



Cindy's Celebrities



Unit Goals ➔ 30 Stars * 10 Red Jackets * 150 Unit Members

October Newsletter with September Results

Bronze Medal Winner

Our Proud

REDS



Erin Shaffer
First Time WMNER!

Beth Griffin
Star Team Builder

Lisa Perry
Star Team Builder

Elena Torsiello
Star Team Builder

Quarter 1 Stars



Elena Torsiello
Sapphire

Kimberly Bowe
Sapphire

Erin Shaffer
Sapphire

Danielle Nirdlinger
Sapphire

Christine Spain
Sapphire



On-Target
STARS

Star Consultant Program
Sept. 16 to Dec. 15, 2016
MARY KAY



Consultant	Current	Sapphire	Ruby	Diamond	Emerald	Pearl
CATHLEEN MALTEZ	\$776.00	\$1,024.00	\$1,624.00	\$2,224.00	\$2,824.00	\$4,024.00
ELENA TORSIELLO	\$637.00	\$1,163.00	\$1,763.00	\$2,363.00	\$2,963.00	\$4,163.00
ELEANOR CARLINO	\$426.75	\$1,373.25	\$1,973.25	\$2,573.25	\$3,173.25	\$4,373.25

discover what you **LOVE**™

Shooting for the STARS

Top in Retail Sales

Company Court of Sales



Danielle
Nirdlinger



Christine
Spain



Elena
Torsiello

	Consultant	Retail	YTD PCP	YTD Retail
1	Danielle Nirdlinger	\$4,188.50	\$0.00	\$4,188.50
2	Christine Spain	\$3,838.50	\$0.00	\$3,838.50
3	Elena R. Torsiello	\$3,780.50	\$0.00	\$3,780.50
4	Kimberly F. Bowe	\$3,662.00	\$0.00	\$3,662.00
5	Erin Shaffer	\$2,404.50	\$0.00	\$2,404.50
6	Cathleen M. Maltez	\$1,825.00	\$0.00	\$1,825.00
7	Jill A. Kuffa	\$1,599.00	\$0.00	\$1,599.00
8	Tamara Francois	\$1,291.00	\$0.00	\$1,291.00
9	Sarah C. Keller	\$1,203.50	\$0.00	\$1,203.50
10	Sheila Richardson	\$1,143.00	\$0.00	\$1,143.00

Top Team Builders

Company Court of Sharing



Erin Shaffer

	Recruiter	New Team Members	YTD Comm
1	Erin Shaffer	1	\$31.04
2	Cindy A. Leone	1	\$234.94

National Court of Sales

- »» National
\$40,000 Retail/ \$20,000 whsl
- »» Area
\$20,000 Retail/ \$10,000 whsl
- »» Unit
\$10,000 Retail/ \$5,000 whsl



National Court of Sharing

- »» National
24 Team Members
- »» Area
12 Team Members
- »» Unit
6 Team Members





November CELEBRATIONS

Happy Birthday

Birthdays	Day
Kristen Capps	2
Barbara A. Sokol	2
Rynisha N Bowe-Falls	5
Amani Swoope Austin	8
Shayla Bess	13
Swara P. Shirolawala	16
Jackie Rowley	17
Erin E. Roock	24
Phyllis G. Bryant	27

Happy MK Anniversary

Anniversaries	Years
Carmen L. Canals	15
Kelly A. Hudak	14
Hillary B. Paton	8
Kristi L. Caesar	7
Trudi Mitana	5
Joann Otting	1
Virginia A. Pietras	1

Look who Invested this Month

Name	Amount
Danielle Nirdlinger	**\$1,807.25
Cathleen M. Maltez	**\$776.00
Erin Shaffer	**\$746.00
Christine Spain	**\$673.00
Elena R. Torsiello	**\$637.00
Kimberly F. Bowe	**\$604.75
Eleanor Carlino	\$426.75
Mary R. Miller	\$337.50

Name	Amount
Colleen M. Williams	\$299.00
Kelly A. Hudak	\$283.00
Maria Elliott	\$278.50
Michelle L. Redfield	\$269.75
Sarah C. Keller	\$268.25
Tracy A. Tuppeny	\$256.50
Jill A. Kuffa	\$254.75
Jo Ann M. Foulks	\$245.00

