



Here at Mary Kay Inc. we are dedicated to keeping the Christmas spirit alive throughout the year. For I firmly believe that all we send into the lives of others does come back into your own. And by trying to live Christmas 12 months a year, we can make this world a better place in which to live. Yes, the world needs Christmas.

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)

to remember december

- 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.

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

- Postmark deadline for Quarter 2 Star Consultant quarterly contest.
- Deadline to make Quarter 1 Star Consultant prize selections.
- Quarter 3 Star Consultant quarterly contest begins.
- Spring 2016 Preferred Customer Program[™] online enrollment for The Look, including exclusive samplers (while supplies last), begins.

Online prize selection available for Quarter 2 Star Consultant quarterly contest.

Company holiday. All Company offices closed. Christmas Dav.

All Company offices closed. Postal holiday.

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

- Last day of the month for Independent Beauty Consultants to place online orders (until 9 p.m. Central time).
- Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail must be received today to count toward this month's production.
- Online Independent Beauty Consultant Agreements accepted until midnight Central time.

m.marykayintouch.com.

Also available on Mary Kay Mobile InTouch™ on your smartphone at

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"), Independent Sales Directors ("National Sales Directors") and Independent Beauty Consultants ("Consultants") in the United States, Puerto Rico, U.S. Virgin Islands and Guam by Mary Kay Inc., Dallas, Texas. ©2015 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association. Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, marykay.com.

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Sunshine and Inspiration

Independent Sales Directors will converge in Los Angeles Jan. 13-16 to discover their full potential as leaders. Expect the atmosphere to buzz with infectious energy that comes from

uniting women from all four Seminar divisions under one roof. PLUS, the first 1,000 Independent Sales Directors-in-Qualification who register can attend! Mary Kay InTouch® has the details.





Fall Into Red.

If you haven't earned your red jacket, what's stopping you? Doing so can help you increase your income, earn more rewards and build confidence! Check



out Vice President of Sales Force Motivation

Sean Key's video under Contests / Race for Red on Mary Kay InTouch® for motivation and inspiration.



#GlowAndTell

MARY KAY

Let It Glow.

Give your customers the gift of glow - offer them the 21-day #GlowAndTell challenge. Share on social media.



owAndTell

insidethis

The Gift of Fragrance

U.S. fragrance sales peak in December, so now's your chance to introduce your customers to Mary Kay's array of fragrances. They'll find a beautiful scent for everyone on their list.

pages 2-3

Holiday 911

Take the "hectic" out of the holidays for your customers with perfect last-minute gifts and stocking stuffers!

pages 4-5

Social Selling

Too many parties? Not enough time? Let your business work for you through social media, online and your Mary Kay® Personal Web Site.

pages 6-7

Holiday Bookings

Invite your customers to fun and festive holiday parties and open houses, and you can build your sales and your team!

pages 14-15

Gifts Yule Love

Your customers will love Mary Kay® holiday gifts! Use this flier to share these delectable treats! page 16

Seminar Stars

Seminar 2015 was certainly one to remember! Whether you were there or heard stories at home, we hope you enjoy this fun and inspiring recap and celebrate with us next year!

pages 17-21

Applause Magazine Team: Editor-in-Chief: Lisa Bower Managing Editor: Alesia Ritenour Editor: Meghan Rayburn art Director: Liz Ledesma Account Managers: Nicole Williams, Michelle Swancy Senior EDITORS: ROCHELLE WARE, JUANITA ALVAREZ-HERNÁNDEZ SPANISH MANAGING EDITOR: MARGARITA HERNÁNDEZ CONTRERAS SR. CORRESPONDENT: LINDSEY LANDY ART PRODUCER: SHARILYN GETZ SENIOR PRINT PRODUCER: JAN STEEL PRINT PRODUCER: KIM RIND CONSULTANT COMMUNICATIONS ASSISTANT: LIZ ESCALANTE SENIOR GRAPHIC DESIGN / PRODUCTION ARTISTS: RENEÉ PEISER, PATTI CASAMASSIMA SENIOR PREPRESS ARTIST: RICHARD HUDSON SENIOR PROOFREADERS: PEGGY MEADOR, KIM ROLLINGS

Tis the Season For

\$50



Dry Oil Mist, \$20

Help your customers experience the height of effortless elegance with these impeccable NEW Cityscape™ scents. Where will life take you next.™

Cityscape™ for Her Layer on the distinct beauty of the phantomia orchid with this luxurious fragrance.

\$50

CityscapeTM for Him A combination of wood accents and Italian bergamot make this scent intoxicatingly masculine.



More great fragrances

FRAGRANCE.

FOR HFR

Thinking of Love® Eau de Parfum, \$32 Belara® Eau de Parfum, \$38 Bella Belara® Eau de Parfum. \$38 Journey® Eau de Parfum, \$40 Belara Midnight® Eau de Parfum, \$38 Thinking of You® Eau de Parfum, \$32

FOR HIM

MK High Intensity™ Cologne Spray, \$40 MK High Intensity™ Sport Cologne Spray, \$40 Domain® Cologne Spray, \$38 Tribute® for Men Spray Cologne, \$28 True Original® Cologne Spray, \$36

I believe we're never fully dressed until we spritz on our fragrance – it sets our mood!



Independent Sales Director **Marilyn Harris** Jamaica Plain, Mass.

open houses. My best-sellers are Belara® and Journey® for women, and Tribute® and MK High Intensity™ Sport for men. If they come with lotion or body wash, display them together. Sets are easy sellers.

