Luminous Ladies and Gentleman

lighting the way to success and illuminating choices for people



March 2014 Recognition & Results

Reach Your Dreams. Go for the Gold!

Congrats to Jur Quarter 3 Stars!

Our Stars can reserve their Seminar 2014 seat with priority registration today!

~~Sapphire~~ Kaitlyn Wernsing

discover what you



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



Karen Lord Queen of Wholesale



Kaitlyn Wernsing Queen of Sharing



Kaitlyn Wernsing Top Love Check

Welcome New Consultants

Name:
Kim Johnson
Suzan Gray
Bevin Boisvert
Lisa Houchens
Heather Hodges
Diane Hawley
Phillisco Alexander
Linda Heeschen
Linda Heeschen
Linda Heeschen
Kaitlyn Wernsing
Kaitlyn Wernsing
Kaitlyn Wernsing

We Set Another Amazing Record!

58,808! That's the new Mary Kay record for the most number of makeovers conducted in 24 hours! That's right — during the MK Makeover Day on March 8, 58,808 women attended events in your homes, training centers and the live event at our World Headquarters in Dallas! What an amazing number! And here's another amazing number.... 11,640, the number of Consultants who participated in the makeover day! It was truly an exciting day, and we're thrilled that so



many women around the country had the chance to experience a wonderful makeover, and to "discover what they love" about Mary Kay products. Dear Luminous Ladies and Gentleman,

Hats off to those of you who attended Career Conference! What an inspiration and true motivation!!! I always come home dreaming big, setting God-sized goals, and feeling re-energized! Make the commitment now to attend SEMINAR this July! You will not believe the excitement! Dreams are born here! I want each of you to be a part of dreaming bigger than ever before. The stories, training, information, and preparation for what's coming and making your dreams a reality are amazing!

It's time for an amazing April! Color is everywhere! Our new products are making news and are quite a splash of color! I've already heard so many success stories from our unit members about our amazing new foundations. Plus, MK has just launched the Foundations for All section to take the guess work out of things. It's hard not to get excited about them. Have you ordered yours? If not, now is the time-especially so you are prepared for Mother's Day!! Make sure to stock up on basics as well for all of the color appointments you'll be holding this month. They are **so** easy to book!

There are so many women just waiting for the perfect opportunity to come their way, and with the Share the Love Promotion, now is the perfect time! We all could use some extra spending money right now. Mary Kay makes a great part-time supplemental income in any household. How do you spot your next potential recruit? She'll be a great hostess who loves our products! Mary Kay can fit just about any personality type! The key to a successful team relationship is in choosing a high caliber woman with whom you enjoy working. Make sure to have each potential team member hold a class before holding the interview. If she is not willing and excited about hostessing a class, she probably won't want to hold them as a consultant either. By selecting team members who are excited about what Mary Kay has to offer, you will also select women who are willing to use this opportunity to fulfill their needs & dreams. Plus, Doug Shulman, the commissioner of the IRS, notes that "80% of Americans get an average of a \$3,000 refund," so now is the perfect time for them to get started.

Have you considered the fact that Mary Kay is a part of your path so that you can enrich another's life? I believe that you are not here by chance or coincidence! This is your time to step up to the plate, reach out, and SHINE! Make a point of offering the Mary Kay opportunity to each person that you have not approached and that you think would make a quality team member! Let them say no. There are so many grand opportunities for New Consultants right now! Go onto the Mary Kay website and get excited about all that they are offering! We have amazing products! We have amazing opportunities! We have an amazing circle of friends, support, belief, and materials to help us succeed in Mary Kay. The choice is ours! Make the choice, TODAY, to make your dreams come true!! Set your goals, and then plan to make them happen each day! I know you can do it! I believe in you! You are here for a time such as this! Make each day count!

Love and Belief, Linda



Does your day ever feel like this? But First...

I can't wait to make my booking calls today, but first I am going to tidy up a bit, just in case someone stops by. You know, while I am tidying up, I should really throw a load of laundry in the wash. Oh, while I am in the laundry room, I should sweep this kitchen floor, and clean up those counter tops from making the kids' breakfast. Oh, I really need to take out the trash... you know, those flowers probably need to be watered. Back inside to do my phone calls... Oh, the laundry is done, I better fold that and put it away. Guess I'll watch my favorite show while I fold. You know, I should check out that website they mentioned before I forget... Oh- look at all these emails I have from friends, I'll just check those for a second. I should call Sue and see how she is- she sounded down. Sue mentioned this great sale at the store, I should go check it out while I have a minute. I better hurry home and start dinner! My, how time has flown today!