Name	Amount
Lisa Perry	\$242.50
Angela Cosom	\$242.50
Hope C. Kelly-Miller	\$241.75
Phyllis G. Bryant	\$239.00
Denise L. Kiehn	\$233.50
Karen J. Fonollosa	\$229.25
Heather D. Donaire	\$227.50
Sherry A. Willis	\$226.00

** Earned the "Embrace Your Dreams" Bracelet for September

[CLICK HERE FOR HOLIDAY PRODUCTS, TIPS AND TOOLS](#)



Steppin' Up the Ladder



Senior Consultants

1-2 Active Team Members
4% Commissions
Eligible to order Red Jacket (2 Active)

Michele Cressman
Gail Devine
Jill Kuffa
Hillary Paton
Patrice Patterson
Sheila Richardson
Erin Shaffer
Christine Spain
Diana Williams
Sherry Willis

Star Team Builder

3-4 Active Team Members
4% Commissions
\$50 Red Jacket Rebate
\$50 Team Building Bonus



Beth C. Griffin
Eileen T. Delvecchio
Karen J. Fonollosa
Daryl A. Pagliuso
Tracy Foxx
Racquel L. Whipple

Lisa Perry
Heather D. Donaire
Maria Elliott
Jo Ann M. Foulks
Deborah Yussuf
* Nancy J. Huber
* Cathy Soganic
* Maegan C. Steffen
Nancy Boettger
Beverly Gerberich
Deborah Pinney
Jackie Rowley
Nina Scalcione
Karyn Weber

Elena R. Torsiello
Marie J. Deetjen
Sarah C. Keller
Allison Smith
Donna A. Teel-Drake
* Carolanne Garstka
* Lisa Jack
* Delilah Lewis
* Lori Picinich
* Eileen H. Rothstein
Sarah Bubnis
Joyce-Patryce Clark
Georgiana Foti
Ma Khai
Carla N. Lopez

Team Leader/ Future Director

5+ Active Team Members
9 or 13% Commissions
\$50 Team Building Bonuses



Earn the use of a Career Car or Cash Compensation

Director

5+ Active Team Members
9 or 13% Unit Commissions
9 or 13% Personal Commissions
\$100 Team Building Bonuses
Unit Bonuses
Earn the use of a Career Car or Cash Compensation



THE YEAR OF YOUR DREAMS

Upcoming Events

October 28-30th
Fall Advance Lancaster Pa

PINK

October is Breast Cancer Awareness Month

An Early Detection Plan for Breast Cancer helps you to be proactive about your health by reminding you to perform routine breast self-exams, and to schedule clinical breast exams and mammograms, depending on your age and health history.

Symptoms and Signs ~ A change in how the breast or nipple feels:

- Nipple tenderness or a lump or thickening in or near the breast or underarm area
- A change in the skin texture or an enlargement of pores in the skin of the breast (some describe this as similar to an orange peel's texture)
- A lump in the breast (It's important to remember that all lumps should be investigated by a healthcare professional, but not

How are you helping spread the word about early detection?

1. Create a Sachel for women to keep in their drawer as a reminder
2. Have customer complete a survey and be entered into a drawing once they perform their self examination
3. Hold Pretty in Pink Benefit Parties

A Note

From Cindy

Happy October! I love celebrating YOU and I love what I do because of women like YOU! It is amazing how this business can bring out the best in all of us, help us grow as individuals and become more confident. When we work our business consistently we see results quicker than if we just work it as a hobby or simply just when we feel like it. The Holiday Season is the BEST time to start working consistently if you haven't been already.

This is the start of a fun and very prosperous season in Mary Kay because of so many opportunities to for everyone:

- * New Holiday Products to show customers
- * Hold updated facials because of change of weather and Holiday Makeovers
- * People want to buy gifts and love our customer service along with the convenience
- * Holiday Open Houses
- * DOUBLE CREDIT for October

Treat your business like you would any other job during this busy time of the year. You will be thankful that you put forth the effort because you will be pleased with your results and the momentum you will have going into the next year!

