

APRIL 2008 Applause®



MARY KAY
CANADA
Enriching Women's Lives
www.marykay.ca

team up for women!

GET YOUR

business blooming

WITH FRESH NEW TOOLS FOR SUCCESSFUL SPRING SALES

MEET INDEPENDENT NATIONAL SALES DIRECTOR

Olive Ratzlaff

A GIRL'S

best friend

THE MARY KAY® COMPACT ARRIVES!



COLOR YOUR DREAMS


compact sales challenge • march 16th – june 15th, 2008



Once your customers' eyes spy the chic new Mary Kay® Compact, they won't be able to resist this must-have beauty accessory. And that means you can jumpstart spring sales – and colour your dreams for even greater success! Here's how!

Just sell a minimum of 45 Mary Kay® Compacts from March 16th to June 15th, 2008, and you'll receive an exclusive compact charm to add to the "Totally Charmed" charm bracelet* you earned during selling challenges earlier this Seminar year. And get set to celebrate at Seminar, because you'll also receive a namebadge ribbon and standing recognition.

Plus, when you're the top-selling Independent Beauty Consultant or Independent Sales Director in Canada, you'll receive onstage recognition and a \$200 gift card to colour your dreams any way you choose! And remember, when you achieve all three sales challenges during the 2008 Seminar year, you'll receive a special MK heart charm to add to your bracelet.

Visit the MKOC on March 16th to download the *Color Your Dreams* tracking sheet** – and sell your way to success! 

**First-time sales challenge achievers will receive the exclusive compact charm and the "Totally Charmed" charm bracelet.
**Tracking sheets submitted to the Company will be cross-referenced against compacts purchased during the promotion period. Ties will be determined by number of compacts purchased.*



A person is only the product of their own thoughts.
Believe big and grow big.”

Mary Kay

dates to remember

MARCH

- 1: Spring 2008 *Team Up For Women!* Challenge begins.
- 5: Received deadline for Independent Beauty Consultant Commitment Form to begin Independent Sales Director-in-Qualification on March 1st.
- 9: **Spring ahead!** Daylight Saving Time begins.
- 10: **Preferred Customer Program** – Spring 2008 issue of *The Look* begins mailing to customers and Independent Beauty Consultants.
- 15: **Preferred Customer Program** – Last day for customers to take advantage of the Winter 2007/2008 Mary Kay® Lip Clutch gift-with-purchase.
- 16: *Fresh Look* Spring 2008 product promotion begins. Check out the all new www.marykay.ca web site – and your **Mary Kay® Personal Web Site** – to see what's new!
- 20: March Career Car qualifier paperwork due to Company.
- 21: **Good Friday.** Mississauga and Montréal offices closed.
- 23: **Easter Sunday.**
- 28: **Share The Dream! Career Conference 2008** – Calgary, AB; Penticton, BC; Winnipeg, MB; Toronto, ON; and Montréal, QC.
- 31: Last day of the month. Mail-in and couriered orders must be received by 5 p.m. Eastern Daylight Saving Time to count toward March production. Online and faxed orders must be received by midnight Eastern Daylight Saving Time to count toward March production.

APRIL

- 4: **Share The Dream! Career Conference 2008** St. John's, NL; Halifax, NS; Ottawa, ON; and Saskatoon, SK.
- 5: Received deadline for Independent Beauty Consultant Commitment Form to begin Independent Sales Director-in-Qualification on April 1st.
- 15: **Preferred Customer Program** – Online and mail-in enrolment for the Summer 2008 Preferred Customer Program begins.

Name Our Teddy Bear Contest Deadline. See back cover for details!
- 20: April Career Car qualifier paperwork due to Company.
- 30: Last day of the month. Mail-in and couriered orders must be received by 5 p.m. Eastern Daylight Saving Time to count toward April production. Online and faxed orders must be received by midnight Eastern Daylight Saving Time to count toward April production.



in this issue

Mary Kay® Compact	4
Spring Business Boosters	12
<i>Team Up For Women!</i> Fundraising Challenge ...	14
December 2007 Recognition	20

Find Applause®
 magazine
 articles online!

When you see this mouse pictured
 through *Applause®* magazine,
 know that you can also find more
 information on the MKOC!

CANADIAN APPLAUSE® MAGAZINE TEAM

EDITOR
 HEATHER WATTERWORTH

EXECUTIVE EDITOR
 DEBRA JOSEPH

CONTRIBUTING WRITER
 HEATHER WATTERWORTH

FRENCH VERSION
 NICOLE DAGENAIS
 JENNIFER OCCIDENT
 MARIE-CLAIRE PASCUTTINI



MARY KAY COSMETICS LTD. IS A MEMBER OF
 THE DIRECT SELLERS ASSOCIATION (DSA) AND
 THE CANADIAN COSMETIC, TOILETRY AND FRAGRANCE
 ASSOCIATION (CCTFA).

APPLAUSE® MAGAZINE
 IS A JOINT PROJECT BETWEEN
 MARY KAY COSMETICS LTD. (CANADA)
 AND MARY KAY INC. (USA).

CANADIAN POSTAL AGREEMENT NUMBER: 40069444

PRINTED IN CANADA.

A close-up photograph of a woman with dark hair and brown eyes, looking upwards and to the right with a thoughtful expression. Her hand is raised near her face, holding a black Mary Kay Compact makeup product. The background is a warm, blurred gradient of red and orange tones.

Flexible. Forgiving. Fashionable.
Your customers have never met anything like the sleek, ultra-versatile Mary Kay® Compact. With the flexibility to be what they need and the strength to survive the harshest handbag conditions with beauty and grace – this is definitely your customers' new BFF.

the best friend forever

We all need a flexible friend who meets our every need! And your customers will find one in the new Mary Kay® Compact. She offers customizable options that adapt to every makeup need. Whether she's all about eye colour, powder perfection, beautifying bronzers or a custom makeup look – she's a pro at multi-tasking. And with 16 million combinations, who could ask for more? And because only true friendships stand the test of time, the Mary Kay® Compact stays strong during the toughest times. The handbag hijinks of cell phones, loose change and car keys are no match for this resilient beauty. She'll always look as gorgeous as the day your customer met her.

\$22

flexible enough to meet all your needs

A woman can be all business one moment and completely carefree the next. That's why she needs the right look at the right time. The Mary Kay® Compact allows customers to modify their palette in the blink of an eye! Here are just a few combinations to choose from:



a fabulous foundation

- Mary Kay® Crème-To-Powder Foundation
- Cosmetic Sponge
- Mary Kay® Crème Lipstick



powder perfection

- Two Mary Kay® Mineral Highlighting Powders
- Compact Powder Brush
- Mary Kay® Crème Lipstick



blushing beauties

- Mary Kay® Mineral Bronzing Powder
- Mary Kay® Mineral Cheek Color
- Compact Powder Brush
- Mary Kay® Crème Lipstick



weekend wonders

- Mary Kay® Sheer Mineral Pressed Powder
- Compact Powder Brush
- Mary Kay® Crème Lipstick



a complete colour look

- Three Mary Kay® Mineral Eye Colors
- Mary Kay® Mineral Cheek Color
- Compact Cheek Brush
- Compact Eye Applicator (one sponge and one brush)
- Mary Kay® Crème Lipstick



organized beauty has never been easier!

1. **ULTRA-DURABLE:** purse-tested finish stays stylish.
2. **CUSTOMIZED COLOUR:** millions of combinations.
3. **SWITCH IT UP IN A SNAP:** quick release product tab.
4. **A PERFECT FIT:** contoured to fit comfortably in a woman's hand.
5. **EASY ON THE ENVIRONMENT:** revolutionary magnetic refill system.

how she operates

- **To open:** hold it in the palm of one hand and gently lift the lid with the thumb of the other hand.
- **To fill:** place the desired metal refill pan into the magnetic refill compartment and position in place.
- **To customize:** gently press the release tab located next to the magnetic* square to remove refills or switch products.
- **To clean:** the scratch- and scuff-resistant surface features a special coating that can be easily wiped clean with a dry cloth.

*Magnetic compartments should not desensitize credit cards, hotel room key cards, parking lot tickets or gift cards inside your purse. But as an added precaution, keep cards with magnetic strips at least 1/2 inch (1.25 cm) from the compact.



POWDER *pals*

Now that your customers have a new best friend in the Mary Kay® Compact, you can help them expand their social circle with these pretty powder pals.

sheer perfection

Mary Kay® Sheer Mineral Pressed Powder is an amazing new pressed powder that will give your customers just what they've been looking for – sheer oil control while minimizing the appearance of fine lines!

This lightweight, ultra-fine powder imparts an invisible layer of oil-absorbing coverage that keeps makeup looking fresh throughout the day. The velvety formula delivers a “soft focus” benefit that minimizes skin imperfections and provides luminosity. Formulated for all skin types, including sensitive skin, this soft powder includes protective vitamins A, C and E. It's the perfect translucent powder for a smooth, luminous look!

