

# Cindy Leone

# Cindy's Celebrities

609)723-4822

nsdcindy@comcast.net

Our Proud Reds



Elena Torsiello Team Leader



Kimberly Bowe Star Team Builder



Erin Shaffer Star Team Builder

April Newsletter with March Results

new faces take you places BRACELET





# Winners



Jill Kuffa



Elena Torsiello



Leah Marley



Christine Spain



Kimberly Bowe







Who will be next? Who will be next? Who will be next?

# >>>QUARTER 3 STARS<<<



Jill Kuffa Sapphire



Leah Marley Sapphire



Christine Spain Sapphire



Kimberly Bowe Sapphire



Consultant	Current	Sapphire	Ruby	Diamond	Emerald	Pearl
ELENA TORSIELLO	\$785.00	\$1,015.00	\$1,615.00	\$2,215.00	\$2,815.00	\$4,015.00
MARY MILLER	\$407.50	\$1,392.50	\$1,992.50	\$2,592.50	\$3,192.50	\$4,392.50



Consultants with \$20,000 in retail production by June 30 will have their spotlight moment as they parade across the Seminar stage during Awards Show! Plus they get a special Bling Button and sash.

Belief in success is the one basic absolutely essential ingredient in successful people. Obviously, if you think victory, you will succeed. Belief is the thermostat that regulates what we accomplish in life. A person is actually a product of her own thoughts; and when you think big, you achieve big things.

The Winners A

by Ann Vertel, Author, Speaker and Trainer

They step out. They take risks. They do things that are uncomfortable. They challenge themselves...every day. They choose what's hard over what's convenient.

Are there other athletes in this country who had the potential to go to the Olympics? Absolutely.

Are there women in business with the potential to go to the top? Almost every single one of them. Maybe we're talking about you.

The deciding factor, however, isn't how bad you want it or how much belief you have or whether you are task oriented or a people person or whether you live in the right neighborhood or whether you're single, thin, young, beautiful, smart, willing, deserving, or educated.

The single deciding factor in whether or not you "win the gold" in your business is what you actually do in your business today...and tomorrow...and the next day...and the day after that.

Believe you can do it. Don't listen to your critics (they haven't done it either!) and take the biggest, boldest, most outrageous action step you can think of today. Then repeat...repeat...repeat.

# shooting for the

top in retail sales

Company Court of Sales



Leah Marley

Donna L. Pedicord

10



Jill Kuffa



Kimberly Bowe

\$5,180.00

	Consultant	Retail	YTD PCP	YTD Retail
1	Leah R. Marley	\$16,700.00	\$0.00	\$16,700.00
2	Jill A. Kuffa	\$11,221.50	\$0.00	\$11,221.50
3	Kimberly F. Bowe	\$11,176.50	\$0.00	\$11,176.50
4	Christine Spain	\$10,665.00	\$0.00	\$10,665.00
5	Elena R. Torsiello	\$8,713.00	\$0.00	\$8,713.00
6	Erin Shaffer	\$7,561.00	\$0.00	\$7,561.00
7	Michele E. Knight	\$6,406.00	\$0.00	\$6,406.00
8	Lisa Perry	\$5,464.00	\$0.00	\$5,464.00
9	Dana L. Kuffa	\$5,232.00	\$0.00	\$5,232.00

\$5,180.00

top team

# Builders

\$0.00

Company Court of Sharing



Erin Shafffer

#### Recruiter New Team Members YTD Comm

1	Erin Shaffer	1	\$321.58
2	Jill A. Kuffa	1	\$93.94
3	Leah R. Marley	1	\$47.98

# national court of sales

>----> National

\$40,000 Retail \$20,000 whsl

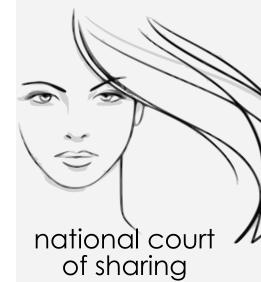
>---> Area

\$20,000 Retail \$10,000 whsl

>---> Unit

\$10,000 Retail \$5,000 whol





>---> National

24 Team Members

> Hrea

12 Team Members

>---> Unit

6 Team Members





# Celebrate

# Happy Birthday

Birthdays	Day	Birthdays	Day
Esther Jackson-Pope	2	Michele L. Cressman	23
Leah R. Marley	7	Kimberly F. Bowe	25
Tracy A. Tuppeny	13	Cindy A. Leone	26
Karen J. Fonollosa	15	Colleen M. Williams	27
Arlene Athill-Graham	18	Malitza Hollander	29
Trudi Mitana	19	Kimberly L. Bowe	30

