



Be Bold & Audacious

"A bold unit with audacious faith"

Independent Sales Director Jodi Bond

March Newsletter / February Results

February Queens

QUEEN OF WHOLESALE



Cindy E. Mirabelli
\$2,213.00

QUEENS OF SHARING



Future Director

Silver Medal Winners
Lisa M. Zang
First Time Winner!

QUEEN OF SALES



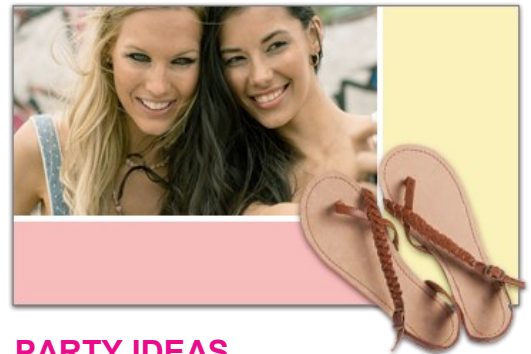
Lisa M. Zang

Welcome to Your **HELLO, SUNSHINE!** Hub

On Mary Kay Intouch

It's where you'll find everything you need to spring into action this quarter and help re-energize your Mary Kay business!

There's a fun new trend to share with your customers, new trend-inspired products, party ideas and tolls to help you get on the road to success!



PARTY IDEAS

Help Your Customers Take a Vacation From the Ordinary.

- Throw a travel-themed party with Polaroid cameras or Instagram available so each of your customers can capture her unique *Mary Kay*® look with a retro filter.

- Plan your own road trip with your friends, and bring your favorite *Mary Kay*® products for the perfect party in an exciting and wondrous new place.

– Take pictures of all of your and your friends' new experiences to post on Facebook and Twitter, and be sure to post which Mary Kay® products were used to get your fun new looks.

– Challenge yourself and your customers to try new looks for different activities that you do on your adventures.

MARY KAY

HELLO, SUNSHINE! How-To Tips

BEACH-BRONZED GLOW
Get a natural-looking, all-day glow. Use a bronzer with a subtle shimmer. Apply to the forehead, cheeks, nose and chin. Blend well. Use a brush or sponge.

SWEET BY MONO-COLOR
Coordinate your skin care with your eye makeup. Use a single shade of eye shadow on the lids, crease and outer corners. Or go all-in with a single shade of lipstick and blush.

CLASSIC CAT EYES
Use MCK® All-Over Eye Primer to create the classic winged cat eye in four simple steps!

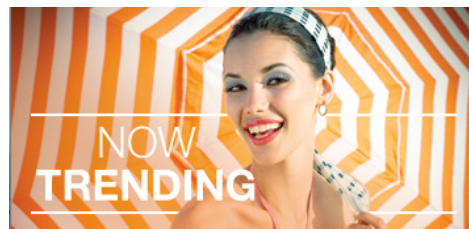
COOL LASHES
Make your lashes look like they were just out of the water. Use MCK® Lash Primer to create a natural-looking, water-resistant look. Then, use MCK® Lash Mascara to create a dramatic, long-lasting look.

TIPS FROM NEW HEIGHTS
Volume to Me! Get a voluminous look with MCK® Volumizing Mascara. Use a clean, dry brush to apply the mascara to the base of the lashes. Then, use MCK® Lash Primer to create a natural-looking, water-resistant look.

discover what you LOVE.

BIZ TOOLS

Professionally designed and thoughtfully written to help you reach your customers at parties or through the mail. You'll want to put these Mary Kay business tools to work right away



TRENDING NOW!

Play! Explore! Discover! The trend this quarter is all about carefree days and reinventing the timeless beauty of 1960s Americana. The feeling is yesteryear, but the time is now!

