

MARY KAY

applause[®]

SEPTEMBER 2017

THIS TINY SQUARE CAN
POWER UP YOUR BUSINESS.

BEAUTY
INDUSTRY
FIRST

NEW! *TimeWise[®] Vitamin C
Activating Squares[™]*



Inside: New Products + New Faces = Party Time!

MAY

RECO

Congratulations to the winners

Top NSDs Year-To-Date



Gloria Mayfield Banks



Kathy Helou



Carol Anton



Lisa Madson



Gloria Castaño



Patricia Turker



Lupita Magaña



Sonia Páez



Debi Moore



Stacy James

On-Target
Inner/Diamond/Gold Circle

Independent National Sales Directors become members of the Gold Circle when they earn \$125,000 or more; members of the prestigious Diamond Circle when they earn \$200,000 or more; and a member of the exclusive Inner Circle when they earn \$325,000 or more in "NSD commissions" during the Seminar contest period. (NSD commissions are comprised of commissions earned on the wholesale production of first-, second-, and third-line offspring units; Top 10 fourth-line and beyond; Elite Executive NSD commissions; NSD commissions on personal units; NSD bonuses for NSD offspring and offspring from personal units for May 2017, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for April 2017.) These "NSD commissions" are used to determine NSD ranking for a Seminar year. Congratulations to the following NSDs who are considered on-target from July 1, 2016, through May 31, 2017.

\$650,000 Inner Circle

Gloria Mayfield Banks.....\$635,994

\$600,000 Inner Circle

Kathy Helou.....\$582,873
Carol Anton.....582,140

\$550,000 Inner Circle

Lisa Madson.....\$540,874
Gloria Castaño.....522,623
Patricia Turker.....507,435

\$450,000 Inner Circle

Lupita Magaña.....\$420,148

\$400,000 Inner Circle

Sonia Páez.....\$405,453
Debi Moore.....373,167

\$350,000 Inner Circle

Stacy James.....\$353,892
Cindy Williams.....337,973

\$325,000 Inner Circle

Sara Pedraza-Chacón.....\$312,369
Pamela Waldrop Shaw.....305,159

\$300,000 Diamond Circle

SuzAnne Brothers.....\$288,305

\$250,000 Diamond Circle

Pamela Fortenberry-Slate.....\$268,920
Lia Carta.....268,190
Linda Toupin.....257,723
Dacia Wiegandt.....254,896
Cyndee Gress.....244,492
Dayana Polanco.....243,549
Anabell Rocha.....243,056
Anita Tripp Brewton.....242,985
Julianne Nagle.....239,548
Julia Burnett.....237,109
Sandy Valerio.....232,413
Dawn Dunn.....231,820

\$200,000 Diamond Circle

Mary Estupiñán.....\$226,050
Kay Elvrum.....222,805
Kerry Buskirk.....220,848
Yosaira Sánchez.....217,248
Julie Krebsbach.....213,140
Davanne Moul.....212,789
Jamie Cruse-Vrinios.....211,086
Ada García-Herrera.....209,062

Evelinda Díaz.....206,545
Cindy Fox.....204,369
Lily Orellana.....202,842
Kristin Myers.....202,361
Connie Kittson.....196,798
Gloria Báez.....190,765
Sue Pankow.....188,363
Sonia Bonilla.....187,949
Yvonne Lemmon.....185,258

\$150,000 Gold Circle

María Monarrez.....\$182,607
Shannon Andrews.....181,114
Maureen Ledda.....179,165
Consuelo Prieto.....179,080
Alicia Lindley-Adkins.....177,939
Cathy Bill.....177,825
Lisa Allison.....172,806
Susan Hohlman.....170,898
Auri Hatheway.....166,535
Rosibel Shahin.....166,078
Candace Laurel Carlson.....165,592
Jan Thetford.....163,314
Pam Klickna-Powell.....162,777
Valerie Bagnol.....162,549
Scarlett Simpson.....161,264

Kimberly Copeland.....160,605
Crystal Trojanowski.....160,052
Monique Balboa.....159,938
Pam Higgs.....158,808
Mayuli Rolo.....156,390
Tammy Crayk.....155,622
Rebecca Evans.....155,526
Jeanie Martin.....154,291
Juanita Gudiño.....154,184
Pam Ross.....151,916
Somer Fortenberry.....150,820
Diane Mentiply.....149,210
Joanne Bertalan.....148,187
Morayma Rosas.....145,138
Kim McClure.....143,870
Alia Head.....142,675
Janis Z. Trude.....141,689
Shelly Gladstein.....139,811
Luzmila Abadia Carranza.....139,762
María Flores.....139,532
Pamela Tull.....139,125

\$125,000 Gold Circle

Debra Wehrer.....\$136,517
Noelia Jaimes.....135,944
Leah Lauchlan.....134,879

Mairelys López.....133,568
Michelle Sudeth.....132,983
Brittany Kaps.....132,946
Gay Hope Super.....131,832
Deb Pike.....128,500
Brenda Segal.....128,040
Alma Orrostieta.....127,932
Lara McKeever.....127,498
Ruth Everhart.....127,287
Lynnea Tate.....127,202
Kate DeBlander.....126,904
Roxanne McInroe.....126,802
Diana Sumpter.....126,667
Amie Gamboian.....125,316
Heidi Goelzer.....123,937
Kirk Gillespie.....123,687
Lynne Holliday.....122,861
Elizabeth Muna.....121,959
Sharon Buck.....121,398
Jo Anne Barnes.....121,107
Lorraine Newton.....117,589
Magdalena Nevárez.....117,431
Paola Ramírez.....115,429
Dawn Otten-Sweeney.....114,974
Kym Walker.....114,706
Glinda McGuire.....114,616

Monthly
Commissions And Bonuses

Listed are NSD commissions above \$10,000 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

1. Lisa Madson*.....\$68,404
2. Gloria Castaño***.....52,906
3. Pamela Waldrop Shaw**.....29,227
4. Dawn Dunn*.....28,561
5. Shannon Andrews*.....28,020
6. Yosaira Sánchez.....27,570
7. Lily Orellana.....25,922
8. Kay Elvrum.....24,193
9. Julia Burnett*.....23,416
10. Pam Ross*.....22,634
11. Sue Pankow.....21,086
12. Kristin Sharpe.....20,825
13. María Monarrez.....19,737
14. Yvonne Lemmon.....19,657
15. Connie Kittson*.....19,348
16. Enma Bermeo.....19,209
17. Jeanie Martin.....18,504
18. Anita Conley*.....17,703
19. Lisa Allison.....17,538
20. Susan Hohlman*.....16,692
21. Leah Lauchlan.....16,424
22. Alia Head.....16,368
23. Roxanne McInroe.....15,903
24. Sharon Buck.....15,433
25. Rebecca Evans*.....15,035
26. Robin Rowland.....14,684
27. Marixa González.....14,560
28. Evitelia Valdez-Cruz.....14,503
29. Shelly Gladstein.....14,252
30. Diana Sumpter.....14,147
31. Julia Mundy.....14,091
32. Lynnea Tate.....13,944
33. Lynne Holliday.....13,701
34. Vicki Jo Auth.....13,680
35. Holli Lowe.....13,520

36. Rosa Bonilla*.....11,907
37. Dorothy Boyd.....11,774
38. Joy L. Breen.....11,521
39. Heidi Goelzer.....11,491
40. Sandra Chamorro.....10,794
41. Margaret Bartsch.....10,763
42. O'Nelly Encarnación.....10,641
43. Terri Schafer.....10,315
44. Kaye Driggers.....10,158

Ruby

1. Carol Anton**.....\$50,575
2. Stacy James**.....42,275
3. Cindy Williams*.....35,464
4. Linda Toupin.....29,596
5. Lia Carta**.....26,498
6. Julie Krebsbach*.....23,337
7. Sandy Valerio*.....22,871
8. Mary Estupiñán*.....22,835
9. Lynda Jackson*.....22,375
10. Anabell Rocha*.....21,343
11. Cindy Fox*.....20,813
12. Gloria Báez*.....20,189
13. Crystal Trojanowski.....20,029
14. Jan Thetford.....19,799
15. Kim McClure.....18,378
16. Cathy Bill*.....17,490
17. Lara McKeever.....17,366
18. María Flores.....17,277
19. Bea Millislagle.....16,674
20. Juanita Gudiño.....16,228
21. Brenda Segal*.....14,760
22. Candace Laurel Carlson*.....14,724
23. Elizabeth Muna*.....14,212
24. Jo Anne Barnes.....14,082
25. Patty Olson.....14,004

26. Deb Pike.....13,997
27. Sherril Steinman.....13,650
28. Kate DeBlander.....13,551
29. Cecilia James.....13,446
30. Amie Gamboian.....13,248
31. Tammy Vavala.....13,040
32. Brittany Kaps*.....12,741
33. Gena Rae Gass.....12,571
34. Kathy Rodgers-Smith.....12,536
35. Donna Meixsell.....12,328
36. Tammy Ramage.....11,063
37. Lily Gauthreaux.....10,921
38. Annaka Krafka.....10,807
39. Virginia Rocha.....10,417
40. Esther Whiteleather.....10,349
41. Michelle Sudeth*.....10,093
42. Carmen Hernández*.....10,060

Sapphire

1. Lupita Magaña**.....\$63,429
2. Kathy Helou***.....58,208
3. Debi Moore*.....43,838
4. SuzAnne Brothers*.....28,128
5. Cyndee Gress*.....27,707
6. Sara Pedraza-Chacón*.....25,327
7. Pamela Fortenberry-Slate*.....22,968
8. Kristin Myers*.....22,819
9. Kimberly Copeland.....20,671
10. Davanne Moul*.....20,613
11. Ruth Everhart.....19,098
12. Valerie Bagnol*.....18,802
13. Diane Mentiply.....18,009
14. Debra Wehrer.....18,001
15. Somer Fortenberry.....17,815
16. Paola Ramírez.....17,567
17. Consuelo Prieto*.....17,552

18. Morayma Rosas.....17,258
19. Alicia Lindley-Adkins*.....17,175
20. Lorraine Newton.....16,645
21. Sylvia Kalicak.....16,599
22. Janis Z. Trude.....16,268
23. Tina Hulsman.....16,067
24. Elizabeth Sánchez.....15,886
25. Dawn Otten-Sweeney.....15,388
26. Scarlett Simpson*.....14,903
27. Alma Orrostieta.....14,616
28. Evalina Chávez.....14,088
29. Maribel Barajas.....13,379
30. LaRonda Daigle.....13,343
31. Heather Carlson.....13,222
32. Alejandra Zurita.....12,944
33. Elaine Kimble Williams.....12,893
34. Diana Heble.....12,777
35. Lupita Díaz.....12,736
36. Julie Weaver.....12,484
37. Julia Serrano.....11,463
38. Glinda McGuire*.....11,446
39. Cathy Littlejohn.....11,433
40. Angie Day*.....11,044
41. Magdalena Nevárez*.....10,040

