

Rock Solid

Daria Rocco | Independent Senior Sales Director



Newsletter for April 2014
February Results



Queen of Wholesale

Marlina Di Carmine
runners up



Queen of Retail Sales

Carla Carter
you could be here too!



Queen of Sharing

Nona Brown-Amoruso
you could be here too!



Court of Sales!



\$36,000 Personal Estimated Retail Production
Year to date results as of 3/14/2014



Siobhan Cleary
\$9,829



Dale Silva
\$7,010



Dominique Di Carmine
\$5,229



Norma Pettus
\$3,667



Carla Carter
\$3,622

| Consultant Name | Wholesale |
|-----------------------------|-----------|
| 1 Marlina Di Carmine | \$414 |
| 2 Carla Carter | \$337 |
| 3 Millie Melendez-Hernandez | \$304 |
| 4 Nona Brown-Amoruso | \$291 |
| 5 Deborah William | \$242 |

| Consultant Name | Sales |
|-----------------|-------|
| 1 Carla Carter | \$496 |

| Consultant Name | Recruits |
|----------------------|----------|
| 1 Nona Brown-Amoruso | 1 |

IT's March Madness Mary Kay Style!!!

Our unit's goal is to move EVERYONE up in position. You can choose which position you would like to be in. You can be a RED Jacket, Team Leader, Future Director or BMW driving Sales Director. All It takes is belief backed by action.

Are you our first 1 month NORMAL? You can be the one to set this years record for our unit. 3rd Quarter ends midnight 3/15.

It all begins with being a Star - Stars drive cars. I can proudly say I have achieved 59 quarters of Star Consultanship and interestingly enough, I have been driving FREE (Mary Kay style) for 59 quarters. Wow! You see when you treat your business like a business it will pay you like a business. Likewise if you treat it like a hobby it will pay you like a hobby.

You are the CEO of you! You have already earned the position which means you get to decide what dreams you will make come true. This company is set up for success. I am teaching a brand new class using all the tools in your showcase. I invite you to come to one of our many success meetings or better yet come apprentice with me in the field. That is truly the best training I can offer you. If that doesn't work for you then get on our website; www.ourpinkstudio.com password solid. View our opportunity videos at a click of a button or plug into the training center. Last your Mary Kay website offers the best training through the Silver Wings program. All the tools are readily available for you, you just need to plug in.

As we approach the final four (Our Seminar year ends 06/30/14)decide where you want to be and then lets put an action plan to make your goal a reality. I am here to support you and I willingly match my time to your effort.

Believing that you can,
Daria

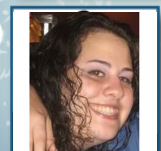
Court of Sharing!



24 New Qualified Personal Team Members
Year to date results as of 3/14/2014



Dale Silva
1



Tina Salerno
1



MARY KAY SEMINAR 2014

discover what you
LOVE

Benefits of being a DIRECTOR

| ruby | sapphire | emerald | pearl | diamond |
|-----------------|-----------------|-----------------|-----------------|----------------|
| seminar | seminar | seminar | seminar | seminar |
| july 16-july 19 | july 20-july 23 | july 23-july 26 | july 27-july 30 | july 30-aug. 2 |

Seminar is the ultimate and most inspiring event of the year! You will receive **recognition** for all your hard work during the year, **education** on how to grow your business and be the **first to hear** about the **latest-and-greatest product and company news**. You will enjoy **top-notch entertainment** that rivals Broadway's finest! Best of all, you have the chance to break away from life's daily demands with girlfriends who only want the best for you.

Seminar is like a college course, awards ceremony and Broadway show wrapped into one. This year is no exception! **Hurry, you must act quickly to be a part of this life changing experience.** Bring more beauty to your life, your business and your world by attending **Discover What You Love... Seminar 2014.**

Congratulations if you have already qualified for Priority Awards Registration. You may register online **beginning April 7th.** General registration for all consultants **begins on May 1st.** Registration ends on July 1st.

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Recipe of the Month!

