Angels Pace-Setting Angels \$300,00 Circle of Achievement Unit Chevy Equinox Unit

February 2011 Newsletter (December 2010 News)

Andrea Pace Unit 0154 -- 4206 Southfield Road, Ellicott City, Maryland 21042 Phone: (410) 465-4442 or 1-800-863-2463; FAX: (410) 313-9294;

Cell Phone: (443) 980-7353; Email: andrea@andreapace.com Web site for Andrea's Consultants: http://www.andreapace.com (Password: 0154)

Customer Website: http://www.marykay.com/andreapace

Welcome Back -- Reinstated Consultants

Sandy Flores (Rio Rancho. NM) **Kathi Heering** (Danbury, CT) **Virginia Jones** (Trinidad, TX) **Karen Meno** (Rockwall, TX)

Dear Angels,

Oh I am soooo excited. I have loads of information for you.

- 1. <u>If you are not receiving my emails</u>, be sure and send me an email and tell me your email address. This is so important as this will allow you to receive information immediately. Also anytime you change your email address again <u>let me knowl</u>.
- 2. Mary Kay will Ship an Order to Your Customers for just \$5.00 on any order under \$100 retail.

 Orders over \$100 the cost will be \$8.75. This includes a FREE copy of The Look or two Free Samplers in every order. Say goodbye to costly packing supplies and long mailing lines. Why Wait? Immediately ship products you may not have in inventory. Star Consultants can do this now, but starting March 16, 2011, every Active Independent Beauty Consultants can have this service. You need to sign up for the ProPay Account. This is a must anyway as this also allows you to take credit cards from your customers.
- 3. At the end of January, you will be able to get your 2010 Income Advisory Statement under My Business. Click on Reports. Then Click on Income Advisory Statement. It will list your Recruiting commissions and wholesale orders for each month in 2010.
- 4. What is your Foundation Fit? To help your customers choose the right foundation for them, call each of your customers and set up appointments with them to go over this survey and complete a Stripe Test on each one. When you hold up the Foundation Finder Tool (#043431 Section 2 \$5.00) you select the shade that disappears on her skin.
- 5. <u>EVERYONE WHO DOES A Strip Test on 30 Faces will receive a fabulous prize from me. (You</u>
 Will Love the Prize and your Customers will love you for helping them select the correct shade.)
- 6. <u>Ask these 3 question of everyone:</u> A. What is the most important thing you want from your foundation? B. What is your skin type? C. What is the finish you want after? The answers to these questions will help determine which formula is best for that person.

Love you, Andrea

December 2010 Scoreboard

Consultants Ordering In December 2010

Sherri Allen Kathi Heering Delma Aranda Ruby Hulett Phyllis Jones Lynda Boland Donna Canada Virginia Jones LaJoyce Cannon Barbara Kelly Christine Castioni Margie Kitten **Kay Childers** Judi LILES Patricia Colbert Nina Mack

Donna Cox Gloria McCutcheon

Candace Entingh Karen Meno **Becky Farris** Andrea Pace Sandy Flores Nancy Sweet Joyce Foster Claudia Tufano Beryl Greenawalt Joker Ward Nancy Grissom B.J. Watson Bee Hamlin Judith Weiner Eileen Hanson Mary Welter Jackie Hatcher Julie White

Year to Date Retail Production thru 12/31/2010

1	Judi Liles	\$9,211.50
2	Kay Childers	\$9,095.00
3	Phyllis A. Jones	\$8,465.50
4	Eileen Hanson	\$5,922.50
5	Jackie Hatcher	\$5,021.00
6	Nancy G. Grissom	\$4,656.50
7	Ruth H. Hise	\$4,538.00
8	Dolores M. Montoya	\$4,519.00
9	Donna Canada	\$4,315.00
10	Christine T Castioni	\$4,031.00
11	Gloria K. McCutcheon	\$3,978.50
12	Patricia R. Colbert	\$3,415.50
13	Donna G. Cox	\$3,060.00
14	Candace D. Entingh	\$2,854.00
15	Beryl A. Greenawalt	\$2,594.50
16	Michelle E. Allen	\$2,545.00
17	Mary L. Welter	\$2,516.50
18	Joker Ward	\$2,359.00
19	Teresa G. Rubio	\$2,258.00
20	Becky L. Farris	\$2,031.50

