



Russo's Risers

NOVEMBER NEWSLETTER WITH OCTOBER RESULTS

QUEEN OF WHOLESALE



Sharon Albarano

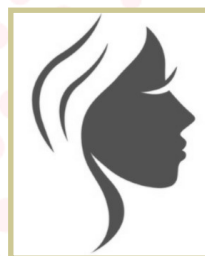


SOAR

October Achievers



Sharon Albarano



Mary Jane Loy



Kathleen Moran



Carol Scarbro



Connie Russo



This could be YOU!

PROUD REDS



Donna Parker



Deborah Hipp



Judy Snyder



This could be YOU!



This could be YOU!

Achievers!

★ Quarter 2 On-Target Stars ★



Name	Whls \$ + TB*	Sapphire	Ruby	Diamond	Emerald	Pearl
Sharon Albarano	\$ 1,560.00	\$ 240.00	\$ 840.00	\$1,440.00	\$2,040.00	\$3,240.00
Carol Scarbro	\$ 1,492.50	\$ 307.50	\$ 907.50	\$1,507.50	\$2,107.50	\$3,307.50
Mary Jane Loy	\$ 1,210.50	\$ 589.50	\$1,189.50	\$1,789.50	\$2,389.50	\$3,589.50
Kathleen Moran	\$ 1,123.75	\$ 676.25	\$1,276.25	\$1,876.25	\$2,476.25	\$3,676.25
Juanita Zeigler	\$ 1,025.00	\$ 775.00	\$1,375.00	\$1,975.00	\$2,575.00	\$3,775.00
Rhonda Wallace	\$ 671.50	\$1,128.50	\$1,728.50	\$2,328.50	\$2,928.50	\$4,128.50
Judy Snyder	\$ 649.00	\$1,151.00	\$1,751.00	\$2,351.00	\$2,951.00	\$4,151.00
Bonita Beasley	\$ 552.00	\$1,248.00	\$1,848.00	\$2,448.00	\$3,048.00	\$4,248.00
Danielle Taylor	\$ 520.50	\$1,279.50	\$1,879.50	\$2,479.50	\$3,079.50	\$4,279.50
Carol Rosenberger	\$ 518.00	\$1,282.00	\$1,882.00	\$2,482.00	\$3,082.00	\$4,282.00
Pamela DeVore	\$ 490.00	\$1,310.00	\$1,910.00	\$2,510.00	\$3,110.00	\$4,310.00
Lorie MCCuller	\$ 456.00	\$1,344.00	\$1,944.00	\$2,544.00	\$3,144.00	\$4,344.00
Jaclyn Madden	\$ 452.00	\$1,348.00	\$1,948.00	\$2,548.00	\$3,148.00	\$4,348.00
Sandra Clark	\$ 446.00	\$1,354.00	\$1,954.00	\$2,554.00	\$3,154.00	\$4,354.00
Donna Parker	\$ 440.50	\$1,359.50	\$1,959.50	\$2,559.50	\$3,159.50	\$4,359.50
Jewell Guyer	\$ 434.50	\$1,365.50	\$1,965.50	\$2,565.50	\$3,165.50	\$4,365.50
Beth Mitchell	\$ 432.00	\$1,368.00	\$1,968.00	\$2,568.00	\$3,168.00	\$4,368.00

HOLIDAY GIFT WRAPPING AT IT'S BEST



Ready to Elevate Your Gift Wrapping Game for the Holidays?

The holiday season is just around the corner, and it's the perfect time to add that extra touch of magic to your Mary Kay gift deliveries. I've got a fantastic video that's packed with innovative and creative holiday gift wrapping ideas that will truly impress your customers. Watch the video, get inspired, and let's make this holiday season extra beautiful for your customers.

"Be sure to use your time wisely. Review your priorities. Ask the question, 'What is the best use of my time right now?' Many of us spend half our time wishing for things we could have if we hadn't spent half our time just wishing." - Mary Kay Ash

Reaching for the Ring

TOP IN SALES
COMPANY COURT OF SALES



Carol
Scarbro



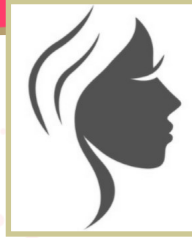
Sharon
Albarano



Kathleen
Moran



Donna
Parker



Mary Jane
Loy

CONSULTANT

Carol Scarbro
Sharon Albarano
Kathleen Moran
Donna Parker
Mary Jane Loy
Annie Rupp
Judy Snyder
Juanita Zeigler
Deborah Hipp
Hilary Pogasic

YTD RETAIL

\$9,066.00
\$8,272.00
\$6,732.00
\$3,815.00
\$2,794.00
\$2,361.00
\$2,135.00
\$2,050.00
\$1,994.00
\$1,981.00

TOP IN SHARING COMPANY COURT OF SHARING



Deborah Hipp

RECRUITER

Deborah Hipp



This could be YOU!

