



# DAWN'S DIAMOND DIVAS NEWS

OUR THEME: THE YEAR OF THE DREAM  
MAKE YOUR DREAM COME TRUE THIS YEAR!

LIVE SHARe LoVE Play



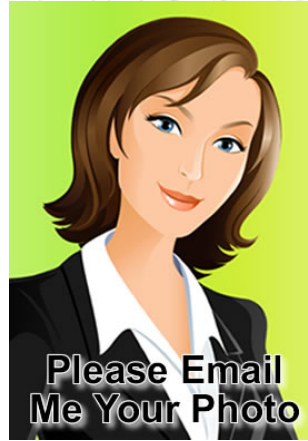
July 2013 Recognition & Results



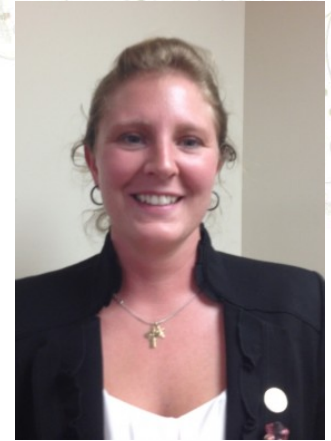
Top Love Check  
**Luann Hill**



Sharing Queen  
**Dawn Durocher**



Please Email  
Me Your Photo



YTD Retail Queen  
**Tiffany Linstad**

## Build Your Attitude from the Inside Out By: Keith Harrell

For true happiness, it's best to look within yourself rather than rely on others or the world around you. The sad but true fact is that it's difficult to be happy if you rely on outside sources. The root of happiness is joy, and joy lives within you. It's not influenced by external events.

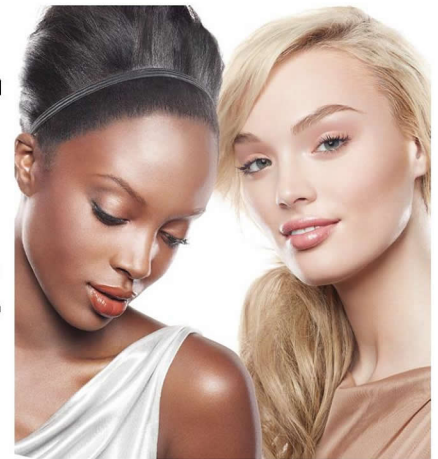
Melissa was in the retail clothing business. She was always in a good mood. She always had something positive to say. She was a unique manager because she inspired her employees and everyone who came into the store. She never had a bad day or a bad moment. Melissa would always tell her employees to look on the positive side of every situation.

Every time I went into the store I noticed Melissa's upbeat, enthusiastic attitude. Irate customers didn't seem to affect her. She had smiles and kind words for everyone. So one day I went up to Melissa and said, "I don't get it. You can't be a positive person all the time. How do you do it?"

"Each morning I wake up and say to myself, 'Melissa you have two choices. You can choose to be in a good mood, or you can choose to be in a bad mood.' I choose to be in a good mood. Each time something happens, I can choose to be a victim or I can choose to learn from it. I choose to learn from it. Every time someone comes to me complaining, I can choose to accept their complaining or I can point out the positive side of life. I point out the positive side of life."

"It can't be that easy," I protested.

"Yes, it is," Melissa said. "Life is all about choices. When you cut away all the junk, every situation is a choice. You choose how you react to situations. You choose how people will affect your mood. You choose to be in a good mood or a bad mood. The bottom line: It's your choice how you live."



Dear Fabulous Divas!

It's the Year of the Dream!!!!

We're off to an amazing start for our official 50th Anniversary Year as a company. Seminar was just amazing! Such memories were created and we learned so much, and this year truly topped them all in inspiration and motivation. I'm sure this coming year will be no different! Have you considered where you'd like to end up at Seminar 2014? What are your dreams? For a minute, don't think of the goals you've set and missed or the positions/ milestones you've desired in the past BURN the Bridge behind you!! Pull out some company literature and pretend you're a new consultant. What would your dream position in Mary Kay be? How much would you like to sell a year? A month? A week? What can those target goals bring you?

It's time to set some new goals and break down your path to achieve them. Dare to ask yourself the question- If you knew you could not fail, what would you pursue? I know that we are going to be a CADILLAC Unit!!!

