

MAKEUP

Masterclass



SKIN CARE REGIMEN COMPARISON CHART



Botanical Effects®	TimeWise® Miracle Set®	TimeWise® Repair®	Clear Proof®	Mary Kay Naturally®	MKMen®
No signs of aging	Early-to-moderate signs of aging	Advanced signs of aging	Mild-to-moderate acne	Any skin care stage	Early-to-moderate signs of aging
Entry-level/ Simple skin care	Reset the pace of skin's visible aging while supporting skin's critical needs with the <i>TimeWise 3D®</i> Complex.	Reduce the look of deep lines and wrinkles.	Provide clearer skin in 7 days.*	Naturally derived** solutions for gorgeous, healthy-looking skin	From cleansing to fighting the visible signs of premature aging to shaving, there's a clean face solution for every man of any age.
Normal to oily skin	Normal to dry skin and Combination to oily skin	Normal to dry skin	Oily and acne-prone skin	Gentle formulas for normal to dry skin types and suitable for sensitive skin	Normal skin and suitable for sensitive skin
Rich in vitamins and antioxidants to nourish skin	Reinforce skin's ability to look its best longer with a three-step regimen.	Restore the look of youthful volume and lifted contours.	Clear up blemishes and help maintain a clear complexion.	Quality ingredients derived from nature** and unique to each product	Formulated with antioxidants to help fight free radicals, which come from the environment and can contribute to lines and wrinkles

*Based on a 12-week independent clinical study

**At least 90% of ingredients are derived from natural sources processed in accordance with third-party standards - currently the COSMOS standard.

Natural sources include water, plants, minerals, ingredients of mineral origin and other agricultural ingredients. For more information, go to marykay.com/naturally.

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MARY KAY™

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New Miracle Set

3 Steps in The Morning, 3 Steps at Night



cleanse

TimeWise® 4-in-1 Cleanser cleanses, refreshes, exfoliates, brightens and prepares skin for the benefits of your next skin care steps.



hydrate

TimeWise® Antioxidant Moisturizer provides 12 hours* of hydration with a nongreasy, quick-absorbing formula.



defend

TimeWise® Daytime Defender Sunscreen Broad Spectrum SPF 30* helps improve visible premature skin aging while defending against daily environmental stressors.



recover

TimeWise® Nighttime Recovery works overnight to reveal skin that looks well-rested and feels renewed as expression lines appear softened and the look of wrinkles is reduced.

Hero Ingredient:
prickly pear extract

Hero Ingredient:
chamomile extract

Order of Application



cleanse



hydrate



defend



cleanse



recover



hydrate

What goes first?



CLEANSER*

Begin both daytime and nighttime routines by cleansing skin. Use a quarter-sized amount.



EXFOLIATOR

Remove dead skin cells and encourage new cell turnover 2 or 3 times per week.* Use a nickel-sized amount.



MASK

Use a mask 2 or 3 times per week* to deep clean, moisturize or lift and firm skin. Use a quarter-sized amount.



BOOSTERS

Target specific skin concerns with 6–8 drops (dime-sized amount) 3 or 4 times per week or every day, if desired.**



SERUMS

Multifunctional formulas that provide skin-loving benefits can be applied every day, if desired. Use 1 or 2 pumps (pea-sized amount).



MOISTURIZER*

Help protect skin's barrier from irritation by keeping it moisturized day and night. Use a nickel-sized amount.



PROTECT WITH SPF*

Apply SPF 30 or higher every morning to protect skin against harmful sun rays that can lead to hyperpigmentation, sunburn and premature aging. If you are in the sun for a prolonged amount of time, reapply every two hours. Use a quarter-sized amount.



EYE CREAM*

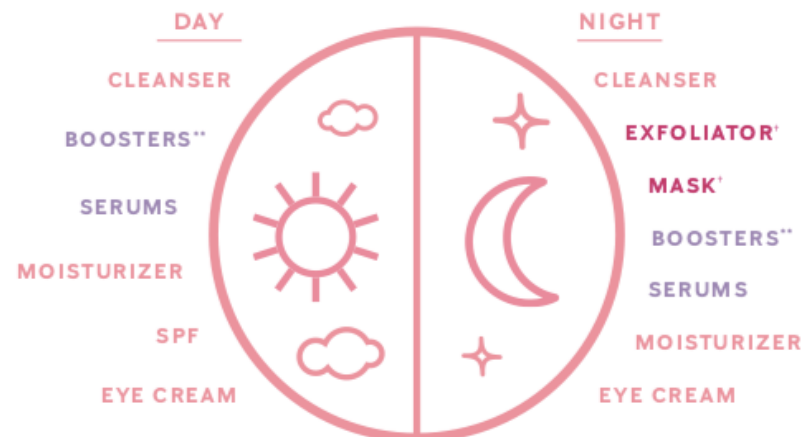
Help hydrate and reduce the appearance of puffiness and dark circles by applying an eye cream day and night. Use half a pea-sized amount.

how to

GET THE MOST OUT OF YOUR SKIN CARE

Establishing a consistent skin care routine helps keep your skin healthy and happy. When it comes to applying products effectively, a great rule is to **organize your regimen based on the weight of the formula**. Lighter formulas such as boosters and serums are applied before heavier formulas such as moisturizers. Following this order of application ensures that your skin is receiving the **maximum benefits** of each product.

Not all products are meant to be used every day, so use this guide to make sure that you're applying products in the **most effective order** and **with the proper frequency**. Remember, your core skin care products are part of both your day and night routines.



If you are incorporating *Mary Kay Clinical Solutions*® Retinol 0.5 into your skin care routine, see Pages 2 and 3.

♥ USE EVERY DAY/NIGHT. ♥ CAN BE USED EVERY DAY, IF DESIRED. ♥ USE 2 OR 3 TIMES PER WEEK

your skin CYCLING journey starts tonight!



MORNING DAILY ROUTINE

Cleanse
Serum
Moisturizer
Eye Cream

Night 1: Exfoliate
Night 2: Retinol
Night 3: Hydrate
Night 4: Recover

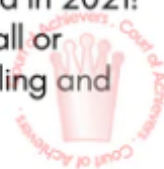


skin CYCLING

Night 1: Exfoliate
Night 2: Retinol
Night 3: Hydrate
Night 4: Recover

It's all over social media, it's an effective routine that helps the skin work optimally and it's dermatologist approved! Skin Cycling is a four-night rotational skin care routine that alternates between using active ingredients and then letting your skin hydrate and recover. This allows your skin to repair itself after using active products and can help prevent irritation and inflammation!

Get ready to give your skin the cycle it needs to achieve a healthy glow and an overall radiance. The classic skin cycling routine is a four-night cycle — the first is the exfoliation night, the second is a retinol night, the third is a hydration night, the fourth is a recovery night, then you repeat the cycle. Our products for this cycle are amazing and we have an award-winning Retinol Set. It's true! Our set earned the *Health* magazine Beauty Award in 2021! Call me! As your beauty consultant, a quick call or in-person chat is all you need to start skin cycling and achieving the skin of your dreams!

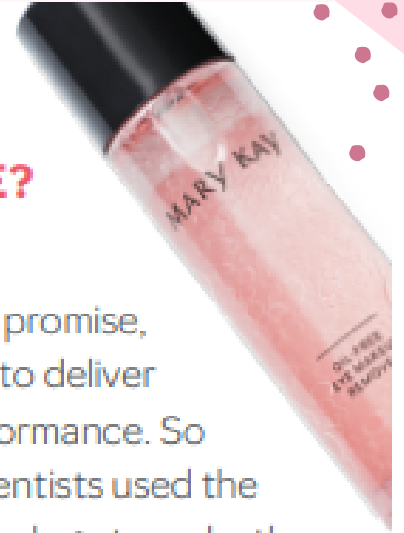


Eye Makeup Remover



WHY THE UPDATE?

As part of our product philosophy and product promise, we continually innovate to deliver the best in product performance. So our forward-thinking scientists used the latest in ingredient technology to make the tried-and-true favorite even better!



WITH JUST A SHAKE AND SWIPE,

Wipe away even the most intense eye makeup without tugging or pulling. Plus:

- It removes waterproof mascara.
- The dual-phase formula is lightweight.
- It won't leave skin feeling dry.
- It features a new blend of cleansing agents that raises our bar in eye makeup removal.
- It's suitable for all skin types.
- It's ophthalmologist- and dermatologist-tested.

SHAKE to activate & blend the dual-phase formula

APPLY a small amount to a cotton pad & hold on eye area for 10-15 seconds

WIPE away all traces of eye makeup in the blink of an eye



WOMEN LOVE IT!

This gentle, dual-phase formula removes even the toughest, boldest eye makeup without tugging or rubbing the delicate eye area. Just shake and swipe, and in the blink of an eye, wipe it all away.

Brushes & Tools



NEW! MARY KAY® ESSENTIAL BRUSH COLLECTION

Mary Kay Global Beauty Ambassador and Celebrity Makeup Artist Luis Casco took our new makeup brushes for a test drive in a studio setting. He shares his top tips for using them at home.

NEW! Mary Kay® Essential Brush Collection, \$55

Includes five high-quality, precisely shaped brushes ideal for creating a range of looks, packed in a stylish, portable clutch.

Makeup artist-tested and approved!



ALL-OVER POWDER BRUSH

Hold this brush near the tip of the handle, and use a gentle sweeping motion to help achieve a light, natural application.



CHEEK BRUSH

Sweep across *Mary Kay*® Mineral Cheek Color Duo, centering the brush with the shorter bristles over the blush shade and the longer bristles over the highlighter. Then sweep the brush across the cheeks (highlighter at top) to apply blush and highlighter in one stroke.



ALL-OVER EYE SHADOW BRUSH

Apply a small amount of *Mary Kay*® Translucent Loose Powder under the eyes to set your look and help prevent smudges throughout the day.



EYE CREASE BRUSH

Trace a V-shape from the outer corners of the eyelids, inward. The point of the "V" should sit at the outer corners, extending just above the creases. Blend only slightly to maintain a graphic design.



EYE SMUDGER BRUSH

Create an attention-grabbing backdrop for lashes, using the pointed tip of this brush to sweep a light shade or a pop of color directly along the upper lashlines.

WET THE SPONGE WITH WATER, and squeeze out before use.

The flat end is PERFECT FOR BLENDING larger areas.

