



Director Marita McCafferty

Dynamite Unit

It's All About



NEW
FACES
take you
PLACES

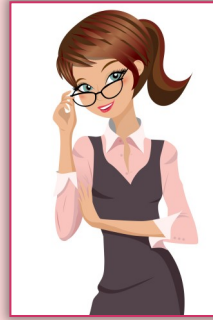
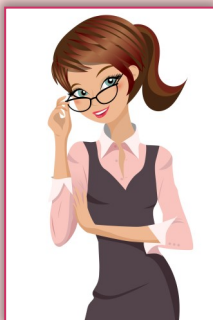


December

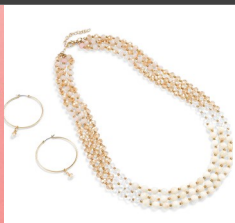
Dawn Peterson * Dolores Morrone
Pat Varrone * Linda Sperring
Iris Morales * Marita McCafferty

All of our December bracelet winners are on-target for the Career Conference Consistency Bracelet!

Congratulations Bracelet Achievers!



MARY KAY
STAR
CONSULTANT
PROGRAM



DEC. 16, 2017, to
MARCH 15, 2018

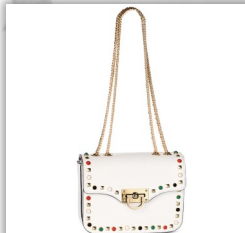
FOR ALL THE
SEASONS OF
YOUR LIFE

PUT A SPRING IN YOUR STEP

On-Target STAR!!	Total Contest Credit	—Contest Credit Needed— for Star Diamond				
		Sapphire	Ruby	Diamond	Emerald	Pearl
Sperring, Linda	910	890	1490	2090	2690	3890
Patterson, Dawn	662	1138	1738	2338	2938	4138

Be a STAR!

Logon to
www.marykayintouch.com
to see all of the amazing prizes!



Sapphire ★ 1.800 Ruby ★ 2.400 Diamond ★ 3.000 Emerald ★ 3.600 Pearl ★ 4.800

The Ultimate Unit



DIQ



Position Available!

Future Director

8+ Team Members



Position Available!



Position Available!

Team Leaders

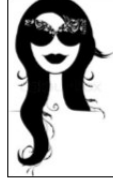
5-7 Team Members



Candida Taylor



Position Available!



Position Available!



Star Team Builder

3-4 Team Members



Linda Sperring



Position Available!



Position Available!



Position Available!



Position Available!

Senior Consultants

1-2 Team Members

Barb Dickson	Carolyn Isaacs	Cathy Larkin	Eileen McEntee	Iris Morales
Dolores Morroni	Amy Prestifilippo	Pat Varrone	Position Available!	Position Available!
Position Available!	Position Available!	Position Available!	Position Available!	Position Available!

TEAM BUILDING TIP

Have you ever wondered what to look for in a new team member? Here's a checklist of attributes that could be helpful for a new team member. If the answer is YES to these questions, you may have an excellent new prospective team member!

- Does she use Mary Kay products? If not, you'll want to book her in a class.
- Is she a woman of her word? Does she return phone calls? Does she show up when and where she says she will? Is she honest?
- Does she have a warm heart? Does she like people?
- Is she someone you would enjoy spending time with?
- Does she want to grow and improve in some area of her life? Does she want to improve her self-esteem, earn more money, have more fun, learn new things or make new friends?
- Would you be proud to personally introduce her to your NSD?

Dates Ahead

- 1/22...meeting at Marita's home 6:30pm
- 1/29...meeting at Marita's home 6:30pm
- 1/30...Lancaster Career Conference Registration begins
- 1/31...Last day of the month to place orders. Contact Marita after 9pm to place
- 2/5...meeting at Marita's home 6:30pm
- 2/12...meeting at Marita's home 6:30pm
- 2/19...meeting at Marita's home 6:30pm
- 2/26...meeting at Marita's home 6:30pm
- 2/28...Last day of the month to place orders. Contact Marita after 9pm to place . Career Conference Registration ends.

Valerio Area Workshop
Tuesday, April 3rd @ 7pm
Blue Bell Country Club, \$13

January Jumpstart
Saturday, January 27th
Blue Bell Country Club, 9am-3pm
See flyer for registration details.

Lancaster Career Conference
March 16th & 17th

'Love' Checks

9% Commission	
Candida Taylor	\$64
4% Commission	
Pat Varrone	\$32
Dolores M. Morroni	\$26
Linda J. Sperring	\$10

(Commissions of \$10 and up)

How do you earn Commission??

