



SEMINAR 2012 GOALS:

- ♦ \$400,000 Circle of Excellence
- ♦ 3 New Offspring Directors
- ♦ 2 New Car Drivers
- ♦ 12 Red Jackets
- ♦ 40 Star Consultant
- ♦ 120 Unit Members

MARCH 2012 GOALS:

- ♦ \$18,000 Unit Wholesale Production
- ♦ 8 New Unit Recruits
- ♦ 2 New Red Jacket
- ♦ 8 Completing 30 Faces Challenge

Retail Queen



Jen Osbourne

Wholesale Queen



CJ Reed

Recruiting Queen



Linda Lamusga



Fantastic February is Upon Us!! Create Your Own Path to Success This Year!!

Leadership is Atlanta was amazing!!! The training, the inspiration, the education, and the FUN — next year I want YOU with us in Los Angeles!!! YOU CAN make it happen — it is a decision, a plan, and getting into ACTION!!!

Mary Kay has given us a challenge to increase by 13% over last February!!! So we are going to have a BLOW OUT CHALLENGE to BEAT OUR BEST!!! ARE YOU WITH ME??? Check out all the details in the flier — order \$213 wholesale or more for a chance to win!!!

And that challenge is perfect with us on target to earn our next car and the "Party to 60" challenge I kicked off last month — remember just 4 faces/week and you will WIN!! Use this contest to your advantage — Katherine Benitez has been telling people she is in a challenge to put MK on 60 faces and asks if they could help her out!!! Way to go, Katherine!!! (all the details are at our unit website: www.maryarichardson.com (password is miracles12)

Set your goals, make your plan, get into action, and stay accountable — and I will be cheering you on as you pass the finish line with flying colors!!

Love and belief, Mary

Spotlight on Team Builders!

Standings are updated as of January 31st — this will not reflect February orders or new team members.

Team Leaders

Recruiter :C.J. Reed
 Annette R. Canarr
 Jane F. Hauptert
 Linda R. Lamusga
 Patricia S. Meyer
 Lou Weiss
 * Mary F. Acker
 * Beverly A. Debolt
 * Robin E. Gelschus
 * Ludmilla Maretski
 # Emily Andringa
 # Amber O'Brien-Barr

Senior Consultants

Recruiter :Katherine A. Benitez
 Kelly Adams
 Samantha D. Dogan
 Danielle M. Bartz
 Tendai Nyanhongo

Recruiter :Kristen R. Box-Rojas
 Cynthia C. McCarty
 * Lisa M. Moyer

Recruiter :Annette R. Canarr
 Coni L. Lentz
 Linda Mace
 * Judy Henry
 * Lori O'Connor

Recruiter :Samantha D. Dogan
 Jessica Rodriguez

Recruiter :Linda R. Lamusga
 Linda M. Latterell
 Margaret Riess
 Kathryn A. Morgan
 # Debra R. Heggernes
 # Rosemary C. Hunt
 # Carla D. Mandrell
 # Monica Schneiderman

Recruiter :Averi H. Segrest
 Adriana V Guadarrama



*Inactive Member (N1,N2,N3,I1,I2,I3) #Terminated Member
 To become ACTIVE you must place a \$200 wholesale order.*

Follow the Steps to Success!



Senior Consultant

(1-2 active team members)

4% Commission

Star Team Builder

RED JACKET
 (3+ actives)

Sr. Consultant benefits plus
 Red Jacket Rebate

Eligible for \$50 Bonuses

Team Leader

(5+ actives)

All the previous benefits plus
 9-13% Commission

Team Leader pin

On-Target for Car!

(5+ actives and \$5,000
 wholesale growing to
 14 actives and \$20,000
 in 4 months or less)

Eligible to earn use of
 Career Car or \$375 cash
 monthly for 2 years PLUS all
 Benefits of previous levels

Director in Qualification

Effective Jan. 1, 2010
 (10+ actives growing
 to 24 in 4 months and
 be a star consultant!)

Production during DIQ
 counts towards car! Eligible
 to become Director and earn
 Unit Commission and Unit
 bonuses—Eligible to wear
 the exclusive Director Suit.



Here We Grow Again!

Welcome New Business Owners!

(These new unit members signed Consultant agreements January 1-31.)