The pointed tip is DESIGNED FOR HARD-TO-REACH AREAS like the undereye.

DON'T FORGET TO WASH YOUR SPONGE after each use and air dry.



Blending Brush

Liquid Foundation



Eye Blending Brush

Cream Color

When using BRIGHT or BOLD Tones for eye shadow, apply with a firm brush and BLEND with a fluffier brush.

A fluffy brush can cause the strong pigment to gently drop or flake on the under eye area. To keep all BOLD tones from dusting on your face, use a firm brush (ex. MK Cream Color Brush, Smudger Brush or Crease Brush).

**SHOUT
OUT**



FOUNDATION FUNDAMENTALS

Add liquid foundation directly onto the center of the Liquid Foundation Brush or the back of your hand.

Stipple by lightly tapping on foundation, starting at the center of the face and working outward, or buff foundation by using a circular motion with the brush as you lightly blend to desired coverage.

Place a small amount of *Mary Kay*® Mineral Powder Foundation into the jar lid. Swirl brush lightly in the powder and tap off excess. Buff mineral powder foundation onto skin in a circular motion, starting at the center of the face and working outward.



NEW! *Mary Kay*®
Liquid Foundation Brush, \$14



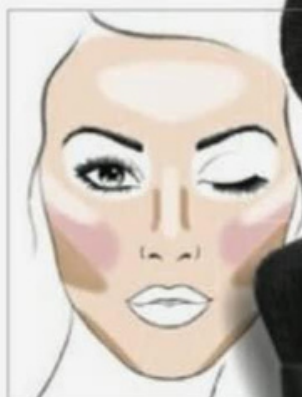
NEW! *Mary Kay*®
Powder Foundation Brush, \$14

THREE TECHNIQUES IN ONE CHEEK BRUSH

1. Contour: Place your thumb in the indentation on the Cheek Brush ferrule, and then gently compress the bristles with your fingers. Maintaining a light grip, apply crème-to-powder foundation in the hollows of cheeks, at the jawline and on the sides of the nose. Then release your grip, and use the elongated top bristles to blend.

2. Blush: Using the center of the Cheek Brush, apply blush to the apples of your cheeks, holding the brush at a 45-degree angle and blending upwards.

3. Highlight: Using the longer bristles of the Cheek Brush, apply highlighter to the tops of cheekbones, bridge of the nose and forehead.



The *Mary Kay*® Cheek Brush
is part of the NEW *Mary Kay*®
Essential Brush Collection, \$55.



1. Contour

2. Blush

3. Highlight

ENDLESS EYE LOOKS

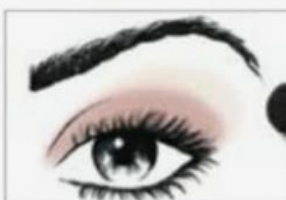
1. Sweep eye shadow across the eyelids. Use a light shade to highlight at the brow bones.*

2. Starting from the outer corners of the eyes, sweep inward along the creases. Or pat or stamp color directly into the creases before blending to diffuse lines.

3. Use short, sweeping motions to apply eye color from the outer edges of the upper lashlines, inward. Repeat with lower lashlines.

Add a lighter eye color as a highlight at the inner corners of the eyes.

Use short strokes to softly smudge eyeliner for a smoky effect.*



1. *Mary Kay*® All-Over Eye Shadow Brush



2. *Mary Kay*® Eye Crease Brush



3. *Mary Kay*® Eye Smudger Brush

Eye brushes are also part of the
NEW *Mary Kay*® Essential
Brush Collection. \$55.

*It is recommended to use *Mary Kay*® Brush Cleaner between shade applications.

Our PRODUCT MARKETING GROUP SAYS,
Everyday use of brushes can accumulate all kinds of makeup and oil absorbed from your skin. The Mary Kay® Brush Cleaner is a great quick fix to refresh brushes and clean them without rinsing!



Wipes away makeup residue and build-up from natural and synthetic brushes.

Provides effective cleansing of brush hair between weekly deep cleansing and leaves brushes smelling fresh.

Conditions bristles to help care for your investment.

Gentle, fast-drying formula won't damage brushes and allows them to dry to their original shape



FACT: Keep your brushes looking even better by cleansing weekly with a mild cleanser and warm water and by storing brushes in their case when not in use.

Foundations



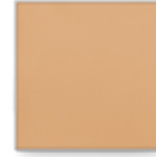
CC Cream Sunscreen SPF 15*, "Complexion Corrector," acts like makeup to instantly correct complexion imperfections while formulated like skin care to help nurture skin's beauty tomorrow. So remarkably lightweight, you'll look naturally flawless as if wearing nothing at all.



Timewise 3D Foundations: Exclusive IntelliMatch™ Technology and patent-pending Age Minimize 3D™ Complex.

Matte: long-lasting, matte finish. 12 hours of oil control, Humidity- and sweat-resistant

Luminous: luminous finish, 12 hours of moisturization, Humidity- and sweat-resistant



Crème to Powder Foundation:

Stays true and appears fresh for 12 hours.

16 shades in a true-to-you matte finish.

Heat and humidity resistant.

Buildable coverage that glides on as a lightweight cream and dries to a soft, powdery finish.

Tools

Most Coverage



Our most densely packed brush applies foundation evenly in just one swipe.

Masterfully crafted synthetic bristles allow just-right pickup of liquid and cream formulas.

Unique handle provides excellent control for a quick and flawless finish, allowing you to achieve professional performance at home.

Medium Coverage



Build desired coverage even around the curves of your face.

Synthetic bristles hold the perfect amount of liquid foundation.

Angled flat top allows for foundation application directly to the brush.

Brush shape blends foundation in hard-to-reach areas of the face.

Sheer Coverage



This versatile, reusable tool can help you achieve a flawless finish.

Easy-to-grip ergonomic design and custom dual edges.

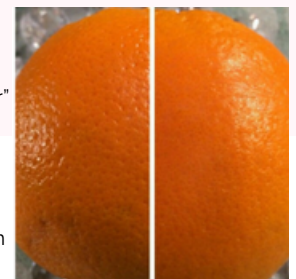
Flat end is perfect for blending larger areas. Pointed tip is designed for hard-to-reach areas such as under the eyes.

Unique open-cell structure is designed to absorb water and less product. Can be used dry or damp. Gently squeeze out excess water.

Foundation Primer

Foundation Primer:

- Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15* acts as an invisible "buffer" that not only fills in imperfections, but also acts like a "magnet" to give your foundation real staying power. Applied after moisturizer, the lightweight gel glides on effortlessly and dries quickly, and is formulated to diffuse light which helps reduce the appearance of fine lines, wrinkles and pores. Plus, the formula is not only oil-free, but also contains an ingredient that absorbs excess oil as an added bonus. It also provides a layer of broad-spectrum SPF 15* sun protection!
- Squeeze a pea sized amount onto fingertips and blend in a circular motion everywhere your foundation will be applied.



Without Primer With Primer

Foundation Formula Benefits

Skin Type	Foundation Recommendation	Finish	Benefits
Normal/Dry	TimeWise® Luminous 3D Foundation	luminous/dewy	<ul style="list-style-type: none"> Provides a long-lasting, luminous finish Delivers 12 hours of moisturization Humidity- and sweat-resistant formula Includes the Age Minimize 3D™ Complex Skin looks instantly brightened and foundation looks fresh all day Contains light-reflecting minerals plus jojoba for lasting comfort Won't settle into fine lines
Combination/Oily	TimeWise® Matte 3D Foundation	matte	<ul style="list-style-type: none"> Provides a long-lasting, matte finish Delivers 12 hours of oil control Humidity- and sweat-resistant formula Includes the Age Minimize 3D™ Complex
All skin types	Endless Performance™ Crème to Powder Foundation	matte	<ul style="list-style-type: none"> Stays true and appears fresh for 12 hours Keep that freshly-applied look even when temperatures rise Heat- and humidity-resistant Transfer-resistant and won't rub off or streak Non-drying, velvety-feeling formula
All skin types	Mineral Powder Foundation	natural	<ul style="list-style-type: none"> Blends effortlessly for a flawless look Lightweight powder makes lines, wrinkles and other skin imperfections seem to disappear Provides buildable coverage Controls shine Weightless Long-wearing formula is transfer-resistant so it won't fade away by midday Provides the coverage of a foundation with the comfort of a powder Gives a natural or matte finish
All skin types	CC Cream Sunscreen Broad Spectrum SPF 15*	natural	<ul style="list-style-type: none"> Delivers eight benefits in one step: protects, brightens, corrects, minimizes redness, conceals, hydrates, reduces visible signs of aging, and defends

*Over the Counter Drug Product

Foundation Chart

1 of 5

FOUNDATION CHART IVORY SKIN TONE

TimeWise 3D Age-Fighting Foundations	PREVIOUS TimeWise Foundations Luminous-Wear (Luminous or Dewy Finish) or Matte-Wear (Satin Matte Finish)	Medium-Coverage Foundation (Matte Finish)	NEW! Silky Setting Powder	CC Cream (Satin Finish)	Endless Performance Creme-to-Powder Foundation (Satin Matte Finish)	Sheer Mineral Pressed Powder (Matte Finish)	Concealer
Ivory C 100	Ivory 1	No Match	Light Ivory	Very Light	No Match	Ivory 1	Light Ivory
No Match	Ivory 2	No Match		Very Light	Ivory 1	Ivory 1	Light Ivory
Ivory W 120 Ivory N 140	Ivory 3	104	Light-Medium Ivory	Very Light	Ivory 1	Ivory 1	Light Ivory
Ivory W 150	Ivory 4 * Muted Tone	100	Medium Ivory	Very Light	No Match	Ivory 2	Light Ivory
Ivory W 130/ Ivory W 150	Ivory 5	200	Light-Medium Ivory/ Medium Ivory	Very Light	Ivory 2	Ivory 2	Deep Ivory
Ivory N 160	Ivory 6 * Muted Tone	204	Medium Ivory	Very Light	Ivory 3	Ivory 2	Deep Ivory
Ivory N 160/ Beige C 110/ Beige C 120	Ivory 7	No Match	Deep Ivory or Light Beige	Very Light	Ivory 4	Ivory 2	Deep Ivory

Key

/ = Or

— = Between (can wear either color)

& = Mix Two Shades together

C = Cool = Pink/Warm Brown

W = Warm = Yellow/Olive/Warm Yellow

N = Neutral = Muted, Not noticeably
Pink or Yellow

*NEW Shades w/no conversion: Ivory C 110

Ivory C 110 is lighter than Ivory 3 in Classic TimeWise Foundation, but the closest match. Use the Ivory 3 line for the chart that shows which powder, concealer etc.