Making Money the "Model Way"



THE PORTFOLIO IS THE WAY TO BUILD YOUR BUSINESS IN A GREAT WAY! THE BEFORE AND AFTER PICTURES SELLS YOUR CUSTOMERS & PUTS THEM IN A POSITION TO LISTEN TO THE MK OPPORTUNITY! SHOWING IT TO OTHERS AND INVITING THEM TO "BE YOUR MODEL" STARTS THE PROCESS ALL OVER AGAIN! GO FOR IT GANG ~ IT PAYS, AND IS FUN FOR ALL!!!

This is an idea that works when you work it! Read how below.

Here's How!

Every quarter Mary Kay's makeup artists create four NEW, ON-TREND COLOR LOOKS using our FAB MK PRODUCTS and features them in your seasonal LOOK magazine and on your personal MK website!

A Model Portfolio has historically been one of the best booking tools ever!

Here's how you can profit up to \$35,000 additional income this year!

13 Models per look X 4 looks = 52 models per quarter
52 Models X 4 quarters = 208 Models for the year
Average Customers spends \$350 a year!!!

208 Models X \$350 = \$72,800 in retail sales!!

(This breaks down to 18 faces a month goal, single, or 4 shows a month, or any combination that works.)

Everyone can build their own Model Portfolio! It's a wonderful way to show how great your MK products look on other women; and other women like to look at all the pictures. Many Consultants carry their Portfolio everywhere to generate attention.



Thank you from Director Anna Litteral, Offspring Director of Director Esther Beeman

LEADERS & TEAM BUILDERS

Future Director



**KEEP CALM
TEAMWORK
MAKES THE
DREAM
WORK**

Recruiter: Lisa M. Zang

- Jeannine Green
- Cindy E. Mirabelli
- Emily F. Verner
- Mary Zang
- Michelle Mosteller
- Dele Rech
- Maria Vinci
- Erica Wagner
- * Lucrecia Z. Baigis
- * Mala Divyanathan
- * Beth Ellen Hively
- * Edngia R. Itabaiana

Senior Consultants

Recruiter: Beth Dickman

- Marlene A. Abkemeier
- * Victoria L. Horak
- * Lindsay L. Lassetter

Recruiter: Monique Costa

- Patricia Lassiter
- * Nicole Reilly

Team Building Tip

Show how excited you are to be part of the May Kay opportunity by sharing your I-story at your next skin care party. Your enthusiasm will demonstrate what a great opportunity Mary Kay offers. Put a purpose behind your efforts. Make a list of all the reasons you started your Mary Kay business, than make a second list why you want to start building a team. When you feel sluggish or unmotivated, pull out those lists, and you'll remember why you had your vision in the first place.

Welcome New Beauty Consultants

New Consultants	From	Recruiters
Margaret Evans	DAWSONVILLE, GA	Jodi Bond
Darlene Franks	CUMMING, GA	Jodi Bond
Cindy E. Mirabelli	CUMMING, GA	Lisa Zang
Morgan L. Ruppe	CUMMING, GA	Lisa Zang
Kristen D. Terry	STOCKBRIDGE, GA	Lisa Zang
Emily F. Verner	CUMMING, GA	Lisa Zang

APRIL CELEBRATIONS

MK Anniversary

	Year
Jesselynn Marie Correa	2nd
Sandy Maria Neeld	2nd
Tara Doyle	2nd
Angie Jo Jennings	1st
Mary Delp	1st
Perry Yearwood	1st
Marlene Ann Abkemeier	1st
Jessica Brooke Adams	1st
Kate Brannon	1st
Victoria Louise Horak	1st
Cindy Dickman	1st

Happy Birthday

	Day
Paige Gorman	3
Alison Sponaas	6
Katia Rice	8
Edngia R Itabaiana	9
Darlene Franks	17
Mala A Divyanathan	18
Michelle D. Helms	22
Lindsay Lassetter	23

