

MARY KAY

NOVEMBER 2016

applause



Ooohh!
Gifts

MAKE
Holiday
DREAMS
COME TRUE!

Earn the “Look for
the Silver Lining”
Bracelet This Month.

DETAILS ON PAGE 21

Inside: Find Out How Former Band Director
Pamela Brigante Discovered Her Why
and Drummed Up a New Dream Business.

THE YEAR OF YOUR DREAMS

July Recognition

Congratulations to the winners

Top NSDs Year-To-Date



Kathy Helou



Sonia Páez



Gloria Mayfield Banks



Pamela Waldrop Shaw



Gloria Castaño



Patricia Turker



Mary Diem



Anabell Rocha



Carol Anton



Cindy Williams

On-Target Inner/Diamond/Gold Circle

Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for July 2016, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for June 2016.) 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, 2016 through July 31, 2016.

On-Target for \$650,000 Inner Circle

Kathy Helou.....\$55,236

On-Target for \$600,000 Inner Circle

Sonia Páez.....\$52,789

Gloria Mayfield Banks.....50,455

On-Target for \$450,000 Inner Circle

Pamela Waldrop Shaw.....\$40,891

On-Target for \$400,000 Inner Circle

Gloria Castaño.....\$36,972

Patricia Turker.....34,762

Mary Diem.....34,504

On-Target for \$350,000 Inner Circle

Anabell Rocha.....\$32,995

Carol Anton.....31,781

On-Target for \$325,000 Inner Circle

Cindy Williams.....\$29,022

Stacy James.....28,122

Lisa Madson.....27,802

On-Target for \$300,000 Diamond Circle

Gay Hope Super.....\$27,016

Karlee Isenhardt.....25,988

Cyndee Gress.....25,691

Halina Rygiel.....25,580

Dayana Polanco.....25,546

On-Target for \$250,000 Diamond Circle

Julianne Nagle.....\$24,227

Anita Tripp Brewton.....24,043

Lupita Ceballos.....23,335

Kristin Myers.....23,248

Dawn Dunn.....22,700

Debi Moore.....22,322

Kerry Buskirk.....22,173

Sandy Valerio.....21,606

Cindy Fox.....21,527

Ada García-Herrera.....21,077

On-Target for \$200,000 Diamond Circle

Connie Kittson.....\$20,452

Sara Pedraza-Chacón.....19,604

Noelia Jaimes.....18,740

Phyllis Sammons.....18,659

Magdalena Nevárez.....17,541

On-Target for \$150,000 Gold Circle

Diane Mentiply.....\$16,597

Elizabeth Muna.....16,560

Dacia Wiegandt.....16,411

SuzAnne Brothers.....16,355

Sonia Bonilla.....15,662

Carmen Hernández.....15,127

Pamela Fortenberry-Slate.....14,884

Linda Toupin.....14,697

Mary Estupiñán.....14,577

Pamela Tull.....13,419

Diane Underwood.....13,282

On-Target for \$125,000 Gold Circle

Kay Elvrum.....\$12,259

Lily Orellana.....12,207

Heidi Goelzer.....12,133

Consuelo Prieto.....12,092

Lia Carta.....12,029

Yvonne Lemmon.....11,987

Julia Burnett.....11,953

Julie Krebsbach.....11,713

Jamie Cruse-Vrinios.....11,582

Gloria Báez.....11,432

Lisa Allison.....11,428

Shannon Andrews.....11,136

María Monarrez.....11,014

Morayma Rosas.....10,961

Susan Hohlman.....10,902

Sue Pankow.....10,833

Vivian Díaz.....10,781

Evelinda Díaz.....10,588

Candace Laurel Carlson.....10,571

Alicia Lindley-Adkins.....10,448

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.

Diamond

1. Pamela Waldrop Shaw**.....\$44,949
2. Gloria Castaño***.....42,893
3. Mary Diem*.....40,296
4. Lisa Madson*.....37,791
5. Dawn A. Dunn*.....28,850
6. Gay Hope Super*.....28,109
7. Halina Rygiel*.....27,491
8. Connie A. Kittson*.....22,488
9. Lily Orellana.....21,593
10. Lisa Allison.....19,735
11. Yvonne S. Lemmon.....18,585
12. Julia Burnett*.....18,520
13. Kay E. Elvrum.....18,325
14. María Monarrez.....17,683
15. Sue Pankow.....16,892
16. Shannon C. Andrews*.....16,118
17. Heidi Goelzer.....14,779
18. Leah Lauchlan.....14,732
19. Pam Ross*.....14,500
20. Yosaira Sánchez.....14,242
21. Jeanie Martin.....13,342
22. Susan M. Hohlman*.....13,223
23. Alia L. Head.....12,984
24. Lynnea E. Tate.....12,859
25. Vicki Jo Auth.....12,676
26. Rebecca Evans*.....12,341
27. Julia Mundy.....12,114

28. Roxanne McInroe.....11,992
29. Diana Sumpter.....11,879
30. Kristin Sharpe.....11,833
31. Lynne G. Holliday.....11,774
32. Sharon L. Buck.....11,118
33. Dorothy D. Boyd.....11,090
34. Shelly Gladstein.....10,802
35. Rosa Carmen Fernández.....10,777

Ruby

1. Carol Anton**.....\$43,133
2. Cindy A. Williams*.....41,875
3. Anabell Rocha*.....35,953
4. Stacy I. James**.....35,150
5. Karlee Isenhardt*.....29,010
6. Cindy Fox*.....26,535
7. Sandy Valerio*.....25,388
8. Linda C. Toupin.....21,033
9. Mary Estupiñán*.....20,871
10. Julie Krebsbach*.....19,752
11. Elizabeth Muna*.....18,964
12. Gloria Báez*.....16,807
13. Crystal Trojanowski.....16,251
14. Jan L. Thetford.....16,013
15. Carmen Hernández*.....15,935
16. Lia Carta**.....15,746
17. Jo Anne Barnes.....15,632
18. Kim L. McClure.....15,288

19. Annaka Krafka.....14,448
20. Candace Laurel Carlson*.....14,136
21. Brenda Segal*.....14,046
22. Juanita Gudiño.....13,315
23. María Flores.....12,687
24. Cathy Bill*.....12,655
25. Amie N. Gamboian.....11,771
26. Deb Pike.....11,676
27. Cecilia C. James.....11,586
28. Virginia S. Rocha.....11,430
29. Kate DeBlander.....11,192
30. Tammy Romage.....10,974
31. Lynda Jackson*.....10,160

Sapphire

1. Kathy Helou***.....\$62,334
2. Cyndee Gress*.....37,006
3. Kristin Myers*.....30,918
4. Lupita Ceballos**.....28,358
5. Sara Pedraza-Chacón*.....28,313
6. Debi R. Moore*.....26,028
7. Magdalena Nevárez*.....20,232
8. SuzAnne Brothers*.....19,941
9. Diane L. Mentiply.....19,921
10. Phyllis R. Sammons*.....19,406
11. Pamela A. Fortenberry-Slate*.....16,876
12. Consuelo R. Prieto*.....15,934
13. Kimberly R. Copeland.....15,886

14. Alicia Lindley-Adkins*.....15,883
15. Morayma Rosas.....15,628
16. Lupita Díaz.....15,160
17. Vivian Díaz*.....14,680
18. Alma Orrostieta.....13,669
19. Alejandra Zurita.....13,542
20. Elizabeth Sánchez.....13,533
21. Davanne D. Moul*.....13,233
22. Lorraine B. Newton.....13,140
23. Tina Hulsman.....12,681
24. Debra M. Wehrer.....12,496
25. Somer Fortenberry.....12,485
26. Scarlett Simpson*.....12,198
27. Janis Z. Trude.....11,983
28. Mia Mason Porter.....11,961
29. Julia Serrano.....11,826
30. Maribel Barajas.....11,407
31. Glinda McGuire*.....10,614
32. Bertilia Corral.....10,579
33. Paola Ramírez.....10,389
34. LaRonda L. Daigle.....10,258

Emerald

1. Gloria Mayfield Banks***.....\$71,244
2. Sonia Páez**.....58,075
3. Patricia Turker**.....38,029
4. Kerry Buskirk*.....29,785
5. Anita Tripp Brewton*.....29,400

6. Dayana Polanco*.....29,227
7. Julianne Nagle*.....26,792
8. Ada García-Herrera*.....25,729
9. Noelia Jaimes*.....22,112
10. Sonia Bonilla.....21,814
11. Pamela Tull.....21,402
12. Jamie Cruse-Vrinios.....21,267
13. Diane Underwood.....20,906
14. Dacia Wiegandt*.....20,822
15. Pam Klickna-Powell.....17,269
16. Auri Hatheway.....16,665
17. Tammy Crayk.....16,583
18. Evelinda Díaz*.....15,902
19. Crisette M. Ellis.....14,018
20. Gina Rodríguez-Orriola.....13,719
21. Monique Balboa.....13,577
22. Mairelys López.....13,152
23. Kirk Gillespie.....12,784
24. Sue Wallace.....11,801
25. Cristi Ann Millard.....11,629
26. Maureen S. Ledda*.....11,581
27. Joanne R. Bertalan*.....11,181
28. Rosibel Shahin*.....11,136
29. Luzmila Abadía Carranza*.....11,086
30. Pam I. Higgs.....10,461

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

Mary Kay Angels/Ángeles Mary Kay

July/Julio 2016

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 2016./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 o integrantes de unidad en sus áreas de Seminario en julio de 2016.

