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Mary Kay policy dress code	005 to 014	S.P.: Sandra asks Janet to discuss her personal beauty regimen.
dress code, personal	015 to 049	J.S.: Mary Kay places an emphasis on how we look facing the public. Hard to teach others how to look if we don't look our best. I think women look more professional in a dress. Some think that's too much to expect, but I don't go anywhere where without make-up. I saw an article in a Dallas paper about a man seeing a woman in curlers, an old sweatshirt, no make-up, and a Mary Kay bumper sticker on her car. There is some pressure, but I'm not a consultant twenty-four hours a day, so I will wear jeans sometimes. But there are women who quit because they can't handle the image. I don't have a large wardrobe. Partly this is from losing thirty-five pounds. But I work with a lot of different people so it doesn't matter if I don't have lots of outfits. I have three wool suits and a couple of dresses. I wear the same two outfits to meetings because of my red jacket. I buy things that will last and look good. I feel good in those..
beauty program, personal	050 to 110	I'm faithful to the skin care program. Can't tell customers that I don't use it. I judge my skin daily as to what it needs. Mornings I wash my face with water, take a shower, do my hair, and put on make-up. I put a white and yellow Day Radiance on underneath for an even look. I get dressed, then do my glamor. Eyes first, blush, lips. I use all Mary Kay products for everything except my hair. I use a shampoo recommended by my hair dresser for my oily hair.
effect on sales		I'm very loyal except for hair care, so I don't sell much. That works with selling any of the products. I look for people who love the product when recruiting, because they will sell it. Your enthusiasm will help sell it. How could I wear someone else's product while selling you another? Most of the other consultants feel the same. I couldn't sell one eyeshadow because I had an allergic reaction to it. I sell ten times more Exquisite Body Lotion than the moisturising lotion because I use it. You sell more of what you wear.
beauty products, personal history	113 to 159	Shaving my legs was a bigger milestone than beginning to wear make-up. My step-grandmother's shop wasn't a conscious influence. The marketing plan brought me into selling Mary Kay, not a love for cosmetics. I might have done Tupperware if I had been shown an exciting marketing plan for that. I didn't know much about cosmetics. In

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beauty program, personal		<p>J.S.: high school I took care of my skin but quit in college. When the Illinois wind started drying out my skin, I began using Mary Kay. My mom took me for my first facial. She was always after me to put color on my lips. Lipstick was my last holdout to Mary Kay because I didn't like using a brush. I finally changed. Skin care program is not for pre-adolescents. I teach girls in home ec. classes how to wear make-up and take good care of their skin.</p>
diet history	162 to 319	<p>I had an overweight tendency all my life. My mother's harping on it really contributed to the problem. I've just lost thirty-five pounds and five more to lose. My parents constantly diet and preach to me. Mary Kay's philosophy is that if you don't like something and can get it fixed then fix it, if not, learn to live with it. I was large-chested and had breast-reduction surgery two years ago. It caused back problems, was self-conscious, never exercised, and was very uncomfortable. Surgery helped. Tom runs, so I started. I lost weight but gained it back when we moved, from eating out a lot. I couldn't diet then because of my pregnancy, and gained more. After Betsy was born I lost weight until her surgery. For ten months I weighed about 175 pounds. I was frustrated when I went clothes shopping. I looked into all the weight programs and decided to try Nutri-System. I did well until vacation. You write everything down about your eating habits for evaluation. My biggest problem is eating out a lot. Behavior modification classes. I have to be careful now.</p>
surgery - Janet, breast reduction		<p>I decided I wasn't a runner. I walk, use an exercise bike, and go to the spa two to three times a week, lifting weights, doing aerobics. I still have a long way to go but I need to try because there's a history of heart disease in my family. Even my sales are better with my weight loss, because I feel better. The surgery was also significant in my feelings about myself. Tom was very supportive of the surgery and the weight loss. He weighed 265 pounds at high school graduation. He lost 100 pounds in six months. He gained some back after we married. Then he lost too much too fast. I worried that he was getting anorexic. He looked bad; he got hung up on it. His running really helped change that. We're concerned that Betsy may have a weight problem some day.</p>
exercise		
surgery - Janet, breast reduction		
husband		
family work history, female	320 to 364	<p>Although most of the women in my family worked, they were typically women's jobs. My grandmother ran a boardinghouse but that meant cooking for her five sons and everybody else. My other grandmother and grandfather ran a fast-food type place.</p>

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family work history, female career influences college friends parents	 365 to 392	J.S.: Their work was closely tied to their husbands. My mom taught school until my sister was born, a traditional woman's job. She was at everything I did in school. She was always waiting for us at home after school. Once she wasn't home and didn't leave a note which angered my sister. Of my five close college friends and I, two had mothers who stayed home and the others had mothers with careers. They wanted careers to work for, while my other friend and I majored in business. I wanted to go to law school by my junior year. My parents had talked me out of wanting to teach history. They were supportive of my desire to be a lawyer, but there were none nearby where I could apply. I was influenced very strongly by my family to work until I had a child, then stay home. I hope to teach Betsy that if you keep things in the right order, having a goal for yourself is all right. I believe she'll become a beauty consultant at eighteen. Mary Kay let's me have my family first. I can work around them. I'll encourage her to go to college. Going away those four years, I learned more than all the previous years. I was exposed to totally new world. You're responsible for your own decisions.
Betsy Stratton goals	393 to 428	 (END OF SIDE TWO)