



Independent Sales Director Senora Colvin

Unit Goal: 650 Club & 4 New Directors



Senora's Sensations

January 2014 Newsletter

December 2013 Results

Let the Moment Unfold™
NEW BELARA
Midnight™
 Eau de Parfum
 INDULGE YOUR SENSUAL SIDE*



Career Conference 2014

Career Conference Special Luncheon

Independent Beauty Consultants and Independent Sales Directors who from Dec. 1, 2013, through Feb. 28, 2014, add two qualified new personal team members will be invited to this special luncheon held in their honor. Qualified new Independent Beauty Consultants who add one new qualified team member from Dec. 1, 2013, through Feb. 28, 2014, also will be invited to attend the luncheon.

Note: You MUST be registered for Career Conference 2014 on or before Feb. 28, 2014, in order to attend the Career Conference Special Luncheon you may have qualified for. We cannot accommodate onsite registrants.



On Target Star Consultants

Consultant Name	—Wholesale Production Needed— for Star					
	Current Wholesale Production	Sapphire	Ruby	Diamond	Emerald	Pearl
JERI SHAW	\$495.00	\$1,305.00	\$1,905.00	\$2,505.00	\$3,105.00	\$4,305.00
GENE HODSON	\$401.50	\$1,398.50	\$1,998.50	\$2,598.50	\$3,198.50	\$4,398.50



Sapphire



Go for the Gold!
 Celebrating 50 Years of Rich Rewards
 Star Consultant Program Dec. 16, 2013 – March 15, 2014



Pearl

Ruby

Emerald

Diamond



Congratulations

on investing in your business last month!

Deidra Scruggs	\$1,111.50
Katrina L. Brown	\$800.00
Lowana Navarro	\$786.50
Jeri Shaw	\$495.00
Cynthia M. Tidwell	\$444.50
Reinaliza Mediarito	\$410.00
Gene D. Hodson	\$401.50
Sandra J. Ward	\$335.50
Tena S. Myers	\$301.50
Nicole D. Jenkins	\$213.00
Sonja Barnum-Mason	\$208.50
Donald Charbonneau	\$206.50
Karen M. Keller	\$202.00
Robbye D. Wright	\$201.00
Brittany M. Tillett	\$200.50
Christine M. Cuervo	\$200.50
Elizabeth Adler	\$200.00
Veronica King	\$124.50
Stella M. Lane	\$117.00
Larae Wallace	\$80.00
Jovan M. Waddy	\$73.00
Diane L. Messier	\$18.50



5 WAYS TO SELL

Developing your customer base through product marketing is key to building your business -- and that can help you start earning money right away. With a solid customer base established, you'll have a strong foundation for your business as well as a source for finding potential new team members. Remember, women want the products you have to sell. So it's a good idea to be accessible and contact your customers often to remind them of what you have to offer -- great products, convenience and personalized service.

There are five suggested ways to market products.

1. On the Face - Skin care classes and facials
2. On the Go - Quick and easy, 15-minute appointments
3. Online - Sales through your Mary Kay® Personal Website
4. On Paper - Sales through catalogs and brochures (Preferred Customer Program mailings, The Look, Beauty Book, etc.)
5. On With the Show - Parties that preview product sets (collection previews, open houses)

It's a great idea to employ a full-circle strategy by incorporating multiple ways to market products in your service-oriented relationship with the customer.



Welcome to our Team!

New Consultant

Shawnte C. Howard

From

LAS VEGAS, NV

Sponsored by

S. Colvin



 **First Steps**
to your business success



Mary Kay Queen's Court of Sales

Achieve at least \$36,000 in Retail production during the contest year 7/01/13-6/30/14 & earn your Diamonds

Name	YTD Retail	YTD PC Prem	YTD Total
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1	Katrina L. Brown	\$7,613.00	\$847.00	\$8,460.00
2	Lowana Navarro	\$6,601.00	\$691.00	\$7,292.00
3	Cynthia M. Tidwell	\$6,573.00	\$60.00	\$6,633.00
4	Nicole D. Jenkins	\$4,943.00	\$302.00	\$5,245.00
5	Raquel A. Dexter	\$4,470.00	\$92.00	\$4,562.00
6	Deidra Scruggs	\$4,379.00	\$0.00	\$4,379.00
7	Anna-Lise J. White	\$2,547.00	\$415.00	\$2,962.00
8	Stella M. Lane	\$2,279.50	\$435.00	\$2,714.50
9	Gene D. Hodson	\$2,208.00	\$0.00	\$2,208.00
10	Doris J. Watkins	\$1,347.00	\$714.00	\$2,061.00
11	Daphne L. Hodge	\$1,728.50	\$102.00	\$1,830.50
12	Jovan M. Waddy	\$1,727.00	\$85.00	\$1,812.00
13	Georgia A. Sparks	\$1,478.00	\$280.00	\$1,758.00
14	Sandra J. Ward	\$1,693.50	\$40.00	\$1,733.50
15	Sonja Barnum-Mason	\$1,529.00	\$185.00	\$1,714.00
16	Veronica King	\$1,077.00	\$243.00	\$1,320.00
17	Reinaliza Mediarito	\$1,222.00	\$0.00	\$1,222.00
18	Eula F. Austin	\$929.00	\$260.00	\$1,189.00
19	Lori M. Lawler	\$818.50	\$306.00	\$1,124.50
20	Sandra K. Ferguson	\$1,023.00	\$88.00	\$1,111.00