New Consultant

Kristen Maddux
Monica Z. Martinez
Kathryn A. Morgan

From

AUSTIN, TX
AUSTIN, TX
ERLANGER, KY

Sponsored by

M. Richardson
M. Richardson
L. Lamusga

Welcome to Mary's Miracle Making Maniacs! Together we are building our futures, winning cars, becoming stars, and we are building our teams with reliable, enthusiastic, positive, faith-filled, hardworking, women of integrity just like YOU!! I challenge you to earn your Pearls of Sharing Earrings, Bracelet, and Necklace set this month!

Thank You from Mary Kay

"Love Check" Commissions for Personal Team Building



13% Recruiter Commission Level	
Mary A. Richardson	\$332.44
9% Recruiter Commission Level	
C.J. Reed	\$80.28
4% Recruiter Commission Level	
Katherine A. Benitez	\$21.84
Annette R. Canarr	\$13.72
Linda R. Lamusga	\$11.80
Averi H. Segrest	\$3.51

Team Building

Tip of the Month!

10 Commandments of a Successful Recruiter!

1. Always lead by example!
2. Attend all unit meetings—see that she is there with you.
3. Call, write, email or text her daily for the first 3-4 weeks.
4. Keep a friendly business relationship.
5. Always talk about profit level.
6. Always let her learn while you earn—take her with you to shows and classes.
7. Keep a 100% positive attitude.
8. Call your director if you need help to answer her questions.
9. Help her sponsor her first recruit.
10. Just as you never take credit for her successes, never take responsibility for her failures.

"Ability is what you are capable of doing. Motivation determines what you do. Attitude determines how well you do it." - Lou Holtz

NEW Botanical Effects™ Skin Care



Great news! Botanical Effects™ Skin Care is now available to your customers who are looking for a simple, effective skin care regimen. Botanical Effects™ Skin Care is infused with the goodness of botanicals personalized for each skin type to bring out its healthy radiance. We tested the regimen to make sure those with sensitive skin could share in the beauty of its botanical benefits. And yes, they can! Botanical Effects™ Skin Care is hypoallergenic and free of fragrance, alcohol and synthetic dyes. Plus, the packaging is gentle on the planet while the price goes easy on your budget. Now doesn't that just feel good?

Make the Switch.

Help new customers who are not yet concerned with the signs of aging or have sensitive skin concerns switch from their other brand of skin care to Botanical Effects™. And, help your Classic Basic® customers make the switch to new Botanical Effects™. You can get a comparison chart on InTouch® to help your customers "make the switch."

Available in three formulas:

Dry, Normal, Oily Each regimen offers four products sold separately: Cleanse (\$14) Freshen (\$14) Hydrate (\$16) Mask (\$14)

February 2012 Team Building Promotion

February 1-29, 2012

Be among the first to receive a new filigree-patterned Mary Kay® Organizer Caddy!



Here's how:

- ◆ Add one qualified* new personal team member from Feb. 1 – 29, who places a minimum \$600 Section 1 wholesale order by Mar. 31, and receive the fantastic new Mary Kay® Organizer Caddy!
- ◆ Recruiters will receive their caddy with their next order placed by June 30, 2012.
 - ◆ Recruiter must place her Section 1 order by June 30, 2012, to receive her free caddy.
 - ◆ Recruiter must wait at least 48 hours after the recruit's qualified order to place her order in order to get the FREE Organizer Caddy.
 - ◆ The Starter Kit Bag is NOT included, limit of ONE caddy per recruiter.

This fantastic Caddy will soon be part of the new Mary Kay® Starter Kit Bag. It's roomy with adjustable compartments inside and mesh pockets on the outside for flexibility and storing supplies. Perfect for carrying products and supplies to any skin care class or party!

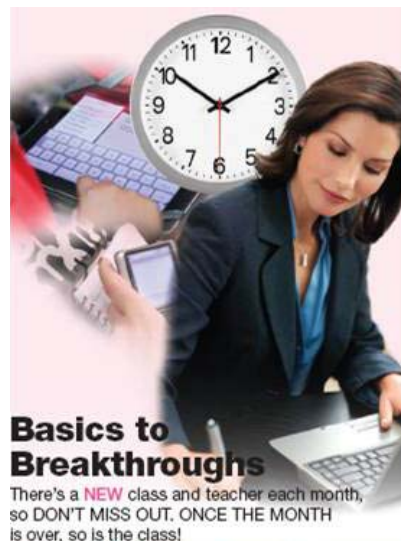
*A qualified new personal team member is one whose initial order with the Company is \$600 or more in wholesale Section 1 products and is accepted by the Company in the same or following calendar month that her Independent Beauty Consultant Agreement is received and accepted by the Company. For purposes of the February Team Building Challenge, a new personal team member's qualifying \$600 wholesale Section 1 order must be received by March 31, 2012.

