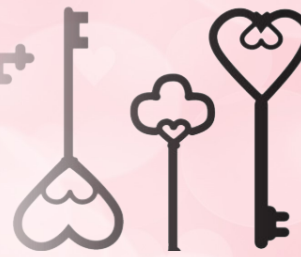




Cindy's Celebrities

October Newsletter with September Results



A little extra "try" and "oomph" can change your Future.

YOU Hold the Key

September Winners

Red



Elena Torsiello



Elena Torsiello



Leah Marley



Jill Kuffa



Christine Spain



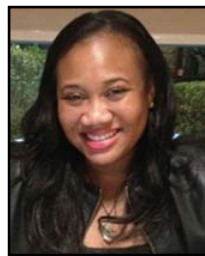
Sheila Richardson



Danielle Nirdlinger



Kimberly Bowe



Tamara Francois



Erin Shaffer



This could be YOU!!

You are hourly, daily, mixing together in the whirling, mixing vat of your mind the ingredients that will determine the kind of finished product you will become. The question to ask yourself is this: As the personal chemist of your own future, are you putting enough of the fine, raw materials of faith, confidence, effort, study and the Golden Rule into your mix of life? Or are you blending thoughts of yesterday's unpleasant experiences, mistakes or failures, thoughts of expecting the worst, attitudes of I can't, feelings of inferiority or inadequacy...What are you mixing everyday into your mind? What will the finished product be?

YOU HOLD THE KEY



Q2 On-Target Stars

Consultant

Current Sapphire Ruby Diamond Emerald Pearl

CHRISTINE SPAIN	\$630.00	\$1,170.00	\$1,770.00	\$2,370.00	\$2,970.00	\$4,170.00
SHEILA RICHARDSON	\$625.00	\$1,175.00	\$1,775.00	\$2,375.00	\$2,975.00	\$4,175.00
TAMARA FRANCOIS	\$602.00	\$1,198.00	\$1,798.00	\$2,398.00	\$2,998.00	\$4,198.00
DANIELLE NIRDLINGER	\$441.00	\$1,359.00	\$1,959.00	\$2,559.00	\$3,159.00	\$4,359.00

Q1 Stars



Jill Kuffa
Emerald



Kimberly Bowe
Emerald



Christine Spain
Ruby



Leah Marley
Sapphire



Erin Shaffer
Sapphire



Elena Torsiello
Sapphire

Unmask the Opportunity of a Life Time

New Independent Beauty Consultants receive 2 FREE MASKS when they sign their agreement in October, as a Bonus.



Winter Holiday
ENROLLMENT

October 17
Deadline



Winter PCP enrollment deadline is October 17. Give your business a boost. See your sales increase when you enroll your customers. Plus, you have the privilege of ordering winter products before everyone else.

ENROLL

shooting for the top in retail sales *Stars* Company Court of Sales



**Leah
Marley**



**Kimberly
Bowe**



**Erin
Shaffer**

	Consultant	Retail	YTD PCP	YTD Retail
1	Leah R. Marley	\$3,972.00	\$0.00	\$3,972.00
2	Kimberly F. Bowe	\$3,719.00	\$0.00	\$3,719.00
3	Erin Shaffer	\$3,627.00	\$0.00	\$3,627.00
4	Elena R. Torsiello	\$3,301.00	\$0.00	\$3,301.00
5	Christine Spain	\$3,049.00	\$0.00	\$3,049.00
6	Jill A. Kuffa	\$2,792.00	\$0.00	\$2,792.00
7	Danielle Nirdlinger	\$2,122.00	\$0.00	\$2,122.00
8	Sheila Richardson	\$1,707.00	\$0.00	\$1,707.00
9	Lisa Perry	\$1,398.00	\$0.00	\$1,398.00
10	Swara P. Shirolawala	\$1,356.00	\$0.00	\$1,356.00

We are looking for women to be in the Unit Court of Sharing.

Share this Career Opportunity with everyone you facial!

