

MARY KAY

applause®

NOVEMBER 2011



Merry
&
Bright

Holiday Gifts and a **New Year to Celebrate!**

LEADERSHIP 2012:

You Can Be There – Learn How!

PINK CHANGING LIVESSM:

See the Good You've Helped Us Do!

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!



WHAT'S NEW

Go to **Product Central** to learn the latest on when and what's to come regarding the new skin care and color products.



DIGITAL ZONE

The **Digital Zone** is your one-stop shop to learn how to use social media to market your Mary Kay business. Check out the most recent Company-approved tweets and Facebook posts you can use to promote products, special offers and more.



LEADERSHIP

CONFERENCE 2012

Learn all about the Future Independent Sales Director Challenge, parties and recognition that await you at *Pass It On!* Leadership Conference 2012.



PARTY CENTRAL

Planning your holiday party is easier this year with **Party Central**. Great tools await you – from easy-to-use Beaute-vites® to place mats and tip sheets, supply checklists and more!

november: dates to remember



Mary Kay said it best

Thanksgiving is always a very special time for me. This is a time when we stop to pause from our busy lives and reflect on the many blessings that God has bestowed upon us. One of the richest blessings we have today is wonderful people like you who God has chosen to guide our way. I couldn't let Thanksgiving go by without sending my own special wishes to you. May you and your family have the most blessed and peaceful Thanksgiving you have ever known.

1 Fall/Holiday 2011 Preferred Customer ProgramSM mailing of the Month 2 mailer begins. (Allow 7-10 business days for delivery.)

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

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

8

New Independent Sales Director Education begins for Independent Sales Directors who debuted Aug. 1, Sept. 1 and Oct. 1.

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

Last day to enroll online for the Winter
2011 Preferred Customer ProgramSM mailing
of *The Look*, including exclusive samplers,
while supplies last.

15

24 Thanksgiving Day. All Company and
branch offices closed. Postal holiday.

Company holiday. All Company and
branch offices closed.

25

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

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

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.

NOTES

Sales Director Early Offer begins
Nov. 19.

INSIDE THIS ISSUE



SCENT-SATIONAL

Whether it's a bold or beautiful scent you prefer, the Mary Kay® fragrance collection offers something for everyone.

2

pass
it on!
leadership | 12

LEADERSHIP 2012 –

ATLANTA Get ready to have fun, be inspired and learn from the pros on how to reach your Mary Kay potential.

16



19

PINK CHANGING LIVESSM

See how the Company is giving back to communities and changing the lives of women and children everywhere.

LET HER FEEL

bold, beautiful,

Women love fragrance! For a delightful gift, help her choose from a sheer floral scent to a rich, creamy, floral one. The Mary Kay® fragrance collection offers a fragrance for everyone!



THINKING OF YOU® EAU DE **PARFUM**

Featuring floral notes accented with succulent fruits and warm, comforting vanilla and woody notes, this joyful fragrance is made perfectly for a feminine feeling. **\$30**



Make this warm fragrance a sweet surprise gift set with limited-edition* **Thinking of You® Body Lotion, \$16.**

BELLA BELARA® EAU DE **PARFUM**

Ideal for any woman who loves feeling beautiful, this floral fruity fragrance is captivating. The senses are treated to the perfect medley of apricot and red nectarine. At its heart, it hints of dew-covered rose petals and Moroccan jasmine with the lingering scent of creamy blond woods and cool moss. **\$34**



JOURNEY® EAU DE **PARFUM**

Designed for the adventure-loving woman, this translucent fragrance features a sheer blend of white floral notes. Refreshing top notes like ice mint, watercress and water lily are layered above wild freesia, apricot and beachwood accents. **\$36**



BELARA® EAU DE **PARFUM**

Perfectly balanced, this sheer fragrance fits the woman who does it all. Top notes of San Joaquin fig, wild bilberry and opal lotus flower are accented by wild southern Indian tuberose, milky sandalwood and cotton. **\$34**



VELOCITY® EAU DE **PARFUM**

Created for the young and young at heart, this euphoric fruity floral is invigorating with notes of banana flower, Clementine and balsa wood tree blossom. **\$28**

feminine.



NEW!
LIMITED-EDITION*
MARY KAY® MINIATURE
FRAGRANCE COLLECTION

Good things really do come in small packages. The limited-edition* Mary Kay® Miniature Fragrance Collection includes a .17 fl. oz. miniature replica of each Mary Kay® Eau de Parfum (Journey®, Bella Belara®, Belara®, Velocity® and Thinking of You®) packaged in an attractive vintage-looking keepsake box. This set is perfect for any fragrance lover, and it's a great value for just **\$32**.

*Available while supplies last



EAU DE TOILETTE FRAGRANCE GIFT SETS

Indulge your every mood with Mary Kay® Eau de Toilette fragrances or make it a gift set by adding a coordinating body lotion, shower gel or sugar scrub.



\$25
each

\$15
each

color refresh

WHAT TO LOOK FOR IN DECEMBER!

What's better than a favorite shade of lip gloss? A *new* favorite shade – one that we're sure you and your customers will find in the selection of new **Mary Kay® NouriShine Plus™ Lip Gloss** coming this December! New shades and an improved formula make this popular Mary Kay® lip gloss better than ever. What's more, all-new **Mary Kay® Lip Liners** and **Mary Kay® Eyeliners** will debut at the same time.

These product updates will allow you to provide new shades and improved formulas to your customers. Read on to learn more about the colorful future to come!



MARY KAY® NOURISHINE PLUS™ LIP GLOSS

Mary Kay® NouriShine Plus™ Lip Gloss is loaded with good-for-you moisture and serious shine. It smooths, protects and conditions lips with an antioxidant- and mineral-enriched formula. Of course, all 14 of the nourishing, superlight, long-lasting shades still fit perfectly into the Mary Kay® Compact!

\$14 suggested retail



NEW
pink parfait

MARY KAY® LIP LINER

Lips will love the new formula of Mary Kay® Lip Liner! It is a velvety, moisturizing formula that is chock full of age-fighting ingredients that nourish and help protect lips while preventing feathering and bleeding for a perfectly polished look. The nine shades are in tune with today's cosmetics trends! Designed to match a woman's natural lip tone (that's like the skin tone of her lips), these shades can create any makeup look from natural to classic to dramatic!