Team Up to Make a Difference
Mary Kay Ash believed in the power of
women — especially when they work
together to help others. Today, The Mary
Kay Foundation carries on this legacy
with Team Up for Women! From now
until May 12, Consultants are reaching
out to women everywhere in our annual
Team Up for Women! fundraiser.

What better way to honor Mary Kay's birthday than by supporting her Foundation? With your help, we have donated more than \$55 million to fund research for cures for cancers that affect women and to provide grants to women's shelters and other nonprofit agencies to help stop domestic violence. As you know, these two causes were close to Mary Kay's heart, so we honor our Founder's legacy of giving during Team

up for Women fundraiser.

THE MARY KAY FOUNDATION

ear To Date Court of Personal Sale:

Our Top 5 Wholesale Orders For March



Please Email Me Please Email Me Please Email Me Your Photo Your Photo

Karen Carla Lord Hallman Your Photo Katherine Pritchard



Kaitlyn Wernsing



Diane Hawley

1	Kaitlyn Wernsing	\$10,832.50
2	Katherine Pritchard	\$5,887.00
3	Thea Donaldson	\$5,434.00
4	Judy Sweet	\$3,443.00
5	Anita Shelburne	\$3,293.00
6	Carla Hallman	\$3,227.50
7	Alison Campbell	\$3,206.50
8	Missy Hendrix	\$2,970.00
9	Cheryl Garcia	\$2,924.00
10	Joy Basic	\$2,917.00
11	Stacey E Rittenhouse	\$2,453.00
12	Shanna Whitworth	\$2,189.00
13	Carolyn Merrick	\$2,142.00
14	Nancy Bolton	\$2,061.00
15	Karen Lord	\$2,020.00
16	Emily Johnson	\$2,012.00
17	Debra Reed	\$1,907.00
18	Deanna Barbeau	\$1,890.50

20 Beth Huls

Pat Dolan

administrative professionals do you know that are not truly appreciated? Share the **Mary Kay Opportunity** with them today! Don't forget that National **Sales Director** Lisa Madson was a part-time administrative assistant before she started selling Mary Kay!

How many

\$1,788.50

\$1,637.00

Top 20 Consultants Who Invested in Their Business in March

Karen Lord	\$985.00
Carla Hallman	\$622.25
Katherine Pritchard	\$600.50
Kaitlyn Wernsing	\$545.00
Diane Hawley	\$478.50
Angela Vipperman	\$366.50
Debra Reed	\$314.00
Bettie Dunnavant	\$291.50
Jennifer Tickle	\$268.00
Linda Peffley-Firer	\$262.00
Bevin Boisvert	\$256.50
Thea Donaldson	\$250.00
Beverly Smith	\$241.00
Joy Basic	\$241.00
Kim Johnson	\$241.00
Cheryl Garcia	\$234.50
Joy Rosson	\$233.00
Lori Woods	\$231.00
Lori Buckley	\$226.00
Tiara Williams	\$225.50



Welcome Back Consultants

Bettie Dunnavant Karen Lord Linda Peffley-Fir **Beverly Smith** Jennifer Tickle Angela Vipperman Tiara Williams Lori Woods



Recruiters and Their Teams

Star Team Builders Kaitlyn Wernsing

Diane Hawley Emily Johnson

Tiara Williams

- * Allison Bonner
- * Chavonne Wilson
- * Heather Hodges
- * Joe Choi
- * Julie Parent
- * Lisa Houchens
- * Mesha Canteen
- * Phillisco Alexander

Katherine Pritcha

Ann Easton Lori Buckley Mimi Magyar

Senior Consultants Anita Shelburne

Carla Hallman

Bonnie Rogers

Claudette Beggs Linda Adams

- * Kelly Goodson
- * Krisha Fiorentino
- * Tamara Lacy

Carolyn Merrick

Katherine Pritchard

Joy Basic

Pat Dolan

Missy Hendrix

Alison Rinehart

KNOW YOUR GOALS

You can't manage your time if you don't know what you're trying to accomplish. When you have well-defined goals, you also know if you're on track to meet them, and if your time reflects your priorities. If you spend more time doing things that aren't helping you meet your goals, it's time to refocus!!