Recruiters Commission

13% Recruiter Commission Level

Lisa M. Zang \$445.71

4% Recruiter Commission Level

Monique Costa \$29.30

Beth Dickman \$17.04

February Wholesale

Cindy E. Mirabelli	\$2,213.00
Janet J. Atienza	\$1,327.50
Lisa M. Zang	\$ 789.00
Patricia Lassiter	\$ 732.50
Amanda Sheriff	\$ 625.00
V. Rodriguez-Phillip	\$ 616.50
Emily F. Verner	\$ 611.00
Katia Rice	\$ 601.50
Monique Costa	\$ 436.50
Beth Dickman	\$ 365.50
Marlene Abkemeier	\$ 247.00
Layla S. Mallary	\$ 211.00
Jeannine Green	\$ 202.50
Mindi E. Raby	\$ 202.00
Veronica S. Spellman	\$ 201.00
Yomekia Watson	\$ 200.00
Mary Zang	\$ 200.00
Victoria L. Horak	\$ 179.00
Shanavia Culpepper	\$ 90.00
Morgan D. Bell	\$ 51.00



AVAILABLE NOW!!!

Due to popular demand, the limited-edition Mary Kay® Sun Care After-Sun Replenishing Gel returns each spring/summer. We thought we'd launch it a bit earlier to give you a chance to stock up before your customers come looking for this summer favorite. It can also mean more sales for the spring and summer months!



Scheduling Appointments is an Attitude

Thanks to NSD Sue Kirkpatrick

Success in scheduling appointments begins with our attitude.

We have to believe that everyone deserves to have a makeover and everyone deserves to wear the product. It helps to believe that when a woman wears Mary Kay, she likes herself better. She may even yell at her kids less... she will make a better wife, mother, employee, etc.

That all may seem a little extreme, but it is meant to stress the importance of believing that **you are doing a SERVICE**. If you feel like people are having a facial or skincare class for you as a favor, it will come across as a lack of confidence. I know that there will be times when some people will schedule because you need their help in reaching a goal, etc. However, most of the time, it will be because of your enthusiasm for the product and how excited you are to share it with them or to get their opinion.

The question should never be, "Would you be interested.....?" If you don't know whether she would be interested or not, she will doubt her interest. Instead, **the question should be, "Has anyone treated you to a makeover recently?"** Do you currently have a consultant who is servicing you?" "No? Then I want to make you a priority in my schedule to treat you to one. In fact, you can be a model in our (current promotion) (Then tell her about that.) I can't wait to get your opinion of our new products!" If the objection is that she tried it before and it broke her out, find out how long ago it was, and then you might say, "Oh good, I have been looking for someone who had that problem. If I were willing to do a makeover and work with you, would you be willing to be a model in our contest and give me your opinion of the new Mary Kay (or my facial)?"

If the objection is that she wears Brand X, you might say, "Oh good, I have been looking for someone who uses that brand to get their opinion of how the New Mary Kay compares. Even if you end up still preferring Brand X, I would enjoy the time with you and treating you to a new look..... and I sure would value your opinion. Which is best in your schedule, [mornings or evenings... Tuesdays or Thursdays, etc.?" NEVER run down another product.



BELIEVE that you have one of the best products available and that YOUR service is the best. Be so busy that you are working people in on your schedule. People love to do business with successful people. And.....you ARE such a person! Have fun scheduling!!!



Within you the person of your tomorrow is struggling to get out. Awaken to your hopes within and the gifts within you ready to be brought forth. These gifts are free, but the success and happiness that they bring must be brought forth through effort, commitment and discipline.

It is faith, not reason, that will be your guide. Your person of tomorrow will be determined by how you see with faith-filled eyes today. Through faith you will see a vital emerging magnificent you. You are writing your life story.

