

MAY 2009

Applause®

MARY KAY®
Enriching Women's Lives™

Make **RED JACKET**
History at **SEMINAR**

Showcase the Value of
YOUR MARY KAY BUSINESS

Get Ready for **NEW TV ADS**



shine
on!

SHINE IN THE SPOTLIGHT at **seminar2009**

Applause® May 2009

get it free*

WITH YOUR ORDER

April 16 – May 15, 2009



Mary Kay® Mineral Bronzing Powder

Suggested use: Get a beautiful, sun-kissed look with bronzers! Each bronzing unit includes two shades that can be swirled together for the most natural effect. Two bronzers (one in Sandstone and one in Bronze Diva) are your BizBuilders bonus starting with a \$400 wholesale Section 1 order.

Limited-Edition Mary Kay® Compact Covers**

Suggested use: Customers who love the Mary Kay® Compact are sure to want the elegant black faux suede Mary Kay® Compact Cover! Designed to be multifunctional, the fabric pouch serves as a protective cover and a polishing cloth. Five compact covers** are your BizBuilders bonus starting with a \$600 wholesale Section 1 order.



Mary Kay® Lip Protector Sunscreen SPF 15[†]

Suggested use: Exclusively formulated with beneficial moisturizers and antioxidants, Mary Kay® Lip Protector Sunscreen SPF 15[†] helps keep lips protected and guarded from the drying effects of the sun and wind. It's your BizBuilders bonus starting with a \$1,200 wholesale Section 1 order.

Mary Kay® SPF 30 Sunscreen[†]

Suggested use: Providing UVA/UVB protection, this lightweight, oil-free sunscreen protects from the harmful rays of the sun to help prevent sunburn, skin damage, freckling and uneven coloration. It's your BizBuilders bonus starting with an \$1,800 wholesale Section 1 order.



For more details on BizBuilders bonuses,
see Page 27.



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New TV Ads Showcase Mary Kay

The time has never been better for highlighting what Mary Kay offers: value-conscious products and an incredible business opportunity. Discover how to use the new TV advertising campaign to your advantage.

the best value and opportunity

When they turn on the TV this spring and summer, your customers will see the Mary Kay® brand showcased in a new TV advertising campaign! You can use this media coverage to highlight the superior value of Mary Kay® products and the incredible business opportunity. Women will want to know more, so be sure you have the tools on hand to tell them!

Seminar Shines Brightly

You won't want to miss the best event of the year! *Shine On!*™ Seminar 2009 is the place to celebrate your successes and prepare for the year ahead. Make your plans now to attend!

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Red Jackets Become Red Hot

Find out how the Red Jacket program came to be, and make this your year to earn one of three new red jacket styles. They're sizzling hot!



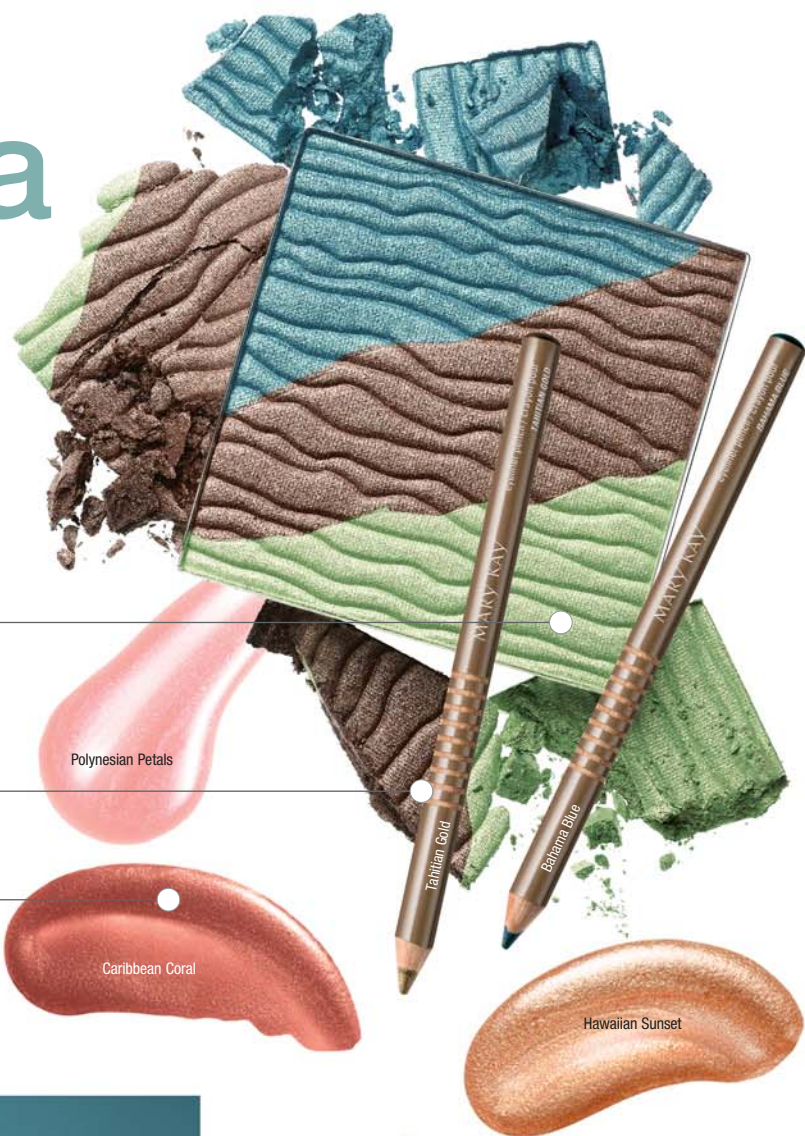
From Sea to Colorful Sea

Working with a leading global fashion trend house in New York, Mary Kay has developed the hottest cosmetics for the season. With global beauty as the inspiration, the *Coastal Colors* Collection embraces the color and cultures of the world. Straight off the catwalks in New York, Milan and Paris, the makeup colors are inspired by scenic locales around the world. Take a journey from sea to colorful sea!

The **Mary Kay® Mineral Eye Color Palette** in Coastal Colors is a reflection of earth, sea and sky, with a trio of eye shades that arrives like the waves upon the shore, enhancing the beauty of every skin tone. The long-lasting formulas are infused with vitamins A, C and E to help protect against skin-aging free radicals. **\$15 (limited edition, while supplies last)**

The new **Mary Kay® Eyeliner Pencils** come in two shades that complement the eye color palette perfectly: Tahitian Gold and Bahama Blue. **\$10 each (limited edition, while supplies last)**

This **Mary Kay® Lip Gloss** looks as beautiful solo as it does paired with your favorite lipstick shade. Choose from Polynesian Petals, Caribbean Coral or Hawaiian Sunset. **\$13 each (limited edition, while supplies last)**



Get Beach-Ready

Whether you're off to a faraway beach resort, embarking on an ocean cruise or simply lounging on a chaise in your backyard, the limited-edition Vacation Getaway Set encompasses all you need for safe and beautiful fun in the sun at a great price! **\$25 (limited edition, while supplies last)**

The set includes two refillable travel bottles; a retail-sized Mary Kay® Waterproof Mascara; travel-sized Mary Kay® SPF 30 Sunscreen*; travel-sized Mary Kay® After-Sun Replenishing Gel; mini Mary Kay® NouriShine® Lip Gloss in Beach Bronze; retail-sized Mary Kay® Eyesicles® Eye Color in Island Bronze; a zippered bag; and an insert with graphics and copy.



Free Cosmetic Bag With Purchase

Receive this trendy and functional limited-edition cosmetic bag free with the purchase of these limited-edition Coastal Colors items: one limited-edition eyeliner, one limited-edition lip gloss and the eye color palette (**\$38 total suggested retail, while supplies last**).

Share the Trend

The Mary Kay® *Coastal Colors* Collection sampler card allows your customers to sample the Mary Kay® Mineral Eye Color Palette in Coastal Colors and all three limited-edition Mary Kay® Lip Glosses. (Does not include eyeliner samplers.) Why not slip a few samplers in your customers' orders and share this global beauty trend?



Affordable **Luxury**

With new coordinating Mary Kay® Eau de Toilette Body Lotions and Fragrances, luxury has never felt so good – on the skin and on the wallet! These simple fragrances appeal to a wide range of preferences and can be layered to extend the wear time. Combined, they make the perfect gift sets for Mother's Day, wedding events, graduations, teachers and more. Four gift sets in each fragrance are available in an adorable gift bag while supplies last.



Limited-Edition Mary Kay® Eau de Toilette Gift Sets, **\$40 suggested retail each (while supplies last)**



New Regular-Line Mary Kay® Eau de Toilette Body Lotions, **\$15 each**



Mary Kay® Eau de Toilette Fragrances, **\$25 each**

All product prices are suggested retail.

Minerals Make the Difference

Mary Kay® Mineral Powder Foundation is on the cutting edge! Mary Kay scientists and researchers worked extensively to develop our mineral formulas that have an increased percentage of mineral ingredients and a texture that blends evenly with a silky touch. Since its launch in December 2007, Mary Kay® Mineral Powder Foundation has been meeting the needs of women everywhere.



Limited-Edition Mary Kay® Mineral Powder Foundation Set, **\$28 (while supplies last)**

Free Cosmetic Bag With Purchase

It's a foundation that goes on with the sweep of a brush. A weightless powder that blends effortlessly for a flawless look. A skin perfecter that makes wrinkles and other imperfections seem to disappear. And it's transfer-resistant so it won't fade away midday. That's why Mary Kay® Mineral Powder Foundation is perfect for a natural-looking and flawless finish. Available in Ivory 1, Ivory 2, Beige 1, Beige 2, Bronze 1 and Bronze 2.

This quarter, Mary Kay® Mineral Powder Foundation and the Mary Kay® Mineral Foundation Brush are paired with a satin-lined cosmetic bag, free while supplies last. You'll also receive a special insert with application techniques and tips. Available in each of the six shades, this limited-edition set is an ideal "all-in-one" package for those who already love this foundation and for those trying it for the first time.

Also available separately:



Mary Kay® Mineral Powder Foundation, **\$18**
Mary Kay® Mineral Foundation Brush, **\$10**

Tune in!

Make the New TV Advertising Campaign

The Mary Kay® brand is hitting the airwaves again – this time with an all-new TV advertising campaign sure to spark interest among viewers!

If you've already seen the two new TV commercials featuring the Mary Kay® brand, then you know what the buzz is all about! One commercial promotes Mary Kay® products, while the other highlights, for the first time ever, the Mary Kay business opportunity. Both commercials air through September on several networks including ABC, Lifetime, E!, The CW and Univision during various programs that appeal to our target market of women. If you haven't seen the commercials, be sure to go to the Mary Kay InTouch® Web site to view them both!

During this TV advertising campaign, you also can look forward to seeing Mary Kay® products featured in conjunction with several TV shows. These types of marketing partnerships give Mary Kay Inc. the opportunity to target an even more specific market of women and drive them to www.marykay.com to connect with an Independent Beauty Consultant and find more information about Mary Kay® products and exciting new material

focusing on the business opportunity. Be sure to check it out online for yourself!



Cast members of *One Tree Hill* (No celebrity endorsement implied.)

**One
Tree
Hill**
Mondays at 9/8c
THE CW

The first marketing partnership will air in May during the finale[†] of The CW's *One Tree Hill* drama, where *One Tree Hill* makeup stylist, Tym Buacharern, will show viewers how they can get the looks of their favorite characters using Mary Kay® products.

The Mary Kay InTouch® Web site will be your “command central” for the latest TV advertising updates, including air dates, product segments, consumer sweepstakes, videos and more. Here you'll also find booking tools for inviting your customers to “get the looks.” You'll want to be sure to log in often to stay informed of what's happening this spring and summer on a TV near you!

Get the Most From TV Time

While this advertising campaign positions the Mary Kay® brand in front of viewers nationwide, you must do your part to make it work for you and build customers for life! Here are some steps you can take:

- ▶ Start by asking your existing and potential customers if they've seen Mary Kay® brand TV commercials and product segments airing this spring and summer. You can use the ads as great ways to introduce your business and start conversations about what you have to offer!
- ▶ Be prepared to hand out product samplers and provide further information to anyone who may mention that they saw Mary Kay® products on TV. The color looks shown during *One Tree Hill* will be available to print out and share with your customers. Go to the Mary Kay InTouch® Web site for details.

Find It Online – What's New 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!

- ▶ **Beauty Consultant Enrichment Program 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 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 listen to and download the featured CD.



Work for You

MARY KAY

- ▶ Encourage your customers to visit www.marykay.com or your Mary Kay® Personal Web Site to experiment with Mary Kay® mineral color products – for free and at no obligation – through the Virtual Makeover.
- ▶ Be ready to talk about why you love Mary Kay® products and being an Independent Beauty Consultant! Be sure to share information about the opportunity.
- ▶ Ask your customers and/or potential customers if you can place them on your Preferred Customer Program mailing list. You simply enroll your customers online to receive compelling, professional mailers such as *The Look*, and the Company mails them for you with a personal message. What's more, the enrollment fee per customer costs less than mailing these pieces yourself!
- ▶ Consider printing "Beauty on a Budget" fliers (including the one in this *Applause*® magazine) and distributing them to anyone who shows an interest. The fliers can be printed from the FedEx OfficeSM DocStore on the Mary Kay InTouch® Web site. Talk about why Mary Kay® products are a great value.
- ▶ Ask if you may have their contact information so you can send MKeCards® and *Beaut-e-News*® issues that feature all the latest Mary Kay® products and beauty trends.
- ▶ Now would be a great time to sign up for a Mary Kay® Personal Web Site if you don't already have one. It's only \$25 for first-time subscribers (plus applicable tax).

To subscribe, simply go to:

Mary Kay InTouch® Web Site > Business Tools > Personal Web Site Manager.

- ▶ **Seminar 2009.** Details on everything you need to know about *Shine On!*SM Seminar 2009 recognition, education and registration.
- ▶ **Beauty on a Budget.** Here you'll find fliers, party tips and information on how you can share the value of Mary Kay® products and the business opportunity with your customers.

[†]For exact air dates and times, check out the Mary Kay InTouch® Web site.

