

CUSTOMIZED COLOR GUIDE



Includes both the AMAZING "Beauty Bash Book" by Donna Bayes & SUPER supplement chart by Pam Evans!

www.shanisoffice.com

GUIDE BOOK TIPS

1" clear view binder

Color copies of pages you would like to include

Page Protectors (for color charts)

Dividers

- [Eyes](#)
- [Cheek](#)
- [Lips](#)
- [Eyes - Facts](#)
- [Cheek - Facts](#)
- [Lips - Facts](#)
- [Product/Supplements](#)

Color Samplers

You might also like to include (in page protectors):

Current Hostess Flyers

Order of Application

Closing or Set Sheets

Look Book/Sales Slips

Beauty Bash Book tips by Donna Bayes - [watch her instructional video](#)

I have a special notebook that I keep certain things in to use at classes, facials, and to grab for deliveries. Having things you need together at your fingertips sure makes your business easier. I named it Beauty Bash for no logical reason.

The most helpful things in my Beauty Bash Book are the Eye, Cheek, and Lip color charts. These charts help me determine the colors I will suggest to my client, based on the training received from makeup artist extraordinaire, Robert Jones.

The color charts have the picture of the eye products in the squares instead of the real sample. The colors, of course, are not as true as they could be. Your book will be even more helpful if you place the actual sample in the square, but at least you have an idea of what the color is by using these charts. You could put samples over the square when you have that sample and actually build your book as you continue to order more samples. At the bottom of the page is an explanation on how to use the charts or you can watch this video.

I especially appreciate the Color Charts. Senior Sales Director Pat Tumminello originally created the Eye Color Chart, and it was so helpful to me that I took the same idea and created the Cheek and Lip Charts and added to the Eye Chart. Rather than having to make displays of the real products, all you need are these pages with the samples attached. Place them in your Beauty Bash Book and when you're doing a facial, have the client first choose a highlighter, mid-tone, and accent color for her eyes. Then choose a cheek color and an appropriate lip color. All the lip gloss samples are also shown. These are the main colors Robert Jones suggested at our workshop. It's a good base to start from. But, by just using the information from these charts, you'll be able to make more informed decisions for your clients on the glamour looks. If you take the time to create these charts and put them into page protectors and into your notebook, I know they will be as helpful to you as they have for me.

Thanks go to everyone who contributed, even those who may go un-named!

customize your compact

MARY KAY

Name: Phone:

Address:

Email: Birthday:

Check the products you like the most. Ask me about my hostess program.

- Mary Kay® Eye Primer, \$12
- Mary Kay® Oil-Free Eye Makeup Remover, \$15

Mary Kay® Cream Eye Color, \$13

-  Apricot Twist
-  Iced Cocoa
-  Beach Blonde
-  Pale Blush
-  Glacier Gray

Mary Kay® Mineral Eye Color, \$6.50

SHIMMER

-  Amber Blaze
-  Honey Spice
-  Azure
-  Ivy Garden
-  Black Pearl
-  Lemongrass
-  Blue Metal
-  Midnight Star
-  Chocolate Kiss
-  Moonstone
-  Copper Glow
-  Peacock Blue
-  Crystalline
-  Precious Pink
-  Denim Frost
-  Silver Satin
-  Emerald
-  Spun Silk
-  Granite
-  Sweet Plum

MATTE

-  Almond
-  Lavender Fog
-  Cinnabar
-  Sienna
-  Coal
-  Silky Caramel
-  Espresso
-  Sweet Cream
-  Hazelnut
-  White Lily
-  Iris

Mary Kay® Eyeliner, \$12

-  Black
-  Rich Jade
-  Bronze
-  Steely
-  Dark Denim
-  Violet Ink
-  Deep Brown

Mary Kay® Mascara

- Lash Love™, \$15**
-  I ♥ black
-  I ♥ brown
- Ultimate Mascara™, \$15**
-  Black
-  Black/Brown
- Lash Lengthening Mascara, \$10**
-  Black
-  Black/Brown
- Waterproof Mascara, \$10**
-  Black
-  Black/Brown

- TimeWise® Age-Fighting Lip Primer, \$22

Mary Kay® Lip Liner, \$12

-  Cappuccino
-  Dark Chocolate
-  Caramel
-  Neutral
-  Chocolate
-  Soft Blush
-  Clear
-  Spiced Tea

Mary Kay® Creme Lipstick, \$13

- PINKS**
-  Dusty Rose
-  Hibiscus
-  Pink Passion
-  Pink Satin
- TAWNIES**
-  Icy Peach
-  Sunny Citrus
-  Sunset
-  Sweet Nectar
- NEUTRALS**
-  Apricot Glaze
-  Frosted Rose
-  Maple
-  Raisinberry
-  Shell
-  Toffee
-  Whisper
- REDS**
-  Blaze
-  Midnight Red
-  Really Red
-  Red
- CHOCOLATES**
-  Amber Glow
-  Amber Suede
-  Bronzed
-  Downtown Brown
-  Gingerbread
-  Hot Mocha
-  Nutmeg
- METALS**
-  Copper Star
-  Mocha Freeze
-  Pink Shimmer
-  Sheer Blush
-  Sunlit Sand
- BERRIES**
-  Apple Berry
-  Berry Kiss
-  Black Cherry
-  Boysenberry
-  Fuchsia
-  Merlot
-  Rich Fig
-  Whipped Berries

Mary Kay® Liquid Lip Color, \$13

-  Cherry Coffee
-  Raspberry Ice
-  Chocoholic
-  Royal Plum
-  Malted
-  Sherbet

Mary Kay® Tinted Lip Balm Sunscreen SPF 15*, \$13

-  Apricot
-  Poppy
-  Blush
-  Rose
-  Natural

*Over-the-counter drug product

Mary Kay® NouriShine Plus™ Lip Gloss, \$14

-  Au Natural
-  Mango Tango
-  Beach Bronze
-  Pink Luster
-  Berry Tart
-  Pink Parfait
-  Café au Lait
-  Pink Sateen
-  Cream and Sugar
-  Red Passion
-  Fancy Nancy
-  Rich Spice
-  Icicle
-  Rock 'n' Red

Mary Kay® Cream Blush, \$13

-  Cranberry
-  Sheer Bliss

Mary Kay® Mineral Cheek Color, \$10

- SHIMMER**
-  Bold Berry
-  Sparkling Cider
-  Golden Copper
-  Strawberry Cream
-  Shy Blush
- MATTE**
-  Berry Brown
-  Citrus Bloom
-  Cherry Blossom
-  Sunny Spice
-  Cinnamon Stick

Mary Kay® Mineral Bronzing Powder, \$12

-  Bronze Diva
-  Desert Sun
-  Canyon Gold
-  Sandstone

Mary Kay® Mineral Highlighting Powder, \$12

-  Pink Porcelain
-  Pink Stardust

Mary Kay® Foundation Primer, \$16

Mary Kay® Brush Collection, \$48

- Mary Kay® Compact (unfilled), \$18
- Mary Kay® Compact Mini (unfilled), \$16
- Mary Kay® Compact Pro® (unfilled), \$35
- Applicators, \$2.50 – \$4

If you want some of these products, schedule a Mineral Makeover today and receive hostess credit toward future purchases.

Would you like to share this Mineral Makeover with your friends? Write the names and phone numbers of five friends you'd like to invite.

1.
2.
3.
4.
5.

Would you like to host a party with your friends and earn hostess credit? Yes No Maybe

Comprehensive Shade Comparison Chart for Foundations and Complementary Products

Foundations										Complementary Products			
TimeWise® Liquid Foundations	Mary Kay® Medium-Coverage Foundation	Mary Kay® Mineral Powder Foundation	Mary Kay® Tinted Moisturizer With SPF 20†	Mary Kay® Creme-To-Powder Foundation	Day Radiance® Cream Foundation	Mary Kay® Concealer	Mary Kay® Facial Highlighting Pen	Mary Kay® Mineral Pressed Powder	Mary Kay® Sheer Pressed Powder	Mary Kay® Loose Powder			
Ivory 1		Ivory 0.5 Ivory 1	Ivory 1	Ivory 0.5		Ivory 1	Shade 1	Ivory 1	Ivory 1	Ivory 1			
Ivory 2		Ivory 0.5 Ivory 1	Ivory 1	Ivory 1		Ivory 1	Shade 1	Ivory 1	Ivory 1	Ivory 1			
Ivory 3	Ivory 104 Ivory 105	Ivory 0.5 Ivory 1	Ivory 1	Ivory 0.5		Ivory 2	Shade 1	Ivory 1	Ivory 1	Ivory 1			
Ivory 4	Ivory 100	Ivory 0.5 Ivory 1	Ivory 1	Ivory 1		Ivory 1	Shade 2	Ivory 1	Ivory 1	Ivory 1			
Ivory 5	Ivory 200 Ivory 202	Ivory 1 Ivory 2	Ivory 2		Antique Ivory	Ivory 2	Shade 1	Ivory 1 Ivory 2	Ivory 1 Ivory 2	Ivory 2			
Ivory 6	Ivory 204	Ivory 2 Beige 0.5	Ivory 2	Ivory 2	Antique Ivory Blush Ivory	Ivory 1	Shade 1	Ivory 2	Ivory 2	Ivory 2			
Ivory 7	Ivory 204 Beige 305	Ivory 2 Beige 0.5	Ivory 2	Ivory 2	Antique Ivory Blush Ivory	Ivory 2	Shade 2	Ivory 2	Ivory 2	Ivory 2			
Beige 1	Ivory 202 Beige 300	Ivory 2 Beige 1	Beige 1	Beige 1	Blush Ivory y	Beige 1	Shade 2	Beige 1	Beige 1	Beige 1			
Beige 2	Beige 300	Beige 0.5 Beige 1	Beige 1	Beige 3	Buffed Ivory Bisque Ivory Fawn Beige True Beige	Beige 1	Shade 2	Beige 1	Beige 1	Beige 1			
Beige 3	Beige 304 Beige 305	Beige 0.5 Beige 1	Beige 1	Beige 2 Beige 3	Delicate Beige True Beige Fawn Beige	Beige 1	Shade 2	Beige 1	Beige 1	Beige 1			
Beige 4	Beige 300 Beige 302	Beige 1 Beige 2	Beige 1	Beige 3	True Beige	Beige 1	Shade 2	Beige 1	Beige 1	Beige 1			
Beige 5	Beige 302 Beige 400	Beige 1.5 Beige 2	Beige 2	Beige 4	Almond Beige	Beige 2	Shade 3	Beige 2	Beige 2	Beige 2			
Beige 6	Beige 400 Beige 402	Beige 1.5 Beige 2	Beige 2	Beige 4	Almond Beige	Beige 1	Shade 1	Beige 1	Beige 1	Beige 1			
Beige 7	Beige 400 Beige 402	Beige 1 Beige 2	Beige 2	Beige 4	Almond Beige	Beige 2	Shade 2	Beige 2	Beige 2	Beige 2			
Beige 8	Beige 404	Beige 1.5 Beige 2	Beige 2		Almond Beige	Beige 2	Shade 1	Beige 2	Beige 2	Beige 2			
Bronze 1	Bronze 500	Bronze 1	Bronze 1	Bronze 0.5	Walnut Bronze	Bronze 1	Shade 3	Bronze 1	Bronze 1	Bronze 1			
Bronze 2	Bronze 504	Bronze 1	Bronze 1	Bronze 1	Mocha Bronze	Bronze 1	Shade 3	Bronze 1	Bronze 1	Bronze 1			
Bronze 3	Bronze 507	Bronze 1 Bronze 2	Bronze 1		Mocha Bronze	Bronze 1	Shade 3	Bronze 1	Bronze 1	Bronze 1			
Bronze 4	Bronze 507 Bronze 607	Bronze 2 Bronze 4	Bronze 1		Walnut Bronze	Bronze 2	Shade 4	Bronze 2	Bronze 2	Bronze 1			
Bronze 5	Bronze 607	Bronze 2 Bronze 3	Bronze 2	Bronze 2	Walnut Bronze	Bronze 2	Shade 4	Bronze 2	Bronze 2	Bronze 2			
Bronze 6	Bronze 600	Bronze 3 Bronze 4	Bronze 2	Bronze 2	Rich Bronze	Bronze 2	Shade 4	Bronze 2	Bronze 2	Bronze 2			
Bronze 7	Bronze 600 Bronze 607	Bronze 4 Bronze 5	Bronze 2	Bronze 2	Rich Bronze	Bronze 2	Shade 4	Bronze 2	Bronze 2	Bronze 2			
Bronze 8	Bronze 708 Bronze 808	Bronze 5	Bronze 2		Rich Bronze	Bronze 2	Shade 4	Bronze 2	Bronze 2	Bronze 2			

† Over-the-counter drug product.

Grey Highlighting indicates that there is no complementary match to the TimeWise® Liquid Foundations.

Foundation Shade Undertone Chart for TimeWise® Liquid Foundations

For those used to selling foundations by undertone, this chart will help you as you transition to the new formulas and numbering system.

Category	Yellow	Olive	Pink	Golden Orange	Warm Brown
Ivory		Ivory 5	Ivory 1		
	Ivory 2		Ivory 3		
	Ivory 4		Ivory 6		
			Ivory 7		
Beige	Beige 1	Beige 4	Beige 3		
	Beige 2	Beige 6	Beige 5		
		Beige 7	Beige 8		
Bronze	Bronze 1		Bronze 2	Bronze 3	Bronze 7
	Bronze 6		Bronze 4	Bronze 5	Bronze 8



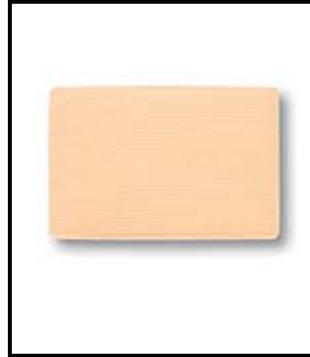
HIGHLIGHTERS Ivory/Beige (Use under the brow bone and on the inside half of the lid)



White Lily †



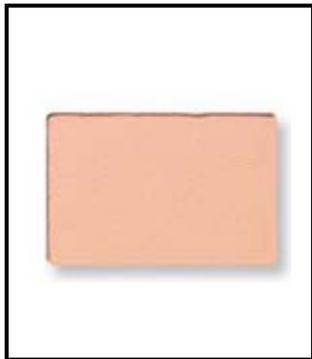
Crystalline *



Sweet Cream †



Moonstone *



Spun Silk *



Honey Spice *



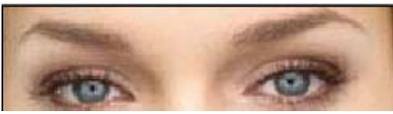
Lemongrass *



Blue Metal *

† Matte

* Shimmer

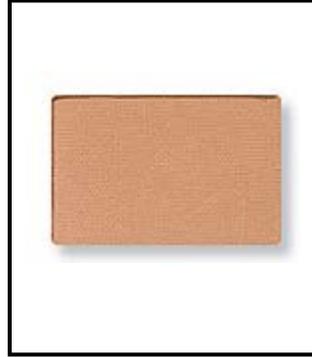


BLUE EYES

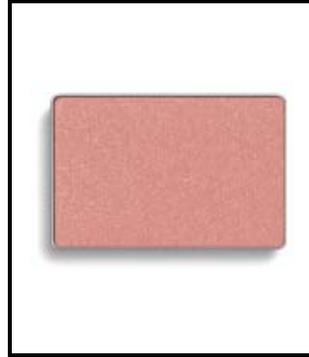
MIDTONES Ivory/Beige (Used over the outer half of the lid and in the crease)



Hazelnut †



Silky Caramel †



Precious Pink *



Sienna †
Used as a beige midtone, but ivory accent.



