

# Russo's Risers

APRIL NEWSLETTER WITH MARCH RESULTS



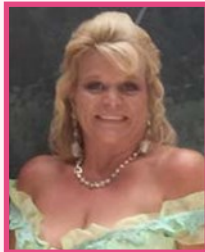
## Queen of Wholesale



Carol  
Scarbro



## Golden Rule March Achievers



Carol  
Scarbro



Mary Lynn  
Carnovale



Donna  
Parker



Kathleen  
Moran



Connie  
Russo



This could be  
YOU!

## Proud Reds



Luree  
Hendrick



Donna  
Parker



Genie  
Bilko



Deborah  
Hipp



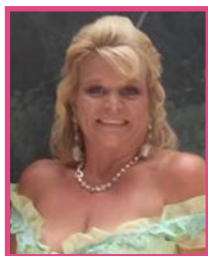
Kathleen  
Moran



## Quarter 3 Achievers



Kathleen Moran  
Ruby



Carol Scarbro  
Ruby



Sharon Albarano  
Sapphire



Connie Russo  
Ruby



## Quarter 4 On-Target Stars



Name	Whsl \$ + TB	Sapphire	Ruby	Diamond	Emerald	Pearl
Donna Parker	\$ 779.50	\$1,020.50	\$1,620.50	\$2,220.50	\$2,820.50	\$4,020.50
Luree Hendrick	\$ 516.50	\$1,283.50	\$1,883.50	\$2,483.50	\$3,083.50	\$4,283.50
Kathleen Moran	\$ 494.50	\$1,305.50	\$1,905.50	\$2,505.50	\$3,105.50	\$4,305.50
Carol Scarbro	\$ 454.00	\$1,346.00	\$1,946.00	\$2,546.00	\$3,146.00	\$4,346.00
Joni Bliss	\$ 391.50	\$1,408.50	\$2,008.50	\$2,608.50	\$3,208.50	\$4,408.50
Annie Rupp	\$ 380.50	\$1,419.50	\$2,019.50	\$2,619.50	\$3,219.50	\$4,419.50
R. Kim Young	\$ 371.50	\$1,428.50	\$2,028.50	\$2,628.50	\$3,228.50	\$4,428.50
April Weiss	\$ 367.50	\$1,432.50	\$2,032.50	\$2,632.50	\$3,232.50	\$4,432.50
Letitia Neuder	\$ 350.50	\$1,449.50	\$2,049.50	\$2,649.50	\$3,249.50	\$4,449.50
Hilary Pogasic	\$ 347.50	\$1,452.50	\$2,052.50	\$2,652.50	\$3,252.50	\$4,452.50
Bonita Beasley	\$ 340.00	\$1,460.00	\$2,060.00	\$2,660.00	\$3,260.00	\$4,460.00
Carol Bores	\$ 327.00	\$1,473.00	\$2,073.00	\$2,673.00	\$3,273.00	\$4,473.00
Faith Palumbo	\$ 322.00	\$1,478.00	\$2,078.00	\$2,678.00	\$3,278.00	\$4,478.00



## April Customer Special



Want to boost your sales this month? Encourage your customers to add on to their orders with this special promo! Radiant skin is always in! Grab what you need this month and snag an extra special something at half off! Here are some of my favorites this month:

- Hydrogel Eye Patches - depuff, soothe, & calm your eyes in the morning
- Micellar Water - quick clean & prewash without a sink
- Advanced Lifting Serum - firming, lifting, anti-aging game changer

Download

"The greatest pollution problem we face today is negativity. Eliminate the negative attitude and believe you can do anything." - Mary Kay Ash

# Reach for The Ring

Top in Sales  
Company Court of Sales



**Carol  
Scarbro**



**Kathleen  
Moran**



**Sharon  
Albarano**



**Donna  
Parker**



**Juanita  
Zeigler**

## Consultant

Carol Scarbro  
Kathleen Moran  
Sharon Albarano  
Donna Parker  
Juanita Zeigler  
Deborah Hipp  
Annie Rupp  
Jessie Collura  
Ellen Kelly  
Pamela DeVore  
Nancy Glass  
Shelly Vaughan  
Jaclyn Madden  
Kate Griffey  
Judy Snyder  
Hilary Pogasic  
Luree Hendrick  
Mary Lynn Carnovale  
April Weiss  
Sandra Clark

## YTD Retail

\$22,922.00  
\$22,497.00  
\$16,058.00  
\$ 9,062.00  
\$ 5,980.00  
\$ 5,795.00  
\$ 4,733.00  
\$ 4,297.00  
\$ 3,965.00  
\$ 3,862.00  
\$ 3,579.00  
\$ 3,505.00  
\$ 3,501.00  
\$ 3,463.00  
\$ 3,330.00  
\$ 3,316.00  
\$ 3,300.00  
\$ 3,299.00  
\$ 3,168.00  
\$ 3,100.00

## 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

## New Makeover Contest!

Create your own era-inspired makeup look from the '60s to the present.  
Your unique look could win \$1,500 and FREE MK products!