# MK Anniversary

Anniversaries	Years
Maria Elliott	22
Lori Picinich	16
Donna A. Teel-Drake	16
Elizabeth McLaughlin	12
Eleanor Carlino	8
Paula Robinson	5
Carolanne Garstka	2
Michelle Jones	1
Donna T. Monzo	1
Yvonne L. Lassiter	1

# Look Who Invested This Month

Name	Amount	Name	Amount	Name	Amount
Jill A. Kuffa	\$1,166.00	Lori Picinich	\$283.50	Gail H. Devine	\$234.00
Elena R. Torsiello	\$891.00	Donna A. Teel-Drake	\$270.00	Tracy A. Tuppeny	\$232.00
Leah R. Marley	\$704.50	Yvonne L. Lassiter	\$266.50	Trudi Mitana	\$229.50
Christine Spain	\$663.00	Sherry A. Willis	\$262.00	Malitza Hollander	\$227.50
Kimberly F. Bowe	\$617.00	Phyllis G. Bryant	\$257.00	Hope C. Kelly-Miller	\$226.50
Swara P. Shirolawala	\$413.50	Danielle Nirdlinger	\$254.00	Ann Martinez	\$226.00
Mary R. Miller	\$407.50	Susan Ammirata	\$250.50	Maeozia Samuel	\$225.50
Briana Colaneri	\$371.50	Barbara A. Sokol	\$245.00	Florence C. Ugorji	\$225.00
Erin Shaffer	\$371.50				



# steppin'up the

# Senior onsultants

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

Michele L. Cressman Trudi Mitana

\* Carv S. Fredericks # Patrice A. Patterson

Jo Ann M. Foulks Ali Zacharkow

Cary S. Fredericks Susan Ammirata

Beth C. Griffin

Daryl A. Tuccillo \* Eileen T. Delvecchio

# Karen J. Fonollosa

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

Leah R. Marley Samantha D. Hurtt

#### Lisa Perry

Heather D. Donaire

- \* Jo Ann M. Foulks
- \* Jackie Rowley
- # Maria Elliott
- # Beverly Gerberich
- # Nancy J. Huber

Christine Spain Diana D. Williams # Yvonne A. Spain

Diana D. Williams Regina K. Toe

Sherry A. Willis Phyllis G. Bryant

\* Marie H. Phero

#### Team Builder 3-4 Active Team Members

Star

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

Erin Shaffer

Christi Kunzweiler

Leah R. Marley

Stephanie McCatherin

# Kristen Capps

# Team Leader/

Future Director/ DIQ

5+ Active Team Members 9 or 13% Commissions

\$50 Team Building Bonuses

Elena R. Torsiello

Diana Becker

Carolanne Garstka

Lori Picinich

Donna A. Teel-Drake

Florence C. Ugorji

\* Georgiana Foti

\* Jacquelyn B. Lee

#Joyce-Patryce Clark

# Sharron H. Coleman

# Esther Jackson-Pope

# Cora D. Jones

# Eileen H. Rothstein

# Grace M. Vasta

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





- •EARLY ORDERING **PRIVILEGE**
- COST EFFECTIVE
- •INCREASED SALES
- ADVERTISING TAX **DEDUCTION**

Enrollment Deadline - April 17

\$.70 CENTS PER CUSTOMER / MAILS OUT ON MAY 15TH

# Gift Giving in May







Welcome

# New Consultants

Briana Colaneri

From SCRANTON, PA Sponsored by J. Kuffa

Jacquelyn Lee

From SICKLERVILLE, NJ Sponsored by E. Torsiello

Ann Martinez

From HAMMONTON, NJ Sponsored by C. Leone

Julie Richards
From REHOBOTH BEACH, DE
Sponsored by J. Kuffa

# a note from Cindy

Fill your April with ACTION, showering your business with work, blessing others and sharing the wonderful career opportunity with everyone. Make it your goal to facial 30 women this month, shower your business with new faces! Then in May, you will see Flowers... You will see the results of your hard work which builds momentum.

Are you thinking with ABUNDANCE for April? Abundance means "fullness to overflowing, affluence; wealth". God did not create us to be "small thinkers". Do you have a goal for April; an Audacious Abundant goal?

