



# Be Bold & Audacious

*"A bold unit with audacious faith"*

NEW Senior Sales Director Jodi Bond

JUNE Newsletter / MAY Results

## MAY Queens

### QUEEN OF WHOLESALE



**Matisha Robinson**  
\$620.00

### QUEEN OF SALES



**Lisa M. Zang**

## Focus 400 Winners

- Matisha Robinson
- L. Balbuena Payumo
- Keith I. Smith
- Catherine G. Beckett
- Allison C. Bryant
- Tamra K. Voll
- Denise Norman
- Karen Velardo Tatoy
- Rhonda Martin
- Rochelle Y. Boline
- Cindy E. Mirabelli
- Kristen M. Rivera

# BRAND NEW SALES DIRECTOR!



**Congratulations to**  
**Lisa M. Zang**  
And her fabulous team!

## Introducing the NEW ZANG UNIT!

Lucrecia Z. Baigis  
Allison C. Bryant  
Melissa Fuller  
Jeannine Green  
Beth E. Hively  
Ieshia Hogan  
Edngia R. Itabaiana  
Cristy Kutz  
Niki MacNeil

Cindy E. Mirabelli  
Michelle Mosteller  
Vera Mueller  
Mindi E. Raby  
Dele Rech  
Kristen M. Rivera  
Keith I. Smith  
Latray Speight  
Marta Vazquez-Rivera

Emily F. Verner  
Linda M. Verner  
Maria Vinci  
Erica Wagner  
Kay V. Williams  
Mary Zang  
Phyllis Brewington  
Sharron M. Clipper  
Mala Divyanathan

Brandy Jackson  
Vlaney Moreno  
Talia Putnam  
Morgan L. Ruppe  
Jameela A. Smith  
Kristen D. Terry  
Diamine Thompson  
Kahler R. Williams

## RED HOT MEDAL WINNERS

### QUEEN OF SHARING



**GOLD MEDAL WINNER**  
Janet J. Atienza  
First Time Winner!



**BRONZE MEDAL WINNER**  
Lisa M. Zang

## \$100 Day Nominees

It pays to text me when you have a \$100 day!

Denise Norman

discover what you  
**LOVE**

# Top 10 to Build Your Confidence



By EENSD  
Gloria Mayfield Banks

- 1. Be on Purpose.** Know where you are going and why you do it.
- 2. Set a current 30 day non-negotiable goal.** That should be activity, income, increase in customers and interviews. eg: A Power Start is 30 Days. Break the 30 faces down into more manageable targets. Aim for 10 faces in the first 10 days of the month. When you achieve that, aim for 20 faces by the 20th. When you have done that 30 faces in the 30 days is very achievable.
- 3. Study what you don't know.** Become an expert at what you don't know. Look at things like - overcoming objections – have them “tight” - skin care class – opening – “tight” This study will give you the confidence to do well.
- 4. Make Goal Posters** - every month – a NEW goal poster. Make 5 of them!! Have the following available each month: - 1. Poster Board - 2. Magazines - 3. Scissors - 4. Markers - 5. Glue Does any of the above include a computer???? Gloria wants us to make the posters ourselves and NOT make them on the computer. If you have kids, ask them to help you.  
*Put them up in the following places:*
  1. Bedroom, for when you wake up everyday
  2. Bathroom, for when you get dressed everyday
  3. Kitchen Cabinet – for you and your family to be reminded of.
  4. A smaller one in the car
  5. Right on the front of the TV screen – so you need to lift it off to watch TV!!! We will do the things that are right in front of our face.
- 5. Guard your circle of influence** Love everyone but only hang around people who work as hard or harder than you do. Work within the “craziness” of Mary Kay with other MK people as support. You become like the 5 people you hang around the most.
- 6. Be Strategic** Talk about MK – You the love the products, MK way of life, direct your business from a place of logic. Know the numbers – this is a numbers game. Gloria has a strong Unit in the USA (as well as being an NSD). She has 98 personals – 68 active. Gloria is a Master Recruiter. Tell people what you are a “master” at in your MK business. We do not share enough because we don't ask enough. If you asked more, more will listen and more will be recruited. You should aim for 3 -5 face to face interviews per week. Your only job is to ask her to listen, it is HER job to say yes or no. If they say no, you may not know why they have said no. So don't take it personally because it can have nothing to do with you. My job is to ask, or Gloria will kill me!!!!
- 7. Change and Be Coachable** If you expect different results by doing the same thing is insanity. It's ok to copy cat if you copy the right cat. You will just be a better you. Change can be scary or exciting. Comfort is not exciting.
- 8. Be careful about your image**  
You have 7 seconds to make a good impression. We all know what the MK rules for dressing etc are, we just need to follow them, to make a good impression.
- 9. Increase Your Persuasion Skills** You need to learn how to ask questions. Make Me Feel Important – ask her questions that are important to her.
- 10. Track Your Activity** Track what you do every single day. Track it each week, then each day. 6 Most Important Things – every day Have 1 list for MK and one for your “other” life.

