

Hanna's Heartseekers

Hanna Dekerlegand



ANYTHING CAN CHANGE AND YOU CAN CHANGE ANYTHING!



Countdown to Cadillac &
100 unit members!



February Unit Goals:
\$12,000 Wholesale orders
13 New Unit Members



Happy February Heartseekers!

There is so much going at the company right now! We learned so much at Leadership Conference! Our focus in Feb is RED...everyone moving up to Red Jackets! It's only 3 active team members. Some of you are SO CLOSE! I want to challenge each of you to RACE FOR RED!

There are so many opportunities for sales this month! With our beauty sponsorship of the 50th ACM awards, you can take advantage of Mary Kay being on center stage for more than 14 million views! That is a TON of potential customers!! You also have fantastic opportunity to earn prizes and awards in the Beauty Loves Country Makeover Contest. PLUS-New Products are available THIS MONTH! It's the Paradise Calling Collection. I know you are going to LOVE them!! All Star Consultants and PCP enrollees can order on FEB 10th and all other consultants can order on Feb 15th! I am here to work with you to help you reach your dreams in Mary Kay! I am only a phone call away!

Love and Belief in YOU!

Hanna 



**FEB PROMOS: All New Team members in February
Get this RED HEART RING!!!
5 Red Jackets & 1 OT Car Driver by MARCH 1st!!!
WE ARE A BUILDING A RED NATION!!**

Happy Anniversary!

We Celebrate You!



Happy Birthday



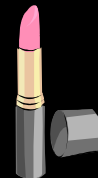
Happy Anniversary

| Consultant Name | Birthday |
|----------------------|-------------|
| Jean Fravel | February 3 |
| Allyne Zacarias | February 5 |
| Christina Ehlig | February 9 |
| Virginia Rose Fisher | February 13 |
| Kathy Holloway | February 16 |
| Teresa Tijerina | February 27 |

| Consultant Name | Anniversary | Year |
|--------------------|-------------|------|
| Christine Baldrige | February 12 | 1st |
| TimAyn Stafford | February 25 | 3rd |



Career Builders

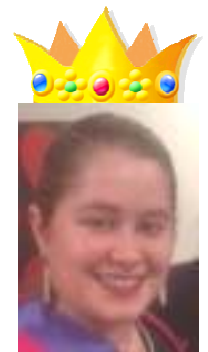


Consultants that placed a wholesale product order last month.

Rachael Stewart-Queen

| New Consultant | From | Recruiter |
|------------------------|-----------------|----------------|
| Penny Garner | Port Neches, TX | H. Dekerlegand |
| Ereka Humphrey-McGinty | Baytown, TX | D. Favela |
| Deb Hernandez | Sugarland, TX | H. Dekerlegand |
| Rachael Stewart | Houston, TX | H. Dekerlegand |

Melissa Boyett
 Vanessa Radomski
 Gale Munro
 Amy Duncan
 Dalila Favela
 Julie Breaux
 Tamara Garrett
 Lucy Garcia
 Jesus Garcia
 Angie Chappell
 Alex Cuellar
 Maria Barrientos
 Hanna Dekerlegand



You get to order the New Paradise Calling Products Early FEB 10th!
Star Consutants & PCP Enrolees
Rachael Stewart, Dalila Favela, Tamara Garrett, Jesus Garcia, Vicky Haberman,



RACE FOR RED

PHASE TWO

CALLING ALL REDS!

by Career Conference 2015 Dec. 1, 2014 – Feb. 28, 2015



Add 1 New Qualified



Add 2 New Qualified
Career Conference
Special Luncheon



Add 3 New Qualified
Career Conference
Special Luncheon

This is your chance to build momentum and take your Mary Kay business to the next level.

| IF YOU DO THIS <i>and attend Career Conference 2015</i> | YOU WILL GET THIS | EACH NEW INDEPENDENT BEAUTY CONSULTANT WHO: |
|--|---|--|
|  Add 1 QUALIFIED* new personal team member | <ul style="list-style-type: none"> • A ravishing red and black bracelet • A name badge ribbon • Standing recognition at Career Conference 2015 | |
|  Add 2 QUALIFIED* new personal team members | <ul style="list-style-type: none"> • Everything listed above plus ... • An invitation to the Career Conference Special Luncheon | |
|  Add 3+ QUALIFIED* new personal team members | <ul style="list-style-type: none"> • Everything listed above plus ... • A pair of radiant red and black earrings to match your red and black bracelet | |

* A qualified new personal team member is one whose initial order with the Company is \$600 or more in wholesale Section 1 products, and it is received and accepted by the Company in the same or following calendar month that his/her Independent Beauty Consultant Agreement is received and accepted by the Company during the contest period. All qualifiers must register for and attend Career Conference 2015 to receive their prizes.