NEW TEAM MBERS

1



This could be YOU!

YTD COMMISION

\$ 96.00

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

Celebrating You!






DECEMBER BIRTHDAYS

CONSULTANT	DATE
Karen Willey	2
Stephanie Williams	5
Annie Rupp	6
Sharon Albarano	7
Dorene Farrell	14
Mary Kirby	21
Rhonda Wallace	23
Betsy Forsythe	31
Kelly Perfect	31

MK ANNIVERSARIES

CONSULTANT	YEARS
Deborah Hipp	31
Mary Ann Demuling	28
Wendy Foreman	27
Beth Neitz	21
Christine Johnston	20
Linda Pinca	11
Jaclyn Madden	5
Karen Willey	3
Lisa Jefferson	2

LOOK WHO INVESTED

 Sharon Albarano	\$ 1,241.50	Luree Hendrick	\$ 301.50	Debbie Seib	\$ 226.00
 Mary Jane Loy	\$ 1,210.50	Carol Rosenberger	\$ 258.50	Nikki Coleman	\$ 225.00
 Kathleen Moran	\$ 823.75	April Weiss	\$ 254.00	Mary Kirby	\$ 225.00
 Carol Scarbro	\$ 600.50	Judy Snyder	\$ 247.00	Diane Smith	\$ 225.00
Danielle Taylor	\$ 520.50	Ellen Kelly	\$ 238.50	Stephanie Williams	\$ 177.00
Jaclyn Madden	\$ 452.00	Beverly Heberlein	\$ 235.00	Hilary Pogasic	\$ 164.00
Jewell Guyer	\$ 434.50	Judy Coutts	\$ 231.50	Annie Rupp	\$ 152.00
Beth Mitchell	\$ 432.00	Theresa Kuntz	\$ 231.50	Adana Hooten	\$ 103.00
Jessie Collura	\$ 387.50	Sandra Black	\$ 230.00	Karen Bilchak	\$ 96.50
Donna Parker	\$ 371.50	Lorie McCuller	\$ 229.00	Shelly Vaughan	\$ 34.00
Stephanie Peachey	\$ 328.00	Natalya Vartanova	\$ 229.00	Faith Palumbo	\$ 27.00
Deborah Hipp	\$ 311.00	Donna Crawford	\$ 228.00	 Connie Russo	\$ 1,404.00
Beth Neitz	\$ 304.50	Nancy Glass	\$ 227.00		

 ON-TARGET for Year Long Consistency

LOVE CHECKS

Luree Hendrick	\$ 196.94	4%	Carol Scarbro	\$ 18.20	4%
Judy Snyder	\$ 224.16	8%	Genie Bilko	\$ 17.38	4%
Deborah Hipp	\$ 162.74	8%	Kate Griffey	\$ 7.08	4%
Donna Parker	\$ 55.22	9%	Mary Kirby	\$ 3.86	4%
Kathleen Moran	\$ 22.20	4%	Connie Russo	\$ 675.74	13%

Does not include Unit Commissions and Bonuses



Steppin' Up The Ladder



SENIOR CONSULTANT

1-2 Active Team Members
4% Commissions
Earn \$50 Team Building Bonuses

Sharon Albarano
Genie Bilko
Mary Jo Fiore
Kate Griffey
Luree Hendrick
Mary Kirby
Kathleen Moran
Bethany Reed
Carol Scarbro



STAR TEAM BUILDER

3-4 Active Team Members
4, 6 or 8% Commissions
50% Discount on Red Jacket
\$50 Team Building Bonuses



Deborah Hipp
Judy Snyder



TEAM LEADER/ ELITE TEAM LEADER/DIQ

5+ Active Team Members
9 or 13% Commissions
\$50 Team Building Bonuses
Earn use of Career Car/ Cash Compensation
5% Second -Tier Team Commission (Elite/DIQ)



Donna Parker

DIRECTOR

4, 9, or 13% Personal Commissions
9, 13 or 23% Unit Commissions
\$100 Team Building Bonuses
Unit Bonuses
Earn use of Career Car/
Cash Compensation



Connie Russo

2023 NEW BEAUTIES

Brighten Your Everyday!



Transform the chilly and gloomy into the vibrant and lively with our NEW beauty pick-me-ups!

