

MARY KAY

applause[®]

NOVEMBER 2015



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Happiness.**
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Your Customers Will Love!

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Five Open House
Time-Savers.

**More
Gifts!**

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July | recognition

Congratulations to the winners

TOP NSDs YEAR-TO-DATE



Anita Mallory



Kathy Helou



Karen Piro



Sonia Páez



Pamela Waldrop Shaw



Gloria Mayfield Banks



Jan Harris



Gloria Castaño



Mary Diem



Anabell Rocha

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 2015, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for June 2015.) 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, 2015.

On-Target for \$750,000 Inner Circle

Anita Mallory \$65,722

On-Target for \$600,000 Inner Circle

Kathy Helou \$50,152

On-Target for \$550,000 Inner Circle

Karen Piro \$47,277

On-Target for \$500,000 Inner Circle

Sonia Páez \$43,403

Pamela Waldrop Shaw 42,389

Gloria Mayfield Banks 41,583

On-Target for \$450,000 Inner Circle

Jan Harris \$38,750

On-Target for \$400,000 Inner Circle

Gloria Castaño \$36,285

Mary Diem 34,225

On-Target for \$350,000 Inner Circle

Anabell Rocha \$32,834

Carol Anton 31,711

Lisa Madson 29,107

On-Target for \$325,000 Inner Circle

Cindy Williams \$28,998

Dawn Dunn 28,543

Stacy James 28,174

Cheryl Warfield 27,777

Halina Rygiel 27,697

Dayana Polanco 27,085

On-Target for \$300,000 Diamond Circle

Gay Hope Super \$26,507

Karlee Isenhardt 26,218

Patricia Turker 26,214

On-Target for \$250,000 Diamond Circle

Kristin Myers \$24,130

Ada García-Herrera 23,276

Anita Tripp Brewton 23,038

Connie Kittson 22,572

Cindy Fox 22,302

Kerry Buskirk 22,059

Julianne Nagle 22,055

Lara McKeever 22,054

Sandy Valerio 21,648

Cyndee Gress 21,576

Lupita Ceballos 20,679

On-Target for \$200,000 Diamond Circle

Magdalena Nevárez \$19,699

Sherry Windsor 19,512

Debi Moore 18,464

Elizabeth Muna 17,113

Mary Estupiñan 16,622

On-Target for \$150,000 Gold Circle

Noelia Jaimes \$16,597

Judie McCoy 16,506

Sara Pedraza-Chacón 16,407

Carmen Hernández 16,295

SuzAnne Brothers 15,814

Alicia Lindley-Adkins 15,382

Morayma Rosas 15,298

Dacia Wiegandt 14,989

Sue Wallace 14,931

Phyllis Sammons 14,287

Somer Fortenberry 14,053

Jamie Cruse-Vrinos 13,264

Linda Toupin 12,994

Lia Carta 12,652

Dawn Otten-Sweeney 12,593

Michelle Sudeth 12,528

Diane Underwood 12,505

On-Target for \$125,000 Gold Circle

Davanne Moul \$12,315

Julia Burnett 12,246

Pamela Fortenberry-Slate 12,171

Jan Thetford 12,151

LaRonda Daigle 12,146

Kay Elvrum 11,959

Consuelo Prieto 11,921

Mairelys López 11,565

Shannon Andrews 11,259

Vivian Díaz 11,138

Sue Uibel 11,112

Gloria Báez 10,938

Monique Balboa 10,823

Cathy Bill 10,620

Julie Krebsbach 10,565

Yvonne Lemmon 10,511

Diane Mentipty 10,435

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

1. Gloria Mayfield Banks*** \$54,229

2. Sonia Páez** 46,309

3. Dayana Polanco* 30,712

4. Patricia Turker** 28,832

5. Kerry Buskirk* 27,715

6. Julianne Nagle* 27,386

7. Ada García-Herrera* 25,627

8. Anita Tripp Brewton* 24,498

9. Jamie Cruse-Vrinos 22,793

10. Judie McCoy* 19,937

11. Noelia Jaimes* 19,150

12. Dacia Wiegandt* 18,048

13. Sue Wallace 17,185

14. Auri Hatheway 15,863

15. Diane Underwood 15,381

16. Monique Balboa 15,352

17. Pamela Tull 14,409

18. Mairelys López 13,995

19. Pam Klickna-Powell 13,445

20. Roya Mattis 13,038

21. Pam I. Higgs 12,258

22. Evelinda Díaz* 12,243

23. Maureen S. Ledda* 11,715

24. Tammy Crayk 11,683

25. Kirk Gillespie 11,301

26. Joanne R. Bertalan* 11,268

27. Cristi Ann Millard 11,140

28. Gina Rodríguez-Orriola 10,747

29. Mayuli Rolo* 10,577

30. Sonia Bonilla 10,237

Diamond

1. Anita Mallory*** \$98,319

2. Karen Piro** 52,625

3. Pamela Waldrop Shaw** 50,262

4. Lisa Madson* 38,987

5. Gloria Castaño*** 38,671

6. Mary Diem* 35,706

7. Dawn A. Dunn* 34,104

8. Halina Rygiel* 32,142

9. Gay Hope Super* 28,934

10. Connie A. Kittson* 26,777

11. Kristin Sharpe 18,998

12. Lily Orellana 17,863

13. Kay E. Elvrum 16,254

14. Shannon C. Andrews* 16,254

15. María Monarrez 14,711

16. Julia Burnett* 14,386

17. Lisa Allison 14,218

18. Pam Ross* 13,058

19. Yvonne S. Lemmon 12,821

20. Lynnea Tate 12,496

21. Roxanne McInroe 12,286

22. Lynne G. Holliday 12,011

23. Leah Lauchlan 11,360

24. Holli Lowe 11,223

25. Yosaira Sánchez 11,139

26. Diana Sumpter 11,068

27. Rebecca Evans* 10,913

28. Jeanie Martin 10,823

29. Julia Mundy 10,558

30. Susan M. Hohlman* 10,544

31. Candy D. Lewis 10,360

32. Rosa Carmen Fernández 10,254

33. Shelly Gladstein 10,184

34. Karen B. Ford 10,160

35. Cheryl Fulcher 10,006

36. O'Nelly Encarnacion 10,001

Ruby

1. Jan Harris** \$40,390

2. Carol Anton** 38,076

3. Anabell Rocha* 35,727

4. Cindy A. Williams* 33,358

5. Stacy I. James** 32,363

6. Karlee Isenhardt* 29,254

7. Lara F. McKeever 26,818

8. Cindy Fox* 25,006

9. Sandy Valerio* 23,566

10. Carmen Hernández* 20,716

11. Elizabeth Muna* 20,655

12. Sherry Windsor** 20,521

13. Mary Estupiñan* 19,256

14. Linda C. Toupin 17,509

15. Lia Carta* 16,584

16. Julie Krebsbach* 16,466

17. Gloria Báez* 15,733

18. Jan L. Thetford 15,657

19. Michelle L. Sudeth* 13,238

20. Donna B. Meixsell 13,034

21. Cathy Bill* 12,470

22. Candace Laurel Carlson* 12,272

23. Kim L. McClure 12,239

24. Patty J. Olson 12,144

25. Crystal Trojanowski 11,909

26. Lily Gauthreaux 11,810

27. Jo Anne Barnes 11,633

28. Juanita Gudiño 11,623

29. Amie N. Gamboian 10,956

30. Lynda Jackson* 10,848

31. Brenda Segal* 10,821

32. Kate DeBlander 10,569

33. María Aguirre 10,479

34. Tammy A. Vavala 10,288

Sapphire

1. Kathy Helou*** \$55,081

2. Kristin Myers* 31,147

3. Cheryl Warfield** 30,318

4. Lupita Ceballos** 27,331

5. Cyndee Gress* 26,356

6. Debi R. Moore* 21,575