NEW! Silky Setting Powder - Use Light Ivory

Foundation Chart

Lori Hogg

FOUNDATION CHART BEIGE SKIN TONE

TimeWise 3D Age-Fighting Foundations	PREVIOUS TimeWise Foundations Luminous-Wear (Luminous or Dewy Finish) or Matte-Wear (Satin Matte Finish)	Medium-Coverage Foundation (Matte Finish)	NEW! Silky Setting Powder	CC Cream (Satin Finish)	Endless Performance Creme-to-Powder Foundation (Satin Matte Finish)	Sheer Mineral Pressed Powder (Matte Finish)	Concealer
Beige W 100	Beige 1	No Match	Medium Ivory	Light-to-Medium	Ivory 2/ Beige 1	Ivory 2 / Beige 1	Light Beige
Beige W 100	Beige 2	Closest Match Beige 300 Has More Yellow Pigment	Medium Ivory	Light-to-Medium	Beige 1/ Beige 2	Beige 1	Light Beige
Beige C 140	Beige 3	Beige 304	Deep Ivory/ Light Beige	Light-to-Medium	Beige 2/ Ivory 5	Beige 1	Light Beige
Beige N 150	Beige 4 * Muted Tone	Beige 300/302 But Less Yellow	Light Beige	Light-to-Medium	Ivory 5	Beige 1	Light Beige
Beige W 180/ Beige N 190	Beige 5	Beige 302	Light-Medium Beige	Medium-to-Deep	Beige 2/ Beige 3	Beige 1 / Beige 2	Light Beige
Beige N 190/ Beige N 200	Beige 6 * Muted Tone	Beige 400/402 But Less Yellow	Light-Medium Beige/	Medium-to-Deep	Beige 4/ Beige 5	Beige 1 / Beige 2	Light Beige/ Mix Light & Deep Beige/ Deep Beige
Beige N 200/ Beige N 210/ Bronze 110	Beige 7	Beige 402	Light-Medium Beige/ Light-Medium Beige/ Deep Beige	Medium-to-Deep	Beige 5	Beige 2	Deep Beige
Beige C 220	Beige 8	No Match	Deep Beige	Medium-to-Deep	Beige 6	Beige 2	Deep Beige

Key

/ = Or

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& = Mix Two Shades together

C = Cool = Pink/Warm Brown

W = Warm = Yellow/Olive/Warm Yellow

N = Neutral = Muted, Not noticeably Pink or Yellow

- NEW Shades w/no conversion: Beige C 130, Beige W 160, Beige C 170

NEW! Silky Setting Powder - Use Light Beige

- Previous PINK undertones were Beige 3 & 8. Gaps have been filled with NEW 3D Foundations - no need to mix anymore!

- Beige C110 is darker than Ivory 7 but lighter than Beige 3 of Classic TW formula. Use Ivory 3 row.

- Beige C120 is closest to Beige 3 (Classic TW) than Ivory 7 (Beige C110). If C110 is too light, move to C120. Use Beige 3 row.

- Beige C130 is an exact match for Beige 2 in Classic TW. Listed as a pink but has very yellow undertone. Use Beige 2 row.

- Beige W160 is the closest match to Beige 4 in Classic TW. Use Beige 4 row.

- Beige C170 has a Pink tone and is between Beige 3 and Beige 8 in Classic TW. Mix the two and you get C170. Use Beige 3 row.

Foundation Chart

Lori Hogg

FOUNDATION CHART BRONZE SKIN TONE

TimeWise 3D Age-Fighting Foundations	PREVIOUS TimeWise Foundations Luminous-Wear (Luminous or Dewy Finish) or Matte-Wear (Satin Matte Finish)	Medium-Coverage Foundation (Matte Finish)	NEW! Silky Setting Powder	CC Cream (Satin Finish)	Endless Performance Creme-to-Powder Foundation (Satin Matte Finish)	Sheer Mineral Pressed Powder (Matte Finish)	Concealer
Bronze W 120	Bronze 1	Bronze 500	Light Bronze	Medium-to-Deep or Deep	Beige 6/ Bronze 1	Beige 1 / Bronze 2	Light Bronze
Bronze W 130	Bronze 2	Bronze 504	Light Bronze	Deep	Bronze 1/ Bronze 2	Bronze 1	Light Bronze
Bronze W 140	Bronze 3	Bronze 507	Light-Medium Bronze	Deep	Bronze 2	Bronze 1	Light Bronze
Bronze W 140	Bronze 4	No Match	Light-Medium Bronze	Deep	Bronze 2/ Bronze 3	Bronze 1	Light Bronze
Bronze C 160	Bronze 5	Bronze 607	Light-Medium Bronze	Deep	Bronze 3	Bronze 2	Light Bronze
Bronze W 150	Bronze 6	Bronze 600 Less Yellow	Light-Medium Bronze	Very Deep	Bronze 4	Bronze 2	Light Bronze/ Mix Light & Deep Bronze/
Bronze C 170	Bronze 7	Bronze 607 = Less Orange Tone, Warm Yellow	Medium Bronze	Very Deep	Bronze 4/ Bronze 5	Bronze 2	Deep Bronze
Bronze C 170	Bronze 8	Bronze 708	Medium Bronze	Very Deep	Bronze 5	Bronze 2	Deep Bronze

Key

/ = Or

— = Between (can wear either color)

& = Mix Two Shades together

C = Cool = Pink/Warm Brown

W = Warm = Yellow/Olive/Warm Yellow

N = Neutral = Muted, Not noticeably
Pink or Yellow

*NEW Shades w/no conversion:

Bronze W 100, **NEW! Silky Setting Powder - Use Deep Beige**

Bronze C 180, **NEW! Silky Setting Powder - Use Medium Bronze**

- Bronze W100: If Beige 8 was too light and Bronze 1 is too dark, use Bronze W100. Use Beige 7 row.

- Bronze W110 is a Neutral undertone. If Beige 7 is too light (Beige N 210), use Bronze W110. Due to the Neutral undertone, it is lighter than Bronze W100. Use Beige 7 row.

- Bronze C 180: If Bronze 8 was too light, use the C180. Use Bronze 8 row. **NEW! Silky Setting Powder - Use Deep Bronze**

Undertone Chart

Category	Cools	Warms	Neutrals
Ivory	Ivory C 100		
	Ivory C 110		
	Ivory C 120		
		Ivory W 130	
			Ivory N 140
		Ivory W 150	
			Ivory N 160
Beige		Beige W 100	
	Beige C 110		
	Beige C 120		
	Beige C 130	Beige C 130	
	Beige C 140		
			Beige N 150
		Beige W 160	
	Beige C 170		
		Beige W 180	
			Beige N 190
			Beige N 200
			Beige N 210
	Beige C 220		
Bronze		Bronze W 100	
		Bronze W 110	Bronze W 110 (semi-neutral)
		Bronze W 120	
		Bronze W 130	
		Bronze W 140	
		Bronze W 150	
	Bronze C 160		
	Bronze C 170		
	Bronze C 180		

How to Match Foundation

Skin Tone vs. Undertone

Skin tone is the color of your skin that you can see, which we describe as ivory, beige or bronze. Ivory is the lightest skin color, whereas bronze is the darkest. Your skin tone can change, especially when it is exposed to the sun.

Undertone is the color in your skin that you can't see. This hidden color will determine if your skin is cool, neutral or warm. When skin is described as having cool undertones, it means the skin has more pink and blueish undertones. Skin with warm undertones has more yellow in it. When a person has a neutral undertone, it is a mixture of both warm and cool undertones, and you may not be able to tell which one outweighs the other. Unlike skin tone, undertones do not change.

Additionally, if someone has a skin condition, such as rosacea, it makes her skin tone look pink on the surface. It does not necessarily mean that she has cool undertones. Another thing to remember when identifying undertone is that any skin tone can be cool, warm or neutral. Therefore, you won't always be able to determine someone's undertone just by looking at her, which is why it's important to ask your customer how her skin reacts to the sun. The images below illustrate a range of ivory, beige and bronze and a variety of shades and undertones within those skin tones.

In 3 easy steps identify a customers undertone by asking the following questions:

While in the sun do you:

1. Burn easily and hardly/don't tan = if yes most likely pink
2. Burn then turn to a tan = if yes most likely warm
3. Rarely burn and tan in sun easily = if yes most likely neutral

	COOL	NEUTRAL	WARM
If she burns or turns red easily	✓		
If her skin tone stays the same all year	✓		
If she sometimes burns, but her skin tone deepens afterward		✓	
If she rarely burns			✓
If her skin tone deepens throughout the summer			✓
If you are unsure		✓	

Undertone	PINK	YELLOW	OLIVE	GOLDEN ORANGE	WARM BRONZE
Celebrities & their foundation shades(s).					
	Nicole Kidman	Kate Hudson	Jessica Alba	Mindy Kaling	Oprah Winfrey
Skin reaction in the sun	Gets pink/red and/or burns easily in the sun.	Gets pink and THEN it tans.	Tans in the sun.	Get a deeper shade of orange.	Gets a deeper shade of bronze.

Foundation Matching



Before After

When using the TimeWise 3D Foundations, you will notice that the same shades in the Matte & Luminous will look like completely different shades.

They are, in fact, the same shades. They actually match to the "T." (I promise you, I've experimented on hundreds of people and am 100% confident that they DO MATCH.)

What happens is...they oxidize at different times. The Matte foundations are more "air-activated," meaning they take a little bit longer to turn to its true shade. Get it on the face as quickly as possible.

Luminous are TRUE TO TONE right out of the tube, and will be a few shades darker than the Matte at FIRST. There's NO oxidizing time needed. Matte will always come out lighter and have a visual color difference of at least 3-4 shades, but will eventually catch up & match to a "T."

Matte needs anywhere from 30 seconds - 1 minute to catch up to Luminous. Oily girls will take 20-30 seconds to come to its truest shade. Drier girls take a bit longer.

Matte absorbs light instead of reflects it. Luminous reflects light.

