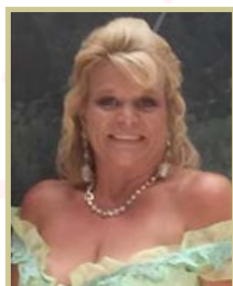




Russo's Risers

OCTOBER NEWSLETTER WITH SEPTEMBER RESULTS

QUEEN OF WHOLESALE



Carol Scarbro



SOAR

September Achievers



Carol Scarbro



Sharon Albarano



Jaunita Zeigler



Kathleen Moran



Connie Russo



This could be YOU!



PROUD REDS



Donna Parker



Luree Hendrick



Deborah Hipp



Judy Snyder



This could be YOU!

Achievers!

★ Quarter 2 On-Target Stars ★

Name	Whsl \$ + TB*	Sapphire	Ruby	Diamond	Emerald	Pearl
Juanita Zeigler	\$ 1,025.00	\$ 775.00	\$1,375.00	\$1,975.00	\$2,575.00	\$3,775.00
Sharon Albarano	\$ 928.00	\$ 872.00	\$1,472.00	\$2,072.00	\$2,672.00	\$3,872.00
Carol Scarbro	\$ 913.00	\$ 887.00	\$1,487.00	\$2,087.00	\$2,687.00	\$3,887.00
Danielle Taylor	\$ 492.50	\$1,307.50	\$1,907.50	\$2,507.50	\$3,107.50	\$4,307.50
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
Sandra Clark	\$ 446.00	\$1,354.00	\$1,954.00	\$2,554.00	\$3,154.00	\$4,354.00
Luree Hendrick	\$ 379.50	\$1,420.50	\$2,020.50	\$2,620.50	\$3,220.50	\$4,420.50
Melissa Hetrick	\$ 366.00	\$1,434.00	\$2,034.00	\$2,634.00	\$3,234.00	\$4,434.00
Diane Kos	\$ 364.50	\$1,435.50	\$2,035.50	\$2,635.50	\$3,235.50	\$4,435.50
Dawn Steinbugl	\$ 345.50	\$1,454.50	\$2,054.50	\$2,654.50	\$3,254.50	\$4,454.50
Judy Snyder	\$ 337.00	\$1,463.00	\$2,063.00	\$2,663.00	\$3,263.00	\$4,463.00
Stephanie Peachey	\$ 328.00	\$1,472.00	\$2,072.00	\$2,672.00	\$3,272.00	\$4,472.00
Leah Gillespie	\$ 305.00	\$1,495.00	\$2,095.00	\$2,695.00	\$3,295.00	\$4,495.00
Faith Palumbo	\$ 303.50	\$1,496.50	\$2,096.50	\$2,696.50	\$3,296.50	\$4,496.50
Kathleen Moran	\$ 300.00	\$1,500.00	\$2,100.00	\$2,700.00	\$3,300.00	\$4,500.00



★ Quarter 1 Star Achievers ★



Carol Scarbro
Emerald



Sharon Albarano
Diamond



Kathleen Moran
Ruby

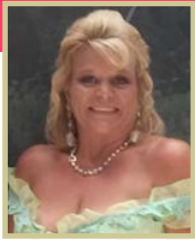


Connie Russo
Ruby

"What you can do -- or dream you can -- begin it. Courage has genius, power and magic in it. Only engage your goals and then the mind begins to grow. Begin it and the work will be completed.
- Mary Kay Ash

Reaching for the Ring

TOP IN SALES
COMPANY COURT OF SALES



Carol
Scarbro



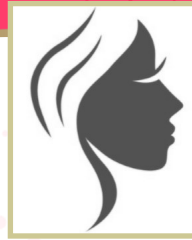
Sharon
Albarano



Kathleen
Moran



Donna
Parker



Annie
Rupp

CONSULTANT

Carol Scarbro
Sharon Albarano
Kathleen Moran
Donna Parker
Annie Rupp
Juanita Zeigler
Mary Lynn Carnovale
Judy Snyder
Hilary Pogasic
Amy Brunner