7. Alicia Lindley-Adkins* 20,942

8. Magdalena Nevárez* 20,475

9. Sara Pedraza-Chacón* 20,319

10. SuzAnne Brothers* 18,549

11. Consuelo R. Prieto* 18,193

12. Somer Fortenberry 17,006

13. Phyllis R. Sammons* 16,970

14. Morayma Rosas 16,681

15. Davanne D. Moul* 15,345

16. LaRonda L. Daigle 15,025

17. Diane L. Mentipty 15,023

18. Dawn Otten-Sweeney 14,803

19. Sue Uibel 13,818

20. Kimberly R. Copeland 13,549

21. Janis Z. Trude 13,542

22. Glinda McGuire* 13,175

23. Vivian Díaz* 13,139

24. Pamela A. Fortenberry-Slate* 13,066

25. Ruth L. Everhart 12,151

26. Scarlett S. Simpson* 11,353

27. Alma Orrostita 11,209

MARY KAY ANGELS/ ÁNGELES MARY KAY

july/julio 2015

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 or unit members in their Seminar areas in July 2015./Estas Directoras Nacionales de Ventas Independientes, Directoras de Ventas Independientes y Consultoras de Belleza Independientes lograron las comisiones, gratificaciones o la producción más altas o tuvieron el mayor número de nuevas integrantes de equipo en o integrantes de unidad en sus áreas de Seminario en julio de 2015.

Top National Sales Directors — Commissions and Bonuses/Primeras DNVs: Comisiones y gratificaciones



**Gloria Mayfield
Banks**
\$54,229
Emerald



Anita Mallory
\$98,319
Diamond



Jan Harris
\$40,390
Ruby



Kathy Helou
\$55,081
Sapphire

Top Sales Director — Personal Sales/ Primera Directora de Ventas: Ventas Personales

EMERALD/ESMERALDA — Marilyn Harris, K. Walker Area	\$15,370
DIAMOND/DIAMANTE — Nancy Dove, Go Give Area	14,040
RUBY/RUBÍ — Perpetua Asu-Eze, Go Give Area	27,970
SAPPHIRE/ZAFIRO — Jim Cundiff, Go Give Area	17,557

Top Beauty Consultant — Personal Sales/ Primera Consultora de Belleza: Ventas Personales

EMERALD/ESMERALDA — Grace Son, G. Evans Unit, Go Give Area	\$13,705
DIAMOND/DIAMANTE — Rhonda Corn-Kidd, B. Medley Unit, Y. Lemmon Area	10,610
RUBY/RUBÍ — Katherine Horton, J. Reed Unit, D. Pike Area	11,658
SAPPHIRE/ZAFIRO — Concepcion Lopez, C. Prieto Unit, C. Prieto Area	18,164

Top Team Builder/Primera Impulsora de Equipo

New Team Members/Nuevas integrantes de equipo	
EMERALD/ESMERALDA — Sales Director Emily Vijil, S. Bonilla Area	9
DIAMOND/DIAMANTE — Sales Director Maria Santiago, Go Give Area	10
RUBY/RUBÍ — Sales Director Gloria Dominguez, Go Give Area	12
SAPPHIRE/ZAFIRO — Sales Director Janet Guimet, G. Camargo Area	11

Top Unit — Estimated Retail Production/ Primera Unidad — Producción estimada al menudeo

EMERALD/ESMERALDA — Mariana Moreno, M. López Area	\$114,412
DIAMOND/DIAMANTE — Deborah Robina, K. Piro Area	85,526
RUBY/RUBÍ — Laurie Plyler, J. Krebsbach Area	62,538
SAPPHIRE/ZAFIRO — Chaya Suri Klein, V. Díaz Area	62,907

TOP UNIT BUILDERS/IMPULSORAS DE UNIDAD MÁS DESTACADAS

july/julio 2015

Independent Sales Directors with 20 or more new unit members for July 2015./Directoras de Ventas Independientes con 20 o más nuevas integrantes de unidad en julio de 2015.

New Unit Members/Nuevas integrantes de unidad

EMERALD/ESMERALDA

Chelsea Gardner Niederklein	27
Terrah Cromer	22
Brittani Marie Jenks	22
Emily Sujey Vijil	21

DIAMOND/DIAMANTE

Deborah Robina	31
Kate Schwan	30
Shokhsanam Usmanova	22

RUBY/RUBÍ

Laurie Travis Plyler	29
Chelsey DeBruin	20

SAPPHIRE/ZAFIRO

Heidi Lillian Lurvey	20
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NEW NSD DEBUTS/DEBUTES DE NUEVAS DNVs

july/julio 2015

New Independent National Sales Directors debut July 1, 2015./Debutes de nuevas Directoras Nacionales de Ventas Independientes del 1 de julio de 2015.



Yosaira Sánchez
National Sales Director
Diamond Seminar



Lynnea Tate
National Sales Director
Diamond Seminar



Silvia Saldaña
National Sales Director
Ruby Seminar



Linda Spadlowski
National Sales Director
Ruby Seminar



Angie Locke
National Sales Director
Sapphire Seminar



Jeanie Tamborello
National Sales Director
Sapphire Seminar

emerald/esmeralda

Congratulations to the winners/Felicidades a las ganadoras

NEW DEBUTS/ DEBUTES

may/mayo 2015



Kathy Henry
Barefoot
Pooler, Ga.
K. McGee Unit

Marisa A. Dopkiss
Saint Clairsville, Ohio
K. Engstrom Unit

Dania Upton*
Port Saint Lucie, Fla.
R. Rodriguez Diaz Unit

Not pictured/Sin foto: *Kristy Craft*, Clermont, Fla., K. Hunter Unit; *Maria De Jesus Gaspar*, Las Vegas, R. Siqueiros-Avila Unit; *Kim Henry*, Laurel, Del., C. Harvey Unit; *Phyllis Jean Hoffpauir*, Port Neches, Texas, A. Rimington Unit; *Katherine Lainez*, Hialeah, Fla., M. Moreno Unit; *Jennifer Gray Lowery*, Woodstock, Va., A. Brown Unit; *Cristina Martinez*, Wimauma, Fla., Y. Alvarado Unit; *Maria Martinez*, Los Angeles, C. Santos Unit; *Amanda Renae Marusek*, Highland, Utah, D. Spillman Unit; *Yuris Medrano*, Silver Spring, Md., C. Vasquez Unit; *Taunya Narrell Monroe*, Greensboro, N.C., G. Mayfield Banks Unit; *Samuel Eminene Ogah*, Raleigh, N.C., N. Privette-Jones Unit; *Lizeth Paez*, Alexandria, Va., J. Mendoza Unit; *Joi TaMea Phalo*, Mobile, Ala., A. Dixon Unit; *Erika Patricia Restrepo*, Hialeah, Fla., F. Tejeda Unit; *Dircia Rodriguez*, Philadelphia, L. Urena Mora Unit; *Gloria Rojas*, Hialeah Gardens, Fla., N. Rosas Unit; *Haley Marie Ruhl*, Lockport, Ill., K. Schroeder Unit; *Emily Christine Sykes*, Jacksonville, Ill., E. Melcher Unit; *Rita Vaca de Prommel*, Doral, Fla., Y. Hidalgo Paz Unit; *Guillermina Valdes*, Bakersfield, Calif., S. Calderon Unit; *Carolina Vejar*, Miami, M. Bohorquez Unit; *Andrea Zuluaga*, Hollywood, Fla., N. Aguilera Ramirez Unit.

*Previously debuted./Debutó con anterioridad.

TRIPLE CROWN/ TRIPLE CORONA

july/julio 2014



Robyn Kimberly Barnwell
Bedford, Ohio
G. Mayfield Banks Area

Justeen Akiana Goddard
Renton, Wash.
S. Wallace Area

Auburnee Skye Stanley
Athens, Tenn.
Emerald Go Give Area

Yinaurys Tirado
Baltimore
S. Bonilla Area

Amy Young
Costa Mesa, Calif.
C. Millard Area



Not pictured/Sin foto: *Luisa Gutierrez Valdovinos*, Los Angeles, Emerald Go Give Area; *Yamilderky Pelier*, Miami, D. Polanco Area.