Emerald

1. Gloria Mayfield Banks***.....\$66,744
2. Sonia Páez**.....41,597
3. Patricia Turker**.....37,837
4. Sonia Bonilla.....26,644
5. Ada García-Herrera*.....25,237
6. Dayana Polanco*.....24,951
7. Jamie Cruse-Vrinios.....24,427
8. Pam Higgs.....24,295
9. Julianne Nagle*.....24,237
10. Dacia Wiegandt*.....24,219

11. Kerry Buskirk*.....23,738
12. Maureen Ledda*.....21,928
13. Evelinda Díaz*.....21,446
14. Anita Tripp Brewton*.....20,947
15. Pam Klickna-Powell.....20,337
16. Pamela Tull.....19,944
17. Tammy Crayk.....18,980
18. Monique Balboa.....18,723
19. Mayuli Rolo*.....17,848
20. Bianny Ramirez.....17,177
21. Auri Hatheway.....16,970
22. Rosibel Shahin*.....16,524
23. Sabrina Goodwin Monday.....14,601
24. Gina Rodriguez-Orrila.....14,535
25. Joanne Bertalan*.....13,996
26. Mary Beissel.....13,474
27. Jill Davis.....13,147
28. Diane Bruns.....12,915
29. Noelia Jaimes*.....12,809
30. Marilyn Marte de Melo.....12,779
31. Kirk Gillespie.....12,528
32. Mairelys López*.....12,352
33. Gillian Ortega.....12,245
34. Crisette Ellis.....12,159
35. Roya Mattis.....12,143
36. Kym Walker*.....12,102
37. Noemi Jaimes.....12,084
38. Sue Wallace.....11,945
39. Luzmila Abadia Carranza*.....11,678
40. Cristi Ann Millard.....11,367
41. Kathy Oliveira.....11,065

* Denotes Senior NSD

** Denotes Executive NSD

*** Denotes Elite Executive NSD

Mary Kay Angels/Ángeles Mary Kay

May/Mayo 2017

These Independent National Sales Directors, Independent Sales Directors and Independent Beauty Consultants achieved the highest commissions/bonuses or production or had the most new team or unit members in their Seminar areas in May 2017./Estas Directoras Nacionales de Ventas Independientes, Directoras de Ventas Independientes y Consultoras de Belleza Independientes lograron las comisiones, gratificaciones o la producción más altas o tuvieron el mayor número de nuevas integrantes de equipo o integrantes de unidad en sus áreas de Seminario en mayo de 2017.

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



Lisa Madson
\$68,404
Diamond



Carol Anton
\$50,575
Ruby



Lupita Magaña
\$63,429
Sapphire



Gloria Mayfield Banks
\$66,744
Emerald

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

DIAMOND/DIAMANTE — Sherrie Purvis, L. Tate Area.....	\$108,585
RUBY/RUBÍ — Candace Doverspike, Go-Give Area.....	\$96,367
SAPPHIRE/ZAFIRO — Vicki Piccirilli, C. Littlejohn Area.....	\$112,538
EMERALD/ESMERALDA — Mariana Moreno, B. Ramírez Area.....	\$136,641

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

DIAMOND/DIAMANTE — Kelly Freeman, K. Ford Area.....	\$21,646
RUBY/RUBÍ — Barbara Winston, E. Whiteleather Area.....	\$17,280
SAPPHIRE/ZAFIRO — Patricia Palomares, A. Zurita Area.....	\$30,451
EMERALD/ESMERALDA — Terrah Cromer, J. Cruse-Vrinios Area.....	\$33,475

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

DIAMOND/DIAMANTE — Cynthia Adams, C. Kriner Unit, D. Dunn Area.....	\$17,486
RUBY/RUBÍ — Lynn Roberts, C. Franz Unit, Go-Give Area.....	\$19,776
SAPPHIRE/ZAFIRO — Shelby Waddell, L. Hall Unit, K. Myers Area.....	\$16,897
EMERALD/ESMERALDA — Faizullah Asif, M. Beissel Unit, M. Beissel Area.....	\$41,275

Top Team Builder/Primera Impulsora de Equipo

New Team Members/Nuevas integrantes de equipo

DIAMOND/DIAMANTE — Emelia Fuentes, R. Dominguez Unit, E. Bermeo Area.....	13
RUBY/RUBÍ — Sales Director Candace Doverspike, Go-Give Area.....	14
SAPPHIRE/ZAFIRO — Sales Director Evelin Martinez, P. Ramirez Area.....	18
EMERALD/ESMERALDA — Sales Director Maria Molina, S. Wallace Area.....	20

Top Unit Builders/Primeras Impulsoras de Unidad

May/Mayo 2017

Independent Sales Directors with 20 or more new unit members for May 2017./Directoras de Ventas Independientes con 20 o más nuevas integrantes de unidad en mayo de 2017.

New Unit Members/Nuevas integrantes de unidad

Diamond/Diamante

Carmen Munoz	27
Dalila Duarte de Mollinedo.....	25
Stephanie Anne Mottaz.....	23
Megan Nicole Wilkes.....	23
Esperanza Marcial Silverio.....	22
Soledad Herrera.....	21
Jamie Venning Taylor.....	21

Ruby/Rubí

Candace Lyn Doverspike	43
Stephanie Lynn Coker	25
Heather A. Daniel-Kent.....	22
Doreen Marie Helm.....	20
Wendy Lee Masterson.....	20

Sapphire/Zafiro

Kimberly Michelle Perkins.....	26
Tracey A. Fields-Hedrick.....	25
Lucia Alvarado	21
Rheanonda R. Johnson Gray.....	20
Evelin Marleny Martinez.....	20
Beth Thatcher May.....	20

Emerald/Esmeralda


Katy Goldstein.....	25
Auburnee Skye Stanley.....	24
Katherine Lizeth Paez.....	23
Richelle V. Barnes.....	21
Rachelle Holloway	21
Mariana Moreno	21
Chelsea Gardner Niederklein.....	21
Maria I. Molina.....	20

Meet Your NSDs/Conoce a tus DNVs

Be sure to visit the *Mary Kay InTouch*® website for inspiring success stories about Mary Kay Independent National Sales Directors. Click on the [“Meet Your NSDs”](#) link under the Heritage tab. You can search for NSD stories by name, city, state, Seminar or even former occupation. Why not share their stories with potential team members?/Asegúrate de visitar el sitio electrónico *Mary Kay InTouch*® para leer inspiradoras historias de éxito de las Directoras Nacionales de Ventas Mary Kay Independientes. Haz clic en el enlace [“Conoce a tus DNVs”](#) bajo el separador “El Legado”. Puedes buscar las historias de DNVs por nombre, ciudad, estado, Seminario o por ocupación anterior. ¿Por qué no compartir sus historias con integrantes de equipo potenciales?

Ruby/Rubí

RECO

WE'RE  ALL IN!
#teamMK

New
Debuts/
Debutes
March/Marzo 2017



Andrea Christin Jones
Navarre, Fla.
L. Mills Unit

Jennifer Sue Juenke
Fredericksburg, Texas
R. Gleason Unit

Not pictured:/Sin foto: *Char Kay Atwood*, Punta Gorda, Fla., C. Fox Unit; *Rosa Gonzalez*, Dallas, I. Ramos-Davis Unit; *Cintia Milagros Mateo*, Hanover Township, Pa., M. Diaz Unit; *Monica Latrese Miller*, Liberty Hill, Texas, T. Van Zandt Unit; *Veronica Munoz*, Fresno, Calif., E. Cordova Unit; *Graciela Rodriguez*, Austin, Texas, M. Espinoza Unit.

Dean's
List/Lista
del Decano



May/Mayo 2016



Yunirka Herrera
Miami
D. Polanco Area
Emerald Seminar

Not pictured:/Sin foto: *Maria Elena Cavazos*, Missouri City, Texas, Diamond Go-Give Area, Diamond Seminar; *Rachael Elisabeth Johnson*, Cairo, Neb., A. Krafka Area, Ruby Seminar.

Honors
Society/Sociedad
de Honor

May/Mayo 2016



Lourdes Sifuentes
Roanoke, Va.
J. Gudiño Area

Not pictured:/Sin foto: *Paige Elaine Findley*, Brownsville, Pa., K. McClure Area; *Lauren Elizabeth Schifer*, Marion, Ohio, B. Segal Area.



FABulous 50s/
Fabulosos 50

November/Noviembre 2016



Krystal Bartlett
Omaha, Neb.
N. Osborn Area

Susan Tompkins
Ben Wheeler, Texas
P. Olson Area

- 1 ON THE MOVE
- 2 FABULOUS 50s
- 3 HONORS SOCIETY

Rings are shown stacked./Los anillos se muestran encimados.

WHAT YOU BELIEVE, YOU CAN ACHIEVE!
¡LO QUE CREAS, PUEDES LOGRAR!

Mary Kay

On the Move/ En Acción

March/Marzo 2017

Rosa Gonzalez

Cintia Milagros Mateo

Veronica Munoz



New Team Leaders/ Nuevas Líderes de Equipo

May/Mayo 2017

Susan A. Abram
Natali Agüero
Kim Allen
Angela Alltop
Tonya Bennett
Amber R. Birkline
Dane Britt
Melinda G. Bush
Martha G. Castro
Lori L. Crook
Eugenia De La Rosa
Darlene L. Dowdy
Laura Dulle

Danielle G. Ellis
Tara Garland
Aracely Gonzalez
Rosalia Hernandez
Karlee S. Hilton
Rachel B. Hohlefelder
Kristin Hotopp
Erin Johnson
Velerie Key
Carla K. Lewis-Peter
Emily E. Lundervold
Meghan Martin
Kaitlin A. McCarty

Roxana Y. Mendoza
Amy Mordecai
Maria Navarro
Sonja R. Ogletree Satani
Melissa S. Olivarez
Katie L. Ramsdorfer
Marisol Rodriguez
Nury Rojas
Maria G. Salas Fernandez
Beth R. Satchell
Leah C. Scofield
Elizabeth Smith
Traci A. Smith

Maria Tejada
Elvira C. Valdivia
Araceli Valentin
Guadalupe Villarreal
Jill I. Washington
Stacy L. Waters
Dominga G. Zurita

Grand Achievers/ Gran Ganadoras

May qualifiers/
Calificadas en mayo 2017

Consultants/Consultoras
Emily Barletta
Johnalyn Sue Cline

Jada L. Draper
Carrie Irene Hutchinson
Brandi Naser

**Sales Directors/
Directoras de Ventas**
Maria Delia Briceno*
Yolanda I. Lockwood*
Cintia Milagros Mateo

Cynthia Powell*
Tyra Laree Swenson*

*Denotes March qualifier./
Denota que calificó en marzo.