\$12 suggested retail



NEW
soft blush

MARY KAY® EYELINER

Do your customers want an ultra-creamy eyeliner with long wear (over 8 hours)? Then they'll want to try the seven shades and new formula of the new Mary Kay® Eyeliner. The formula is fade-resistant with intense color. It's also water-proof, smudgeproof and helps lashes appear thicker.

\$12 suggested retail

NEW bronze



(Shaper in cap included)

MAKING ROOM FOR WHAT'S NEW

As a reminder, the following Section 2 items moved to the discontinued section of the Sept. 16, 2011, Consultant order form. The following Section 1 items have moved to the discontinued section of the Dec. 16, 2011, Consultant order form.

- All shades of NouriShine® Lip Gloss and Section 2 samplers

- All shades of Mary Kay® Lip Liner and Section 2 samplers
- All shades of Mary Kay® Eyeliner and Section 2 samplers

WHAT: Exciting updates to the Mary Kay® NouriShine® Lip Gloss, lip liner and eyeliner products. This December, NouriShine® Lip Gloss and Mary Kay® Eyeliner and Mary Kay® Lip Liner will be updated with new on-trend shades and new skin-loving formulas.

WHY: These shade and formula updates provide you with products for your customers that are on-trend and offer skin care benefits too! (Please note that due to formula improvements, the suggested retail prices of these products have increased.)

WHEN: These new products will be available as part of the Dec. 16, 2011, Consultant order form.

WHAT CAN I DO? Let customers know that they need to act quickly to purchase their favorites now! Then get ready to invest in new inventory once the new products are available!

keeping skin care current

ADVANCEMENTS YOUR CUSTOMERS WILL LOVE!

The expectations of your skin care customers keep evolving. Today, a woman wants more skin care choices than ever, products that are customized just for her and value in what she buys. At the same time, skin care science keeps advancing, and Mary Kay® is committed to offering easy-to-sell products with the proven results your customers demand.

During the next few years, the Company will introduce new products and improve the formulas of current ones to continue to provide the best possible skin care choices for you and your customers. The Company also will balance the addition of new products with the discontinuation of classic ones. With these changes, you'll be ready to offer your customers customized options and value in their skin care choices. Get ready for the best skin care products we've ever offered!

YOU NEED TO KNOW ...

WHAT: Advancements to skin care products and new skin care choices that your customers will love!

WHY: These changes will allow you to meet the sophisticated needs and expectations of your customers, because they will feature the most advanced skin care formulas that the Company has to offer!

WHEN: The Mary Kay® Botanical Effects™ products will be available in early 2012. TimeWise® Day Solution Sunscreen SPF 35* and TimeWise® Age-Fighting Moisturizer Sunscreen SPF 30* will be available in Spring 2012.

WHAT CAN I DO? First, you'll want to keep up with the news of these changes. Updates will be included in *Applause*® magazine and on the Mary Kay InTouch® website. Then you'll want to identify your customers who can take advantage of these improvements and make sure you share the good news with them too! You'll also want to consider adjusting your inventory to accommodate these new products!

BOTANICAL EFFECTS™

The first step comes early in 2012 with the introduction of Mary Kay® Botanical Effects™. This line – which will include a cleanser, moisturizer, freshener and mask – is ideal for the customer who is not yet interested in age fighting or who is especially concerned about her sensitive skin. It will be available in dry, normal and oily formulas.

We know the value price, features and benefits of Mary Kay® Botanical Effects™ products will appeal to both your younger customers and to your customers who use Mary Kay® Classic Basic® products. But we also know that change isn't easy, especially when it involves products with such loyal users. That's why it will be a full year – Sept. 16, 2012 – before Mary Kay® Classic Basic® Formula 1 and 2 products (but not Formula 3) will move to the discontinued section of the Consultant order form.

For more details on Mary Kay® Botanical Effects™ products, go to Mary Kay InTouch®.

IMPROVEMENTS TO THE MIRACLE SET®

The Miracle Set® is, and will continue to be, a great choice for your customers who want to help prevent or who are ready to fight the early and moderate signs of aging (such as fine lines and wrinkles). You can look for improvements to TimeWise® Day Solution Sunscreen SPF 25* and Age-Fighting Moisturizer Sunscreen SPF 15* in Spring 2012. TimeWise® Day Solution will now feature a sunscreen SPF of 35* and Age-Fighting Moisturizer will have an SPF of 30*.





a gift

FOR EVERYONE
ON YOUR LIST!



FOR YOUR OFFICE SECRET SANTA ...

Mary Kay® Mint Bliss™ Energizing Lotion for Feet & Legs **(\$10)** and Peach or Fragrance-Free Satin Hands® Hand Cream **(\$10) = \$20**

... Because she will eventually step out of her high heels!

FOR THE TEACHER IN YOUR CHILD'S LIFE ...

Mary Kay® Fragrance-Free Satin Hands® Pampering Set **(\$34)** and Mary Kay® Satin Lips® Set **(\$18) = \$52**

... Because she deserves a little pampering over her winter break!



FOR THE TEENAGER ...

Mary Kay® Cream Eye Color **(\$13 each)** with Mary Kay® Lash Love™ mascara **(\$15) = \$28**

... Because she wants fun and easy eye looks!



MARY KAY

FOR THE YOUNG PROFESSIONAL ...

Beauty Blotters® Oil-Absorbing Tissues **(\$6)**
Mary Kay® Facial Highlighting Pen **(\$18 each)**
Mary Kay® NouriShine® Lip Gloss **(\$13) = \$37**

... Because she needs a touch-up for her after-work holiday happenings!



