

MARY KAY

# applause<sup>®</sup>

NOVEMBER 2010



## GIFTABLE HOLIDAY FRAGRANCE

ORGANIZE AN  
OPEN HOUSE

MAKEOVER  
CONTEST  
ENTRIES DUE

PINK DOING  
GREEN<sup>®</sup>

## find it online: check out Mary Kay InTouch®

Log on today to see what's hot. You may find everything you need for your Mary Kay business and more!



### "Get It Free\*" BizBuilders Offers

Formerly in *Applause*®, monthly BizBuilders bonus information is now exclusively online so you can quickly access the complete list of quantities and values. To locate bonus information for Oct. 16 to Nov. 15, click on Products > BizBuilders beginning Oct. 10.



### Your Way to Beautiful™ Makeover Contest

Encourage your customers to enter this fabulous makeover contest by Oct. 31. Go online to get all the details on prizes and entry rules.



### Beauty Consultant Profile Page

Have you created a personal profile for your Mary Kay® Personal Web Site? If not, go to the Mary Kay® Personal Web Site Manager to build your profile and add a photo, giving your customers some unique insight into you. Your profile also will be used for the new Consultant Locator on marykay.com.



### Consumer-Ready Fliers

Now, all the Company-created fliers that you have permission to share with your customers are located in one convenient place! Click on Resources > Company-Approved Fliers to access.



## Mary Kay said it best

*"The Mary Kay organization has been built on the Go-Give® spirit. I sincerely believe that all you send into the lives of others does come back into your own. If you will give of yourself without thought of financial gain, then financial gain will come. Give, give enthusiastically, give willingly and be willing to give beyond that for which you are being paid, and watch the returns come in."*

## november: dates to remember

**1** Public voting begins for the *Your Way to Beautiful™* Makeover Contest. Be sure to vote!

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

Fall/Holiday 2010 Preferred Customer Program<sup>SM</sup> mailing of the Month 2 mailer begins. (Allow 7-10 business days for delivery.)

**8** First day to register for Leadership Conference 2011 in Houston. This year, for the first time, Future Independent Sales Directors and Independent Sales Directors-in-Qualification as of Jan. 1, 2011, can attend and receive a special monetary reward! Go to Mary Kay InTouch® for complete details and guidelines.

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

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

**11** Veterans Day. Postal holiday.

**14** Last day to vote for your favorite makeovers in the *Your Way to Beautiful™* Makeover Contest.

**15** Postmark deadline to earn the second monthly product bonus.

Last day to enroll online for the Winter 2010 Preferred Customer Program<sup>SM</sup> mailing of *The Look*. *The Look* includes a rub-and-release Velocity® fragrance sampler. Plus, there will be an opportunity for your customers to receive a special trial offer of TimeWise® Replenishing Serum+C by responding to an exclusive online offer. Limit of 75,000 samples. Other exclusions apply.

**16** Third monthly product bonus begins.

**20** October Career Car qualifier paperwork due to Company.

**25** Thanksgiving Day. All Company and branch offices closed. Postal holiday.

**26** Company holiday. All Company and branch offices closed.

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

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

**30** Last business day of the month.

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

Online Independent Beauty Consultant Agreements accepted until midnight Central time.



# CELEBRATE HOLIDAY SALES!

Holiday parties and open houses are your hot sources for sales this time of year! Check out tips and ideas inside this issue that can help you boost attendance. Fragrances once again make great gifts, and with the new Mary Kay® Thinking of You™ Eau de Parfum and limited-edition\* men's fragrance items, your customers can find the perfect scent for everyone on their holiday lists. Plus, you can let your customers know you are their one-stop source for expressing "beauty their way" every single day of the year.



## YOUR WAY TO BEAUTIFUL™

[www.marykay.com](http://www.marykay.com) features the new Mary Kay® Thinking of You™ Eau de Parfum giftable fragrance and the many ways your customers can express their own sense of beauty. **Page 3**

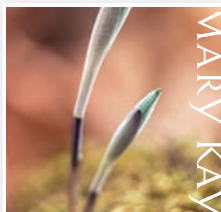


## HOLD AN OPEN HOUSE.

Expert tips and advice can help you make the most of holiday parties and open house events, boosting your year-end sales and building customers for life. **Page 6**

## pink doing green®

Making an effort to do what's best for the environment and to save operating costs benefits the entire Company. Find out more about what makes us green. **Page 16**





# THE THOUGHT COUNTS.

Every woman knows what it is that makes her life complete. The joy of friendship. The power of love. The confidence in knowing that she makes a difference. Introducing a fragrance that captures the emotions that connect us all. At its heart, Mary Kay® **Thinking**

**of You™ Eau de Parfum** is a way to say *I'm thinking of you* when it's least expected, without expecting anything in return. So tell a friend, *I appreciate you*. Celebrate a special event, or better yet, create a new one. Say *thank you* to someone for everything they do. Or reward yourself, just because. There's no time like the present to turn a moment into a memory.



## TURN A MOMENT INTO A MEMORY.

Each element of Mary Kay® **Thinking of You™** Eau de Parfum is designed to capture the emotions and feelings that connect with women.

- The bottle includes a keepsake charm for the recipient to add to her own necklace, bracelet, zipper pull or purse.
- The box opens up with space for the giver to write a personal note of sentiment or gratitude.

**NEW! Mary Kay® Thinking of You™ Eau de Parfum** **\$30**



## LIMITED-EDITION\* BODY LOTION

Just in time for holiday gift-giving, your customer can add the limited-edition\* Mary Kay® **Thinking of You™ Body Lotion** to create the perfect fragrance gift set. This lotion leaves skin feeling moisturized and beautifully complements the eau de parfum for fragrance staying power.

**NEW! Limited-Edition\* Mary Kay® Thinking of You™ Body Lotion** **\$16**

# DISCOVER **your way to beautiful™**

Your customers can visit the new **Your Way to Beautiful™** website to discover how *you* can help them find their own sense of personal beauty.

Women all over the world have many different paths to beauty. But Mary Kay research shows that they are all looking for solutions and guidance to meet their needs. As an Independent Beauty Consultant, you can help your customers find solutions and provide the guidance they desire. It's what you've always done. It's your unique service that differentiates Mary Kay from other companies.

We call this **Beauty Comes to You™ Service**, and it's an essential part of delivering the beauty solutions and guidance your customers need and want on their way to beautiful. Now we want to highlight this great service and value that you offer and are known for.

To show women how you can help, we've created the new *Your Way to Beautiful™* website that embodies the heart and soul of the Mary Kay® brand. This site, located on [www.marykay.com](http://www.marykay.com) and your **Mary Kay®**

#### Personal Web Site:

- Embraces the Mary Kay heritage.
- Showcases the service advantages of Independent Beauty Consultants.
- Connects emotionally with women.

## CHARACTERISTICS THAT CONNECT

Within the website, consumers can connect with elements of their lives that are easy to identify:

- Independent Me
- Confident Me
- Natural Me
- Thoughtful Me

Each one of these sections includes beauty tips, an engaging poll and a makeup look that embodies the characteristics. Women who visit these sections will discover how they can play up the beauty associated with each.

The site also includes more information about starting a Mary Kay business and connects to your Mary Kay® Personal Web Site where your customers can shop with you.



## GIVING COUNTS.

The **Thoughtful Me** section of the website launches the new Mary Kay® **Thinking of You™ Eau de Parfum** and shows how a woman can use the scent to share her love of giving with others. This section includes a behind-the-scenes fragrance video, a promotional video, a corresponding color look and more.

Your customers also can share a virtual Thinking of You™ message when they access this section. A special Message in a Bottle application allows them to send a **personalized, interactive message** to anyone by e-mail. They simply type in the message to the recipient, who will receive the animated message. A Facebook link helps you share this tool with everyone you know. Plus, *you* can send a Thinking of You™ MKeCard® to your customers.



## CONNECT WITH CUSTOMERS.

Consider these simple tips to highlight the Beauty Comes to You Service you offer:

- **Visit** [www.marykay.com](http://www.marykay.com) to see what your customers will be viewing. Why not pick a beauty mood, take the polls and watch the videos to understand what your customers will see online?
- **Share** the content with your customers. For example, you could send the information included on the Confident Me page to your customers by saying something like, "You always radiate confidence. I thought of you first when I saw this fun information on [www.marykay.com](http://www.marykay.com)." Then link them to the Confident Me page where they can take polls and watch a video.
- **Get ideas.** Use the Confident Me, Natural Me and Thoughtful Me beauty moods as ideas for skin care parties. At a *Confident Me* party, you could focus on eye color looks that give your hostess and her guests confidence to look others in the eye. Or at an *Independent Me* party, you could focus on lip looks that give your hostess and her guests the independence to say what they want.
- **Use** the polls at parties to get them started in a fun, interactive way.



## WHAT BEAUTY MEANS

Mary Kay believes that beauty is more than just the way a woman looks – it's also an expression of **how she feels**. From the characteristics that make her **unique and unforgettable** to the way **she touches the lives of those around her** to the **products she uses** to enhance her natural beauty. A Mary Kay Independent Beauty Consultant is there to guide every woman in her desire to find ways to express her own sense of beauty. Because no one understands better that all **women are beautiful both inside and out**.