I share fragrance at holiday parties and

Marilyn's Easy Fragrance Wins:

- Always wear a Mary Kay® fragrance. When they ask what you're wearing, that's your invitation to share! Your passion for Mary Kay® products is contagious.
- Market yourself as a year-round gift service provider.
- Display fragrance at parties and consultations all year.
- Hand out lightly spritzed business cards.
- Share through social media for Valentine's Day, Mother's/Father's Day, bridal, birthdays, etc.

Bundle up!

Bundle products to create add-on sales.

Some Ideas:

She loves Thinking of You® Eau de Parfum. Add limited-edition Thinking of You® Body Lotion, \$20

He loves True Original® Cologne Spray. Add limited-edition True Original® Hair and Body Wash, \$20



Smell Success!

New to selling fragrance? Mary Kay InTouch® has what you need including the special Holiday edition of The Look, Fragrance eCatalog, a fun What's Your Fragrance Personality? game and much more!

TIP Share & Sell. Add fragrance samples to your customers' product orders or hand them out with your Mary Kay® business card at parties and when you're on the go! Once they try, they'll want to buy. Find fragrance samples order info on Section 2 of your Consultant order form.

fragranceGIFTS

december 2015 3 applause

Metry and Bright

Deliver holiday cheer with these new and favorite gift ideas for everyone on your customers' lists!



New! \$34

Limited-Edition[†] Sheer Dimensions™ Powder

The ultimate finishing touch for a camera-ready complexion, day or night

- Provides a flawless, high-definition finish.
- Features sheer, all-over luminosity.
- Shades work on everyone.

Two luminous shades make any skin tone "come alive" with a sheer veil of buildable color:

Lace – A sunny coral creates intriguing, glowing warmth all over skin.

Pearls – A pearlescent tone for a finish that looks bathed in candlelight.

How to Wear

Sheer Dimensions™ Powder

- Swirl a clean powder brush in your shade choice, tapping off excess.
- With a light, circular motion, dust in center of face and diffuse outward.
- Layer on extra highlights: apples of cheeks, cheekbones, temples, nose and chin.
- If desired, finish shoulders and décolleté with additional radiance.

To learn more about this fabulous new product, watch the how-to video in the **Video Lounge** on *Mary Kay InTouch*®.



Luis Casco MARY KAY GLOBAL MAKEUP ARTIST

Any woman could own both shades and get a different effect from each one. The powder imparts a beautiful radiance as a great finishing product to give skin subtle, modern allover luminosity.

chai latte





20 each

Limited-Edition† Mary Kay® Mineral Eye Color Quad

They're back by popular demand.

Autumn Leaves – a new take on a smoky eye.

Chai Latte - creates a classic look.

Sandstorm – for subtle radiance.

Black Ice – a modern metallic look.

Find a great how-to video on the Video Lounge on Mary Kay InTouch®.



Sebastian Correa MARY KAY GLOBAL MAKEUP ARTIST

These eye quads are perfect for building a gradation of color from dark to light. Always place the darkest shade at the outer corners of the eyelids and blend inward to create a perfect effect.



\$16 MKMen® Daily Facial Wash

Tough on dirt and oil while being gentle on skin. Bundle with these favorite MKMen® products:

- Shave Foam
- Cooling After-Shave Gel
- Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30*
- Advanced Eye Cream

Learn more on Product Central / Products of the Month.



Warm and Fuzzy

Your customers can get this comfy pair of fuzzy socks FREE** with a purchase of *Mint Bliss*™ Energizing Lotion for Feet & Legs. No limit.



MARY KAY



More Stocking Stuffer Ideas!

Lip service. Offer a favorite lip product like NouriShine Plus® Lip Gloss in festive Sparkle Berry, \$15, or the soothing Satin *Lips*® Set, \$18.

Joy to the girl. Take a Mary Kay At Play® Shadow & Liner, \$13, and Lip & Cheek Stick, \$10, then bundle it with a pair of fun earbuds or colorful hair ties.

Pamper me. Everyone loves the Satin Hands® Pampering Set, \$35.

Swept away.

The Mary Kay® Brush Collection makes a perfect gift, \$55.





applause

december 2015 5

black ice



Make holiday sales come to life with social media and your Mary Kay® Personal Web Site. Holiday open houses and



Holiday open houses and parties aren't the only way to be social this holiday.

Why not feature your

Mary Kay gift-giving favorites on Facebook® or online?

Now's the time to remind your customers that you have what they want, and they can shop at the push of a button! Here are some ideas to get you started!



Mary Kay® Personal Web Site. Offer your customers

24/7 shopping. Sign up today in time for Black Friday

(Nov. 27) through the Personal Web Site Manager on *Mary Kay InTouch*®. If you like, you can offer specials and discounts on your <u>website</u> as well. And make sure you are opted in to send <u>Beaut e News</u>™ to your customers, so they receive timely emails with gorgeous product images − great reminders to shop with you!







Facebook®. Hold a *Mary Kay®* party on Facebook®. Just create a new event from your *Mary Kay®* Facebook® Fan page. You can chat via Facebook® Messenger throughout the party to answer questions. Be sure to include your *Mary Kay®* Personal Web Site link so your guests can take advantage of any offers you have. Follow up with Facebook® posts after the party. You can even email any of the *Mary Kay®* eCatalogs to keep gift ideas flowing.



Email. Engage your customers in a "12 Days of Gifting" email campaign. Use *MKeCards*® to highlight products anyone would love to receive!



Mary Kay® Social Publisher

You can promote Black Friday and Pink Monday on Facebook® and help drive traffic back to your *Mary Kay®* Personal Web Site (PWS). It's free with a PWS subscription. Details on *Mary Kay InTouch®* / Business Tools / Personal Web Site Manager.



