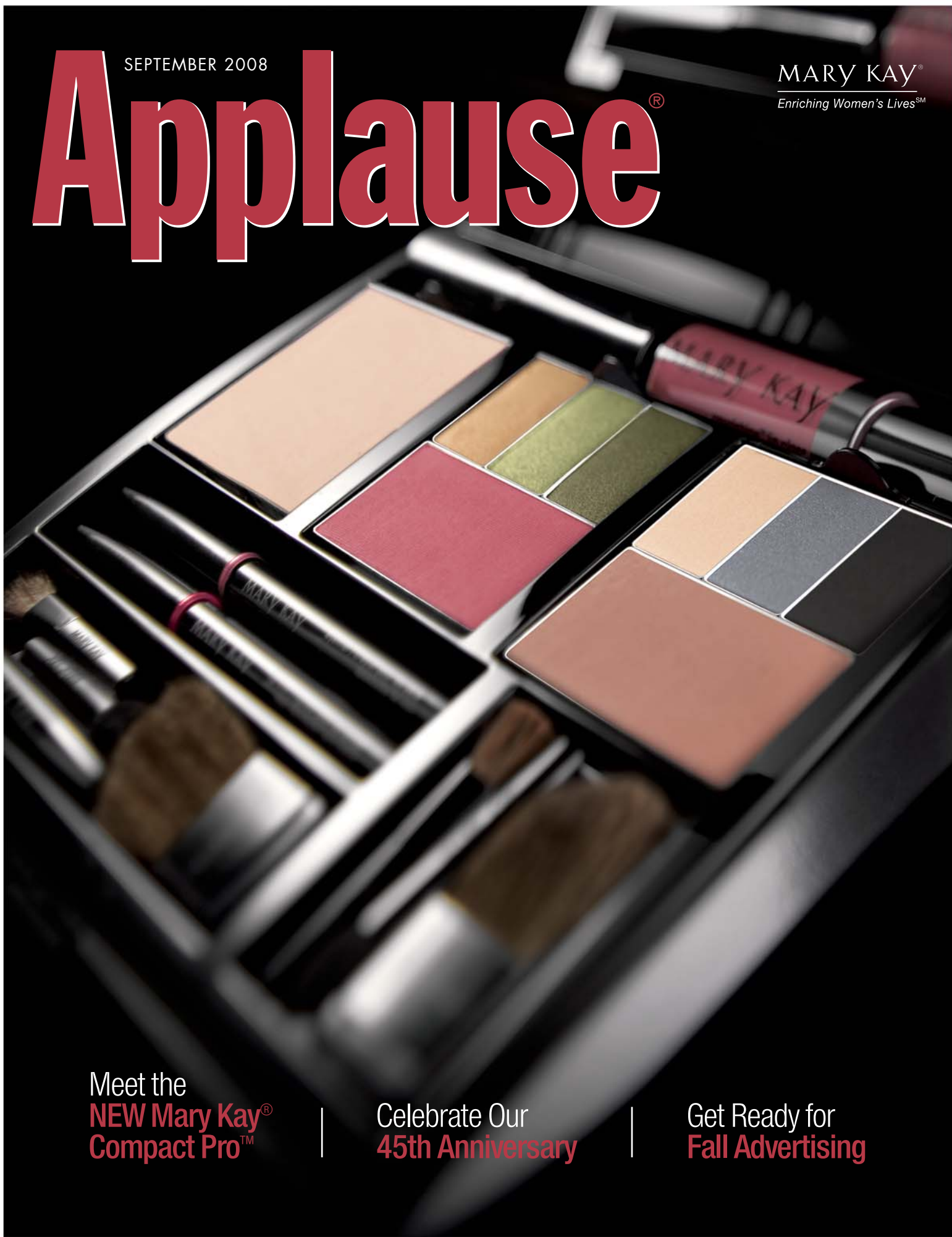


SEPTEMBER 2008

Applause[®]

MARY KAY[®]
Enriching Women's LivesSM



Meet the
**NEW Mary Kay[®]
Compact Pro[™]**

Celebrate Our
45th Anniversary

Get Ready for
Fall Advertising

get it free

WITH YOUR ORDER

AUG. 16 - SEPT. 15, 2008

Satin Hands® Satin Smoothie® Hand Scrub and Satin Hands® Hand Cream

Suggested use: Help customers achieve beautifully smooth hands with these two irresistible products. The peach-scented hand scrub cleanses and exfoliates hands, leaving them feeling soft and smooth. A hands-down favorite, Satin Hands® Hand Cream provides instant hydration to condition and moisturize for hours. Both are your BizBuilders bonus starting with a \$400 wholesale Section 1 order.



Mini Mary Kay® Body Care Set

Suggested use: Get a preview of the Fall/Holiday 2008 gift with purchase – an adorable travel-sized body care set featuring four products in 1 oz. sizes. Each set includes Mary Kay® Loofah Body Cleanser and Mary Kay® Nourishing Body Lotion in both Lotus & Bamboo and Red Tea & Fig packaged in a beautiful mini bag. The cleansers not only purify and revitalize but are infused with botanical exfoliators that refresh and renew. The lotions soften and smooth skin and are enriched with antioxidants that help protect against free-radical damage and help strengthen skin's natural defenses. One mini set is your BizBuilders bonus starting with a \$600 wholesale Section 1 order.



Travel Roll-Up Bag

Suggested use: This popular streamlined black nylon bag with pink lining includes clear zippered bags and a swivel hook for easy hanging, and it makes a great gift with purchase for your best customers! It's your BizBuilders bonus starting with an \$1,800 wholesale Section 1 order.



Product not included.

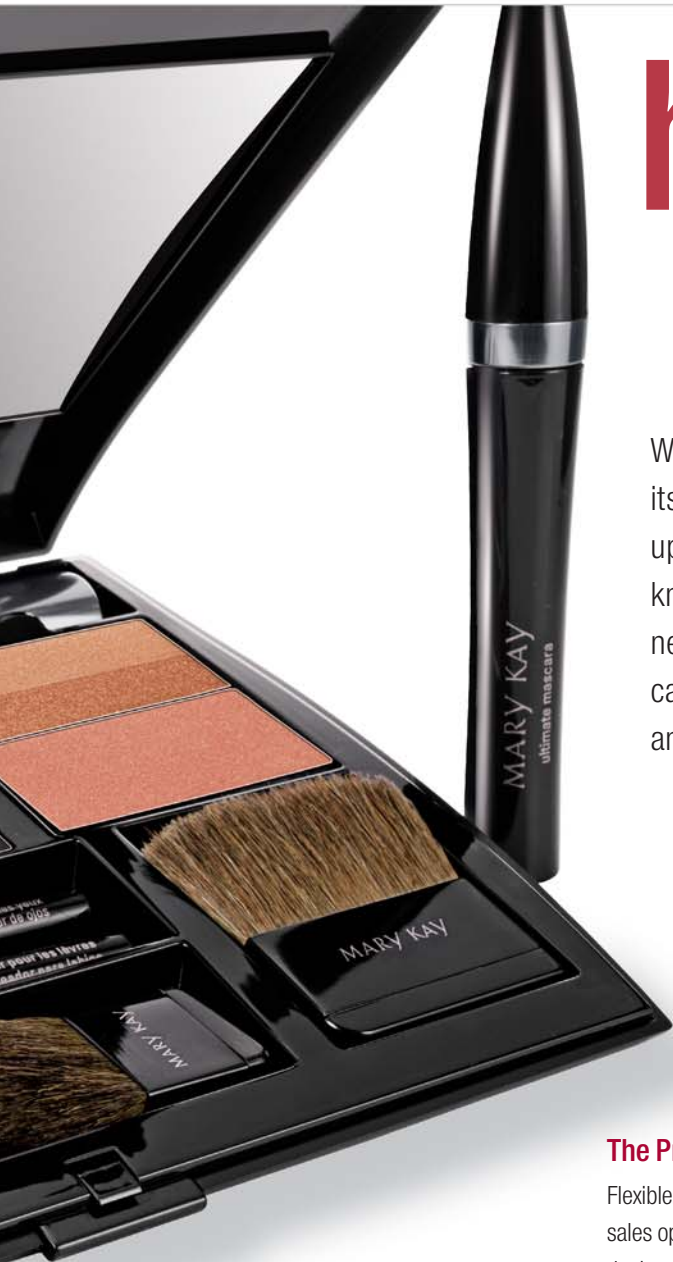


page 6

45 Years and Going Strong

For 45 years, the Mary Kay opportunity has offered women unparalleled business growth, flexibility and unlimited income potential. Take a commemorative look back at how it all started, what's changed and where we've been.

For more details on BizBuilders bonuses, see Page 27.



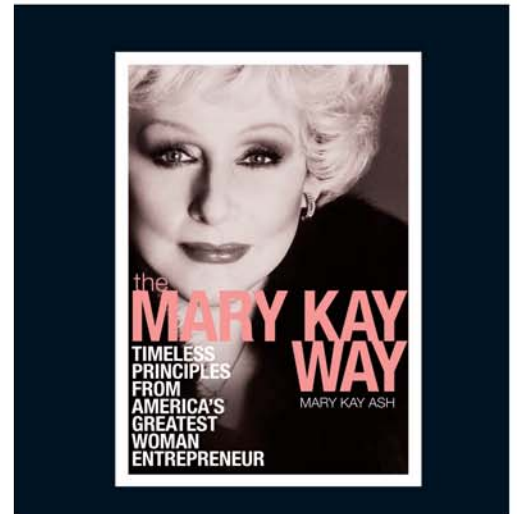
happy anniversary!

Wouldn't Mary Kay Ash be proud to know that her Company is celebrating its 45th anniversary, holding steadfast to the very Golden Rule principles upon which she founded it in 1963? She also would surely be pleased to know that her original people management book is being rereleased to a new global generation ripe to discover how "making people feel important" can truly equal success. Congratulations to you for carrying on her legacy and committing to her never-ending dream.

◀ page 2

The Pro

Flexible. Customizable. Incomparable. Take color sales opportunities to a whole new level by introducing your customers to the sensational, super-customizable Mary Kay® Compact Pro™.



page 24 ▶

The Mary Kay Way

On bookstands now, this version of Mary Kay Ash's original book on leadership principles, updated with examples from Independent National Sales Directors, is sure to be a huge hit throughout the Mary Kay world and beyond.



create **stunning** **color looks** like a pro

Introducing
the Mary Kay®
Compact Pro™ —
the most customizable
compact ever created
by Mary Kay. Available
Aug. 1!



The NEW Mary Kay® Compact Pro™

makes the perfect cosmetics companion no matter where life takes you. At home, down the street or around the world, you can feel creative, confident and fully prepared with this sleek compact by your side. With even more customizable options, you can create a complete look from start to finish any way you want with these flexible features:

- Three large square magnetic areas that hold product refills
- One large well that holds either two lipsticks, one lipstick and a lip gloss or a mascara
- Two applicator wells
- One well that holds lip liners and/or eyeliners

If you just can't get enough of this season's bold colors, create the ultimate eye palette with 18 favorite eye colors plus eyeliners and mascara. Or opt for a contemporary color look plus bronzing, highlighting and sheer mineral pressed powders. The choices are virtually endless for re-creating today's hot makeup trends *your way!* Available Aug. 1, 2008, through Online Ordering and as a write-in item on the June 16 Consultant order form. **\$35, Part #10-018587**

Make Life Simple

Today's busy woman needs simple and organized cosmetic options that add value to her life. That's exactly what she gets with the Mary Kay® Compact Pro™. This compact works perfectly as a storage option unlike any other, instantly transforming a bathroom drawer or countertop from makeup mess to sophisticated organization. And because it's so flexible, no matter where a woman goes, she'll be prepared for anything!

Beautiful and Durable

Here are even more reasons to love the Mary Kay® Compact Pro™:

- Ultradurable, purse-tested finish
- Easier-than-ever makeup organization
- Refillable design, making it a great value and easy on the environment
- Revolutionary magnetic refill system
- Patent-pending product release tabs

Three release tabs located above each of the three large magnetic refill squares make the Mary Kay® Compact Pro™ easy to customize and change. Gently press the levers to automatically release the color refills.

The durable surface features a special coating that can be easily wiped clean. Magnets should not desensitize credit cards, hotel room keys, parking lot tickets or gift cards in a purse. As an added precaution, keep cards with magnetic strips at least one-half inch from the opening of the compact.

Quick Selling Tips

Customers who love the Mary Kay® Compact are sure to embrace this larger version. You could:

- Display it at *Color Insider* parties, demonstrating its flexibility and encouraging guests to fill it with their favorite shades.
- Show the Fall/Holiday 2008 issue of *The Look*, available on the Sept. 16 Consultant order form, that features the Mary Kay® Compact Pro™.
- Appeal to your customer's creative, fun-loving side as well as her value-loving conscience. The flexibility of the Mary Kay® Compact Pro™ makes it both a thrill to fill and a purchase she can count on for a long time.
- Send the new Mary Kay® Compact Pro™ MKeCard® to those who already love the Mary Kay® Compact.

World-Renowned Makeup Artist Brigitte Reiss-Andersen on the Compacts

Mary Kay took the time to look at women's lives and help figure out a real way to save time, while maintaining a full range of choices.

As I see day to day with my clients, schedules are hectic, and multitasking is a necessity. I love the Mary Kay® compacts because they provide a modern take on makeup by offering a customizable palette of products and colors.



All prices are suggested retail.

