

JANUARY 2007

Applause®

MARY KAY®
Enriching Women's Lives™

new year,
new thighs

Thanks to the TimeWise®
Cellu-Shape™
Contouring System

Get Maximum **Comfort and**
Shine With MK Signature™
NouriShine™ Lip Gloss

Team-Building Tips to Share



get it free

WITH YOUR ORDER

DEC. 16, 2006 – JAN. 15, 2007



Private Spa Collection™ Satin Hands® Hand Cream

Suggested Use: Who wouldn't love a Private Spa Collection™ Satin Hands® Hand Cream this time of year (or anytime for that matter!)? This rich, emollient formula provides instant hydration to condition and moisturize hands for hours. It's your BizBuilders bonus starting with a \$400 wholesale Section 1 order.



MK Signature™ NouriShine™ Lip Gloss Sampler in Beach Bronze

Suggested Use: MK Signature™ NouriShine™ Lip Gloss provides maximum comfort with maximum shine! The new, superlight-weight formula takes shine to a whole new level while it smoothes, softens and never feels sticky. A pack of six samplers in the universally appealing Beach Bronze shade is your BizBuilders bonus starting with a \$600 wholesale Section 1 order.



Travel Roll-Up Bag

Suggested Use: Customers will love this organizer, whether they travel or not. It makes a great gift with purchase, and you could even offer it free to customers who purchase four or more product sets. It's your BizBuilders bonus starting with an \$1,800 wholesale Section 1 order.



Inside
Back Cover ▲

Take the TimeWise® Cellu-Shape™ Contouring System Sales Challenge!

Through the TimeWise® Cellu-Shape™ Contouring System Sales Challenge, you could earn Career Conference recognition and reach the goals you've been going after all year. Take this opportunity to earn an exclusive name badge ribbon, standing recognition and a beautiful keepsake necklace.

For more details on BizBuilders and new Independent Beauty Consultant bonuses, see Page 19.

WholeBeauty

The latest research shows that women think of beauty as part of their whole health, a way of creating that “healthy feeling.” Their personal appearance means a lot to them when it comes to looking and feeling healthier. That’s where you come in! Women of all generations need easy, simple ways to buy beauty, especially during this busy time of year. You can start helping your customers look and feel their best with skin care products that cater to their every need – from head to toe.



◀ page 2

Shape Up! Slim Down!

We’ve all heard those dreaded descriptions for cellulite – cottage cheese thighs, orange peel skin, thunder thighs (that one’s the worst). What’s a girl to do? Fight it day and night – even during sleep – with the TimeWise® Cellu-Shape™ Contouring System’s multi-targeted approach. Here’s everything you need to know to get started selling today.



◀ page 6

Shine On!

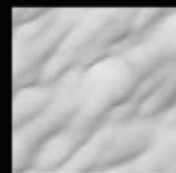
You’ve told us that the most desired attributes in a lip gloss are high shine, rich color and a nonsticky feel. You asked for it, you got it, in the form of MK Signature™ NouriShine™ Lip Gloss, a superlight formula that is totally *saturated* with moisturizers and conditioners – more than 80 percent – so lips feel amazingly soft and supple. It’s also jam-packed with vitamins A and E for the nourishing skin care benefits your customers want.



new year, new thighs

The TimeWise® Cellu-Shape™ Contouring System works around the clock to fight cellulite with an advanced, multitargeted approach. A powerful blend of ingredients, including botanicals, reduces the amount of cellulite-causing cells, improves micro-circulation and strengthens the skin's support system, which is essential for skin that looks firmer and more toned.

Skin's surface before



Skin's surface after



Topographical images of the skin's surface based on a 12-week clinical study.

Real Results: 7 out of 10 women had less visible cellulite and lost up to ½ inch on *each* thigh.*

And there's more news to share ...

After four weeks, 81 percent of women had firmer skin. After eight weeks, 70 percent of women had skin with greater elasticity. After 12 weeks, 100 percent of women had smoother skin.

*Those are the powerful results a board-certified dermatologist saw in a 12-week clinical study at an independent laboratory.



Product price is suggested retail.

TimeWise® Cellu-Shape™
Contouring System, \$55

What Your Customer Will Want to Know

- For maximum results, she should use the TimeWise® Cellu-Shape™ Contouring System as a daily regimen.
- With these products, there's no need for heavy-duty rubbing. Just gently massage into the skin.
- The powerful mix of ingredients strengthens the skin's support system so cells are less able to cause dimpling on the surface.
- It helps level out lumps and bumps and leaves skin feeling perfectly hydrated all day.
- The benefits could add up. If she lost up to ½ inch on each thigh, that could mean up to 1 inch overall!
- In addition to the dramatic benefits seen by dermatologists in clinical testing, six out of 10 women in consumer testing saw skin that was significantly firmer, smoother and more toned in just three weeks!



Q & A ask the experts



*Yvette Franco,
Vice President of Brand
Development*



*Terry Jacks,
Vice President of Research
and Development*

Q. How do the system's two products work individually?

A. The body behaves differently at night than it does during the day, and it needs two different formulas. The **TimeWise® Cellu-Shape™ Daytime Body Moisturizer** is a supercharged formula that stimulates cellular activity, significantly increases the skin's hydration level and begins the firming and toning process to help deliver the most dramatic results. The **TimeWise® Cellu-Shape™ Nighttime Body Gel** takes advantage of the time that your body naturally uses to rest, rebuild and repair. This formula completes the firming and toning process, strengthening the skin's support system in problem areas so the visible signs of cellulite are minimized. This product also moisturizes skin so it feels silky-smooth to the touch.

Q. Why introduce these products now?

A. Mass to prestige companies are offering anti-cellulite products. Research for this product was spearheaded by the Mary Kay Cellulite Innovation Team. Research shows that the winter/spring season is the best time to launch a moisturizing and cellulite-fighting body product as customers prepare for the warm months ahead.

Q. What is the order of application?

A. Your customer should gently massage in **TimeWise® Cellu-Shape™ Daytime Body Moisturizer** over her entire body in the morning. In the evening, she should gently massage in **TimeWise® Cellu-Shape™ Nighttime Body Gel** on troublesome (cellulite-prone) areas. Unlike competitive products, there's no need for any heavy-duty rubbing.

Q. How does the system work?

A. Extensive testing in our Mary Kay Skin Care Laboratories found that the innovative ingredients reduce the amount of cellulite-causing cells, stimulate cellular activity and strengthen the skin's support system so cells are less able to cause dimpling on the surface. The system also is formulated to improve microcirculation. The sooner your customers start using it, the sooner they'll see results.



let's talk
about...

SELLING CELLU-SHAPETM

With each new product introduction, our goal remains the same – to enable you to attract *new* customers, while keeping current customers brand loyal. Every successful Independent Beauty Consultant knows that a dramatic benefit story can get a woman excited about trying a product, and with the new TimeWise® Cellu-Shape™ Contouring System, there's plenty of excitement to share. "The Cellu-Shape™ system targets the *multiple* causes of cellulite," says **Dr. Myra Barker, Executive Vice President of Marketing/Research and Development.** This supercharged system works 24 hours a day to firm, tone *and* smooth problem areas, in addition to providing the lasting hydration everyone's skin needs. Now, what woman wouldn't love that?"

So is the TimeWise® Cellu-Shape™ Contouring System for everyone? "You should never prejudge who will be and won't be interested in a particular product," suggests Dr. Barker. "In this case, the fact is that cellulite doesn't discriminate. Women of *all* ages, sizes and shapes can have it, and that means there are a lot of women out there who will be interested in hearing about the dramatic benefits this product has to offer."