We Invested in Product Last Month!

<i>C.J. Reed</i>	<i>\$614.00</i>	<i>Abioseh Sutton</i>	<i>\$211.00</i>
<i>Annette R. Canarr</i>	<i>\$486.50</i>	<i>Jane Bryan</i>	<i>\$206.00</i>
<i>Katherine A. Benitez</i>	<i>\$450.75</i>	<i>Averi H. Segrest</i>	<i>\$205.00</i>
<i>Jen Osbourne</i>	<i>\$432.00</i>	<i>Linda Mace</i>	<i>\$201.00</i>
<i>Patricia S. Meyer</i>	<i>\$405.50</i>	<i>Samantha D. Dogan</i>	<i>\$142.25</i>
<i>Kelly Adams</i>	<i>\$403.75</i>	<i>Coni L. Lentz</i>	<i>\$142.00</i>
<i>Corrie L. Daniel</i>	<i>\$401.00</i>	<i>Adriana Guadarrama</i>	<i>\$87.75</i>
<i>Margaret Riess</i>	<i>\$254.00</i>	<i>Linda M. Latterell</i>	<i>\$41.00</i>
<i>Sandi Coen</i>	<i>\$243.50</i>	<i>Mary A. Richardson</i>	<i>\$1,088.75</i>

This Power Class is for YOU!

This virtual classroom is NEW and available on demand 24/7 on marykayintouch.com under the "Education" tab.



Queen's Court of Sales!

\$36,000 retail

July 1, 2011 — June 30, 2012



Queen's Court of Sharing!

24 New Team Members

July 1, 2011 — June 30, 2012



Shooting for the Courts!

Top 10 in Retail Sales

(Based on verified wholesale orders placed to the company as of prior month-end)

	<u>Consultant</u>	<u>YTD Retail</u>	<u>Bonus & PCP</u>	<u>Total</u>
1	Katherine A. Benitez	\$8,478.00	\$160.00	\$8,638.00
2	Patricia S. Meyer	\$8,238.50	\$220.00	\$8,458.50
3	C.J. Reed	\$7,909.50	\$80.00	\$7,989.50
4	Linda R. Lamusga	\$4,004.50	\$120.00	\$4,124.50
5	Annette R. Canarr	\$3,802.00	\$140.00	\$3,942.00
6	Jen Osbourne	\$3,660.00	\$20.00	\$3,680.00
7	Kelly Adams	\$3,508.50	\$40.00	\$3,548.50
8	Sandy Mangrum	\$2,874.50	\$240.00	\$3,114.50
9	Adriana V Guadarrama	\$2,907.50	\$175.00	\$3,082.50
10	Abioseh Sutton	\$2,475.00	\$0.00	\$2,475.00

Tops in Team Building

	<u>Recruiter</u>	<u>New Team Mbrs</u>	<u>YTD Comm</u>
1	Katherine A. Benitez	2	\$110.66
2	Mary A. Richardson	1	\$212.16



Aim for the Stars!



*Shoot for
STAR
this
Quarter!!*

*YOU
Can Do
It!!*

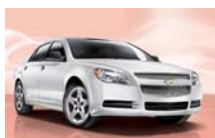


On-Target Star Consultants!



December 16, 2011 - March 15, 2012

Consultant Name	Current Wholesale Production	—Wholesale Production Needed for Star—				
		Sapphire	Ruby	Diamond	Emerald	Pearl
JEN OSBOURNE	\$2,275.50	STAR	\$124.50	\$724.50	\$1,324.50	\$2,524.50
MARY RICHARDSON	\$1,818.75	STAR	\$581.25	\$1,181.25	\$1,781.25	\$2,981.25
C.J. REED	\$821.25	\$978.75	\$1,578.75	\$2,178.75	\$2,778.75	\$3,978.75
SANDY MANGRUM	\$501.50	\$1,298.50	\$1,898.50	\$2,498.50	\$3,098.50	\$4,298.50
ANNETTE CANARR	\$486.50	\$1,313.50	\$1,913.50	\$2,513.50	\$3,113.50	\$4,313.50
KATHERINE BENITEZ	\$450.75	\$1,349.25	\$1,949.25	\$2,549.25	\$3,149.25	\$4,349.25
PATRICIA MEYER	\$423.50	\$1,376.50	\$1,976.50	\$2,576.50	\$3,176.50	\$4,376.50
LINDA LAMUSGA	\$412.00	\$1,388.00	\$1,988.00	\$2,588.00	\$3,188.00	\$4,388.00
KELLY ADAMS	\$403.75	\$1,396.25	\$1,996.25	\$2,596.25	\$3,196.25	\$4,396.25
CORRIE DANIEL	\$401.00	\$1,399.00	\$1,999.00	\$2,599.00	\$3,199.00	\$4,399.00



Stars Drive Cars!! Which Car is in Your Future?!

