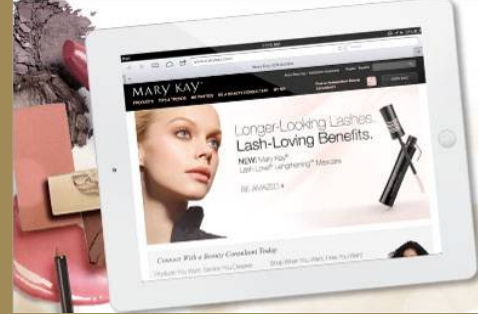




THE GIRLS ON FIRE NEWSLETTER



October brings a chance to win a FREE Ipad from Mary Kay! See Intouch for details.

September 2013 Recognition & Results

Happy 50th Anniversary! Congrats to Our Quarter 1 stars!

These consultants are on their way to starting the new year off right!!

~~Emerald~~
Cyndi Wiggins

~~Diamond~~
Deborah Muscutt

~~Sapphire~~
Suzanne Katin



Kyllie Weinberg
Queen of Wholesale



Billie Miller
Queen of Sharing



Cyndi Wiggins
Top Love Check

Welcome New Consultants

Name:

Julisa Pineda

Kyllie Weinberg

Diana Herbeck

Sponsored By:

Deborah Muscutt

Cyndi Wiggins

Billie Miller



Celebrating 50 years: Mary Kay Ash taught us how-go live your dream!
One Woman Can!

The Holidays are here!

Mary Kay Intouch has all you need to make this holiday season a success!

Welcome to Your Holiday Hub

It's the most wonderful time of the year... especially if you're a Mary Kay independent business owner! Not only can you share your products with your customers, you can help make holiday dreams come true for their friends and loved ones with an amazing array of Mary Kay products and gift sets. Here's what you need to know to make things merry and bright!



Dear Girls on Fire,

With all the cute costumes filling the store, I can't help but think about Trick or Treaters. Put simply, children dress up, go door-to-door, and hope for something good in return. Most kids go with their parents, so they have a guiding hand with them at all times. When you think about booking classes or warm chattering, there are a lot of similarities. I like to dress up when I'm warm chattering, just like those fairy princesses. It makes me feel good about myself and opens the door to approach anyone with pride. I approach each person expecting great results. Sometimes those results include a class or finding someone who's lost her consultant or even a potential new team member. Sometimes the positive result is just a pleasant conversation with someone new who may already have a consultant, or just not be interested. Just like those cute kids in costume, we're not alone. We have other consultants, directors, events, and Intouch as a guiding hand in our lives to help us along the way and remind us we're never alone. I hope you'll remember to make meetings a regular part of your week this season.

This is such an exciting month! Our Let The Beauty Begin Team Building special is in full swing, and I hope you're out there holding interviews already! Our new products have been a huge hit already, and I'm sure the new skin care is flying off your shelf like it is mine. October is such a fabulous month. It's time to focus on customer service and meeting your customers' needs.

October is customer service month. I know in Mary Kay we do an incredible job offering customer service to our customers. All of our products are try before you buy, and we offer great beauty tips like the Color Confident ideas, new looks each season, and even customized skin care to meet each client's need. It's easy to remember those customers who order consistently and keep in touch with us. I encourage you to take a moment this month and reach out to those you may not have heard from in a while. Plus, in celebration of Mary Kay being the Official Beauty Sponsor of Project Runway All Stars Season 3, they are giving customers the opportunity to win a once-in-a-lifetime New York City Fashion Week Experience! Take the Fashion Week Challenge, discover a Winter Wonderland of gift ideas on Intouch, and pass out Holiday Wish Lists at every appointment! Your holiday dreams can come true!

Love and Belief, Debbie

**So how do YOU go red?
It's easy! All you need is
3 new team members! Why
do you want to earn your
Red Jacket?**



- ✂ **EASY WARDROBE:** No more deciding what to wear to meetings. The jacket is very trendy!
- ✂ **PROMOTION:** Red Jackets are also on their way to driving free! All it takes to go on target for your car is 5 team members!
- ✂ **Leadership:** Red Jackets are the top 6% of our company - what other company allows you to move into a leadership position so quickly?
- ✂ **Money:** Money, Money, Money! Receive a love check on the 15th of each month!

You can do this! You are all ready for promotion - so market everyone! Get those leads and I will help you close the recruits.