\$20



Apply Mary Kay® Sheer Mineral Pressed Powder with the Compact Powder Brush, Cosmetic Sponge or the Powder Brush from the Mary Kay® Brush Collection.



transition tips

If your customers loved Mary Kay® Dual-Coverage Powder Foundation, Mary Kay® Sheer Mineral Pressed Powder is sure to be a hit! For customers who want more coverage, Mary Kay® Mineral Powder Foundation is a great choice. You'll also want to note that 10 shades of Mary Kay® Crème-To-Powder Foundation and six (6) shades of Day Radiance® Cream Foundation have been repackaged in the new square pan to perfectly fit the Mary Kay® Compact. Check out the *Countdown To Colour* Web page for full shade details!

- Mary Kay® Mineral Powder Foundation \$20
- Mary Kay® Crème-To-Powder Foundation \$20
- Day Radiance® Cream Foundation \$20





mary kay® mineral highlighting powder

Highlighting powder illuminates lighter skin tones for a more radiant look.

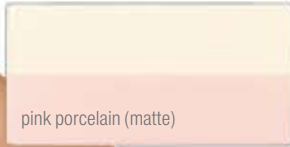
\$15

APPLICATION TIPS

- Customers should apply either shade to the area of the face they want to highlight: tops of the cheekbones, down the centre of the nose and above the centre of the upper lip (to define it and give lips a pouty look without lip liner).
- Encourage your customers to use Pink Porcelain (matte shade) only on those areas they want to brighten, similar to the MK Signature® Facial Highlighting Pen. You wouldn't want to use Pink Stardust because the shimmer is too intense for the small facial areas mentioned above.
- Try the matte or the shimmer shade under the eyes to brighten them after a long day; at the sides of the nose; along smile lines; and/or below the lower lip at the crease of the chin.



pink stardust (shimmer)



pink porcelain (matte)

DYNAMIC duos

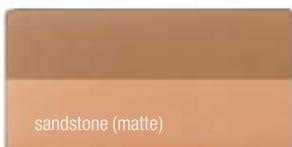
Good friends should highlight your best features and illuminate your inner beauty – and your customers can find just that with new Mary Kay® Mineral Bronzing Powder and Mary Kay® Mineral Highlighting Powder.

This radiant pair offers customers complete freedom to mix and match any shade combination to customize the perfect look for their skin tone. Featuring our new vitamin A, C and E-enriched formula, each bronzing and highlighting pan contains either two matte or two shimmering shades – and a recommended skin tone so you can help customers choose what's right for them. Plus, each bronzer and highlighter does double-duty as a cheek and/or eye colour and they fit side-by-side in the new Mary Kay® Compact.



desert sun (shimmer)

canyon gold (shimmer)



sandstone (matte)



bronze diva (matte)

mary kay® mineral bronzing powder

Shimmer bronzing powders add natural highlights to the complexion, while matte bronzing powders add warmth.

\$15

APPLICATION TIPS

- When used on ivory and beige skin tones, bronzers provide a sun-kissed effect. Customers should apply product where the sun naturally hits: forehead, cheeks, nose, shoulders and décolleté (to even out skin tone).
- When used on bronze skin tones, bronzers add warmth to the complexion and can help even out skin tone.
- Swirl both shades in the unit together with a Compact Powder Brush or the Powder Brush from the Mary Kay® Brush Collection, tapping off excess product after swirling for the most natural effect.



colour companions



Can a girl ever have too many friends? We don't think so! Introducing six new regular-line Mary Kay® Mineral Eye Colors and two new regular-line Mary Kay® Mineral Cheek Colors to buddy up with the Mary Kay® Compact this spring.

Vibrant, fabulous and fun. Your customers will love these new friends! Mary Kay® Mineral Eye and Cheek Colors are long-lasting, fade-resistant shades that offer the same oil-absorbing properties, ease of application, excellent coverage and skin-protecting vitamins as the new mineral pressed powder, mineral bronzing powder and mineral highlighting powder.

Each shade is designed to look gorgeous on all skin tones and apply smoothly and evenly with a lightweight texture. And the magnetic eye and cheek pans can be arranged with ease in the new Mary Kay® Compact. Plus, the new size and weights are sure to be a hit with new and existing customers. With so many admirable qualities, these truly are friends for life!

Mary Kay® Mineral Eye Color \$7.50 each

Mary Kay® Mineral Cheek Color \$12 each



pocket pals

Want to introduce others to your new pals? You can with a new colour sampling tool that will never let you down! Inspired by the size and portability of business cards, two new colour cards allow customers to sample the "Tawnies" and "Berries" colour looks in a convenient, pocket-sized way. Each tri-fold card includes three Mary Kay® Mineral Eye Color Samplers, one Mary Kay® Mineral Cheek Color Sampler and a coordinating Mary Kay® Creme Lipstick Sampler. Application tips provide three different eye looks to try.

They're perfect for handing out at skin care classes, placing in reorders or distributing on the go! There's even a spot to insert your Mary Kay® business card. Talk about convenient, quick and simple. Your new sampling best friends!

\$2.50 (pack of five)

all-star applicators

Sure the Mary Kay® Compact is this season's star, but everyone needs a little behind-the-scenes support from time-to-time. So while your customers are gushing over their new best friend, remind them that getting a gorgeous look is all in the application. Mary Kay® Applicators have a special spot reserved inside the compact just for them – and they've been reshaped, restyled and redesigned to coordinate with the compact's sleek new style.

- Cosmetic Sponge \$3 (pack of 2)
- Compact Powder Brush \$5
- Compact Cheek Brush \$3
- Compact Eye Applicator \$3 (pack of two – one sponge and one brush)



Tawnies

COLOUR 101

- Mary Kay® Mineral Eye Color in Sweet Cream, Sienna and Granite
- Mary Kay® Mineral Cheek Color in Shy Blush
- Mary Kay® Creme Lipstick in Sweet Nectar
- Mary Kay® Compact
- Applicators: Compact Cheek Colour Brush and Compact Eye Applicator (pack of two – one brush and one sponge)

Colour 101 Collection, \$147.50

Not shown: Steely Eye Liner, Neutral Lip Liner, Coral Rose Lip Gloss and Ultimate Mascara® in Black.

more ways to sample

New Mary Kay® Mineral Eye Color Samplers and Mary Kay® Mineral Cheek Color Samplers for the Berries and Tawnies looks are available in sheets of 18 for \$2.00 each. Plus, did you know that these new Mary Kay® samplers offer adhesive backings and can be “stuck” to sampler cards or your business card? Simply peel off the backing paper and stick it on!

two new looks for spring!

With two colour looks to choose from, your customers can get an incredible feel for what the new Mary Kay® colour is all about. And it won't be long before they can meet and greet even more new friends! Watch for 22 more Mary Kay® Mineral Eye Colors and eight (8) more Mary Kay® Mineral Cheek Colors to launch in June 2008.



Berries

COLOUR 101

- Mary Kay® Mineral Eye Color in Honey Spice, Chocolate Kiss and Navy Blue
- Mary Kay® Mineral Cheek Color in Golden Copper
- Mary Kay® Creme Lipstick in Berry Kiss
- Mary Kay® Compact
- Applicators: Compact Cheek Colour Brush and Compact Eye Applicator (pack of two – one brush and one sponge)

Colour 101 Collection, \$147.50

Not shown: Black Eye Liner, Dark Berry Lip Liner, Berry Sparkle Lip Gloss and Ultimate Mascara® in Black.



where'd you get that



Here's a sunny secret your customers will love to hear after a long Canadian winter: new Mary Kay® Subtle Tanning Lotion can help them achieve a beach-worthy glow – without the expense of a tropical vacation!

With luxurious hydrating ingredients to moisturize skin and a touch of tanner, Mary Kay® Subtle Tanning Lotion develops a gradual, bronze glow that's natural enough to look real. This lightweight, non-greasy formula glides on evenly and absorbs quickly for colour that won't rub off. Skin feels soft, smooth and moisturized, while its natural tone is enhanced without streaking or blotching. Plus, the scrumptious coconut and honeysuckle fragrance is sure to whisk customers away to warmer climes.

When used daily, gorgeous colour builds up in a week and can be maintained with limited reapplication. Plus, it fits seamlessly into morning or nighttime skin care routines. So go ahead and glide it on for supple, radiant skin that looks like it's been freshly soaked in the sun without ever leaving the house. Suitable for all skin types and tones – and it can even be used on the face!

\$20



made-in-the-shade merchandising idea

Offer your customers the perfect getaway gift set for their vacation destination! Package Mary Kay® sun care products in a gift bag or – better yet – a beach-bound tote. Throw in a pair of flip-flops and they'll be ready to hit the sand in style.

Mary Kay® Subtle Tanning Lotion
Mary Kay® SPF 30 Sunscreen
Mary Kay® Lip Protector Sunscreen SPF 15
\$50

glow?

application tips

- For best results, apply daily as you would your normal body lotion. Smooth on evenly, allowing a few minutes to dry before dressing. Subtle development of colour will appear within days. Maximum colour will be reached within a week.
- Use less lotion on elbows, knees and heels to prevent deeper tanning in these areas.
- Wash hands after application.

sun care category

Although it provides body-moisturizing benefits, Mary Kay® Subtle Tanning Lotion is best categorized as a sun care product in the Mary Kay® product line. Look for it under “Sun Care” on the *Online Order Form* or in Section 1 of the March 16th Independent Beauty Consultant Order Form.