Andrea Pace \$14.063.00

Queen Nancy Grissom -- \$963



Eileen Hanson -- \$899 Donna Cox -- \$756 Judi Liles -- \$664

Andrea Pace -- \$720

Court of Sharing (to 11/30/2010)

Patricia Colbert -- 1 Beryl Greenawalt – 1 Judi Liles -- 1

<u>Consultants with</u> December Recruiter Commissions

13% Recruiter Commission Level Andrea Pace Judi Liles

4% Recruiter Commission Level
Christine T Castioni
Jackie Hatcher
Ruby F. Hulett
Donna Canada
Beryl A. Greenawalt
Phyllis A. Jones
Sharon A. Edwards
Candace D. Entingh

Total Unit Retail Production December 2010 -- \$24,619 Seminar Year -- \$176,094

Recruiters and their Teams (as of December 31, 2010)

Future Sales Director



Recruiter: Judi Liles

Helen Bearden LaJoyce M. Cannon Jody O. Colwell Brenda Green Virginia L. Jones Barbara Kelly Robbie F. Litzman B.J. Watson

- * Cheri Akers
- * Jo L. Henderson
- * Martha J. Lange
- * Bobbie L. Merritt
- * Carol F. Sanders
- * Melba J. Williams

Star Team Builders



Recruiter: Donna Canada

Sherri L. Allen Donna K. Gray Linda S. Richardson Teresa G. Rubio

* Cody Hanagan

Star Team Builders



Recruiter: Jackie Hatcher

Sandy Flores Eileen Hanson Dolores M. Montoya

* Cruz P. Torres



Recruiter: Christine T. Castion

Sandy Flores Eileen Hanson Dolores M. Montoya

* Cruz P. Torres

•= inactive Consultant

Smart MK Women Other Women Help Other Them And Earn From

Senior Consultants

Recruiter: Beryl A. Greenawalt

Bee A. Hamlin

- * Lilian Alade
- * Sharon L. Dixon
- * Nancy L. Norris
- * Clola M. Robinson

Recruiter: Bonnie Montgomery

Nancy G. Grissom Doreta Higginbotham

Recruiter: Candace D. Entingh

Tena K. McElvain Mary L. Welter

Recruiter: Cheri Akers

Karen R. Meno

* Pamela White

Recruiter: Delma C. Aranda

Pat Carrasco

Recruiter: Helen Bearden

Ruth H. Hise Kaye Richardson

Recruiter: Kay Childers

Linda King

Recruiter: Lynda I. Boland

Beverly L. Guthrie

Recruiter: Phyllis A. Jones

Christy Fagan Margie J. Kitten

* Ellen H. Wallace

Recruiter: Ruby F. Hulett

Phyllis A. Jones

Recruiter: Sharon A. Edwards

Julie K. White

* Bonnie L. Hobson

Foundations				Complementary Products					
TimeWise [®] Liquid Foundations	Mary Kay [®] Medium-Coverage Foundation	Mary Kay* Mineral Powder Foundation	Mary Kay® Tinted Moisturizer With SPF 20 [†]	Mary Kay® Creme- To-Powder Foundation	Day Radiance® Cream Foundation	Mary Kay [®] Concealer	Mary Kay ⁸ Facial Highlighting Pen	Mary Kay® Sheer Mineral Pressed Powder	Mary Kay Loose Powder
Nory 1	100000000000000000000000000000000000000	Ivary 0.5 Ivary 1	lvory 1	Ivory 0.5		Ivory 1	Shade 1	Ivory 1	Ivory 1
