



Director Marita McCafferty

Pink Investors

Dynamite Unit

YOU HOLD THE KEY



MARY KAY

YOU HOLD THE KEY



MARY KAY



OCTOBER KEY

MAKE IT A PARTY!



Congratulations Achievers!



Linda Sperring



Dolores Morrone



Marita McCafferty

FALL CONSISTENCY KEY

AND THEN SOME!

Linda, Dolores & Marita are on-target for Fall Consistency!

Holiday Delivery Deadlines!



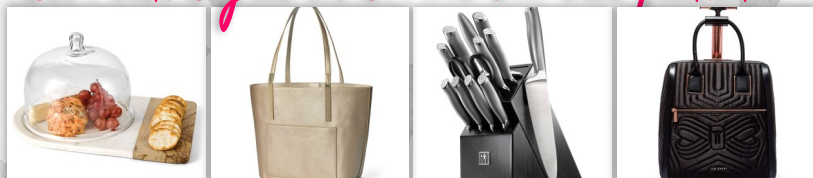
To ensure delivery of your orders before the holidays, your product orders must be received and processed by **Tuesday, Dec. 11**. See InTouch for the [Order Fulfillment Options](#) holiday delivery schedule. Please feel free to contact Branch Customer Service at (800) 272-9333 for more details.

On-Target Stars

2nd Quarter ends December 15th

Name	Contest Amount	Current Won to Date	Needed for Next Star
Dolores Morrone	\$1,987.60	Sapphire	\$412.40
Linda Sperring	\$1,800.95	Sapphire	\$599.05
Candida Taylor	\$1,077.50		\$722.50
LeeAnn Rooney	\$972.40		\$827.60
Barbara Dickson	\$673.00		\$1,127.00
Joan Doyle	\$536.00		\$1,264.00
Pat Varrone	\$512.00		\$1,288.00
Kelly Bennett	\$466.50		\$1,333.50
Lori Moore	\$458.00		\$1,342.00
Peggy Smith-Dobbs	\$409.00		\$1,391.00

Set Your Sights on STARDOM this quarter!



Logon to InTouch 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



Dolores Morrone



Position Available!



Position Available!



Position Available!



Position Available!

Senior Consultants

1-2 Team Members

Barb Dickson	Jo'Anne Every	Cathy Larkin	Iris Morales	Amy Prestifilippo
Linda Sperring	Pat Varrone	Position Available!	Position Available!	Position Available!
Position Available!	Position Available!	Position Available!	Position Available!	Position Available!

Dates Ahead

- 11/30...Last day of the month to place orders.
- 12/3...meeting (Marita's home or FB Live TBD) 6:30pm
- 12/10...meeting (Marita's home or FB Live TBD) 6:30pm
- 12/11...Orders must be received AND processed today to ensure holiday delivery
- 12/17...meeting (Marita's home or FB Live TBD) 6:30pm
- 12/31...Last day of the month to place orders.

Valerio Area January Jumpstart
Saturday, January 26th
Blue Bell Country Club

Ruby Leadership 2019
San Diego, CA
January 16th-19th
DIQs are Invited!

Valerio Area Workshops
March 13th, 7pm
Blue Bell Country Club
Future dates: 11/13, 3/19, 5/7, 6/18
\$12 in advance/\$14 at the door

'Love' Checks

9% Commission	Candida Taylor	\$106
4% Commission	Barb Dickson	\$14

(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%



Welcome New Consultants!

New Consultant
Adrienne Darr

From
Conshohocken, PA

Sponsored By
Candida Taylor

Did you miss the Ind. Beauty Consultant Mary Kay Chromafusion™ Live Stream or simply want to go back and jot down additional notes?

Here's your limited-time chance to watch this exciting educational event! Playbacks in both English and Spanish will be available on *Mary Kay InTouch®*, Nov. 5 - 30.



Pink Investors



These consultants invested in product last month!