An easy fix so you don't get flustered trying to wait for the shade to oxidize is to match with Luminous so you can find the shade without having to wait, but obviously if your client's preference is Matte, then give her that shade in the Matte.

SHOUT
OUT



If being outdoors and/or tanning is part of a customer's routine, they may need 2 different shades of foundations throughout the year. Also, when someone gets more tan or darker, follow their undertone along the foundation chart to suggest their new shade of foundation.

Concealers & Under Eye Corrector

Cream Color Brush

The Mary Kay® Cream Color Brush blends cream formulas onto the areas of your face that are trickiest to reach.

Applies in a natural, fingertip-like finish. Works with Mary Kay® Cream Eye Color, Mary Kay® Undereye Corrector and Mary Kay® Perfecting Concealer. Flat side and precise tip can be used for dual purposes.



How To Use



Using CC Cream, liquid foundation, concealer, or the under eye corrector, use the cream color brush to apply under the eye area and from the corner of the eye to the edge of the brow to "clean" the eye look.



Apply Perfecting Concealer and Undereye Corrector after applying foundation. You'll use less as your foundation product will give some coverage. Apply with the doe foot applicator, then gently pat/blend with your finger, the Blending Sponge or our Cream Color Brush.

How to Use Concealer

written by International Makeup Artist Lori Hogg

To get the **MOST** coverage from your concealer, **MINUS** the look of too much concealer:

Take your Mary Kay Concealer and roll the sponge tip on the back of your hand. This should allow product to come OFF the wand and on to your hand.

Now REPEAT with the Mary Kay Under Eye Corrector.

Mix the two colors together with your finger or preferably the end of a brush. (use the end with no hairs)

Now apply **EVENLY** under the Eye area

This is the mix to get the **STRONGEST** coverage for Dark Circles without causing aging skin.

Additional TIP... Mist Finishing Spray on your Concealer Brush to blend product in..



**SHOUT
OUT**

THIS CONCEALER IS USED TO IMPROVE THE LOOK OF SKIN DISCOLORATION, BLEMISHES, AND MINOR IMPERFECTIONS TO CREATE A FLAWLESS FINISH

Under Eye Corrector

Help wake up tired-looking eyes with *Mary Kay®* Undereye Corrector. It's specifically designed for undereye use. Peach-toned concealer is the current industry standard for addressing bluish-purple circles beneath the eyes.

The *Mary Kay®* Undereye Corrector works for skin tones ranging from light ivory to deep beige. For bronze and deep bronze skin, it is recommended to use matching skin-tone concealer to neutralize dark shadows.

To Apply:

- Use doe-foot applicator to place one to three dots of undereye corrector on the skin under eyes, depending on how much is needed to cover the area.
- Use the *Mary Kay®* Cream Color Brush† or your finger to gently pat the corrector into place.
- Be sure to use a dabbing motion instead of a swiping motion, which can actually remove corrector. Dabbing to blend helps create a smooth, flawless finish.
- Follow by applying *Mary Kay®* Perfecting Concealer on top of undereye corrector, using the same technique.



How to Use Undereye Corrector

written by International Makeup Artist Lori Hogg

- Take your Mary Kay Concealer and roll the sponge tip on the back of your hand. This should allow product to come OFF the wand and on to your hand.
- Now REPEAT with the Mary Kay Under Eye Corrector.
- Mix the two colors together with your finger or preferably the end of a brush. (use the end with no hairs)
- Now apply EVENLY under the Eye area

This is the mix to get the STRONGEST coverage for Dark Circles without causing aging skin.

Additional TIP... Mist Finishing Spray on your Concealer Brush to blend product in.



Finishing Spray

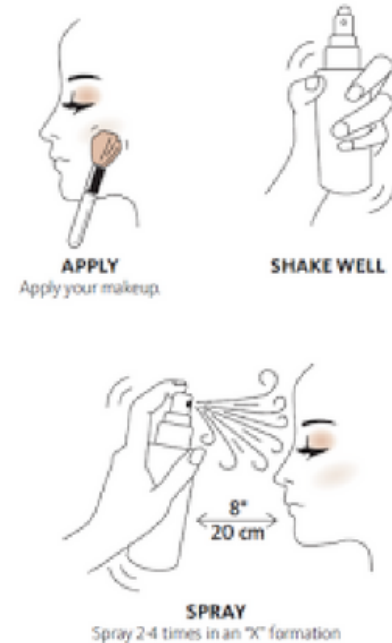
Anytime you need help avoiding makeup meltdown, a couple of spritzes of Mary Kay® Makeup Finishing Spray by Skindinävia will have you “set.”

Use it for weddings, job interviews, along day followed by a night out, you're just too busy to worry about your makeup. It feels completely breathable and works on any skin type, even oily skin.

So give your makeup the staying power to last up to 16 hours when nothing less than picture perfect will do.



How To Use



Translucent or Setting Powder

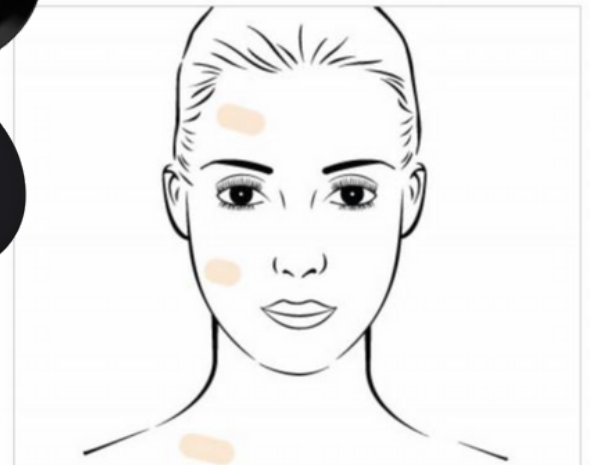
ALL-OVER POWDER BRUSH

Plush, full, domed bristles are designed to help pick up and evenly distribute just the right amount of face powder or bronzing powder.

Bonus: This brush also can be used to apply bronzer to the face and to larger areas, such as the décolleté.



How To Use



Sheer Mineral
Pressed Powder

Sweep brush in translucent powder, tap to remove excess product, then sweep gently in circular motions in desired areas. Use for setting foundation, blending, or touch-ups.

Setting Products



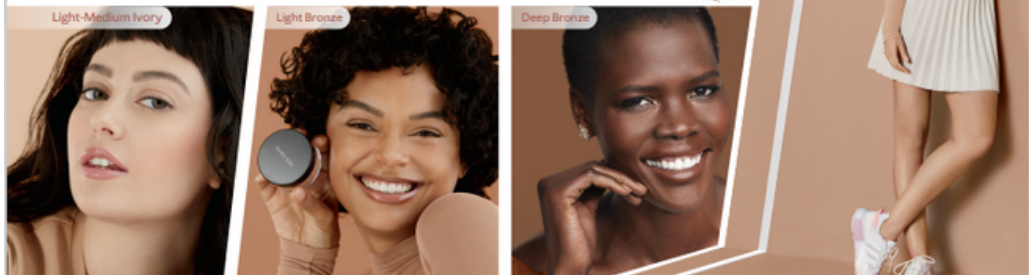
GIVE YOUR LOOK STAYING POWDER!

INTRODUCING NEW *Mary Kay*® Silky Setting Powder, \$20 each

Now it's easier than ever to experience the ultimate in powder perfection with *Mary Kay*® Silky Setting Powder. This makeup multitasker helps even skin tone and blur minor imperfections while providing a matte finish that smooths your appearance and minimizes shine.

The innovative formula includes a plant-based emollient to deliver whisper light softness while helping to minimize dryness and flakiness.

Plus, 12 natural-looking shades give you the ability to subtly color-correct for a more even appearance.



MARY KAY

CAMERA-READY CONFIDENCE

Embrace #NoFilter selfies and video calls with a hint of tint and a natural-looking, soft-focus effect. Whether your skin is as fair as ivory, beautifully bronze or a gorgeous complexion in between, **NEW *Mary Kay*® Silky Setting Powder** has a silky shade for you.

ONE PRODUCT, TWO WAYS

Wear it alone as a subtle complexion enhancer when you're feeling a "less is more" vibe or over your favorite foundation or CC Cream to set your look. You'll love how it blends effortlessly to enhance the look you love.

HOW TO APPLY

Brush Up for All-Over Application.

- With the lid on, gently shake the *Mary Kay*® Silky Setting Powder jar to disperse.
- Remove the lid, and lightly swirl your *Mary Kay*® All-Over Powder Brush into the powder, then tap off the excess.
- Apply first to the center of your face and work your way out toward the hairline and jawline, blending well.

***Mary Kay*® All-Over Powder Brush, \$16**



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10-204180 11/21 PRINTED IN U.S.A.

Mary Kay® Silky Setting Powder in 12 Natural-Looking Shades

- Designed to extend your makeup wear, this innovative formula delivers the setting benefits you want.
- A plant-based emollient contributes to a silky, whisper-light softness for increased comfort, decreased dryness.
- Reflecting the next generation in high-performance powders, modern pigments reflect global diversity and complement the full range of *Mary Kay*® flawless face products.
- Shades blend beautifully with *TimeWise*® Matte 3D Foundation or *TimeWise*® Luminous 3D Foundation, *Mary Kay*® CC Cream Sunscreen Broad Spectrum SPF 15,* as well as other flawless face products *Mary Kay* offers.

How to apply:

With the lid closed and sifter open, gently shake the powder jar. Remove the lid, and lightly dip and swirl your brush into the powder. Gently tap to remove excess, and apply all over the face, starting at the center of the face and blending outward for a polished look.

*Over-the-counter drug product



Whats the Difference?

Have you ever wondered the difference in using the Finishing Spray and the Translucent Powder?
Well, I'm so glad you asked.



Finishing Spray is used to set the makeup and removes the over-powdered look. It helps keep oily women matte and keeps dry women hydrated throughout the day! It helps the makeup stay put and look fresh all day long!

Translucent Powder is a sheer, colorless setting powder with Mica and Silica in it. These additives help give a satin feel to the skin and keep oil at bay better than any powder out there!!

If you wear Powder Foundation, you DO NOT need to use Translucent Powder. Yes, I said it.