DEAN'S LIST/ LISTA DEL DECANO

july/julio 2014



Yinaurys Tirado
Baltimore
S. Bonilla Area
Emerald Seminar

Not pictured/Sin foto: *Candace Nicole Holte*, Denver, A. Mallory Area, Diamond Seminar; *Yamilderky Pelier*, Miami, D. Polanco Area, Emerald Seminar.

For complete qualifications, rules and regulations regarding the awards and achievements on pages 8 – 12, go to *Mary Kay InTouch*®. Para los requisitos, reglas y reglamentos completos sobre premios y logros de las páginas 8 – 12, ve a *Mary Kay InTouch*®.

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Meet Your NSDs/Conoce a tus DNVs

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? / Asegúrate de visitar el sitio electrónico *Mary Kay InTouch*® para leer inspiradoras historias de éxito de las Directoras Nacionales de Ventas Mary Kay Independientes. Haz clic en el enlace ["Conoce a tus DNVs"](#) bajo el separador "El Legado". Puedes buscar las historias de DNVs por nombre, ciudad, estado, Seminario o por ocupación anterior. ¿Por qué no compartir sus historias con integrantes de equipo potenciales?

HONORS SOCIETY/ SOCIEDAD DE HONOR

july/julio 2014



Robyn Kimberly Barnwell
Bedford, Ohio
G. Mayfield Banks Area

Monica Chen Wu
San Diego
K. Oliveira Area

Jeanine E. Murphy
Gulfport, Miss.
K. Gillespie Area

Auburnee Skye Stanley
Athens, Tenn.
Emerald Go Give Area

Yeuk Chun Wu
Quincy, Mass.
S. Goodwin Monday Area

Amy Young
Costa Mesa, Calif.
C. Millard Area

Not pictured:/Sin foto: *Adalinda Barahona*, Oxon Hill, Md., S. Bonilla Area; *Luisa Gutierrez Valdovinos*, Los Angeles, Emerald Go Give Area; *Yency B. Hernandez Herrera*, Washington, D.C., S. Bonilla Area; *Betty Sue Newell*, Byram, Miss., C. Harris Earl Area; *Carolina Amaya Rojas*, Conway, S.C., N. Jaimes Area.

FABULOUS 50s/ FABULOSOS 50

january/enero 2015



Cherie Griffith-Dunn
Hartford, Conn.
R. Mattis Area

Not pictured:/Sin foto: *Nallely Alvarez*, Metairie, La., A. Hatheway Area; *Karina Bedolla*, Greenville, S.C., N. Jaimes Area; *Maureen Moreno*, Miami, M. López Area; *Jez Z. Padua Cody*, Escondido, Calif., K. Oliveira Area.

ON THE MOVE/ EN ACCIÓN

may/mayo 2015

Kristy Craft
Marisa A. Dopkiss

Phyllis Jean Hoffpauir
Jennifer Gray Lowery

Lizeth Paez
Dircia Rodriguez

Emily Christine Sykes
Guillermina Valdes

NEW TEAM LEADERS/ NUEVAS LÍDERES DE EQUIPO

july/julio 2015

Esmeralda Arias
Blair L. Ashby
Maria C. Barrientos
Cecilia Beltran
Francia B. Blue
Tiffany W. Boutwell
Valerie Bruski
Olga M. Burstein
Maria Carrillo
Kerchelle Cortes
Hanna Cristofaro
Jennifer L. Drury
Rigo A. Ek-Chan

Odalys Espinosa
Jackeline Espinoza
Mandy L. Fagiano
Adina Fejes
La'Tonyia M. Franklin
Darlene A. Gamble
Jennifer R. Goodman
Magaly Guevara
Ebony T. Harrison
Angela Idrovo
Rachel L. Knapp
Lisa S. LaFrance
Kelly J. Lawrence

Jenna Locke
Aleyda M. Lopez
Liz M. Lopez
Michaellee C. Ludin
Ashley R. McCormick
Joanna C. Nappo
Caroline E. Ogah
Esmeralda Perez
Diana Poveda
Christine Pribyl
Ben Quickordonez
Jenn R. Robinson
Esther M. Rogers

Jessica Russi
Margarita J. Silva
Katlin Stone
Kristen M. Thomson
Maria delCarmen Torres
Anita Vasquez
Kristen M. Vernon
Elizabeth Watson
Rhonda L. Zimmerman
Carmen Zuniga

GRAND ACHIEVERS/GRAN GANADORAS

july qualifiers/
calificadas en julio 2015

Consultants/Consultoras
Sara Arias
Bejaira Cortorreal
Raquel Del Risco
Amy Elrod
Ninoska Margarita Fazzari
Rebecca Genna
Alejandrina Gonzalez

Emmalee Grace Harding
Kerri Lynn Hart
Ruby L. Haynes
Yolanda Del Pilar Japa
Karina Kloss
Kara Sue Marsman
Blanca Morales
Eraicy Perez

Fidelina Ramirez
Jennifer Rogers
Luisa Stefannia Salguero
Matia Spicer
Wanda Brown Talley
Sonia Elizabeth Torrellas
Elizabeth Vicente

**Sales Directors/
Directoras de Ventas**
Julie Anderson
Maria Gabriela Diaz
Rebecca Fort
Julia Weissmann

FIRST GOLD MEDAL/ PRIMERA MEDALLA DE ORO

july/julio 2015

New Team Members/Nuevas integrantes de equipo
Cecilia Beltran, V. Guevara Unit..... 5
Kerchelle Cortes, C. Elizabeth Wright Unit..... 5
Hanna Cristofaro, D. Sowder Unit..... 7
Carla Duran, C. Slezak Unit..... 5
Rigo Ek-Chan, R. Castillo Unit..... 6
Amy Elrod, R. Shannon Unit..... 5
Mandy Fagiano, T. Cromer Unit..... 7
Laura Gonzalez, J. Jackson Unit..... 5
Jennifer Goodman, L. Parrino-Pheasant Unit..... 6

Emmalee Harding, B. Jenks Unit..... 9
Alexis Harris, H. Wahl Unit..... 5
Karina Kloss, D. Bermudez Unit..... 6
Jenna Locke, J. Davis Unit..... 6
Lydia Lopez, S. Guzman Colon Unit..... 5
Michaellee Ludin, T. Ludin Unit..... 6
Gail Maddox, V. Christion Unit..... 5
Diana Poveda, D. Figueroa Unit..... 7
Ben Quickordonez, C. Elizabeth Wright Unit..... 5
Tracie Reyes, C. Niederklein Unit..... 5

Sheila Richardson, L. Perry Unit..... 7
Doris Rivera, S. Reyes Unit..... 5
Kristen Vernon, B. Sufrin Unit..... 8
Elizabeth Watson, J. Fearis Unit..... 7
Desiree Williams, A. Cadwell Unit..... 7
Morgan Wood, A. Thulin-Marrano Unit..... 5
Carmen Zuniga, E. Vijil Unit..... 5

13% CLUB/ CLUB DEL 13%

july/julio 2015

Congratulations to the top 25 Independent Beauty Consultants and Independent Sales Directors in the **Emerald** area earning 13 percent personal team commissions. They placed a personal minimum \$600 wholesale Section 1 order and had at least five personal team members each place a minimum of \$225 in wholesale orders during July./Felicitaciones a las primeras 25 Consultoras de Belleza Independientes y Directoras de Ventas Independientes en el área **Esmeralda** que ganaron las comisiones del 13% por equipo personal. Estas hicieron un pedido personal mínimo de \$600 de la sección 1 al mayoreo y tuvieron por lo menos cinco integrantes de equipo personal que hicieron cada una pedidos por un mínimo de \$225 al mayoreo en julio.