## 10 Quick Ones to Think About

- 1. Know Your Why** - understand why you are doing it. It doesn't matter what motivates you as long as you know what motivates you If you feel guilty about you kids and working away from them, you should start the “Kids Motivation Program” On Day 1 of the month, take your child to the store to pick out a “reward” for up to say \$30. Your child does a goal poster for it. Each day you need to get 2 bookings a day in order for your son/daughter to get their reward. You will soon find that your children will ask you if you got the bookings or not. If you won't book for yourself, you will certainly book for them!! If you have more than one child, each month a different child gets a turn.
- 2. Confidence**
- 3. Vision** – imagination and belief. As women we must learn to dream again.
- 4. 4 Skills needed** Time Management Emotional Management Skill Management Money Management
- 5. Be Strong at goal setting**
- 6. Image** Must be “slammin' Face/makeup – slammin' Make a Quantum Leap Have a “Slammin' ink pen to write your orders, don't use the cheap hotel pens Stockings – buy quality ones, not cheap ones that hang around your ankles. If you have not had a comment about your hair style in the last two weeks, you need to change it, dye it, or buy some more of it!!! Be “Super Bad” all day long.
- 7. Passion**
- 8. Discipline and hustle** Looking for consultants who are prepared to do what they don't want to do to get what others don't have.
- 9. People Skills** Don't gossip, don't complain, conduct yourself in such a way others want to be around you. Your MK cheques determine how much of an influence you are.
- 10. Short Term Sacrifice for Long Term Success.**

The key to happiness is having dreams.  
The key to success is making dreams come true.

# LEADERS & TEAM BUILDERS

## Team Leader

### Recruiter: Janet Atienza

L. Balbuena Payumo  
 Rochelle Y. Boline  
 Elline S. Farinas  
 Marge Lava  
 Karen Velardo Tatoy  
 \* M. Cortez  
 \* Mutya Medroso  
 \* Tina Muleta  
 \* M. Oglimen-Babia  
 \* M. Viray-Budiongan

## Star Team Builder

### Recruiter: Cindy E. Mirabelli

Niki MacNeil  
 Keith I. Smith  
 Kay V. Williams

## Senior Consultants

### Recruiter: Beth Dickman

Marlene A. Abkemeier  
 \* Victoria L. Horak

### Recruiter: Emily F. Verner

Linda M. Verner

### Recruiter: Ieshia Hogan

Melissa Fuller  
 Latray Speight  
 \* Phyllis Brewington  
 \* Sharron M. Clipper  
 \* Jameela A. Smith

### Recruiter: Kristen M. Rivera

M. Vazquez-Rivera

### Recruiter: Lisa Gunter

Rhonda Martin  
 Denise Norman  
 \* Shirley Billington  
 \* Tanya Dubinka  
 \* Sherri Duncan  
 \* Shannon Gunter  
 \* T. Hewatt Callaway

**KEEP CALM  
 TEAMWORK  
 MAKES THE  
 DREAM  
 WORK**

## Welcome New Beauty Consultants

New Consultants	From	Recruiters
Crystal L. Bennett	CUMMING, GA	Jodi Bond
Rochelle Y. Boline	ATLANTA, GA	Janet Atienza
Allison C. Bryant	CORNELIA, GA	Lisa Zang
Maria Belinda Cortez	COVINA, CA	Janet Atienza
Cherica Gordon	MARIETTA, GA	Jodi Bond
Teresa Hewatt Callaw	CUMMING, GA	Lisa Gunter
Brandy Jackson	MARIETTA, GA	Lisa Zang
Marge Lava	CUMMING, GA	Janet Atienza
Niki MacNeil	ALPHARETTA, GA	Cindy Mirabelli
Mutya Medroso	MIDDLETOWN, DE	Janet Atienza
Tina Muleta	CUMMING, GA	Janet Atienza
Meliza Oglimen-Babia	BUFORD, GA	Janet Atienza
Matisha Robinson	DULUTH, GA	Jodi Bond
Keith I. Smith	CUMMING, GA	Cindy Mirabelli
Diamine Thompson	MARIETTA, GA	Lisa Zang
Karen Velardo Tatoy	SUWANEE, GA	Janet Atienza
Kahler R. Williams	ALPHARETTA, GA	Kay Williams