Nory 2		Ivory 0.5 Ivory 1	Ivory 1	Ivory 1		Ivory 1	Shade 1	Ivory 1	Ivory 1
Nory 3	Ivory 104 Ivory 105	Ivory 0.5 Ivory 1	lvory 1	Ivory 0.5		Ivory 2	Shade 1	Ivory 1	Ivory 1
Ivory 4	Ivory 100	Ivary 0.5 Ivary 1	Ivory 1	Ivory 1		Ivory 1	Shade 2	Ivory 1	Ivory 1
lvory 5	Ivory 200 Ivory 202	lvory 1 lvory 2	Nory 2		Antique Ivory	Ivory 2	Shade 1	Ivory 1 Ivory 2	Ivory 2
lvory 6	Ivory 204	Nory 2 Beige 0.5	Ivory 2	Ivory 2	Antique Ivory Blush Ivory	Ivory 1	Shade 1	Ivory 2	Ivory 2
Ivory 7	Ivory 204 Beige 305	Nory 2 Beige 0.5	Ivory 2	Ivory 2	Antique Ivory Blush Ivory	Ivory 2	Shade 2	Ivory 2	Ivory 2
Beige 1	Ivory 202 Beige 300	Nory 2 Beige 1	Beige 1	Beige 1	Almond Beige	Beige 1	Shade 1	Beige 1	Beige 1
Beige 2	Beige 300	Beige 0.5 Beige 1	Beige 1	Beige 3	Buffed Ivory Bisque Ivory Fawn Beige True Beige	Beige 1	Shade 2	Beige 1	Beige 1
Beige 3	Beige 304 Beige 305	Beige 0.5 Beige 1	Beige 1	Beige 2 Beige 3	Delicate Beige True Beige Fawn Beige	Beige 1	Shade 2	Beige 1	Beige 1
Beige 4	Beige 300 Beige 302	Beige 1	Beige 1	Beige 3	True Beige	Beige 1	Shade 2	Beige 1	Beige 1
Beige 5	Beige 302 Beige 400	Beige 1.5 Beige 2	Beige 2	Beige 4	Almond Beige	Beige 2	Shade 3	Beige 2	Beige 2
Beige 6	Beige 400 Beige 402	Beige 1.5 Beige 2	Beige 2	Beige 4	Almond Beige	Beige 1	Shade 1	Beige 1	Beige 1
Beige 7	Beige 400 Beige 402	Beige 1 Beige 2	Beige 2	Beige 4	Almond Beige	Beige 2	Shade 2	Beige 2	Beige 2
Beige 8	Beige 404	Beige 1.5 Beige 2	Beige 2	200	Almond Beige	Beige 2	Shade 1	Beige 2	Beige 2
Bronze 1	Bronze 500	Bronze 1	Bronze 1	Bronze 0.5	Walnut Bronze	Bronze 1	Shade 3	Bronze 1	Bronze 1
Bronze 2	Bronze 504	Bronze 1	Bronze 1	Bronze 1	Mocha Bronze	Bronze 1	Shade 3	Bronze 1	Bronze 1
Bronze 3	Bronze 507	Bronze 1 Bronze 2	Bronze 1		Mocha Bronze	Bronze 1	Shade 3	Bronze 1	Bronze
Bronze 4	Bronze 507 Bronze 607	Bronze 2 Bronze 4	Bronze 1		Walnut Bronze	Bronze 2	Shade 4	Bronze 2	Bronze 1
Bronze 5	Bronze 607	Bronze 2 Bronze 3	Bronze 2	Bronze 2	Walnut Bronze	Bronze 2	Shade 4	Bronze 2	Bronze 2
Bronze 6	Bronze 600	Bronze 3 Bronze 4	Bronze 2	Bronze 2	Rich Bronze	Bronze 2	Shade 4	Bronze 2	Bronze 2
Bronze 7	Bronze 600 Bronze 607	Bronze 5	Bronze 2	Bronze 2	Rich Bronze	Bronze 2	Shade 4	Bronze 2	Bronze 2
Bronze 6	Bronze 708 Bronze 808	Bronze 5	Bronze 2		Rich Bronze	Bronze 2	Shade 4	Bronze 2	Bronze 2

Grey Highlighting indicates that there is no complementary match to the TimeWise" Liquid Foundations.

Over-the-counter drug product.

Over-the-counter drug product.

Foundation Shade Undertone Chart for TimeWise® Liquid Foundations

For those used to selling foundations by undertone, this chart will help you as you transition to the new formulas and numbering system.