Almond †
Used as a beige midtone, but ivory accent.

ACCENT COLORS Ivory/Beige Recommended Shades



Amber Blaze *



Copper Glow *



Chocolate Kiss *



Black Pearl *



Cinnabar †



Sweet Plum *



Espresso †

Recommended Eye Liners



Bronze



Deep Brown



Violet Ink



Black

† Matte

* Shimmer



Coal †

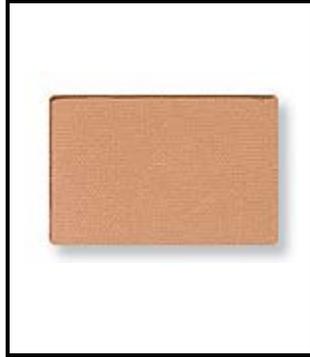


GREEN or HAZEL EYES

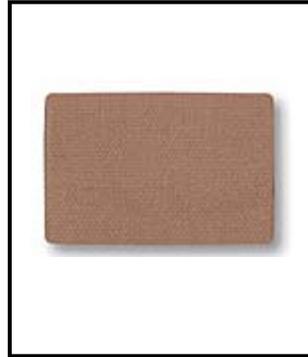
MIDTONES Ivory/Beige (Used over the outer half of the lid and in the crease)



Hazelnut †



Silky Caramel †



Sienna †

Used as a beige midtone, but ivory accent.



Almond †

Used as a beige midtone, but ivory accent.

ACCENT COLORS Ivory/Beige Recommended Shades



Amber Blaze *



Copper Glow *



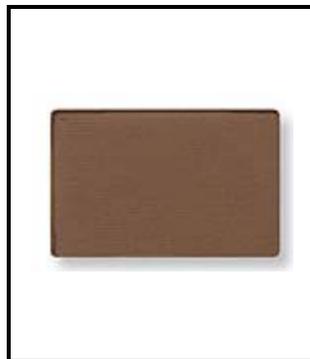
Iris *



Chocolate Kiss *



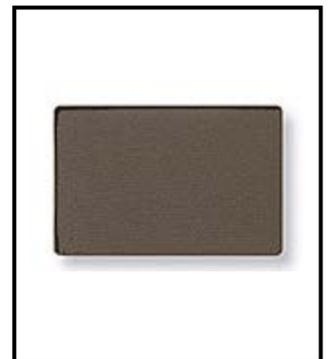
Black Pearl *



Cinnabar †



Sweet Plum *



Espresso †



Coal †



Granite *

Recommended Eye Liners



Bronze



Deep Brown



Violet Ink

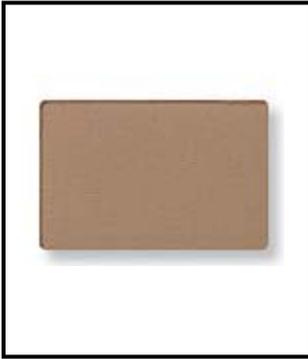


Black

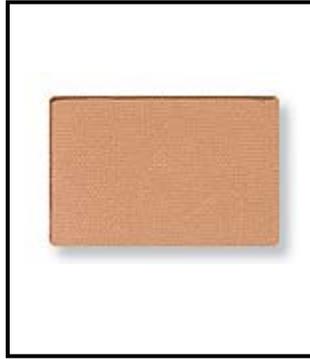


BROWN EYES

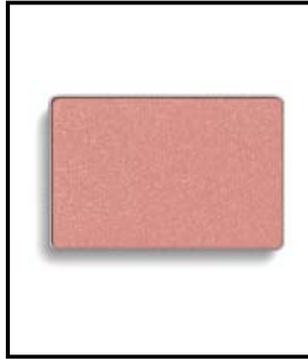
MIDTONES Ivory/Beige (Used over the outer half of the lid and in the crease)



Hazelnut †



Silky Caramel †



Precious Pink *



Sienna †
Used as a beige midtone, but ivory accent.

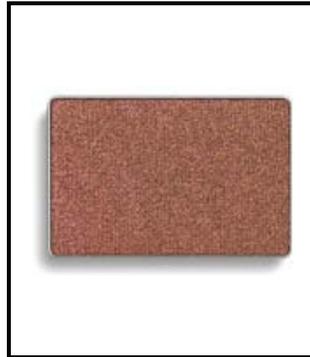


Almond †
Used as a beige midtone, but ivory accent.

ACCENT COLORS Ivory/Beige Recommended Shades



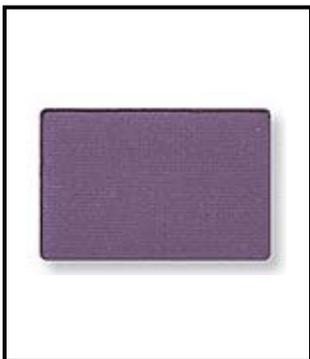
Amber Blaze *



Copper Glow *



Chocolate Kiss *



Iris *



Cinnabar †



Sweet Plum *



Espresso †



BROWN EYES

ACCENT COLORS Ivory/Beige Recommended Shades



Azure *



Peacock Blue *



Midnight Star *



Emerald *



Ivy Garden *



Denim Frost *



Granite *



Silver Satin *



Black Pearl *



Coal †

Recommended Eye Liners



Bronze



Deep Brown



Violet Ink



Black



Dark Denim



Rich Jade



Steely

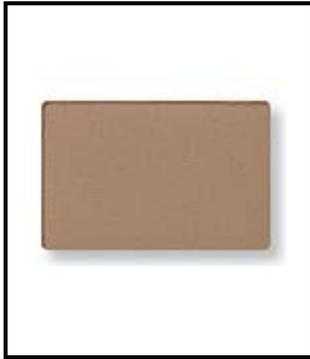
† Matte

* Shimmer

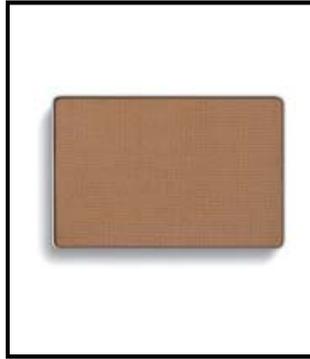


GRAY EYES

MIDTONES Ivory/Beige (Used over the outer half of the lid and in the crease)



Hazelnut †



Almond †



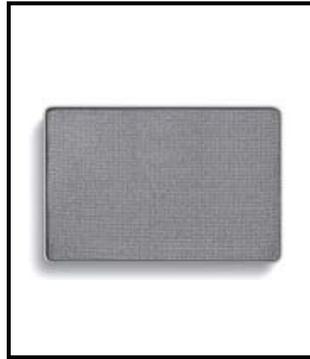
Sienna †

Used as a beige midtone, but ivory accent.

ACCENT COLORS Ivory/Beige Recommended Shades



Granite *



Silver Satin *



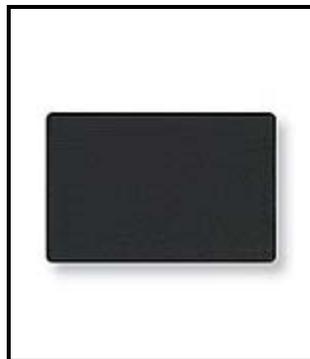
Black Pearl *



Sweet Plum *



Espresso †



Coal †

Recommended Eye Liners



Steely



Deep Brown



Violet Ink



Black

† Matte

* Shimmer



HIGHLIGHTERS Bronze/Ebony (Use under the brow bone and on the inside half of the lid)



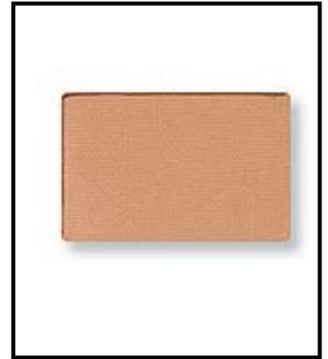
Honey Spice *



Spun Silk *
Recommended only for
Bronze Skin; not Ebony.



Precious Pink *



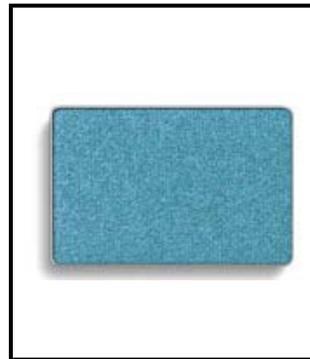
Silky Caramel †



Amber Blaze *



Lemongrass *



Azure *



Blue Metal *
Recommended only for
Bronze Skin; not Ebony.



Silver Satin *
Recommended only for
Bronze Skin; not Ebony.



Emerald *



Copper Glow *
Recommended only for Ebony
Skin; not Bronze.

† Matte

* Shimmer

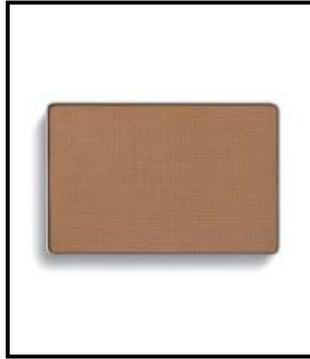


BRONZE/EBONY EYE SHADOW

MIDTONES (Used over the outer half of the lid and in the crease)



Sienna †



Almond †



Cinnabar †
Recommended for Ebony as highlight; Bronze as accent.



Granite *

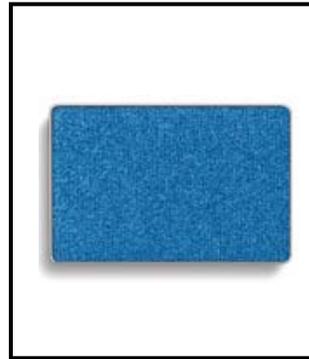
ACCENT COLORS Recommended Shades



Copper Glow *
Recommended for Bronze skin.



Chocolate Kiss *



Peacock Blue *



Denim Frost *



Ivy Garden *



Iris *



Sweet Plum *



Midnight Star *



Black Pearl *



Espresso †



Coal †

**Recommended
Eye Liners—
All eight colors**

† Matte

* Shimmer



Recommended **EYEBROW PENCILS** Hair Color

Classic Blonde Pencil



Hazelnut Eye Shadow

Light Blonde/Blonde

Blonde Pencil



Hazelnut Eye Shadow

Medium/Dark Blonde

Soft Auburn Pencil



Almond Eye Shadow

Auburn

Blonde Pencil



Hazelnut Eye Shadow

Light Brown

Brunette Pencil



Sienna Eye Shadow

Brown/Medium Brown

Brunette Pencil



Cinnabar Eye Shadow

Dark Brown

Soft Black Pencil



Espresso Eye Shadow

Very Dark Brown/Black

Classic Blonde/Blonde Pencil



Hazelnut Eye Shadow

Gray (Ivory/Beige)

Brunette Pencil



Sienna Eye Shadow

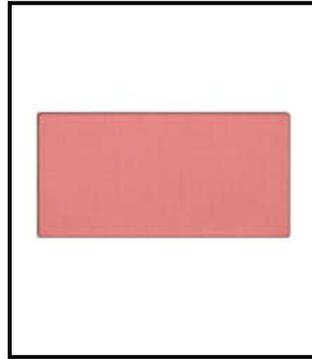
Gray (Bronze/Ebony)



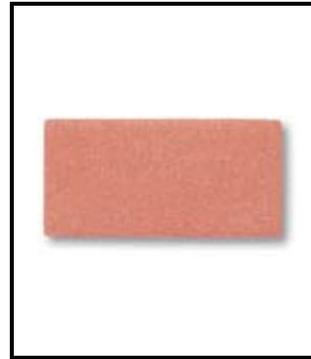
Recommended **MINERAL CHEEK COLORS** Ivory Skin Tone



Sunny Spice



Citrus Bloom



Shy Blush



Strawberry Cream



Sparkling Cider
Recommended only for
Ivory 5



Cherry Blossom
Recommended only for
Ivory 5

Recommended **Mineral Bronzing Powder**



Sandstone



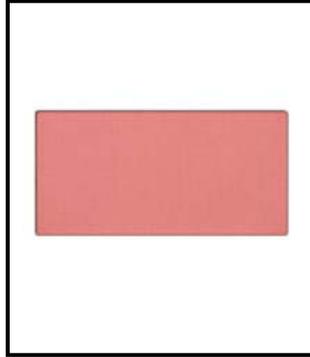
Desert Sun



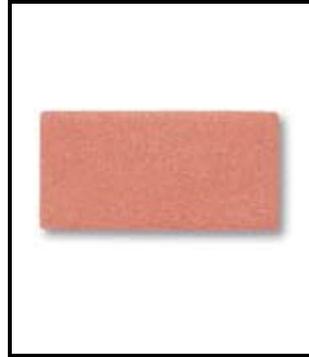
Recommended **MINERAL CHEEK COLORS** Beige Skin Tone



Sunny Spice
Recommended only for
Beige 1, 3, 4 and 5



Citrus Bloom



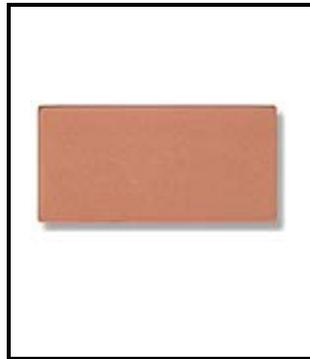
Shy Blush



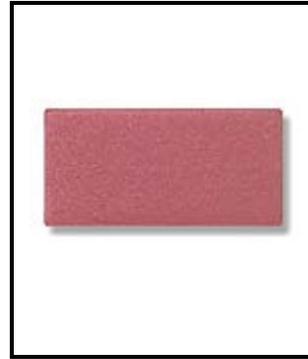
Strawberry Cream



Cherry Blossom



Sparkling Cider



Bold Berry
Recommended only for
Beige 7 and 8

Recommended **Mineral Bronzing Powder**



Sandstone
Not recommended for
Beige 8



Desert Sun



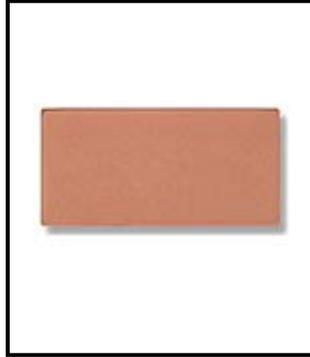
Bronze Diva
Not recommended for
Beige 3, 4, and 5



Recommended **MINERAL CHEEK COLORS** Bronze Skin Tone



Strawberry Cream
Recommended only for
Bronze 1, 2 and 3



Sparkling Cider
Recommended only for
Bronze 1 and 2



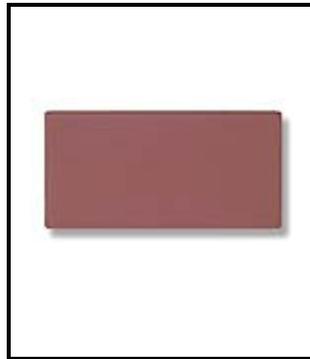
Bold Berry



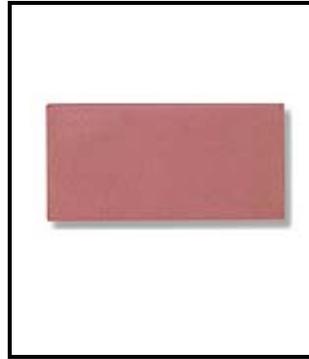
Golden Copper



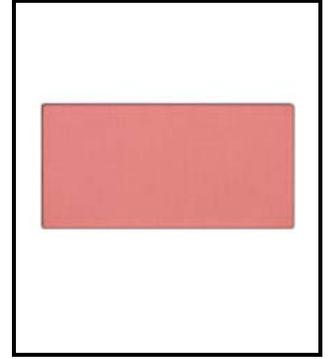
Cinnamon Stick



Berry Brown
Not recommended for
Bronze 1 and 2.