# HER FAVORITE THINGS

From complex fine fragrances to everyday, lighter scents, you can find the perfect Mary Kay® fragrance for every woman on your holiday gift list!



**Mary Kay® Thinking of You™ Eau de Parfum**  
Each element of Mary Kay® Thinking of You™ Eau de Parfum is designed to capture the emotions and feelings that connect with women. **\$30**

**Bella Belara® Eau de Parfum**  
More than a fragrance, it's a beautiful feeling. This exuberant floral fruity fragrance captivates immediately.  
**\$34**

**Velocity® Eau de Parfum**  
Created for the young and young at heart, this euphoric fruity floral will turn your world upside down.  
**\$28**

**Belara® Eau de Parfum**  
Perfectly balanced, this sheer fragrance fits every woman striving for balance in her life.  
**\$34**

**Journey® Eau de Parfum**  
Life's an adventure with this light, translucent fragrance that's perfect for the dynamic, active woman.  
**\$36**



## SIMPLY "SCENTSATIONAL"!

Perfect for a wide range of fragrance preferences, these Mary Kay® Eau de Toilette sprays offer casual, everyday options at a super value.

**Only \$25 each!**

Mary Kay® Eau de Toilette in **Forever Orchid™**  
Mary Kay® Eau de Toilette in **Exotic Passionfruit™**  
Mary Kay® Eau de Toilette in **Warm Amber™**  
Mary Kay® Eau de Toilette in **Simply Cotton™**

All product prices are suggested retail.

# MAKE HIM MERRY!

Give him the gift of great scents, making him feel extra special this season!



It's fragrance, body wash and shampoo for men all in one! New limited-edition\* Mary Kay® Body and Hair Shampoo in **MK High Intensity™** and **Domain®** offer budget-friendly gift options, and they complement the coordinating colognes for great gift sets.

**Limited-Edition\* Mary Kay® Body and Hair Shampoo, \$18 each**

\*Available while supplies last



**MK High Intensity™ Cologne Spray, \$38**  
**Velocity® for Him Cologne, \$28**  
**Tribute® for Men Spray Cologne, \$25**  
**Domain® Cologne Spray, \$34**

All product prices are suggested retail.



# BE YOUR CUSTOMERS' ONE-STOP SHOP.

## An **Open House Party** Can Make for **Jolly Holiday Sales.**

The holiday season can be one of the busiest times of year for you and your customers. Shops are packed, lines are long, and time and money are at a premium. But with a little planning, the holiday season also can be one of the most productive and lucrative times of the year for your Mary Kay business.

A holiday preview or holiday open house party held in a cheerful yet relaxing environment can be your customers' best, stress-free shopping experience as they choose the perfect gifts – from regular-line favorites to limited-edition must-haves – for family and friends. Prepare for a successful holiday season and give your customers the personalized service that will keep them coming back to you again and again!



### MAKE IT **SPECIAL.**

**Independent Sales Director MaryBeth White** of Oshkosh, Wis., is locally renowned for her holiday preview parties. "I hold my holiday preview party in September and send out invitations a few weeks prior using printed invitations as well as e-mail invitations through the Beaute-vite® online party-planning tool," says MaryBeth. "What's key is to follow up the day before or the morning of the open house."

At the open house, MaryBeth keeps her holiday product display draped to help build excitement, then she unveils it in front of her guests. "I then let them put together a wish list or a list of gift ideas," MaryBeth shares.

"I offer my customers free delivery and gift wrapping," says MaryBeth. "I feel that offering these types of service helps maximize the moment, making the most of the time I spend with my customers. It also makes an impression in their minds that I, an Independent

Beauty Consultant, am a gift resource – that I have gifts for him, for her and for teens!"

### FULL-CIRCLE **SUCCESS**

In addition, MaryBeth offers a special incentive that can lead to bookings. Customers who purchase at least \$40 in suggested retail products, along with receiving the Preferred Customer Program<sup>SM</sup> gift with purchase, also receive a \$10 credit to be used toward products purchased during a *New Year, New You* skin care party. MaryBeth follows up with these customers in December to book the party in January.

For customers who are unable to attend the holiday preview party, MaryBeth follows up to schedule dates and times for personalized previews. And she offers customers hostess credit when the customers bring along their friends. "I tell my customers that hostess credit can help them build a new holiday look," she shares.

In addition, MaryBeth and her unit work together to hold holiday open house parties during unit meetings in October, November and the first week of December. "We really work together," MaryBeth says, "so that we're helping each other and minimizing the workload."







## WRAP IT UP.

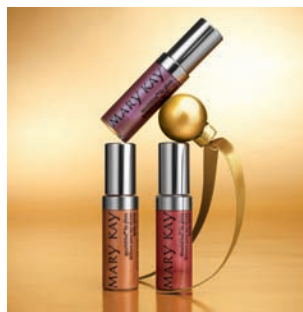
**Independent Sales Director Idy Lanier** of Medway, Mass., kicks off her holiday open house party the first Saturday of November. "My customers have come to expect it at that time and plan their holiday shopping around it," she says. "The first stop after customers sign in is the kitchen. I make a home-made soup my customers love. I have mulled cider as well as coffee and tea going all day. They love walking around looking at the gifts while sipping their soup. You can't do that in a

department store!"

Idy creates gift sets at different price ranges and in multiples of three. "Customers are hesitant to buy if they feel they're buying the last of any set," she says. With help from the local craft store, Idy takes inexpensive baskets and bare wood containers and spray paints them in different finishes to create elegant pieces for presentation and gift-giving.

"For skin care sets, I use clear wrap and finish them with a ribbon and topper that goes with the season. This way, I can easily swap out ribbons and toppers for Valentine's Day, birthdays or other special occasions," Idy shares. She also offers each customer her choice of a handmade gift tag for each gift, adding that extra-special touch.

"At my open house party, fragrances are demonstrated in a separate room, in case a guest arrives who has sensitivities," Idy says. She also uses a tip she picked up at Seminar by demonstrating fragrances spritzed on cotton balls placed in spice bottles or clear jars (that can be readily purchased at craft stores or kitchen centers). Alongside the fragrance demonstrators, Idy also keeps containers with fresh whole coffee beans to help neutralize the sense of smell between sampling.



## MORE OPEN HOUSE TIPS FROM IDY LANIER

1. **Send out postcard invitations** on brightly colored card stock about three to four weeks ahead.
2. **Start wrapping gifts in** different price ranges (a few each day).
3. **Start phoning your loyal customers** and personally invite them to your open house.
4. **Set the stage.**



**Get vertical!** Lift creates visual interest in any display. Everything from boxes in a variety of sizes to a bowl turned upside down and draped in cloth napkins can do the trick.

- Products displayed outside of their packaging box create a fuller look.
  - Keep packaging as neutral as possible so that you can tweak it for various occasions without rewrapping.
  - Have product testers, such as the Satin Hands® Pampering Set, clearly marked with stickers.
  - Place suggested retail prices on the back or bottom of gifts.
  - Have music softly playing in the background, along with a simple spread of light refreshments for your guests to enjoy. Create a soothing, relaxed and elegant atmosphere.
5. **Remember to follow up with customers** who were unable to attend and invite them to attend a private viewing of the holiday collection.

- Greet each guest enthusiastically in appreciation of her being there!
- Hang up her coat while she signs the guest book. This can give you a list for follow-up and lets you know who was unable to attend.
- Have your checkout area ready with everything you need to complete the sale:
  - ◆ Receipt book or laptop
  - ◆ Calculator
  - ◆ Pens
  - ◆ Shopping bags, gift bags and tissue
  - ◆ Preferred Customer Program<sup>SM</sup> gifts with purchase or other gifts you may be offering.

## SPECIAL OFFER: CUSTOMER DELIVERY SERVICE WITH \$5 SHIPPING!

Just in time for holiday gift-giving, **all active Independent Beauty Consultants** with a ProPay® account can ship customer gift orders directly through the Customer Delivery Service for \$5 shipping! This offer is available **from Oct. 1 – Dec. 15 only** and includes a **limited-time \$5 flat shipping fee!** By allowing the Company to ship orders directly to your customers and their gift recipients, you can save the time and cost of delivering or shipping those products yourself while still providing the ultimate gift service. **And now, a personalized gift message can be included with each order!**

The Customer Delivery Service option is available for orders submitted on your Mary Kay® Personal Web Site or created from a sales ticket on the Mary Kay InTouch® website. Go to InTouch® for complete details!

## AT YOUR FINGERTIPS

Consider these tools, available at your fingertips on Mary Kay InTouch®, to help you ring in sales this holiday season:

- MKeCards®
- Beaut-e-News®
- Beaute-vite® online party-planning tool
- Holiday open house tips from fall/holiday *Pink Link*® DVD – featuring Independent Executive Senior Sales Director Krystal Walker
- Holiday open house party flier
- Hostess program (found under Education). A great reference for holiday party ideas – from covering all price points and creating holiday gift sets to offering services like gift wrapping and much more!
- The Silver Wings Scholar Program<sup>SM</sup> section on "Professional Sales" to help guide you in booking, holding classes and more!

