



Director Marita McCafferty

# Dynamite Unit

It's All About



the FACE!

NEW  
FACES  
take you  
PLACES



Dolores Morrone  
Marita McCafferty

**Congratulations Bracelet Achievers!**

*Dolores & Marita are on-target for the Consistency Bracelet!*



MARY KAY

STAR  
CONSULTANT  
PROGRAM



SEPT. 16 - DEC. 15, 2017

FOR ALL THE  
SEASONS OF  
YOUR LIFE

Make Your Winter Wonderful

On-Target STAR!!	Total Contest Credit	—Contest Credit Needed— for Star				
		Sapphire	Ruby	Diamond	Emerald	Pearl
Taylor, Candida	1526	274	874	1474	2074	3274
Varrone, Pat	1274	526	1126	1726	2326	3526
Morrone, Dolores M.	1235	565	1165	1765	2365	3565
Morales, Iris N.	1231	569	1169	1769	2369	3569
Sperring, Linda J.	1012	788	1388	1988	2588	3788
Chapman, Lisa A.	575	1225	1825	2425	3025	4225
Doyle, Joan M.	455	1345	1945	2545	3145	4345
Dickson, Barbara A.	423	1377	1977	2577	3177	4377
Every, Jo'Anne	410	1390	1990	2590	3190	4390
McDevitt, Denise	408	1392	1992	2592	3192	4392
Bahar, Paulette F.	407	1393	1993	2593	3193	4393
O'Hara, Debbi	404	1396	1996	2596	3196	4396
Smith-Dobbs, Peggy A.	402	1398	1998	2598	3198	4398

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**

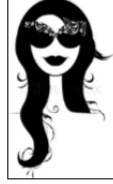
5-7 Team Members



Candida Taylor



Position Available!



Position Available!



**Star Team Builder**

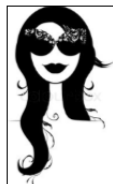
3-4 Team Members



Position Available!



Position Available!



Position Available!



Position Available!



Position Available!

**Senior Consultants**

1-2 Team Members

Barb Dickson	Jo'Anne Every	Carolyn Isaacs	Cathy Larkin	Eileen McEntee
Iris Morales	Dolores Morrone	Linda Sperring	Pat Varrone	Position Available!
Position Available!	Position Available!	Position Available!	Position Available!	Position Available!

# Dates Ahead

- 11/30...Last day of the month to place orders. Contact Marita after 9pm to place
- 12/4...meeting at Marita's home 6:30pm
- 12/11....meeting at Marita's home 6:30pm
- 12/16....Spring PCP Enrollment begins
- 12/18...meeting at Marita's home 6:30pm
- 12/31...Last day of the month to place orders. Contact Marita after 9pm to place

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

**January Jumpstart**  
**Saturday, January 27th**  
**Blue Bell Country Club**  
 9am-3pm  
 \$25 includes lunch

**Holiday Delivery Deadlines!**



## Love' Checks

**4% Commission**

Cathy Larkin	\$16
Dolores M. Morrone	\$12
Pat Varrone	\$12

(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%**

**NEW FACES take you PLACES**

**November**

**Team Building Challenge**

START EARLY ON COASTERS TO EARN NEW FACES AND PLACES

It all starts when you Sell, and that can lead to sharing the Mary Kay opportunity! If you become the Independent Beauty Consultant with the highest number of new personal team members (minimum of two) in your unit, you will receive these trendy coasters.\* Sell and go places!

See InTouch for complete details.

To ensure delivery of your orders before the holidays, your product orders must be received and processed by **Monday, Dec. 11**. Logon to InTouch for Customer Delivery Services (CDS) Holiday Delivery Schedule. Please feel free to contact Branch Customer Service at (800) 272-9333 for more details.

Please keep in mind that the holiday season is the busiest time of the year for UPS, and while they will do their best to deliver shipments on time, heavier volumes and winter weather can impact their delivery schedules. **The last UPS and USPS delivery day for Christmas 2017 is Friday, Dec. 22.**



# Pink Investors

These consultants invested in product last month!



