

# Luminous Ladies and Gentleman

*lighting the way to success and illuminating choices for people*



January 2014 Recognition & Results

## Congratulations On-Target Stars:

Here's how much you need to finish your next star by 3/15/14

Star Achieved	Name	WS Needed for Next Star
	Anita Shelburne	\$964.00
	Carla Hallman	\$1,185.00
	Linda Adams	\$1,223.00
	Katherine Pritchard	\$1,295.00
	Judy Sweet	\$1,308.00
	Kaitlyn Wernsing	\$1,313.00
	Brenda Kelley	\$1,350.00
	Thea Donaldson	\$1,361.00
	Kay Kohnke	\$1,371.00
	Missy Hendrix	\$1,386.00
	Sarah Tompkins	\$1,391.00
	Alison Campbell	\$1,396.00
	Linette Geisel	\$1,416.00
	Emily Johnson	\$1,482.00
	Sandra Mills	\$1,490.00
	Cynthia Harman	\$1,506.00
	Mimi Magyar	\$1,511.00
	Kathy Banner	\$1,530.00
	Nancy Kozlowski	\$1,543.00
	Loyette Mathias	\$1,560.00
	Mary Lou Hopkins	\$1,561.00
	Sabrina Yoder	\$1,566.00
	Beth Huls	\$1,569.00
	Joy Basic	\$1,572.00
	Leigh Reid	\$1,574.00



Please Email Me  
Your Photo

**Linda  
Adams**  
Queen of  
Wholesale



**Linda  
Heeschen**  
Queen of  
Sharing



**Bonnie  
Rogers**  
Top Love  
Check

## Welcome New Consultants

Virginia Nelson

Sponsored By:

Linda Heeschen

## Are you in the Red Zone?

Now is the perfect time to recruit! Women are always looking for some extra cash, and they want a career that's meaningful! By focusing on providing opportunities for others, you'll see doors open for you! You can move on up this month by sharing the opportunity and getting in the RED ZONE! Stay focused, accept the challenge, and Career Conference will hold a red jacket and lots of green cash, too!



**Have you made a commitment to move your business forward? You'll look so great in your new red jacket or director's suit! Will you choose to climb the career path for Career Conference?**



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

Dear Luminous Ladies and Gentleman,

I'm so excited about this month. It's time to register for Career Conference, get excited about our new products, and share our incredible opportunity with those around us. We're lucky enough to have a company that holds conferences all around the nation to make it easy for us to attend. I hope you'll join us! This is such an exciting time to be a part of such an amazing company. It's hard to believe it's been 50 years since Mary Kay began Mary Kay, Inc., and I'm so grateful to her for her insight into women. I love that this company encourages us to share ideas, dare to dream big, and to encourage each other along the way. It's easy to understand why our conferences are so amazing and an energizing part of my career each year.

We all know February is centered around sharing love. While the focus is sharing love for our spouse and children, that feeling permeates our lives this month. It's one we share with our friends, family and everyone around us. It makes the cold days warmer and happier. I've begun to feel the same way about warm chattering. At first it can be a little challenging talking to a stranger, but then I began to realize- we do it all the time. We help someone pick up something she's dropped or compliment her outfit or tell her how adorably cute her child is. Warm chattering is just taking the next step to offer her an opportunity as well. I encourage you to reach out and talk with the woman next to you in line, at the store, or wherever. Even if you don't take the next step to offer her your card, take a moment to encourage her and make her feel special today. That gesture will never be a bad thing, and it will make you feel great too.

I am so ready for spring to be here. I know you are too! Our new products are the perfect way to jump start this season. It's time to say goodbye winter blues and "Hello, Sunshine Collection!" I cannot even tell you how excited I am about our Complexion Corrector Cream Sunscreens, not to mention the eyeliner, pedicure set, and new @ Play products. It's time to spring into action now and have something to be excited about at Career Conference.

There are a lot of great sayings out there. Dream Big. Trust Yourself. Keep Trying. No Regrets. Enjoy Life. We see them and we are inspired, but how often do we truly make a plan to apply them to our lives? We all know they're true. We know that we should live in the moment, quit beating ourselves up, and dream of a life bigger than the one we have now. Will you join me in making those dreams a reality this year? Will you take an action step each day towards that dream? Just one small step per day can be the difference between regret and success. I encourage you to stop and think, "What's the next action I can take towards my goal?" It may be cleaning up your office so you can get on the phone tomorrow. Hopefully it will be dusting off your profiles and calling customers to check in and book classes, interviews, and more. Whatever your next step is, email or text me so I can encourage you along the way. We can make our dreams come true- one day at a time!