- 1 Book a color appointment with your MK Consultant to create an era-inspired look.
- 2 Complete the entry form on the contest website and submit a photo of your look with a caption detailing how your look is inspired by Then, Now or Always.



SCAN ME  
TO ENTER

APRIL 3 - MAY 12, 2023

## Makeover Contest... Then. Now. Always.

NEW Spring makeover contest... "Then. Now. Always." Make sure your customers know about this fun way to try a new look, and be entered to win BIG prizes- when THEY win, YOU win! Check out the details and start booking your appointments!

Details



# May Celebrations

## Happy Birthday!

Connie Russo	2 May
Heather Guisewhite	4 May
Diane Kos	4 May
Rhonda Myers	12 May
Susan Sunvold	14 May
Becky Carter	22 May
Virginia Caramana	30 May
Laura Burget	31 May

## Happy Anniversary!

Shelly Vaughan	31
Debbie Seib	28
Ann Bilko	28
R. Kim Young	27
Mary Werling	26
Susan Pillot	12
Wendy Fay	7
Jennifer Parshall	2



## Look Who Invested



Carol Scarbro	\$1,059.00	Bonita Beasley	\$ 340.00	Jewell Guyer	\$ 232.50
Mary Lynn Carnovale	\$ 995.00	Faith Palumbo	\$ 322.00	Linda Pinca	\$ 231.25
Donna Parker	\$ 764.50	Annie Rupp	\$ 317.50	Deborah Hipp	\$ 231.00
Kathleen Moran	\$ 601.50	Carol Staebler	\$ 292.50	Jennifer Parshall	\$ 226.00
Danielle Taylor	\$ 597.50	Lisa Guiser	\$ 283.50	Nicole Smith	\$ 225.25
Carolyn Rathmann	\$ 524.50	Lorrie Seison	\$ 280.50	Genie Bilko	\$ 225.00
Mary Jo Fiore	\$ 452.50	Mary Werling	\$ 272.00	Jessie Collura	\$ 211.00
April Weiss	\$ 410.50	Susan Rohall	\$ 268.00	Deborah Flanagan	\$ 166.00
Lisa Goldman	\$ 397.00	Kate Griffey	\$ 258.50	Patricia Czulewicz	\$ 161.75
Joni Bliss	\$ 391.50	Stephanie Peachey	\$ 258.00	Wendy Foreman	\$ 145.50
Marianne Mortensen	\$ 385.50	Heather Guisewhite	\$ 248.00	Kelly Perfect	\$ 126.00
R. Kim Young	\$ 371.50	Dawn Steinbugl	\$ 246.50	Ellen Kelly	\$ 108.50
Tara Hartley	\$ 367.50	Lori Rimbeck	\$ 242.25	Dorene Farrell	\$ 30.00
Sharon Albarano	\$ 352.50	Donna Pielmeier-Sipes	\$ 239.00	Luree Hendrick	\$ 20.00
Letitia Neuder	\$ 350.50	Carol Rosenberger	\$ 237.50	Lorie McCuller	\$ 8.00
Hilary Pogasic	\$ 347.50	Judy Coutts	\$ 234.00	Connie Russo	\$ 635.00
Mary Kirby	\$ 341.50	Judith Fradeneck	\$ 233.00		

ON-TARGET for Year Long Consistency

## Love Checks



Luree Hendrick	\$271.53	9%
Donna Parker	\$153.74	9%
Deborah Hipp	\$ 50.63	6%
Judy Snyder	\$ 29.58	4%
Genie Bilko	\$ 15.12	4%
Sharon Albarano	\$ 9.86	4%
Kathleen Moran	\$ 9.32	4%
Bethany Reed	\$ 9.25	4%

## Why It Just Fits - New Videos



Check out this new team-building video series! Share these videos with your potential team members so they can see how relatable successful Mary Kay Directors are, how their lives weren't perfect when they started

[Click here to Watch](#)



# steppin' up the Ladder



## Senior

### Consultant

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

*Sharon Albarano*  
*Mary Jo Fiore*  
*Kate Griffey*  
*Mary Kirby*  
*Bethany Reed*  
*Carol Scarbro*  
*Judy Snyder*



## Star

### Team Builder

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



*Genie Bilko*  
*Deborah Hipp*  
*Kathleen Moran*



### 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



*Luree Hendrick*  
*Donna Parker*

### Director

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



*Connie Russo*

## The Winners Act

by Ann Vertel, Author, Speaker and Trainer

They step out. They take risks. They do things that are uncomfortable. They challenge themselves...every day. They choose what's hard over what's convenient.

