

Swipe, accent, line, shimmer. Out-of-this-world versatility for sparkling eyes.



- Glides on bold, high-definition color.
- Slanted tip for effortless application.
- Great for on the go.

*"The best eye shadow stick I've ever used."
Sonia R., Dallas, Texas*

UNIQUE SELLING PROPOSITION:

Swipe, accent, line, shimmer. Out-of-this-world versatility for sparkling eyes.

Create shimmery eye looks that last with this versatile one-stick wonder. Mary Kay® Shimmer Eye Shadow Stick glides on bold, high-definition color for eyes that sparkle. With a twist of the stick, the slanted tip makes swiping across lids, accenting the eye crease or even creating a smokey line effortless.

Great for on the go, the buildable formula applies smoothly and blends easily with no tools required. Mix and match shades or pair with Mary Kay® Chromafusion™ Eye Shadow to create infinite looks sure to put a twinkle in your eyes. The long-wearing, crease-resistant creamy formula stays put until you're ready to take it off. For eyes with stellar impact, reach for Mary Kay® Shimmer Eye Shadow Stick.

In an independent consumer study:

- 94%* of women agreed it was comfortable to wear
- 89%* agreed it was lightweight

Formula Attributes:

- Dermatologist tested
- Ophthalmologist tested
- Tested for skin irritancy and allergy
- Suitable for sensitive eyes and contact lens wearers

Use Up Rate:

Time will vary depending on individual usage.

*Based on an independent 3rd party consumer study in which 148 women used Mary Kay® Shimmer Eye Shadow Stick as directed for two weeks.