All product prices are suggested retail.

smell good, feel good

SCENTS FOR EVERY MAN



MK HIGH INTENSITY™ COLOGNE SPRAY

With citrus, patchouli and sandalwood, many find this scent to be reminiscent of nights by the campfire. **\$38**

TRIBUTE® FOR MEN SPRAY COLOGNE

The royal king wood makes this masculine-oriental as enticing as the man who wears it. **\$25**

DOMAIN® COLOGNE SPRAY

Designed for the laid-back man, this blend of citrus and lavender is handsomely balanced with outdoor accords. **\$34**

VELOCITY® FOR HIM COLOGNE

Perfectly suited for the outdoorsman, this fragrance is fresh and clean with woody undertones. **\$28**

Recognition

Congratulations to the winners for July 2011

Top NSDs Year-to-Date

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



Barbara Sunden Karen Piro Gloria Mayfield Banks Kathy Helou Jan Harris Carol Anton Gloria Castaño Cheryl Warfield Mayuli Rolo Lisa Madson

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 2011, NSD bonuses for Star Consultants and NSD commissions earned on all foreign countries for June 2011.) These "NSD commissions" are used to determine NSD ranking for a Seminar year. Congratulations to the following NSDs who are considered on-target from July 1 through July 31, 2011.

On-Target for \$1,100,000 Inner Circle
Barbara Sunden.....\$93,581.02

On-Target for \$450,000 Inner Circle
Karen Piro.....\$40,750.44
Gloria Mayfield Banks.....39,539.61
Kathy Helou.....39,241.92

On-Target for \$400,000 Inner Circle
Jan Harris.....\$35,738.31
Carol Anton.....33,438.75

On-Target for \$350,000 Inner Circle
Gloria Castaño.....\$31,932.87
Cheryl Warfield.....31,419.34
Mayuli Rolo.....30,671.81
Lisa Madson.....30,245.42

Karlee Isenhardt.....29,557.02

On-Target for \$325,000 Inner Circle
Sandy Miller.....\$27,506.94

On-Target for \$300,000 Diamond Circle
Anita Mallory Garrett-Roe.....\$26,926.32
Sonia Páez.....26,108.71

On-Target for \$250,000 Diamond Circle
Mary Diem.....\$24,831.03
Julianne Nagle.....24,050.25
Pat Danforth.....23,869.47
Kerry Buskirk.....22,109.05
Halina Rygiel.....21,667.69
Cindy Fox.....21,172.36
Nancy Bonner.....21,140.91

On-Target for \$200,000 Diamond Circle
Sue Kirkpatrick.....\$19,681.60
Jan Thetford.....19,284.82
Debi Moore.....18,973.83
Stacy James.....18,826.39
Pamela Fortenberry-Slate.....18,733.96
Lupita Ceballos.....18,527.81
Sherry Giancristoforo.....18,370.04
Kate DeBlander.....17,978.28
Cindy Williams.....17,776.60

On-Target for \$150,000 Gold Circle
Mary Estupiñan-Martel.....\$16,558.79
Patricia Rodríguez-Turker.....16,338.07
SuzAnne Brothers.....16,205.95
Kathleen Waldrop Shaw.....15,958.76
Linda Toupin.....15,853.67
Shirley Oppenheimer.....15,682.84
Dacia Wiegandt.....15,640.59

Judie McCoy.....15,573.82
Lisa Allison.....15,483.08
Vivian Diaz.....14,869.51
Magdalena Nevárez.....14,806.82
Jackie Swank.....14,292.39
Dayana Polanco.....14,274.93
Judy Kawiecki.....13,903.76
Jamie Cruse-Vrinios.....13,571.67
Shannon Andrews.....13,371.41
Diane Underwood.....12,591.28
Sara Pedraza-Chacón.....12,571.99

On-Target for \$125,000 Gold Circle
Dawn Otten-Sweeney.....\$12,149.16
Ronnie D'Esposito Klein.....12,137.03
Cristi Ann Millard.....12,072.86
Kay Elvrum.....11,940.71
Shirley Gress.....11,907.31
Lily Orellana.....11,869.79

Jeanne Rowland.....11,649.44
Bett Vernon.....11,634.91
Miriam Gómez-Rivas.....11,501.13
Auri Hatheway.....11,441.61
Anabell Rocha.....11,312.45
Diana Sumpter.....11,221.71
Julie Krebsbach.....11,123.03
Anita Tripp Brewton.....11,115.91
Rebecca Evans.....11,083.43
Maureen Ledda.....11,017.85
Kendra Crist Cross.....11,000.77
Connie Kittson.....10,824.54
Yvonne Lemmon.....10,801.97
Dalene Hartshorn.....10,798.66
Dawn Dunn.....10,735.27
Mona Butters.....10,732.94
María Guadalupe Díaz.....10,641.86
Shirley Oshiro.....10,597.08
Sandy Valerio.....10,463.95

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.

Pearl

1. Jan Harris** \$44,123
2. Cheryl Warfield** 42,490
3. Pamela Waldrop Shaw 34,460
4. Sandy Miller* 32,078
5. Stacy I. James* 28,259
6. Nancy Bonner* 27,996
7. Cindy A. Williams 26,212
8. Lisa Allison* 23,877
9. Halina Rygiel* 23,165
10. Jackie Swank* 18,777
11. Julie Krebsbach 18,587
12. Mary C. Estupiñan-Martel* 18,503
13. Anita Tripp Brewton* 17,236
14. Anabell Rocha 16,690
15. Bett Vernon 16,541
16. Judy Brack 14,771
17. Glinda McGuire* 14,561
18. Maureen S. Ledda* 14,504
19. Elizabeth Fitzpatrick* 13,439
20. Alma Orrostieta 13,148
21. Jeanie Martin 12,989
22. Shirley M. Oshiro 12,577
23. Wilda DeKerlegand* 12,444
24. Lise T. Clark* 12,315
25. Cathy E. Littlejohn 11,745
26. Robin Rowland 11,721
27. Barbara Stimach* 11,718
28. Monique Todd Balboa 11,463
29. Kristin Myers 11,314
30. Pat Campbell 11,133
31. Jane Studrawa 10,625
32. Lynda Jackson* 10,494
33. Linda Kirkbride 10,427
34. Sylvia Kalicak 10,327

Diamond

1. Barbara Sunden*** \$108,069
2. Anita Mallory Garrett-Roe** 95,547
3. Lisa Madson 48,609
4. Sonia Páez* 36,928
5. Gloria Castaño** 35,522
6. Mayuli Rolo* 33,966
7. Mary Diem* 31,434
8. Linda C. Toupin 24,663
9. Vivian Diaz 22,849
10. Dayana Polanco 21,667
11. Patricia Rodríguez-Turker** 19,555
12. Diane Underwood 18,939
13. Dalene Hartshorn 16,742
14. María Monarrez 15,953
15. Connie A. Kittson 15,050
16. Meyra Esparza 11,456
17. Ada García-Herrera 10,151