Find Flexibility

With so many customizable options, filling the Mary Kay® Compact Pro™ is the ultimate makeup adventure, allowing you to experiment with makeup any way you like. Here are just two fun suggestions:



Compact on Left:

Mary Kay® Compact Pro™, (unfilled), **\$35**

Mary Kay® Mineral Eye Color, Dusty Lilac, **\$6.50**

Mary Kay® Mineral Eye Color, Hazelnut, **\$6.50**

Mary Kay® Mineral Eye Color, Sweet Plum, **\$6.50**

Mary Kay® Mineral Eye Color, Crystalline, **\$6.50**

Mary Kay® Mineral Eye Color, Amber Blaze, **\$6.50**

Mary Kay® Mineral Eye Color, Espresso, **\$6.50**

Mary Kay® Mineral Eye Color, Precious Pink, **\$6.50**

Mary Kay® Mineral Eye Color, Blue Metal, **\$6.50**

Mary Kay® Mineral Eye Color, Denim Frost, **\$6.50**

Mary Kay® Mineral Cheek Color, Pink Petals, **\$10**

Mary Kay® Mineral Cheek Color, Sparkling Cider, **\$10**

Mary Kay® Mineral Bronzing Powder, Desert Sun, **\$12**

Mary Kay® Creme Lipstick, Dusty Rose, **\$13**

Mary Kay® NouriShine™ Lip Gloss, Pink Diamonds, **\$13**

Mary Kay® Eyeliner, Deep Brown, Navy, **\$10 each**

Mary Kay® Lip liner, Dusty Pink, Neutral, **\$10 each**

Eye Applicators (pack of two), **\$2.50**

Compact Cheek Brush, **\$2.50**

Compact on Right:

Mary Kay® Compact Pro™, (unfilled), **\$35**

Mary Kay® Sheer Mineral Pressed Powder, Ivory 2, **\$16**

Mary Kay® Mineral Eye Color, Silky Caramel, **\$6.50**

Mary Kay® Mineral Eye Color, Raisin, **\$6.50**

Mary Kay® Mineral Eye Color, Sweet Plum, **\$6.50**

Mary Kay® Mineral Cheek Color, Cinnamon Stick, **\$10**

Mary Kay® Mineral Eye Color, Amber Blaze, **\$6.50**

Mary Kay® Mineral Eye Color, Sienna, **\$6.50**

Mary Kay® Mineral Eye Color, Cinnabar, **\$6.50**

Mary Kay® Mineral Cheek Color, Golden Copper, **\$10**

Mary Kay® Creme Lipstick, Amber Glow, **\$13**

Mary Kay® Creme Lipstick, Rich Fig, **\$13**

Mary Kay® Eyeliner, Deep Brown, **\$10**

Mary Kay® Lip liner, Cinnamon, **\$10**

Eye Applicators (pack of two), **\$2.50**

Compact Powder Brush, **\$4**

Compact Cheek Brush, **\$2.50**

Retractable Lip Brush, **\$4**

get ready for music, glamour and **Nashville, here we come!**

Big stars. Hit music. Grand awards. And even more great news! Mary Kay Inc. is
The Official Beauty Sponsor of the 2008 Country Music Association (CMA) Awards!

Mark your calendars for **Wednesday, Nov. 12.**

That's when "The 42nd Annual CMA Awards" will be televised live from Nashville on ABC at 8/7c with Mary Kay Inc. as **The Official Beauty Sponsor!**

Expanding on last year's success, Mary Kay Inc. is proud to once again reign as the hottest cosmetics company in the Country Music arena. Nearly 35 million people watched last year's show, making the CMA Awards one of the most-viewed music awards shows on television.

And as we heard straight from you, your customers were overwhelmed by the presence of Mary Kay Inc. at this nationally televised show last year. They loved Mary Kay's sophisticated brand image, the contemporary ads and the prestigious association with this event.

During the Nov. 12 broadcast on ABC, six 30-second Mary Kay® commercials featuring the Mary Kay® Compact will air nationally, plus viewers will see additional "brought to you by Mary Kay" messages. A huge hit last year, Mary Kay® products again will be available backstage at the actual CMA Awards for touching up the artists and presenters.

Now's the time to start sharing this exciting news with your customers and planning viewing parties to be held in your home or with top hostesses. Look for ideas in the next issue of *Applause*® magazine. With this incredible event coming, you have even more reasons for contacting your customers and sharing what's new and vibrant at Mary Kay.

Earn Your Way to the CMAs

April 1 – Sept. 30, 2008

There's still time to earn your way to the prestigious CMA Awards! Fifteen independent sales force members will have the opportunity to attend the live show and be treated like one of the stars. Be sure to check out your August issue of *Applause*® magazine and the Mary Kay InTouch® Web site for all the details!

The Mary Kay Beauty of Country™ Consumer Sweepstakes Sept. 16 – Oct. 16, 2008

There's even more to share! *The Mary Kay Beauty of Country*™ sweepstakes could land one of your customers in Nashville to attend the live CMA Awards. The grand-prize winner will receive:

- A trip for two to the 2008 CMA Awards in Nashville.
- An invitation to a CMA insider event.
- A makeover by a professional makeup artist before the show.

The Mary Kay Beauty of Country™ consumer sweepstakes will be promoted with a dedicated promotional spot in our top 20 viewing markets on various ABC programs. The sweepstakes will be open for entries Sept. 16 – Oct. 16, however, the promotional spots will air Sept. 16–28. Then, from Nov. 3–23, Mary Kay® commercials featuring the compact will air in these markets during shows like *Live With Regis and Kelly*, *Good Morning America*, plus prime-time programming. Finally, during the week of the CMA Awards, three Mary Kay® commercials will air nationally during *Good Morning America*.

To target your customers directly, you can send *The Mary Kay Beauty of Country*™ consumer sweepstakes MKeCard® and sign them up to receive the *Beaut-e-News*™ e-newsletter. To enter the sweepstakes, customers can go to your Mary Kay® Personal Web Site or www.marykay.com to link to the sweepstakes entry.



Kathy Rusten of Crestline, Calif., last year's grand-prize winner of *The Mary Kay Beauty of Country*™ consumer sweepstakes, received a professional makeover in Nashville. "I can't thank Mary Kay enough for giving me the opportunity to feel like a star for the day," Kathy said.

Mary Kay

Presenting the Compact This Fall

National magazine ad brings the compact to life.

Look what's coming in popular magazines! This electrifying ad will run in several top national general-market and Spanish-language magazines in the coming months. The two-page ad highlights the customizable Mary Kay® Compact while promoting new Mary Kay® mineral color.

Consider stashing your favorite magazine featuring the ad in your handbag to show as you hand out business cards. Or use it as a display at *Color Insider* parties and skin care classes for even more targeted exposure.

With hot color looks featured in the ad, customers are sure to want the latest. So get ready to talk about this sleek, personalized compact and new color!

Look for the ad this fall in these publication issues below:



This ad is not final.

General Market Publications

- Allure**
September, November
- Cosmo Beauty & Style**
August
- Essence**
September, November
- Glamour**
September, November
- Good Housekeeping**
November
- In Style**
November
- Real Simple**
September, November

- Lucky**
September, November
- Marie Claire**
September, November
- O, The Oprah Magazine**
September, November
- Parents**
September
- People Style Watch**
September
- People Country**
Releases in November

Hispanic Publications

- Caras (Puerto Rico)**
September
- Cosmo en Español**
September, November
- Latina**
September, November
- People en Español**
September, November
- Ser Padres**
August/September
- Siempre Mujer**
August/September,
October/November
- Vanidades**
August/September,
October/November

Current TV Ads Continue Through Sept. 14.

Have you seen the vibrant TV commercials on air now promoting the Mary Kay® Compact? Talk about hot news!

These ads have been running during top women's programming bringing the Mary Kay® Compact to life!





45 years of success



1963 Opening Doors

Mary Kay Ash launched her big dream in a small office space in Exchange Park in Dallas, Texas, on Friday, Sept. 13, 1963. It was called Beauty by Mary Kay.

1963 Beautiful Solutions

The Basic Treatment Set included four skin care products and a foundation. The first glamour products included a pink palette with five eye and lip colors, blush, mascara and an eyebrow and eyeliner pencil.



1965 Suited for Success

Since a great image could inspire confidence, success and pride, it's no surprise that the Career Apparel program was one of the first developed after the Company opened.

1966 Dream Rewards

The Company introduced Cinderella gifts – luxury rewards women would love to have but would never buy for themselves. It began with the Golden Goblet program.

1971 The Best of the Best

Helen McVoy and Dalene White debuted as the first Independent National Sales Directors. Since then, more than 300 women have held this top position in the United States alone, with many more debuting abroad.

1971 Going Global

On Feb. 23, 1971, the first international subsidiary opened in Australia. Today, the Company operates in more than 30 markets worldwide.



1975 Star Achievements

The Star Consultant program was introduced to inspire the independent sales force in sales and team building.

1960s

1964 Thinking Pink

In the '60s, most American bathrooms were white. So pink was chosen for the Company's packaging to give women beauty products they could keep conveniently on their bathroom counters.

1964 A Tradition Begins

On Sept. 13, 1964, crepe paper and balloons decorated the new larger warehouse at 1220 Majesty Drive for the very first Seminar. Mary Kay Ash cooked chicken for 200 attendees.



1969 Pink Cadillac

Mary Kay Ash's personal pink Cadillac created the model for the Career Car program. The top five Independent Sales Directors earned the use of their own 1970 Coupe de Villes in the now iconic color.



1970 Taking Flight

The first bumblebee pins were awarded at the 1970 Seminar. The bumblebee's "can-do" story made it the perfect symbol for women aspiring to achieve new heights.



1974 Inspiring Leaders

The first Leadership Conference was created, providing Independent Sales Directors with education, inspiration and motivation for reaching their greatest potential.

When Mary Kay Ash opened the doors to her dream Company 45 years ago, she set out to provide an unlimited opportunity for women. Today, her vision, her courage and her spirit continue to make that dream a reality for women around the world. Take a look at our colorful history.



1978 Prestigious Honors

Dr. Norman Vincent Peale presented Mary Kay Ash with the prestigious Horatio Alger Award given to distinguished Americans who have succeeded in spite of adversity.

1980 Breaking Barriers

Shirley Hutton became the first Independent Sales Director to achieve more than \$1 million in estimated retail sales.



1987 Career Conference

This special conference was first held in 14 cities across the United States. Today, the list has grown to more than 40 cities.

1989 Doing Green

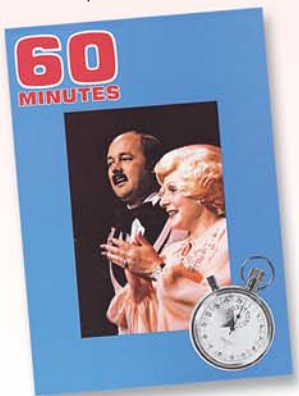
Mary Kay Inc. became one of the first companies to enact a comprehensive corporate recycling program, followed by banning product testing on animals. Today, we refer to all our substantial efforts as Pink Doing GreenSM.



1980s

1979 National Attention

America took note when *60 Minutes* interviewed Mary Kay Ash. Within two years, the independent sales force had more than doubled and sales almost tripled.



1981 Sharing Her Story

Mary Kay Ash's autobiography, first titled *Mary Kay*, was released through Harper & Row and has sold more than 2 million copies.

1984 Winning Company

Mary Kay Inc. first appeared in the 1984 edition of *The 100 Best Companies to Work For in America*.



1988 "On Silver Wings"

A poem that spoke to Mary Kay Ash's heart became the inspiration for a sculpture commissioned in honor of the Company's 25th anniversary.





45 years of success

1991 Billion-Dollar Growth

Global growth catapulted to \$1 billion sales worldwide.



1993 Passing It On

The Mary Kay Museum opened to give visitors a view of the extraordinary vision of Mary Kay Ash and the Company she created.

1993 Making Headlines

Fortune magazine featured Mary Kay Ash and her leadership principles in a prominent cover story.



1996 Selling Success

The independent sales force earned national recognition, ranked by *Sales & Marketing Management* magazine as one of the top 25 sales forces in the nation.



1996 A Helping Heart

Mary Kay Ash expanded her vision of enriching women's lives by establishing the Mary Kay Ash Charitable Foundation that now supports cancer research related to women's health and helps in the fight against domestic violence.



1990s

1993 "Can-Do" Power

Kathy Helou became the first Independent Sales Director to achieve \$2 million in estimated unit retail sales.



1995 New World Headquarters

Situated on 34 acres, the 13-floor, pink granite building in Addison, Texas, became the world headquarters.

1999 E-Business With Ease

The Company launched the Mary Kay InTouch® Web site to help all Independent Beauty Consultants manage their businesses online.



1990 – 2008



2000 Internet Sales Rise

Mary Kay Inc. ranked fourth in *Interactive Week* magazine's list of retail companies with the highest online revenue.

2001 Saying Goodbye

On Thanksgiving Day, Mary Kay Ash passed away. "The extraordinary thing," said Richard Rogers, her son and Company co-founder, "was the way Mother inspired people to believe in themselves."



2006 A Glimpse Into a Dream

The Biography Channel broadcast of *Mary Kay Ash* gave even more people a look at the woman whose visionary dream opened new doors for women everywhere.

2008 45 Years

Mary Kay has grown to be a multibillion-dollar global cosmetics and direct-selling company with more than 4,500 corporate employees and more than 1.8 million independent sales force members worldwide. The dream continues!

45 YEARS

2000s

2000 Powerhouse Skin Care™

The Mary Kay® TimeWise® 3-In-1 Cleanser and Age-Fighting Moisturizer became the most successful product launch in Company history.



2002 Record Debut

A record 28 Independent National Sales Directors debuted at Seminar.

2003 Making History

Mary Kay Ash was honored as the Greatest Female Entrepreneur in American History by a panel of academicians and business historians.

2007 Products Women Love

From advanced age-fighting skin care to the latest trends in color, women around the world look to Mary Kay for products they love.