National Court of Sales



National

\$40,000 rs/ \$20,000 whsl

Area

\$20,000 rs/ \$10,000 whsl

Unit

\$10,000 rs/ \$5,000 whsl

National Court of sharing



National

24 Team Members

Area

12 Team Members

Unit

6 Team Members

DOUBLE CREDIT

October 1-31



DOUBLE YOUR DREAMS IN OCTOBER!
EARN DOUBLE CREDIT FOR SALES AND TEAM MEMBERS

\$2,000 whsl = \$4,000 Retail x 2 = \$8,000 Retail
& Qualified x 2 = 12 Qualified Team Members

Celebrate!

we
celebrate
you

Happy Birthday in November

Birthdays	Day
Barbara A. Sokol	2
Rynisha N. Falls	5
Simone Jones	13
Swara P. Shirolawala	16
Jackie Rowley	17
Christi Kunzweiler	18
Phyllis G. Bryant	27

MK Anniversary in November

Anniversaries	Years
Kelly A. Hudak	16
Hillary B. Paton	10
Trudi Mitana	7
Theresa M. Whitcraft	1
Pamela Doughty	1

Look Who Invested This Month

Name	Amount	Name	Amount	Name	Amount
Elena R. Torsiello	\$991.00	Danielle Nirdlinger	\$615.50	Gayle E. Walsh	\$309.50
Leah R. Marley	\$706.00	Kimberly F. Bowe	\$608.00	Gail H. Devine	\$250.50
Jill A. Kuffa	\$646.00	Tamara Francois	\$602.00	Barbara A. Sokol	\$242.50
Christine Spain	\$630.00	Erin Shaffer	\$601.00	Kelly A. Hudak	\$231.50
Sheila Richardson	\$625.00	Sherry A. Willis	\$325.00	Allison A. Crognale	\$226.50

GREAT Start



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

[Click Here](#)
for details and videos



steppin' up the

Ladder



Senior Consultant

- 1-2 Active Team Members
- 4% Commissions
- Eligible to order Red Jacket (2 Active)
- \$50 Team Building Bonus

Michele L. Cressman
Trudi Mitana
Patrice A. Patterson
 * *Cary S. Fredericks*

Gail H. Devine
Erin Shaffer

Jo Ann M. Foulks
Ali Zacharkow

Beth C. Griffin
Eileen T. Delvecchio
Daryl A. Tuccillo
 * *Karen J. Fonollosa*

Jill A. Kuffa
Briana Colaneri
Dana L. Kuffa
 # *Julie Richards*

Leah R. Marley
Virginia A. Kinach
 * *Samantha D. Hurtt*

Hillary B. Paton
Callye E. Huf

Lisa Perry
Maria Elliott
 * *Jo Ann M. Foulks*
 * *Nancy J. Huber*
 # *Heather D. Donaire*
 # *Jackie Rowley*

Sheila Richardson
Tamara Francois

Erin Shaffer
Christi Kunzweiler
Leah R. Marley
 # *Stephanie McCatherin*

Christine Spain
Diana D. Williams
 * *Natasha V. Daniels*

Diana D. Williams
Regina K. Toe

Sherry A. Willis
Phyllis G. Bryant
 # *Marie H. Phero*



Star Team Builder

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



Elena R. Torsiello

Carolanne Garstka

Lori Picinich

Donna A. Teel-Drake

* *Georgiana Foti*

* *Esther Jackson-Pope*

* *Eileen H. Rothstein*

Diana Becker

Jacquelyn B. Lee

Florence C. Ugorji



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





October is Breast Cancer Awareness

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 all lumps are cancerous.)

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

I love October! The crisp air, a new season and the holidays approaching us gives such an energizing feeling. Everyone is getting back into routines, so now is the time to offer your customers their fall check-up facial and/or introduce them to the new products. It is also time to be thinking of the upcoming Holidays.

For most retail businesses, October, November & December are their most profitable months. Is there any reason why it shouldn't be for your Mary Kay business?

Do you know what your goals are for this season? Are you willing to WORK the hours it requires to reach your goal? You may have to say no to a couple things, but if you work NOW, you can PLAY later! This is a profitable time for retailers, and it can be for you as well. Whatever you decide you want, it can be yours with some planning and WORK! Take some time to decide when you would like to hold your open house, holiday coffees and holiday makeovers. In addition, take time to make customer service calls to help your customers with their holiday shopping. We have great products to offer our customers so be sure to share with everyone your gift giving service. People are always looking for great customer service and convenience; and you can offer both!

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!