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



Pamela Waldrop Shaw
\$44,949
Diamond



Carol Anton
\$43,133
Ruby



Kathy Helou
\$62,334
Sapphire



Gloria Mayfield Banks
\$71,244
Emerald

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

DIAMOND/DIAMANTE — Janet Chapman, <i>Go-Give Area</i>	\$57,733
RUBY/RUBÍ — Nancy Osborn, <i>Go-Give Area</i>	\$63,588
SAPPHIRE/ZAFIRO — Josefa Chacon, <i>S. Pedraza-Chacón Area</i>	\$74,609
EMERALD/ESMERALDA — Melinda Balling, <i>Go-Give Area</i>	\$66,623

Top Unit Builders/Primeras Impulsoras de Unidad

July/Julio 2016

New Unit Members/Nuevas integrantes de unidad

Diamond/Diamante

Gloriann Gillespie 20

Ruby/Rubí

Lauren Nicole Bloomer 22

Nancy J. Osborn 20

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

DIAMOND/DIAMANTE — Shokhsanam Usmanova, <i>H. Rygiel Area</i>	\$12,433
RUBY/RUBÍ — Reyna Lepe, <i>G. Báez Area</i>	\$12,753
SAPPHIRE/ZAFIRO — Patricia Green, <i>Go-Give Area</i>	\$13,348
EMERALD/ESMERALDA — Terrah Cromer, <i>J. Cruse-Vrinios Area</i>	\$11,271

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

DIAMOND/DIAMANTE — Heidi Preusser, <i>C. Fiest Unit, R. Rowland Area</i>	\$9,904
RUBY/RUBÍ — Daphne Lewis, <i>R. Rodstrom Unit, Go-Give Area</i>	\$12,250
SAPPHIRE/ZAFIRO — Stacey Simins, <i>D. Yost Unit, Go-Give Area</i>	\$12,455
EMERALD/ESMERALDA — Jamie Harvey, <i>K. Prewitt Unit, Go-Give Area</i>	\$10,786

Top Team Builder/Primera Impulsora de Equipo

New Team Members/Nuevas integrantes de equipo

DIAMOND/DIAMANTE — Sales Director Paula Ramirez, <i>Go-Give Area</i>	12
RUBY/RUBÍ — Sales Director Teka-Ann Haynes, <i>Go-Give Area</i>	12
SAPPHIRE/ZAFIRO — Sales Director Clare Goldrick, <i>C. Gress Area</i>	16
EMERALD/ESMERALDA — Sales Director Randi Cecchini, <i>Go-Give Area</i>	17

Independent Sales Directors with 20 or more new unit members for July 2016./Directoras de Ventas Independientes con 20 o más nuevas integrantes de unidad en julio de 2016.

Sapphire/Zafiro

Moleda G. Dailey 25

Pamela Brigante 21

Ynocenta Hernandez 21

Emerald/Esmeralda

Yenyx Gonzalez 26

Yusely Moll 24

Randi Maria Cecchini 20

Breanne Sufrin 20

New NSD Debuts/Debutes de nuevas DNVs

July/Julio 2016

New Independent National Sales Director debuts July 1, 2016./Debutes de nuevas Directoras Nacionales de Ventas Independientes del 1 de julio de 2016.



Eitelia Valdez-Cruz
National Sales Director
Diamond Seminar

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 [“Meet Your NSDs”](#) at the bottom of the home page. 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”](#) en la parte inferior de la página principal. 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?

Emerald/Esmeralda

Congratulations to the winners/Felicidades a las ganadoras

New Debuts/ Debutes

May/Mayo 2016

Not pictured:/Sin foto: *Pamela Blades*, Puyallup, Wash., A. Shears Unit; *Angela Patricia Broussard*, Saucier, Miss., K. Gillespie Unit; *Shea Brouster*, Farmington Hill, Mich., A. Cadwell Unit; *Olga Cuzco*, Brooklyn, N.Y., E. Díaz Unit; *Alida Flores*, San Bernardino, Calif., H. Vazquez Unit; *Makayla Christine Gallagher*, Wasilla, Alaska, C. Towne Unit; *Chloe Hackett*, Hurlock, Md., E. Stone Unit; *Jessica M. Hanna*, Redmond, Ore., N. Harder Unit; *Claudia Hernandez*, Silver Spring, Md., C. Beltran Unit; *Elvira Hernandez*, Miami, S. Iparraguirre Unit; *Jessika Hernandez-Ortega*, Palm Springs, Fla., C. Bossio Unit; *Yunirka Herrera*, Miami, L. Cerda Unit; *Heather Jackson*, Pataskala, Ohio, L. Freisthler Unit; *Dana Lynn Loudermilk*, Gainesville, Fla., C. Anderson Unit; *Valarie Lowry*, Chesapeake, Va., T. Bolden Unit; *Ginnett Martinez*, Philadelphia, D. Rodriguez Unit; *Yadira Martinez*, Gaithersburg, Md., T. Lazo Unit; *Brenda Mata*, Alexandria, Va., J. Mendoza Unit; *Hollie Moot*, Raleigh, N.C., L. Hall Unit; *Janet Pena*, Hialeah, Fla., J. Macias Unit; *Glenda Curtis Turnbow*, Mobile, Ala., B. Cox Unit.

Triple Crown/ Triple Corona

July/Julio 2015

Not pictured:/Sin foto: *Julia Weissmann*, San Clemente, Calif., J. Davis Area.



Dean's List/ Lista del Decano

July/Julio 2015



Erika Duke Hulm
Edwards, Colo.
E. Sánchez Area
Sapphire Seminar

Therma A. Aguasvivas
Dorchester, Mass.
Y. Sánchez Area
Diamond Seminar

Not pictured:/Sin foto: *Megan Hornung*, Wadsworth, Ohio, Sapphire Go Give Area, Sapphire Seminar.

Honors Society/ Sociedad de Honor

July/Julio 2015



Rosa Edith Cespedes
Bear, Del.
C. Leone Area

Not pictured:/Sin foto: *Nelis Amaya*, Hyattsville, Md., S. Bonilla Area; *Julia Weissmann*, San Clemente, Calif., J. Davis Area.

Fabulous 50s/ Fabulosos 50

January/Enero 2016

Not pictured:/Sin foto: *Digna Arely Hernandez*, Gaithersburg, Md., S. Bonilla Area; *Barb Milsap-Morrow*, Beloit, Wis., Emerald Go Give Area; *Gisela Nicolas*, Orlando, Fla., M. López Area; *Maria Elena Remedios*, Whippany, N.J., R. Shahín Area.