Thanks Leigh Ann Bender for sharing!

**IS IT TIME TO TURN OVER A
NEW LEAF? WE'RE ON THE
HUNT FOR OCTOBER
RED JACKETS!**

Focus on earning extra cash for the holiday season! Ask her, "If money were no object, what would you like to purchase for your family for the holiday season?"

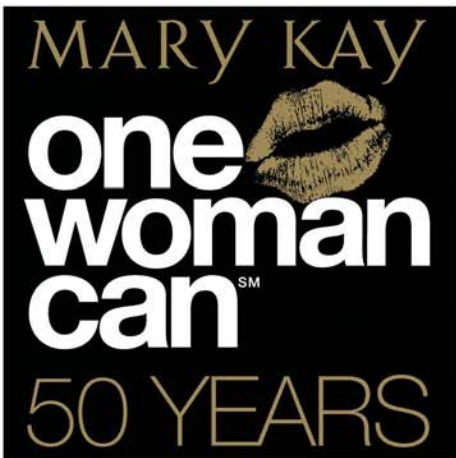
Write down her answer. Respond with, "What if I could show you a way to make that dream a reality? With Mary Kay and a little work, anything is possible!"

Our October *Let The Beauty Begin!* Promotion can increase her profit immediately and jump start her business!





Our Top 5 Wholesale Orders For September



Kyllie Weinberg



Cyndi Wiggins



Suzanne Katin



Alishia Egenhoff



Heather Williams

Year To Date Court of Personal Sales

1	Cyndi Wiggins	\$5,562.00
2	Suzanne Katin	\$5,036.00
3	Kyllie Weinberg	\$2,937.00
4	Brenda Murphy	\$2,859.00
5	Alishia Egenhoff	\$2,439.50
6	Alexandra S Thompson	\$1,413.00
7	Barbara Kropf	\$1,246.00
8	Teresa Parga	\$1,073.00
9	Heather Williams	\$1,026.00
10	Billie Miller	\$961.00
11	Lisa Werner	\$681.00
12	Laura Lewis	\$564.50
13	Berlita Masog	\$530.00
14	Wendy Immel	\$447.50
15	Amanda Shoemaker	\$422.00
16	S. Poffenbarger	\$420.00
17	Amber Graves	\$409.00
18	Juanita Rodriguez	\$407.50
19	Zahra Attarzadeh	\$406.00
20	Arlene Barber	\$406.00



Thank You Consultants Who Invested in Their Business in September

Kyllie Weinberg	\$1,263.00
Cyndi Wiggins	\$1,047.50
Suzanne Katin	\$401.00
Alishia Egenhoff	\$209.50
Heather Williams	\$205.00
Brenda Murphy	\$27.00
Alexandra S Thompson	\$15.00



Check Out Mary Kay's Great Holiday Color Gift Bundles!

- Example: Green Goddess**
- Mary Kay At Play Baked Eye Trio in Earth Bound
 - Mary Kay At Play Eye Crayon in Green Tea
 - Limited-edition Mary Kay Lash Love Mascara in I ♥ green

Check out this month's Applause for great tips on how to reach young women and sell them on our incredible products!

MARY KAY®

FALL INTO YOUR BEAUTY

WITH COSMOPOLITAN *seventeen*



Great Lips Deal Extended!

Customers who purchase a True Dimensions Lipstick, Lip Liner and Lip Gloss will receive one Lip Clutch with Mini Lip Gloss FREE!
See Intouch for more details!

Recruiters and Their Teams

Team Leaders

Cyndi Wiggins

Alishia Egenhoff
 Amanda Shoemaker
 Barbara Kropf
 Kyllie Weinberg
 Suzanne Katin

Senior Consultants

Heather Williams

Jamie Mckenzie



New Qualified Team members will receive Beautiful Opportunities to earn credits on their 1st order, and you can receive great perks, including the chance to win a FREE Ipad! *Intrigued but not sure where to start?*

Check out the Power Class of the Month for October: "Level 10 Team Building" NSD Diane Mentipty. She shares tips to become more confident in presenting the opportunity to potential team members.

Let the Beauty Begin in October! We're on the hunt for more red jackets this month!



Qualified Year to Date Sharing Court

Cyndi Wiggins 2 Qualified \$222.32



Make plans now to be in the 2014 Court of Sharing! Just 24 qualified new team members for the year!

