

**BUSINESS**

Casual

**Mary Kay rep sets record climbing the pink ladder**

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Allison LaMarr

When former Dallas resident Allison LaMarr gave up corporate banking a little more than three years ago, she never dreamed of setting a record at Addison-based Mary Kay Inc.

It took Ms. LaMarr three years and five months to become a Mary Kay independent national sales director, the highest level in the sales force. That beat the previous record of three years and eight months set in 1975.

At 28, Ms. LaMarr is one of only six women in Mary Kay's 44-year history to achieve this status before the age of 30.

Ms. LaMarr was working 50-hour weeks for J.P. Morgan in downtown Dallas and pursuing an MBA at Southern Methodist University when a friend introduced her to Mary Kay's products.

Eager to start her own business, Ms. LaMarr took the plunge, quitting her job and the MBA program. Her friends and family didn't understand why a college graduate wanted to sell lipstick, she said. "My biggest obstacle was my own pride."

Ms. LaMarr now lives in Kingwood near Houston and presides over 25 independent sales directors and 1,400 independent consultants, the majority of whom live in the Dallas area.

"I saw the income potential," she said. "I wanted to give it everything I've got."