But what if a customer is already using TimeWise® Visibly Fit™ Body Lotion? "The important thing to tell her is that these products fill very different needs," says Dr. Barker. "TimeWise® Visibly Fit™ Body Lotion is a great product that can moisturize skin and provide some anti-aging benefits. The Cellu-Shape™ Contouring System, on the other hand, was formulated with ingredients that significantly improve the appearance of cellulite, which Visibly Fit™ Body Lotion does not do."

When it comes to application, do you have to spend a lot of time massaging the product in? "That's a great point of difference you'll want to share with your customers," says Dr. Barker. "Because we know how busy women are today, we formulated the Cellu-Shape™ Daytime Body Moisturizer and Nighttime Body Gel to be effective *without* having to spend several minutes rubbing them in. Just smooth them on as you would a normal body lotion, and you're on your way."

Here's a final thought from Dr. Barker: "You can meet the *TimeWise® Cellu-Shape™ Contouring System Sales Challenge** by making a contact list *today* that includes current customers – even if they've never bought a skin care product from you before – along with potential customers who have yet to make their first Mary Kay® purchase. And be sure to hand out business cards to the women you meet on the go, referring them to your Mary Kay® Personal Web Site for all the exciting news."

*See challenge details on back cover.

Q. How does the system compare to the competition?

A. The TimeWise® Cellu-Shape™ Daytime Body Moisturizer and TimeWise® Cellu-Shape™ Nighttime Body Gel products were formulated to complement each other and offer the consumer a daily system that targets cellulite reduction. Competitively, most brands are only able to offer single products to address cellulite. The TimeWise® Cellu-Shape™ Contouring System uses a 24-hour approach; that, in terms of claims, will be one of the most complete body systems on the market.

Want to know more?
Simply log on to the
Product Knowledge Web site
at LearnMK® on the
Mary Kay InTouch® Web site.





NEW! coral rose



NEW! melon sorbet



give 'em
some



pink diamonds



NEW! sweet raisin



NEW! starry

MK Signature™ NouriShine™ Lip Gloss provides maximum comfort with maximum shine! The new, superlight formula takes shine to a whole new level while it smooths, softens and never feels sticky. **\$13**

Our model's lips shine wearing new Sweet Raisin MK Signature™ NouriShine™ Lip Gloss over Gingerbread lipstick and Chocolate lip liner.

Price is suggested retail.

NEW! gold rush

NEW! sugarberry

beach bronze

cream & sugar

NEW! berry sparkle

lip

The Not-So-Secret Formula

MK Signature™ NouriShine™ Lip Gloss has a superlight formula that is totally *saturated* with moisturizers and conditioners – more than 80 percent – so lips feel amazingly soft and supple. It's also fortified with vitamins A and E that form a protective defense against wrinkle-causing free radicals and exposure to the environment.

Samplers Made Simple

MK Signature™ NouriShine™ Lip Gloss samplers come in the brand-new platinum packaging for quick and easy color identification. Lip gloss sales have grown by leaps and bounds since 2001, so you have a real opportunity here. Remember, samplers sell!

This Is Powerful Stuff. Here's Why!

- Yes, there are a lot of lip glosses in the marketplace, but Mary Kay is one of the few companies to offer *rich, long-lasting color and shine along with added nourishing skin care benefits.*
- The formula is saturated with over 80 percent conditioners to instantly hydrate and condition lips.
- Formulated with enriching vitamins A and E, MK Signature™ NouriShine™ Lip Gloss smooths, soothes and softens lips, helping restore a more youthful appearance, while antioxidants fight against wrinkle-causing free radicals.
- The formula is fortified with antioxidants that help protect lips from everyday environmental stress (e.g., pollutants, extreme temperatures, ozone, smoke, etc.).
- Lip gloss is formulated with moisturizing botanical aloe barbadensis leaf extract that is known to soften, soothe and comfort the skin.

PS: MK Signature™ NouriShine™ Lip Gloss fits inside the Custom Compact!

Create a Complete Lip Look

Of course, MK Signature™ NouriShine™ Lip Gloss looks great on its own, but when using multiple lip products, this order of application works best:

1. TimeWise® Age-Fighting Lip Primer
2. MK Signature™ Lip Liner
3. MK Signature™ Creme Lipstick
4. MK Signature™ NouriShine™ Lip Gloss

A Hint From a Makeup Artist ...

Apply lip gloss to the center of the top and bottom lips to help make them appear fuller!

Out With the Old, In With the New

Discontinued Shade	Recommended Replacement Shade
Cocoa Creme	Beach Bronze, Cream & Sugar
Cranberry	Berry Sparkle
Natural	Starry
Pink Allure	Berry Sparkle
Pink Pearl	Gold Rush
Tiger Lily	Melon Sorbet
Watermelon	Berry Sparkle

winter skin loves moisture

Cold, dry winter air can leave skin thirsting for the moisture that will leave it feeling soft and looking healthy. You might want to contact customers to find out if the season has left their skin feeling drier than usual so that you can recommend a change in their Miracle Set (from combination to oily to normal to dry) or to add one of these extra hydration products. And don't forget foundation! Consider providing customers with samplers if their shade needs have changed or if they should switch from Medium-Coverage to Full-Coverage Foundation for the season. Be sure to offer these extra hydration and skin-smoothing products. Check your *Product Guide* or the Product Knowledge Web site on LearnMK® for more details!

Private Spa Collection™ Satin Hands® Pampering Set

The Satin Hands® Satin Smoothie™ Hand Scrub cleanses and exfoliates. It's an everyday treat for hands to leave them feeling smooth and soft instantly. Your customers will love the fresh peach scent. It's part of the Private Spa Collection™ Satin Hands® Pampering Set for irresistibly smooth, supersoft hands in three easy steps. **\$30**



All prices are suggested retail.

Satin Lips® Set

Customers can buff away dry skin with Satin Lips® Lip Mask, then moisturize with Satin Lips® Lip Balm to keep lips soft. **\$18**





Mary Kay® Extra Emollient Night Cream

This fragrant, translucent cream for very dry skin helps to maintain the natural moisture of the face. Customers can use it in the evening to replenish hydration in dry patches – even on the hands, elbows and feet! **\$11**



Advanced Moisture Renewal® Treatment Cream

You can offer customers the chance to increase the skin's hydration and its resiliency, firmness and elasticity with this delicate ivory lotion. Applied day, night, or both, it replenishes essential intercellular lipids and reinforces the skin's own moisture-retention capabilities. **\$19**



Mary Kay® Intense Moisturizing Cream

Customers can lavish dry skin for a radiant look and unbelievably soft feel. This luxurious cream leaves skin feeling hydrated for up to 10 hours as it infuses a marine extract, vitamin E and minerals such as copper, magnesium and zinc that help nourish skin beautifully. **\$30**

Mary Kay® Oil-Free Hydrating Gel

Customers with normal to oily skin may not think about an added moisturizer, but the right product can help keep the skin's moisture in balance for up to 10 hours. **\$30**

one good thing leads to another

You know that feeling when something in your day reminds you how glad you are you made the “Mary Kay” decision? Here are a few more reasons to get glowing!

The trip-ready Travel Accessories Set hostess gift and luscious MK Signature™ Just Glossy™ Set gift with purchase are bound to bring sales and bookings to brag about! Once you engage your customers, it's easy to remind them about your Mary Kay® Personal Web Site and the virtual gift of the week event, going on throughout the month of December. So fasten your seat belt and get in gear for a record-smashing quarter. And don't miss the follow-up dialogue ideas on Page 15!

Traveling Companions

You'll want to tell your customers how they can receive this fabulous and functional Travel Accessories Set containing a travel wallet, passport cover and luggage tag – already organized in a sheer organza bag! All just for hosting a skin care class (with \$200 in total sales and one booking). Whether your customers rack up frequent-flier miles or simply have the need to stow, they'll love it!