First Gold Medal/Primera Medalla de Oro

May/Mayo 2017

New Team Members/ Nuevas integrantes de equipo

Susan Abram, M. Swope Unit.....5
Tiffany Barnes, B. Kovar Unit.....5
Michelle Bell, C. Doverspike Unit.....5
Monica Berkes, K. Banks Unit.....6
Dane Britt, B. Herring Unit.....8
Martha G. Castro, C. Nunez Felix Unit.....5
Maria De La Cruz, C. Solorio Unit.....8

Courtney Etzweiler, D. Helm Unit.....8
Erica Francia, M. Valverde Unit.....5
Regina Ingram-Ford, D. Cross Unit.....6
Jennifer Kim, D. Rocas Unit.....5
Emily Lundervold, S. Lauritzen Unit.....9
Stephanie Mitchell, D. Trujillo Unit.....6
Brandi Naser, D. Helm Unit.....8
Sales Director Melissa Nelson.....5
Tanya Pacheco, K. Sloan Unit.....5

Connie Ray, W. Masterson Unit.....7
Veronica Ruiz, J. Donna Unit.....5
Guadalupe Villarreal, J. Berumen Unit.....9
Jill Washington, T. Page Unit.....5
Andrea White, P. Cox Unit.....5

13% Club/ Club del 13%

May/Mayo 2017

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

Sales Director Melissa Nix Henderson\$2,552
Sales Director Damilola Hannah Akinsola.....2,385
Sales Director Reyna Nereyda Lepe.....2,214
Sales Director Eusebia Bonilla.....2,073
Sales Director Heather A. Daniel-Kent.....1,999
Sales Director Candace Lyn Doverspike.....1,900
Sales Director Amy Kitrell1,716
Sales Director Rachael M. Bullock1,702
Sales Director K.T. Marie Martin.....1,642

Sales Director Jennifer Lee Albertini1,642
Sales Director Maria Bautista.....1,635
Sales Director Brandy E. Richwine1,619
Sales Director Joselita L. Gramajo Reyes1,595
Sales Director Silvia Sanchez.....1,567
Sales Director Michael Suzanne Diaz.....1,562
Brandi Naser, D. Helm Unit.....1,535
Danielle Gayle Ellis, B. Rush Unit.....1,514
Sales Director Diane K. Lundgren.....1,492

Sales Director Amber O'Neil Hui.....1,414
Sales Director Irlene Zapalac1,404
Sales Director Jeanie K. Navrkal.....1,374
Sales Director Jacqueline N. Alford.....1,368
Sales Director Randi S. Gleason1,359
Sales Director Heather Christine Feiring.....1,359
Sales Director Leslie S. Kane1,287

Achievement Circle/Círculo de Logros

Ranking of the top 100 Independent Sales Directors in the **Ruby** area based on their May 2017 estimated unit retail production./Clasificación de las primeras 100 Directoras de Ventas Independientes en el área **Rubí** según su producción de unidad estimada al menudeo de mayo de 2017.

May/Mayo 2017

Candace Doverspike	\$96,367	Laurie C. Cole	53,699	Breda M. Teal.....	47,564	Ginger J. Benedict.....	42,473
Diane K. Lundgren	96,238	Cynthia L. Frazier	53,327	Mary Alice Dell.....	47,544	Rose Campbell	42,128
Heather A. Daniel-Kent	94,425	Patti Cornell.....	53,314	Julie Thomas	47,457	Jenna Marie Larson	42,127
Krystal D. Downey-Shada	88,996	Cleta Colson-Eyre	53,023	Rachael M. Bullock	47,335	Griselda Gordillo-Sanchez.....	41,905
Jennifer Isenhardt.....	79,384	Sonya F. Goins	52,968	Tracy Williams Jones	47,311	Ronda Faber	41,808
Stephanie Lynn Coker	79,239	Debbie A. Elbrecht.....	52,817	Tracey L. Chavez.....	46,325	Elizabeth Anne Viola	41,752
Lisa Hansen.....	79,068	Laura A. Kattenbraker.....	52,541	Susan C. Ehrnstrom	46,215	Maria Bautista	41,722
Valerie A. Lucio-Polk	78,416	Melissa Nix Henderson	52,108	Lori M. Langan	46,194	Pamela J. Sparks	41,652
K.T. Marie Martin	72,610	Kenia Karina Acosta	51,601	Maureen Shipp	46,045	Debbie A. Hocott	41,631
Sherri Ammons	72,565	Paula M. Kirkpatrick	51,585	Kimberly Burhoop	45,868	Caitlin Michelle Griffo	41,623
Susan Moore	72,269	Jordan Twilley	51,504	Whitney James Wemhoff	45,594	Allison L. Carter	41,578
Laura Vernon Middleton.....	71,493	Jeanie K. Navrkal	51,093	Christy M. Cox	45,552	Barbara Pleet.....	41,552
Brenda Fenner	71,067	Angel Lichy	51,021	Patty L. Bojan	44,584	Nancy N. Danley	41,427
Donna Clark-Driscoll	69,052	Ruthie Bresette	50,843	Tammy D. Niehaus	44,560	Sheryl Jean Arena.....	41,408
Tamarie M. Bradford.....	67,268	Marnie R. Yunger	50,064	Sylvia Thomas Barritt.....	44,288	Jackie M. Craver	41,386
Stephanie Audino	65,182	Wendy Lee Masterson.....	49,465	Ryan Ashlee Rives.....	44,022	Jill E. VanderMeer	41,373
Kali DeBlander Brigham.....	63,661	Susie J. Serio.....	49,388	Tammy Brown.....	43,976	Amy C. Schule	41,358
Shawni Diggan.....	62,323	Randi S. Gleason.....	48,868	Angela Irene Dingman	43,884	Julie Smith	41,148
Thessy Nkechi Nwachukwu	60,366	Carmen J. Felix.....	48,424	Ofelia Del Rio.....	43,787	Susan A. Smith	40,889
Doreen Marie Helm	58,901	Shelia D. Evans	48,385	Brandy D. Herring	43,684	Brenda K. Howell.....	40,844
Crystal Caldwell Hubbard.....	58,162	Gale H. Dennison	48,336	Gina Beck.....	43,651	Brittany Marie Rush.....	40,745
Lisa D. Prescott	56,597	Elena Santos.....	48,326	Tiffany Brooke Stout.....	43,251	Chatney Gelfius.....	40,739
Terry S. Smith	55,134	Lisa V. Bauer	48,318	September Anne James	42,757	Suzanne Moeller	40,635
Jacqueline N. Alford	54,070	Damilola Hannah Akinsola	48,174	Kellee L. Valerio	42,737	Theresa Wilkerson Brown	40,599
Elizabeth A. Kramer	53,835	Taryn Janet Sneed	47,783	Eusebia Bonilla	42,710	Rhonda L. Barnett	40,515

Commission Circle/Círculo de Comisiones

Independent Sales Directors who earned the top 100 commissions and bonuses in the **Ruby** area in May 2017. Names in **bold** print earned the maximum 13 percent Sales Director commission plus the maximum 13 percent personal recruit commission./ Las Directoras de Ventas Independientes que ganaron las Primeras 100 comisiones y gratificaciones en el área **Rubí** en mayo de 2017. Los nombres en **negritas** son quienes ganaron la comisión máxima del 13 por ciento de Directoras de Ventas más el 13 por ciento máximo de comisión por reclutas personales.

May/Mayo 2017

Candace Doverspike	\$15,380	Cynthia L. Frazier	8,551	Lisa D. Prescott.....	7,285	Rose Campbell	6,809
Heather A. Daniel-Kent	14,852	Thessy Nkechi Nwachukwu	8,399	Gale H. Dennison	7,265	Kellee L. Valerio	6,804
Diane K. Lundgren	13,096	Damilola Hannah Akinsola	8,357	Ginger J. Benedict	7,204	Griselda Gordillo-Sanchez	6,795
Krystal D. Downey-Shada	11,666	Eusebia Bonilla	8,267	Terry S. Smith	7,187	Whitney James Wemhoff	6,785
Donna Clark-Driscoll.....	11,406	Carmen J. Felix	8,261	Amy Stokes	7,186	Taryn Janet Sneed	6,727
K.T. Marie Martin	11,087	Reyna Nereyda Lepe	8,251	Laurie C. Cole.....	7,170	Laurie Travis Plyler.....	6,726
Jacqueline N. Alford	10,757	Jordan Twilley	8,245	Kenia Karina Acosta.....	7,164	Pamela J. Sparks	6,723
Stephanie Lynn Coker	10,507	Randi S. Gleason.....	8,235	Mary Alice Dell.....	7,135	Wendy Lee Masterson	6,670
Tamarie M. Bradford	10,496	Crystal Caldwell Hubbard	8,128	Lisa V. Bauer	7,130	Tracey L. Chavez	6,651
Jennifer Isenhardt	10,337	Laura A. Kattenbraker	7,945	Barbara Pleet.....	7,129	Brenda K. Howell	6,647
Valerie A. Lucio-Polk	10,315	Susie J. Serio	7,888	Silvia Farias	7,126	Roxy H. Coursey	6,563
Jeanie K. Navrkal	10,235	Diana Gutierrez	7,857	Marye Durrer	7,101	Stephanie Corrine Arbaugh.....	6,534
Susan Moore	10,168	Sonya F. Goins	7,828	Ofelia Del Rio	7,048	Melissa May Smith	6,516
Melissa Nix Henderson	10,080	Cleta Colson-Eyre	7,783	Elena Santos	7,036	Magdalena Rosalba Cruz	6,514
Rachael M. Bullock	9,681	Milagro Ventura Diaz	7,753	September Anne James.....	7,004	Gina Beck.....	6,510
Lisa Hansen	9,481	Debbie A. Elbrecht	7,735	Ruthie Bresette	6,981	Reina Murcia.....	6,509
Doreen Marie Helm	9,364	Elvia Cordova	7,733	Lori M. Langan	6,963	Mary Sharon Howell	6,497
Laura Vernon Middleton.....	9,287	Marnie R. Yunger	7,705	Sylvia Thomas Barritt.....	6,963	Sheryl Jean Arena	6,460
Brenda Fenner	9,155	Maria Bautista	7,653	Brandy D. Herring	6,944	Debbie A. Hocott	6,434
Paula M. Kirkpatrick	9,093	Irlene Zapalac	7,627	Carmen Nunez de Valencia	6,904	Suzanne Moeller	6,408
Patti Cornell	9,038	Elizabeth A. Kramer	7,614	Stacy S. Gilson	6,884	Julie Thomas	6,379
Sherri Ammons	8,943	Michael Suzanne Diaz	7,561	Maureen Shipp	6,878	Elizabeth Anne Viola	6,348
Kali DeBlander Brigham.....	8,936	Margarita Velez	7,491	Tracy Williams Jones	6,828	Rebeca Rodriguez.....	6,344
Shawni Diggan	8,895	Amy Kitrell	7,343	Tiffany Brooke Stout	6,826	Brittany Mitchell	6,332
Stephanie Audino	8,697	Julie B. Potts	7,313	Angel Lichy	6,819	Mary Beth Pfeifer.....	6,327

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

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

GO-GIVE®

MARY KAY ASH SAID, "The Go-Give® Award is perhaps the greatest honor a Mary Kay Independent Sales Director can earn. Those who possess the Go-Give spirit are the heart of this Company and our shining hope for the future." These September award recipients best exemplify the Golden Rule – helping others **unselfishly** and **supporting** adoptees as much as unit members.