Customer Delivery Service

Good tidings you bring to your customers' front doors! Use Mary Kay® Customer Delivery Service and send products to your out-of-town customers without packing and shipping yourself!



Independent Senior Sales Director Mary Cho Indianapolis, Ind.

Black Friday/ Pink Monday

I like to keep it simple, and my customers appreciate that. They're already hit with every sale imaginable, so instead of having separate sales for Black Friday and Pink Monday, I combine those events into one big shopping weekend.

holidaySELLING

Congratulations to the winners

TOP **NSDs** YEAR-TO-DATE





















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 August 2015, NSD Area Leadership Development Bonuses and NSD commissions earned on all foreign countries for July 2015.) These "NSD commissions" are used to determine NSD ranking for a Seminar year. Congratulations to the following NSDs who are considered on-target from July 1 through August 31, 2015.

On-Target for \$800,000 Inner	Circle
Anita Mallory	\$134,221
On-Target for \$550,000 Inner Gloria Mayfield Banks	
On-Target for \$500,000 Inner Kathy Helou Karen Piro	\$88,657
On-Target for \$450,000 Inner Gloria Castaño	\$81,239
On-Target for \$400,000 Inner Carol Anton Sonia Páez Lisa Madson	\$71,717 69,470
On-Target for \$350,000 Inner Pamela Waldrop Shaw Cheryl Warfield	\$64,815

On-Target for \$325,000 Inner of Patricia Turker	\$55,721 54,629
On-Target for \$300,000 Diamon	
Mary Diem	\$53,303
Stacy James	52,278
Karlee Isenhart	51.169
On-Target for \$250,000 Diamor Anabell Rocha. Lupita Ceballos Dawn Dunn Sherry Windsor Debi Moore. Dayana Polanco	\$49,284 48,452 46,386 46,259 45,898
On-Target for \$200,000 Diamor	id Circle
Kristin Myers	. \$41,305
Anita Tripp Brewton	39,225
04-1/-1	00 504

•	,	•	•
Julianne Nagle		\$	38,581
Cindy Fox			38,476
Connie Kittson			38,326
Kerry Buskirk			38,286
Sara Pedraza-0	Chacón		37,976
SuzAnne Broth	ers		37,827
Judie McCoy			37,503
Cyndee Gress .			35,568
Gay Hope Supe	er		35,519
Ada García-He			
Mary Estupiñai	n		34,817
Linda Toupin			33,372
On-Target for	or \$150,000 (Gold Cir	cle
Dacia Wingand	łt	¢	21 000

On-Target for \$150,000 Go	old Circle
Dacia Wiegandt	\$31,999
Lara McKeever	31,620
Lia Carta	30,799
Jamie Cruse-Vrinios	30,695
Diane Underwood	30,523
Julia Burnett	29,800
Carmen Hernández	29,083
Alicia Lindley-Adkins	28,118

_	1, 2010.	
į	Morayma Rosas	\$28,065
į	Gloria Báez	27,844
	Monique Balboa	27,366
	María Monarrez	. 27,344
	Kay Elvrum	27,312
	Davanne Moul	27,233
į	Elizabeth Muna	27,221
ì	Shannon Andrews	27,042
	Consuelo Prieto	26,691
ŧ	Magdalena Nevárez	
	O'Nelly Encarnación	26,292
ŧ	Noelia Jaimes	25,951
ŧ	Vivian Díaz	
i	Julie Krebsbach	25,228
į	Somer Fortenberry	25,213
į	Jan Thetford	25,180
	Pamela Fortenberry-Slate	25,173
ŧ	-	

Jan Thetrord	25,180
Pamela Fortenberry-Slate	25 173
Tarriola Fortoriborry Glato	
On-Target for \$125,000 Go	
Lily Orellana	\$24 497
,	ψΕ 1, 101
Cathy Bill	24,458
Yvonne Lemmon	23 823

Evelinda Díaz	. \$23,821
Michelle Sudeth	23,181
Sue Wallace	23,020
Auri Hatheway	22,832
Candace Laurel Carlson	22,814
Maureen Ledda	22,504
Lisa Allison	22,387
Pam Ross	21,990
Alma Orrostieta	21,950
Valerie Bagnol	21,741
Pam Klickna-Powell	21,571
Mayuli Rolo	21,544
Sue Pankow	21,467
LaRonda Daigle	21,074
Dawn Otten-Sweeney	21,051
Leah Lauchlan	20,888

MONTHLY COMMISSIONS | Listed are NSD commissions above \$10,000 earned in August by Independent National Sales Directors as defined above **plus** the following which do not count toward NSD ranking: Sales Director commissions, Personal Team commissions and NSD contest bonuses. Cars, prizes, etc., are **not** included in these amounts.

Emerald

1. Gloria Mayfield Banks***	\$70,812
2. Patricia Turker**	32,888
3. Sonia Páez**	28,756
4. Judie McCoy*	24,653
5. Jamie Cruse-Vrinios	
6. Diane Underwood	
7. Monique Balboa	
8. Dacia Wiegandt*	20,585
9. Dayana Polanco*	
10. Julianne Nagle*	
11. Kerry Buskirk*	
12. Auri Hatheway	17,369
13. Anita Tripp Brewton*	16,647
14. Tammy Crayk	
15. Evelinda Díaz*	15,522
16. Maureen S. Ledda*	
17. Pam I. Higgs	
18. Pam Klickna-Powell	
19. Kym A. Walker*	
20. Pamela Tull	
21. Ada García-Herrera*	
22. Kirk Gillespie	
23. Sonia Bonilla	
24. Diane Bruns	
25. Mayuli Rolo*	
26. Kathy P. Oliveira	
27. Joanne R. Bertalan*	
28. Cristi Ann Millard	
29. Gillian H. Ortega	
30. Roya Mattis	
31. Sabrina Goodwin Monday	
32. Crisette M. Ellis	10,786