Cherry Blossom
Recommended only for
Bronze 1, 2, and 3



Citrus Bloom
Recommended only for
Bronze 1 and 2.

Recommended **Mineral Bronzing Powder**



Desert Sun



Bronze Diva
Recommended only for
Bronze 1, 2 and 3



Canyon Gold



Recommended Lipsticks for Skin Tones

Ivory 1, 2, 3, 4, 6 TimeWise Liquid Foundations; Ivory 100, 104, 105 Medium Coverage;
Ivory .5 and Ivory 1 Mineral Powder Foundation



Pink Satin



Sunny Citrus*



Sunset



Hibiscus



Red



Shell*



Toffee



Pink Passion



Apricot Glaze



Dusty Rose



Icy Peach*



Frosted Rose



Whipped Berries



Berry Kiss



Sweet Nectar



Black Cherry



Apple Berry



Boysenberry



Sheer Blush



Pink Shimmer



Not recommended for
Ivory 1, 2, or 3

Sunlit Sand

Lipstick Intensity

- Bright
- Deep
- Neutral
- Layering

* Shades without shimmer or pearl



Recommended Lipsticks for Skin Tones

Ivory 5, 7 and Beige 5 TimeWise Liquid Foundations; Ivory 200, 204, 205 Medium Coverage;
Ivory 2 Mineral Powder Foundation



Pink Satin



Sunny Citrus*



Sunset



Hibiscus



Red



Apricot Glaze



Icy Peach*



Pink Passion



Sweet Nectar



Dusty Rose



Not recommended for Ivory 7

Raisinberry



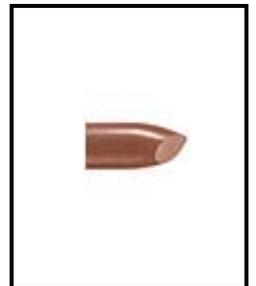
Frosted Rose



Whipped Berries



Shell*



Whisper*



Toffee



Apple Berry



Berry Kiss



Boysenberry



Not recommended for Ivory 7

Blaze*



Black Cherry



Pink Shimmer



Sunlit Sand



Sheer Blush

Lipstick Intensity

- Bright
- Deep
- Neutral
- Layering

* Shades without shimmer or pearl



Recommended Lipsticks for Skin Tones

Beige 1, 3, 6 TimeWise Liquid Foundations; Ivory 300, 304, 305 Medium Coverage;
Ivory 2, Beige .5 and Beige 1 Mineral Powder Foundation



Pink Satin



Sunny Citrus*



Sunset



Hibiscus



Red



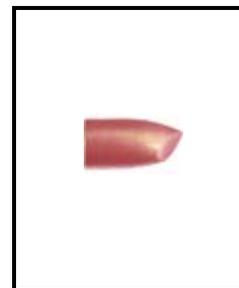
Shell*



Icy Peach*



Pink Passion



Sweet Nectar



Dusty Rose



Apricot Glaze



Frosted Rose



Whipped Berries



Not recommended for
Beige 305.

Whisper*



Berry Kiss



Toffee



Raisinberry



Apple Berry



Boysenberry



Recommended only for
Beige 6.

Midnight Red*



Black Cherry



Not recommended for
Beige 3.

Blaze*



Sunlit Sand



Sheer Blush



Pink Shimmer



Recommended Lipsticks for Skin Tones

Beige 2, 4, 7, 8 TimeWise Liquid Foundations; Bronze 400, 402, 404 Medium Coverage;
Beige .5, 1, 1.5, 2 Mineral Powder Foundation



Pink Satin



Sunny Citrus*



Sunset



Hibiscus



Red



Apricot Glaze



Raisinberry



Pink Passion



Whisper*



Dusty Rose



Shell*



Frosted Rose



Whipped Berries



Icy Peach*



Sweet Nectar



Toffee



Blaze*



Black Cherry



Berry Kiss



Apple Berry



Boysenberry



Pink Shimmer



Sunlit Sand



Sheer Blush



Mocha Freeze

Copper Star, a neutral color, and Amber Glow, a layering shade, are only recommended for Beige 2 and 7.
Merlot, Gingerbread, Amber Suede, Maple, and Midnight Red, all deep colors, are recommended only for Beige 7.



Recommended Lipsticks for Skin Tones

Bronze 1, 2, 3, 4 TimeWise Liquid Foundations; Bronze 500, 504, 507 Medium Coverage;
Bronze 1, 2, 3 Mineral Powder Foundation



Sunny Citrus*



Sunset



Hibiscus



Red



Not recommended for
Bronze 3 or 4.

Icy Peach



Not recommended for
Bronze 3 or 4.

Whisper*



Not recommended for
Bronze 3 or 4.

Toffee



Not recommended for
Bronze 3 or 4.

Pink Passion



Raisinberry



Copper Star



Gingerbread



Maple*



Whipped Berries



Berry Kiss*



Downtown Brown



Bronzed



Nutmeg



Apple Berry



Amber Suede



Blaze*



Midnight Red*



Boysenberry



Black Cherry



Hot Mocha*



Sweet Nectar

Amber Glow, Sunlit Sand, and Mocha Freeze, all layering shades, are also recommended for all skin tones.



Recommended Lipsticks for Skin Tones

Bronze 5, 6, 7, 8 TimeWise Liquid Foundations; Bronze 600, 607, 708, 808 Medium Coverage;
Bronze 3, 4, 5 Mineral Powder Foundation



Not recommended for Bronze 7 or 8.

Sunny Citrus*



Hibiscus



Red



Not recommended for Bronze 8.

Whipped Berries



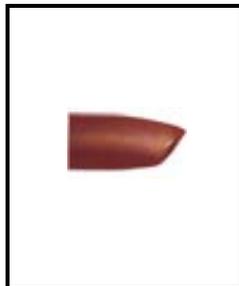
Gingerbread



Downtown Brown



Hot Mocha*



Bronzed



Nutmeg



Copper Star



Not recommended for Bronze 8.

Raisinberry



Maple*



Rich Fig



Berry Kiss



Apple Berry



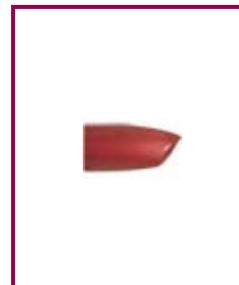
Black Cherry



Boysenberry



Blaze*



Amber Suede



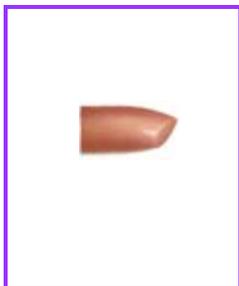
Midnight Red*

Lipstick Intensity

- Bright
- Deep
- Neutral
- Layering



Mocha Freeze



Amber Glow



Sunlit Sand

* Shades without shimmer or pearl



Mary Kay Nourishine Plus Lip Gloss



Au Naturel



Beach Bronze



Berry Tart



Café au Lait



Cream and Sugar



Fancy Nancy



Mango Tango



Icicle



Pink Luster



Pink Parfait



Pink Sateen



Red Passion



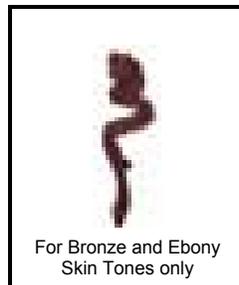
For Bronze and Ebony
Skin Tones only

Rich Spice



Rock 'n' Red

Lip Liners

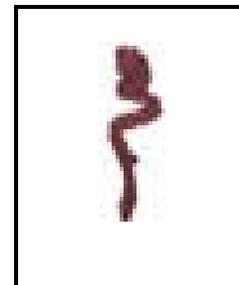


For Bronze and Ebony
Skin Tones only

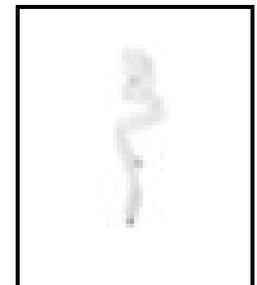
Cappuccino



Caramel



Chocolate

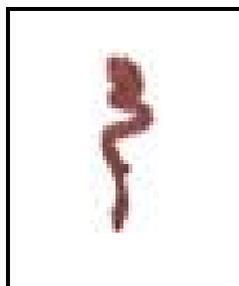


Clear



For Bronze and Ebony
Skin Tones only

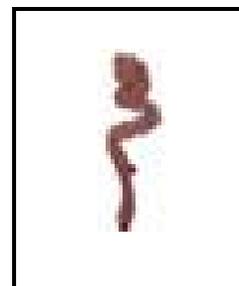
Dark Chocolate



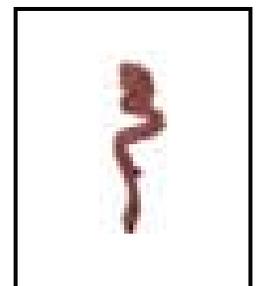
Neutral



Plum



Soft Blush



Spiced Tea



Mary Kay Tinted Lip Balm SPF 15



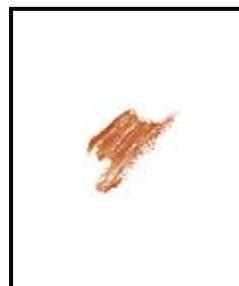
Rose*



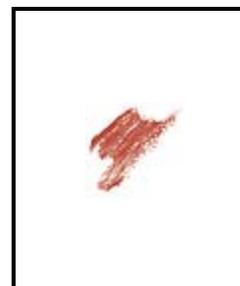
Poppy*



Natural*



Apricot*



Blush*

* Shades without shimmer or pearl

Mary Kay Liquid Lip Color



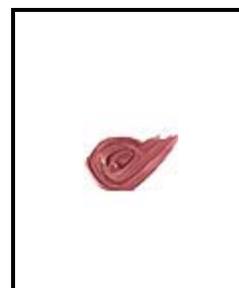
Cherry Coffee



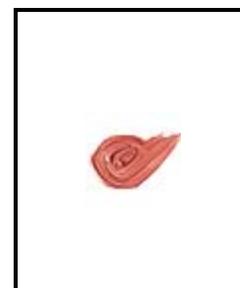
Chocoholic



Malted



Raspberry Ice



Sherbet



Royal Plum

Basic Color Application Tips

Color application for eyes:

The eye diagram is divided into three sections to make it easy to understand how to apply the three shades of eye color.

1. Highlighter
2. Midtone
3. Accent

Videos

[Standard Eye Shape](#)

[Smoky Eye](#)

[Mature Skin](#)

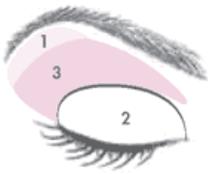
[Fuller Brows](#)

[Foundation Matching](#)

[Facial Redness](#)

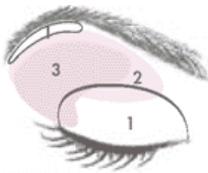
[Contouring on Lighter Skin](#)

[Asian Eye](#)



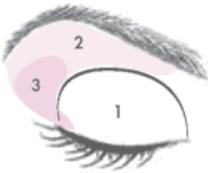
For standard eye color application:

1. **Highlighter shade:** Apply under browbone
2. **Midtone shade:** Apply over the entire lid
3. **Accent shade:** Apply in the crease of the eye



For close-set eye color application:

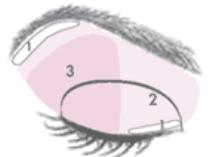
1. **Highlighter shade:** Apply to lid and browbone. Apply your highlighter shade to the inside corners of the eye to help your eyes appear farther apart.
2. **Midtone shade:** Starting at the outer corner of the crease, bring the color toward the inside corner of the brow but not all the way over to your nose. You may use the midtone shade to bridge highlighter and accent shades along lower lashline.
3. **Accent shade:** Sweep it across the base of the upper lashline and up into the outer area of the crease. Sweep it underneath the lower lashline for definition, except for the inside corners.



For deep-set eye color application:

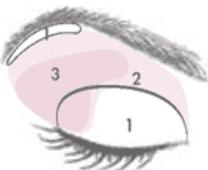
1. **Highlighter shade:** Apply to the eyelid and along inner corner of lower lashes.
2. **Midtone shade:** Bring the color up above the crease and sweep it across the browbone.
3. **Accent shade:** Apply to the outer corner of the upper lashline, then up onto the corner of the browbone. Sweep the accent shade underneath the lower lashline for definition.

For hooded eye color application:



1. **Highlighter shade:** Apply under browbone and along the upper lashline and inner corner of lower lashes.
2. **Midtone shade:** Apply color from the base of the upper lashline and over the entire hooded area to help the lid appear to recede. Blend.
3. **Accent shade:** Apply from the base of the lashline and over the entire hooded area to help it appear to recede and blend. Sweep the accent color underneath the lower lashes to define. Hooded eyes really benefit from a well-defined lashline, upper and lower.

For wide-set eye color application:



1. **Highlighter shade:** Apply under browbone and lid.
2. **Midtone shade:** Starting from the outer corner of the crease, bring the color toward the inside corner of your eye. Deepen the color on the inside corners to help the eyes appear closer together.
3. **Accent shade:** Starting slightly in from the outer corner, brush color across the upper lashline and into the crease of your eye. Also sweep it underneath the lower lashline, being careful not to extend it beyond the outer edge of the eye.

Color application for cheeks:

1. Apply MK Signature Cheek Color to your cheekbone area, starting at the back close to your ear.
2. Sweep the color toward the apple of your cheek then back toward the ear.
3. Go back again in the opposite direction to blend.

Color application for thin lips:

1. Erase your existing lip line by applying concealer or foundation.
2. Use your MK Signature Lip Liner to draw a line slightly above your natural lip on the top and around the bottom.
3. Fill in lips completely with the lip liner color.
4. Place a dab of light concealer in the center of your top and bottom lip.
5. Apply MK Signature Crème Lipstick
6. Finish with MK Signature Lip Gloss applied to the center of your lipstick to help make lips appear fuller.



Color application for medium or full lips:

1. Line lips with MK Signature Lip Liner.
2. Apply MK Signature Lip Outliner Pencil on the outside of the lips prior to lip color to prevent it from feathering and bleeding.
3. Apply Mk Signature Crème Lipstick.
4. Finish with MK Signature Lip Gloss.

Remember, practice makes perfect! These are your BASIC color application tips. As you play with your make up, your skills and experience will increase. Have FUN!!!

OUR PRODUCT MARKETING GROUP SAYS,

“Isn't it time you loved your lashes? If you're looking for the perfect mascara to wear every day, you've found it. The secret? A flexible, sculpted brush that separates and coats even fine, hard-to-reach lashes so volume looks instantly magnified — with no clumps in sight.”



FACT: When lashes clump together, it looks like you have fewer lashes not more. But when lashes are separated — literally fanned out from corner to corner — your lashes can look instantly fuller, thicker, multiplied in volume.

PRODUCT POSITIONING

Defines, defends and delivers four times the volume without looking overdone.