Mary Kay Queen's Court of Sharing

Qualify for your Diamond Bumble Bee from Mary Kay Inc. by reaching 24 Qualified New Recruits 7/01/2013-6/30/2014

Name	Seminar Qualified Recruits	Earned Recruit Commission Credit
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1	April C. Webster	1	\$87.18
2	Katrina L. Brown	1	\$86.10
3	Cynthia M. Tidwell	1	\$24.00



Seminar Scoreboards

See you at the TOP



Spotlight On Team Building

Star Team Builders

Recruiter :Gene D. Hodson
 Eula F. Austin
 Jeri Shaw
 Georgia A. Sparks
 Larae Wallace
 # Lisa N. Hodson

Senior Consultants

Recruiter :Sonja Barnum-Mason
 Daphne L. Hodge
 K. Thompson-Betts
 # Brandi C. Barnum

Recruiter :Katrina L. Brown
 Raquel A. Dexter

Recruiter :Stella M. Lane
 Debbie Stevens

Recruiter :Cynthia M. Tidwell
 Cheryl L. Gardner
 Doris J. Watkins

Recruiter :April C. Webster
 Deidra Scruggs

* Denotes Inactive Status

Team Building

Tip of the Month!

What you can say at an interview . . .

Featured on NSD Connie Kittson's Website

- Try to keep your introduction short.
- Tell her a little about yourself, including why you started your Mary Kay business. But, remember not to share your whole life story.
- Then ask about her - what she does and what is important in her life. People would much rather talk about themselves than listen to others talk about themselves. Let her talk!
- Next, explain the marketing plan and describe the products.



Mary Kay Love Check

4% Recruiter Commission Level

April C. Webster	\$44.46
Gene D. Hodson	\$23.00
Stella M. Lane	\$8.11

I love my mary kay.



Moving Up The Career Path

Future Sales Director

Requirements:

- ♥ 8 + team members
 - ♥ Must be active
- #### Compensation:
- ♥ 9% or 13% personal team comm.
 - ♥ \$50 team building bonus



Career Car Driver

Requirements:

- ♥ 14 + active personal team members
 - ♥ \$5,000 mo team production
- #### Compensation:
- ♥ 9% or 13% personal team comm.
 - ♥ \$50 team building bonus
 - ♥ Career Car or \$375 per month



Team Leader

Requirement:

- ♥ 5-7 Active personal team members
- #### Compensation:
- ♥ 9% or 13% personal team commission
 - ♥ \$50 team building bonus



Star Team Builder

Requirement:

- ♥ 3-4 active personal team members
- #### Compensation:
- ♥ 4% personal team commission
 - ♥ Eligible to begin earning \$50 team building bonus



Senior Consultant

Requirement:

- ♥ 1-2 active personal team members
- #### Compensation:
- ♥ 4% personal team commission



*Must be active to achieve and maintain all career path statuses.

Building
WALL
toWALL
Leaders

Join the Movement.
Build Wall to Wall Leaders.

Imagine building a wall . . . and with every brick you lay, a leader is born. Before long, you will have built a monumental force. With that much leadership power, with that much experience, you can't help but change the world. That's what it means to build Wall to Wall Leaders. Women standing shoulder to shoulder, rallying others to follow their lead to greatness, building their futures brick by brick. It's more than a mission. **It's a movement.** Will you join the movement to be one of our Wall to Wall Leaders? Go to MaryKayInTouch.com to download the Pledge certificate.

Here's how it works:

From Sept. 1, 2013, to Sept. 1, 2014, every Mary Kay Independent Beauty Consultant who debuts as an Independent Sales Director will earn her name on the Wall of Leaders at the Mary Kay world headquarters in Dallas.

And every Independent Sales Director and Independent National Sales Director who debuts an offspring Independent Sales Director will earn her name on the Wall of Leaders.

