

A series of thick, pink, hand-drawn scribbles that overlap the main title text. The scribbles start from the left edge and curve across the page, adding a dynamic, artistic feel to the design.

BIG BOOK OF STANDOUT COLOR

HOW TO PLAY, THEN SLAY

MARY KAY®

**WELCOME, GORGEOUS. FROM ONE BEAUTY
TO ANOTHER, CAN I JUST SAY, YOUR
CONFIDENCE IS STUNNING. YOU'RE GOING
TO LOVE ALL THE WAYS TO MAKE YOUR
MAKEUP LOOK AS FIERCE AS YOU FEEL
INSIDE. GET INSPIRED BY THESE
NEW MAKEUP MARVELS.**

The background of the right side of the image is white, featuring several thick, pink, hand-drawn scribbles that overlap and swirl around the text.

**EYE
CANDY**



SHE DRAWS ON HER OWN *Confidence.*

She's fearless. Feminine. A phenomenal force of beauty. And whether she's adding just a flick of flair to her eyes or making a fashion-forward statement, she knows nothing matches her inner confidence like this new **waterproof liquid eyeliner**.

MARYKAY® WATERPROOF LIQUID EYELINER PEN

- Use one finger to lift your eyelid gently. Holding your waterproof liquid eyeliner pen at a slight angle to your eyelid, rest the side of your pinky finger against your cheek to steady your hand.
- Draw a thin line along your top lashline, moving from the inner corner to the outer corner of your eye.
- Then, from the center of your eyelid outward, start building an upward curve one thin stroke at a time, coming to a point at the end of the line. The longer the line, the more dramatic your look.

WHY SHE LOVES MARYKAY® WATERPROOF LIQUID EYELINER PEN

- Budgeproof and fearproof.
- High-purity carbon black pigment provides deep color intensity.
- Precision tip that lets you control application.

More Ways to Play!

MARYKAY® EYELINER FOR YOUR NONSTOP, ON-THE-GO DAY

Formulated with ingredients designed to provide a soft feel and enhanced glide. **Perfect for** a hint of color, creating a smoky eye or for a full artistic, multihued effect.



MARYKAY® GEL EYELINER WITH EXPANDABLE BRUSH APPLICATOR FOR MIXING UP YOUR EYELINER LOOKS

Foolproof, easy-to-apply eyeliner glides on smoothly without tugging or pulling. **Perfect for** creating fine or bold lines with ease, for women who like to mix up their looks or those who are less experienced using liquid eyeliner.



SHE HAS STARS in Her Eyes.

Daydreaming is where her best ideas come from. She sets her sights on fabulous feats and owns them. When inspiration strikes, she needs a one-and-done eye color, the **NEW Mary Kay® Liquid Eye Shadow**, that makes her gorgeous in a wink.

LIGHT BEAM is a daydreamer's dream with golden shimmery goodness anyone can wear. If you love Moonstone, Sand Castle, Gold Status or Candlelight *Mary Kay Chromafusion®* Eye Shadows, you're in for a stellar sight.

I wish I may, I wish I might, fall in love with **PINK STARLIGHT**. Just a hint of shimmery pink in a swipe. If you love Rose Gold, Sunlit Rose or Blossom *Mary Kay Chromafusion®* Eye Shadows, try this shade.

METEOR SHOWER holds superpowers. If you love *Mary Kay Chromafusion®* Eye Shadows in Granite or Stormy, switch it up with this beauty.

PURPLE NOVA is your next out-of-this-world smoky eye look. Use this if you love *Mary Kay Chromafusion®* Eye Shadows in Golden Mauve, Frozen Iris or Sweet Plum.

WHY SHE LOVES MARY KAY® LIQUID EYE SHADOW

- Lightweight, liquid color applies seamlessly.
- Pigment-packed shades add instant intensity.
- Creamy formula feels delightfully decadent.
- A doe-foot applicator creates effortless eye looks.

HOW SHE WOWS:

Simple and Starry-Eyed Look

Swipe PINK STARLIGHT over entire eyelid. Add a dot of LIGHT BEAM to inner eye corner, and tap with your ring finger. Line eyes with *Mary Kay®* Eyeliner in MK Steely, and add a couple coats of your favorite *Mary Kay®* mascara to lashes.

Go Beyond the Stars.

Swipe LIGHT BEAM over entire eyelid. Add a dot of PURPLE NOVA to outer corner of the eye. Use the *Mary Kay®* Cream Color Brush to blend. Line lower lashline with PURPLE NOVA using *Mary Kay®* Eyebrow/Eyeliner Brush. Line upper lashline with MK Black *Mary Kay®* Eyeliner. Finish with your favorite *Mary Kay®* mascara.