On the Move/ En Acción

May/Mayo 2016

Olga Cuzco
Chloe Hackett

Jessika Hernandez-Ortega
Yunirka Herrera

Brenda Mata

New Team Leaders/ Nuevas Líderes de Equipo

July/Julio 2016

Maria I. Aguirre
Pioquinto M. Amelia
Evette Barton
Missy A. Beckhorn
Yilliam Bruzon
Amy M. Casey
Stephanie Caywood
Estela E. Chen
Monica P. Coba
Mary L. Cole
Lindsey Danger
Tami L. Davidson
Erika S. Davis
Ammy T. Doeden
Graciela Estrada
Leah D. Fachini
Patricia M. Fernandez
Lucia Finale
Yarybey Fuentes

Patricia Garcia
Mirna Garrido
Marleni D. Gomez
Bethany Gray
Michelle Gurney
Olinda M. Hernandez
Candice Jenkins
Dorisol Jimenez
Glenda J. Jimenez
Tameka Jones
Carrie J. Koger
Rosa E. Kresha
Krista R. Lance
Teri M. Lane
Alma A. Lerma De Gonzalez
Noelani M. Mitchell
Cheyla Moya
Carolyn J. Muse
Marel Pando

Yesenia Paredes
Belkys Pena
Mary L. Perron
Nicole M. Phillips
Tavia L. Poulos
Blanca Quintanilla
Ailin J. Reyes
Yaneth Ruiz
Shelly A. Spell
Jennifer L. Thomas
Francisca Torres
Edith Trejo
Amira A. Trice
Sandra Valdez
Oralia Valles
Modesta Y. Velasquez
Deb A. Wagner
Jodi C. Wolfthal
Maria Zelaya

Grand Achievers/ Gran Ganadoras

July qualifiers/
Calificadas en
julio 2016

Consultants/Consultoras

Leila Akbari
Fabiola Esther Bello*
Tanya Butler
Kimberly Chapman
LisaMichelle Eigler
Tonya Lynette Gardner
Giselle Gomez
Maria Lynn Harris

Shelby Michiko Ikeda
Willow Elaine Lenoir
Michelle Lyle
Leisha E. Norwood*
Ivonne Pelton
Carolyn Roberts
Doreen Vivian Smith
Lynn East Walls
Tammy S. Ward

Sales Directors/ Directoras de Ventas

Mayra Polanco

*Denotes requalified driver./Denota conductora recalificada.

First Gold Medal/Primera Medalla de Oro

July/Julio 2016

New Team Members/ Nuevas integrantes de equipo

Pioquinto Amelia, A. Ortiz Unit.....8
Missy Beckhorn, T. Clymer Unit.....5
Yessica Beltre De Ramirez, N. Jimenez.....7
Rachel Bentley, K. McClenny Unit.....6
Heather Boucher, B. Sufrin Unit.....5
Yilliam Bruzon, Y. Moll Unit.....6
Patricia Cabrera, A. Skiles Unit.....9
Claudia Cardona, A. Ortiz Unit.....6
Odilia Chun, C. Bossio Unit.....5

Monica Coba, Y. Melendez Unit.....5
Mary Cole, S. Wallace Unit.....5
Nichole Drew, A. Mueller Unit.....5
Patricia Fernandez, S. Bonilla Unit.....6
Yarybey Fuentes, I. Fuentes Unit.....5
Mayra Garza, A. Ponce Unit.....5
Bethany Gray, K. Henry Unit.....5
Norma Guadalupe, A. Guerra Unit.....5
Mckenzie Hall, D. Spillman Unit.....5
Olinda Hernandez, Y. Tirado Unit.....5
Tiffany Love, C. Bloink Unit.....5

Egma Macao, D. Neves-Sanchez Unit.....6
Ana Marin Mejia, M. Bohorquez Unit.....5
Sandra Martinez, M. Rodriguez Unit.....6
Yanet Medero, I. Alcalde Unit.....5
Raquel Noriega, A. Doller Unit.....5
Blanca Quintanilla, Y. Gonzalez Unit.....5
Marlene Rivas, M. Arce Unit.....5
Yaneth Ruiz, Y. Herrera Unit.....7
Edith Trejo, D. Hernandez Unit.....10
Candice Tsunafuji, J. Weissmann Unit.....5

13% Club/ Club del 13%

July/Julio 2016

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. Éstas 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.....\$1,887
Sales Director Ashley N. Clinesmith.....1,484
Sales Director Nykole Lynne Jackson.....1,379
Sales Director Kimbi L. Bartik.....1,374
Sales Director Angel Michelle Mueller.....1,341
Sales Director Amanda Thulin-Marrano.....1,329
Sales Director Amy M. Alber.....1,284
Omolabake D. Sowemimo, O. Adegbayi Unit.....1,243
Sales Director Vicki Hunter.....1,191

Sales Director Diana Figueroa.....1,162
Sales Director Tracy Ann Clymer.....1,150
Rosa Alvarez, L. Balcazar Unit.....1,120
Sales Director Kennethea Shuford Wright.....1,078
Sales Director Johanna T. Soler Polanco.....1,057
Sales Director Terrah Cromer.....1,049
Sheri L. Krumm, C. Thompson Unit.....1,045
Sales Director Mercedes Maria Cruz.....1,035
Sales Director Marilyn Marte De Melo.....1,025

Sales Director Amber L. Towne-Geehan.....988
Sales Director Mary-Beth Anderson.....983
Sales Director Hilda Lucia Moreno.....966
Sales Director Heather K. Gieson-Cowman.....965
Sales Director Leanne Parrino-Pheasant.....961
Sales Director Maritza Lanuza.....955
Sales Director Brenda Stafford.....946

Achievement Circle/ Círculo de Logros

July/Julio 2016

Ranking of the top 100 Independent Sales Directors in the **Emerald** area based on their July 2016 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 2016.

Melinda Balling.....	\$66,623	Lindsay Michelle Lambert.....	41,198	Sandra Tatzer.....	34,325	Jill Ann McCoy.....	30,594
Terrah Cromer.....	62,494	Krista Erdmann.....	40,083	Richelle V. Barnes.....	34,261	Kathryn L. Engstrom.....	30,578
Ashley N. Clinesmith.....	56,782	Tina M. Dees.....	40,073	Delmy Ana Torrejon.....	34,173	Angela Ortiz.....	30,527
Brenda Stafford.....	54,626	Emily Stone.....	39,968	Nancy Graham.....	33,970	Harriett Sharpe.....	30,319
Nancy Boucher.....	54,401	Amber L. Towne-Geehan.....	39,658	Menina M. Givens.....	33,477	Maricela Rodriguez.....	30,205
Angel Michelle Mueller.....	53,446	Stacy D. Foust.....	39,273	Kathy Patten.....	33,451	Jacquelyn Dykstra.....	30,113
Carrie V. Eddings-Foster.....	53,206	Chris H. Teague.....	38,672	Tammie M. Hanson.....	33,421	Nancy A. Berlin.....	29,924
Kim I. Sabourin.....	52,827	Jennifer L. Besecker.....	38,630	Jennifer A. Enloe.....	33,411	Olayinka K. Adegbayi.....	29,761
Deanna L. Spillman.....	49,797	Romy Portuondo Remior.....	37,963	Karen E. Ridle.....	33,228	Audrey L. Detesco-Nickell.....	29,703
Stephanie Hope Blake.....	49,710	Carolyn Thompson.....	37,460	Sheri Farrar-Meyer.....	33,146	Bridgett Leigh Moore.....	29,701
Janice Baxter Hull.....	48,303	Kimbi L. Bartik.....	37,361	Kenna L. Ervin.....	32,879	Dawn M. Starr.....	29,670
Susan G. Carmichael.....	45,911	Noelia Jimenez.....	37,094	Linda Klein.....	32,551	Kara Gallup.....	29,556
Yenyx Gonzalez.....	45,121	Dawn Wilson.....	37,031	Stacey Craft.....	32,477	Alyce Burnett.....	29,489
Sidney Crowell.....	44,228	Tatiana Rodriguez.....	37,006	Cheryl T. Anderson.....	32,341	Dana Ann Lamade.....	29,431
Jill Beckstedt.....	44,033	DeeDee J. Arcuri.....	36,787	Allison Jurek.....	32,184	Diane K. Autry.....	29,366
Jo M. Cotton.....	43,593	Wendy Lopez.....	36,284	Christine Denton Barrueco.....	31,939	Katy Goldstein.....	29,276
Ann Ferrell Smith.....	42,842	Lorraine S. Kigar.....	36,204	Yusely Moll.....	31,929	Moji Mojtabaie.....	29,232
Betty McKendry.....	42,478	Amie E. Kelly.....	35,648	Breanne Sufrin.....	31,788	Mckenna Meacham McWherter.....	29,096
Mariana Moreno.....	42,199	Tracy Ann Clymer.....	35,232	Katie Prewitt.....	31,719	Araceli Ponce.....	29,061
Joanna Helton.....	41,810	Margaret Neill.....	35,216	Kathleen L. Holmberg-Botelho.....	31,315	Emily Sujey Vijil.....	28,686
Pam Kelly.....	41,700	Denise G. Kucharski.....	35,153	Susan Ruth Cunningham.....	30,825	Leanne Parrino-Pheasant.....	28,605
Shauna Lynn Abbotts.....	41,350	Amanda Blair Michalak.....	35,024	Maria Binet.....	30,811	Sandra F. Goldsby.....	28,219
Mary Strauss.....	41,348	Marilyn Marte De Melo.....	34,727	Ann Shears.....	30,807	Tammy Steele.....	28,051
Heather Wickstrom.....	41,338	Rachelle Holloway.....	34,688	Mary C. Zimmerman.....	30,753	Carolyn J. Bishop.....	27,873
Grace Elizabeth Snively.....	41,272	Anastasia Dawn Alaimo.....	34,602	Valerie Yokie.....	30,596	Lauren Beth Membreno.....	27,770

Commission Circle/ Círculo de Comisiones

July/Julio 2016

Independent Sales Directors who earned the top 100 commissions and bonuses in the **Emerald** area in July 2016. 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 2016. Los nombres en **negritas** son quienes ganaron la comisión máxima del 13 por ciento de Directoras de Ventas más el
13 por ciento máximo de comisión por reclutas personales.