Dolores M. Morroni	Candida Taylor
Pat Varrone	Nicole Miller
Peggy A. Smith-Dobbs	Jo'Anne Every
Dawn M. Patterson	Lisa A. Chapman
Barbara A. Dickson	Denise McDevitt
Lori Moore	Debbi O'Hara
Cathy Larkin	Debbie Bracy
Marlene D. Phillips	



<u>Dec Birthdays</u>	<u>Day</u>	<u>Dec Anniversaries</u>	<u>Year</u>
Elana M. Sloan	4	Kirsten E. Olson	21
Amy A. Prestifilippo	5	Virginia Farnell	4
Marlene D. Phillips	6	Erin K. Melville	3
Lisa A. Chapman	8	Christine Hrusovsky	3
Pat Varrone	17		
Denise McDevitt	20		
Laurie Kibelstis	30		



Since bookings can come from bookings, why not maximize your skin care parties and offer the opportunity while you're there?

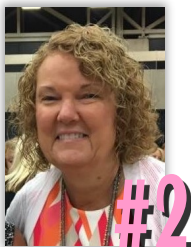
Your follow through, consistency and working your business full circle are critical business basics. Watch this month's show featuring SNSD Cyndee Gress & Brittany Kaps and learn more about the lifeline of your business. It's time to be full circle fabulous!  
Available at [www.marykayintouch.com](http://www.marykayintouch.com)

# Seminar Awards 2018



## YTD Court of Sales

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

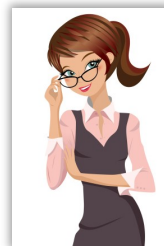


1. Dolores M. Morroni \$5,576.00
2. Pat Varrone \$4,506.00
3. Peggy A. Smith-Dobbs \$3,377.00
4. Candida Taylor \$2,214.00
5. Paulette F. Bahar \$2,184.00
6. Dawn M. Patterson \$2,183.00
7. Barbara A. Dickson \$1,951.00
8. Linda J. Sperring \$1,653.00
9. Denise McDevitt \$1,653.00
10. Lisa A. Chapman \$1,458.00

July 1, 2017-June 30, 2018

## YTD Court of Sharing

MK: 24 Qualified \* Area: 10 Qualified



1. Iris Morales 1Q
2. Dolores Morroni 1Q

**SELL**



November

For each month during the 2017 - 2018 Seminar year that an Independent Beauty Consultant places a cumulative \$600\* or more wholesale Section 1 order, she will earn an exclusive designer charm bracelet that features a different power word to focus her business on for that month.



**NEW! Mary Kay® Gel Semi-Shine Lipstick, \$18**

The genius of gel technology is the latest texture in lipsticks! The gel semi-shine finish delivers soft light reflection and radiant color with luminous shine. Comes in 12 vibrant shades.



**NEW! TimeWise Repair® Volu-Firm® The Go Set™, \$35**

Ready, set, go! This age-fighting ingredient powerhouse now comes in a travel-sized set. Take it along and travel beautifully.



**NEW! Limited-Edition†† Mary Kay® Beauty That Counts® Blanket, \$10 with purchase**



In the United States, from Oct. 26 through Dec. 31, 2017, when you purchase a Mary Kay® skin care regimen, you can get this blanket for \$10. Mary Kay Inc. will donate \$5 from the sale of each blanket to *The Mary Kay Foundation®*.

**Experience a luxuriously innovative, Korean beauty-inspired mask that gives skin the ultimate beauty boost.**

*What Is Korean Beauty?* 📱

- From editors and bloggers to industry insiders, those in the know look to Korea's forward-thinking beauty culture, known as "K-Beauty," for the latest skin care innovations.
- A breakout trend from the world of K-Beauty, sheet masks in various materials are gaining fans across the globe as an added boost to daily skin care routines.
- The **NEW TimeWise Repair® Lifting Bio-Cellulose Mask** is an intensive facial treatment that is an exciting addition to the *TimeWise Repair®* regimen.

*Did You Know?* 🌿

- Korean women demand the best from their skin care products. Their voracious appetite for innovative products drives extensive research and development, which helps bring some of the most innovative skin care products to the beauty world.
- Both industry insiders and consumers in the U.S. are starting to become obsessed with Korean beauty trends.
- Korean beauty products utilize unique ingredients (like snail mucin and bee venom, just to name a few!) and unique product forms (bio-cellulose mask, oil cleanser).
- Mary Kay is at the forefront of research in an effort to bring interesting and unique products to our independent sales force, helping you to be one of the first to offer high-quality K-Beauty products to your customers.