You'll want to remind your customers that this product does not contain sunscreen and does not protect against sunburn or sun damage. They should pair Mary Kay® Subtle Tanning Lotion with Mary Kay® SPF 30 Sunscreen to protect skin against skin damaging ultra violet rays.

sunny selling strategies

- Offer Mary Kay® Subtle Tanning Lotion to your customers who already use a similar product or to those who want to get a summer glow going now.
- Pair with a new Mary Kay® Mineral Bronzing Powder for a complete sun-kissed look.
- Include Mary Kay® Subtle Tanning Lotion as a part of a sun care gift set (like the one shown at left), along with additional Mary Kay® sun care products.



spring business

These fun, fresh new tools are sure to get your business blooming in the season ahead!



triple rewards for hostesses

Not one, not two, but three elegant, quilted cosmetic bags can be your hostess' gift for simply hosting a skin care class. Designed with Mary Kay's new brand image and colour cosmetics packaging in mind, all three black nylon bags feature a pink lining and zipper pull. The large bag includes a carrying handle, interior black mesh pockets and one removable black mesh bag; pretty pink ribbon trim adds a feminine touch to the medium bag; and the purse-friendly small bag features a pink satin ribbon pull tab. Your hostesses will fall head over heels for this gorgeous trio!

\$15

Limited-edition, while supplies last. Offer expires June 15th, 2008.

Limit of five (5) per Independent Beauty Consultant per order.

Product shown not included.

pretty and practical!



countdown to colour: ready for blastoff!

The countdown is over, and the new Mary Kay® Compact and colours are here! As you begin placing orders for the new products, why not consider implementing a few of these strategies for depleting any remaining MK Signature® colour cosmetics and platinum compacts in your inventory.

Last-Minute Sale

From lipsticks to eye colours, a little price break may give your customers enough incentive to buy! Consider placing what you have left in an attractive basket display and label it your "beauty bargain basket." Take the basket with you on deliveries and let customers look through it to find a great sale item that's perfect for them.

Keep Some For Those Who Love 'Em

You may want to keep a few MK Signature® colours in your inventory for customers you know will continue using platinum compacts. In fact, it can work to your advantage by offering truly customized customer service – just be sure to keep tabs on expiration dates or the three-year shelf life from the date of manufacture and plan accordingly.

Great Gifts

Offer remaining eye, cheek and lip colours as skin care class "door prizes" for those who supply referral names or book classes. You could also offer MK Signature® colour cosmetics as additional gifts for top hostesses or as small birthday or special occasion gifts to your preferred customers.

Charitable Donations

Many women's shelters are in need of new cosmetics for the clients they serve. Why not collaborate with other independent sales force members to donate some of your remaining platinum packaging items and MK Signature® colour cosmetics to shelters in your area. It's a great way to bond with sister independent sales force members while enriching the lives of women in your own community.

Visit the Countdown To Colour section on the MKOC for inventory updates to help you successfully transition to the new Mary Kay® Compact and colours!

boosters

celebrate spring!

Spring boasts several special occasions – and sharing perfect presents with your customers could help you celebrate successful sales! In addition to the limited-edition Mother's Day Gift Set, you can make the most of the season by creating gift sets for birthdays, brides, dads and grads. Need a little inspiration? Check out the *Spring 2008 Promotion* link on the MKOC – and the *Gift Ideas* section on www.marykay.ca – beginning March 16th for ideas. 

EVENTS TO KEEP IN MIND

- **Weddings:** suggest gifts for the bride, bridal attendants, groomsmen and the bride's and groom's mothers.
- **Graduation Celebrations:** customers can help new grads put their best face forward with customized skin care.
- **Springtime Birthdays:** a bit of pampering makes a perfect present!
- **Mother's Day:** May 11th
- **Father's Day:** June 15th
- **Teacher Gifts:** a great way to say "thanks!"



Mother's Day

GIFT SET

Available April 1st!

With this new limited-edition set, customers can show the Moms in their life just how much they're loved. And Moms will love indulging their skin every day with simple products that pamper and shave precious time off their skin care routine.

This heart-filled set includes:

- Mary Kay® 2-In-1 Body Wash & Shave
- Mary Kay® Hydrating Lotion
- Netted Body Sponge
- Pink Heart-Shaped Organza Gift Box

\$45

Limited-edition, while supplies last.

perfectly presentable

Exciting new products need exciting new ways to be displayed! Refresh your product presentation tools with these updated versions that complement the new Mary Kay® colour cosmetics packaging.

Mary Kay® Cosmetic Display Tray \$3.50

The exciting new design of this customizable tray coordinates perfectly with the size, shape and graphics of the new Mary Kay®



colour cosmetics packaging. The tray allows maximum flexibility for displaying countless combinations of eye and cheek colours – and now holds Mary Kay® Sheer Mineral Pressed Powders as well as Mary Kay® Crème-To-Powder and Day Radiance® Foundations.

Mary Kay® Lipstick Caddy Display \$5

This gorgeous new lipstick caddy complements our beautiful new lipstick packaging. The dramatic design coordinates perfectly with the size, shape and graphics of the new Mary Kay® colour packaging.





EVERYONE WINS WHEN YOU
team up for women!

☞ Visit the MKOC to access complete details, donation forms, tracking sheets and a printable flyer to display at your classes.

Then take a moment to imagine the smiles you're helping to bring to faces of the thousands of women who thank you!

Did you know that last year, members of the Mary Kay independent sales force – along with their customers – helped raise more than \$38,000 during the 2007 *Team Up For Women!* Challenge? With your efforts, the Mary Kay Ash Charitable Foundation was able to donate \$40,000 to the Look Good Feel Better® program.

And this year, you have another opportunity to make Mary Kay's legacy your own. By spreading the word that the MKACF is making a difference in communities across the country, you'll bring positive attention to causes that Mary Kay held dear to her heart. And the synergy doesn't end there. More than ever, customers are choosing to do business with companies committed to charitable causes and social responsibility. And that makes partnering with customers to support the MKACF a sound business decision and a humanitarian one.

Perhaps that's why the giving power of the Mary Kay independent sales force has increased dramatically every year since the MKACF's inception in 2001. And that's the power of women united!



participate!

From March 1st to May 12th, 2008, simply invite your customers to *Team Up For Women!* by making a donation to the Mary Kay Ash Charitable Foundation.

While any amount is greatly appreciated, those Independent Beauty Consultants who collect donations totaling between \$50 and \$99 will receive a namebadge ribbon and standing recognition at Seminar 2008. And Independent Beauty Consultants who collect donations totaling \$100 or more will receive a namebadge ribbon and onstage recognition at Seminar 2008.

Plus, the names of all achievers will be displayed on a special *Team Up For Women!* poster in the Mary Kay Ash Charitable Foundation booth at Seminar 2008.

Simply use the *Team Up For Women!* tracking sheet – available to download on the MKOC – to log donations. Then, just mail the enclosed donation form and envelope to the Mary Kay Ash Charitable Foundation, 2020 Meadowvale Blvd., Mississauga, ON, L5N 6Y2. And remember, donations must be received by Wednesday, May 28th to receive Seminar 2008 recognition.

promote!

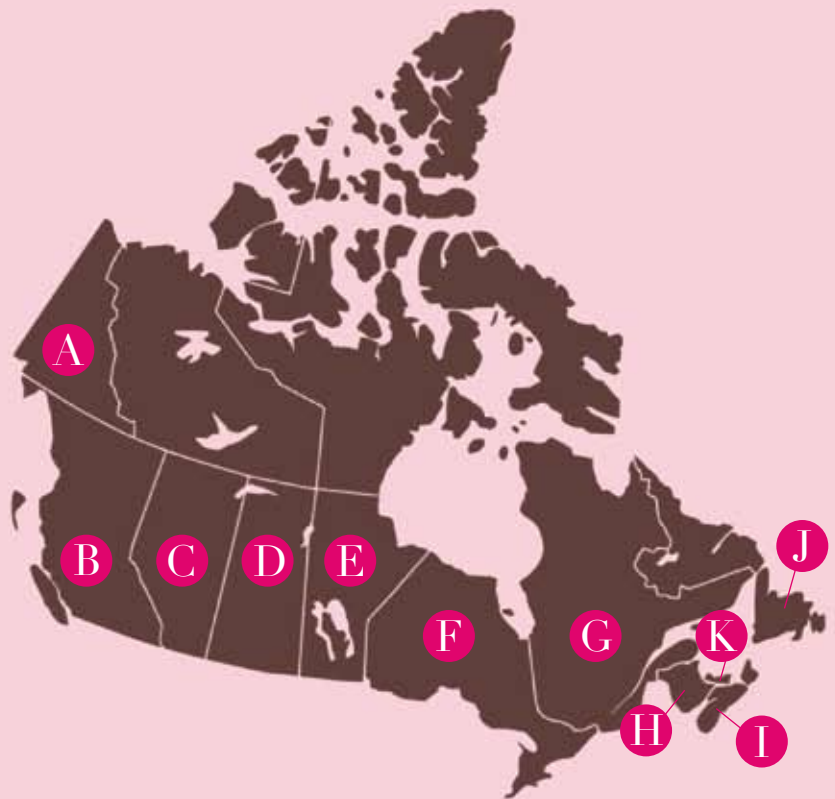
- Display the flyer included with this issue of *Applause*® magazine to promote the *Team Up For Women!* Challenge at your classes.
- Use the Mary Kay Ash Charitable Foundation brochure to share information with your customers about Mary Kay's vision and how the MKACF helps to enrich women's lives.
- Encourage your customers to visit the Mary Kay Ash Charitable Foundation Web site at www.marykay.ca to learn more about the programs the MKACF supports.
- Share the latest Mary Kay Ash Charitable Foundation Teddy Bear – Harmony – with your customers. At just \$25, she's makes a wonderful gift that truly gives back.