CREAM CHEESE & CHIVE OMELET

Ingredients:

- 1 Tbsp olive oil
- 4 eggs
- 2 Tbsps minced chives
- 2 Tbsps water
- 1/8 tsp salt
- 1/8 tsp pepper
- 2 oz cream cheese, cubed
- Salsa

Directions:

1. Heat oil over medium-high heat in a large nonstick skillet.
2. Whisk the eggs, chives, water, salt and pepper.
3. Add egg mixture to skillet (mixture should set immediately at edges).
4. Push cooked edges toward the center as eggs set, letting uncooked portion flow underneath.
5. Sprinkle cream cheese on one side once the eggs are set.
6. Fold other side over filling.
7. Slide omelet onto a plate, cut in half and serve with salsa.

Serves 2

- Receive a Star Consultant Bonus of \$300, \$400, or \$500
- Earn profits based on retail sales
- Earn personal team commissions of 4%, 9%, or 13%
- Receive a Unit Volume Bonus of \$500 or more
- Earn 9% or 13% unit commission
- Receive a Personal Team-Building Bonus of \$100 or more
- Receive a Wellness Award Bonus of \$800, \$1,300 or \$2,000
- Receive a Unit Development Bonus of \$300 or \$500
- Earn the use of a Career Car or select Cash Compensation option

start today!

Building WALL to WALL Leaders

Build the Team of your Dreams!

Team-building is rewarding in so many ways. When you add a special person to your business, it not only helps your earning potential, it offers her the same opportunities you love so much with your Mary Kay business.

Why not take your place at the top this year during the Wall to Wall Leaders Challenge! Becoming a Sales Director can be incredibly rewarding in more ways than one! Use the "Four Point Recruiting Plan", visit the "How to Team Build" page on MK InTouch (Education -> How to Team-Build) or ask me! I would love to help you build the team of your dreams!

Building Wall to Wall Leaders Challenge...

it's more than a mission...it's a movement.

Sept. 1, 2013 - Sept. 1, 2014

Becoming a Wall to Wall Leader just got bling-ier!

Independent Sales Directors who achieve the Building Wall to Wall Leaders Challenge and their Independent Senior Sales Directors will receive an invitation to the ice cream social at the Prize Party at Seminar 2014 where they will pick up one or more of these gorgeous, crystal-studded bracelets!



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Four Point Recruiting Plan...

Skin care classes and collection previews offer the best place to find prospective team members. **Mary Kay herself developed the Four-Point Recruiting Plan** when she first started holding skin care classes. Since then, it has been used successfully by thousands of Consultants and Directors.

- 1** Before every skin care class and collection preview, ask the hostess; Who is coming today who might be interested in doing what I do?
- 2** Present your heartfelt, enthusiastic I-story at every skin care class and collection preview. Share why you began your Mary Kay business and what it means to you.
- 3** Select at least one person at every skin care class and collection preview and offer her the Mary Kay opportunity. You may want to plant seeds by sending guests home with team building materials.
- 4** Offer the hostess a special gift for any person she suggests who becomes an Independent Beauty Consultant.

Court of Sales!



| Name | Amount |
|------------------------------|---------|
| 1 Siobhan Cleary | \$9,829 |
| 2 Dale Silva | \$7,010 |
| 3 Dominique Di Carmine | \$5,229 |
| 4 Norma Pettus | \$3,667 |
| 5 Carla Carter | \$3,622 |
| 6 Roxanne Rich | \$3,540 |
| 7 Lindsay Carrington | \$3,101 |
| 8 Tina Salerno | \$2,768 |
| 9 Ira Cohen | \$2,320 |
| 10 Millie Melendez-Hernandez | \$2,218 |
| 11 Alma Roman Bailey | \$2,072 |
| 12 Nona Brown-Amoruso | \$1,763 |
| 13 Kimberly McCowen | \$1,688 |
| 14 Beth Bodemann | \$1,628 |
| 15 Marie William | \$1,585 |

\$36,000 Personal Estimated Retail Production
Year to date results as of 3/14/2014

Court of Sharing!



| Name | Recruits |
|----------------|----------|
| 1 Dale Silva | 1 |
| 2 Tina Salerno | 1 |
| 3 Carla Carter | 1 |

24 New Qualified Personal Team Members
Year to date results as of 3/14/2014

STAR consultant program

GO for the GOLD

03.16.14 through 06.15.14

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Get your star on!

contest ended: 3/15/2014

1800 2400 3000 3600 4800

final results

Congratulations to our stars!