## Recruiting: Working with the ODDS

The simplest & most important example in our business is the fact that the person who asks the most people for facials, classes or interviews will move up the ladder of success faster & stronger! The law of averages tells us that out of every ten women you ask to listen to the MK opportunity, approximately five will say yes. When five say yes, usually three or four actually really listen. Out of these, one will sign up. Therefore it takes asking ten to recruit one person!

**Make it your goal to always have  
 5 yes's each week.**

## Recruiters Commission

### 9% Recruiter Commission Level

Lisa M. Zang \$268.88  
 Janet J. Atienza \$180.09

### 4% Recruiter Commission Level

Lisa Gunter \$ 48.25  
 Cindy E. Mirabelli \$ 35.94

## MAY Wholesale

Matisha Robinson	\$620.00
L. Balbuena Payumo	\$616.50
Keith I. Smith	\$611.00
Catherine G. Beckett	\$609.00
Allison C. Bryant	\$608.00
Tamra K. Voll	\$607.50
Denise Norman	\$603.75
Karen Velardo Tatoy	\$602.50
Rhonda Martin	\$602.50
Rochelle Y. Boline	\$548.50
Cindy E. Mirabelli	\$482.50
Kristen M. Rivera	\$406.00
Lisa M. Zang	\$347.50
Edngia R. Itabaiana	\$313.00
Patricia Lassiter	\$303.50
M. Vazquez-Rivera	\$301.00
Niki MacNeil	\$262.50
Layla S. Mallary	\$244.00
Cristy Kutz	\$236.50
Jeannine Green	\$236.00
Emily F. Verner	\$234.00
Marge Lava	\$233.50
Maria Vinci	\$225.50
Dele Rech	\$225.00
Morgan D. Bell	\$112.00
Linda M. Verner	\$ 71.50
Beth Dickman	\$ 64.00
Darlene Franks	\$ 45.50
Veronica S. Spellman	\$ 28.00
Kay V. Williams	\$ 25.00
Marlene Abkemeier	\$ 22.50
Ieshia Hogan	\$ 21.00
Janet J. Atienza	\$ 3.50



## Build Your Own Brochures on InTouch

Create a product brochure with either a skin care, color, or men's line them. You can select the products to display that you want to target to your customers



## OR Build a Team Building Brochure

and share the Mary Kay opportunity by displaying the many advantages and rewards of it to your potential team members through a custom brochure you can build yourself. There are many products and articles to choose from...you can several different brochures to keep on hand. And best of all...you can save them right to your computer and print as many as you wish in your own office.

## Build Your Own Brochures on InTouch

Create a product brochure with either a skin care, color, or men's line them. You can select the products to display that you want to target to your customers

## OR Build a Team Building Brochure



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# Fast is Easy... Slow is Hard

**Have you ever heard this phrase tossed around at meetings or events?**

Did you give it much thought? Probably not. In fact, if you did think about it, you may have wondered if it were really true.

**Let's look at it more closely to determine if it applies to you. When you started your Mary Kay business how did you feel?** Excited, nervous, full of energy? You were probably telling every person you met about the most exciting opportunity that had ever come your way! You were booking classes and meeting new people.

**Your enthusiasm is what sold the product and the opportunity;** your heart, not your head. In fact, you probably knew very little about the products and even less about how to conduct a proper class. It did not matter, **your enthusiasm was so powerful and attractive to the people you came in contact with that they wanted to know what you had and how they could get it for themselves!**

Then over time your enthusiasm may have waned. It happens every day in our business. **It can be so easy to lose your way** when you are working a J.O.B. taking care of the kids, the house, your husband, your dog, etc. You may have started prejudging those you met by thinking **"Would she really be interested?"** You may have even begun to judge yourself feeling that you did not have a special opportunity to offer a sharp successful woman. You may have even started fearing rejection.