Are there other athletes in this country who had the potential to go to the Olympics? Absolutely.

Are there women in business with the potential to go to the top? Almost every single one of them. Maybe we're talking about you.

The deciding factor, however, isn't how bad you want it or how much belief you have or whether you are task oriented or a people person or whether you live in the right neighborhood or whether you're single, thin, young, beautiful, smart, willing, deserving, or educated.

The single deciding factor in whether or not you "win the gold" in your business is what you actually *do* in your business today...and tomorrow...and the next day...and the day after that.

Believe you can do it. Don't listen to your critics (they haven't done it either!) and take the biggest, boldest, most outrageous action step you can think of today. Then repeat...repeat...repeat.

# a note from

Connie

Welcome to Abundant April!

We continue to embark on the adventure of sharing the opportunity, empowering women, and growing into our dreams. Being part of something that is bigger than ourselves gives us a unique opportunity to create a culture where women truly can be who they want to be.

This is an exciting time for growth. Your garden is not like your neighbors; neither is your business. Just like a garden, your business is uniquely designed with your vision. It takes care, planning and preparation to cultivate a successful business.

**Plan your progress** – Goal Setting is key to goal achieving. Determine what you want to accomplish by the end of the month, quarter, seminar year.

**Spring into action** – Take determined, intentional steps towards your goal, whether you work your business full time, part time or on the side. Carve out times on your calendar when you are able to work your business consistently.

**Tend to your garden** – By following up with clients and prospects, the seeds planted now will turn into a fruitful harvest with deliberate planning, intentional action and dedicated care.

Happy planting and growing! I'm excited to be growing into the 60<sup>th</sup> year with you!

Then. Now. Always.

Love & Belief,  
*Connie*



## Summer PCP



Reasons to enroll your customers in the Summer PCP:

- Early Ordering Privileges
- Cost Effective
- Increased Sales
- Advertising
- Tax Deduction

Enroll Now

April 17- Deadline

## Seminar 2023 - Dallas, TX



Celebrate Mary Kay's 60th Anniversary at Seminar 2023!!! This event is going to be BIG! The training, the friends, the expo, the music, the gowns, the diamonds, the INSPIRATION - this is a can't miss event! Let's party together in Dallas!!

Save the Date

- Sapphire: July 22-25
- Emerald: July 26-29
- Diamond: July 30-Aug. 2
- Ruby: Aug. 3-6



# 5 AVENUES OF INCOME



-One-

## SKIN CARE CLASSES AND FACIALS

**50% Commission on Sales** We lead the industry in commissions! Each time you sell a Mary Kay product, half of the money is used to purchase the product, and half of the money stays in your pocket! Your customers pay you directly, so there is no need to wait for a check from MK.

There are 4 ways to market our products:

### On The Face

In one-on-one facials or group parties, in person with testers or via video chat with samples, the best way to sell Mary Kay is to have your customers try the products on their faces!

### On The Go

10-15 minute product previews for super busy women! During coffee dates or lunch breaks, you can very quickly show your customers skincare and new products on the back of their hands!

### On Paper

Our beautifully photographed Look Book is packed with helpful tips and trends, useful information, and all of our fabulous products! You and your hostesses can share the Look Book with friends and colleagues to take orders outside of a party.

### Online

With a Mary Kay website, your customers can order directly from you online or through the app!

-Two-

## REORDERS

**50%** We have a consumable product - meaning when our customers use up their cleanser they are going to need to order more from you! Mary Kay customers have immense brand loyalty, and a healthy reorder business is a healthy passive income!



-Three-

## TEAM BUILDING

In Mary Kay, you never *have* to team build in order to make money in your business, but it sure is fun! Mary Kay is a dual-earning business, so you have more than one way to earn your income. Commission checks are paid directly from Mary Kay Inc. as a thank-you for sharing the opportunity, team members never pay each other. Commissions for active consultants start at **4%** and go up to **13%**, with bonus options as well!