Take a look at these fresh, confidence-boosting Limited-Edition items:

- Orchard Peach Satin Hands Pampering Set

- Orchard Peach Satin Hands Nourishing Shea Cream
- MK Body Care Set
- 60th Anniversary Eye Shadow Palette
- Trend Collection Velvet Lip Crayon
- Trend Collection Nail Polish
- 60th Anniversary Collection Bag

MEDIA MENTIONS

Harness the Power of Media Mentions!

I'm thrilled to share some fantastic news—our Mary Kay products have been making headlines in the beauty world! But these mentions aren't just for us; they're for you and your customers. Here's how you can use these shoutouts to elevate your business:

1. Encourage them to follow the experts' advice!
2. Let your customers know that they can achieve the latest lip trends with Mary Kay!
3. Share these features to inspire and excite their creativity!

It's time to showcase the best of Mary Kay and help your beauty business shine!



A BEAUTY BRIEFING WITH Connie

Gratitude
is the most beautiful
way to express all
that's in your heart with
two words *Thank You.*

~ Katrina Mayer



Text Script: Prepare to unwrap the beauty of winter with our upcoming Winter edition of "The Look" headed straight to your mailbox! Get ready for the latest makeup trends, skincare secrets, and dazzling winter looks to keep you radiant all season long. I can't wait for you to discover the beauty inside, let me know your favorites.



**WELCOME
NEW
CONSULTANTS**

Angela Yancey

From EARLYSVILLE, VA

Sponsored by Sharon Albarano

In true Mary Kay spirit, we can keep Thanksgiving in our hearts by having an attitude of gratitude. We CAN Soar Like Never Before and Glow with Gratitude when we truly embrace what makes us extraordinary! Each of us has our own unique personality and talents that we bring to our business. Maybe you are a super gift wrapper, a wonderful card writer or a patient listener. Pay extra attention to the small details. Go the extra mile, take time to listen, and in everything you do, Glow with Gratitude. Your customers will appreciate the personal touches that are unique to you.

And of course, keep thinking Pink. Pink week (Pink Friday, Small Business Saturday, Sharing Sunday, Cyber Monday) is right around the corner. There is still time to plan your holiday sales strategy. Feel free to connect with me for ideas!

"Pretend that every single person you meet has a sign around his or her neck that says, **"Make me feel important."** Not only will you succeed in sales, you will succeed in life." - Mary Kay Ash

Love and belief,

Connie

PLANNING FOR PINK WEEKEND



If you're still deciding on the promotions to run, I've got some fabulous resources for you! Click the link, to find useful flyers for Pink Friday, Small Business Saturday, Cyber Monday, and tips on how to make the weekend a smashing success. Remember, you don't have to do EVERYTHING - simply choose what works best for you and your business.

Get inspired and make this Pink Weekend extra special for your customers!

PINK WEEKEND *Ideas*

Pink Weekend is a HUGE sales weekend! Plan your promotions now to maximize your sales. You get to decide what sales, if any, you'd like to run during Pink weekend- but whatever you decide, make sure you make a BIG deal out of it: let your customers know, build excitement and create a sense of urgency!

Here are a few suggestions that might inspire an idea that will be right for your business.

PINK FRIDAY

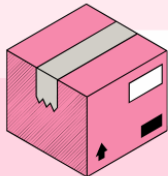
- Have a staggered sale, for example: 30% off for order that come in before 8am, 25% for order 8am-12pm, 20% 12-4pm, 15% after 4pm. Have your customers leave their orders on your voice mail, email, or text so you know the time ordered and give them the appropriate deal!
- Emphasize what you want to sell most: 30% off all skincare sets, 25% off supplements, 20% off makeup
- Buy 2, Get 1 free
- Do a customer drawing when you hit your sales goal "when we hit \$1,000 in sales for the day, one customer will get their order at half off!"
- Take a look at your inventory and make a special sale on something you have a lot of, or out of season limited edition items
- Email, text, and post your sale in your customer group!



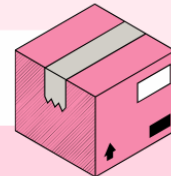
SMALL BUSINESS SATURDAY



- Let your customers know how much you appreciate them and what their sales support in your home: "I am so grateful for all of my customers! Your orders pay for Susie's ballet class each month. As a thank you for supporting my small business, I am offering a special gift with purchase with all orders today"
- Have a special deal on YOUR favorite products
- Have a special deal on your most popular products
- Have a special deal on the first Mary Kay products you ever tried
- Small business owners are busy ladies! Have a 5-minute-face deal that includes a products for a quick makeup look: CC Cream, lip gloss, blush, liquid eye shadow, mascara
- Have an open house



CYBER MONDAY



- Have a discount for customers who are registered on your website or the Mary Kay shopping app
- Promote the Skin Analyzer app, and offer a discount on the recommended products
- Have your customers try the Mirror Me app and offer a special deal on their favorite Look
- Remind your customers about stocking stuffers and hard to shop for loved ones - like MEN- and offer a discount on those products
- Offer a gift with purchase
- Do a special drawing for a special product from everyone who ordered over the weekend

This November

STUFF A



Hurry!
My Roll-Ups
go fast!