Vague generalizations and wishy-washy statements aren't good enough. For example, if someone says, "My goal is to be financially independent," what does that really mean? For some people, financial independence is having \$50 million saved and invested. For others it's earning \$100,000 a year. For someone else it's being debt-free. What is it for you? What's your number? If this is an important goal for you, take the time

Qualified Year to Date Sharing Court

Anita Shelburne

1 Qualified

\$58.95



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

4% Recruiter Commission

Kaitlyn Wernsing	\$29.00
Anita Shelburne	\$24.89
Carolyn Merrick	\$24.02
Katherine Pritchard	\$12.39
Joy Basic	\$0.64

	May Birthdays	
Judy Sweet	•	1 %
Robin Waymire		3
Linda Adams		5
Lorena Castillo		8
Lisa Hammon		12
Carolyn Merrick		18
Vasanta Thaliyil		20
Katherine Pritcha	ard	21
Lisa Houchens	ar u	21
Anita Shelburne		27
Cheryl Garcia		27
Onory Carola		
	May Anniversaries	• /
Cheryl Garcia	may / mm/voroanoo	16
Dawn Libby		/·4 ·
Sandra Mills		2
Ann Easton		1
Lolita Gray		1.00
Lori Buckley	.:(5.)	1
Sonia Cruz		1 .
0		200)

to figure it out.



During the month of April, you can Discover What You Love about Mary Kay with the new Share the Love Team-Building Promotion. Let me share the love and passion I have for my Mary Kay business and "pass it on."

From April 1-30, new Consultants who sign their Agreements during the month of April Can:

- Purchase your Starter Kit for just \$75, plus tax and shipping.*
- Receive free shipping on an initial \$600 or more Section 1 wholesale order that is placed by May 31, 2014.*
- Receive a \$100 Credit on an initial \$1,800 or more Section 1 wholesale order that is placed by May 31, 2014 (in addition to free shipping on the initial order).*

* Contact me or see www.marykay.com for more details — and get ready to **Share the Love!**

discover what you

LOVE

WE LOVE GIVING WOMEN
THE OPPORTUNITY TO
BUILD THEIR DREAMS,
WHICH IS WHY YOU
CAN START YOUR
MARY KAY BUSINESS
FOR ONLY 175 IN APRIL!

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Administrative Professionals Day Sales Ideas

- 1. Fill a basket with pink carnations and to each carnation attach your business card with two lip samples stapled to the card. Hand these out everywhere saying, "Mary Kay is honoring all working women during Administrative Professionals Week with a pink carnation and lipstick sample." Hand her the carnation while you are speaking. Then, tell her, "If you would like to fill out the back side of the business card with your name and phone number, you'll go in my special drawing for a free body care package." Hand out everywhere in your community library, realty offices, school offices, doctors office, etc.
- 2. Phone Survey Call local businesses and use this dialogue: "Hello, my name is _____ with Mary Kay Cosmetics and we're honoring women who pick up the phone during Administrative Professionals week with a free pampering session facial and makeover plus samples and a \$5 Gift Certificate! You may enjoy this during your lunch hour or in the evening. Which would be best for your schedule?"

NATIONAL ADMINISTRATIVE
PROFESSIONALS WEEK IS APRIL 2026! TAKE ADVANTAGE OF THIS WEEK
TO FURTHER YOUR BUSINESS!
The ASSISTANT is a very important
person in every business. Take time to
think of every ASSISTANT you know
and make sure each of them gets
pampered! BUT WAIT.... what about the
ones you haven't met??? Where do you
find them? EVERYWHERE!!! How do
you approach them professionally?
Here is a guideline to help you.



- Start by making a list of every business person you know who possibly employs one or more secretaries, office assistants or receptionists! Think of people YOU do business with! You'll be surprised at how many you can list!
- Plan your schedule with time to stop by all the places you have on your list. Enter with a positive stride, dressed professionally, and ask to speak to the business person you know. Chat for a few minutes and then say: "Today I am representing Mary Kay Cosmetics." National Administrative Professionals Week is coming up April 20-26, and our goal is to contact all assistants in this area and let them know just how much their time and talent is appreciated. How many assistants do you employ? Have you made a decision on what you want to do to show them how much you appreciate them? I have some really great specials I'd love to put together for you that they would really love!!" I'd suggest bringing a few gift sets made up as examples, especially our satin hands and pedicure sets. However, it is important that you not go into a place of business with a lot of things. Carry a tote that you can comfortably put a few things in. You will probably hear something about how they take them out to lunch or give them a bonus... then you say... "Long after that bonus is spent (or that lunch is eaten), she will use this and remember how much she appreciates you." Complete the purchase, ask for a deposit of half or more and arrange for the delivery date. Then ask who else they might know who would also appreciate your services. If possible, ask for one of their business cards introducing you! You can then call the referrals and use the same approach!