And that's not all you'll earn! As a Wall to Wall Leader, you'll also earn all the fantastic rewards bestowed on the Class of 2014. Plus, you'll receive an invitation to an ice cream social at Seminar 2014.

Star Consultants

**Sell this amount in retail each week to achieve this star level within the quarter and then use teambuilding credits to take you to the next star level!*



Sapphire \$1800
**Sell \$300 Retail Each Week*



Ruby \$2400
**Sell \$400 Retail Each Week*



Diamond \$3000
**Sell \$500 Retail Each Week*



Emerald \$3600
**Sell \$600 Retail Each Week*



Pearl \$4800
**Sell \$800 Retail Each Week*

Congratulations!!!
2nd Quarter Star Consultants!
September 16 - December 15



Katrina Brown



Nicole Jenkins



Lowana Navarro



Deidra Scruggs



Senora Colvin

December to Remember



**Meet Our New Sensation
Bailie Jackson**

Queen Katrina

FEBRUARY EVENTS

► MONDAY NIGHT LIVE! ◀

Feb 3rd, 10th, 17th, 24th

6:30p.m.-8:30p.m.

GUESTS WELCOME FOR PAMPERING
SESSION

**Guest that arrive before 6:30p.m. will receive
Satin Hands and Satin Lip treatments**

If you are on the set-up committee, and/or have
guests, please arrive at

5:30p.m

West Coast Summit

Sat. Feb. 22nd & Sun. 23rd

Saturday Pampering Sessions

Sat. Feb 8th, 15th,

9:45a.m.-12p.m., 1:30p.m.-3:30p.m.,

4:15p.m.-6:30p.m.

**If you have guests, You MUST RSVP with
Senora with Guest list of names &
phone numbers no later
than Thursday of that week.**

Consistency Challenge



Independent Sales Director
Senora Colvin

NOVEMBER, DECEMBER, & JANUARY

**For all Consultants
Earn your
One Woman Can Watch!**

Order \$500 wholesale
for each month

Don't miss out on a piece of History!
Celebrate Mary Kay's 50th Anniversary
with this elegant
commemorative watch!!!





Bounce Back Into Business!

*Restart your Mary Kay business
in January with this special offer!*

MARY KAY

Submit your Independent Beauty Consultant Agreement
Jan. 1-31, 2014, and you can be eligible to receive:

Two FREE* *TimeWise® Replenishing Serum+C®* (\$112 suggested retail value) AND a **\$50 credit*** on your first product order of \$600 wholesale or more (excluding shipping, handling and tax)

OR

One FREE* *TimeWise® Replenishing Serum+C®* (\$56 suggested retail value) AND a **\$25 credit*** on your first product order of \$400-\$599 wholesale (excluding shipping, handling and tax).

With this *TimeWise® Replenishing Serum+C®* bonus offer, you can help your business bounce back! Contact me, your Mary Kay Independent Beauty Consultant, to get your business restarted in January.

*Restrictions apply. You must be eligible to submit a new Independent Beauty Consultant Agreement to the Company. The Independent Beauty Consultant Agreement must be received and accepted by the Company Jan. 1-31, 2014. To qualify to receive a \$25 credit and one (1) FREE *TimeWise® Replenishing Serum+C®* on your initial order of \$400-\$599 in Section 1 wholesale product (excluding shipping, handling and tax), the order must be received and accepted by the Company by Feb. 28, 2014. To receive a \$50 credit and two (2) FREE *TimeWise® Replenishing Serum+C®* on your initial order of \$600 or more in Section 1 wholesale products (excluding shipping, handling and tax), the order must be received and accepted by the Company by Feb. 28, 2014. Sales tax is required on the suggested retail value of the free *TimeWise® Replenishing Serum+C®* and on all Section 1 products.

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Makeup Tip of the Month

PRIMER & CREAM SHADOWS & FINISHING SPRAY & TRANSLUCENT POWDER...

Oh My!!

Courtesy of Lori Hogg, makeup artist

MYTH:

- I don't need coverage, I wear Primer.
- Why in the WORLD would I use a Cream Shadow over an Eye Primer? There's no reason!
- I have Oily Skin, the Finishing Spray is NOT for me!
- There is NO reason for Translucent Powder if I'm using Finishing Spray!
- Using all these products at one time can AGE you and make you CAKEY!



****** WRONG AGAIN ******

With almost EVERY other cosmetic line, these myth's are true. Most lines that create similar products are created to be worn one at a time, not all together in the same application! Sounds great right??? WRONG! That means, you only get to "handle" one issue at a time or per application. You may be able to take care of your makeup staying ALL day BUT, you now look overly dry, aged and not as soft as you do without makeup on! Women DREAM of a cosmetic line that works alongside their skin care line..... COMPLETELY! This is what Mary Kay does!!!

