



# The Yarritu Can Do Unit

## Creating Vision, Inspiring Futures

Gracie Yarritu, Future Executive Sales Director  
 May 2014 Newsletter ♥ April 2014 Results & Recognition

MARY KAY  
**one woman can**  
 50 YEARS

### Go for the Gold!

Celebrating 50 Years of Rich Rewards

Star Consultant Program March 16 – June 15, 2014



**Luz Rodriguez**

1 Career Star Quarter  
 Qtr 4 Sapphire



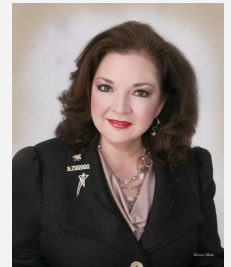
**Crystal Breland**

1 Career Star Quarter  
 Qtr 3 & 4 Sapphire



**Imelda Singh**

4 Career Star Quarters  
 Qtr 3 Ruby



**Gracie Yarritu**

68 Career Star Quarters  
 Qtr 3 Diamond

	Contest Credit Needed					
	Wholesale	Sapphire	Ruby	Diamond	Emerald	Pearl
CRYSTAL BRELAND	\$1,837.75	STAR	\$562.25	\$1,162.25	\$1,762.25	\$2,962.25
LUZ RODRIGUEZ	\$1,801.50	STAR	\$598.50	\$1,198.50	\$1,798.50	\$2,998.50
MALOREE MAREZ	\$1,201.75	\$598.25	\$1,198.25	\$1,798.25	\$2,398.25	\$3,598.25
LEONILA LUCIO	\$933.00	\$867.00	\$1,467.00	\$2,067.00	\$2,667.00	\$3,867.00
ALICIA MOJICA	\$915.50	\$884.50	\$1,484.50	\$2,084.50	\$2,684.50	\$3,884.50
GRACIE YARRITU	\$888.75	\$911.25	\$1,511.25	\$2,111.25	\$2,711.25	\$3,911.25
LETICIA LEAL	\$652.50	\$1,147.50	\$1,747.50	\$2,347.50	\$2,947.50	\$4,147.50
ROSA BAZAN	\$628.00	\$1,172.00	\$1,772.00	\$2,372.00	\$2,972.00	\$4,172.00
NORMA ESPINO	\$604.50	\$1,195.50	\$1,795.50	\$2,395.50	\$2,995.50	\$4,195.50
IMELDA SINGH	\$604.25	\$1,195.75	\$1,795.75	\$2,395.75	\$2,995.75	\$4,195.75
SHAINA VALDEZ	\$601.00	\$1,199.00	\$1,799.00	\$2,399.00	\$2,999.00	\$4,199.00
CELIA SANTOS	\$538.00	\$1,262.00	\$1,862.00	\$2,462.00	\$3,062.00	\$4,262.00
JUDITH LUNA ESQUIVEL	\$403.00	\$1,397.00	\$1,997.00	\$2,597.00	\$3,197.00	\$4,397.00
GLORIA MEYER	\$402.00	\$1,398.00	\$1,998.00	\$2,598.00	\$3,198.00	\$4,398.00
MARIA MIRELES	\$401.25	\$1,398.75	\$1,998.75	\$2,598.75	\$3,198.75	\$4,398.75

## Earn a Medal each month when you Build Your Team with Momentum!

### Bronze Medal

### Silver Medal

### Gold Medal

**3 Recruits in One Month   4 Recruits in One Month   5 Recruits in One Month**



## You can do it!

Get your name in the **Applause Magazine**  
when you earn your **Gold Medal** with just  
**5 NEW RECRUITS** in one month!