Love and Belief, Linda

Use the winter weather to your advantage! When it's this cold, you just want to stay inside, and so do your customers. This is the perfect time to follow up with prospects, make PCP calls, and reach out. It's also the perfect time to share info on our great new products and schedule appointments! Make this winter weather count, and you'll be ready to

Spring Into  
**ACTION!**



### **Love Letters to Live By:**

Valentines are love letters with simple statements of affection. I would like to give you a valentine to explain as fundamentally as possible what love really is. One basic definition of love, as a verb, is "to value." Love should be a verb, not a noun or adverb. Love is an active emotion. It is not static. Love is one of the few experiences in life that we can best keep by giving it away. Love is the act of demonstrating value for and looking for the good in another person.

- **L- is for Listen.** To love someone is to listen unconditionally to his values and needs without prejudice.
- **O-is for Overlook.** To love someone is to overlook the flaws and the faults in favor of looking for the good.
- **V-is for Voice.** To love someone is to voice your approval of him on a regular basis. There is no substitute for honest encouragement, positive "strokes," and praise.
- **E-is for Effort.** To love someone is to make a constant effort to spend the time, to make the sacrifice, to go the extra mile to show your interest.

*Taken from: Seeds of Greatness by Denis Waitley*

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

## Our Top 5 Wholesale Orders For January



Please Email Me Your Photo	Please Email Me Your Photo	Please Email Me Your Photo	Please Email Me Your Photo	Please Email Me Your Photo
Linda Adams	Brenda Kelley	Kay Kohnke	Anita Shelburne	Linette Geisel

### Year To Date Court of Personal Sales

1	Kaitlyn Wernsing	\$7,830.50
2	Thea Donaldson	\$4,070.00
3	Katherine Pritchard	\$3,977.00
4	Missy Hendrix	\$2,817.00
5	Judy Sweet	\$2,438.50
6	Cheryl Garcia	\$2,435.00
7	Anita Shelburne	\$2,379.00
8	Joy Basic	\$2,375.00
9	Alison Campbell	\$2,353.50
10	Nancy Bolton	\$2,061.00
11	Stacey E Rittenhouse	\$2,003.00
12	Deanna Barbeau	\$1,890.50
13	Pat Dolan	\$1,756.50
14	Carolyn Merrick	\$1,737.00
15	Beth Huls	\$1,637.00
16	Brenda Kelley	\$1,546.00
17	Cynthia Harman	\$1,508.00
18	Brandee Preston	\$1,493.00
19	Kim Cobbs	\$1,324.50
20	Emily Johnson	\$1,315.00



## Top 20 Consultants Who Invested in Their Business in January

Linda Adams	\$576.50
Brenda Kelley	\$450.00
Kay Kohnke	\$429.00
Anita Shelburne	\$400.50
Linette Geisel	\$383.50
Missy Hendrix	\$363.75
Kaitlyn Wernsing	\$320.50
Cynthia Harman	\$293.50
Kathy Banner	\$270.00
Sabrina Yoder	\$233.50
Beth Huls	\$230.50
Leigh Reid	\$225.50
Lisa Hammon	\$223.50
Alison Kulman	\$207.50
Joy Basic	\$207.00
Virginia Nelson	\$207.00
Nancy Bolton	\$204.00
Lydia Koon	\$203.50
Brandee Preston	\$203.00
Yvonne Agee	\$202.50

## PCP Participants:

Shanna Whitworth  
 Kaitlyn Wernsing  
 Anita Shelburne  
 Leigh Reid  
 Brenda Kelley  
 Missy Hendrix  
 Pat Dolan  
 Linda Heeschen



## Welcome Back Consultants

Linda Adams  
 Kathy Banner  
 Linette Geisel  
 Lisa Hammon  
 Kay Kohnke  
 Lydia Koon  
 Alison Kulman  
 Leigh Reid  
 Sabrina Yoder



# Recruiters and Their Teams

## Star Team Builders

### **Bonnie Rogers**

- Kelly Goodson
- Linda Adams
- Tamara Lacy
- \* Claudette Beggs
- \* Krisha Fiorentino