Your customer doesn't care how much you know until they know how much you care. ~ Damon Richards

With Love and Belief,

Cindy

October Power Class



Holiday Strategy



***Congratulations to our Explosive 15
September winner!
Kimberly Bowe 🎉***



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

September Results

Parties/Classes with 3 or more

Christine Spain- \$140
Danielle Nirdlinger-136
Elena Torsiello-\$70

Facials(1 or 2 in attendance)

Leah Marley-\$236
Kimberly Bowe \$175
Christine Spain- \$146, 120, 76

OTG-On the Go Appointments

Kimberly Bowe- \$135
Christine Spain-\$40, 73
Danielle Nirdlinger-\$59

PWS

Leah Marley - \$143, 91, 32
Christine Spain-54

PCP-Preferred Customer Program

Kimberly Bowe-\$148
Danielle Nirdlinger-119
Christine Spain- \$70, 65

Skin Care Sets

Christine Spain-3
Kimberly Bowe- 3
Leah Marley – 1
Danielle Nirdlinger-1

Weekly Sales

Elena Torsiello- \$638
Kimberly Bowe-\$458
Christine Spain-\$345, 303,210
Leah Marley - \$309,268, 100, 91
Danielle Nirdlinger-\$350

Reorders

Elena Torsiello - \$568
Leah Marley-\$166
Christine Spain - \$72, 68, 47
Danielle Nirdlinger-\$34

Basic Skin Care Sets YTD

Christine Spain-16
Kimberly Bowe- 7
Erin Shaffer - 6
Leah Marley-4
Sheila Richardson- 1
Danielle Nirdlinger-1

HotLine Callers Everyday!

Erin Shaffer, Christine Spain
Leah Marley

\$100 Days

Christine Spain
Leah Marley

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

\$1000 Month Congratulations

See your name here 😊

Queen of Sales at TNL Danielle Nirdlinger



MK5K with Christine Spain & Lifesavers



Registered for Fall Advance Ocean City NJ

Christine Spain Jill Kuffa Dana Kuffa Sheila Richardson

Elena Torsiello Kimberly Bowe Michele Knight Carolanne Garstka

**YOU HOLD
THE KEY**



MARY KAY

EXPLOSIVE 15!

#yearofexplosivegrowth

**YOU HOLD
THE KEY**



MARY KAY

- 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 5th 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!

October's Prize!**

Stunning Long Gold 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
1	<div style="border: 1px solid black; padding: 5px; text-align: center;"> Must be on the Face not on the hand to count </div>					
2						
3						
4						
5						
6						
7						
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11						
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14						
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16						
17						
18						
19						
20						
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23						
24						
25						
26						
27						
28						
29						
30						

Submit your form to Cindy (609) 540-0345 via picture text message & your Director by the 5th 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 _____

Mystery date!

In Outrageous October ~

Get a new team member

And go on a

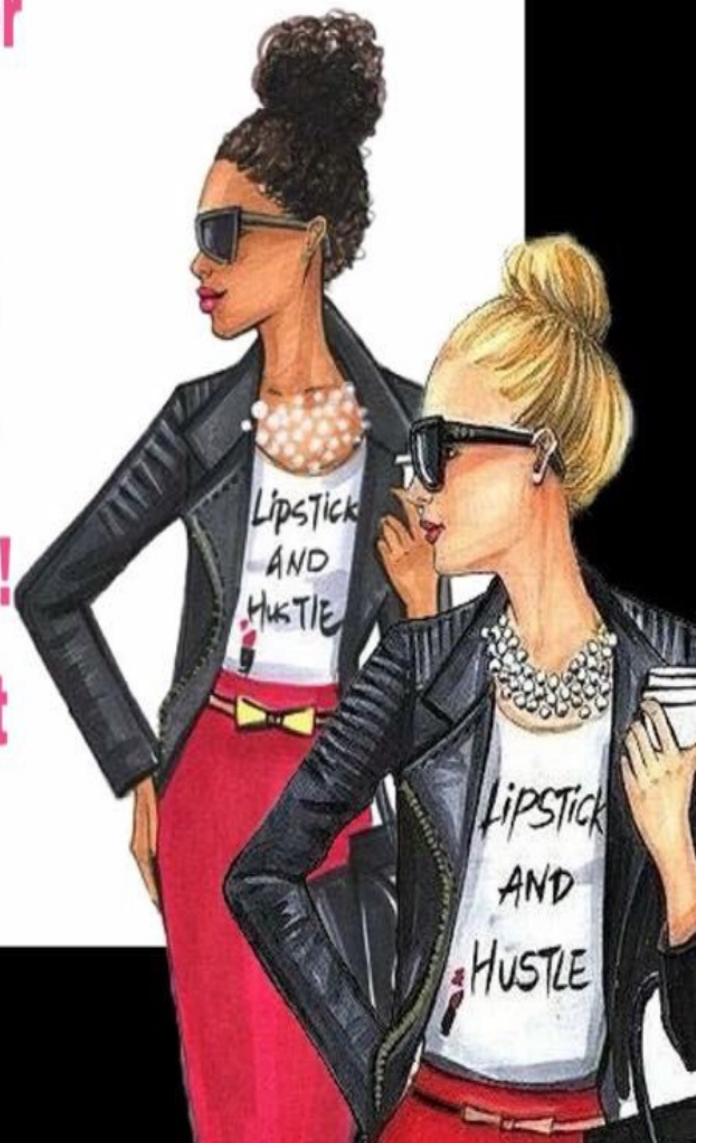
Mystery Date with us!