With Love and Belief,

Cindy

Power Class of the Month

October

October 2016's Power Class of the Month episode is a special Holiday Edition featuring the 12 Days of Education for the Holidays series. Over the next 12 days, Independent Beauty Consultants will be provided with short videos featuring crucial business-building skills with a special holiday focus - whether it be about selling, team-building or providing great customer service during the holidays - all presented by various top Independent Sales Directors in the company. [CLICK HERE TO WATCH VIDEOS](#)

Welcome *New Consultants*

Kristen Capps

From SIMPSONVILLE, SC
Sponsored by E. Shaffer

Angie Luker

From GREER, SC
Sponsored by E. Shaffer

Cathleen Maltez

From EAST BRUNSWICK, NJ
Sponsored by E. Shaffer



Cathleen Maltez



Danielle Nirdlinger

Welcome to our unit

October **DOUBLE CREDIT**



Double Your Dreams in October! From Oct. 1 through Oct. 31, 2016, you have the chance to earn double credit

- toward the **Seminar 2017**
- *Queen's Court of Personal Sales**
- *Queen's Court of Sharing**
- *Circle of Achievement**
- *Circle of Excellence**

It's time to set your dreams in motion by making a plan for how you can take advantage of this promotion and make this the Year of Your Dreams!



A Simple Holiday Sales Plan

SEPT BOOKING FOCUS: New fall looks, new product preview

- Week 1: make your holiday plan – Open House, businesses you want to contact, etc. Just think it through!
- Week 2: Finish up Model of Beauty entries
- Week 3: Make a list of businesses to contact for gift giving. Consider customer/family businesses & YOUR contacts: dentist, etc.
- Week 4: Write letters to ½ the businesses on your list telling about your services, saying you'll call soon.

OCT BOOKING FOCUS: New products

- Week 1: Do personal Christmas shopping (think MK gifts!), or at least make your list and plan it out. If you're done by 10/30...you'll SAIL through the season!
Write letters to other ½ of businesses on your list
Take Go Tote and/or samples & catalog with you everywhere
- Week 2: Follow-up with the first set of business letters. Offer to treat staff to Satin Hands, show gift ideas in person, etc.
Begin getting wish lists filled out with every facial
- Week 3: Schedule office holiday shopping parties w/ your customers. Lunch hours or just after work are great times! Search out area events you can set up a table or offer goodie bags to...get your name out there!
- Week 4: Follow-up with the 2nd set of business letters as above.
- Week 5: Send Open House invitations (assuming Open House is mid November. This year our UNIT Open House is 11/17/07...save the date!)

NOV BOOKING FOCUS: Holiday Glamour Look

- Week 1: Write letters to husbands of customers, telling of your service & that you know his wife's wish list & will call to discuss it with him soon
- Week 2: Begin to follow-up with husband letters and as you see them in person...may not be ready yet, but ask when you can call back
Send postcard to customers regarding the Thanksgiving Sweepstakes online & my personal Thanksgiving week sale...SEE ATTACHED FOR A GREAT IDEA!!
- Week 3: Bookings, follow-up, finish any of the above...
- Week 4: Bookings, follow-up, finish any of the above...

DEC BOOKING FOCUS: DOUBLE HOSTESS CREDIT (or choose your extra incentive), Holiday Coffees (informal stop & shops – quick & easy), New Product Preview, Holiday Glamour

- Week 1: Follow-up with husbands. They're getting serious now!
Follow-up wish lists
Wrap stocking stuffers adorably & carry some with you...the eye buys & anything inexpensive will MOVE off your shelf!
Ask 10 women to be catalog hostesses. Offer a 50% off shopping spree when they collect \$100 in outside sales over the next 10 days...they'll be seeing lots of people now!
- Week 2: Deliver 12 Days of Christmas baskets by the 13th
Be prepared for January bookings in your calendar. Some absolutely won't book in December...offer them an after-the-hubbub date. Remember...some WILL book in December!
Warm chatter all sales people with a SMILE
- Week 3: Call customers for personal needs – they get caught up and may forget to call you! Do you have her wish list? Does she need to buy a personal "gift" for herself?
Follow-up additional Wish Lists
- Week 4: Wrap up & enjoy time with your family. Do you go shopping after Christmas? So will your customers! Why not offer them an "inventory reduction sale"...offer a couple of hours on Saturday morning for them to stop & shop. Will they want to have a pampering session with friends/family who are visiting from out of town?