Great Products at a Super Value

The economy may be taking a beating, but your Mary Kay business doesn't have to! In fact, history shows that cosmetics products remain strong sellers even when the economy is falling flat. The "Lipstick Indicator" was a term coined by Leonard Lauder (former chairman of Estée Lauder) who consistently found that during tough economic times, lipstick sales went up. It's based on the theory that consumers turn to less expensive indulgences, such as lipstick, when times are tough. In the months following the 9/11 terrorist attacks, lipstick sales doubled.*

That means maintaining a beautiful look continues to be a high priority to women even in an economic downturn. So you can continue to let your customers know you offer high-quality Mary Kay® products that are a great value even in these economic times.

For instance, did you know that the Mary Kay® product line features more than 90 products for \$10 or less? That's something to talk about! The inside back cover of this *Applause*® magazine features a consumer-ready flier to share on this topic. You also can print this flier from the FedEx OfficeSM DocStore through the Mary Kay InTouch® Web site.

And why not consider your value as a personal beauty adviser? Not only can you help your customers select the products that best meet their needs, you also save them time and gas money by delivering products right to their doors! Your customers can try products before they buy them and count on the Mary Kay 100 percent satisfaction guarantee.**

To cash in on the "Lipstick Indicator" theory, you can consider holding "Beauty on a Budget" parties that showcase the proven value of Mary Kay® products both clinically and monetarily. Look for great party tips and ideas on the "Beauty on a Budget" section of the Mary Kay InTouch® Web site, and take this opportunity to offer women the best skin care and color cosmetics their budgets can afford!



*Source: Investopedia®, a Forbes Digital Company

**Please see www.marykay.com for full details on the 100 percent satisfaction guarantee.

Heat Up Summer Sales With *The Look*



Summer is all about downtime, beach time and the simple pleasures in life. That's what your customers will experience when they receive the Summer 2009 issue of *The Look* through the Preferred Customer Program. Enrollment begins April 16 and ends May 15.

Preferred Customer Program enrollment:

April 16 – May 15

Begins mailing: June 25*

Cost per customer: 65 cents

This quarter, customers will discover how to achieve simple, effortless beauty for a summer look that's attractive and healthy, but not overdone. It's all about having a beauty brainstorm that fits your style! Customers who receive the Preferred Customer issue will find:

- ▶ A limited-edition fun summer set with a pineapple scent.
- ▶ The rebranded TimeWise® Miracle Set.
- ▶ The new regular-line Mary Kay® Tinted Lip Balm Sunscreen SPF 15[†] that comes in five shades. **Free sampler:** Customers can sample Poppy and Blush in a convenient BeautiSeal sampler.
- ▶ How to get a two-minute look with great limited-edition sets.
- ▶ Four new color looks for summer.
- ▶ Information about the Mary Kay business opportunity.
- ▶ The Mini Mineral Eye Color Quad that you can offer as the Summer 2009 gift with purchase with a \$40 or more suggested retail purchase (excluding tax). The quad includes mini sizes of Mary Kay® Mineral Eye Colors in Honey Spice, Sienna, Blue Metal and Vintage Gold.
- ▶ A shopping guide featuring prices and images of all products for easy reference and ordering.

From April 16 to June 15, you also can enroll customers to receive the summer Month 2 mailer for 35 cents per customer. It will begin mailing July 31.*

*Allow seven to 10 days for delivery.

†Over-the-counter drug product

Beauty Carryall for Hostesses

Through June 15, you can offer your hostesses the trendy Beauty Carryall that conveniently holds all of your beauty items – color, skin care, body care, fragrance and even accessories such as jewelry, scarves and more! Dimensions: 12" wide x 7.5" tall x 7" deep. No ordering limits apply. **\$15**



Offer the Gift With Purchase

Customers can exfoliate on the go with the Spring 2009 gift with purchase – the mini TimeWise® Microdermabrasion Set featuring **Step 1: Refine** (.5 oz.) and **Step 2: Replenish** (.17 fl. oz.). Also included are sampler packettes of the TimeWise® Miracle Set in both normal/dry and combination/oily formulas. Pk./five, **\$20**



Virtual Makeover to Go Bridal

Get ready for a fun new section of the Virtual Makeover just for brides! Your customers who are preparing to walk down the aisle can experiment with great color looks for their special day – all online and all for free. The new bridal section will launch May 1 on www.marykay.com and on your Mary Kay® Personal Web Site. Watch for details coming soon.

Breaking the Cycle Makes a Difference

Mary Kay Inc. has been working diligently on our mission to prevent domestic violence. On Dec. 2, 2008, actress and celebrity **Amanda Bynes**, Mary Kay Inc. and nonprofit partner Break the Cycle launched a national online campaign petitioning lawmakers nationwide to make dating violence education mandatory in public high schools. Currently only two states require this type of education in schools, and we'd like to see that number increase significantly!

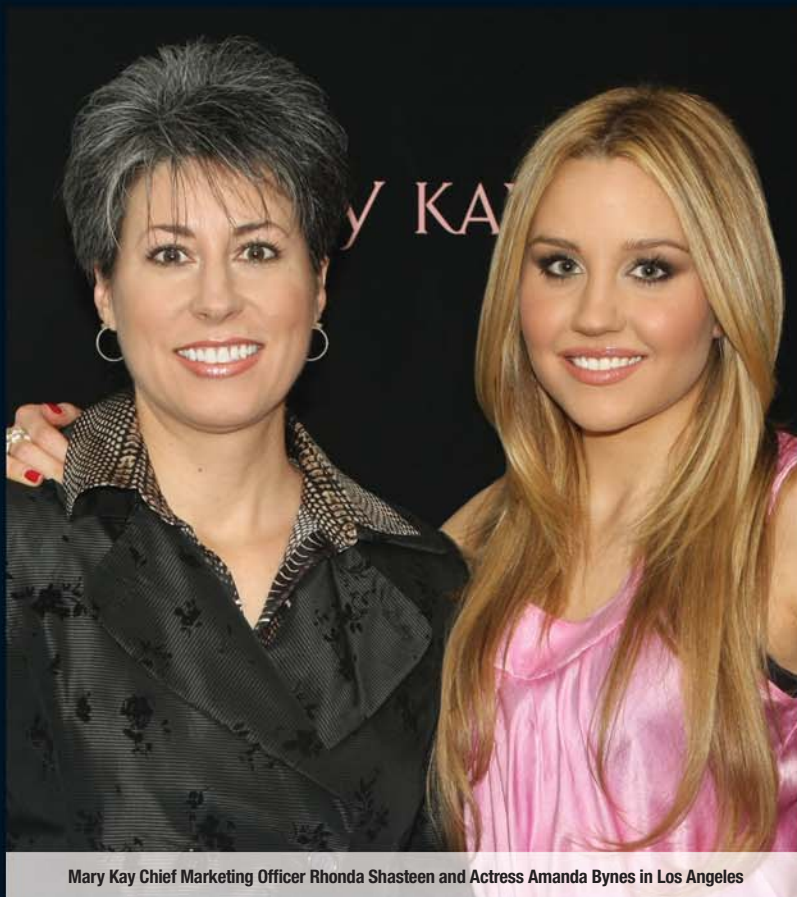
The petition-signing kicked off at Oscar de la Hoya Animo Charter High School, part of Los Angeles' Green Dot Public Schools, where Bynes talked to students about ways to create healthy relationships and prevent and end teen dating violence. Bynes was the first person to sign the petition, and since then, thousands of signatures have been recorded.

In addition to receiving product samples and information about the *Beauty That Counts*™ promotion, students who attended the event saw highlights from the groundbreaking *Ending Violence* interactive DVD, produced by Break the Cycle and sponsored by Mary Kay Inc. Break the Cycle is a nonprofit organization that advocates for policy and legislative changes that will better protect the rights and promote the health of teens nationwide.

The DVD expands on the organization's violence prevention program to inform teens and young adults about how to build and sustain healthier and happier relationships. The video will become available to schools nationwide this year.

Your Impact

Mary Kay Inc. was able to sponsor this *Ending Violence* DVD thanks to your overwhelming support in the United States of the Mary Kay Inc. *Beauty That Counts*™ charitable initiative that ran from May 1 through Dec. 31, 2008. Through



Mary Kay Chief Marketing Officer Rhonda Shasteen and Actress Amanda Bynes in Los Angeles

independent sales force members' global efforts, just under \$2 million worldwide from the sale of Mary Kay® Creme Lipstick in Apple Berry is being donated to local causes that support women and children.

Congratulations and thanks go to you and your customers for making this first-ever *global* charitable campaign a resounding success. And you can look forward to May 2009, when the 2009 *Beauty That Counts*™ campaign will launch. Be sure to check out upcoming issues of *Applause*® magazine for details.

Also, please note that youth, parents and educators interested in the *Ending Violence* DVD may

visit www.breakthecycle.org





Put **your future**



shine on! SM

Step into the spotlight and take your bow: It's time to celebrate your year of stellar success and re-energize for a brilliant year ahead at Seminar 2009! That's where you'll discover the glitter and glow of recognition, the incomparable education and the inspiration and motivation your future deserves, delivered by *the best in the biz*. What a way to keep your star power shining bright! Don't miss all the "more" that's in store at Seminar 2009. Register today and get your *Shine On!*SM

Seminar 2009 Class Descriptions

Take a look at the exciting business-building classes we have planned for *Shine On!*SM Seminar 2009. Once you've registered, be sure to watch for your Seminar confirmation that includes a list of educational materials. Reviewing them prior to Seminar can heighten your Seminar learning experience! Classes will be available based on your career path status as of June 30, 2009.

Day One

Spouse Class 3 – 4 p.m.

Don't miss this informative class for all spouses registered to attend Seminar. Three specially selected husbands will engage in a panel discussion sharing the knowledge and experiences that have helped them learn how to support their wives in their Mary Kay businesses.

Seminar Dates

- ▶ July 15 – 18 Ruby
- ▶ July 19 – 22 Sapphire
- ▶ July 22 – 25 Emerald
- ▶ July 26 – 29 Pearl
- ▶ July 29 – Aug. 1 Diamond

Location

Dallas Convention Center, Dallas, Texas

Product Giveaway

Don't forget that when you attend Seminar 2009, you'll receive a product giveaway that's exclusively for you, equal to the cost of your registration fee! The total value of this gift will count toward Seminar 2009 recognition in the Queens' Courts of Personal Sales and Unit Circles.

in the best light!

Day Two

Career Development Classes

9 a.m. – 3:15 p.m.

Independent Beauty Consultants and Independent Senior Beauty Consultants with one to two years' experience:

9 – 9:30 a.m. Principles and Excellence
9:30 – 10:15 a.m. A Foundation You Can Build On
10:30 – 11:15 a.m. The Critical Link
11:15 – Noon First Steps of Team-Building
1:45 – 2:30 p.m. Taking Charge of Your Financial Future
2:30 – 3:15 p.m. You Can Do It

Independent Beauty Consultants and Independent Senior Beauty Consultants with three to four years' experience:

9 – 9:45 a.m. A Foundation You Can Build On
10 – 10:45 a.m. The Critical Link
11 – 11:45 a.m. Taking Charge of Your Financial Future
1:45 – 2:30 p.m. From Dreams to Realities
2:30 – 3:15 p.m. You Can Do It

Independent Beauty Consultants and Independent Senior Beauty Consultants with five to eight years' experience:

9 – 9:45 a.m. The Joy Is in the Journey
10 – 10:45 a.m. The Critical Link
11 – 11:45 a.m. Taking Charge of Your Financial Future
1:45 – 2:30 p.m. From Dreams to Realities
2:30 – 3:15 p.m. It Takes Only a Spark to Build a Passion

Independent Beauty Consultants and Independent Senior Beauty Consultants with nine-plus years' experience:

9 – 9:45 a.m. The Joy Is in the Journey
10 – 10:45 a.m. The Critical Link
11 – 11:45 a.m. Taking Charge of Your Financial Future
1:45 – 2:30 p.m. From Dreams to Realities
2:30 – 3:15 p.m. It Takes Only a Spark to Build a Passion

Class Options for Star Team Builders through Independent Sales Directors-in-Qualification:

9 – 11:45 a.m.

- ▶ Becoming a Model of Leadership
- ▶ See the People, Sell the Product, Show the Way
- ▶ Taking Charge of Your Financial Future
- ▶ Reach for the Stars
- ▶ The Choices You Make and How They Affect Your Future
- ▶ Go for 50
- ▶ From Dreams to Realities

Class Options for all Independent Sales Directors:

9 – 11:45 a.m.

- ▶ A Mission of Purpose
- ▶ Becoming the "Best of the Best"
- ▶ Building on the Wins
- ▶ How to Empower Potential Leaders
- ▶ Never Give Up



When I met Independent Senior National Sales Director Shirley Oppenheimer at Seminar, she had just earned her first diamond ring for achieving the Half-Million-Dollar Circle of Achievement. It looked like a chandelier! She let me try it on, and at that moment I knew: If she could do it, I could do it!



– Independent Executive National
Sales Director Karlee Isenhardt

Registration Fee

- ▶ \$175 per person if received in Special Events Registration by June 30
- ▶ \$200 per person on-site, space permitting (except for new Independent Beauty Consultants whose Agreements are accepted by the Company in July and August 2009)
- ▶ \$25 registration transfer fee

To Register

Choose one of three easy ways:

- ▶ **Mary Kay InTouch® Web Site:** Click on the *Shine On!*™ Seminar 2009 icon beginning:
 - April 6 for Priority Awards Seminar Registration Qualifiers
 - May 1 for all Independent Beauty Consultants

For priority qualifiers, an e-mail was sent April 5 with a link to register on the Mary Kay InTouch® Web site. A registration form will be mailed to qualifiers who do not have an e-mail address. A follow-up e-mail notice also will be sent to all priority qualifiers.

- ▶ **Mail:** Send completed registration forms to Special Events Registration, Mary Kay Inc., P.O. Box 799045, Dallas, TX 75379-9045.

Deadlines

Priority Registrations must be processed online by midnight Central time, April 30. Online registration will close at midnight Central time on June 30. Mail registrations must be received by Special Events Registration by 5 p.m. Central time on June 30. Please note that due to capacity restrictions in the Dallas Convention Center Arena, it is possible that Awards Seminar Registration could close before April 30. All registrations must be received by Special Events Registration by 5 p.m. Central time on June 30.

Cancellations

Full refund by June 30, 2009.

Less service fee of \$100:

July 10 (Ruby)
July 14 (Sapphire)
July 17 (Emerald)
July 21 (Pearl)
July 24 (Diamond)



No refunds will be granted after each Seminar affiliation cancellation deadline date.