## Welcome New Business Owners

New Consultant	From	Sponsored By	New Consultant	From	Sponsored By
Ashley M. Andrade	SAN BENITO, TX	G. Garcia	Celia Guerra	PASCO, WA	G. Garcia
Mary R. Avendano	PHARR, TX	C. Avendano	Evelia Lopez	GRAND PRAIRIE, TX	C. Avendano
Gracie Chapa	EDINBURG, TX	M. McCarthy	Maloree N. Marez	ALAMO, TX	G. Yarritu
Norma A. Espino	PHARR, TX	I. Singh	Lisa Mayers	MCALLEN, TX	G. Yarritu
Mary Gomez	EDINBURG, TX	G. Yarritu	Mary Montalvo	EDINBURG, TX	G. Yarritu
Melissa Gonzalez	EDINBURG, TX	G. Meyer	Luz M. Rodriguez	PALMHURST, TX	G. Yarritu
			Shaina Valdez	WESLACO, TX	T. Segura

### April Wholesale

Name	Amount
Luz M. Rodriguez	\$1,801.50
Maloree N. Marez	\$1,201.75
Leonila Lucio	\$933.00
Crystal S. Breland	\$616.25
Norma A. Espino	\$604.50
Imelda Singh	\$604.25
Shaina Valdez	\$601.00
Celia A. Santos	\$538.00
Alicia Mojica	\$506.50
J. Luna Esquivel	\$403.00
Gloria J. Meyer	\$402.00
Rosa A. Canales	\$325.00
Teresa Segura	\$301.50
Guadalupe Garcia	\$246.50
Esmeralda Perez	\$233.50
Alicia Gonzalez	\$231.00
Norma L. Rojas	\$229.50
Cynthia Martinez	\$229.25
Irene Cantu	\$229.00
Ariday Perez	\$228.50
Paulina Acuna	\$228.50
Gracie Chapa	\$226.50
Janie Castillo	\$181.00
Elvira Reyna	\$152.75
Leticia Castillo	\$123.00
Maria D. Mireles	\$113.50
Melissa C. Soto	\$92.50
Mary Guerra	\$91.50
Gracie P. Yarritu	\$613.25

## April Recruiters

Name	Recruits
Gracie Yarritu	5
Carmen Avendano	2
Guadalupe Garcia	2
Imelda Singh	1
Teresa Segura	1
Gloria Meyer	1
Margie McCarthy	1



Timely education events  
just for Independent Beauty  
Consultants!

## Celebrations

Birthdays	Day
Debra Anzaldua	3
Laura Suarez	4
Celia Guerra	6
Elena Cantu	8
Karina L. Vargas	9
Martha Ramirez	10
Nydia C. Gonzalez	17
Leonor A. Lopez	17
Judith Dela Cruz	18
Alicia M. Parrao	19
Maria T. Salinas	21
Yolanda Flores	24
Gerry Y. Garcia	27

Anniversaries	Years
Rhonda Yeatts	7
Rosa A. Canales	1
Sylvia Casarez	1
Claudia I. Galan	1
Alexandria D Yarritu	1

## June



# Building Our Area!!!



## Offspring Sales Director

All benefits below, plus 13% unit commissions, unit bonuses, wear the Director Suit and drive the Camry, Equinox, or Cadillac.



Director in Qualification  
10+ Active

Future Director  
8 + Active



Marivel Villicana  
Premier Club

Team Leader  
5-7 Active



Irma Villarreal  
Premier Club

Star Team Builder  
3-4 Active



Angela Rodriguez-Bricker  
Grand Achiever

Grand Achiever



Anna Pope  
Grand Achiever

Senior Consultant  
1-2 Active

### Star Team Builders

Recruiter :Gloria J. Meyer  
Elena Cantu  
Dora P. Rivera  
Melissa A. Rodriguez  
\* Melissa Gonzalez  
\* Rosa E. Gonzalez  
\* Joan Meyer

Recruiter :Sylvia Sanchez  
Guadalupe Garcia  
Maria Hernandez  
Melissa C. Soto

Recruiter :Imelda Singh  
Rosa A. Canales  
Elida Carrillo  
Norma A. Espino  
Alicia Gonzalez  
\* Elsa Pacheco  
\* Emerico Trevino  
# Sylvia Casarez  
# Galdina Cruz  
# Imelda A. Fuentes  
# Yolanda Fuentes  
# Carla P. Garza  
# Yanira Garza  
# Nydia C. Gonzalez  
# Lupita Jasso  
# Julia Jimenez  
# Judith H. Mangum  
# Araceli N. Martinez  
# Maria Melecio  
# Elizabeth Moreno  
# Thereasa R Rodriguez  
# Yvonne Rodriguez  
# Nancy Salinas