BENEFITS AND CLAIMS

In an independent consumer study*, women who wore Mary Kay® Lash Love™ Mascara for seven days loved it! In fact, the majority of women said it lasted for 10 hours or more! And 3 out of 4 women said there were no clumps in sight! Testing also showed that the formula didn't run when eyes watered or teared up — and it didn't smudge even after a workout. Here's what else they said:

- 90% said it lasted all day without flaking or smearing
- 90% said lashes looked defined and felt natural not heavy
- 89% said lashes looked lifted
- 85% said lashes were separated and looked multiplied

*Study conducted by an independent research company

TARGET CUSTOMER

- Women who want to enhance the natural look of their lashes with definition and added volume
- Women who want another option to their current mascara

HOW IT WORKS

- **Flexible, sculpted designed brush.** The brush reaches even tiny, hard-to-reach lashes and wraps them in color. It features a single, sculpted piece with short and long “spokes” that are perfectly aligned to separate one lash from the next. The short spokes deliver just the right amount of the formula, while the longer spokes comb it through, depositing it evenly on the lashes. Plus, it's designed to eliminate clumping.
- **Exclusive complex adds moisture to eyelashes.** The exclusive Panthenol Pro Complex includes two ingredients — Pro Vitamin B5 and phytantriol — which are often used together in hair care products. The formula is also enriched with vitamin E, widely recognized for its conditioning benefits.

KEY INGREDIENTS AND FUNCTIONS

Panthenol Pro Complex – Panthenol (Pro Vitamin B5) Phytantriol	Adds moisture to eyelashes and conditions, helping make the mascara easier to apply Conditions and strengthens
Vitamin E (Tocopheryl Acetate)	Antioxidant known for its moisturizing and conditioning benefits
Dimethicone	Derived from silica and provides a silky feel

APPLICATION INSTRUCTIONS

- Place brush at base of lashes and sweep up from root to tip. Quickly repeat if multiple coats are desired.

CROSS-SELLING OPPORTUNITIES

- Mary Kay® Oil-Free Eye Makeup Remover
- Mary Kay® Brow Gel and Brow Tools
- Mary Kay® eye color and eyeliner for a complete eye look
- Mary Kay® Tinted Lip Balm Sunscreen SPF 15* for a weekend look
- TimeWise® Age-Fighting Eye Cream
- TimeWise® Firming Eye Cream

CHARACTERISTICS

✓	Ophthalmologist tested
✓	Fragrance-free
✓	Suitable for contact lens wearers
✓	Suitable for sensitive eyes
✓	Water-resistant formula

USE-UP RATE:

After opening, mascara should be replaced every three to four months to promote optimum product performance and to help ensure mascara is free from harmful bacteria.

OUR GLOBAL BRAND DEVELOPMENT GROUP SAYS,

“ All Mary Kay® mascara formulas feature the Smart Wiper™ technology to deliver the exact amount of mascara your customers need for maximum plumping – without the clumping. So there is no need to pump the mascara brush in and out of the bottle or swirl it around. The Smart Wiper™ design does all the work. ”



FUN FACT: This formula is fortified with a vitamin B derivative that readily penetrates each lash for stronger-looking, softer lashes.

PRODUCT POSITIONING

This lightweight formula lengthens for natural-looking lashes. This mascara also penetrates each lash to nourish, condition and strengthen instantly as it lengthens.

BENEFITS & CLAIMS

- Longer-looking, natural-looking lashes
- Flake-, clump- and smudge-resistant
- Smart Wiper™ technology

TARGET CUSTOMER

- Any customer who desires longer-looking lashes
- Any customer who wears Mary Kay® Mineral Eye Color and/or Mary Kay Eyeliner

HOW IT WORKS

- Apply as part of your daily color regimen.
- Just One Coat provides longer-looking lashes with the natural look women love.

KEY INGREDIENTS & FUNCTIONS

<i>Tocopheryl Acetate</i>	Known as free radical scavenger, this ingredient is included in products to help protect the skin from the effects of free radicals generated by the environment.
<i>Butylene Glycol</i>	Helps condition and smooth the skin by adding, attracting or retaining moisture.

APPLICATION

Instructions

1. Pull wand straight out of the tube without swirling or pumping.
2. Lightly brush mascara back and forth across upper lashes, starting at the base of the lashes and working out.
3. Then brush on lower lashes, lightly brushing the tip back and forth across the lashes.
4. For longer, thicker-looking lashes, reapply one or two additional coats. Let mascara dry between coats.

CROSS-SELLING OPPORTUNITIES

- Mary Kay® Mineral Eye Color
- Mary Kay® Eyeliner
- Oil-Free Eye Makeup Remover

USE-UP RATE

- After opening, mascara should be replaced every three to four months to promote optimum product performance and to help ensure mascara is free from harmful bacteria.

CHARACTERISTICS (✓ or blank or N/A if not tested)

✓	Suitable for sensitive skin
✓	Clinically tested for skin irritancy and allergy
✓	Fragrance-free
	Oil-free
	Non-comedogenic
✓	Ophthalmologist-tested
✓	Suitable for contact lens wearers

OUR GLOBAL BRAND DEVELOPMENT GROUP SAYS,

“

All Mary Kay® mascara formulas feature the Smart Wiper™ technology to deliver the exact amount of mascara your customers need for maximum plumping – without the clumping. So there is no need to pump the mascara brush in and out of the bottle or swirl it around. The Smart Wiper™ design does all the work.

”



FUN FACT: It delivers on so many benefits, it's been called “the only mascara your customers will ever need.”

PRODUCT POSITIONING

This extremely volumizing, super-thickening, exclusive formula creates the look of big, bold, separated lashes that last all day.

BENEFITS & CLAIMS

- Extremely volumizing, super-thickening
- Flake-, clump- and smudge-resistant
- Smart Wiper™ technology

TARGET CUSTOMER

- Any customer who desires bold, separated lashes
- Any customer who wears Mary Kay® Mineral Eye Color and/or Mary Kay® Eyeliner

HOW IT WORKS

- Apply as part of your daily color regimen.
- Just One Coat provides bigger, bolder longer-looking lashes with extreme volume and intense color that lasts all day.

KEY INGREDIENTS & FUNCTIONS

<i>Kaolin</i>	Increases coverage and reduces transparency of colors.
<i>Cetyl Dimethicone</i>	Enhances the application characteristics and texture of a product.

APPLICATION

Instructions

1. Pull wand straight out of the tube without swirling or pumping.
2. Lightly brush mascara back and forth across upper lashes, starting at the base of the lashes and working out.
3. Then brush on lower lashes, lightly brushing the tip back and forth across the lashes.
4. For longer, thicker-looking lashes, reapply one or two additional coats. Let mascara dry between coats.

CROSS-SELLING OPPORTUNITIES

- Oil-Free Eye Makeup Remover
- Mary Kay® Mineral Eye Color
- Mary Kay® Compact Pro

USE-UP RATE

- After opening, mascara should be replaced every three to four months to promote optimum product performance and to help ensure mascara is free from harmful bacteria.

CHARACTERISTICS (✓ or blank or N/A if not tested)

✓	Suitable for sensitive skin
✓	Clinically tested for skin irritancy and allergy
✓	Fragrance-free
	Oil-free
	Non-comedogenic
✓	Ophthalmologist-tested
✓	Suitable for contact lens wearers

OUR GLOBAL BRAND DEVELOPMENT GROUP SAYS,

“ All Mary Kay® mascara formulas feature the Smart Wiper™ technology to deliver the exact amount of mascara your customers need for maximum plumping – without the clumping. So there is no need to pump the mascara brush in and out of the bottle or swirl it around. The Smart Wiper™ design does all the work. ”

Waterproof
lashes



Smudge-, flake-
and clump-
resistant

FUN FACT: This waterproof formula creates the look of thicker, longer lashes and stays put through swimming, bicycling, running and exercising!

PRODUCT POSITIONING

This triathlon-tested formula creates the look of thicker, longer lashes and stays put through swimming, bicycling, running and exercising. It is also tear-proof, pool-proof, saltwater-proof and humidity-proof.

BENEFITS & CLAIMS

- Waterproof lashes
- Flake-, clump- and smudge-resistant
- Smart Wiper™ technology

TARGET CUSTOMER

- Any customer who desires waterproof lashes to keep up with their day
- Any customer who wears Mary Kay® Mineral Eye Color and/or Mary Kay® Eyeliner

HOW IT WORKS

- Apply as part of your color regimen when needed.
- One coat of this triathlon-tested formula delivers longer, thicker-looking lashes.

KEY INGREDIENTS & FUNCTIONS

<i>Polyethylene</i>	Produces a continuous film upon drying.
<i>Glyceryl Hydrogenated Rosinate</i>	Helps maintain the soft, smooth and supple appearance of the skin.

APPLICATION

Instructions

1. Pull wand straight out of the tube without swirling or pumping.
2. Lightly brush mascara back and forth across upper lashes, starting at the base of the lashes and working out.
3. Then brush on lower lashes, lightly brushing the tip back and forth across the lashes.
4. For longer, thicker-looking lashes, reapply one or two additional coats. Let mascara dry between coats.

CROSS-SELLING OPPORTUNITIES

- Mary Kay® Mineral Eye Color
- Mary Kay® Eyeliner
- Oil-Free Eye Makeup Remover

USE-UP RATE

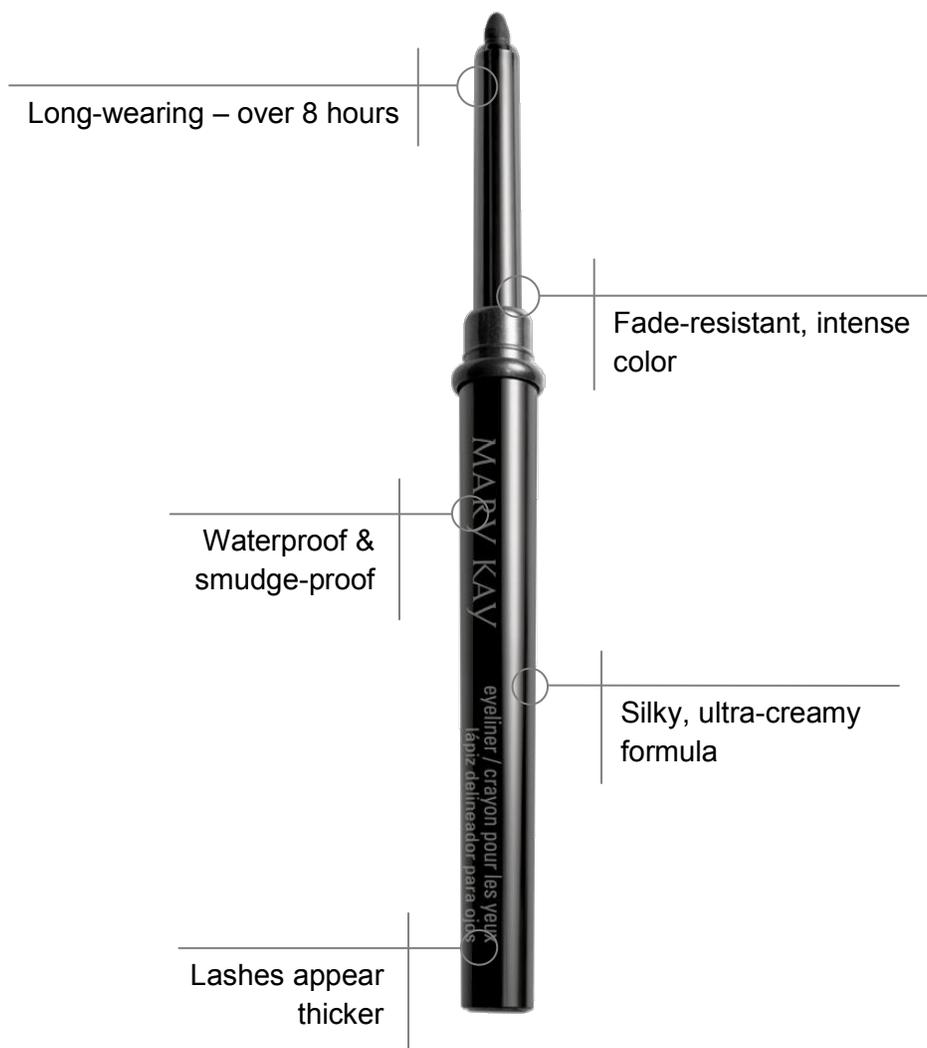
- After opening, mascara should be replaced every three to four months to promote optimum product performance and to help ensure mascara is free from harmful bacteria.

CHARACTERISTICS (✓ or blank or N/A if not tested)

✓	Suitable for sensitive skin
✓	Clinically tested for skin irritancy and allergy
✓	Fragrance-free
	Oil-free
	Non-comedogenic
✓	Ophthalmologist-tested
✓	Suitable for contact lens wearers

OUR PRODUCT MARKETING GROUP SAYS,

“ Mary Kay® Eye Liner is a long wearing, ultra-creamy, smooth-glide formula that perfectly defines eyes. There are a range of shades that are fashion forward and flattering. ”



FACT: Eye liner helps the eyes to look beautifully defined and bright and has been a makeup staple since 10,000 BC, when the Egyptians wore it.

Product Positioning

A velvety smooth liner that doesn't sacrifice wear time. Fade-resistant, rich, stay-true color enhances the expression of your eyes for over 8 hours.

BENEFITS AND CLAIMS

- Long-wearing – over 8 hours
- Fade-resistant, intense color
- Waterproof & smudge-proof
- Silky, ultra-creamy formula
- Lashes appear thicker
- Smear-proof
- Blends easily to create a smoky effect

TARGET CUSTOMER

- Existing or new consumers of Mary Kay® products who are looking for a smooth-glide eye liner with long wear
- Existing or new consumers of Mary Kay® products who want a smudge-proof, waterproof liner
- Existing or new consumers of Mary Kay® products who want a perfectly defined eye

HOW IT WORKS

- The smooth, ultra-creamy formula wears for over 8 hours.
- The makeup artist approved shades are rich, deep jewel toned shades that will look good on a wide range of skin tones.
- Has an easy-to-use propel/repel package with shade indicator and a shaper built into the cap. Now the consumer has a choice on how thick or how thin she draws her line.

APPLICATION TIPS

- Glide onto upper lash line and/or along lower lash line.
- To shape eyeliner:
 1. Remove shaper cap from the end of the pencil cap.
 2. Holding the shaper cap in your dominant hand, grasp the pencil near the end of the tip and insert into the shaper.
 3. Carefully twist the shaper cap in a gentle back and forth motion to shape the tip of the lead.

CROSS SELLING OPPORTUNITIES

- Mary Kay® Mineral Eye Color
- Mary Kay® Mascaras
- Mary Kay® Cream Eye Colors
- Mary Kay® Compact Pro®

USE-UP RATE

Depends on customer's individual usage.

CHARACTERISTICS

✓	Suitable for Contact Lens Wearers
✓	Ophthalmologist-tested
✓	Suitable for Sensitive Eyes
✓	Dermatologist-tested
✓	Clinically tested for skin irritancy and allergy
✓	Fragrance-free

OUR GLOBAL BRAND DEVELOPMENT GROUP SAYS,

“ The felt-tip applicator and quick-to-dry formula of Mary Kay® Liquid Eyeliner puts you in control with easy-to-apply, intense, all-day color. ”

Suitable for
contact lens
wearers



Long-wearing
formula

FUN FACT: Use for thick, thin, subtle or dramatic lines. It's all up to you!

PRODUCT POSITIONING

This long-wearing, water-resistant formula dries in seconds to provide intense stay-true color that wears all day.

BENEFITS & CLAIMS

- Ophthalmologist-tested
- Suitable for contact lens wearers
- Long-wearing
- Water-resistant
- Suitable for sensitive eyes

TARGET CUSTOMER

- Any customer who desires longer-wearing, stay-true color in an eyeliner
- Any customer who wears Mary Kay® Mineral Eye Color and/or Mary Kay® Ultimate, Lash Lengthening or Waterproof Mascara

HOW IT WORKS

- This eyeliner dries quickly so the color stays true all day.

