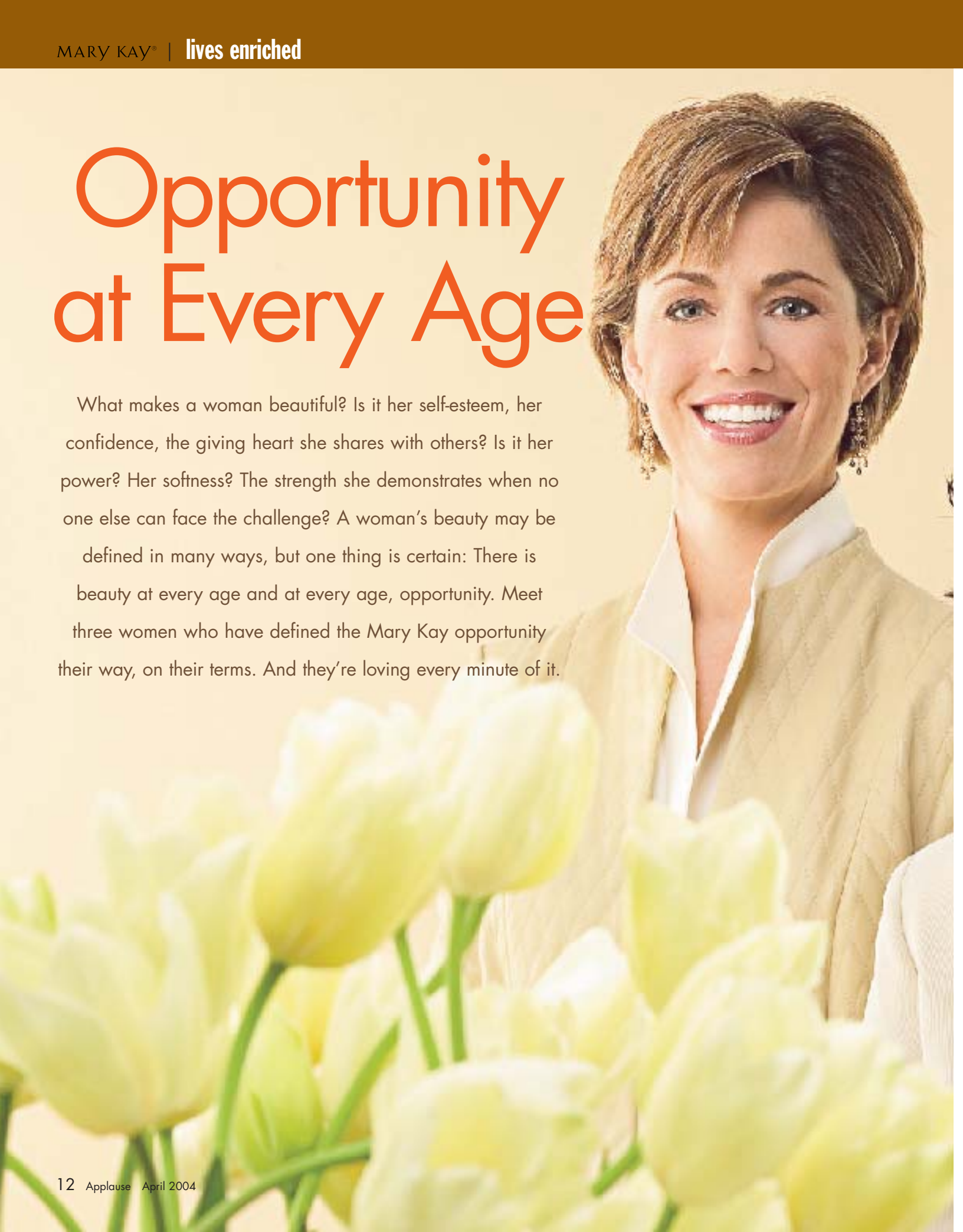


Opportunity at Every Age

What makes a woman beautiful? Is it her self-esteem, her confidence, the giving heart she shares with others? Is it her power? Her softness? The strength she demonstrates when no one else can face the challenge? A woman's beauty may be defined in many ways, but one thing is certain: There is beauty at every age and at every age, opportunity. Meet three women who have defined the Mary Kay opportunity their way, on their terms. And they're loving every minute of it.





Independent Senior Sales Director Laurie Cole, Independent Sales Director Vicki Casanovas and Independent Sales Director Pam Stevens prove there is beauty and wisdom at every age.