When we think BIG, we do BIG! When we do BIG we see BIG results! Where do you want to be by June 30th? Where do you see yourself in 5 years from now? Is what you are doing now going to help make your dreams come true? Do you need to make changes so you can reach your goals?

Stretch yourself and work outside your comfort area! That may mean calling new leads on the phone, sharing the opportunity with a customer or asking someone to hold a party. The more you do an activity, the easier it becomes; and the easier it becomes, the more confident you will be.

"You cannot plough a field by turning it over in your mind."

Cindy



**RUBY** July 20-23

**EMERALD** July 28-31

**SAPPHIRE** July 24-27

**DIAMOND** Aug. 1-4

Are you ready for the biggest and best Mary Kay event of the year? We hope so, because it is time for Seminar 2018! Join your sister independent sales force members for four days of fun, fellowship, education and unbelievable recognition. The Expo is once again your go-to spot to get a sneak peek at new Mary Kay® products, programs and technology. When you say your goodbyes and head for home, you will be energized and ready to take your Mary Kay business to new heights. Register for Seminar 2018 without canceling, and you will receive a \$70 wholesale/\$140 retail credit toward your first Section 1 product order placed from July 26 to Aug. 31, 2018. And remember, no crossover days make travel planning and getting to Dallas easier for you.

## The Value of the

#### TIMEWISE® MIRACLE SET 3D™

Skin-transforming science. Results delivered in just 4 weeks! Simplified skin care steps women want. Competitively priced to help you attract new and loyal customers.

It's no wonder this is the miracle you've been waiting for!

## MORE BENEFITS TO LOVE!

TimeWise® Miracle
Set 3D™, \$110
Save \$14 when you buy the set!

- Provides broad spectrum UV protection and helps improve the visible signs of aging, 1 PLUS offers additional defense against age-accelerating free radicals on skin with more than double the antioxidant power!2
- Clinically shown to provide improvement of multiple visible signs of skin aging in just 4 weeks¹ PLUS, after a five-week consumer study, 8 out of 10 women were excited by the results they saw.³
- Every product includes the Age Minimize 3D™ Complex to help provide multiple antioxidant benefits\* and help defy the look of skin aging in more ways than one.



#### Customize for Your Customers.

#### IF YOUR CUSTOMERS WANT...

Everything!

A cleanser, SPF protection for day and a moisturizer for night,

A cleanser and moisturizing SPF protection for day,

A cleanser and moisturizer but are sensitive to SPF.

A cleanser and non-SPF moisturizer with a richer texture,











#### YOU CAN SUGGEST...

TimeWise® Miracle Set 3D™ - ☆ ) \$110

(The best value! You save \$14 when you buy the set!)

Age Minimize 3D™ 4-in-1 Cleanser ☆ ) Age Minimize 3D™ Day Cream SPF 30 Broad Spectrum Sunscreen\* ☆ and Age Minimize 3D™ Night Cream ) \$88

Age Minimize 3D™ 4-in-1 Cleanser ☆ ) and Age Minimize 3D™ Day Cream SPF 30 Broad Spectrum Sunscreen\* ☆ \$56

Age Minimize 3D™ 4-in-1 Cleanser ☆ ) and Age Minimize 3D™ Day Cream non-SPF☆ \$56

Age Minimize 3D™ 4-in-1 Cleanser ☆ ) and Age Minimize 3D™ Night Cream ) \$56

#### **HOW OUR MIRACLE STACKS UP TO COMPETITION\*\***

Here are some average prices to help overcome cost objections.

Set	Cleanser	Day Cream/Moisturizer	Night Cream/Moisturizer	Eye Cream
TimeWise*	Age Minimize 3D™	Age Minimize 3D™ Day Cream SPF 30 Broad Spectrum Sunscreen,* \$32	Age Minimize 3D™	Age Minimize 3D™
Miracle Set 3D <sup>™</sup> ,	4-in-1 Cleanser,		Night Cream,	Eye Cream,
\$110	\$24		\$32	\$36
Prestige brands	Prestige brands	Prestige brands	<b>Prestige brands</b>	Prestige brands
\$45.50 - \$254	\$25 - \$82	\$45 - \$215	\$49 - \$215	\$30 - \$180
Other direct-selling	Other direct-selling	Other direct-selling	Other direct-selling	Other direct-selling
brands	brands	brands	brands	brands
\$30 - \$323	\$8.50 - \$41	\$11.99 - \$92	\$24 - \$92	\$13 - \$69
<b>Mass brands</b>	<b>Mass brands</b>	<b>Mass brands</b>	<b>Mass brands</b>	<b>Mass brands</b>
\$23 - \$52	\$5.99 - \$18	\$9.99 - \$50	\$9.99 - \$50	\$11.99 - \$45.50