KEY INGREDIENTS & FUNCTIONS

<i>Propylene Glycol</i>	Helps condition and smooth the skin by adding, attracting or retaining moisture.
<i>Styrene/Acrylates Copolymer</i>	Produces a continuous film on the skin or nails upon drying.

APPLICATION

Notes About Application

Tighten cap and shake well before applying.

Instructions

1. Use felt-tip applicator to apply Mary Kay® Liquid Eyeliner along your top lashline.
2. You can also apply liquid eyeliner along your bottom lashline to create a very dramatic eye look.

CROSS-SELLING OPPORTUNITIES

- Mary Kay® Mineral Eye Color
- Mary Kay® Ultimate Mascara
- Oil-Free Eye Makeup Remover

USE-UP RATE

- Depends upon customer's eye makeup preference.

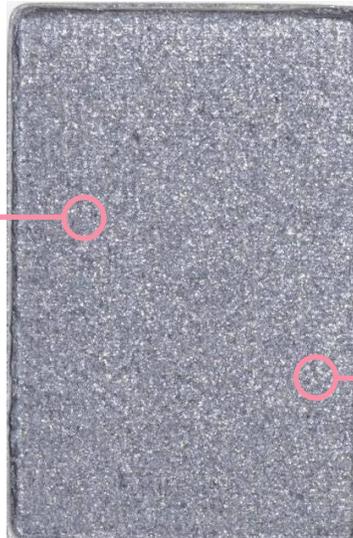
CHARACTERISTICS (✓ or blank or N/A if not tested)

✓	Suitable for sensitive skin
✓	Clinically tested for skin irritancy and allergy
✓	Fragrance-free
	Oil-free
	Non-comedogenic
✓	Ophthalmologist-tested
✓	Suitable for contact lens wearers

OUR GLOBAL BRAND DEVELOPMENT GROUP SAYS,

“ Women want color products that look beautiful, feel natural and provide skin-enhancing benefits. ”

Mineral based formula features oil-absorbing properties, ease of application, and provides intense coverage in one sweep



Steel pan fits perfectly into the Mary Kay® Compact

Includes vitamins A,C and E to help protect against wrinkle-causing free radicals



Mary Kay® Mineral Eye Colors were selected by a professional makeup artist to create very wearable every day looks for all skin tones.

FUN FACT: Mineral-based products are a hot trend in the cosmetics industry. As more consumers strive to lead healthier lifestyles, using more botanicals or mineral-sourced ingredients in food and personal care products continue to gain huge popularity. Minerals have also become popular in cosmetics because they have a lightweight texture and provide luminosity and radiance to the skin.

PRODUCT POSITIONING

This mineral-based formula is famous for its oil-absorbing properties, ease of application, excellent coverage and adhesion to skin.

BENEFITS & CLAIMS

- Intense color in one sweep
- High impact color
- Color stays true
- Fade-resistant
- Crease-resistant
- Provides long-lasting wear
- Mineral based
- Contains vitamins A, C and E to help protect against wrinkle-causing free radicals
- Weightless/lightweight texture
- Glides on easily
- Applies smoothly and evenly

TARGET CUSTOMER

- Women who bought eye color from you in the past
- Women who want the latest on-trend shades
- Women who love Mary Kay® color products

HOW IT WORKS

The Mary Kay® Eye Color contains high quality minerals that are combined with other beneficial ingredients to get the right texture. Thanks to the combination of these minerals, the texture blends evenly with a silky touch, providing a smooth and lightweight feel with a natural and luminous finish.

KEY INGREDIENTS & FUNCTIONS

Vitamins A,C and E	Help protect against wrinkle-causing free radicals
Minerals	Occur naturally in the earth, have a lightweight texture and provide luminosity and radiance to the skin. All minerals found in nature, undergo extensive purification and processing before they are incorporated into a cosmetic product.

APPLICATION

- Apply a highlighter shade all over the lid, from lash line to brow bone.
- Apply a midtone or an accent shade from the lash line blending right above the crease.
- Please refer to Product Central for more advanced application tips.

CROSS-SELLING OPPORTUNITIES

- Mary Kay® Mineral Powder Foundation
- Mary Kay® Mineral Pressed Powder
- Mary Kay® Mineral Cheek Color
- Mary Kay® Mineral Bronzing Powder
- Mary Kay® Mineral Highlighting Powder
- Mary Kay® Compact

USE-UP RATE

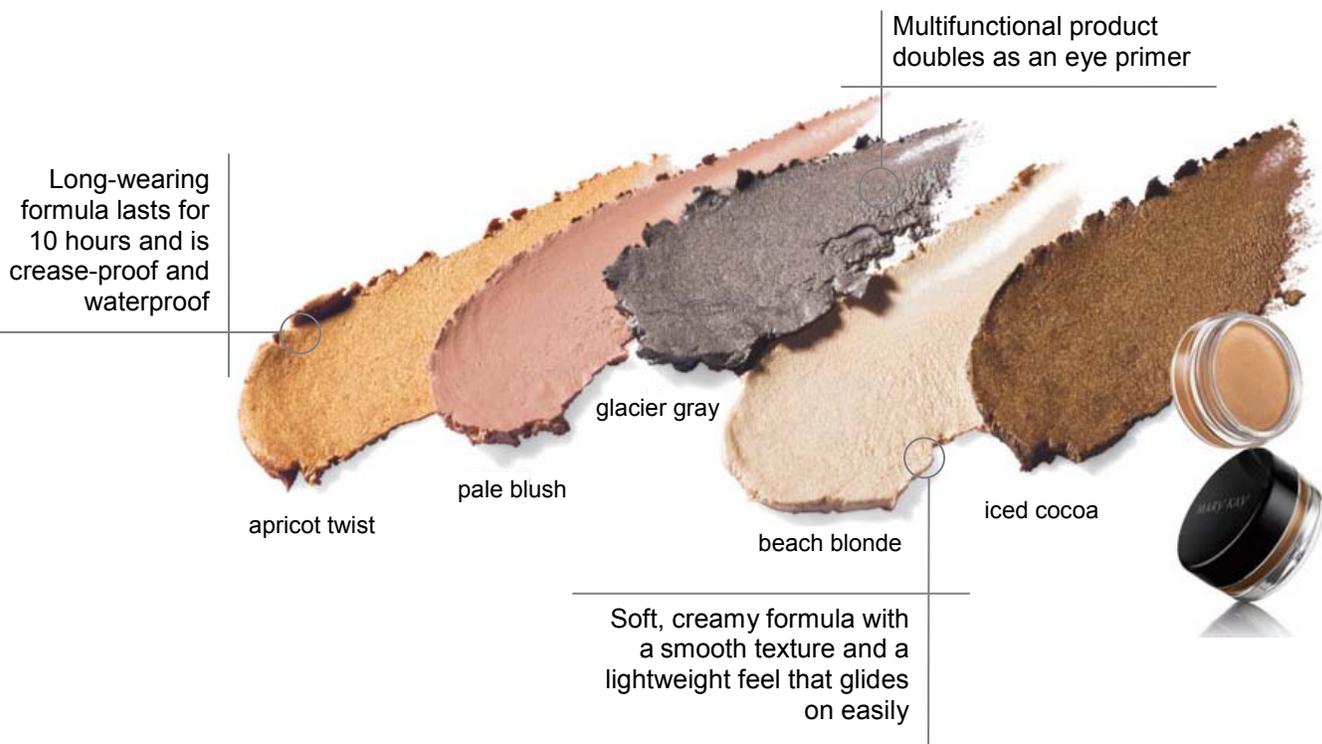
6 months

CHARACTERISTICS (✓ or blank or N/A if not tested)

✓	Suitable for sensitive skin
✓	Clinically tested for skin irritancy and allergy
✓	Ophthalmologist tested
✓	Suitable for sensitive eyes
✓	Suitable for contact lens wearers

OUR GLOBAL BRAND DEVELOPMENT GROUP SAYS,

“ Women today are busier than ever, but never want their look to show it. That’s why they’ll love Mary Kay® Cream Eye Color – it’s fast and fabulous. ”



FACT: Women are busy and become busier every day. To make life easier, multifunctional products are becoming more and more popular.

PRODUCT POSITIONING:

The Mary Kay® Cream Eye Color is formulated to be everything for everyone! It's long-wearing, crease-proof, and waterproof. What's more: it can be applied in multiple layers to deliver more noticeable color while retaining a lightweight feel.

BENEFITS AND CLAIMS

- Crease-proof, waterproof and stays on for 10 hours
- Creamy, smooth texture glides easily on to eyes
- Dries quickly and does not transfer
- Doubles as an eye primer under powder eye color
- Can be applied in multiple layers while retaining a lightweight feel

TARGET CUSTOMER

- Women who want a creamy eye color formula with multiple benefits
- Both women who prefer a more natural look and do not wear a lot of makeup and women who want a more dramatic look and like to layer color
- Existing customers who have tried our Mineral Eye Color, Eyesicles® Eye Color and Eye Primer

APPLICATION INSTRUCTIONS

- Apply Cream Eye Color with fingertips or the Cream Eye Color/Concealer Brush to bare lid.
- If applying with fingertip; use short dabs or light strokes.
- If applying with Cream Eye Color/Concealer Brush; dip brush in cream eye shadow and apply shade using short, sweeping brush strokes.
- After applying and blending, this eye color turns to a soft finish for all-day wear.
- Wear it alone or under Mary Kay® Mineral Eye Color.

CROSS-SELLING OPPORTUNITIES

- Mary Kay® Cream Eye Color/Concealer Brush*
- Mary Kay® Mineral Eye Color
- Mary Kay® Ultimate Mascara™
- Mary Kay® Eyeliner
- Mary Kay® Oil-Free Eye Makeup Remover
- Mary Kay® Firming Eye Cream

CHARACTERISTICS

✓	Fragrance-free
✓	Oil-free
✓	Suitable for sensitive skin
✓	Suitable for contact lens wearers
✓	Clinically tested for skin irritancy and allergy
✓	Ophthalmologist-tested
✓	Suitable for sensitive eyes

*For hygienic reasons, it is recommended to dedicate one brush for use with concealer and one brush for use with cream eye color.

OUR PRODUCT MARKETING GROUP SAYS,

“ With a little brow know-how and the right tools from Mary Kay, your brows can perfectly frame your eyes, enhance your features and balance your face. ”

This multitasking clear brow gel is flake-proof, dries quickly with a matte finish and conditions your brows to keep them looking healthy.

It fits perfectly in the lipstick well of the Mary Kay® Compact and Compact Pro™.

The applicator wand was designed to apply just the right amount of gel for a light hold, keeping brows in place without leaving them feeling stiff or hard.

It works great with brow pencils, Mary Kay® Mineral Eye Color that doubles as a brow powder or by itself to enhance the color of your brows and keep them well groomed with a fuller appearance.



FACT: Do you want to look younger by changing only one thing? Well-groomed brows can give you the illusion of an instant facelift by enhancing your features and balancing your face.

PRODUCT POSITIONING

This multitasking clear brow gel quickly conditions brows with a matte finish that keeps groomed brows in place without flaking and with a fuller appearance.

BENEFITS AND CLAIMS

- Controls and holds brows in place
- Shapes and defines brows
- Flake-proof, quick-drying formula
- Clear, translucent gel that dries to a matte finish
- Conditions brows and gives them a thicker, fuller appearance
- Locks in brow color

TARGET CUSTOMER

- Any woman who wants to complement her brows and create a well-groomed appearance.
- New and existing customers who want to enhance their features with great brows.

HOW IT WORKS

- Mary Kay® Brow Gel was formulated to condition brows while holding them in place without flaking. It leaves a matte finish and locks in brow color. The applicator wand was designed to apply the right amount of gel to keep brows in place without leaving them feeling stiff or hard.

KEY INGREDIENTS AND FUNCTIONS

Panthenol	Conditioner: Improves the appearance of skin (e.g. skin looks softer, smoother, etc.).
Camellia Sinensis Leaf Extract	Antioxidant: Known as free radical scavengers, these ingredients are included in products to help protect the skin from the effects of free radicals generated by the environment. Soothing Agent: Known for its calming and soothing properties

APPLICATION INSTRUCTIONS

- Use together with the Mary Kay® Brow Tools for a polished look.
- Begin by using the mini spoolie brush to comb your brows into a desired shape.
- Use the mini tweezers to remove unwanted hairs from the brow area, being careful not to over-tweeze.
- Then, use the mini angle brush to apply Mary Kay® Mineral Eye Color that can double as a brow powder or use a Mary Kay® Brow Definer Pencil to add color to your brows. Use a shade close to your current hair color.
- Then, use the mini spoolie brush to remove any excess powder and reshape the brow.
- Finish by applying the Mary Kay® Brow Gel to lock in color and hold the brows in place.

CROSS-SELLING OPPORTUNITIES

- Mary Kay® Brow Tools
- Mary Kay® Mineral Eye Color
- Mary Kay® Brow Definer Pencil
- Mary Kay® Compact and Compact Pro™

CHARACTERISTICS

✓	Clinically tested for skin irritancy and allergy
✓	Fragrance-free
✓	Oil-free
✓	Suitable for contact lens wearers
✓	Non-comedogenic

USE-UP RATE

- Depends on customer's brow gel usage.

MEDICAL RESEARCHERS TELL US,

“ The skin around the eyes has fewer sebaceous glands and less collagen and elastin than skin elsewhere on the face. And, as people age, the fat pad beneath the dermis diminishes, causing the skin to appear even thinner and the hollowed-out appearance under the eyes. These unique characteristics of eye-area skin require a little extra attention. ”

This waterproof formula extends the wear of eye color and prevents eye color from creasing and smudging.



FACT: The skin around the eyes is the thinnest, most-delicate skin on the face.

PRODUCT POSITIONING

Extends the wear of eye color and prevents eye color from creasing and smudging.

BENEFITS AND CLAIMS

- Extends wear of eye color
- Prevents eye color from creasing and smudging

TARGET CUSTOMER

- Women who wear eye makeup

HOW IT WORKS

- Oils and moisture from the skin and products can cause eye color to collect in the crease of the eyelid, smudge, and fade.
- Priming the surface of the eyelid creates a base for the eye colors, increasing their opacity and reducing their ability to move to the crease of the lid or smudge.

KEY INGREDIENTS AND FUNCTIONS

Talc	<p>Aesthetics Enhancer: Enhances the application characteristics and texture of a product.</p> <p>Anti-Caking Agent: Keeps loose powders free-flowing and helps pressed powders retain good application.</p> <p>Oil Absorber: Absorbs excess oils that may be present.</p> <p>Opacifier: Increases coverage and reduces transparency of colors. Some may provide a pearly or matte appearance (e.g., eye colors) or add coverage (e.g., concealers).</p>
Vitamin A derivative (<i>Retinyl palmitate</i>)	<p>Conditioner: Improves the appearance of skin (e.g., skin looks softer, smoother).</p>

APPLICATION INSTRUCTIONS

- Apply a small amount to the eyelid prior to applying eye color. Blend gently using your fingertip.

CROSS-SELLING OPPORTUNITIES

- Mary Kay® eye color
- Mary Kay® mascara

USE-UP RATE

- 1 month, when applied once per day

CHARACTERISTICS

✓	Suitable for sensitive skin
✓	Fragrance-free
✓	Ophthalmologist-tested
✓	Suitable for contact lens wearers

OUR PRODUCT MARKETING GROUP SAYS,

“ There is a growing trend among consumers to find quick and easy color products that allow them to spend less time getting ready, but keep them looking great. Now Mary Kay gives women more options of cheek colors and formulas. ”

cranberry

sheer bliss

It's the best of both worlds. It glides on like a cream and then transforms to a natural powdery finish.

Apply for just a hint of color or layer for buildable coverage.