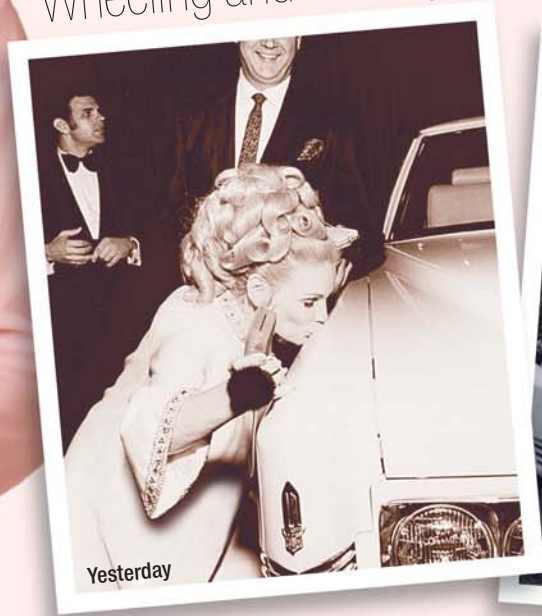




Mary Kay –then and

From Independent Sales Director suits and Mary Kay Career Cars to panoramic featured a unique brand of stylish opportunity. Millions of women have found

Wheeling and Dealing



Success has been all the sweeter for the thousands of women who have put themselves in gear and earned the use of a Mary Kay Career Car. Today's car qualifiers have more options than ever, including the Cash Compensation option. Who knew back in the beginning that someday Mary Kay women in Kazakhstan could earn the use of a red Peugeot or a pink Mercedes? Their choice!

Fashionably Arrayed

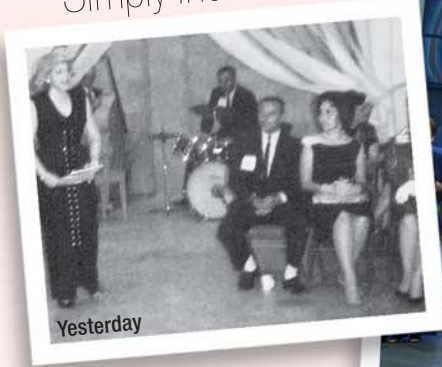


How about that Mary Kay woman? Over the years, our look has set the standard for the ultimate in professional attire. Careful thought and planning go into the selection of fabrics, colors and cut to create a flattering ensemble for every woman.

now

palettes of color cosmetics, our history has their future in our tradition of excellence ...

Simply Incredible



Yesterday

In a small warehouse on Sept. 13, 1964, Mary Kay Ash took center stage at the first Seminar and introduced 200 celebrants to what would become the Company's annual premier special event hosting tens of thousands. Today's Seminar offers a package of unparalleled teaching sessions, motivational speeches and relationship-building memories like no other in the world.



Today



Yesterday

Dream Factory



Today

Perfect Palettes



Yesterday

The new mineral colors are just the latest in a long line of high-quality Mary Kay® products that please customers and help members of the independent sales force achieve their business goals. Further enhancing our heritage, the versatile Mary Kay® Compact is the perfect platform for our palette.

Today

From that first modest storefront to our landmark 13-story granite and glass high-rise, our world headquarters have sheltered and nurtured the vision our Founder brought to life within its walls, whatever the address. Mary Kay called this her dream Company, and 45 years later, our first priority is still your own dream of success.

recognition

Congratulations to the winners for May 2008

On-Target Inner/Diamond Circle Independent National Sales Directors become members of the prestigious Diamond Circle when they earn \$200,000 or more and a member of the exclusive Inner Circle when they earn \$325,000 or more in "NSD commissions" during the Seminar contest period. (NSD commissions are comprised of commissions earned on the wholesale production of first-, second-, and third-line offspring units; Top 10 fourth-line and beyond; Elite Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for May 2008, NSD bonuses for Star Consultants and NSD commissions earned on all foreign countries for April 2008.) These "NSD commissions" are used to determine NSD ranking for a Seminar year. Congratulations to the following NSDs who are considered on-target from July 1, 2007 through May 31, 2008.

Diamond



Barbara Sunden

Ruby



Carol Anton

Sapphire



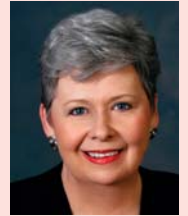
Gayle Gaston

Emerald



Gloria Mayfield Banks

Pearl



Nan Stroud

On-Target for \$1,000,000 Inner Circle

Barbara Sunden.....\$916,733.33

On-Target for \$750,000 Inner Circle

Gayle Gaston.....\$858,871.46
Christine Peterson.....762,161.64

On-Target for \$500,000 Inner Circle

Carol Anton.....\$569,263.46
Nan Stroud.....552,178.56
Karen Piro.....484,978.78
Lisa Madson.....474,065.73

On-Target for \$325,000 Inner Circle

Rena Tarbet.....\$442,777.38
Gloria Mayfield Banks.....429,503.54
Joanne Holman.....418,782.47
Jan Harris.....406,769.89
Pat Danforth.....387,146.96
Kariee Isenhardt.....382,996.13
Kathy Helou.....377,572.51
Patricia Rodriguez-Turker.....376,837.72
Cheryl Warfield.....369,555.62
Lupita Ceballos.....369,398.77
Gloria Castano.....353,896.96
Darlene Berggren.....353,660.51

On-Target for \$250,000 Diamond Circle

SuzAnne Brothers.....\$296,837.38
Anita Mallory Garrett-Roe.....341,939.60
Sherry Giancristoforo.....339,317.22
Jana Cox.....335,869.63
Linda McBroom.....335,569.27
Sonia Páez.....321,155.17
Stacy James.....320,849.52
Cindy Williams.....319,007.61
Sue Kirkpatrick.....313,447.38
Holly Zick.....303,210.16

Judie McCoy.....283,541.24
Johnnette Shealy.....282,948.19
Julianne Nagle-Hackett.....281,353.54
Mary Diem.....274,543.23
Rosa Jackson.....266,640.20
Debi Moore.....264,627.90
Ronnie D'Esposito Klein.....264,372.58
Joyce Z. Grady.....261,473.24
Wanda Dalby.....257,134.16
Pam Gruber.....256,419.32
Linda Toupin.....254,419.50
Shirley Oppenheimer.....253,865.17
Pamela Waldrop Shaw.....253,771.46

Anita Tripp Brewton.....250,663.01
Jackie Swank.....243,832.50
Sonya LaVay.....243,274.77
Doris Janke.....238,337.23
Dacia Wiegandt.....235,936.95
Halina Rygiel.....235,133.54
Tammy Crayk.....234,270.04
Valerie Bagnol.....231,364.29

On-Target for \$200,000 Diamond Circle

Diane Underwood.....\$215,033.75
Lily Orellana.....214,316.35

Kerry Buskirk.....209,609.85
Elizabeth Fitzpatrick.....205,757.05
Shannon Andrews.....203,894.83
Jamie Cruse-Vrinios.....202,660.00
Jeanne Rowland.....200,906.37
Nancy Bonner.....185,734.07
Cindy Fox.....183,960.80
Mattie Dozier.....183,719.78
Jo Anne Cunningham.....183,304.24

Monthly Commissions and Bonuses

Listed are NSD commissions earned in May 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

Barbara Sunden***	\$96,907
Gloria Castano**	46,240
Lisa Madson	44,126
Karen Piro**	38,510
Anita Mallory Garrett-Roe*	33,485
Patricia Rodriguez-Turker*	33,396
Sonia Páez	33,258
Joyce Z. Grady	29,437
SuzAnne Brothers*	26,478
Holly Zick**	26,207
Julianne Nagle-Hackett*	25,387
Evelinda Diaz	24,882
Tammy Crayk	24,846
Linda C. Toupin	22,481
Pam Gruber*	21,821
Mary Diem*	21,596
Diane Underwood	20,618
Maria I. Monarrez	18,050
Jo Anne Cunningham	17,994
Dawn A. Dunn	17,215
Sandy Valerio	15,581
Dalene Hartshorn	15,471
Sharon Kingrey	15,032
Rosibel L. Shahin*	13,067
Connie A. Kittson	12,889
Sandra Chamorro	12,299
Diana Heble	11,847
Diana Sumpter	10,728
Charlotte G. Kosena	10,275
Morayma Rosas	9,819
Jan Mazzioiti	9,548
Isabel Venegas	9,069
Betty Gilpatrick	8,946
Carol Lawler	8,355
Andrea C. Newman	7,489
Caterina M. Harris	6,880

Ruby

Carol Anton**	\$47,611
Wanda Dalby**	32,035
Pat Danforth**	31,214
Kariee Isenhardt**	29,513
Linda McBroom**	29,314
Sue Kirkpatrick**	27,279
Johnnette Shealy*	26,858
Pam Ross*	26,703
Ronnie D'Esposito Klein*	22,977
Shirley Oppenheimer*	21,959
Pamela A. Fortenberry-Slate*	18,405
Jeanne Rowland*	17,554
Judy Kawiecki	16,385
Candy D. Lewis	15,429
Cyndee Gress	15,320
Lynne G. Holliday	14,969
Rebecca Evans*	14,881
Janis Z. Moon	14,325
Bea Millislagle	14,027
Toni A. McElroy	13,313
Michelle L. Sudeth*	12,859
Kirk Gillespie	12,804
Donna B. Meixsell	12,732
Maria Aceto Pirro	12,169
Gena Rae Gass	12,073
Scarlett S. Walker*	11,992
Vicky L. Fuselier	11,851
Kimberly R. Copeland	11,748
Amy Dunlap	11,524
Kate DeBlander	11,471
Cheryl J. Davidsen	11,325
Jean Santin*	11,082
Gay Hope Super	10,904
Nancy M. Ashley*	10,878
Patricia Lane	10,701
Terri Schafer	10,594
Nancy West Junkin*	10,470
Sue Z. McGray	10,165
Phyllis Chang	10,102
Cindy Towne	10,018
Vicki Jo Auth	9,906
Cindy Z. Leone	9,408
Katie Walley	8,901
Margaret M. Bartsch	8,841
Thea Elvin	8,279
Kelly McCarroll	8,235
Sharilyn G. Phillips	7,915
Rhonda L. Fraczkowski	7,875
Renee D. Hackleman	6,140

Sapphire

Gayle Gaston***	\$87,728
Christine Peterson***	65,854
Lupita Ceballos**	57,669
Rena Tarbet**	38,456
Joanne Holman**	33,582
Shannon C. Andrews*	30,726
Jana Cox*	29,803
Valerie J. Bagnol*	26,058
Judie McCoy*	23,577
Sonya LaVay*	19,478
Mattie Dozier	17,910
Kimberly D. Starr	17,866
Nancy A. Moser	17,210
Sharon L. Buck	17,012
Nancy A. Moser	16,372
Maribel Barajas	15,417
Paola J. Ramirez	15,414
Gloria Baez*	15,374
Vernella Benjamin	15,198
Alia L. Head	14,904
Pam Klickna-Powell	14,348
Jan L. Thetford	13,980
Sherri L. Steinman	13,855
Jeanne Curtis	13,688
Karen Kratochvil	13,454
Joy L. Breen	13,208
Mary L. Cane	12,885
Jo Anne Barnes	12,356
Amy Dunlap	12,280
Davanne D. Moul*	11,622
Bridget L. Briddle	10,864
Debra M. Wehrer	10,862
Carol L. Stoops	10,482
Mirna Mejia de Sánchez	10,318
Gladis Elizabeth Camargo*	9,641
Karen B. Ford	9,540
Kendra Crist Cross	9,085
Elizabeth Sánchez	8,337
Maria Aguirre	8,124
Gillian H. Ortega	7,990
Ann Brown	6,822
Jill Moore	5,901

Emerald

Sherry Giancristoforo**	\$45,698
Gloria Mayfield Banks***	41,125
Kathy S. Helou*	37,083
Debi R. Moore*	36,132
Dacia Wiegandt	26,415
Lily Orellana	22,282
Jamie Cruse-Vrinios	20,988
Doris Janke*	20,494
Cindy Fox*	17,827
Mona Butters	17,193
Kerry Buskirk*	16,865
Yvonne S. Lemmon	16,392
Cheryl Bill*	15,845
Kay E. Elvrum	15,821
Janet Tade*	15,803
Consuelo R. Prieto	15,732
Shelly Phillips	15,517
Shelly Gladstein	15,324
Pamela Tull	15,282
Joanne R. Bertalan*	15,117
Miriam Gómez-Rivas	14,349
Sabrina Goodwin Monday	12,911
Brenda Segal*	12,867
Natalie Privette-Jones	12,351
Kym A. Walker*	12,225
Jackie LaPrade	11,519
Barbara Whitaker	10,908
Christi Ann Millard	10,900
Jo Reynal Rogers	10,898
Crissett M. Ellis	10,457
Sherry A. Alexander	10,360
Dawn Otten-Sweeney	10,208
Judy Harmon	9,716
Irene A. Shea	9,454
Kathy Rodgers-Smith	9,137
Francie McBeth	8,730
Regina Hogue	8,534
Carmen Rios	8,406
Nora L. Shariff*	7,861
Joanne Hollingsworth	7,602
Esther Whiteleather	6,109
Phyllis R. Sammons	4,493
Pamela Cheek	4,061

Pearl

Nan Stroud***	\$52,492
Darlene Berggren*	46,023
Stacy I. James*	36,275
Jan Harris**	30,840
Cindy A. Williams	29,933
Cheryl Warfield**	29,006
Halina Rygiel*	25,337
Anita Tripp Brewton*	27,729
Elizabeth Fitzpatrick*	25,598
Lynda Jackson*	23,678
Mary C. Estupian-Martel*	23,621
Rosa Jackson*	22,887
Pamela Waldrop Shaw	21,937
Jackie Swank*	21,473
Anabell Rocha	17,992
Sandy Miller	17,465
Nancy Bonner*	17,214
Maureen S. Ledda*	15,216
Shirley M. Oshiro	15,201
Lise T. Clark*	14,624
Anita N. Conley	14,587
Glinda McGuire	14,048
Wilda DeKerlegand*	13,670
Julie Krebsbach	13,541
Pat Campbell	13,527
Monique Todd Balboa	13,230
Robin Rowland	13,087
Ruth Theodocion	12,629
Allison LaMarr	12,313
Bett Vernon	12,175
Jane Studrawa	11,570
Kathy C. Goff-Brummett	11,550
Maureen Myers	11,493
Barbara Stimmach*	11,193
Cathy E. Littlejohn	10,828
Beatrice Powell	10,227
Linda Kirkbride	9,888
Wadene Claxton-Prince	9,614
Sonja Hunter Mason	9,342
Sylvia Kalicak	9,117
Deb Pike	9,049
Rosalie Ann Medjesky	8,970
Bettye M. Bridges	7,349
Kathy Jones	7,076
Mary Pat Raynor	5,498

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

pearl/perla

new debuts/debutes **March/marzo**

New Independent Sales Directors. For more information, log on to the Mary Kay InTouch® Web site. Under "Resources," click on "DIQ Program." /Nuevas Directoras de Ventas Independientes. Para más información, visita el sitio electrónico *Mary Kay InTouch*®. En el apartado "Recursos," haz clic en "Programa DIQ".