**Well, there is the answer.** Consultants who **capitalize on their initial excitement** by moving quickly tend to shoot to the top! Those who **move slowly can risk losing their momentum** and sometimes lose sight of what they were dreaming about in the first place.

**The great news is, MK is a "Start Over" business!** This means that you can start fresh anytime you are ready for more . . . more money, more recognition, more independence, etc. All you need is to **dig deep inside to find your excitement again** and ride it to the top!

**Get started right now by making a list of the eight sharpest women you know.** Pick up the phone and tell the first one that you made a short list of the sharpest women you knew and of course she was on it! Let her know that **you are very excited about moving forward in your business and her opinions are important to you** and your success. **Could she meet for coffee to discuss any sharp women she might know?** Go to your coffee meeting with a list of personal qualities you are looking for and MK rewards so you can easily share the benefits of our business with her. This will make it easy to see **if she or someone she knows needs to take advantage of this incredible opportunity. Keep your momentum going by booking your next coffee from the leads she gives you within 30 minutes!** There are more women that you know in need of extra income, recognition, friendships and all of the things that Mary Kay has to offer. **Remember not to keep it from those who need it most by assuming they might not want it at all.** Once you begin asking, you will find it hard to stop! **Get out of the slow lane and back on the fast track to the top!**

IF YOU THINK YOU CAN, YOU CAN.  
AND IF YOU THINK YOU CAN'T, YOU'RE RIGHT.

MARY KAY ASH

	Current						Qualified	Quarterly
	Whlse Prod		-- Wholesale Production Needed --				Team	Contest
	for Star	Sapphire	Ruby	Diamond	Emerald	Pearl	Members	Prize Total
JODI BOND	\$2,007.75	*****	*****	*****	*****	<b>STAR</b>	7	\$6,207.75
LISA GUNTER	\$1,804.00	*****	*****	<b>STAR</b>	\$ 596.00	\$1,796.00	2	\$3,004.00
JANET ATIENZA	\$1,208.25	\$ 591.75	\$1,191.75	\$1,791.75	\$2,391.75	\$3,591.75	3	\$ 0.00
KAREN TATOY	\$ 854.00	\$ 946.00	\$1,546.00	\$2,146.00	\$2,746.00	\$3,946.00	0	\$ 0.00
DARLENE FRANKS	\$ 645.50	\$1,154.50	\$1,754.50	\$2,354.50	\$2,954.50	\$4,154.50	0	\$ 0.00
MATISHA ROBINSON	\$ 627.50	\$1,172.50	\$1,772.50	\$2,372.50	\$2,972.50	\$4,172.50	0	\$ 0.00
LEIDEN PAYUMO	\$ 616.50	\$1,183.50	\$1,783.50	\$2,383.50	\$2,983.50	\$4,183.50	0	\$ 0.00
CATHERINE BECKETT	\$ 609.00	\$1,191.00	\$1,791.00	\$2,391.00	\$2,991.00	\$4,191.00	0	\$ 0.00
TAMRA VOLL	\$ 607.50	\$1,192.50	\$1,792.50	\$2,392.50	\$2,992.50	\$4,192.50	0	\$ 0.00
KATHY MCCARTY	\$ 605.00	\$1,195.00	\$1,795.00	\$2,395.00	\$2,995.00	\$4,195.00	0	\$ 0.00
MARGARET EVANS	\$ 604.50	\$1,195.50	\$1,795.50	\$2,395.50	\$2,995.50	\$4,195.50	0	\$ 0.00
DENISE NORMAN	\$ 603.75	\$1,196.25	\$1,796.25	\$2,396.25	\$2,996.25	\$4,196.25	0	\$ 0.00
CHERI BULLARD	\$ 603.50	\$1,196.50	\$1,796.50	\$2,396.50	\$2,996.50	\$4,196.50	0	\$ 0.00
SHERRI HELMS	\$ 603.50	\$1,196.50	\$1,796.50	\$2,396.50	\$2,996.50	\$4,196.50	0	\$ 0.00
RHONDA MARTIN	\$ 602.50	\$1,197.50	\$1,797.50	\$2,397.50	\$2,997.50	\$4,197.50	0	\$ 0.00
ELLINE FARINAS	\$ 602.00	\$1,198.00	\$1,798.00	\$2,398.00	\$2,998.00	\$4,198.00	0	\$ 0.00
PATRICIA LASSITER	\$ 572.50	\$1,227.50	\$1,827.50	\$2,427.50	\$3,027.50	\$4,227.50	0	\$ 0.00
ROCHELLE BOLINE	\$ 548.50	\$1,251.50	\$1,851.50	\$2,451.50	\$3,051.50	\$4,251.50	0	\$ 0.00
VERONICA SPELLMAN	\$ 491.75	\$1,308.25	\$1,908.25	\$2,508.25	\$3,108.25	\$4,308.25	0	\$ 0.00
MORGAN BELL	\$ 448.50	\$1,351.50	\$1,951.50	\$2,551.50	\$3,151.50	\$4,351.50	0	\$ 0.00