ROLL UP BAG

Pink
SUCCESS

When you have 4 or more girlfriends join you for a party & \$200 or more in sales (before your order) you will receive a **FREE ROLL-UP BAG** and **40% off** everything you can **STUFF** into it.

Your guests must be 18 years of age or older and cannot currently have a Mary Kay Consultant.

BER SPECIAL DEALS. NOVEMBER SPECIAL DEALS. NOVEMBER SPECIAL DEALS. NOVEMBER SPECIAL DEALS. NOVEMBER SPECIAL DEALS.

While Supplies Last

50% off



One Item of Your Choice for Every \$50 Purchase

(\$200 purchase = 4 1/2 price specials)



Naturally Nourishing Oil



This quick-absorbing oil leaves skin feeling hydrated and looking revitalized. Great on your face, hair and cuticles.

~~\$50~~ \$25

Revealing Radiance Facial Peel



Glycolic acid makes skin brighter and more even, improves texture and reduces fine lines.

~~\$68~~ \$34

Botanical Effects Refreshing Toner



Traces of dirt are wiped away as are complexion dulling dead skin cells. Helps control shine.

~~\$20~~ \$10

Satin Hands Pampering Set



Instantly, hands feel moisturized, soft & smooth. (White Tea & Citrus Fragrance or Fragrance Free)

~~\$36~~ \$18

Acne Treatment Gel

Zit Zapper. It helps clear up pimples fast while helping prevent new ones from forming. Plus, it helps fade the look of lingering acne spots.

~~\$12~~ \$6

MK Men Shave Foam



Rich shaving cream softens beards for a clean, close, comforting razor shave.

~~\$18~~ \$9

Instant Puffiness Reducer



Clinically shown to instantly reduce the look of puffiness under the eyes.

~~\$35~~ \$17.50

Chromafusion Eye Shadow

Nonstop wear. Pigment-rich. Color without compromise!



~~\$8~~ \$4 for 1 eyeshadow

Eye Blending Brush



Create beautiful eye shadow looks with this brush. Blend shades with intricate precision, thanks to its tapered shape. Bring smoky looks to life, and make shade transitions smoother than ever.

~~\$12~~ \$6

Timewise 4-in-1 Cleanser



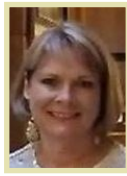
Gently cleanse away complexion-dulling impurities, makeup and the stress of the day. After use, skin immediately feels clean and conditioned, while its texture is improved and feels renewed, without any residue left behind.

~~\$26~~ \$13

NOVEMBER SPECIAL DEALS. NOVEMBER SPECIAL DEALS. NOVEMBER SPECIAL DEALS. NOVEMBER SPECIAL DEALS. NOVEMBER SPECIAL DEALS.

PINK TRACTOR designs

Russo's Risers



Connie Russo

107 Quince Court
Hollidaysburg, PA 16648
814.312.2106

important dates

Sunday Night Zooms

Unit calls with Julie Crusciel—8pm
Zoom ID: 814 886 3975

Nov 10 - Early ordering begins

Nov 11 - Veteran's Day—Postal Holiday

Nov 15 - Ordering open for all

Nov 23 - Happy Thanksgiving

Nov 24 - Pink Friday

Nov 25 - Small Business Saturday

Nov 26 - Sharing Sunday

Nov 27 - Cyber Monday

Nov 29 - Last day to place telephone orders

Nov 30 - Last day to place on-line orders

Dec 15 - Quarter 2 Ends

Dec 16 - Quarter 3 Begins

Dec 25 - Merry Christmas

Dec 29 - Last day to place telephone orders

Dec 31 - Last day to place on-line orders

glow
WITH
GRATITUDE.



soar
like never
before
MARY KAY

When you order \$600+ whsl in
NOVEMBER, you will receive this two-layered
WING-INSPIRED NECKLACE
from the *Soar Like Never Before* Collection.

soar
like never
before
MARY KAY



Earn the Year Long Consistency Challenge
MOTHER OF PEARL FACE WATCH
when you achieve the *Soar Like Never Before*
Challenges each month,
July 2023 through June 2024.