Terrah Cromer.....	\$11,091	Jo M. Cotton.....	6,815	Jennifer A. Enloe.....	5,823	Yasmery Gonzalez.....	5,335
Marilyn Marte De Melo.....	9,980	Amber L. Towne-Geehan.....	6,778	Sandra Tatzer.....	5,812	Cheryl T. Anderson.....	5,319
Ashley N. Clinesmith.....	9,394	Leanne Parrino-Pheasant.....	6,667	Dana Ann Lamade.....	5,811	DeeDee J. Arcuri.....	5,317
Kim I. Sabourin.....	9,096	Nancy O'Hara.....	6,488	Wendy Lopez.....	5,766	Claudia Elizabeth Bossio.....	5,310
Melinda M. Balling.....	9,003	Emily Sujey Vijil.....	6,486	Joanna Helton.....	5,679	Karen D. Costas.....	5,296
Angel Michelle Mueller.....	8,860	Shawna D. Schneider.....	6,412	Noelia Jimenez.....	5,660	Shelley Money-Eldridge.....	5,287
Brenda Stafford.....	8,510	Tatiana Rodriguez.....	6,332	Heather Wickstrom.....	5,650	Susan Ruth Cunningham.....	5,282
Bianny Fabiola Ramirez.....	8,335	Jill Beckstedt.....	6,326	Diane M. Detesco.....	5,616	Ana Barros.....	5,275
Deanna L. Spillman.....	8,229	Pam Kelly.....	6,296	Linda Klein.....	5,590	Alyce Burnett.....	5,265
Stephanie Hope Blake.....	7,910	Betty McKendry.....	6,225	Maria Binet.....	5,585	Lesa Rae Franken.....	5,257
Carrie V. Eddings-Foster.....	7,900	Nancy A. Berlin.....	6,208	Kathy Patten.....	5,530	Katy Goldstein.....	5,247
Grace Elizabeth Snively.....	7,782	Olayinka K. Adegbayi.....	6,176	Kenna L. Ervin.....	5,521	Nycole Lynne Jackson.....	5,234
Janice Baxter Hull.....	7,736	Nancy Boucher.....	6,153	Sheri Farrar-Meyer.....	5,511	Amy M. Alber.....	5,173
Mariana Moreno.....	7,506	Tina M. Dees.....	6,139	Ann Shears.....	5,496	Dawn M. Starr.....	5,156
Kimbi L. Bartik.....	7,475	Karen E. Ridle.....	6,120	Lindsay Michelle Lambert.....	5,496	Antonia Miranda.....	5,153
Shauna Lynn Abbotts.....	7,376	Jennifer L. Besecker.....	6,023	Ebun Osaze.....	5,489	Yosemy Mora.....	5,139
Christine Denton Barrueco.....	7,312	Susan G. Carmichael.....	6,008	Audrey J. Doller.....	5,480	Denise G. Kucharski.....	5,138
Michelle Anne Cunningham.....	7,266	Araceli Ponce.....	5,994	Harriett Sharpe.....	5,477	Tammie M. Hanson.....	5,137
Krista Erdmann.....	7,265	Nancy Graham.....	5,971	Dawn Wilson.....	5,449	Moji Mojtabaie.....	5,133
Emily Stone.....	7,254	Rachelle Holloway.....	5,968	Amanda Blair Michalak.....	5,433	Jessica Mendoza.....	5,070
Kathleen L. Holmberg-Botelho.....	7,222	Maritza Lanuza.....	5,954	Anastasia Dawn Alaimo.....	5,422	Diane K. Autry.....	5,059
Ann Ferrell Smith.....	7,043	Romy Portuondo Remior.....	5,946	Sandra F. Goldsby.....	5,387	Kennetha Shuford Wright.....	5,048
Delmy Ana Torrejon.....	7,040	Yenyx Gonzalez.....	5,930	Johanna T. Soler Polanco.....	5,356	Elizabeth McCandliss.....	5,045
Tracy Ann Clymer.....	7,025	Mary Strauss.....	5,889	Kathryn L. Engstrom.....	5,352	Hilda Lucia Moreno.....	5,038
Sidney Crowell.....	6,829	Christine J. Kurzawa.....	5,874	Margaret Neill.....	5,342	Nancy Harder.....	5,032

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*®.

*WITHIN *APPLAUSE*® MAGAZINE, YOU MAY PERIODICALLY FIND ARTICLES WHICH SUGGEST BUILDING YOUR BUSINESS THROUGH REFERRALS AND/OR BY CONTACTING POTENTIAL GUESTS FOR UPCOMING SKIN CARE CLASSES OR OTHER EVENTS. PRIOR TO
CONTACTING SUCH INDIVIDUALS VIA TELEPHONE OR EMAIL, YOU SHOULD CONSIDER WHETHER SUCH COMMUNICATION IS CONSISTENT WITH STATE AND/OR FEDERAL "DO-NOT-CALL" AND/OR "SPAM" LAWS AND REGULATIONS. FOR MORE INFORMATION ON
THIS SUBJECT, YOU CAN GO TO THE *MARY KAY INTOUCH*® WEBSITE AND CLICK ON "TAX AND LEGAL" IN THE DROP-DOWN MENU. WHEN IN DOUBT, MARY KAY INC. RECOMMENDS FACE-TO-FACE CONTACT AS THE BEST FORM OF COMMUNICATION, WHICH SHOULD
HELP YOU AVOID ANY ISSUES WITH THESE TYPES OF REGULATIONS./DENTRO DEL CONTENIDO DE LA REVISTA *APLAUSOS*™, PERIÓDICAMENTE PUEDES ENCONTRAR ARTÍCULOS QUE SUGIERAN EL DESARROLLO DE EQUIPO DE TU NEGOCIO A TRAVÉS DE LA
COMUNICACIÓN CON PERSONAS RECOMENDADAS Y/O CON INVITADAS POTENCIALES A TUS PRÓXIMAS CLASES DEL CUIDADO DE LA PIEL U OTROS EVENTOS. ANTES DE COMUNICARTE CON ESTAS PERSONAS POR VÍA TELEFÓNICA O CORREO ELECTRÓNICO,
DEBERÁS CONSIDERAR SI ESTAS COMUNICACIONES ESTÁN EN CONFORMIDAD CON LAS LEYES Y REGLAMENTACIONES ESTATALES Y/O FEDERALES RELACIONADAS CON LAS LLAMADAS TELEFÓNICAS O MENSAJES DE CORREO ELECTRÓNICO COMERCIALES
NO DESEADOS, CONOCIDAS EN INGLÉS COMO *DO-NOT-CALL LAWS* Y *SPAM LAWS*. PARA OBTENER MÁS INFORMACIÓN SOBRE ESTE TEMA, PUEDES VISITAR EL SITIO ELECTRÓNICO *MARY KAY INTOUCH*® Y HACER CLIC EN EL ENLACE "IMPUESTOS Y ASUNTOS
LEGALES" EN EL MENÚ DESPLEGABLE. EN CASO DE QUE SE PRESENTE CUALQUIER DUDA, MARY KAY INC. SIEMPRE RECOMIENDA EL CONTACTO CARA A CARA, LO CUAL PUEDE AYUDARTE A EVITAR PROBLEMAS CON ESTE TIPO DE REGLAMENTACIONES.

GO-GIVE[®] award

Congratulations to our November 2016 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! Look for the **online nomination form** on *Mary Kay InTouch[®]*. Click Recognition tab/Seminar/Seminar Recognition/Go-Give Award[®].



Marie Zinck

Diamond

Independent Senior
Sales Director

Began Mary Kay Business
December 1989

Sales Director Debut
April 1993

Offspring one first-line

National Sales Director
Go-Give Area

Honors Circle of Honor;
monthly Go-Give[®] Award winner,
September 1998; four-times
Sales Director Queen's Court
of Personal Sales; five-times
Circle of Achievement; Double
Star Achievement

Personal Lives in Scarborough,
Maine. Husband, John;
sons: Nicholas, Justin; two
grandchildren

**"I am motivated to help others
because** I want them to have
the lifestyle that the Mary Kay
opportunity offers."

Independent Beauty Consultant
**Betsy Chapman of Portland,
Maine**, says, "Marie shows us
the path and lets us walk it while
gently and firmly nudging us to
our goals. A lamp for our feet, a
mentor and a friend, Marie lives
her life as an example."