Sales Director Michelle Anne Cunningham.....\$1,842
Sales Director Melissa Bright.....1,417
Sales Director Olayinka K. Adegbayi.....1,391
Bejaira Cortorreal, D. Rodriguez Unit.....1,256
Rachael Regina Throckmorton, J. Damm Unit.....1,234
Sales Director Bridgett Leigh Moore.....1,198
Blanca Morales, M. Echeverria Unit.....1,163

Sales Director Ayobami Olanrewaju Olusa.....1,125
Sales Director Debbie A. Thomas.....1,080
Sales Director Rachelle Holloway.....1,066
Sales Director Jennifer A. Enloe.....1,003
Sales Director Tracy Ann Clymer.....1,003
Sales Director Nicole Marie Bartell.....996
Sales Director Cynthia B. Palmer.....992

Sales Director Ebon Osaze.....982
Sales Director Kara Gallup.....975
Sales Director Elsa Velarde.....958
Alejandrina Gonzalez, R. Romero Unit.....956
Sales Director Breanne Sufrin.....941
Sarah Jeanne Miller, C. Niederlein Unit.....928
Victoria Spraggins, L. Bequette Unit.....924

Sales Director Emily Sujei Viji.....906
Sales Director Patty Bennett.....895
Sales Director Vicki Hunter.....895
Sales Director Ashley N. Clinesmith.....887

ACHIEVEMENT CIRCLE/ CÍRCULO DE LOGROS

july/julio 2015

Ranking of the top 100 Independent Sales Directors in the **Emerald** area based on their July 2015 estimated unit retail production./Clasificación de las primeras 100 Directoras de Ventas Independientes en el área **Esmeralda** según su producción de unidad estimada al menudeo de julio de 2015.

Mariana Moreno.....\$114,412
Chelsea Gardner Niederlein.....84,297
Tina M. Dees.....61,169
Brittani Marie Jenks.....58,203
Stacy D. Foust.....57,742
Carina Elizabeth Wright.....54,046
Jennifer Elizabeth Damm.....52,604
Rachelle Holloway.....51,666
Christine Denton Barrueco.....48,117
Pam Kelly.....48,066
Melinda M. Balling.....47,653
Terrah Cromer.....46,274
Breanne Sufrin.....43,695
Stacey Craft.....43,404
Alison Jurek.....43,397
Maggie Rader.....43,146
Aurora Andrade.....43,133
Tracy Ann Clymer.....42,817
Kim I. Sabourin.....41,928
Ann Ferrell Smith.....41,759
Catherine Virginia Slezak.....41,387
Emily Sujei Viji.....41,124
Linda Klein.....40,801
Christine J. Kurzawa.....39,434
Traci Smith.....39,262

Nancy Boucher.....39,044
Ashley N. Clinesmith.....38,176
Amanda Thulin-Marrano.....38,039
Maria I. Echeverria.....37,594
Michelle Anne Cunningham.....37,589
Cheryl T. Anderson.....36,541
Jennifer L. Besecker.....36,499
Marilyn Schmucker.....36,148
Richelle V. Barnes.....35,968
Bridgett Leigh Moore.....35,930
Ann Tinucci Anderson.....35,724
Denise G. Kucharski.....35,668
Tandy L. Ludin.....35,256
Joanna Helton.....35,134
Audrey J. Doller.....34,341
Phyllis I. Pinsker.....34,273
Joyce Recenello.....33,616
Leanne Parrino-Pheasant.....33,579
Jennifer A. Enloe.....33,355
Betty McKendry.....33,201
Tania Mineli Lazo.....33,087
Brenda Stafford.....32,699
Betty B. Lucido.....32,541
Jo M. Cotton.....32,536
Gloria Evans.....31,776

Dawn M. Starr.....31,490
Cindy Anderson.....30,989
Cheryl L. Foster.....30,961
Margaret Neill.....30,920
Janice Baxter Hull.....30,863
Victoria A. Pierle.....30,833
Emily Stone.....30,531
Helen Amato.....30,304
Yuneisy Hidalgo Paz.....29,844
Ana Barros.....29,685
Kenettia A. Adams.....29,638
Elaine H. Fedick.....29,522
Nancy L. DeFina.....29,341
Sarah Louise Scinta.....29,032
Patty K. Rauen.....29,007
Jill Beckstedt.....28,860
Diane M. Detesco.....28,855
Yamisherky Pelier.....28,521
Dircia Rodriguez.....28,508
Dana Ann Lamade.....28,335
Carolyn J. Bishop.....28,256
Harriett Sharpe.....28,133
Elaine Jegi.....27,984
Elsa Velarde.....27,983
Marie Pfarr.....27,901

Ana Reyes.....27,870
Mary-Beth Anderson.....27,715
Kim Williams.....27,710
Mara C. Lane.....27,527
Shauna Lynn Abbotts.....27,328
Rosa Romero.....27,275
Rita Jean Barthel.....27,223
Melissa Michelle Wilson.....27,188
Haydee Guzman.....27,138
Keara Hunter.....27,105
Penny R. Walker.....27,105
Dawn Wilson.....26,984
Kelly Keith Killion.....26,875
Alyce Burnett.....26,860
Bessy Mireya Betancourt.....26,848
Irene K. Foster.....26,676
Vicki Hunter.....26,560
Stacy M. Houy.....26,531
Heather Wickstrom.....26,512
Maritza Lanuza.....26,421
Leticia Vargas.....26,344
Denise M. Sowder.....26,292
Linda S. Chasten.....26,273
Sheri Farrar-Meyer.....26,221
Donna S. Rueppell.....26,187

COMMISSION CIRCLE/ CÍRCULO DE COMISIONES

july/julio 2015

Independent Sales Directors who earned the top 100 commissions and bonuses in the **Emerald** area in July 2015. Names in **bold** print earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission./Las Directoras de Ventas Independientes que ganaron las Primeras 100 comisiones y gratificaciones en el área **Esmeralda** en julio de 2015. Los nombres en **negritas** son quienes ganaron la comisión máxima del 13 por ciento de Directoras de Ventas mas el 13 por ciento máximo de comisión por reclutas personales.

Mariana Moreno.....\$11,851
Chelsea Gardner Niederlein.....11,501
Terrah Cromer.....9,375
Catherine Virginia Slezak.....8,900
Rachelle Holloway.....8,835
Michelle Anne Cunningham.....8,785
Brittani Marie Jenks.....8,683
Christine Denton Barrueco.....8,414
Pam Kelly.....7,722
Breanne Sufrin.....7,638
Jennifer Elizabeth Damm.....7,528
Tracy Ann Clymer.....7,316
Stacy D. Foust.....7,165
Tina M. Dees.....7,150
Melinda M. Balling.....6,859
Bridgett Leigh Moore.....6,779
Ann Ferrell Smith.....6,724
Carina Elizabeth Wright.....6,713
Audrey J. Doller.....6,663
Jennifer A. Enloe.....6,646
Emily Sujei Viji.....6,609
Amanda Thulin-Marrano.....6,581
Christine J. Kurzawa.....6,575
Maggie Rader.....6,566
Stacey Craft.....6,531

Alison Jurek.....6,520
Jennifer L. Besecker.....6,428
Phyllis I. Pinsker.....6,163
Joyce Recenello.....6,104
Kathryn L. Engstrom.....6,084
Aurora Andrade.....6,053
Keara Hunter.....6,025
Dana Ann Lamade.....6,019
Maritza Lanuza.....6,006
Cindy Anderson.....6,004
Kim I. Sabourin.....5,949
Traci Smith.....5,874
Ashley N. Clinesmith.....5,803
Joanna Helton.....5,790
Mara C. Lane.....5,789
Antonia Miranda.....5,787
Ebon Osaze.....5,785
Bianny Fabiola Ramirez.....5,777
Tania Mineli Lazo.....5,728
Richelle V. Barnes.....5,727
Grace Elizabeth Snively.....5,716
Lesa Rae Franken.....5,663
Maria I. Echeverria.....5,662
Marilyn Schmucker.....5,621
Linda Klein.....5,601