DO YOU WANT TO  
**BE YOU**  
*and improved?*



**NEW!**  
**TimeWise Repair®**  
**Lifting Bio-Cellulose Mask**

**MARY KAY®**

*What Is Bio-Cellulose?* 🌿

- Bio-cellulose is a pure, plant-based material derived from coconut water.
- Its interlocking fibers form a highly absorbent, three-dimensional "fabric," allowing the mask to be generously infused with a complex of beneficial ingredients known for their skin-conditioning benefits.
- This flexible material also gives the *TimeWise Repair®* Lifting Bio-Cellulose Mask a unique, face-hugging fit, keeping skin in close contact with the complex during 20 to 30 minutes of pampering "me" time.

**SEE A VISIBLE LIFT IN JUST TWO WEEKS.\***

A majority of women agreed

**After a single use:**

- ✓ Mask increases skin moisture levels for 24 hours.\*\*
- ✓ Skin is visibly more radiant, soft and smooth.

**After two weeks of use\*:**

- ✓ Skin looks lifted and firmed.
- ✓ Skin is younger-looking.
- ✓ Skin appears more luminous.



\*Results based on a four-week independent consumer study in which 300 women used the product twice a week.  
\*\*Based on a clinical skin-measurement study.



# *Making Your Trunk Work For You: Hold Holiday Trunk Shows!*

Set up appointment for your trunk show. Work to set them up before Thanksgiving when the official shopping fever hit. Tell you customers, "I will be out and about the week of \_\_\_\_\_ to bring all the latest new products for you to see by appointment."

If possible, meet her at her office, before church or where she can invite her friends/neighbors over too. That way you will make better use of your time and meet new clients! Offer her hostess credit or a free gift as an incentive!

Play holiday music on your stereo for a holiday effect!

Bring a wide range of gifts if possible. They must be easy to transport so they will still look nice upon arrival! Make them sharp! Better to have a few great gifts and pictures of more options than to have a bunch of okay gift ideas. They won't mind ordering from a picture if they see your quality. Make sure to mention your free gift wrapping.

Collect as least 1/2 the money that day (plus tax), and set up an appointment to deliver all of the gifts together on the same day.

Bring samples of our hand creams, eau de toilettes, fragrances and holiday line.  
These will be your top sellers!

## *Make sure your car is stocked with:*

- \* Samples of each of our fragrances and body care
- \* Look Cards
- \* PCP gift to display
- \* Sales Tickets and pens to take orders
- \* Coffee in a ziploc or tin to clear the senses
- \* Stocking stuffers
- \* Gifts to sell
- \* A list of customers' phone numbers to make calls when you have extra time
- \* CDs to keep you motivated
- \* Make sure you have the following brochures:  
Hostess Brochures, Wish Lists, 12 Days of Christmas, Outside Order Sheets, Blank Business Letters and Sample Pictures, Holiday Glamour Tips, Look Books, Holiday Fun Packets and Recruiting Info!







# 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!*

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



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

October

## November



**Necklace & Earring Set**

# 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.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
16.			
17.			
18.			
19.			
20.			
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

## New Winter Products!



Available to order NOW!

*To the Dynamic:*

## A Time for Thanks Giving

by Mary Kay Ash

Thanksgiving should be a day of reflection for all of us. A chance to think back on the past year and the many things for which we are thankful, to reflect on the holidays and what they mean, and to look ahead to the new year and the opportunities it holds.

I am so thankful for what God has done for our Company. When I look at the success of Mary Kay Inc., I know that man alone could not have built such a special organization without God's blessings. He has drawn to us so many caring and capable Independent Beauty Consultants whose desire, like mine, is to serve Him and acknowledge the work He is doing in our lives and in our Company.

Richard C. Cabot wrote these beautiful words: When you say to me 'thank you,' remember I could not have done for you what I did had it not been for what hundreds of other people have done for me. Neither could they have done for me what they did had it not been for what thousands of other people had done for them. And so the thing goes on in infinite time and space. Therefore, when you say, 'Thank you,' you really meant to say 'Thank you, God.'

Thank you, God, for our wonderful Company, our fine sales force, our capable staff and the many personal blessings you give to each one of us daily.



## Unmask a New Opportunity!



## Extended Through November!

Within the Starter Kit is everything they need to connect with their first hostesses and customers! For only \$100, they'll receive products and literature that can put them on the road to success, plus they'll get two FREE\* masks as a limited-time bonus.

Spread the word about this special offer at parties, on the go and anytime you meet a woman who has the potential to reimagine her future with an opportunity that can increase **confidence** and **empower** her life. Now *that's* the **Start** of Something Beautiful!

Logon to intouch for FAQs and a printable flyer!