2 new team members -

you get ur food paid for!

Get 3 or more - also get

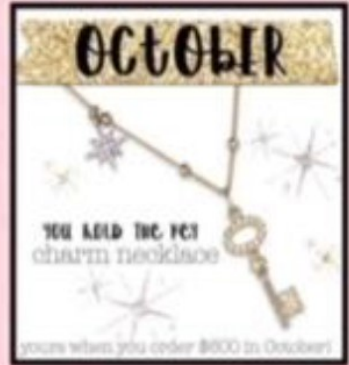
A special gift!



Outrageous October



Get this beautiful bracelet with your 250 wholesale order in October!



Earn this gorgeous key necklace from the company with a \$600 wholesale order in October



Or this beautiful bracelet and pink sequin make up bag with your 450 wholesale order in October!



Earn this Breast cancer Awareness bangle With 5 interviews!



Earn this awesome watch with your \$850 whl order or more!

START YOUR
MARY KAY
BUSINESS
WITH A
BONUS!



Get
TWO FREE*
products when you
start your Mary Kay
business in October:
one *TimeWise*[®]
**Moisture Renewing
Gel Mask** and one
Clear Proof[®]
**Deep-Cleansing
Charcoal Mask.**

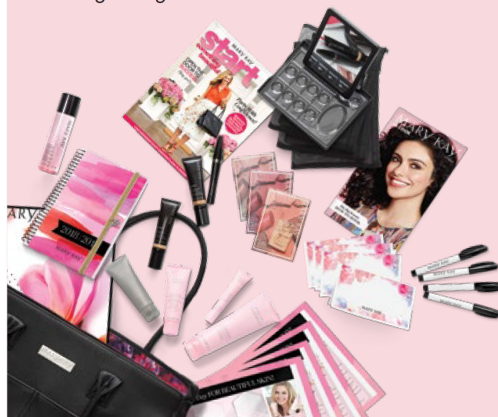
**YOU HOLD
THE KEY**



MARY KAY

HURRY!
*Offer ends
Oct. 31, 2018!*

Within your Starter Kit is everything you'll need to start your Mary Kay business and connect with your first hostesses and customers! For only \$100,+ you'll receive products for demonstration and literature that can help you on the path to success in your Mary Kay business. Plus, you'll get **TWO FREE*** products as a bonus! What a great way to start your Mary Kay business!



+Plus shipping, handling and tax

*Limit one each of retail-sized *TimeWise*[®] Moisture Renewing Gel Mask and one *Clear Proof*[®] Deep-Cleansing Charcoal Mask per new Independent Beauty Consultant. Retail-sized product in the Starter Kit is not intended to be purchased from the Company for resale and is for demonstration purposes only. As an Independent Beauty Consultant, your relationship with the Company is that of an independent contractor.

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Ask me, your Independent Beauty Consultant, **how to get started today!**



»» 12 DAYS OF «« CHRISTMAS

Package Options

\$299 Package

EYE LINER
LIP GLOSS
MASCARA
LIP LINER

MINT BLISS ENERGIZING FOOT LOTION
3 PIECE SATIN HANDS PAMPERING SET
MK COMPACT W/ APPLICATORS
3 MINERAL EYE COLORS
CHEEK COLOR
TRAVEL ROLL-UP BAG
5 PIECE BRUSH COLLECTION W/ BAG
FACIAL CLEANSING CLOTHS