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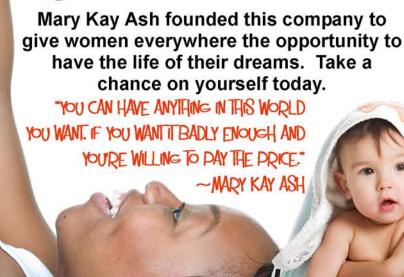


MOTHERS SPEND EACH DAY THINKING ABOUT OPPORTUNITIES WE'D LIKE TO PROVIDE FOR OUR CHILDREN.



Our Mary Kay Opportunity can help you make any of these dreams a reality! Choose to hostess your own Mary Kay Skin Care Class today, and see if you'd be interested in doing what I do.

BEING ABLE TO STAY HOME
MORE CREATIVE OPPORTUNITIES
BEING HOME WHEN THEY GET HOME
NO FINANCIAL STRESS



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Happy Birthday Mary Kay



Mary Kay Ash is the inspirational foundation of our Company. And what better time than during her birth month for us to refocus on her belief that the skin care class is the foundation of a Consultant's business?

TAKE THE 20/20 CHALLENGE

To achieve this Challenge, you should hold at least 20 qualified classes between May 1–31. Achieving this goal can help you build a solid foundation for your business. In the process, you are likely to attract new customers — and new team members — and take your business to new heights!

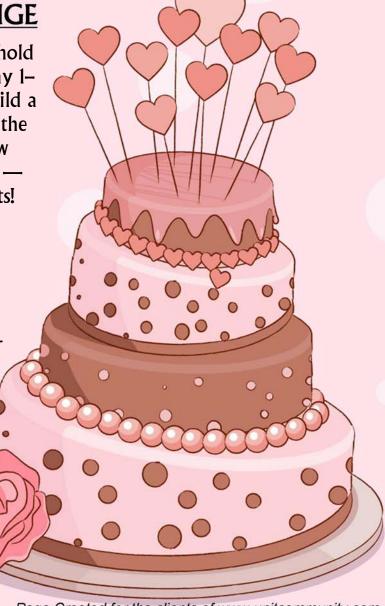
How Will You Honor Mary Kay in May?

Sharing her opportunity with a customer

 Booking a class with a woman who needs to be encouraged and feel beautiful

 Offering one of our special-needs products to someone who will be thrilled with the results

 Developing a "You can do it!" attitude within yourself, and sharing/ believing others can do it, too!



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GIVE YOURSELF PERMISSION TO SUCCEED

by Dr. John Maxwell

Particularly when I speak to groups, I am asked about success, and one question always stands out from all the others: Why don't more of us really go after the things we want in life? What holds us back? What makes us "settle" when we could "soar"?

This week, a client gave me part of the answer. He enlisted in the Navy after high school, stayed for 26 years, then worked for the phone company for 12 more years. Finally, at age 57, he quit and started his own business. It's not a large business - his largest sale last month was \$77, and his average sale is less than \$8. He sells sandwiches on the mall, downtown. He has several push carts, and hires college students to make and sell the spicy sandwiches. Last month people stood in line, outside in our winter weather, to buy 47,233 of his sandwiches. He's getting rich, one sandwich at a time.

I asked him what changed from the days when he preferred the security of a steady paycheck. His answer was important. He said, "Only one thing changed. I gave myself permission to try."

What a concept! He gave himself permission to try!

Success is not an accident. Living well is not an accident! Having the things we desire and the life we love is the result of "going for it!" It's the result of having a plan, and taking action! When I look at extraordinary parents, skilled teachers, wealthy business people, winning athletes or successful artists, I see people who gave themselves permission to succeed. They went after it. They took risks. They probably failed or made mistakes, but they kept on trying. They didn't hold back or play it safe or take the easy path! As Jim said, he gave himself "permission to try." Here are 10 permissions to give yourself, if you truly want to succeed in life:

- 1. Give yourself permission to try.
- 2. Give yourself permission to fail.
- 3. Give yourself permission to ask for help or guidance.
- 4. Give yourself permission to make mistakes.
- 5. Give yourself permission to look foolish or silly.
- 6. Give yourself permission to want what you truly want.
- 7. Give yourself permission to have doubts and try anyway.
- 8. Give yourself permission to astound your critics.
- 9. Give yourself permission to stand out.
- 10. Give yourself permission to succeed!