2007 shelter grants enrich women's lives

Thank you for your generous contributions to the Mary Kay Ash Charitable Foundation (MKACF) in 2007. Whether you donated through the Online Order Form, participated in the 2007 *Team Up For Women!* fundraising challenge or hosted your own fundraiser, your donations were directed to the Look Good Feel Better® program or to programs dedicated to helping end domestic violence against women – all making a difference in the lives of others.

As part of the Mary Kay Ash Charitable Foundation Shelter Grant program, a total of 11 grants of \$5,000 each were awarded to a shelter or community outreach program in provinces and territories across Canada. Grant recipients were selected by a committee from applications received by the deadline of November 1st, 2007.

Why not get involved with a shelter or outreach program in your community? It's a wonderful way to enrich women's lives – including your own! You'll want to note that MKACF Shelter Grant Applications for 2008 will be available to download from www.marykay.ca in early Fall 2008.



- A – Kaushee's Place, Whitehorse, Yukon
- B – Victoria Women's Transition House Society, Victoria, BC
- C – Medicine Hat Women's Shelter Society, Medicine Hat, AB
- D – Isabel Johnson Shelter, Regina, SK
- E – IKWE Widdjitiwin Inc., Winnipeg, MB
- F – Women in Crisis Inc., Sault Ste. Marie, ON
- G – Regard en Elle, Repentigny, QC
- H – Sussex Vale Transition House, Sussex, NB
- I – Harbour House (South Shore Transition House Association), Bridgewater, NS
- J – Grace Sparkes House, Marystown, NL
- K – East Prince Family Violence Prevention Inc., Summerside, PEI

A MOUNTAIN OF Success

As we celebrate Mary Kay's dream during this special anniversary year, we would be remiss to overlook the essential tools that helped make her dream a reality: courage, faith and love.

Independent National Sales Director Olive Ratzlaff, of Prince Albert, SK, knows just how valuable and dependable those tools are. Since beginning her Mary Kay® business in 1992, she's relied on them - each and every day - to help her climb a mountain, surpassing many peaks of Mary Kay success along the way.

A former teacher and "goat-milking lady" living in rural Saskatchewan, Olive fell in love with Mary Kay product first as a customer. "I wanted every product in the line on my bathroom shelf and in my purse!" remembers Olive. And while starting a Mary Kay business seemed like a simple way to do just that, it was courage - with a little assistance from her son Tim - that helped Olive pull her showcase out from under her bed.

"Watching Tim put the tubes into the display gave me courage. I thought, 'If he can do that for me, than maybe I can do something with those tubes myself!'" says Olive.

Still not entirely convinced that a Mary Kay business could work for her, she continued to look for a flaw in the marketing plan - and while attending her first Career Conference, Olive found what she was looking for.

"As **Independent Senior National Sales Director Angie Stoker** so cleverly pointed out, there is a flaw in Mary Kay: it won't work if you don't work! And that was all I needed to hear," recalls Olive.

Olive debuted as an Independent Sales Director in October 1994, becoming an Independent Senior Sales Director just 10 months later. A strong work ethic and commitment to excellence have propelled Olive to achieve Unit Circle clubs 12 times, earn the use of eight Career Cars - including four pink Cadillacs - and be a top ten Independent Sales Director on two occasions.

Her most treasured achievement came in

January 1996, when - after accumulating 4,800 kilometres on her car following two consecutive months of 20 skin care classes and 20 recruiting interviews - she earned a private dinner with Mary Kay Ash. "After our dinner, Mary Kay wrote me a letter about my accomplishment and spoke about me at that month's Independent Sales Director-In-Qualification training."

Olive's success has always been a family affair, from son Tim's first encouraging push to daughter Julia's office expertise. And husband Ken has always pitched in where help was needed, be it in the kitchen or in the office. "His ability to always see the next step kept me motivated, gently nudging me out that door. I remember the day I earned my first Pontiac Grand AM, and Ken said 'Okay, now let's go to the dealership and see what your next car looks like!' Through thick and thin, he's my one-in-a-million man!"

With the belief and unconditional support of her **U.S. Independent Executive Senior National Sales Director Emeritus Anne Newbury**, through the years Olive carved out her path to become an Independent National Sales Director. And at Company events like *Leaders In Action*, Olive's spark of a dream quickly became a passion-filled, brightly burning goal.

"I've been mentored by the Mary Kay 'greats' - U.S. Independent National Sales Directors Kathy Helou, Lisa Madsen, Gloria Mayfield-Banks, Rena Tarbet and Linda Toupin - as I travelled across Canada growing my business and listening to their training CDs."

While the 'Olive Tree National Area' ultimately reached their goal, they experienced their share of challenges during the National-In-Qualification (N.I.Q.) period. Yet, as Olive says, "Miracles happen! When we do the possible, God does the impossible."



"It takes cooperation and teamwork to make the N.I.Q. dream work," says Olive. "We pulled together and each of my National Area members empowered not only themselves but encouraged each other to stretch above and beyond. Everyone worked to stay close to our wonderful product, which guarantees our success in business."

"Our National Area is not about me - it's about all of the incredible leaders who are training and empowering their people to reach their dreams and potential. We have a wonderful National Area of soon-to-be Cadillac drivers, Top Ten Independent Sales Directors and future Independent National Sales Directors - and I'm so honoured to work alongside these women."

During the N.I.Q. period, more encouragement and love came from sister Canadian Independent National Sales Directors - and weekly calls and letters from family, friends and Mary Kay corporate staff.

"That's why I chose *You Raise Me Up* as our National Area song," says Olive. "Because the journey to the top of the mountain has truly been a result of so many others raising me up through their loyalty, love and prayers."

Looking ahead, Olive is sure to leave a lasting legacy for all those whose lives she's touched through the course of her Mary Kay success.

"I'm blessed to be a blessing, so my desire is to leave a strong spiritual, social and financial legacy for my family and our Olive Tree National Area, living each day to the fullest - the Mary Kay way!" says Olive.

And with courage, love and faith in her tool belt, we know she'll continue to achieve new heights on her mountain of success.

a no-win situation: secondary trading, swapping and selling

You work hard to maintain the Mary Kay image. And as you know, one feature that distinguishes Mary Kay from “multilevel” companies is that Independent Beauty Consultants order product only from the Company. There is only one wholesale sale from the Company to you – and only one retail sale from you to your customer.

Whether online or person-to-person, the Company stresses that you should not trade with, swap or buy Mary Kay® product from other independent sales force members. In fact, doing so is a violation of your Independent Beauty Consultant Agreement, which provides that you agree to purchase Mary Kay® product only from the Company. Likewise, the Agreement provides that you agree to sell Mary Kay® product only to ultimate consumers.

These activities can also interfere with your ability to receive repurchase proceeds in the event you decide to discontinue your Mary Kay® business. Products are eligible for repurchase by the Company only if the terminating Independent Beauty Consultant has purchased them from the Company. Furthermore, such trading and selling of Mary Kay® product can lead to adverse “multilevel” implications. And you likely already know the importance of avoiding such misunderstandings in the eyes of consumers regarding the nature of the marketing plan.

Plus, ordering all your product in your own name helps you to plan for your business success!

protect your mary kay® business from fraud

You’ve built your Mary Kay® business on honesty and integrity, offering your customers only the highest quality product. So why not take the time to protect your Mary Kay® business from potential fraud by being cautious in situations that seem “too good to be true”? Although consumer fraud against Mary Kay independent sales force members is rare, it has occurred – which is why you’ll want to take these steps to protect your business.

- Be wary of any individual who calls you to place an extremely large order for Mary Kay® product, especially if you have never done business with this individual or have never sent them product literature like *The Look*. These individuals typically purchase product to sell in other ways and may even attempt to place an order using a stolen credit card number.
- Although you may wish to help a customer expedite her order, you’ll want to avoid shipping product until you’ve received payment in advance. Often the promised payment is never received.
- As an Independent Beauty Consultant living in Canada, you cannot ship or deliver Mary Kay® product outside of Canada for the purpose of selling to consumers, as mentioned in your Independent Beauty Consultant Agreement.

For more information, be sure to check out *Legal Ease* under *Online Business Tools* in the *Resource & Reference* section of the Mary Kay® Online Community. You’ll also want to visit the *Customer Service* section of the ProPay Inc. Web site (www.propaycanada.ca) to learn more about avoiding credit card fraud. One of the best ways to protect your business is to use ProPay’s address verification tool. This tool will help you determine if you would like to complete or void the transaction. For all the information on keeping your business safe, check out:

www.propaycanada.ca.

taxes, licenses, permits and fees

Your Responsibility As An Independent Beauty Consultant

As an independent businessperson, you’re required to comply with all federal, provincial and local taxes, licenses, permits and fees that might be applicable to your business. We recommend that you consult an accountant or personal tax adviser who is familiar with the laws in your local area to ensure you’re in compliance.