- JAN BOOKING FOCUS: New Year, New You, New Products!
- FEB BOOKING FOCUS: Valentines, Winter Skin Checkups
- MAR BOOKING FOCUS: March Model Mania, New Product Preview
- APR BOOKING FOCUS: New Products & Mother/Daughter Events
- MAY BOOKING FOCUS: Mother/Daughter Events, Summer Glow (prep skin & sunless tanning)
- JUN BOOKING FOCUS: Simple Summer Skin & Color for the Beach; New Product Preview
- JUL BOOKING FOCUS: New Products
- AUG BOOKING FOCUS: Back to School/Back to the Basics



this Thanksgiving

STUFF A ROLL-UP BAG

NOVEMBER ONLY

Hurry, my
FREE
ROLL-UPS
go fast!

When you have 4 or more girlfriends join you for a complimentary Mary Kay Makeover & \$200 or more in sales (before your order) you will receive a FREE ROLL-UP BAG and 50% OFF everything you can STUFF into it.



Your 4 or more guests must be 18 years of age or older and cannot already have a Mary Kay Consultant.

Get excited about Serious Cash this Holiday Season!

How would you like to have an extra \$250-\$2,500 Cash for the holidays this year? Consider joining the Mary Kay Cosmetics Pilot Program for Holiday Consultants.

DEVOTE:

5 Hours per week to teaching / showing the products, 2 hours per week for training, 1 hour per week to paperwork (in your home)

INVEST:

\$100 plus tax & shipping for Starter Kit

(\$200-\$3600 Inventory optional investment. What the EYE sees, the EYE buys!)

Immediate Commission: 50% of retail

Selling Season starts now & goes strong through January 1st.

TEACH:

1 Skin Care Class per week (4+ women present / 2 hr each) Average sales of \$200+

1 Gift Show per week (6 -10 women present / 2 hr each) Average sales of \$300+

1 Mini Class (1 -2 women present / 1 hr) Average sales \$100+

Total weekly Average Sales \$600+

PROFIT:

\$600 Sales minus 50% cost of product = \$300 gross profit for just 5 hours of teaching time! Net weekly profit after expenses (hostess gifts & supplies) of 10% subtracted is \$240. Average of (\$48 per hour).

\$240 X 12 weeks = \$2,880 net profit for about 60 hours of teaching & training outside of your home!!


This is a great part-time seasonal job! Having product inventory is an **OPTION, NOT A REQUIREMENT**. Women are impulsive & will purchase more if you offer on-the-spot delivery! At the end of the season, you may put your parttime business on hold & just do reorders till the next holiday selling season, or decide if you want to keep up the pace to add an extra \$500-1,000 to your budget every month!

If you have not had lots of fun, made an excellent hourly income, helped women feel better about themselves, or just plain decide that a part-time career with Mary Kay Cosmetics is not for you, just stop working your business. No strings attached – totally risk-free!



Be Delighted This Holiday

2016 MARY KAY® HOLIDAY PRODUCTS

Designed by QT Office 



NEW! FRAGRANCE-FREE SATIN HANDS® SET

\$36 each

WHITE TEA & CITRUS SATIN HANDS® SET



\$26
HIGH INTENSITY GIFT SET



WHITE TEA & CITRUS SATIN HANDS® SHEA CREAM

\$12 each

FRAGRANCE-FREE SATIN HANDS® SHEA CREAM



\$35
DISCOVER WHAT YOU LOVE TRAVEL ROLL-UP BAG



\$32
BE DELIGHTED™ BODY WASH & BODY MOUSSE SET



\$15
MINI EYE BRUSH SET

\$16
BE DELIGHTED™ SHIMMER MIST



\$12 each
GLOWING FINISH ILLUMINATING STICKS

\$65
PURPLE SMOKE PALETTE





EARN A SPOT WITH YOUR NSD TO NYC



CONTEST DATES JULY 1 – OCTOBER 31ST 2016

DATE OF TRIP NOVEMBER 10TH – 12TH

TRIP INCLUDES 2 NIGHT STAY AT THE LUXURIOUS MANHATTEN CLUB & SOME
OTHER SPECIAL TREATS & SURPRISES &
TRANSPORTATION FROM CINDY'S HOME TO NYC



HOW TO EARN A SPOT!