YTD RETAIL

\$ 7,787.00
\$ 5,768.00
\$ 5,099.00
\$ 3,054.00
\$ 2,062.00
\$ 2,050.00
\$ 1,674.00
\$ 1,628.00
\$ 1,617.00
\$ 1,386.00

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

PICK A PUMPKIN BUSINESS IDEA

Pick a Pumpkin



Pick a pumpkin and share its number in the comments. Each pumpkin has an exclusive surprise waiting for you! After you post your number, I'll DM you with a special surprise based on it. Don't miss out on the fall fun!

Prizes

National Pumpkin Day is just around the corner on October 26th, and it's the perfect occasion to delight your customers with our "Pick a Pumpkin and Get a Surprise!"

Check out this script you can use:

"Get ready for some fall fun! It's National Pumpkin Day and I'm celebrating with a special surprise just for you. Choose your pumpkin and share its number in the comments. Each pumpkin has an exclusive surprise waiting for you! After you post your number, I'll DM you with a special surprise based on it. Don't miss out on the fall fun!"

Celebrating You!

NOVEMBER BIRTHDAYS

CONSULTANT	DATE
Lisa Jefferson	9
Karen Bilchak	10
Lea Rosenberry	12
Naisha Silvey	14
Mary Werling	14
Beth Neitz	17
Carolyn Rathmann	18
Michele Gonsman	19
Tarissa Nelson	24
Bridget Behe	26

MK ANNIVERSARIES

CONSULTANT	YEARS
Michele Gonsman	25
Mary Jo Fiore	20
Natalya Vartanova	18
Paula Nedock	18
Carol Rosenberger	13
Betsy Forsythe	1

LOOK WHO INVESTED

👤 Carol Scarbro	\$ 2,016.00	Paula Nedock	\$ 336.00	Janice Thompson	\$ 231.50
👤 Sharon Albarano	\$ 1,596.50	Lori Rimbeck	\$ 322.00	Kate Griffey	\$ 230.00
Juanita Zeigler	\$ 1,025.00	April Weiss	\$ 312.00	Linda Pinca	\$ 230.00
👤 Kathleen Moran	\$ 886.50	Leah Gillespie	\$ 305.00	Bonita Beasley	\$ 228.00
Donna Parker	\$ 557.00	Hilary Pogasic	\$ 305.00	Lorie MCCuller	\$ 227.00
Pamela DeVore	\$ 490.00	Faith Palumbo	\$ 303.50	Tara Hartley	\$ 225.00
Annie Rupp	\$ 489.50	Patricia Czulewicz	\$ 273.50	Lea Rosenberry	\$ 225.00
Sandra Clark	\$ 446.00	Shelly Vaughan	\$ 261.00	Luree Hendrick	\$ 78.00
Melissa Hetrick	\$ 366.00	Lucinda Updyke	\$ 260.50	Laura Burget	\$ 40.00
Diane Kos	\$ 364.50	Deborah Flanagan	\$ 244.00	Amy Brunner	\$ 37.00
Dawn Steinbugl	\$ 345.50	Genie Bilko	\$ 238.00	Marianne Mortensen	\$ 16.00
Deborah Hipp	\$ 339.00	Lisa Guiser	\$ 233.00	👤 Connie Russo	\$ 1,958.00
Judy Snyder	\$ 337.00	Michele Link	\$ 232.50		

👤 ON-TARGET for Year Long Consistency

LOVE CHECKS

Luree Hendrick	\$ 97.08	6%	Judy Snyder	\$ 10.42	4%
Deborah Hipp	\$ 74.91	6%	Bethany Reed	\$ 9.20	4%
Donna Parker	\$ 66.15	9%	Connie Russo	\$ 634.43	13%
Sharon Albarano	\$ 13.82	4%	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
Mary Kirby
Kathleen Moran
Bethany Reed



STAR TEAM BUILDER

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



Luree Hendrick
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

HOLIDAY SALES TRACKING

Keep Your Holiday Sales on Track with a Tracking Sheet!