Please understand your personal tax situation may be different from others in the independent sales force – and different

laws may be applicable to you based on your circumstances. Examples of taxes, licenses, permits and fees that could be applicable include, but are not limited to:

- cosmetology licenses;
- business licenses;
- occupational licenses;
- zoning permits;
- income tax;
- business and occupational tax;
- sales tax;
- property tax; and/or
- excise tax.

These taxes, licenses, permits and fees could be based on your retail sales, commissions, prizes, purchases, inventory, property or other factors related to your Mary Kay® business. Any taxes collected in Canada by Mary Kay will be separately stated on the packing slip/invoice enclosed with your product orders or commission statements.

MODERN *manners*

There are more devices than ever before to help us communicate faster, easier and more efficiently. And no matter how you choose to get in touch with your customers, potential new team members or other independent sales force members – be it a quick call on your cell, an important e-mail or an ever-so-brief text message – it can be challenging to stay up-to-date on the standards for modern business communication.

Regardless of the contemporary communication tool you prefer, it's important to remember that all the rules of traditional business etiquette do still apply. These classic methods are the best way to project a professional image and conduct yourself as an independent businessperson. You'll also want to remember to keep the Golden Rule at the heart of your personal and professional activities. "If there ever is a question about how to deal with a situation, simply put yourself in the place of the other person and treat that person as you would want to be treated," Mary Kay often said. "I promise you that, in the long run, you will always gain much more than you may lose."

Consider these etiquette essentials to keep your business relationships strong.

Courtesy Calling



Returning phone calls promptly and following through on their details is not only a business basic – it helps strengthen your integrity as a businessperson. If you must use a cell phone in the presence of others, keep your conversation confidential by excusing yourself. Since most cell phones are equipped with voicemail features, when attending personal or professional functions, turn off the phone to avoid unnecessary interruptions and give companions your undivided attention. And nothing conveys sincerity like a phone call, so whether you're calling your customers to follow-up on a skin care class or touching base with your Independent Sales Director, smile! People will be able to hear it in your voice.



Make It Personal

Mary Kay was known for her touching, hand-written notes. In today's high-tech world, receiving a hand-written card or letter is a true novelty – and should be appreciated as such. Make it a habit to send at least one a week, whether it's for a special occasion, to say thanks or to offer a kind word. And if you're fortunate enough to receive one of these gems, call the sender to let them know how much you appreciate it.

E-Etiquette

E-mail should be a quick and easy way to communicate. So keep your messages short and your tone light. Keep in mind your contacts may receive several e-mails per day, so you'll want to use a subject line to alert your contact as to the topic of the e-mail. We've all misunderstood an unclear e-mail, so postpone important discussions until you can meet in person. And since we live in a world that expects instant gratification, when replying to e-mail, try to be as prompt as possible and be sure to address any questions from the sender.



RSVP

Mind Your RSVPs And Qs

When asked to RSVP, disregard the formality of the invitation (verbal, written or otherwise) and be sure to respond – even if you're unable to attend – as a courtesy to the host or event planner. Respond in the manner that the host suggests and once you've replied with your attendance plans, stick to your choice.



embracing the legacy
partagez l'héritage

During our 30th anniversary year, we'll celebrate Mary Kay Ash's vision by bringing even greater focus to the positive values on which our Company was built and that fill the hearts of millions of Mary Kay independent sales force members around the world. Watch each issue of Applause[®] magazine in 2008 for a special feature highlighting the inspiring ways we enrich women's lives. You can embrace the legacy by living our core values in your business and in your life each and every day.

praise

"You can do it!" – these words embody the very spirit of Mary Kay Ash and the Company she created. It's the spirit she learned as a child growing up in Hot Wells, Texas. When facing new and daunting tasks, her mother often encouraged her with, "You can do it, Mary Kay. You can do it."

Mary Kay Ash did more than embrace this empowering spirit – her gift for praising people to success has become one of the tenets of our remarkable Company. It's at the heart of special events like Seminar, it's essential to the spirit of sisterhood among independent sales force members and it motivates all of us to do our best.

Mary Kay knew that everyone responds favourably to praise and she's taught all of us to imagine that invisible sign around the neck of every person we meet that says 'Make me feel important!'.

"Everyone wants to be appreciated, so if you appreciate someone, don't keep it a secret," Mary Kay instructed. "Get into the habit of expressing your appreciation to people, and observe how it affects them. In time, they will be performing over and above the call of duty because they enjoy the recognition."

Remember that everyone is a 'somebody' – so use every opportunity to offer praise to those with whom you come in contact in your day-to-day life. A simple compliment offered unwittingly to a stranger can change their attitude, outlook - and even their perception of themselves. It's just one more way we can all enrich the lives of others.



eco-friendly packaging for new colour

Have you noticed that new, clear-plastic outer packaging for the re-branded Mary Kay[®] colour products? This updated material features a recyclable plastic snap-closure case with a clear window for easy shade identification - with the shade name conveniently labeled at the top. By converting to this new outer packaging, Mary Kay Inc. will globally eliminate more than 6.5 million units of packaging annually – reducing waste by 55 percent!



Compacts collected for recycling must be empty.
Product and applicators cannot be recycled.

recycle your compacts

Perhaps more than any other time of year, spring is truly a time to "think green".

So if you've made plans to attend Career Conference 2008, don't forget to bring both your and your customers' empty pink and platinum compacts for recycling collection.

You'll want to note that empty compacts are not recyclable through your municipal recycling

service because the materials used in the compacts must be processed through a special recycling plant.

The Company will also provide recycling bins at Seminar in July so that these former faves are properly collected and recycled. And if you're in the neighbourhood, you can also drop off your empty compacts at Mary Kay head

office in Mississauga, ON, through December 31st, 2008. If you can't bring your compacts to a Mary Kay event or head office, why not "compact-pool" and send them with another independent sales force member? Please note that no product, cash or credit will be given by Mary Kay in exchange for recycled compacts, however you may be able to deduct MK Signature[®] platinum compact inventory as obsolete on your 2008 income tax return forms. Please contact an accountant or tax professional to determine what documentation is necessary for such a deduction.

And in effort to reduce the Company's carbon footprint, we'll be unable to accept compacts by mail. Creating a new mail stream would result in additional fuel resources, which could negate our green efforts. It's just one more way we can reduce our collective environmental impact!

Visit the MKOC to learn more about the compact recycling process!



recognition/reconnaissance

Congratulations to all **December 2007** achievers. / Félicitations à toutes les championnes de **décembre 2007**.

NSD Commissions/Commissions DNV Listed below are Independent National Sales Director commissions earned in December by Independent National Sales Directors on monthly wholesale production on first-, second- and third-line offspring; Independent Senior National Sales Director commission; Independent National Sales Director commission on their personal unit wholesale production; Independent National Sales Director Star Consultant bonus; plus Independent National Sales Director bonuses for first-line offspring from their personal unit and Independent National Sales Director offspring. Independent National Sales Director commissions are included for all foreign countries through November. / Commissions touchées en décembre par les Directrices nationales des ventes indépendantes sur la production mensuelle en gros de leurs groupes de 1^{re}, 2^e et 3^e lignées; commissions touchées par les Directrices nationales des ventes senior indépendantes sur les groupes personnels de leurs Directrices nationales des ventes de 1^{re} lignée; commissions touchées par les Directrices nationales des ventes indépendantes sur leur groupe personnel; commissions de 13 % touchées par les Directrices des ventes indépendantes sur la production en gros de leur groupe personnel; plus toutes les récompenses de concours et primes issues des groupes personnels et des Directrices des ventes indépendantes de 1^{re} lignée. Ces commissions des Directrices nationales des ventes indépendantes englobent toutes les commissions issues de l'étranger jusqu'à novembre.

Angie Stoker



\$24,044.00

Brenda Summach



\$16,517.00

Dalene Allen



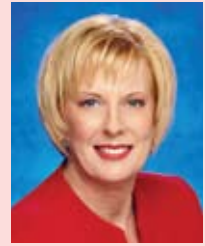
\$16,500.00

Renée Daras



\$16,453.00

Doreen Burggraf



\$14,922.00

Elena Sarmago	\$14,025.00	Gail Adamson	\$12,407.00	Susanne Felker	\$9,590.00	Darlene Ryan-Rieux	\$6,852.00	Janice Connell	\$4,417.00
Gloria Boyne	13,877.00	Marcia Grobety	12,174.00	Bernice Boe-Malin	8,653.00	Phil Warren	6,652.00	Donna Weir	3,748.00
Donna Lowry	13,259.00	Elaine O'Kraika	11,742.00	Olive Ratzlaff	8,433.00	Betty Elliott-Kichler	6,369.00	Jane Kosti	3,692.00
Heather Armstrong	12,437.00	Anne Austin	9,603.00	Linda MacDonald	7,312.00	Sandy Campbell	6,008.00	Debbie Mattinson	3,348.00

Diamond Circle/Cercle diamant Independent National Sales Directors become members of the prestigious Diamond Circle when they motivate their unaffiliated area to increase retail sales by 5 percent (Level 1) or 10 percent (Level 2) over the previous Seminar year. Congratulations to the following Independent National Sales Directors who have achieved the Diamond Circle during the month of December. / Les Directrices nationales des ventes indépendantes accèdent au prestigieux Cercle Diamant en enregistrant dans leur famille non affiliée une hausse des ventes au détail de 5 % (niveau 1) ou 10 % (niveau 2) par rapport à la précédente année Séminaire. Félicitations aux Directrices nationales des ventes indépendantes suivantes qui ont accédé au Cercle Diamant en décembre.