Hostess Gift, \$10

Fun for All, Free for All



And don't forget, the MK Signature™ Just Glossy™ Set gift with purchase delivers the lightweight feel and maximum shine of the MK Signature™ NouriShine™ formula. Three miniature lip glosses, in shades to chase the winter blahs, condition lips with rich color in a convenient, go-anywhere size. And just think, this quarter's gift with purchase can bring repeated sales! Not only can it motivate your customers to spend more, this darling set is also a great introduction to

the new MK Signature™ NouriShine™ Lip Glosses for color customers and skin care customers. Once they try these lip glosses, full of both shine and skin care benefits, they are sure to want more!

Gift With Purchase, Pack of Five, \$17.50



Shades include (clockwise):
Sweet Raisin, Starry and Gold Rush



If you haven't discovered the Preferred Customer Program, you may not know: *The Look* really goes places! And it's so easy to enroll your customers. Just go to the Mary Kay InTouch® Web site and click on "Preferred Customer Program" under myCustomers®.

Drive Them There in Style

Easy things make even more sense in today's hurried world. The simplicity of a Mary Kay® Personal Web Site is an uncomplicated reason for your customers to shop with you. The ability to browse all your great offerings 24/7, from the cozy comfort of home, promotes you as a full-service, customer-friendly retailer dedicated to making women even more beautiful.

And when customers discover the gift of the week online, "convenient" becomes compelling! From Dec. 1 to Dec. 31 they'll be wowed with a different featured product, perfect for gift-giving, each week they visit your Mary Kay® Personal Web Site. We've even provided an MKeCard® invitation (one for every week of the event) beginning Dec. 1 so that you can spread the great news. Send the MKeCard® to current customers and mention this online event when warm chattering potential customers! That's all you need to do to participate! But it's only for Personal Web Site subscribers. Don't have a Mary Kay® Personal Web Site? To subscribe, just log on to the Mary Kay InTouch® Web site, then click on "Mary Kay® Personal Web Site Program" under myCustomers® and put your business in high gear!



The Legacy Grows On



Independent Executive Senior Sales Director Tanya King Lee, left, Independent Senior Sales Director Mayra Smalley, center, and Independent Future Executive Senior Sales Director Auri Hatheway share the team-building techniques that have changed lives – including their own!

Years ago, Mary Kay Ash sent a letter to her Independent Sales Directors in which she urged them to continue perpetuating her dream. “The Mary Kay opportunity has opened the door to rich and fulfilling lives for thousands of women,” she wrote. “You can help pass our special way of life on to others; and in doing so, your own dreams will come true!” The women featured here, from the Independent National Sales Director Dacia Wiegandt Area, made Mary Kay’s dream their own, despite self-doubts and the doubts of others. Mentored by both Dacia and Independent Senior National Sales Director Joanne Bertalan, they accomplished their goals. You’re part of Mary Kay’s personal vision, and you, too, can further her dream – one woman, one life at a time – as sharing yields riches received.



Independent Future Executive Senior Sales Director Auri Hatheway

“Why Should I?”

Auri Hatheway's mentor was a master team builder. In the beginning, Auri was content to sit back and watch her in action, Auri confesses. But that role model, **Independent National Sales Director Dacia Wiegandt**, helped Auri see the big picture for herself.

“I didn't get team building at first. To be honest, the whole idea scared me!” she says, recalling those first weeks and months. “I asked Dacia to attend my first two skin care classes and share the marketing plan. I sat there quietly and took notes. After three months, I realized I should share the opportunity that was enriching my own life. Not to share would be selfish.”

Before long, Auri learned that “no” just means “next.” “Don't take rejection personally,” she advises. “Sometimes people aren't ready right then but will be later.” She also learned that team building knows no season. “The fall holidays can be surprisingly fruitful, despite what some say. That's when people traditionally re-evaluate the direction their lives are taking. When women see us at skin care classes or open houses, enjoying rewarding relationships as well as sales, they're more receptive.”

Auri has witnessed firsthand the life-changing power of the Mary Kay opportunity. “One Independent Beauty Consultant

lost her husband to a heart attack three weeks after she started her business. She left her teaching career to work her Mary Kay business full time and stay home with her two-year-old baby. Another woman's husband lost his job *two days* after she started her Mary Kay business. She continued working full time, selling Mary Kay® products on the side, and soon she earned the use of her first Career Car. She resigned her position to work her Mary Kay business full time. This opportunity changed these women's lives. You can't help feeling good about passing on something that significant.”

For Tanya, success hinges on sharing the product and sharing the opportunity.

When she leaves her house in the morning, those two goals guide her steps.

“We all learned how to share as children,” says the former intensive care registered nurse. “Team building is really that simple. Share with everyone!”

Tanya develops a personal connection with the people she encounters in the course of her day. Then she builds that connection into a relationship. “I've watched team building change women's lives, such as the young woman I met at the local gym. By simply opening my mouth and sharing the information I had learned about this

opportunity,” she explains, “I showed her a way to escape the financial and personal stresses that were taking their toll. We spoke, I invited, she came, we shared, she signed and both our lives changed! Now she's one of my closest friends. All because we chatted over our morning sit-ups!”

Although today her approach is polished, Tanya reveals that in the beginning she was as scared and nervous as she was excited. So naturally, she started with her friends. “Some of them looked at me like I had three heads!” she laughs. “When I exhausted that audience, I knew it was time to ‘warm chatter’ strangers. I repeatedly told myself, ‘I am not afraid of anything,’ and it got easier.”

Tanya says method is as important as message. “The marketing information is vital, but how you present the information can be even more important. Be excited! Be passionate! Own it! Be a great storyteller and put your heart into it! Smooth delivery requires practice, practice, practice. Ideally, it should sound natural, not rehearsed.”

But her motivation goes deeper than impressing strangers. “Only when you truly embrace and envision the opportunities this business offers for your own life can you effectively share it,” says Tanya. “That's when you know the dream has taken root in your heart.”

“Put Your Heart Into It”



Independent Executive Senior Sales Director Tanya King Lee



Independent Senior
National Sales Director
Joanne Bertalan

Adding Links to the Legacy

Five moves in 10 years taught Independent Senior National Sales Director Joanne Bertalan a lot about starting over. So when her husband's career change landed them in Miami, Fla., in 2000, she was prepared for the challenge. "Talk on the street" wasn't so optimistic.

"Everyone said to forget about it," she recalls. "I didn't speak Spanish, and people thought it would be hard to get established. But I didn't listen!"

With Joanne's passion for spreading the word, plus her dedication to 3+3+3, she soon was booking and holding skin care classes and success events. Independent National Sales Director Dacia Wiegandt, who had trained as a teacher, turned up as a guest one night. "Dacia heard the marketing plan and signed her Independent Beauty Consultant Agreement on the spot," says Joanne. "She didn't listen to negatives either, and look where she is today. And Auri and Tanya and Mayra. The legacy, like a strong chain, continues to grow."

Joanne's own persistence led her to be named the Queen of Sharing at Seminar just one year after her move to Miami. "The Mary Kay message is not only timeless, it crosses borders and boundaries, languages and cultures. Just keep working 3+3+3, and you can't go wrong!"

"You Can Learn to Dream Again"

Mayra used to be her own worst enemy. "I always had a fear of rejection," she admits. "As if that weren't bad enough, I also had a fear of success."

Today Mayra is her own best friend. And she found her calling leading other women to their highest potential too. But reaching her goals was a journey. "I asked God for help, and I began to open up to people," she says. "I still pray every morning that I will have the wisdom to make a difference."

One difference hit so close to home, it took her by surprise. "I overcame the fear of team building by giving myself permission to dream again. I had no idea what was coming. Without expecting it, team building completely changed my life!" Now when she sees the smiles on the faces of women whose own lives have been changed for the better because she shared the opportunity with them, Mayra marvels. "It's almost like there aren't words to describe the great feeling I feel."