\$249 Package

EYE LINER
LIP GLOSS
MASCARA
LIP LINER

MINT BLISS ENERGIZING FOOT LOTION
3 PIECE SATIN HANDS PAMPERING SET
HYDRATING LOTION
INDULGE SOOTHING EYE GEL
OIL-FREE EYE MAKEUP REMOVER
2-IN-1 BODY WASH & SHAVE
CREAM EYE COLOR
THINKING OF YOU EAU DE PARFUM

\$199 Package

EYE LINER
LIP GLOSS
MASCARA
LIP LINER

MINT BLISS ENERGIZING FOOT LOTION
SATIN HANDS HAND CREAM
HYDRATING LOTION
INDULGE SOOTHING EYE GEL
OIL-FREE EYE MAKEUP REMOVER
2-IN-1 BODY WASH & SHAVE
CREAM EYE COLOR
BEAUTY BLOTTERS

WANT TO SWITCH OUT ITEMS IN THE MENU CHOICES ABOVE? SWAP OUT FOR THESE ITEMS:

BEAUTY BLOTTERS • ACNE TREATMENT GEL • EYE PRIMER • CREAM EYE COLOR • EXTRA EMOLLIENT NIGHT CREAM
2-IN-1 BODY WASH & SHAVE • HYDRATING LOTION • OIL-FREE EYE MAKEUP REMOVER • INDULGE SOOTHING EYE GEL

MONEY THAT CAN BE MADE
FROM 12 DAYS BASKETS
JUST USING THE

\$199 PACKAGE AS AN EXAMPLE:

Sell
5

12 Day Baskets @ \$199 =
\$995 in Sales =
profit of \$497.50

Sell
10

12 Day Baskets @ \$199 =
\$1,990 in Sales =
profit of \$995.00

Sell
15

12 Day Baskets @ \$199 =
\$2,985 in Sales =
profit of \$1,492.50

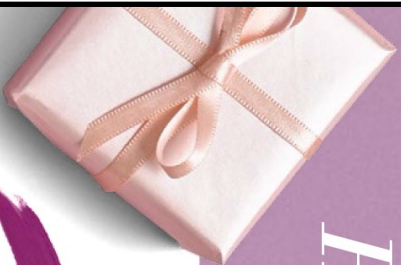
12 Days of Christmas Script

- » Hi _____ this is _____ with Mary Kay. (I'm your wife Lisa's Mary Kay Consultant) Do you have just a minute? Great!! You know Christmas is just around the corner and I'm calling to save your life this Christmas. No malls and no decisions, does that sound good to you?
- » I have a great gift option for your wife. She will go crazy over this and you will look terrific. It's a 12 days of Christmas Basket. Each day, for the 12 days prior to Christmas, she will choose a gift out of her basket and open it. Each day she will open a special gift hand picked for her. There are 3 options to choose from: 199, 249, or 299. Would you like to go with the 299 or was the 199 more of what you had in mind? (Let him speak first :)
- » Great! Your wife is taken care of, now how about your daughter?
How much would you like to spend?
- » How about your mother? How much would you like to spend?
- » Great! Have we covered all the special women in your life?
- » Now would you like me to deliver these to you or the recipients?
(Schedule a delivery time and write it on his sales ticket)
- » I take all major credit cards, checks or cash... which would you prefer to use? Thanks so much for your business!!!

Holiday Wish List

From soothing skin care to the trendiest tools, let me, your Mary Kay Independent Beauty Consultant, help you get the perfect gift for everyone on your list - including you!

SHARE LIST WITH: _____
 RELATIONSHIP _____ CONTACT INFO _____



**LIMITED-EDITION+
 MARY KAY® MATTE
 LIPSTICK, \$18**

Four beautifully bold shades

- Grazie, Violet QTY.
- Orange Mio
- Puro Mirtillo
- Red Roma



**LIVE FEARLESSLY®
 EAU DE PARFUM,
 \$44**

Bold, fearless and completely captivating, this new fragrance is sure to be a favorite!

QTY.



**LIMITED-EDITION+
 MARY KAY® EYELASH
 CURLER, \$12**

Helps her create an eye-opening effect when she uses it before applying her mascara.

QTY.

A Gift That Gives

**LIMITED-EDITION+
 MARY KAY® LASH LOVE®
 MASCARA, \$15**

Mary Kay is committed to bringing an end to domestic violence. In the United States, from **Aug. 26 through Dec. 31, 2018**, when you purchase this limited-edition+ mascara, Mary Kay Inc. will donate **\$1 from each sale** of the mascara to **The Mary Kay Foundation™**, which supports women's shelters and survivors of abuse.