We hold ourselves back far too much! Yes, sometimes circumstances are difficult, but more often than not, that is the excuse we use to keep ourselves locked in our familiar routines. More often, the real limitation is within ourselves. Most people don't want to run for President or do anything really dangerous or outrageous. Most of the things we want are entirely possible, if we would only try. Other people have done them, and so can we. The greatest successes in life often include a loving family, meaningful work, caring friends, and a measure of financial independence. Extraordinary success is often not even visible to others, because the most important victories happen within the human heart. And in those secret places, the only thing holding you back is your willingness to try. Give yourself permission to succeed.

Become a BULSTER BOOKER BULLIST Anne Harmon

What positive messages are you going to tell yourself today and everyday? Being in Mary Kay for almost 20 years, I have been able to watch the transformation in my own mind of going from somebody who was very cynical and sarcastic (and I still battle that to be quite honest), to someone whose first thoughts are positive, encouraging, and expecting. How does that transformation occur? It happens with a lot of prayer, it happens with a consorted effort, it happens by practicing what it is that you say to yourself on a daily basis.

We have all heard that if you want to become better on the phone with booking, tell yourself that I am a MASTER booker! Everybody that I call will say YES! I have so many appointments on my books! I can't wait to get on the phone! I love the phone! The phone is my friend! I am a master at scheduling appointments! Everywhere I go, people want to talk to me! I look the part, I act the part, and I sound the part! I am a MASTER at scheduling appointments! If you say something like that to yourself

out loud everyday, several times a day, what a difference that will make.

As Sue Kirkpatrick would say, "It would change the mental tape that you have been playing." Maybe your issue is selfconfidence; maybe you have always had a battle worrying about what other people think. Try saying something like this to yourself, "I am a confident, strong, capable woman. I make decisions easily, and I'm pleased with the decisions that I make. I choose life. I make choices based upon what is best for me and not what is best for the people around me. I love my life. I am happy with my life! I am confidant with who I am. I know that I am a child of God." If you said those kinds of things to yourself everyday, wow, what a difference it will make over time!

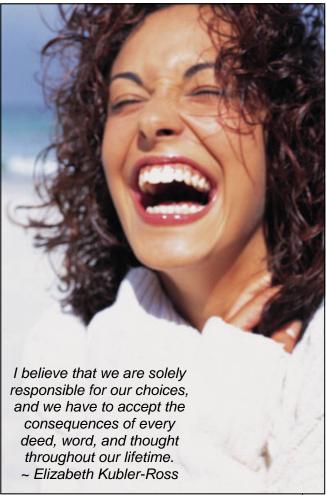
Positive affirmations don't change your life today. They don't change your life tomorrow. It is a process of learning wonderful habits that are going to change how you think and feel for the rest of your life. Maybe you are great at selling, and you really need to work on building

your team, "I am a MASTER recruiter! I am a professional recruiter with Mary Kay Cosmetics. I can't wait to share this wonderful career opportunity everyday. I know how much it has changed my life. I never want to be selfish and not offer this career to anybody else. I exude a professional Mary Kay image. I look the part, act the part, and sound the part everyday. I am attracting this wonderful way of life to me. I love to recruit! I love to share this wonderful opportunity! I am a MASTER at listening to people's concerns and relating them back to the Mary Kay experience. I am a Mary Kay Sales Director by January 1, 2015!" Those kinds of messages make a difference!

What area of your business do you need to grow in? What area of your life do you want to work on? That's the place that you start with the Positive Affirmations! Why not start today? Write a couple of sentences down; make them personal and powerful for you. Xerox them and put them behind your toilet, on your refrigerator, and on your rear view mirror!