Each of these products work TOGETHER and when using them ALL together, you get to boost the benefits to new levels! You CAN & SHOULD use all of these products together to get the most youthful, FRESH, soft and long lasting makeup application possible! But how Lori? What is it that the products REALLY do??

Primer--- softens the skin for an even and balanced foundation application. Gently filling in fine lines and unwanted aging. It also acts as an adhesive for the Foundation to stick to. ***Doubling your Foundation Long wear ability and keeping the skin looking plump and healthy, no dehydrated look*** --- after applying Primer, for EXTRA long wear and a super fresh face, mist the Finishing Spray ON TOP of the Primer, before Foundation

Cream Eye Shadows--- Can be used ALONE or as a BASE for a more intense pop for your eye shadows. Using the Primer softens the look of the skin around the eyes so fine lines are minimized in appearance... now the Cream Shadow will help keep you from creasing, also water-resistant and if used with a shadow, MASSIVE color POP! ***Also Doubling your eye makeup wearability***

Translucent Powder--- Is a CLEAR Powder! If the face is looking pale or ashy, too much product is being used! Translucent Powder mattifies the skin and ALSO acts as a FILLER. Again filling in fine lines keeping them soft and full, not dehydrated looking. It's perfectly fine to set eye makeup with this powder! It won't add age unless too much is used. If the brush is white, too much powder is on the brush. Tap it out and powder!

Finishing Spray--- Mattifies the face for Oily skin BUT, it also HYDRATES women/men with Dry Skin! It can also help remove the look of powder on facial hair. Spraying this ON TOP of your makeup once it's all done, seals it into the skin! Now you've tripled your makeup's wearability AND you've gotten the most YOUTHFUL look possible!

Using all of these products PLUS the PERFECT skincare line will give you the youthful, fresh, healthy look we all desire!

www.lorihogg.com

It's a Special Celebration

Birthdays

Adrianna R. Simmons	6
Lori M. Lawler	7
Megan L. Romine	10
Gihan Elkems	11
Reo L. Harwell	11
Sonja Barnum-Mason	20
Cynthia M. Tidwell	20
Anna-Lise J. White	27

Day

6
7
10
11
11
20
20
27



Anniversaries

Stella M. Lane	21
Cynthia R. Frank	7
Tena S. Myers	6
Kymerly D. Hines	1

Years

21
7
6
1

Words of Wisdom

“It is important for you to have a goal. You simply can't get there if you don't know where you are going! Begin to build in your mind a dream. Then write it down and make your goal realistic. Aim high enough that you will have to stretch your ability and your potential to reach it.”



Mary Kay
WISDOM



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Special Delivery for

Career Conference 2014

Register in one of two easy ways from Feb. 1 - 28, 2014:

Register online. Or by Mail to: Special Events Registration Mary Kay Inc.
 P.O. Box 799045 Dallas, TX 75379-9045

February 3: Registration opens at 8:30 a.m. Central time for National Sales Directors and their personal unit members through Feb. 28, 2014.

February 4: Registration opens at midnight Central time for the first week (March 21-22 and March 23-24) of Career Conference cities through Feb. 28, 2014.

February 7: Registration opens at midnight Central time for the second week (March 28-29 and March 30-31) of Career Conference cities through Feb. 28, 2014.

Registration Fee: \$90 received in Special Events by Feb. 28, 2014

\$100 on-site space permitting (except for New Beauty Consultants who submit their Beauty Consultant Agreements after Feb. 28, 2014)

Hotel Deadline: Feb. 28, 2014



March 21-22, 2014

- Des Moines, IA
- Galveston, TX**
- Louisville, KY
- Madison, WI
- Mobile, AL
- Novi, MI
- Ontario, CA I*
- Orlando, FL
- Pittsburgh, PA
- Richmond, VA
- Riverside, CA
- Schaumburg, IL**
- St. Charles, MO
- Tacoma, WA**

March 23-24, 2014

- Ontario, CA II
- Atlantic City, NJ I
- Boise, ID
- Charlotte, NC I
- Dallas, TX**
- Denver, CO**
- Duluth, GA
- Glendale, AZ**
- Indianapolis, IN

March 28-29, 2014

- Lancaster, PA
- Miami, FL I
- Minneapolis, MN
- Oakland, CA**
- Palm Springs, CA
- Providence, RI**
- Rochester, NY
- San Antonio, TX**

March 30-31, 2014

- Atlantic City, NJ II*
- Charlotte, NC II**
- Miami, FL II*
- *Spanish Only
- **Spanish Interpretation Provided