# Recognition

## Congratulations to the winners for July 2010

### Top NSDs Year-to-Date

Pictured here are the top 10 NSDs Year-to-Date.



Barbara Sunden Gloria Mayfield Banks Karen Piro Kathy Helou Jan Harris Karlee Isenhardt Carol Anton Darlene Berggren Cheryl Warfield Gloria Castaño

### On-Target Inner/Diamond/Gold Circle

Independent National Sales Directors become members of the Gold Circle when they earn \$125,000 or more; members of the prestigious Diamond Circle when they earn \$200,000 or more; and a member of the exclusive Inner Circle when they earn \$325,000 or more in "NSD commissions" during the Seminar contest period. (NSD commissions are comprised of commissions earned on the wholesale production of first-, second-, and third-line offspring units; Top 10 fourth-line and beyond; Elite Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for July 2010, NSD bonuses for Star Consultants and NSD commissions earned on all foreign countries for June 2010.) These "NSD commissions" are used to determine NSD ranking for a Seminar year. Congratulations to the following NSDs who are considered on-target from July 1 through July 31, 2010.

#### On-Target for \$1,000,000

##### Inner Circle

Barbara Sunden.....\$87,292.54

#### On-Target for \$400,000 Inner Circle

Gloria Mayfield Banks.....\$35,881.05  
Karen Piro.....35,559.70  
Kathy Helou.....34,930.36

#### On-Target for \$350,000 Inner Circle

Jan Harris.....\$32,476.08  
Karlee Isenhardt.....32,018.83  
Carol Anton.....30,755.12  
Darlene Berggren.....30,530.77  
Cheryl Warfield.....29,433.89

#### On-Target for \$325,000 Inner Circle

Gloria Castaño.....\$28,495.47  
Lisa Madson.....27,262.98

#### On-Target for \$250,000 Diamond Circle

Anita Mallory Garrett-Roe.....\$24,889.49  
Mary Diem.....24,344.63  
Pat Danforth.....23,826.02  
Kerry Buskirk.....23,113.77  
Jana Cox.....23,087.64  
Julianne Nagle.....22,544.49  
Sandy Miller.....22,374.59  
Lupita Ceballos.....21,616.30  
Nancy Bonner.....21,497.87

#### On-Target for \$200,000 Diamond Circle

Cindy Fox.....\$20,792.93  
Dacia Wiegandt.....20,127.69  
Sherry Giancristoforo.....18,806.78  
Stacy James.....18,639.58  
Linda Toupin.....18,052.49  
Pamela Fortenberry-Slate.....17,290.33  
Sue Kirkpatrick.....16,904.44  
Debi Moore.....16,816.95

#### On-Target for \$150,000 Gold Circle

Halina Rygiel.....\$16,455.40  
Patricia Rodriguez-Turker.....15,945.36  
SuzAnne Brothers.....15,823.12  
Kimberly Copeland.....15,613.37

Magdalena Nevarez.....15,557.66  
Cindy Williams.....15,280.55  
Sonia Páez.....15,256.77  
Jodie McCoy.....15,001.03  
Shirley Oppenheimer.....14,920.47  
Pamela Waldrop Shaw.....14,595.09  
Mary Estupifian-Martel.....13,796.79  
Lily Orellana.....13,756.85  
Jackie Swank.....13,657.62  
Diane Underwood.....13,436.39  
Wanda Dalby.....12,883.67  
Patricia Lane.....12,881.11  
Ronnie D'Esposito Klein.....12,524.81

#### On-Target for \$125,000 Gold Circle

Ada Garcia-Herrera.....\$12,426.98  
Jamie Cruse-Vrinos.....11,864.76  
Lisa Allison.....11,680.00  
Shannon Andrews.....11,545.59  
Kay Elvrum.....11,358.93  
Consuelo Prieto.....11,169.83  
Lynne Holliday.....10,975.94  
Connie Kittson.....10,937.94  
Scarlett Walker-Simpson.....10,868.33  
Anita Tripp Brewton.....10,802.11  
Mona Butters.....10,707.23  
Anabell Rocha.....10,528.27  
Julie Krebsbach.....10,525.63  
Dalene Hartshorn.....10,448.84

### Monthly Commissions and Bonuses

Listed are NSD commissions above \$10,000 earned in July by Independent National Sales Directors as defined above **plus** the following which do not count toward NSD ranking: Sales Director commissions, Personal Team commissions and NSD contest bonuses. Cars, prizes, etc., are **not** included in these amounts.

#### Emerald



Kathy Helou

1. Kathy Helou\*.....\$48,591  
2. Gloria Mayfield Banks\*\*.....45,024  
3. Kerry Buskirk\*.....30,689  
4. Dacia Wiegandt.....29,341  
5. Cindy Fox\*.....24,321  
6. Lily Orellana.....23,903  
7. Debi R. Moore\*.....21,355  
8. Sherry Giancristoforo\*\*.....20,811  
9. SuzAnne Brothers\*.....20,056  
10. Kay E. Elvrum.....18,615  
11. Consuelo R. Prieto.....17,533  
12. Jamie Cruse-Vrinos.....16,726  
13. Janet Tade\*.....16,107  
14. Mona Butters.....15,540  
15. Yvonne S. Lemmon.....14,336  
16. Pamela Tull.....13,929  
17. Morayma Rosas.....12,613  
18. Crist Ann Millard.....12,475  
19. Joanne R. Bertalan\*.....12,429  
20. Crisette M. Ellis.....12,287  
21. Miriam Gómez-Rivas.....12,077  
22. Cathy Bill\*.....11,461  
23. Kathy Rodgers-Smith.....10,519  
24. Cathy Phillips.....10,344

#### Pearl



Darlene Berggren

1. Darlene Berggren\*\*.....\$37,800  
2. Cheryl Warfield\*\*.....36,132  
3. Jan Harris\*\*.....34,236  
4. Sandy Miller\*.....32,397  
5. Pamela Waldrop Shaw.....25,443  
6. Stacy I. James\*.....25,236  
7. Nancy Bonner\*.....24,268  
8. Cindy A. Williams.....24,093  
9. Lisa Allison\*.....17,015  
10. Halina Rygiel\*.....17,012  
11. Julie Krebsbach.....16,839  
12. Mary C. Estupifian-Martel\*.....16,021  
13. Anita Tripp Brewton\*.....15,539  
14. Jackie Swank\*.....15,473  
15. Glinda McGuire.....14,734  
16. Pat Campbell.....14,164  
17. Anabell Rocha.....13,470  
18. Linda Kirkbride.....13,396  
19. Jane Studrawa.....13,076  
20. Jeanie Martin.....12,853  
21. Elizabeth Fitzpatrick\*.....12,609  
22. Holli Lowe.....11,763  
23. Wilda DeKerlegand\*.....11,503  
24. Lise T. Clark\*.....11,339  
25. Monique Todd Balboa.....11,100  
26. Maureen S. Ledda\*.....11,007  
27. Judy Brack.....10,798  
28. Maureen Myers.....10,394

#### Diamond



Barbara Sunden

1. Barbara Sunden\*\*\*.....\$127,081  
2. Anita Mallory Garrett-Roe\*\*.....70,576  
3. Lisa Madson.....42,418  
4. Gloria Castaño\*\*.....31,327  
5. Mary Diem\*.....29,763  
6. Linda C. Toupin.....26,934  
7. Sonia Páez.....26,011  
8. Diane Underwood.....19,769  
9. Patricia Rodriguez-Turker\*\*.....19,384  
10. Connie A. Kittson.....17,448  
11. Ada Garcia-Herrera.....16,947  
12. Jo Anne Cunningham.....15,581  
13. Dalene Hartshorn.....14,881  
14. Joyce Z. Grady.....14,841  
15. Maria Monarrez.....13,442  
16. Evelinda Diaz\*.....11,401

#### Ruby



Carol Anton

1. Carol Anton\*\*.....\$37,915  
2. Pat Danforth\*.....36,883  
3. Karlee Isenhardt\*\*.....36,109  
4. Kimberly R. Copeland.....22,413  
5. Shirley Oppenheimer\*.....21,382  
6. Sue Kirkpatrick\*.....21,292  
7. Pamela A. Fortenberry-Slate\*.....19,383  
8. Lynne G. Holliday.....17,120  
9. Ronnie D'Esposito Klein\*.....17,016  
10. Cyndee Gress.....16,392  
11. Janis Z. Moon.....15,179  
12. Patricia Lane.....14,837  
13. Pam Ross\*.....14,373  
14. Rebecca Evans\*.....14,370  
15. Wanda Dalby\*\*.....13,675  
16. Scarlett S. Walker-Simpson\*.....13,096  
17. Kate DeBlander.....12,500  
18. Judy Kawiecki.....12,154  
19. Kelly McCarroll.....11,303  
20. Vicki Jo Auth.....11,200  
21. Bea Millslagle.....11,102  
22. Jeanne Rowland\*.....10,889  
23. Toni A. McElroy.....10,568  
24. Gena Rae Gass.....10,394  
25. Michelle L. Sudeth\*.....10,071

#### Sapphire



Karen Piro

1. Karen Piro\*\*.....\$51,116  
2. Jana Cox\*.....29,112  
3. Lupita Ceballos\*\*.....27,452  
4. Julianne Nagle\*.....25,076  
5. Tammy Crayk.....19,741  
6. Jodie McCoy\*.....18,993  
7. Magdalena Nevarez\*.....18,770  
8. Shannon C. Andrews\*.....17,504  
9. Pam Klickna-Powell.....14,904  
10. Dawn A. Dunn.....14,514  
11. Valerie J. Bagnol\*.....13,049  
12. Lorraine B. Newton.....12,593  
13. Alla L. Head.....12,550  
14. Sandy Valerio.....12,469  
15. Maribel Barajas.....12,237  
16. Davanne D. Moul\*.....12,141  
17. Pam I. Higgs.....11,859  
18. Jan L. Thefford.....11,440  
19. Nancy A. Moser.....11,413  
20. Paola Ramirez.....10,773  
21. Sharon L. Buck.....10,115

\* Denotes Senior NSD

\*\* Denotes Execu live NSD

\*\*\* Denotes Elite Execu live NSD



# Recognition

## Commission Circle

Independent Sales Directors who earned the top 100 commissions and bonuses in each Seminar area in July 2010. Names in **bold print** are those who earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission.