## Senior Consultants

### **Brenda Kelley**

- Kim Cobbs
- \* Brenda Morris
- \* Crystal Haislip
- \* Gaynelle Noble
- \* Gwen Costner
- \* Kate Cooper
- \* Teresa Morris

### **Carolyn Merrick**

Katherine Pritchard

### **Joy Basic**

Pat Dolan

### **Kaitlyn Wernsing**

- Emily Johnson
- \* Allison Bonner
- \* Chavonne Wilson
- \* Joe Choi
- \* Julie Parent
- \* Tiara Williams

### **Katherine Pritchard**

- Lori Buckley
- \* Ann Easton
- \* Mimi Magyar

### **Pat Dolan**

Wanda Colvin



**It's time to Share Your Love of our Opportunity and Move On Up for Career Conference!**

When you add **two qualified** new personal team members from December 1 to February 28, you'll be invited to a special **Career Conference Luncheon** held in your honor!!

Qualified **new** Consultants who add **one** new qualified team member from Dec. 1-Feb. 28 will also be invited to attend the luncheon.

**When you achieve and maintain a new step on the career path of Team Leader, Future Director, or DIQ by Feb 28, you'll receive a name badge ribbon and onstage recognition!!**



*See Intouch For Details & More Info.*

MARY KAY  
**one woman can™**  
50 YEARS



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

Earn Your Own Small Bee Fabulous Diamond Pin  
14-karat yellow gold Diamond body, .75 carats



## **Love Checks: Sharing the Opportunity**

### 4% Recruiter Commission

Bonnie Rogers	\$23.06
Joy Basic	\$8.00
Carolyn Merrick	\$3.54

### March Birthdays

Johanna Rude	1
Dana Palmer	2
Leigh Reid	3
Karen Johnson	4
Krisha Fiorentino	4
Amanda Settle	12
Tiara Williams	14
Virginia Nelson	16
Alison Rinehart	17
Bonnie Rogers	17
Angela Viperman	25

### March Anniversaries

Debra Reed	21
Marlene Bond	12
Jennifer Tickle	10
Dorothy Trotta	9
Brandee Preston	8
Alison Rinehart	6
Amanda Settle	5
Kim Cobbs	3
Kathleen Bernardino	3
Robert Rodney	2
Chavonne Wilson	1
Beverly Smith	1
Allison Bonner	1
Allison Campbell	1

# Join Us! Do it for you!



Coming to a City Near You

**Mar. 21 - 22, Richmond, VA**

## Dates to Remember

- **February 4:** Registration for the first week of Career Conference (March 21-22 & 23-24) begins at midnight CST.
- **February 7:** Registration for the 2nd week (March 28-29 & 30-31) begins at 12am CST.
- **February 28:** Registration deadline



**You can Register on InTouch:  
Click Events/Special Events  
2014/ Career Conference 2014**

Registration Fee:  
\$90 and you'll receive a  
product giveaway.

**50**  
YEARS | **one woman can**  
MARY KAY

# BUT WHO SHOULD I SELL TO?

## A GUIDE TO GETTING STARTED:



**In addition to the obvious (your immediate family, in-laws, cousins, neighbors, friends and work associates), what about the person...**

- From your old job?
- From school or college?
- You know from your favorite sport?
- You know from hobbies?
- From your children's activities?
- From your church?
- From volunteer activities?
- From whom you've rented?
- From your old neighborhood?
- Who sold you your house?
- Whom you met through your husband?
- Who checks you out at the grocery store?
- Who assists you at the drycleaners?
- Whom you met on vacation?
- Who gives your child music lessons?
- Who cuts your hair?
- Who fills your prescriptions?
- Who leads your PTA? Scout Troops?
- Who teaches you at the health club?
- Who fixes your computer?
- Who gave you great travel advice?
- Who sells baskets, candles, etc?
- Who bought the new house on your street?
- Who is your bank teller?
- Who is your florist?
- Who is your cleaning lady?
- Whom you met in line at the grocery store?
- Whom you met at line in the bank?
- Who was the bride you saw in the newspaper?
- Who is your child's teacher?
- Who is the administrative professional at the school?
- Who is your doctor? OBGYN?
- Who is your dentist? Attorney?
- Who is your chiropractor?
- Who is your office staff?
- Who is your veterinarian?
- Who sells you your clothes or shoes?
- Who sold you your glasses?
- Who waitresses at your favorite restaurant?
- Whom you met at the local businesswomen's luncheon?
- Who serves you at the jewelry store?
- Who gave you decorating advice?
- Who is the receptionist at your hair/ nail salon?
- Who grooms your pets?