Love Checks: Sharing the Opportunity

9% Recruiter Commission

Cyndi Wiggins \$168.62

4% Recruiter Commission

Heather Williams \$16.27

November Birthdays

Julisa Pineda 5

November Anniversaries

Amber Graves 6

Wendy Immel 3

Zahra Attarzadeh 3

Remember, until Nov. 1, the Company will donate \$1 to The Mary Kay Foundation from each sale of a Cream & Sugar Lip Gloss or Pink Parfait Lip Gloss for Beauty That Counts!



WONDER WOMAN
CAN LASSO
10 \$100 DAYS!

OCTOBER 1 - 31



Fill out & submit the tracking sheet.



"Every time you see this magnet it is a reminder that YOU lassoed success one day at a time. Put it on your refrigerator, hold it in your hand, put it in your office, or

HUNT FOR RED IN OCTOBER

31-DAYS OF POWER TOWER

You've Asked—You have been heard!
Everyone can Earn the Seminar 2013-2014
Prizes in the next 31 days
This can take you to Star, Red, Car, and DIQ!



6
CROSSOVER TOTE



5
YELLOW BUSINESS
CARD CASE



4
TEAL CHECKBOOK
COVER



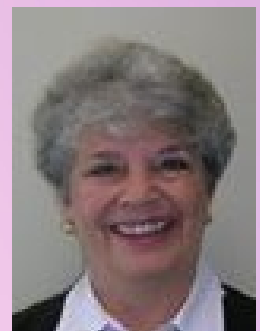
3
PS PINS
RED JACKET
MYSTERY NIGHT

2
RED JACKET
MYSTERY NIGHT
DIRECTOR PAYS YOUR WAY AND
EXTRA PRIZE AT EVENT*



1
PINK CADILLAC BUSINESS
CARD CASE

- 6. Finish Star (\$1,800+ w/s) by OCTOBER 31ST and earn GORGEOUS TRUE BLUE BUSINESS TOTE!**
- 5. Add 2 New Team Members (agreements only) in OCTOBER and earn this Yellow BUSINESS CARD CASE!**
- 4. Complete a Perfect Start (15 faces) and BRONZE Power Players in OCTOBER for THE PERFECT START PIN and Teal Checkbook cover. See 30-60 Faces and earn the POWER START PIN AND Silver, Gold or Platinum Power Players + a Prize at Power Players Mingle**
- 3. Hold 15 (director approved) Interviews, Guests to meeting, Coffee with director, or listen for a lip gloss # 212-990-6304 in OCTOBER and earn our Red Jacket Mystery Night**
- 2. MOVE-UP 1 Level on Career Path (Senior, Star Team-builder, or higher) in OCTOBER and earn our Red Jacket Mystery Night**
- 1. Attend all 4 Weeks of October Meetings/Events + 4 guests for the month and earn this PINK CADILLAC BUSINESS CARD CASE**



Girls on Fire Unit

made with sparklee.com

BE A POWER PLAYER IN YOUR CATEGORY OF CHOICE EACH MONTH

PLATINUM POWER

COMPLETE 5 OF THE 5

- 60 Faces/15 parties
- \$2,000 in retail sales
- \$1,200 personal W/S
- 25 personal interviews
- 2 Q. recruits or gold medal (5 recruits)

GOLD POWER

COMPLETE 5 OF THE 5

- 40 faces / minimum 10 parties
- \$1,400 in retail sales
- \$800 personal wholesale
- 15 interviews
- 1 new personal Q* or 2 new recruits

SILVER POWER

COMPLETE 4 OF THE 5

- *30 faces / Min. 5 "separate" parties
- \$1000 retail sales
- *\$600 personal wholesale
- *10 interviews
- 1 new pers. Q or 2 new recruits
(* these items must be completed)

BRONZE POWER

COMPLETE 3 OF THE 5

- 15 faces/ Min. 3 "separate" parties
- \$700 retail sales
- \$400 Personal Wholesale
- 5 interviews
- 1 new personal recruit

Rewards for your work!

Bronze - Silver - Gold - Platinum Consultant POWER PLAYERS:

Recognition on Girls on Fire Website. Invite to Power Player Mingle, Monthly Power Players Girls Night Out with other Power Players

Silver - Gold - Platinum POWER PLAYERS receive above and:

Picture on Girls on Fire Website

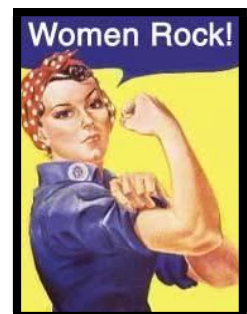
Platinum POWER PLAYERS receive above and:

A special gift

VIP Quarterly Event

Complete Platinum, Gold or Silver Power Player in October, November, and December.