Daria Rocco
Sapphire! Star!



Siobhan Cleary
Sapphire! Star!

Booking Blitz

Get over the "Booking Block" that an evening party is the only kind! Here are a few suggestions to help you break out of the old mold and into a Booking Blitz:

Office Lunch Brunch Makeovers...Book a simple lunchtime refresher in the break room for 3-5 guests.

After Work Pick-Me-Up...Schedule a party for 5:30pm or as soon as everyone gets home from a long day of work. Who couldn't use a little after work pick-me-up!

Mom's Day Out...Find a local park and take some warm washcloths in an insulated bag. Hire a sitter to watch the kids for some extra facial-focus time!

Activity Club Booster...Book a pampering session for special interest groups such as Scrapbooking. Take pictures of the event and then come back later to scrapbook those pictures!

February Weekly Accomplishment Sheets!

| NAME | SALES | HOURS | WAGE |
|--------------|-------|-------|------|
| Carla Carter | | | |
| 2/2-2/8 | \$232 | 2.75 | \$34 |
| 2/16-2/22 | \$264 | 2 | \$53 |

Weekly Summaries
enter them online

I want to celebrate your success!
Click to www.marykayintouch.com >
Business Tools > Weekly Accomplishments > Enter Weekly Accomplishments

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TEAM LEADERS

Siobhan Cleary

- Michele Flores
- Marie William
- Esther Asibuo*
- Pauline Cleary*
- Citlili Falcon*
- Olivia Meneses*
- Nadia Minott*
- Zoila Rosa Penafiel Guaman*
- Aldema Pereira Caliaro*
- Silvia Falcon*
- Sundaymar Benn*
- Cynthia Dimiyo*
- Heremela Eshetu*
- Racheal Igharha*
- Roseanne Rooney*
- Joy Shields*
- Annette Trotta-Flynn*
- Chemere Wells*

SENIOR CONSULTANTS

Dominique Di Carmine

- Marlena Di Carmine
- Ameris Poquette

Roxanne Rich

- Marisa Schiavone
- Andrea Long*
- Rose Mullen*
- Norma Pettus*
- Doreen Cardinale*
- Judy Cassia-Koch*
- Nicole Disalvatore*
- Kellilynn Forrester*
- Connie Fusco*
- Toni Gruden*
- Nicole Haight*
- Olga Phelan*
- Noemi Roman*
- Valerie White*

Marie William

- Deborah William
- Sylvanie Abraham*
- Marie Romelus*
- Marjory Therassin-Sylla*

Beatrice Yeznaian

- Roxanne Rich

STAR TEAM BUILDERS

Kimberly McCowen

- Melissa Hunt
- Susan Thorp-Dillon
- Sharon Doyle*
- Sara Varrone*

Building WALL to WALL Leaders

it's more than a mission...it's a movement.

Log onto InTouch today!

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Join Now!

SENIOR CONSULTANT

Requirements

- 1 - 2 active personal team members.
- You must be active.

Compensation

- 4% personal team commission.

STAR TEAM BUILDER

Requirements

- 3 - 4 active personal team members.
- You must be active.

Compensation

- 4% personal team commission.
- Eligible to begin earning \$50 team-building bonus.



TEAM LEADER

Requirements

- 5 - 7 active personal team members.
- You must be active.

Compensation

- 9% or 13% personal team commission.
- \$50 team-building bonus.

Welcome New Business Owners!



Edith Tunstull
 Brooklyn, NY
 rec... Nona Brown-Amoruso

PRIORITY REGISTRATION

MARY KAY SEMINAR 2014



Four fabulous ways to qualify!

BEGINNING 4.7.2014

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CAREER CAR

Requirements

- 14+ active personal team members.
- \$5,000 monthly personal team production.
- You must be active.