3. Rosibel Shahín*	10,763
4. Nancy A. Moser	10,493
5. Noelia Jaimes*	10,481
6. Luzmila Abadía Carranza*	10,470
7. Mary Beissel	10,041

Diamond

Diamond	
1. Anita Mallory***	
2. Lisa Madson*	46,729
3. Gloria Castaño***	45,740
4. Karen Piro**	40,337
5. Pamela Waldrop Shaw**	30,467
6. Halina Rygiel*	27,574
7. Dawn A. Dunn*	22,590
8. O'Nelly Encarnación	22,550
9. Mary Diem*	20,591
10. Shannon C. Andrews*	19,994
11. María Monarrez	
12. Julia Burnett*	19,241
13. Kristin Sharpe	17,994
14. Kay E. Elvrum	17,669
15. Connie A. Kittson*	
16. Lily Orellana	
17. Yvonne S. Lemmon	
18. Kaye Driggers	
19. Lisa Allison	
20. Sue Pankow	
21. Pam Ross*	
22. Diana Sumpter	14,821
23. Susan M. Hohlman*	
24. Yosaira Sánchez	
25. Jeanie Martin	
26. Leah Lauchlan	13,316

27. Reddecca Evans [*]	13,130
28. Rosa Carmen Fernández	12,775
29. Julia Mundy	12,659
30. Lynne G. Holliday	12,388
31. Margaret M. Bartsch	12,37
32. Alia L. Head	12,169
33. Sharon L. Buck	12,167
34. Roxanne McInroe	11,856
35. Vicki Jo Auth	11,818
36. Lynnea E. Tate	11,76
37. Shelly Gladstein	11,370
38. Terri Schafer	11,198
39. Robin Rowland	10,342
40. Heidi Goelzer	10,086

Rubv

1. Carol Anton**	\$42,296
2. Jan Harris**	
3. Cindy A. Williams*	29,624
4. Sherry Windsor**	28,766
5. Karlee Isenhart*	27,330
6. Linda C. Toupin	
7. Stacy I. James**	24,904
8. Lia Carta*	21,799
9. Mary C. Estupiñan*	18,941
10. Sandy Valerio*	18,709
11. Gloria Báez*	18,430
 Cindy Fox* 	18,012
13. Anabell Rocha*	17,578
14. Julie Krebsbach*	
15. Kim L. McClure	16,819
Cathy Bill*	16,786
17 Jan I Thetford	16 586

18. Crystal Trojanowski	15,699
19. Candace Laurel Carlson*	14,980
20. Carmen Hernández*	13,985
21. Amie N. Gamboian	13,875
22. Patty J. Olson	
23. Linda Spadlowski	13,735
24. Kate DeBlander	13,602
25. Lara F. McKeever	
26. Elizabeth Muna*	
27. Sherril L. Steinman	12,896
28. Brenda Segal*	
29. María Flores	
30. Kathy Rodgers-Smith	
31. Michelle L. Sudeth*	
32. Juanita Gudiño	
33. Deb Pike	
34. Tammy A. Vavala	
35. Tammy Romage	
36. Jo Anne Barnes	
37. Lily Gauthreaux	
38. Lynda Jackson*	
39. Cecilia C. James	
40. Gena Rae Gass	
41. Bea Millslagle	10,213

Sannhire

oappo	
1. Kathy Helou***	\$44,237
2. Cheryl Warfield**	34,804
3. Lupita Ceballos**	32,269
4. Debi R. Moore*	29,415
5. SuzAnne Brothers*	25,476
6. Sara Pedraza-Chacón*	22,364
7. Kristin Myers*	21,594

8. Consuelo R. Prieto*	18,	952
9. Alma Orrostieta	18,	074
10. Morayma Rosas	17,	752
11. Davanne D. Moul*	16,	864
12. Cyndee Gress*	16,	175
13. Vivian Díaz*	16,	110
14. Valerie J. Bagnol*	14,	795
15. Tina Hulsman	14,	788
16. Alicia Lindley-Adkins*	14,	771
17. Pamela A. Fortenberry-Slate*	14,	226
18. Somer Fortenberry	13,	921
19. Phyllis Pottinger*	13,	504
20. Kimberly R. Copeland		
21. Janis Z. Trude	12,	787
22. Cathy E. Littlejohn	12,	511
23. Dawn Otten-Sweeney	12,	498
24. Ruth L. Everhart	12,	401
25. Diane L. Mentiply	11,	890
26. LaRonda L. Daigle	11,	857
27. Heather A. Carlson	11,	649
28. Scarlett S. Simpson*	11,	564
29. Diana Heble	11,	502
30. Sylvia Kalicak	11,	178
31. Glinda McGuire*	11,	147
32. Debra M. Wehrer	10,	941
33. Jeanie M. Tamborello		
34. Elaine Kimble Williams	10,	426
35. Magdalena Nevárez*	10,	284
36. Evalina Chávez		
37. Jane Studrawa	10,	165

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





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

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



Mary Baron

Emerald

Independent Sales Director

Began Mary Kay Business May 2005

Sales Director Debut June 2013

National Sales Director

Go Give Area

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

Personal Lives in San Antonio Husband, Andrew; son, Jacob

"I am motivated to help others **because** I feel called to build level 10 confidence in women so they can pursue their dreams with passion."

Independent Beauty Consultant Margaret Solis of San Antonio,

says, "Mary is patient, makes time for everyone and answers all our questions. She is by our side smoothing the way, and her faith in me makes me push harder toward achieving my goals."