RUBY

Elissa Martin

Independent Sales Director

Began Mary Kay Business

July 2005

Sales Director Debut

September 2010

National Sales Director

Amie Gamboian

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

Personal Lives in Lexington, Neb. Husband, Patrick; son, Clancy; daughters: Lucy, Felicity

"I am motivated to help others because

I am living out my calling when I can help someone else see their God-given potential. Many people have helped shape who I am today, and it is an honor to pass that on to others."

Independent National Sales Director

Jeanie Martin says, "I've watched a young, eager, enthusiastic Elissa become a competent, articulate, focused Independent Sales Director. Her 'teacher' skills surface when she anticipates what her unit needs to continue to improve."



EMERALD

Ana Barros

Independent Future Executive Senior Sales Director

Began Mary Kay Business May 2007

Sales Director Debut February 2009

Offspring three first-line

National Sales Director Gina Rodríguez-Orriola

Honors Star Consultant; Consultant Queen's

Court of Personal Sales; three-times Sales Director Queen's Court of Personal Sales; seven-times Queen's Court of Sharing; three-times Circle of Achievement; two-times Double Star Achievement; two-times Triple Star Achievement

Personal Lives in Ossining, N.Y. Husband, Joao; daughters: Aurora Daniela, Diana

"I am motivated to help others because I'm thrilled to see them gain confidence in themselves as I support them in their career growth. It is an honor to be a blessing in the lives of so many families. I do this because I love what I do, and I do what I love."

Independent Beauty Consultant Daniela Neves-Sanchez of Ossining, N.Y., says, "Ana always has the right words and actions at the right time. She knows what she wants and is ready to help others reach their goals and a better future."



SAPPHIRE

Robyn Cartmill

Independent Future Executive Senior Sales Director

Began Mary Kay Business June 1982

Sales Director Debut October 1989

Offspring three first-line

National Sales Director Go-Give Area

Honors Circle of Honor; two-times Sales Director Queen's Court of Personal Sales; 21-times Circle of Achievement; two-times Double Star Achievement

Personal Lives in Kennedale, Texas. Husband, Bill; sons: Jason, Nick, Erik; five grandchildren

"I am motivated to help others because a woman impacts her family and generations to come when she builds her confidence and self-esteem. Mary Kay always said, 'We can change this world one person at a time,' and that is what we are doing by keeping her legacy alive."

Independent Beauty Consultant Adriana Prince of Bryan, Texas, says, "Robyn lives and works by Golden Rule standards. In moments of discouragement and letdown, Robyn always shows us how to dust off our bloody knees, kneel in prayer, get back up and try again."



DIAMOND

Janet Chapman

Independent Future Executive Senior Sales Director

Began Mary Kay Business August 1979

Sales Director Debut February 1990

Offspring three first-line; three second-line

National Sales Director Go-Give Area

Honors Circle of Honor; 10-times Sales Director Queen's Court of Personal Sales; Queen's Court of Sharing; 24-times Circle of Achievement; Circle of Excellence; seven-times Double Star Achievement; Triple Star Achievement

Personal Lives in Marshall, Minn. Husband, Jeff; son, Joseph; daughters: Melissa, Jessica; five grandchildren

"I am motivated to help others because I love that this Company was built on the philosophy of faith, family and career! And I love to help others create incredible lives for themselves and their families through building strong Mary Kay businesses."

Independent Senior Sales Director Rachel Olson of Rochester, Minn., says, "Janet's annual January Jump Start conference brings together about 30 units, and we raise several thousand dollars yearly for *The Mary Kay Foundation*™."

NOMINATE a well-deserving Independent Sales Director who displays the Go-Give spirit! Three ways:

1. **New! Email.** Include all nomination form information.
diamondmonthlygogive@mkcorp.com
emeraldmonthlygogive@mkcorp.com
rubymonthlygogive@mkcorp.com
sapphremonthlygogive@mkcorp.com
2. **Print online form** (on Mary Kay InTouch® under Contests/Promotions tab) and mail or fax.
3. **Submit online form** (on Mary Kay InTouch® under the Contests/Promotions tab).

PARTY



NEW FACES *take you* PLACES

TAKE THE CHALLENGE!

AUG. 1 – 31, 2017

PARTY

YOU EARN:

An exclusive designer [charm bracelet](#) featuring a different power word to focus on each month. Earn a new bracelet each month!

WHEN YOU:

Place a cumulative \$600+ wholesale Section 1 order* each month.

Earn a new bracelet each month!



Independent Executive
Senior Sales Director
Keita Powell
Upper Marlboro, Md.

Parties allow you to earn more for the time you invest, simply because they maximize your selling opportunities. The more faces around the table, the more lives you can enrich and the more products you can sell, all in the same amount of time that it would take you to facial one woman.

Keita Is All About the Party!

SHE'S A POWER PERSON.

POWER START – 30 FACES IN 30 DAYS

"When I have at least 30 customers who buy an average \$40 suggested retail (\$20 wholesale) each month, that equates to:

- 30 customers X \$20 wholesale = \$600 wholesale
Bingo! I earn the New Faces Take You Places charm bracelet.
- \$600 wholesale per month X three consecutive months = \$1,800 wholesale
Wowza! I am a Star Consultant (earning more prizes) and THREE charm bracelets."

SHE NURTURES EVERY RELATIONSHIP.

"One day I showed up for a party at the wrong house. But I connected with the woman who opened the door, and she's been a loyal customer for 25 years! She's hosted parties that have opened the doors to more hostesses, customers and team members."

SHE PARTIES LIKE A PRO.

AT THE PARTY:

"I celebrate the hostess. Her guests want in on the attention and may host their own parties."

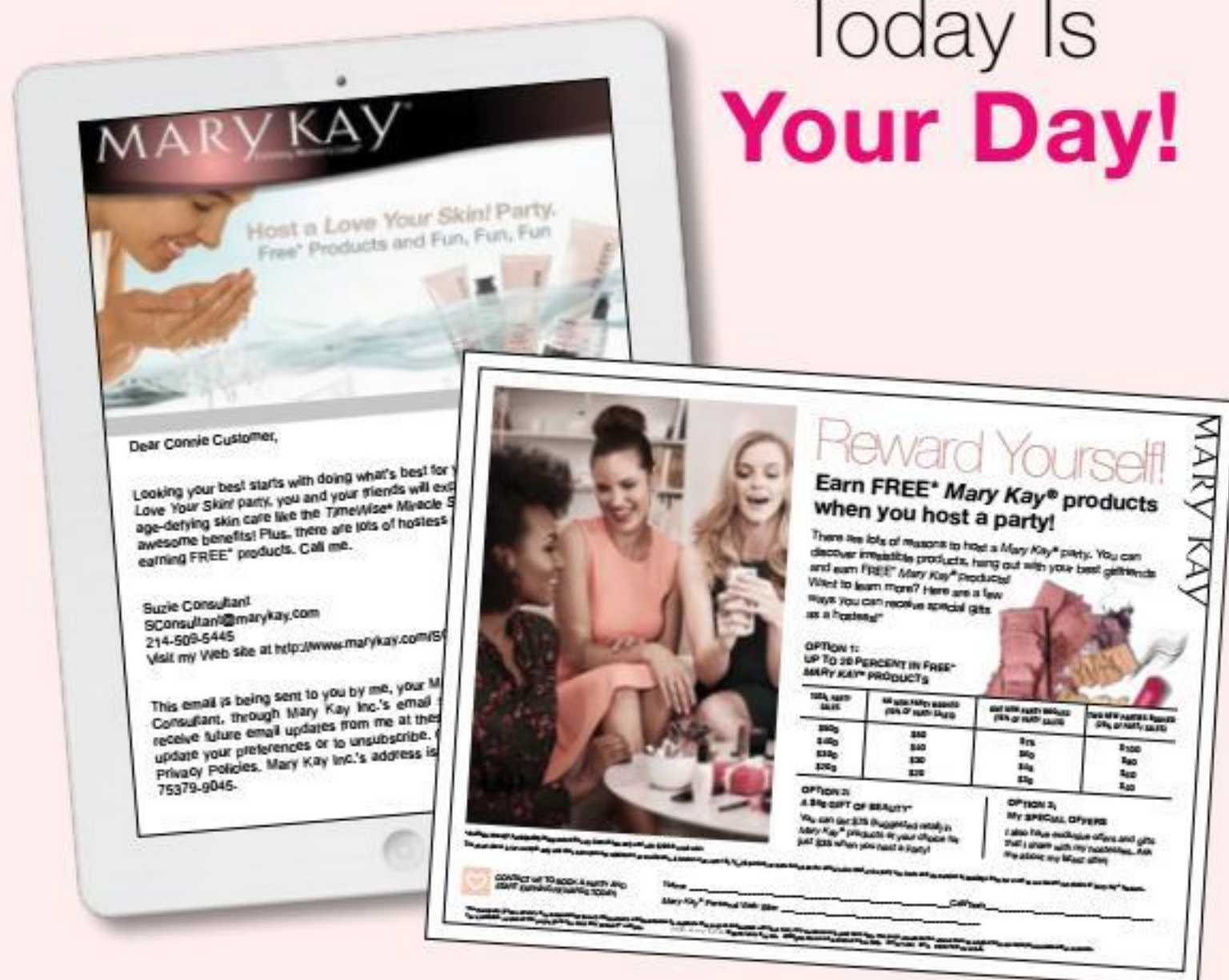
AFTER THE PARTY:

"I follow up in 2 days, 2 weeks and 2 months. To build loyalty, it's a good practice to always offer Golden Rule customer service."