Priscilla Vargas-Garcia

Ruby

Independent Sales Director

Began Mary Kay Business
November 1998

Sales Director Debut
January 2010

National Sales Director
Cindy Williams

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

Personal Lives in San Antonio
Husband, John Garcia; son, John;
daughters: Kaedence, Lauren

**"I am motivated to help others
because** I know what a life-
changing opportunity this business
is. Influencing someone to realize
their dreams is the reason why
I bounce out of bed every day!"

Independent Beauty Consultant
Jennifer Aquino of San Antonio,
says, "I am a Sales Director-in-
Qualification because of Priscilla!
She adopted me the moment
I started my business and is my
No. 1 cheerleader."



Shelly Laberde

Sapphire

Independent Sales Director

Began Mary Kay Business
February 1991

Sales Director Debut
April 2003

National Sales Director
Kathy Helou

Honors Circle of Honor; five-times
Sales Director Queen's Court of
Personal Sales; Queen's Court of
Sharing

Personal Lives in Adrian, Mich.
Husband, Ken; son, Gavin;
daughter, Madison

**"I am motivated to help others
because** I want to pass on the
compassion, selflessness and
inspiration passed on to me by the
amazing mentors I've been blessed
to have."

Independent Future Executive
Senior Sales Director Amy Sigler
of Northwood, Ohio, says,
"Shelly is a dynamic leader and
the first to offer help and do
whatever is necessary for area
events. She and her kids volunteer
at an annual Inner City Toy Drive
and Drop Off event."



Laura Prottzman

Emerald

Independent Senior
Sales Director

Began Mary Kay Business
February 2007

Sales Director Debut
March 2010

Offspring one first-line

National Sales Director
Go-Give Area

Honors Star Consultant; four-times
Sales Director Queen's Court of
Personal Sales; three-times Queen's
Court of Sharing; three-times
Circle of Achievement; Double
Star Achievement; Triple Star
Achievement

Personal Lives in New Orleans
Husband, Whit

**"I am motivated to help others
because** so many amazing women
helped me in my Mary Kay journey.
I feel I am truly 'paying it forward' by
helping others in the same fashion."

Independent Sales Director
Jerica Snyder of New Orleans,
says, "Laura has created a family
environment and team feeling.
All of her adoptees, including
myself, are made to feel like her
own and share in celebrations,
recognition and educational events."

Oh, What

Help your customers
look their best this

NEW!

Limited-Edition† *Mary Kay Glowing Finish™* Illuminating Stick, \$12 each

Help them achieve a glowing finish. It's perfect for highlighting and contouring. The small purse size makes it ideal for on-the-go beauty. Available in **Gold** and **Bronze**.

Glow Tips

- Give décolleté and shoulders a sun-kissed look. Apply gold shade directly to the skin. Blend with fingertips or a sponge.
- Wear bronze shade as a blush on ivory or beige skin. Apply to cheekbones and blend. For greater contouring, blend bronze shade up along temples.
- Pair an illuminator with an everyday cheek or eye color to transform any look.



Holiday Bundles They'll Love!

A. Prime Candidate, \$45

Help her prime to perfection.

- *Mary Kay®* Foundation Primer Sunscreen Broad Spectrum SPF 15*
- *Mary Kay®* Lash Primer
- *Mary Kay®* Eye Primer

B. Modern Maven, \$80

Help her make a sophisticated statement!

- *Lash Intensity™* Mascara
- *Cityscape®* Eau de Parfum
- *Mary Kay®* Eyeliner



A.



B.

Fun!

HOLIDAY SEASON.



C. Purple Smoke Palette, \$65

Create a captivating smoky eye with these gorgeous shades.

- **Mary Kay® Mineral Eye Color** in:
 - a. Lavender Fog
 - b. Coal
 - c. Stone
 - d. Granite
 - e. Silver Satin
 - f. Sweet Plum
- **Mary Kay® Compact Mini** (unfilled)

Get The Look!

Purple Smoke Palette and Limited-Edition† Mary Kay® Mini Eye Brush Set!

EYES:

- Use **Eye Color Brush** and sweep **e. Silver Satin** **Mary Kay® Mineral Eye Color** over entire eyelids.
- Use **Eye Smudger Brush** to apply **c. Stone** or **a. Lavender Fog** on creases and outer corners.
- Use **Eye Color Brush** and apply **f. Sweet Plum** on upper eyelids, winging outward to accent.
- Use **Eyeliner Brush** to apply **d. Granite** to corners and **b. Coal** along outer bottom lashlines, then smudge for a smoky eye look.
- Apply your favorite **Mary Kay®** mascara.



Make Thursday Your Girls' Night Out.

Mary Kay Inc. is the **Official Beauty Sponsor of Project Runway® Season 15!** Host a fun watch party where you can share a color look with a group of your trend-savvy customers. Find color look how-to videos and other tools to help you sell on **Mary Kay InTouch®**.



project RUNWAY

THURSDAYS 9/8c **Lifetime**



D. NEW! Limited-Edition† Mary Kay® Mini Eye Brush Set, \$15

Perfectly sized to toss in your travel bag or holiday clutch. Includes: Eye Smudger Brush, Eyeliner Brush and Eye Color Brush in a cool vinyl bag with sliding closure.



Find this and other great looks on the new color place mat on **Mary Kay InTouch®!**

HOLIDAY SALES Ideas!

Holiday Open Houses
Are an Effective Way
to Showcase and Sell.



Independent
Sales Director
Michelle Hendrickson
Plano, Texas



Send
Invitations
Early.

Offer
Simple
Snacks.

Meet and
Greet With
a Smile.

Prepare Early

Send invitations at least two weeks prior. I send a cute Facebook® invitation, create a Facebook® event or send a Mary Kay® holiday eCard.

Serve refreshments. It can be really inexpensive. I usually offer sparkling water or coffee, then fruit or holiday cookies.

Greet your customers with a smile and a clipboard with:

- Sales tickets of the items they've already told me they need to reorder.
- Wish Lists (See Pages 19 and 20.)
- Holiday editions of *The Look*.

Product Displays

I set up product stations so my customers can go where they're most interested. It helps with flow.

Stations include:

- Skin care
- Lip products
- Other color products
- Fragrance
- New and limited-edition products
- Table with discontinued products
- Ready-to-grab gifts wrapped and ready.

These include a range of price points: \$10, \$15 and \$20.

Each gift comes with a complimentary makeover that the recipient can redeem at a makeover session with me!



The Close

While I'm writing up my customer's ticket.

- I ask if she would like to book an appointment, host a party or if she has any referrals for me.
- I ask if she's open to learning how the Mary Kay opportunity could benefit her.
- We take a selfie with her purchases, and I ask her permission to post it on Facebook®.



For **more tips** from Michelle and Jessica, watch their videos as part of the **12 Days of Education for the Holidays** on *Mary Kay InTouch*®!

Mon Tue Wed Thu **Fri** Sat Sun

Black Friday. Get Ready!



Independent Senior
Sales Director
Jessica Francis
Beaverton, Ore.

“It’s the most EXCITING time of the whole year! With Thanksgiving, Black Friday, Cyber Monday, Hanukkah, Christmas and even New Year’s, what better time is there for us to maximize our Mary Kay businesses? This is it!”

Plan NOW! Here’s what I do:

1. Set a seasonal sales goal, then check my inventory and order accordingly. Remember, we can’t sell from an empty wagon!
2. Carry full-sized products with me and have product samples and business cards ready to go when I meet a prospective customer or team member.
3. Make the most of my **Mary Kay® Personal Web Site**. With **Social Publisher**, your website is maintained, and we can use crafted and approved social media posts to drive customers to our site.
4. Make lists. Who can I book for a holiday-themed party? Who would enjoy a fresh new color look for all of her holiday parties?
5. Get to work! Take advantage of this time to work your Mary Kay business and enjoy the sales.



What You Can Do This Month to Offer Great Service and Maximize Sales:

- ✓ **Gain Momentum:** Encourage your customers to host holiday-themed parties.
- ✓ **Stock Up:** Offer your customers an easy shopping experience. Have popular products in your inventory. No one wants to wait! The **myCustomers+™ App** makes it easy to have inventory and create sales tickets fast.
- ✓ **Wrap It Up:** Even a small gift becomes extra special when it’s wrapped! **MKConnections®** has bags, gift tags and ribbon. You also can find affordable decorative items at craft and discount stores.
- ✓ **Gift Guide:** Copy the **Holiday Wish List** on Pages 19 and 20 (also available on **Mary Kay InTouch®**) to help your customers select the perfect gift combinations for everyone on their lists.



