



# Cindy Leone

# Cindy's Celebrities

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July Newsletter with June Results

## Our Proud Reds



Kimberly Bowe  
Star Team Builder



Beth Griffin  
Star Team Builder



Lisa Perry  
Star Team Builder



Elena Torsiello  
Star Team Builder

new faces take you places BRACELET



Earned June Bracelet



## Winners



Jill Kuffa  
6 Months



Christine Spain  
11 Months



Kimberly Bowe  
12 Months



Erin Shaffer



Leah Marley  
12 Months

Elena Torsiello  
6 Months

## Achieved Mary Kay Princess Court



Kimberly Bowe



Jill Kuffa



Christine Spain



Leah Marley

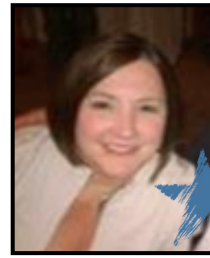
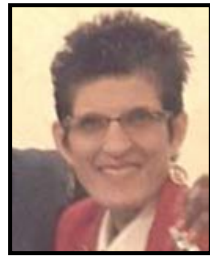
1st Quarter Star Consultant Prizes

June 16 to September 15



Consultant	Current	Sapphire	Ruby	Diamond	Emerald	Pearl
JILL KUFFA	\$2,600.00	*****	STAR	\$400.00	\$1,000.00	\$2,200.00
KIMBERLY BOWE	\$1,756.40	\$43.60	\$643.60	\$1,243.60	\$1,843.60	\$3,043.60
CHRISTINE SPAIN	\$1,520.50	\$279.50	\$879.50	\$1,479.50	\$2,079.50	\$3,279.50

# Quarter 4 Stars



Christine Spain  
Emerald

Kimberly Bowe  
Ruby

Leah Marley  
Sapphire

Elena Torsiello  
Sapphire

Jill Kuffa  
Sapphire

Erin Shaffer  
Sapphire

★ Achieved Star Consultant all 4 Quarters for Seminar 2018

## Help Boost Your Business Each Quarter

Did you know that 60 percent of Ind. Beauty Consultants who use the program are contacted by their customers, and 42 percent receive orders from their customers after *The Look* arrives in the mail?

**ENROLLMENT DEADLINE July 17**



### Why Enroll?

Learn how this program can help build your business.

[WATCH NOW](#)



*national*  
**ICE CREAM**  
*day*  
★  
**JULY 15**

HAVE AN EYE'S CREAM SOCIAL, SHARING OUR EYE PRODUCTS, ALONG WITH SOME COLOR, LETTING CUSTOMER EXPERIENCE THE FEEL AND LOOK. AND OF COURSE, BE SURE TO ENJOY SOME YUMMY ICE CREAM.

# shooting for the

# Stars

top in retail sales

## Company Court of Sales



Leah Marley



Jill Kuffa



Kimberly Bowe

	Consultant	Retail	YTD PCP	YTD Retail
1	Leah R. Marley	\$21,655.00	\$0.00	\$21,655.00
2	Jill A. Kuffa	\$20,329.50	\$0.00	\$20,329.50
3	Kimberly F. Bowe	\$20,104.50	\$0.00	\$20,104.50
4	Christine Spain	\$20,081.00	\$0.00	\$20,081.00
5	Elena R. Torsiello	\$11,356.00	\$0.00	\$11,356.00
6	Erin Shaffer	\$10,852.00	\$0.00	\$10,852.00
7	Lisa Perry	\$7,238.00	\$0.00	\$7,238.00
8	Donna L. Pedicord	\$7,100.00	\$0.00	\$7,100.00
9	Michele E. Knight	\$6,693.00	\$0.00	\$6,693.00
10	Dana L. Kuffa	\$5,790.00	\$0.00	\$5,790.00

## top team

# Builders

## Company Court of Sharing



Erin Shaffer

	Recruiter	New Team Members	YTD Comm
1	Erin Shaffer	1	\$414.00
2	Jill A. Kuffa	1	\$103.00
3	Leah R. Marley	1	\$72.78
4	Christine Spain	1	\$24.18

## 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







# Celebrate!

## August

### Happy Birthday



Birthdays	Day
Michelle L. Redfield	3
Beth C. Griffin	4
Andrea Brenner	9
Wanda DelValle	14
Ali Zacharkow	17
Nancy J. Huber	21
Deborah A Campanelli	24
Marie H. Phero	26
Christina L. Parker	31