Nancy N. Almquist
Newberg, Ore.
J. Brack Unit

Ivonne Malo
Sarasota, Fla.
S. Forsyth Unit

Adenike Morakinyo
Staten Island, N.Y.
E. Muna Unit

Susan Elizabeth Pascoe
Newport News, Va.
K. Malone Unit

Jennifer Lynn Stephens
North Augusta, S.C.
L. Kavanagh Unit

Congratulations to Sales Directors **Amanda Becraft**, Virginia Beach, Va., T. Storm Unit; **Glenda Miller Collins**, Granbury, Texas, T. Reeves Unit; **Misty Kozlowski Gauley**, Clearwater, Fla., M. Brooks Unit; **Erika Govea-Rodríguez**, Austin, Texas, V. Martinez Unit; **Ester Guerrero Garcia**, Irving, Texas, E. Benitez Unit; **Roslanna Hall**, Romulus, Mich., T. Lewis Unit; **Bethany Ann Hartle**, Junction City, Ore., C. LeCompte Unit; **London Ann Junker**, Louisville, Ky., S. Jarboe Unit; **Janet Louise Kotecki**, Peru, Ill., J. Martin Unit; **Risicatu Lawani**, Bronx, N.Y., I. Aiho Unit; **Kimberly Antoinette Murray**, Starkville, Miss., A. Murray Unit; **Caroline Adedolapo Yussuf**, Brooklyn, N.Y., L. Shusterman Unit; photos unavailable at press time./Felicidades a estas Directoras de Ventas cuyas fotos no estaban disponibles al cierre de edición.

**Previously debuted./ *Debutaron anteriormente.*

Dean's List/Lista del Decano

(May 2007 debuts/debutes de mayo 2007)

The top three Honors Society members from each debuting class who have the highest adjusted unit wholesale production of their debut class and who have at least 50 unit members by the end of the twelfth month following their debut date./Las primeras tres miembros de la Sociedad de Honor de cada clase de debut con la mayor producción de unidad al mayoreo de su clase y que cuenten con por lo menos 50 integrantes de unidad al final del duodécimo mes de su fecha de debut.



Chavon Howard-Sharkey
Riverview, Fla.
G. Mayfield Banks Area
Emerald Seminar

Katherine Park
Cranberry Township, Pa.
Go Give Area
Pearl Seminar

Patricia Reyes
West Jordan, Utah
G. Carmargo Area
Sapphire Seminar

Honors Society/Sociedad de Honor

(May 2007 debuts/debutes de mayo 2007)

Independent Sales Directors whose adjusted unit wholesale production is at least \$60,000 and who have at least 50 unit members by the end of the twelfth month following their debut date./Las Directoras de Ventas Independientes cuya producción de unidad al mayoreo ajustada es por lo menos de \$60,000 y tienen por lo menos 50 integrantes de unidad al final del duodécimo mes de su fecha de debut.



Cynthia Laura Fernandez
Richmond, Texas
D. Berggren Area

Pennie Mae Stroppe
Montrose, Colo.
M. Todd Balboa Area

Congratulations to Sales Director **Blanca Torres**, Chicago, M. Estupiñan-Martel Area; photo unavailable at press time./Felicidades a esta Directora de Ventas cuya foto no estaba disponible al cierre de edición.

Fabulous 50s/Los Fabulosos 50

(November 2007 debuts/debutes de noviembre 2007)

Independent Sales Directors whose adjusted unit wholesale production is at least \$30,000 and who have at least 50 unit members by the end of the sixth month following their debut date./Las Directoras de Ventas Independientes cuya producción de unidad ajustada al mayoreo es por lo menos de \$30,000 y cuentan con por lo menos 50 integrantes de unidad al final del sexto mes de su fecha de debut.



Delisha Comfort Doboyouh
Covington, Ga.
R. Jackson Area

pearl/perla

On the Write Track/*En buen camino*

(March 2008 debuts/debutes de marzo 2008)

Independent Sales Directors whose adjusted unit wholesale production is at least \$15,000 by the end of the third month following their debut date, and who have added three or more qualified new personal team members whose Independent Beauty Consultant Agreements and minimum of \$600 in wholesale Section 1 orders were received during the three months following their debut date./Las Directoras de Ventas Independientes cuya producción de unidad ajustada al mayoreo es de por lo menos \$15,000 al final del tercer mes de la fecha de su debut, y que hayan obtenido tres o más nuevas integrantes de equipo personal calificadas cuyos Acuerdos de Consultora de Belleza Independiente y pedidos por un mínimo de \$600 de la sección 1 al mayoreo fueron recibidos durante los tres meses después de la fecha de su debut.

Roxy Hall

Janet Louise Kotecki

Riscatu Lawani

Adenike Morakinyo

Caroline Adedolapo Yussuf

New Team Leaders/Nuevas Líderes de Equipo

Independent Beauty Consultants who have at least five active personal team members for the first time./Las Consultoras de Belleza Independientes que por primera vez obtuvieron por lo menos cinco integrantes de equipo personal activas.

Allyson Bailey-Leonard
Maria E. Barron
Amanda J. Branch
Shadan Buckalew
Cindy J. Burns
Jo Anne Carter
Lesley Chinanga
Cor-Nan Coldiron
Amy Cole
Melanie Crutcher
Lynette H. Dalton
Carolyn Davis

Ayah Davis-Karim
Jennifer De La Fuente
Melissa D. Devoe-Ramsay
Sandra M. Dyer
Rhonda R. Edwards
Jennifer L. Falkowski
Amanda M. Filkins
Christina W. Garrett
Marie A. Gould
Joyce Gwardyak
Arla J. Hablutzel
Andrea G. Harden

Obiageli J. Ikemefuna
Olive Iluyomade
Peggy P. Jackson
Kellie J. Jenkins
Tammi H. Jones
Karla Jordan
Nicole S. Kois
Dawn C. Lockett
Marlene R. Lopes
Tonya L. Luiz
Zulfiya Malayev
Katie Marshbanks

Elissa L. Martin
Claudia L. Mazariego
Sarah M. Miller
Cynthia Morales
Jacqueline H. Mouton
Tracy L. Murphy
Florence O. Okotie
Norma Orozco
Teresa S. Porter
Luz Maria Puga
Yanela Quesada
Vianey Ramirez

Trisha M. Robinson
Emily L. Roney
Michelle Runner
Brenda J. Sanders
Gloria E. Serna
Gretchen L. Sirney
Toi M. Smith
Cindy L. Stechsulte
Sandra Stovall
Deana C. Talbert
Victoria I. Tejeda-Martinez
Brooke L. Thompson

Jennifer D. Thompson
Sherry A. Thompson
Angela H. VanHoy
Khalilah M. Vickers
Maria D. Villanueva
Patricia M. Waiters
Helen O. Watson
Tulea A. Wynn
Bridgette R. Yates
Susan Youells

13% Club/Club del 13%

Congratulations to the top 25 Independent Beauty Consultants and Independent Sales Directors in the Pearl area earning 13 percent personal team commissions. They placed a personal minimum \$600 wholesale Section 1 order and had at least five personal team members each place a minimum of \$200 in wholesale orders during May./Felicitaciones a las primeras 25 Consultoras de Belleza Independientes y Directoras de Ventas Independientes en el área Perla que ganaron las comisiones del 13% por equipo personal. Éstas hicieron un pedido personal mínimo de \$600 al mayoreo de la sección 1 y tuvieron por lo menos cinco integrantes de equipo personal que hicieron cada una pedidos por un mínimo de \$200 al mayoreo en mayo.

Sales Director Sharon Smith Wisnoski.....\$3,034.59
Sales Director Angela P. LaFrance.....2,252.02
Sales Director Linda Goode.....1,550.95
Angela Harris VanHoy, D. Juliana Unit.....1,486.78
Sales Director Janice Baxter Hull.....1,451.32
Sales Director Ella M. Chick-Power.....1,374.78
Melainey Jo Gunning, B. Layman Unit.....1,354.41
Sales Director Lisa Ann Tutino.....1,330.68
Sales Director Rita Schaefer.....1,281.80

Julie Gentry Rippey, K. Myers Unit.....1,276.57
Sales Director Jatashia A. Bennett Manson.....1,270.46
Sales Director Hazel White.....1,269.74
Sales Director Jeanie Martin.....1,253.30
Sales Director Adenike Morakinyo.....1,249.92
Ruth Craig Edwards, J. Davis Unit.....1,246.60
Sales Director Judy Brack.....1,243.43
Rosemary Dolores Reninger, R. Mattis Unit.....1,234.38
Sales Director Luz J. Diaz Almeida.....1,230.22

Sales Director Kim L. McClure.....1,214.31
Sales Director Maria S. Campbell.....1,212.09
Sales Director Gail Boorum.....1,207.25
Sales Director Angel B. Toler.....1,204.32
Karen Browne, L. Olivares Unit.....1,197.50
Elizabeth Ann Hreha, R. Mattis Unit.....1,170.96
Sales Director Melissa D. Waller.....1,158.53

Be sure to check out *Ovation*® on the first of every month for more recognition. Go to the Mary Kay InTouch® Web site under “Resources,” click on “Publications” and then “*Ovation*®.”/No olvides consultar *Ovación*™ el primer día de cada mes para ver más reconocimiento. Visita el sitio electrónico *Mary Kay InTouch*® y en “Recursos,” haz clic en “Publicaciones” y luego en *Ovación*™.

pearl/perla

Gold Medals/Medallas de Oro

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

NAME/NOMBRE NEW TEAM MEMBERS/ NUEVAS INTEGRANTES DE EQUIPO

81 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Mildred Forbes	8
74 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Angel Cruz Garciguirre.....	7
56 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Susan Janish	5
45 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Maria De Jesus Ramales	5
40 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Mary Stubbs	5
39 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Michelle Brooks.....	7
38 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Mia Mason Taylor.....	5
35 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Jean Wilson.....	5
30 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Angela LaFrance	5
29 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Rhona George	7
28 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Patricia Green.....	5
26 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Alberta Vargas-Rodriguez.....	5
23 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Patrice Maycock.....	5
Sales Director Denise Roland.....	6
22 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Josephine Broussard.....	5
Sales Director Tina Campbell Drewry.....	5
21 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Denise Williams.....	5
17 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Anita Olivares.....	5
15 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Yvette Alexander	6
Sales Director Snowe Saxman.....	6
14 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Amelie Kemogne	6
13 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Debra Daniel.....	5
12 GOLD MEDALS/MEDALLAS DE ORO	
Sales Director Mahnaz Afghan.....	7

Sales Director Jacquelyn Bates.....	6
Sales Director Armandina Tamez.....	5

10 GOLD MEDALS/MEDALLAS DE ORO

Sales Director Beatrice Alghali.....	5
Sales Director Tracey Koch.....	5

9 GOLD MEDALS/MEDALLAS DE ORO

Sales Director Evelyn Benitez.....	6
Sales Director Tracie Carley.....	5
Sales Director Belinda Carver-Taylor.....	7
Sales Director Nedra White.....	5

8 GOLD MEDALS/MEDALLAS DE ORO

Sales Director Emmanuel Mbouguen.....	5
Sales Director Lisa Olivares.....	6
Sales Director Pamela Savage	11

7 GOLD MEDALS/MEDALLAS DE ORO

Sales Director Heather Erbe.....	5
Sales Director Heather Gieson-Cowman.....	5
Sales Director Laura Gonzalez.....	6
Sales Director Maria Jimenez.....	5

6 GOLD MEDALS/MEDALLAS DE ORO

Sales Director Jeanne Bordelon.....	5
Sales Director Dollie Cook	5
Sales Director Irene Griffith.....	6
Sales Director Roxy Hall.....	8
Sales Director Rosalina Liranzo.....	5
Sales Director Reina Murcia.....	5
Sales Director Monica Ruiz-Simone.....	5
Sales Director Maria Valverde.....	5

5 GOLD MEDALS/MEDALLAS DE ORO

Sales Director Edzna Corral.....	5
Darlene Gamble, S. Mason Unit.....	15
Sales Director Josefina Hernandez-Barbaza	5
Sales Director Shirley Lockhart-True.....	5
Sales Director Angeles Lopez.....	5
Sales Director Danielle Manning-Halsey.....	5
Sales Director Constance Nugent Miller.....	5