Holiday TOOLS

Check **Mary Kay InTouch®** for these tools for holly jolly sales!

- **12 Days of Education for the Holidays:** Each day, **October 1-12**, you’ll find a new video featuring a different independent sales force leader who will offer **tools, ideas and inspiration** to help you effectively work your Mary Kay business during the busy holiday season. These **videos will remain available through December!**
- **Customizable Invitation:** A festive **holiday invitation** is available to **customize and print**. Place it in product orders or hand out at parties.
- **Holiday Wish List:** Download this popular wish list to make sure your customers get everything they want! (Also available to copy on Pages 19 and 20)
- **Holiday Gift Bags.** Now available through **MKConnections®**! Visit **Mary Kay InTouch®** to order yours today!



*Plus applicable sales tax

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)**



“The Thanksgiving season at Mary Kay is a very special time – one that highlights all of our past blessings, the happiness of our present achievements, and looking forward with great anticipation to future joys as individuals and as a Company.”

NOVEMBER CALENDAR dates

1	- Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month. - Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m. Central time.
3	Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until midnight Central time.
7	Leadership 2017 registration opens for all Independent Sales Directors and Independent Sales Directors-in-Qualification.
9	New Independent Sales Director Education begins. All Sales Directors who have not yet taken advantage of this great opportunity are welcome.
10	Early ordering of the new Winter 2016 promotional items begins for Star Consultants who qualified during the June 16 – Sept. 15, 2016, quarter and Independent Beauty Consultants who enrolled in <i>The Look</i> for Winter 2016 through the <i>Preferred Customer Program</i> ™.
11	Veterans Day. Postal holiday.
14	Winter 2016 <i>Preferred Customer Program</i> ™ customer mailing of <i>The Look</i> begins. (Allow 7-10 business days for delivery.)
16	Winter 2016 promotion begins. Ordering of the new Winter 2016 promotional items available for all Independent Beauty Consultants.
24	Thanksgiving Day. All Company offices closed. Postal holiday.
25	Company holiday. All Company offices closed.
29	Last day of the month for Independent Beauty Consultants to place telephone orders.
30	- Last day of the month for Independent Beauty Consultants to place online orders. - 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.



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. ©2016 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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The gift That Keeps GIVING



Independent Senior Sales Director
Jenna Larson
Gahanna, Ohio

New to Team-Building? Watch One, Do One, Teach One.

Jenna realized that many new Independent Beauty Consultants on her team were a little scared to share the opportunity but were willing to learn. Now she holds "team-builder-in-training days."

"If you're new to team-building and want to overcome any fears, here are some tips:

1. **Be prepared: Put together a team-building tote so everything is prepacked and always ready for a team-building appointment.** This includes:
 - Team-building notebook (from your Independent Sales Director)
 - Weekly Accomplishment Sheets (1 average week and 1 week you're most proud of!)
 - Paper Independent Beauty Consultant Agreements (just in case technology fails!)
 - Team-building flier (to leave with a potential team member)
2. **Book a 'team-builder-in-training day' with your Independent Sales Director. Then schedule five-to-eight team-building appointments in one day.** Your Independent Sales Director can coach you through these appointments so that by the end of the day, the fear will be gone. You may even end up with a new team member or two as an added bonus!
3. **Next, book a solo team-building day with five more appointments to practice your new skills. Practice makes perfect!** You'll feel confident booking team-building appointments with guests from each future skin care class and be on your way to, or already earning, your brand-new red jacket.

TIP: When a prospect at a skin care class says 'yes' to a team-building appointment, try to meet within two days. This helps build that relationship, and at the end of that appointment, you'll either have a new team member or a loyal happy customer who feels connected to you! I find the customers who met with me at a team-building appointment reorder the most faithfully."



Independent Executive Senior Sales Director
Debbie Hocott
Fort Smith, Ark.

The Best Gift

The best Christmas gift for your customers? A Mary Kay business can bring so many possibilities for the new year! When sharing the opportunity during the busy holiday season, you may hear a hesitating response. Here is a way you can overcome it:

SHE SAYS: "I'm too busy."

YOU SAY: "It's true. It IS a busy time – a fun time, a social time. That's precisely why it's the PERFECT time to have a Merry Makeover. Why not start your very own Mary Kay business NOW and enjoy all of the wonderful people you will meet, as well as the generous buying fever of the season?"



Hear more tips from Debbie during the **12 Days of Education for the Holidays** on *Mary Kay InTouch®*!

FESTIVE FAVORITES

SKIN CARE & BODY FOR HER

MARY KAY



Eyes Surprise
TimeWise Repair® Volu-Fill® Deep Wrinkle Filler and TimeWise Repair® Volu-Fill® Eye Renewal Cream can help her focus on the delicate skin around her eyes.

PART NO. 10-080383



Past Perfect
TimeWise Repair® Volu-Firm® Lifting Serum and TimeWise Repair® Volu-Fill® Deep Wrinkle Filler are a gift of beauty she'll love!

PART NO. 10-080384



TimeWise® Ultimate Miracle Set®
Give the gift of good skin with the TimeWise® Miracle Set®, TimeWise® Microdermabrasion Plus Set and TimeWise® Firming Eye Cream.

PART NO. 10-106784 (Normal/Dry)

PART NO. 10-106785 (Combination/Oily)



Soft Touches
Mary Kay® Intense Moisturizing Cream and TimeWise® Moisture Renewing Gel Mask are a pampering treat when winter stresses her skin.

PART NO. 10-080377



Hello, Clean
Say goodbye to dry skin and hello to a fresh, clean way to start the day with Mary Kay® 2-in-1 Body Wash & Shave and Mary Kay® Hydrating Lotion.

PART NO. 10-080376

COLOR



Bare Palette
Enhance your natural beauty with Mary Kay® Mineral Eye Color (Moonstone, Espresso, Spun Silk, Driftwood, Sweet Cream and Rosegold) and a Mary Kay® Compact Mini.*

PART NO. 10-089244



Ready Set
Mary Kay® Foundation Primer, Sunscreen Broad Spectrum SPF 15** and Mary Kay® Makeup Finishing Spray by Skindinavia will help your makeup last as long as the party!

PART NO. 10-089243



Brush on Beautiful Set
She'll brush up her look like a makeup pro with the luxurious Mary Kay® Brush Collection (Eyeliner/Eyebrow Brush, Powder Brush, Cheek Brush, Eye Color Brush, Eye Crease Brush and the Mary Kay® Cosmetic Organizer Bag) and Mary Kay® Brush Cleaner.

PART NO. 10-089245



Party 'til Dawn
Get a look that dazzles as long as you do with Mary Kay® Foundation Primer, Sunscreen Broad Spectrum SPF 15,** Mary Kay® Gel Eyeliner With Expandable Brush Applicator, Lash Love® Waterproof Mascara and Mary Kay® Makeup Finishing Spray by Skindinavia.

PART NO. 10-080368



Shine Busters
Mary Kay® Translucent Loose Powder and Beauty Blotter® Oil-Absorbing Tissues (pk./75 tissues) help keep oil at bay.

PART NO. 10-080373

SKIN CARE & BODY FOR HIM



Daily Double
For that everyday, super smooth shave, it takes two to make a thing go right: MKMen® Shave Foam and MKMen® Cooling After-Shave Gel.

PART NO. 10-080382



Ultimate Grooming
MKMen® Cooling After-Shave Gel, MKMen® Daily Facial Wash, MKMen® Shave Foam and MK High Intensity® Sport Cologne Spray are the ultimate well-groomed game plan.

PART NO. 10-092894



NEW! Limited-Edition[†] MK High Intensity® Gift Set
Shower the guys on your list with two limited-edition[†] products in a black mesh drawstring bag: MK High Intensity® Hair and Body Wash and MK High Intensity® Sport Hair and Body Wash.

PART NO. 10-097810



Dynamic Duo
For the guy who wants to look his best, send MKMen® Advanced Facial Hydrator, Sunscreen Broad Spectrum SPF 30** and MKMen® Advanced Eye Cream to the rescue!

PART NO. 10-080381

STOCKING STUFFERS

Discover grab-and-give goodies for under \$20!