Shawna D. Schneider.....5,579
Marilyn Marte De Melo.....5,568
Nancy Boucher.....5,539
Dircia Rodriguez.....5,506
Harriett Sharpe.....5,502
Carolyn J. Bishop.....5,409
Cheryl L. Foster.....5,355
Tandy L. Ludin.....5,295
Emily Stone.....5,221
Nancy Harder.....5,218
Betty McKendry.....5,212
Olayinka K. Adegbayi.....5,194
Leanne Parrino-Pheasant.....5,184
Yuneisy Hidalgo Paz.....5,164
Denise G. Kucharski.....5,161
Heather Wickstrom.....5,086
Melissa Bright.....5,045
Brenda Stafford.....5,032
Dawn M. Starr.....5,016
Ana Barros.....4,999
Diane M. Detesco.....4,968
Sheri Farrar-Meyer.....4,946
Jani Macias.....4,903
Rita Jean Barthel.....4,892
Jill Beckstedt.....4,892

Gloria Evans.....4,850
Angela Kocher Rimington.....4,800
Mary-Beth Anderson.....4,778
Maira Lopez.....4,752
Ayobami Olanrewaju Olusa.....4,724
Judy Gieson.....4,691
Shauna Lynn Abbotts.....4,667
Carrie V. Eddings-Foster.....4,654
Karen E. Ridle.....4,645
Haydee Guzman.....4,639
Vicki Hunter.....4,626
Yamisherky Pelier.....4,621
Janice Baxter Hull.....4,595
Jo M. Cotton.....4,577
Krista A. Johnson.....4,549
Melissa Michelle Wilson.....4,544
Betty B. Lucido.....4,542
Cheryl T. Anderson.....4,536
Luanne Stewart.....4,510
Araceli Ponce.....4,493
Evelyn Nail.....4,474
Debbie A. Thomas.....4,443
Damarys Leyva.....4,436
Leticia Vargas.....4,416
Susan Houser.....4,411



GO-GIVE[®] AWARD

Congratulations to our November 2015 Go-Give[®] Award winners who best exemplify the **Golden Rule** – helping others **unselfishly** and **supporting** adoptees as much as unit members.

Nominate a well-deserving Independent Sales Director who displays the Go-Give spirit for this prestigious honor today! We've made it easy – look for the **online nomination form** on *Mary Kay InTouch[®]* under the Contests/Promotions tab.



Kathy McDonough

Emerald

Independent Sales Director

Began Mary Kay Business

February 1997

Sales Director Debut

April 2002

National Sales Director

Go Give Area

Honors Circle of Honor

Personal Lives in Camarillo, Calif. Husband, Bob; son, Shawn; daughters: Linda, Tara

"I am motivated to help others because the day a customer cried when she discovered her beautiful potential is the day THIS woman discovered the priceless feeling of making a difference in someone's life."

Independent Beauty Consultant Mikaela Ramos of Lathrop, Calif., says, "Even though we

are over 500 miles away, my growing team had the opportunity to have Kathy give them hands-on education. I can only hope to encourage, educate and cheer my unit when I become an Independent Sales Director as Kathy has done with her unit."



Leah Dade

Diamond

Independent Senior Sales Director

Began Mary Kay Business

May 1993

Sales Director Debut

December 1996

Offspring two first-line

National Sales Director

Go Give Area

Honors Star Consultant; two-times Queen's Court of Sharing; Circle of Achievement

Personal Lives in Plainfield, N.J. Daughter, Alanna

"I am motivated to help others because I love helping them express and release their God-given gifts and talents to the world, as well as the joy of success it brings to them and the lives they touch."

Independent Sales Director

Marie Pompilus of Maplewood, N.J., says, "When life was throw-

ing curves at me and I quit my Mary Kay business, Leah continued to reach out, listen, offer support and mentor me. Now, because of my friend Leah, I'm back in Mary Kay!"



Christina Rolfs

Ruby

Independent Sales Director

Began Mary Kay Business

January 2000

Sales Director Debut

March 2001

National Sales Director

Go Give Area

Honors Circle of Honor; three-times Sales Director Queen's Court of Personal Sales; 10-times Circle of Achievement; three-times Double Star Achievement

Personal Lives in Seattle, Wash. Husband, Chad; sons: Cooper, Cutter

"I am motivated to help others because I love seeing people break through their belief barriers and connect with their heart's desire for their life. There is nothing more rewarding than seeing the impact on lives through this process."

Independent Beauty Consultant Katie O'Neill of Everett, Wash., says, "My adoptive Independent

Sales Director told a story of how Tina helped her get her business back on track. Hearing the story inspired me to help others, taught me more about what it means to be go-give and showed me the type of Independent Sales Director I want to be."



Tesa Gueret

Sapphire

Independent Sales Director

Began Mary Kay Business

February 2013

Sales Director Debut

May 2014

National Sales Director

Dawn Otten-Sweeney

Personal Lives in Mobile, Ala. Husband, Patrick; sons: Josh, James, Noah

"I am motivated to help others because I have seen how this business changes lives. We have the best opportunity for women, and I love sharing it!"

Independent Beauty Consultant Faith Donald of Creola, Ala., says, "Tesa is taking part in our

local Relay for Life event and assists children in learning through her homeschooling co-op program. She is like a big sister who supports us and gives us the little extra push we need."



Party Time

SPREAD THE CHEER!

Now is a great time to find new customers, reach out to existing ones and reconnect with those you haven't heard from in a while. It's also an ideal time to **turn some of those customers into team members!** Holiday open houses are the perfect venue to spread Mary Kay cheer and add sparkle to your sales *and* your team!



**Independent
Senior Sales
Director**
Celeste Byrd,
Richmond, Ky.

Team-Building

Celeste shares three team-building tips you can try at your holiday open house!

- 1 Your customers can make the best team members because they already love the products. Let them see how much you love what you do. Ask questions and listen to their needs.
- 2 Set a corner display with your Mary Kay awards and your pictures from Mary Kay events. Be sure to include your prizes! It's an excellent conversation starter, and it makes it easy to talk about why you love your Mary Kay business!
- 3 Remember! FUN is the name of the game. Let your guests see how much fun a Mary Kay business can be!

Holiday Open House Time-Savers!

Celeste knows how to rock a party! Try her tips at your open house.

- **GUESTS.** Start with your customers, family, neighbors, friends, work associates and teachers.
- **PICK A DATE.** Be flexible and offer several options, if possible, to allow for different schedules. Include a save-the-date card in their product orders a month or two ahead of time.
- **LOCATION.** Whether it's your home, a friend's home or a party room, an ideal location is one that's easy to find and comfortable for your group.
- **INVITATIONS.** Use the invitations already created for you! Find everything you need at the holiday site on *Mary Kay InTouch*®!
- **DÉCOR.** Find inexpensive props at discount or craft stores. You may want to choose a color scheme you can use again for other occasions. Display product pairings at differing price points. Not feeling crafty? Ask a sister Independent Beauty Consultant to help!
- **MUSIC.** Consider a seasonal soundtrack to help keep the atmosphere festive, and get everyone in the shopping spirit!

“ Offer an assortment of prices.

In my experience, most customers spend \$10-\$20 on a gift, so I offer *Satin Hands*® Hand Cream and *Mint Bliss*™ Energizing Lotion for Feet & Legs. Another product I love is *NouriShine Plus*® Lip Gloss in Fancy Nancy. It looks awesome on everyone, and I package it inside a festive plastic ornament! ”

– Celeste Byrd

Make a List, Check It Twice. What you can do this month:

- ✓ **FOLLOW UP.** Once your open house is over, your guests may still need some last-minute gifts. A friendly email or text might be just the reminder they need. Another great reason to get in touch? Offer to show how to create a holiday party color look. Another idea is to contact your customers' spouses and loved ones and offer to help them shop!
- ✓ **STOCK UP.** Offer your customers an easy shopping experience. Consider having popular holiday products in your inventory. They'll love that purchases can be delivered right to their doors!
- ✓ **OFFER FREE GIFT WRAPPING.** Include a business card and samples of other products your customers might enjoy. For example, if they purchased *Mary Kay At Play*® products, include *Botanical Effects*® samples!
- ✓ **12 DAYS OF GIVING.** For 12 consecutive days, deck the walls of your social media sites with *Mary Kay*® products anyone would love to find under their tree. Include a link to the Holiday Gift eCatalog. Anyone who comments or likes your posts is a potential customer, so be sure to follow up! Your customers can now shop directly from the eCatalogs, so it's even easier to shop with you.