**WRITE DOWN AT LEAST 30 NAMES. NO PRE-JUDGING!**  
**ONLY PREREQUISITE: SHE MUST HAVE SKIN!**

**Mary Kay used to always say that a class worth booking is worth coaching. In some cases postponements and cancellations can't be avoided and it truly goes with the territory. BUT, there are steps you can take to ensure that a class will hold. Coaching may be the answer!**



**Group-selling appointments are the life of our business. If you don't let your hostess down, she won't let you down. Let your Mary Kay Go-Give spirit be your guide.**

*Thanks to ENSD Arlene Lenarz*

## **Suggestions once an appointment has BOOKED:**

1. The success of that appointment all comes back TO YOU!
2. Give your hostess your datebook and let HER write in her name, address and phone number next to the time you've jotted down. Psychologically, this is like signing a contract. Your hostess will see that your datebook is full and that you are serious about your business (so make sure your datebook LOOKS full).
3. Shake hands with your hostess! This may seem silly, but it is a subconscious signal that says: "This is a GENTLEMAN'S AGREEMENT!" This lets her know that your Mary Kay business is not a hobby with you!
4. Be ENTHUSIASTIC when talking about her class or collection preview, and don't be in a hurry to leave once you have the date on your books. TAKE THE TIME TO LET HER KNOW THAT YOU CARE ABOUT HER!
5. Suggest to her that you will be BUSINESS PARTNERS for that day. If she will do everything to help you, you will do so much to give her the greatest class or collection preview you've ever done! THEN DO IT!
6. Tell her exactly how to invite her guests and how many. Never assume they know how to do this, just because they attended one. Some hostesses overdo while some underdo.
7. Find out what your hostess wants. WHAT'S IN IT FOR HER? Have her write this on a "wish card," which could be a 3 x 5 card. Then suggest other things she might WISH for. Then YOU write on the back of her card what it will take in sales to get what she's wishing for.
  - For hostess orders, suggest one or two things she could sell and give her a goal of selling \$50 - \$100 before the appointment.
  - Call her every few days to see how many more items you need to deliver to her. This will keep her enthused and let her know you are thinking of HER!
  - She will also see how easily the product sells, thus priming her as a prospective team member.
8. When two or three appointments are booked for the same week, put the hostesses in a contest against each other.
  - Give 1 point for every dollar sold; 10 points for every appointment booked before you arrive; 50 points for every prospective team member signed
  - Then present a SURPRISE GIFT to the highest hostess for the week
9. Send a personal note or give her a call. You might say, *It's because of you that my business as a professional Beauty Consultant is so rewarding! I'm looking forward to doing your class!*
10. Let each hostess know that your High Hostess of the Week will be your guest at the next unit meeting. Your Sales Director will be happy to present her with a special ribbon, if you let her know ahead of time. Remember, many Sales Directors were once a hostess at a class!
11. In order to avoid a postponement, don't give a hostess a reason to postpone. Stay in touch with her and enthusiastically encourage her in everything she does, no matter how small or insignificant it may seem.

# The Psychology of Booking

By Karen Phelps



Booking parties becomes so easy once you understand both the "how" and the "why." I've never seen anyone who, once they learned the "Psychology of Booking," couldn't keep their calendar full. Is there a "Psychology of Booking"? You bet! Some consultants understand it right away, but some never learn it! I've seen consultants quit after a few years because they were tired of their constant battle to get bookings. They obviously never got it.

I've observed people begin a direct selling business by *asking* others to have parties to help them get started and never explain to the host "what's in it for them." I've listened to consultants saying they feel as if they are *begging* people when asking someone to host a party. Truth is, I wouldn't have lasted for over twenty-two years if I had to spend my time *begging*. What is the secret that helps consultants transfer from "mediocre" to "great" at hosting parties?

Here it comes: ***It's not about you.***

Often consultants start from an assumption which results in an incorrect way of asking for bookings. Have you ever assumed that when someone hosted a party for you, they were helping you out and doing you a favor? I know I have. Especially when there was a

contest or trip I was close to earning. I let everyone know and asked them to help me out.

The problem with this was: I was more focused on myself than on the person who was hosting. That's not what hosting parties is all about! This attitude of *doing me a favor* unconsciously begins at the start of your direct selling career. Leaders unintentionally plant the seed that you need to call in your favors and ask people to help you get started--which to some extent is true. Often we overlook an obvious fact: hosting a party can actually benefit the *hostess*.