Seminar was all in tribute to Mary Kay herself and how "One Woman Can" and that woman can be you!!

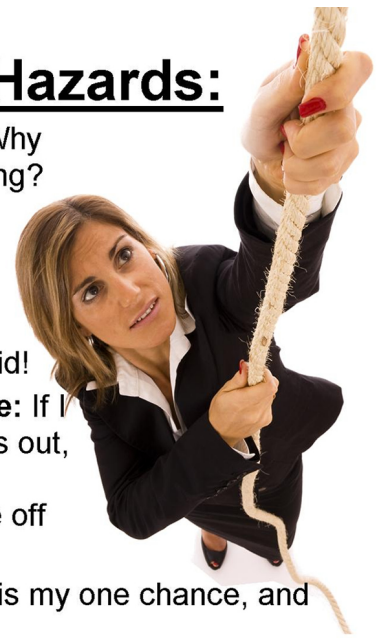
Maybe it's time for a fresh start! Think of how great it feels to CLEAN out a closet, re-hang clothes, or reorganize and give things away! How about that wonderful feeling when you clean out your refrigerator or pantry! WHAT A FEELING: nice, neat shelves and everything in its place - it's freeing! Imagine with me: What would you find in your Mary Kay closet if you cleaned it today? Would you find prospects that you forgot to follow up with? When you reorganize your stock shelves, what are you missing to be at profit level inventory? Are you holding on to limited edition or discontinued sale items that would make perfect hostess gifts? Would you find customers that can get you EXCITED about your business again???? Women are getting organized everywhere. It's time for the kids to go back to school, and that means lots of changes. It's a great month to call your customers and see what they need. Mary Kay said, "Selling results from a truly personal one-on-one relationship- a friendship." The better you know your customers, the better you can meet their skin care and color cosmetic needs- and the more they'll look forward to your calls!

What COULD your Mary Kay business provide for you right now that your current routine is not supplying to you or your household? Remember: If you always do what you've always done, you'll always have what you have right now! I would ask that you really ponder that list and give serious consideration to the vehicle Mary Kay can be for you. You can begin anew, starting today. It is my hope you will find the realization of your dreams financially as well as in new friendships and opportunities.

Pink Hugs, Dawn

## Attitude Hazards:

- **Frustration:** Why isn't this working? What am I doing wrong?
- **Anger:** Leave me alone! You're so stupid!
- **Fear of Failure:** If I don't figure this out, I'm in trouble. They'll kick me off the team.
- **Anxiety:** This is my one chance, and I'm blowing it.
- **Self-doubt:** I don't know if I can really do this. It's more complicated than I thought.
- **Victimization:** Why me? Nobody cares what happens to me. Why am I singled out?
- **Blame:** It's all your fault.



## **What's your DREAM for 2014?**

*Mary Kay Ash always taught you can achieve any dream if you want it badly enough and are willing to pay the price. What's your dream for the new year? Set your sights high today, and then map out your plan to achieve it!*







# Happy 50th Anniversary Mary Kay!

## Our Top 5 Stars and Future Stars This Quarter



**Tiffany Linstad**  
On-Target

**Luann Hill**  
On-Target

**Alicia Healey**  
On-Target

**Mary LaRoche**  
On-Target

**Leslie Wood**  
On-Target


### Thank You Consultants Who Invested in Their Business in July

Tiffany Linstad	\$799.00
Luann Hill	\$255.50
Mary LaRoche	\$209.50
Jamie Radloff	\$203.50
Heidi Thayer	\$200.25
Sara Maliszewski	\$200.00
Jennifer Wolf	\$82.50
Alicia Healey	\$72.00

### Congratulations On-Target Stars:

Here's how much you need to finish your next Star By 09/15/13

Star Achieved	Name	Current Wholesale	WS Needed for Next Star
	Tiffany Linstad	\$799	\$1,001
	Luann Hill	\$656	\$1,144
	Alicia Healey	\$478	\$1,322
	Mary LaRoche	\$210	\$1,590
	Leslie Wood	\$206	\$1,594
	Jamie Radloff	\$204	\$1,596
	Heidi Thayer	\$200	\$1,600
	Sara Maliszewski	\$200	\$1,600
	Jennifer Wolf	\$83	\$1,717
	Amy Brouillard	\$54	\$1,746



Featured Products of the Month: **Our Limited Edition Fairytales & Fantasy Collection!**  
Smoke & Shimmer Eye Wand  
Glossy Lip Stain  
Kohl Eyeliner  
Learn more on Intouch!