### Senior Consultants

Recruiter :Carmen Avendano  
Maria D. Mireles  
\* Mary R. Avendano  
\* Evelia Lopez  
# Loida E. Rodriguez

Recruiter :Elena Cantu  
Edna D. Salinas  
# Dulce M. Reynaga

Recruiter :Janie Castillo  
Teresa Segura  
\* Pearl Becerra  
\* Eunice Delgado  
\* Abigail Hiebert  
# Daniel Castillo  
# Janie Galvan  
# Eustolia Garces  
# Lety Leal  
# Lilly T. Lopez  
# Olga L. Martinez  
# Elizabeth Robledo  
# Margarita Velis

Recruiter :Susanne M. Guerra  
Paulina Acuna  
Alicia Mojica

Recruiter :Abigail Hiebert  
Judith Dela Cruz

Recruiter :Margie McCarthy  
Gracie Chapa  
Raquel Delgado  
\* Aida C. Escobar  
\* Rosario Garcia  
\* Mary Juarez  
# Magda Alvarez  
# Criselda Deanda  
# Noemi Hernandez  
# Julie Mason

Recruiter :Martha Ramirez  
Graciela Lopez

Recruiter :Dora P. Rivera  
Margie McCarthy  
Bertha G. Perez  
\* Maria C. Magee

Recruiter :Celia A. Santos  
Crystal S. Breland  
Cynthia Martinez

Recruiter :Teresa Segura  
Esmeralda Perez  
Shaina Valdez  
\* Amy Hernandez  
# Graciela Santos  
# Andrea Tafolla



## Love Checks

13% Recruiter Commission Level  
Gracie Yarritu \$1,017.54

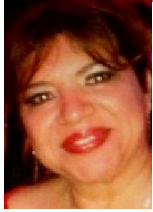
### 4% Recruiter Commission Level

Imelda Singh	\$46.42
Celia A. Santos	\$33.82
Teresa Segura	\$33.38
Susanne Guerra	\$29.40
Sylvia Sanchez	\$13.56
Janie Castillo	\$12.06
Margie McCarthy	\$9.06
Carmen Avendano	\$4.54

\* = inactive (N, I1, I2, I3) at this time,  
# = T status at this time



# Seminar 2014 Scoreboard



## Court of Sales

Current retail ~ PCP/Bonuses ~ Total YTD Retail

1	<b>Imelda Singh</b>	<b>\$11,648.50</b>	<b>\$949.00</b>	<b>\$12,597.50</b>
2	Pearl Becerra	\$7,099.00	\$825.00	\$7,924.00
3	Alicia Mojica	\$6,795.50	\$0.00	\$6,795.50
4	Janie Castillo	\$6,300.50	\$490.00	\$6,790.50
5	Crystal S. Breland	\$6,266.50	\$80.00	\$6,346.50
6	Karina L. Vargas	\$5,019.00	\$250.00	\$5,269.00
7	Martha Ramirez	\$3,258.00	\$918.00	\$4,176.00
8	Susanne M. Guerra	\$4,071.00	\$60.00	\$4,131.00
9	Melissa A. Rodriguez	\$3,690.00	\$421.00	\$4,111.00
10	Maria D. Mireles	\$3,916.50	\$143.00	\$4,059.50
11	Angelica Giberson	\$3,274.00	\$470.00	\$3,744.00
12	Natalie M. Gonzalez	\$3,363.50	\$188.00	\$3,551.50
13	Sandy Barrera	\$3,022.50	\$155.00	\$3,177.50
14	Abigail Hiebert	\$2,981.00	\$170.00	\$3,151.00
15	Rosa A. Canales	\$3,145.50	\$0.00	\$3,145.50
16	Graciela Lopez	\$2,380.00	\$749.00	\$3,129.00
17	Paulina Acuna	\$2,539.00	\$0.00	\$2,539.00
18	Sylvia Sanchez	\$2,149.00	\$347.00	\$2,496.00
19	Elena Cantu	\$2,232.00	\$185.00	\$2,417.00
20	Teresa Segura	\$2,191.50	\$222.00	\$2,413.50
5	Gracie P. Yarritu	\$11,264.00	\$1,291.00	\$12,555.00

