executive Senior Sales Director

Began Mary Kay

November 1987

Sales Director Debut

November 1990

Offspring four first-line; two second-line

National Sales Director

Karen Piro

Honors Cadillac qualifier; Circle of Honor; monthly Go-Give® Award winner, December 1994; Sales Director Queen's Court of Personal Sales; 19-times Circle of Achievement; Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$76,292

Personal Lives in Riverside, Iowa. Husband, Tom; son, Colin; daughter, Shelbi

Favorite Quote “You see things; and you say, ‘Why?’ But I dream things that never were; and I say, ‘Why not?’”

– George Bernard Shaw

Independent Beauty Consultant

Janelle Gentz of Center Point,

Iowa, says, “Leann loves, educates and supports her adoptees. She frequently travels to Texas and California to assist Independent Beauty Consultants in those areas reach their own goals.”

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*Available while supplies last

†A qualified new personal team member is one whose initial order with the Company is \$600 or more in wholesale Section 1 products, and it is received and accepted by the Company in the same or following calendar month, between March 1 and June 30, 2011, that her Independent Beauty Consultant Agreement is received and accepted by the Company.

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