Hear Those Sales Jingle!

🎵 Consumers typically start holiday shopping around September with the majority of the shopping taking place in October and November. **That means right now!**

🎵 Online holiday sales keep growing and peak the second week in December.

🎵 Approximately 93 percent of Americans celebrate Christmas.



All Decked Out



HAVE YOUR CUSTOMERS PARTY-READY IN THREE SIMPLE STEPS:

- 1 **EYES:** Use three shades of *Mary Kay® Mineral Eye Color* (\$8 each): Dust **Moonstone** from creases to brow bones. Sweep **Ballerina Pink** onto eyelids. Contour creases and lower lashlines with **Lavender Fog**. Then line top and bottom lashlines with *Mary Kay® Eyeliner* in **MK Deep Brown** (\$12). Finish with a sweep of *Mary Kay® Ultimate Mascara™* (\$15).
- 2 **CHEEKS:** Accent apples of cheeks with *Mary Kay® Mineral Cheek Color* in **Shy Blush**. \$12
- 3 **LIPS:** Apply *Mary Kay® Creme Lipstick* in **Apple Berry**. \$15

Find more **holiday looks** like this at the holiday site on *Mary Kay InTouch®*.



"If you go for a bright berry on the lips, create balance with the same undertone for eyes. The monochromatic tone for cheeks and eyes works well here."

Kelko Takagi
MARY KAY GLOBAL MAKEUP ARTIST

Shopping Bag **Add-Ons!**



A *Mary Kay®* mascara



Mary Kay® Gel Eyeliner



A *Mary Kay®* foundation



Mary Kay® Translucent Loose Powder



Mary Kay® Makeup Finishing Spray by Skindinavia



A *Mary Kay®* fragrance

MARY KAY®

• CHEER! •

WISH LIST

From scrumptious sets to grab-and-give goodies, you'll find fresh and festive gifts for everyone on your list. Contact me, your Mary Kay Independent Beauty Consultant, and let the shopping begin!

HOLIDAY EXCLUSIVES

NEW! Limited-Edition® Mary Kay® Body Lotion & Lip Balm Gift Set, \$18 each

Blissful body lotion and luscious lip balm in three yummy scents.



sugar & spice™
Qty. ☐
Sugar and spice and everything nice make this pair a cozy treat.

PART NO. 10-085642



apple & pear™
Qty. ☐
Sparkling fresh gets a touch of sweet that's sure to inspire good cheer.

PART NO. 10-085641



BERRY & cream™
Qty. ☐
This scrumptious duo creates one berry delicious delight.

PART NO. 10-085640



NEW! Limited-Edition® Mary Kay® Cream & Sugar™ Body Gift Set, \$25
Qty. ☐
Includes Cream & Sugar™ Body Scrub and Cream & Sugar™ Body Whip.

PART NO. 10-085820



NEW! Limited-Edition® Mary Kay® At Play™ Little Delights™ Fragrance Mists, \$16
Qty. ☐
Includes Pink Macaroon™ and Pomegranate Tart™ fragrance scents.

PART NO. 10-085949



NEW! Limited-Edition® Sinvigorator™ Cleansing Brush Color, \$50
Qty. ☐
This lightweight, two-speed power brush is all dressed up for the holidays!

PART NO. 10-085829

BUNDLES OF JOY



Hello, clean
\$32
Qty. ☐

Includes Mary Kay® 2-In-1 Body Wash & Shave and Mary Kay® Hydrating Lotion.

PART NO. 10-080376



Ready set
\$36
Qty. ☐

Includes Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15* and Mary Kay® Makeup Finishing Spray by Skindinavia.

PART NO. 10-089243



Bare palette
\$65
Qty. ☐

Includes Mary Kay® Mineral Eye Color in Sweet Cream, Spun Silk, Moonstone, Rosegold, Driftwood and Espresso plus a Mary Kay® Compact Mirror™.

PART NO. 10-089244



Brush on beautiful
\$65
Qty. ☐

Includes Mary Kay® Brush Collection featuring the Eyeliner/Eyebrow Brush, Powder Brush, Cheek Brush, Eye Color Brush, Eye Crease Brush and the Mary Kay® Cosmetic Organizer Bag plus the Mary Kay® Brush Cleaner.

PART NO. 10-089245



Christmas miracle
\$127
Qty. ☐

Includes these TimeWise® products: 3-In-1 Cleanser, Age-Fighting Moisturizer, Day Solution Sunscreen Broad Spectrum SPF 35,* Night Solution and Firming Eye Cream.

PART NO. 10-089246 (Combination/Oily)
PART NO. 10-089247 (Normal/Dry)



Dynamic duo
\$50
Qty. ☐

Includes MKMen® Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30* and MKMen® Advanced Eye Cream.

PART NO. 10-080381



Daily double
\$27
Qty. ☐

Includes MKMen® Shave Foam and MKMen® Cooling After-Shave Gel.

PART NO. 10-080382

More Mary Kay® Products to Love

Let me know what you can't live without!

Name	Product	Price	Quantity

All prices are suggested retail.

*Over-the-counter drug product
**Mary Kay® Compact Mirror -
U.S. Pat. D629,201 and Other Pats. Pend.
†Available while supplies last



“With love in our hearts,
and gratefulness for the abundant
blessings God has shown each
of us, may this Thanksgiving be
the happiest you and your family
have ever known.”

november dates: to remember

Helpful Numbers:
Mary Kay Consultant
Contact Center
800-272-9333

For questions regarding
Mary Kay® product orders,
Mary Kay InTouch®,
special events, product
information, etc.

Automated
Information Line
800-454-1130 (24 hours)

1

- Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m.

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

3

4

New Independent Sales Director Education in Addison, Texas, begins. All Sales Directors who have not yet taken advantage of this great opportunity are welcome.

Early ordering of the new Winter 2015 promotional items begins for Star Consultants who qualified during the June 16 – Sept. 15, 2015, quarter and Independent Beauty Consultants who enrolled in *The Look* for Winter 2015 through the *Preferred Customer ProgramSM*.

10

- Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month.
- Leadership 2016 registration opens for NSDs at 8:30 a.m. Central time.

2

Leadership 2016 registration opens for Independent Sales Directors at 8:30 a.m. Central time.

9

Winter 2015 *Preferred Customer ProgramSM* customer mailing of *The Look* begins. (Allow 7-10 business days for delivery.)

13

16

Winter 2015 promotion begins. Ordering of the new Winter 2015 promotional items available for all Independent Beauty Consultants.

25

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

Thanksgiving Day.
All Company offices closed.
Postal holiday.

26

27 Company holiday.
All Company offices closed.

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



- Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail must be received today to count toward this month's production.

- Online Independent Beauty Consultant Agreements accepted until midnight Central time.



Also available on *Mary Kay Mobile InTouchTM* on your smartphone at m.marykayintouch.com.

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APPLAUSE® magazine is published in recognition of and as information for members of the Mary Kay Inc. 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. ©2015 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association. Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, marykay.com.

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CHEER

Everything Holiday



Open House Invitation

12 Days of Holiday Tips!

Special-Edition [Holiday Power Class](#), Nov. 1-12

Join each day as 12 top Independent Sales Directors share their most powerful tips to make the most of your holiday sales. Topics include how to conduct an open house, building your customer base and your team, using your **Mary Kay® Personal Web Site** to maximize sales, plus much more! Visit **Mary Kay InTouch® / Education / Consultant Education / Power Class**.

The holiday site on **Mary Kay InTouch®** is loaded with everything to help you make the most of the **HOLIDAY SELLING SEASON!** Check early and often for updates and ideas you can use!

