

MARY KAY

FIND YOUR PERFECT MASCARA!

Complete each statement, and find your perfect Mary Kay® mascara match.

1 I would describe my lashes as _____.

- A) sparse and barely visible
- B) long, but lacking fullness
- C) thick, short and naturally curly
- D) short and straight
- E) light in color and hard to see
- F) long, thick and dark

2 I would describe my eye shape as _____.

- A) single eyelids (Due to the lack of a natural crease, the eyelids appear as a flat surface when closed.)
- B) close-set eyes (less than one eye-width apart)
- C) deep-set eyes (readily seen eyelids and prominent brow bones)
- D) hooded eyes (eyelids not readily seen)
- E) wide-set eyes (more than one eye-width apart)
- F) standard eyes (about one eye-width apart)



3 I am looking for a mascara that is _____.

- A) long-lasting and smudgeproof
- B) buildable and adds volume
- C) lengthening for a dramatic look
- D) lengthening and volumizing
- E) not too harsh, but defines the light-haired lashes
- F) defining and accentuates my natural lashes

4 I mostly wear mascara _____.

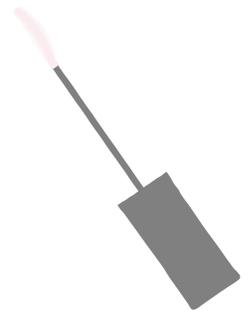
- A) for work
- B) only for special occasions
- C) every day, no matter what
- D) when I remember to put it on
- E) on days I wear makeup
- F) never. I am looking to incorporate mascara into my current routine

5 I want my lashes to appear _____. (Select all that apply.)

- A) fuller
- B) defined
- C) longer
- D) dramatic
- E) darker
- F) all of the above

6 How many coats of mascara do you typically wear?

- A) One heavy layer
- B) At least two coats
- C) Multiple mascaras at a time
- D) Depends on my makeup look
- E) One light layer
- F) None



7 I coat my _____.

- A) top and bottom lashes
- B) top lashes only
- C) bottom lashes only
- D) top and bottom lashes sometimes, depending on the look
- E) top outer lashes mostly
- F) I don't wear mascara.

YOUR RESULTS

Congratulations! Tally up your answers to find your mascara match below! Have fun, and remember that all Mary Kay® mascaras can be used on eyes of all shapes and sizes. Feel free to mix it up by selecting your top two matches. If your answers resulted in a tie, try both mascaras, or choose the one that best suits you!



If you selected mostly **A's**:
**Mary Kay® Great Heights™
Waterproof Mascara**

This is your go-to waterproof mascara to immediately boost the visible length of lashes! This humidity-resistant, long-wearing formula was put to the test during an intense, 30-minute cardio session*** to show even post-workout, your lashes will look just as long with no signs of smudging. Enjoy up to 12 hours of wear without flaking and no loss of length.†*



If you selected mostly **B's**:

Lash Love® Mascara

Define your lashes with Lash Love® Mascara! This formula delivers four times the volume for an ultraplush lash look that's great for any occasion.



If you selected mostly **C's**:
Mary Kay® Great Heights™ Mascara

Boost your visible lash length by 43% with just one coat.* Try three coats of this buildable formula for 75% longer-looking lashes!†** The easy-to-use precision brush provides even coverage for the tiniest lashes as it separates and lengthens with no clumps. Enjoy up to 12 hours of wear without smudging or flaking.†



If you selected mostly **D's**:

Lash Intensity® Mascara

Multiply the look of your lashes with Lash Intensity® Mascara. Expand and extend your lashes with a mascara dedicated to multidirectional performance. The shorter bristles of the brush help build volume, while the longer bristles stretch and extend the formula from root to tip.



If you selected mostly **E's**:
Mary Kay® Ultimate Mascara™

Get the look of bigger and bolder lashes in just a couple of swipes. Mary Kay® Ultimate Mascara™ delivers the extreme volume you have been looking for. Do you have light-colored lashes and want a natural look? This formula comes in both Black and Black Brown for naturally defined lashes!



If you selected mostly **F's**:

Lash Love Fanorama® Mascara

Not sure what you really want out of a mascara? No worries! Lash Love Fanorama® Mascara has you covered. This mascara features the same Lash Love® formula with an innovative brush. The three unique application zones allow you to coat, comb and fan out lashes for panoramic lashes of your own.

*Based on an independent third-party clinical study in which 27 women applied one coat of mascara

**Based on an independent third-party clinical study in which 27 women applied three coats of mascara

†Based on an independent third-party clinical study in which 27 women wore the mascara for 12 hours

***Based on an independent third-party clinical study in which 25 women participated in a 30-minute cardio session while wearing the mascara

††Based on an independent third-party clinical study in which 25 women wore the mascara for 12 hours

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