-Four-

## CAR PROGRAM

You can earn the free use of a beautiful new **Chevy Malibu**. The company pays registration, taxes, car payment, and a portion of the insurance. You also have the option of taking **\$425** cash compensation in the place of the car. You can take 1-4 months to earn your car. Sales Directors can also earn the use of a **Chevy Equinox** or **\$525** a month, and top performers can earn the use of the famous **Pink Cadillacs** or **\$925** a month!!



-Five-

## LEADERSHIP POSITIONS

**13%** When you are ready to move into leadership, you can earn even *more* Unit commissions as an Independent Sales Director *on top of* your team commissions! You can also qualify for **unlimited cash bonuses** each month, as well as yearly bonuses, pink cars, and all-inclusive world-class trips! Commissions are paid by Mary Kay Inc. based on the unit's monthly wholesale production, never from consultants. Directors can build to become National Sales Directors with additional prestige, bonuses, commissions, the Family Security Program, and Pink Escalades!





# Administrative Professionals Day

## GIFT SETS

### Blossoming Success!

Hydrating Lotion and a small desk plant.

Gift tag "Your success blossoms daily.  
Thank you for growing with us!"

**\$21**



### Office Supplies!

Mint Bliss Energizing Lotion for Feet and Legs, White Tea & Citrus Hand Cream, note pad and pen in a decorative bag.

Gift tag "Thank you for supplying us with your talent!"

**\$25**



### All Hands on Deck!

Satin Hands Set includes Hand Softener, Hand Scrub and Hand Cream placed in a gift bag.

Gift tag "Thank you for giving it your all!"

**\$36**



Add Indulge Soothing Eye Gel  
**\$43**

### Water Cooler Talk

Satin Lips Set

Gift tag "We love to hear your thoughts!"

**\$22**



### But First, Coffee!

Includes Satin Hands Hand Cream with a gourmet coffee gift card.

Gift tag "Your hard work is so appreciated. Enjoy your coffee and cream!"

**\$16**



**\$10 Gift Certificate**

LET THE ADMINISTRATIVE PROFESSIONALS IN YOUR LIFE  
KNOW JUST HOW MUCH YOU APPRECIATE THEM!





# Golden Rules Challenge



GOLDEN  
Rules

MAKE THEM FEEL  
IMPORTANT

MARY KAY  
60 YEARS  
THEN. NOW. ALWAYS.



## April

Complete April calendar with your daily activity:

See Faces



#Faces  
(virtual or in person)

\$ Product Sold





























































































Sell Product

Share the  
Opportunity



Your Name: \_\_\_\_\_

#Interview/sharing  
appointments

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1   
2   	3   	4   	5   	6   	7   	8   
9   	10   	11   	12   	13   	14   	15   
16   	17   	18   	19   	20   	21   	22   
23   	24   	25   	26   	27   	28   	29   
30   						

# April Unit Challenge!

## Faces

	Date	Name	Basic Sold?
1			Y / N
2			Y / N
3			Y / N
4			Y / N
5			Y / N
6			Y / N
7			Y / N
8			Y / N
9			Y / N
10			Y / N
11			Y / N
12			Y / N
13			Y / N
14			Y / N
15			Y / N
16			Y / N
17			Y / N
18			Y / N
19			Y / N
20			Y / N
21			Y / N
22			Y / N
23			Y / N
24			Y / N
25			Y / N
26			Y / N
27			Y / N
28			Y / N
29			Y / N
30			Y / N

## Sharing

	Date	Name	Phone#	Y / N
1				Y / N
2				Y / N
3				Y / N
4				Y / N
5				Y / N

\$225-\$399 = Pick ONE Prize  
 \$400-\$599 = Pick TWO Prizes  
 \$600-\$799 = Pick THREE Prizes  
 \$800-\$999 = Pick FOUR Prizes

**Prizes you can earn for your wholesale orders:**



Beautiful Add-A-Bead



10 Product Samples

**20 Victory Vouchers**

**TOTALS:**

#Faces=\_\_\_\_\_ x5=\_\_\_\_\_ # Vouchers

\$Amount Sold \_\_\_\_\_ /5=\_\_\_\_\_ #VV

#Shares \_\_\_\_\_ x10=\_\_\_\_\_ #VV

Wholesale Orders Placed: \$\_\_\_\_\_

#New Team Members x 25=\_\_\_\_\_ #VV

**TOTAL # VOUCHERS**

**Total# Vouchers earned:**

**Turn in challenge for extra vouchers!**

**Check your email for PDF document for tracking!**



APRIL SPECIAL DEALS. APRIL SPECIAL DEALS. APRIL SPECIAL DEALS.