Ruby

1. Carol Anton** \$46,060
2. Pat Danforth* 43,958
3. Karlee Isenhardt** 34,672
4. Sue Kirkpatrick* 29,451
5. Shirley Oppenheimer* 22,931
6. Kate DeBlander 21,309
7. Pamela A. Fortenberry-Slate* 20,611
8. Ronnie D'Esposito Klein* 18,207
9. Judy Kawiecki 17,552
10. Cyndee Gress 17,214
11. Pam Ross* 15,617
12. Rebecca Evans* 15,479
13. Janis Z. Moon 14,337
14. Lynne G. Holliday 14,228
15. Jeanne Rowland* 13,357
16. Vicki Jo Auth 13,357
17. Bea Millslagle 12,875
18. Gena Rae Gass 12,724
19. Terri Schafer 12,582
20. Kimberly R. Copeland 12,524
21. Scarlett S. Walker-Simpson* 12,401
22. Kirk Gillespie 11,767

Sapphire

1. Karen Piro** \$54,790
2. Julianne Nagle* 30,154
3. Jan L. Thetford 24,996
4. Lupita Ceballos** 24,215
5. Judie McCoy* 24,108
6. Shannon C. Andrews* 19,734
7. Dawn A. Dunn 17,120
8. Gloria Báez* 16,946
9. Magdalena Nevárez* 16,884
10. Sandy Valerio 16,836
11. Tammy Crayk 15,593
12. Diana Sumpter 14,882
13. Kendra Crist Cross 14,560
14. María Guadalupe Díaz 13,817
15. Pam Klickna-Powell 13,677
16. Sara Pedraza-Chacón* 13,642
17. Valerie J. Bagnol* 13,564
18. Maribel Barajas 12,525
19. Gillian H. Ortega 12,489
20. Alia L. Head 11,918
21. Sharon L. Buck 11,906
22. Pam I. Higgs 11,879
23. Davanne D. Moul* 11,354
24. Paola Ramírez 11,343
25. Nancy A. Moser 11,301
26. Sherril L. Steinman 10,377
27. Kimberly D. Starr 10,377

Emerald

1. Kathy Helou* \$62,426
2. Gloria Mayfield Banks*** 48,910
3. Kerry Buskirk* 31,491
4. Debi R. Moore* 25,603
5. Cindy Fox* 23,542
6. Dacia Wiegandt* 23,413
7. SuzAnne Brothers* 21,737
8. Jamie Cruse-Vrinios 21,515
9. Sherry Giancristoforo** 20,468
10. Auri Hatheway 20,293
11. Lily Orellana 20,095
12. Kay E. Elvrum 19,102
13. Cristi Ann Millard 17,046
14. Yvonne S. Lemmon 16,629
15. Consuelo R. Prieto 16,261
16. Janet Tade* 15,674
17. Pamela Tull 15,226
18. Dawn Otten-Sweeney 15,168
19. Miriam Gómez-Rivas 13,313
20. Mona Butters 13,036
21. Joanne R. Bertalan* 12,933
22. Jackie LaPrade 12,319
23. Cathy Bill* 12,243
24. Kathy Rodgers-Smith 10,439
25. Shelly Gladstein 10,339
26. Sabrina Goodwin Monday 10,087

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

Recognition

Mary Kay Angels

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

Top National Sales Directors — Commissions and Bonuses



Jan Harris
\$44,123
Pearl



Barbara Sunden
\$108,069
Diamond



Carol Anton
\$46,060
Ruby



Karen Piro
\$54,790
Sapphire



Kathy Helou
\$62,426
Emerald

Top Unit — Estimated Retail Production

PEARL — Amie Gamboian, <i>S. James Area</i>	\$67,228
DIAMOND — Melissa Jensen, <i>Go Give Area</i>	\$74,130
RUBY — Jacqueline Moye, <i>J. Barnes Area</i>	\$56,660
SAPPHIRE — Tammy Romage, <i>Go Give Area</i>	\$70,995
EMERALD — Christie Ehiobu, <i>S. Goodwin Monday Area</i>	\$72,940

Top Sales Director — Personal Sales

PEARL — Teresa Perkins, <i>G. McGuire Area</i>	\$10,511
DIAMOND — Becky Nelson, <i>A. M. Garrett-Roe Area</i>	\$9,698
RUBY — Janette Copeland, <i>Go Give Area</i>	\$14,128
SAPPHIRE — Christi Stulp, <i>J. Thetford Area</i>	\$8,755
EMERALD — Christie Ehiobu, <i>S. Goodwin Monday Area</i>	\$13,868

Top Beauty Consultant — Personal Sales

PEARL — Jodi Sias, P. Hembree Unit, <i>K. Myers Area</i>	\$10,981
DIAMOND — Clara Lacelle, T. Loudenback Unit, <i>A. M. Garrett-Roe Area</i>	\$16,186
RUBY — James Cagle, G. Guiliano Unit, <i>Go Give Area</i>	\$20,018
SAPPHIRE — Kristine Sutliff, C. Jensen Unit, <i>J. Nagle Area</i>	\$9,700
EMERALD — Helen Leiby, M. Bright Unit, <i>G. Mayfield Banks Area</i>	\$18,793

Top Team Builder

PEARL — Jacqueline Emerson, D. Nelson Unit, <i>J. Harris Area</i>	8 New Team Members
DIAMOND — Lydia Cook, S. McCoy Unit, <i>Go Give Area</i>	11 New Team Members
RUBY — Isabel Mejia, J. Lopez Unit, <i>C. Anton Area</i>	15 New Team Members
SAPPHIRE — Sales Director Diega Escamilla, <i>M. Diaz Area</i>	9 New Team Members
EMERALD — Carrie Simmons, A. Williamson Unit, <i>P. Cheek Area</i>	10 New Team Members

Top Unit Builders

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

Pearl

Amie N. Gamboian.....25 New Unit Members

Diamond

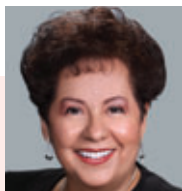
Maricarmen Gonzalez.....21 New Unit Members

Emerald

Christine A. Denton.....30 New Unit Members
Traci L. Smith.....20 New Unit Members

New NSD Debuts

New Independent National Sales Directors Debut July 1, 2011.