Betty Elliott-Kichler



Level 1/Niveau 1

Brenda Summach



Level 1/Niveau 1

Stars on the Ladder of Success/Étoiles sur l'échelle du succès

Congratulations to the following outstanding achievers for earning their Pearl (\$4,800) and Emerald (\$3,600) Stars in just one month! / Félicitations à ces championnes qui ont obtenu leur Étoile Perle (4 800 \$) et Émeraude (3 600 \$) en UN mois!

Shelley Recoskie	\$6,608.75	Luisa Rallo	\$5,073.75	Pamela Kanderka	\$4,502.50	Heather Loshack	\$3,721.75	Denise Manning	\$3,603.75
Gail Hennig	6,580.25	Monica Noel	5,013.00	M. Pangan-Dutkoski	4,227.75	Cathy Ouellet	3,666.50	Lana Ivany	3,600.25
Debbie McLaughlin	5,123.75	Deanna Blue	4,965.25	My Ciafaloni	4,002.75	Sang Lam	3,604.75		

These stars qualified for the Ladder of Success in just one month! / Ces étoiles se sont qualifiées sur l'Échelle du succès en UN mois seulement!

Elizabeth Sly	\$3,575.00	Julie Berube	\$3,009.00	Wanda Cheshire	\$2,975.25	Julie Dumouchel	\$2,601.25	Amanda Lewin	\$2,441.50	Tania St-Louis	\$2,400.00
Rose Trenchuk	3,569.50	Chantale Quesnel	3,007.75	Karen Pinsent	2,954.75	Maria Bennett	2,585.25	Alishia Froese	2,435.75	Marie York	2,400.00
Fredrica Henry	3,483.75	Marie Denise Joseph	3,004.75	Belinda Dunlop	2,906.00	Paymaneh Varahram	2,573.50	Joanne Havekes	2,418.75	Holly Schnell	2,392.75
Claire Kennedy	3,470.25	Bev Crabb	3,000.75	Sharon Casteel	2,860.75	Marlene Commins	2,545.00	Kanwaljit Gill	2,418.50	Mireille Morin	2,379.75
Carol Hinch Croteau	3,419.00	Adele Gauthier	3,000.75	Lorna Randall	2,823.75	Lisa MacDonald	2,537.25	Muryelle Lachance	2,404.50	Tanya Limpert	2,370.00
Danielle Bourgault	3,357.75	Sonia Boily	3,000.25	Jeannie Artelle	2,787.00	Carole Duguay	2,529.00	Vivien Lai	2,404.25	Cassandra Lay	2,304.25
C. Toner-Desjardins	3,349.50	Jessie Sahota	3,000.25	Ellen Whiting	2,784.75	Barbara Flight	2,526.50	Linda Peers	2,403.00	Audrey Trach	2,302.75
Mavis Keith-Gerber	3,148.50	Pamela Wozniczka	3,000.25	Martine Caerdinael	2,756.00	Mary-Lou Hill	2,492.25	Melanie Bissonnette	2,402.00	Sonya Anthony	2,302.50
Malinda Byrne	3,136.75	Jasmine Robichaud	3,000.00	Lorraine Upwards	2,753.50	Patricia Snache	2,491.75	Kelly Campbell	2,402.00	Ellen Hatlevik	2,245.75
Holly Lansdowne	3,071.25	A. Theroux-Comeault	3,000.00	Melanie Wiens	2,631.50	Dana Crittenden	2,485.75	Melanie Quadros	2,401.50	Angela Fedorchuk	2,234.75
Jane Giesbrecht	3,042.75	Deanna Tuplin	2,988.25	Susan Desborough	2,605.50	Kimberly Boettger	2,464.50	Aline Carrieres	2,400.50	Suzanne Chamberlain	2,228.75

THE VAST MAJORITY OF THE INDEPENDENT SALES FORCE MEMBERS' PRIMARY SOURCE OF PROFIT IS SELLING PRODUCT. IN ADDITION, ALL MARY KAY INDEPENDENT BEAUTY CONSULTANTS CAN EARN INCOME FROM COMMISSIONS, DOVETAILING, PRIZES AND AWARDS. TO BE ELIGIBLE FOR COMMISSIONS, INDEPENDENT BEAUTY CONSULTANTS MUST BE ACTIVE THEMSELVES AND HAVE AT LEAST ONE ACTIVE RECRUIT DURING THE RELEVANT PERIOD. MEMBERS OF THE INDEPENDENT SALES FORCE ARE CONSIDERED ACTIVE IN A PARTICULAR MONTH (AND FOR TWO MONTHS AFTER) WHEN THEY PLACE AT LEAST \$200.00 IN WHOLESALE ORDERS FOR COSMETICS INTENDED FOR RESALE DURING THE MONTH. IN 2006, THERE WERE OVER 34,272 MEMBERS OF THE INDEPENDENT SALES FORCE OF MARY KAY COSMETICS, LTD. IN CANADA. OF THE 4,843 WHO WERE IN THE INDEPENDENT SALES FORCE FOR AT LEAST ONE YEAR, AND WHO EARNED COMMISSIONS, 50% EARNED COMMISSIONS IN EXCESS OF \$100. OF THE 724 OF THOSE WHO WERE MARY KAY INDEPENDENT SALES DIRECTORS, THE TOP 50% EARNED COMMISSIONS DURING THE YEAR OF \$16,500 TO IN EXCESS OF \$100,000. OF THE 21 OF THOSE WHO WERE MARY KAY INDEPENDENT NATIONAL SALES DIRECTORS, 76% EARNED COMMISSIONS DURING THE YEAR IN EXCESS OF \$100,000.

Provincial Sales Queens/Reines des ventes provinciales

Listed below are the top purchases of wholesale Section 1 product orders during the month of December. / D'après les commandes en gros les plus élevées de la Section 1 en décembre.

Alberta – Gail Hennig
British Columbia/Colombie-Britannique – Monica Noel
Manitoba – A. Theroux-Comeault
New Brunswick/Nouveau-Brunswick – Debbie McLaughlin
Newfoundland & Labrador/Terre-Neuve-et-Labrador – Malinda Byrne

Nova Scotia/Nouvelle-Écosse – Lorna Randall
Nunavut – Claire Kennedy
Northwest Territories/Territoires du Nord-Ouest – Eileen MacKie
Ontario – Shelley Recoskie
Prince Edward Island/Île-du-Prince-Édouard – Lowleen Coles

Québec – Luisa Rallo
Saskatchewan – Pamela Wozniczka
Yukon – Sarah Charlie

12% Club/Club 12 %

Listed below are the Independent Beauty Consultants and Independent Sales Directors whose 12 percent cheque exceeded \$500 for the month of December. / Directrices des ventes indépendantes et Conseillères en soins de beauté indépendantes dont le chèque de 12 % a dépassé 500 \$ en décembre.

Liz Wodham	\$1,460.22	Susan Bannister	\$912.57	Martine Richard	\$749.37	Darlene Olsen	\$640.08	C. Guzman-Vilchez	\$564.09	Christine Ransom	\$528.87
Harpreet Dhaliwal	1,320.60	Angela Fedorchuk	909.39	Cheryl Neuman	747.27	Ann Alexander	638.76	Janet Taylor	560.70	Alice Ko	528.63
Kathy Whitley	1,263.12	Yasmin Manamperi	900.00	Joy Zaporozan	747.18	Jeri Pearce	637.26	Judy Wilder	560.13	Lorena Siemens	527.28
Rajinder Rai	1,237.47	Pamela Kanderka	895.50	Sylvana Oliver	746.04	Fay Hoiness	631.83	Shelley Mehling	559.86	Josée D'Anjou	526.83
Sharon Coburn	1,214.22	Diane Riddell	877.77	Kimberly Havekes	731.22	Shirley Fequet	628.14	Lisa Dobson	558.06	Evelyn Ramanauskas	525.45
Kyla Buhler	1,103.13	Barbara Berven	861.69	Tracy Hajdasz	722.73	Harsimran Saini	615.93	Sheila Lefebvre	556.86	Lenore Oughton	523.62
Victoria Wakulchik	1,069.11	Kathy Handzuik	858.33	Catherine Chapman	720.81	Randhir Singh	612.93	Claribel Avery	556.71	Paulette Nimco	522.72
Pam Behnke-Van Hooft	1,068.96	Bev Harris	856.35	Peggy Denomme	717.30	Marilyn Thiessen	609.90	Gloria Fitt	552.18	Veronica Spanton	520.59
Audrey Ehalt	1,051.47	Diane Lebrun	846.90	Louisa Hoddinolt	714.87	Sharon Carlson	608.85	Mandeep Bambrab	551.64	Ellen Hatlevik	518.58
Leanne Chamberlain	1,023.81	Wanda Cheshire	843.15	Susie Leakvold	713.19	Jennifer Levers	594.84	Donna Witt	547.02	Vilma Patane	510.81
Gladys MacIntyre	995.34	Carol Heath	810.99	Marie York	712.83	Alyce Parkes	590.94	Sonia Janelle	546.72	Lois Musselman	507.48
Georgine Cook	972.69	Heather Cook	805.68	Diane Burness	709.92	Shelley Haslett	590.28	Balbir Singh	546.12	Deb Wynn	505.02
Vaun Gramatovich	963.09	Maggie Brasil	798.75	Kathryn Milner	689.22	Giselle Marmus	582.84	Anna Leblanc	537.15	Wilma Tobin	504.57
Guyaine Dufour	945.36	Ishali Mulchandani	769.08	Judy Byock	687.09	Jasbir Sandhu	581.70	Barbara Craig	535.98	Marlene Commins	502.98
Louise Boulanger	943.38	Donna Melnychyn	768.21	Shelley Recoskie	679.44	Maria Bennett	579.24	Linda Moreau	532.95	Gwen Groves	502.32
Deborah Brown	938.43	Sara Roberts	763.23	Manjit Saini	655.68	Nathalie Delisle	575.82	Monica Noel	530.85		
Claudine Pouliot	936.36	Jacqueline Cullen	758.49	Kay Carruthers	650.31	Alexis Glabus	574.59	Danielle Theriault	530.01		
Angela Hargreaves	917.10	Malinda Byrne	755.49	Nicole Bellemare	643.92	Myria Balicao	570.21	Patricia Monforton	528.96		