What if you could help your hostess earn free and discounted products while she is having you and a few friends over for a fun-filled evening? My business exploded when I finally understood that booking parties was a win-win situation. Yes, I was a winner because I was going to earn money, and the sales would help me win contests and trips; but my hostesses were winners too! It wasn't until I realized this that my business began to explode.

I just changed my thinking-- instead of saying to myself, "I hope she'll

have a party to help me win this trip," I would think, "Wow, she loves everything. I need to show her how much she can save by hosting a party." When I took *me* out of the equation and made booking parties about *doing them a favor*, it became an easier process.

I often hear consultants ask for bookings and end with the words "for me." You will notice that option 2 doesn't mention "me" at all. I completely focus on Susie and the favor I want to do for her. When you get excited about helping your hostesses, you will book more parties than you ever dreamed possible.

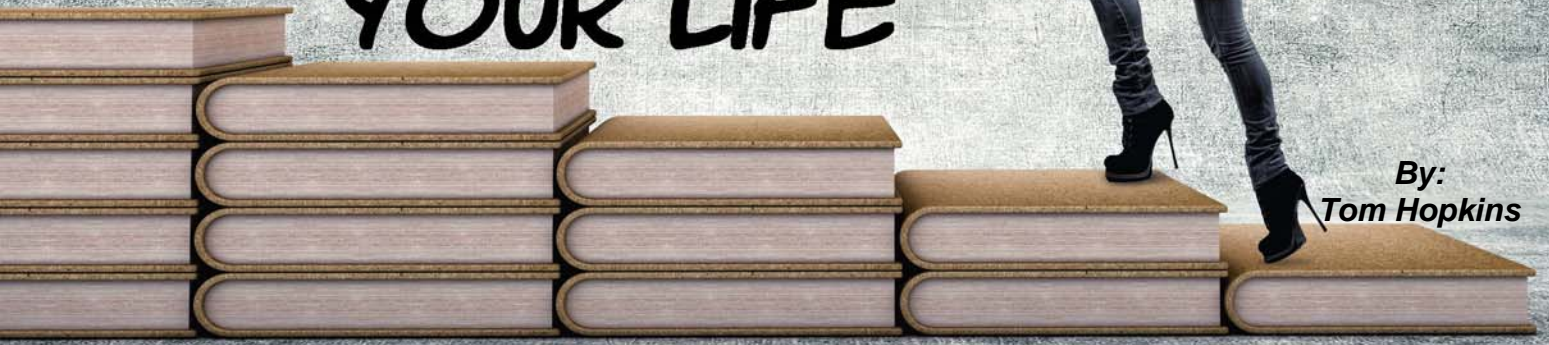
So, the "Psychology of Booking Parties" means you truly believe that you are providing a service to your hostesses and a way for them to earn products at special prices. If you don't believe this, your true colors will show through. If you are struggling with it, the therapy I recommend is to call someone from another party plan and host a party yourself. Learn first-hand the benefits of being a hostess; once you become a believer, you will really be able to *Party On!*

## Now, I want you to say the following questions out loud and listen to which one sounds best to you:

1. "Susie, my company is in the middle of a contest and I can earn a trip to Hawaii. Would you please host a party to help me out?"
2. "Susie, I'm so excited that you loved almost everything I showed you. I would really like to help you get as many items as you can for as little cost as possible. The best way to do this is to purchase some of your favorite items tonight and then book a party as soon as possible so you can earn the rest, including a bonus gift. I have a few nights available: Tuesday or Thursday next week. Which night works best for you to earn your free and discounted products by inviting me and a few friends over?"
3. "Susie, you saw a lot of things that you like. Would you like to have a party for me?"



# ELIMINATE THE DEMOTIVATORS IN YOUR LIFE



By:  
Tom Hopkins

If you're one of the millions of people who never seem to get what they really want in life, the reason may be a few simple attitudes you have acquired that I call demotivators. In my experience training thousands of professional salespeople, I've found four demotivators common to all of us, which we must overcome to attain our goals.