The formula is infused with emollient white lily bulb extract plus peach extract that's rich in vitamin C, and both ingredients contain skin-protecting antioxidants.

FACT: Women want choices and this product let's you be in charge. You decide the coverage, intensity and look you want.

PRODUCT POSITIONING:

Creamy, dreamy blush. It's the best of both worlds. New Mary Kay® Cream Blush glides on like a cream and then transforms to a natural powdery finish.

BENEFITS AND CLAIMS

- Infused with emollient white lily bulb extract plus peach extract that's rich in vitamin C, and both ingredients contain skin-protecting antioxidants.
- Glides on like a cream and then transforms to a natural powdery finish
- Layers for buildable color
- Provides natural color
- Builds to desired intensity

TARGET CUSTOMER

- Women who want a creamy blush formula with multiple benefits
- Women looking for a different form of cheek color that want a creamier product on their cheeks
- Both women who prefer a more natural look and do not wear a lot of makeup and women who want a more dramatic look and like to layer color
- Existing customers who have tried our limited-edition Cream Cheek Color and regular-line Mineral Cheek Color

KEY INGREDIENTS AND FUNCTIONS

White Lily Bulb (Lilium Candidum) Extract	<p>Antioxidant: Known as free radical scavengers, these ingredients are included in products to help protect the skin from the effects of free radicals generated by the environment.</p> <p>Emollient: Helps to maintain the soft, smooth and supple appearance of the skin.</p>
Peach (Prunus Persica) Extract - Rich in vitamin C	<p>Antioxidant: Known as free radical scavengers, these ingredients are included in products to help protect the skin from the effects of free radicals generated by the environment.</p> <p>Moisturizer/Hydrator: Helps condition and smooth the skin by adding, attracting, or retaining moisture.</p>

APPLICATION INSTRUCTIONS

- Cream blush can be used with fingers, cream formula brush or a sponge.
- Apply to leave just a hint of color or layer for buildable color until desired intensity is reached.

CROSS-SELLING OPPORTUNITIES

- Mary Kay® Cream Eye Color
- Mary Kay® Cream Eye Color/Concealer Brush*
- Mary Kay® Ultimate Mascara™
- Mary Kay® Mineral Cheek Color
- Mary Kay® Mineral Bronzing Powder

CHARACTERISTICS

✓	Clinically tested for skin irritancy and allergy
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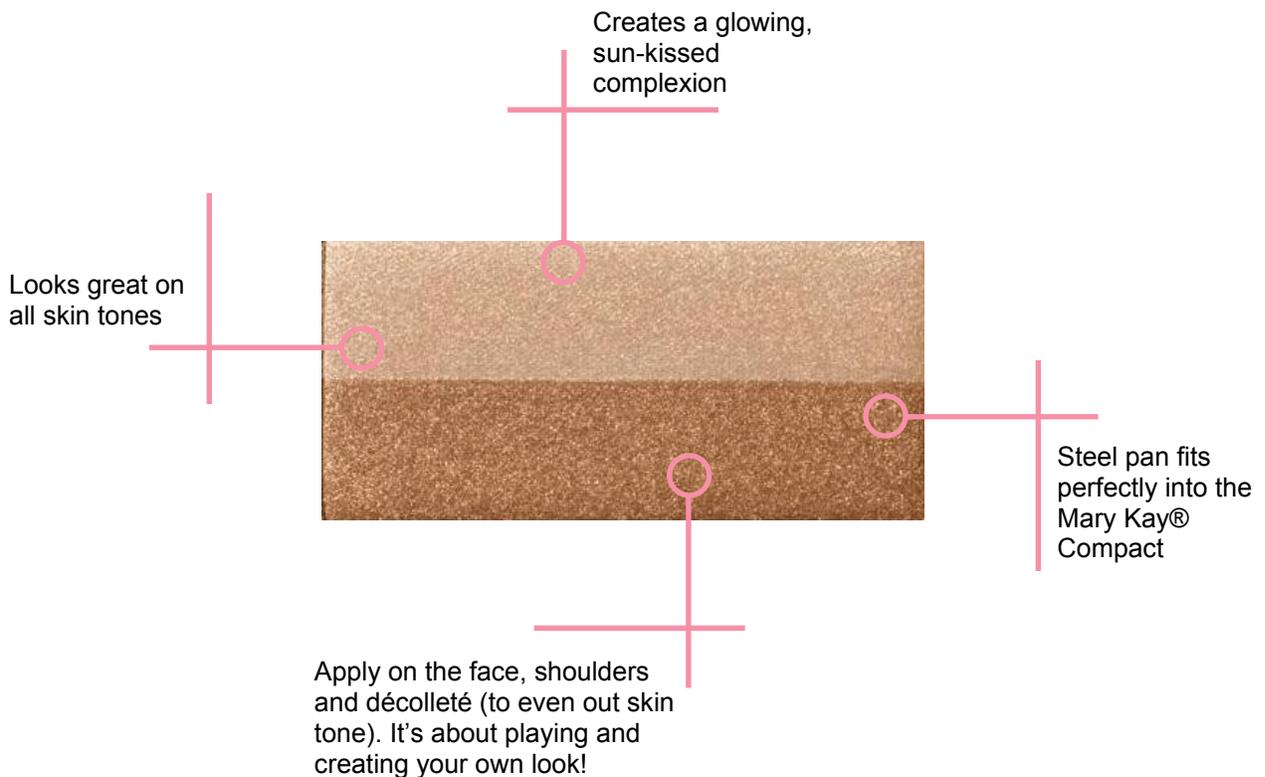
*For hygienic reasons, it is recommended to dedicate one brush for use with concealer and one brush for use with cream eye color.

OUR GLOBAL BRAND DEVELOPMENT GROUP SAYS,

“

The Mary Kay® Mineral Bronzing Powder allows you to control the level of shimmer or matte pigment to create the perfect customized look for your skin. Because two shades, one light and one dark, are pressed together in one pan, you can also adjust the intensity of the shade when you apply it.

”



FUN FACT: Mineral-based products are a hot trend in the cosmetics industry. As more consumers strive to lead healthier lifestyles, using more botanicals or mineral-sourced ingredients in food and personal care products continue to gain huge popularity. Minerals have also become popular in cosmetics because they have a lightweight texture and provide luminosity and radiance to the skin.

PRODUCT POSITIONING

This mineral-based formula is famous for its oil-absorbing properties, ease of application, excellent coverage and adhesion to skin.

BENEFITS & CLAIMS

- Creates a glowing, sun-kissed complexion
- High color payoff
- Fade resistant
- Long-lasting wear
- Mineral based
- Contains vitamins A,C and E to help protect against free-radicals
- Does not settle into fine lines and wrinkles
- Weightless/lightweight texture
- Feel silky
- Applies smoothly, easily and evenly

TARGET CUSTOMER

- Anyone who wants complete freedom to mix and match and customize the perfect look for their skin tone.

HOW IT WORKS

- Works for all skin tones, but provides a different finished look depending on your skin tone.
 - Ivory to Beige skin tones: provides a sun-kissed effect. If using shimmer, this provides a golden glow to the face. Can also be used to contour the face. (See application instructions for contouring below)
 - Bronze skin tones: adds warmth to the complexion. If using the shimmer shades, the golden shimmer provides a veil of illumination.

KEY INGREDIENTS & FUNCTIONS

Vitamins A,C and E	Help protect against wrinkle-causing free radicals
Minerals	Occur naturally in the earth, have a lightweight texture and provide luminosity and radiance to the skin. All minerals found in nature, undergo extensive purification and processing before they are incorporated into a cosmetic product.

APPLICATION

Apply where the sun hits your face:

- Forehead
- Cheeks
- Nose
- Shoulders and décolleté (to even out skin tone)

Use as an eye color: Each Mary Kay® Mineral Bronzing Powder can be used to create a one-color or two-color eye look.

1-Color Eye Color Application Tips:

- Apply the lightest shade all over the lid, from lash line to brow bone
- Or, swirl both shades together in one pan and apply all over lid, from lash line to brow bone

2-Color Eye Color Application Tips:

- Best for deep set eyes, but works for all shapes
- Apply the lightest shade on the brow bone and lid
- Apply and blend the darker shade along the top of the lash line and into the outside half to three-fourths of the crease.

APPLICATION CONT'D

Best for hooded eyes but works for all shapes:

- Apply the lightest shade on the brow bone
- Apply the darker shade all over lid and into the crease

To contour the face:

- Use Sandstone or Bronze Diva Mineral Bronzing Powders ONLY
- Round Face: apply at temples, brush down around the outside of the eyes to under the cheek bones
- Square Face: apply at temples, under cheek bones and at the jaw line
- Oval Face: apply at the hairline of the forehead and under cheek bones
- Heart Face: apply at temples, hairline of the forehead, and under cheek bones
- Long Skinny Face: apply on the forehead and chin ONLY – do NOT apply under cheek bones

CROSS-SELLING OPPORTUNITIES

- Mary Kay® Mineral Powder Foundation
- Mary Kay® Sheer Pressed Powder
- Mary Kay® Mineral Eye Color
- Mary Kay® Mineral Cheek Color
- Mary Kay® Mineral Highlighting Powder
- Mary Kay® Compact

CHARACTERISTICS (✓ or blank or N/A if not tested)

✓	Suitable for sensitive skin
✓	Clinically tested for skin irritancy
✓	Clinically tested for skin allergy
✓	Dermatologist tested
✓	Ophthalmologist tested
✓	Non-comedogenic

USE-UP RATE

8 months, if applied daily

OUR GLOBAL BRAND DEVELOPMENT GROUP SAYS,

“ Women want color products that look beautiful, feel natural and provide skin-enhancing benefits. ”

Steel pan fits perfectly into the Mary Kay® Compact

Mineral based formula is famous for its oil-absorbing properties, ease of application, excellent coverage and adhesion to skin



Includes vitamins A,C and E to help protect against wrinkle-causing free radicals

The Mary Kay® Mineral Cheek Colors were selected by a professional makeup artist to create very wearable every day looks for all skin tones.

FUN FACT: Mineral-based products are a hot trend in the cosmetics industry. As more consumers strive to lead healthier lifestyles, using more botanicals or mineral-sourced ingredients in food and personal care products continue to gain huge popularity. Minerals have also become popular in cosmetics because they have a lightweight texture and provide luminosity and radiance to the skin.

PRODUCT POSITIONING

This mineral-based formula is famous for its oil-absorbing properties, ease of application, excellent coverage and adhesion to skin.

BENEFITS & CLAIMS

- Natural looking blush/adds a natural flush
- High color payoff
- Stay-true color
- Fade-resistant
- Long-lasting wear
- Mineral based
- Contains vitamins A, C and E to help protect against wrinkle-causing free radicals
- Defines cheek bones
- Does not settle into fine lines and wrinkles
- Weightless/lightweight texture
- Feels silky
- Applies smoothly, easily and evenly

TARGET CUSTOMER

- Women who bought cheek color from you in the past
- Women who want the latest on-trend shades
- Women who love Mary Kay® Color products

HOW IT WORKS

The Mary Kay® Cheek Color contains high quality minerals that are combined with other beneficial ingredients to get the right texture. Thanks to the combination of these minerals, the texture blends evenly with a silky touch, providing a smooth and lightweight feel with a natural and luminous finish.

KEY INGREDIENTS & FUNCTIONS

Vitamins A,C and E	Help protect against wrinkle-causing free radicals
Minerals	Occur naturally in the earth, have a lightweight texture and provide luminosity and radiance to the skin. All minerals found in nature, undergo extensive purification and processing before they are incorporated into a cosmetic product.

APPLICATION

1. Swipe cheek color brush evenly across cheek color, tapping off excess.
2. Begin applying color at the apple of the cheek bone.
3. Feather the color slightly upward and along the cheek bone, stopping at the top of the cheek bone, just below the temple.
4. Color should not begin before the pupil or extend below the nose.

CROSS-SELLING OPPORTUNITIES

- Mary Kay® Mineral Powder Foundation
- Mary Kay® Mineral Pressed Powder
- Mary Kay® Mineral Eye Color
- Mary Kay® Mineral Bronzing Powder
- Mary Kay® Mineral Highlighting Powder
- Mary Kay® Compact

CHARACTERISTICS (✓ or blank or N/A if not tested)

✓	Suitable for sensitive skin
✓	Clinically tested for skin irritancy and allergy
✓	Dermatologist-tested
✓	Oil-free
✓	Non-comedogenic

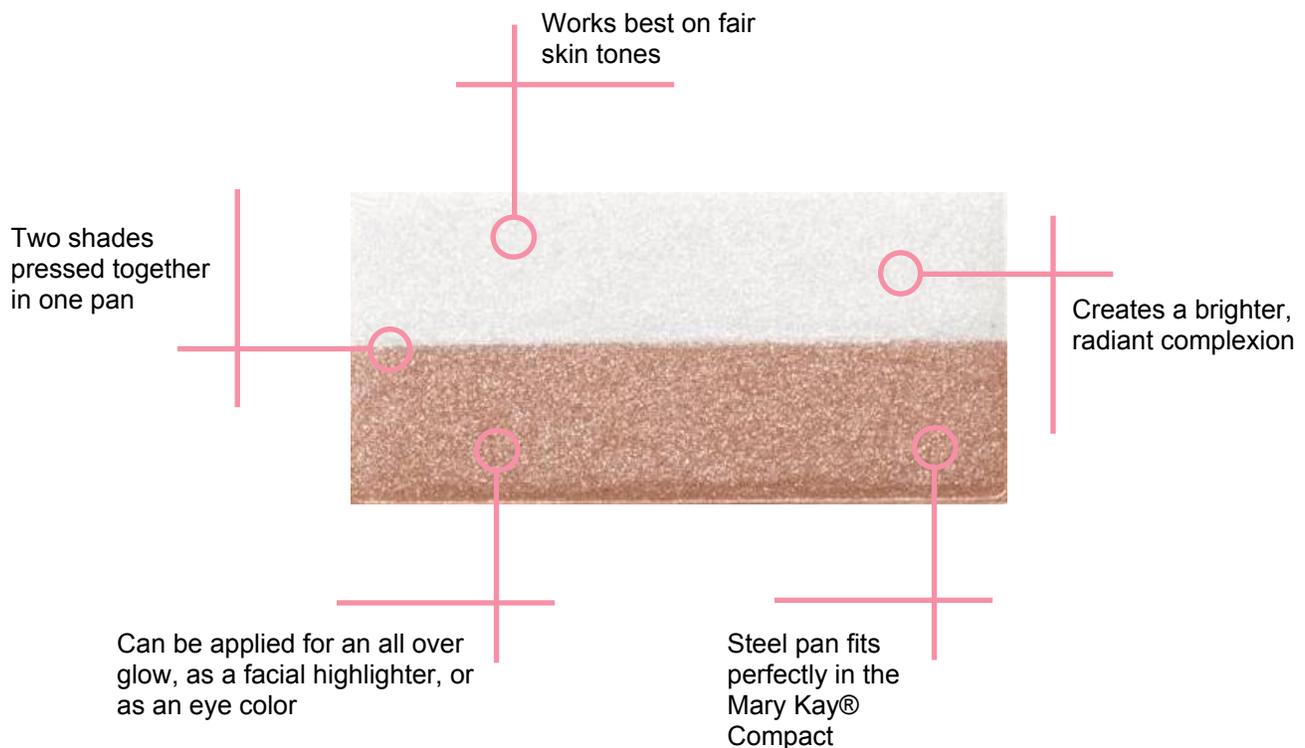
USE-UP RATE

12.7 months

OUR GLOBAL BRAND DEVELOPMENT GROUP SAYS,

“ The Mary Kay® Mineral Highlighting Powder allows you to control the level of shimmer or matte pigment to create the perfect customized look for your skin. Because two shades, one light and one dark, are pressed together in one pan, you can also adjust the intensity of the shade when you apply it.