Priority Awards Seminar Seating Registration

An Independent Beauty Consultant who achieves three consecutive quarters of Star Consultant status from June 16, 2008 – March 15, 2009, and registers from April 6 – 30, 2009, will have GUARANTEED Awards Seminar arena seating. For more information, log on to the Mary Kay InTouch® Web site.

Order Seminar Souvenirs Early

When you qualify for Priority Awards Seminar Registration and register for Awards Seminar by April 30, you'll have the opportunity to preorder Seminar souvenirs from April 6 – 30 on the Mary Kay InTouch® Web site. And you'll receive a 15 percent discount on your entire order! Your order will be shipped directly to your home in July.



“

As I walked across the stage in the Red Jacket march at Seminar, I caught the vision of what my future could be, even though the economy at the time in the 1980s was terrible. I was a single mom, and despite my fears, I persevered to achieve that larger life I envisioned in that incredibly special Seminar moment.

– Independent Senior Sales Director Kathy Williams

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At my first Seminar, Independent Executive National Sales Director Emeritus Arlene Lenarz spoke to us and explained the value of our Starter Kit in a way I had never heard. I came home and booked skin care classes, earned my Mary Kay Career Car and eventually debuted as an Independent Sales Director, all because I saw that each of us determines the value of our Starter Kit and the impact it can have on our lives.

– Independent Senior Sales Director Amy Zanto

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Class Descriptions

A Foundation You Can Build On

Mary Kay said, *“Integrity, honesty and caring about my customers became the cornerstones of my business,”* and that will never change. Begin your journey with the wisdom of those who have gone before. Learn the most important elements for growing a strong customer base and a foundation that you can build on.

A Mission of Purpose

Hear more about how the Leadership Principles that Mary Kay created from the writing of *On People Management* came about and discover which three Principles have had the most impact in shaping the Company. Learn why these principles are still relevant today and how they can shape your future.

Becoming a Model of Leadership

Mary Kay believed that the art of leading can be taught and mastered. As you set goals to build your future unit, you might keep in mind that all eyes are on you! In this class, you can learn the five key ingredients of leadership that Mary Kay believed leaders should possess.

Becoming the “Best of the Best”

Mary Kay said, *“Many a race is won at the starting gate.”* Are you barely achieving your goals or are you exceeding them? Learn how to attain the strengths that Mary Kay said were common among successful people. Listen to see if you measure up and how you might become the *“best of the best.”*

Building on the Wins

Let's identify those activities that prompt action and lead to achievement. In this class, we will focus on the powerful and the positive, encouraging dialogue and actions that could build your unit. Mary Kay said, *“Remember that every big accomplishment results from a series of little ones.”*

First Steps of Team-Building

Discover the layering process that enables a customer to understand the Mary Kay opportunity from the very start. Learn dialogue and team-building tips that can help boost your confidence and increase your circle of influence.

From Dreams to Realities

Get ready to be inspired by those who learned to believe and to achieve. In this class, you will hear I-stories that take you from dreams shared to realities achieved. Mary Kay said, *“Winning begins when you throw away your pride and ‘go for broke.’”* Dare to grow into your dreams!

Go for 50

Mary Kay said, *“Shoot for the moon, and if you miss, you will still land among the beautiful stars!”* And that is exactly what she wants for Independent Beauty Consultants who are building a future unit! Mary Kay honored those who debuted with 40 and celebrated those who debuted with 50! Take her advice, and you'll see why going for 50 can be so FABULOUS!

How to Empower Potential Leaders

Empowering the professional growth of a potential leader is an opportunity to change a life in ways both great and small. Hear tips about how others have helped Independent Beauty Consultants climb the ladder of success to create the next generation of leaders.

It Takes Only a Spark to Build a Passion

Mary Kay built this Company from a spark that turned into a burning passion to help women. Are you ready to ignite the spark in your business? Do you have a burning desire to achieve your goals for the new year? Open discussion and role-play could help you build your business like wildfire! Don't miss the fun!





See the People, Sell the Product, Show the Way

One of the goals you might set in order to achieve your dreams is to build a large customer base. It is from that customer base that new team members can be found, Mary Kay Career Cars could be earned and a future unit could be born. It really is true that, *"Nothing happens until somebody sells something!"*

Taking Charge of Your Financial Future

Learn how to take charge of your financial future. Discover money management skills that can empower you as a business professional.

The Choices You Make and How They Affect Your Future

You've caught the vision and now, as Mary Kay said, *"you must embrace your dream with all your might and work at it every single day with love-filled intensity."* Are you making the choices and taking the steps that lead you closer to your dreams? Listen as an Independent Sales Director shares the decisions she made that turned her dreams into realities.

The Critical Link

You are the critical link between the Mary Kay® brand and your customers. In this class, you'll not only hear how to maximize the connection with your customers, but also how to cross generations!

The Joy Is in the Journey

Mary Kay's objective in starting this Company was to give women the business opportunity that she had been denied. Mary Kay has provided the opportunity; the journey and the success depend on you. *"Success is not measured by how fast you go but how many lives you touch along the way."*

You Can Do It

Do you ever feel like *you* are your biggest obstacle? Whether it's fear, procrastination, lack of confidence or discipline, it's time to move past these roadblocks to reach your goals and achieve your dreams! Hear how others have done it because you can do it too!

Never Give Up

Mary Kay said, *"We didn't set the world on fire from the first day: Disappointments, setbacks and work have created the Company as it is today."* In this class, you will discover a powerful lesson that Mary Kay and Independent National Sales Directors learned on their journeys to success. Don't miss it!

Principles and Excellence

Achieve excellence through learning and applying key legal principles that make an impact in your Mary Kay business.

Reach for the Stars

In this class, you'll hear tips that could help you attract stars and achieve your Star Consultant goals. You also may discover how maintaining Star Consultant status can help you climb the ladder of success. Don't miss this powerfully informative class!

Sitting in the Seminar arena and seeing all of the Court of Sales winners walk across the stage, hearing the Queen announced ... those images and sounds are forever imprinted in my mind and heart. When the woman sitting next to me turned and said I could walk that same stage 'NEXT YEAR,' the words came alive. I visualized myself ONSTAGE. Sure enough, I wound up in the Consultant Queen's Court of Personal Sales. That little whisper in my ear while watching WINNERS ONSTAGE changed my life forever. I've never missed Seminar and have walked across the Seminar stage many times since then. As Mary Kay Ash said, 'YOU CAN DO IT TOO!'

– Independent Sales Director Ann Kuehler

Shine On!™ With These Recognition Opportunities

Special Functions

- ▶ Stars in Red, White & Blue Reception
- ▶ All-Star Luncheon
- ▶ Royalty Reception
- ▶ Stars in Red, White & Blue Luncheon

Awards Night

- ▶ Queen's Court of Personal Sales
- ▶ Queen's Court of Sharing
- ▶ Double Star Achievement
- ▶ Triple Star Achievement
- ▶ Circles of Achievement
- ▶ Circles of Excellence

Onstage Recognition

- ▶ Grand Achiever (new and requalified)
- ▶ Premier Club Sales Directors (new and requalified)
- ▶ Cadillac Sales Directors (new and requalified)
- ▶ Teachers
- ▶ Class of 2009 New Independent Sales Directors (April – July)
- ▶ Executive Senior Sales Directors and Elite Executive Senior Sales Directors as of July 1, 2009
- ▶ Million-Dollar Units

Additional Recognition

- ▶ All-Star Challenge Winners
- ▶ Stars in Red, White & Blue Challenge Winners
- ▶ Customers Count Challenge Winners
- ▶ Perfect Attendance
- ▶ Star Sales Director
- ▶ Consultant Enrichment with Pacesetters

Be sure to check out the details and qualifications of all of these outstanding recognition opportunities on the Mary Kay InTouch® Web site.



recognition

Congratulations to the winners for January 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 January 2009, NSD bonuses for Star Consultants and NSD commissions earned on all foreign countries for December 2008.) 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 Jan. 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 .. \$545,098.19
Gayle Gaston..... 476,280.36

On-Target for \$500,000 Inner Circle
Carol Anton..... \$327,737.96

On-Target for \$325,000 Inner Circle
Karen Piro..... \$284,284.19
Lisa Madson..... 259,795.63

Jan Harris 253,420.20
Joanne Holman 240,451.00
Darlene Berggren..... 232,308.23
Patricia Rodriguez-Turker..... 231,362.83

Gloria Mayfield Banks 228,207.39
Gloria Castaño..... 227,616.20
Kathy Helou..... 226,592.17
Pat Danforth 215,563.21

Anita Mallory Garrett-Roe 214,113.91
Cheryl Warfield 212,657.84
Karlee Isenhardt 212,007.98
Jana Cox 203,808.91

Lupita Ceballos..... 194,892.94
On-Target for \$250,000 Diamond Circle
Sue Kirkpatrick \$183,016.65

Stacy James..... 181,107.46
Halina Rygiel..... 174,925.08
Sonia Páez..... 172,050.57
Sherry Giancristoforo 168,998.88

Jamie Cruse-Vrinios..... 168,353.51
Judie McCoy 160,856.17
SuzAnne Brothers.. 159,196.32
Linda Toupin 158,614.55
Johnnette Shealy... 158,037.05

Julianne Nagle-Hackett 155,210.94
Rosa Jackson..... 154,504.71
Debi Moore..... 154,345.66
Evelinda Diaz..... 147,668.30

Mary Diem 146,820.61
On-Target for \$200,000 Diamond Circle
Pam Gruber \$144,818.49

Ronnie D'Esposito Klein..... 142,490.38
Wanda Dalby 141,802.98
Pamela Waldrop Shaw 139,670.12

Jackie Swank 138,600.08
Lily Orellana..... 135,106.88
Shirley Oppenheimer 134,895.83
Kerry Buskirk..... 131,798.47

Monthly Commissions and Bonuses

Listed are NSD commissions earned in January 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** \$48,482
Pat Danforth* 26,976
Karlee Isenhardt** 25,882
Sue Kirkpatrick* 22,286
Ronnie D'Esposito Klein* 19,626
Johnnette Shealy* 19,020
Wanda Dalby** 18,231
Shirley Oppenheimer* 17,741
Jeanne Rowland* 15,667
Pamela A. Fortenberry-Slate* 14,927
Kimberly R. Copeland 13,978
Janis Z. Moon 13,938
Judy Kawiecki 13,470
Pam Ross* 13,238
Scarlett S. Walker* 12,492
Toni A. McElroy 12,427
Rebecca Evans* 12,335
Michelle L. Sudeth* 12,066
Gena Rae Gass 11,305
Lynne G. Holliday 11,281
Maria Aceto Piro 11,129
Vicky L. Fuseller 11,046
Patricia Lane 10,827
Kirk Gillespie 10,680
Cyndee Gress 10,493
Vicki Jo Auth 10,421
Kate DeBlander 10,291
Bea Millagale 10,213
Nancy West Junkin* 9,898
Donna B. Meixsell 9,379
Candy D. Lewis 9,352
Cheryl J. Davidson 8,862
Phyllis Chang 8,790
Gay Hope Super 8,560
Terri Schafer 8,250
Kelly McCarroll 7,819
Thea Elvin 7,674
Cindy Z. Leone 7,186
Amy Dunlap 7,137
Cindy Towne 6,720
Margaret M. Bartsch 6,599
Katie Walley 6,285
Rhonda L. Fraczkowski 6,165
Sharilyn G. Phillips 5,634
Renee D. Hackleman 4,962

Sapphire

Gayle Gaston*** \$51,218
Joanne Holman** 27,377
Jana Cox* 25,690
Lupita Ceballos** 24,927
Judie McCoy* 21,091
Shannon C. Andrews* 20,872
Gloria Báez* 20,704
Elizabeth Sánchez 17,257
Davanne D. Moul* 13,248
Jan L. Thetford 13,143
Mattie Dozier 12,709
Pam Klickina-Powell 12,553
Valerie J. Bagnol* 12,441
Joy L. Breen 12,276
Alia L. Head 12,116
Sheril L. Steinman 11,809
Sharon L. Buck 11,691
Nancy A. Moser 11,107
Lorraine B. Newton 10,659
Pam I. Higgs 10,581
Debra M. Wehrer 10,350
Maribel Barajas 10,212
Carol L. Stoops 10,097
Jo Anne Barnes 9,831
Kendra Crist Cross 9,730
Brigit L. Bridle 9,441
Gillian H. Ortega 9,315
Magdalena Nevarez 8,955
Kimberly D. Starr 8,457
Paola J. Ramirez 8,435
Ann Brown 8,331
Karen B. Ford 7,734
Gladis Elizabeth Camargo* 6,149
Vernella Benjamin 5,991
Mirma Mejia de Sánchez 5,688
Jill Moore 5,221
Maria Aguirre 4,758

Emerald

Kathy Helou* \$29,912
Gloria Mayfield Banks*** 29,094
Debi R. Moore* 22,605
Sherry Giancristoforo** 21,103
Lily Orellana 20,489
Elizabeth Fitzpatrick* 22,805
Kerry Buskirk* 18,394
Cindy Fox* 16,183
Consuelo R. Prieto 15,276
Cathy Bill* 14,800
Yvonne S. Lemmon 14,657
Dacia Wiegandt 14,593
Mona Butters 14,556
Janet Tade* 14,089
Kay E. Elvrum 12,213
Kathy Rodgers-Smith 12,095
Joanne R. Bertalan* 11,841
Pamela Tull 11,583
Natalie Privette-Jones 11,191
Cathy Phillips 11,036
Miriam Gómez-Rivas 10,924
Jackie LaPrade 10,796
Sabrina Goodwin Monday 10,598
Brenda Segal* 9,762
Cristi Ann Millard 9,216
Sherry A. Alexander 8,673
Judy Harmon 8,095
Dawn Otten-Sweeney 8,091
Regina Hogue 7,953
Francie McBeth 7,280
Barbara Whitaker 7,127
Shelly Gladstein 7,045
Nora L. Shariff 6,790
Kym A. Walker* 6,388
Carmen Rios 6,206
Esther Whiteleather 6,006
Joanne Hollingsworth 5,732
Crisette M. Ellis 5,660
Phyllis R. Sammons 3,824
Pamela Cheek 2,819