Sara Pedraza-Chacón
Senior National
Sales Director
Sapphire Seminar



Mayuli Rolo
Senior National
Sales Director
Diamond Seminar



Candy Jackson
National Sales Director
Emerald Seminar

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DOCUMENTING THE IMPACT OF DOMESTIC VIOLENCE

inspiring lives through film



Mary Kay® has always been about enriching women's lives and being a champion for causes that affect women," said Yvette Franco, Vice President of U.S. Marketing at Mary Kay Inc. "Over the years, we've been proud to raise awareness and take action on important issues like domestic violence, and we're proud to continue in that tradition through our new program: *Mary Kay® Inspiring Stories.*"

Mary Kay® Inspiring Stories was created to give women nationwide the opportunity to work in Hollywood and produce documentaries that inspire, educate – and create a national conversation about the issue of domestic violence. From June 1 – 30, 2011, women 18 to 34 were encouraged to apply online for a chance to get involved.

In August, the selected participants got together in Hollywood, Calif., to work with celebrities to write, produce and direct three original and powerful documentaries about domestic violence, the No. 1 cause of injury to women in the United States. Through the production company, Dreaming Tree Films, the program participants were given the tools and resources they needed to harness their own creativity and confidently produce films that send a positive message. Mary Kay® teamed up with Dreaming Tree Films to help oversee the program's execution.

These documentaries tell inspiring, moving and heartfelt stories of women whose lives have been touched by domestic violence, an



epidemic that impacts one in four women in their lifetime in our country.

Each documentary features a female celebrity narrator who added her voice to raise awareness and education about domestic violence. The celebrity narrators and the female participants worked together to raise awareness about domestic violence.

The films premiered in late September, on the cusp of National Domestic Violence Awareness Month. Following the premiere and throughout the month of October, millions of people across America will have the chance to view, vote and support the documentaries online at <http://www.MaryKayInspiringStories.com>. The film crew that captures America's vote will win a \$20,000 grant to give to a domestic violence shelter in their name from The Mary Kay FoundationSM.



MARY KAY® Inspiring Stories



Visit the Mary Kay® YouTube channel to see all three films today!

1. Download the free TagReader app at <http://gettag.mobi>
2. Scan this code with your phone.
3. Or view online at <http://www.youtube.com/marykay>



find your future

AT LEADERSHIP CONFERENCE 2012

Are you an Independent Sales Director-in-Qualification or a Future Independent Sales Director? Learn leadership skills at Leadership Conference 2012 in Atlanta, Jan. 8 – 11 (Pearl, Sapphire, Ruby) and Jan. 11 – 14 (Diamond, Emerald)!



EXCITEMENT IS IN THE AIR!

- **Get ready to be inspired!** Join your Mary Kay girlfriends and hear how other successful leaders reached – and even surpassed – their goals.
- **Learn as you go!** You can choose from an assortment of timely, information-packed classes based on your own business needs and career path status.
- **Seeing is believing!** You'll get an up-close-and-personal look at the latest products, innovations and tools as you walk through Expo. Leadership Conference 2012 attendees will be the first to sample the new Mary Kay® Botanical Effects™ skin care line!
- **Earn prizes!** Future Independent Sales Directors, Independent Sales Directors-in-Qualification and their Independent Sales Directors are invited to the **Class of 2012 Reception** where they'll receive a gift card (\$200 for Future Sales Directors; \$300 for Sales Directors-in-Qualification; and \$50 for each qualified Future Sales Director and Sales Director-in-Qualification who attends for Sales Directors).
- For those who qualify, a **Splash Bash** party at the Georgia Aquarium, **MK Rocks the Runway** fashion show, and **Power Players Luncheon** with Independent Senior Sales Directors.
- Independent Sales Directors who debut from Aug. 1 – Dec. 1, 2011, and their Independent Senior Sales Directors will receive an invitation to the **Class of 2012 Reception**. The new Sales Director also receives a \$500 check and a red-hot Dooney & Bourke handbag.
- Plus, onstage recognition and more! Check Mary Kay InTouch® for details.

HOW DO YOU TAKE ADVANTAGE OF THIS OUTSTANDING OPPORTUNITY?

When an Independent Beauty Consultant achieves Future Independent Sales Director or Independent Sales Director-in-Qualification career path status at any time during the challenge period, from **Oct. 1 – Dec. 31, 2011**, she is eligible to register and attend Leadership Conference. (She is not required to maintain this status the entire time in order to attend.)

LEADERSHIP 2011 WAS OUTSTANDING!

Almost 800 of the Future Independent Sales Directors and Independent Sales Directors-in-Qualification moved up the career path after attending Leadership Conference in 2011. They fulfilled their potential and used Leadership Conference as motivation to reach their goals!



Independent Senior Sales Director Heather Wright of Bryan, Texas, submitted her Sales Director-in-

Qualification Commitment Form just days before traveling to Leadership Conference in Houston. She says, "Leadership Conference created a great picture of where I wanted to be. I was challenged to move quickly and debut with a strong unit. I knew what I needed to do because I did not want to attend another Company-sponsored event in my red jacket."

Heather, a former pharmaceutical rep, was laid off five times in five years due to company cutbacks and the economy. When she started her Mary Kay business, she wanted to find a way to have complete control of her destiny without sacrificing valuable family time.

Coincidentally, Heather started her Mary Kay business around the same time that the Future Independent Sales Director/Independent Sales Director-in-Qualification Challenge launched in 2010. She told us, "Once I learned about the career path and commissions, I knew I wanted to build a team and attend Leadership Conference." After completing two consecutive Power Starts, Heather was on target to earn the use of a Mary Kay® Career Car and on her way to Houston.



Independent Sales Director Tasha Miller of Ridgeland, S.C., started her Mary Kay business

in 2010, and as a former combat trauma nurse, Tasha was not afraid to dedicate herself to a goal.