8% Club/Club 8 %

Listed below are the Independent Beauty Consultants and Independent Sales Directors whose eight percent cheque exceeded \$250 for the month of December. / Directrices des ventes indépendantes et Conseillères en soins de beauté indépendantes dont le chèque de 8 % a dépassé 250 \$ en décembre.

Anik Seguin	\$716.76	Ruby Chapman	\$428.58	Yolene Gay	\$336.80	Colleen Hendrickson	\$300.66	Karen Piovesan	\$270.26	Ming Tsang	\$264.80
Alicia Plosz	679.56	Bonnie Vigue	392.32	Tana Nelson	336.58	Lynn Brady	298.86	Ginette Desforjes	269.28	Wilma Gauthier	259.16
Linda Feldman	586.08	Chantal Si-Denis	377.08	Elaine Wilson	328.24	Chrissy Novak	294.40	Alison Hogan	269.10	Mona Hood	258.46
Sue McElhanney	480.28	Kitty Babcock	374.42	Cynthia Steffen	326.62	Isabelle Leblanc	288.72	Carroll Jackson	268.82	Cindy Shaw	257.22
Tammy Pearson	460.44	Debbi Levy Kay	361.60	Diana Espenhain	324.70	Susan Henderson	281.40	Patti Jeske	268.00	Sharon Wolthers	254.80
Guyaine Comeau	456.56	Cathy Webster	354.88	Louise Desy	317.66	Bonnie Jaappal	274.70	Michelle Clark	265.30	Kimberly Shankel	254.60
Michelle Gilbert	449.54	Eugénette Fortin	342.88	Franca Gerardelli	300.86	Louise Fortin	272.92	Donna Crawford	265.00	Lori Cherney	253.50

4% Club/Club 4 %

Listed below are the Independent Beauty Consultants and Independent Sales Directors whose four percent cheque exceeded \$75 for the month of December. / Directrices des ventes indépendantes et Conseillères en soins de beauté indépendantes dont le chèque de 4 % a dépassé 75 \$ en décembre.

Leanne Koopman	\$173.76	Sherri Murphy	\$125.47	Minh-Thu Nguyen	\$105.93	Laurie Brooks	\$96.00	Micheline Proulx	\$81.43	Denise Roller	\$78.46
Wilma Summach	171.43	Ruth Orr	124.73	Shawna Blimkie	104.11	Esther Cardin	89.14	Melanie Ka Yan Lam	81.23	Sharon Cymerys	77.80
Melanie Wade	152.19	Marélie Savoie	123.04	Mariola Herbasz	104.05	Martha Trujillo	87.99	Linda Sangster	80.92	Catherine Jones	75.43
Elsa Brissett	147.44	Paula Shanks	120.76	Aimee Kamminga	100.77	Heather Walker	87.06	Bertha Friesen	80.64		
Nicole Bolton	144.19	Bridget Hauser	120.03	Alberta Mak	98.98	Kimberley MacBride	85.27	Jocelyne Forest	80.22		
Shivonne Vienneau	144.10	Natasha Sumner	120.00	Shannon Smith	97.99	Laura Greer	84.44	Ola Ojelabi	80.10		
Debbie Hollett	132.65	D. Petherbridge	115.93	Janice Williams	96.39	Sandra Gould	84.37	Lorrie Roshier	79.92		
Sandra Hobson	129.75	Jocelyne Morissette	108.38	Kitty Chan	96.17	Amy Shang	83.29	Kimiko Carlson	79.03		

Gold Medal/Médailles d'or

The following Independent Beauty Consultants and Independent Sales Directors shared the Mary Kay opportunity with a minimum of five new team members during the month of December. / Conseillères en soins de beauté indépendantes et Directrices des ventes indépendantes ayant recruté au moins 5 nouveaux membres en décembre.

YASMIN MANAMPERI Director/Directrice	JACQUELINE CULLEN Director/Directrice	WANDA CHESHIRE Director/Directrice	RAJ SAINI Harsimran Saini
DEBORAH BROWN Director/Directrice	ALICE KO Director/Directrice	MANJIT SAINI Jasbir Sandhu	

Silver Medal/Médailles d'argent

The following Independent Beauty Consultants and Independent Sales Directors shared the Mary Kay opportunity with a minimum of four new team members during the month of December. / Conseillères en soins de beauté indépendantes et Directrices des ventes indépendantes ayant recruté au moins 4 nouveaux membres en décembre.

VICTORIA WAKULCHYK Director/Directrice	REBECCA WATTON Director/Directrice	MAGGIE BRASIL Shelley Recoskie	SHERRY DABYDEEN Ishali Mulchandani	CLAUDIA GUZMAN-VILCHEZ Teresa Alomar-Story
HEATHER COOK Director/Directrice	ALEXIS GLABUS Marni Logan	ROLINE PIERRE Yanick Olivier	MARILYN THIESSEN Joyce Harnett	

Bronze Medal/Médailles de bronze

The following Independent Beauty Consultants and Independent Sales Directors shared the Mary Kay opportunity with a minimum of three new team members during the month of December. / Conseillères en soins de beauté indépendantes et Directrices des ventes indépendantes ayant recruté au moins 3 nouveaux membres en décembre.

SHELLEY RECOSKIE Director/Directrice	LISA CRAIG Director/Directrice	IOULIA KHAIROVA Director/Directrice	JUDY BYCOK Director/Directrice	MARILYN BODIE Director/Directrice	SYLVIE PELLERIN Nathalie Delisle
CAROL HEATH Director/Directrice	DEBBI LEVY KAY Director/Directrice	SARA ROBERTS Director/Directrice	LISA MCINNES Vaun Gramatovich	DEBBIE HALL Doreen Burggraf	SYLVIE RIEUX Director/Directrice
ALYCE PARKES Director/Directrice	JASBIR SANDHU Director/Directrice	JOY ZAPOROZAN Director/Directrice	NICOLE BELLEMARE Sonia Janelle	JANNETA OUTEVSKY Director/Directrice	SHIVONNE VIENNEAU Donna Fidler

LA VENTE DE PRODUITS REPRÉSENTE LA PRINCIPALE SOURCE DE PROFITS DE LA GRANDE MAJORITÉ DES MEMBRES DE L'EFFECTIF DE VENTE INDÉPENDANT. DE PLUS, TOUTE CONSEILLÈRE EN SOINS DE BEAUTÉ INDÉPENDANTE MARY KAY PEUT TIRER DES REVENUS SUPPLÉMENTAIRES PAR LE BIAS DE COMMISSIONS, DE REMPLACEMENTS DE CONSEILLÈRES, DE PRIX ET DE RÉCOMPENSES, POUR AVOIR DROIT AUX COMMISSIONS. LES CONSEILLÈRES EN SOINS DE BEAUTÉ INDÉPENDANTES DOIVENT ÊTRE DES MEMBRES ACTIFS ET COMPTER AU MOINS UNE RECRUE ACTIVE PENDANT LA PÉRIODE CONSIDÉRÉE. LES MEMBRES DE NOTRE EFFECTIF DE VENTE INDÉPENDANT SONT CONSIDÉRÉS COMME ACTIFS PENDANT UN MOIS DONNÉ (ET LES DEUX MOIS SUIVANTS) QUAND ELLES PASSENT DES COMMANDES DE COSMÉTIQUES TOTALISANT AU MOINS 200 \$ EN GROS EN VUE DE LES REVENDRE AU DÉTAIL AU COURS DE CE MOIS. EN 2006, L'EFFECTIF DE VENTE INDÉPENDANT DES COSMÉTIQUES MARY KAY LTÉE COMPTAIT 34 272 MEMBRES AU CANADA, DES 4 843 QUI EN FAISAIENT PARTIE DEPUIS AU MOINS UN AN ET QUI ONT TOUCHÉ DES COMMISSIONS, 50 % ONT TOTALISÉ DES COMMISSIONS DÉPASSANT 100 \$, DES 724 QUI ÉTAIENT DES DIRECTRICES DES VENTES INDÉPENDANTES MARY KAY, LES 50 % LES PLUS PERFORMANTES ONT TOTALISÉ DURANT L'ANNÉE DES COMMISSIONS VARIANT DE 16 500 \$ À PLUS DE 100 000 \$, ET DES 21 QUI ÉTAIENT DES DIRECTRICES NATIONALES DES VENTES INDÉPENDANTES MARY KAY, 76 % ONT TOTALISÉ DURANT L'ANNÉE DES COMMISSIONS DE PLUS DE 100 000 \$.