Pearl

Darlene Berggren* \$29,170
Jan Harris** 28,051
Cindy A. Williams 24,594
Stacy I. James* 23,912
Cheryl Warfield** 23,320
Elizabeth Fitzpatrick* 22,805
Halina Rygiel* 22,114
Nancy Bonner* 20,845
Jackie Swank* 19,211
Pamela Waldrop Shaw 18,450
Lise T. Clark* 15,252
Anita Tripp Brewton* 14,271
Mary C. Estupian-Martel* 14,217
Rosa Jackson** 13,973
Maureen S. Ledda* 13,766
Judy Brack 13,293
Wilda DeKerlegand* 13,177
Julie Krebsbach 13,116
Monique Todd Balboa 12,994
Sandy Miller 12,984
Anabell Rocha 12,708
Sylvia Kalicak 12,396
Jane Studrawa 11,751
Ruth Theodocion 11,687
Pat Campbell 10,393
Allison LaMarr 10,144
Maureen Myers 10,042
Bert Vernon 9,758
Kathy C. Goff-Brummett 9,676
Lynda Jackson* 9,589
Shirley M. Oshiro 9,342
Rosalie Ann Medjesky 9,204
Barbara Stimach* 8,980
Linda Kirkbride 8,899
Robin Rowland 8,794
Wadene Claxton-Prince 8,390
Deb Pike 8,235
Cathy E. Littlejohn 7,721
Glinda McGuire 7,593
Beatrice Powell 7,190
Anita N. Conley 7,150
Sonja Hunter Mason 5,877
Kathy Jones 5,464
Bettye M. Bridges 4,041

Diamond

Barbara Sunden*** \$58,257
Karen Piro** 41,068
Lisa Madson 36,019
Patricia Rodriguez-Turker** 33,817
SuzAnne Brothers* 29,637
Gloria Castaño* 28,168
Sonia Páez 24,924
Evelinda Diaz 24,463
Anita Mallory Garrett-Roe* 23,624
Linda C. Toupin 20,296
Julianne Nagle-Hackett* 18,732
Diane Underwood 18,509
Pam Gruber* 18,180
Mary Diem* 17,560
Tammy Crayk 16,829
Dalene Hartshorn 16,138
Jo Anne Cunningham 14,662
Dawn A. Dunn 14,513
Maria I. Monarrez 13,282
Joyce Z. Grady 13,240
Sandy Valerio 12,192
Sharon Kingrey 11,778
Rosibel L. Shahin* 10,111
Diana Heble 10,059
Connie A. Kittson 9,638
Morayma Rosas 8,609
Gina Rodriguez 8,609
Diana Sumpter 8,449
Gladys C. Reyes 8,406
Sandra Chamorro 8,034
Charlotte G. Kosena 7,918
Carol Lawler 7,454
Jan Mazzioti 5,987
Betty Gilpatrick 5,974
Andrea C. Newman 5,606
Isabel Venegas 5,149
Caterina M. Harris 4,765

*Denotes Senior NSD

**Denotes Executive NSD

***Denotes Elite Executive NSD

diamond/diamante

new debuts/debutes November/noviembre

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".



Luz Maria Caro
Brooklyn, N.Y.
R. Baez Unit

Amy Lin Haider
Spanish Fork, Utah
L. Ashby Unit

Doaa Ibrahim
Oxnard, Calif.
M. Nazmi Unit

Jakqueline Roxana Lazo
Potomac, Md.
F. Morla-Canales Unit

Maria Erika Lopez
Anaheim, Calif.
L. Falcon Unit

Crystal Dawn Lyon
Salt Lake City
D. Christensen Unit

Jennifer Addison Mahurin
St Petersburg, Fla.
C. Hallock Unit

Evelyn Marin
Watauga, Texas
G. Reyes Unit

Maritza Y. Melgar de Rivera
Alexandria, Va.
R. Romero Unit

Kiersten Vavrna
Burlington, Wis.
W. Ambrose Unit

Congratulations to Sales Directors **Nike J. Awoley**, Roselle, N.J., S. Ray Unit; **Rosa Maria Bernal**, Pembroke Pines, Fla., L. Reyes-Mogollon Unit; **Lynette Buckman**, Louisville, Ky., V. O'Bannon Unit; **Gabriela Noel Bueno**, Brentwood, N.Y., S. Niell Unit; **Maria Luzvenia Cedeno**, Corona, N.Y., H. Sanchez Unit; **Rosalina Cervantes**, Lansing, Ill., M. Hernandez Unit; **Irma Estrada**, Chicago, P. Avila Unit; **Maylin Sarahi Garcia**, Springfield, Va., A. Garcia-Herrera Unit; **Maria Elizabeth Gomez**, College Park, Ga., L. Molina Unit; **Dominga Elena Gonzalez**, Brentwood, N.Y., I. Bonilla Unit; **Sabina Gonzalez**, Norcross, Ga., R. Umana Unit; **Kelly Anne Hart**, Louisville, Ky., S. Cusic Unit; **Orenda Raichel Hunniford**, Myakka City, Fla., R. Everhart Unit; **Claudia B. Juarez Beltran**, Albuquerque, N.M., N. Munoz Unit; **Blanca G. Luna**, Monroe, N.C., M. Exiga Unit; **Rosa Estela Olivar**, Chamblee, Ga., M. Garcia Unit; **Dayana Polanco**, Miami, M. Rolo Unit; **Mirta A. Romero**, Arlington, Va., R. Salinas Unit; **Maria Sanchez**, Oxnard, Calif., A. Garcia Unit; **Maria M. Tovar**, Irving, Texas, C. Rodriguez Unit; **Sandra Valdespino**, East Quogue, N.Y., P. Rodriguez-Turker Unit; **Leticia Vargas**, Asheboro, N.C., M. Avila Unit; **Maria Rosa Ventura**, Lawrence, Mass., C. Perdomo Unit; **Jena Alleen Weekley**, Pensacola, Fla., T. Mitchell Unit; photos unavailable at press time./Felicitades a estas Directoras de Ventas cuyas fotos no estaban disponibles al cierre de edición.

Dean's List/Lista del Decano

(January 2008 debuts/debutes de enero 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.



Lisa Moon-Cox
Sandy, Utah
J. Nagle-Hackett Area
Diamond Seminar

Agatha Okocha
McKinney, Texas
Ruby Go Give Area
Ruby Seminar

Congratulations to Sales Director **Lily Hernandez-Molina**, Fayetteville, Ga., P. Rodriguez-Turker Area, Diamond Seminar; photo unavailable at press time./Felicitades a esta Directora de Ventas cuya foto no estaba disponible al cierre de edición.

Honors Society/Sociedad de Honor

(January 2008 debuts/debutes de enero 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.



Ann Obioma Anyanwu
Maplewood, N.J.
B. Sunden Area

Sonia Suyapa Bonilla
Silver Spring, Md.
E. Diaz Area

Marlene Bustamante
Amityville, N.Y.
E. Diaz Area

Rocio Castillo
Bronx, N.Y.
I. Venegas Area

Krystal Isabel Diaz
Dodge City, Kan.
M. Monarrez Area

Josefina Gutierrez
Sugar Land, Texas
G. Castaño Area

Maria Naula
Brooklyn, N.Y.
I. Venegas Area

Be sure to check out quarterly **Ovation®** for more recognition. Go to the Mary Kay InTouch® Web site under "Resources," click on "Publications" and then "**Ovation®**." /No olvides consultar **Ovación™** trimestralmente para ver más reconocimiento. Visita el sitio electrónico *Mary Kay InTouch®* y en "Recursos", haz clic en "Publicaciones" y luego en **Ovación™**.

diamond/diamante

Fabulous 50s/Los Fabulosos 50

(July 2008 debuts/debutes de julio 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.



Jacqueline Jomara Alarcon
Sleepy Hollow, N.Y.
G. Rodriguez Area

Marisol Elizabeht Cruz
Nokesville, Va.
E. Diaz Area

Jazmin Jain
Haverhill, Mass.
Diamond Go Give Area

Nkechi F. Okwara
Bowie, Md.
J. Grady Area

*Congratulations to Sales Directors **Julia S. Canales Martinez**, Central Islip, N.Y., E. Diaz Area; **Emma Morales**, Amarillo, Texas, M. Monarrez Area; **Alba Rodriguez**, Houston, G. Castaño Area; **Cecilia Soto**, Boynton Beach, Fla., S. Páez Area; photos unavailable at press time./Felicitades a estas Directoras de Ventas cuyas fotos no estaban disponibles al cierre de edición.*

On the Move/En acción

(November 2008 debuts/debutes de noviembre 2008)

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.

Luz Maria Caro
Irma Estrada

Maylin Sarahi Garcia
Dominga Elena Gonzalez

Doaa Ibrahim
Jaqueline Roxana Lazo

Crystal Dawn
Evelyn Marin

Maritza Y. Melgar de Rivera
Dayana Polanco

Leticia Vargas

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.

Maritza Aguiar
Tara A. Allred
Gabriela Ambriz
Maria Armenta
Vicky L. Bamber
Ana L. Banda
Griselda R. Barreto
Coralee Bernard
Ana Bernuy
Maldonado C. Bertha
Silvia Cabrera
Lucia Cahuana
Edith E. Carmona
Leslie J. Castillo

Lisa R. Chamberlain
Rebecca Chapman
Mariela Chavira
Amelia Contreras
Martha A. Cordero
Becky L. Dabkowski
Heather A. Deane
Ana D. Deras
Anyela Diaz
Maria E. Diaz
Maritta A. Ellis
Petra Estrada
Angela Flores
Luz Flores

Tonyamarie A. Fuller
Mary M. Gajewski
Mercedes Garcia
Gloria Gastelun
Tamara M. Glessner
Rebecca Gnagey
Teresa H. Godwin
Tonantzín Gomez
Martha Gonzalez
Darling M. Guandique
Fabiola Guerrero
Earnestine Habersham
Angela M. Kasten
Kelly R. Kilbane

Carissa A. Krueger
Yolanda Lambrecht
Katie Lang
Abigail Lazo
Maria C. Lizola
Rumalda Lombero
Soraya Lopez
Tatiana Lopez
Amy MacDonald
Marina Marinero
Sheila J. Markley
Maria Martinez
Sandra R. Martinez
Nancy A. Matamoros

Elvia I. Moncayo
Glenda S. Monroy
Jenni M. Norris
Eniola O. Olu-Ajay
Luz M. Pacheco
Lu-Ann C. Parks
Angela Poveda
Maria Ramirez
Miriam E. Rodriguez
Mayra L. Romero
Awilda Sanchez
Portland Schnitzius
Amy N. Thomas-Jones
Marina Tonfi

Denise D. VanderKlok
Leoncia Vargas
Marilu Vargas
Sofia C. Vasquez
Ana M. Vital
Connie S. Wartchow
Carrie L. Wenzel
Matilde Zavala Morato

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 January./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. Estas 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 enero.

Sales Director Felicia Ifeyinwa Nweze.....\$3,798.41
Sales Director Ngozi Onuoha.....2,338.12
Sales Director Linda C. Weniger.....2,020.46
Sales Director Silvia Sanchez.....1,621.72
Sales Director Martha Kay Raile.....1,591.33
Sales Director Ava Lynn Roberts.....1,532.70
Sales Director Shelley Olson.....1,411.54
Sales Director Maylin Sarahi Garcia.....1,353.56
Sales Director Lisa Rada.....1,339.29

Sales Director Nkechi F. Okwara.....1,312.48
Sales Director Beth Brinkley.....1,308.03
Sales Director Ivonne Hernandez.....1,255.67
Sales Director Ana X. Solis.....1,225.98
Sales Director Roxanne Barnett.....1,213.86
Sales Director Elaine Krueger.....1,207.47
Sales Director Pamela Stinnett.....1,198.52
Sales Director Marcela Figueroa.....1,195.71
Sales Director Amy Allgood.....1,188.59

Sales Director Denise Nygard.....1,187.00
Sales Director Amy Zanto.....1,184.72
Rumalda Lombero, M. Gonzalez Unit.....1,155.38
Sales Director Betty Symons.....1,150.74
Sales Director Mary Kathryn King.....1,127.82
Sales Director Sheryl Peterson.....1,123.77
Sales Director Clara I. Odoemelam.....1,104.81

diamond/diamante

Gold Medals/Medallas de Oro

Independent Beauty Consultants and Independent Sales Directors who added a minimum of five Independent Beauty Consultants to their team within one calendar month./Las Consultoras de Belleza y Directoras de Ventas Independientes que en un mes de calendario lograron un mínimo de cinco Consultoras de Belleza Independientes para su equipo.