### Emerald

Auri Hatheway	.....\$12,285.97
Christie I. Ehiobu	.....12,066.95
Candy Jackson	.....10,767.95
Pam Kelly	.....10,268.69
Paula Kelsch	.....9,424.75
Jo M. Cotton	.....9,213.22
Evalina Chavez	.....8,392.13
Christine A. Denton	.....7,862.07
Kimbi L. Bartik	.....7,806.86
Connie Marie Ackroyd	.....7,775.50
Yolanda Lopez	.....7,523.62
Kathy P. Oliveira	.....7,488.13
Trisha Taylor	.....7,397.70
Tanya Olivia King	.....7,262.67
Nancy A. Berlin	.....7,239.88
Penny R. Walker	.....6,946.14
Victoria Momah	.....6,911.85
Maria Sanchez Ramirez	.....6,617.43
Antonia Miranda	.....6,605.14
Renita Griswell Peele	.....6,278.16
Linda Bradley	.....6,167.20
Brendaliz Cajigas	.....6,154.75
Michele Martella Armes	.....6,127.29
Traci L. Smith	.....6,071.28
Connie S. Miller	.....5,979.06
Lynn F. Hucksels	.....5,974.56
Maria Estela Mondragon	.....5,939.37
Hollie R. Sherrick	.....5,931.96
Helen Jakpor	.....5,886.41
Anne Sullivan	.....5,800.58
Gail Patton Menefee	.....5,749.61
Susie J. Serio	.....5,690.54
Haydee Guzman	.....5,634.48
Natalie M. Oliverio-Ziehm	.....5,568.94
Maritza Lanuza	.....5,567.00
Nancy Boucher	.....5,563.73
Leanne Parrino	.....5,554.24
Carol M. Fulton	.....5,506.57
Susan Houser	.....5,467.46
Grace Hull	.....5,437.23
Stacy D. Foust	.....5,433.39
Barbara Pleet	.....5,409.37
Stacy S. Gilson	.....5,408.33
Maria Sanchez	.....5,386.94
Ann Shears	.....5,385.09
Cheryl L. Foster	.....5,384.47
Linda J. Modic	.....5,355.19
Vicki Hunter	.....5,296.89
Shawna D. Schneider	.....5,159.80
Denise G. Kucharsky	.....5,140.71
Sheri Farrar-Meyer	.....5,128.29
Sonya C. D'Herde	.....5,110.34
Laura A. Armstrong	.....5,062.67
Mary Brandenburg	.....5,035.23
Michelle M. Martinez	.....5,024.26
Karen E. Riddle	.....4,996.32
Pamela Rowe Krzmarzick	.....4,993.33
An E. Segovia	.....4,939.99
Onunene Patience Eberso	.....4,873.94
Jackie L. Root	.....4,848.00
Joanna Murguia	.....4,844.29
Roxie Soto	.....4,837.78
Rose Campbell	.....4,820.31
Debbie L. Bower	.....4,814.06
Ayobami Olanrewaju Olusa	.....4,809.15
Sue Uibel	.....4,746.78
Janet Lee Ellis	.....4,741.70
Stacy M. Houy	.....4,703.49
Caren Crosby Fields	.....4,700.91
Vicki Powell	.....4,699.74
Rita Jean Barthel	.....4,650.81
Julie A. Griffin	.....4,645.62
Kay Dickerson	.....4,540.99
Tennifer Spriggs	.....4,502.14
Jessica C. Colby	.....4,458.99
Martha Cuevas	.....4,410.29
Pattie A. Robinson	.....4,405.63
Robin S. Moody	.....4,402.59
Lisa A. Hawkins	.....4,393.55
Jeannine R. DeVore Harris	.....4,381.33
Rhonda Kambetitz	.....4,374.47
Brenda D. Elliott	.....4,366.53
Sheila J. McCune	.....4,362.64
Karen A. Jorgenson	.....4,348.21

Olayinka K. Adegbayi	.....4,292.73
Cathy Apicello-Schneithorst	.....4,290.46
Annette D. Oxley	.....4,266.09
Jennifer A. Enloe	.....4,264.15
Jordan Helou Eicher	.....4,263.70
Rubi Amateco-Nava Vazquez	.....4,260.94
Keiko M. Nakao	.....4,230.98
Rebecca C. Allen	.....4,218.64
Hope S. Pratt	.....4,196.85
Jeanette E. Beichle	.....4,192.57
Dana Dean Cornalino	.....4,170.74
Elaine K. Williams	.....4,146.16
Cheri Pearce	.....4,132.33
Gloria E. Sandoval	.....4,126.53
Taylor L. Moore-Fehring	.....4,120.43
Nancy Jean Leroy	.....4,094.85

### Pearl

Kim McClure	.....\$10,517.25
Nadine Bowers	.....9,957.28
Kristin Myers	.....9,881.81
Amie N. Gamboian	.....9,586.76
Jeanie K. Navkal	.....8,490.54
Amelie B. Kemogne	.....8,285.52
Leah Michelle Lauchlan	.....8,185.45
Susan M. Hohlman	.....8,000.05
Diane M. Detesco	.....7,855.15
Cindy Machado-Flippen	.....7,504.66
Brenda Stafford	.....7,278.71
Patty Webster	.....7,218.84
Julia Sander Burnett	.....7,073.57
Amy Kemp	.....7,056.70
Dorothy D. Boyd	.....6,978.64
Betsy C. Richard	.....6,817.83
Susie Kopacz	.....6,802.68
Sara Ruth Pennella	.....6,794.17
Katherine Mirkes Ward	.....6,755.33
Lisa Olivares	.....6,722.22
Evelyn Pirhalla	.....6,671.81
Mia J. Mason Taylor	.....6,644.08
Sandra Giraldo Kirchhoff	.....6,632.73
Holly L. Ennis	.....6,581.55
Cathy A. Barnhart	.....6,421.57
Janice Baxter Hull	.....6,346.18
Tracey L. Chavez	.....6,332.69
Shelley Eldridge	.....6,301.83
Sandra Tatzert	.....6,292.83
Stacey Craft	.....6,273.16
Andrea Lee Converse	.....6,177.90
Kathy Lee	.....6,111.76
Michele Salisbury Rankin	.....6,075.89
Julie Holmberg	.....6,069.94
Brittany Marie Kaps	.....6,047.04
Richelle V. Barnes	.....5,965.47
Vicki Piccirilli	.....5,938.78
Anne Geertsen	.....5,921.27
Ruthie Bresette-Mount	.....5,914.55
Rebecca Milligan	.....5,825.87
Stephani Prides	.....5,688.91
Christina Lynn Frantz	.....5,671.04
Gloria Heyaime	.....5,615.35
Darlene Rutledge	.....5,553.95
Denise E. Crosby	.....5,538.61
Shari M. Kirschner	.....5,525.00
Shanna H. Jones	.....5,473.03
Marlye Durrer	.....5,410.60
Tammarie M. Bradford	.....5,402.55
Nicole J. Canamare	.....5,356.22
Tracy Foltz	.....5,328.29
Christina Marie Frank	.....5,317.53
Donna Stephano	.....5,278.06
Blythe Jolee Egbert	.....5,242.43
April Landrum-Johns	.....5,225.72
R. Sue Miller	.....5,224.93
Angela P. LaFrance	.....5,179.37
Lucia Fernandez	.....5,120.00
Aide G. Martinez Charre	.....5,021.88
Evelyn Hill	.....4,968.07
Angel B. Toler	.....4,968.03
Maribel Olivares	.....4,942.37
Susan K. Janish	.....4,930.63
Tammy Brown	.....4,918.29
Pat Ringnald	.....4,908.05
Sandra M. Munguia	.....4,876.33