### MK Anniversary



Anniversaries	Years
Dagne H. Sollid	25
Donna L. Pedicord	18
Marsha Hahn	13
Erin E. Roock	11
Georgiana Foti	5
Danielle Nirdlinger	2
Michele E. Knight	1
Gerraina N. Phipps	1
Ariana M. Lizza	1
Cora D. Jones	1

### Look Who Invested This Month



Name	Amount	Name	Amount	Name	Amount
Jill A. Kuffa	\$4,216.00	Danielle Nirdlinger	\$371.40	Georgiana Foti	\$231.00
Christine Spain	\$2,650.00	Lori Picinich	\$319.50	Maria Elliott	\$230.00
Kimberly F. Bowe	\$2,384.00	Michele L. Cressman	\$291.50	Maeozia Samuel	\$226.10
Erin Shaffer	\$806.80	Lisa Perry	\$283.00	Beverly D. Rambert	\$226.00
Leah R. Marley	\$780.50	Dorene Nixon	\$265.80	Eleanor Carlino	\$225.50
Elena R. Torsiello	\$450.00	Donna L. Santoianni	\$248.50	Esther P. Clark	\$225.30
Hillary B. Paton	\$441.90	Kimberly L. Bowe	\$245.50	Rynisha N. Falls	\$225.30
Gayle E. Walsh	\$421.00	Eileen T. Delvecchio	\$239.80	Angela Cosom	\$225.00

# GREAT Start



Build a strong team using the Great Start:  
New Consultant Rewards.

[Click Here](#)  
for details and videos

# steppin' up the

# Ladder



## Senior Consultants

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

- Michele L. Cressman
- Cary S. Fredericks
- \* Trudi Mitana
- # Patrice A. Patterson
- Gail H. Devine
- Erin Shaffer
- Jill A. Kuffa
- Dana L. Kuffa
- \* Briana Colaneri
- \* Julie Richards
- Leah R. Marley
- Samantha D. Hurtt
- \* Virginia A. Kinach
- Hillary B. Paton
- Callye E. Huf

- Sheila Richardson
- Tamara Francois
- Erin Shaffer
- Christi Kunzweiler
- Leah R. Marley
- \* Stephanie McCatherine
- # Kristen Capps
- Christine Spain
- Natasha V. Daniels
- \* Diana D. Williams
- # Yvonne A. Spain
- Diana D. Williams
- Regina K. Toe

## Team Builder

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



- Kimberly F. Bowe
- Kimberly L. Bowe
- Rynisha N. Falls
- Beverly D. Rambert
- # Christina L. Parker
- Beth C. Griffin
- Eileen T. Delvecchio
- Karen J. Fonollosa
- Daryl A. Tuccillo
- Lisa Perry
- Maria Elliott
- Jo Ann M. Foulks
- Nancy J. Huber
- \* Heather D. Donaire
- # Beverly Gerberich
- # Jackie Rowley
- Elena R. Torsiello
- Georgiana Foti
- Esther Jackson-Pope
- Lori Picinich
- Eileen H. Rothstein
- \* Diana Becker
- \* Carolanne Garstka
- \* Jacquelyn B. Lee
- \* Donna A. Teel-Drake
- \* Florence C. Ugorji
- # Joyce-Patryce Clark
- # Sharron H. Coleman
- # Cora D. Jones

## Team Leader/ Future Director/ DIQ

- 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





A dream written down  
with a date becomes a

**GOAL.**

A goal broken down into

**STEPS**

becomes a

**PLAN.**

A plan backed by

**ACTION**

Makes your dreams come true.



# a note from

..... *Cindy*

Happy Mary Kay New Year! We had a great Seminar 2018... Many of you stretched to reach goals, got out of your comfort zone, demonstrated to families the discipline it takes to reach your dreams and worked with focus and determination to the very end. It is such a gratifying feeling to know when you work with true commitment to your goal, results will follow. Sometimes we may not reach our goals in the timeframe that we planned, but when we continue to stay focused, our goals will be achieved. I am so honored to be working with such an incredible group of women, you emulate EXCELLENCE and TRUE INTEGRITY.