Why use it?

- Stay organized: Keep tabs on your sales, appointments, leads, and bookings.
- Set goals: Track your progress toward your holiday sales goal.
- Plan ahead: Make informed decisions to maximize your time.

Download your sales tracking sheet now, and sleigh this holiday season.



MK CONFIDENT

Supercharge your Mary Kay business with confidence? MKConfident is here to revolutionize your learning experience.

MK Confident is your go-to online platform for a fresh take on MK education. The bite-sized lessons are designed to make learning fun, accessible, and oh-so-rewarding. Complete tasks and lessons to earn recognition every step of the way!

Some Benefits:

- On Your Schedule, Your Way!
- Dive into Digital Learning!
- Earn Badges, Celebrate Wins!

Are you ready to embark on your educational adventure?



Always do your **best.**

What you *plant* now,
you will **HARVEST** later.

~ Og Mandino



Winter **PCP**

Enroll

ENROLLMENT DEADLINE
OCTOBER 17

Enroll today to guarantee your customers receive the Winter edition of the Look with samples.

When you enroll, you also gain early ordering privileges for our exciting new winter products!!



WELCOME
NEW
CONSULTANTS

Mary Jane Loy

From ALTOONA, PA

Sponsored by Deborah Hipp

A BEAUTY BRIEFING WITH *Connie*

Welcome to Fall! Each new season gives us a chance to fall in love with our business all over again. We have emerged from the carefree days of summer into the abundance of autumn! We are just 3 weeks into the second quarter and entering one of the most exciting selling seasons of the year. It's time to put on our Pink thinking caps and get excited for all the possibilities!

Here are a few ideas to get you started.

- Plan your party or Holiday Open House days. What hours will your store be open for Pink Friday, Small Business Saturday, Cyber Monday?
- Prepare your inventory. Do you have ready to grab items on hand for last minute shoppers? Limited Edition items, Satin Hands and Satin Lips are always Holiday Hits!
- Download digital images and make a plan for posting to your groups and connecting with family, friends and customers.
- Plan ways to WOW your customers! Provide them with a Mary Kay wish list and let them know the unique ways you can serve them.
- Remember to shop from your own store! What parties or events will you be attending this holiday season? Limited Edition Body Care Sets, Shimmer Liquid Eye Shadows and Mint Bliss make great hostess and thank you gifts.
- Share the Opportunity! Our dreams are so much better when we share them with others. Whether for a lifetime or a season, there are women waiting for their dreams to take vision too!

As always, feel free to reach out to me. I am excited for the abundance headed our way!

Connie

EXTENDED INTRO OFFER & DIQ'S

Exciting Mary Kay Announcement!
Great news, Mary Kay extended the NEW Startup Introductory Offer through Oct 31st. But that's not all—DIQs are invited to Leadership 2023 in Fort Worth, TX!

Seize this extended offer to grow your team and set your sights on attending Leadership 2024 as a DIQ or even a brand new Director! Your dreams are within reach!

DIQ Details

Start Up



Mascarathon

It's time for a Mascarathon!!
Stock up on your favorite Mary Kay Mascara & Eye Makeup Remover.

LASH INTENSITY MASCARA, \$18

Multiply the look of your lashes with Lash Intensity® Mascara. Expand and extend your lashes with a mascara dedicated to multi-directional performance. The shorter bristles of the brush help build volume, while the longer bristles stretch and extend the formula from root to tip.

ULTIMATE MASCARA, \$16

Get the look of bigger and bolder lashes in just a couple of swipes. Mary Kay® Ultimate Mascara™ delivers the extreme volume you have been looking for. Do you have light-colored lashes and want a natural look? This formula comes in both Black and Black Brown for naturally defined lashes!