## Selling ideas to help YOU reach your Star!

1. Contact customers who work outside the home to do a **“\$100 Sales Bag Challenge”**. Give her product valued at \$100 and see if she can sell it. **Offer each customer who completes the challenge a set of brushes or the travel rollup bag.**
2. Call husbands and offer your **gift buying service** for seasonal selling opportunities. You’ll be surprised at how many take you up on the offer.
3. **Book selling appointments:** Skin first and then glamour appointments; also book fun parties: Pajama Parties, Mother and Daughter Parties, Eyes Cream Socials, Spa Parties, Trash-it Nights (that is where they bring non Mary Kay items, trash them and get like Mary Kay products at a discount), Gift Shows, Lip Parties, Trading Faces Parties.
4. **Have a Grand (\$1000) Week.**
5. Call customers and introduce a skin supplement she would enjoy and benefit from. **Give her a discount if she buys it right then.**
6. Challenge a son, daughter or husband to **sell \$100**. Give them an exciting prize as a reward if they do the challenge.
7. Contact your preferred customers and set up a **“personal service appointment”**. We always sell more when people get to try before they buy.
8. **Deliver reorders and up-sell** by bringing other tempting beauty products to try and buy on the spot. This is where inventory comes in handy!
9. **Hold a phone lottery** (call or text as many customers you can in an hour, get their orders and tell them that one of the orders you get in that hour will be free).
10. **Demo the Microdermabrasion or Satin Hands Set** on people and offer it for \$29 off if they buy it on the spot.



# Bridal Classes

June is known as Bridal Month, and one service you may want to consider offering is a specialty class for brides! Here are some suggestions that may help you if bridal classes are something you would like to offer:

- Call everyone you know who is getting married in the next couple of months and offer them your professional services. If you don't know any brides-to-be, you might call a photography studio in your area to let them know you offer this service and would like to partner with them on wedding appointments they have scheduled.
- Book the bridal classes **before** the wedding day not on the day itself. You might make an appointment with the bride to pick out colors -- don't forget nail colors, too that would match the bridesmaids dresses and offer to facial the bridesmaids to make recommendations for the wedding day.
- On the day of the appointment, bring a Custom Compact filled with the colors you are recommending. A script you might use to open your class is:  
*Helping a bride and her attendants look their best is a natural service for Mary Kay Independent Beauty Consultants to offer. At this class, we'll review many beauty secrets to help you look your very best on the special day a look that two or three years down the road will still make you proud of the pictures from that day! In bridal portraits, you don't want the makeup to overshadow the whole look. The following tips can greatly assist you. So, get ready to smile for the camera!*

To help ensure smooth, soft skin, you might recommend the following:

Use the Satin Hands body care routine the buffing cream to exfoliate dead skin cells; the cleansing gel to gently wash away dirt and impurities; and the hydrating lotion to help maintain skins moisture balance.

On the evening before the wedding, a pampering bath utilizing 2-in1 Body Wash & Shave by Hydrating lotion in the same scent while skin is still damp is a pampering treat. Anyone wanting a little extra color may want to apply Subtle Tanning Lotion, starting at least two weeks before the wedding day.