	Current		-- Wholesale Production Needed --				Qualified	Quarterly
	Whlse Prod						Team	Contest
	for Star	Sapphire	Ruby	Diamond	Emerald	Pearl	Members	Prize Total
CINDY MIRABELLI	\$2,227.00	STAR	\$ 173.00	\$ 773.00	\$1,373.00	\$2,573.00	0	\$2,227.00
JODI BOND	\$2,140.50	STAR	*****	*****	*****	STAR	6	\$5,740.50
JANET ATIENZA	\$2,074.75	STAR	\$ 325.25	\$ 925.25	\$1,525.25	\$2,725.25	0	\$2,074.75
LISA ZANG	\$1,008.00	\$ 792.00	\$1,392.00	\$1,992.00	\$2,592.00	\$3,792.00	2	\$ 0.00
PATRICIA LASSITER	\$ 783.50	\$1,016.50	\$1,616.50	\$2,216.50	\$2,816.50	\$4,016.50	0	\$ 0.00
MONIQUE COSTA	\$ 667.00	\$1,133.00	\$1,733.00	\$2,333.00	\$2,933.00	\$4,133.00	0	\$ 0.00
AMANDA SHERIFF	\$ 625.00	\$1,175.00	\$1,775.00	\$2,375.00	\$2,975.00	\$4,175.00	0	\$ 0.00
VIRGINIA RODRIGUEZ-PHILLIPS	\$ 616.50	\$1,183.50	\$1,783.50	\$2,383.50	\$2,983.50	\$4,183.50	0	\$ 0.00
EMILY VERNER	\$ 611.00	\$1,189.00	\$1,789.00	\$2,389.00	\$2,989.00	\$4,189.00	0	\$ 0.00
PHILISHA SCOTT	\$ 602.00	\$1,198.00	\$1,798.00	\$2,398.00	\$2,998.00	\$4,198.00	0	\$ 0.00
KATIA RICE	\$ 601.50	\$1,198.50	\$1,798.50	\$2,398.50	\$2,998.50	\$4,198.50	0	\$ 0.00
PAIGE GORMAN	\$ 601.00	\$1,199.00	\$1,799.00	\$2,399.00	\$2,999.00	\$4,199.00	0	\$ 0.00
SAMANTHA GREENWAY	\$ 600.50	\$1,199.50	\$1,799.50	\$2,399.50	\$2,999.50	\$4,199.50	0	\$ 0.00
MARLENE ABKEMEIER	\$ 474.50	\$1,325.50	\$1,925.50	\$2,525.50	\$3,125.50	\$4,325.50	0	\$ 0.00
MARY ZANG	\$ 401.50	\$1,398.50	\$1,998.50	\$2,598.50	\$3,198.50	\$4,398.50	0	\$ 0.00

As a Star Consultant, you get to choose prizes for yourself – or your family. From totally indulgent to really practical, you can earn fabulous rewards just for working your business!

Did you ever wonder...Is it difficult to be a Star Consultant?

Not at all! Just set your goal to sell \$300 retail each week—that's all it takes! \$300 retail x 4 weeks = \$1200 retail sold per month. Keep \$600 profit and order \$600 wholesale, and in three months you're a Sapphire Star Consultant with \$1800 wholesale ordered! Yep, that's it!

And that's just the beginning! Sell \$400 weekly and you're a Ruby Star (\$2400), \$500 weekly is a Diamond Star (\$3000), and \$600 weekly equals Emerald Star (\$3600)! If you hold just three selling appointments every week, you'll soon be selling \$400 to \$600 weekly, EVERY week, counting your reorders and other miscellaneous sales!

Use Mary Kay's always-effective formula of **3+3+3**. You'll find that EVERYTHING you could desire from your Mary Kay business — Star Consultant status every quarter, great extra income, a solid customer base, Red Jacket status, your own Mary Kay Career Car, and even your own Director Suit — will come with consistently working **3+3+3 weekly!**

Remember — It's not Magical; it's Mathematical!

3 + 3 + 3 =
Success!

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,
(3) three skin care classes
and (3) three team-building
appointments each week.**



WHAT IT MEANS TO WEAR RED!

*RED signifies vibrancy and confidence. It is an exciting color that arouses emotion and represents vitality and intensity. How appropriate that our company selected this color to identify those who employ these qualities to make their careers a success. Those with **RED JACKETS** feel very special about them. Your **RED JACKET** evokes a deep sense of pride whenever you wear it.*



WAYS TO SHARE THE CAREER OPPORTUNITY

- Have your prospect take a CD, DVD, or marketing packet home, and call for follow up.
- Guests to weekly Unit Success Meeting.
- Guests to special guest events.
- Three-way calls with your director, guests on Live Marketing or Marketing Hotline
- One-on-one interviews.