4 GOLD MEDALS/MEDALLAS DE ORO

Sales Director Shauna Abbotts	5
Sales Director Jean Bishop.....	7
Laura Larson, K. Scholten Unit.....	5
Sales Director Zoe Marquez.....	6
Alberta Reed, C. Allen Unit.....	12
Nicci Utley, M. Givens Unit	11
Audrey Wallace, S. Mason Unit.....	10

3 GOLD MEDALS/MEDALLAS DE ORO

Veronica Blackwell, D. Fleming Unit.....	7
Lisa Drennan, A. Adams Unit.....	5
Margie Edwards, L. Perez Unit.....	9
Ashley Kelly, P. Blalock Unit.....	15
Gail Marshall-Wells, D. Roland Unit	5
Tammera Porter, R. Bullock Unit.....	5
Rosemary Reninger, R. Mattis Unit.....	8
Carole Shaw, B. Ashworth Unit.....	10
Oliva Sosa, A. Villada Unit.....	5
Cindy Steinmetz, C. Machado-Flippen Unit.....	5
Veronica Wilson, A. Vinson Unit.....	15

2 GOLD MEDALS/MEDALLAS DE ORO

Elaine Alston, K. Jarrell Unit.....	5
Mary Bicknell, N. Brailsford Unit.....	9
Blythe Billing, L. Lauchlan Unit.....	6
Maria Conner, O. Pereznegron Unit.....	11
Diane DePue, T. Lord Unit.....	6
Ruth Edwards, J. Davis Unit.....	6
Alana Flurry, B. Ashworth Unit.....	10
Maria Gonzalez, I. Almendarez Unit.....	6
Sales Director Ester Guerrero Garcia.....	5
Sales Director Susan Haselton-Kelley.....	5
Elizabeth Hreha, R. Mattis Unit.....	11
Melanie Jordan, T. Quinn Unit.....	5
Chandra Montgomery, T. Staggs Unit.....	7
Kristi O'Rourke, J. Williams Unit.....	5
Shari Phillips, R. Clark Unit.....	13
Jennifer Quarles, K. Goff-Brummett Unit.....	12
Alma Salazar, J. Sanchez Unit.....	5
Brandy Shumaker, A. Woodrum Unit.....	5
Sales Director Pascale Talbert.....	5
Marina Vasquez, I. Almendarez Unit.....	14
Lameka Washington, L. Allison Unit.....	5
Carolyn Winfield, G. Johnson Unit.....	6

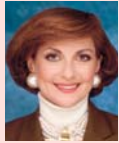

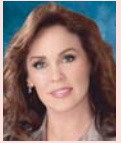


1 GOLD MEDAL/MEDALLA DE ORO

Deborah Badillo, L. Lopez Unit.....	5
Katherine Bowers, E. Elmer Unit.....	9
Cindy Burns, L. Allison Unit.....	6
Cor-Nan Coldiron, C. May Unit.....	5
Vera Collins, D. Daniel Unit.....	5
Carolyn Davis, L. Allison Unit.....	6
Marlene Delgado, L. Garcia Unit.....	8
Ana Duarte, A. Valdez Cruz Unit.....	6
Nicole Durakovic, D. Jacobs Unit.....	5
Zaira Espinosa, M. Dowling Unit.....	5
Barbara Eubanks, M. Mason Taylor Unit.....	7
Christina Garrett, L. Crabtree Unit.....	6
Melaine Gunning, B. Layman Unit.....	9
E. Hardwick, M. Page Unit.....	5
Sales Director Janine Johnson.....	5
Tammi Jones, L. Stewart Unit.....	5
Leticia Juarez, H. Alvarez Unit.....	7
Shannon Kadlec, W. Johnsen Unit.....	9
Jeanalynn Kama, M. Todd Balboa Unit.....	6
Stephanie Lines, A. Woodrum Unit.....	6
Candace Merillat, S. Hollenbach Unit.....	6
Tara Nelson, T. Mitchell Unit.....	5
Florence Okotie, I. Aiho Unit.....	5
Lia Pacheco, O. Cascantes Unit.....	5
Trisha Robinson, R. Clark Unit.....	5
Michelle Runner, L. Allison Unit.....	8
Toi Smith, N. Bryie Unit.....	5
Maritza Topping, D. Lettman Unit.....	6
Phyllis Towers, M. Givens Unit.....	6
Jovana Valenzuela, S. Miller Unit.....	5
Angela VanHoy, D. Juliana Unit.....	6

recognition

Mary Kay Angels These Independent National Sales Directors, Independent Sales Directors and Independent Beauty Consultants achieved the highest commissions/bonuses or production or had the most new team members in their Seminar areas in May 2008.

Top National Sales Directors — Commissions and Bonuses

				
Barbara Sunden \$96,907 DIAMOND	Carol Anton \$47,611 RUBY	Gayle Gaston \$87,728 SAPPHIRE	Sherry Giancristoforo \$45,698 EMERALD	Nan Stroud \$52,492 PEARL

Top Unit — Estimated Retail Production

DIAMOND — Amy Allgood, <i>M. Diem Area</i>	\$138,106
RUBY — Ekene Okafor, <i>Go Give Area</i>	\$237,730
SAPPHIRE — Zasha Lowe, <i>J. Breen Area</i>	\$111,054
EMERALD — Marianne Anderson, <i>J. Bertalan Area</i>	\$148,084
PEARL — Kristin Myers, <i>G. McGuire Area</i>	\$143,054

Top Sales Director—Personal Sales

DIAMOND — Ava Roberts, <i>Go Give Area</i>	\$17,313
RUBY — Sheila Valles, <i>R. Evans Area</i>	\$13,255
SAPPHIRE — Debbie Tweedie White, <i>R. Tarbet Area</i>	\$15,055
EMERALD — Vickie Durfee, <i>K. Helou Area</i>	\$13,156
PEARL — Darlene Bryan, <i>J. Swank Area</i>	\$22,630

Top Beauty Consultant—Personal Sales

DIAMOND — Kathleen Neal, <i>V. White Unit, Go Give Area</i>	\$20,540
RUBY — Chioma Nnadi, <i>H. Godswill Unit, Go Give Area</i>	\$15,167
SAPPHIRE — Irene Evans, <i>C. Hatami Unit, G. Gaston Area</i>	\$11,952
EMERALD — Nancy Hahn, <i>T. Ayers Unit, C. Fox Area</i>	\$14,392
PEARL — Theresa Jones, <i>S. Wisnoski Unit, A. Tripp Brewton Area</i>	\$13,436

Top Team Builder

DIAMOND — April Turner, <i>J. Grady Unit, J. Grady Area</i>	21 New Team Members
RUBY — April Rayder, <i>J. McNulty, C. Gress Area</i>	16 New Team Members
SAPPHIRE — Elizabeth Williams, <i>A. Smith Unit, L. Newton Area</i>	14 New Team Members
EMERALD — Sharon Bone, <i>B. Whitaker Unit, B. Whitaker Area</i>	17 New Team Members
PEARL — Ashley Kelly, <i>P. Blalock Unit, C. Warfield Area</i>	15 New Team Members

Top Unit Builders Independent Sales Directors with 20 or more new unit members for May 2008.

Diamond

Ada Y. Garcia-Herrera.....	43 New Unit Members
Fernanda Morla-Canales.....	37 New Unit Members
Kim C. Meyers.....	33 New Unit Members
Cynthia L. Frazier.....	32 New Unit Members
Felicia Ifeyinwa Nweze.....	32 New Unit Members
Diane Ferguson-Mentiply.....	28 New Unit Members
Ivonne Hernandez.....	26 New Unit Members
Julieta A. Mitchell.....	26 New Unit Members
Amy Lynn Allgood.....	25 New Unit Members
Rosa C. Fernandez.....	25 New Unit Members
Ana X. Solis.....	25 New Unit Members
Yvonne Tazem.....	25 New Unit Members
Maricarmen Gonzalez.....	24 New Unit Members
Omosolape O. Akinyoyenu.....	23 New Unit Members
Brenda Bennett.....	23 New Unit Members
Piper R. Mullin.....	23 New Unit Members
Lucy Varela.....	23 New Unit Members
Juanita Chihuahua.....	22 New Unit Members
Olga Cecilia Giraldo.....	22 New Unit Members
Mayuli Maria Rolo.....	22 New Unit Members
Jennifer V. Agema.....	21 New Unit Members
Maria Isabel Rivas.....	21 New Unit Members
Leonor A. Rivera.....	21 New Unit Members
Keysi Y. Colon.....	20 New Unit Members
Faith A. Gladding.....	20 New Unit Members
Zuleyn Ho Miranda.....	20 New Unit Members
Gladys C. Reyes.....	20 New Unit Members
Gina Rodriguez.....	20 New Unit Members

Maria F. Sagal-Gaona.....20 New Unit Members

Ruby

Ekene S. Okafor.....	77 New Unit Members
Kemi E. Madunta.....	52 New Unit Members
Rosalind A. Onyia.....	28 New Unit Members
Sheryl K. Goins.....	26 New Unit Members
K. T. Marie Martin.....	26 New Unit Members
Jennifer Jean McNulty.....	25 New Unit Members
Thessy Nkechi Nwachukwu.....	24 New Unit Members
Casey Lynn Degler.....	21 New Unit Members
Agatha M. Okocha.....	21 New Unit Members
Nkechi Okafor.....	20 New Unit Members
Suzanne Tripp-Black.....	20 New Unit Members

Sapphire

Zasha Noel Lowe.....	40 New Unit Members
Maria G. Diaz.....	33 New Unit Members
Tabitha A. Hallums.....	32 New Unit Members
Patrice Moore Smith.....	31 New Unit Members
Moleda G. Dailey.....	26 New Unit Members
Laura Hernandez.....	26 New Unit Members
Erendira Yahel Razura.....	26 New Unit Members
Angeles Herrera.....	24 New Unit Members
Tasha Bergman.....	23 New Unit Members
Jill L. Glockner.....	21 New Unit Members
Arcenia Herrera.....	21 New Unit Members
Jennifer L. Semelsberger.....	21 New Unit Members
Ellen Ezekiel Farquharson.....	20 New Unit Members

Jennifer Thomas.....20 New Unit Members

Emerald

Marianne L. Anderson.....	55 New Unit Members
Pattie A. Robinson.....	33 New Unit Members
Kimberly Richardson Edwards.....	28 New Unit Members
Lisa Carroll Norville.....	27 New Unit Members
Dana Dean Cornalino.....	24 New Unit Members
Michelle Lyle.....	23 New Unit Members
Bridget L. Shaw.....	23 New Unit Members
Angel L. Hurley.....	22 New Unit Members
Kim E. Manire.....	22 New Unit Members
Rosa Garcia Acevedo.....	21 New Unit Members
Ayobami O. Olusa.....	21 New Unit Members
Elaine Oatmeyer.....	20 New Unit Members

Pearl

Barbara Ashworth.....	38 New Unit Members
Lisa Allison.....	33 New Unit Members
Roya M. Mattis.....	31 New Unit Members
Menina M. Givens.....	28 New Unit Members
Leah Michelle Lauchlan.....	26 New Unit Members
Ruthie Clark.....	24 New Unit Members
Irma G. Almdendez.....	23 New Unit Members
Annette Garnett Vinson.....	22 New Unit Members
Amie N. Gambioian.....	21 New Unit Members
Lindsay R. Stewart.....	21 New Unit Members
Kristin Myers.....	20 New Unit Members

Meet your NSDs

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

APPLAUSE® magazine is published in recognition of and as information for members of Mary Kay Inc.'s independent contractor sales organization, Independent National Sales Directors ("National Sales Directors"), Independent Sales Directors ("Sales Directors") and Independent Beauty Consultants ("Consultants") in the United States, Puerto Rico, U.S. Virgin Islands and Guam by Mary Kay Inc., Dallas, Texas ©2008 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association. *Affection, Applause, Beauty Blotters, Belara, Domain, Elige, Eyesicles, Go-Give, Heart to Heart, Journey, LearnMK, Lucentrix, Mary Kay, Mary Kay InTouch, Mary Kay Tribute, MKConnections, MKCards, MK Signature, myBusiness, myCustomers, Nutribeads, Ovation, Pink Link, Power Hour, Satin Hands, Satin Hands & Body, Satin Lips, Satin Smoothie, Smart Start, Sun Essentials, TimeWise, Tribute and Velocity* are registered trademarks; and *Beaut-e-News, Bella Belara, captivating color, powerhouse skin care, Darci, Indulge, Inspiring Beauty, Enriching Lives, Luscious Color, Mint Bliss, MK High Intensity, Pronewal and Smart Wiper* are trademarks of Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, www.marykay.com.

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excerpts from **excellence**

The words of those who blazed the trail and those who now guide us become more relevant with each passing year ...



When I look back at what has happened in this Company, I am convinced that it was more than the dream of one woman. I believe that long before I sat down to write my training guide and develop my dream, God in His infinite wisdom had a plan. His plan was to use my dream Company as a vehicle for women all over the world. And instead of a tightly closed corporate door bearing the sign, "For Men Only," our Company has an open portal that bears the invitation, "Everyone Welcome – *Especially Women.*"

– Mary Kay Ash



"Mary Kay allows us the chance to make a difference in every way. None of us is ever left unchanged by our experience. Each person, each lesson ... teaches us things we can use in life. We learn about life, about giving and for-giving, about people skills and listening, acceptance and goal setting. And we decide what role we want to play. We decide if we want to be a star and how big a star we want to be. What choices we have! What opportunity there is, just waiting to be cast, and it can all be yours."