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



# Recruiters and Their Teams

## Senior Consultants

### Erica Kent

- Alicia Healey
- \* Ashley Burke
- \* Christina Butler
- \* Leslie Wood
- \* Luisa Baez
- \* Shayna L deRochemont

### Luann Hill

- Heidi Thayer
- \* Caryn Leighton
- \* Denise Snyder



Remember you can earn double credit towards the Seminar 2014 Queen's Court of Sharing in August!

## 5 Important Questions For Closing The Interview:

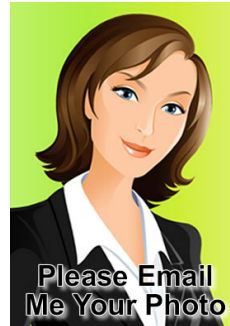
*Thanks Ann Sherman for sharing ...*

- If you **DON'T** do Mary Kay today, what will change a year from now?
- If you would do Mary Kay today, what would **IMPROVE** a year from now?
- What qualities do you have that would make you **SHINE**?
- What are the **TWO MOST IMPORTANT REASONS** for you to do MK today?
- I think you would be excellent; why don't you give it a **TRY**?

**I WOULD LOVE TO WORK WITH YOU.**



## Top Love Checks



**This Could Be You**



### Earn Your Own Love Check

**1-4 Active Team Members:  
4% Commission**

**5+ Active Team Members:  
9% Commission**

**5+ Active Team Members +  
your personal \$600 order:  
13% Commission**



## Welcome New Consultants

Martha Cunningham

*Sponsored By:*

Dawn Durocher



## Welcome Back Consultants

Sara Maliszewski

Jamie Radloff





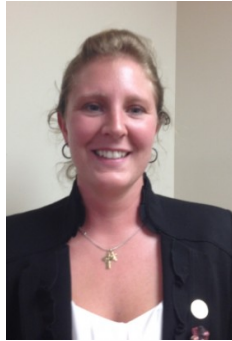
*Your map a plan to be  
in the Queen's Courts*



Queen's Court of Sales:  
*Order \$375 Wholesale Each Week*

Queen's Court of Recruiting:  
*2 Qualified Recruits Each Month*

**Our Top 5  
YTD  
Personal  
Retail  
Court  
According  
to MK  
Orders**



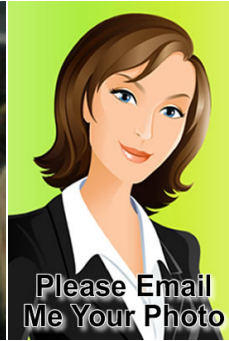
Tiffany  
Linstad



Luann  
Hill

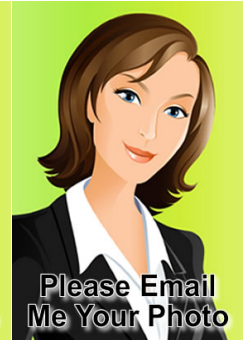


Mary  
LaRoche



Please Email  
Me Your Photo

Jamie  
Radloff



Please Email  
Me Your Photo

Heidi  
Thayer



**Year to Date Retail Court**

1 Tiffany Linstad	\$1,628.00
2 Luann Hill	\$511.00
3 Mary LaRoche	\$419.00
4 Jamie Radloff	\$407.00
5 Heidi Thayer	\$400.50



I believe that you will make everyday incredible just by what you exude in your eyes and your handshake and your friendly spirit. And that you will be self-contained and content in thinking, saying and acting the things that you know are right. And then those things which you believe with your heart, speak with your mouth and act out in love will inevitably come to pass!