QTY.

Also Sold Separately

**LIMITED-EDITION+
 SATIN HANDS®
 NOURISHING SHEA
 CREAM, \$12**

QTY.



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*Available while supplies last. All prices are suggested retail.

Holiday Wish List

From soothing skin care to the trendiest tools, let me, your Mary Kay Independent Beauty Consultant, help you get the perfect gift for everyone on your list – including you!

Brows That Wow
MARYKAY® PRECISION BROW LINER, \$14



- Blonde
- Dark Blonde
- Brunette
- Dark Brunette
- Black Brown

QTY.

MARYKAY® VOLUMIZING BROW TINT, \$14



- Blonde
- Dark Blonde
- Brunette
- Dark Brunette

QTY.

Unmask Beauty



TIMEWISE® MOISTURE RENEWING GEL MASK, \$22

QTY.



CLEAR PROOF® DEEP-CLEANSING CHARCOAL MASK, \$24

QTY.



DISCOVER WHAT YOU LOVE™ TRAVEL ROLL-UP BAG (UNFILLED), \$35
 All-in-one organizer for cosmetics, skin care and beauty tools

QTY.



MARYKAY® ESSENTIAL BRUSH COLLECTION, \$55
 Five high-quality, precisely shaped brushes in a stylish, portable clutch

QTY.



TIMEWISE REPAIR® REVEALING RADIANCE FACIAL PEEL, \$65

QTY.



HELLO, CLEAN, \$32
 Mary Kay® 2-In-1 Body Wash & Shave and Mary Kay® Hydrating Lotion

QTY.



TIMEWISE® MIRACLE SET 3D™, \$110
 For early-to-moderate signs of aging

N/D QTY.
 C/O QTY.



BOTANICAL EFFECTS® REGIMEN, \$54
 For new skin care users

QTY.



TIMEWISE REPAIR® LIFTING BIO-CELLULOSE MASK, \$70, PK./4

QTY.



INDULGE SOOTHING EYE GEL, \$16

QTY.

The Gift of Glow



TIMEWISE REPAIR® VOLU-FIRM™ SET, \$205
 For advanced signs of aging

QTY.



MKMen™ SKIN CARE REGIMEN, \$80
 (brush not included)

QTY.



CLEAR PROOF® ACNE SYSTEM, \$45
 For acne-prone skin

QTY.



MARYKAY® SKINVIGORATE™ CLEANSING BRUSH, \$50
 Includes two brush heads** and two AA batteries
 **Additional brush heads are sold separately.

QTY.



LIMITED-EDITION™ MARYKAY® HEADBAND
 Get a FREE Mary Kay® terry cloth headband with any purchase of TimeWise Repair® Revealing Radiance® Facial Peel, TimeWise® Moisture Renewing Gel Mask, Clear Proof® Deep-Cleansing Charcoal Mask, TimeWise Repair® Lifting Bio-Cellulose Mask, Mix and Mask Bundle or TimeWise Repair® Ultimate Set.



MINT BLISS™ ENERGIZING LOTION FOR FEET & LEGS, \$11

QTY.



TIMEWISE® VITAMIN C ACTIVATING SQUARES™, \$24
 Beauty industry first using breakthrough technology to deliver pure vitamin C in a tiny, dissolvable square

QTY.

*Available while supplies last. All prices are suggested retail.

Make Your List, Check It Twice. Let me know what you can't live without!

OTHER WISH LIST PRODUCTS:

Name _____

Email _____

Phone _____

Cindy's Celebrities



Cindy Leone

203 Heritage Dr
Columbus, New Jersey 08022
(609)723-4822

important *Dates*

October 17 - Last day to enroll for the Winter PCP

October 30 - Last day to place telephone orders for October

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

November 11 - Veterans Day - Postal Holiday

November 22 - Happy Thanksgiving - All Company Offices Closed

November 23 - Company Holiday - All Company Offices Closed

November 29 - Last day to place telephone orders for November

November 30 - Last day to place on-line orders for November

October *Key* of Success

When you order \$600+ whsl in OCTOBER, you will receive this Necklace from the You Hold the Key Collection.

OCTOBER KEY

**MAKE IT
A PARTY!**



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!**