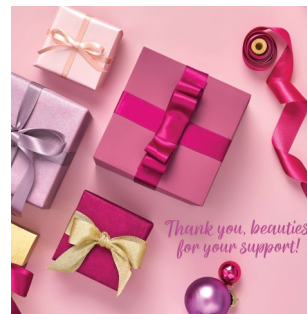
Dolores M. Morrone
Linda J. Sperring
Pat Varrone
Kelly A. Bennett
Eileen Brehm
Adrienne Darr
Beth A. Burkhardt
Laurie Kibelstis
Candida Taylor
LeeAnn Rooney
Lisa A. Chapman
Amy A. Prestifilippo
Joan M. Doyle
Iris N. Morales
Paulette F. Bahar
Margaret Criscuolo

Carolyn J. Isaacs
Megan Stewart
Denise McDevitt
Lisa McGroarty
Debbie Bracy
Victoria Cortez
Patt Every



Celebrate!

<u>Dec Birthdays</u>	<u>Day</u>	<u>Dec Anniversaries</u>	<u>Year</u>
Elana M. Sloan	4	Kirsten E. Olson	22
Amy A. Prestifilippo	5	Virginia Farnell	5
Marlene D. Phillips	6	Christine Hrusovsky	4
Lisa A. Chapman	8		
Pat Varrone	17		
Denise McDevitt	20		
Laurie Kibelstis	30		



Be sure to check out the Holiday section under Product Central and the Seasonal section on the Digital Assets page for social media posts to use this Holiday selling season!

Seminar Awards 2019



YTD Court of Sales

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



#1



#2



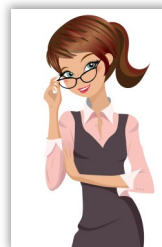
#3

1. Dolores M. Morrone \$7,840.00
2. Linda J. Sperring \$6,875.00
3. Pat Varrone \$3,383.00
4. Peggy A. Smith-Dobbs \$2,800.00
5. Barbara A. Dickson \$2,519.00
6. LeeAnn Rooney \$2,450.00
7. Candida Taylor \$1,916.00
8. Joan M. Doyle \$1,866.00
9. Kelly A. Bennett \$1,866.00
10. Lisa A. Chapman \$1,651.00

July 1, 2018-June 30, 2019

YTD Court of Sharing

MK: 24 Qualified * Area: 10 Qualified



1. You this month!

"Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time."

Thomas A. Edison

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!





SNSD
Sandy
Valerio



The Keys to Success

2018-19 Valerio Area Consultant Challenge



Be an Achiever In your Category of Choice Each Month!

Bronze Key

\$400 Personal Wholesale*

15 faces or 4 parties

\$600 retail sales*

1 new pers. Q or 2 new recruits

5 interviews/guests to events

Complete 4 of 5 to earn the monthly prize!

Silver Key

\$500 Personal Wholesale*

20 faces or 6 parties

\$800 retail sales*

1 new pers. Q or 2 new recruits

10 interviews/guests to events

Complete 4 of 5 to earn the monthly prize And a 15 min goal session!

Gold Key

\$600 Personal Wholesale*

25 faces or 8 parties

\$1000 retail sales*

1 new pers. Q or 2 new recruits

15 interviews/guests to events

Complete 4 of 5 to earn the monthly prize, a 15 min goal session AND a \$15 Starbucks Gift Card!

* these items must be completed

Faces/Selling Appointments/Parties

Name (put an H next to hostesses)	Party/ Facial	\$\$old	Book- ings
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
Totals			

Name (put an H next to hostesses)	Party/ Facial	\$\$old	Book- ings
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			
26.			
27.			
28.			
29.			
30.			
Totals			

Interviews/Guests

Name /Phone F=Followed Up R=Recruited	Name /Phone F=Followed Up R=Recruited
1.	9.
2.	10.
3.	11.
4.	12.
5.	13.
6.	14.
7.	15.
8.	16.

Personal W/S: _____

Retail Sales: _____

Pers. Recruits: _____

Qual. Pers. Recruits: _____

Which Key did you Achieve?

GOLD: _____

SILVER: _____

BRONZE: _____

November Prize



Necklace

Name: _____ Dir. Name _____

Email: _____ Month: _____

*Tracking sheets must be received by the 3rd of the month. Please e-mail to nsdsandyv@gmail.com

ENTER THE:
#MKColor4LifeContest

NOV. 10 - DEC. 31, 2018

This Is Color for Life: Rocking a color look with can-do confidence and facing every day flawlessly. It's makeup that fits YOUR life. We celebrate that with our latest makeover contest, the **#MKColor4LifeContest!**

100 ENTRANTS
will win a
MARY KAY® GIFT
plus a
\$100 GIFT CARD!

Show us how YOU live life colorfully, and enter for a chance to be one of **five grand prize winners*** for an all-things-glam **TRIP FOR TWO to New York Fashion Week** in February 2019 with **\$1,000 spending cash.**

ALSO **100 ENTRANTS*** will win a special *Mary Kay®* gift plus a **\$100 gift card!**

DON'T MISS OUT!