"I loved that there were no prerequisites for building a team and working the business full circle," said Tasha. So when the Future Independent Sales Director/Independent Sales Director-in-Qualification Challenge was issued, Tasha knew this was just what she needed to achieve her goal. She told us, "I appreciated that the Company wanted me to attend Leadership Conference and become a successful Independent Sales Director. There were no hidden agendas."

Tasha says she was intimidated and felt nervous before arriving in Houston to attend Leadership Conference. But once she arrived, she remembered that she was invited to be there and felt embraced by all of the Independent Sales Directors and Independent National Sales Directors. She said, "Leadership Conference sealed the deal for me. It gave me vision and taught me that I can be myself."



MEET INDEPENDENT NATIONAL SALES DIRECTOR **DAYANA POLANCO.**

In 1997, **Dayana Polanco** graduated as a lawyer in her native Cuba, but her desire to live the American dream brought her to the United States in 2003. Little did she imagine that she would realize her dream through the Mary Kay opportunity. Dayana started her Mary Kay business in June 2008 and debuted as an **Independent National Sales Director** in May 2011. Learn more about this exceptional woman in this interview with *Applause*® magazine.

Q: What did you do before you started your Mary Kay business?

A: *Once I arrived in the United States, I worked different jobs. In 2004, I began to work as a program specialist, relocating political and religious refugees from different parts of the world. Since I enjoyed a good salary with benefits, I was in my comfort zone.*

Q: How were you introduced to the Mary Kay opportunity and what motivated you to resign from your job to dedicate yourself fully to your Mary Kay business?

A: *I learned about this great opportunity by being the hostess of a skin care class. I never imagined this could be something I could do! But I loved the products and the highly professional way in which they were presented. I saw that Mary Kay® was much more than what I thought, and I understood that this opportunity could become the vehicle through which I could realize my dreams and my career for life. I began my business part time, and after eight months, I decided to quit my job. I'm happy and proud of what I do. My Mary Kay business has allowed me to feel totally fulfilled in all areas of my life. I can live life in accordance with my priorities of God, family and career.*

Q: The most valuable lessons you've learned through your Mary Kay business are ...

A: *My Mary Kay business has taught me to dream big and think big. It has taught me to be impassioned by the success of others and, through*

this process, to be a better human being. I've learned to understand and accept differences and diversity, to love people and to truly commit myself to their success. I've learned to put my eyes on the greatness of each person and not on her or his weaknesses. And above all, I've learned that each success we achieve is just the starting point to new horizons.

Q: How have you overcome the obstacles you've faced?

A: *My biggest obstacle was my own frame of thought – believing I was the least likely candidate for this business. I had no time, I didn't have many friends, I had never sold anything, and to top it all, I didn't even enjoy putting on makeup. Today this is my greatest realization: discovering that your success does not depend on your circumstances, not even on your limitations. Success only depends on your determination and your discipline. It's with great joy that I can tell you today with total conviction: If I can do it, you can do it too!*

Q: What would you like your legacy to be as a Mary Kay Independent National Sales Director? How would you like to be remembered?

A: *I want to leave a legacy of leadership, excellence and integrity for the next generation by building women who think and act big and who reap successes that are greater than my own. I want to be remembered as a woman who knew how to surround herself with women better than herself.*

PINK DOING GREEN® IN 2011 – getting greener all the time!

Mary Kay Inc. has already recycled more than 300,000 color compacts through a program that planted 200,000 trees in the Bitterroot National Forest. In 2010 and 2011, the Company planted an additional 100,000 trees through the flip-top cap and color refill case recycling program. Not only have thousands of trees been planted, thousands of color compacts, color refill cases and flip-top caps have been recycled and kept out of landfills!

Pink Doing Green® focuses on one word: reduce. The Company's primary goal in 2011 is to reduce waste and consumption in all areas, with the Dallas Global Manufacturing facility leading the way. Here's an update on this year's efforts.

REDUCING THE CARBON FOOTPRINT OF OUR SHIPPING NEEDS:

- In 2009, changes to our shipping processes resulted in a 21 percent decrease in our global transportation carbon footprint. In 2010, we reduced that by an additional 11 percent, and we are on track to decrease our already lean transportation carbon footprint by an additional 5 percent by the end of 2011.
- We have plans to keep weight in mind when developing new packaging. New packages replacing older packages for the same product will be designed to be lighter than they were before. They will use less packaging material without sacrificing product integrity and, therefore, consume less fuel transporting the package and product. Over time, we believe this will have a significant effect.

REDUCING LANDFILL WASTE:

- Our Dallas Global Manufacturing facility is on target to be a zero landfill site in late 2011! By adopting new technology over the last several years, we have consistently reduced the amount of waste sent to landfills until the ultimate goal is in sight; we will be a zero landfill site by the end of the year!
- We use packing materials made from renewable resources – corn and potato starch (biopeanuts) which can be dissolved in water or composted.
- We are considering a plan to compost the waste from the employee dining room at the Dallas Global Manufacturing facility.

REDUCING WATER USE:

- Our Dallas Global Manufacturing facility is redesigning a clean-water system to reduce the amount of water lost in the production process. This improvement will result in an 80 percent efficiency rather than the current 60 percent efficiency.
- This year we also adopted a new cleaning system to wash our product processing kettles. This new process is saving approximately 110,000 gallons of water per month!

REDUCING ENERGY CONSUMPTION:

- We use simple (lowering window coverings in the summer) and more sophisticated (zone heating and cooling) practices to reduce energy consumption at our corporate facilities. We have already reduced the annual energy consumption at our corporate facilities by enough to power more than 1,100 homes for a year!

We are long-time careful users of resources, have made significant strides in reducing our consumption and are committed to reduce more! We continue to seek new opportunities to improve our environmental performance. By using Pink Doing Green® thinking throughout Mary Kay®, we hope to enrich your life and lives worldwide.

Mary Kay said, "As a grandmother and a great-grandmother, 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."



Earth Day. Mary Kay® participated in Dallas Earth Day this spring. We shared information on the Mary Kay® green initiatives with approximately 48,000 visitors. Volunteers helped to showcase Mary Kay's biopeanuts and eco-friendly compacts, and discussed recycling initiatives and more!