- **The first demotivator is the fear of losing our security.** We are so afraid of losing the security we have, that we won't give it up to get the greater security we seek. I truly believe that there is no such thing as security other than the security we build within ourselves. We are only secure to the extent of our ability to cope with the struggle called living, and we cannot be more secure than our capabilities of handling insecurity allow us to be. This means we have to give up what we have, to get what we want. If we refuse to give up anything, where will the space, time, money, and energy for new achievements come from?
- **The second demotivator is fear of failure.** How many times have you refused to try something because you were afraid you'd fail? Isn't it sad how many of us doom ourselves to mediocre lives rather than accept the momentary rejections that success demands? We must challenge our fears, and conquer each fear forever. Soon you will find that every time you conquer a fear, the easier it will be to beat the next one. Remember: Do what you fear most and you will control that fear.
- **The third demotivator is self-doubt.** When we're gripped by negative conviction, we believe everything we do will be wrong. When we're thinking like this, it is likely that everything we do fails, and ultimately, we fail. Instead of looking at what you did wrong, look at what you did right. Keep an up attitude, overcome rejection and keep trying. Soon, you'll start to win. The wins will start to pile up until they smother all self-doubts under a mountain of positive conviction.
- **The fourth demotivator is the pain of change.** We resist change because it means that part of our old self must die, and a self that is unknown to us is born. We mourn the loss of the familiar as we labor through the birth of the new. To overcome this attitude, we should make a habit of trying new things when we don't have to, so we can keep the best of the old in our lives as a strong emotional foundation. Remember, there is an element of pain in all change, but those you put into motion yourself are far less painful than ones thrown at you by others.

# Top 7 Character Traits Of Extraordinary Leaders

When people make a decision (either consciously or unconsciously) to follow your leadership, they do it primarily because of one of two things: your character or your skills. They want to know if you are the kind of person they want to follow and if you have the skills to take them further. Yes, there are other variables, but these are the bulk of the matter. Now we're going to focus on the kind of character that causes people to follow your leadership.

## 1. **INTEGRITY**

Integrity is that you do what you say you will. You are trustworthy. People can rely on you. You keep your promises. The one thing that will most keep people from following you is if they can't know for sure if you will actually take them where you say you will. Are you known as a person of integrity? If so, you will become an extraordinary leader!

## 2. **OPTIMISTIC**

People don't want to follow others who think the future is bad! They want to follow those who can see the future and let them know that there is a better place and that they can get them there! Do you see the cup as half empty? Then you are a pessimist. Do you see it as half full? Then you are an optimist. Do you see it as totally full -- half air and half water? Then you are a super optimist! Are you known as an optimist? If so, you will become an extraordinary leader!

## 3. **EMBRACES CHANGE**

Leaders are the ones who will see the need for change and willingly embrace it. Followers will at first desire to stay where they are. Leaders need to see the benefits of change and communicate them to followers. If you don't change, you won't grow! Are you known as a person who embraces change? If so, you will become an extraordinary leader!

## 4. **RISK TAKER**

Whenever we try something new, we are taking a risk. That is part of growing, though, and it is imperative. Most people are risk averse. Not the leader! They calculate the risk and what is

to be gained from taking the risk. Then they communicate that to the followers, and away they go to a better tomorrow! Are you known as a person who is willing to take risks? If so, you will become an extraordinary leader!

## 5. **TENACIOUS**

The tendency of the follower is to quit when the going gets tough. Two or three tries and their motto becomes, "If at first you don't succeed, give up and try something else." Not the leader! They know what good lies beyond this brick wall, and they will go and get it. Then they will bring others with them! Are you known as a person who is tenacious? If so, you will become an extraordinary leader!

## 6. **CATALYSTIC**

A leader is ultimately one who gets people going. They are able to move others out of their comfort zone and on toward the goal! They can raise the passion, enthusiasm and the ACTION of those who would follow. Are you known as a catalyst? If so, you will become an extraordinary leader!

## 7. **DEDICATED/ COMMITTED**

Followers want people who are more devoted and committed than themselves. At the first sign of lack of commitment, followers scatter for the doors. If the leader sees the end and is bailing out, they better get out first. Followers follow those who will stick it out because they see the importance of the task and the goal. Are you known as a person who is committed and devoted to the goal? If so, you will become an extraordinary leader!