Peggy Matish	.....4,875.45
Sharon S. Levan	.....4,863.54
Tina M. Wright-Dees	.....4,837.14
Cindy S. Koenig	.....4,781.94
Kenna L. Ervin	.....4,697.76
Shauna Lynn Abbotts	.....4,675.01
Kelly Denton	.....4,668.04
Roya M. Mattis	.....4,663.94
Patti Cornell	.....4,658.61
Christi G. Campbell	.....4,652.24
Roxanne Sconza	.....4,646.36
Harriett Sharpe	.....4,645.75
Judi Tapella	.....4,626.98
Amy Kirell	.....4,616.51
Penny J. Jackson	.....4,594.59
Nadine H. Huckabee	.....4,586.50
Stanley	.....4,586.50
Sylvia Limon Martinez	.....4,562.77
Maria de Jesus Rames	.....4,552.16
Carrie V. Eddings-Foster	.....4,505.84
Jo Shuler	.....4,505.73
Barb S. Yopst	.....4,490.28
Lynn K. Henry	.....4,467.12
Victoria A. Pierle	.....4,455.43
Hazel White	.....4,454.48
Tammy A. Valava	.....4,453.34
Mary C. Zimmerman	.....4,377.89
Eleanor Elizabeth Mikiewicz	.....4,308.80
Irene K. Foster	.....4,303.49
Karla E. McCormick	.....4,295.86
Debbie A. Thomas	.....4,285.03
Kijuna R. McKinnie	.....4,231.48
Alicia Gwilliam	.....4,229.44
Rosa Zepeda	.....4,217.42
Delores E. Black	.....4,216.22

### Diamond

Dayana Polanco	.....\$12,227.00
LaRonda L. Daigle	.....10,927.10
Ana X. Solis	.....9,276.96
Evitelia Valdez-Cruz	.....9,044.56
Vivian Diaz	.....8,978.17
Amy Allgood	.....8,916.01
Emily Sims	.....8,521.35
Marsha Morrisette	.....8,520.06
Maricarmen Gonzalez	.....8,249.37
Mary Strauss	.....8,209.07
Kristin Jenae Rogers	.....8,142.89
Priscilla McPeeters	.....8,128.34
Delmi Cristina Santos	.....8,113.18
Elvia Cordova	.....7,990.99
Susan K. Carlson	.....7,569.97
Melinda M. Balling	.....7,556.03
Marni McKenna	.....7,544.96
Hendricks	.....7,544.96
Karime Rosas	.....7,517.81
Pat A. Nuzzi	.....7,501.48
Sandy Lasso	.....7,474.57
Sheryl Peterson	.....7,438.83
Betty Symons	.....7,402.72
Donna K. Smith	.....7,268.09
Nicki R. Hill	.....7,265.64
Geri Anne Morris	.....7,220.81
Meyra Esparza	.....7,164.21
Susan M. McCoy	.....7,034.67
Jill Neal	.....7,006.68
Rose Rodriguez-Capone	.....6,964.42
Linda T. Catiglia	.....6,911.79
Mariann Biase Mason	.....6,909.57
Noemi C. James	.....6,790.08
Lila DeWeber	.....6,787.12
Blanca E. Arroyo	.....6,776.81
Ramona Moreno	.....6,704.96
Tawniya Kempkes	.....6,556.25
Terri J. Beckstead	.....6,482.50
Maria Flores	.....6,412.06
Meg Booker Steward	.....6,401.42
Heldi Geolzer	.....6,362.79
Lisa Rada	.....6,247.81
Stephanie A. Richter	.....6,243.56
Heather M. Julson	.....6,242.69
Mary Beissel	.....6,235.47
Pamella Stinnett	.....6,207.30
Maria Janet Koo	.....6,194.01
Mary Kathryn King	.....6,188.89

Elvi S. Lamping	.....6,123.96
Bisola Gbadamosi	.....6,122.44
Linda J. Wicks	.....6,105.35
Julie Schlundt	.....6,097.90
Sonia Suyapa Bonilla	.....6,095.03
Lisa A. Stengel	.....6,052.42
Amanda Blair Stokes	.....6,046.54
Andrea Shields	.....5,948.08
Norma Lee Shaver	.....5,900.12
Lisa Peterson	.....5,876.60
Nancy Rodriguez	.....5,873.48
Donna J. Saguto	.....5,847.54
Yosaira Sanchez	.....5,814.18
Ana Carolina Alvarez	.....5,778.19
Carolyn Thompson	.....5,745.29
Janita Gudino	.....5,737.40
Patty Gutierrez	.....5,719.13
Cindy Wallace	.....5,685.83
Betty McKendry	.....5,624.16
Lesley A. Bodine	.....5,605.55
Cecilia C. James	.....5,581.95
Nellie R. Anderson	.....5,581.13
Konie Slipy-Justus	.....5,560.93
Julie Danskin	.....5,539.14
Gayle Lenarz Kolsrud	.....5,514.80
Leticia Vargas	.....5,460.15
Petie L. Huffman	.....5,427.91
Lisa A. Raupp	.....5,409.37
Jill D. Davis	.....5,374.73
Nancy Fox Castro	.....5,326.33
Pat Joos	.....5,309.86
Sheralynn Arnold	.....5,293.10
Diane L. Mentiply	.....5,242.75
Suzanne T. Young	.....5,230.17
Rhonda Jean Taylor	.....5,211.09
Patricia Carr	.....5,196.55
Barbara E. Roehrig	.....5,184.88
Maria Siguenza	.....5,182.85
Kim C. Meyers	.....5,178.15
Janet S. Chapman	.....5,165.17
Brenda K. Howell	.....5,157.59
Lupita Castillo	.....5,137.94
LaChelle M. Seleski	.....5,130.35
Jenny Simonsma	.....5,123.68
Silvia Sanchez	.....5,108.61
Stephanie Audino	.....5,082.69
Heriberto Castro Orozco	.....5,058.53
Jo Latham	.....5,049.91
Mary Jacobson	.....5,046.31
Alicia Kingrey-Lokai	.....5,039.36
Melissa R. Hennings	.....5,023.26
Sandy Griffith	.....5,019.58
April Ann Townsend	.....4,958.86

### Ruby

Thessy Nwachukwu	.....\$9,910.67
Sonya F. Goins	.....8,098.28
Mary Sharon Howell	.....7,839.98
Phuong L. White	.....7,834.79
Gloria Dominguez	.....7,779.60
Laura A. Kattenbraker	.....7,495.29
Mary Alice Dell	.....7,329.94
Diane Covington	.....7,173.65
Rosanne Pluchino	.....7,001.02
Terry Thole	.....6,979.38
Lisa Anne Harmon	.....6,967.91
Amber L. Faulk	.....6,947.15
Kimberley Victor	.....6,855.05
Michele Semper	.....6,790.82
Eva E. Berber	.....6,492.40
Sherrie L. Clemons	.....6,474.76
Oye A. Onuoha	.....6,406.24
Suzanne Moeller	.....6,402.98
Liz Whitehouse	.....6,387.04
Michelle M. Visco	.....6,285.84
Inez M. Thayer	.....6,209.02
Connie A. Brinker	.....6,189.48
Sherly K. Goins	.....6,180.51
Judy Lund	.....6,173.93
Somer Ballard Carter	.....6,160.54
Rachel Nichole Hovis	.....6,115.09
Carmen Nunez de Valencia	.....6,110.14
Melissa Kaye Kopec	.....6,078.74
Patti Maxwell	.....6,044.56
Shelia D. Evans	.....5,950.18

Donna Clark-Driscoll	.....5,949.26
Breda M. Teal	.....5,925.42
Juliet Igboanusi	.....5,907.81
Krystal D. Downey-Shada	.....5,888.08
Heather A. Verity	.....5,866.62
Krystal K. Walker	.....5,797.06
Consuelo Z. Tinajero	.....5,795.21
Lisa V. Bauer	.....5,767.94
Marnie R. Yunger	.....5,765.56
Candace Lyn Chambers	.....5,727.97
Suzanne P. Wallace	.....5,727.63
Jeanette M. Thompson	.....5,713.73
Peggy Young	.....5,698.19
Rhonda L. Barnett	.....5,608.42
Corrin Cresci	.....5,594.87
Edith Ngozi Okafor	.....5,530.62
Ekene S. Okafor	.....5,525.31
Candace Laurel Carlson	.....5,523.22
Amber Nicole Payne	.....5,500.29
Kaye Driggers	.....5,474.14
Wanda Metzger	.....5,469.49
Stella Smith-Pius	.....5,451.91
Janet M. Gammill	.....5,448.55
Johnnie M. Robertson	.....5,430.57
Crystal Huskins Carper	.....5,410.06
Brenda Fenner	.....5,408.99
Cissy E. Warren	.....5,394.31
Brandy E. Richwine	.....5,381.77
Gina M. Gildone	.....5,348.30
Kathy Brennan	.....5,319.23
Natalie Marie Paparella	.....5,311.14
Karen Cole	.....5,259.47
Rose Mary Noel	.....5,189.78
Bonnie Brannan	.....5,170.11
Lisa A. DeLucia	.....5,097.90
Cindy P. Markowski	.....5,091.38
Erin Lynch	.....5,008.64
Jenni C. DeJacimo	.....5,002.65
Augusta C. Onyenemere	.....5,001.35
Jan Martino	.....4,976.59
Karen E. Gardner	.....4,960.08
Kali DeBlander Brigham	.....4,949.46
Natalie A. Rivas	.....4,937.03
Allison L. Carter	.....4,912.28
Tiffany Brooke Stout	.....4,896.15
Judie Roman	.....4,878.31
Deborah S. Bailly	.....4,875.58
Jan Stone	.....4,844.44
Terry S. Smith	.....4,814.78
Robin R. Tucker	.....4,798.17
Esther M. Maston	.....4,709.78
Debbie A. Nezat	.....4,704.77
Gail Bauer	.....4,690.41
Daisy Aniebonam	.....4,673.97
Debbie A. Elbrecht	.....4,660.83
Christy M. Cox	.....4,660.25
Ingrid Elke Smith	.....4,640.89
Gina Beekley	.....4,620.58
Margaret H. Gormly	.....4,617.55
Jacqueline N. Alford	.....4,607.85
Helen Naomi Godswill	.....4,527.12
Jennifer Jean McNulty	.....4,506.08
Charlyn C. Eschette	.....4,505.13
Jan Maloney	.....4,490.90
Marcella B. Stewart	.....4,479.43
Kathleen C. Savorgnan	.....4,478.38
Deborah J. O'Leary	.....4,444.72
Nancy N. Danley	.....4,422.31
Debbie A. Hocott	.....4,381.33
Patty L. Bojan	.....4,380.62