I want you to BELIEVE that your dreams can come true! Do not worry about what you see or don't see. Do not worry about what happened or didn't happen this past year. Focus forward and BELIEVE that you can make it happen, and then GO TO WORK! Remember, ACTIVITY PRODUCES RESULTS! Nothing can happen and dreams will not come true if you do not do the necessary activity. Your activity has to match your size of dream! DREAM Big, DO Big and then Big RESULTS will come!

If you want BIG Results, you will have to be consistent in your daily activities and be sure they are Income Producing Activities. It will take effort and time, along with work that involves doing things that don't come easy. Determine what activity it will take to reach your goals. Goals need to be broken down into small steps; determine how many parties and interviews it will take to reach your goal, then break it down monthly, weekly and then daily. Finally, make the decision to commit to your goals. Work as if you have no choice.

Please know that I am here to help you make your dreams come true! I believe you can do anything you put your mind to, if you are willing to put forth the effort.

With Big Belief,

*Cindy*

## Consistency Contest

- Christine Spain - \$850
- Kimberly Bowe - \$850
- Erin Shaffer - \$650
- Elena Torsiello - \$225

## Jammin' June

- Christine Spain - 22
- Leah Marley - 14
- Erin Shaffer - 12

Thank you for submitting your Mary Kay Accomplishment sheets on line  
Please Submit by the 5<sup>th</sup> of the following month for Recognition in NL for Prior Month

## June Results

### Parties/Classes with 3 or more

Christine Spain- \$235,220, 220

### Facials(1 or 2 in attendance)

Kimberly Bowe-\$670

Christine Spain- \$116, 88

Leah Marley-\$18

### OTG-On the Go Appointments

Leah Marley-\$405, 51

Christine Spain-\$158, 40, 31

### PWS

Leah Marley - \$308, 109,25

Christine Spain-\$70

### PCP-Preferred Customer Program

Kimberly Bowe-\$302

Christine Spain- \$60

### Skin Care Sets

Christine Spain-18

Kimberly Bowe- 10

Leah Marley – 1

### Weekly Sales

Christine Spain-\$1,351,509, 618, 418

Kimberly Bowe-\$972

Leah Marley - \$731, 109, 76

### Basic Skin Care Sets YTD

Christine Spain - 67

Kimberly Bowe- 60

Leah Marley – 25

Erin Shaffer-6

Jill Kuffa-4

Dana Kuffa-4

Elena Torseillo-2

### HotLine Callers Everyday!

Erin Shaffer and Christine Spain

### Almost Everyday!

Leah Marley

### \$1000 Month

Christine Spain



\$2896 Month

### Explosive 15 May Faces



### \$100 Days

Christine Spain

Leah Marley

Elena Torsiello

Erin Shaffer

Jill Kuffa

**Every time you have a \$100 Day  
Call Cindy and leave me a message**

## 2018 Seminar Conference Registrations

Erin Shaffer

Dana Kuffa

Leah Marley

Kimberly Bowe

Elena Torsiello

Christine Spain

Cindy Leone

Jill Kuffa



Christine Spain Queen at TNL!



Kimberly Bowe at her weekly success meeting!





# EXPLOSIVE 15!

#yearofexplosivegrowth

- Complete 15 new faces monthly\* **Must be on the face not on the hand to count**  
(They must **be 18 years** or older & currently do not have a Mary Kay Consultant)
- Submit your Weekly Accomplishment sheets to your Director... A Must
- Send a picture of your completed tracking sheet to Cindy via text (609)540-0345 AND Your Sales Director by the 5<sup>th</sup> of the following month. Please add your Name & Your Director's name 😊
- 15 Faces completed gets you a gift from your National Sales Director Cindy & recognition in the Leone Lifesaver Area Facebook group
- The Beauty Consultant with the most faces over 25 each month gets an additional gift from your National Sales Director Cindy!
- A minimum \$225 order must be placed in the Month to win!