#### Thank you for submitting your Mary Kay Accomplishment sheets on line March Results

#### Parties/Classes with 3 or more

Kimberly Bowe-\$753 Elena Torsiello-\$223 Christine Spain-\$140, 134

#### Facials(1 or 2 in attendance)

Leah Marley- \$288 Christine Spain- \$391,302, 115, 72 Elena Torsiello-\$20

#### OTG-On the Go Appointments

See your name here®

#### PWS

Leah Marley-\$186 Kimberly Bowe- \$40

#### PCP-Preferred Customer Program

Kimberly Bowe-\$136 Christine Spain-\$45

#### Skin Care Sets

Kimberly Bowe- 5 Christine Spain-6 Leah Marley- 1

#### Weekly Sales

Kimberly Bowe-\$ 889 Christine Spain- \$583 Leah Marley-\$474 Elena Torsiello- \$243

#### Basic Skin Care Sets YTD

Christine Spain - 45 Kimberly Bowe- 39 Leah Marley – 18 Erin Shaffer-6 Jill Kuffa-4 Dana Kuffa-4 Elena Torseillo-2



#### **HotLine Callers Everyday!**

Christine Spain

# \$100 Days Erin Shaffer and Christine Spain Everytime you have a \$100 Day Call Cindy and leave me a message

#### Achieved Explosive 15 Faces for March!





Kimberly Bowe

Christine Spain

#### \$1000 Month Congratulations



Christine Spain

#### Arizona trip with Leah Marley & Samantha Hurtt!









Christine winning at TNL!

## Career Conference Highlights



**Lancaster Conference** Dana, Erin, Jill, Michele





Lancaster Career Conference Erin on stage Star TB



AC Career Conference Cadillac March Christine, Kimberly & Elena



Arizona Career Conference Leah & Samantha



Kimberly & Elena on stage Star TB Career Conference w Dawn from Helen's Unit!



**AC Career Conference** Kimberly, Christine, Elena, & Shelia

# Mary Kay's 100th Birthday,

\*100 face Honor Chaffenge! april 1 - June 30, 2018!



# 100 Faces Tracking Sheet

100	99	98	97	96	95	94	93	92	91	
90	89	88	87	86	85	84	83	82	81	
80	79	78	77	76	75	74	73	72	71	
70	69	68	67	66	65	64	63	62	61	
60	59	58	57	56	55	54	53	52	51	
50	49	48	47	46	45	44	43	42	41	
40	39	38	37	36	35	34	33	32	31	
30	29	28	27	26	25	24	23	22	21	
20	19	18	17	16	15	14	13	12	11	
10	9	8	7	6	5	4	3	2	1	

# Awesome Abundant April

After our Unit reaches 10 New in April®
Our Top point winner will go with NSD Cindy, Lifesaver
Directors and their top winner to Emeritus Elite Exec. NSD
Emily McLaughlin's for a special lunch on May 16







### Add up your Points!

Each Party(3 or more in attendance) you hold	200 x parties=	
Achieve Explosive 15 in April(15 faces)	500 pts	
\$600 wholesale April	200 pts	
Submit payment for \$1,000 Hostess Contest	100 pts	
Every interview you do with your Director (in person or on phone)	x 100 pts =	
Every guest you bring in April (over 18 years old)	x 100 pts =	
Add a New TM in April (300pts for each new TM)	x 300 pts =	

Your Name:	Total Points Earned



Return to Your Director by 5/5/18





# **EXPLOSIVE 15!**

#yearofexplosivegrowth

(They must be 18 years or older & currently do not have a Mary Kay Consultant)
Send a picture of your completed sheet to Cindy via text (609)540- 0345 <u>AND</u> Your Sales Director by the 5 <sup>th</sup> of the following month
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!

## April's Prize!\*\*

Serena Pearl Tassel Necklace Set



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





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





#### Leone Area Awards Banquet Recognition

Contest Dates: July 1<sup>st</sup>, 2017 – June 30<sup>th</sup>, 2018 Emerald Seminar July 28<sup>th</sup> – 31st OUR GOAL IS FOR EVERYONE TO BE ON STAGE THIS YEAR!!