Category	Yellow	Olive	Pink	Golden Orange	Warm Brown
		Ivory 5	Ivory 1		
	Ivory 2		Ivory 3		
Ivory	Ivory 4		Ivory 6		
			Ivory 7		
	Beige 1	Beige 4	Beige 3		
Beige	Beige 2	Beige 6	Beige 5		
		Beige 7	Beige ö		
	Bronze 1		Bronze 2	Bronze 3	Bronze 7
Bronze	Bronze 6		Bronze 4	Bronze 5	Bronze 5

All of the charts in this newsletter are on Mary Kay Intouch. Just click on the "Save the Nation with Foundation" icon in the Action Items section. Links to all information and charts on Foundations in this newsletter (& a lot more) will be on the left side of the page that comes up when you click on "Save the Nation with Foundation."



what's	your foundation fit?
	1. Do you have a problem finding the perfect foundation?
	thank you so much for your participation. If you would like help selecting the perfect foundation, please fill in your contact information below:
	Name:Phone:
	E-mail address:

what's your foundation fit? Do you have a problem finding the perfect foundation? ☐ Yes ☐ No What is your skin tone? ☐ Ivory (fair) ☐ Beige (medium) ☐ Bronze (dark) 3. What's most important to you when selecting your foundation? □ a. Age-fighting benefits □ d. Oil control □ b. Skin-loving minerals □ e. Sun protection □ c. Moisturization What is your skin type? ☐ Dry ☐ Normal ☐ Combination ☐ Oily Do you use foundation primer? ☐ Yes ☐ No Do you use concealer? ☐ Yes ☐ No 7. How do you apply your foundation? ☐ a. Fingertips ☐ c. Brush □ b. Sponge Do you wear a finishing powder over your foundation? ☐ Yes ☐ No 9. Would you love it if someone could help you find your foundation match? \[\subseteq \text{Yes} \] Do you wear the same foundation shade all year long? ☐ Yes ☐ No thank you so much for your participation. If you would like help selecting the perfect foundation, please fill in your contact information below: Name: _Phone: _ E-mail address:

The Age Difference

(Many thanks to Diane Autry for sharing and Alice Pirola for writing)

Ever feel as though you're just not connecting with a customer or prospective customer. Wonder whether it is you or her? Maybe you're just caught in "The Age Difference!" Never before have we had such distinct age groups of customers - the 20 year olds, The inbetweeners, the Baby Boomers and the Silver sirens. AND - they all communicate in different ways and through different medial.

Today's beauty consultant has to be ever so more mindful of how her dress, her style, her haircut, her nails and her words translate to the women in front of her. Silver sirens are not loving purple hair streaks and jeans with holes in them. 20 year olds, on the other hand, are all about fads, what the stars are doing and texting you to tell you about it.

At this point let me remind you there are exceptions to the rule and that these are generalities but they can really help you get a handle on why people are not answering your calls or taking time to meet with you.

Using age 35 as a dividing point, let's look at some basic characteristics:

Age 35 and Under: Usually are energetic, have lots of stamina, are fresh, moldable and excited.

Age 35 and Older: Usually are mature, professional, loyal, have more money to spend and a bigger circle of influence.

And here's a "Compare and Contrast" chart to help you understand them more.

Age 35 and Under

Speak Fast

Dress more casual and in today's fashion

Prefer short, quick appointments w/no 2nd appt.

Spontaneous

Fun/Fast appointments

Don't expect RSVPs, explanation, little loyalty

Less \$\$/more purchases on the spur of the minute

As a team member, must have immediate results (like in the first week) or they are gone

The Age Difference (continued)

35 and Older

Speak slower
Wear a "uniform" - pant suits, matching sweaters
Like to build a relationship. Respond to layering
Planned

One hour or more appointments

Will RSVP, will tell you why they can/can't, some loyalty built over time

More \$\$, more obligations for their money

As a team member, look for results in the first month, or they become disenchanted

Thinking about all the way you have to communicate with customers, prospects and team members, use this chart to help you focus your communication for the best results.

35 and Under

Email, Face book, Twitter, and Cell Phone Customer Newsletter, Post Carads Birthday Club, Text Messages, Web Site PCP (if they are settled)

35 and Older

Facebook (limited), Cell Phone Home Answering Machine Customer Newsletter Personal Phone Calls, Birthday Club Web Site, Post Cards, PCP

Now you can stop thinking it's "You" and know that maybe you were just treating every one the same and in today's market that just doesn't work. One size does not fit all, but with these clues, you can be so much more successful in your contacts.



February 2011 Prize Promotion

"Pandora" Look-a-like Bracelet & Beads

(Inspired by Pandora Bracelets. Bead selection will vary from above pictured example.)