Paradise is Calling!



Limited-Edition Paradise Collection:

Whipped Eye Color, \$16 each

Colors: Seafoam & Tiki Hut

Color formula goes on smooth and dries to a rich, luminous finish.

Lacquered Lip Shine, \$16 each

Colors: Sunbaked, Exotic Orchid & Tropical Mandarin

High shine, saturated color in just a single sweep.

Nail Lacquer, \$9.50 each

Colors include: Lagoon, Exotic Orchid & Tropical Mandarin

Get tropical with bold colors that coordinate beautifully with eyes & lips.

Moisturizing Spray Lotion, \$16

Lightweight body milk with a coconut water fragrance.

Paradise Calling Collection Clutch:

Purchase \$50 in Paradise Calling Collection products and receive this beautiful, cork-inspired clutch FREE.



True Dimensions Sheer Lipstick, \$18 each

Available in Arctic Apricot, Sparkling Rosé, Subtly You and Posh Pink

Effortlessly blends alluring femininity with the beauty of science. The range of head-turning shades lets you express every dimension of you: from fearless to fashionable to free-spirited, while the advanced formula targets the key qualities that give lips their contour and dimension, delivering the look of fullness and plumpness. It's this brilliant fusion that elevates lipsticks beyond ordinary lip color.



Deluxe Mini MK Oil-Free Eye Makeup Remover

NEW Formula! Eyeliners, \$12 Available in Steely, Deep Brown & Black

Retractable pencil with built-in shaper helps you line the way you like!



Go to www.marykay.com for a list of the new colors, or see me to try them today!

Endless Performance Crème-to-Powder Foundation (\$18)

Whether you are a loyal fan or just discovering this popular foundation, our Crème-to-Powder Foundation is the key to a long-lasting, flawless finish. Perfection that lasts. Be fresh-faced all day with a formula that appears fresh for 12 hours and that's heat and humidity resistant. It glides on as a lightweight cream to hide imperfections and evens out skin tone, then dries to a soft, powdery, matte finish.



mary kay MAKEOVER CONTEST

BEAUTY

loves

COUNTRY

January 30 - March 2, 2015



Mary Kay is all about helping women discover their inner and outer beauty, and now we're shining a spotlight on country music fans. From country girl glam to casual cuties, beauty loves country!

Your customers can enter the Beauty Loves Country Makeover Contest, Jan. 30 – March 2, for an opportunity to win these exciting prizes that give back and get you close to country's biggest stars!

| | |
|-------------------|----------------------|
| Jan. 30 – March 2 | Submit entries |
| March 2–9 | Online public voting |
| March 9–16 | Final judging |
| April | Winners announced |



WEEKLY WINNERS

Each week during the contest, the three Independent Beauty Consultants with the most number of entries received will get a \$100 gift card. That's a total of 12 winners!

INDEPENDENT BEAUTY CONSULTANT OF THE CONSUMER GRAND PRIZE WINNER

\$250 gift card

RUNNERS-UP TO THE CONSULTANT GRAND PRIZE WINNER

1st runner-up: \$1,500 gift card and Mary Kay® products included in the Queen of Country Look
2nd runner-up: \$1,000 gift card and Mary Kay® products included in the Queen of Country Look

GRAND PRIZE WINNER

The Independent Beauty Consultant with the most number of entries received will get: Exclusive fan experience for her and a guest to attend the 50th Annual Academy of Country Music® Awards (ACM Awards™), April 17–19, 2015, in Arlington, Texas. She and a guest will attend the ACM Party for a Cause®: 50 Years of Music & Memories Festival and the ACM Awards™ show. The grand prize includes round-trip airfare for two, hotel, ground transportation, incidentals for meals and tickets to both events. The festival takes place at Globe Life Park, and the ACM Awards™ show will be held at the world-renowned AT&T Stadium. \$2,500 donation to her favorite charity* benefiting women and children to help make a difference in the lives of others.