So how do YOU go red? It's easy! All you need is 3 new team members! Who can you think of that you would love to share our great opportunity with? Building a team is fun! Why do you want to earn your Red Jacket?

- No more deciding what to wear to unit meetings! Red Jackets are the top 6% of our company -what other company allows you to move into a management position so quickly?!
- Money Money Money Money! Receive a Love Check on the 15th of each month! (4%-13% commission check) from the Company based on your team member's wholesale order.
- The jacket is HOT..very trendy. It comes in your choice....a short or long version.
- You can be on your way to earning your Mary Kay Car (or cash compensation)! By building to 5 team members (Team Leader), you are positioning yourself to create the team production to go on target for your "Trophy on Wheels". You can do this!



To me, it means several things:

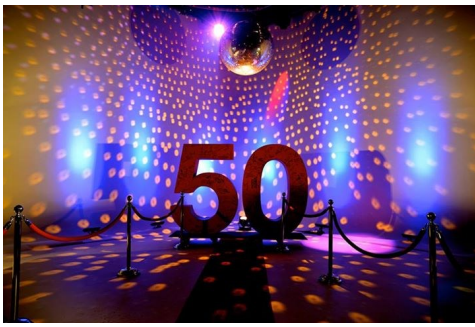
SELF CONFIDENCE My **Red Jacket** shows trust, belief, boldness and assurance.

Many of us have lacked in this area at one time or another. My **Red Jacket** gives me confidence. It tells me I have reached a certain level of achievement. I have set a goal, attained it, and am making a success out of it.

DETERMINATION It shows that my work is purposeful and worthwhile and that what I am doing is a credit to those represented by this jacket and to myself. It gives me determination to keep going forward and to let nothing hinder me from becoming successful.

PERSISTENCE It shows that I can hurdle obstacles that appear in my path and keep my mind shut against negativity. It means "stick-to-it-iveness" and refusing to let people or projects sidetrack me from my primary objective. In a word, my **Red Jacket** symbolizes success!! Not just mine, but also the successes of all those women who have made it possible for me to wear it. Thanks to Deborah Roebuck for Sharing

STEP UP & STEP OUT IN RED!



Seminar Year 2014

July 1, 2013 - June 30, 2014



Seminar 2014 DATES:
Ruby: July 16 – 19
Sapphire: July 20 – 23

Emerald: July 23 – 26
Pearl: July 27 – 30
Diamond: July 30 – Aug. 2

Queen YTD Sales



**Lisa
Zang**

Court of Personal Sales — Top 10 Retail Sales


1	Lisa M. Zang	\$10,018.00
2	Monique Costa	\$ 6,208.50
3	Cindy E. Mirabella	\$ 5,011.00
4	Janet J. Atienza	\$ 4,524.50
5	Marlene A. Abkemeier	\$ 4,490.00
6	Yomekia Watson	\$ 3,093.00
7	Patricia Lassiter	\$ 2,320.00
8	Shanavia D. Culpepper	\$ 2,178.00
9	Julie Castellanos	\$ 2,032.00
10	Amanda Sheriff	\$ 1,515.00

Court of Sharing

Consultant	# Qualified	Comm.
Lisa M. Zang	3	\$403.59
Monique Costa	1	\$ 40.10

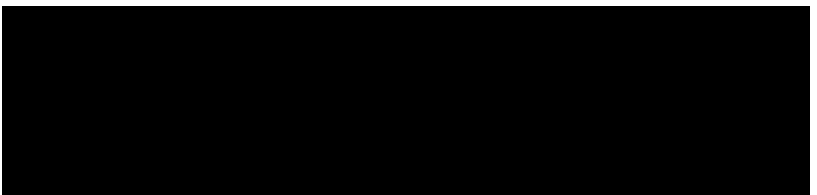


Queen YTD Sharing



**Lisa
Zang**

(Based on commissions earned)