NAME/NOMBRE

NEW TEAM MEMBERS/ NUEVAS INTEGRANTES DE EQUIPO

97 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Silvia Sanchez.....	5
91 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Ana Solis.....	5
69 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Blanca Arroyo.....	5
68 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Clara Fuentes.....	5
49 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Sharon Alverson.....	5
45 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Yesenia Mendez.....	5
42 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Josefa Rosario.....	5
34 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Felicia Nweze.....	5
32 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Luciana Zook.....	6
31 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Ana Alvarez.....	5
28 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Juanita Chihuahua.....	7
Sales Director Elvi Lamping.....	5
26 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Georgina Ochoa.....	5
25 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Enedina Villarreal.....	7
24 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Maria Ortiz.....	5
23 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Mariana Santos.....	5
22 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Graciela Valadez.....	5
21 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Bertha Reed.....	8
20 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Maria Lemus.....	5
19 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Toby Loudonback.....	5
Sales Director Maria Nunez-Martinez.....	5
16 GOLD MEDALS/MEDALLAS DE ORO	
Virginia Alverson, S. Alverson Unit.....	5
15 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Christine Ali.....	5
Sales Director Alma Arias.....	5
Sales Director Gregoria Lopez.....	6

14 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Chikodili Ugokwe-Udemba.....	10

12 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Magdalena Diaz de Leon.....	5
Sales Director Soledad Garcia.....	5
Sales Director Hilda Medina.....	5

11 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director America Castillo.....	5
Sales Director Mercedes Estrada.....	5

10 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Amy Allgood.....	5
Sales Director Delia Ponce.....	5

9 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Ann Anyanwu.....	5
Sales Director Leonor Colin.....	5
Sales Director Amparo Guzman.....	5
Sales Director Karime Rosas.....	5

8 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Maria Duran.....	5
Sales Director Emma Morales.....	5
Sales Director Araceli Ponce.....	7
Sales Director Yesenia Roman.....	5
Sales Director Carol Smith.....	5

7 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Carol Allen.....	5
Sales Director Olivia Flores-Vizcarra.....	5
Sales Director Vilma Vazquez.....	5

6 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Josefa Ocampo.....	5

5 GOLD MEDALS/MEDALLAS DE ORO	
Alicia Garcia, C. Hernandez Unit.....	7
Sales Director Ana Garibay.....	5
Sales Director Silvia Guillen.....	5
Sales Director Gretchen MacArthur.....	5
Sales Director Juana Medina Mora.....	5
Sales Director Sybil Mercer.....	5
Sales Director Clara Odoemelam.....	5
Sales Director Delmi Santos.....	5
Sales Director Monica Watson.....	5
Sales Director Abigail Zavaleta.....	7

4 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Maria Calle.....	5
Rosa Flores, M. Bustamante Unit.....	10
Cruz Hernandez, R. Fernandez Unit.....	5
Jakelin Solares, O. Giraldo Unit.....	15
Desiree Thomas-Woods, T. Satcher Unit.....	5
Sales Director Luisa Urena Mora.....	5

3 GOLD MEDALS/MEDALLAS DE ORO	
Hilda Escobedo, A. Solis Unit.....	5
Melida Gonzalez, R. Romero Unit.....	10
Nieve Hernandez, M. Balentin Unit.....	15
Heather Hughes, H. Kenealy Unit.....	5
Sales Director Olivia Lamas.....	5
Sales Director Dercy Minotta.....	5
Maria Pignatore, M. Cruz Unit.....	6
Sales Director Maria Nelly R. Donjuan.....	5

Maria Rubio, D. Gonzalez Unit.....	14
Maria Umana, A. Funes Unit.....	10

2 GOLD MEDALS/MEDALLAS DE ORO	
Aida Alas, R. Shahin Unit.....	7
Ana Barros, L. Varela Unit.....	8
Judith Chacca, G. Bueno Unit.....	5
Blanca Deleon, M. Delcid Unit.....	12
Sales Director Nishmet Guerrero.....	5
Sales Director Myrna Gomez.....	5
Rumalda Lombera, M. Gonzalez Unit.....	10
Clara Moreno, M. Esparza Unit.....	9
Enedina Perez, M. Exiga Unit.....	5
Sales Director Laura Perez.....	5
Angela Rosa, M. Balentin Unit.....	11
Minerva Salas, Y. Carrillo Unit.....	10
Sales Director Teodora Sanchez Perez.....	5
Sales Director Deanna Spillman.....	7
Sales Director Maria Torres.....	5
Paula Vargas, A. Laguna Unit.....	14
Landy Ventura, R. Martinez Unit.....	5
Rachelle Watson, J. Moustakas Unit.....	6
Yury Zelaya, C. Negron Unit.....	5

1 GOLD MEDAL/MEDALLA DE ORO	
Zoila Aguilar, D. Duarte de Mollinedo Unit.....	5
Maria Armenta, C. Hernandez Unit.....	8
Ana Bernuy, S. Páez Unit.....	7
Maldonado Bertha, D. Urbina Unit.....	5
Herminia Borge, C. Fontes Unit.....	5
Edith Carmona, M. Ramirez Bravo Unit.....	5
Leslie Castillo, F. Rojas Unit.....	5
Rebecca Chapman, T. Ramsey Unit.....	5
Martha Cordero, M. Esparza Unit.....	5
Yolanda Cruz, M. Exiga Unit.....	8
Kimberly Davis, A. Allgood Unit.....	5
Anyela Diaz, M. Germosen Unit.....	5
Luz Flores, Y. Sanchez Unit.....	9
Rita Garcia, G. Melendez Unit.....	7
Teresa Godwin, C. James Unit.....	6
Darling Guandique, M. Melgar de Rivera Unit.....	5
Carissa Krueger, F. Heizelman Unit.....	5
Abigail Lazo, D. Santos Unit.....	5
Sales Director Marisol Magana.....	6
Silvia Marin, E. Solis Unit.....	7
Evangelina Munoz, S. Molina Unit.....	5
Jenni Norris, A. Stokes Unit.....	7
Paola Pineda Rivera, R. Fernandez Unit.....	7
Amanda Plaster, N. Newell Unit.....	5
Angela Poveda, M. Nazmi Unit.....	8
Maria Ramirez, N. James Unit.....	5
Carmen Rodriguez, J. Guzman Unit.....	6
Maggie Segneri, H. Smith Unit.....	5
Lisa Stav, P. Genkinger Unit.....	5
Jennifer Trapuzzano, J. Weaverling Unit.....	6
Leoncia Vargas, D. Minotta Unit.....	6
Leticia Vargas Estrada, I. Estrada Unit.....	7
Erika Zambrano, I. Hernandez Unit.....	6

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 January 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 enero de 2009.

Ruby/Rubi

Krystal Downey-Shada.....	\$78,599	Pamela O. Pruitt.....	30,338	Joni D. Koontz.....	30,721	Ivelise Nieves.....	33,196	R. Sue Miller.....	40,364	Julie Schlundt.....	50,527
Thessy Nkechi Nwachukwu.....	78,015	Charlyn C. Eschette.....	30,175	Martha Alicia Gonzalez.....	30,637	Laura A. Armstrong.....	32,871	Tracey L. Chavez.....	40,172	Heather M. Julson.....	49,949
Kathy Monahan.....	65,963	Laura A. Schmidt.....	29,722	Linda Perez.....	30,569	Dana M. Chamberlin.....	32,553	Blythe Jolee Egbert.....	40,041	Cecilia C. James.....	49,892
Phuong L. White.....	63,812	Colleen Robustelli.....	29,608	Sagrario M. Magana.....	30,191	Pamela Rowe Krzmarzick.....	32,487	Tina M. Wright.....	39,537	Pat A. Nuzzi.....	49,631
Krystal K. Walker.....	62,894	Fabiola Lopez.....	29,346	Gena Prince.....	30,175	Valerie Yokie.....	32,231	Jeanie K. Navrkal.....	38,882	Mariann Biase Mason.....	47,835
Melissa Kaye Kopec.....	60,334	Becky M. Xepoleas.....	29,310	Diega Escamilla.....	30,136	Maritza Lanuza.....	31,713	Stephani Estrada.....	38,826	Marsha Morrisette.....	47,687
Obiageli Grace Udodi.....	60,210	Lee A. McCarthy.....	29,201	Shirley Stone.....	29,961	Annette D. Oxley.....	31,678	Linda F. Owens-Hale.....	37,904	Pamela K. Perkins.....	47,143
Laura A. Kattenbraker.....	60,187	Margaret H. Gormly.....	29,008	Beth Fitzgerald.....	29,946	Hollie R. Sherrick.....	31,551	Donna L. Comstock.....	37,331	Delmi Cristina Santos.....	46,248
Ekene S. Okafor.....	59,495	Suzanne Tripp-Black.....	28,938	Jill L. Glocker.....	29,897	Shara Mobley Gladden.....	31,489	Fern M. Gerdes.....	37,326	Dayana Polanco.....	45,722
Rosalie Kuhen.....	54,257	Sylvia Limon Martinez.....	28,826	Chris Havens.....	29,349	Gail Patton Menefee.....	31,363	Patty Webster.....	37,267	Marni McKenna Hendricks.....	45,483
Oye A. Onuoha.....	49,353	Susan E. Goodson.....	28,797	Mary C. Bernhardt.....	29,190	Maria Grey Boza.....	31,316	Kathy Eckhardt.....	37,199	Noemi C. Jaimes.....	45,249
Maribel Olivares.....	48,647	Elayne J. Watson.....	28,697	Lorraine S. Kigar.....	29,039	Auri Hatheway.....	31,002	Victoria A. Pierle.....	36,760	Maricarmen Gonzalez.....	44,817
Debbie A. Elbrecht.....	48,556	Lisa D. Prescott.....	28,641	Moleda G. Dailey.....	29,019	Sheri L. Farrar-Meyer.....	30,946	Kathryn L. Engstrom.....	36,153	Priscilla McPheeters.....	44,794
Suzanne Moeller.....	46,134	Laurieann Barclay.....	28,548	Jennifer Sloan.....	29,009	Barbara McBride.....	30,855	Sherry L. Belisle.....	35,996	Tammie M. Hanson.....	44,721
Jeanie Ripley.....	45,624	Teri A. Nichols.....	28,314	Terry M. Holcomb.....	28,905	Grace Hull.....	30,841	Amy M. Alber.....	35,944	Petie L. Huffman.....	44,446
Vanessa R. Upkins.....	44,989	Anna M. Sempeles.....	28,280	Hilda Marrufo.....	28,721	Linda S. Robinson.....	30,568	Joyce Recenello.....	35,935	Mary Kathryn King.....	44,435
Kathleen C. Savorgnan.....	44,099	Lisa V. Bauer.....	28,063	Linda L. Quillin.....	28,711	Anna Sullivan.....	30,495	Holli Thompson Lowe.....	35,889	Susan Hatten Weeks.....	44,421
Debra Moore Kinley.....	43,394			Kathleen Kirkwood.....	28,532	Edna Ramirez.....	30,456	Julia Sander Burnett.....	35,821	Janet S. Chapman.....	43,850
Candace Lyn Chambers.....	43,297			Lynn Baer Roberts.....	28,511	Casie Hembree.....	30,394	Pat Ringnald.....	35,701	Sheryl Peterson.....	43,684
Theresa Ann Huntley.....	43,273			Bea Heath.....	28,142	Adriana Gonzalez Fajet.....	30,359	Renee Conn-Enos.....	35,455	Digna Urbina.....	43,354
Christy Huber.....	42,903			Perrie S. Dralle.....	28,123	Haniel Ortiz.....	30,271	Denise E. Crosby.....	35,403	Andrea Blair Stokes.....	43,123
K. T. Marie Martin.....	42,760			Kim B. Roberts.....	28,097	Cynthia Ann Pack.....	30,271	Amelie B. Kemogne.....	35,297	Lara F. McKeever.....	42,709
Sonya F. Goins.....	42,561			Diane Bruns.....	28,002	Marianne L. Anderson.....	30,149	Laurie C. Cole.....	35,231	Amy Zanto.....	42,526
Connie A. Brinker.....	41,643			Carmoline Grady.....	27,977	Karen A. Jorgenson.....	29,898	Teresa M. Carson.....	35,159	Ada Y. Garcia-Herrera.....	42,339
Linda Leonard Thompson.....	40,936			Maria Elvia Lopez.....	27,814	Nancy Boucher.....	29,636	Laura Ann Zipay.....	34,543	Martha Kay Raile.....	41,820
Breda M. Teal.....	40,360			Roxy H. Coursey.....	27,805	Vicki Hunter.....	29,568	Amie J. Bennett.....	33,801	Joy H. Rentz.....	41,802
Judy Lund.....	40,142			Sandi Fitzpatrick.....	27,655	Kelly S. Shannon.....	29,508	Sherry L. Fields.....	33,697	Emily Sims.....	41,777
Lynette L. Meisel.....	40,012			Charmayne Mayowa.....	27,481	Cheryl L. Foster.....	28,845	Mary Beth Pavuk.....	33,661	Deborah Dudas.....	40,488
Jesslyn Ponce-Dick.....	39,250			Mary K. White.....	26,942	Trisha Cyr.....	28,629	Termitope Odeyale.....	33,416	Karine Rosas.....	40,348
Adaora Eucharua Umeh.....	39,206			Traci D. Wimer.....	26,599	Nancy Harder.....	28,472	Evelyn Pirihalla.....	33,228	Cornille L. Russo.....	40,230
Donna Clark.....	38,112			Brandi Michelle Redden.....	26,524	Misty McCain Pollard.....	28,403	Peggy Matish.....	33,209	Shelley Olson.....	40,199
Gina Beekley.....	37,710			Pam Garner Moore.....	26,415	Sherry L. Crews.....	28,400	Shari M. Kirschner.....	32,975	Elvi S. Lamping.....	39,701
Carol Fehr.....	37,506			Shelia Berry.....	26,381	Kay Dickerson.....	28,381	Brenda Stafford.....	32,968	Lori M. Langan.....	39,193
Somer Ballard Carter.....	37,353			Sarah Marie Lang.....	26,234	Judith Beede.....	28,289	Joyce A. Bruggeman.....	32,729	Barbara E. Roehrig.....	38,724
Jill E. Garrett.....	37,151					Amanda Sherum.....	27,765	Katherine Mirkes Ward.....	32,527	Julie Neal.....	38,269
Judie Roman.....	37,145					Lisa A. Hawkins.....	27,479	Tuesday M. May.....	32,371	Blanca E. Arroyo.....	38,262
Eva E. Holguin.....	36,835					Antonio Miranda.....	27,474	Sherry Kostner.....	32,281	Leticia Gutierrez-Barajas.....	38,200
Sherrille L. Clemons.....	36,814					Barbara Gizzo.....	27,231	Donna Stephano.....	32,205	Mery C. Ramirez Bravo.....	37,917
Gloria Bello.....	36,732					Carol Taylor.....	27,016	Mayre Durrer.....	32,001	Mary Jacobson.....	37,903
Julie Smith.....	36,713					Shauna D. Schneider.....	27,014	Magdalena Eliza Gebultowicz.....	31,928	Joy Z. Stephens.....	37,895
Barbara L. Harrison.....	36,618					Carolyn J. Bishop.....	26,913	Lisa Olivares.....	31,557	Norma Lee Shaver.....	37,893
Diane Covington.....	36,196					Jeannine R. DeVore Harris.....	26,913	Jean A. Wilson.....	31,546	Missy Shopshire.....	37,061
Brenda Fenner.....	36,136					Linda Jackson.....	26,880	Elizabeth B. Muna.....	31,483	Kelly Willer-Johnson.....	36,806
Marnie R. Yunger.....	35,634					Katie L. Ashby.....	26,876	Patty J. Olson.....	31,146	June Wylie-Longman.....	36,564
Cindy P. Markowski.....	35,561					Cathy Apicello-Schneithorst.....	26,816	Miriam Munoz.....	31,066	Suzanne T. Young.....	36,238
Gloria Dominguez.....	35,505					Tami C. Stewart.....	26,813	Patricia Fitzgerald.....	31,058	Stephanie A. Richter.....	35,960
Dorothy C. Ibe.....	35,406					Tammy Steele.....	26,657	Susan K. Janish.....	30,952	Chris DeMussle.....	35,616
Julie Kirmer.....	35,323					Caroline Nesbitt Osmon.....	26,498	Beth H. Piland.....	30,862	Deanna L. Spillman.....	35,527
Kimberly Cavarretta.....	35,310					Susan Houser.....	26,496	Julie Holmberg.....	30,773	Anna W. Mitchell.....	35,401
Liz Whitehouse.....	35,231					Sue Uibel.....	26,265	Rebecca Milligan.....	30,678	Betty McKendry.....	35,359
Eusebia Bonilla.....	34,465					Agnes M. Grider.....	26,185	Lia Rene Carta.....	30,574	Robbie L. Brannon.....	35,249
Cheryl O. Fulcher.....	34,208							Penny J. Jackson.....	30,520	Ngozi Onuoha.....	35,059
Eleanor M. Reigel.....	34,207							Holly L. Ennis.....	30,340	Shelley Townsley.....	34,709
Crystal Caldwell Hubbard.....	33,918							Susie Kopacz.....	30,215	Debbie Larson.....	34,637
Donna F. Knotts.....	33,906							Andrea Lee Converse.....	30,182	Faith A. Gladding.....	34,596
Appollonia Nniedio.....	33,893							Kim Wiggins.....	29,164	Sandy Lasso.....	34,342
Onwunaegbule.....	33,740							Laura Sheerin Allen.....	29,161	Karen M. Bonura.....	34,321
Lisa Anne Harmon.....	33,740							Tammy D. Glunz-Niehaus.....	29,074	Rhonda Jean Taylor.....	34,255
Mary Jo Dallen.....	33,449							Amy C. Schule.....	28,851	Joyce A. Newell.....	34,236
Wanda Metzger.....	33,373							Menina M. Givens.....	28,751	Nellie R. Anderson.....	34,172
Helen Naomi Godswill.....	33,288							Tammy Brown.....	28,708	Ruth Ojibake.....	34,137
Stella Smith-Pius.....	33,207							Sheryle Frederic.....	28,671	Beth Brinkley.....	34,107
Mary Lou Ardohain.....	32,889							Kathy Lee.....	28,575	Meghan Cruz.....	34,070
Tina Hulsman.....	32,736							Judi Tapella.....	28,531	Lisa Rada.....	34,035
Rebecca W. Cox.....	32,604							Tara Lynn Mitchell.....	28,040	Lisa A. Raupp.....	33,931
Lisa Baker.....	32,491							Heather Marie Erbe.....	28,024	Meyra Esparza.....	33,500
Dori M. Fennell.....	32,374							Amy Stokes.....	28,022	Ana X. Solis.....	33,403
Debra A. McDivitt.....	32,353							Sarabel Epperson.....	27,933	Brenda K. Howell.....	33,133
Patti Maxwell.....	32,336							Sherry Moxley Moir.....	27,869	Lisa A. Stengel.....	33,053
Sylvia J. Cook.....	32,235									Vivian Diaz.....	32,789
Cathy G. Huhta.....	32,028									Ann W. Knap.....	32,721
Patricia Onyeise.....	32,004									Carol Lee Johnson.....	32,667
Lacy Janel Nickelson.....	31,842									Lesley A. Bodine.....	32,624
Kali DeBlander Brigham.....	31,605									Mary P. Creech.....	32,456
Becki Hoisington.....	31,471									Celeste Cruz Pichardo.....	32,399
Linda Christenson.....	31,450									Ava Lynn Roberts.....	32,391
Esther M. Maston.....	31,389									Felicia Ifeyinwa Nweze.....	32,381
Karen L. Hamer.....	31,186									Eileen M. Huffman.....	32,341
Mary Alice Dell.....	30,975									Mary Strauss.....	32,273
Sheryl K. Goins.....	30,962									Audrey K. MacDowall.....	32,221
Sherril Ammons.....	30,747									Nancy Fox Castro.....	32,207
Timmi Davis.....	30,713									Audrey J. Doller.....	32,190
Julie Brindell Sapp.....	30,591									Bisola Gbadamosi.....	32,042
Cissy E. Warren.....	30,471									Susan M. McCoy.....	31,758
										Amy Allgood.....	31,669
										Kim I. Cowdell.....	31,643