ENTRY IS EASY:

- 1. CONTACT** your Independent Beauty Consultant to try a new makeup look.
- 2. TAKE** a selfie.
- 3. POST** it on marykay.com/mkcolor4lifecontest or on your Instagram® using **#MKColor4LifeContest**.
- 4. TAG** Mary Kay using **@marykayus** AND **tag your Beauty Consultant** or include her name. *(IT DOESNT COUNT IF YOU DONT!)*

Instagram® is a registered trademark of Instagram, LLC.

MARY KAY

*Find all the details on *Mary Kay In Touch* > Contests/Promotions.

Color for Life



NEW! Mary Kay Chromafusion™ Eye Shadow

These 33 intensely pigmented shades are powered by Mary Kay Chromafusion™ Matrix Technology to deliver 12 hours* of stay-true color. Mary Kay Chromafusion™ Eye Shadow gives busy women lifeproof color for a look that lasts all day. **\$8 each**

NEW! Mary Kay Chromafusion™ Blush

For a natural-looking glow, choose from 10 stay-true matte and shimmer blush shades. Sweep on cheekbones or apply to the apples of cheeks for a fresh, beautiful touch of color. **\$14 each**



NEW! Mary Kay Chromafusion™ Contour & Highlighter

Harnessing light-reflecting pigments and a fusion of pure color you'll love, NEW Mary Kay Chromafusion™ Contour and Mary Kay Chromafusion™ Highlighter deliver natural-looking radiance that lasts. Choose from two shades of Highlighter and two matte shades of Contour for a flawless look that amplifies your natural beauty.

\$14 each

NEW! Mary Kay Pro Palette™

Unleash your color obsession with this customizable beauty essential. Fill and refill the magnetized Mary Kay Pro Palette™ with your favorite

Mary Kay® products in your most-loved shades. When you can see every bright and bold color, beauty inspiration is bound to strike. **\$25**



NEW! Mary Kay® Looks Collection

These 10 makeup-artist-created looks are curated perfection! With gorgeous shades of NEW Mary Kay Chromafusion™ Eye Shadow and Blush, along with coordinating eyeliners and lipsticks, these easy-to-wear looks are sure to become customer favorites.

\$68 each

Mary Kay® Brow Definer Pencil in Classic Blonde, \$11



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

To the Dynamic:

Each and
every day,
ask yourself:
Why not?

MARY KAY

Holiday Customer Service!

Golden Rule Customer Service is what sets you apart from every other business. And during the holiday season, you have the opportunity to treat even more of your customers as if they are the most important people in the world.

HOW TO GET STARTED? GET PERSONAL!

A Mary Kay® Personal Web Site (PWS) is a must-have this time of year because it offers your customers 24/7 shopping convenience. Only PWS subscribers can send their customers Beaut-e-news™ and MKeCards® – professionally branded yet nonintrusive ways to reach your customers. It also allows you to share engaging content such as new gift bundles, the Holiday Gift Guide eCatalog and more. All available on your PWS to share to your Facebook Fan page.

HOLIDAY GIFT GUIDE TO SHARE

Download the Holiday Gift Guide eCatalog on your mobile phone or tablet and share it on your Mary Kay social media. It is free and offers tons of gift ideas for different personality types.

CUSTOMER DELIVERY SERVICE

This holiday season, think of Customer Delivery Service as your personal assistant! It's ready to help you deliver your

gifts when time is tight, plus it's also great for those products you don't have on your shelf.

IT NEVER HURTS TO ASK!

When you're calling your customers about reorders, why not ask if they've done their holiday shopping yet! This is a great way to turn a typical reorder call into a bigger sale simply because you asked. There are so many people who cringe at the thought of wading through the crowds at the mall during the holidays. As a Mary Kay Independent Beauty Consultant, you have the power to make their lives easier. And make yourself even more successful.



Remember, Mary Kay said it costs five times as much to attract a new customer as it does to maintain an established one. So determine to make your customers the happiest in town!