Leone Princess Sales Court - \$10,000 retail – onstage recognition & a small gift from your NSD

Leone Sales Court - \$20,000 retail - onstage recognition & a gift from your NSD

## NEW MARY KAY PRINCESS COURT-ON MK SEMINAR STAGE - ALL THAT ACHIEVE \$20,000 RETAIL SASH & BLING BUTTON®

<u>National Sales Court</u> - \$40,000 retail – onstage recognition at our Leone Area Banquet & a very special gift from your NSD, on stage recognition at the company's Big Awards Night, & your choice of Gorgeous Jewelry from the company & you are invited to the very elite royalty reception

Princess Sharing Court - 6 Qualified Recruits - onstage recognition & gift from your NSD

Leone Sharing Court - 10 Qualified Recruits - onstage recognition & gift from your NSD

<u>National Court of Sharing</u> 24 Qualified Recruits – onstage recognition at our Leone Area Banquet & a very special gift from your NSD, on stage recognition at the company's Big Awards Night & your choice of the Gold & Diamond Bumble Bee pin or ring and you are invited to the very elite royalty reception.

#### We will crown a Queen of Consultant Sales on the night of our Banquet

#### ALSO RECOGNITION FOR:

\*\*All Pearl, Emerald and Diamond Stars Quarter ending June 15<sup>th</sup>
Reco on Stage for All that Achieve the 100 Face Challenge 4/1-6/30/18 Submit sheet to Cindy by 7/7/18

# <u>Director's Meeting & DIQ's on July 27, 2018</u> "Additional Director Recognition"

Head table seating at our Leone Area Banquet for Directors & Spouses achieving the \$300,000 Unit Club & above & Double & Triple Star Winners! Also reserved seating for your unit.

Also recognizing Area Directors for

Our Yearly Ms. Go Give Most Improved Director

Top 5 Directors in Unit Retail with be recognized & given an awesome & incredible gift

#1 Director will be crowned Queen of Unit Sales

#1 Director will be crowned Queen of Personal Sales

& We will have an Area Queen of Personal Recruiting

Special Recognition for all Unit Club Directors

#1 Director of Unit Recruiting

Must attend Seminar to receive your gift



# 10 to Win AWESOME APRIL



#yearofexplosivegrowth



Name: \_\_\_\_\_
Career Level: \_\_\_\_\_
Sharing Held: \_\_\_\_
Personal New Team Members: \_\_\_\_\_

#### Complete 10 sharing opportunities in March & you will earn a gift Cindy's Treasure Chest!

Sharing Qualifications - can be one of the following:

- · Face to face with Cindy
- 3-way call with Cindy
- · Guest to an event where marketing is presented
- Complete a Did you know sheet & handed into Cindy
- Sharing Completed by You or they watched 5 min video & filled out google form(Cindy must follow up)

#### Sharing Appointments

Name	Phone #	Date of Sharing Recrui				

Submit form to Cindy (609) 540-0345 via picture text message by the 5th of following Month

## Cindy's Celebrities



# Cindy Leone

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

### important •••••••

- April 17 Last day to enroll customers into PCP for Summer Book
- April 24 Seminar Reg. opens for qualified Ruby consultants
- April 25 Seminar Reg. opens for qualified Sapphire consultants
- April 26 Seminar Reg. opens for qualified Emerald consultants
- April 27 Seminar Reg opens for qualified Diamond consultants
- April 28 Last day to place telephone orders for April
- April 30 Last day to place on-line orders for April
- April 30 Registration opens for ALL consultants
- **May 10** Early ordering of Summer Products for Quarter 3 Stars and PCP participants
- May 12 Mary Kay's Birthday
- May 13 Mother's Day
- May 15 Summer Look Book begins mailing
- May 16 Summer Products available for all consultants to order
- May 28 Memorial Day, all offices closed
- May 30 Last day to place telephone orders for May
- May 31 Last day to place on-line orders for May

# April Prizes

#### April Bracelet

When you order \$600+ whsl in APRIL, you will receive the ACTION Bracelet.

Taking real action can reap real rewards!



# Surprise and Delight

When you earn the APRIL charm bracelet, you'll be entered into a drawing for a chance to win these **Diamond Earrings** or a \$100 gift card!



#### focus on New faces

When you earn the your
Bracelet in March, April, May
and June you receive the
Sisters Bracelet for the
Seminar Challenge