As Mayra began to extend her reach, she learned what worked and what didn't. "Two things stood out. We have to talk to everyone we know, and we have to replace the word 'recruiting' with the principle of sharing." Her new plan attracted a following. "One customer turned down the opportunity for a solid year with every excuse in the book. I continued with kindness and confidence, and she finally accepted. Within six months she had become an Independent Sales Director and resigned her full-time teaching job. She's delighted being a stay-at-home mom, working her Mary Kay business. I'm so proud and happy about how Mary Kay has changed her life. And mine! Thank you, Mary Kay Ash. I will continue to share this opportunity with everyone!"



Independent Senior
Sales Director
Mayra Smalley

What is 3+3+3? It's a formula that many independent sales force members know is the key to their success. It's \$300 in new retail sales, three skin care classes and three team-building appointments each week.

“talk it up”



Simply following up after your customer receives *The Look* can put a fresh face on your business!

Have you ever postponed calling a customer because you thought you might be bothering her, and when you did call, you sounded hesitant when you meant to sound happy? Maybe you just need to “get into it”! Mary Kay Ash had the key. “The person who is enthusiastic exercises a magnetic influence over those with whom he or she comes in contact. To become enthusiastic, act enthusiastic. It could easily revolutionize your life.” There’s no better time to practice this principle than after your customer receives *The Look*.

Independent Elite Executive Senior Sales Director Donna Meixsell, a member of the prestigious Million-Dollar Circle of Excellence and a Triple Star in 1999, knows how enthusiastic follow-up can brighten your business. And she offers more great insight on customer communication ...



Independent Elite
Executive Senior
Sales Director
Donna Meixsell

What’s in It for You?

You’ve no doubt heard that follow-up is important, especially after customers receive *The Look*. But just the thought may make you want to do a dozen other things. Take heart. “The telephone is your friend,” coaches Donna. “The way I see it, if I sell \$40 in retail products for every four customers I call, I’ve sold \$10 per call. If I sell \$100 in retail products for every four customers I call, I’ve sold \$25 per call. This is the way I motivate myself to pick up that receiver. The larger truth is, *if we don’t call our customers, we’ll likely lose them*. Just remember to have fun and don’t take rejection personally!”

Open Invitation

Have you ever heard yourself on tape? “Sometimes we think we sound ‘fun’ until we hear ourselves as others hear us,” says Donna. “We can be saying all the right things, but if we don’t sound excited, we

may not get the results we want. We can even turn people off before we get to the point of our call. The welcome news is that anyone can learn this skill! Just tape-record yourself and see where you can improve.”

“Donna-logue” Breaks the Ice!

Need an opener? “Hi, (*Susie Customer*)! This is Donna Meixsell, your Mary Kay Independent Beauty Consultant. Do you have a quick minute or are you busy with your family? (*If she’s busy, I call back later. If she has time, I continue.*) Great! Susie, the reason I’m calling is to make sure you received the Mary Kay® brochure, *The Look*, that I sent you (*keep talking here*) and to see what you think about the free gift with purchase. Did you see the (*free gift*)? Great! What did you think about it?”

But What If ...

Your customer says she didn’t receive the mailing? “Someone else in the house may have accidentally tossed it, but you can turn it around,” says Donna. “That’s the time to refer her to your Mary Kay® Personal Web Site and book an appointment to share new or limited-edition products in person. I would also remind her that the gift with purchase is only available for a limited time.”

Closing Lines

“Always end your call on a positive note,” advises Donna, “no matter what your customer has said during the conversation. If she’s not interested in purchasing or booking at that time, you can say, ‘Susie, thank you for being one of my favorite customers. Whenever you need anything, remember I’m here for you. I’ll check on you again (*later, next month, etc.*) to see if you need anything to keep you looking *great!* In the meantime, call me or go to my Mary Kay® Personal Web Site, OK? Talk to you soon. Bye!”

Reflections From Mary Kay



“Make TNT – today, not tomorrow – your watchword. Force yourself to take action. Remember that our success depends not so much on the degree of talent we possess, but, instead, on the degree to which we use the talent and resources we have. Fear of rejection or failure so often places stumbling blocks in our path and keeps us from attaining the greatness that can be ours.”

– Mary Kay Ash

Dates to Remember

DECEMBER 2006

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

JANUARY 2007

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

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

This Month:

- Dec. 1:** Virtual gift of the week online event begins on Mary Kay® Personal Web Sites and www.marykay.com.
- Dec. 10:** Early ordering of the new Winter 2006 promotional items begins for Independent Beauty Consultants who enrolled in the Preferred Customer Program mailing of *The Look* for Winter 2006.
- Dec. 15:** Postmark deadline for Quarter 2 Star Consultant quarterly contest and to earn the Month 3 bonus. Early ordering of the new Winter 2006 promotional items begins for all Independent Beauty Consultants. Last day to enroll online for the Winter 2006 Preferred Customer Program mailing of the *Renew You* Month 2 brochure. Last day for customers to take advantage of the Fall/Holiday 2006 gift with purchase. Last day for Independent Sales Directors to register for *Be Great!* Leadership Conference 2007.
- Dec. 16:** Quarter 3 Star Consultant contest, Winter 2006 promotion and Month 1 bonus begin. *Beaut-e-News*™ e-newsletter begins e-mailing to customers.
- Dec. 20:** November Career Car qualifier paperwork due to Company. Quarter 1 Star Consultant contest online prize selection available.
- Dec. 22:** Winter 2006 Preferred Customer Program mailing of *The Look* begins. (Allow 7-10 days for delivery.)
- Dec. 25:** Christmas Day. All Company and branch offices closed. Postal holiday.
- Dec. 26:** Company holiday. All Company and branch offices closed.
- Dec. 31:** Virtual gift of the week online event ends.

Next Month:

- Jan. 1:** New Year's Day. Postal holiday. All Company and branch offices closed.
- Jan. 15:** Martin Luther King Jr. Day. Postal holiday. Postmark deadline to earn the Month 1 product bonus.
- Jan. 16:** Month 2 bonus begins. Spring 2007 Preferred Customer Program online enrollment and mail enrollment begins. *Beaut-e-news*™ e-newsletter begins e-mailing to customers. Valentine's Day online event begins on Mary Kay® Personal Web Sites and www.marykay.com.
- Jan. 18:** Winter 2006 Preferred Customer Program mailing of the *Renew You* brochure begins. (Allow 7-10 days for delivery.)
- Jan. 20:** December Career Car qualifier paperwork due to Company.

Making Tax Time a Little Less Taxing

The Company will soon begin reporting 2006 tax information to assist you in filing your personal income tax returns. This information will be postmarked and mailed to you on Jan. 31, 2007.

Independent Beauty Consultants may receive one or both of the following two documents:

- An Internal Revenue Service (IRS) form 1099-MISC for Independent Beauty Consultants and Independent Sales Directors who receive commissions, prizes or awards in excess of \$600 in a calendar year. You also will receive this form if your wholesale purchases total \$5,000 or more in a calendar year. If you do not receive form 1099-MISC, **you are still required to report** your Mary Kay business activities to the IRS.
- An Income Advisory Statement for Independent Beauty Consultants who receive at least \$200 in Company prizes or awards during the year. The Income Advisory Statement lists total commissions earned, total prizes and awards and, Career Car information (gross lease amount and amount paid by Mary Kay Inc.). You also will receive an Income Advisory Statement if you meet the requirements for a form 1099-MISC.

You should keep detailed records to support this income and expense information. These records may include, but are not limited to, sales tickets, packing slip/invoice included with each wholesale order, monthly commission and bonus statements, and business expense receipts. You also should perform a physical count of the inventory that you have in stock as of Dec. 31, 2006.