\*While Supplies Last\*

50% off



One Item of Your Choice for Every \$50 Purchase

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



### Lash Love Mascara

Love your lashes with the mascara that defines, defends and delivers four times the volume while looking naturally flawless, soft and healthy.

~~\$16~~ \$8



### Ferulic + Niacinamide Brightener

Diminish dark spots, and say hello to brighter skin with this dermocosmetic booster.

~~\$38~~ \$19



### Bestie Bundle

Gently remove makeup and cleanse with our Oil Free Eye Makeup Remover and Micellar Water duo! No need to rinse!

~~\$36~~ \$18

### TimeWise Repair Revealing Radiance Facial Peel



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

~~\$68~~ \$34

### Chromafusion Blush

Lifeproof formula lasts through work, workouts, weather and more.



Darling Pink Juicy Peach Shy Blush Hot Coral Golden Copper



Hint of Pink Rogue Rose Rosy Nude Wineberry Desert Rose

~~\$14~~ \$7

### Cheek Brush

This multitasker features a 3-in-1 shape designed to help you enhance, sculpt and highlight your cheekbones without leaving harsh lines behind.



~~\$14~~ \$7



### After-Sun Replenishing Gel



Soothes & calms chapped skin, windburned, and of course, sunburn, and burns from other heat sources.

~~\$15~~ \$7.50

### Women's Fragrance



Illuminea - \$80 \$40  
 Belara - \$44 \$22  
 Bella Belara - \$44 \$22  
 Cityscape - \$56 \$28  
 Enchanted Wish - \$40 \$20  
 Forever Diamonds - \$46 \$23  
 Live Fearlessly - \$48 \$24  
 Thinking of Love - \$36 \$18  
 Thinking of You - \$36 \$18

### Botanical Effects Moisturizing Gel

Moisturize any skin type with this oil-free, lightweight formula, featuring dragon fruit and aloe extract. Makes your skin feels soft, smooth and fresh.



~~\$20~~ \$10

APRIL SPECIAL DEALS. APRIL SPECIAL DEALS. APRIL SPECIAL DEALS.

# Russo's Riser's Unit calendar

**Apr 17** - Last day to enroll Summer PCP

**Apr 17** - Zoom call...details tba

**Apr 24** - Zoom call...details tba

**Apr 27** - Last day to place telephone orders

**Apr 30** - Last day to place on-line orders

**May 1** - Zoom call...details tba

**May 2** - Mary Kay Birthday Celebration at Comfort Inn Duncansville 6:30. Guests wanted!

Everyone tries the new Summer Products. Bring tray set-up, mascara, liners, concealer, foundation.

**May 8** - Sellabration Zoom call with Dawn Dunn. ID to be sent later.

**May 8** - Look Book begins mailing

**May 10** - Early Ordering begins

**May 12** - Mary Kay Ash's Birthday

**May 14** - Mother's Day

**May 15** - Ordering open for all

**May 15** - Zoom call...details tba

**May 22** - Zoom call...details tba

**May 29** - Happy Memorial Day

**May 30** - Last day to place telephone orders

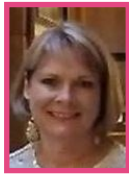
**May 31** - Last day to place on-line orders



Spring gifting time is here! May is a BIG month for gifting: National Nurse Day, National Teacher Day and Mother's Day. With 3 gifting days within a week, make sure your customers know that you offer personal shopping and gift-wrapping services! They can get gifts for all of the nurses, teachers, and moms in their life all in one place!



Russo's Risers



Connie Russo

107 Quince Court  
Hollidaysburg, PA 16648  
814.312.2106

## important dates

- Apr 17** - Last day to enroll Summer PCP
- Apr 27** - Last day to place telephone orders
- Apr 30** - Last day to place on-line orders
- May 8** - Look Book begins mailing
- May 10** - Early Ordering begins
- May 12** - Mary Kay's Birthday
- May 14** - Mother's Day
- May 15** - Ordering open for all
- May 29** - Memorial Day
- May 30** - Last day to place telephone orders
- May 31** - Last day to place on-line orders

GOLDEN  
Rules

MAKE THEM FEEL  
IMP♥RTANT  
IMP♥RTANT  
IMP♥RTANT  
IMP♥RTANT



When you order \$600+ whsl in  
April, you will receive these adorable  
**EARRINGS**  
from the *Golden Rules* Collection.

GOLDEN  
Rules  
Golden



Earn the Year Long Consistency Challenge  
**EARRINGS and BRACELET**  
when you achieve the Golden Rules Challenge  
each month, July 2022 through June 2023.