There will be special recognition for all VIPs that achieve Platinum Power Player at least one of the three months (October, November, December).



This contest runs by calendar month. A party is considered 3 people and \$100 in sales.



Check Out All the Team Building Contests, Perks & Opportunities that are Popping up for October!



Let the Beauty Begin!

Beauty begins in October with the *Let the Beauty Begin Team-Building Promotion*.

During the month of October, a new consultant whose agreement is received from Oct. 1 – 31, will receive one of the following:

- A **\$50 credit** on an initial Section 1 order of \$400-\$599 wholesale (excluding shipping, handling and tax)
- A **\$75 credit** on an order of \$600-\$1,799 wholesale
- A **\$150 credit** on an order of \$1,800 or more



Let the Beauty Continue!

Plus! Consultants who add new team members in October for the *Let the Beauty Begin Team-Building Promotion* will be entered into a drawing for an iPad when their team members place an initial Section 1 order of \$400+ wholesale by Nov. 30. Consultants will receive one entry for each new team member who places a \$400+ wholesale order by Nov. 30. Drawings will be conducted every Tuesday until Dec. 5, 2013.



“Project Runway All Stars” Challenge Oct. 1–Dec. 31, 2013

Mary Kay will hit the airwaves later this month (Oct. 24) as part of a new, exciting partnership with Project Runway All Stars! Check out the November issue of The Applause for wonderful ideas, tips and tools that can help you make the most of this prime-time television exposure! Plus, get ready, because we could have a front row seat to watch top models “rock the runway” at the March 2014 Fashion Week in New York City! We could WIN a trip to New York City AND be a part of Fashion Week! *(Three winners from each Seminar affiliation will win!)*



The Great Wall of Mary Kay

Inspired by visits to the Great Wall of China during the Top Director trip, the Company will build a “Great Wall of Mary Kay” that bears the names of Directors who qualify for an ambitious challenge that runs until Sept. 13, 2014. Our goal is to double the number of Directors in the United States and Canada before Sept. 13, 2014. A stretch? Definitely. Impossible? Not at all! It’s an exciting time to set new goals, make a plan to develop others, and take Mary Kay’s dream into the next 50 years! Will you be a part of it?



Join Us For Leadership 2014 and Lead The Way

Online Registration will open Monday, October 14, at midnight CST for all DIQ’s and Future Directors, and continues through December 31. Do you have what it takes to join us at the top and Lead the way? Any dream can come true in 2014 if you’re willing to work consistently! The Registration Fee is just \$165, so plan to join us!

If you’re not sure where to start– check out all the great team building strategies and tips available on Mary Kay Intouch this month. You can also find more details for all of these great contests!

project RUNWAY™ ALL STARS

Mary Kay is the official Beauty Sponsor of *Project Runway All Stars Season 3*. Join The Party!



Mary Kay hits TV airwaves as part of an exciting new partnership with Lifetime's *Project Runway All Stars Season 3* where designer contestants from previous seasons compete to create bigger, bolder fashions. Designers send their models to the **Mary Kay Color Design Studio** where 6 makeup artists

complete looks using our products. Mary Kay also will inspire a fashion challenge in one episode.

Are You READY?

You'll find *Project Runway All Stars*-inspired looks in the 11/13 issue of *The Look*. Book your appointment with me today and receive your own supermodel glamour makeover!



TEAM UP FOR WOMEN & WINK FOR PINK!

Could you use a new mascara if you knew it would help others?!?

I ask because I have a special program called **WINK FOR PINK**.

October is both **Beast Cancer Awareness Month** and **Domestic Violence Awareness Month**. We want to find a cure for cancers affecting women.

Ultimately we want to break the silence & stop domestic violence. Our **Ultimate Mascara** is just that... the ultimate. Our **Lash Love Mascaras** are all about sharing love: love of our products, our company, and love and support for women everywhere. So this month, for any mascara I sell, I'm going to donate a portion of my profits to our Mary Kay Ash Charitable Foundation that provides grants to support both cancer research & domestic violence prevention.