BOTANICAL EFFECTS™ SKIN CARE

Love the environment? You'll love this news! Soon available, even more eco-chic Mary Kay® products – Botanical Effects™ Skin Care! Here's the scoop on the packaging:

- All tubes contain 50 percent PCR (Post-Consumer Resin*).
- All tubes feature lightweight caps which use almost 30 percent less plastic.
- The freshener bottle is readily recyclable.
- The cartons are made from 100 percent PCRC (Post-Consumer Recycled Content**) and from Forest Stewardship Council®*** – certified materials.

More information coming soon on the exciting Botanical Effects™ Skin Care products which will be packaged for you and your customers in the most Mary Kay® Pink Doing Green® way ever!

*Post-Consumer Resin – This is resin (plastic) that was used by consumers and then recycled for use in a new product.

**Post-Consumer Recycled Content – This packaging is made from material that has already completed its life cycle ready for landfill but is now recycled for another purpose.

***Forest Stewardship Council (FSC) – Being FSC-certified shows compliance with the highest social and environmental standards on the market. As public concern about the state of the world's forests and timber resources increases, FSC provides consumers with a credible solution to complex environmental and social issues.

PINK CHANGING LIVESSM – our progress so far

Mary Kay Inc. is committed to its efforts to change lives for the better. In 2011, new goals were reached and new efforts introduced. Do you realize all you've helped us accomplish?

LIPSTICKS THAT DO A LOT

Now in its fourth year, the *Beauty That Counts*[®] initiative has truly made special, limited-edition* shades of Mary Kay[®] Creme Lipsticks into "ambassadors" in our mission to enrich women's lives. Through the sales of this Mary Kay[®] product during 2008, 2009 and 2010, Mary Kay[®] has donated just under \$4 million to causes that change women's and children's lives around the world.

This year, you can join Mary Kay[®] through the purchase of limited-edition* *Beauty That Counts*[®] Mary Kay[®] Creme Lipstick. In the U.S., from Sept. 16 – Dec. 15, 2011, \$1 will be donated from each sale of *Beauty That Counts*[®] Mary Kay[®] Creme Lipstick to The Mary Kay FoundationSM.

IN CELEBRATION OF WOMEN

To help celebrate International Women's Day, March 8, the Mary Kay[®] Global Month of Service (from Feb. 8 – March 8), united Mary Kay employees and the independent sales force and their customers. As a result, thousands of volunteers in almost 40 countries volunteered nearly 500,000 hours of community service.



The Global Month of Service resulted in nearly 500,000 volunteer hours.



Nature Explore Classroom in Sacramento, Calif.

In addition, The Mary Kay FoundationSM and Mary Kay Inc. are building 13 Nature Explore Classrooms at domestic violence shelters across the country to allow the power of nature help children learn, play and heal from violence.

Also, since 1997, the Foundation has awarded more than \$15 million in grants to cancer research.

HOMES AND HOPE

The Mary Kay FoundationSM has taken up Mary Kay Ash's dream of fighting the tough battles against domestic violence and cancers affecting women. The Mary Kay FoundationSM has helped shelters that combat domestic violence and has awarded more than \$28 million in shelter grants since 2000.

In addition, The Mary Kay FoundationSM and Mary Kay Inc. are building 13 Nature Explore Classrooms at domestic violence shelters across the country to allow the power of nature help children learn, play and heal from violence.



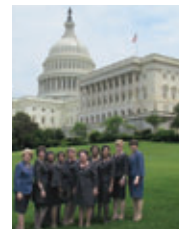
Austin (left) and Boston (above) lobby days

CREATING CHANGE AT THE CAPITOL

In its ongoing efforts, Mary Kay Inc. and members of the independent sales force lobbied Congress and state legislatures to fund the fight against domestic violence and the Violence Against Women Act.



Atlanta (left), Washington, D.C. (below)



TEAM UP FOR WOMEN![®]

The *Team Up for Women!*[®] Challenge was created to help you, our independent sales force, communicate and share your generosity with the mission of the The Mary Kay FoundationSM of eradicating women's cancers and domestic violence. *Team Up for Women!*[®] is a great way to showcase your dedication to these efforts and how we can make a difference in women's lives. Thanks to you and your

fundraising efforts, in 2010, the *Team Up for Women!*[®] Challenge raised \$90,000 to benefit The Mary Kay FoundationSM. Also, you'll be proud to know that since its inception in 2006, the *Team Up for Women!*[®] Challenge has been able to contribute more than \$1.5 million to these causes.

Women, keep teaming up!

go-give® award

Congratulations to the winners for November 2011

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

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



Nancy Beckwith Pearl

Independent Senior Sales Director

Began Mary Kay
March 1995

Sales Director Debut
February 2003

Offspring one first-line

National Sales Director
Go Give Area

Honors Premier Club qualifier; Star Consultant; Circle of Achievement; gold medal winner; estimated highest monthly unit retail: \$51,378

Personal Lives in Milton, Fla. Husband, Frank; sons: Robert, Luke; daughter, Lindsey

Favorite Quote “For I know the plans I have for you,” declares the Lord, “plans to prosper you and not to harm you, plans to give you hope and a future.”
– Jeremiah 29:11

Independent Beauty Consultant JoAnn Nelson of Milton, Fla., says, “I’m one of Nancy’s adoptees and when I bring guests or future teammates, she includes them in our success meetings. Right now, Nancy is assisting me in working toward Independent Sales Director-in-Qualification.”



Cassandra Hartke Diamond

Independent Senior Sales Director

Began Mary Kay
July 1996

Sales Director Debut
April 2000

Offspring two first-line; one second-line

National Sales Director
Go Give Area

Honors Premier Club qualifier; Star Consultant; three-times Sales Director Queen’s Court of Personal Sales; Fabulous 50s; gold medal winner; estimated highest monthly unit retail: \$45,918

Personal Lives in Fort Mill, S.C. Husband, Brian; sons: Alexander, Caleb

Favorite Quote “Within yourself lies everything you ever dreamed of being. Become everything God wants you to be. It is within your reach. Dare to grow into your dreams.” – Mary Kay Ash

Independent Senior Sales Director Brenda Mountain of Monroe, N.C., says, “I’m not in Cassandra’s unit, but I’m included in her email correspondence with her personal offspring, sharing inspiration and information. She has assisted me so much in my development as an Independent Sales Director.”