TIP: Eye shadow can also act as a liner when applied with the angled side of the *Mary Kay®* Eyebrow/Eyeliner Brush.

Jessica is wearing NEW *Mary Kay®* Liquid Eye Shadow in Pink Starlight; Hazelnut, Biscotti and Espresso *Mary Kay Chromafusion®* Eye Shadows, I ♥ black *Lash Love®* Mascara; *Mary Kay®* Volumizing Brow Tint in Blonde; Rosy Nude *Mary Kay Chromafusion®* Blush and Mauve Moment *Mary Kay®* Gel Semi-Matte Lipstick.



SHE LETS HER *Creativity Flow.*

When life throws out the unexpected, she's always prepared with a stay-positive attitude and her ever-customizable makeup routine. She starts with *Mary Kay Chromafusion*® Eye Shadow shades she loves. Then she fills and refills her *Mary Kay Petite Palette*™ to perfection. Bring on the day – or night!

MARY KAY CHROMAFUSION® EYE SHADOW IS COLOR WITHOUT COMPROMISE.

- Pigment-rich.
- Lifeproof formula holds strong for 12 hours.*
- Intense color payoff.
- Glides on easily and evenly.

MARY KAY PETITE PALETTE™ EQUALS EYES, SIMPLIFIED.

- Holds up to four shades of *Mary Kay Chromafusion*® Eye Shadow – just right for an eye look.
- Each pan easily slides into the refillable magnetized base.
- A transparent lid lets you quickly see the shades inside.



ALSO IN HER MAKEUP DRAWER:

1. The *Mary Kay*® Essential Brush Collection features an All-Over Powder Brush, Cheek Brush and three must-have eye brushes in one stylish, portable clutch.
2. The *Mary Kay*® Liquid Foundation Brush allows you to build desired coverage of liquid foundation, even around the curves of your face.
3. The *Mary Kay*® Blending Brush has densely packed bristles for easy, flawless application of liquid or cream foundations, foundation primer or oil mattifier.
4. The *Mary Kay*® Powder Foundation Brush gives you control over the application of powder formulas, like *Mary Kay*® Mineral Powder Foundation.



NEED AN IDEA? TRY THESE EYE LOOKS BASED ON SKIN TONE.

- **IVORY:** Biscotti (base), Dusty Rose (crease), Moonstone (highlight), Mahogany (enhance)
- **BEIGE:** Blossom (base), Cinnabar (crease), Burnished Bronze (highlight), Espresso (enhance)
- **BRONZE:** Burnished Bronze (base), Mahogany (crease), Shiny Penny (highlight), Onyx (enhance)

Essence is wearing Shiny Penny, Sunlit Rose and Gold Status *Mary Kay Chromafusion*® Eye Shadows; *Mary Kay*® Gel Eyeliner in Jet Black, Black *Ultimate Mascara*™; Wineberry *Mary Kay Chromafusion*® Blush and Haute Pink *Mary Kay*® Gel Semi-Shine Lipstick.

*Results based on a 12-hour independent clinical study in which 27 women used *Mary Kay Chromafusion*® Eye Shadow after a single application

MIX UP SOME *Makeup Magic.*

It's such a thrill to fill and refill! These magnetized palettes – from an ultimate organization size to an on-the-go size – make playing makeup artist at home even more fun.



BUILD A SHADE WARDROBE WITH THE MARY KAY PRO PALETTE®.

FOUNDATION FIRST:

Add favorite shade of *Endless Performance*® Crème-to-Powder Foundation or *Mary Kay*® Sheer Mineral Pressed Powder.

DRAMA-FREE CONTOUR:

Choose two *Mary Kay Chromafusion*® Blush shades and one each of the *Mary Kay Chromafusion*® Highlighter and Contour shades.

ALL ABOUT EYES:

Fill the rest of the palette with 16 of your favorite *Mary Kay Chromafusion*® Eye Shadows.



CUSTOMIZE A TOUCH-UP KIT WITH THE MARY KAY PERFECT PALETTE™.

FRESH FOUNDATION:

Add favorite shade of *Endless Performance*® Crème-to-Powder Foundation or *Mary Kay*® Sheer Mineral Pressed Powder + a cosmetic sponge or palette powder brush.

CONTOUR KIT:

Choose one each of the *Mary Kay Chromafusion*® Blush, Highlighter, and Contour shades + palette cheek brush.