LIMITED EDITION  
HELLO,  
SUNSHINE!  
COLLECTION

**Purchase-With-Purchase Offer:**  
You can get the Sunshine Wristlet  
for only \$5 with the purchase of at  
least \$40 of any Hello, Sunshine  
Collection items. These include:

Lip Gel, \$16, Cherry Twist  
Springy Eye Duo, \$16 each,  
Summer Sunset and Stonewashed  
Creamy Lip Color, \$16 each, Retro Rose & Carefree Coral  
Nail Lacquer, \$9.50 each, Carefree Coral & Lemon Parfait



Delivers eight benefits  
in one step

**COMPLEXION  
CORRECTION CREAM  
SUNSCREEN BROAD  
SPECTRUM SPF 15:**

Available in Very Light, Light-to-Medium,  
Medium-to-Deep, Deep. \$20, each

**BRONZING POWDER:**

Sweep on a sun-kissed glow!  
Available in Light-Medium  
and Medium-Dark, \$18



**MARY KAY @ PLAY NEW SHADES:**

Eye Crayon, \$10 Teal Me More, Over the Taupe  
Baked Eye Trio, \$10 Electric Spring, Sunset Beach  
Lip Crayon, \$10 Purple Punch, Coral Me Crazy  
Jelly Lip Gloss, \$10 Violet Vixen, Poppy Love



**GEL EYELINER**

WITH EXPANDABLE  
BRUSH APPLICATOR:

**Jet Black, \$18**

Pencil precise. Liquid  
intense. Gel smooth.

**LIMITED EDITION LEMON PARFAIT  
PEDICURE COLLECTION:**

**Includes:** Lemon Parfait Foot Gel, Pumice  
Stone, Emery Board, Toe Separators and  
Lemon Parfait Foot Fizzies in a Gift Bag, \$28



# DARE TO DREAM!



MARY KAY®  
MAKEOVER DAY  
March 8, 2014

## Mary Kay Dates to Remember:

- **March 1:** Online DIQ commitment form available beginning 12:01am CST until midnight on the 3rd.
- **March 4:** Mardi Gras
- **March 5:** Ash Wednesday
- **March 8:** Mary Kay Makeover Day! International Women's Day!
- **March 9:** Daylight Saving Time begins.
- **March 15:** End of the Quarter! Quarter 3 star contest ends.
- **March 16:** Quarter 4 Star Consultant quarterly contest begins. PCP Summer online enrollment for The Look & Month 2 mailer begins.
- **March 17:** St. Patrick's Day
- **March 20:** First day of spring!
- **March 21:** Week 1 of Career Conference 2014 begins.
- **March 28:** Week 2 of Career Conference begins. Last day of the month for consultants to place telephone orders (until 10pm CST).
- **March 31:** Last day of the month for consultants to place online orders (until 9pm CST). 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. Online agreements accepted until midnight CST.

Building  
WALL  
to WALL  
Leaders



### MAKE IT YOUR CHOICE -- Ralph Marston

Whatever there is to be done, make it your choice to do it. Rather than resenting that you must do it, or feeling guilty about the fact that you should do it, simply choose to do it.

From all the available possibilities, choose what you know is right. Choose, and put the power and commitment of your intention behind your actions. Choose to do it, and you make yourself vastly more effective. Choose to do it, and be in positive control of your own destiny.

Feeling that you're forced to do it, or obligated to do it, or that you have no choice, will only weigh you down. So choose to do it and free yourself from those useless burdens.

Choose to do it not because you must, not because you should, but because you know it is best. In every moment, in every situation, make it your choice to do what is best. Make it your choice, and you'll make it great.



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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

**Place Your Orders Today! Don't forget:**  
 Mary Kay will raise the minimum active status  
 order amount from **\$200 to \$225** in Section 1  
 orders effective **March 1**, so stock up on your  
 favorites this month at a great rate!



Spring is almost here along with new trends and fashions for the season! Pretty pastels rock the spring runway, so give your customers a fashion preview. Then reveal the newest *Mary Kay* makeup trends that complement the looks. The *MK Trend Report & Look* are your go-to resources for showing your customers how to pair MK makeup with spring fashions.

It's where you'll find everything you need to spring into action and help re-energize your Mary Kay business. The trend this quarter is all about taking off or just kicking back. It's time to play, explore and discover. So beauty is carefree and effortless. And the products offered this quarter are right on the money! Think easy-out-the-door makeup, retro-inspired looks and spring break essentials.



**Effective Feb. 16, 2014, shipping and handling charges will increase as follows:**

- **Customer Delivery Service orders shipping and handling charges will increase to \$5.75.**
- **Mainland U.S. product orders & Starter Kits will increase to \$9.35.**