## July's Prize!\*\*

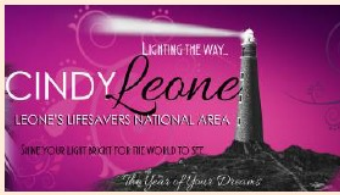
Beautiful Antique Shell Pendant Necklace Set



\*Faces done @ Nursing & convalescent homes do not count towards contest

\*\*due to the amount of winners the prize awarded maybe similar than the one shown here





# Explosive 15!

#yearofexplosivegrowth



	Customer Name	Phone #	# of Referrals	\$Amt Sold	2nd Appt Booked	Sharing Appt Scheduled
	Must be on the Face not on the hand to count					
1						
2						
3						
4						
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28						
29						
30						

Submit your form to Cindy (609) 540-0345 via picture text message & your Director by the 5<sup>th</sup> of the following month & your accomp. Sheets!

YOUR NAME ☺ \_\_\_\_\_ DIRECTOR NAME: \_\_\_\_\_ Fill the below out:  
 Total amount of monthly sales \$ \_\_\_\_\_ Whl. order placed for the month \$ \_\_\_\_\_ How many TB appts \_\_\_\_\_ New TM \_\_\_\_\_







# GREAT *Start* PROMOTION

JULY 1, 2018 – JUNE 30, 2019



## BIGGER PROFIT POTENTIAL. RICHER REWARDS. MORE FUN!

Introducing a new yearlong promotion that can help everyone get a *Great Start* and share the fun!

## GET GOING WITH THE BEST REWARDS EVER!

As a new Independent Beauty Consultant, you can get the most profit in your pocket when you place your first order and start sharing the beauty with your family and friends right away. You can earn free product bonus bundles\* when you order and when you add *Great Start*-qualified\*\* team members! You probably already know someone who would love to share this experience with you, don't you? You can both have a *Great Start* with profitable rewards!



## TEAM-BUILDING BONUSES AND MORE!

Now, Independent Beauty Consultants can earn a \$50 cash bonus\* on each *Great Start*-qualified\*\* new personal team member! Just think, a chat with a girlfriend can lead to fun and immediate rewards! It doesn't stop there. These programs also get a boost during the *Great Start* Promotion:

- Independent Sales Director Team-Building Bonus
- Unit Development Bonus
- Career Car Program
- Courts of Sharing
- Leadership Conference Recognition

## WHAT DOES THAT MEAN?

When new team members who are *Great Start*-qualified\*\* get going, then your own rewards can increase!

For complete details on the *Great Start* Promotion and what it can mean for you, visit *Mary Kay InTouch*®.

**RIGHT FROM THE START, IT'S BIGGER. IT'S RICHER. IT'S GREAT!**

\* See the *Great Start: Ready, Set, Sell* and *Great Start: Ready, Set, Keep Selling!* brochures and the *Great Start: Team-Building Rewards* insert for full details about the free limited-time product bonus bundles.

\*\*A *Great Start*-qualified Independent Beauty Consultant is one whose initial order or cumulative orders are \$600 or more in wholesale Section 1 products and the orders are received and accepted by the Company in the same or following three calendar months that her/his Independent Beauty Consultant Agreement is accepted by the Company.

†In the month your new team member's initial or cumulative \$600 or more wholesale Section 1 orders are received by the Company, you must be active to receive the bonus. An Independent Beauty Consultant is considered active in the month a minimum \$225 wholesale Section 1 order is received and accepted by the Company and in the following two calendar months.



# Focus on Goals

Independent Sales Director Carol Scholes of Tacoma, Wash., shares these basic tips on goals:

## WHY SET GOALS?

1. When goals are set, things happen.
2. Goals make you feel good about yourself.
3. Goals provide attitude adjustments.
4. Goals establish self-discipline and motivation.
5. Goals give you direction and purpose.
6. Goals take you where you want to go.
7. Goals create good habits and patterns to follow.
8. A goal will eliminate others from controlling your life.

*“Set a goal to discipline yourself.  
If you don’t, others will.”*

## GOALS CAN BE NEGATIVE IF:

1. They are too big.
2. They are out of your sphere of interest.
3. You believe luck is necessary to arrive at your destination.
4. You set your goal by comparing yourself with others’ accomplishments.
5. You are doing it for someone else.

## REASONS MOST PEOPLE DO NOT SET GOALS:

1. They are not sold on the benefits.
2. They feel it’s safer not to.
3. They fear commitment, failure or success.
4. They have a poor attitude or focus.
5. They don’t want to work.