### Sapphire

Tammy Romage	.....\$11,290.18
Lisa Mundy	.....9,950.88
Alison Jurek	.....8,709.45
Joanna Helton	.....8,069.21
Linda Klein	.....8,0

# 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 July 2010.

### Top National Sales Directors — Commissions and Bonuses



**Kathy Helou**  
\$48,591  
Emerald



**Darlene Berggren**  
\$37,800  
Pearl



**Barbara Sunden**  
\$127,081  
Diamond



**Carol Anton**  
\$37,915  
Ruby



**Karen Piro**  
\$51,116  
Sapphire

### Top Unit — Estimated Retail Production

EMERALD — Auri Hatheway, <i>D. Wiegandt Area</i> .....	\$58,032
PEARL — Amie Gamboian, <i>S. James Area</i> .....	\$73,421
DIAMOND — Dayana Polanco, <i>S. Páez Area</i> .....	\$70,705
RUBY — Sonya Goins, <i>P. Danforth Area</i> .....	\$53,449
SAPPHIRE — Tammy Romage, <i>Go Give Area</i> .....	\$69,842

### Top Sales Director — Personal Sales

EMERALD — Ann Williamson, <i>P. Cheek Area</i> .....	\$9,579
PEARL — Heather Pratt, <i>Go Give Area</i> .....	\$7,904
DIAMOND — Ava Roberts, <i>Go Give Area</i> .....	\$13,422
RUBY — Janette Copeland, <i>Go Give Area</i> .....	\$15,263
SAPPHIRE — Brenda Robinson, <i>K. Piro Area</i> .....	\$14,749

### Top Beauty Consultant — Personal Sales

EMERALD — Yuko Yasuma, M. Brandenburgh Unit, <i>Go Give Area</i> .....	\$14,539
PEARL — Amanda Caldwell, C. Frank Unit, <i>P. Waldrop Shaw Area</i> .....	\$10,820
DIAMOND — Maria Capzaca, M. Calle Unit, <i>E. Díaz Area</i> .....	\$14,253
RUBY — Linda Black-Kurek, L. Whitehouse Unit, <i>S. Kirkpatrick Area</i> .....	\$12,330
SAPPHIRE — Jacqueline Chase, M. Silva Unit, <i>Go Give Area</i> .....	\$13,953

### Top Team Builder

EMERALD — Jennifer Mackey, S. Serio Unit, <i>K. Rodgers-Smith Area</i> .....	9 New Team Members
PEARL — June Munro, D. Loga-Lemberger Unit, <i>S. James Area</i> .....	9 New Team Members
DIAMOND — Leah Obermark, R. Monzyk Unit, <i>Go Give Area</i> .....	15 New Team Members
RUBY — Amanda Hernandez, M. Hernandez Unit, <i>R. Evans Area</i> .....	21 New Team Members
SAPPHIRE — Freddie Gibson, L. Newton Unit, <i>L. Newton Area</i> .....	10 New Team Members

## Top Unit Builders

Independent Sales Directors with 20 or more new unit members for July 2010.

### Emerald

Christine A. Denton.....	31 New Unit Members
Renita Griswell Peele.....	25 New Unit Members
Penny R. Walker.....	21 New Unit Members
Candy Jackson.....	20 New Unit Members

Ana Susana Romero.....	21 New Unit Members
Vivian Diaz.....	20 New Unit Members
Ana X. Solis.....	20 New Unit Members

### Sapphire

Tabitha A. Hallums.....	22 New Unit Members
Angela D. LaFerry.....	21 New Unit Members

### Diamond

Reyna Colmenares.....	28 New Unit Members
Dayana Polanco.....	27 New Unit Members

### Ruby

Maria R. Hernandez.....	25 New Unit Members
Marcella B. Stewart.....	24 New Unit Members
Consuelo Z. Tinajero.....	23 New Unit Members

## New NSD Debuts

New Independent National Sales Directors Debut July 1, 2010



**Jeanie Martin**  
National Sales Director  
Pearl Seminar



**Alma Orrostieta**  
National Sales Director  
Pearl Seminar

## Meet Your NSDs

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

**APPLAUSE®** magazine is published in recognition of and as information for members of Mary Kay Inc.'s independent contractor sales organization, Independent National Sales Directors (“National Sales Directors”), Independent Sales Directors (“Sales Directors”) and Independent Beauty Consultants (“Consultants”) in the United States, Puerto Rico, U.S. Virgin Islands and Guam by Mary Kay Inc., Dallas, Texas ©2010 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association. *Applause, Beaut-e-News, Beauty Blotters, Belara, Bella Belara, Break the Silence, Compact Pro, Day Radiance, Domain, Enriching Women's Lives, Exotic Passionfruit, Eyesicles, Go-Give, Indulge, Inspiring Beauty Through Caring, Journey, Mary Kay, Mary Kay InTouch, Mary Kay Tribute, Miracle Set, MK, MKConnections, MKeCards, MKMen, NouriShine, Pink Doing Green, Pronewal, Satin Hands & Body, Satin Lips, Satin Smoothie, Simply Cotton, Smart Start, Targeted-Action, TimeWise, Tribute, Velocity and Visible-Action* are registered trademarks; *Forever Orchid, Mint Bliss, MK High Intensity, Satin Body, Thinking of You, TimeWise Body, Ultimate Mascara, Ultimate Miracle Set, Warm Amber and Your Way to Beautiful* are trademarks; and *Consultant First Look, MK Rewards, Pink Changing Lives, Preferred Customer Program, The Mary Kay Foundation and The Silver Wings Scholar Program* are service marks of Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, [www.marykay.com](http://www.marykay.com).

**YOUR INDEPENDENT CONTRACTOR STATUS:** As an independent contractor, you are not an employee nor an agent of Mary Kay Inc. Throughout *Applause®* magazine, you will receive guidance, suggestions and ideas regarding your Mary Kay business, yet you have the freedom to choose your own hours and the business methods that work best for you. The Company retains no right of control over you, except those terms of your Independent Beauty Consultant, Independent Sales Director and/or Independent National Sales Director Agreement(s) with the Company. You, in turn, have no power or authority to incur any debt, obligation or liability, or to make any representation or contract on behalf of the Company.



# BUILD COLOR SALES

With the *Your Way to Beautiful™* Makeover Contest,  
**You and Your Customers Can Win!**

**It's a great booking tool.** It's a great way to help women feel beautiful. It's a great way to show the services you can provide as an Independent Beauty Consultant.

**How does it work?** When you schedule a complimentary color appointment, you can invite your customer to enter the *Your Way to Beautiful™* Makeover Contest. You'll want to help her take "before-and-after" photos. Then all she needs to do is go to [www.marykay.com](http://www.marykay.com) or your **Mary Kay® Personal Web Site**. She can link to the contest site to upload her makeover pictures, complete the entry form and share when / how she finds her way to feeling beautiful and what she appreciates most about you – her Independent Beauty Consultant!

After the contest entry period, all makeovers entered will be voted on by the public. So your customer will want to encourage her friends and family to vote for her makeover to become one of the top 250 finalists based on votes. From the finalists, a Mary Kay panel of qualified judges will select the grand-prize winners.

**Three grand-prize winners will receive their very own dream vacations (approximate retail value of \$4,000 each)!**

**The Independent Beauty Consultants of the three grand-prize winners will receive \$2,000 prizes to help them make over their home offices!**

Plus, you get the opportunity to show the personalized beauty service that only an Independent Beauty Consultant can provide. Helping a customer find a new look or enter the contest is a great way to build a relationship and show that you recognize and understand her unique beauty needs.

**Visit the Mary Kay InTouch® website for contest details**, a complete list of prizes and complete official rules! Your customers won't want to miss this contest, but encourage them to hurry! Entries are accepted Sept. 1 through Oct. 31, 2010!

**NO PURCHASE NECESSARY.** Void where prohibited. Open only to female residents of the U.S. and the District of Columbia who are 18 or older. Employees, directors and officers of Mary Kay Inc., Independent Beauty Consultants, professional and/or semiprofessional models, any individual who has made over U.S. \$5,000 modeling in any calendar year in the past five years or models under contract are not eligible to enter. **Limit one (1) entry per person.** Limit one finalist and overall prize per person. Subject to complete official rules at [www.mkmakeovercontest.com](http://www.mkmakeovercontest.com).