 1 Bead
 2 Beads
 3 Beads
 4 Beads
 5 Beads

 \$250 Whls.
 \$400 Whls.
 \$600 Whls.
 \$800 Whls.
 \$1,000 Whls.

ALSO

Receive a bead for each active team member you bring in. (Active = \$200 whls. order in the same month as her agreement went in.

Receive 3 Beads for Completing Star Consultant by March 15, 2011.

Have you seen these EXPENSIVE but beautiful bracelets? Would you LOVE to have your own? Well, now you can! Starting in the month of October, you can <u>win your bracelet</u> and begin to fill it up with these fabulous beads <u>throughout this Seminar year</u>. WOW! Build - A - Bracelet! Build - A - Business! -Keep a record of your Shows or Parties you Hold this Seminar Year.



On holding your 10th Show, you will receive this beautiful Silver Inspirational Bracelet Watch. <u>Just do this in this Seminar Year.</u>

Let's all help Ryan Rogers, Mary Kay's Grandson, reach our company Goal of 5 Billion in Sales by 2013. All you have to do is just call me and say "I DID IT!"

December 2010 Prize Winners:

\$800+ Wholesale -4 Beads with Bracelet - Nancy Grissom and Eileen Hanson

\$600+ Wholesale - 3 Beads with Bracelet - Donna Cox and Judi Liles

\$400 Wholesale - 2 Beads with Bracelet - Delma Aranda, Jackie Hatcher, Phyllis Jones,

Gloria McCutcheon, and Joker Ward

\$250 Wholesale - 1 Bead with Bracelet - Sherri Allen, Donna Canada, LaJoyce Cannon, Christine Castioni, Kay Childers, Candace Entingh, Sandy Flores, Bee Hamlin, and Claudia Tufano



Top Ten In Sales by June 30, 2011 will Win a Sweet Success Trinket Box
The hand-painted porcelain box opens to reveal a yummy place to hide your little keepsakes.
The top is sprinkled with clear crystal stones. The gold-tone clasp features an MK logo.



Our Queen of Sales by June 30, 2011 will win a Beautiful Reflection Necklace and Earrings. Angular shapes are clearly on-trend, and these pale peach and smoky lavender glass stones dazzle framed by a gold tone bezel setting. The necklace measures $16\frac{1}{2}$ ". An extender adds 3". The matching earrings with closed French wire backs are available for pierced ears only.

Happy Birthday		Mary Kay Anniversary		Your Guide to What's Inside
<u>February</u>	<u>Day</u>	February	Years	Welcome / Dear Angels (page1)
Patricia R. Hopkins	1	Jackie Hatcher	32	December Scoreboard (page 2)
Patricia A. Holt	2	Melba J. Williams	29	Recruiter & their Teams (page 3)
Virginia L. Jones	2	Cheri Akers	24	Comprehensive Shade Chart (p. 4)
Barbara Kelly	2	Gloria K. McCutcheon	23	Your Flawless Finish Guide (p. 5)
LaJoyce M. Cannon	4	Patricia R. Colbert	13	What's Your Foundation Fit? (p.6)
Bobbie L. Merritt	8	Carol F. Sanders	1	The Age Difference (pages 7-8)
Becky L. Farris	15	C R. Akins	1	February Promotion (page 9)
Marilyn Nguty-Nkeng	20			Birthdays & Anniversaries (p. 10)
Billie J. Beckham	27			

Note from NSD Emeritis Marilyn Welle Villela

I was recently asked why, if this opportunity is so great, EVERYONE did not drive a Cadillac, win trips or enjoy financial abundance. My response was so easy, so quick and so simple it surprised even me. I said, "Without a dream, you can't have one come true. However, it takes courage to dream, courage to work and courage to continue during times of adversity. When a woman steps out in faith to accomplish great things, she is empowered and her efforts are blessed! Not everyone is willing to persist. That's the difference.

Andrea Pace, Future Executive Senior Sales Director 4206 Southfield Road

Ellicott City, Maryland 21042-5906 (410) 465-4442 or 1-800-863-2463

Fax No. (410) 313-9294; Cell Phone: (443) 980-7353

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Psalm 117:1-2 - "All you nations, praise the Lord. All you people, praise him because the Lord loves us very much, and his truth is everlasting. Praise the Lord!"