Compensation

- 9% or 13% personal team commission.
- \$50 team-building bonus.
- Career Car or \$375 per month.



FUTURE DIRECTOR

Requirements

- 8+ active personal team members.
- You must be active.

Compensation

- 9% or 13% personal team commission.
- \$50 team-building bonus.

April Birthdays

| Name | Day |
|-----------------|-----|
| Marie William | 17 |
| Gladys Pastrana | 26 |

April Anniversaries

| Name | Years | Name | Years |
|--------------------|-------|-------------------------|-------|
| Michele Flores | 5 | Nicole Haight | 1 |
| Jacquelyn Green | 5 | Christina Mason | 1 |
| Doreen Cardinale | 1 | Debora Morales | 1 |
| Judy Cassia-Koch | 1 | Jenniffer Peralta | 1 |
| Pauline Cleary | 1 | Noemi Roman | 1 |
| Latoya Cox | 1 | Marisa Schiavone | 1 |
| Cynthia Dimiyo | 1 | Marjory Therassin-Sylla | 1 |
| Nicole Disalvatore | 1 | Valerie White | 1 |

Consistency Club Card

\$200 Week!

1 2 3 4 5 6 7 8 9 10

Consistency Club Card

\$400 Week!

1 2 3 4 5 6 7 8 9 10

Consistency Club Card

\$600 Week!

1 2 3 4 5 6 7 8 9 10

Consistency Club Card

\$800 Week!

1 2 3 4 5 6 7 8 9 10

Join our unit's Consistency Club!

What is your Weekly Sales Goal?

\$200...\$400...\$600...\$800?

Pick the punch card that depicts your weekly sales goal. Cut it out and keep it in your appointment book. Let me know what your goal is so I can keep a duplicate card for you. Then as you achieve your weekly sales goal, let me know and you will receive a punch on your punch card!

Earn double or triple punches!

When you achieve your goal or add a new member to your team you will receive one punch. Adding a new qualified team member gets you a total of three punches on your punch card!

Fill your punch card!

Let me know when your punch card is full and you will receive a fabulous prize from our prize table!

Hint...the larger the goal, the larger the prize!

Out of town Consultants will have the opportunity to view pictures of the prizes available at the time of winning.

Seminar Awards 2014



QUEEN'S COURT OF PERSONAL SALES
\$36,000 Personal Estimated Retail Production



QUEEN'S COURT OF SHARING
24 Qualified New Team Members

product corner



Foundation Primer Sunscreen Broad Spectrum SPF 15

Foundation Primer acts as an invisible "buffer" that fills in imperfections and acts like a "magnet" to give your foundation real staying power. The lightweight gel glides on effortlessly and dries quickly, and is formulated to diffuse light which helps reduce the appearance of fine lines, wrinkles and pores. Plus, the formula is oil-free and contains an ingredient that absorbs excess oil. The SPF 15* offers added daily sun protection!

Benefits & Claims

- 98% said it applies smoothly and evenly
- 90% said it helped skin look smoother
- 87% said it helped perfect the appearance of skin
- 85% said it helped reduce the appearance of pores
- 85% said it extended the wear of makeup
- 81% said skin looks healthier and helps skin look firmer
- It helps even out skin texture
- It helps reduce the appearance of pores, fine lines and wrinkles, and other skin imperfections
- It helps improve skin's complexion

Way to Go...

Marlana DiCarmine very first sale she made herself \$209 an hour!!! WOW!

Congrats to Siobhan Cleary, Nona Amouruso, Dominique DiCarmine and Carla Carter for investing in yourself by attending Career Conference.

We are ALL part of the number 1 National Area at The Rhode Island Career Conference so big or small - Congratulations!!! You made a difference in where we finish.