Mary Hanson

Diamond

Independent Senior Sales Director

Began Mary Kay Business April 1988

Sales Director Debut

March 1990

Offspring two first-line; three second-line

National Sales Director

Go Give Area

Honors Circle of Honor: eighttimes Sales Director Queen's Court of Personal Sales: four-times Circle of Achievement: Double Star Achievement

Personal Lives in Mundelein, III. Husband, Harold: sons: Todd, Scott: daughters: Sarah, Martha; four grandchildren

"I am motivated to help others

because I love seeing the joy in my adoptees' faces when they are welcomed as part of our unit. Mary Kay Ash was so wise!"

Independent Beauty Consultant Kathleen Wood of Round Lake.

III., says, "Without leaving her ill husband's side, Mary's duties for her church, the Safe House for Women, her unit and adoptees continued without fail. Her endless support keeps us on track."



Christy Huber

Rubv

Independent Senior Sales Director

Began Mary Kay Business

October 2007

Sales Director Debut

March 2008

Offspring one first-line

National Sales Director

Thea Elvin

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

Personal Lives in Fargo, N.D. Husband, Steve: son, Brooks: daughters: Hadley, Collins, Laney

"I am motivated to help others

because I love helping women uncover their God-given greatness! I'm so grateful to all my mentors who paved the way with love and unwavering belief in me."

Independent Sales Director Gayle Guggisberg of Fargo, N.D., says,

"Christy always puts much time and thought into educating each new team member coming into our unit. She gets to know each unit member's strengths and helps them discover their potential."



Orenda Hunniford

Sapphire

Independent Future Executive Senior Sales Director

Began Mary Kay Business

July 2007

Sales Director Debut

November 2008

Offspring three first-line

National Sales Director

Ruth Everhart

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

Personal Lives in Myakka City, Fla. Husband, Ron; sons: lan, Noah; daughter. Ava

"I am motivated to help others

because I want them to awaken their sleeping giant and live their best life. The Lord has blessed me tremendously, and it makes my heart sing to pass it on!"

Independent Sales Director Meredith Taylor of Baton Rouge,

La., says, "After I moved back to Louisiana, Orenda graciously cared for my unit. She motivates them and has provided a place for them to thrive. Orenda has a passion for God and gives back to her church. unit and community."

Holiday Check





Independent Sales Director Sherrie Purvis, Lexington, S.C.

"The holiday season can be an exciting time to increase sales and bookings. Meet your customers' needs during this busy time and build trust, which only enhances customer loyalty through the year."

December



Sherrie's To-Dos: Looks to Love

Offer a NEW COLOR LOOK. Your customers will appreciate looking great for holiday parties. Find new looks on *Mary Kay InTouch®*.



Keep Mary Kay® products and holiday bags (available on MKConnections®) handy for your customers with lastminute gift needs.



Christmas Wish List. Ask your customers to make a wish list with products they'd love to see under the tree! You can contact their spouse or significant other to help make that happen!



12 Days of **Holiday Tips!**Special-Edition Holiday Power Class,
Nov. 1-12

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



NEW! Deluxe Mini

Create your own holiday gift with purchase! Nourishine Plus® Lip Gloss Set. (Section 2, pk./6, is \$5 introductory price.)

Six shades packaged together make an ideal gift. Shades: Rock 'n' Red, Sparkle Berry, Fancy Nancy, Pink Luster, Silver Moon and Café au Lait. This deluxe mini joins an array of other regular-line minis: *Mary Kay*® Oil-Free Eye Makeup Remover, *Lash Love*® I ♥ black Mascara and *TimeWise*® Microdermabrasion Plus Set.

January CHECKLIST!

Keep the Party Going!

3. Follow up! Have your

date book handy at checkout to book follow-up appointments.

Sherrie and Jo Ann share their BEST PARTY IDEAS for January!

LOVE YOURSelf. Enjoy much-needed pampering time with your girlfriends and recharge after a busy holiday season.

Beauty Brunch. Good food, great friends and fantastic facials!

Party for a Cause. Designate a worthwhile charity to receive donations from your parties this month.





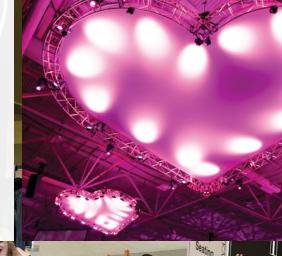


MARY KAY **SEMINAR**

Hall of Dreams

Over-the-top entertainment, motivating speakers who left us breathless, insightful presentations, powerful education and that was just the first day!

Seminar 2015 was fun, informative, emotional and inspiring all wrapped into four fabulous days. You discovered what you love about Mary Kay, and now it's time to pass it on - to team members ready to take the next step to greatness, to your loyal customers who may be ready to turn their brand love into a Mary Kay business and to new customers whose lives you can change by making them feel special. Enjoy these photo memories, and we'll see you in Dallas next year!







2014-2015

NSD INNER CIRCLE

Congratulations to the members of the Gold/Diamond Inner Circle! Each Independent National Sales Director who earned commissions of \$325,000 or above was recognized as a member of the elite Inner Circle. Those who earned commissions of \$200,000 and above achieved the Diamond Circle. Both Inner Circle and Diamond Circle members received a bonus

in the amount of a percentage of their NSD commissions, as shown, and received diamonds for their NSD bracelets or necklaces, as shown. Those who earned commissions of \$125,000 and above achieved the Gold Circle. These recognition amounts only reflect official NSD commissions earned and do not include total earnings.