”



FUN FACT: Mineral-based products are a hot trend in the cosmetics industry. As more consumers strive to lead healthier lifestyles, using more botanicals or mineral-sourced ingredients in food and personal care products continue to gain huge popularity. Minerals have also become popular in cosmetics because they have a lightweight texture and provide luminosity and radiance to the skin.

PRODUCT POSITIONING

This mineral-based formula is famous for its oil-absorbing properties, ease of application, excellent coverage and adhesion to skin.

BENEFITS & CLAIMS

- Designed to brighten the overall appearance of the face and can be used as an eye color
- Works best for fair skin
- Mineral based
- Contains vitamins A,C and E to help protect against free-radicals
- Mineral formula won't settle into fine lines and wrinkles

TARGET CUSTOMER

- Women who want complete freedom to mix and match and customize the perfect look for their skin tone
- Women who like using a facial highlighter

HOW IT WORKS

- Works best for fair skin and provides a finished look that is brightening and illuminating
- Highlighting shades can be worn all over the face, on the cheeks only or to contour the face. Plus, each Mary Kay® Mineral Highlighting Powder can be used as an eye color.
- Mix with Mineral Bronzing Powder for a completely customizable look

KEY INGREDIENTS & FUNCTIONS

Vitamins A,C and E	Help protect against wrinkle-causing free radicals
Minerals	Occur naturally in the earth, have a lightweight texture and provide luminosity and radiance to the skin. All minerals found in nature, undergo extensive purification and processing before they are incorporated into a cosmetic product.

APPLICATION

Apply to areas of the face you want to highlight:

- Tops of cheek bones
- Down center of nose
- Above the center of the upper lip – this defines the upper lip and gives lips a pouty look without lip liner

TIP: Use Pink Porcelain shade for smaller areas your customers want to brighten – like under eyes, at the sides of the nose, along smile lines and below the lower lip.

CROSS-SELLING OPPORTUNITIES

- Mary Kay® Mineral Powder Foundation
- Mary Kay® Mineral Sheer Pressed Powder
- Mary Kay® Mineral Eye Color
- Mary Kay® Mineral Cheek Color
- Mary Kay® Mineral Bronzing Powder
- Mary Kay® Compact

CHARACTERISTICS (✓ or blank or N/A if not tested)

✓	Suitable for sensitive skin
✓	Clinically tested for skin irritancy
✓	Clinically tested for skin allergy
✓	Ophthalmologist-tested
✓	Dermatologist tested
✓	Non-comedogenic

USE-UP RATE

8 months, if applied daily

OUR PRODUCT MARKETING GROUP SAYS,

“ A lip liner is an absolute for the woman who wants a more defined, polished lip or for those who may be concerned with feathering or bleeding of their lip color. ”

Contains age-fighting ingredients including an antioxidant (dipalmitoyl hydroxyproline) that helps protect elastin* and vitamin E to help protect lips from free radicals and environmental damage

Prevents lip color from feathering and bleeding

Long-wearing formula nourishes and helps protect lips and helps keep lips looking young and voluminous

Waterproof formula feels velvety and moisturizing on lips



FACT: When you choose a shade of Lip Liner that coordinates with your natural lip tone – it helps make your lips look fuller, contoured and flawless.

* Based on in vitro testing

PRODUCT POSITIONING

Velvety liner helps lip color stay in place for hours while helping diminish the appearance of fine lines.

BENEFITS AND CLAIMS

- Contains age-fighting ingredients including an antioxidant (dipalmitoyl hydroxyproline) that helps protect elastin* and vitamin E to help protect lips from free radicals and environmental damage
- Long-wearing
- Nourishes and helps protect lips and helps keep lips looking young and voluminous
- Prevents lip color from feathering and bleeding
- Feels velvety and moisturizing on lips
- Waterproof
- Helps keep lips looking young and voluminous

*Based on in vitro testing

TARGET CUSTOMER

- Existing or new customers who are looking for a creamy, smooth-glide lip liner
- Existing or new customers who want age-fighting benefits in their lip color
- Existing or new customers who are concerned with preventing feathering/bleeding of their lipstick

HOW IT WORKS

- The delicate lip area is prone to excessive moisture loss and as lips age, they become thinner and fine lines and wrinkles become more obvious on and around the lips. This formula is a creamy formula that doesn't sacrifice wear time and is chock full of age-fighting ingredients that help lips appear smooth and help protect lips while preventing feathering and bleeding for a perfectly, polished look.
- The neutral, lip-tone based shade palette can help streamline a woman's makeup routine because one liner will accommodate all lip color shades and will provide a subtle way to prevent feathering and bleeding. No more guessing which liner shade matches your lipstick shade.
- With a shaper built into the cap, the consumer has a choice on how thick or how thin she draws her line.

KEY INGREDIENTS AND FUNCTIONS

dipalmitoyl hydroxyproline	An antioxidant that helps protect elastin*
Vitamin E	helps protect lips from free radicals and environmental damage.

*based on in vitro testing

APPLICATION TIPS

- For a fool-proof application, choose a shade close to the color of your lips or our clear lip liner.
- To achieve an intense polished look, use a shade just slightly darker than the color of your lip.
- To extend the wear of your lip color, begin with outlining your lips before filling in the entire lip with your lip liner. Then apply your lip stick or lip gloss.
- To visually enlarge your lips, try a lighter shade on the upper lip, applied slightly outside your natural lip line. Use a slightly darker shade below the center of the fullest part of your lower lip.
- To visually reduce your lips, try a shade slightly darker than the color of your lips. Apply is just slightly inside your natural lip line. You may even combine it with an even darker shade in the outer corners of your lips.

CROSS SELLING OPPORTUNITIES

- Mary Kay® Nourishine Plus™ Lip Gloss
- Mary Kay® Creme Lipstick
- TimeWise® Age-Fighting Lip Primer
- Satin Lips® Set

CHARACTERISTICS

✓	Clinically tested for skin irritancy and allergy
✓	Dermatologist-tested
✓	Fragrance-Free
✓	Suitable for sensitive skin.

USE-UP RATE

Depends on customer's individual usage.

OUR PRODUCT MARKETING GROUP SAYS,

“ With NouriShine Plus™ Lip Gloss, you get the brilliant shine you want, plus an instant boost of moisture that leaves lips feeling supple. Then it takes that moisture and locks it in, so they feel soft and soothed. ”



FACT: The skin on your lips is a fraction of the thickness of facial skin, which is why the lips lose moisture *three times faster* than the skin on your cheeks. Plus, lips contain very few, if any, sebaceous (oil) glands and no sweat glands, so they do not produce the natural emollients like facial skin does. As a result, lips easily become dry and chapped if not properly cared for. Humectants and a healthy skin barrier can help keep lips hydrated and looking beautiful.

PRODUCT POSITIONING

Take lips from plain to plush — loaded with good-for-you moisture and serious shine.

BENEFITS AND CLAIMS

Nine out of 10 women agree it delivers an instant boost of moisture*!

That's what they said in a one-week in-depth consumer study*. Here's what else they had to say about this replenishing, feather-proof lip gloss:

- 90% said it feels nourishing and perfectly smoothes lips
- 89% said lips feel healthier
- 83% said it improves lip texture and helps lips look younger
- 80% said it has long-wearing shine

*Results reported during a one-week independent consumer study.

TARGET CUSTOMER

- Women who wear lip gloss and want added moisturization benefits.
- Current Mary Kay® Nourishine™ Lip Gloss customers.
- Women who love to play with color and like changing up their lip look.

How It Works

- With Nourishine Plus™ Lip Gloss, you get the brilliant shine you want, plus an instant boost of moisture that leaves lips feeling supple. Then it takes that moisture and locks it in, so they feel soft and soothed.
- This nourishing, non-sticky formula contains our complex of antioxidant-rich vitamins and plant-derived minerals to smooth, protect and condition lips.
- This superlight, long-lasting lip gloss applies flawlessly with just the right coverage and no sticky mess. So goodbye plain lips. Hello Nourishine Plus™ Lip Gloss — instant moisture plus smoothing, soothing and serious shine.

KEY INGREDIENTS AND FUNCTIONS

Pomegranate Sterol	helps strengthen skin barrier
Anti-Oxidant Rich Complex	helps protect, condition, soothe and smooth lips
Aloe Leaf Extract (Aloe)	helps soften and calm the skin

APPLICATION INSTRUCTIONS

Lip gloss is one of the most versatile forms of lip color. You can use it by itself or in combination with a lipstick. Mary Kay® Nourishine Plus™ Lip Gloss with its high shine finish helps make your lips look firmer, fuller and younger.

CROSS SELLING OPPORTUNITIES

- Mary Kay® Creme Lipstick
- Mary Kay® Lip Liner
- Satin Lips® Set
- TimeWise® Age-Fighting Lip Primer

CHARACTERISTICS

✓	Clinically tested for skin irritancy and allergy
✓	Dermatologist-tested
✓	Fragrance-Free

USE-UP RATE

Depends on customer's individual usage.

OUR GLOBAL BRAND DEVELOPMENT GROUP SAYS,



This creamy, long lasting formula delivers in a mechanical pencil. It applies smoothly and evenly for a perfect outline every time.



Clinically Tested
for Skin irritancy
and allergy



Glides on easily
to perfectly
define lips

FUN FACT: These great pencils have a color band below the cap so you can easily see which of the fabulous shades you would like to wear.

PRODUCT POSITIONING

Perfectly define lips with a retractable pencil that never needs sharpening. This smooth, creamy formula is waterproof. The package is color coded to help you find the perfect shade.

BENEFITS & CLAIMS

- Waterproof
- Clinically tested for skin irritancy and allergy
- Dermatologist tested

TARGET CUSTOMER

- Any customer who desires polished-looking lips
- Any customer who wears Mary Kay® Creme Lipstick or Nourishine™ Lip Gloss

HOW IT WORKS

- Lip liner should be applied *after* applying TimeWise® Age-Fighting Lip Primer and *before* applying lipstick or lip gloss
- Can be used for touch-ups throughout the day

KEY INGREDIENTS & FUNCTIONS

<i>Dimethicone</i>	Improves the appearance of skin (e.g. skin looks softer, smoother, etc.)
<i>Polybutene</i>	Helps to maintain the soft, smooth and supple appearance of skin.

APPLICATION

Notes About Application

- See Online Product Guide on Mary Kay® InTouch for application tips for thin, medium and full lips.

Instructions

- Apply TimeWise® Age-Fighting Lip Primer to prevent feathering and bleeding.
- To help increase lipstick wear, create a matte base by lining lips with lip liner along the natural lip line and filling in lips with lip liner pencil. Then apply lipstick.
- Your customers can multiply their color options by blending two or more lipstick shades and lip glosses to create a custom look.

CROSS-SELLING OPPORTUNITIES

- TimeWise® Age-Fighting Lip Primer
- Mary Kay® Creme Lipstick
- Mary Kay® Nourishine Lip Gloss

USE-UP RATE

- Depends on customer's use of lip liner.

CHARACTERISTICS (✓ or blank or N/A if not tested)

	Suitable for sensitive skin
✓	Clinically tested for skin irritancy and allergy
	Fragrance-free
	Oil-free
	Non-comedogenic
	Ophthalmologist-tested
	Suitable for contact lens wearers

OUR PRODUCT MARKETING GROUP SAYS,

“ Mary Kay® Tinted Lip Balm Sunscreen SPF 15* works as hard as you do. It colors, protects and moisturizes all at once. We call it lip balm, but you might call it heaven in a tube. ”



*Over-the-counter drug product

FUN FACT:

Like mascara, lip balm is becoming a makeup essential women can't live without. It's like having a little black dress in your makeup bag that you'll reach for again and again to moisturize, protect and deliver a sheer hint of color.

POWER STATEMENT

This botanically enriched formula is filled with the goodness of ingredients like jojoba oil and shea butter, soothing and moisturizing on contact as it delivers a sheer wash of color. It provides broad-spectrum protection against harmful UVA/UVB rays and contains the antioxidant power of vitamin A, vitamin C to help neutralize damaging free radicals.

BENEFITS AND CLAIMS

- Provides instant moisturization
- Delivers UVA/UVB protection
- Delivers a hint of color and shine
- Leaves lips soft and healthy-looking
- Feels lightweight
- Helps relieve chapped or cracked lips

TARGET CUSTOMER

- Women who wear lip color
- Women who buy sunscreen or lip balm
- Women who want multitasking products that are a great value

HOW IT WORKS

- Multitasking products help simplify a woman's life in so many ways. Now you can get color, SPF protection and moisturization in one product. Plus, Tinted Lip Balm Sunscreen SPF 15* delivers a hint of shine without feeling sticky. And the moisturizing formula helps keep lips from getting chapped or feeling dry. It's packaged in a slim-line tube that helps differentiate it from your lipstick for a user-friendly experience.

KEY INGREDIENTS AND FUNCTIONS

Vitamins A and C	Help protect against free radicals.
Jojoba Oil and Shea Butter	Smooth and moisturize skin.
Hyaluronic Acid	Helps condition and smooth the skin by adding, attracting, or retaining moisture.

APPLICATION INSTRUCTIONS

- Tinted lip balm can be used with or without a lip liner. Using a lip liner provides a more finished look and may also help prevent feathering and bleeding.
- This product can be used by itself for subtle, natural coverage and SPF protection. Or it also can be used with lipstick or lip gloss. Apply the tinted lip balm first, then follow with lipstick or lip gloss.
- For a wet or a sheer, high-shine look, you can apply Mary Kay® NouriShine® Lip Gloss over the Tinted Lip Balm Sunscreen SPF 15*.
- You can also get a sheer matte look by gently dabbing Mary Kay® Creme Lipstick over the Tinted Lip Balm Sunscreen SPF 15*.

CROSS-SELLING OPPORTUNITIES

- Mary Kay® Creme Lipstick
- Mary Kay® Lip Liner
- Mary Kay® NouriShine® Lip Gloss
- Satin Lips® Set
- Mary Kay® Sun Care Collection

CHARACTERISTICS

✓	Suitable for sensitive skin
✓	Clinically tested for skin irritancy and allergy
✓	Dermatologist-tested

*Over-the-counter drug product

OUR PRODUCT MARKETING GROUP SAYS,

“ Now you can have the finish and the coverage of a lipstick with the foolproof application of a gloss. Mary Kay[®] Liquid Lip Color gives you the best of both worlds. ”



FACT: Your lips do not have any oil glands, making them more susceptible to dryness. Mary Kay[®] Liquid Lip color gives your lips the hydration they need with a beautiful kiss of color.

PRODUCT POSITIONING

The finish of a lipstick, the ease of a gloss.

BENEFITS AND CLAIMS

- Provides rich, opaque color
- Instantly moisturizes
- Weightless, non-sticky formula
- Glides on easily
- Soothes and smoothes lips
- Color does not bleed
- Fresh mint flavor feels refreshing

TARGET CUSTOMER

- Women who want the coverage of a lipstick with the lightweight feel of a gloss.
- Women who want to have color and/or formula options or just like trying something new.
- Women who want to wear lip color that feels instantly moisturizing.
- Women who like the easy application of a gloss, but who want the coverage of a lipstick.

KEY INGREDIENTS AND FUNCTIONS

Shea Butter	Helps condition, comfort and prevent moisture loss
Mint Flavor	Feels refreshing and energizing

APPLICATION INSTRUCTIONS

Apply evenly over lips. Use with or without Mary Kay® Lip Liner.