Sapphire/Zafiro

Sylvia Boggs.....	\$70,159
Kim Maynor.....	66,827
Tracy Potter.....	56,596
Beth S. Austin.....	55,636
Jennifer G. Bouse.....	54,000
Julia Mundy.....	53,716
Katie D. Nichols.....	53,200
Debbie A. Weld.....	51,951
Lady Ruth Brown.....	51,622
Kathy R. Bullard.....	50,174
Ruby Garner.....	50,084
Joanna Helton.....	48,381
Jahna L. Stone.....	47,702
Angela D. LaFerry.....	45,828
Leann Elaine Zondag.....	45,688
Cheri L. Taylor.....	45,644
Dolores Keller.....	45,362
Janelle A. Ferrell.....	44,399
Randi Stevens.....	43,958
Kristi M. Anderson.....	43,691
Jennifer Bessey.....	43,121
Cheryl T. Anderson.....	42,628
Miranda Katie Bandemer.....	42,333
Linda Klein.....	42,053
Margaret Neill.....	41,767
Bonnie Crumrin.....	41,522
Ann W. Sherman.....	39,822
Roxanne McInroe.....	39,795
Angie S. Day.....	39,696
Maria Montes.....	38,737
Oralia Gil.....	38,480
Sandra A. Zavoda.....	38,357
Heather L. Bohlinger.....	37,788
Binta Touray Jagne.....	37,223
Phyllis I. Pinksner.....	37,078
Sonya Cathey.....	36,976
Jeanie Helm.....	36,854
Kaye Yuen.....	36,664
Cecilia Boodhoo.....	36,530
Sherri Reindl.....	36,278
Peggy B. Sacco.....	36,108
Terry A. Hensley.....	36,104
Patrice Moore Smith.....	36,041
Brandi Driggers.....	35,962
Christy Bigham.....	35,644
Julie Weaver.....	35,359
Lynn A. Cervini.....	35,294
Judy L. Staats.....	35,058
Marty Ulmer.....	34,936
Barbara A. Tyler.....	34,920
Brynn M. Blalock.....	34,791
Tammy Romage.....	34,738
Linné Lane.....	34,410
Ann Ferrell Smith.....	34,285
Jill Beckstead.....	32,995
Dena Smith.....	32,966
Danice C. McEldowney.....	32,762
Robyn S. Cartmill.....	32,093
Sherrian Beagle.....	32,033
JoAnna P. Shine.....	31,902
Elaine B. Lewis.....	31,886
Elaine Hipsher.....	31,841
Lori Y. Yee.....	31,546
Jyll A. Dockery.....	30,937
Barbara J. Puckett.....	30,899
Pamela D. Cox.....	30,866

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 January 2009.

Top National Sales Directors — Commissions and Bonuses



Carol Anton
\$48,482
RUBY



Gayle Gaston
\$51,218
SAPPHIRE



Kathy Helou
\$29,912
EMERALD



Darlene Berggren
\$29,170
PEARL



Barbara Sunden
\$58,257
DIAMOND

Top Unit — Estimated Retail Production

RUBY — Krystal Downey-Shada, <i>Go Give Area</i>	\$78,599
SAPPHIRE — Sylvia Boggs, <i>Go Give Area</i>	\$70,159
EMERALD — Nancy Berlin, <i>Go Give Area</i>	\$69,055
PEARL — Kim McClure, <i>Go Give Area</i>	\$80,851
DIAMOND — Ivonne Hernandez, <i>S. Pérez Area</i>	\$95,501

Top Sales Director — Personal Sales

RUBY — Juliet Goertzen, <i>J. Shealy Area</i>	\$13,605
SAPPHIRE — Regina Oliver, <i>M. Dozier Area</i>	\$13,345
EMERALD — Shirley Rice, <i>Go Give Area</i>	\$12,435
PEARL — Jocelyn Knox, <i>A. Tripp Brewton Area</i>	\$9,397
DIAMOND — Marie Lee, <i>P. Gruber Area</i>	\$23,895

Top Beauty Consultant — Personal Sales

RUBY — Sarah Childress, <i>M. Kopec Unit, K. Copeland Area</i>	\$12,345
SAPPHIRE — Demeshia Swanson, <i>M. Lewis Unit, G. Gaston Area</i>	\$15,586
EMERALD — Laura Roland, <i>A. Clifton Unit, J. Bertalan Area</i>	\$10,970
PEARL — Jennifer Spangler, <i>K. Myers Unit, G. McGuire Area</i>	\$10,424
DIAMOND — Laureano Garofalo, <i>M. Portillo Unit, G. Rodriguez Area</i>	\$10,773

Top Team Builder

RUBY — Deborah Watson, <i>M. Bartsch Unit, M. Bartsch Area</i>	13 New Team Members
SAPPHIRE — Anne Sligntam, <i>S. Lang Unit, K. Starr Area</i>	15 New Team Members
EMERALD — Lynne Brown, <i>J. Cruse-Vrinios Unit, J. Cruse-Vrinios Area</i>	13 New Team Members
PEARL — Vikki Babb, <i>L. Carattini Unit, D. Berggren Area</i>	11 New Team Members
DIAMOND — Jakelin Solares, <i>O. Giraldo Unit, B. Sunden Area</i>	15 New Team Members

Top Unit Builders

Independent Sales Directors with 20 or more new unit members for January 2009.

Ruby

Ekene S. Okafor	25 New Unit Members
Crystal D. Stacey.....	22 New Unit Members

Sapphire

Katie D. Nichols	37 New Unit Members
Michelle Sara Moore	25 New Unit Members
Sarah Marie Lang	21 New Unit Members
Justine R. Sampy	20 New Unit Members

Emerald

Haniel Ortiz.....	26 New Unit Members
Jane Okundaye.....	25 New Unit Members
Marianne L. Anderson	22 New Unit Members
Silvia Ramos.....	22 New Unit Members
Niurka D. Fuenteseca	21 New Unit Members
Helen Jakpor	20 New Unit Members

Pearl

Laurencia Carattini.....	25 New Unit Members
Alma Orrostieta.....	21 New Unit Members

Diamond

Margarita Balentin.....	30 New Unit Members
Ivonne Hernandez	29 New Unit Members
Rosa C. Fernandez.....	26 New Unit Members
Meyra Esparza	23 New Unit Members
Maricarmen Gonzalez.....	22 New Unit Members
Carmen Hernandez	21 New Unit Members
Dayana Polanco	20 New Unit Members

Meet your NSDs

Be sure to visit the Mary Kay InTouch® Web site 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 ©2009 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association. *Affection, Applause, Beauty Blotters, Belara, Domain, Elige, Eyesicles, Go-Give, Heart to Heart, Journey, LearnMK, Lucentrix, Mary Kay, Mary Kay InTouch, Mary Kay Tribute, MKConnections, MKCards, MK Signature, myBusiness, myCustomers, Nutribeads, Ovation, Pink Link, Power Hour, Satin Hands, Satin Hands & Body, Satin Lips, Satin Smoothie, Smart Start, Sun Essentials, TimeWise, Tribute and Velocity* are registered trademarks; and *Beaut-e-News, Bella Belara, captivating color, powerhouse skin care, Darci, Indulge, Inspiring Beauty, Enriching Lives, Luscious Color, Mint Bliss, MK High Intensity, Pronewal and Smart Wiper* are trademarks of Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, www.marykay.com.

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How to Plan for Star Consultant Success

As Seminar year-end draws near, now's the perfect time to revisit your goals and be sure you're on track to finish strong.

Why not go for Star Consultant status this quarter? It can help you achieve Part 3 of the *Customers Count Challenge*[†] (March 16 – June 15, 2009). Independent Beauty Consultants and Independent Sales Directors who sell at least \$100 in suggested retail product to 36 new or existing customers will receive a mailbox charm from the *Totally Charmed* collection* as well as a name badge ribbon and standing recognition at Seminar 2009.



Plus, there are many other reasons why being a Star Consultant can be great for your business. **Independent Future Executive Senior Sales Director Lisa Anne Harmon** of Venetia, Penn., should know. She has been a Star Consultant for 62 quarters! "I love being a Star Consultant because as an Independent Sales Director, it means I'm leading by example," Lisa Anne shares. "I'm

working my Mary Kay business as it was intended, by holding skin care classes and facials and providing Golden Rule customer service to my customers."

Lisa Anne believes every independent sales force member can benefit by reaching for Star Consultant status. "When you are taking care of customers, you won't question yourself or your business. Holding Mary Kay appointments is fun; it gives you energy, and you know that you are making a difference one face, one woman at

a time. When you are in the field working your business, you are already doing what it takes to move forward."

With so many quarters as a Star Consultant, you can imagine that Lisa Anne has a formula for success. For her, it all starts with the skin care class. "I love to hold skin care classes and facials every week. It is so much fun to watch a woman see that transformation in the mirror and then want to have the products so she can recreate the look every day." Lisa Anne uses the Preferred Customer Program to keep her customers up to date with what's new. "I always use the gift with purchase because it creates a great incentive for customers to purchase \$40 or more (suggested retail) from me when they order."

She also credits her Mary Kay® Personal Web Site with helping her deliver top-notch customer service. "I know that my sales are higher because I have a Mary Kay® Personal Web Site. I have customers all over my town and all over the United States. On my Web site, they can see the colors, try the Virtual Makeover and order right from their own homes."

Having inventory is the final part of Lisa Anne's success equation. "I have found that women tend to wait until the last minute to reorder, and I love to be able to say, 'No problem, I'll get that right to you.' I believe having product available is another way I offer my customers great service."

What can you do to reach Star Consultant status? Here are some tips from Lisa Anne:

- ▶ Set a goal to be a Star Consultant every quarter and shoot for a category higher than you were last quarter. "It's your report card that you get to wear on your lapel at your classes and at your success events," Lisa Anne explains. "You'll have great pride that you consistently take care of customers and that you are working your business the Mary Kay way."
- ▶ See it done in your mind first. "Choose what Star Consultant prize you want and then post it everywhere – in your office, your car and your home," Lisa Anne recommends. "Your mind is powerful, and when you put that prize in your

mind, it's a done deal, and you will work toward it." She says having a prize in mind also can help you stay focused and overcome any daily challenges you may face.