The Company suggests using an accountant or personal tax adviser who is familiar with federal, state and local laws to advise and assist you in filing your federal and state income tax returns as well as, but not limited to, any gross receipts, excise, business and occupation, sales, use, property or other taxes you may owe. For additional information about taxes, go to the Mary Kay InTouch® Web site and choose "click here to visit." Then select "Tax and Legal." In early February, this section also will include *Tax Essentials for 2006*, the Company's guide to assist you in the preparation of your federal income tax return as it relates to your Mary Kay business.

Beginning Jan. 31, 2007, all Independent Beauty Consultants may verify their 2006 wholesale purchases, prizes, awards and commissions from the Company on the Mary Kay InTouch® Web site. Click on "myBusiness,®" and select "Reports" to access your Income Advisory Statements.

Beginning Jan. 31, 2007, you also may send a personally signed fax request to Consultant Records at (972) 687-1612 or mail a personally signed, written request identifying the specific information needed. Be sure to include your Consultant number and your current address. Please allow 10 business days from the time it is received to process your request. Requests should be sent to: Mary Kay Inc., Consultant Records, P.O. Box 799045, Dallas, TX 75379-9045.

Secure Your Customers' Information!

Imagine charging an item at a store and learning later that your credit card number was made public or lost. We all would feel violated. As stories of similar data mishaps make the news these days, it's timely to remember your responsibilities as an independent business owner.

It's up to you alone to confidentially collect, store and maintain customer information while growing your business. *Remember, myCustomers® currently is not designed to store credit card information, and therefore you should not attempt to store sensitive information there.* If you choose to store credit card or other sensitive information elsewhere (for example, in hard copy form in your home office or electronically on your personal computer), it's important that you take steps to ensure the security of such data. Following are some reminders to consider when storing sensitive data:

- **Access to hard copies of documents containing credit card or other sensitive information should be carefully controlled.** If you maintain such information in a hard-copy format, consider storing it in a locked cabinet with access to others on a need-to-know basis only. If you maintain sensitive information on your personal computer, you'll want to ensure that access to such information also is carefully controlled through passwords and other protective measures.
- **Consider consulting with your tax or legal adviser about how long you should maintain receipts or other documents containing sensitive information.** When it's time to dispose of such information, ensure that those documents are shredded or otherwise properly destroyed. This would include taking appropriate measures to ensure that electronic data stored on your personal computer has been completely erased.
- **Consult with your tax or legal adviser** regarding state and/or federal laws that may apply to your current business practices relating to the storage of sensitive customer information.

Remember, as an Independent Beauty Consultant, you are a small business owner. The more you keep that in mind, the more likely you'll be to prevent unauthorized access to, or improper use of, sensitive information. Your customers are depending on you!

Movin' On Up Challenge: Give Your Business a Beautiful Boost

Move ahead and look great doing it! Achieve and maintain a new step on the career path of Star Recruiter, Team Leader or Future Independent Sales Director, including Sales Director-in-Qualification, from Nov. 30, 2006, to Feb. 28, 2007, and you'll be awarded an exclusive logo pin enhancer with beautiful red crystals – the first time colored crystals have been offered. But that's not all. You'll also receive a name badge ribbon and onstage recognition at *Be Bold!* Career Conference 2007. For details, go to the Mary Kay InTouch® Web site. Build your team, boost your business and color your success with recognition!



Staying True to What We Know

When Mary Kay Ash founded her Company, she began with the highest ideals. The Company would operate on the premise of the Golden Rule, with honesty and integrity as its cornerstones.

Today, more than 1.6 million Independent Beauty Consultants around the world enrich the lives of women by sharing Mary Kay® products and the Mary Kay business opportunity. As Mary Kay said so many times, “No greater opportunity for women exists than the one we have to offer.”

We know your belief in Mary Kay and her Company is unshakable. While we also know your “blood runs pink,” there are others who may approach you, your unit members or your customers with negative information about Mary Kay® products or the opportunity in an attempt to advertise their own products or opportunity. You may want to keep the following responses in mind:

- **Stay true to what we know.** “With products of the highest quality and an unparalleled business opportunity, it’s easy to see why more than 1.6 million women throughout the world sell Mary Kay® products. And our recent research shows that women who use Mary Kay® products *love* them! In fact, the Company achieved another year of record results in 2005, with **\$2.2 billion** in wholesale sales.”
- **Confidence comes with knowledge and experience.** If you’re approached with a product or product ingredient untruth or misconception, you might say something like, “It’s interesting that you should say that. With more than 40 years of experience in the industry, Mary Kay continues to meet customer demands in an ever-changing environment. I know our laboratories carefully evaluate and select our product ingredients from around the world. Through significant knowledge and experience, Mary Kay confidently delivers high-performing, clinically tested – and the safest – products to our valued customers.” You also can direct customers to **The Science Behind the Beauty** Web site

from your own Personal Web Site or www.marykay.com.

- **Take the high road.** Mary Kay never “knocked” the competition. She felt that the most valuable assets we carry with us are our integrity, our reputation and the good, honest name upon which we can build our future. Why not consider what it says about someone else if she has to tear others down to make herself look good? You might want to share something like, “Are you interested in pursuing an opportunity with a positive company that only speaks of its own products or a company that uses scare tactics and negativity to sell its products?” With responses like these, you may just cause someone to step back and think about her *own* opportunity!
- **Follow the Golden Rule.** When approached by others who may choose to use the above-described tactics relating to Mary Kay® products, commission program and/or other incentive programs, you may be tempted to create your own version of a comparison between Mary Kay and another company and share it with potential team members and/or your sister Independent Beauty Consultants via e-mail or in fliers or other written materials. Creating these types of materials on your own can be risky because you may be inadvertently misstating facts about another company. Disseminating such information can not only cause legal scrutiny for both you and Mary Kay, it also contradicts the Golden Rule philosophy upon which the Mary Kay opportunity was built. You certainly don’t want other companies disseminating incorrect facts about Mary Kay, so it is wise to avoid putting yourself in a situation where you may inadvertently do the same thing to another company!

Protect Your Business From Fraud

If it sounds too good to be true, it probably is! Protect your Mary Kay business from potential fraud or scams by practicing caution when presented with “too good to be true” scenarios. Although consumer fraud against Independent Beauty Consultants is rare, please consider the following:

- Be wary of any individual who contacts you and attempts to place an extremely large order for Mary Kay® products, especially if you’ve never done business with her or have never sent her product literature like *The Look* or the *Beauty Book*. These individuals typically aren’t the end users of these products but are attempting to sell these products in other ways and/or may be attempting 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. Unfortunately, some Independent Beauty Consultants who have sent product upon the promise of receiving payment at a later date never received payment.
- As an Independent Beauty Consultant living in the United States, you should never ship or deliver Mary Kay® products outside the United States and its territories for the purpose of selling to consumers. Currently, several reports of credit card fraud are under investigation involving individuals attempting to place large orders for product and giving false or stolen credit card numbers.

If you have additional questions, please contact Legal Resources at (972) 687-5777.

An Important Reminder: Directory Advertising and Your Mary Kay Business

Please remember that only Independent Sales Directors may advertise their Mary Kay businesses in a telephone directory. However, they can do so only through a vendor authorized by Mary Kay Inc. You can be sure you're receiving an authorized solicitation from the Mary Kay Directory Advertising Department if it features the official Mary Kay® logo. Mary Kay Inc. does not authorize **any** online directory advertising.

Independent Beauty Consultants are not authorized to list their businesses or residential service telephone numbers in any White Pages or Yellow Pages directories – whether published by telephone companies or private publishing companies – in any way in connection with the Mary Kay Inc. Company-owned trade names, trademarks or corporate name. For more information, go to the Mary Kay InTouch® Web site, then click on “Applause® Online.”