- Nourishine Plus® Lip Gloss, \$15
- Mary Kay® Gel Semi-Matte Lipstick, \$18
- True Dimensions® Lipstick, \$18
- True Dimensions® Sheer Lipstick, \$18
- Mary Kay® Creme Lipstick, \$15
- Mary Kay® Cream Eye Color, \$14
- Mint Bliss™ Energizing Lotion for Feet & Legs, \$11
- Mary Kay® Hydrating Lotion, \$16
- Mary Kay® Oil-Free Eye Makeup Remover, \$15
- Mary Kay® Extra Emollient Night Cream, \$14
- Satin Lips® Set, \$18
- Indulge® Soothing Eye Gel With Calming Influence® Botanical Blend, \$16



July 1, 2016 – June 30, 2017



October Bracelet: Look for the Silver Lining

Sell \$600* or more in wholesale Section 1 products each contest month, and receive a bracelet featuring a beautiful Mary Kay Ash quote.

Earn a new [bracelet](#) each month!

Earn the Look for the Silver Lining bracelet
Oct. 1–31, 2016.

Now's your
chance to
**Embrace
Your Dreams!**

Learn more
on *Mary Kay
InTouch*®!
With all
the **exciting
products
for holiday
selling**, you've
got **plenty of
ways to earn!**



**WHEN HOPE SEEMS TO HAVE FADED, WE HAVE
OUR FAITH TO CLING TO, AND FAITH HAS
ALWAYS BEEN THE SILVER LINING THAT SHINES
THROUGH THE DARKEST THUNDERCLOUD.**

Mary Kay

*The \$600 or more wholesale Section 1 order requirement per month can be placed in one single order or placed in cumulative orders, as long as the orders are placed in the same calendar month. Customer Delivery Service, Guest Checkout and EZ Ship order amounts also will count toward your \$600 or more wholesale Section 1 requirement. You'll receive your bracelet inside your qualifying order. One bracelet per contest achiever each month.

MARY KAY®

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Dallas, TX 75379-9045

PRSR STD
U.S. POSTAGE PAID
MARY KAY INC.

NEW! Independent Sales Directors-in-Qualification Are Invited!

MARY KAY
LEADERSHIP
2017
New Orleans

JAN. 11-14:
Diamond and Ruby

JAN. 15-18:
Sapphire, Emerald
and Canada

LOCATION:
Ernest N. Morial
Convention Center

Dream Big in The Big Easy!

Pack your bags! It's four days
of **inspiration** and **education!**
Learn how you can **lead**
effectively and discover
greater success through your
Mary Kay business.

PLUS, if you register
without canceling, you will
**receive a \$50 wholesale/
\$100 retail credit** toward
your first Section 1 product
order placed Jan. 26 to
Feb. 28, 2017.

Registration begins Nov. 7, 2016. Get details on *Mary Kay InTouch*®.

trending @ MK



THE YEAR OF YOUR DREAMS

LIVE THE DREAM.

It's the **Year of Your Dreams**. What drives you to work with passion? Share your inspirations and images of how you make your Mary Kay dreams come true. **#MyMKLife!**



Gifts Yule Love

Holiday gifts aplenty are waiting for you! Order today on **Mary Kay InTouch®**.

Small Business Saturday

Nov. 26 is a day to celebrate you!

Partner with your sister Independent Beauty Consultants and promote away!



Insta-Inspiration

Share your love for Mary Kay. Find all things beauty on the **Mary Kay® Instagram®** page! Ask your customers to follow us **@marykayus** so you and the fabulous **Mary Kay®** products stay top of mind.

Instagram

'inside THIS ISSUE

Holiday Delights

Festive new products and convenient bundles make it easy to order, easy to sell. Make the season brighter when you order and sell \$600 or more wholesale to earn this month's **Embrace Your Dreams** bracelet! **pages 2-5**

My Why Story

Independent Future Executive Senior Sales Director Pamela Brigante, Wharton, N.J., was living her dream – and then she found a new one. Her story reminds us that there's no limit to what we can achieve. **pages 6-7**

Holiday Glamour

New products plus a gorgeous color look! Just in time to give your customers glam for holiday parties! **pages 14-15**

Santa's Workshop

Two selling pros share their tips plus tools you can use to make the most of the holiday selling season. **pages 16-17**

Spread the Cheer.

With everything holiday, your social circle is expanding. You can share the Mary Kay opportunity as you're out and about. Read what two leaders do to share the gift that keeps giving. **page 18**

Holiday Wish List

Here's a handy wish list flier you can share with your customers! They can find perfect gifts for everyone on their list! **page 19-20**

Embrace Your Dreams.

No matter what, there's always a silver lining. Remember, a beautiful bracelet is yours with any \$600 or more wholesale Section 1 order (can be cumulative within the month). **page 21**

Comfort and Joy

NEW FORMULA!

White Tea & Citrus Satin Hands® Pampering Set

Features White Tea with a blend of Pink Grapefruit and Lemongrass, notes of Cardamom, Cherry Blossom and Blooming Jasmine.

Also available:
Fragrance-Free Satin Hands®
Pampering Set

Also sold separately:
Satin Hands® Nourishing
Shea Cream, \$12

- White Tea & Citrus
- Fragrance-Free

Stocking Stuffers!

Section 2 sample-size
Satin Hands® products
are perfect as stocking stuffers
and great for travel and on the go!

- **NEW FORMULA!**
White Tea & Citrus Satin Hands®
Pampering Set Deluxe Mini —
\$4 (introductory price)
- **Satin Hands®**
Hand Cream Samples
(pk./12 small tubes), \$8
 - White Tea & Citrus
 - Fragrance-Free



NEW!

- FORMULA
- PACKAGING
- SCENT

Watch Your
Sales Soar With
Pampering
Products
Available Now!

NEW FORMULA!

White Tea & Citrus
Satin Hands® Pampering Set
Now with shea butter!

STEP 1: PROTECT AND PREPARE.

Fragrance-Free Protecting Softener
(original formula)

Promotes softness and smoothness.

STEP 2: REFINE AND POLISH.

White Tea & Citrus Refining Shea Scrub

Features innovative ingredients that scrub skin clean for
polished, smooth hands that feel velvety and revitalized.

STEP 3: NOURISH AND SOOTHE.

White Tea & Citrus Nourishing Shea Cream

Shea butter-infused cream instantly melts into skin and
leaves hands feeling soft and noticeably smoother, even
after washing. With regular use, cuticles and nails feel
conditioned, and cuticles are softer and look healthier. It
absorbs quickly, so hands won't feel sticky. It also leaves
a protective barrier on the skin for a luxurious experience
that leaves hands feeling soothed for 24 hours.

Perfect for Anyone!

“The Satin Hands® Pampering Set is
my personal favorite, and it makes a great
gift for anyone – from teens to seniors,
males and females. I feature it at ALL of my
holiday skin care parties and facials. Also,
I sell to male customers and others who
work in occupations that require frequent
hand washing.”



Independent Sales
Director
Missy Semien
Sachse, Texas

'Tis the Season for Sales!

Turn your **Mary Kay®** business up a notch with everything holiday! As the one-stop shop for **gifts at any price range**, you have what your customers want. And they'll love the convenience and ease of shopping with you!

Giftable bundles make it **easy** for your customers, and they can help you get a **\$600 wholesale order** this month. Find them throughout this issue.



Turn Bundles Into Bracelets!

Sell one each of the four bundles on this page every week this month, and you'll achieve more than a

\$600

wholesale order.

With so many products in this issue, you have lots of options.



White Tea & Citrus Satin Hands® Pampering Set, \$36
Includes White Tea & Citrus Nourishing Shea Cream, White Tea & Citrus Refining Shea Scrub and Fragrance-Free Protecting Softener in a giftable bag.



Also available:
Fragrance-Free Satin Hands® Pampering Set

A. NEW! Limited-Edition† MK High Intensity® Gift Set, \$26

Help your customers shower the guys on their lists with this multitasking pair! Set includes:

- Limited-Edition† **MK High Intensity®** Hair and Body Wash featuring a contemporary, sophisticated scent
- Limited-Edition† **MK High Intensity®** Sport Hair and Body Wash with a fresh and invigorating scent
- A handsome mesh drawstring bag



A.

Display props not included.

B. Soft Touches, \$54

Pampering treat for winter-stressed skin.

- **Mary Kay®** Intense Moisturizing Cream
- **TimeWise®** Moisture Renewing Gel Mask



B.

C. Go With the Glow, \$110

Beautiful skin is at the top of every woman's list.

- **TimeWise Repair®** Revealing Radiance™ Facial Peel
- **TimeWise®** Tone-Correcting Serum



D.

D. Hello, Clean, \$32

Goodbye, dry skin, hello, fresh and clean.

- **Mary Kay®** 2-In-1 Body Wash & Shave
- **Mary Kay®** Hydrating Lotion



C.