A simple way to stay on track for Star Consultant:

- Sapphire** = Sell \$300 Retail per week
- Ruby** = Sell \$400 Retail per week
- Diamond** = Sell \$500 Retail per week
- Emerald** = Sell \$600 Retail per week
- Pearl** = Sell \$800 Retail per week

Also—remember that you earn 600 extra “star” points for each *qualified* team member you add during the quarter.

THIS IS THE QUARTER TO QUALIFY FOR SEMINAR ARENA SEATING AND PRIORITY REGISTRATION!!!

- ◆ Achieve Sapphire Star Consultant status with at least \$1,800 or more in personal wholesale Section 1 orders Dec. 16, 2011, through March 15, 2012.
- ◆ Be on-target for the Queen's Court of Personal Sales (\$24,000 in estimated personal retail production from July 1, 2011, through Feb. 28, 2012).
- ◆ Be on-target for the Queen's Court of Sharing (16 total new personal team members from July 1, 2011, through Feb. 29, 2012. New team members do not need to be qualified at that time).
- ◆ Be an Independent Sales Director (including March 1, 2012, debuts). Independent Sales Directors who debut in April, May, June or July are qualified to attend Awards Seminar on a first-come, first-served basis. Reserve your seat with Seminar 2012 Priority Registration!



For full details, go to www.marykayintouch.com and click on Recognition and then Contests.

Working with Accountability!

Remarkable Reorders

Heidi Fowler	\$228.00
Lou Weiss	\$194.00
Nan Harrison	\$182.00
Vicki Thompson	\$59.00
Pat Meyer	\$20.00
Mary	\$635.00

Sensational Sales

Jen Osbourne	\$650.00
Pat Meyer	\$453.00
Heidi Fowler	\$423.00
Lou Weiss	\$194.00
Nan Harrison	\$182.00
Vicki Thompson	\$59.00
Katherine Benitez	\$46.00
Mary	\$1166.00

Super Show Sales

Jen Osbourne	\$99.00
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Fun Fast Facials

Pat Meyer	\$108.00
Jen Osbourne	\$48.00
Katherine Benitez	\$18.00
Mary	\$70.00
Mary	\$243.00

Party with a Purpose

Jen Osbourne	\$400.00
Pat Meyer	\$83.00
Jen Osbourne	\$32.00
Katherine Benitez	\$28.00
Mary	\$156.00

Awesome On the Go Sales

Pat Meyer	\$242.00
Jen Osbourne	\$71.00

Wonderful Web Sales

Heidi Fowler	\$195.00
Mary	\$62.00

Weekly Summary Sheets Turned In

Heidi Fowler
Nan Harrison
Pat Meyer
Jen Osbourne
Vicki Thompson
Lou Weiss

Consistency Club

On Target Consistency Club:

\$650 Club

CJ Reed

\$450 Club

Annette Canarr Jen Osbourne
Katherine Benitez Corrie Daniel
Pat Meyer Kelly Adams

\$250 Club

Peggy Riess Abioseh Sutton
Jan Bryan Averi Segrest
Sandi Coen Samantha Dogan
Linda Mace Adriana Guadarrama
Coni Lentz Linda Latterell

Order 2 out of 3 months (Jan. - March) to WIN your choice of prizes!!!

\$650 Club



\$450 Club



\$250 Club



Your Future's Shiny !!

Win the gorgeous Champagne Business Tote or \$50 retail of the new products available in March when you do a total of 12 career chats (also known as sharing appointments) with Mary from Jan.—March!! That is only 1 a week!!!



The company has challenged us to Beat our Best in February 2012!!

WE CAN DO IT!!

When we increase our wholesale production by 13% over Feb. 2011 . . .