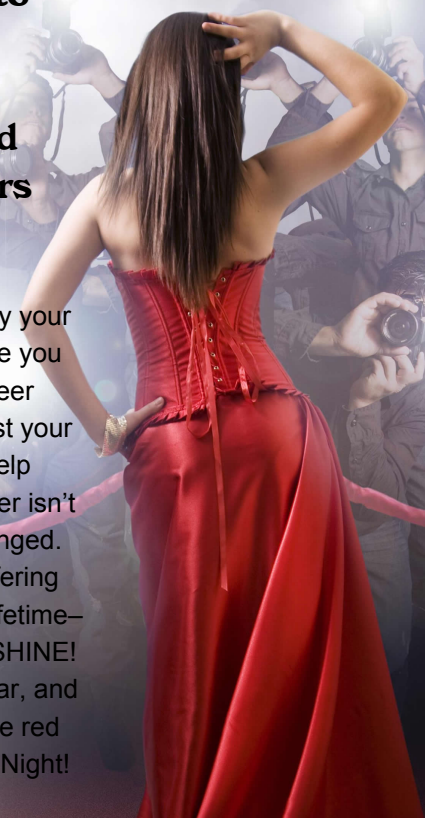


**Year to Date Sharing Court**

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

Make our 50th Anniversary your best year ever! Each time you share our fabulous career opportunity, you reach past your own comfort zone to help someone else. If our career isn't for them, nothing has changed.

However, you may be offering them the opportunity of a lifetime—exactly what they need to SHINE! Dream big this seminar year, and you'll be walking down the red carpet in style for Awards Night!



**Happy 50th Anniversary Mary Kay! One Woman Can!**



## PCP Participants:

Tiffany Linstad  
 Mary LaRoche  
 Erica Kent  
 Luann Hill  
 Alicia Healey  
 Lisa Gallant  
 Amy Brouillard  
 Mary Briggs  
 Dawn Durocher



### September Birthdays

Luann Hill	15
------------	----

### September Anniversaries

Amy Brouillard	2
Elaine Benson	2
Erica Kent	2
Jamie Radloff	2
Alicia Healey	1

No one can make you feel inferior without your consent.

~ ELEANOR ROOSEVELT

*"Anxiety is a glimpse of your own daring."*

*I'm not afraid!*

Someone once told me not to be afraid of being afraid, because, as she said, "Anxiety is a glimpse of your own daring." Isn't that great? It means that part of your agitation is just excitement about what you're getting ready to accomplish.

Don't sell yourself short by being so afraid of failure that you don't dare to make any mistakes. Make your mistakes and learn from them. And remember: No matter how many mistakes you make, your mother always loves you!

~**Maria Shriver** Award-Winning Journalist, Bestselling Author, and Former First Lady of California

MARY KAY  
**one woman can**<sup>SM</sup>  
 50 YEARS



IN TODAY'S FAST-CHANGING, HIGHLY COMPETITIVE WORLD, STANDING STILL IS THE SAME THING AS MOVING BACKWARD. IF YOU DON'T GO FORWARD, OTHERS WILL ZOOM RIGHT PAST YOU.  
 (MARY KAY: YOU CAN HAVE IT ALL 1997 CALENDAR)



# ***THE YEAR OF THE DREAM***

*This, my good friends, is The Year Of The Dream  
So reach into your mind to whatever may seem  
Impossible – unreachable to others – but you  
You know you will do what you set out to do.*

*Don't stop to consider those numerous times  
When you set up the rhythm, then Life changed the rhymes.  
And you can achieve, while others may seem  
To dabble and dawdle with no personal dream  
Yes, this, my good friends, is The Year Of The Dream.*

*Now remember to reach deep within mind and heart  
For you must know the heading before you can start  
Then tell all around you and make them a part  
A part of The Year Of The Dream!*

*Conditions are perfect to climb up the Ladder  
And if there's a stumble, well what does that matter  
You know where you're going, with purpose you steam  
For this, absolutely is The Year Of The Dream.*

*The timing is right to take the next step  
As you see in your eyes such a gleam  
With God's help from above  
And our circle of Love  
You are blessed in The Year Of The Dream.*

*By Linda Britt-Rowsey*

# Warfield Family Florida Retreat 2013! FEATURING NEW NSD...



Cheryl Warfield  
ENSD



Cathy Littlejohn  
NSD



Sylvia Kalicak  
NSD



Beth Piland  
NSD



**Be a WINNER at our Fall Retreat!**  
Complete 4+ weeks of the Gen X Weekly Contest between Aug 1st & Sept 15, 2013 and YOU will receive the Inner Circle T-shirt from their Director, to wear at our Fall Retreat!!  
**Only the winners will have one!!!!**

## OCTOBER 18-20, 2013

### Friday, October 18, 2013

4-6pm Registration—Helmsley Sandcastle Hotel Lobby

5-5:30pm Mingling & Photos with NSDs—on Lido Beach!