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

New *Party Tools*

Today Is
Your Day!



New Skin Care Party Flip Chart!

- It's customizable and comes in a three-ring binder.
- From preparty checklist to individual consultations, it provides professional scripts to help guide you through the party.

The NEW Flip Chart pages and binder are available now on Section 2. Pages and binder are \$5; pages alone are \$2.



Find Your Next Hostess!

Use the **NEW hostess MKeCard®** or [hostess flier](#) to promote a fun get-together with FREE products, discounts and exclusive gifts. Find the **MKeCard®** under Business Tools and the flier under Party Central on *Mary Kay InTouch®*.



A GREAT
NEW START
for only
\$100

The NEW Independent Beauty Consultant

Starter Kit makes starting a Mary Kay business easier than ever. This beautiful new Starter Kit is filled with the heart of Mary Kay. It's professional, educational and brimming with exciting new tools! A great way to get your new team members off to a Power Start!



Independent Sales Director
Rachel Everhart, Bradenton, Fla.

PARTY Girl

What started as fun makeup parties in her college dorm has evolved into a successful and rewarding Mary Kay business for this go-getter!

Rachel Everhart can't stop smiling as she thinks about being All In and the focus of putting skin care on new faces. "This focus is generating renewed energy and excitement in my unit," she says. "It makes us all want to set higher goals, dream bigger and reach new places! I lead by example and find new faces, hold parties, sell products and build my personal team. By doing so, I am coaching my unit members to do the same and work their businesses full circle, set and track their goals and dream big dreams that get them excited and jumping out of bed every morning. I also encourage them to celebrate the small wins each week. That can help them stay on track and push toward their big goal for the month."

One for the Books

Rachel started her Mary Kay business in March 2013, at age 18, when she was in the final few months of high school. Her Mary Kay enthusiasm continued as a college freshman at the University of Florida, and her business took off.

With college classes during the day and club meetings at night, she devoted Wednesday nights and Sunday afternoons to holding *Mary Kay*® parties and sharing the opportunity. "I had great *Mary Kay*® parties because I had a captive audience," she laughs. "All the girls in my dorm would come for Spa Night or a New Product Sneak Peek Party."

She says most of her business was built by consistently holding parties. "I found time during the day to book and follow up while riding the bus home, in between classes and at lunch. Classmates, friends and even my professors booked parties and some joined my team. From there, my business grew organically by word of mouth. When I needed an extra business boost, I'd leave products in the dorm bathrooms for girls to try along with my *Mary Kay*® business card. One of their favorites was the *Mary Kay*® Oil-Free Eye Makeup Remover!"



Dorm parties!



Signing her Agreement on her 18th birthday!



First team members!



She became an Independent Sales Director in December 2013 of her freshman year. Throughout college, her Mary Kay business remained a priority, and she kept it going strong. In December 2016, she graduated with a bachelor's degree in marketing and a minor in leadership.

Today, she works her Mary Kay business full time. "I loved that I could work my business around school, the marching band and other organizations I was involved in on campus. I was so thankful for the Mary Kay opportunity in college because it built my confidence and helped me apply what I was learning in class. Even though I got my degree, I think I learned most of what I know today about sales, marketing and leadership from my Mary Kay business."

"This is the best self-growth course I could ever take! Because of my success and my love for Mary Kay, many of my unit members from college are now choosing to work their Mary Kay businesses full time as well. We're a new generation of entrepreneurial Mary Kay Independent Beauty Consultants!"

Teamwork Makes the Dream Work!

Rachel admits that one thing hasn't changed and that's her passion to share *Mary Kay*® skin care with new faces.

"We have brand-new Independent Beauty Consultants who earn bracelets from their \$600 orders and add new team members right from the start! Together, we have worked toward earning the use of our first Mary Kay Career Car, and now we have the pink Cadillac® in sight!"

"I am All In on Mary Kay, and my goal is to be the youngest Independent National Sales Director in Company history by March 2020! By doing so, I hope to encourage others to discover their financial independence and enrich many more lives."



With mom, Independent National Sales Director Ruth Everhart

FAST FACTS

I started my MK business:

March 2013

My Why when I joined: To make extra money and have fun!

I debuted as an Independent Sales Director: December 2013

My Why now: To support myself and to have the flexibility and freedom for my future family.

My favorite Mary Kay moment:

My first Seminar. I met and had my picture taken with **Independent Elite Executive National Sales Director Emeritus Barbara Sunden!**

My favorite product:

TimeWise® Microdermabrasion Plus Set



All In for the Win!

Rachel's **Independent National Sales Director (and mom) Ruth Everhart** challenged her area members to each put skin care on 100 new faces at parties.

"We are busy, and we're surpassing our goals because 'nothing happens until somebody sells something.' We:

- Book parties with new and existing customers.
- Hold customer appreciation events.
- Leave lead boxes in local nail salons, hair salons and restaurants.
- Ask friends, family and neighbors to be our practice faces and to introduce us to more faces!

Helpful Numbers:

**Mary Kay Consultant
Contact Center
800-272-9333**

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

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

**Where will your Mary Kay business take you this year?**

Your options are endless when you find NEW FACES and share Mary Kay® skin care! Inside, learn about an innovative new product to complement Mary Kay® skin care sets! Plus, a limited-edition* fall color collection and fun fragrances that are perfect for a second appointment. And not to be missed — all the fun challenges with prizes and perks when you work your business with consistency.



"Behind every achievement, large or small, lies a plan. If you really want to get things done, the sooner you learn how to plan, the better."

CLARENDA

1

- Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month.
- Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m. Central time.

3

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

4

- Labor Day. All Company offices closed. Postal holiday.

13

- Mary Kay Inc. 54th anniversary.

15

- Early ordering of the new Holiday 2017 promotional items available for all Independent Beauty Consultants.
- Postmark deadline for Quarter 1 Star Consultant quarterly contest.
- Deadline to make Quarter 4 Star Consultant prize selections.

16

- Holiday 2017 promotion begins.
- Quarter 2 Star Consultant quarterly contest begins.
- Winter 2017 Preferred Customer Program® online enrollment begins for *The Look*, including exclusive sample (while supplies last).

18

- Registration for Nov. 8 – 11 session of New Independent Sales Director Education opens.

20

- Online prize selection available for Quarter 1 Star Consultant quarterly contest.
- New Independent Sales Director Education begins in Schaumburg, Ill.

28

- Last day of the month for Independent Beauty Consultants to place telephone orders.

29

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

30

- Last day of the month for Independent Beauty Consultants to place online orders.
- Online Independent Beauty Consultant Agreements accepted until midnight Central time.

*Available while supplies last.

APPLAUSE® magazine is published in recognition of and as information for members of the Mary Kay Inc. independent contractor sales organization, Independent National Sales Directors ("National Sales Directors"), Independent Sales Directors ("Sales Directors") and Independent Beauty Consultants ("Consultants") in the United States, Puerto Rico, U.S. Virgin Islands and Guam by Mary Kay Inc., Dallas, Texas. ©2017 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association. Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, marykay.com.

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The *Red Zone*

Let's Talk Team-Building.

Menina tells how she shares the Mary Kay opportunity at her skin care classes.

Right after you share your I-story, say, 'I know most of you have probably never thought about starting a Mary Kay business. I hadn't either. But if you have thoughts like, 'I need extra money,' or 'I want that pair of shoes but I have to wait until my next paycheck,' then just watch me today and see if you can **imagine yourself doing what I do.**

"When you **plant the seed, they'll watch you,** and it will be easier to talk about the Mary Kay opportunity afterward.

"Once you close your sale and book your follow-up appointment, ask, '**Have you ever thought about earning extra income?**' Then you can show her

your sales slips from the class and say, 'Look at my sales from today. I've only been here for an hour and a half! Could you get excited about that kind of money?'

"Ask if you can **get together for another appointment to talk more.** Better yet, offer a gift if she stays a few minutes longer that day to talk about the opportunity.



Independent Senior
Sales Director
Menina Givens
Los Angeles, Calif.



Want more? Menina offers more tips on Mary Kay University ([MKU](#)) on **Mary Kay InTouch®**! Also, visit the *New Faces Take You Places* page for her party tips! You'll earn your MKU designation once you complete all the assessments!

Red Rewards

When you are an active Independent Beauty Consultant with three-to-four active team members, you become a **STAR TEAM-BUILDER** and earn your **RED JACKET** plus:

- 4% personal team commission
- Team-building bonus
- Eligible to qualify for quarterly Star Consultant and prizes
- Wear Star Team-Builder pin enhancer
- Receive \$50 rebate on the purchase of the official red jacket available from Mary Kay.

Team-Build to Earn More.

INDEPENDENT BEAUTY CONSULTANT

potential earnings

0 TEAM MEMBERS

50% personal sales – \$600

(Based on \$600 wholesale Section 1 Order)

TOTAL – \$600

INDEPENDENT STAR TEAM-BUILDER

potential earnings

3 ACTIVE TEAM MEMBERS

50% personal sales – \$600

(Based on \$600 wholesale Section 1 Order)

4% personal team commission – \$72
(Based on \$1,800 personal team production)

TOTAL – \$672

The Power of Red

I became a Mary Kay Independent Beauty Consultant in February 2014. I loved the products and initially started so I could receive a product discount, but as soon as **I had my kickoff party, I realized I could also make extra money** for family vacations. And I enjoyed meeting new friends and customers. With four children, that 'girl time' was very appealing!"

Nicole quickly started to **set her sights on earning a red jacket**. "That was the next step in my career path to help me grow and build my business," she says. "I held what I call a Perfect 6 (6 interviews, 6 skin care classes, \$600 order) consistently each month. At each class, I did as I

had been taught – I sold products, got referrals, booked second appointments and shared the opportunity! When you find new faces and share the opportunity, the results will come. The more I did it, the better I became.

"My red jacket has such a powerful meaning to me. **I love helping other women realize all Mary Kay has to offer** and how it can impact their futures. Before, I lacked confidence that I had what it took to be successful. Going through this process has given me a new outlook, and I'm so excited for what's next!