Translucent Powder works with Liquid and Cream foundations! If you use Powder Foundation, you already have the oil control going on. Adding translucent is too much powder. You can lightly powder around your eyes with Translucent Powder to set concealer and use Powder Foundation over the rest of the face. DO still use the Finishing Spray!
Remember, NO BAKING (unless it's cookies)!

ANY SKIN TONE can wear the Translucent Powder! It's every woman's perfect shade! Use with a Powder Brush OR the Mineral Powder Foundation Brush. No need to layer it on. No more worrying if your powder is causing your face to look orange or dark throughout the day!

Translucent Powder is so refined that it smokes instead of dusts.
Take a brush and dip into the powder. Tap brush on edge of a counter and you will see smoke instead of huge makeup dusts, proving how fine the powder is.

YES! YOU CAN and SHOULD USE Translucent Powder, then spray with the Finishing Spray!

**SHOUT
OUT**



Where are my DRY SHAMPOO girls?? Did you know you can also use your Translucent Powder as a dry shampoo if you get in a pinch or need to travel light?? You can combat minor-level oil by dusting a little bit of translucent powder along your part and into your roots. It soaks up oil just as well as dry shampoo, and because it's so fine and sheer, you won't end up with any weird white residue left behind.



Foundation Hacks

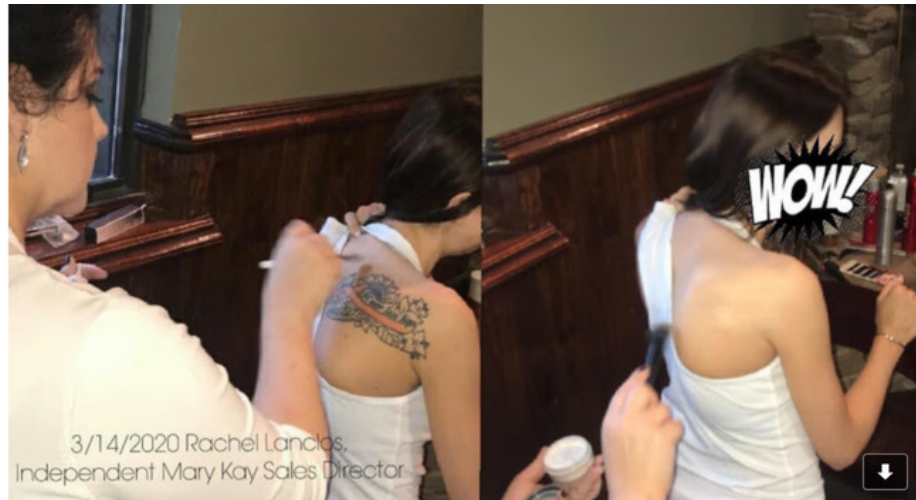
Covering a Tattoo Using MK Products by International Makeup Artist Lori Hogg

Believe it or not, I get this question A LOT! How do I cover a tattoo? Whether you are helping a bride on her wedding day or someone else who needs their tattoos covered temporarily, I'm going to show you how! I did this video a couple years ago showing how to cover a tattoo using ONLY Mary Kay products.

NOTE: This was before the Undereye Corrector came out, so just switch that out for the #3 Facial Highlighting Pen I talk about in the video.

Products you will need:

- Foundation Primer
- Undereye Corrector
- Creme to Powder Foundation
- Finishing Spray
- Translucent Powder
- Silky Setting Powder Foundation (optional)



Covering a Scar Using MK Products by International Makeup Artist Lori Hogg

To cover a SCAR, apply primer to clean skin. Use a little more than normal focusing on the scar. Let it dry a little. Now use a cotton ball (or loose Q-tip) and dab on top of the primer. Use a small amount of loose powder to set it.

This gives the makeup a little extra to grab onto. Now apply your makeup.

Be extra gentle around the area of the scar so not to move the primer.

Makeup doesn't stick to scars because they are soft and have lost their pores. The primer helps create a texture the foundation or concealer can stick to. No matter the shape, size or color, this should help lessen the appearance of any scar!



Cheeks

CHEEK BRUSH



This multitasker features a 3-in-1 shape designed to help you enhance, sculpt, and highlight cheekbones without leaving harsh lines behind.

Bonus:
Use for Bronzer & Highlighter!

How To Use



Apply blush to the apples of your cheeks using the angled side of the brush.

Use the long, tapered edge for contoured look and shorter edge when applying highlighter.

IVORY Skin Tones

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



BEIGE Skin Tones

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



BRONZE Skin Tones

Blush shades with bronze tones in them will look natural and healthy.



Go With the Glow.

Once you've mastered the basics, you'll want to play with contouring and highlighting. *Mary Kay Chromafusion™* Highlighter and Contour get glowing reviews for adding a ray of sunshine and radiance to a look. The shades build and blend with ease, from a touch of shyness to dramatic definition. And they could brighten your sales!

Mary Kay Chromafusion™ Contour and Highlighter

Contour can be used to create an all-over glow for a lit-from-within warmth. Easy contouring comes via light or dark matte tones that blend with skin for seamless shadowing. Buildable color sculpts and defines features. Lifeproof formula provides pure color that stays true all day, from work to workouts and beyond.

To Apply:

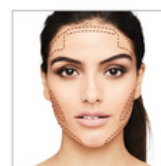
Sweep below cheekbones or along the nose to create definition, or apply to temples or jawline to contour the face.

Where to apply blush and highlighter:

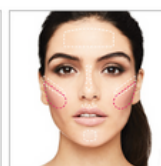
Highlighter is like perfect lighting in powder form. Two highlighter shades give your complexion a boost of luminosity.

To Apply:

Sweep on top of cheekbones to give a subtle, "lifted" appearance to cheeks where light typically touches the face.



WHERE TO
APPLY CONTOUR



WHERE TO
APPLY BLUSH

FIND THE PERFECT BLUSH TONE FOR YOUR OWN SKIN!

JUST PINCH YOUR CHEEKS...AND THE COLOR THAT YOUR FACE NATURALLY FLUSHES WILL BE THE BEST BLUSH TONE FOR YOUR SKIN!

Cheeks, Highlight & Contour



OVAL FACE

- Apply contour under your cheekbones to sculpt and define your bone structure
- Apply blush on the apples of your cheeks, and sweep toward your temples.
- Create symmetry in your proportions by applying highlighter to your forehead and chin.



ROUND FACE

- Elongate your face by applying contour along your temples, under your cheekbones and along your jawline.
- Sweep on blush at a 45-degree angle from your cheeks toward your temples.
- Apply highlighter to the center of your forehead and the tip of your chin



HEART-SHAPED

- Sweep contour along the corners of your forehead and in the hollows of your cheekbones to emphasize bone structure. Add a touch of contour beneath your chin to make it appear softer.
- Apply blush to the apples of your cheeks.
- Apply highlighter to the center of your forehead and on top of your cheekbones and the center of the chin.



LONG FACE

- Apply contour to the tip of the chin and along hairline to create balance at the longest part of your face.
- Apply blush in horizontal swipes to widen the look of your face.
- Sweep highlighter in the middle of your forehead, the tops of your cheeks and under your lower lip



SQUARE FACE

- Apply contour on both sides of your forehead, along the corners of your jawline and under your cheekbones to elongate your face.
- Soften your jawline by applying blush in small circles, focusing on the apples of your cheeks.
- Sweep highlighter in the center of your forehead, the tip of your chin and atop your cheekbones

CHEEK BRUSH CHEAT SHEET



HIGHLIGHTER



BLUSH



CONTOUR

Eye shapes



Standard Eye

Eyes that are about one eye width apart.

Apply Shade 1 to the brow bone, Shade 2 on the eyelid, and Shade 3 at the crease. Remember to blend shades seamlessly while maintaining the definition created by the three shades.



Wide-Set Eyes

Eyes that are more than one eye width apart.

To help eyes appear closer together, apply Shade 1 to the outer brow bone and Shade 2 on the eyelid. Apply Shade 3 to inner corner of the eye instead of the outer corner and extend up to the eye brow. Then apply the same shade to the entire lower lashline.



Close-Set Eyes

Eyes that are less than one eye width apart.

To help the eyes appear further apart, apply Shade 1 to the brow bone and Shade 2 to the eyelid. Apply Shade 3 to the outer corner of the eye in a softly blended triangle shape. Blend the same shade along the outer third of the lower lashline.



Hooded Eye

Eyes with an eyelid that is not readily seen.

To add dimension to the eyes and give the illusion of a deeper eye crease, apply Shade 1 to the eyelid. Apply Shade 3 along the top of the entire length of the eye crease and blend upward almost to the brow. Then apply Shade 2 along the brow bone instead of the eyelid.



Deep-Set Eye

Eyes that are set deep with a prominent brow bone

Apply Shade 3 to the entire eyelid and on the outer third of the lower lashline. Trace a line from the inner corner of the eye crease to the brow bone with Shade 2. Apply Shade 1 just above Shade 2 and to the inner corner of the eye.

SHOUT OUT



Using a highlight on the brow bone that's WAY too light for your skin can make the Brow Bone look puffy and increase the look of hooded eyes. Keeping your highlight skin-toned (Sandcastle is a GREAT choice for beige skin) or going one shade lighter will enhance the eye and minimize the attention to the area! Stay away from shimmer in this area. We do NOT want our brow bone Highlight to be the main feature on the face!

Eyes- Highlight Color

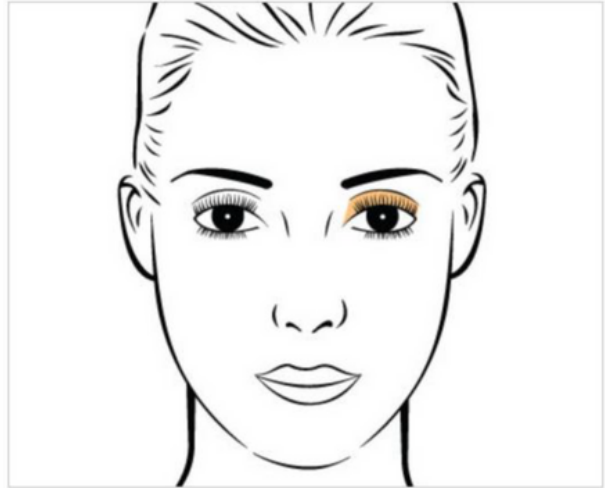
All-Over Eye Shadow Brush

A medium-sized tapered shape helps this brush fit naturally into the eyelid's delicate contours.