- ▶ "Break down your goal based upon your average sales for classes and facials, and then book double what you want to hold," Lisa Anne suggests. "Mary Kay is about building relationships with women, but you also have to know the numbers."
- ▶ Surround yourself with Independent Beauty Consultants who also are Star Consultants and achieve retail sales at high categories

every quarter. You can learn from them and be inspired by them.

- ▶ To finish your Seminar year strong, Lisa Anne offers this advice: "Hold as many skin care classes and facials as possible to be in front of the most people, and take care of your current customers. There are many spring occasions that are huge gift opportunities, so you may want to hold a Mother's Day open house or a spring open house as a way to reach out to new and existing customers."

Be sure to check out the enclosed Quarter 4 *Star Consultant Program* brochure for details.

[†]Find complete rules and other information on the Mary Kay InTouch® Web site.

*Those who have not yet earned the *Totally Charmed* charm bracelet from previous sales challenges also will receive the bracelet.

More Than Just a Red Jacket



Mary Kay Ash throws out the first pitch at a Saint Louis Cardinals' baseball game in 1973.



Back in the summer of 1972, **Independent Executive Senior Sales Director Kathie Cunningham** was still new in her Mary Kay business when her husband offered an intriguing proposition: Why not set up a promotional event between his employer, the St. Louis Cardinals baseball club, and the Company with whom his wife had become associated? As then Director of Sales and Community Relations for the club, Joe Cunningham passed on his idea to **Independent**

Senior National Sales Director Emeritus Ann Sullivan, Kathie's "Senior." "The ball team could present the Company with a percentage of each ticket Mary Kay Independent Beauty Consultants sold for contribution to a favorite charity," he explained. Ann conveyed Joe's thoughts to Mary Kay Ash, who loved the idea and even agreed to attend the game and let the Cardinals present the check to her. So, for two weeks before, Joe went on a St. Louis radio station and promoted the event to build excitement. The club agreed to let Mary Kay Career Car drivers onto the field, and come game day, as three pink Cadillacs drove slowly around the stadium, the crowd went wild! Coupled with the personal appearance of Mary Kay at the stadium, "A Day With the Cardinals" was a resounding success.

About that time, Kathie became an Independent Sales Director and was encouraging her team members to "go for it" too. When she noticed that they were tuning her out, however, she thought she knew why. "At the time, eight team members were required to achieve Independent Future Sales Director status. I decided we needed a smaller goal, which led to having three qualified new team members to achieve Star Recruiter." With three, Kathie explains, her team members would be eligible to purchase a "red jacket," a mark of recruiting distinction she had secured through a clothing connection she had made in her former modeling days. Kathie ordered six of the jackets, which sported a beautiful gold-braid design

Ever wonder how the **Red Jacket** program got started? Read on for a look at one of the most important elements of the Mary Kay heritage and why you should care.

complete with an "R" in the middle of the design. Over the following weeks and months, women in Kathie's unit began eagerly working toward obtaining one of the prized garments so they could wear it proudly to all Mary Kay functions.

When plans evolved for the next Mary Kay day with the St. Louis Cardinals, Mary Kay said she would come back to St. Louis if women in the area held a city-wide hostess contest. "We invited Independent Sales Directors from all over," says Kathie. "Red jacket wearers in my unit suggested we promote the red jacket concept by letting Star Recruiters go on the ball field along with Independent Sales Directors. They did, and after that, everyone in St. Louis started promoting the Star Recruiter program. We also shared it with units in Kansas, Illinois and Missouri. When Independent Beauty Consultants learned that they could sit up front at Mary Kay's workshop if they had a red jacket, they were further motivated." Mary Kay left St. Louis and embarked on a speaking and teaching circle that took her to California and back to Dallas. At every stop, she enthusiastically spread the word about the "Red Jackets in St. Louis." Meanwhile, the Star Recruiter program was underway, and Kathie was placing reorders at a pace that kept the supplier glad to be doing business with a Mary Kay businesswoman.

The cooperative promotions with the Cardinals continued for nine more years. The last year, 31 pink Cadillacs drove onto the field, and the Independent Sales Directors riding in them stepped out at home plate and were introduced over the loudspeaker. Kathie says the sight of Star Recruiters lined up in triple rows down the first-base line and Star Consultants in triple rows down the third-base line was an awesome sight. In 1978, the Company asked Kathie for permission to take over the Red Jacket program and make it a National initiative. She remembers the transition with fondness. "At Seminar 1979, Mary Kay presented me with a beautiful plaque for 'Idea of the Year' and an elegant diamond watch. Mary Kay believed in and promoted this program, which has made a powerful impact on the Company and thousands of Independent Sales Directors and Independent Beauty Consultants." Today, the red jacket still stands for a woman's advancing leadership skills and her desire to be a positive influence in women's lives. What if Joe, Ann and Kathie had kept their ideas to themselves? So many would have missed so much. "One of Mary Kay's dreams was to see a sea of red at Seminar," says Kathie. "Each year at Seminar that dream repeats itself once again, and lives are being enriched because of it."

Stars in red, white & blue

TEAM-BUILDING CHALLENGE

March 1 – June 30, 2009

Independent Beauty Consultants and Independent Sales Directors can earn fashion-forward rewards for team-building to be awarded at Seminar 2009*! For the first time ever, Independent Beauty Consultants can earn one of three fabulous redesigned Mary Kay® red jackets: “Lauren,” the classic style; “Drew,” a sophisticated trench style; and “Candy,” a cropped, swing style. And Independent Sales Directors can earn a custom Mary Kay® zebra-accented wrap to accompany the brand-new Independent Sales Director suit. Plus, there’s more!



Here's what's in store for both Independent Beauty Consultants and Independent Sales Directors who add qualified new personal team members during the contest period:*

Three Qualified* New Personal Team Members

Independent Beauty Consultants will receive their choice of the 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 featuring tasty treats, a DJ, prize drawings and more.

Four Qualified* New Personal Team Members

Independent Beauty Consultants will receive their choice of the red jacket, and Independent Sales Directors will receive a zebra-accented wrap, an invitation to the reception *and* an invitation to the *Stars in Red, White & Blue* Luncheon at Seminar 2009 where they'll be treated to scrumptious food, hear from an Independent National Sales Director and participate in fabulous prize drawings.

Five Qualified* New Personal Team Members

Independent Beauty Consultants will receive their choice of the red jacket, and Independent Sales Directors will receive a zebra-accented wrap, invitations to the *Stars in Red, White & Blue* Reception and Luncheon AND a custom handbag! Independent Sales Directors and Independent Sales Beauty Consultants will each receive a fabulous handbag styled to coordinate with their career apparel.

During the *Stars in Red, White & Blue* Team-Building Challenge, first-time Star Team Builders also will be the first to receive the new Star Team Builder Pin Enhancer with their red jacket at Seminar 2009!



A Title With Star Power

You know you can earn fantastic rewards by building your Mary Kay business. Now you can earn a new title too. Beginning June 2009, the **Star Recruiter** title is changing to **Star Team Builder**. This powerful new title is designed to support you as you grow your successful business through team-building.

Check out the Mary Kay InTouch® Web site for complete details.

*Independent Beauty Consultants and Independent Sales Directors will pick up their prizes at the reception on Day 0 at Seminar. You must be present with your invitation to pick up your prize.

*For contest purposes, a qualified new personal team member is one whose orders with the Company are \$600 or more in wholesale Section 1 products from March 1 through June 30, 2009.

Revealing the Rosebud

Often all it takes for a shy woman to blossom is the sunshine of caring cultivators who know how to nurture. Mary Kay Ash saw the change in women time and again and cherished the transformation. She knew that the opportunity she had created was the perfect culture in which tight little rosebuds could unfold and become brilliant blooms. For **Independent Senior Sales Director Amber Hernandez** of Norwalk, Calif., in the **Independent Senior National Sales Director Rebbecca Evans** Area, the contrast between who she used to be and who she is today is a beautiful illustration. And now that she's in full bloom, Amber is dedicated to helping others find their own hidden beauty within.



Because They Took the Time

Amber's story is similar to the journey others have taken in the Mary Kay world. The former swim coach was a reticent young woman searching for meaning, purpose and a place to flourish – if only she could figure out what “flourish” would look like for her. Then three years ago, she said yes to the opportunity and began to put down roots in new soil. Quickly she saw what could become reality if she trusted her new mentors – women who seemed to have the answer.

“Independent Senior Sales Director Melissa

Almanza and **Independent Senior National Sales Director Rebecca Evans** began to shower me with invaluable mentoring from the very start. They encouraged me and opened their arms to help me rise above every challenge and obstacle that has come across my path. They continue to be there for me whenever I need them, and I always know they have my best interest at heart.” Over the months and years, Amber's relationship with Melissa and Rebecca deepened as she followed their suggestions and began to get results. “Because they took the time to show me everything I was accomplishing and how I'm changing lives for the better, I've developed a leadership ability I never dreamed I would have.”

But Amber's influence once was far from assured. As comfortable as she has become in the past three years with sharing her personal I-story, she was just that reluctant in the past even to talk about herself, much less encourage others. In fact, she admits that her early months as an Independent Beauty Consultant were a struggle. “Shyness has been my biggest hurdle in my Mary Kay business,” says Amber. “I was, and I still am by nature, a very shy person. Throughout my life I wouldn't speak to someone unless they spoke to me first. I guess it all comes down to not being very confident. Truthfully, I was afraid of being rejected, or even worse, being yelled at; so in the past I preferred to sit alone and wait until someone I knew would come along. What a difference this opportunity has made in my life and my future. Being part of this incredible Mary Kay experience has given me the confidence to approach people and not worry about rejection. I no longer take rebuffs person-ally. Melissa has shown me how great I am just as I am, without false pretenses

or ‘masks.’ She made me believe in what I can do, just as my mom, Maria Hernandez, tried to do over the years. Projecting self-confidence has been a ‘mountain,’ but with so much support from those who cared the most about me, I couldn't help but begin to see myself reaching the top as an accomplished woman!”

Now when Amber shares the opportunity with a potential team member, she feels free to relate her former misgivings and how she overcame them. And more importantly, why she keeps her Mary Kay business. She flashes a smile as she explains. “I *love* sharing how my decision has changed my life and my family's lives,” she enthuses. “I tell women about all the great things this Company offers to help them move closer to their dreams. The one thing I most enjoy sharing with them is that they are never alone. Once they become a member of the independent sales force, they automatically become family. I assure them that I will guide them along the way.”

Support When They Need It

As Amber got her bearings in her business and began building her team, she discovered a growing strength she never suspected she had. “I saw that I had the ability to encourage other women to catch their own vision and help them sustain it. It's not complicated, really. It's the small nurturing gestures along the way that lead to big results. I just guide them, constantly reminding them of everything they've accomplished in so little time and encouraging them to do much more. I encourage them to attend events and try to keep them plugged into and around positive people. Staying in tune to positive messages is a key to maintaining momentum.” Amber takes time to check in with her team members once a week to see how they're doing on the path to their goals. She's learned the power of incentives, seeing firsthand “how they love to work for things. That's why I create challenges for them to accomplish a certain goal within a deadline and reward them with things they love. By accomplishing smaller goals in incremental steps, they draw that much closer to their big goal, and before they know it, they're there!”

A natural extension of her care for her team members is Amber's skillful customer care. She

focuses much of her energy on making her customers feel appreciated, never missing an opportunity to send birthday and anniversary cards. She prefers to make product deliveries and attaches balloons to the Mary Kay bags. “I make it seem as if it were my customers' birthdays. They love it! It's all about that celebration feeling. I look for any kind of promotion to share with them.” Amber typically hosts three open houses throughout the year, and customers who RSVP in advance receive a special discount to use at the open house. She's a stay-in-touch communicator who follows up within three days after a facial appointment and at three-week and three-month intervals thereafter. She believes in the power of personal communication to change situations, as well as people, for the better.

Has developing others revealed anything about herself that surprised her? “Absolutely! I can't believe how much I've grown as an individual and as a woman in the past three years. I've matured so much as I've taken on a leadership role. I see life from a different perspective. Even the way I speak in front of a group of people has changed, and without my Mary Kay business, I don't think that would have been the case. Becoming more confident has enabled me to demonstrate that I believe in each and every one of the Independent Beauty Consultants and what they can do. I like to make sure they know that I know what they're capable of doing. I'm amazed at all of



the confident women who have Mary Kay businesses, but equally amazed at how much support the Company offers to those who, like me, may not have started out with much self-esteem. One of the most eye-opening lessons I've learned is that there are a lot of people who need the motivation, encouragement and excitement this Company has to offer, just like I did. I know personally many women who love the positive environment that surrounds them in the Mary Kay world. Almost without exception they're surprised, like I was, at how much they change in such a short amount of time."

Appreciation for her personal growth and the successful future she envisions for others leads Amber to reach out eagerly now to spread the word about transformation and the changes it brings. "I'm grateful for the chance to share what I've learned, to share what I'm now able to do and what other women can do if they start seeing themselves in a new light. As a businesswoman, I've become professional in every aspect of my business. I consider it a privilege to make sure that all my customers and the Independent Beauty Consultants in my unit are being cared for as I would want to be cared for. 'Do unto others as you would have them do unto you' has become awesomely real to me. That principle directs my steps, whatever I'm doing each day."

As much as Amber has grown, she envisions herself growing even more in the years to come as she pursues her long-term goals. She wants to become a Top Independent Sales Director and eventually an Independent National Sales Director.

"I know I have to tackle those dreams with consistency and sustained momentum," she acknowledges. "The things I do each week, month and year will build upon themselves and help me 'arrive' if I don't give up. I work my personal business to my fullest potential, but I know I also have to pay forward what's been given to me. I take time to help the women I lead also stay motivated and inspired to move on and move up, to do what I do and beyond. I spend time each week coaching those with greater aspirations to move into Independent Sales Director-in-Qualification, with the hope of building our Future National Area."

And More to Come

Building a rewarding future requires commitment, Amber knows, and she's willing to do the work it takes to ensure it. She has a heart for reaching other Hispanic women who may not realize the rewards they can achieve through a Mary Kay business and understands the family-oriented values that motivate them, their

desires for the balance that Mary Kay provides. "When I sit down with them, I show them how this Company sprang from a family-oriented background," she says. "I let them know that they'll have the flexibility to make it home in time to cook dinner for their husbands, to do homework with their kids and be able to read to their children before they go to bed at night. Many Hispanic women don't want to work outside the home because they're afraid they won't be able to attend to their families like they want to. They have a deep love for their homes, and what's so great about Mary Kay is that they can do both! I explain how this business is built on faith, family and career, in that order. It's a powerful message with them because they want the time to put God and their families before business."