Independent Beauty Consultant
Nicole Seibert
Ham Lake, Minn.

Nicole's next goal - Independent Sales Director!



A Little History ... Why Red Jackets?

In 1971, while **Independent Executive Senior Sales Director Kathe Cunningham** started her Mary Kay business, her husband, Joe, transitioned from player to director of sales for the St. Louis Cardinals. His job included organizing community nights, so Joe, Kathe and **Independent National Sales Director Emeritus Ann Sullivan** organized the first Mary Kay Night at the ballpark.

Mary Kay Ash came because they agreed to give back a portion of ticket sales to cancer research. The Cardinals asked her to throw out the first pitch (which ALMOST made it to home plate!). To honor the Cardinals, all Mary Kay Star Team-Builders in St. Louis wore red jackets to that game. The response was so positive that the Company developed the Red Jacket program.

NEW FACES *take you* PLACES
TEAM-BUILDING CHALLENGE!
JULY 1, 2017 - DEC. 31, 2017

Working your Mary Kay business full circle has many perks, and here's one more!

WHAT CAN I EARN?

Each month, the Independent Beauty Consultant (*one per unit*) with the highest number of personal recruits (*minimum of two*) gets a **SPECIAL PRIZE**.

GRAND PRIZE

The TOP FIVE Independent Beauty Consultant achievers per Seminar with the highest number of qualified team members over the six months are eligible for a **TRIP VOUCHER worth \$5,000!**



Find more details on **Mary Kay InTouch®**.

Success Is in the Bag!

The \$100* Starter Kit is more than a bag. It's a beginning! It includes these must-haves and more.

Full-Sized Products** and Samples

Start smart with *Mary Kay*® best-sellers† and more!

The Look

Amaze your customers with new looks
and products in this catalog.

Start Something Beautiful® DVD

Press play to become a skin care party expert!

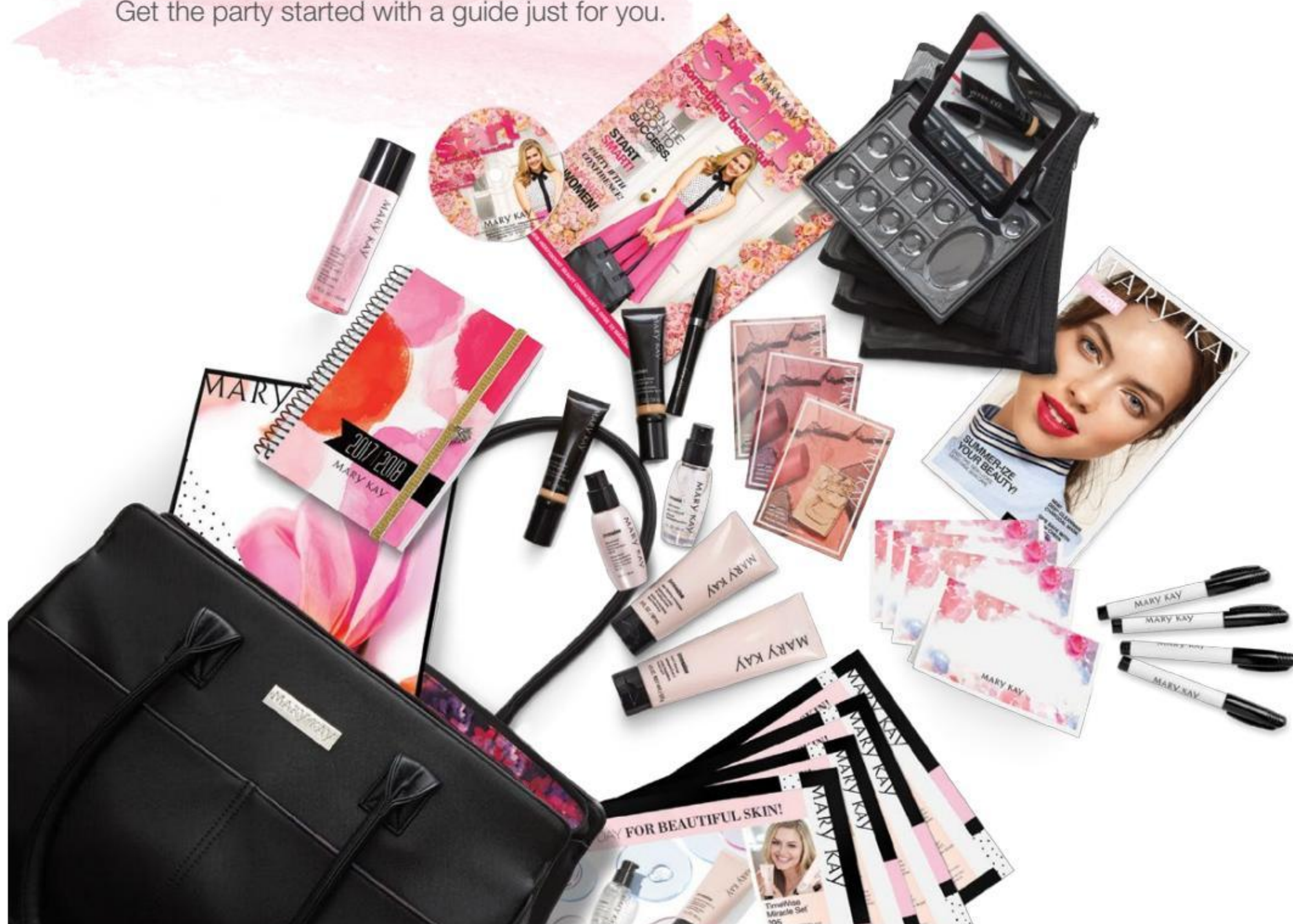
Skin Care Party Flip Chart

Get the party started with a guide just for you.

YOU CAN
*love what
you do!*



#MyMKLife



Contact me to **start your Mary Kay business today!**

MARY KAY

*Plus shipping, handling and tax

**Intended for demonstration purposes. Not for resale.

[†]The best-seller logo/designation refers to top-selling products within the Mary Kay® product line.

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Independent Elite Executive
National Sales Director Emeritus
Anita Mallory

It Starts With a PARTY.

One *Mary Kay*® party led to **92 Independent National Sales Directors**, and hundreds of lives changed along the way!

In 1971, a teacher in St. Paul, Minn., held a skin care class that had previously been postponed three times. At that class, she met a shotgun shell packer who became an Independent Beauty Consultant. That shotgun shell packer met a model who became an Independent Beauty Consultant. The shotgun shell packer also added a mother of four who was a former nurse. That nurse touched the life of a former nursing school classmate, and she became an Independent Beauty Consultant. That former nursing school classmate met a mother of two who had to save for 3 weeks to purchase her showcase (today called a Starter Kit).

AND – all of these women became Independent National Sales Directors!

Independent Elite Executive National Sales Director Emeritus Anita Mallory was the teacher who shared the opportunity with:

Independent Elite Executive National Sales Director Emeritus Nancy Tietjen, was the shell packer who added:

Independent National Sales Director Emeritus Karon Strom, the model, and **Independent Executive National Sales Director Emeritus Arlene Lenarz**, the former nurse, who shared the opportunity with:

Independent Elite Executive National Sales Director Emeritus Marilyn Welle-Villella, the nursing school classmate, and **Independent Executive National Sales Director Emeritus Holly Zick**, the mother of two.

In the end, one skin care class resulted in **92** women achieving the status of Independent National Sales Director! It's all because one Independent Beauty Consultant kept a class on her books that had postponed three times!

Senior NSD **Gail Adamson** (Canada)
NSD **Sherry Alexander**
NSD **Amy Allgood**
NSD **Lisa Allison**
NSD Emeritus **Anne Austin** (Canada)
NSD **Monique Balboa**
Elite Executive NSD **Gloria Mayfield Banks**
NSD **Maricela Becerra de Meza** (Mexico)
NSD **Mary Beissel**
Executive NSD **Darlene Berggren**
Senior NSD **Joanne Bertalan**
Senior NSD **Cathy Bill**
NSD **Bernice Boe-Malin** (Canada)
NSD Emeritus **Marie Boothby** (Canada)
NSD Emeritus **Mona Butters**
Executive NSD **Lia Carta**
NSD **Dorota Cebartowska** (Poland)
NSD **Sandra Chamorro**
NSD **Evalina Chávez**
NSD Emeritus **Pamela Cheek**
Senior NSD **Lise Clark**
NSD **Jamie Cruse-Vrinios**
NSD Emeritus **Jeanne Curtis**
Senior NSD **Renée Daras** (Canada)
Senior NSD Emeritus **Mary Diem**
Senior NSD **Dawn Dunn**
NSD **Caterina Harris Earl**
NSD **Crisette Ellis**
Senior NSD Emeritus **Elizabeth Fitzpatrick**
Senior NSD Emeritus **Donna Floberg**
NSD **Amie Gamboian**
NSD **Lily Gauthreaux**
NSD **Juanita Gudiño**
Executive NSD Emeritus **Jan Harris**
NSD **Auri Hatheway**
Senior NSD **Susan Hohlman**
Elite Executive NSD Emeritus **Shirley Hutton**
NSD **Cecilia James**
Executive NSD **Stacy James**
Senior NSD **Brittany Kaps**
NSD Emeritus **Charlotte Kosena**
NSD **Annaka Krafka**
Senior NSD **Julie Krebsbach**
Senior NSD Emeritus **Sonya LaVay**
NSD **Carol Lawler**
Senior NSD **Maureen Ledda**
NSD **Yvonne Lemmon**
Senior NSD **Lisa Madson**
Senior NSD Emeritus **Judie McCoy**
NSD **Lara McKeever**
NSD **Donna Melnychyn** (Canada)
NSD **Ewa Michalska** (Poland)
NSD **Cristi Ann Millard**
NSD **Sabrina Goodwin Monday**
NSD Emeritus **Nancy Moser-Hogan**
Senior NSD **Elizabeth Muna**
NSD Emeritus **Maureen Myers**
NSD **Temi Odeyale**
NSD **Patty Olson**
NSD **Lily Orellana**
Senior NSD **Nancy Osborn**
NSD **Sue Pankow**
Senior NSD Emeritus **Nydia Payán**
NSD **Deb Pike**
Executive NSD Emeritus **Karen Piro**
Senior NSD **Consuelo Prieto**
NSD **Natalie Privette-Jones**
NSD Emeritus **Mary Pat Raynor**
NSD Emeritus **Judy Rohde**
Senior NSD Emeritus **Halina Rygiel**
Senior NSD **Brenda Segal**
Senior NSD Emeritus **Nora Shariff**
Senior NSD Emeritus **Marlys Skillings**
NSD **Sherril Steinman**
NSD Emeritus **Carol Stoops**
NSD **Suzana Galante Figueria Strumiello** (Brazil)
NSD **Brenda Summach** (Canada)
NSD **Diana Sumpter**
NSD **Lynnea Tate**
NSD **Crystal Trojanowski**
NSD Emeritus **Diane Underwood**
Senior NSD **Sandy Valerio**
Senior NSD **Kym Walker**
NSD **Esther Whiteleather**
Senior NSD **Dacia Wiegandt**
Executive NSD Emeritus **Sherry Windsor**