Prepare for Success With the *Ready, Set, Sell!* Bonus

Don't forget, the *Ready, Set, Sell!* product bonus for new Independent Beauty Consultants is waiting to help your new team members jump-start their businesses! Here are the suggested retail values of the bonuses available from June 16, 2006, through June 15, 2007. Refer to the *Ready, Set, Sell! Inventory Options for New Consultants* brochure for full details. Beginning with this issue, you can find the *Ready, Set, Sell!* bonus values for the quarter printed in the first issue of *Applause*® each quarter – January, April, July and October!

INITIAL WHOLESALE SECTION 1 ORDER:	NEW CONSULTANT PRODUCT BONUS SUGGESTED RETAIL VALUE:
\$600	\$114
\$1,200	\$217
\$1,800	\$362
\$2,400	\$447
\$3,000	\$561
\$3,600	\$646

Remember, sales tax is required on the suggested retail value of the bonus. Qualify for the signature look gift? Please add the \$111 suggested retail value to the bonus value. Include the total bonus value in the amount subject to sales tax on the Consultant order form.

BizBuilders Bonuses!

Free products with each qualified order! See these bonuses, quantities and values, available when you place a product order Dec. 16, 2006 – Jan. 15, 2007

Total Section 1	Month 1 Bonus*	Bonus Suggested Retail Value**
\$400 sugg. retail/ \$200 wholesale	50% Discount/ Earned Discount Privilege	
\$800 sugg. retail/ \$400 wholesale	2 Private Spa Collection™ Satin Hands® Hand Creams	\$16
\$1,200 sugg. retail/ \$600 wholesale	4 Private Spa Collection™ Satin Hands® Hand Creams 1 Pack of Six MK Signature™ NouriShine™ Lip Gloss Samplers in Beach Bronze	\$32
\$1,600 sugg. retail/ \$800 wholesale	6 Private Spa Collection™ Satin Hands® Hand Creams 1 Pack of Six MK Signature™ NouriShine™ Lip Gloss Samplers in Beach Bronze	\$48
\$2,400 sugg. retail/ \$1,200 wholesale	8 Private Spa Collection™ Satin Hands® Hand Creams 1 Pack of Six MK Signature™ NouriShine™ Lip Gloss Samplers in Beach Bronze	\$64
\$3,600 sugg. retail/ \$1,800 wholesale	10 Private Spa Collection™ Satin Hands® Hand Creams 1 Pack of Six MK Signature™ NouriShine™ Lip Gloss Samplers in Beach Bronze 1 Travel Roll-Up Bag	\$80
\$4,800 sugg. retail/ \$2,400 wholesale	10 Private Spa Collection™ Satin Hands® Hand Creams 1 Pack of Six MK Signature™ NouriShine™ Lip Gloss Samplers in Beach Bronze 2 Travel Roll-Up Bags	\$80
\$6,000 sugg. retail/ \$3,000 wholesale	10 Private Spa Collection™ Satin Hands® Hand Creams 1 Pack of Six MK Signature™ NouriShine™ Lip Gloss Samplers in Beach Bronze 3 Travel Roll-Up Bags	\$80
\$7,200 sugg. retail/ \$3,600 wholesale	10 Private Spa Collection™ Satin Hands® Hand Creams 1 Pack of Six MK Signature™ NouriShine™ Lip Gloss Samplers in Beach Bronze 4 Travel Roll-Up Bags	\$80

Although these BizBuilders bonuses are not available to new Independent Beauty Consultants with their initial orders, they are eligible for *Ready, Set, Sell!* product bonuses (see the *Ready, Set, Sell!* bonus chart above).

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

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

Hot Hostess Gift Goes Regular Line!

You and your customers loved the lighted Hostess Magnifying Mirror as a limited-edition hostess gift! Beginning with the Dec. 16 Consultant order form, you can order it, with pink travel bag and batteries, as a regular-line item from Section 2 for \$13!

New E-Mail Process: Customers Are “In”

Now you can send customers e-mail as soon as you enter their e-mail addresses into myCustomers®! Plus, each new e-mail address you add to myCustomers® automatically receives an e-mail inviting that customer to subscribe to your e-mail. Customers who select “yes” will help ensure delivery to their in-boxes. You have the ability to resend this invitation whenever necessary, so if customers do not respond or stop receiving e-mail, you can click the “Invite Customer to Subscribe” button next to the e-mail address to resend the invitation. Now you have more power to strengthen customer relationships!

Mary Kay Angels

These Independent National Sales Directors, Independent Sales Directors and Independent Beauty Consultants achieved the highest commissions/bonuses or production or had the most new team members in their Seminar areas in September 2006.

TOP NATIONAL SALES DIRECTORS — COMMISSIONS AND BONUSES



Cheryl Warfield
\$52,452
PEARL



Barbara Sunden
\$67,517
DIAMOND



Pat Fortenberry
\$66,116
RUBY



Christine Peterson
\$69,117
SAPPHIRE



Anne Newbury
\$89,861
EMERALD

TOP UNIT — ESTIMATED RETAIL PRODUCTION

PEARL — Kim L. McClure, <i>Go Give Area</i>	\$92,813
DIAMOND — Pat A. Nuzzi, <i>L. Madson Area</i>	\$99,005
RUBY — Thessy N. Nwachukwu, <i>Go Give Area</i>	\$101,668
SAPPHIRE — Paola J. Ramirez, <i>L. Ceballos Area</i>	\$128,937
EMERALD — Heather A. Carlson, <i>K. Helou Area</i>	\$79,527

TOP SALES DIRECTOR—PERSONAL SALES

PEARL — Gloria B. Corn, <i>N. Stroud Area</i>	\$15,853
DIAMOND — Linda T. Cartiglia, <i>P. Gruber Area</i>	\$11,748
RUBY — Valerie A. Mullin, <i>J. Kawiecki Area</i>	\$18,133
SAPPHIRE — Trena Jean Ray, <i>M. Cane Area</i>	\$12,844
EMERALD — Marla Bradfield, <i>Go Give Area</i>	\$10,430

TOP BEAUTY CONSULTANT—PERSONAL SALES

PEARL — Ashlei Bell Lockhart, <i>K. King Unit, Go Give Area</i>	\$13,052
DIAMOND — Sandra Mora, <i>R. Shahin Unit, P. Rodriguez-Turker Area</i>	\$13,798
RUBY — Paula M. Ellis, <i>R. Pluchino Unit, C. Gress Area</i>	\$15,272
SAPPHIRE — Marie-Louise Artsen, <i>D. Moore Unit, V. Benjamin Area</i>	\$11,827
EMERALD — Nancy Ann Peterson, <i>T. Geraghty-McLaughlin Unit, Go Give Area</i>	\$14,108

TOP TEAM BUILDER

PEARL — Laurie J. James, <i>M. Smith Unit, Go Give Area</i>	15 New Team Members
DIAMOND — Emily N. Foster, <i>L. Taylor Unit, Go Give Area</i>	18 New Team Members
RUBY — Halina Garbowska, <i>C. Huntsberger Unit, R. Evans Area</i>	17 New Team Members
SAPPHIRE — Ime E. Nkanta, <i>S. Lett Unit, V. Benjamin Area</i>	18 New Team Members
EMERALD — Stacey D. Cole, <i>V. Powell Unit, J. Tade Area</i>	15 New Team Members

13% Club

Congratulations to the top 25 Independent Beauty Consultants and Independent Sales Directors earning 13 percent personal team commissions. They placed a personal minimum \$600 wholesale Section 1 order and had at least five personal team members each place a minimum of \$200 in wholesale orders during September.