- **Mary Kay Ultimate Mascara in Black or Black/Brown**
- **Lash Love Mascara in Regular, Lengthening or Waterproof** (Each come in color options I ♥ black or I ♥ brown)
- **AND Limited Edition Colored Mascaras in I ♥ green or I ♥ plum**



Be a part of The Mary Kay Foundation and help in the fight against cancers that affect women and to end domestic violence.

The Mary Kay Foundation is dedicated to ending women's cancers and domestic abuse. Throughout her life, Mary Kay Ash showed others how to live and how to give. She gave hope to women who lacked opportunity, self-esteem and financial support. Now her legacy of love lives on through The Mary Kay Foundation, which she began in 1996. www.marykayfoundation.org



Thanks to Angel Fry for this great idea!!

DARE TO DREAM!



Class of 2014



Your Independent Senior Sales Director will not only be proud, she'll be styling!



Choose your prize and map your plan today!

me **watch!**
grow!
July 1- Dec. 31, 2013



Mary Kay Dates to Remember:

- **November 1:** Online DIQ commitment form available beginning 12:01 am CST until midnight on the 3rd.
- **November 3:** Daylight Saving Time Ends
- **November 10:** PCP Early Ordering privilege of the new Holiday 2013 promotional items begins for consultants who enrolled in The Look for Holiday 2013.
- **November 11:** Veteran's Day. Postal holiday.
- **November 15:** PCP Last day of online enrollment for Month 2 mailer.
- **November 20:** PCP Holiday issue of The Look mails.
- **November 26:** Last day of the month for consultants to place telephone orders (until 10pm CST).
- **November 27:** Hanukkah begins. Last business day of the month. Orders and agreements submitted by mail or dropped off at the branches must be received by 7pm local time to count toward this month's production.
- **November 28:** Thanksgiving Day. All Company and branch offices closed. Postal holiday.
- **November 29:** Black Friday. Company holiday. All Company and branch offices closed.
- **November 30:** Last day of the month for consultants to place online orders (until 9pm CST). Online agreements accepted until midnight CST.



So get out that pen and paper. It's list time again. Now we're tackling to-dos. And the first thing to remember-never ever ever do something simply because it's randomly placed on the top of a to-do list. Or because it seems the easiest to tackle. Your lists must reflect priorities.

First. Make a list of all of the things you are trying to accomplish in the next few days or weeks. Look at it. Accept that you cannot do everything. If the list has twenty things on it, circle those five that will have the highest impact. Remember to "pick things that play to your strengths". If you know you won't fit well, don't take it on. And circle the few that are important for your professional satisfaction. Be realistic; there may be a few low-impact but necessary chores that have to stay on the list. If so, squeeze them in among the critical items, but cross the rest off.

Second. Write down your big-picture goal for the month. This is a concrete definition of something important you want to achieve this month, something that goes beyond your day-to-day tasks. Then write down ten things it will take to help you get there. Then pretend somebody is pointing a gun at you and you have to pick the top two actions. Focus on those two and those two alone.

Third. Write down your big-picture goal for the year. This one is good for those of us who get lost in the trees. And then break it down by month, by week, even by day. If your goal, for example, is to have ten new clients by the end of the year, break it down, each time listing the actions you can take to get there. Then simply make sure you are spending substantial time on those actions each month, each week, each day.

Taken from Womenomics By: Claire Shipman & Katty Kay



DEBBIE MUSCUTT
INDEPENDENT SALES DIRECTOR OF
GIRLS ON FIRE

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www.girlsonfireunit.com

Return Service Requested



WHO WILL HELP US MEET OUR
SEMINAR 2014 UNIT GOALS?

300,000 Unit Club

30 Stars

Cadillac Unit

2 Offspring Sales Directors

On The Hunt for Red Jackets!

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, on average, asking ten to recruit one person!



Have you considered all the great rewards that can be yours by moving on up? Not only will you be helping other women meet their holiday dreams, you'll be helping to make your own dreams come true. Would you like to **move on up** in the New Year? **Be One of The Great Wall of Mary Kay 50th Anniversary New Directors?** Do you want more **freedom and flexibility** for your work schedule? What about more **income potential**? All of these things can be yours! Mary Kay Ash used to love to talk about how you can eat an elephant one bite at a time. Earning your own Red Jacket is the first step towards your own free car, directorship, and on to even greater things!



No accessory makes you feel as great as a Red Jacket!