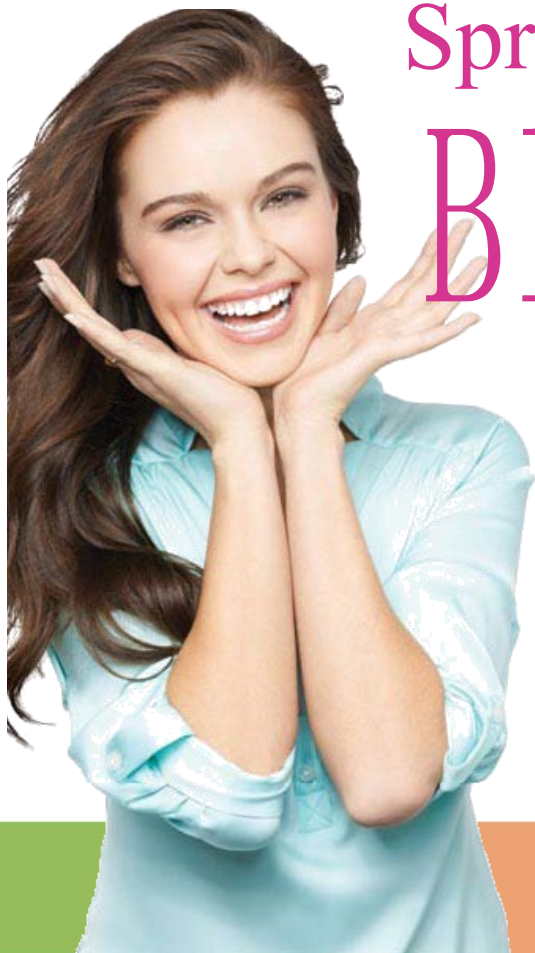


Jodi Bond
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 Cumming, GA 30040
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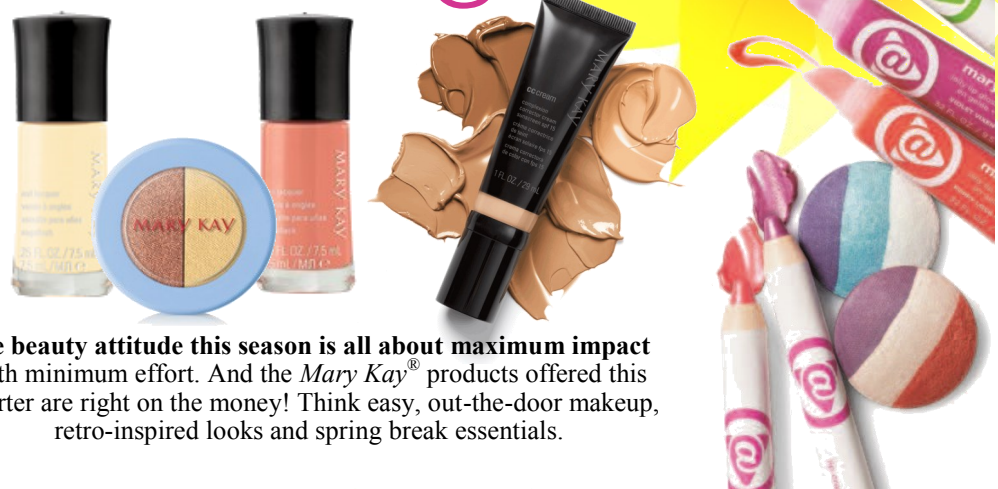
MARY KAY SEMINAR 2014

Priority Registration
 Dates: April 7-30, 2014:
 E-mail notification will be
 sent to Qualifiers.

Registration opens to ALL
 independent
 sales force members
 May 1, 2014.



Spring Color is Blooming!



The beauty attitude this season is all about maximum impact with minimum effort. And the *Mary Kay*® products offered this quarter are right on the money! Think easy, out-the-door makeup, retro-inspired looks and spring break essentials.