I will have a special drawing for ***TWO*** of these ***HOT GIFTS!!***

When we reach our own goal for earning the car of \$12,000 WS we will draw for ***ALL FOUR OF THESE HOT GIFTS!!***

Each Consultant who places a wholesale order of \$213 or more in February will have their name entered into a special drawing.
(We **MUST** achieve our 13% goal for the drawing to be held)

***DOUBLE YOUR CHANCES TO WIN when you order more!!**

Style may vary



COACH Mini Purse



Mary Kay Business Organizer



Book of Colors



\$50 Macy's Gift Card

EARN MORE ENTRIES for each additional \$200 + Section 1 wholesale order you place in February!! (orders can be cumulative)

****example:*** Order \$213 = 1 Entry \$413 = 2 Entries
\$613 = 4 Entries \$813 = 8 Entries \$1013 = 16 Entries!

March 2012



Sun

Mon

Tue

Wed

Thu

Fri

Sat

Every Monday is Conference Call Day!!

Dial in #: 661-673-8000

Meeting ID: 343-841-168#

12:30—1:00 pm (Central) Unit Meeting Conference Call
for training, recognition, challenges, etc.

1

2

3

Makeovers at
9 am, noon, and
3 pm call Mary for
Details

4

5

6

TNT 6:30—8:30
At the Mary Kay
Pink Spot

7

8

9

10

Makeovers at
9 am, noon, and
3 pm call Mary for
Details

11

Daylight Savings
Time Begins

12

Million \$ Dinner for
your and your
significant other!!
Check the flier for
qualifications.

13

TNT 6:30—8:30
At the Mary Kay
Pink Spot

14

15

Last Day of
Quarter: Be a
Star for Seminar
Arena Seating!

16

17



18

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TNT 6:30—8:30
At the Mary Kay
Pink Spot

21

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27

TNT 6:30—8:30
At the Mary Kay
Pink Spot

28

29

Midnight CST cutoff
for Consultants to
place phone orders.

30

31

Last working day of
the month. Consultants
submit online orders
until 9 pm CST. Online
Agreements accepted
until midnight.



Birthdays

Patricia S. Meyer	2
Kelly Adams	5
Katherine A. Benitez	5
Charmaine Carney	6
Mary H. English	8
Lisa M. Moyer	8
Barbara Balderas	12
Lynn F. Forney	12
Amber O'Brien-Barr	25

Day

Anniversaries

Mary A. Richardson	32
Jane F. Hauptert	18
Sonya L. Schulte	17
Stephanie Esquivel	1
Monica A. Guerrero	1
Norma P. Ponce	1

Years

Celebrate!!



Mary's Miracle Making Maniacs!

Mary Richardson

Senior Sales Director
10804 Pickfair Drive
Austin, TX 78750

Phone: 512-335-5464

Hotline: 512-374-4439

Email: maryrich@marykay.com

Web: www.maryarichardson.com

Highlights this Month:

January Results, February, 2012

- ◆ Quarter 3 Star Consultant Quarterly Contest (December 16, 2011 - March 15, 2012)
- ◆ Class of 2012 Offspring Challenge Begins (through July 1, 2012)
- ◆ Way to Grow (Dec. 1, 2011 - Feb. 29, 2012)
- ◆ February 2012 Team Building Promotion (Feb. 1-29, 2012)



To the Fabulous...

Career Conference

How Important is it?

Someone once said, "It only takes a spark -- to get a fire going." How true! And that spark has been found hundreds of times at Career Conference. Perhaps you are thinking, "I can't afford to go." From long experience, I believe you can't afford NOT to attend, for at Career Conference you will discover the BIG PICTURE of what your Mary Kay career can be for YOU! Make your plans now. Use the profit from a few extra classes to pay your way.

~ Mary Kay Ash



Schedule At-A-Glance

Day 1—March 23, 24, 25, 30 & April 1

- | | |
|---------------|--|
| 2 – 9 p.m. | Registration (if space is available)
Packet Pickup (must have driver's license, other picture I.D.) |
| 3:30 – 5 p.m. | Independent Sales Director Workshop |
| 3:30 – 5 p.m. | Emerging Leadership Workshop (Star Team Builders, Team Leaders, Future Directors, & DIQs) |
| 7 – 10 p.m. | Opening General Session (all attendees) |

Day 2—March 24, 25, 26, 31 & April 2

- | | |
|--------------------|--|
| 8 a.m. – 4:30 p.m. | Registration (if space is available)
Packet Pickup (must have driver's license, other picture I.D.) |
| 8:30 – 10:30 a.m. | Independent Beauty Consultant and Independent Sales Director Classes |
| 10:45 a.m. – Noon | Morning General Session (all attendees) |
| 12:15 – 1:45 p.m. | <i>Way to Grow Luncheon</i> (by invitation only) |
| 2 – 4 p.m. | Closing General Session (all attendees) |