Cheryl DeChenne-Sheedy Ruby

Independent Senior Sales Director

Began Mary Kay
July 2003

Sales Director Debut
August 2009

Offspring one first-line

National Sales Director
Go Give Area

Honors Cadillac qualifier; Star Consultant; Circle of Achievement; estimated highest monthly unit retail: \$57,893

Personal Lives in Bozeman, Mont. Husband, Ted; son, Justin; daughter, Maddisen

Favorite Quote “What you do is what you believe; everything else is just words.” – Peter Lord

Independent Sales Director Sally DeChenne of Indio, Calif., says, “While a guest speaker at a women’s retreat, Cheryl was asked if she would provide a pampering session. Although she was not being paid to speak and not allowed to sell product to the women, Cheryl conducted a pampering session for 40 women.”



Ronnie Fitzpatrick Sapphire

Independent Senior Sales Director

Began Mary Kay
March 1977

Sales Director Debut
December 1983

Offspring two first-line

National Sales Director
Go Give Area

Honors Cadillac qualifier; Circle of Honor; monthly Go-Give® Award winner, January 1991; 15-times Sales Director Queen’s Court of Personal Sales; 21-times Circle of Achievement; 12-times Double Star Achievement; estimated highest monthly unit retail: \$59,836

Personal Lives in Gilbertsville, Pa. Husband, Jack; son, Tom; daughter, Colleen; two granddaughters

Favorite Quote “I can do all things through Christ who strengthens me.”
– Philippians 4:13

Independent Beauty Consultant Maria Peet of Boyertown, Pa., says, “Ronnie honors Mary Kay through her inspiring words and actions! Even when she was ill, Ronnie put together two major charity events for the community, going above and beyond and making time for everyone.”



Marla Beddick Emerald

Independent Executive Senior Sales Director

Began Mary Kay
March 1997

Sales Director Debut
July 1999

Offspring five first-line; two second-line

National Sales Director
Debi Moore

Honors Cadillac qualifier; Circle of Honor; Consultant Queen’s Court of Personal Sales; 10-times Circle of Achievement; Fabulous 50s; gold medal winner; estimated highest monthly unit retail: \$76,626

Personal Lives in Willoughby, Ohio. Husband, Andy; son, Sam; daughters: Faith, Paige

Favorite Quote “This is the day the Lord has made; let us rejoice and be glad in it.” – Psalm 118:24

Independent Sales Director Brooke McCann of Beachwood, Ohio, says, “Marla teaches the Golden Rule and company philosophies by example and has assisted many adoptees up the career path. After asking her for advice, Marla became a great mentor to me.”

It's your business. It's your bonus. IT'S YOUR "BUCKS"!

Enjoy flexibility with this monthly bonus program.

Mary Kay always said, "Nothing happens until you sell something." Now, with the newly enhanced **BizBuilders** program, you're free to take advantage of getting wholesale credit on future orders! You can use that credit to purchase Section 1 products or Section 2 sales aids to help build your business. It's up to you! BizBuilders helps you take your business and profits to new heights!

WANT TO GET IN ON THIS?

- Place a BizBuilders qualified order (minimum \$400 Section 1 wholesale/\$800 suggested retail).
- Receive BizBuilder Bucks (credit) to use on your next BizBuilders qualifying order. The amount of BizBuilder Bucks awarded will be based on the total suggested retail amount of the order.
- Receive Seminar credit at the time BizBuilder Bucks are earned (the first order).
- Think about which Section 1 or 2 products you'd like to spend your BizBuilder Bucks on, and select those products on your next BizBuilders qualified order.
- It's that simple!

OTHER IMPORTANT FACTS TO KNOW

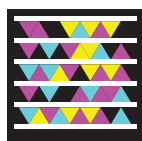
- The Company will send an email when you've earned BizBuilder Bucks and then another email when those BizBuilder Bucks are about to expire.
- The "BizBuilders Report" in myBusinessSM shows your BizBuilder Bucks credit amounts and when they expire.

Visit the Mary Kay InTouch[®] website for complete details and tools that promote the program!

Visit **Products > BizBuilders**.



ORDER THIS AMOUNT		RECEIVE THESE BIZBUILDER BUCKS	EARN SEMINAR RETAIL CREDIT
Retail	Wholesale		
\$800	\$400 - \$599	\$10	\$20
\$1,200	\$600 - \$799	\$15	\$30
\$1,600	\$800 - \$1,199	\$25	\$50
\$2,400	\$1,200 - \$1,799	\$35	\$70
\$3,600	\$1,800 - \$2,399	\$50	\$100
\$4,800	\$2,400 - \$2,999	\$80	\$160
\$6,000	\$3,000 - \$3,599	\$100	\$200
\$7,200	\$3,600+	\$125	\$250



WATCH A VIDEO ABOUT THE NEW BIZBUILDERS OFFERS!

1. Download the free TagReader app at <http://gettag.mobi>
2. Scan this code with your phone.
3. Or view online at <http://www.youtube.com/watch?v=CwmkDfPOwrg>

MARY KAY®

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MARY KAY INC.

be the best INDEPENDENT SALES DIRECTOR THAT YOU CAN BE!

It's a chance to sharpen your skills, create a vision for your Mary Kay business and build friendships that last a lifetime.

Why should you make New Independent Sales Director Education week a priority?

- **Specialized education** in an intimate classroom environment with the opportunity to learn from top Independent Sales Directors and Independent National Sales Directors.
- **Make connections** and learn from other new Independent Sales Directors.
- **Get your questions answered** and meet with Mary Kay corporate staff members. Plus, have a chance to sit at Mary Kay's desk!

And it all fits your budget!

- **NO registration** fee.
- **ALL meals** are provided.
- **ALL** education materials are included for free.
- **SPLIT the cost** of your hotel room. Once you get to Dallas, we will arrange for you to have a roommate to split the cost.

For detailed information and answers to frequently asked questions, please visit **Mary Kay InTouch®**.

Enter "New Director Education" in the search field.



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2. Scan this code with your phone.
3. Or view online at <http://www.youtube.com/watch?v=Ufn1cGULi0E?rel=0>



FREE registration and all of your meals are provided.