11 Steps to Becoming a MK Millionaire!

- M- Make a choice to BE a MK Millionaire!
 Make millionaire decisions! Look at the activity of the people making it happen in MK...and ACT LIKE THEM!!
- I- If you want something you've never had, DO something you've never done! (The definition of insanity is to keep doing the same things and expect different results!)
- 3. L- Love yourself WHERE YOU ARE!!
 Stop comparing yourself to others! We always compare our weaknesses to others' strengths...and we ALWAYS lose!!!
- 4. Let go of GUILT! Your children and families will NOT be damaged! They will look at your example of hard work and positive, goal-orientated thinking, and they will be MUCH better people because of it. They won't remember the nights you were away!
- 5. I- Integrity....BE A WOMAN OF YOUR WORD!!! If you say it....YOU DO IT!!!
- 6. Openness...You need to be always learning and growing, not thinking you've arrived! Be humble!
- 7. **N** NEVER GIVE UP!!!
- A- Act as if you are already there!! When you start acting ...you automatically start becoming! (Example...next time you're cranky....SMILE! and you will automatically feel happier. Try it!)
- 9. I- Imagination....If you can Dream and visualize in Technicolor...you have the ability to achieve it! God doesn't let us have the ability to dream it without giving us the ability to accomplish it!
- 10. **R** Rely on Faith! Faith is taking a chance BEFORE you know how it will work!
- 11. **E** Enjoy the journey! When you've accomplished your dreams, you will look back on the process and treasure the ups and downs...the friends you've made...the experiences of growth....EVERYTHING!



DARE TO

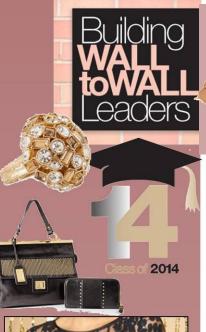


MAKH

March 8, 2014

Mary Kay Dates to Remember:

- May 1: Online DIQ commitment form available beginning 12:01 am CST until midnight on the 3rd. Seminar 2014 registration and Seminar souvenir ordering opens for those registered for Seminar.
- **May 10:** PCP early ordering privilege of the new Summer 2014 promotional items begins for consultants who enrolled in The Look for Summer 2014.
- May 11: Mother's Day
- May 12: Mary Kay Ash's Birthday
- May 15: PCP last day of online enrollment for the Month 2 mailer.
- May 16: PCP summer issue of The Look mails.
- May 26: Memorial Day. All Company and branch offices closed.
 Postal holiday.
- May 29: Last day of the month for consultants to place telephone orders (until 10pm CST).
- May 30: 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.
- May 31: Last day of the month to place online orders until 9pm CST. Online agreements accepted until midnight CST.







Habits are the patterns of your behavior. Habits are dangerous because they can make your life a series of mindless actions. Many people go through their entire lives living a life of habituation. They get up at the same time, jump in the shower with their mind racing, eat the same breakfast day after day, drive the same roads to work, and do the same tasks at the office each day. The neuropathways of the brain get reinforced over and over again, day after day, year after year, decade after decade. Our life can become a collection of mindless, almost thoughtless habits.

I hope you have seen the movie *Groundhog Day*, where actor Bill Murray plays Phil, an arrogant weather forecaster who gets trapped in a time warp that has him reliving the same day over and over. He gets up every day repeating his same behavior and gets the same results. He gets very frustrated until finally one day he changes his behavior. Phil's life totally changes when he changes. It is difficult to discover true happiness when we are living each day as if it were Groundhog Day. For many of us it feels like stepping on the same treadmill each day, with it preprogrammed to the same speed and an exact length of time, therefore yielding the exact same results each day. Albert Einstein said it best. "Insanity is doing the same thing over and over again and expecting different results." The principle of cause and effect ties into the problem of habituation. So many of the individuals I have counseled over the years have lived lives entrenched in habituation and their precious lives have passed them by.

Taken from: A Life In Balance: Nourishing the Four Roots of True Happiness By: Dr. Kathleen Hall



LINDA HEESCHEN
INDEPENDENT SALES DIRECTOR OF
LUMINOUS LADIES AND GENTLEMAN

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luminousladymarykay@gmail.com

Return Service Requested

TEAM WORK MAKES THE DREAM WORK!

To Add 50 New Unit members by June 30th 2014
Each active Consultant add 50 new customers
10 star consultants each quarter
13 red jackets
5 team Leaders
2 Future Directors
1 Director in Qualification



There's so much to LOVE this year.

Pack your bags, grab your girlfriends and head to Dallas for the best four days of your life! You'll find prizes, recognition, education, lasting friendships, dazzling shows, glitz and glamour, and so much more! You'll want to experience all Seminar offers.

Ruby: July 16 – 19
Sapphire: July 20 – 23
Emerald: July 23 – 26
Pearl: July 27 – 30
Diamond: July 30 – Aug. 2

LOCATION: Kay Bailey Hutchison Convention Center FEE: \$195 (if received by June 16) Visit www.MaryKayInTouch.com (Events / Special Events) for details

Priority registrants can order fun Seminar souvenirs and even get a 15 percent discount beginning April 7. All other registrants can order at regular price beginning May 1.