MARY KAY®

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

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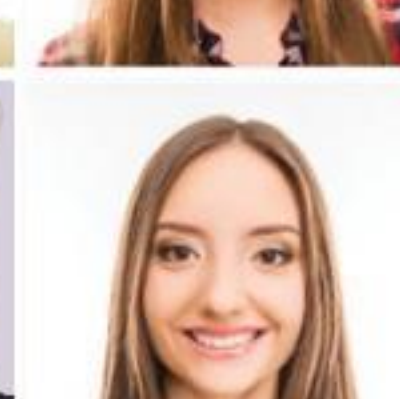
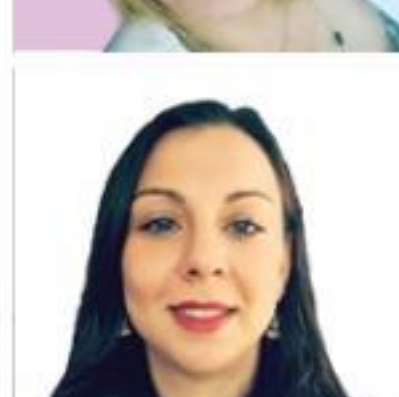
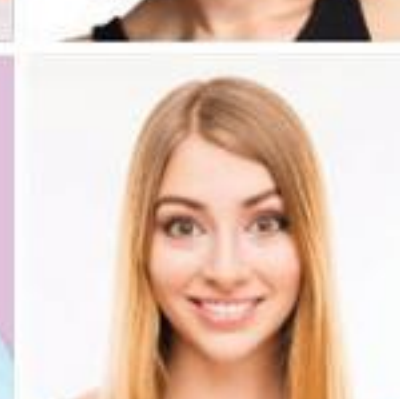
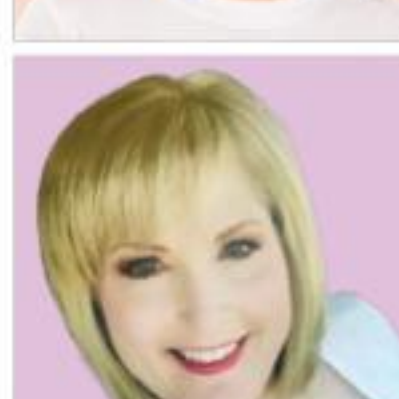
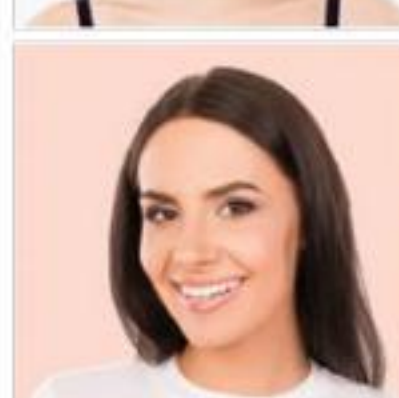
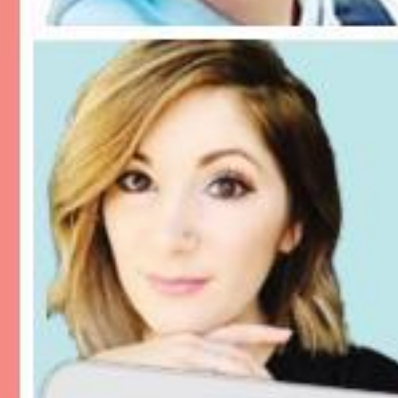
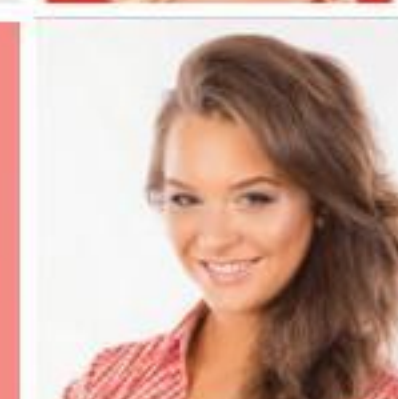


GET SKIN CARE CONFIDENT

You know the power that new faces can bring.

When you earn the Skin Care Confident designation, your customers will benefit. This can mean more sales for you!

New [online learning program](#) on Mary Kay InTouch®.

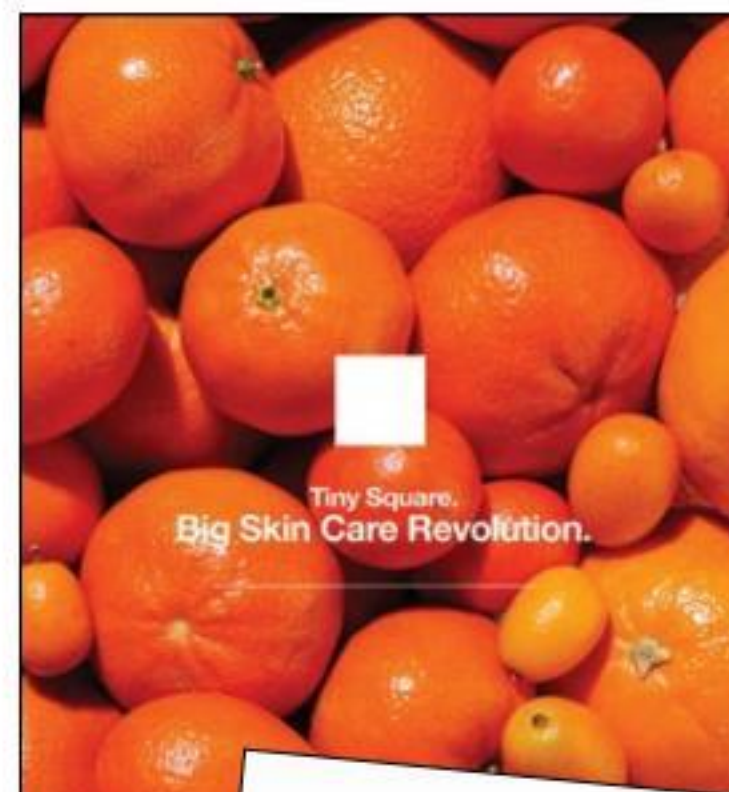


trending @ MK



Dream Bling.

Your future is bright – and so are the diamonds you can earn! Discover what dazzlers await! Check out the **2018 Seminar Awards jewelry** on *Mary Kay InTouch®*.



Tiny Square.
Big Skin Care Revolution.



O
THE OPRAH
MAGAZINE

marie claire

Headliner!

The September issues of *Marie Claire®* and *O, The Oprah Magazine®* feature gatefold ads of our latest innovation! Plus, we will feature full-page ads in 13 top magazines. Learn more about the product on Pages 2 – 4, then find these magazines on newsstands to share with your customers!

Happy Anniversary, Mary Kay! This Month in Mary Kay History

SEPTEMBER 1963

Beauty by Mary Kay opens on Sept. 13 in a 500-square-foot Dallas storefront. Mary Kay Ash, along with her son, Richard Rogers, her \$5,000 life savings and nine Independent Beauty Consultants, begin the journey.



SEPTEMBER 1964

The Company holds its first Seminar, and Mary Kay Ash personally cooks chicken for 200 Independent Beauty Consultants.

SEPTEMBER 1971

Independent National Sales Director Sue Z. Vickers becomes the first and only "Miss Mary Kay Image" recipient. Today, the annual *Go-Give®* Award is based on this original honor.



SEPTEMBER 1980

Independent Elite Executive National Sales Director Emeritus Shirley Hutton is recognized as the first to break the \$1 million mark in estimated unit retail production.

Tiny Square. Big Skin Care Revolution.

Introducing NEW! *TimeWise® Vitamin C Activating Squares™*

A beauty industry first! It's a breakthrough in technology that delivers pure vitamin C to skin in a tiny dissolvable square.

FIRST AND ONLY AT MARY KAY

Pure vitamin C degrades and loses its power over time when exposed to air, light or water. This technological breakthrough keeps the pure vitamin C stable until you unlock its power with every use. As the square dissolves in the palm of your hand, it's transformed into a fresh, potent, pure vitamin C elixir that powers up your serum for an age-fighting boost. **Fresh the first time. Fresh every time.**

The Square. Not a liquid. Not a powder. It's a dissolvable square. So small, it can rest on your fingertip; so powerful, it can supercharge your serum with a benefits boost.

BEAUTY
INDUSTRY
FIRST



\$24
pk./12



Science Behind the Beauty

Dr. Lucy Gildea
Mary Kay Chief Scientific Officer

Mary Kay launches an industry first! A skin care innovation using breakthrough technology that can turn your serum into a superpower. There are multiple competitive products that contain pure vitamin C; however, we are the first to launch in the form of an individually wrapped dissolvable square. That means you get the freshest, most potent vitamin C every time you open a packet. That's important because typically pure vitamin C degrades and loses its efficacy over time when exposed to light, air or water. Our unique product form is a real point of difference in the marketplace!

Vitamin C is a potent antioxidant, which means it can help protect skin against damaging free radicals that can impact skin firmness. And it helps fight against free radical damage that's already occurred **and** helps to prevent **future damage**. Vitamin C is also known to help skin look more radiant and even-toned, and plays a role in supporting natural collagen and elastin to help reduce the appearance of fine lines and wrinkles. Our bodies don't produce it naturally, so we have to get it from other sources. Use this product at night because that's the optimum time for skin to focus on restoring itself from the stresses of the day.

VITAMIN C SQUARE + SERUM = SUPERCHARGED SKIN!

After two weeks* of clinical testing, the *TimeWise® Vitamin C Activating Squares™*† were shown to deliver these visible benefits:



Skin looks more even-toned.



Skin looks more radiant.



Fine lines and wrinkles look improved.



BEFORE



AFTER 2 WEEKS



AFTER 4 WEEKS

AND THE BENEFITS GET BETTER OVER TIME!