\$550,000 (3% bonus + 2 diamonds)

\$500,000 (3% bonus + 2 diamonds)





\$650,000

(3% bonus +

2 diamonds)

Anita Mallory Diamond - \$38,000

\$400,000 (2% bonus + 2 diamonds)

Carol Anton Ruby - \$19.511

\$600,000 (3% bonus + 2 diamonds)



Jan Harris Pearl - \$18,332

Gloria Mayfield Banks Emerald - \$18,196



Lisa Madson Diamond - \$17.094



Karen Piro Sapphire - \$16,821



Kathy Helou Emerald - \$16,697



Gloria Castaño Diamond - \$15.842

Patricia Turker Diamond - \$8,451



Lupita Ceballos Sapphire - \$8,001



Sherry Windson Emerald - \$8,000

\$350,000 (2% bonus + 2 diamonds)



Debi Moore Emerald - \$7,885



Halina Rygiel Pearl - \$7.656



Stacy James Pearl - \$7.553



Chervl Warfield Pearl - \$7.461



Sonia Páez Diamond - \$7,100



Cindy Williams Pearl - \$6.889



Ruby - \$6,886



Pearl - \$6.667

2014-2015 **NSD DIAMOND CIRCLE**

\$300,000 (1% bonus 1 diamond) **Mary Diem** Diamond

SuzAnne Brothers

\$250,000 (1% bonus + 1 diamond) Judie McCoy

Sapphire Sara Pedraza-Chacón

Sapphire Linda Toupin Diamond

Lia Carta Pearl

Dayana Polanco Diamond

Mary Estupiñan Pearl

Dacia Wiegandt Emerald Julianne Nagle

Anita Tripp Brewton

\$200,000 (1% bonus Connie Kittson Diamond

Julia Burnett Pearl

Sandy Valerio Sapphire

Diane Underwood Diamond

Kristin Myers Pearl

Anabell Rocha Pearl Dawn Dunn

Sapphire Kay Elvrum Emerald

Jamie Cruse-Vrinios **Emerald**

Shannon Andrews Sapphire

Cindy Fox

Davanne Moul

Julie Krebsbach Pearl

Cyndee Gress Ruby

Vivian Díaz Diamond

Gloria Báez Sapphire

Kerry Buskirk Emerald Maureen Ledda

María Monarrez Ruby

2014-2015

NSD GOLD CIRCLE

\$150,000 Lily Orellana Emerald Consuelo Prieto Alicia Lindley-

Ruby **Pamela** Fortenberry-Slate

Ruby **Lisa Allison** Pearl

Cathy Bill Valerie Bagnol

Sapphire Sue Pankow Diamond

Evelinda Díaz Diamond Susan Hohlman Diamond

Pam Ross Ruby

Yvonne Lemmon Emerald Auri Hatheway Emerald

Mayuli Rolo Diamond **Candace Laurel**

Carlson Ruby **Tammy Crayk** Rebbecca Evans

Scarlett Simpson Ruby Jan Thetford Elizabeth Muna Diamond

Glinda McGuire Joanne Bertalan Emerald

Pam Klickna-Powell Sapphire Pam Higgs Sapphire

Somer Fortenberry Ruby Kristin Sharpe Diamond

Morayma Rosas Emerald Leah Lauchlan Pearl

Jeanie Martin Pearl Monique Balboa Pearl **Juanita Gudiño** Ruby

\$125,000 Kate DeBlander Ruby **Kimberly Copeland** Phyllis Pottinger Emerald

Ada García-Herrera Diamond Alia Head Sapphire Lynne Holliday Ruby Janis Z. Trude Ruby Deb Pike Pearl Shelly Gladstein Emerald

Michelle Sudeth Ruby

Tammy Vavala Gay Hope Super Ruby

Amie Gamboian Pearl Carmen Hernández Emerald

Kirk Gillespie Ruby Cristi Ann Millard

Alma Orrostieta Pearl

Luzmila Abadía Carranza Diamond Kym Walker Emerald **Roxanne McInroe**

Kim McClure Pearl Lara McKeever Sapphire Rosibel Shahin Diamond

Sapphire

Debra Wehrer Lorraine Newton Sapphire **Roya Mattis**

Pamela Tuli María Flores Ruby Brenda Segal Noelia Jaimes Diamond

\$325,000 (2% bonus + 2 diamonds)



Karlee Isenhart



Pamela Waldrop Shaw

2014-2015 **NSD MILLIONAIRES****

\$13 Million Karen Piro, Sapphire

\$12 Million Carol Anton, Ruby

\$11 Million Kathy Helou, Emerald Lisa Madson, Diamond

\$10 Million Gloria Mayfield Banks, Emerald

Anita Mallory, Diamond \$9 Million

Cheryl Warfield, Pearl

\$8 Million Gloria Castaño, Diamond \$7 Million

SuzAnne Brothers, Emerald Lupita Ceballos, Sapphire Debi Moore, Emerald Pamela Waldrop Shaw, Pearl Linda Toupin, Diamond

Cindy Williams, Pearl \$5 Million Sonia Páez, Diamond

\$4 Million Monique Balboa, Pearl Tammy Crayk, Sapphire Kay Elvrum, Emerald Cindy Fox, Emerald Lynda Jackson, Pearl Pam Ross, Ruby Jan Thetford, Sapphire Sandy Valerio, Sapphire

\$3 Million Candace Laurel Carlson, Ruby Cyndee Gress, Ruby Pam Higgs, Sapphire Kim McClure, Pearl Glinda McGuire, Pearl Davanne Moul, Sapphire