She's Only Just Begun

Vicki Casanovas was headed to London on a girlfriends-only getaway when she noticed the seat next to hers on the soon-departing airplane was still empty.

"It's a long flight to London, and I was a little worried I'd get stuck next to someone, who was, *well ... you know!*" laughs Vicki. "So I was *so relieved* when this lovely woman finally took the seat beside me." That "lovely woman" was Independent Elite Executive Senior Sales Director Diana Sumpter. And what started out as a divine vacation, says Vicki, ended up as a gift of Divine intervention.

"Diana and I just hit it off," recalls Vicki. "During the flight, we chatted and laughed, and she would pull out her Mary Kay® compact from time to time." As the plane headed toward London, Vicki said she became intrigued with hearing more about Mary Kay. "I was so impressed with Diana and what she told me about the Mary Kay opportunity that I couldn't stop thinking about it the entire time I was on vacation."

Once back in the States, Vicki's full-speed-ahead schedule consumed her every moment. As a full-time college senior majoring in computer information systems, Vicki also manages to juggle a part-time job plus her duties as a college cheerleader. Although Vicki had little money or time on her hands, she took the time to listen as Diana met with her to explain the Mary Kay opportunity. "At first, my mother, Natalie, wasn't sure because she felt I should focus just on school. Now she is so excited about my future and the awesome team I'm building. In fact, she's even on my personal team and has earned her red jacket!" she shares.

To support her fledgling business, Vicki took some money out of savings to purchase inventory. And, wanting to sell the inventory she bought, she decided to invest in one

more thing: product education. "If there was education going on anywhere, anytime, I would be there! I knew it was an investment in my confidence and in my future." She also stayed close to Diana's side, watching and learning from her mentor, not to mention the inspiration she received from Independent Senior National Sales Director Karen Piro. And when Vicki felt ready, she established small steps and set attainable goals, such as turning to her hometown to get started while on summer break. "My first skin care class I made \$300, and that was with me not knowing what I was doing!" she laughs. "Then, when I went back to school in the fall, that hometown business turned into reorder business. And, thanks to the Preferred Customer Program, it was hassle-free!" As her confidence increased, so did her on-campus selling and team building. "At first, I wasn't interested in building a team, but the more I learned and the more comfortable I felt, the easier it became for me to talk about the Mary Kay opportunity," she shares.

Today, as an Independent Sales Director, 21-year-old Vicki has a team that reflects a wide range of women, not just college-aged students. "My unit members range from age 19 through women who are business owners or nearing retirement. At first I was apprehensive about approaching more mature women, but when you're excited about what you're doing, people just naturally want to jump on board! It's amazing what happens when you share with others and don't keep it all to yourself!" she says.

And as her college friends begin the interviewing process for their postgraduate lives, Vicki is thrilled that's not a process she has to be involved with. "I am so excited to know

NAME: Vicki Casanovas

TOWN: Natchitoches, La.

OCCUPATION: Full-time college senior; Mary Kay Independent Sales Director

FAVORITE MARY KAY BUSINESS TOOL: The Preferred Customer Program

FOOD FOR THOUGHT: "I was very shy about talking to people about the Mary Kay opportunity until Independent Elite Executive Senior Sales Director Diana Sumpter issued a challenge that encouraged us to share the facts about Mary Kay with three people. I was too intimidated to do 'an interview' with three people, but I could sure share the facts with three people! I tried that approach, and it turned my confidence in team building around."

TOOL TO TRY: The *Separating Fact From Fiction* flier is available online by visiting the Mary Kay InTouch® Web site. Select "Resources" from the drop-down menu, then select "Company Information."

Putting Family First

Laurie Cole was in her fourth job out of college and the young mother of baby daughter, Molly, when she stopped, surveyed her life and didn't like what she saw.



Tired of the rat race and unhappy with where she saw her career leading her, she felt trapped and unsure of what to do. "I had a co-worker who started her Mary Kay business, and she offered me a facial," recalls Laurie. "Being the good friend that I was, I very reluctantly accepted — but then canceled on her three times." Laurie eventually had the facial and returned home with a Mary Kay® product she had purchased, plus a Mary Kay video her friend had sent along. "In about 20 minutes after watching that video," shares Laurie, "I quickly realized it wasn't a new product that I needed, but a new life."

Although Laurie had a degree in marketing, she knew she would be happy to leave it all behind in order to live a life of balance, one that offered time for her family, friends and plenty of quiet moments for prayer. "I found the business opportunity, the chance to travel, the girlfriend time very intriguing. So I jumped into my Mary Kay business."