LASH LOVE MASCARA, \$16

Define your lashes with Lash Love® Mascara! This formula delivers four times the volume for an ultra plush lash look that's great for any occasion.

LASH LOVE FANORAMA MASCARA, \$16

Not sure what you really want out of a mascara? No worries! Lash Love Fanorama® Mascara has you covered. This mascara features the same Lash Love® formula with an innovative brush. The three unique application zones allow you to coat, comb and fan out lashes for panoramic lashes of your own.

LASH LOVE LENGTHENING MASCARA, \$16

Elongate the look of those lashes with Lash Love® Lengthening Mascara! Seriously separate your lashes with the rubber brush as you style your lash hairs to meet their maximum length potential!

WATERPROOF MASCARA, \$16

Your go-to mascara if you deal with smudging due to sweating, an oily complexion or humidity! This one-and-done, waterproof mascara is great for anyone who is active or wants a long-wearing mascara.

OIL-FREE EYE MAKEUP REMOVER, \$20

Gently removes eye makeup, including waterproof mascara, without tugging or pulling the delicate skin in the eye area. Formula does not leave skin feeling greasy.

BOGO

BUY 1, GET 1 HALF OFF!
BUY 2, GET 1 FREE!



Holiday BUSINESS Planning

Get excited about this holiday season and make a BIG plan for what to accomplish. It will require a plan and a goal to work towards. This is the time to get ahead on your goals; pay off debt; work for something you want for you or your family. The sky is the limit! THINK BIG! GO TO WORK!



My Holiday Game Plan

Sept

- Plan your sales & personal calendar for the next 4 months
- Book skincare, supplements & fall look parties for Sept. and get wish lists from everyone
- Hold QVC style event in your customer FB Group for Fall colors
- have your customers invite friends to build your group
- Order Holiday products & gift wrapping supplies
- anticipate sell-outs!
- Finish your STAR
- Contact Businesses for employee gifting/gift cards
- Contact Senior Centers for updated rules for Adopt-A-Grandparent
- Plan your Open House if you will be doing in-person
- Book Holiday Preview coffees w/ your customers
- book them to be holiday hostesses for you
- Add a new team member as a "Holiday Consultant"
- Follow up with PCP customers once Holiday Look Books arrive

Oct

- Create a Grab-and-Go gift basket with gift ready products and keep with you at all times
- Hold 5 Holiday Coffees
- Contact your customers' "Santas" about 12 days of Christmas
- Add team members so they can take advantage of Holiday Sales
- Follow up with businesses about employee gifts
- Launch your Adopt-A-Grandparent program
- Hold QVC style FB Group event for Holiday products
- Send invites for in person Open House/ plan virtual Open House
- Hold skincare & mask parties - get wish lists and Santas from everyone
- Hold a product preview panel to get opinions on holiday products and book them to be a hostess
- Reverse Trick-or-Treat your neighbors - leave goody bags at their door with samples & info about gift wrapping services

Nov

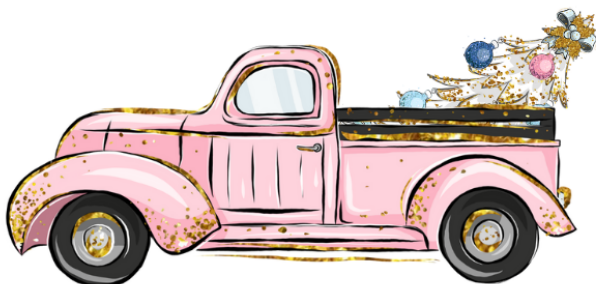
- Hold 5 Holiday Coffees
- Hold updated QVC style Holiday product FB event
- Make a Holiday Glam Look video for your FB Group and book glam parties
- Order your own gifts for friends and Family
- Send invites for open houses & follow up!
- Finish Adopt-A-Grandparent
- Get wish lists, invite guests to virtual events
- Call Santas, husbands, etc. for wish lists & 12 Days of Christmas
- Pink Friday / Small Business Saturday / Cyber Monday Sales
- Post in your customer group about stocking stuffers, gift sets, and gifts at different price points
- Hold Virtual Open House featuring Gift-Ready products in cute packaging
- Be sure inventory is ready for last-minute shoppers

