

Breaking the Belief Barrier

At *Celebrating Women Seminar 2004* you heard these inspiring stories of remarkable Mary Kay women who faced seemingly insurmountable obstacles — and then stepped over, around and through them to accomplish their goals! Over the 41-year history of our Company many others have done the same, following Mary Kay’s advice to turn stumbling blocks into stepping stones. Let their belief inspire you on your journey to greatness!

Independent National Sales Director Natalie Privette-Jones of Cary, N.C., was behind on her mortgage and facing foreclosure the very month she started her Mary Kay business as a single mother with two children ages four and five. In eight short years she changed her financial status and just bought a beautiful home with the money she has earned from her Mary Kay business.

Natalie’s advice: “Always be optimistic and stay true to your beliefs. If you do this you will be taking the steps toward success.”

Independent Elite Executive Senior Sales Director Joy Epps Breen of Cypress, Texas, was diagnosed with cancer for the second time just before the Top Sales Director Trip to Rome in 2003. Despite this challenge she reached the \$800,000 Circle of Excellence, her highest Unit Circle! Now having completed her best year ever she’s moving forward with her plans to become an Independent National Sales Director.

Joy’s advice: “Stay focused on your Mary Kay business. It’s so positive and takes your mind off the negative situation. Whatever you think about, you’ll bring about!”

Independent Elite Executive Senior Sales Director Moleda Dailey of Charleston, W.Va., didn’t let the extremely depressed economy and the effect it had on order size and team building slow her down. Last year she qualified for the Top Sales Director Trip for the first time. At Seminar 2004, Moleda was one of the Sapphire Seminar’s Top 10

Independent Sales Directors and a member of the \$850,000 Circle of Excellence.

Moleda's advice: "An obstacle is only an obstacle if you think of it that way! In your mind, think of a challenge as a stepping stone."

Independent Future Executive Senior Sales Director Candy Lewis of Somerset, N.J., was \$250,000 short of her Seminar goal in June 2004 — enough to think she just couldn't make it. She doubted she could, until the calls of encouragement started coming in, not only from her unit, but from Independent Sales Directors in other Seminars. She achieved her goal of \$1 million in estimated unit retail production and was the No. 7 Sales Director nationwide!

Candy's advice: "Remember, live by your dreams and not your circumstances. When the dreams are big enough, the facts don't count."

Independent Future Executive Senior Sales Director Joy Rentz of Dayton, Ohio, has recently battled both skin cancer and undergone three heart surgeries. In 2004, she won a victory when her unit nearly doubled their Seminar production to the \$800,000 Circle of Excellence, enough to send Joy on the Top Sales Director Extended Trip to San Francisco.

Joy's advice: "Make sure your purpose is bigger than your problems. Remember what you've always wanted to obtain from your Mary Kay business. Slowing down my Mary Kay business has never been an option. In fact, it's what's kept me alive."

Independent Senior Sales Director Jackie Graves of Denham Springs, La., was just 25 when she qualified for the use of her first pink Cadillac last year. Her success is thanks to her determination and her constant cheerleader, her mother, Independent Senior Sales Director Dandra Boyd of Baton Rouge, La. Dandra also knows what it's like to confront a challenge. She began her Mary Kay business after working as a pizza delivery person who subsisted on food stamps.

Jackie's advice: "Focus on the basics of the business. Don't try to reinvent what Mary Kay was so smart to create. Even when faced with challenges, continue to lead by example. Remember, you can't lead others where you won't go yourself."

Dandra's advice: "Continue to treat your Mary Kay business as you would a full-time business, and work at it. The rewards are so worth it."

Independent Senior Sales Director Allison Lee LaMarr of Allen, Texas, had been an Independent Sales Director for just five months before Seminar. In that short time, she achieved the Half-Million Dollar Circle of Achievement and the *Go for the Gold* Challenge in the Pearl Seminar.

Allison's advice: "When you come across a challenge, work, don't worry. Try to take the emotion out of the equation. If you do the work, you'll get the results."

Independent Sales Director Elizabeth Barnett of Springville, Ala., has a reason to be a success in her business, now more than ever. Earlier this year, her husband was diagnosed with Parkinson's disease. With three very young children, Elizabeth is now providing major financial support for the family from her Mary Kay business.

Elizabeth's advice: "Keep on keeping on every day. Have faith and allow people to help and support you."

Independent Sales Director Shannon Walter of Oshkosh, Wis., is the mother of three special-needs children requiring extensive in-home therapy that she funds from her Mary Kay business. One of her children was recently diagnosed with a condition that requires Shannon to prepare all of his food by hand. Her circumstances and her children are her reason and not her obstacle.

Shannon's advice: "Work hard when you can so that when challenges come you can continue to reap the rewards for your efforts."

Independent Beauty Consultant Michele Pall of Romeoville, Ill., has had more obstacles than many will ever face. She lost her husband a year and a half ago to cancer. Prior to that, she was in a horrible car accident that left her in a nursing home, unable to walk. She was determined to get home to her child and husband. She checked herself out of the nursing home in a wheelchair and taught herself to walk again. At Seminar, Michele walked across stage as the No. 1 Independent Beauty Consultant at the Pearl Seminar in the *All Eyes on TimeWise®* Challenge.

Michele's advice: "When you're faced with a challenge, find a reason to not give up. My reason was my daughter. Then surround yourself with people who will support you and lift you up over the obstacles."