Visit **MKConnections®** on **Mary Kay InTouch®** for fun and cheerful holiday packaging! Prices start at \$12 for small cello bags, pk./25 (sales tax not included).

Holiday Gift Tags and Stickers



Cello Bag

Ribbon



E

R

!

Sell While You Sleep

'Tis the Season for Online Sales

Last year on **Black Friday**, you and your customers helped Mary Kay record its first **\$1 Million Day** from **Mary Kay® Personal Web Site (PWS) sales!** And that was just the beginning of an impressive weekend. Total estimated sales from **Black Friday to Pink Monday** were almost **\$2 Million!**

If you don't have a PWS, there's still time to jump on the bandwagon of potential sales! Find details on *Mary Kay InTouch®* under **Business Tools / Digital Zone / Personal Web Site Manager**. You pay \$30* for the first year and \$60* for each year thereafter. And when you have a PWS, be sure you opt in to **Beaut e NewsSM** and **Mary Kay® Social Publisher** so the Company can help you market your business. Plus, there's **EZ Ship** and **Guest Checkout** to help you service your customers.

BLACK FRIDAY + PINK MONDAY = Sales Yule Love!

Here are some stats from last year that you'll want to know about *Mary Kay®* Personal Web Site sales so you can prepare this year:

17% of sales came from **MOBILE DEVICES** (up from 12 % the year before).

About **50%** of sales came from **NEWLY REGISTERED CUSTOMERS**.

Roughly **82%** of all products purchased on Black Friday were **REGULAR-LINE** *Mary Kay®* products.

Top 5 Products Purchased**



This means new customers purchased regular-line skin care products which can mean reorders for you!

RACE FOR RED

Get in gear,
and earn
rewards
you deserve!



What's In It For You!

- 1 Opportunity to lead others.
- 2 Chance for increased earnings.
- 3 Prizes, special recognition and fun girlfriend time.

Fall Into Red

Aug. 1 – Nov. 30, 2015, Red Jacket Independent Beauty Consultants can earn gorgeous jewelry each month.

Who	Do This	Earn This
Star Team Builders* (3 to 4 personal team members)	\$1,200 cumulative team production**	Star Team Builder Necklace
Team Leaders* (5 to 7 personal team members)	\$1,800 cumulative team production**	Team Leader Necklace
Future Independent Sales Directors* (8 or more personal team members)	\$2,400 cumulative team production**	Future Independent Sales Director Necklace

Consistency Prizes!

Red Jackets who achieve the challenge at least three out of four months can earn **even more prizes!** Check *Mary Kay InTouch®* for details.

Plus! Independent Sales Directors, get in on the action! Have a minimum of three unit members who achieve the challenge within a month, and you'll receive the same **beautiful necklaces!**

*Career path status will be determined as of the last day of the month.

**Cumulative team production is the combination of your personal wholesale Section 1 production and your personal team members' wholesale Section 1 production.

RED HOT



Independent
Sales Director-
in-Qualification
**Krista
Oldenburg,**
Germantown, Wis.

Strong **Foundation**

Krista became an Independent Beauty Consultant in December 2012 to help pay off student loans after earning her master's degree. "My goal was to make an extra \$200 a month," she says. "Once I learned about the career path, I knew the Mary Kay opportunity was, and *is*, my future!"

ON ACHIEVING HER GOALS: Krista wants to finish *every* Race for Red Challenge. "It keeps me focused on team-building and acquiring qualified team members to create a strong team and future unit. Plus, it's so rewarding to help others achieve their dreams."

WHAT KEEPS HER GOING: Krista says working toward success in retail sales and team-building helps her create and sustain a strong, lasting Mary Kay business.



Independent
Elite Executive
Senior Sales
Director
Debbie Weld,
Dalhart, Texas

A Chance to **Lead**

Before she became an Independent Beauty Consultant, Debbie was a stay-at-home mom who thought the Mary Kay opportunity was the perfect outlet for girlfriend time! "Soon, I was passionate about earning my red jacket after attending a red jacket rally," says Debbie. "I realized I wanted a leadership opportunity and the ability to earn higher commissions. I knew I was doing something right when I was seated at the head table at a special Mary Kay luncheon. It feels great to be rewarded for hard work, and it motivates me to do more!"

Get RED-ucated!

- The [Race for Red eCourse](#) is a series of self-paced units to help you strengthen team-building and leadership skills! Over six weeks, join top Independent National Sales Directors as they teach, inspire and motivate you to **earn your own red jacket, the use of a Mary Kay Career Car** and more!
- The [Love What You Do](#) team-building app **acts as your virtual team-building notebook**. It allows flexibility to customize and fit your conversation to your potential new team member's interests.

MARY KAY®

Mary Kay Inc.
P.O. Box 799045
Dallas, TX 75379-9045

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U.S. POSTAGE PAID
MARY KAY INC.

Los Angeles

Home to the biggest stars,
biggest blockbusters
and **NOW THE BIGGEST**
Leadership ever!

This year, all Independent
National Sales Directors and
Independent Sales Directors
gather for one spectacular
event. That's double the energy
and double the inspiration!

Get ready for your close-ups
because we are rolling out
the red carpet! You'll get
the knowledge and inspiration
you need to script your own
success story and take
you to the next level in your
Mary Kay business.



LOS ANGELES
JAN. 13-16, 2016



Trending: @ Mary Kay



Ho, Ho, Ho!

Spread Mary Kay **Cheer** and watch those sales soar! *Mary Kay InTouch*® has great **marketing tools** to help you, including a **printable invitation**, **merchandising how-tos**, **holiday video** and more!



Ready to Wear

Mary Kay® is the Official Beauty Sponsor for *Project Runway*® Season 14 (airs Thursdays at 9/8c on Lifetime®). This exposure is a great way to **find new customers!** You'll find helpful color how-tos and behind-the-scenes tips from **Global Makeup Artist Luis Casco** on the "Video Lounge" plus party ideas on *Mary Kay InTouch*®.



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insideTHIS ISSUE

Make the Season Bright.

Holiday exclusives in the "nick" of time! A **new bag of holiday exclusive products is on sale now!** This added promotional period is filled with fun and festive gifts your customers will love. They are on sale Oct. 3 and while supplies last!

pages 2-3

Bundle Up.

Holiday selling made easy! We make it easy for you with best-selling *Mary Kay*® products bundled for you. Your customers will love the convenience and ease of shopping with you!

pages 4-5

The Gift of Glow

Perfect skin is in! These "Good, Better, Best" skin care bundles can help your customers enjoy the gift of glow and add sparkle to your holiday sales!

#GlowAndTell

pages 6-7

Holiday 411

Get **great tips** for your **holiday open houses** plus holiday **social media ideas** to help you maximize your sales during this most wonderful time of the year!

pages 14-15

Party-Ready

You and your customers will love this **gorgeous color look** that's perfect for any holiday party.

page 16

Holiday Wish List

Use this **flier** at your holiday open houses or drop it in your customers' shopping bags to help ensure they find the perfect gift for everyone on their list – including themselves!

page 17

Oh, What Fun!

From the **Holiday Gift eCatalog** to open house invitations to a printable flier, you'll find many great tools on *Mary Kay InTouch*®. Here's a preview.

pages 18-19

Race for Red

The Race continues. Find out how you can win!

pages 20-21



Cheerful Inspiration

Spur those holiday ideas with the **Mary Kay boards on Pinterest**® filled with cute and clever inspiration!
[Pinterest.com/marykayus](https://www.pinterest.com/marykayus)



#GlowAndTell



Got the Glow?

Give your customers the gift of glowing skin! They'll thank you with their loyal business! Share your photos at **#GlowAndTell**.



• HOLIDAY •

HEADQUARTERS

Spread holiday cheer with **eight new limited-edition†** gifts AVAILABLE NOW! That's right! Mary Kay adds **holiday promotions** again to give you a fabulous lineup of products in varying price points that your customers will love.