Flexible bristles make quick work of blending to help diffuse edges.



How To Use



Sweep brush across your lightest shade of eye shadow, tapping off excess before application. Sweep color across the eyelid. Also use to highlight at the brow bone.

Midtone

EYE CREASE BRUSH

Flexible, with an angled tip, this brush is designed to fit within the contours and crease of the eyelid to add professional dimension to your eye look.



How To Use



Sweep across mid-tone eyeshadow, tapping off excess. Starting from the outer corner of the eye, sweep inward along crease or pat color directly into crease before blending.



Accent Color

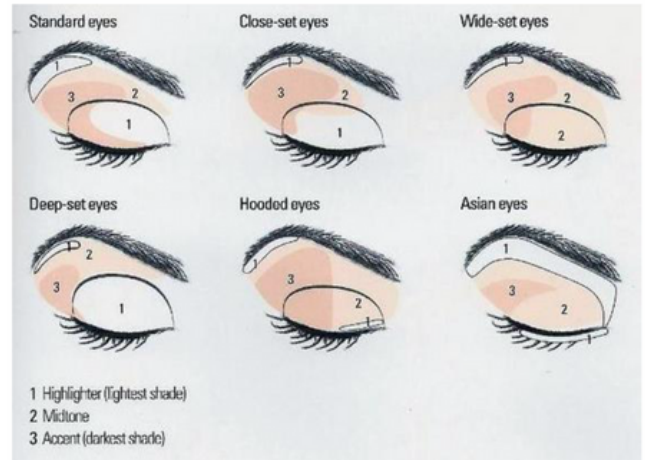
EYE SMUDGER BRUSH

A dense, tapered tip is designed to help you create detailed accents. It allows you to smudge at the lash line to achieve a covetable smoky look and helps add detail in hard-to-reach places.

Bonus: With eye line, use short strokes to softly smudge eyeliner and achieve a smoky effect.



How To Use



With deepest color, use short sweeping motions to apply from outer edge of upper lash line, inward. Repeat with lower lash line. Brush also can be used to highlight at the inner corner of the eye with your lightest shade.

Blending

All-Over Eye Shadow Brush

Using your all-over eye color brush, lightly blend the edges where the shades meet.

Remember: DO NOT make large strokes and “mix” all the colors together.

How To Use



Eyeshadow 101



The Beginner Eyelook

Step One: Apply Eye Primer all over the lid and then add Biscotti eye shadow from eyelid to brow bone



Step Two: Apply Burnished Bronze eye shadow with the Mary Kay® All-Over Eye Shadow Brush starting at the lashline and blend to just above the crease, intensifying it as necessary to define the eye shape.



Step Three: Apply MK Deep Brown or MK Black eyeliner to upper lashline and soften by applying Burnished Bronze over eyeliner with the Mary Kay® Eyebrow/Eyeliner Brush.



Step 4: Finish with your Choice of Mascara



The Easy Smokey Eye

Step One: Apply Eye Primer all over the eyelid then add Starry Night eye shadow to the eyelid with the Mary Kay® All-Over Eye Shadow Brush and to the lower lashline using the Mary Kay® Eyebrow/Eyeliner Brush.



Step Two: Line lower and upper lashlines with MK Black eyeliner.



Step Three: Set the eyeliner with Onyx eye shadow using the Mary Kay® Eyebrow/Eyeliner Brush, and blend with Starry Night.



Step Four: Highlight the brow bone using Biscotti eye shadow.



Step 4: Finish with your Choice of Mascara

**QUICK
TIP**



You can use this same smokey eye look with pinks, browns, greens & grey The possibilities are limitless!!

Color Combos

Lips	Cheeks	Eyes
Naturally Buff	Wineberry, Rosy Nude, Juicy Peach	Burnished Bronze, Rustic, Moss, Cinnabar, Mahogany
Love Me Pink	Shy Blush, Rogue Rose, Desert Rose	Sweet Plum, Granite, Sunlite Rose, Merlot
Sunset Peach	Rosy Nude, Darling Pink, Hot Coral	Stary Night, Emerald, Rustic, Evening Navy, Cinnabar
Raspberry Ice	Hint of Pink, Darling Pink, Wineberry	Sunlite Rose, Granite, Frozen Iris, Soft Heather, Cashmere Haze
Rosewood	Desert Rose, Wineberry, Golden Copper	Rosegold, Golden Moth, Burnished Bronze, Hazelnut, Espresso
Luminous Lilac	Darling Pink, Wineberry, Rogue Rose	Shiny Penny, Sweet Plum, Sunlite Rose, Soft Heather, Espresso
Haute Pink	Hint of Pink, Shy Blush, Wineberry	Stormy, Frozen Iris, Shiny Penny, Cashmere Haze, Shadow
Spiced Ginger	Shy Blush, Desert Rose, Golden Copper	Rosegold, Rustic, Golden Mauve, Cinnabar, Mahogany
Apple Berry	Rosy Nude, Rogue Rose, Wineberry	Moss, Gold Status, Granite, Hazelnut, Dusty Rose
Scarlet Red	Darling Pink, Juicy Peach, Rogue Rose	Emerald, Moss, Shiny Penny, Cashmere Haze, Hot Fudge
Red Smolder	Desert Rose, Golden Copper, Hot Coral	Shiny Penny, Burnished Bronze, Moss, Cinnabar, Mahogany
Berry Coutur	Hint of Pink, Golden Copper, Hot Coral	Gold Status, Rosegold, Rustic, Dusty Rose, Sandcastle

Lori Hagg



Chromafusion Eyeshadow

Blue Eyes: Peach toned eye shadows bring out ANY blue eyes!

When looking at neutral shadows, go with warmer tones to really set your blue off! If the eye color is more icy blue, stick with cool tones such as purples, soft pinks, pastel tones. If the eye color is more of a deeper blue, royal blue or navy blue, then try a color like Shiny Penny.

Green Eyes: Purples have always been the dominate shadow tones for green eyes. When looking at neutrals, go with a plums or grey browns. Cool neutrals! Green eyes LOVE PINK and red tones like Burnished Bronze/Cinnabar. These tones really set fire to green eyes! Vibrant pinks should be worn with a lighter green eye. Deeper burgundy and reds look so dramatic with a deep green eye.

Brown Eyes: The interchangeable eye! Meaning, the eye color that can wear anything without diluting the color of the eye! Brown eyes LOVE BLUES!! Light blues, dark blues, shimmer blues!! Browns have a tad bit of a warm tone in them so Blue Shadows really pull them out!! Try Midnight Star or Evening Navy

Grey Eyes: follow the rules for Blue eyes

Hazel Eyes: find the dominate color in the hazel and follow above! Use bright bold purples such as Sweet Plum.



Chromafusion Eyeshadows

- **Lifeproof formula that holds for 12 hours**
- **Pigment rich**
- **Created**

Liquid Eyeshadow

Mary Kay Liquid Eye Shadow

Glitz and Glam with Angie



Liquid Eyeshadow is easy to wear, easy to apply, lightweight and pigment-packed. Swipe it across your eyelid for an effortless one-and-done look.

Anyone, any age can wear these Liquid Eye Shadows. You can wear them by themselves for a more natural look or with the chroma fusion eyeshadow for a more glammed up look!

(When going for high drama make sure you have a MATTE shade in the crease and let the eyelid be the DRAMA)

Make her eyes POP!

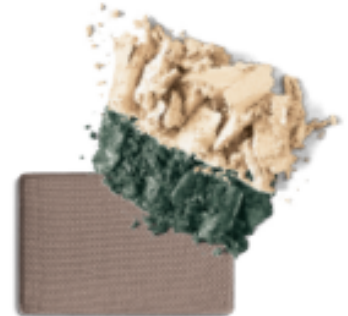
Using an eye shadow that is **opposite** or **complementary** to her eye color is a surefire way to make her eyes POP! Below are some suggestions that can help you help your customers pick *Mary Kay Chromafusion®* Eye Shadow colors that they can wear with oodles of confidence!

BROWN Eyes

Brown is a combination of all three primary colors and the easiest eye color to pair with shadows. Brown eyes can have it all. Go bold!



Highlight: Moonstone
Crease: Frozen Iris
Base: Dusty Rose (Matte)



Highlight: Crystalline
Crease: Emerald Noir
Base: Cashmere Haze (Matte)

BLUE Eyes

The complement to blue is orange. Blue eyes can sparkle when paired with orange-y shadows and those with yellow undertones. Earthy tones and golds are great places to start!



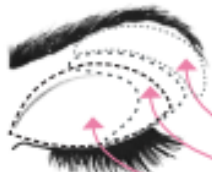
Highlight: Blossom (Matte)
Crease: Shiny Penny
Base: Hazelnut (Matte)



Highlight: Biscotti (Matte)
Crease: Cinnabar (Matte)
Base: Dusty Rose (Matte)

GREEN Eyes

The complement to green is red. Green eyes will pop when paired with shadows that have red undertones or colors that use red to make them. Remember, red and blue make purple!



Highlight: Dusty Rose
Crease: Onyx
Base: Sweet Plum



Highlight: Crystalline
Crease: Rustic
Base: Gold Status

Shimmer 101

by International Makeup Artist Lori Hogg

Shimmer must be worn in the right areas to truly benefit from the product, just like any products/makeup. It's nothing to be afraid of! Each and everyone of us should have a mix of shimmer and matte colors on a daily basis to get the ultimate, most youthful glow! We ALL need a balance! A little bit of matte and a little bit of shimmer!

Shimmer is ageless - it can be bold or soft, glamorous or natural.

Shimmer draws attention to the cheeks and eyes, making the skin reflect light which gives off that beautiful shine.

For more Youthful Skin: Shimmer can give a soft, fresh or natural glow to the skin. It can also be used to bump up your glamor look.

For More Mature Skin: Shimmer give the appearance of fresh, hydrated skin with a healthy, elastic look. It brings attention to the eyes and revives the energetic, awake look to the face, giving a luminous appearance to the skin (what's used on celebrities at red carpet events to give that satin soft glow to the skin).

Here's how to make ANY and ALL Mary Kay Shimmers Ageless:

- NO high shimmers in the crease of the eye. This keeps the shadow from going into unwanted areas.
- Use a matte shadow in the crease!
- Keep the shimmer on the brow bone and on the lid, but be careful with high shimmer on the brow bone, as it can sometimes give a hooded effect.
- No shimmer under the eyes.