*“The subconscious mind accepts all information as fact and cannot distinguish between what is real and what is imagined and believed.”*

## SETTING A GOAL

1. Decide exactly what you want - be very specific.
2. Aim high - you should have “butterflies.” Stretch your limits.
3. Create visuals. The subconscious mind accepts all information as fact and cannot distinguish between what is real and what is imagined and believed.
4. Involve family members. Find out what’s in it for them.
5. Pick someone to emulate.
6. Define where you are. Goals must be “BIG” according to your ability.
7. Determine what you are capable of in a day, a week, a month and a year.
8. Write your goals in detail and talk about them with appropriate people.
9. Focus on your goal daily. If a goal is not focused on for three days, it’s as if it never existed.
10. See goals as if they had already happened.
11. Keep your FOCUS. (Follow One Course Until Successful.)
12. Quitting is not an option.
13. Set another goal immediately upon reaching a goal.

## 6 PARTS OF A GOAL

1. WOW: Excitement of a goal.
2. HOW: Plan to achieve a goal.
3. NOW: Just do it.
4. OUCH: Do it anyway.
5. VOW: Commitment to reach goal.
6. POW: The Victory!

# STARdom Knocks! Open the Door!



## MARY KAY

Achieve the  
*All-Star* Star Consultant  
Consistency Challenge.

June 16, 2018 –  
June 15, 2019

Sapphire 7,200 – 9,599 contest credits  
kate spade new york® makeup bag

Ruby 9,600 – 11,999 contest credits  
kate spade new york® wristlet

Diamond 12,000 – 14,399 contest credits  
kate spade new york® wallet

### The secret to being a star is being ready when stardom comes knocking on your door!

Pursue and work every opportunity to build your Mary Kay business and achieve consistent Star Consultant status for the 2018 – 2019 Seminar year.\* As you do that, you can begin to unlock the door to a solid customer base and more bookings and earn one of five kate spade new york® *All-Star* Collection prizes when you attend Seminar 2019! Which of these prizes will you earn to show the world that you're a star?

### Having a hard time choosing?

You could earn them all! The top 10 *All-Star* achievers with the most year-end *All-Star* contest credits in each Seminar affiliation will receive the entire kate spade new york® *All-Star* Collection featuring fun, fabulous pink car-themed designs.

Emerald 14,400 – 19,199 contest credits  
kate spade new york® crossbody

Pearl 19,200+ contest credits  
kate spade new york® backpack purse

### Plus, there's a Mary Kay *You Hold the Key* Challenge *All-Star* booster!

Receive an additional 2,400 *All-Star* booster contest credits\*\* toward the *All-Star* prize when you achieve **Star Consultant status all four quarters AND achieve the Mary Kay *You Hold the Key* Challenge all 12 months.** That could actually boost you up an entire prize category!

### Go to *Mary Kay InTouch*® for complete contest rules and prize details.

\*New Independent Beauty Consultants are eligible to participate according to the revised guidelines provided on the *Mary Kay InTouch*® website.

\*\*Additional *All-Star* booster contest credits (if earned) will be added at the end of the contest period.

kate spade new york® is a registered trademark of Kate Spade, LLC.

Diamond  
12,000 – 14,399

Pearl  
19,200+

Ruby  
9,600 – 11,999

Sapphire  
7,200 – 9,599

Emerald  
14,400 – 19,199



# Cindy's Celebrities



*Cindy Leone*

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(609)723-4822

## important Dates

- July 17** - Last Day to Enroll for Fall PCP
- July 30** - Last day to place telephone orders for July
- July 31** - Last day to place on-line orders for July
- August 10** - Early order of Fall Products for Quarter 4 Stars and Fall PCP Participants
- August 10** - Fall Look Book begins mailing
- August 15** - Fall Products are available to order for all consultants
- August 17** - Last day to enroll in the special edition Holiday PCP customer Look Book
- August 30** - Last day to place telephone orders for August
- August 31** - Last day to place on-line orders for August

## July *Key* of Success

When you order \$600+ whsl in JULY, you will receive this GOLDEN KEY Necklace

JULY KEY

GET THAT  
MARY KAY  
ENTHUSIASM!



## Fall *Consistency*

When you achieve the *YOU HOLD THE KEY CHALLENGE* July-December, you receive this Fall Consistency Challenge Necklace.

FALL CONSISTENCY KEY

AND  
THEN  
SOME!