April 2014

| <i>Sunday</i> | <i>Monday</i> | <i>Tuesday</i> | <i>Wednesday</i> | <i>Thursday</i> | <i>Friday</i> | <i>Saturday</i> |
|---------------------|--|--|--|-----------------|-------------------|---|
| 30 | 31 Last Day to Place Online Orders | 1 April Fool's Day NC Training by phone see website for details | 2 Panera Bread Makeovers and more 915 Central Park Ave Scarsdale | 3 | 4 | 5 No Hopewell meeting |
| 6 | 7 Seminar 2014 Priority Awards Registration Opens | 8 NC Training by phone see www.ourpinkstudio.com for details | 9 Location TBD Makeovers and More see ourpinkstudio.com calender | 10 | 11 | 12 |
| 13 Palm Sunday | 14 | 15 Tax Day; First Day of Passover NC Training by phone see website for details | 16 location TBT Makeovers and More see ourpinkstudio.com calender | 17 | 18 Good Friday | 19 Hopewell Junction Easter Egg Hunt 1 pm |
| 20 Easter Sunday | 21 | 22 Last Day of Passover; Earth Day NC Training by phone see website for detail | 23 Administrative Professionals Day Makeovers Scarsdale | 24 | 25 | 26 Temi Odeyale NSD Debut 9 am Pre register \$45 Newark NJ |
| 27 | 28 | 29 Last Day to Place Telephone Orders NC Training by phone see website for deta | 30 Last Day to Place Online Orders; Seminar Priority Awards Registration Ends | | | |

TEAM UP FOR WOMEN!

What better way to honor Mary Kay's birthday than by supporting **The Mary Kay Foundation**? From April 1 through May 12, you and your customers can **Team Up for Women®** by collecting donations to fund cures for cancers that affect women and support organizations working to end domestic violence. **Feel even more pride in your efforts! Consultants who submit \$50, \$100 or \$200 in donations by May 17th will receive name badge and standing recognition at Seminar!**

Join the Fight!

THE MARY KAY FOUNDATION



Look who invested in their business during February!

| Name | Amount | Name | Amount |
|-----------------------------|--------|-------------------------------|--------|
| 1 Marlena Di Carmine | \$414 | 9 Roxanne Rich | \$210 |
| 2 Carla Carter | \$337 | 10 Paula Day | \$208 |
| 3 Millie Melendez-Hernandez | \$300 | Ameris Poquette | \$203 |
| 4 Nona Brown-Amoruso | \$291 | 12 Dominique Di Carmine | \$201 |
| 5 Deborah William | \$242 | 13 Robyn Howard | \$201 |
| 6 Marie William | \$223 | 14 Zoila Rosa Penafiel Guaman | \$104 |
| 7 Jerrilyn Heiman | \$212 | 15 Marisa Schiavone | \$46 |
| 8 Melissa Hunt | \$212 | 16 Siobhan Cleary | \$35 |

check out the spring/summer trend report



Accelerate Your Success

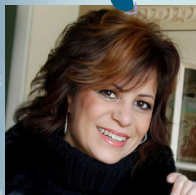
January through
December 2014



Unit Goals!

Our Unit goal is to become a PINK CADILLAC UNIT and to promote 10 BMW Winning Directors by June 30, 2014. 2 Court of Sales Winners and 2 Court of Recruiting Winners for Seminar 2014. My personal goal: to finish our National Area on or before 12/14.

Rock Solid



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to the beautiful



What's Inside

Wall to Wall Leaders...

Let's build that wall! It's more than a mission... it's a movement!

Seminar 2014 Details...

Looking for a life changing experience?
Then Seminar is where you need to be!

Benefits of Being a Director...

Are you ready to wear the suit?

February 2014 Results

discover what you

LOVE

SEMINAR 2014

Ruby: July 16 – 19

Pearl: July 27 – 30

Sapphire: July 20 – 23

Diamond: July 30 – Aug. 2

Emerald: July 23 – 26



Pedis on the Patio Ladies?

Limited Edition

Lemon Parfait

pedicure collection

Get this Sweet Deal while it lasts! This incredible pedicure collection is sure to sell out! Limited Edition set includes Lemon Parfait Foot Gel, Foot Fizzies, Toe Separators, Pumice Stone, and Emery Board and a gift bag. **Call your customers to start booking your "Pedis on the Patio" parties today!** Sales tip...It's the perfect gift to pamper Moms!