Here are places shimmer DOES belong for ALL Ages!

- All over the lid
- Dusted on brow bone
- Apples of cheeks & cheek bones for a healthy glowing effect
- Tear duct of the eye
- C shape of the eye!



**QUICK
TIP**



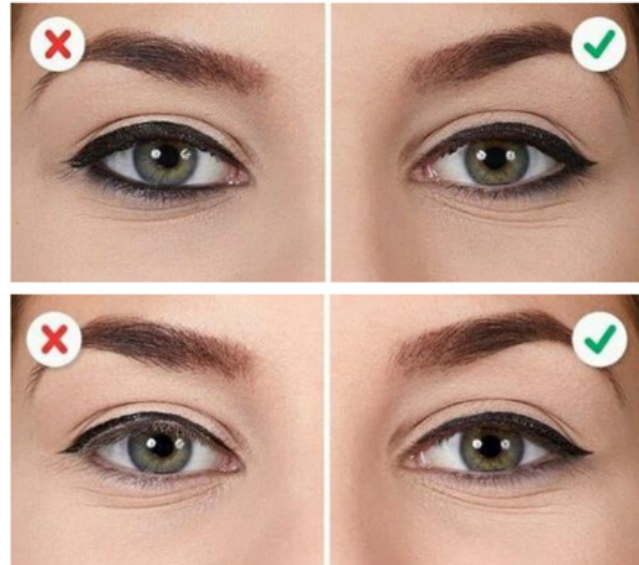
High Shimmer like the NEW Limited Edition Liquid Eyeshadow can be used over eyeshadows and blended out with a brush for a very classic look. If you prefer a more glittery look, simply blend less and focus on more product remaining on your eye.

Eyeliners

You can do the top lid and not the bottom lid, but never do just the bottom lid. Doing just the bottom lid makes you look tired and give the appearance of dark circles.

Also remember to apply your liner in the lash line, not above the lash line or in the water line.

How To Use



- Black
- Steely



- Brown
- Blue



Pencil

Mary Kay® Waterproof Eyeliner is great for everyday eyelining. Its creamy formula glides smoothly across the lashline. Swipe the *Mary Kay® Eyebrow/Eyeliner Brush* over the eyeliner to create a softer, more natural-looking line. A built-in shaper can be used to create a pointed tip, great for filling in sparse areas of the lashline that will create the illusion of lush lashes.

Gel

Mary Kay® Gel Eyeliner With Expandable Brush Applicator allows for a more controlled application, perfect for adding that cat eye flick at the end of your lashline. This pigment-rich formula is thicker than pencil and liquid formulas, and it can easily be layered to build intensity. Avoid applying gel eyeliner to the lower lashline. This will make your eyes look narrow. Try *Mary Kay Chromafusion® Eye Shadow* on the lower lashline instead.

Eye Shadow

Use the *Mary Kay® Eyebrow/Eyeliner Brush* and your favorite shade of *Mary Kay Chromafusion® Eye Shadow* to line your eye with any shade of color! Add some dimension by layering eye shadow over traditional eyeliner formulas.

Mary Kay® Waterproof Liquid Eyeliner Pen

Create bold lines or wispy whimsical ones with the *Mary Kay® Waterproof Liquid Eyeliner Pen*. The no-drip precision tip allows for precise application. This quick-drying waterproof formula effortlessly glides across the lashline without skipping, pulling or tugging.



Find your Mascara Quiz

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**:

***Lash Love*® Waterproof Mascara**

This is your go-to mascara if you deal with smudging due to sweating, an oily complexion or humidity! This one-and-done, waterproof mascara is great for anyone who is active or wants a long-wearing mascara.

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**:

***Lash Love*® Lengthening Mascara**

Elongate the look of those lashes with *Lash Love*® Lengthening Mascara! Seriously separate your lashes with the rubber brush as you style your lash hairs to meet their maximum length potential!

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.



Mascara Hacks

What to do if your Mascara CONSTANTLY Runs???

by International Makeup Artist Lori Hogg

Here's a few reasons why it happens:

- When we smile, our cheeks come up and run into the coated lashes. We have warm eyelids so it doesn't take much to make this happen!
- Watery Eyes
- You don't set your eyeliner!



Here are some quick and EASY ways to correct any and all mascara issues smudging under the eye!

When you line around the eye area, SET IT! Use a tone like Hazelnut, Hot Fudge or Espresso (Onyx for extra depth) to trace back over the eyeliner. This keeps the eyeliner still!

For oily eyelids... First apply the MK Eye Primer as a base for your eye shadows. After ALL eye shadows are on, use an eye crease brush like the MK Classic Crease Brush or LH Large Ultimate Crease Brush and dip into translucent powder. Apply the Translucent Powder over the entire eye area to help absorb future oil! Amazing!!!

Constantly smiling.... is wonderful for the soul! If you feel like your mascara constantly runs when you smile, use waterproof mascara on the bottom lashes and completely eliminate the black pencil liner.

Usually there's not enough mascara on the bottom to get stuck like it can on top. (OR if you're lucky enough to have any of the old brow gel left, you can use that as a final clear coat to keep it in place 100%!)

**QUICK
TIP**



BONUS TIP: You can use one coat of waterproof on the tips of the lashes too to lock in the other formulas like lash intensity. If you coat that with waterproof, it won't MOVE, but it's still easy to remove.

Mascara Hacks

Have FUN with your Mascara
by International Makeup Artist Lori Hogg



False Lashes aren't always needed to get a NEW LOOK with your lashes!! Mary Kay has a Limited Edition Lash Love Fanorama Mascara....and, well... I'M DEFINITELY A FAN!

Don't forget you can MIX AND MATCH!
Try one layer of the Lash Love Fanorama + 1-2 layers of Lash Intensity!!

Here are some other FUN techniques to try next time you're applying your FAVORITE Mary Kay Mascara!!

Babydoll Lashes: Coat your lashes like usual. Add two additional coats of mascara to the CENTERlashes! That's right, the lashes in the middle of the lash line, above and below the iris.

Wide Eye Lashes: Turn your Mascara wand from Horizontal to VERTICAL!! Gently sway the wand back and forth over the lashes like a windshield wiper. Now TURN THE WAND HORIZONTAL and brush through your lashes like normal.

Cat Eye Lashes: Coat your lashes like normal. Add 2 additional coats to the outer corner of the lashes! Super easy Cat Eye!! For a more intense Night time mascara, add 2 MORE coats to the outer corner of the lashes!



QUICK
TIP



Usually when you curl your lashes, it takes off some of your eyeliner. To help prevent this, take Translucent Powder and lightly dust it onto the curler with a fluffy eye shadow brush and then curl your lashes. Eyeliner will stay in place and the powder will even help set your liner as a bonus!

Brows

Eyebrow/Eyeliner Brush

Tame brows, fill in sparse areas and precisely apply eyeliner with the Mary Kay® Eyebrow/Eyeliner Brush.

Wired Spoolie on one end and firm, angled brush on the other. Bristles gently grip product until you place it where you want it. The Eyeliner Brush is compatible with cream and powder formulas.



HOW TO MAP BROWS

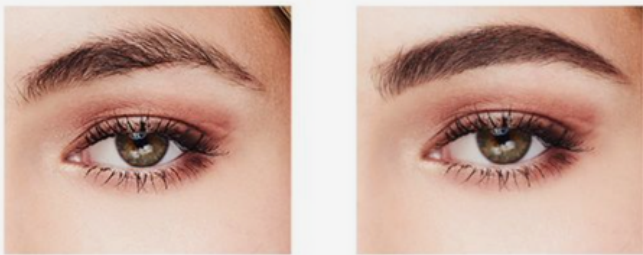


Step One: Hold the Mary Kay Eyebrow/Eyeliner Brush parallel to the side of your nose. Draw a light line with the Mary Kay Precision Brow Liner to mark your brow starting point

Step Two: Measure from the outer corner of your nose across the iris of your eye to find your natural arch, and draw a light line to this point.

Step Three: Measure from the outer corner of your nose across the outer corner of your eye to find where your brow tail should end. Draw a light line here. Then fill it in!

BEFORE & AFTER MARY KAY® VOLUMIZING BROW TINT



**QUICK
TIP**



Create a solid straight line from the very tip of the brow to the peak (no gaps or holes) and fill in the rest of the hairs over top. This will lift the brow and follow the eye socket area, creating the perfect frame for the face.

Brow Tint

Mary Kay® Volumizing Brow Tint

Use the Mary Kay® Volumizing Brow Tint to tint, volumize and tame brows.

- Tinted gel with microfibers adheres to hairs for fuller-, lush-looking brows.
- Lifeproof formula with flexible hold helps brows stay put all day.
- Customizable application – use alone or layer with other brow products for added definition.
- Formulated with panthenol to help condition brows so they never feel stiff.

To Apply:

Select a shade to best complement your hair color. Use the Mary Kay® Eyebrow/Eyeline Brush to brush brows upward, then out toward the tails. Wipe excess formula from brush tip. Starting at the thickest part of the brow, apply in short, upward strokes following the direction of hair growth until you achieve desired look. Use tapered spoolie tip to go back and fill in areas you may have missed.



QUICK TIP

EYEBROWS

*They're Sisters,
not Twins.*

When opening a new tube of eyebrow tint, be sure to wipe off the extra product on the wand on the top of the tube. It is much easier to add more product than to remove.

Precision Brow Pencil

Mary Kay® Precision Brow Liner

From the perfect arch to the finest feathering, you can get the perfect face-framing shape with these brow breakthrough tools.

Use the Mary Kay® Precision Brow Liner to outline, define and fill in brows.

- The retractable microliner with precise point defines brows with hairlike precision and delivers perfect color placement.
- Smooth-glide liner allows for buildable definition.
- Long-lasting, lifeproof formula creates brows that stay looking beautiful.

To Apply:

Select the shade to best complement your hair color. Make soft strokes for natural-looking brows with true definition and fuller appearance.



QUICK TIP



Mary Kay® Precision Brow Liner features a thinner, more fragile tip. To avoid breakage, do not twist up tip all the way. Twist up just enough product to line, define and fill in brows with feather-light strokes.