## Queen's Court of Personal Sales \$36,000 Est. Retail Production

Choice of one



"XOXO" Diamond Ring



"Golden Shamrock" Quartz Ring



Diamond "Couture" Scroll Ring

## Court of

Carmen Avendano	2
Guadalupe Garcia	2
Teresa Segura	1
Margie McCarthy	1
Gloria J. Meyer	1
Imelda Singh	1
Gracie P. Yarritu	5

## Queen's Court of Sharing 24 Qualified New Team Members

Choice of one



Bee Fabulous Charm Bracelet

Small Bee Fabulous Diamond Pin



Bee Fabulous Diamond Bee Ring



When you have a new team member who is **QUALIFIED**, your name will go here.

For a new team member to be qualified, her Independent Beauty Consultant Agreement and minimum of \$600 in wholesale Section 1 orders must be received and accepted by the Company during the Seminar contest period.

July 1, 2014 – June 30, 2014



Class of 2014

# Seminar Savings Plan!!!

*I want Mary Kay to pay my way ...*

**Make your plans to be at Seminar this year!!  
Start saving NOW for the best trip of your life!**

**Registration: \$195  
Airfare: \$450  
Hotel: \$180  
Misc Travel/Meals: \$175**

\*Registration includes: FREE Sneak-Peek Retail Product (\$175 value), Conference materials and 4 meals.  
\*Hotel and Airfare cost approximate. Hotel based on 4 people per room.

**Your Total Cost: \$1000  
Your Seminar Experience: Priceless**

## Option #1

**10 Classes  
Average Sales: \$300**



**40% Save: \$120  
60% Reinvest: \$180**



**Total: 10 Classes held  
Saved: \$1200 (40% profit)**

discover what you  
**LOVE.**  
Seminar 2014

## Option #2

**1 Class per Week**

**Save: \$30  
Per Week**

**Saved: \$1560  
Enough money for other events  
(Fall Retreat and Career Conference)**

## Schedule At A Glance!

### Priority Registration:

- April 7-30, 2014
- Email notification will be sent to Qualifiers.

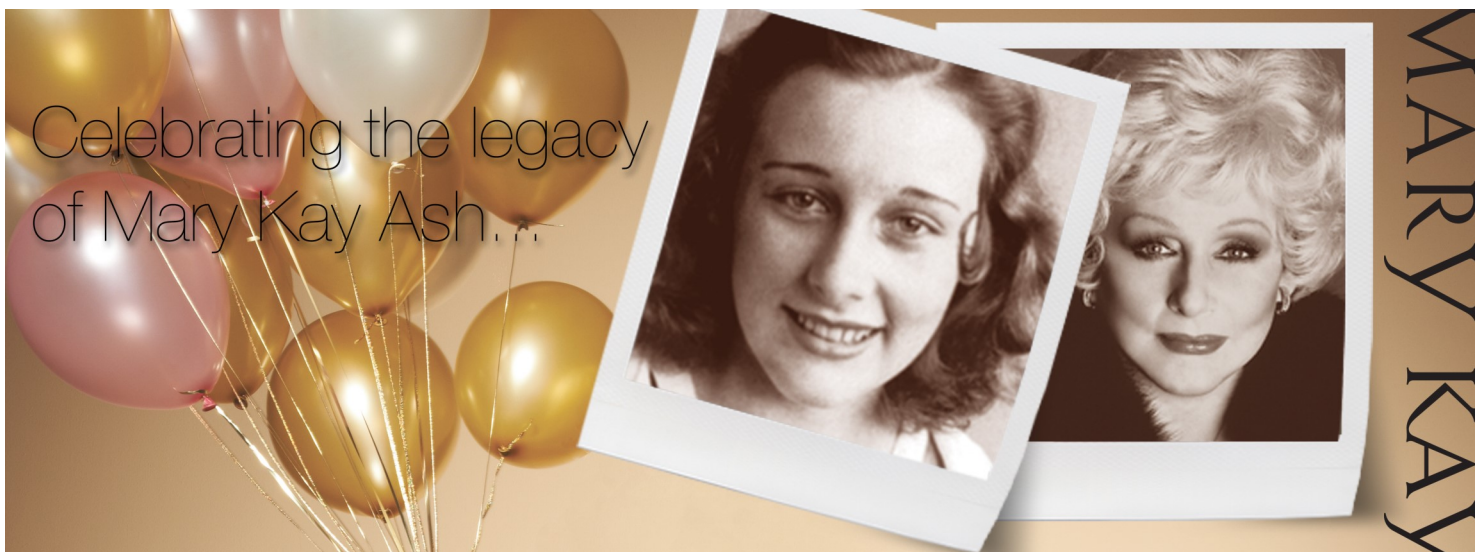
### Registration open to all sales force members:

- \$195 - May 1—June 16, 2014
- \$225 - June 17—July 1, 2014
- \$250 - On-Site Registration (space permitting)

### Seminar 2014:

- Ruby, July 16-19
- Sapphire, July 20-23
- Emerald, July 23-26
- Pearl, July 27-30
- Diamond, July 30-August 2





Celebrating the legacy  
of Mary Kay Ash...

**Mary Kay always loved her Birthday, and we always worked extra hard to do something incredibly special for her! Here are some ideas for sales to work on.**

1. THE BIG DAY IS MONDAY MAY 12TH. Plan to break your record and reach as many customers as possible today. Have a Birthday Cake at your home for all stop ins and also delivering cupcakes to them in person. Talk about a great way to start your appointment. "By the way, it's Mary Kay's birthday and this is for you!"
  2. 12% off all Mary Kay Products this week
3. Fill out an agreement on May 12th and begin your business on our Founder's birthday! Call every prospect you have ever had and encourage her to start on the 12th
4. MAY BOOKING SPECIAL– Carry a filled compact with you everywhere and say OH MY GOODNESS, I HAVE TO TELL YOU ABOUT MY MAY BOOKING SPECIAL! (Hand her the open compact) You get this FREE with your choice of color– FOR THE PRICE OF THE DAY YOU BOOK when you share your facial with 3 others and hold it on the day we choose today!! SOOO, if you can book it on the 15th, it's \$15, May 20th, it's \$20!
5. Products of the week. Have one every week until June 30th. This weeks products – I am showcasing Sunless Tanning and sunscreens in honor of Sun Awareness months- May and June!
  6. Take products to show on the back of your hand.
7. I always end the PCP gift with purchase when I sign up for the new one– so I'll clean up my PCP mailing list with a last call for the bag. After this, I give retail product bonuses. Don't forget, last day for PCP is the 15th!
8. Hand out the Consider the Possibilities DVD and put their forms into a drawing for Free Product at the end of the month
  9. Refer a friend to me that makes a purchase and receive a bonus!
  10. Overstocked on anything?? PINK LIGHT SPECIAL this month!!!



# Get the Passport to Fun with New Mary Kay Products!



Limited-Edition† Beauty That Counts® Journey of Dreams™ Eau de Toilette, \$25

Discover how you can help bring to life the dreams of women and children in need with this light, fresh floral scent.

True Dimensions™ Lipstick, NEW Shades, \$18

Glide on confidence with 10 new lipstick shades:

Tangerine Pop, Citrus Flirt, Coral Bliss, Exotic Mango, Sassy Fuchsia, Lava Berry, Berry a la Mode, First Blush, Tuscan Rose and Chocolate



Mary Kay® Mineral Eye Color, NEW Shades, \$7

Mix and match five new neutral eye shades: Ballerina Pink, Rosegold, Driftwood, Stone and French Roast.



Limited-Edition†  
Honeydew Satin  
Hands® Pampering  
Set, \$35



Mary Kay At Play™

Bold Fluid Eyeliner, \$10

Blue My Mind, The Real

Teal, Hello Violet, Gold Metal

Triple Layer Tinted Balm, \$10

Pink Again, In the Plum, Orange

You Lovely, Atomic Red



FREE\*\* Mini TimeWise®

Microdermabrasion Set

and Mini Indulge® Soothing Eye

Gel in a black mesh bag when

you purchase \$40 or more of

Mary Kay® products

# The 4 KEY Questions

via Sean Key, May 5, 2012

Prospective's Info	Name:		Date:	_____
	Telephone #:			<input type="checkbox"/> Su <input type="checkbox"/> M <input type="checkbox"/> T <input type="checkbox"/> W <input type="checkbox"/> Th <input type="checkbox"/> F <input type="checkbox"/> Sa
	Email Address:	@	Time:	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10 <input type="checkbox"/> 11 <input type="checkbox"/> 12 <input type="checkbox"/> a.m. <input type="checkbox"/> p.m.