COLOR LOOK TO GO:

Add three *Mary Kay Chromafusion*® Eye Shadows + one *Mary Kay Chromafusion*® Blush + palette cheek brush + eye sponges.



FRESH FOUNDATION: *Endless Performance*® Crème-to-Powder Foundation in Beige 1.
CONTOUR KIT: *Mary Kay Chromafusion*® Blush in Shy Blush, Highlighter in Glazed and Coutour in Latte.
COLOR LOOK TO GO: *Mary Kay Chromafusion*® Blush in Hint of Pink, *Mary Kay Chromafusion*® Eye Shadows in Merlot, Sweet Plum and Crystalline.
MARY KAY PETITE PALETTE™: *Mary Kay Chromafusion*® Eye Shadows in Biscotti, Candlelight, Merlot and Frozen Iris.

CREATE A MESMERIZING EYE LOOK WITH THE MARY KAY PETITE PALETTE™.

Pick four eye shadows you love:

1. Pick a BASE shade, which is applied first in an eye look and is often the lightest shade that additional colors will build on. Neutrals work well.
2. Pick a CREASE shade, usually a dark shade, that can be applied along the crease to add dimension.
3. Pick a HIGHLIGHT shade, or the lightest shade, sometimes with shimmer, to apply to brow bone and the inner corner of the eye.
4. Pick an optional ENHANCE shade, the darkest shade, that can be added to lashlines, eye creases or over eyelids for a smoky eye look.

TIP: You could also pick two CREASE shades instead of adding an ENHANCE shade in order to alternate between two eye looks in one palette.



LASH OUT ... *in a Good Way.*

Lashes can have personality? Of course, they can. And they can change from look to look or day to day.

PRETTY AND PRACTICAL

For healthy-looking, uncomplicated lashes perfect for every day, *Lash Love*® Mascara delivers four times the volume while lashes look naturally flawless, soft and healthy. Available in I ♥ black.

TRENDSETTING DIVA

When lash awesomeness is required, *Lash Intensity*® Mascara delivers. With 200% more volume,* it's like adding the thickness of two lashes onto every one, plus its specially designed, asymmetrical *Double Impact*™ Brush helps lashes look multiplied and exaggerated. Available in Black.

EVERYDAY FASHIONISTA

For lush lashes with a little more drama, *Mary Kay*® *Ultimate Mascara*™ goes bold. An extremely volumizing, superthickening, all-in-one formula that creates the look of big, bold, separated lashes that lasts all day. Available in Black and Black Brown.

FEARLESS ADVENTURER

Traveling, trekking, rooftop parties or picnics in the park – *Lash Love*® *Waterproof Mascara* leaves lashes looking gorgeous through every adventure! All of the benefits of *Lash Love*® Mascara, but also humidity-, pool-, saltwater-, rain-, tear- and sweatproof. Available in I ♥ black.

POSITIVE PERSEVERANCE

Lashes that go to great lengths to get noticed fall for *Lash Love*® *Lengthening Mascara*. It helps the look of lashes reach their maximum length for an exaggerated, instantly intensified effect while lifting, curling and perfectly separating lashes. Available in I ♥ black.



LIPSTICK
RULES.

SHE LIVES IN EVERY SHADE *of Amazing!*

Let's talk about the power of *Mary Kay*® Gel Semi-Matte Lipstick and how a woman can discover how something so tiny could be so mighty.

First, she tried **Red Stiletto**, and let's just say, "whoa." Her day *and* her smile were brighter. She loved a color that commanded that much attention. And she was smitten by the lip-cushioning gel comfort and the long-lasting wear. It was love at first sight.

But then, **Berry Famous** caught her eye – and everyone else's. What a swipe of deep, gorgeous berry-hued lusciousness. She said it was her new favorite for insta-glam rave reviews.

And then **Trademark Pink** rocked her world. So pink. So pucker-perfect. It's her new everyday pick-me-up.

But oh, **Blush Velvet**, what a wonder you were! Perfectly pretty and the go-with-anything, anytime lip date she was looking for. They haven't been seen apart since.

Lauren is wearing Crystalline, Granite and Soft Heather *Mary Kay Chromafusion*® Eye Shadows; MK Deep Brown *Mary Kay*® Eyeliner; I♥black *Lash Love*® Mascara; *Mary Kay*® Precision Brow Liner in Brunette; Darling Pink *Mary Kay Chromafusion*® Blush and Trademark Pink *Mary Kay*® Gel Semi-Matte Lipstick.