## SERVICE BEFORE SALES EQUALS SUCCESS



Remember Allison, the grand-prize winner of the *Find Your Pretty Place™* contest last spring? She praised the service of her **Independent Beauty Consultant, Kelly Kosh** of Norton, Mass., so we talked to Kelly to find out more. "Customer service is my passion," Kelly says. "As women, every day it seems the bar is higher. We give it all we've got on a daily basis to each priority in our lives. It

feels good to be recognized and genuinely cared about by a person who is providing a service." It's no surprise that someone so understanding would cite empathy as a key to strong customer relationships. "Empathy is the single greatest gift we can share with each other – taking that moment to put yourself in another person's shoes," Kelly explains. "As a customer, my loyalty to a brand is based on the experience I have with the representative I call to ask for help."

Kelly then makes sure to provide the kind of service she'd want to receive

herself. She shares, "My career in customer service and corporate partnership relations has reinforced the extreme importance of active listening – interaction with the customer where you do less talking and more listening while restating the customer's needs. The goal is to tie that listening back to a solution for that customer once they've finished sharing. Then after the conversation is finished, ensuring expedient follow-up with order delivery and confirming that she is satisfied with the order are priorities."

To make sure customers feel comfortable, Kelly says, "I employ a passive approach to everyone I support. I reach out to ask how a customer is doing and engage in a conversation with her. Inevitably, Mary Kay is always mentioned by that customer, which provides an opportunity for me to share what's new, review what's working for her and offer additional solutions to new needs she may have. The bottom line is that service before sales equals success. I watch my **Independent Sales Director, Paula Raneri**, do it every day, and I am in awe of her dedication."

# pink doing green®



“ I feel very strongly that we must do everything in our power to save our planet or our grandchildren will not have a place to live. Let me emphasize that Mary Kay is an environmental leader because we strongly feel it is the right thing to do. ”

– Mary Kay Ash

## HOW MARY KAY IS HELPING

### MANUFACTURING/ PACKAGING MILESTONES

The Manufacturing facility in Dallas recycles a number of materials and continually looks for new ways to reduce its waste stream.

- In 2009, Manufacturing recycled about 453,600 pounds of plastic and Styrofoam. That's 47 dump trucks of materials that did NOT go into a landfill!
- In 2009, 463,700 pounds of recycled cardboard from Manufacturing helped save the equivalent of nine acres of forest.
- Approximately 13 tons of alcohol waste from fragrances and toners is recovered and recycled off-site each year. The recovered alcohol then becomes a fuel additive.
- Boilers and chillers at Manufacturing have been updated to reduce water and energy usage. Mary Kay's own water pretreatment facility processes approximately 32,000 gallons of water per day.
- U.S. distribution centers ship orders using packing materials made from renewable corn and potato starch (biopeanuts), which are 100 percent biodegradable.
- Many Mary Kay® product inserts are made with a minimum of 20 percent recycled content paper.
- Mary Kay uses some proceeds from recycling efforts to purchase gloves for Manufacturing employees and to purchase stretch wrap, both made from recycled material, closing the loop on reuse.



Mary Kay Inc. President and CEO David Holl (second from left) plants a tree in the Mary Kay Ash Grove along with Dallas City Council members.

### ENERGY FOCUSED

Energy savings have focused on the heat and air systems, lighting and individual energy use.

- Across all Dallas-area facilities, electricity use is down approximately 21 percent overall in two years. That's enough to power 1,200 American homes per year!
- Revised overhead lighting in all Dallas facilities has dropped electricity use in some areas by up to 75 percent.
- In our data centers, energy efficiencies plus more temperature-tolerant servers led to the data center's first-ever drop in energy consumption.
- Fans placed in product loading areas have reduced HVAC demand.
- Cargo quilts now cover 100 percent of the shipments from the U.S. warehouse (ASRS) to the four remote U.S. branches plus a large percentage of container shipments to the major subsidiaries outside of North America, reducing our supply chain carbon footprint in 2009 by 13 percent in the U.S. and 29 percent internationally. The quilts protect product from temperature extremes and replace the former, less efficient temperature-controlled shipping containers.

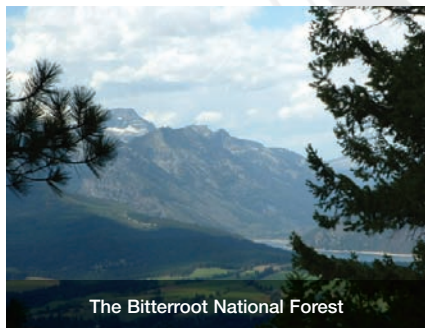


Mary Kay's **Pink Doing Green®** initiative gained momentum in 2009, and even more "green" projects are underway. Existing and planned projects include recycling as much as possible and increasing our efficiency so we use fewer resources. And by engaging independent sales force members and employees, Mary Kay extends its influence and impact throughout the worldwide community. Here's a recap of our most recent efforts and programs.

## WHAT YOU CAN DO!

As members of the independent sales force, you are vital in our green efforts.

- In 2008 and 2009, independent sales force members recycled more than 300,000 outdated Mary Kay® compacts in an environmentally responsible way.
- In honor of the recycled compacts, Mary Kay Inc. planted 200,000 trees in the Bitterroot National Forest in Idaho and Montana under the guidance of the U.S. Forest Service.



The Bitterroot National Forest



Nature Explore Classroom



- Thanks to your support, Mary Kay Inc. and The Mary Kay Foundation<sup>SM</sup> have built Nature Explore Classrooms at several domestic violence shelters to provide sustainable outdoor educational facilities for children.

Finding even more ways to be green is a continuous effort. Thank you for helping us as we strive to find ways to be even more sustainable and green!



## CAPS AND CASES RECYCLING PROGRAM

We're collecting used flip-top caps and color refill cases at all Company special events and Mary Kay branch locations. Just look for the recycling bins! And new to this recycling initiative: You'll also have the option to mail in your flip-top caps and color refill cases if you don't make it to an event or don't live near a branch location. Plus, for every 10 flip-top caps



and/or refill cases received by Mary Kay Inc. through December 2011, one tree will be planted in the United States in partnership with the Arbor Day Foundation and the U.S. Forest Service – up to 100,000 trees! For a full list of eligible packaging and the mailing address, please visit the Mary Kay® InTouch website.



# a class act

Being onstage is something **Independent Beauty Consultant Michele McConnell** is used to and loves. She appears six days a week as a cast member for the longest-running Broadway show in history – Andrew Lloyd Webber’s *The Phantom of the Opera*. But when she walked across stage at Seminar 2010 as a member of the Queen’s Court of Personal Sales, it was a different experience.

“The **privilege** of walking onstage at Seminar was so **inspiring** and motivating. **This business truly is for everyone!**”



Michele in costume at *The Phantom of the Opera* in New York.  
Photo by Andrew Nelson



## MUSICAL DREAM COME TRUE

Michele always dreamed of performing in *The Phantom of the Opera*, which has been on Broadway for 22 years with more than 9,000 performances. That dream came true for this professional singer and actress in February 2010, when she received the long-awaited call from the show's casting director. "I've had such a wonderful musical career, but despite all those successes, what I truly wanted was a part in the iconic *Phantom*," Michele, who first auditioned for the show in 1998, says.

Michele studied music and acting in college, and some of her professional credits include touring with Robert Goulet in *Camelot*; the New York Gilbert and Sullivan Players; Dicapo Opera; *Beauty and the Beast* in Montreal and Las Vegas; numerous cruise ship venues which have taken her to 115 countries; and many more. Michele met her husband, Duane McDevitt, while performing with the Indianapolis Opera Company. "I played a nun, and he played a soldier in a production of the opera *Tosca*," Michele recalls. "The rest was history." Duane has his own illustrious musical career, and he and Michele have performed together on many occasions.

Now, cast as the understudy to the *Phantom's* Carlotta character and as Carlotta's confidante, Michele appears onstage at Broadway's Majestic Theatre in New York City, doing eight shows in six days. It's a grueling schedule that requires intense focus and dedication. "Every show requires you to be in the moment at all times because the audience deserves to have your very best," Michele shares. "Mediocrity is not an option."

## MARY KAY FITS IN

A long-time consumer of Mary Kay® products, Michele first started using Mary Kay® products when she went in pursuit of the perfect eye makeup remover to remove her heavy stage makeup. After trying several brands, a colleague suggested she try Mary Kay® Oil-Free Eye Makeup Remover. "Of course, it was the best I'd ever used, and over time, I began using many products in the line," Michele says.

While appearing with the New York Gilbert and Sullivan Players, Michele met **Independent Sales Director Heide Janshon** of New Port Richey, Fla. Also a professional singer, Heide began telling Michele about the advantages of being an Independent Beauty Consultant. "She kept saying no, but I kept telling her she could do this business alongside her acting career," says Heide, who works her own Mary Kay business while balancing the demands of her singing career and her young family.