– Independent Elite Executive National Sales Director
Barbara Sunden



"Mary Kay blazed the trail in the area of economic liberation for women. As the Company expanded globally, she gave women throughout the world an opportunity to enrich their lives, build a better life for themselves and their families, and build their businesses on the solid foundation, philosophies and principles that she built stateside."

– Independent Executive National Sales Director
Emeritus Arlene Lenarz



"The Mary Kay opportunity remains relevant to women today because of its adaptability and portability. When Mary Kay started the Company, the opportunity provided women a way to get out of the house and have some money of their own. Today, a woman can take this opportunity with her from one life stage to another, craft it around the things she's committed to in other areas of her life and know that she's investing in herself and her future, without the limitations of a traditional J-O-B."

– Senior Vice President Corporate Brand Strategy
Rhonda Shasteen



"It's exciting to think about what this new year has in store. The 45th anniversary is a perfect catalyst for achieving your best performance ever and a great promotion in itself. I and the entire Mary Kay corporate family share a vision of success with you. The future of Mary Kay's dream is in great hands with the Independent National Sales Directors."

– Senior Vice President of Sales Gary Jinks



"I truly believe the business opportunity created by my grandmother and father 45 years ago is still the best business model in our industry. The Mary Kay opportunity offers the best of both worlds: a retail business with great products, loyal customers, and extraordinary earning potential for Independent Beauty Consultants, as well as a career path that rewards and encourages leadership and helping other women achieve personal success. All of this is surrounded by a culture built on sound principles and values matched by no other company, *in any industry.* What a visionary Mary Kay was; she inspires me every day."

– Vice President Strategic Initiatives Ryan Rogers



"Mary Kay Ash was a master at understanding human nature. Human nature has not and will not change. That was, and still is, the basis of the business opportunity she created where women could achieve their goals and dreams and balance their lives simply by focusing on the needs of other women."

– President Mary Kay U.S. Darrell Overcash



"Mary Kay Ash knew that if a company offered exceptional quality products and the ability to try the product before buying, customers would purchase and repurchase those products. Today, just like 45 years ago when Mary Kay started her business, building a loyal customer base and sharing the Mary Kay dream with others is still a great opportunity. A woman will always want an opportunity that is fun and allows her to work at her own pace and on her own schedule. As we celebrate our abundant, successful history, I know the best times for Mary Kay lie ahead!"

– President and CEO David Holl



"As I think back, one thing becomes vividly clear: This Company didn't start 45 years ago; it began with a foundation of hard work and determination many, many years before ... I also know that if I had not been exposed to Mary Kay's striving ambition and I-can-do-it attitude all the years I was growing up, I definitely would not have been qualified to help her launch her dream. She did it by showing me every living day of my life that opportunity did exist and that one could take advantage of it, and you could do anything you wanted to do if you tried hard enough."

– Executive Chairman Richard Rogers

more than mere milestones

The memories of the woman who started it all live on through those who loved her. From heartwarming to humorous, their personal stories continue to pay tribute to her enduring gifts.



Independent Elite Executive National Sales Director Emeritus Dalene White, one of Mary Kay's personal friends and a member of the "First Nine," the original Mary Kay Independent Beauty Consultants, debuted as an Independent National Sales Director in 1971. "Mary Kay created this to be a direct-selling company where women could buy wholesale and sell retail, where they could make a good profit and climb to whatever heights they wanted to climb and build the income they wanted to build."



Independent Executive National Sales Director Rosa Jackson earned a master's degree in Christian education, but the Mary Kay pioneer notes it was Mary Kay Ash who

set her priorities straight when Rosa balked at relocating with her pastor husband. "My business had just started taking off," she explains. "Mary Kay told me, 'Rosa, it's no fun counting money by yourself. Go with Lewis to Texas knowing that the same God that helped you in Atlanta will be there in Houston.'" She went, and by adhering to the timeless principles Mary Kay taught, Rosa built a successful business that allowed her husband to remain in the

ministry as well. "When I first started my business, Mary Kay didn't have makeup in shades for African-American women. But I saw the opportunity it held for every woman, and I believed in what it could do for me and my family."

Inspiring Moments

More Than She Dreamed Possible

It takes a positive outlook to leave all your family behind, travel 5,000 miles with \$20 in your pocket and immigrate to another country. But **Independent National Sales Director Gillian Ortega** did just that



in 1979. "I came to the United States to claim my American dream. Eventually I found it with Mary Kay — the opportunity of the land, in the land of opportunity." When she came to Dallas for New Independent Sales Director Education week, Gillian came as the "Head of the Class," and she shared a face-to-face visit with Mary Kay. With outstretched arms, Mary Kay drew Gillian into a tight hug. "Gillian! I've been waiting for you to tell me how proud I am of you!" she said, as she guided her over to the famous pink sofa in her office. "She called me her 'Mary Kay daughter,' and once she took my hand, I couldn't stop the tears from flowing no matter how hard I tried," shares Gillian, who finally blurted the question that had been tugging at her heartstrings: "Mary Kay, you've done so much for me and my family, how can I ever repay you?" The response was simple and direct. Mary Kay squeezed her hand and said, smiling, "Just pass it on." Gillian came away determined to fulfill Mary Kay's request. "I'll forever cherish those moments with her. Because of Mary Kay and the words she spoke to me, my life was changed forever."

Independent Senior National Sales Director Patricia Rodriguez-Turker

was honored with the United States' Top 50 Latinas Award in New York City. As she stood at the podium



receiving her plaque, tears in her eyes, the El Salvadoran immigrant looked around the room and had to remind herself that what was happening was real. "There were all these highly accomplished professionals, and just to be in their company was more than I would ever have dreamed possible before discovering the Mary Kay opportunity. If you had told me years ago that I'd be setting an example for other women, I wouldn't have believed it."

Opportunity That Speaks For Itself

In her life before Mary Kay, **Independent Executive Senior Sales Director Phyllis Pottinger** longed to



wake up to the sound of birds chirping on the windowsill and ample time for her morning worship. She yearned for self-directed security, the luxury of working from her own home. Instead, Phyllis rose each day to a jangling alarm clock, donned high heels and began a two-hour commute into New York City via taxi, rail, subway and finally, a block's-long trek to her office where she worked as a nutrition educator. At the end of her daily two-hour commute back home, the PTA president and freelance consultant managed to catch her children's ball games. Incredibly, she found time to work her Mary Kay business on the side. But her full life was missing something. "I loved my job, but I had an intense desire for something more," says Phyllis.

"I wanted to develop 'leaders of leaders.' I could imagine extending my reach to create generational leaders worldwide." She saw that even part time, her Mary Kay work offered greater room for achieving her goals than did her primary career. She worked even harder and debuted as an Independent Sales Director. Then, at New Independent Sales Director Education week, Mary Kay confirmed the success image Phyllis already had conceived in her spirit. "Mary Kay looked into my eyes and said in her soft, inspiring voice, 'Ruell Cone needs company.' I knew that Ruell was the first African-American Independent National Sales Director. She was a powerful role model of diversity. I truly comprehended then that this is an inclusive company where there's always room for new leaders of leaders." Twenty-four years later, she's thankful she made the decision to build her Mary Kay business. She's enjoyed being her own boss, setting a flexible schedule, providing excellent customer service and working with her Future National Area. "Now I have more time for my grandchildren, and that's a priceless gift. I can balance all the elements of my life and still enjoy a comfortable income. This is such a beautiful life of profound fulfillment. I look back and remember how I began to grow my business one team member at a time from family members, customers, friends and former students. Who would have thought that thousands of lives would have been positively impacted by that one showcase? Mary Kay was right when she said, 'The future belongs to those who can see the possibilities long before they become obvious to others.'"

Go-Give® Generosity A Feast for Her Eyes

As members of the budding independent sales force built their businesses back in 1970, Mary Kay Ash was busy looking for first-class ways to reward them. She had been presenting consistent performers with golden water goblets for several years and eventually asked a china manufacturer to create a unique pattern to go with them. **Independent Elite Executive National Sales Director Emeritus Carolyn Ward** was one of the Company's top performers, and her story of Mary Kay's generosity still

amazes her. "I had 16 goblets and was looking forward to collecting a coordinating pattern personally chosen by Mary Kay. I proudly earned five complete sets." Then an earthquake hit the California manufacturer's area, and overnight the company, the factory and the lovely china were gone. Some time later, Carolyn told Mary Kay she was heartbroken that she never completed her eight place settings. "Do you know anyone with a partial set who's willing to sell?" she asked. "I'll check for you, honey,"



promised Mary Kay. Months passed and Mary Kay went to New Orleans, then Carolyn's home, to conduct a workshop. Carolyn met her at the airport, saw Mary Kay's luggage and thought they were ready to leave. "No, I'm waiting on a box," Mary Kay said slyly, and smiled at her. A few minutes later, a large, plain box appeared on the ramp. "Open it," prompted Mary Kay. And there inside were three missing sets, taken from Mary Kay's own collection of the same pattern. "I literally shrieked! She hadn't found anyone willing to sell, so she was *giving* me her own." Carolyn told Mary Kay she couldn't accept her gift. She's never forgotten Mary Kay's reply: "Honey, I want you to have this set more than I want to keep it." Says Carolyn, "That was the heart of Mary Kay."

Spirited Scenes Comic Relief

Mary Kay was an intriguing blend of many women rolled into one. Yes, she was smart, glamorous, innovative. But did you know she also had a legendary sense of humor? With her love of practical jokes, Mary Kay jumped at the chance to collaborate

with **Independent Senior National Sales Director Darlene Berggren** on one of the funniest pranks ever, to be unveiled at Darlene's annual retreat. The year was 1994, and Mary Kay had begun to limit her personal appearances. Until then, she typically had her picture taken with each new Cadillac Career Car driver, so as a stand-in, the Company created several life-sized cardboard likenesses showing Mary Kay in her Independent National Sales Director suit, complete with fabulous jewelry. Darlene and her husband Denny asked to borrow the prop and wrote a dialogue between Mary Kay and Darlene. On opening night, the lights went down and Darlene whipped out the Mary Kay likeness from under the podium. She stood it up beside her, and when the lights came back up, the audience burst into rousing applause at the sight of "Mary Kay." Darlene held up a microphone as though interviewing her, and the sound system broadcast Mary Kay's voice over the cheers. "You look surprised. What's the matter, haven't you ever heard me speak before?" asked the real Mary Kay drolly. Darlene encouraged even warmer applause, and after it subsided, Mary Kay said, "That was terrific! I was concerned I would appear a little stiff or flat." And the audience broke up again. Later she remarked, "You know, I'm no dummy," and made personalized observations about people in the audience. No one who was there will ever forget her performance. Darlene cherishes the memory of Mary Kay's quick wit and ready repertoire of jokes. "Her sense of humor made her all the more special. I think Mary Kay would want us to remember that she was just as spontaneous and funny with customers as she was with the independent sales force!"



make customer connections that last

Why not start the Seminar 2009 year by reminding customers about your personalized Mary Kay business services? These tools can help you market your independent business while providing great customer service.

Hostesses Have Options Like Never Before

How do you help a hostess have an incredible hosting experience? By offering her multiple options that allow her to create an experience that suits her style. Not only can she choose her rewards, she can choose the kind of party she wants to host – a *Color Insider* party, a traditional skin care class or more. With options like these, she's more likely to become a hostess for life. She can learn more about her choices when you give her the new hostess brochure available on Section 2 of the Consultant order form and send her to your Mary Kay® Personal Web Site where she can click on "What's New," then "Have a Party" for even more details.

You can find out more about holding *Color Insider* parties by logging on to the Mary Kay InTouch® Web site. There, you'll discover how you can introduce new Mary Kay® mineral color to existing and new customers, making glamour an integral part of your business success.

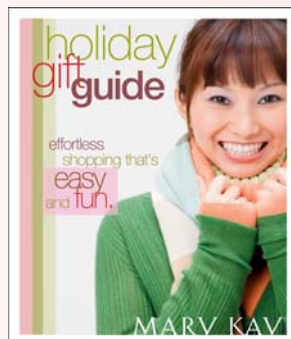
Promote Gift-Giving Fall/Holiday 2008 Month 2 Mailer

Enroll: Now through Sept. 15

Cost per customer: 40 cents

Begins mailing: Oct. 30

Let your customers know you can be their "one-stop shop" for holiday gift-giving by enrolling them to receive the Fall/Holiday 2008 Month 2 mailer. This brochure beautifully showcases special holiday gifts perfect for everyone and encourages your customers to get a head start on the holiday shopping rush. Be sure to enroll your customers through the Preferred Customer Program by Sept. 15 to receive this guide. Now's also a great time to follow up with customers who received the Summer 2008 Month 2 mailer that featured the Mary Kay® Compact Pro™ by reminding them that this superversatile compact is now available for ordering – and it makes a great gift too!



Final cover may vary.

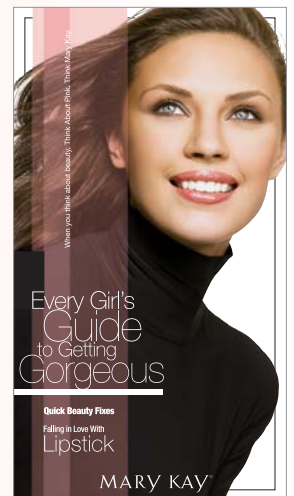
What a Girl Wants *Girl's Guide to Gorgeous* Brochure

Enroll: Anytime

Cost per customer: 45 cents

Begins mailing: 12 to 24
business days after enrollment

Packed with beautiful images and the latest beauty trends, the *Girl's Guide to Gorgeous* customer brochure features the best of Mary Kay® skin care and color products and a beautiful Mary Kay community outreach message while presenting you as a beauty expert. You can send the brochure at any time to customers you've enrolled in the Preferred Customer Program. This captivating brochure is also available on the Consultant order form (pk./10, \$1.50). Learn more and view the brochure in the Preferred Customer Program section of the Mary Kay InTouch® Web site.