- 1-4 active team members = 4%
- 5+ active team members = 9%
- 5+ team members who place \$225+ w/s ea. in a month & you place \$600 w/s = 13%

Pink Investors



These consultants invested in product last month!

- | | |
|--------------------|----------------------|
| Dawn M. Patterson | Amy A. Prestifilippo |
| Dolores M. Morrone | Peggy A. Smith-Dobbs |
| Pat Varrone | Joan M. Doyle |
| Linda J. Sperring | Megan Stewart |
| Iris N. Morales | Kathy M. Frankowski |
| Elana M. Sloan | Mary A. Lapetina |
| Barbara A. Dickson | Lori Moore |
| Kelly A. Bennett | Lisa A. Chapman |
| Candida Taylor | Marlene D. Phillips |
| Denise McDevitt | Eileen Brehm |



Changing weather can often mean changing skin care needs! Check out "Skin Care Extras" under "how tos" in the Video Lounge on marykayintouch.com for fantastic product information and selling tips on our skin care lines.

Celebrate!



<u>Feb Birthdays</u>	<u>Day</u>	<u>Feb Anniversaries</u>	<u>Year</u>
Sherri L. Bernstein	2	Beth A. Burkhart	15
Mary A. Lapetina	3	Lori Moore	10
Cassandra Weisbecker	3	Tina Filandino	5
Diane Dougherty	5	Kathy M. Frankowski	2
Karen S. Walsh	8		



Congratulations to Our Fall Consistency Bracelet Achievers!



Dolores Morrone & Marita McCafferty

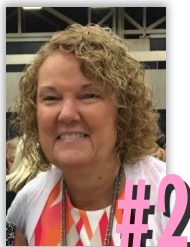


Seminar Awards 2018



YTD Court of Sales

MK: \$40,000 retail * Area: \$20,000 retail



1. Dolores M. Morrone \$8,817.00
2. Pat Varrone \$6,202.00
3. Peggy A. Smith-Dobbs \$4,809.00
4. Iris N. Morales \$4,222.00
5. Candida Taylor \$4,079.00
6. Linda J. Sperring \$3,708.00
7. Dawn M. Patterson \$3,526.00
8. Barbara A. Dickson \$2,668.00
9. Paulette F. Bahar \$2,634.00
10. Denise McDevitt \$2,630.00

July 1, 2017-June 30, 2018

YTD Court of Sharing

MK: 24 Qualified * Area: 10 Qualified



1. Dolores Morrone 1Q
2. Iris Morales 1Q

Meeting Consistency Club Winners!

Candida Taylor, Linda Sperring
Dolores Morrone, Paulette Behr

CALLING ALL
beauty lovers!

MARY KAY
TRY IT CONTEST

Create & Cultivate

Mary Kay® Try It Contest

Jan. 15 – March 31, 2018

Customers can submit a captioned picture of themselves and their Independent Beauty Consultant or a *Mary Kay*® product for a chance to win an exciting trip to New York City. Entries can be made on Instagram® using #MaryKayTryItContest or through the *Mary Kay*® [Try It Contest web-site](#). Each customer must identify her Independent Beauty Consultant at the time of entry.

Share the [Mary Kay Experience](#) with existing and potential customers, and encourage their participation in the *Mary Kay*® Try It Contest. Who knows? You could win a trip to New York City too.

Eligibility:

Open only to legal residents (18 years of age or older) of the 50 U.S. states and the District of Columbia who have made contact with a *Mary Kay* Independent Beauty Consultant. Independent Beauty Consultants and employees of *Mary Kay* Inc. are not eligible. A winner and her/his guest must be able to travel to New York City May 4–6, 2018, to receive the prize.

Prizes:

- Five consumers will each win a trip for two to New York City and an exclusive VIP Beauty Insider experience at the Create & Cultivate Beauty Summit sponsored by *Mary Kay* Inc. on Saturday, May 5, 2018.
- Each Independent Beauty Consultant named by a grand prize winner at the time of entry will also win a trip for two.

Judging will be based on the following criteria:

- Originality of submission
- Adherence to the contest theme (What I loved about the *Mary Kay* experience)
- Creativity of submission
- Quality of photo and caption content

♥ Grand Prize

A fabulous trip for two to New York City complete with roundtrip airfare, hotel accommodations, \$1500 spending money and VIP access to a special Create & Cultivate event presented by *Mary Kay*.

Booking Dialogue

The *Mary Kay*® Try It Contest is a simple and fun way to attract new customers to book a party with you or to get current customers re-energized about *Mary Kay*! They both equal new faces and new sales potential for you!