*\*INVITED: New Directors, Star Consultants, Gen X Achievers (4+ of 6 weeks)*

*All consultants who have moved up a level since July 1st...Star Team Builders & up.*

5:30-7pm Everyone Welcome! on Lido Beach...look for the Tiki Hut—bring a chair or towel

7-8:30pm Dinner—Southern BBQ

*\*Special Seating for New Directors*

*\*Cheryl dines with Unit with highest percentage of Gen X weekly activity achievers.*

8:30-10pm Meet your NSDs

### Saturday, October 19, 2013

10am-12 Training

12:30-2pm Lunch

2-5pm Classes

*Evening FREE for units to have dinner on your own & spend time together*

### Sunday, October 20, 2013

7-9:15am Breakfast

8-8:45am Optional Worship Service

9:30-12:30p, Closing Program

**FL Retreat: \$88 per person**

**Deadline (if space available) 9/30/13**

No refunds after 9/30, but you can transfer to another Consultant

***Includes Friday dinner, Saturday Lunch & Sunday Breakfast***

Register online at:

**[www.WarfieldWonderWomen.com](http://www.WarfieldWonderWomen.com)**

**Helmsley Sandcastle 941-388-2181**

1540 Ben Franklin Dr, Sarasota, FL 34236

**Retreat Hotel: \$99/night (1-4/room)**

**if booked before 9/19**

Must Say Group: Mary Kay—Fall Retreat

**Attire: Casual—Dresses, Capris or Pants.**

***No leggings, shorts or jeans please.***





**NEW! Limited-Edition  
Fairytales & Fantasy Collection**

**Smoke & Shimmer Eye Wand, \$14 each**  
Defines your eyes. Applies easily & smoothly.  
*Colors Include: Amethyst Smoke, Golden Illusion, Enchanted Mauve*

**Glossy Lip Stain, \$16 each**  
Glides on for an ultraglossy look.  
*Enchanted Mauve & Mulberry Forest*

**Kohl Eyeliner, \$16 each**  
Provides creamy, smearproof color.  
*Mulberry Forest & Golden Illusion*



**NEW! Clear Proof™  
Acne System** \$45 for the four-product set  
You'll see clearer skin in just 7 days! This easy-to-use regimen feels soothing to irritated skin as it helps clear up blemishes and allows skin to heal.

In an independent consumer study†, people used the Clarifying Cleansing Gel‡ twice a day as part of the Clear Proof Acne System for three weeks. Eight out of 10 people said the system clears pimples fast! Here's what else they said about the Clear Proof™ Acne System†:

- My complexion looks clearer – 84%
- Helps clear up pimples better than what I've been using – 77%
- Reduces the severity of acne blemishes – 82%
- Fades the look of lingering acne spots – 80%
- Minimizes the appearance of pores – 85%

†Results reflect the percentage of panelists who agreed with the statements during a three-week independent consumer study.  
‡Over-the-counter drug product

Limited-Edition†  
**Colored Mary Kay®  
Lash Love® Mascara**

**\$15** Your customers can get the great *Lash Love* Mascara benefits in 2 new fun and trendy shades.  
I ♥ plum I ♥ green



**Special-Edition  
Thinking Of You Set, \$55**

A gift that can capture the emotions and feelings that connect women. Set includes: Thinking of You Eau de Parfum, Perfume Pendant and Moisture Rich Shower Crème.

**Fall Gift With Purchase  
FREE** with the purchase of \$40+ suggested retail (excluding tax).



**Mini TimeWise  
Microdermabrasion  
Set and a mini  
TimeWise  
Replenishing  
Serum+C**



# PARTY TIME

Get all you need to know about *Mary Kay At Play™*.



This lightweight, shimmery formula glides on easily & is crease-resistant. Vibrant shades are already expertly coordinated. You can wear just one shade, all three, or mix and match! Super-smooth, buildable color easily lets them change up the intensity.