New Virtual Makeover Offers Realistic Sampling

When you encourage your customers to experience the new Virtual Makeover for themselves, you'll be creating a business relationship like no other. How? The Virtual Makeover, available on your Mary Kay® Personal Web Site, allows your customers to create personalized color looks they can simply click to purchase directly from you. It's that simple. Plus, the Virtual Makeover offers a unique "try-before-you-buy" experience – a risk-free and realistic trial that offers personalized application tips. Talk about a great value! What's more, it's fun and available 24/7. Featuring all the new Mary Kay® mineral colors, the Virtual Makeover gives every woman a chance to play makeup artist for the day. You can also use the online Create-a-Look™ tool to provide even more customized looks for your customers.

plan now for **holiday sales**



Independent Senior Sales Director Susan Lish of Tremonton, Utah, a 12-time member of the Sales Director Queen's Court of Personal Sales, has perfected a holiday-selling activity list with ideas borrowed and shared throughout the years. Susan's goal is to sell more than \$12,000 in suggested retail product each holiday season, and she recommends this as a goal for everyone.

"I concentrate on various activities each month from October through December," Susan shares. "You can pick a few that appeal to you and run with those. But the key is making sure you have enough inventory on hand to support those activities." Here's Susan's three-month plan:

October Plan: **Building Momentum**

In October, Susan suggests conducting a Power Start (providing facials to 30 customers a month) to continue building your customer base. At these appointments, Susan asks customers to jot down a personal Mary Kay® product holiday wish list (usually these are additional items they would like) on a sales ticket. "This gives me a copy that I can keep on file to share with each customer's husband, other family members or friends," Susan says.

Susan also promotes a "product of the month" — a buy-one-get-one-half-price offer on one product for the entire month. "This special offer encourages customers to buy one for themselves and one for a gift," Susan shares.

Throughout October, Susan never leaves home without an on-the-go selling bag filled with beautifully wrapped holiday gift items. She carries the bag to all facials and deliveries, showcasing grab-and-go gifts.

In mid-October, Susan sends "save the date" e-mails to her customers announcing her holiday open house held the first week of November. "I follow up by mailing invitations in late October," Susan says.

Susan also encourages hostesses to hold holiday gift parties in October. These fun, relaxed parties focus on holiday gift items. You could entice hostesses by tying these parties into the *Host a Class, Help a Cause*® initiative as well.

Lastly, Susan uses October to finalize her own personal gift-giving with Mary Kay® products, leaving more time to concentrate on sales!

November Plan: **On a Roll**

In November, Susan continues holiday selling momentum with these activities:

- Conducting a Power Start
- Gathering wish lists and sharing them with spouses, etc.
- Featuring another new product of the month
- Using the on-the-go selling bag

She also finalizes and holds her very successful holiday open house.

December Plan: **The Finishing Touches**

In December, Susan recommends following through with a Power Start, holiday wish list calls, *On the Go* selling and a product of the month. She also adds these last-minute selling activities:

Pillow Gifts

Susan encourages spouses to give their wives a "pillow gift" after the holiday rush is over. "This is just a nice gift that says thank-you for all you do," Susan shares.

12 Days of Christmas Gifts

This popular gift series is perfect for husbands who want to surprise their wives with Mary Kay® product gifts each day leading up to Christmas Day. Susan simply calls spouses, suggests the idea and does the wrapping for them!

Saturday Phone-a-thon

Susan holds this profitable selling activity on the last Saturday before Christmas as a special "thank-you" to preferred customers. First, she sends postcards announcing the date and times. Here's how it works: Customers who call from 6 to 7 a.m. with a product order receive a 20 percent discount; those who call from 7 to 8 a.m. receive a 15 percent discount; those who call from 8 to 9 a.m. receive a 10 percent discount. Anyone who places an online order with Susan anytime on that Saturday receives a 20 percent discount.

Why not consider incorporating some of these great ideas, making your seasonal sales even more joyful!

Susan's Holiday Selling Plan

October	November	December
Power Start	Power Start	Power Start
Wish lists	Wish lists	Wish lists
Product of the month	Product of the month	Product of the month
On-the-go selling bag	On-the-go selling bag	On-the-go selling bag
Holiday gift shows	Holiday open house	Pillow gifts
Open house planning		Saturday phone-a-thon
Completion of personal gift-giving		

The Mary Kay Way now available in bookstores

A fitting tribute as we celebrate the Company's 45th anniversary year

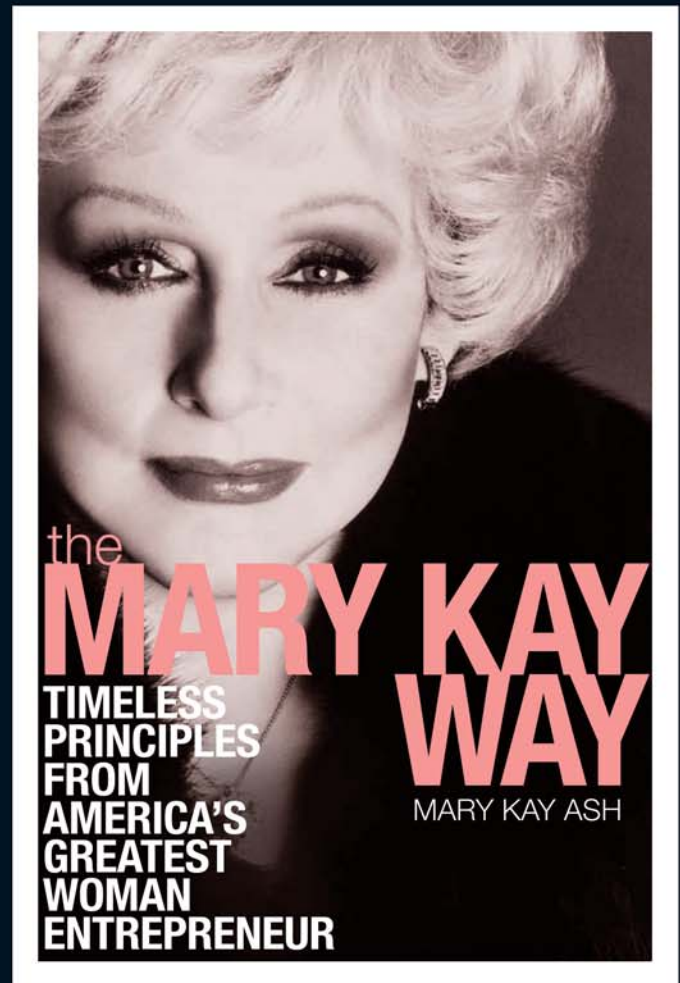
As you heard at Seminar, a rereleased book by Mary Kay Ash is available in bookstores for the first time in 13 years! *The Mary Kay Way: Timeless Principles From America's Greatest Woman Entrepreneur* shares Mary Kay Ash's original message – in her own words – on leading people, as she originally wrote it in the 1984 classic *Mary Kay On People Management*. Also featured is additional information about the Company today, touching perspectives by Independent National Sales Directors from around the world and a special foreword by her grandson and Vice President of Strategic Initiatives Ryan Rogers.

Coinciding with the Company's 45th anniversary year, this book release is a testament to the far-reaching business practices Mary Kay initiated when her dream Company opened its door on Sept. 13, 1963.

Already receiving rave reviews, *The Mary Kay Way* could be the next Mary Kay leadership book to hit the *New York Times* Best Seller List – just as its predecessor did 24 years ago. The first English release is available in Canada, the U.K., Australia, Singapore and India. A Spanish-language version is underway and is expected to be available this fall. In fact, *The Mary Kay Way* could be the first Mary Kay worldwide best-seller because it has the opportunity to be translated into multiple languages.

You can find the book, currently available in hardcover, everywhere books are sold. The list price is \$21.95, and several sellers offer discounts.

As Ryan said at Seminar, "Let's get behind this book because, more than anything, it is who we are."



Through the Eyes of Mary Kay Ash

Reading *The Mary Kay Way*, written in Mary Kay's own words, can bring you even closer to the original business principles on which Mary Kay Ash founded her Company – helping you better understand why the Company and her leadership practices have stood the test of time in a very competitive business environment. And with this knowledge, you'll have a firsthand perspective to share with others who want to know more.

Reflections From Mary Kay



“ Though much has changed, much still remains the same. The foundation upon which our Company was built – the Go-Give® spirit, the Golden Rule and keeping our priorities in order with God first, our family second and our job third – has not changed. I think that God has showered His blessings upon us because of this. Our Company remains unique in the corporate world, and with wonderful people like you who believe in these priorities, I know that we have only just begun. ”

– Mary Kay Ash

Dates to Remember

AUGUST 2008

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

SEPTEMBER 2008

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

- Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month.
- Online Sales Director-in-Qualification Commitment Form available beginning 6 a.m. Central time.
- Last day to submit online Sales Director-in-Qualification Commitment Form. Commitment Form available until midnight Central time.
- Last day of the month for Beauty Consultants to place telephone orders (until midnight Central time).
- Last day of the month for Beauty Consultants to place online orders (until midnight Central time).
- Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail or dropped off at the branches must be received by 7 p.m. local time to count toward this month's production.
- Online Independent Beauty Consultant Agreements accepted until 7 p.m. Central time.

This Month:

- Aug. 1:** Summer 2008 Preferred Customer Program mailing of the Month 2 brochure begins. (Allow 7-10 business days for delivery.) *Class of 2009* Offspring Challenge begins.
- Aug. 15:** Postmark deadline to earn the second monthly product bonus. Last day to enroll online for the Fall/Holiday 2008 Preferred Customer Program mailing of *The Look*, including exclusive samplers.
- Aug. 16:** Third monthly product bonus begins. *Beaut-e-News™* e-newsletter begins e-mailing to customers.
- Aug. 20:** July Career Car qualifier paperwork due to Company.

Next Month:

- Sept. 1:** Labor Day. All Company and branch offices closed. Postal holiday.
- Sept. 6:** Third annual MK5K™ charity event at The Mary Kay Building, Addison, Texas.
- Sept. 10:** Early ordering of the new Fall/Holiday 2008 promotional items begins for Independent Beauty Consultants who enrolled in *The Look* for Fall/Holiday 2008 through the Preferred Customer Program July 16 – Aug. 15.
- Sept. 13:** Mary Kay Inc. 45th anniversary.
- Sept. 15:** Postmark deadline for Quarter 1 Star Consultant quarterly contest. Postmark deadline for Summer 2008 promotion and to earn the third monthly product bonus. Deadline to make Quarter 4 Star Consultant prize selections. Early ordering of the new Fall/Holiday 2008 promotional items available for all Independent Beauty Consultants. Last day for customers to take advantage of the Summer 2008 Mary Kay® Mini Mineral Eye Color Quad gift with purchase.
- Sept. 16:** Quarter 2 Star Consultant quarterly contest begins. Fall/Holiday 2008 promotion and monthly product bonus begin. *Beaut-e-News™* e-newsletter begins e-mailing to customers.
- Sept. 20:** August Career Car qualifier paperwork due to Company. Fall/Holiday 2008 Preferred Customer Program customer follow-up list, labels master and clip art begin mailing. Online prize selection for Quarter 1 Star Consultant quarterly contest available.
- Sept. 25:** Fall/Holiday 2008 Preferred Customer Program customer mailing of *The Look* begins, including exclusive samplers of new Mary Kay® Eau de Toilette women's fragrances in Simply Cotton™ and Warm Amber™. (Allow 7-10 business days for delivery.)

An Important Reminder: Directory Advertising and Your Mary Kay Business

Please remember that only Independent Sales Directors may advertise their Mary Kay businesses in a telephone directory. However, they can do so only through a vendor authorized by Mary Kay Inc. The only company authorized by Mary Kay Inc. as a directory advertising vendor is Marquette Group. You can be sure you're receiving Marquette's authorized solicitation from the Mary Kay Directory AdvertisingSM Department if it features the official Mary Kay[®] logo. Independent Sales Directors can look for the Directory Advertising booth at Seminar 2008.

Independent Beauty Consultants are not authorized to list their businesses or residential service telephone numbers in any White Pages or Yellow Pages directories – whether published by telephone companies or private publishing companies – in any way in connection with the Mary Kay Inc. Company-owned trade names, trademarks or corporate name. It is important to note that failure to follow these guidelines will result in a request that you disconnect the phone line in question or face termination of your Independent Beauty Consultant Agreement by the Company.

From Mary Kay's Perspective: Timeless Leadership Reminders

- The five most important words: "I am proud of you."
- The four most important words: "What is your opinion?"
- The three most important words: "If you please."
- The two most important words: "Thank you."
- The smallest word of all: "I"

Keeping Your Identity to Yourself

Did you know that the Federal Trade Commission estimates that as many as 9 million Americans have their identities stolen each year? Identity theft occurs when someone uses your personal information, like your name, Social Security number or credit card number, without your permission, to commit fraud or other crimes.

Identity thieves use a variety of methods to steal personal information, such as:

- Rummaging through trash looking for bills or other paper with personal information on it.
- Stealing credit/debit card numbers by using a special storage device when processing your card.
- Pretending to be a financial institution or company and sending e-mail spam or pop-up messages to get you to reveal your personal information.
- Diverting your billing statements to another location by completing a "change of address" form.

- Stealing wallets and purses; mail, including bank and credit card statements, preapproved credit offers, new checks or tax information.