HOW SHE WOWS:

Precise

She lines lips first with lip liner. She applies lipstick generously, blots, then reapplies.

Dreamy

She uses her finger to dab onto lips.

Daring

She applies one shade on her top lip and another on the bottom. She lets it blend throughout the day for an ombre effect.

WHY SHE LOVES MARY KAY® GEL SEMI-MATTE AND GEL SEMI-SHINE LIPSTICKS

- Semi-matte lipstick delivers lasting wear without drying lips.
- Highly pigmented shades deliver stay-true color.
- Gel formula cushions lips for soft, velvety comfort.



LONG LIVE *Lip Color.*

Why only have a couple lipsticks when there's so many options? Lip color has the power to change a mood or transform a look, so think of the possibilities!

LIP LINER

What a fine helper lip liner can be! Lines the lips for precision effect or can even be applied all over the lips for a full-coverage lip look.

GEL SEMI-MATTE LIPSTICK AND GEL SEMI-SHINE LIPSTICK

Women love this lightweight gel formula that lasts for hours without leaving lips looking or feeling dry.

NOURISHINE PLUS® LIP GLOSS

Loaded with benefits, this gloss gives lips a boost of moisture in rich, intense shades in a range of finishes from no shimmer to shimmering sparkle. Looks awesome alone or paired with a lipstick.

Let's Play.

Berry lip liner + Berry Famous gel semi-matte lipstick + Sparkle Berry lip gloss = A Berry Good Date Night

Trademark Pink gel semi-matte lipstick + Pink Parfait lip gloss = Painting the Town Pink

Red lip liner all over lips + Scarlet Red gel semi-shine lipstick = Hot Lips

BE
FLAWLESS.

Flawless Face Secrets

Start with **Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15.*** This oil-free formula with SPF 15 is mineral-enriched to absorb oil and diffuse light.

After foundation, dust on **Mary Kay® Translucent Loose Powder** to reduce shine and provide a sheer, invisible finish that's perfect for every skin tone.

As a final step, spray **Mary Kay® Makeup Finishing Spray by Skindinavia** in an X motion across face to help give makeup the staying power to last up to 16 hours.

Take **Mary Kay® Sheer Mineral Pressed Powder** for touch-ups and to help with oil control throughout the day.



*Over-the-counter drug product

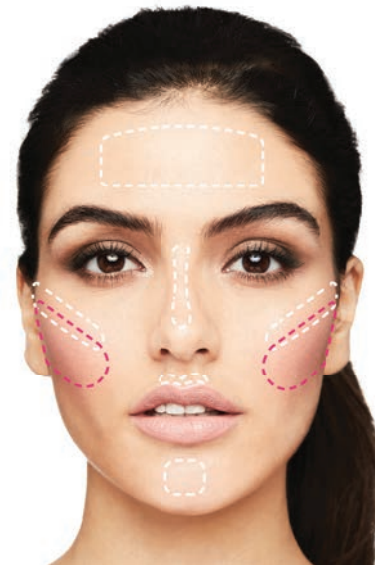


SHE GLOWS With Confidence.

There's nothing holding this boss babe back. She's passionate and purposeful, and she puts her best face forward. Her beauty game is strong. Here are three key finishers she can't live without.

1-2-3 Easy Contour

1. Sweep **Mary Kay Chromafusion® Contour** along the bottom of the cheekbone, starting at the ear and moving toward the center of the cheek, blending upward to create dimension. You can choose from two shades of contour, Latte or Cocoa.
2. Smile, then apply **Mary Kay Chromafusion® Blush** to the apple of the cheek, blending outward toward the ear to give the cheek a natural glow.
3. Dust **Mary Kay Chromafusion® Highlighter** on the uppermost part of the cheekbone, moving outward toward the outer corner of each eye, to brighten the face and accentuate the cheekbone. You can choose from two shades of highlighter, Glazed or Honey Glow.



Pick the Perfect Blush for Your Skin Tone.

IVORY

Pink blush tones are universally flattering and will create a healthy, natural-looking flush.

Try Darling Pink, Rogue Rose, Hint of Pink or Shy Blush.

BEIGE

Peach and orange blush tones will work best to create a natural glow.

Try Shy Blush, Juicy Peach, Hot Coral or Golden Copper.

BRONZE

Bronze tones will look natural and healthy.

Try Hot Coral, Wineberry, Golden Copper or Desert Rose.





**“THE WOMAN WHO
KNOWS SHE LOOKS GOOD
STARTS FEELING BETTER
ABOUT HERSELF.”**

– MARY KAY ASH

MARY KAY®