**Mary Kay At Play Baked Eye Trio, \$10**  
Tuxedo, On the Horizon, Earth Bound, Ocean View

## MK@Play Baked Eye Crayon, \$10

Green Tea, In the Navy, Purple Smoke and Gold Mine



Strike the perfect chord of color and fun. This lightweight, smear-proof formula is incredibly easy to use and provides vibrant, lasting color. So versatile, buildable and blendable, your customers will never run out of ways to play!

Lip synch to full-on glossy goodness. With brilliant, intense shine and a sheer wash of color, this formula glides on smoothly and leaves lips feeling soft, smooth and quenched with moisture.

## MK@Play Jelly Lip Gloss \$10.00

Teddy Bare, Hot Tamale, Crushed Plum and Berry Me.



## MK@Play Lip Crayon, \$10

Toasted, Perfect Pink, Violet Love & Candied Apple



Your customers will be pumped when they ditch the dull and give their lips some signature color. With a soft, lightweight and creamy texture that glides on smoothly without drying lips, Lip Crayons deliver high-impact, lasting color with a shimmery finish. Perfect alone or paired with Mary Kay At Play Jelly Lip Gloss.





# 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:

- **September 1:** Online DIQ commitment form available beginning 12:01 am CST until midnight on the 3rd.
- **September 2:** Labor Day. Postal Holiday. All Company and branch offices closed.
- **September 8:** Grandparent's Day
- **September 13:** Mary Kay Inc.'s Official 50th Anniversary
- **September 14:** Yom Kippur
- **September 15:** Quarterly 1 Star Consultant Contest Ends. PCP Fall 2013 Month 2 brochure mails.
- **September 16:** Stepfamily Day. Quarter 2 Star Contest Begins. PCP Holiday 2013 online enrollment begins for The Look.
- **September 21:** International Day of Peace
- **September 22:** Fall Begins
- **September 27:** Native American Day. Last day of the month for consultants to place telephone orders (until 10 pm CST).
- **September 29:** Gold Star Mother's Day
- **September 30:** Last business day of the month. Last day of the month for consultants to place online orders (until 9pm CST). Orders and agreements submitted by mail or dropped off at branches must be received by 7pm local time to count towards this month's production. Online agreements accepted until midnight CST.



I can tell you the secret of living a great life.

And that ... is a feather boa and long gloves. It's all you need. Why, you ask? Because no one can ever be pompous, tragic, desperate or take themselves seriously if they're wearing a pink feather boa. You have to loosen up and laugh at yourself and the total absurdity of life. So throw your shoulders back, sisters. Wrap that boa around your neck, trying not to trail the end in your drink or thwap it in someone's eyes. Attitude, my children, is everything.

—ANNE STUART





**DAWN DUROCHER**  
 INDEPENDENT SALES DIRECTOR OF  
 DAWN'S DIAMOND DIVAS

15 Second St  
 Rochester, NH 03867  
 Phone: (603) 817-0388  
 ddurocher@marykay.com

Return Service Requested



**Words of Wisdom  
 From Mary Kay Ash**

Remember that happiness and success in Mary Kay are contingent upon helping others. Your career will blossom in proportion to the measure of care and love you send into the lives of others. This adage says it well: "The love in your heart wasn't put there to stay; love isn't love 'til you give it away." I challenge you to plant those love seeds today with your Director, your sister Consultants, your recruits and your customers -- and you will be blessed, just as I am blessed by YOU.

**You can earn double credit towards the Seminar 2014 Queen's Court of Sharing! In August, you can earn double credit for up to 6 qualified\* new personal team members for a maximum credit of 12 in the month of August 2013 towards the Seminar 2014 Queen's Court of Sharing.**

Normally you can earn one credit for every qualified personal team member, but during the dates listed below you can earn two credits for each qualified new personal team member who signs her agreement between Aug. 1-31, 2013 and places at least \$600 or more in wholesale Section 1 products from Aug. 1 – Sept. 30, 2013. *See Intouch for more details!*

\* For contest purposes a qualified new team member is one whose initial order with the Company is \$600 or more in wholesale Section 1 products and it is received and accepted by the Company in the same or following calendar month that her Agreement is received and accepted by the Company.



Help us grow our unit this year and achieve Mary Kay's **Watch Me Grow** goal.

**me watch grow!**