Try saying something like this to new customers: “Right now is THE time to try *Mary Kay*! Just by trying *Mary Kay*® products, you can enter to win a trip for two to New York City and to attend an exclusive beauty-inspired event! All you have to do is book an appointment with me, and at the end, we’ll take a selfie. You can post it to a special hashtag, and you’re entered to win! Can you believe how simple it is? I have two openings this weekend, Friday at 7:30 and Saturday at 1:30. Which one works better for you?”

For current customers, you could try saying something like, “Hi Susan! I just got the most exciting news! *Mary Kay* is having a contest, and all you have to do to enter is have a party with me and post a selfie to the special hashtag on Instagram®! It’s the *Mary Kay*® Try It Contest, and the prize is a trip for two to New York City for a VIP Beauty Insider experience! Plus, it’s the perfect time for us to get together so I can show you some great new products! I have two openings this weekend, Friday at 6:30 and Saturday at 2:30. Which one works best for you?”

January Jumpstart

Valerio National Area

Saturday, January 27th
9:00am - 3:00pm



Sr. Nat'l Sales Director
Sandy Valerio

Special Guest



Sean Key

Vice President.
Sales Force Motivation
& Field Support

Blue Bell Country Club

1800 Tournament Dr, Blue Bell, PA 19422

Registration

\$28 (Register by January 15th)
\$30 (Jan 16th- Jan 20th if space available)
Lunch Included.

Please venmo Sandy at:
@Sandra-Valerio-2
to register.



Inspiration, Education & Motivation
to Kickoff the New Year!

ACHIEVING THE NEW FACES TAKE YOU PLACES CHALLENGE IN JANUARY JUST GOT MORE EXCITING!



Not only can introducing fabulous Mary Kay® skin care to new customer faces help you earn the monthly charm bracelet and grow your business, **Ind. Directors and Beauty Consultants** who achieve the January monthly *New Faces Take You Places* Challenge by placing a \$600 or more wholesale Section 1 order* from Jan. 1 to 31, 2018, also will receive **one entry into a random drawing for fantastic prizes.**

Ind. Directors and Beauty Consultants who achieve the January *New Faces Take You Places* Challenge have a chance to win:

- **Grand Prizes:** Four (4) Mary Kay independent sales force members will receive the grand prize: a diamond tennis bracelet.
- **Runner-Up Prizes:** 100 independent sales force members will receive a \$100 AMEX® gift card.

Valentine's Day Selling Scripts

FESSD Melinda Mercedes Balling

Current Customers:

"Hi, _____, it's _____ your Independent Mary Kay Beauty Consultant. I'm playing Cupid today and wanted to call you to let you know about some special and very sweet gifts I have for Valentine's Day. I have all price ranges for almost everyone on your list from sweethearts to daughters, moms and best friends. I'm happy to gift wrap and deliver and make your life easier. Do you have someone on your Valentine's Day gift list that I can help you with? Listen, ask price ranges, make suggestions. "By the way, _____, I'd also be happy to contact your sweetie and let him know what would make you smile. If you have something in mind, you can let me know and I'll give him a call. Or, you can go to my web site and shop, shop, shop and then when checking out, indicate that you will be contacting me for payment choices and that will be my cue that's your wish list." If she's interested in you contacting her husband/boyfriend, get his number and best time to call.

Calling Husbands/Significant Others:

"Hi, _____, this is _____ and I am _____'s Independent Mary Kay Beauty Consultant. With Valentine's Day right around the corner I thought you might like to know about some special Mary Kay products that _____ loves (or mention something she has been wanting). If you are needing something special for _____ for Valentine's Day I wanted to offer you my special gift service. Because _____ is one of my preferred customers, you would automatically receive a 10% discount. I have all price ranges. I also offer gift wrapping and delivery. Or, if you prefer, a gift certificate is always greatly appreciated and she can pick choose exactly what she wants. Either way, gifts are always exchangeable. Tell me _____, may I help you with a Valentine's Day gift for _____? "

SNSD Sandy Valerio



FACES

Take You Places



2018 Valerio Area Consultant Challenge

Be an Achiever in your Category of Choice Each Month!

Gold Circle

- \$400 Personal Wholesale*
- 15 faces or 4 parties
- \$800 retail sales*
- 1 new pers. Q or 2 new recruits
- 5 interviews/guests to events

Complete 4 of 5

Complete Gold Circle to earn the monthly prize!

Diamond Circle

- \$600 Personal Wholesale*
- 20 faces or 6 parties
- \$1000 retail sales*
- 1 new pers. Q or 2 new recruits
- 10 interviews/guests to events

Complete 4 of 5

Complete Diamond Circle to earn the monthly prize & a 15 min Goal session!