There are several things you can do to avoid becoming a victim of identity theft. These suggestions, which are outlined on the Federal Trade Commission Web site (www.ftc.gov/idtheft), can help deter identity thieves and offer you a little peace of mind!

- **Shred** financial documents and paperwork with personal information before you discard them.
- **Protect** your Social Security number. Don't carry your Social Security card in your wallet or write your Social Security number on a check.
- **Don't give out** personal information on the phone, through the mail or over the Internet unless you know the person or business you are dealing with. If you receive a phone call from someone stating that they are associated with a particular company *and* they are requesting

personal information, such as your credit card number, bank account information or Social Security number, consider making note of the caller's first and last name, along with the name of the department within the company he or she works for. Then you can inform the caller that you would prefer to end the call and attempt to contact the individual in question directly using a phone number you know is valid for that company.

- **Never click** on links sent in unsolicited e-mails. Use firewalls, anti-spyware and anti-virus software to protect your computer.
- **Don't** use an obvious password like your birth date, mother's maiden name or Social Security number digits.
- **Keep** your personal information in a secure place at home, especially if you employ outside help.

For more information, please log on to the Federal Trade Commission's Identity Theft Web site address provided above.

We're Talking Independent: Taxes, Licenses, Permits and Fees

Who must comply with all business-related federal, state and local taxes, licenses, permits and fees? You do, if you're an Independent Beauty Consultant. And who can help you steer the course through the compliance process? A professional accountant or personal tax adviser who's familiar with laws in your local area can help you with the compliance process.

Not sure you need the help? While your personal tax situation may be different from others in the independent sales force, and different laws may apply based on your circumstances, it's a good idea to protect yourself with professional advice. Examples of taxes, licenses, permits and fees that may apply include cosmetology, business

and occupational licenses; zoning permits; taxes such as income, business, occupational and gross receipts, sales, property and excise.

So what in your business could these taxes, licenses, permits and fees be based upon? Your Mary Kay retail sales, commissions, prizes, purchases, inventory, property or other factors related to your Mary Kay business. Any taxes collected and reported on your behalf in the mainland United States and Puerto Rico are separately stated on the packing slip/invoice enclosed with your product orders or commission statement. For additional information about U.S. sales tax and federal income tax, go to the Mary Kay InTouch[®] Web site.

Anniversary Quote Quiz:

Mary Kay Ash was devoted to developing winners and leaders. How many of these Mary Kay quotes can you complete correctly? Don't worry if you miss some. The fun is in the learning!

"A winner says, 'Let's _____.' A loser says, '_____.'"

"A winner makes _____ . A loser makes _____."

"A winner tries to _____ from those who are superior. A loser tries to _____ those who are superior."

"A good leader is someone who can step on your _____ without messing up your _____."

"A leader who puts a good idea to practical use may deserve more _____ and get more _____ than the person who discovered it."

"The _____ of the _____ is the _____ of the gang."

Answers: find out, nobody knows; commitments, promises; learn, tear down; toes, shine; credit, benefit; speed, leader, speed.

Cards, Checks and More: Conduct Your Business With Cachet

Present your most professional image every time you hand out your business card, use a check or address label, or send a postcard! Colorful new designs from MKConnections® add a touch of class to your communications, and you can bring it home with a coordinating magnetic calendar for office or refrigerator. You may have seen these striking new designs at Seminar 2008, but did you stop to think how they could impact your business? From sales counter to teller window and points in between, potential customers and team members are handling your checks nearly every day. Personalized Mary Kay® checks and cards, available only from MKConnections®, can spark interest and bring business.



AND for a limited time, from Aug. 1 – Oct. 15, 2008, only, you can receive 50 FREE business cards and 30 FREE Information Cards* simply by ordering online. Just log on to the Mary Kay InTouch® Web site and click on "MKConnections®".

*You pay only the \$3.99 shipping and handling cost.

Free Success-Building Downloads!

Did you know LearnMK® business tools are as close as your computer – and they're free! LearnMK®, an educational Web site with ready-to-apply instructional offerings, recently rolled out a powerful new initiative. The Enrichment Program incorporates many different education delivery methods to meet your learning style. Free online CDs are ready for downloading each month from the Mary Kay InTouch® Web site. Just visit the Independent Beauty Consultant "Enrichment" page to start these self-paced, self-improvement educational sessions. You deserve the business boost they can bring!

BizBuilders Bonuses!

Free products with each qualified order! Check out these bonuses, quantities and values, available when you place a product order Aug. 16 – Sept. 15, 2008.

Total Section 1	Month 3 Bonus*	Bonus Suggested Retail Value**
\$400 sugg. retail/ \$200 wholesale	50% Discount/ Earned Discount Privilege	
\$800 sugg. retail/ \$400 wholesale	1 Satin Hands® Satin Smoothie® Hand Scrub 1 Satin Hands® Hand Cream	\$23
\$1,200 sugg. retail/ \$600 wholesale	2 Satin Hands® Satin Smoothie® Hand Scrubs 2 Satin Hands® Hand Creams 1 Mini Mary Kay® Body Care Set	\$46
\$1,600 sugg. retail/ \$800 wholesale	3 Satin Hands® Satin Smoothie® Hand Scrubs 3 Satin Hands® Hand Creams 1 Mini Mary Kay® Body Care Set	\$69
\$2,400 sugg. retail/ \$1,200 wholesale	4 Satin Hands® Satin Smoothie® Hand Scrubs 4 Satin Hands® Hand Creams 1 Mini Mary Kay® Body Care Set	\$92
\$3,600 sugg. retail/ \$1,800 wholesale	5 Satin Hands® Satin Smoothie® Hand Scrubs 5 Satin Hands® Hand Creams 1 Mini Mary Kay® Body Care Set 1 Travel Roll-Up Bag	\$115
\$4,800 sugg. retail/ \$2,400 wholesale	5 Satin Hands® Satin Smoothie® Hand Scrubs 5 Satin Hands® Hand Creams 1 Mini Mary Kay® Body Care Set 2 Travel Roll-Up Bags	\$115
\$6,000 sugg. retail/ \$3,000 wholesale	5 Satin Hands® Satin Smoothie® Hand Scrubs 5 Satin Hands® Hand Creams 1 Mini Mary Kay® Body Care Set 3 Travel Roll-Up Bags	\$115
\$7,200 sugg. retail/ \$3,600 wholesale	5 Satin Hands® Satin Smoothie® Hand Scrubs 5 Satin Hands® Hand Creams 1 Mini Mary Kay® Body Care Set 4 Travel Roll-Up Bags	\$115

Although these BizBuilders bonuses are not available to new Independent Beauty Consultants with their initial orders, they are eligible for the Ready, Set, Sell! product bonuses. See the July issue of *Applause*® magazine for the current Ready, Set, Sell! bonus values and the *Ready, Set, Sell!* brochure for additional details.

*Independent Beauty Consultants will receive Seminar contest credit on all Section 1 retail products and gifts with purchase, but not Section 2 products distributed through this program.

**Tax is required on the suggested retail value of Section 1 products. Add applicable bonus values to the Taxes area in the Summary Section of the Consultant order form. We reserve the right to substitute another bonus of equal or greater value in the event supplies are depleted.

Go-Give® Award

Congratulations to the winners for September 2008.

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

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



Jody Grafft

Ruby
Independent Sales Director
Began Mary Kay
March 1977
Sales Director Debut
July 1999
National Sales Director
Sue Kirkpatrick
Honors Premier Club qualifier; Circle of Honor; three-times Consultant Queen's Court of Personal Sales; three-times Sales Director Queen's Court of Personal Sales; gold medal winner; estimated highest monthly unit retail: \$40,010
Personal Lives in Springfield, Mo. Husband, Phil; sons: Shane, Baron; daughters: Shawna, Amber; three grandchildren
Favorite Quote "Now to Him who is able to do immeasurably more than all we ask or imagine, according to His power that is at work within us." Ephesians 3:20
Independent National Sales Director Emeritus Naomi Ruth Easley says, "When I was preparing my Independent National Sales Director debut, Jody offered to help me do all the registrations. She actively seeks opportunities to assist others and encourages others to do the same."



Cindy Draghicchio

Sapphire
Independent Future Executive Senior Sales Director
Began Mary Kay
July 2000
Sales Director Debut
August 2003
Offspring four first-line
National Sales Director
Sonya Lavay
Honors Premier Club qualifier; Star Consultant; Consultant Queen's Court of Personal Sales; gold medal winner; estimated highest monthly unit retail: \$46,699
Personal Lives in Green Bay, Wis. Husband, Alex; son, Dante; daughters: Natalia, Sofia
Favorite Quote "In order to sing God's praises we must relearn the language of humility and trust, the language of moral integrity, and of sincere commitment to all that is truly good in the sight of the Lord."
—Pope John Paul II
Independent Executive Senior Sales Director Julie Neal of Green Bay, Wis., says, "Cindy helps anyone who asks and looks at every situation with her rose-colored glasses. She never gets upset, but finds the good in the person or in the situation."



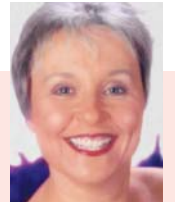
Caroline Osmon

Emerald
Independent Senior Sales Director
Began Mary Kay
December 2003
Sales Director Debut
August 2004
Offspring two first-line
National Sales Director
Yvonne S. Lemmon
Honors Cadillac qualifier; Star Consultant; Consultant Queen's Court of Personal Sales; Sales Director Queen's Court of Personal Sales; three-times Circle of Achievement; Double Star Achievement; Fabulous 50s; Dean's List; gold medal winner; estimated highest monthly unit retail: \$49,124
Personal Lives in Austin, Texas Husband, Steve; sons: Logan, Luke
Favorite Quote "Delight yourself in the Lord, and He will give you the desires of your heart."
Psalm 37:4
Independent National Sales Director Yvonne S. Lemmon says, "Caroline never misses an opportunity to assist or encourage adoptees and does all she does with a cheerful spirit"



Kathy Freeman

Pearl
Independent Sales Director
Began Mary Kay
May 2003
Sales Director Debut
July 2004
National Sales Director
Wadene Claxton-Prince
Honors Premier Club qualifier; Star Consultant; Honors Society; gold medal winner; estimated highest monthly unit retail: \$27,703
Personal Lives in Lithonia, Ga. Husband, Gary; daughters: LaTasha, Jessica, Crystal; one grandchild
Favorite Quote "What you want, wants you. God has given you the power to make your dreams come to life in the right NOW!"
Independent National Sales Director Wadene Claxton-Prince says, "Kathy is a wonderful, caring woman. She is always available to help her Mary Kay family achieve their goals, and she is an active member of her church and community."



Maggie Rader

Diamond
Independent Executive Senior Sales Director
Began Mary Kay
November 1985
Sales Director Debut
July 1989
Offspring five first-line; one second-line
National Sales Director
Go Give Area
Honors Premier Club qualifier; Circle of Honor; four-times Sales Director Queen's Court of Personal Sales; three-times Queen's Court of Sharing; thirteen-times Circle of Achievement; Triple Star Achievement; gold medal winner; estimated highest monthly unit retail: \$93,695
Personal Lives in Westlake, Ohio. Husband, Dan; son, Derek; daughter, Abby
Favorite Quote "Let us hold unwaveringly to the hope we profess, for he who promised is faithful." Hebrews 10:23
Independent Sales Director Carol Mason of Lakewood, Ohio, says, "Maggie is a faith-based woman with a mighty power of enthusiasm, inspiration and fun. She leads by positive example, sets the power pace for the rest of us, and adoptees catch the enthusiasm she abundantly shares."

look no further



Give your customers something valuable that makes them look good, feel good and want more. *The Look* is your low-cost marketing tool for offering great customer service and valuable products. You wouldn't find anything better ... *even if you looked.* *The Look* includes:

- > Timely tips.
- > Professional advice.
- > What's on-trend.
- > Product shopping guide.
- > Great values.
- > More about your personalized services.
- > How Mary Kay is changing the lives of women and children around the world.





2009 is your year.

You have the potential to lead a team of women that is committed to carrying on the Mary Kay dream. You desire to be among the sisterhood of Mary Kay Independent Sales Directors who take success to heart. When you take a step up in 2009, the rewards will be yours!

Class of 2009 Challenge

The beautiful Class of 2009 ring is yours when you debut as an Independent Sales Director Aug. 1, 2008, through July 1, 2009, OR when you debut at least one offspring Independent Sales Director during the contest period. Those who debut from Aug. 1, 2008, through March 1, 2009, will be recognized at Career Conference 2009. Those who debut from April 1 through July 1, 2009, will be recognized at Seminar 2009.

CLASS OF
2009

Leadership Conference 2009

When you join the Class of 2009 by Dec. 1, 2008, you, too, can be part of the sisterhood heading to Leadership Conference 2009 in beautiful Phoenix, Ariz., also known as the Valley of the Sun. You won't believe the motivation, education and inspiration you'll receive – all geared toward leaders like you! Plus, you can experience even more excitement by earning your way to the *Kick It Up!* party and the Star Sales Director banquet.

The Suit

Step out in style and wear your new leadership role with pride in the new "haute" chocolate 2008-2009 Independent Sales Director suit. When you order your suit by the 15th of the month following your debut, you can receive a 20 percent discount.

New Sales Director Bonuses

Once you become an Independent Sales Director, you can earn even more rewards for achieving sales and unit-building success. On the Write Track, the Fabulous 50s Club and the Mary Kay Honors Society are programs that offer \$1,000 bonuses for new Independent Sales Directors who step up to success during their first year. That's a total of \$3,000 when you achieve all three programs. For details on these programs, see Pages 13 and 14 of this *Applause*® magazine.



Be a leader. All it takes is your commitment. You can do it!

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