The longer you use, the better the benefits. After four weeks, skin looks brighter overall. Fine lines and wrinkles in the crow's-feet area look improved as shown in the images above.**



Help Is Here!

Check [Product Central](#) on *Mary Kay InTouch®* to find videos with education and demos. You'll also find a flier, clip art and social media images to use!

*Results based on a four-week independent clinical study in which 29 women used *TimeWise® Vitamin C Activating Squares™* in a neutral base three times a week.
**Images show average results based on a four-week independent clinical study in which 29 women used *TimeWise® Vitamin C Activating Squares™* in a neutral base three times a week. The neutral base did not contain age-fighting ingredients. †This product is NOT to be combined with SPF sunscreen or acne products.



"Cs" the Potential!

Independent Senior Sales Director Mary Kathryn King, Valparaiso, Ind.

"I love this new beauty industry first! I feel like I can already see a difference in my skin just after one week. I'm sharing it with those who want a more even skin tone or who want to improve the overall appearance and brightness of their skin. I really think anyone who loves the *TimeWise® Miracle Set®* or *TimeWise Repair®* products will enjoy the added benefits."

How she introduces it to new faces:

"I'm creating a colorful party display complete with a bowl of oranges and the flier on *Mary Kay InTouch®*. Also, I'm offering an order incentive with each customer's first vitamin C package order when they also purchase a skin care set.

"I offer samples for my best skin care customers. This way they can sample the product and let me know what they think."

Share with New Faces

- She gets excited about new skin care products and technology.
- She wants to customize or boost her age-fighting regimen.
- She is aware of the skin benefits vitamin C offers.
- She wants to boost her *TimeWise®* or *TimeWise Repair®* serums.

Power Up Your Serum With the Power of Vitamin C. Squared.

Love your Mary Kay® serum? Get ready to love it even more by adding **NEW! TimeWise® Vitamin C Activating Squares™**. They transform into pure vitamin C when you activate them, adding a serious skin-loving boost to your already age-defying serum.

Frequency:

One vitamin C square three times per week

Use-up rate:

One month when used three times per week

Shelf life:

Three years for unopened packettes



Works with all Mary Kay® serums except Clear Proof® Pore-Purifying Serum* and TimeWise® Miracle Set® Day Solution Sunscreen Broad Spectrum SPF 35*

Got Questions?

Why does my skin need vitamin C?

It's known to help skin look more radiant and even-toned, and it also plays a role in supporting natural collagen and elastin to help reduce the appearance of fine lines and wrinkles. In addition, vitamin C is an antioxidant that helps guard against environmental factors such as air pollution.

What's the difference between TimeWise® Vitamin C Activating Squares™ and TimeWise® Replenishing Serum+C®?

Replenishing Serum+C® contains a potent blend of multiple botanical extracts known for their high levels of vitamin C. The squares contain a stabilized derivative of vitamin C that transforms into pure vitamin C on your skin to boost the age-fighting power of any Mary Kay® serum.

Does adding Vitamin C Activating Squares™ to my serum improve the benefits of the serum?

The squares were not designed to improve the efficacy of your serum because Mary Kay® serums already deliver the powerful benefits your skin needs. But because of the innovative square technology, the dissolved squares *need* your serum to transport the squares' boosting benefits to your skin.

Can I mix Vitamin C Activating Squares™ with just water and apply it to my face?

No. As part of the application process, you need to dissolve the square with 3 to 4 drops of water, and add a serum such as TimeWise® Replenishing Serum+C® or TimeWise® Tone-Correcting Serum. The resulting liquid from water alone would not be enough to thoroughly apply the product to deliver the benefits shown during independent clinical testing.

Can I mix Vitamin C Activating Squares™ with my day or night moisturizer?

No. The innovative delivery system of the squares was designed to be compatible with Mary Kay® serums (not intended for use with Clear Proof® Pore-Purifying Serum*).

Why can't I mix the squares with sunscreen or acne products?

The squares were not designed to be used with over-the-counter sunscreens or acne products.

Can I use the squares during the day instead of at night?

Nighttime is the optimum time for skin to focus on restoring itself from the stresses of the day, accepting the potent power of pure vitamin C.

EASY TO USE. Combine just one activating square with one of your favorite Mary Kay® serums.



At night, cleanse using your preferred Mary Kay® cleanser. Dry your hands.



Peel packette corner to reveal transparent square. Place square in your palm.



Cover with **three to four drops** of water, and mix with your finger until completely dissolved.



Add the normal amount of your Mary Kay® serum of choice to the solution.



Mix to activate the dissolved square.

Apply to face, and allow to dry completely before continuing your skin care regimen.

NEW! Special-Edition[†] *Believe + Wonder™* Collection

Scents offer the perfect anytime escape.

Fragrance Mist, \$18 each; Body Lotion, \$16 each; Shower Gel, \$16 each



Paint the Sky™: A whimsical arrangement of Apple Blossom, Freesia and Orange Blossom creates an enchanting moment.

Sail to the Moon™: An exhilarating burst of Pink Grapefruit and Berry Blossom merges with Jasmine.



Chase a Rainbow™: This fruity floral blend bursts with refreshing top notes of Crisp Pear and bottom notes of Amber.



Free Bag!

Your customers can get this FREE* bag when they purchase any two products from the special-edition[†] *Believe + Wonder™* Collection. The bag can hold the three collection products.

Make Sense of Scents.

What is the difference between a mist and a fragrance?

It's based on the concentration of perfume oils. A mist offers a lighter, less-concentrated scent than a fragrance.

Lingering Layers

When your customers layer products, the results are more intense and longer-lasting.

- 1) **Shower Gel:** Sets a solid aroma foundation
- 2) **Body Lotion:** Moisturized skin holds fragrances longer.
- 3) **Fragrance Mist:** Final layer to lock in scent

Smell and Sell.

Promote *Mary Kay®* fragrances at your parties. Display one of each scent and ask your guests to vote for their favorite. You can have a drawing for a free scent to make it more fun!

All Occasion

Fragrance sets are a perfect gift. Birthdays, bridal showers or just because – pamper her with all the essentials.

Desk to Dinner in a Snap

Limited-Edition[†] Mary Kay® Fall 2017 Color Collection

Turn your daytime makeup into something fabulous for an evening date. From rosé-hued neutrals to smoky grays, this collection is ideal for your on-the-go customers.



LIPS

Limited-Edition[†] Mary Kay® Lip Suede

Available in Mulberry Muse and Rosé Blush
Semi-matte shades are universally flattering. Made with the oh-so-popular classic Lip Suede formula from past limited-edition[†] collections.

EYES

Limited-Edition[†] Mary Kay® Eye Color Palette

Available in Rosé Nudes and Simply Smoky
Two multifaceted color palettes let your customers move from a subtle daytime look to a dramatic evening effect. They'll love the mix of satin, matte and pearl finishes.

NAILS

Limited-Edition[†] Mary Kay® Nail Lacquer

Available in Violet Silk, Pink Escape, Mulberry Muse and Rosé Blush*
Vivid, scratch-resistant lacquers glide on flawlessly.

*Rosé Blush is not featured in *The Look*.

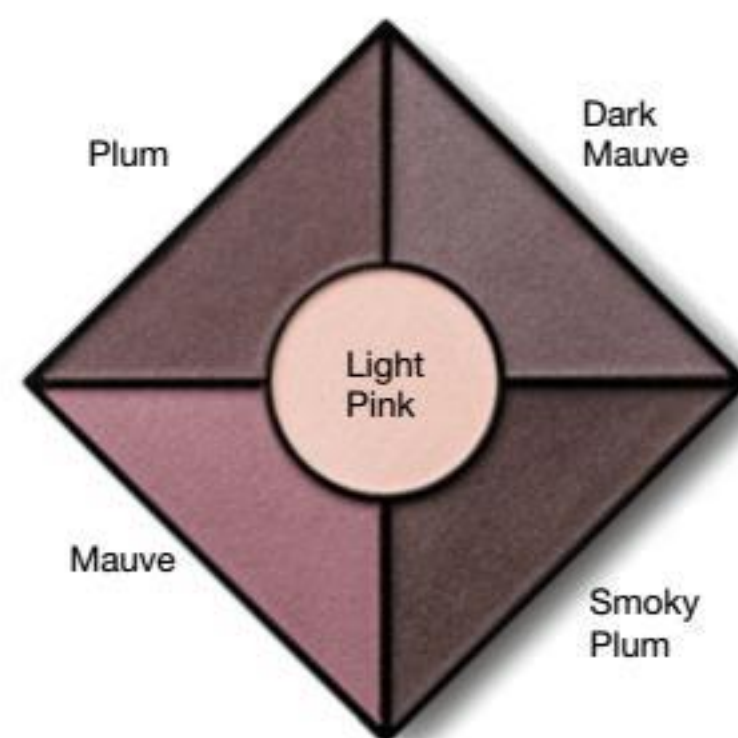


Limited-Edition^{††} Mary Kay® Collection Bag. Only \$5 with a \$55 suggested retail purchase (excluding tax) in **limited-edition[†] Mary Kay® Fall 2017 Color Collection** products. A luxurious faux suede clutch finished with a hint of metallic sparkle.

Opposite page: Use this handy color how-to! Whether you're a color pro or new to the game, you can share it with all of your customers! The step-by-step instructions make it easy for anyone to apply.

Polished and Pretty

MARY KAY



1. Sweep **Light Pink** or **Mauve** over eyelids, starting from the inner corners and blend up and out. The higher you go past the creases, the more dramatic the look.
2. Swipe **Dark Mauve** at the creases and blend slightly up.
3. Take **Plum** or **Smoky Plum** across lower lashlines as close to lashlines as possible. Soften using a clean brush.
4. Line eyes with **Mary Kay® Eyeliner in MK Black** starting at the base of the upper lashlines to add more depth, concentrating on the outer thirds of the eyes.
5. Apply one or two coats of **Lash Intensity® Mascara** on upper and lower lashes.

Juicy Guava



Mulberry Muse

COMPLETE YOUR LOOK!

Mary Kay® Mineral Cheek Color Duo in Juicy Guava. Blend cheek and highlighting shades on the back of your hand, then softly apply for a sheer, glowing effect.

Limited-Edition! Mary Kay® Lip Suede in Mulberry Muse. Apply, blot and reapply for a long-lasting finish.

*Available while supplies last

"Here's a beautiful twist on the smoky eye that's right on-trend! While you can use either of the new limited-edition* **Mary Kay® Eye Color Palettes**, I use the **Rosé Nudes** palette in this color how-to."

— Luis Casco
Mary Kay Global
Beauty Ambassador