Dec

- Hold a "Last Minute Gifts" virtual open house - don't forget scents, bundles, men's products, stocking stuffers
- Deliver gifts
- Bring your Grab-and-Go basket EVERYWHERE with gifts at different price points
- Post in your FB Group about your gift wrapping services
- Book "New Year, New You" skincare parties
- Hold virtual "Men Only" open house for gifting ideas
- Follow up with wish lists
- Finish your STAR
- Hold a 12 Days of Christmas Sale in your FB Customer Group
- Call your customers for their PERSONAL needs - it's easy to forget yourself when you're shopping for others
- Sell New Year's Day "Morning After" Bundles with Indulge Soothing Eye Gel, Mint Bliss, and maybe a Charcoal Mask.



Pink
SUCCESS



Plan for Success

OCTOBER SPECIAL DEALS. OCTOBER SPECIAL DEALS. OCTOBER SPECIAL DEALS. OCTOBER SPECIAL DEALS.

While Supplies Last

50% off



One Item of Your Choice for Every \$50 Purchase

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



Lifting Bio-Cellulose Mask



See a visible lift in just 2 weeks with this luxuriously mask. (Package of 4 masks.)

~~\$70~~ \$35

Charcoal Mask

Triple-action charcoal mask acts like a magnet to deep-clean pores.

~~\$25~~ \$12.50



Moisture Renewing Gel Mask

Get 10 skin-renewing benefits in 10 pampering minutes!

~~\$24~~ \$12



Hydrogel Eye Patches

Hydrate, cool, soothe & depuff your eyes in just 20 minutes. (30 pairs)

~~\$40~~ \$20



Mask Applicator

Maximize your masking with mess free application and less waste.

~~\$12~~ \$6



Pink Clay Mask

Smooth on a creamy, floral-infused mask in Mary Kay's signature hue for 10 minutes of delightful, indulgent "me" time.

~~\$18~~ \$9



MK High Intensity® Cologne Spray

Captivating, refined and distinctive, MK High Intensity is in the ambery oriental fragrance family.

~~\$46~~ \$23



Apple & Almond Body Care Set

Refresh your senses with our body wash and lotion set!

~~\$28~~ \$14



Forever Diamonds® Eau de Parfum

A sophisticated, floral-fruity fragrance for the woman who embraces life and lets herself sparkle within it.

~~\$46~~ \$23



Highlighter

Perfect for creating a radiant, healthy glow.

~~\$14~~ \$7



Lash Love Lengthening Mascara

Lifts, curls and perfectly separates lashes.

~~\$16~~ \$8



Contour

Matte shades that blend seamlessly.

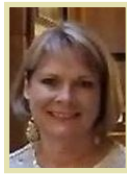
~~\$14~~ \$7



Pink Tractor designs

OCTOBER SPECIAL DEALS. OCTOBER SPECIAL DEALS. OCTOBER SPECIAL DEALS. OCTOBER SPECIAL DEALS.

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

Oct 17 - Winter PCP Enrollment Ends

Oct 30 - Last day to place telephone orders

Oct 31 - Last day to place on-line orders

Nov 10 - Early ordering begins

Nov 15 - Ordering open for all

Nov 23 - Thanksgiving

Nov 24 - Pink Friday

Nov 25 - Small Business Saturday

Nov 27 - Cyber Monday

Nov 29 - Last day to place telephone orders

Nov 30 - Last day to place on-line orders



When you order \$600+ whsl in
OCTOBER, you will receive this gauzy
MULTICOLORED SCARF
from the *Soar Like Never Before* Collection.



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.