- Become a New Sales Director by 10/31/16
or
- Earn your Chevy Cruz by 10/31/16 & you are definitely going!
The Top Achiever will stay Cindy's room-
Yes you will get to sleep your way to the top 😊

All others that get on – target for Directorship or Car will go into a drawing to earn a spot to go!



After Party



All Star Cons quarter ending 9/15 are
invited for our Halloween Bash!
Prizes Most original costumes 👍

Fun Fun Fun

After Party is following
our Friday Night program
at Fall Advance



PICCOLLAGE



**ALL REDS WILL RECEIVE ON STAGE RECOGNITION AT FALL ADVANCE &
BE INVITED TO A RED HOT CLASS WITH NSD PAM TULL**



STEP IT UP TO DIQ



**And be invited to an exclusive private lunch
with**

NSD Cindy Leone & NSD Pam Tull

Miss America Contest

LIFESAVERS ARE CHANGING LIVES 1 STATE AT A TIME



Make believe
you are great.

The trick will
take you far.

You'll find you
are just as
great as you
make believe
you are!

Be a Talent Scout across the USA

Be the first in each state in our beautiful USA to add a new team member. Let your Director know as soon as you do so she can message me and we will add your name as the FIRST in the state! We will add a crown to that state so everyone knows it has been claimed. At Seminar 2017 all who were first to add a new TM in each state will march on our Leone Awards Stage representing the state or states you added a new TM in. We will have 1 Queen that has added team members in the most states in the USA.



October is Pink Power Month!



PINK PRIZES
in October for your
WholesaleOrders!



**Add Team Members in
OCTOBER! YOU AND YOUR
NEW TEAM MEMBER EARN A
GIFT FROM YOUR DIRECTOR!!**

**Double Credit Oct! Your
wholesale order in Oct
doubles toward Queen's
Court!**

**Prizes for your
wholesale orders from
October 1-31st!**

**PLACE \$1100 or more
wholesale order and win this
Trendy Zebra Print Cardigan
Poncho! [1 size fits all]**



**PLACE \$650-\$1099 wholesale
order and win this Stunning
3 Layer Necklace!**



**Place a \$450-\$649 Wholesale
order & win this Gorgeous
Rhinstone Mirror Compact!**



**Place a \$250-\$449 wholesale
order & win this
Pink Zebra Scarf!**



Name: _____

Oct. Whl Order: \$ _____

Circle earned prize above! DUE: Nov 2, 2016

Consistency Club

Girls, consistency is the key to your success!

*Earn a beautiful prize from the Mary Kay "Wildest Dreams Collection" when you place a wholesale order of \$250 or more in **October, November & December!***



*\$250 Wholesale
Journal & Wild Pen!*



*\$450 Wholesale
Money Bag/Clutch*



*\$700+ Wholesale
Tablet Cover*



*\$600 or more earn the MK
Bangle of the Month!*

Cindy's Celebrities



Cindy Leone

203 Heritage Dr
Columbus, New Jersey 08022

(609)723-4822

Important Dates

October 10 - Columbus Day, All Branches Closed

October 17 - Last day to enroll for the Winter PCP

October 28 - Last day to place telephone orders for October

October 31 - Last day to place on-line orders for October

Winter PCP Enrollment



Make this the most delightful holiday season ever! In the Winter 2016 issue of *The Look*, your customers will find everything they need to intensify their eyes, get bliss for their lips and more. When you enroll your customers to receive *The Look* through the Preferred Customer ProgramSM, they will receive a fragrance seal sample† of the White Tea & Citrus Satin Hands[®] Pampering Set scent, which is sure to be a hit!

- Enroll Sept. 16 – Oct. 17, 2016.
- Mails Nov. 14, 2016 – arrives in 7 to 10 business days
- Only 70¢ per name**

[CLICK HERE TO ENROLL](#)

OCTOBER
embrace
YOUR DREAMS



Earn your Embrace Your Dreams Bracelet when you order \$600 whsl in September. Orders may be cumulative.

CONSISTENCY IS KEY