## Agenda for Call: Introduction, 4 KEY Questions, Close

### Introduction:

- I have four basic questions for you.
- There is no right answer – just the honest one.
- And, know that I will love you regardless.

1. **Tell me a little more about yourself (i.e., family, job, hobbies, etc.)**

**NOTE TO CONSULTANT:** Be mindful of what is mentioned first & most often. Refer to Exhibit A: DISC for Teambuilders.

2. **What puts a smile on your face?**

3. **Tell me about a time when you felt successful. What did you like most about that?**

4. **Fast-forward a year -- what unfulfilled dream would you like to have come true that you're not living now? Where are you with achieving that goal?**

### NOTE TO CONSULTANT:

- Listen MORE, talk LESS. Remember: **W.A.I.T.** (Why Am I Talking?)
- Relate the above responses to **some** aspect of the Mary Kay business opportunity based on the DISC chart. [EXAMPLE: If she talks about her children/family, then focus on how her own Mary Kay business will allow her to provide for or spend time with her family.]
- When presented with objections, flip-it & focus on 'selling' the prospective team member **her own** dream – that she has communicated to you during this interview.



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# Luxury Lunches

You are invited to a Mary Kay Luxury Lunch!  
Order lunch in and get ready for a Beauty Escape  
in the middle of your hectic day!

*All women love to look great! But with careers and kids, they don't always have time to have a traditional Mary Kay appointment.*

This is a fast, fun new way of experiencing the "new" Mary Kay!  
It is called a "Luxury Lunch" and it can take as little as 45 minutes!  
The best part is that it is held in your office just for employees and  
there is even no need to take off your makeup!

*You can preview the new age-fighting skin care, aromatherapy, color,  
and gift items.....all during your lunch hour!*

All we need is a desk or a conference table.

Ok, is your office too  
crazy during the day?



How about  
a Rush Hour?

This is a UNIQUE new way of experiencing Mary Kay!  
It is called a "Rush Hour" and it's held for you ladies RIGHT AFTER WORK!  
Either event you choose, it's a really fun way to check out all Mary Kay has to offer!

**Call your independent beauty consultant  
today to schedule your OWN  
Luxury Lunch or Rush Hour!**

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**Gracie Yarritu**  
Future Executive Senior Sales Director  
3101 N 40th St  
McAllen, TX 78501  
956-793-7465  
www.graciyarritu.com

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STANDARD  
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PERMIT No. 482

Let's Grow!!!

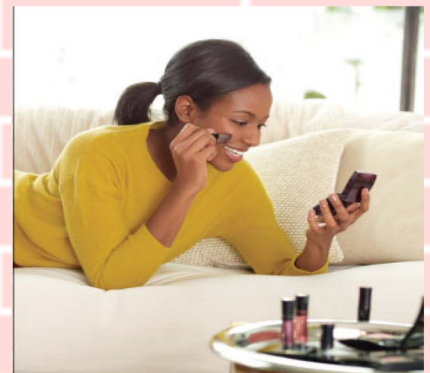


The Pink Link® is now ONLINE!

[www.marykayintouch.com](http://www.marykayintouch.com)  
Education  
Consultant Education  
Pink Link

## May Important Dates

- May 1- Registration for Seminar 2014 begins
- May 5- Cinco de Mayo
- May 10- Early ordering for 3rd Quarter Stars and PCP enrollees
- May 11- Mother's Day
- May 12- Mary Kay Ash's Birthday
- May 15- Last day to order Spring 2014 Products
- May 16- Summer 2014 Products available for all to order
- May 26- Memorial Day
- May 30- Last day to place order by telephone until 10pm CST
- May 31- Last day to place order online until 9pm CST



Online agreements accepted until midnight

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.

June 1-3- Online DIQ commitment form available beginning 12:01am CST until midnight on the 3rd

Also available on Mary Kay Mobile Intouch on your smartphone at [m.marykayintouch.com](http://m.marykayintouch.com)