When she feels overwhelmed, or the old tapes start playing in her mental cassette player, Amber is reminded of Mary Kay's encouraging words once again. Her favorite Mary Kay quote springs from the "On Silver Wings" poem: "The dream I have for you soars on silver wings...." "Like Mary Kay did, you must embrace your dream with all your might and work at it every single day with love-filled intensity," she urges with gentle fervor. "We do have a mission — to share our love and our energies, our hopes, our dreams, the wonderful products and beautiful way of life we represent. In doing so, we will all be blessed beyond measure with the abundant riches of life. In doing so, we become more than we ever imagined we could be!"



Pink Finds Green Solutions

In celebration of Earth Day on April 22, it makes perfect sense to share these new Pink Doing GreenSM initiatives that are creating better green solutions.

Look for Green Bags in April Orders

Now you can give your customers an environmentally-friendly, reusable shopping bag! All minimum \$600 wholesale Section 1 orders placed in April will include *three* Mary Kay® Pink Doing GreenSM bags at no charge! In celebration of Earth Day, why not consider offering these bags to your best customers or top hostesses as special gifts? The compact and versatile bags can be used for shopping at local stores or for toting Mary Kay® products on the go.



Cadillac Escalade Hybrid

For the first time ever, Mary Kay Inc. is offering a hybrid vehicle. Independent National Sales Directors who select the Cadillac Escalade option will receive the hybrid version exclusively. As of Feb. 1, 2009, 17 Independent National Sales Directors chose this car. What a way to be green!

Five Green Habits

Mary Kay Inc. employees have embarked on a Pink Doing GreenSM effort that incorporates the following five green habits. Why not consider making them part of your own routine? Working together, we can do great green things!

1. Recycle
2. Find pollution solutions
3. Conserve water
4. Be energy efficient
5. Leave no trace

pink doing greenSM

A Full Forest

With the extension of the platinum and pink recycling program through Career Conference 2009, you and your customers recycled enough compacts for Mary Kay Inc. to dedicate an additional 100,000 trees to be planted in the Bitterroot National Forest in Montana and Idaho through a partnership with the Arbor Day Foundation and under the direction of the United States Forest Service. That means a total of 200,000 trees will be donated by Mary Kay Inc. Thank you for faithfully turning in your compacts!



Reflections From Mary Kay

“

Of course, different things motivate each of us. But I firmly believe that the happiest people are not the ones with the most money but the ones who truly enjoy their work. For me, work is a thrill. Even today, I get up at five every morning and start on my list of the ‘six most important things I must do today.’ I love the sense of accomplishment that I feel when that list is completed.

I have often said that I enjoy what I do so much that I would work for nothing!

”

– Mary Kay Ash



Dates to Remember

APRIL 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		

MAY 2009

S	M	T	W	T	F	S
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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:

April 6: Priority Awards Seminar Registration opens.

April 10: Good Friday. All Company and branch offices closed.

April 15: Postmark deadline to earn the first monthly product bonus.

April 16: Summer 2009 Preferred Customer Program online enrollment (monthly and quarterly) for *The Look* and Month 2 mailer begins. Consultant First Look enrollment begins for the Summer 2009 issue of the Preferred Customer Program version of *The Look*, including exclusive samplers. Second monthly product bonus begins. *Beaut-e-News*® e-newsletter begins e-mailing to customers.

April 20: March Career Car qualifier paperwork due to Company.

April 30: Priority Awards Seminar Registration ends.

Next Month:

May 1: Seminar registration opens.

May 8: Spring 2009 Preferred Customer Program mailing of the Month 2 *Beauty That Counts*™ lipsticks mailer begins. (Allow 7-10 business days for delivery.)

May 12: Mary Kay's birthday!

May 15: Last day to enroll online for the Summer 2009 Preferred Customer Program mailing of *The Look*, including exclusive samplers, while supplies last. Postmark deadline to earn second monthly product bonus.

May 16: Third monthly product bonus begins. *Beaut-e-News*® e-newsletter begins e-mailing to customers.

May 18: Satellite Education Event

May 20: April Career Car qualifier paperwork due to Company.

May 25: Memorial Day. All Company and branch offices closed. Postal holiday.

Exciting news about the next Satellite Education Event!

Did you hear about the first Satellite Education Event held at more than 175 movie theaters throughout the United States? If you happened to miss that live broadcast, then here's great news! The next Satellite Education Event, on May 18, will focus on educating your potential team members on the benefits of the Mary Kay opportunity.

This event, shown via satellite from Dallas, features

Independent National Sales Directors, top Independent Sales Directors and Mary Kay staff members sharing powerful stories about their Mary Kay experiences. You will be able to register yourself and *your potential team members* for this unprecedented opportunity.

Registration for the May 18 event begins April 13 and ends May 8. You'll find a complete list of locations

and fees on the Mary Kay InTouch® Web site.

You can register in two easy ways:

- **Mary Kay InTouch® Web site.** Look for a Satellite Education Event button.
 - **Phone.** (800) 347-5562 from 8:30 a.m. to 5 p.m., Monday through Friday, Central time, except holidays.
- Seating is limited, so register early!

Protecting Your Business From Fraud

In recent months, we have received reports from Independent Beauty Consultants who have been contacted via e-mail through the "Contact Me" function on their Mary Kay® Personal Web Sites by individuals attempting to use false or stolen credit cards, business checks, money orders and/or cashier's checks to purchase Mary Kay® products. Many times, the inquiry involves a large order from a stranger that, from a practical perspective, seems too good to be true.

If you received an order inquiry from someone with whom you've never had prior contact, protect your Mary Kay business from potential fraud or scams by practicing caution when any of the following factors exist:

- The person contacting you attempts to submit an order with you via an e-mail sent through the "Contact Me" feature on your Mary Kay® Personal Web Site, rather than simply submitting an order through the shopping feature on your Personal Web Site.
- The person contacting you provides an address that is outside of your ZIP code. (Remember that individuals who don't already have an Independent Beauty Consultant will likely find someone local to them through the ZIP code search function on the Consultant Locator.)
- The e-mail you receive contains multiple misspellings and grammatical errors and/or is written in either all lowercase letters or all uppercase letters.
- The individual who contacts you provides you with a "story" attempting to explain his or her need for a large order. (Examples may include, but are not limited to, explaining that gifts are needed for guests attending a family reunion, for members of a church congregation, children in an orphanage, employees at a company, etc.)
- You are asked by the individual to accept a money order, cashier's check and/or business check that is equal to a sum greater than the value of the product order. Often you will be asked to provide the excess difference in cash to an individual or "shipping agent" who will pick up the order from you or wire the excess funds to the buyer via Western Union or other money transferring services.
- The e-mail you receive indicates that the order is to be sent or used outside the United States or its territories. Remember, as an Independent Beauty Consultant living in the United States, you should never ship or deliver Mary Kay® products outside of the United States and its territories for the purpose of selling to consumers.

In addition to paying close attention to the above described signs of fraud, we always recommend that you take advantage of the suggestions and tools for avoiding credit card charge backs offered to you by ProPay®. Visit the ProPay® Web site at http://www.propay.com/faq/faq_chargebacks.aspx for additional information.

If you believe you are a recipient of a fraudulent order attempt, we strongly recommend that you delete the e-mail without response. After all, if it sounds too good to be true, it probably is!

Should you have any questions, feel free to contact the Mary Kay Legal Support Team at (972) 687-5777 or via e-mail at legalsupport@mkcorp.com.

BizBuilders Bonuses!

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

Total Section 1	Month 2 Bonus*	Bonus Suggested Retail Value**
\$400 sugg. retail/ \$200 wholesale	50% Discount/ Earned Discount Privilege	
\$800 sugg. retail/ \$400 wholesale	1 ea. Mary Kay® Mineral Bronzing Powders in Sandstone and Bronze Diva	\$24
\$1,200 sugg. retail/ \$600 wholesale	1 ea. Mary Kay® Mineral Bronzing Powders in Sandstone and Bronze Diva 5 Limited-Edition Mary Kay® Compact Covers†	\$24
\$1,600 sugg. retail/ \$800 wholesale	1 ea. Mary Kay® Mineral Bronzing Powders in Sandstone and Bronze Diva 5 Limited-Edition Mary Kay® Compact Covers†	\$24
\$2,400 sugg. retail/ \$1,200 wholesale	2 ea. Mary Kay® Mineral Bronzing Powders in Sandstone and Bronze Diva 5 Limited-Edition Mary Kay® Compact Covers† 1 Mary Kay® Lip Protector Sunscreen SPF 15‡	\$55.50
\$3,600 sugg. retail/ \$1,800 wholesale	2 ea. Mary Kay® Mineral Bronzing Powders in Sandstone and Bronze Diva 5 Limited-Edition Mary Kay® Compact Covers† 2 Mary Kay® Lip Protectors Sunscreen SPF 15‡ 1 Mary Kay® SPF 30 Sunscreens‡	\$77
\$4,800 sugg. retail/ \$2,400 wholesale	2 ea. Mary Kay® Mineral Bronzing Powders in Sandstone and Bronze Diva 5 Limited-Edition Mary Kay® Compact Covers† 3 Mary Kay® Lip Protectors Sunscreen SPF 15‡ 2 Mary Kay® SPF 30 Sunscreens‡	\$98.50
\$6,000 sugg. retail/ \$3,000 wholesale	2 ea. Mary Kay® Mineral Bronzing Powders in Sandstone and Bronze Diva 5 Limited-Edition Mary Kay® Compact Covers† 4 Mary Kay® Lip Protectors Sunscreen SPF 15‡ 3 Mary Kay® SPF 30 Sunscreens‡	\$120
\$7,200 sugg. retail/ \$3,600 wholesale	2 ea. Mary Kay® Mineral Bronzing Powders in Sandstone and Bronze Diva 5 Limited-Edition Mary Kay® Compact Covers† 5 Mary Kay® Lip Protectors Sunscreen SPF 15‡ 4 Mary Kay® SPF 30 Sunscreens‡	\$141.50

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 April 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.

†Not intended for resale

**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

Go-Give® Award

Congratulations to the winners for May 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."



Timmi Davis

Ruby
Independent Future Executive Senior Sales Director
Began Mary Kay
December 1981
Sales Director Debut
August 1988
Offspring three first-line
National Sales Director
Go Give Area
Honors Cadillac qualifier; Star Consultant; Sales Director Queen's Court of Personal Sales; eight-times Circle of Achievement; gold medal winner; estimated highest monthly unit retail: \$60,526
Personal Lives in Everett, Wash. Husband, Chuck; daughters: Sarah, Toni; two granddaughters
Favorite Quote "The future belongs to those who believe in the beauty of their dreams."
— Eleanor Roosevelt
Independent Sales Director
Toni Davis Burink of Marysville, Wash., says, "Timmi organized a clothing drive with her unit and other local area Independent Sales Directors in support of two homeless shelters. It was a smashing success!"



Mary White

Sapphire
Independent Future Executive Senior Sales Director
Began Mary Kay
August 1980
Sales Director Debut
January 1989
Offspring three first-line; three second-line
National Sales Director
Go Give Area
Honors Cadillac qualifier; Star Consultant; 14-times Circle of Achievement; gold medal winner; estimated highest monthly unit retail: \$67,858
Personal Lives in Lawton, Mich. Husband, Tom; sons: Tommy, Justin; daughter, Alicia; two granddaughters
Favorite Quote "That which is easy and causes me very little discomfort is rarely of any value."
Independent Future Sales Director Janet Reitz of Portage, Mich., says, "When an Independent Beauty Consultant of one of Mary's offspring Independent Sales Directors suddenly lost her husband, Mary helped her offspring Sales Director and me cook food and serve it to the family at the wake."



Maria Sanchez

Emerald
Independent Executive Senior Sales Director
Began Mary Kay
January 2001
Sales Director Debut
January 2002
Offspring six first-line; one second-line
National Sales Director
Lily Orellana
Honors Cadillac qualifier; Star Consultant; Consultant Queen's Court of Personal Sales; two-times Sales Director Queen's Court of Personal Sales; seven-times Queen's Court of Sharing; six-times Circle of Achievement; four-times Double Star Achievement; two-times Triple Star Achievement; Fabulous 50s; Honors Society; gold medal winner; estimated highest monthly unit retail: \$74,759
Personal Lives in Riverside, Calif. Husband, Ricardo; sons: Ricardo Jr., Emanuel; daughter, Daisy
Favorite Quote "I can do all things through Christ who strengthens me." Philippians 4:13
Independent Senior Sales Director Lourdes Rivas of San Antonio, Texas, says, "Maria held unit meetings for a sister Independent Sales Director while the Sales Director received cancer treatments. Maria has a big heart, and her behavior is beyond reproach."



Tina Wright

Pearl
Independent Senior Sales Director
Began Mary Kay
December 1990
Sales Director Debut
June 1992
Offspring two first-line
National Sales Director
Go Give Area
Honors Cadillac qualifier; Star Consultant; nine-times Circle of Achievement; gold medal winner; estimated highest monthly unit retail: \$88,258
Personal Lives in Pooler, Ga.
Favorite Quote "If you believe it, you can achieve it."
Independent Beauty Consultant Kathy Barefoot of Pooler, Ga., says, "You just can't be in Tina's sphere of influence and continue to be discouraged. She challenged, encouraged and educated me to the point I am on fire and rejuvenated and building my team!"



Mary Kathryn King

Diamond
Independent Senior Sales Director
Began Mary Kay
August 1991
Sales Director Debut
September 2001
Offspring one first-line
National Sales Director
Anita Mallory Garrett-Roe
Honors Cadillac qualifier; Circle of Honor; five-times Consultant Queen's Court of Personal Sales; seven-times Sales Director Queen's Court of Personal Sales; two-times Circle of Achievement; Circle of Excellence; three-times Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$101,752
Personal Lives in Valparaiso, Ind. Husband, Dan; son: Hayden; daughters: Sarah, Lauren
Favorite Quote "All that you send into the lives of others comes back into your own."
— Mary Kay Ash
Independent Sales Director Brenda Seagreaves of Valparaiso, Ind., says, "Mary Kathryn leads her unit by example. She loves her business and has the utmost integrity and respect among her peers. She is a true inspiration to all who cross her path."

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