NEW! Limited-Edition† Mary Kay® Cream & Sugar™ Body Gift Set, \$25
Lavish skin with an exfoliating scrub of sugar crystals surrounded with notes of chocolate. The body whip is like a mouthwatering dessert for your skin. Set includes: **Cream & Sugar™ Body Scrub** and **Cream & Sugar™ Body Whip**. Each in a 4 oz. tube. Comes in a colorful and festive package.

BUNDLE UP! Create a **Simply Scrumptious** bundle! Add any of these products.

- Sienne Brûlée or Chocolatte *True Dimensions®* Lipstick
- Café au Lait Mary Kay® *NouriShine Plus®* Lip Gloss
- Chocolate Kiss or Truffle Mary Kay® Mineral Eye Color

NEW! Limited-Edition† Mary Kay At Play® Little Delights™ Fragrance Mists, \$16 pair!

Easy to give. Easy to wear. Cheers to this festive fragrance pair!
Two .9 fl. oz. mini mists in a fun, ready-to-give pouch!

- **Pomegranate Tart™**. Pomegranate, pear, water lily and jasmine create a fresh, fruity-floral scent.
- **Pink Macaroon™**. Macaroon, lemon sugar, sweet citrus zest and vanilla mingle merrily.

BUNDLE UP! Create a **Sweet & Sassy** bundle. Add any of these products.

- Razzleberry Mary Kay At Play® Lip & Cheek Stick
- Iced Lilac Mary Kay At Play® Shadow & Liner



Santa SHIPS!

Don't forget the **Mary Kay Customer Delivery Service** and **EZ Ship** for your customers who live far away or who wish to send gifts out of town!



NEW! Limited-Edition[†] Mary Kay® Body Lotion & Lip Balm Gift Sets, \$18 each

Festive fruits, berries and foliage create a jolly theme! Creamy body lotion and luscious lip balm are available in **three delicious scents**. Body lotion comes in a 2.5 fl. oz. tube and lip balm is in a .3 oz. tube. Each set comes in a colorful and festive package.



Sugar & Spice™

Sugar and spice and everything nice make this pair a cozy treat. Sugared apple, jasmine and Tahitian vanilla scent.

BUNDLE UP! Create a **Holiday Baking** bundle. Add any of these products.

- Spice 'n' Nice *True Dimensions®* Lipstick
- Gingerbread *Mary Kay®* Creme Lipstick
- Honey Spice *Mary Kay®* Mineral Eye Color



Berry & Cream™

This scrumptious duo creates one tantalizing delight. Blackberry, midnight jasmine and sandalwood scent.

BUNDLE UP! Create a **Berrylicious** bundle. Add any of these products.

- Berry a la Mode or Lava Berry *True Dimensions®* Lipstick
- Whipped Berries *Mary Kay®* Creme Lipstick
- Sweet Cream or Sweet Plum *Mary Kay®* Mineral Eye Color



Apple & Pear™

Sparkling fresh gets a touch of sweet that's sure to inspire good cheer. Sparkling juicy apple, sugared pear and golden amber scent.

BUNDLE UP! Create a **Fruit Basket** bundle. Add any of these products.

- Arctic Apricot *True Dimensions®* Sheer Lipstick
- Apple Berry or Rich Fig *Mary Kay®* Creme Lipstick
- Lime or Sweet Plum *Mary Kay®* Mineral Eye Color



If you took advantage of the [Preferred Customer ProgramSM](#) and sent your customers the **holiday special edition of *The Look***, now is a great time to follow up! You also can order copies on Section 2 of the Consultant order form (pk./10, \$3.50). It's a good idea to have *The Look* available at your holiday open houses so your guests can shop now *and* later! You'll find one in this issue of *Applause®* magazine.



More **GIFTS!**

- NEW! Limited-Edition[†] *Thinking of You®* Body Lotion, \$20
- NEW! Limited-Edition[†] *True Original®* Hair and Body Wash, \$20
- *Skinvigorator™* Cleansing Brush, NEW! Limited-Edition[†] Color, \$50

holidayGIFTS

So Shiny and

Gift bundles are perfect for your customers who want something special. These holiday treasures come in a range of prices so there's something for everyone.



Giving Made Easy

The holiday season is a great time to find new customers and remind loyal ones of the awesome service you provide!

- Share the [Holiday Gift eCatalog](#) with them via email and direct them back to your **Mary Kay® Personal Web Site**.
- Have holiday wish lists (available on Page 17 and on the *Mary Kay InTouch®* holiday site) on hand to give to everyone you meet, to slip into product orders and to have on display at your parties!



\$65

Brush On Beautiful

Includes *Mary Kay®* Brush Collection and *Mary Kay®* Brush Cleaner.



Daily Double ▶

Includes *MKMen®* Shave Foam and *MKMen®* Cooling After-Shave Gel.

\$27



Bright



\$50

Dynamic Duo

Includes *MKMen*® Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30* and *MKMen*® Advanced Eye Cream.



\$65

Bare Palette

Includes *Mary Kay*® Mineral Eye Color in Sweet Cream, Spun Silk, Driftwood, Rosegold, Moonstone and Espresso, and *Mary Kay*® Compact Mini**.



Christmas Miracle

Includes *TimeWise*® Miracle Set® (in combination/oily or normal/dry) and *TimeWise*® Firming Eye Cream.



Ready Set

Includes *Mary Kay*® Foundation Primer Sunscreen Broad Spectrum 15* and *Mary Kay*® Makeup Finishing Spray by Skindinavia.



\$36



\$127

Display props not included with bundles.

Glow On! THE

Skin Care Bundle Ideas!



GOOD

ANY SET:

TimeWise® Miracle Set®, \$95

This best-selling set appeals to a broad range of customers with early-to-moderate signs of aging. And it even works for those with sensitive skin. Includes 3-In-1 Cleanser, Day Solution Sunscreen Broad Spectrum SPF 35,* Night Solution and Age-Fighting Moisturizer. Available for normal/dry or combination/oily skin types.



TimeWise Repair®

Volu-Firm® Set, \$205

Made for those experiencing more advanced signs of aging. Includes Foaming Cleanser, Lifting Serum, Day Cream Sunscreen Broad Spectrum SPF 30,* Night Treatment With Retinol and Eye Renewal Cream.



Botanical Effects®, \$58

Think of this as the starter skin care set. With three formulas (dry, normal and oily), it's a simple regimen infused with the goodness of botanicals and personalized to skin type. Includes Cleanse, Mask, Freshen and Hydrate.



Clear Proof®

Acne System, \$45

For anyone experiencing mild to moderate acne. Includes Clarifying Cleansing Gel,* Blemish Control Toner,* Acne Treatment Gel* and Oil-Free Moisturizer for Acne-Prone Skin.



The **Gift of Glow** –
Glowing skin is a gift that

1 Share the 21-day #GlowAndTell Challenge – on social media, at parties, everywhere!

GIFT OF BEAUTIFUL SKIN



BETTER

ADD: TimeWise® Microdermabrasion Plus Set, \$55

Help your customers get ready for their close-ups with this high-definition power duo that pairs *TimeWise*® Microdermabrasion Refine for polished skin with the powerful *TimeWise*® Pore Minimizer for diminishing the appearance of pores and calming skin.



BEST

ADD: SkinVigorate™ Cleansing Brush NEW! Limited-Edition† Color, \$50

Removes makeup 85 percent better than cleansing by hand**

This lightweight, two-speed power brush gently massages as it thoroughly cleans skin, removing residue, dirt and makeup in seconds. Boxed set includes two brush heads and batteries.

keeps on giving! It's as easy as 1-2-3.

2 Find their match. Help your customers find the regimens that best suit their needs. Not sure? Try the *Mary Kay*® *Regimen Advisor*® and *Mary Kay Show and Sell*™ Apps. They're part of the [Mary Kay® Digital Showcase](#) App, and it's free!

3 Follow up. Encourage your customers to share their before-and-after pics on Facebook® using [#GlowAndTell](#), and reward them for participating. Once they fall in love with their beautiful skin, you'll have a growing loyal customer base!