CROSS SELLING OPPORTUNITIES

- TimeWise® Age-Fighting Lip Primer
- Satin Lips® Set
- Mary Kay® Lip Liner

CHARACTERISTICS

✓	Clinically tested for skin irritancy and allergy
✓	Oil-Free
✓	Fragrance-Free

USE-UP RATE

Depends on customer's individual usage.

Product Knowledge Worksheet
TimeWise and Other Skin Care Supplements

Name of Product	Product	Product Description Features and Benefits	Order of Application	Price
Indulge Soothing Eye Mask		<ul style="list-style-type: none"> • Mask or leave on product • Provides short term, immediate moisturization. • Botanicals (green tea and cucumber) help to calm, cool and refresh a tired-looking appearance. • As a leave on product, clinical tests show increase of skin moisturization up to 130%. 	<ul style="list-style-type: none"> • After facial moisturizers • Before Firming or Age-Fighting Eye Cream • Before Eye Primer 	\$15.00
Firming Eye Cream		<ul style="list-style-type: none"> • It provides you with a broader range of the anti-aging benefits than just firming lines and wrinkles around the eye. • It delivers firming, brightening and intense moisturization benefits. • It counteracts environmental damage and free radicals. • The combined power of a collagen-enhancing peptide duo works to build/restore the supporting structure to revitalize cells for firmer skin. 	<ul style="list-style-type: none"> • After facial moisturizers • After Indulge Soothing Eye Mask • Before Eye Primer 	\$30.00
Age-Fighting Eye Cream		<ul style="list-style-type: none"> • Delivers strongly on every claim: Minimizes the appearance of fine lines and wrinkles and improves skin's softness and smoothness. • Formulated to strengthen skin with collagen-enhancing peptides. • Light-diffusing ingredients to brighten the skin under the eyes. • Natural, vegetable-derived skin conditioners that bind water to the skin to hydrate and plump, making the skin look and feel softer, smoother, more moisturized. 	<ul style="list-style-type: none"> • After facial moisturizers • After Indulge Soothing Eye Mask • Before Eye Primer 	\$26.00

Name of Product	Product	Product Description Features and Benefits	Order of Application	Price
Oil-Free Eye Makeup Remover		<ul style="list-style-type: none"> • Top phase removes waterproof eye makeup. • Bottom phase removes non-waterproof eye makeup. • Safe for contact lens wearers and sensitive skin. • Gently removes all types of eye makeup including waterproof. • Does not leave skin feeling greasy. • Shake well for product to be most effective. 	<ul style="list-style-type: none"> • First product to use at night, before bed • Before cleanser 	\$15.00
Satin Lips Lip Mask		<ul style="list-style-type: none"> • Contains miniature beads to gently yet effectively exfoliate dead surface skin cells that cause lips to appear dull and lifeless. • Can be used 1-2 times weekly, or when needed. 	<ul style="list-style-type: none"> • After facial moisturizers • Before Lip Balm • Before Lip Primer 	\$9.50 or \$18.00 for Satin Lips Set
Satin Lips Lip Balm		<ul style="list-style-type: none"> • Clinical results show that a single application of Lip Balm moisturizes the lips for at least six hours. • Contains a special complex of ingredients, including vitamin A and E derivatives and Ceramide 2, to help moisturize dry and rough lips. 	<ul style="list-style-type: none"> • After facial moisturizers • After Lip Mask • Before Lip Primer 	\$9.50 or \$18.00 for Satin Lips Set
Age-Fighting Lip Primer		<ul style="list-style-type: none"> • A lip product with multiple benefits including age-fighting ingredients that fill in the lines around the lip area, priming the lips for improved lipstick and lip gloss wear and the prevention of feathering and bleeding. • Packaged in a convenient stick for easy application throughout the day. 	<ul style="list-style-type: none"> • After Satin Lips Mask • After Satin Lips Balm • After foundation • Before lipstick 	\$22.00

Name of Product	Product	Product Description Features and Benefits	Order of Application	Price
Day Solution with SPF 25 and Night Solution	<p>Day Solution</p>  <p>Night Solution</p> 	<ul style="list-style-type: none"> • Day Solution with SPF 25: Think of it as a veil of defense. This innovative product helps prevent lines and discoloration before they occur by blocking damaging UVA/UVB rays. A calming peptide helps relax expression lines. The Skin Cancer Foundation recommends this product as a safe and effective UV sunscreen. • Night Solution: A unique delivery system of encapsulated vitamins and antioxidants combined with collagen-enhancing peptides help fade away deep lines and wrinkles. Vitamin-rich Nutribeads® microcapsules burst as you dispense the serum to deliver fresh, highly effective antioxidants 	<ul style="list-style-type: none"> • After cleanser • After Micro-dermabrasion Refine and Replenish • After acne treatment products • Before sunblocks • Before facial moisturizers 	<p>\$60.00 Set or</p> <p>Day Solution: \$30</p> <p>Night Solution \$30</p> <p>(If purchased with TimeWise Basic Skin Care, only \$50— Savings of \$10.)</p>
Micro - dermabrasion		<ul style="list-style-type: none"> • Immediately fights fine lines and wrinkles, refines pores and achieves beautifully smooth skin with two-step process. • Refine: an advanced exfoliator that immediately energizes the skin to reveal a more radiant, healthy-looking surface. This creamy white lotion with exfoliating crystals feeds and nourishes the skin from below through increased microcirculation. • Replenish: is immediately absorbed into the skin to instantly smooth and soften. - Feeds and nourishes the skin from above with an exclusive Mary Kay® triple tea complex. 	<ul style="list-style-type: none"> • After cleanser • Before Day/Night Solutions • Before acne treatment products • Before sunblocks • Before facial moisturizers 	<p>\$55.00 Set Or</p> <p>Refine: \$30</p> <p>Replenish: \$25</p>

Name of Product	Product	Product Description Features and Benefits	Order of Application	Price
Even Complexion Essence		<ul style="list-style-type: none"> • Patent pending Lucen-trex is clinically show to restore skin’s natural even tone by helping reduce visible dark spots and reverse skin discoloration, as in age spots, freckles or similar variations in skin tone. • 84% of panelist experience more even skin tone in 12 week clinical study • It works for all skin tones — from ivory to beige to bronze. • To help prevent further damage, it’s essential to use an SPF product, such as TimeWise® Day Solution Sunscreen SPF 25* in addition to TimeWise® Even Complexion Essence. 	<ul style="list-style-type: none"> • After cleanser • After Micro-dermabrasion Refine and Replenish • After acne treatment products • Before sunblocks • Before Day/Night Solution • Before facial moisturizers 	\$35.00
Intense Moisturizing Cream		<ul style="list-style-type: none"> • Rich, luxurious cream. • For dry skin. • Helps replenish skin’s optimal moisture levels. • Leaves skin looking immediately more radiant and feeling unbelievably soft and smooth. • Leaves the skin feeling hydrated for up to 10 hours. 	<ul style="list-style-type: none"> • After cleanser • After Micro-dermabrasion Refine and Replenish • After acne treatment products • After sunblocks • After facial TimeWise moisturizers • Before foundation 	\$30.00
Oil-Free Hydrating Gel		<ul style="list-style-type: none"> • Normal to oily skin. • Non-greasy, lightweight gel. • Absorbs quickly, leaving skin cool and refreshed. • Oil-free gel transforms your skin by restoring moisture balance • Hydrates skin for up to 10 hours. 	<ul style="list-style-type: none"> • After cleanser • After Micro-dermabrasion Refine and Replenish • After acne treatment products • After sunblocks • After facial TimeWise moisturizers • Before foundation 	\$30.00

Name of Product	Product	Product Description Features and Benefits	Order of Application	Price
Targeted-Action Eye Revitalizer		<ul style="list-style-type: none"> • Power-packed serum contains an exclusive blend of ingredients specifically formulated to address the multiple causes of dark circles and under-eye puffiness. • Eyes that look rested. Refreshed. Revitalized. • After just two weeks, 7 out of 10 women said their dark circles and undereye puffiness were less noticeable. 	<ul style="list-style-type: none"> • It should be applied in the morning and evening after moisturizer and before any other eye products. 	\$35.00
Extra Emollient Night Cream		<ul style="list-style-type: none"> • Very dry skin • Fragrant, translucent moisturizing cream. • .Helps maintain the natural moisture of the face and allows increased hydration in dry areas. • Excellent for dry patches, especially on hands, elbows and feet. 	<ul style="list-style-type: none"> • Only use in the evening • After cleanser • After Micro-dermabrasion Refine and Replenish • After acne treatment products • After sunblocks • After facial TimeWise moisturizers 	\$13.00
Targeted-Action Line Reducer		<ul style="list-style-type: none"> • See results in just 10 minutes. • Significant improvement in the appearance of lines and wrinkles on the forehead and around the eyes. • Improvement was also seen in these other wrinkle-prone and often hard-to-treat areas: between the brows, from the nose to the corner of the mouth (sometimes called laugh lines), and between the mouth and chin (sometimes called marionette lines). • Gliadin, (Patent pending) a rich source of amino acids, invisibly “fills in” lines and wrinkles, firming and tightening skin without inhibiting facial expression. 	<ul style="list-style-type: none"> • After facial moisturizers • After Indulge Soothing Eye Mask • Immediately after Firming or Age-Fighting Eye Cream • Before Eye Primer 	\$40.00

Name of Product	Product	Product Description Features and Benefits	Order of Application	Price
Facial Highlighting Pen		<ul style="list-style-type: none"> • Contains special light-reflecting pigments that optically “lift” the shadowy areas of your face. • Instantly your skin looks brighter, your tone more even and your face more radiant. • This easy-to-use, super-sheer formula can be reapplied throughout the day to keep you looking refreshed and natural. • Will not settle into fine lines. • Available in four shades, for all skin tones 	<ul style="list-style-type: none"> • After cleanser • After Micro-dermabrasion Refine and Replenish • After acne treatment products • After sunblocks • After facial moisturizers • After concealer • After foundation 	\$18.00
Signature Eye Primer		<ul style="list-style-type: none"> • Suitable for sensitive eye area skin and for contact lens wearers. • Fragrance-free. • Extends the wear of eye color and prevents eye color from creasing or smudging. • Waterproof 	<ul style="list-style-type: none"> • After Indulge Soothing Eye Mask • After Firming or Age-Fighting Eye Cream • After concealer • After foundation 	\$12.00
Oil Mattifier		<ul style="list-style-type: none"> • For oily skin. • Oil-free. • Addresses the oily skin needs for both men and women. • Controls shine for at least eight hours. 	<ul style="list-style-type: none"> • After cleanser • After Micro-dermabrasion Refine and Replenish • After acne treatment products • After sunblocks • After facial moisturizers • Before foundation 	\$15.00
Acne Treatment Gel		<ul style="list-style-type: none"> • Active ingredient: 5% Benzoyl Peroxide. • Acne medication. Clinically proven to dry and clear acne blemishes and allow the skin to heal. • Water based gel • Penetrates pores to eliminate most blackheads and pimples, and helps prevent new blackheads and pimples from forming. 	<ul style="list-style-type: none"> • After cleanser • After Micro-dermabrasion Refine and Replenish • Before Day/Night Solutions • Before sunblocks • Before facial moisturizers 	\$7.00

Name of Product	Product	Product Description Features and Benefits	Order of Application	Price
Replenishing Serum + C		<ul style="list-style-type: none"> • Suitable for Sensitive Skin • Clinically tested for skin irritancy and allergy • Fragrance-free • Oil-free • Non-comedogenic • Dermatologist-tested • This precious, antioxidant-rich serum is formulated with ingredients that enhance the production of new collagen and help keep existing collagen from breaking down. • It also contains ingredients known to support elastin, a protein that gives skin its elasticity or “spring.” 	<ul style="list-style-type: none"> • Apply after cleansing, exfoliating and freshening and before Even Complexion Essence, Day Solution Sunscreen SPF 25, Night Solution and/or moisturizer. 	\$55.00 Set
Even Complexion Mask		<ul style="list-style-type: none"> • Suitable for Sensitive Skin • Clinically tested for skin irritancy and allergy • Fragrance-free • Oil-free • Non-comedogenic • TimeWise® Even Complexion Mask is formulated with the patent-pending MelaCEPT™ Brightening Complex to deliver added brightening benefits to an overall pampering experience. • This gentle formula leaves skin feeling soft and moisturized, and is infused with botanicals and other ingredients that deliver instant brightening benefits so that skin looks immediately more radiant 	<ul style="list-style-type: none"> • After cleansing the skin, apply an even, medium layer of mask to the skin using the fingertips. Allow mask to remain on the skin for 10-15 minutes for optimal results. The high level of humectants prevents the mask from drying completely. Rinse or remove with a warm, wet cloth. Use 2-3 times per week. • Use after Oil-Free Eye Makeup Remover, Cleanse, TimeWise® Even Complexion Mask or TimeWise® Microdermabrasion (Steps 1 & 2)** 	\$20.00
Oil-Absorbing Beauty Blotters		<ul style="list-style-type: none"> • Instantly absorb excess oil and eliminate shine and perspiration without disturbing makeup • Removes shine so makeup stays fresh throughout the day 	<ul style="list-style-type: none"> • When Needed 	\$6.00

Name of Product	Product	Product Description Features and Benefits	Order of Application	Price
<p>Night Restore And Recover Complex</p> <p>For Either Dry/ Normal or Combination/ Oily Skin Types</p>	<div style="text-align: center;">  <p>Combination/Oily</p>  <p>Dry/Normal</p> </div>	<ul style="list-style-type: none"> • Suitable for Sensitive Skin • Fragrance-free • Oil-free • Non-comedogenic • Dermatologist-tested • Help your skin recover from damage that happened today, while strengthening it against what it will face tomorrow. Formulated to restore skin's youthful appearance as it helps fortify the skin matrix, reducing the visible signs of premature aging, night after night. Skin feels firmer in areas prone to sagging and appears lifted from within. Formula contains our patent-pending Acai Berry extract. • It activates collagen production • It targets the skin matrix • It restores the skin barrier • It helps skin recover from daily damage. • 	<ul style="list-style-type: none"> • Apply after TimeWise® Night Solution and before TimeWise® Age-Fighting Moisturizer. 	<p>\$40.00</p>

Name of Product	Product	Product Description Features and Benefits	Order of Application	Price
Visibly Fit Body Lotion		<ul style="list-style-type: none"> • Skin will appear firmer and smoother with regular use. • Helps even skin tone, minimize fine lines and reduce crepiness. • Improves skin clarity, firmness, elasticity and texture. • Exclusive, patented complex.* 	<ul style="list-style-type: none"> • When needed 	\$22.00
Target-Action Toning Lotion		<ul style="list-style-type: none"> • Suitable for Sensitive Skin • Clinically tested for skin irritancy and allergy • Oil-free • Dermatologist-tested • Formulated to fortify skin's support structure, helping to firm, tone and tighten. • Formulated to help energize skin cells for optimal performance. • Formulated with antioxidants to minimize damage from UV exposure. Six sources of antioxidants give skin a much-needed abundance of protection from environmental stressors. • Formulated to hydrate skin for 24 hours. 	<ul style="list-style-type: none"> • Gently massage into skin over entire body, avoiding the face. • Use morning and evening. 	\$28.00
Hand and Decollete Cream		<ul style="list-style-type: none"> • Suitable for Sensitive Skin • Clinically tested for skin irritancy and allergy • Fragrance-free • Oil-free • Non-comedogenic • Dermatologist-tested • Minimizes the appearance of crepiness and helps skin look firmer. • Hydrates and supports the skin barrier, helping to reduce the appearance of fine lines and wrinkles. • Helps reduce the appearance of dark spots. • Protects against UV damage. 	<ul style="list-style-type: none"> • Apply liberally and as often as necessary after using cleanser and prior to sun exposure. 	\$18.00