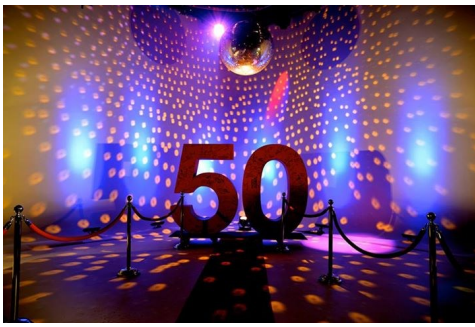
Makeup tips you might recommend for the wedding day to help guarantee tear-proof, kiss-proof results: The key to wedding day makeup is to enhance without looking heavy or overdone. The bridesmaids might want to wear makeup to complement their gowns. Since the bride will most likely be in white, she will need extra color so as not to look washed out. Consider putting the focus on one area of the face only, perhaps the lips. Apply a little MK Signature Concealer under the eyes and on any imperfections after applying a Mary Kay foundation. Use a little more cheek color than normal for the photography so the cheeks look rosy with a natural glow. Soft, smoky eye colors can make the eyes stand out without overshadowing the whole look.

For brides with light hair, a good combination might be MK Eye Colors in Crystalline, Hazelnut and Truffle. For brides with dark hair, consider Moonstone, Chocolate Kiss and Cinnabar. Blend well. If a pencil is used, a soft and smudged line is better than a heavy one. Hazelnut or Polished Stone can be applied wet along the lash line in place of a pencil to achieve a softer effect.

Apply two coats of MK Lash Lengthening Waterproof Mascara, letting the first coat dry thoroughly before applying the second coat. A minking effect can be achieved by applying brown mascara close to the lash line then tip the lashes with black mascara.

After using the Lip Outliner Pencil, apply MK Lip Liner along the natural lip line then fill in the lips with the liner. This provides a long-wearing base of color. Top with a coordinating shade of MK Crème Lipstick.

Bridesmaids may want to wear a nail color that coordinates with their gowns. The bride might not want to wear a nail color, opting instead for a natural look with Top Coat.



## Seminar Year 2014

July 1, 2013 - June 30, 2014

### Queen YTD Sales



**Lisa  
Zang**

### Court of Personal Sales — Top 10 Retail Sales

1	Janet J. Atienza	\$6,981.00
2	Monique Costa	\$6,560.50
3	Marlene A. Abkemeier	\$5,090.00
4	Lisa Gunter	\$4,035.00
5	Patricia Lassiter	\$3,722.00
6	Yomekia Watson	\$3,175.00
7	Karen Velardo Tatoy	\$1,975.00
8	Morgan D. Bell	\$1,942.00
9	Veronica S. Spellman	\$1,919.50
10	Matisha Robinson	\$1,522.00

### Court of Sharing

Consultant	# Qualified	Comm.
Janet J. Atienza	3	\$133.78
Lisa Gunter	2	\$ 48.25
Monique Costa	1	\$ 68.14

### Queen YTD Sharing



**Janet J.  
Atienza**

(Based on commissions earned)

## JULY CELEBRATIONS

### MK Anniversary

	<u>Year</u>
Jamie Yakish	2
Theresa Conrad	2
Shanavia D Culpepper	1
Yomekia Watson	1
Nashanda Owens	1
Maria Vinci	1

### Happy Birthday

	<u>Day</u>
Julie Castellanos	1
Latray Speight	3
Catherine G. Beckett	8
Elline S. Farinas	9
Jodi Bond	10

### Happy Birthday

	<u>Day</u>
Margaret Evans	10
Lucrecia Z. Baigis	19
Tamra K. Voll	25
Wendy Parker	29
Cheryl Steele	30



Jodi Bond  
7140 Green Oak Rdg  
Cumming, GA 30040  
jodi.bond@att.net

**Welcome to the Exciting  
Final Month of Seminar Year 2014**

with sincere gratitude for working  
your business each month with  
determination and commitment.

Your willingness to invest in your  
business results not only in the  
achievement of our unit goals but  
also in our area goal.

You exemplify the essence of  
Teamwork making the Dream work.  
Thanks for believing in Yourself!  
Thanks for believing in our Unit!

**YOU MAKE THE DIFFERENCE!!**

discover what you  
**LOVE**™

The **Follow Your Heart** pendant necklace  
serves as a token of appreciation from our  
heart to yours. It can be yours when  
you **place a single \$400 or more Section 1  
wholesale order in June 2014!**

This stunning platinum-tone necklace, which hangs on a  
delicate 17-inch chain, features a unique, heart-shaped  
pendant adorned with five scintillating stones as well as  
the *Mary Kay*® logo. The necklace will be shipped with  
your qualifying order, **June 1—30, 2014.**

Nothing says I love my *Mary Kay*™ like a twinkling token  
of your hard work and dedication, so don't forget to  
show off your gorgeous necklace at Seminar this year!