Maureen Myers. Pearl Deb Pike, Pearl Anabell Rocha, Pearl

\$2 Million Mary Beissel, Diamond Joy L. Breen, Sapphire Sandra Chamorro, Emerald Kimberly Copeland, Ruby LaRonda Daigle, Diamond Angie Day, Sapphire María Flores, Ruby

Amie Gamboian, Pearl Auri Hatheway, Emerald Carol Lawler, Diamond Donna Meixsell, Ruby Jill Moore, Sapphire Sue Pankow, Diamond Rosibel Shahin. Diamond

Tammy Vavala, Pearl \$1 Million Amy Allgood, Diamond Sonia Arriola, Diamond Rosa Bonilla, Diamond Kaye Driggers, Ruby Diane Mentiply, Diamond Patty Olson, Pearl Mayuli Rolo, Diamond Yosaira Sánchez, Diamond Kristin Sharpe, Diamond Avelyn Smith, Sapphire Linda Spadlowski, Emerald Jeanie Tamborello, Emerald Krista Neal Warner, Sapphire

**Independent National Sales Directors who are new members of the Mary Kay Millionaires Club or who stepped up to new million-dollar categories

Elaine Kimble Williams

Emerald

The Mary Kay Millionaires Club honors NSDs who've earned at least \$1 million in commissions since starting their Mary Kay businesses.







TOP THREE QUEENS' COURTS OF SALES AND SHARING*

SAPPHIRE

Sales Director Queen's Court of Personal Sales



King .lim Cundiff 1st Runner-Up P.J. Baunach Alexandria Va 2nd Runner-Up

Jodi Feller

Preston, Iowa

Consultant Queen's Court of Personal Sales



Oueen Gwendolyn Diggs Cabot, Ark. 1st Runner-Up Bettaney O'Neal Tracy City, Tenn. 2nd Runner-Up Cynthia Adams

Chambersburg, Pa.

Queen's Court of Sharing



Queen Brenda Gill Bristol, Va. 1st Runner-Up Julie Bickle The Woodlands, Texas 2nd Runner-Up Esther Amador Pico Rivera, Calif.

EMERALD

Sales Director Oueen's Court of Personal Sales



Marilyn Harris Jamaica Plain, Mass 1st Runner-Up Rebecca Allen Madison, Ala. 2nd Runner-Up Larelle Bryson Hyde Park, Mass.

Consultant Queen's Court of Personal Sales



Oueer Debbie Baker Millsboro, Del. 1st Runner-Un Cynthia Chandler Brooklyn, N.Y. 2nd Runner-Up Melissa DeGroft Windsor, Va.

Queen's Court of Sharing



Oueen **Grace Snively** University City, Mo. 1st Runner-Up Kathy Robinson Hoover, Ala. 2nd Runner-Up Michelle Cunn

Westlake, Ohio

PEARL

Sales Director Queen's Court of Personal Sales



Angela LaFrance Miramar, Fla. 1st Runner-Up Connie Diest Saint Petersburg, Fla. 2nd Runner-Up Pat Schlotfeldt

Winston Salem, N.C. Consultant Queen's Court of Personal Sales



Alicia Traver Marana, Ariz. 1st Runner-Up Lisa Bland Orange, Texas 2nd Runner-Up Bridget Nicholson Shreveport, La.

Queen's Court of Sharing



Queen Cristina Hernandez 1st Runner-Un Rhona George Framingham, Mass. 2nd Runner-Up Michael Diaz

Woodland, Calif

*Top three Independent Beauty Consultants and Independent Sales Directors in personal sales and team-building

DIAMOND

Sales Director Queen's Court of Personal Sales



Queen **Heide Grant** San Pedro, Calif. 1st Runner-Up Linda Yeager Hooper, Neb. 2nd Runner-Up Suzanne Andre Bridgeport, W.Va.

Consultant Queen's Court of Personal Sales



Queen Tiffany Dozier Anaheim, Calif. 1st Runner-Un Kathy Currier 2nd Runner-Up Cynthea Herreid Keene, N.H.

Queen's Court of Sharing



Oueen Elva Jordan Riverhead, N.Y. 1st Runner-Up Amanda Hudgins Decatur. Ga. 2nd Runner-Up Jamee Wright Tallahassee, Fla.

Sales Director Oueen's Court of Personal Sales



Heather Feiring Epping, N.D. 1st Runner-Up Debra Fisher Newport, N.C. 2nd Runner-Up April Abney

Consultant Queen's Court of Personal Sales



Marie Van Scvoc Norwalk, Calif. 1st Runner-Up Linda Wagner Cary, III. 2nd Runner-Up Irene Robar Alta Loma, Calif.

Queen's Court of Sharing



Oueen Laurieann Barclay Dumont, N.J. 1st Runner-Up K.T. Martin Washington, Utah 2nd Runner-Up Rachelle Holloway Port Orchard, Wash.

TOP 10 SALES UNITS NATIONWIDE¹



Kristi Anderson Raymore, Mo.



Stacey Craft Spiceland, Ind.



3. Laura Middleton Belle Isle, Fla. Pearl



Kali DeBlander Brigham Pensacola Beach, Fla. Ruby



Nancy Boucher Cape Neddick, Maine Emerald



Brenda Fenner Flower Mound, Texas



7. Marsha Morrissette Eden Prairie, Minn. Diamond



Melinda Balling R. Santa Fe, N.M. Emerald



Cindv Machado-Flippen Secaucus, N.J.