NAME: Laurie Cole

TOWN: Allen, Texas

OCCUPATION: Full-time mom of four children; Circle of Excellence Independent Senior Sales Director; member of the \$750,000 Circle of Excellence and Cadillac qualifier.

FAVORITE MARY KAY BUSINESS TOOL: The Preferred Customer Program

FOOD FOR THOUGHT: "At this stage of my business, my role is really to help others achieve Independent Sales Director status. I do a lot of education with my unit members, helping them improve their businesses and interpersonal skills and especially helping them believe in themselves when they sometimes run out of faith. I am very busy, but my customers still order from me consistently. That's why I love the Preferred Customer Program — it makes things so easy and is so important in generating income and keeping customers loyal."

TOOL TO TRY: The Preferred Customer Program. You can enroll online by visiting the Mary Kay InTouch® Web site and selecting "Preferred Customer Program" under the "Customer" section on the home page.

that I will never have to worry about what I will do when I get out of school — because I'm already doing it! And I will never have to work to build someone else's future — I'm busy building my own — right now!" she says.

And when asked what will become of the bachelor's degree she'll soon earn from Northwestern State University, Vicki doesn't miss a beat: "It's going to look *great* hanging on the wall of my Mary Kay office!"

What Tempts 20-Somethings:

Vicki shares what makes the Mary Kay opportunity exciting to the younger market:

- Extra money comes in handy when you're striving to get ahead.
- Flexible hours mean a Mary Kay business can work around school or job responsibilities.
- Girlfriend time assures fun and fellowship — especially important when living far from home.
- Starting a Mary Kay business younger means more time to build a strong, long-term business.
- Qualifying for the use of a career car means money can be spent on paying for school, not a car payment.
- Having a mentor provides the opportunity to interact with experienced, wonderfully diverse women.

Her friends and family thought she had lost her mind.

Laurie's first goal was to focus on booking three skin care classes a week. If in three months she was still holding three classes a week *but with people she did not know*, then she knew she would be successful. Three months later, she met her goal and was able to quit her corporate job. She then set her sights on qualifying for the use of her first career car, which she achieved within her first year. A few months later, she entered Sales Director qualification; earning the use of her first Cadillac soon followed. During those early days, Laurie says she received a lot of support from her Independent Executive Senior Sales Director Lynette Sorrentino. "I must have called her the first three months 10 times a week!" Laurie laughs. And Independent Senior National Sales Director Stacy James helped her catch the dream. "I saw Stacy speak at an event, and I was so impressed with her. It was great to see someone so nice be so successful."

Laurie had another goal to attain: a large family. Triplets Lucy, Paige and Riley soon were born, and with four children, Laurie is one busy mom. Between running the children to their activities and tending to their needs — like when one child passes a cold along to the others — she finds herself continually grateful she chose to change her career. "I always say I'd have been fired if I worked in the corporate world," she laughs. "The triplets came prematurely, and we spent many weeks at the hospital when they were born. But I continued to bring in commissions, and, the great thing is, I never had to ask permission from a boss to be at the hospital, and I never had to feel guilty for taking the time off to be with them."

Laurie believes the Mary Kay opportunity is perfect for women with children because it's so flexible — especially when it's done on the go. "I do a lot of business on my cell phone as I'm going from one place to the next. Plus, when my husband, Todd, was transferred from Kansas City to Dallas, I was able to pick up my business here in Texas with barely skipping a beat!" she says.

Laurie has seen — and experienced for herself — the growth that comes from facing the challenges and triumphs of a Mary Kay business. But she's also quick to share that children benefit from their mother's experiences, too. "My children have been able to watch me set goals and achieve them. They're learning about success and how to be a part of achieving that — how to encourage other people. My oldest, Molly, is now at the age where she writes *me* notes saying how proud *she* is of me. I can't even begin to tell you what that means."

Made for Moms:

Laurie says moms are a perfect fit for a Mary Kay business because:

- The time in the evening a mother spends conducting her Mary Kay business is one-on-one time for children and their father.
- A flexible schedule allows freedom to care for children without guilt.
- Financial flexibility exists; if more income is desired, just pick up the effort.
- Watching goals be set, and achieved or missed, is a powerful lesson children can learn.
- Mary Kay kids know the power of praising people to success.
- No territories means if a family must relocate, an Independent Beauty Consultant's business relocates with her.