SURPRISE and Delight.

Ooohh! Gifts Available Now

NEW! Limited-Edition[†] *Be Delighted*[™] Bath and Body Collection

Your customers will enjoy
the sweet scent.

MORE
Holiday
Favorites
on Pages
14-15!

Packaged
inside
this festive
gift bag

\$32
set

\$16

NEW! Limited-Edition[†]

Be Delighted[™] Body Wash and Body Mousse Set With Festive Bag

- **Body Wash:** Bring joyfulness to the everyday. Relax and enjoy a magical moment that is sure to leave you delightfully surprised.
- **Body Mousse:** Whipped to perfection, it's an extra special holiday indulgence. There's no better way to enjoy the magic of the season than with a **luxurious treat** that your skin will love.

PLUS!

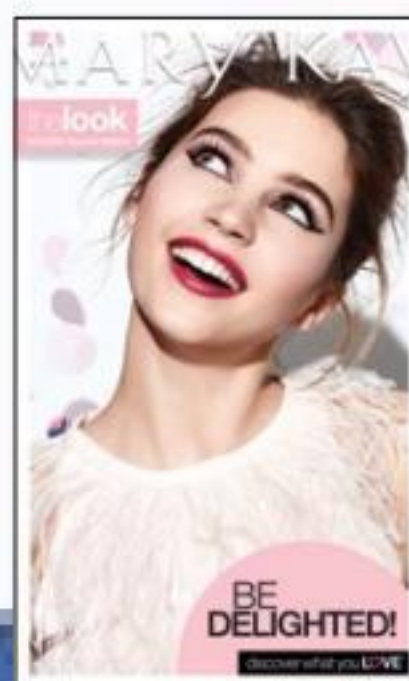
NEW! Limited-Edition[†]

Be Delighted[™] Shimmer Mist

There's nothing more festive!
Spritz on this sweet confection
all over, and believe that all your
dreams can come true.



The 2016 Holiday Special Edition of **The Look** is here! Share it with your customers, and help your sales shine bright. Order this special edition on **Mary Kay InTouch®** for only \$3.50 pk./10.



BUNDLE Up

Make shopping easy for your customers!

Skip the Squats, \$80

The gift of body confidence!

- **TimeWise Body™ Targeted-Action® Toning Lotion**
- **TimeWise Body™ Smooth-Action® Cellulite Gel Cream**
- **Mary Kay® Smooth-Action® Body Massager**

TIP:

Display products in baskets or cello wrap at your skin care parties, and offer your customers ready-to-go gifts. They'll love the **personal service** and **convenience** of shopping with you, and you'll love the sales! Find **gift wrap options** through **MKConnections®** or at your local craft or discount store.

SCRIPT Tips

A FEW IDEAS TO GET STARTED:

"Hi, [____]. This is [____], your Mary Kay Independent Beauty Consultant. I hope you looked at the **holiday issue** of **The Look** I sent and marked every page with gifts you'll love to share. It's filled with fun new **Mary Kay®** products, plus many favorites. Can I be of assistance in helping you with your holiday shopping? And of course, you don't want to forget yourself!"

OR

"The **holiday issue** of **The Look** is here with fun new products. Let's schedule a party so you and your guests can see all that's new and hopefully check a few names off your holiday shopping lists. What date and time work best for you? Are you available to host a party on [Date] at [Time]?"

Now Regular Line!

NEW! Discover What You Love® Travel Roll-Up Bag

Same bag you love but with updated graphics! An all-in-one organizer for your cosmetics, skin care and accessories.



\$35
(unfilled)

Take the Quiz! Are You SHOPPING SAVVY?

Measure your holiday savvy. Marketing your Mary Kay business now can lead to extra income.

Circle the correct answer.

1. 2015 holiday sales increased despite unforeseen weather events and a depressed retail environment, and they are projected to increase again this holiday season.
TRUE or FALSE
2. The percentage of Black Friday shoppers continues to decrease each year.
TRUE or FALSE
3. Small Business Saturday spending continues to grow.
TRUE or FALSE
4. In 2015, Cyber Monday became the largest online sales day in history.
TRUE or FALSE

1. True 2. False 3. True 4. True

ANSWERS

2015 HOLIDAY SHOPPING TRENDS: Hear Those Sales Jingle.

1. **Holiday sales** increased 3 percent to **\$626 billion in 2015** despite unforeseen weather events across the country and the extreme deflationary retail environment. Total retail **holiday season sales** are projected to reach **\$869 billion in 2016!**
2. **Consumer Reports** conducted a poll that showed **55 percent of consumers** planned to shop on **Black Friday** in 2015.
3. **Small Business Saturday** spending in 2015 topped **\$16.2 billion**, a 14 percent increase from 2014.
4. **Cyber Monday** saw almost **\$3 billion in sales** and became "**the largest online sales day in history.**" The average order value was \$133.



Find a printable Holiday Wish List on Pages 19 and 20.



Independent Future
Executive Senior
Sales Director
Pamela Brigante
Wharton, N.J.

Beat to a NEW DREAM!

From her percussionist spot in the ninth grade band, Pamela had a big dream to be the band director at her high school.

The stars aligned when she finished college, and her high school's band director retired. She enthusiastically and confidently stepped into the role. At 22, Pamela achieved her childhood dream.

Soon after, she married her husband, John, and the two were ready to start a family. Being a planner, she did her best to time her pregnancy so it would not interfere with fall band. And she did! Her son, Johnny, was born in July – perfect timing. But that's when Pamela's dreams changed.

"After having Johnny, I couldn't stand the thought of putting him in day care. So I decided to put my dream job on hold. The only issue was that I still needed money to maintain our lifestyle. That was not negotiable."

Then, someone mentioned the Mary Kay opportunity to Pamela. "I was a tomboy," she says. "I had never even heard of Mary Kay." But within two weeks, she heard about Mary Kay three times – from three different people. "I didn't know why, but I just felt like there was a reason Mary Kay kept coming up. On the third introduction, I became a Mary Kay Independent Beauty Consultant."



March to a New Beat.

Pamela's new dream was to stay at home with her son, but she wasn't sure how to achieve it. "When my recruiter showed me an eyeliner, I literally asked what I was supposed to do with it," says Pamela. "I shared my monthly earning goal and asked for her guidance." She suggested Pamela do 30 faces in a month and showed her how to do it. Pamela followed her suggestions.

"That first month I sold more than \$3,000 in products," says Pamela. And today she continues her focus on 30 faces a month. "For me, that typically breaks down to five skin care classes a month with six people at each. It's that simple. I didn't have to create a system – I just needed to follow a proven plan. And that's what I continue to do."

Soon Pamela wanted to move up the career path, so she began to share the Mary Kay opportunity with her customers and others she met. "I found 10 new team members," says Pamela. "I did it by sharing my heart and my why, building a rapport and having authentic conversations. I would say, 'You may think I'm crazy (remember, I'm a tomboy selling makeup), but this is my path to being able to stay home with my son. I'm asking you to join me in this journey. Let's do this together.' And they did. I was able to replace my band director income."



The Beat Goes On.

Five years later, Pamela is an Independent Future Executive Senior Sales Director.

"I still do 30 faces a month," she says. "I try to lead with integrity and do what I ask of my team. I coach them so that they are strong in their businesses and can achieve whatever they dream of. I share that it's not always easy, but you can do it. Consistency is key!"

"Through my personal business, I have a strong foundation. And in this business, I've found you're never alone. I am truly living my dream and continue to set new goals, work hard and stretch my potential."

Holiday DREAMS

With the holidays around the corner, Pamela shares some tips to make the most of the season and maximize sales.

HOLIDAY BEAUTY BARS

"Always do skin care classes, but set up a beauty bar with holiday and color products to help create a great holiday color look. I invite guests to book when they know they have plans that evening so they can leave looking great to go out."

HOLIDAY OPEN HOUSE

"I hold an open house for my customers and team members to attend to showcase what's new for the season and help my customers shop for friends and family."

GIFT BASKETS

"I'm not very creative, but one of my team members is. We hold appointments together for our customers. We suggest that they make a list of who they're shopping for and price points for each. Then we put the baskets together for them. Our customers love it, and we have great sales."

HOLIDAY WORKSHOP

"I hold a holiday workshop early in the season to coach my team on how they can have a successful holiday selling season. One team member made \$6,000 last year doing what she learned."



“ I still do 30 faces a month. I try to lead with integrity and do what I ask of my team. I coach them so that they are strong in their businesses and can achieve whatever they dream of. I share that it's not always easy, but you can do it. Consistency is key! ”