10. Stacy Foust Casa Grande, Ariz Emerald

Independent Sales Directors whose units achieved the 10 highest amounts in estimated unit retail production during the Seminar 2014-2015 contest period











2015 CIRCLE OF EXCELLENCE**

SAPPHIRE



Kristi Anderson³ \$1,750,000 Circle

1st Runner-Up Randi Stevens \$750,000 Circle

2nd Runner-Up Celeste Byrd* \$750,000 Circle

\$700,000 Circle Jennifer Besecker Ann Sherman Ellen Farquharson

\$650,000 Circle Debbie Weld Angela LaFerry Cheryl Anderson Alison Jurek* Shari Kendall* Faith Gladding Bonnie Crumrin Zasha Levee Jamie Taylor*

EMERALD



Nancy Boucher* \$1,000,000 Circle

1st Runner-Up Melinda Balling \$950,000 Circle

2nd Runner-Up Stacy Foust \$850,000 Circle

\$800,000 Circle Paula Kelsch* Chris Teague*

\$750,000 Circle Linda Meier

\$700,000 Circle Michelle Cunningham* Melissa Bright*

\$650,000 Circle Ann Smith Terrah Cromer* Michele Armes Jordan Helou Ficher Barbara Pleet Karen Ridle Joanna Helton Pam Kelly Maggie Rader*

PEARL



Queen Stacy Craft* \$1,000,000 Circle

1st Runner-Un Laura Middleton* \$1,000,000 Circle

2nd Runner-Up Cindy Machado-Flippen \$850,000 Circle

\$800,000 Circle Patti Cornell Sylvia Martinez* Nedra White* Jordan Twilley* Shauna Abbotts Susan Moore*

\$750,000 Circle Christi Campbell

\$700,000 Circle Tina Dees Stephanie Coker

\$650,000 Circle Maria Claxton-Taylor Keita Powell Laurie Plyler* Amy Kemp Reina Murcia* Sara Pennella Nadine Huckabee-Stanley Angie Locke Vicki Piccirilli Richelle Barnes Katherine Ward*

DIAMOND



Marsha Morrissette \$950,000 Circle

1st Runner-Up Nicki Hill* \$850,000 Circle

2nd Runner-Up Tawnya Krempges \$800,000 Circle

\$800,000 Circle Gerri Anne Morris Mary Kathryn King*

\$750,000 Circle Mary Strauss Susan McCoy* Menina Givens

\$700.000 Circle Donna Smith Deborah Dudas Petie Huffman Stephanie Audino Delmi Santos

\$650,000 Circle Priscilla McPheeters Mariann Biase Mason Mariana Moreno* Lori Langan* Kim Messmer Sharon Carney-Wright Mileta Kinser

RUBY



Kali DeBlander Brigham* \$1,000,000 Circle

1st Runner-Up Brenda Fenner* \$1,000,000 Circle

2nd Runner-Up Lisa Anne Harmon \$800,000 Circle

\$700,000 Circle Karime Rosas Krystal Downey-Shada K.T. Martin Lisa Hansen

\$650.000 Circle Mary Dell Susan Ehrnstrom Pansy Pierce* Thessy Nwachukwu Paula Kirkpatrick Cleta Colson-Eyre Candace Doverspike Suzanne Moeller Sherri Ammons*



^{*}Received diamond bar pin for exceeding all previous years.

^{**}Independent Sales Directors who achieved estimated unit retail production of \$650,000 or more

SEMINAR SEMINAR One of the series of the s

honored at the Awards Show at Seminar 2015.

Annual GO-GIVE® AWARD WINNERS

Congratulations



As 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."

Thanks to these women and those like them, the annual *Go-Give*® Award is a legacy that sets this Company apart.

PEARL Independent Senior Sales Director Angie Jorgensen Omaha, Neb.

"The positive, empowering growth from being a part of this great Company helped me to rise above crazy health challenges — heart attack, stroke, a coma, organ failure plus more, all caused by a tumor. With great doctors, a strong family, outstanding girlfriends, prayer and nothing short of a miracle, I'm thriving today!

"Each day is a chance to pay it forward and make a difference. Focus on the positive and build on that. Psalm 108:1 says, 'My heart is strong, I will give praise and thanks!'"

SAPPHIRE

Independent Sales Director Jea Summers-Gackowski McDonough, Ga.

"This confirms that escaping from corporate America was the right move and that Mary Kay

from corporate America was the right move and that Mary Kay is the right place for women who want to make a difference.

"It is wonderful to be mentored

"It is wonderful to be mentored by Independent National Sales Director Diana Sumpter and Independent Executive Senior Sales Director Faith Gladding. As a product of the adoptee system, it is a privilege to be with those of you who, with open arms, carry on Mary Kay's traditions."





EMERALD Independent Senior Sales Director
Amy Sigler – Northwood, Ohio "Receiving this award was an amazing experience not only for me, but for my husband Craig, my three daughters Abbie, Evie and Maddie, my wonderful family and friends.

"I strive to do my best and daily live out the Go-Give spirit. I pray and hope God allows me to continue to share His love through the Mary Kay opportunity and help other women learn just how amazing they are. Thank you for this huge and humbling experience."







Award winner. This prestigious award is all about the heart and about blessing others through this amazing opportunity. Mary Kay Ash made every person she came in contact with feel important, and it is our responsibility to carry on her legacy.

"Find something that touches your heart and give back to your community. Breast cancer awareness and eliminating the exploitation of women are two areas that I personally give back to. Lead with your heart and do all things for His glory! Praise God from whom all blessings flow!"



"This Company has given me and my family a renewed life, and I feel it is only fair to pass along the timeless principles and philosophies to others. We are called to be excellent servants and, therefore, my prayer each day is that I change a life by just letting God's light shine through me. I am absolutely honored to receive the annual Go-Give® Award. Thank you to all who have poured into my life and helped me grow into the woman I am today!"

MARY KAY®

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