Retirement on Her Terms

With 38 years as a high school teacher under her belt, Pam Stevens simply couldn't deny the inevitable any more.



"Retirement was definitely looming out there, and I wasn't exactly sure what I was going to do. I had taught college but didn't find that fulfilling, so that was out of the question. I always have been a busy person, and I knew I couldn't just sit around," she shares.

Ironically, it was "just sitting around" with a group of girlfriends at lunch one day that began planting the seeds of intrigue in Pam's mind. Just a few days before, upon hearing of the passing of Mary Kay Ash, Pam decided to go online, typed in

NAME: Pam Stevens

TOWN: Springfield, Ohio

OCCUPATION: High school English teacher; Mary Kay Independent Sales Director

FOOD FOR THOUGHT: “I really enjoy conducting skin care classes at my home instead of at my hostesses’ homes. It’s less stress on the hostess, and in the case of mature Independent Beauty Consultants who may find it difficult to carry boxes of products or who have challenges driving at night, it makes it easier. I really try to make it special for my customers. I want them to relax, really have a girls’ night out and simply be able to get away from the daily demands of their lives.”

TOOL TO TRY: The *Beauty Book* makes conducting skin care classes a breeze! When you and your customers follow the brochure page by page, it creates an interactive and informative class.

“Mary Kay,” and settled in to read about Mary Kay’s life. “I was so fascinated by her,” Pam recalls, “her philosophy of God first, family second, career third. I had the best time visiting the Company’s Web site. I was so impressed with the products, the Mary Kay Ash Charitable Foundation — actually, everything. I think I found myself smiling the entire time I was online,” she says.

It was at lunch a few days later that a fellow teacher inquired whether or not anyone knew someone who sold Mary Kay® products — she was in dire need of replenishing her supply. Heads shook all around as no one could think of an Independent Beauty Consultant to call. That’s when the school’s Spanish teacher tapped Pam on the shoulder and said, “You should sell Mary Kay; you’d be great at it!” Pam laughed it off until the following day.

“We were having parent/teacher conferences at the school that evening when a former teacher saw the cars and stopped in to see what all the activity was about. He mentioned to me that his son’s wife was doing exceptionally well with her Mary Kay business,” she says. When he mentioned what his daughter-in-law was earning with her monthly commission checks, Pam wasn’t laughing any longer. In fact, she was dumbfounded. “In only a matter of days, I went from knowing next to nothing about the Company or Mary Kay® products, to having several interactions with friends who seemed to be pointing me toward the direction of doing this. I had never been to a skin care class or used the products, but I jumped right into it anyway. If you’d told me five years ago I would be selling Mary Kay® products, I would have thought you were crazy!” she says.

Although as an Independent Sales Director Pam has gathered a unit of women who span all ages, at first she was positive recruiting wasn’t for her. “At this stage of my life,” recalls Pam, “I just wasn’t interested in gathering the troops.” But that was before her Independent National Sales Director Linda Kirkbride explained to her what she *could be* earning as an Independent Sales Director. “Once I saw on paper what I could be achieving, and once I realized that come next year I wouldn’t be receiving a teaching paycheck — but a retirement check — I decided that was incentive enough for me to get moving.”

As a mature woman, Pam believes her age and experience are a plus when offering the Mary Kay opportunity. “I don’t think it really matters whether you are a struggling 20-something or a woman in her 40s, every stage of life offers the soul-searching question of whether or not we are making the most out of our lives,” she shares. “This is all about helping people feel better, more confident — prettier. I may be in my 60s, but if I can help an 18-year-old girl feel better, or help a woman in her 30s who is struggling through a divorce, or whatever; if I can offer the opportunity or just a product to make them feel or look their best, then that’s just great!” she says.

And how have all her years of teaching prepared her for the next stage of life and her new business as a full-time Independent Sales Director? “Conducting my Mary Kay business is really not that different from teaching; so many of the skills are the same. It’s all about helping people believe — and bring out the best — in themselves.”

A Right Fit for Retirees

Pam feels this is a great opportunity for women facing retirement because:

- The time invested into a Mary Kay business is totally decided upon by the Independent Beauty Consultant, so there’s still time to travel and enjoy life.
- The commissions earned from a Mary Kay business can supplement retirement income.
- Starting a new Mary Kay business and a new chapter in life — what could be more exciting?
- After a lifetime of experience, mature women are natural leaders.
- It provides opportunities to engage others in the community.
- Personal growth doesn’t stop with retirement, so keep growing and learning new things!