PEARL

Sales Director Naomi Mitchem.....	\$2,156.15
Sales Director Maria De Jesus Ramales.....	2,134.31
Sales Director Keita Powell.....	1,972.77
Sales Director Kimberly M. Harold.....	1,892.02
Sales Director Karolyn Gott.....	1,874.05
Sales Director Gina Beck.....	1,809.54
Norma Limbach, <i>N. Meyer Unit</i>	1,721.20
Sales Director Mary Claire Tapley.....	1,711.52
Sales Director Joyce Recenello.....	1,632.65
Sales Director Sally Ralph.....	1,569.67
Sales Director Maria Bolling.....	1,558.93
Sales Director Nancy L. Brailsford.....	1,549.19
Sales Director Melissa Nix Henderson.....	1,495.72
Sales Director Debbie Jacobs.....	1,472.22
Sales Director Pat Ringnalda.....	1,418.17
Sales Director Roxanne Rodriguez-Diaz.....	1,414.30
Sales Director Barbara L. Bayer-Coulter.....	1,397.21
Sales Director Joy D. Bailey-Gress.....	1,383.10
Sales Director Taradee F. Williams.....	1,348.04
Sales Director Maria E. Jesus Placencia.....	1,341.93
Sales Director Kathy E. Wickler.....	1,332.70
Sales Director Shari M. Kirschner.....	1,329.15
Sales Director Sandra Giraldo Kirchhoff.....	1,322.43
Sales Director Annette Garnett Vinson.....	1,298.86
Sales Director Amy Stokes.....	1,295.45

DIAMOND

Sales Director Valerie Jean White.....	\$2,470.49
Sales Director Maria L. Lemus.....	1,979.90
Sales Director Shelley Olson.....	1,934.60
Sales Director Karime Rosas.....	1,792.54
Sales Director Jill M. Myhre.....	1,767.94
Sales Director Heather M. Julson.....	1,707.88
Sales Director Nikki Hall Edgemon.....	1,702.35
Sales Director Heidi Kenealy.....	1,702.01
Sales Director Hannah Lane Kaufman.....	1,647.10
Sales Director Maria Flores.....	1,617.79
Yanira D. Zuniga, <i>R. Shahin Unit</i>	1,603.23
Sales Director Ruth Ojibeka.....	1,531.01
Sales Director Pamela Stinnett.....	1,523.18
Sales Director Andrea L. Peters.....	1,487.85
Sales Director Peggy Sperling.....	1,480.15
Sales Director Monica J. Hartle.....	1,477.03
Sales Director Deborah Dudas.....	1,473.11

Sales Director Christine Wittmann.....	1,467.60
Sales Director Lillian Y. Pagoada.....	1,454.47
Sales Director Morayma Rosas.....	1,452.85
Sales Director Karen Mitterling Johnson.....	1,426.93
Sales Director Laura Lee Haines.....	1,413.07
Sales Director Judy Higgins.....	1,400.36
Sales Director Pamela Blanchard.....	1,394.88
Alberta Aldana, <i>M. Gonzalez Unit</i>	1,371.27

RUBY

Sales Director Phuong L. White.....	\$3,805.82
Sales Director Lisa V. Bauer.....	2,499.09
Sales Director Trudi H. Roy.....	2,051.40
Sales Director Diane Covington.....	1,960.01
Sales Director Julie Rene Jennings.....	1,841.52
Sales Director Valerie Hammond.....	1,786.30
Sales Director Kimberley Victor.....	1,743.63
Sales Director Cindy L. Yates.....	1,740.77
Sales Director Stella Nwokoye-Pius.....	1,738.98
Sales Director Darla L. Issa.....	1,721.90
Sales Director Jesslyn Ponce-Dick.....	1,680.24
Sales Director Julie Smith.....	1,638.05
Sales Director Lupita G. Ramirez.....	1,565.53
Sales Director Maryann Clark-Durell.....	1,530.95
Sales Director Georgia A. Eaves.....	1,498.25
Sales Director Mary Lou Ardohain.....	1,490.42
Juliet Ebele Okonkwo, <i>T. Nwachukwu Unit</i>	1,469.00
Sales Director Natalie K. McNeill.....	1,390.42
Sales Director Rebecca Tilley.....	1,389.23
Sales Director Gina M. Gildone.....	1,388.08
Sales Director Patti Maxwell.....	1,375.73
Sales Director Maribel Marks.....	1,373.26
Sales Director Tina Hulsman.....	1,372.05
Sales Director Alexa Tarby.....	1,356.78
Sales Director Candy D. Lewis.....	1,345.50

SAPPHIRE

Sales Director Ana Maria Barba.....	\$2,701.79
Sales Director Jodi L. Feller.....	2,345.20
Sales Director Amanda N. Miller.....	2,129.37
Sales Director Gloria J. Stanley.....	2,106.46
Sales Director Silvia Medrano.....	1,906.09
Sales Director Dawn Coby.....	1,816.07
Sales Director Jennifer L. Semelsberger.....	1,788.77
Sales Director Heather L. Bohlinger.....	1,628.84

Sales Director Maria Elvia Lopez.....	1,606.31
Sales Director Judy L. Staats.....	1,564.88
Sales Director Anne C. Martin.....	1,545.47
Sales Director Therese E. Simon.....	1,537.35
Sales Director Donna Sitterding.....	1,534.39
Sales Director Elizabeth Sanchez.....	1,479.21
Sales Director Irma Muniz.....	1,453.30
Sales Director Brenda P. O'Sullivan.....	1,429.63
Sales Director Lisa Emily O'Brien.....	1,420.10
Sales Director Flory Palencia.....	1,412.61
Sales Director Patricia Ann Lera.....	1,383.92
Sales Director Cheryl T. Anderson.....	1,371.57
Sales Director Roberto Castillo.....	1,330.10
Sales Director Jenny Suarez Zuckerman.....	1,288.66
Micah Kelly Shea, <i>B. Randall Unit</i>	1,288.59
Sales Director Linda L. Gebhart.....	1,278.81
Sales Director Odalys Sanchez.....	1,274.21

EMERALD

Sales Director Carolyn L. Lucas.....	\$2,184.65
Stacey Deann Cole, <i>V. Powell Unit</i>	2,175.42
Sales Director Haydee Guzman.....	1,989.46
Sales Director Michele Martella Armes.....	1,879.20
Sales Director Jeannine R. DeVore Harris.....	1,773.72
Sales Director Maria Sanches.....	1,737.78
Sales Director Lorena M. La Rosa.....	1,697.36
Sales Director Sheri A. Dunavan.....	1,578.85
Sales Director Michelle Lynn Wood.....	1,561.89
Cheryl Harris Rouse, <i>D. Mobley Unit</i>	1,549.76
Sales Director Margarita Guerra.....	1,538.97
Sales Director Maritza Lanuza.....	1,485.90
Sales Director Sheri L. Farrar-Meyer.....	1,485.51
Sales Director Ashley N. Clinesmith.....	1,471.15
Sales Director Denise M. Butts.....	1,429.16
Sales Director Pam Robbins Kelly.....	1,415.67
Jennifer D. Carr, <i>K. Pruitt Unit</i>	1,391.33
Sales Director Kym D. Holman-Kirk.....	1,388.34
Sales Director Kelly Marie Mac.....	1,362.14
Sales Director Zenelia Wheeler.....	1,347.68
Sales Director Clara Fuentes.....	1,344.75
Sales Director MaryAnn V. Knox.....	1,336.11
Sales Director Michelle McLaughlin.....	1,334.94
Sales Director Donna M. Sullivan.....	1,326.42
Sales Director Marianne L. Anderson.....	1,302.24

APPLAUSE® magazine is published in recognition of and as information for members of Mary Kay Inc.'s Independent contractor sales organization, Independent National Sales Directors ("National Sales Directors"), Independent Sales Directors ("Sales Directors") and Independent Beauty Consultants ("Consultants") in the United States, Puerto Rico, U.S. Virgin Islands and Guam by Mary Kay Inc., Dallas. ©2007 Mary Kay Inc. Member: Direct Selling Association; Cosmetics, Toiletry and Fragrance Association. *Applause, Beauty Blotters, Belara, Domain, Elige, Embrace Dreams, Embrace Happiness, Embrace Harmony, Embrace Romance, Eyesicles, Go-Give, Heart to Heart, Journey, LearnMK, Mary Kay, Mary Kay InTouch, Mary Kay Tribute, MKConnections, MKCards, myBusiness, myCustomers, Nutribeads, Ovation, Power Hour, Satin Hands, Satin Lips, Satin Lips, Satin Lips, Sun Essentials, TimeWise, Tribute and Velocity* are registered trademarks; and *Beaut-e-News, captivating color, powerhouse skin care, Darci, Girl Time, Indulge, Inspiring Beauty, Enriching Lives, Lash Lengthening Mascara, Luscious Color, Mint Bliss, MK Signature, Pink Link, Private Spa Collection, Pronewal, Satin Smoothie, Smart Wiper and Ultimate Mascara* are trademarks of Mary Kay Inc., 16251 Dallas Parkway, P.O. Box 799045, Dallas, Texas 75379-9045, www.marykay.com.