New Team Leaders/Nouveaux chefs d'équipe

These Independent Beauty Consultants added their fifth or more active team member during the month of December. / Conseillères en soins de beauté indépendantes ayant recruté dans leur équipe un 5^e membre actif ou plus en décembre.

WILMA GAUTHIER
Angela Fedorchuk
FRANCE GRENIER
Eve Raymond

KIMBERLY HAVEKES
Rebecca Irving
CHARMAINE JANNARONE
Teresa Ho

ISABELLE LEBLANC
Mychele Guimond
RAJ SAINI
Harsimran Saini

CAROLE SAVOIE
Lucie Beuregard
POLINA VOLINSKAYA
Larisa Day

New Star Recruiters/Nouvelles recruteuses étoiles

These Independent Beauty Consultants added their third or more active team member during the month of December. / Conseillères en soins de beauté indépendantes ayant recruté dans leur équipe un 3^e membre actif ou plus en décembre.

ENCARNACION BAUMAN
Donelda Hunter
NATHALIE BISAILLON
Louise Boulanger
JUDITH ESPINAL
Luisa Rallo
BERTHA FRIESEN
Shannon Shaffer

LAURA GREER
Tammy Cogswell
JACKIE HARMS
Julie Fiala
WENDY HEEG
Jody Zehr
AIMEE KAMMINGA
Deidre Guy

JOCELYN KENNEDY
Mary Davies
CHERYL KINDEN
Reshelle Adams
CAROLE LEVEILLEE
Danielle Gobeil-Plante
KIMBERLEY MACBRIDE
Kimberley Shankel

LESLEY-KIM MCFARLANE
Bev Harris
TIFFANY MCLELLAN
Vaun Gramatovich
KIM NGUYEN
Bethany Ha
KRIS NOEL
Patti Babyn

KAREN PERRY
Darla Gagy
DANIELLE PETHERBRIDGE
Patti Babyn
CHRISTIE PORUCHNEK
Janine Brisebois
ALISON SMITH
Lisa-Marie Massey

Cadillac Achiever/Championne Cadillac

This Independent Sales Director qualified during the month of December to earn the use of a pink Cadillac or receive cash compensation. / Directrice des ventes indépendante qualifiée en décembre pour l'usage d'une Cadillac rose ou une compensation en argent.

Shelley Recoskie

Premier Club Achievers/Championnes Club Première

These Independent Sales Directors have qualified during the month of December to earn the use of a Saturn Aura XE or receive cash compensation. / Directrices des ventes indépendantes qualifiées en décembre pour l'usage d'une Saturn Aura XE ou une compensation en argent.

Deborah Brown
Diane Burness
Gladys MacIntyre
Giselle Marmus

Isabelle Meunier
June Millar
Monica Noel
Luisa Rallo

Sara Roberts
Harsimran Saini
Randhir Singh
Rita White

Independent Sales Director Grand Achievers/Directrices des ventes indépendantes Grandes Gagnantes

These Independent Sales Directors qualified during the month of December to receive cash compensation. / Directrices des ventes indépendantes qualifiées en décembre pour une compensation en argent.

Myria Balicao
Pam Behnke-Van Hoof
Sharlene Bukurak
Kay Carruthers

Georgine Cook
Sandra Haberman-Melville
Mary-Lou Hill
Vilma Patane

Jeri Pearce
Kathy Quilty
Judy Wilder

Independent Beauty Consultant Grand Achievers/Conseillères en soins de beauté indépendantes Grandes Gagnantes

These Independent Beauty Consultants qualified during the month of December to earn the use of a Pontiac VIBE, Pontiac G6 or receive cash compensation. / Conseillères en soins de beauté indépendantes qualifiées en décembre pour l'usage d'une Pontiac VIBE, Pontiac G6 ou une compensation en argent.

Nicole Bellemare
Maggie Brasil

Michelle Clark
Patricia Snache

Marilyn Thiessen
Claudia Vilchez

Honor Society Achiever/Championne Société d'honneur

The following Independent Sales Director achieved the Mary Kay Honor Society by achieving at least \$60,000 in net adjusted wholesale production and growing her unit size to 50 or more within one year of her debut date. / La Directrice des ventes indépendante suivante a atteint le statut de Championne Société d'honneur Mary Kay pour avoir réalisé une production de groupe nette ajustée de 60 000 \$ en gros ou plus et pour avoir développé un groupe de 50 membres ou plus dans les 12 mois suivant la date de ses débuts.



MANPREET SANDHU
National Area/Famille nationale : Heather Armstrong
Debut Date/Débuts : January/Janvier 2007

Fabulous 50s Achievers/Championnes Fabuleux 50

The following Independent Sales Directors achieved Fabulous 50s status by achieving at least \$30,000 in net adjusted wholesale production and growing their unit size to 50 or more within six months of their debut date. / Les Directrices des ventes indépendantes suivantes ont atteint le statut de Championne Fabuleux 50 pour avoir réalisé une production de groupe nette ajustée de 30 000 \$ en gros ou plus et pour avoir développé un groupe de 50 membres ou plus dans les six mois suivant la date de leurs débuts.



SUE McELHANNEY
National Area/Famille nationale : Gail Adamson
Debut Date/Débuts : July/Juillet 2007



HARSIMRAN SAINI
National Area/Famille nationale : Heather Armstrong
Debut Date/Débuts : July/Juillet 2007

THE VAST MAJORITY OF THE INDEPENDENT SALES FORCE MEMBERS' PRIMARY SOURCE OF PROFIT IS SELLING PRODUCT. IN ADDITION, ALL MARY KAY INDEPENDENT BEAUTY CONSULTANTS CAN EARN INCOME FROM COMMISSIONS, DOVETAILING, PRIZES AND AWARDS. TO BE ELIGIBLE FOR COMMISSIONS, INDEPENDENT BEAUTY CONSULTANTS MUST BE ACTIVE THEMSELVES AND HAVE AT LEAST ONE ACTIVE RECRUIT DURING THE RELEVANT PERIOD. MEMBERS OF THE INDEPENDENT SALES FORCE ARE CONSIDERED ACTIVE IN A PARTICULAR MONTH (AND FOR TWO MONTHS AFTER) WHEN THEY PLACE AT LEAST \$200.00 IN WHOLESALE ORDERS FOR COSMETICS INTENDED FOR RESALE DURING THE MONTH. IN 2006, THERE WERE OVER 34,272 MEMBERS OF THE INDEPENDENT SALES FORCE OF MARY KAY COSMETICS, LTD. IN CANADA. OF THE 4,843 WHO WERE IN THE INDEPENDENT SALES FORCE FOR AT LEAST ONE YEAR, AND WHO EARNED COMMISSIONS, 50% EARNED COMMISSIONS IN EXCESS OF \$100. OF THE 724 OF THOSE WHO WERE MARY KAY INDEPENDENT SALES DIRECTORS, THE TOP 50% EARNED COMMISSIONS DURING THE YEAR OF \$16,500 TO IN EXCESS OF \$100,000. OF THE 21 OF THOSE WHO WERE MARY KAY INDEPENDENT NATIONAL SALES DIRECTORS, 76% EARNED COMMISSIONS DURING THE YEAR IN EXCESS OF \$100,000.

Name Our **Teddy Bear!**


The Mary Kay furry family grows

with the exclusive 2008

Mary Kay Ash Charitable Foundation Teddy Bear!

This super soft little guy is as sweet as can be with chocolate brown fur and a cozy caramel-coloured sweater decorated with pink accents. **He'll be available for purchase at *Celebrate The Dream! Seminar 2008* for \$25.** But first – he needs a name!


Think you have the perfect name for this cuddly bear? Then enter the *Name Our Teddy Bear* Contest! If your submission is selected as the winner, you'll receive your very own Teddy Bear on stage at Seminar 2008!

Visit *Contests & Rewards* on the MKOC to enter online or to download a contest entry form! 



Deadline for submissions is April 15th, 2008. One entry per Independent Beauty Consultant. Please note that if multiple entries with the same name are submitted, a random draw will be held from those entries to determine the winner. A committee will select the winning name.

MARY KAY®
Mary Kay Cosmetics Ltd.
2020 Meadowvale Blvd.
Mississauga, Ontario
L5N 6Y2
www.marykay.ca

CANADA		POSTES
POST		CANADA
Postage paid		Port payé
Publications Mail		Poste-publications
Publication Agreement Number: 40069444		