So in early 2009, Michele decided she, too, could use some extra money to make ends meet between acting engagements. "The Mary Kay opportunity was staring me in the face, and I decided to try it," Michele says. "The true appeal was the flexibility. I went into it thinking I could work it when I had time. What I discovered is that I love my Mary Kay business, and I want to do it at the very best level that I can."

## SUCCESS HAPPENS

As Michele began connecting with positive Mary Kay women, she discovered a part of her that had been lost. "As an auditioning actress, you put yourself through intense scrutiny and subjective thinking by show directors," Michele shares. "It can be an emotional roller coaster. Once I started connecting with Mary Kay women, I began to celebrate small successes again, and I found that it helped bring the joy that had been partially missing back into my life. Even if I had a slow selling week, I had friendships and encouragement to keep me going. And from that, I was able to walk back into those auditioning rooms with a much more positive attitude."

To her surprise, Michele's Mary Kay business began growing quickly. Her customers include acting colleagues, guests from parties, women she meets in New York City and referrals. "This city isn't the most conducive to warm chattering, so I try to establish personal relationships first," Michele, who certainly is adept at handling rejection, says. But she's found that her excitement for the products and sincere attitude help establish trust immediately.

Michele also has great success with product samplers. She carries them everywhere and keeps an entire "sampler facial" on hand in a small bag that she can offer to potential customers at any moment. And once they try, they are more likely to buy! Michele also makes the most of every minute. She's known to offer color consultations and facials between shows, and she can make an occasional sale during 30-second costume changes.

But she doesn't stop with just that quick sale. "I always follow up with my customers, because my reorders really are the 'meat and potatoes' of my business," she shares.

## MARY KAY APPLAUSE

Michele's hard worked paid off at Seminar 2010 in a big way. She reached the Queen's Court of Personal Sales

and appeared onstage in a new role – this time as a Mary Kay achiever who made her Mary Kay dreams come true!

Michele is happy to have her Mary Kay business as her "second act." As she says, "*Phantom* won't be there for me forever, but my Mary Kay business certainly will."



## HERE ARE SOME OF MICHELE'S TOP TIPS TO CONSIDER:

- Carry a "facial" in samplers with you at all times
- Put everyone on your Preferred Customer Program™ mailing list.
- Send an MKeCard® or small gift for every customer's birthday – never miss one!
- Make the best use of your cell phone, making calls when you have 10-minute breaks.
- Listen to Mary Kay® educational CDs during your commutes to learn from Independent Sales Directors
- Go to your unit meetings.
- Stay positive

## STAGE CALL

Michele once made a Mary Kay® product sale during an actual performance of *The Phantom of the Opera*. "During a scene with background chatter, one of my cast mates said my eyelashes looked amazing. I told her I was wearing two coats of Mary Kay® Ultimate Mascara™. She asked to purchase some immediately!"

# go-give® award

Congratulations to the winners for November 2010

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

If you know an Independent Sales Director who has displayed the Go-Give® spirit, why not nominate her for the monthly Go-Give® Award? The Go-Give® Award nomination form is available on the Mary Kay InTouch® website under "Recognition."



## **Karen Tocquigny**

### **Emerald**

Independent Sales Director

**Began Mary Kay** April 1990

**Sales Director Debut** May 1992

**National Sales Director**  
Go Give Area

**Honors** Premier Club qualifier; Star Consultant; Sales Director Queen's Court of Personal Sales; two-times Circle of Achievement; gold medal winner; estimated highest monthly unit retail: \$64,506

**Personal** Lives in Castle Rock, Colo. Husband, George; son, Bryce; daughter, Angela

**Favorite Quote** "God made you magnificent; make the most of it!" – Mary Kay Ash

**Independent Beauty Consultant Rachel Denning of Englewood, Colo.**, says, "After another unit member had neck surgery and when an ankle injury prevented me from walking, Karen made sure we could attend Career Conference comfortably and confidently in spite of our injuries. She even pushed me around in a wheelchair."



## **Kathy Ahlwardt**

### **Pearl**

Independent Sales Director

**Began Mary Kay** May 1992

**Sales Director Debut**  
November 1994

**National Sales Director**  
Go Give Area

**Honors** Cadillac qualifier; Circle of Honor; two-times Consultant Queen's Court of Personal Sales; three-times Sales Director Queen's Court of Personal Sales; seven-times Circle of Achievement; three-times Double Star Achievement; estimated highest monthly unit retail: \$65,217

**Personal** Lives in Fishers, Ind. Husband, El; son, Ryan; daughter, Heather

**Favorite Quote** "Delight yourself in the LORD, and He will give you the desires of your heart."  
– Psalm 37:4

**Independent Beauty Consultant Laura McCollum of Carmel, Ind.**, says, "Kathy eagerly welcomes adoptees to all meetings and events. She helps us in achieving our goals by never enabling a poor attitude or negative thinking. I wouldn't be where I am today without her."



## **Sandy Werner**

### **Diamond**

Independent Senior Sales Director

**Began Mary Kay**  
September 1990

**Sales Director Debut**  
March 1994

**Offspring** two first-line

**National Sales Director**  
Connie Kittson

**Honors** Premier Club qualifier; Circle of Honor; 13-times Sales Director Queen's Court of Personal Sales; four-times Circle of Achievement; four-times Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$50,724

**Personal** Lives in Hermiston, Ore. Husband, Ralph; son, Rod; daughters: Sheri, Michelle, Brenda, Tracy, Amy; 11 grandchildren

**Favorite Quote** "Trust in the LORD with all your heart and lean not on your own understanding; in all your ways acknowledge Him, and He will make your paths straight."  
– Proverbs 3:5-6

**Independent Beauty Consultant Michelle Sawyer of Hermiston, Ore.**, says, "Sandy reaches out to women. She encouraged me, a domestic violence and cancer survivor, to develop a positive attitude, to become a better mother and to make becoming a consistent Star Consultant my goal."



## **Deborah Merriwether**

### **Ruby**

Independent Senior Sales Director

**Began Mary Kay** May 1983

**Sales Director Debut**  
September 1984

**Offspring** one first-line;  
one second-line

**National Sales Director**  
Pat Danforth

**Honors** Premier Club qualifier; Star Consultant; Circle of Achievement; gold medal winner; estimated highest monthly unit retail: \$47,103

**Personal** Lives in East Saint Louis, Ill. Husband, Robert; son, Omar; daughter, Eboni

**Favorite Quote** "Only as high as I reach can I grow, only as far as I seek can I go, only as deep as I look can I see, only as much as I dream can I be." – Karen Ravn

**Independent Sales Director Alicia Thome of Terre Haute, Ind.**, says, "Deborah's unit rented a bus for a trip to a fall retreat in Myrtle Beach and invited me to go. I had never met her or her wonderful husband before, but they treated me like family the moment I stepped on to the bus."



## **Lisa Winton**

### **Sapphire**

Independent Sales Director

**Began Mary Kay** June 2008

**Sales Director Debut**  
March 2009

**National Sales Director**  
Davanne Moul

**Honors** Cadillac qualifier; Star Consultant; Sales Director Queen's Court of Personal Sales; Queen's Court of Sharing; Double Star Achievement; Fabulous 50s; Dean's List; estimated highest monthly unit retail: \$48,459

**Personal** Lives in May, Texas Husband, Ken; son, Cliff; daughters: Mia, Abby

**Favorite Quote** "If one more woman today realizes just how wonderful she is, it will be a good day!" – Mary Kay Ash

**Independent Beauty Consultant Susan Smith of Brownwood, Texas**, says, "Lisa is a true leader and a huge giver. She constantly encourages us to do our best and takes us shopping for a special gift when we achieve our goals."



# GIVE FROM THE HEART.

MARY KAY

Don't you just love that warm feeling you get when you give someone something special? Share the perfect gift and turn a moment into a memory.

**NEW!** Mary Kay®  
Thinking of You™  
Eau de Parfum

**\$30**



GIFT BOX OPENED



LAYER THIS FRESH NEW  
**FRAGRANCE WITH A LOTION.**

**\$16** NEW! Limited-Edition\* Mary Kay®  
Thinking of You™ Body Lotion  
\*Available while supplies last



GIFT BOX CLOSED

## UNIQUE GIFT BOX!

The gift-ready box opens to reveal a space for you to write a special note inside. And a keepsake charm is attached to the bottle to add to her favorite charm bracelet, necklace, zipper pull or purse.

All product prices are suggested retail.

# TAKE A LOOK

**The Look eCatalog is now a powerful, interactive selling tool that you can share with your customers in entirely new ways:**

- E-mail the full catalog or a page with a personalized virtual sticky note.
- Share on your Facebook wall, Twitter, LinkedIn and Bebo.
- Invite customers to create a "wish list" and book a party to earn free products.
- Watch videos to learn more about Mary Kay® products.
- Zoom in to view details.

Available on [www.marykay.com](http://www.marykay.com) and on your Mary Kay® Personal Web Site, you can use *The Look* eCatalog to connect with your customers like never before – and they can share it with their friends. Check it out today!



## MKeCard® To Use

An MKeCard® promoting *The Look* eCatalog is available to send to customers, linking them to the latest issue.



EMBEDDED  
VIDEOS

VIRTUAL  
STICKY NOTE