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Go-Give® Award

Congratulations to the winners for January 2007.

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

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



Mary Feikles

Pearl
Future Executive Senior Sales Director
Began Mary Kay September 1995
Sales Director Debut August 1999
Offspring three first-line; one second-line
National Sales Director Nancy Perry-Miles
Honors Premier Club qualifier; Star Consultant; four-times Sales Director Queen's Court of Personal Sales; Consultant Queen's Court of Personal Sales; three-times Circle of Achievement; Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$59,048
Personal Lives in Erie, Pa. Husband, Pat; Sons, Brandon, Cody
Favorite Quote "Faith is being sure of what we hope for and certain of what we do not see." Hebrews 11:1
Independent Future Executive Senior Sales Director Sandra A. Zavoda of Middletown, Pa., says, "I am blessed to have Mary as the adopted Sales Director to my offspring. Not only has everyone benefited from the generosity of her time and knowledge, but they have been infused with the Go-Give® spirit and will, in turn, pass it on!"



Cindy Sybrowsky

Diamond
Future Executive Senior Sales Director
Began Mary Kay April 1982
Sales Director Debut November 1987
Offspring three first-line; one second-line
National Sales Director Go Give Area
Honors Cadillac qualifier; Circle of Honor; two-times Sales Director Queen's Court of Personal Sales; Consultant Queen's Court of Personal Sales; 18-times Circle of Achievement; Double Star Achievement; gold medal winner; estimated highest monthly unit retail: \$98,489
Personal Lives in Las Vegas. Husband, Steven; Sons, Nathan, Nicholas
Favorite Quote "What is meant to be is up to me!" "Remember, how you do anything is how you do everything!"
Independent Beauty Consultant Tami Lemke of Las Vegas says, "The majority of Cindy's unit is made up of adoptees that she provides support, recognition, leadership and mentorship to, equally."



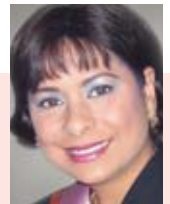
Teriegh Wilson

Ruby
Future Executive Senior Sales Director
Began Mary Kay April 1997
Sales Director Debut June 2000
Offspring three first-line; one second-line
National Sales Director Sue Z. McGray
Honors Cadillac qualifier; Star Consultant; two-times Sales Director Queen's Court of Personal Sales; Queen's Court of Sharing; Double Star Achievement; Fabulous 50s; gold medal winner; estimated highest monthly unit retail: \$54,445
Personal Lives in Lacey, Wash. Husband, Tony
Favorite Quote "Do the things you ought to do when you ought to do them so you can do the things you want to do when you want to do them." Mary Kay Ash
Independent Beauty Consultant Heather Harrelson of Temple, Texas, says, "Teriegh went above and beyond what any other had done for me as an adoptee!"



Maisha Bankhead

Sapphire
Future Executive Senior Sales Director
Began Mary Kay February 2003
Sales Director Debut October 2003
Offspring four first-line; two second-line
National Sales Director Go Give Area
Honors Cadillac qualifier; Star Consultant; two-times Circle of Achievement; Fabulous 50s; gold medal winner; estimated highest monthly unit retail: \$83,864
Personal Lives in Los Angeles
Favorite Quote "For I know the plans I have for you," declares the Lord, "plans to prosper you and not to harm you, plans to give you hope and a future." Jeremiah 29:11
Independent Beauty Consultant Theoria Archer of Inglewood, Calif., says, "I am an adoptee in Maisha's unit. She has inspired me; she is fearless, caring and compassionate."



O'Nelly Encarnación Gómez

Emerald
Executive Senior Sales Director
Began Mary Kay November 1988
Sales Director Debut April 1995
Offspring five first-line; one second-line
National Sales Director Miriam Gómez-Rivas
Honors Cadillac qualifier; Star Consultant; three-times Queen's Court of Sharing; seven-times Circle of Achievement; two-times Double Star Achievement; Fabulous 50s; gold medal winner; estimated highest monthly unit retail: \$90,091
Personal Lives in Miami. Husband, Benjamin Figueroa; Daughter, Claudia
Favorite Quote "God doesn't have favorites, but he favors those who love Him; with the Creator, all things are possible."
Independent Beauty Consultant Katya Navarro of Miami says, "O'Nelly takes time to talk and listen to each of us. She answers all calls immediately. She shows us the importance of respecting the time of others. She is warm, caring, cordial and generous; she shares her knowledge freely!"

Take the *TimeWise® Cellu-Shape™* *Contouring System* Sales Challenge!

Achieving the *TimeWise® Cellu-Shape™ Contouring System* Sales Challenge by Feb. 28, 2007, could earn you Career Conference 2007 recognition and help you reach the goals you've been going after all year! Independent Beauty Consultants and Independent Sales Directors who:

- Sell at least 30 *TimeWise® Cellu-Shape™ Contouring Systems** by March 15, 2007, will receive a beautiful necklace, complete with an engraved charm bearing the inspiring words, "Be Great!" Complete the challenge, and your necklace will be delivered right to your door.
- Sell at least 30 *TimeWise® Cellu-Shape™ Contouring Systems** by Feb. 28, 2007, will be honored among all the attendees at Career Conference 2007 with an exclusive name badge ribbon and standing recognition. Just imagine the applause!
- Are No. 1 at their Career Conference locations by selling the most *TimeWise® Cellu-Shape™ Contouring Systems** will receive the gorgeous Kathy Van Zeeland red leather handbag pictured here.



And when you achieve the *TimeWise® Cellu-Shape™ Contouring System* Sales Challenge, you will be on-target to attend a special reception at Seminar 2007. This is just the beginning! Soon you'll be hearing about a sister sales challenge, where the rewards keep adding up. Stay tuned for details!



Take advantage of the opportunity!
All orders for the *TimeWise® Cellu-Shape™ Contouring System* placed through March 15, 2007, count toward recognition.*

*BizBuilders quantities received as part of the Nov. 16 – Dec. 15, 2006, bonus count toward qualification. Individual *Cellu-Shape™* products will not count toward this challenge.



be
bold!
career conference

MYTH: I can't afford to go.

TRUTH: You can't afford **not** to go!
Just think: The profit from a few extra classes could pay your way, or start saving a small percentage of your earnings for this unforgettable trip. At *Be Bold!* Career Conference 2007, you will discover the big picture of what your Mary Kay business can be for you!

Make Your Plans Now!

"It only takes a spark to get a fire going." How true! And that spark has been found hundreds of times at Career Conference as Independent Beauty Consultants learn from the best of the best. Motivation, education, recognition – all in one place.

You can plan to register in early February on the [Mary Kay InTouch® Web site](#). Click on the Career Conference 2007 logo. The locations who meet their registration goals by Feb. 28, 2007, will be entered into a drawing to win an appearance by **Ryan Rogers** and a special *Movin' On Up* reception he will host at that Career Conference location.

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