Inner Circle

- \$800 Personal Wholesale*
- 25 faces or 8 parties
- \$1400 retail sales*
- 1 new pers. Q or 2 new recruits
- 15 interviews/guests to events

Complete 4 of 5

Complete Inner Circle to earn the monthly prize & a \$15 Starbucks Gift Card!

Achievers will also earn recognition on area site & in area newsletter!

January



PINK RING

Earn your "New Faces Take You Places" Bracelet from Mary Kay when you place \$600 w/s in a month!

CONFIDENTIAL



*\$600 w/s can be cumulative. Bracelet changes

January

Faces Take You Places Tracking

Name: _____ Dir. Name _____

Email: _____

Month: _____

*Tracking sheets must be received by the 3rd of the month
Please e-mail to nsdsandyv@gmail.com or fax: 215-699-8573

Which did you achieve this month?
Inner: ___ Diamond: ___ Gold: ___

Personal W/S: _____ Retail Sales: _____
Pers. Recruits Not Qual: _____ Pers. Recruits Qual: _____

Interviews

Name/Phone	Follow-Up / Recruited?
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	
12.	
13.	
14.	
15.	

Inner Circle COMPLETE 4 OF THE 5
\$800 Personal w/s* \$1400 retail sales*
25 faces or 10 parties 15 interviews/guests
1 new pers. Q or 2 new recruits

Diamond Circle COMPLETE 4 OF THE 5
\$600 Personal w/s* \$1000 retail sales*
20 faces or 6 parties 10 interviews/guests
1 new pers. Q or 2 new recruits

Gold Circle COMPLETE 4 OF THE 5
\$400 Personal w/s* \$800 retail sales*
15 faces or 4 parties 5 interviews/guests
1 new personal recruit

* these items must be completed

Faces/Selling Appointments

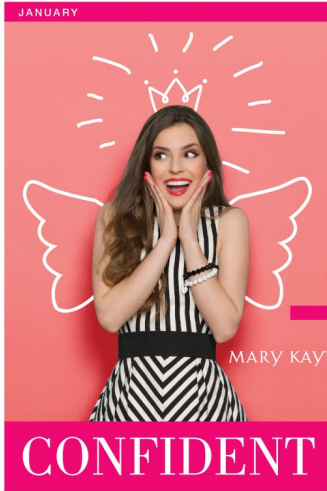
Name/Phone	Class/Facial	\$ Sold	Bookings
1.			
2.			
3.			
4.			
5.			
6.			
7.			
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9.			
10.			
11.			
12.			
13.			
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21.			
22.			
23.			
24.			
25.			
26.			
27.			
28.			
29.			
30.			
Totals			

Parties

Hostess/Date	Hostess/Date
1.	5.
2.	6.
3.	7.
4.	8.



Marita McCafferty
Independent Sales Director
 1115 Angus Circle
 Blue Bell, PA 19422



To the Dynamic:

Plug In and Power Up!



Mark Your Calendar for Two days of fun, friendship & education coming to a city near you!

What you can expect:

- Inspiring speeches
- Tips and education
- Amazing recognition
- And lots of surprises!

Week 1:

**March 16th & 17th
 Lancaster, PA**

Registration: \$95
 Week 1 Registration:
 Jan 30th - Feb 28th

Check out
www.marykayintouch.com
under special events>
Career Conference 2018 for cit-
ies, recognition and complete
details.

Register for Career Conference 2018 without canceling and receive a \$40 wholesale/\$80 suggested retail credit toward your first wholesale Section 1 product order placed from March 26–April 30, 2018 plus a reduced Seminar Registration fee.

“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

DO BIGGER THINGS IN 2018

MARY KAY®



DIQ with the All In With 8! DIQ promotion Extended !

From Jan. 1 through June 1, 2018 , a Future Independent Sales Director will be eligible to enter the Independent Sales Director-in-Qualification program when she has 8 active* personal team members.

Pre-Qualification

- ~~Star Consultant previous or current quarter~~
- Must be active
- ~~8~~ 8 active* personal team members

Qualification

- Qualify in 1, 2, or 3 months ~~or 4 months~~
- 24 total active* DIQ unit members
- ~~NO~~ NO qualified** personal team members
- ~~\$18,000~~ \$13,500 total DIQ unit wholesale production
- ~~\$4,000~~ \$3,000 maximum personal wholesale production
- \$4,000 monthly DIQ unit wholesale production minimum to remain in DIQ.

Be sure to read the detailed FAQs on marykayintouch.com to completely understand how the All In With 8! DIQ promotion works!