Lip Products



Mary Kay® Gel Semi-Shine Lipstick

- Delivers long-lasting wear without drying lips.
- Cushiony, feel-good formula delivers soft comfort.
- Highly pigmented shades provide intense, stay-true color.
- Gel semi-shine lipstick delivers radiant color and luminous shine.



Mary Kay® Gel Semi-Matte Lipstick

- Gel semi-matte lipstick delivers lasting wear without drying lips.
- Highly pigmented shades deliver stay-true color.
- Gel formula cushions lips for soft, velvety comfort.
- Optical enhancers deliver a soft-focus effect.



Mary Kay® Supreme Hydrating Lipstick

- Delivers luscious hydration.
- Lightweight, smooth and luxurious on lips.
- Formulated with conditioning ingredients such as sunflower oil and vitamin E.
- Intense color payoff.



Mary Kay Unlimited® Lip Gloss

- Delivers instant moisture.
- Three finishes — *cream*, *pearl* and *shimmer* — that pair perfectly with other products to build dimension.
- Includes vitamins C and E.
- An inclusive range of highly pigmented shades that flatter all skin tones.

QUICK TIP



The easiest way to apply lipstick is to start from the center of your lips and brush outwards. Apply a second coat for a longer-lasting look. Blot your lipstick by closing your lips around your index finger and pulling your finger out.

Stained Lip Look

This lip look is great for your customers who are new to lip color or for your customers just looking for a more subdued lip look.

step 1 Mix a bit of lipstick (dark reds and berries work best) with a tiny bit of *Satin Lips®* Lip Balm. You can use the back of your hand if you don't have a makeup

step 2 Pat it onto your lips with your fingers.

step 3 Blot with a tissue.

step 4 Repeat once or twice. The more you layer, the longer your stained lip look will last.



Lip Liner 101

LIP LINER 101



WHAT DOES A LIP LINER DO?

- Extends the wear of lipstick
- Keeps lipstick from feathering
- Balances uneven lip shape
- Gives the illusion of fuller lips
- Creates a defined Cupid's bow

HOW TO LINE YOUR NATURAL LIP LINE:

STEP 1: Start with a smile! This will stretch out your lips and help create an even line. Define the Cupid's bow with an "x"

STEP 2: Line the center of your bottom lip, right underneath the Cupid's bow

STEP 3: Complete the top line by starting in the corner of your mouth and follow the natural lip line until it meets the Cupid's bow. Repeat on other side.

STEP 4: Complete the bottom lip line starting in the corner of your mouth and follow the natural lip line until it meets the center line. Repeat on the other side.

STEP 5: Fill in lips with lip liner, this will help your lipstick last longer

NEW! Mary Kay® Waterproof Lip Liner, \$14 each

The newest Lip Liner formula uses the latest ingredients and technologies to deliver hours of wear while still gliding on smoothly. The shades have been updated with supersaturated colors that include both favorites and new options designed to dress lips for any occasion.

- Waterproof formula with hours of wear.
- Vitamin E and Hyaluronic Acid to nourish and condition.
- Smooth glide and creamy texture.



Shades

- Hot Pink
- Berry
- Rose
- Red



- Pink Nude
- Mauve Nude
- Beige Nude
- Truffle Nude
- Auburn Nude



STEP 1



STEP 2



STEP 3






















































STEP 4



STEP 5

Lip Combos

	Pinks  <p>When you want to wear lip color that's feminine and fun, think pink! It's versatile enough for everyone, whether you're new to lip color, you prefer a subtle hue or you love powerful, passionate shades of pink.</p>	Citrus  <p>Uniquely bright shades of peachy orange can add a little punch to your pucker. Looking for a vibrant lip color or something different? These fun shades can brighten your day and your smile.</p>	Neutrals  <p>Neutral is anything but boring! Polish any look with a flawless nude lip. Playing up the eyes? A neutral lip look pulls it all together. Every makeup-lover needs a go-to neutral lip color to give her the perfect finishing touch.</p>	Reds  <p>Classic. Empowering. Beautiful. Red lips make a statement without saying a word. From matte to shine formulas and shades that range from sheer to bold, there are so many ways to wear red. The only problem is picking just one.</p>	Berries  <p>Berry lips are luscious and are sure to grab attention. Try this modern take on classic reds with a deep range of plum and wine shades.</p>
Girl On the Go	Fancy Nancy <i>Mary Kay Unlimited*</i> Lip Gloss, \$16  Think of Pink <i>Mary Kay*</i> Supreme Hydrating Lipstick, \$18 	Coral Confetti <i>Mary Kay*</i> Supreme Hydrating Lipstick, \$18 	Sheer Illusion <i>Mary Kay Unlimited*</i> Lip Gloss, \$16  Better Than Bare <i>Mary Kay*</i> Supreme Hydrating Lipstick, \$18  Subdued Nude <i>Mary Kay*</i> Gel Semi-Matte Lipstick, \$18 	Rockstar Red <i>Mary Kay*</i> Supreme Hydrating Lipstick, \$18 	Boho Plum <i>Mary Kay*</i> Supreme Hydrating Lipstick, \$18 
Working It	Unique Mauve <i>Mary Kay Unlimited*</i> Lip Gloss, \$16  Very Raspberry <i>Mary Kay*</i> Supreme Hydrating Lipstick, \$18 	Always Apricot <i>Mary Kay*</i> Gel Semi-Matte Lipstick, \$18 	Bashful You <i>Mary Kay*</i> Gel Semi-Matte Lipstick, \$18  Rich Truffle <i>Mary Kay*</i> Gel Semi-Matte Lipstick, \$18  Soft Nude <i>Mary Kay Unlimited*</i> Lip Gloss, \$16 	Scarlet Red <i>Mary Kay*</i> Gel Semi-Shine Lipstick, \$18 	Apple Berry <i>Mary Kay*</i> Gel Semi-Shine Lipstick, \$18 
Brilliantly Bold	Pink Fusion <i>Mary Kay Unlimited*</i> Lip Gloss, \$16  Festive Pink <i>Mary Kay*</i> Supreme Hydrating Lipstick, \$18 	Poppy Please <i>Mary Kay*</i> Gel Semi-Matte Lipstick, \$18 	Spiced Ginger <i>Mary Kay*</i> Gel Semi-Shine Lipstick, \$18  Chocolate Nude <i>Mary Kay Unlimited*</i> Lip Gloss, \$16  Copper Aura <i>Mary Kay Unlimited*</i> Lip Gloss, \$16 	Midnight Red <i>Mary Kay*</i> Gel Semi-Matte Lipstick, \$18  Fuchsia Dream <i>Mary Kay*</i> Supreme Hydrating Lipstick, \$18 	Evening Berry <i>Mary Kay Unlimited*</i> Lip Gloss, \$16  Berry Couture <i>Mary Kay*</i> Gel Semi-Shine Lipstick, \$18 
First-Date Flirty	Pink Ballerina <i>Mary Kay Unlimited*</i> Lip Gloss, \$16  Casual Rose <i>Mary Kay*</i> Supreme Hydrating Lipstick, \$18 	Sunset Peach <i>Mary Kay*</i> Gel Semi-Shine Lipstick, \$18 	Nude Blush <i>Mary Kay Unlimited*</i> Lip Gloss, \$16  Naturally Buff <i>Mary Kay*</i> Gel Semi-Shine Lipstick, \$18  Beach Bronze <i>Mary Kay Unlimited*</i> Lip Gloss, \$16 	Red Stiletto <i>Mary Kay*</i> Gel Semi-Matte Lipstick, \$18 	Luminous Lilac <i>Mary Kay*</i> Gel Semi-Shine Lipstick, \$18  Crushed Berry <i>Mary Kay*</i> Gel Semi-Matte Lipstick, \$18 
Pretty Powerful	Powerful Pink <i>Mary Kay*</i> Gel Semi-Matte Lipstick, \$18  Haute Pink <i>Mary Kay*</i> Gel Semi-Shine Lipstick, \$18  Trademark Pink <i>Mary Kay*</i> Gel Semi-Matte Lipstick, \$18 	Poetic Pink <i>Mary Kay*</i> Supreme Hydrating Lipstick, \$18 	Tawny Nude <i>Mary Kay Unlimited*</i> Lip Gloss, \$16  Spiced Ginger <i>Mary Kay*</i> Gel Semi-Shine Lipstick, \$18  Downtown Brown <i>Mary Kay*</i> Gel Semi-Shine Lipstick, \$18 	Iconic Red <i>Mary Kay Unlimited*</i> Lip Gloss, \$16  Red Smolder <i>Mary Kay*</i> Gel Semi-Shine Lipstick, \$18 	Berry Delight <i>Mary Kay Unlimited*</i> Lip Gloss, \$16  Berry Famous <i>Mary Kay*</i> Gel Semi-Matte Lipstick, \$18 

Lip Combos



MIDNIGHT RED

Cheeks Golden Copper, Rosy Nude, Desert Rose, Shy Blush

Eyeshadows Candlelight, Mahogany, Rosegold, Soft Heather, Burnished Bronze, Hot Chocolate, Golden Moss, Espresso



CRUSHED BERRY

Cheeks Wineberry, Desert Rose, Darling Pink, Hint of Pink

Eyeshadows Golden Mauve, Mahogany, Smokey Quartz, Sweet Plum, Shiny Penny, Cinnabar, Stormy, Shadow



POWERFUL PINK

Cheeks Rogue Rose, Shy Blush, Rosy Nude, Juicy Peach

Eyeshadows Gold Status, Emerald, Granite, Frozen Iris, Candlelight, Merlot, Cashmere Haze, Shadow



RICH TRUFFLE

Cheeks Golden Copper, Desert Rose, Wineberry, Rosy Nude

Eyeshadows Dusty Rose, Cashmere Haze, Cinnabar, Espresso, Rustic, Hot Fudge, Gold Status, Golden Moss



ALWAYS APRICOT

Cheeks Hint of Pink, Shy Blush, Juicy Peach, Hot Coral

Eyeshadows Sand Castle, Hazelnut, Shiny Penny, Cinnabar, Evening Navy, Espresso, Starry Night, Onyx



MAUVE MOMENT

Cheeks Darling Pink, Hint of Pink, Juicy Peach, Rogue Rose

Eyeshadows Golden Mauve, Rosegold, Granite, Shadow, Dusty Rose, Hazelnut, Candlelight, Espresso



BASHFUL YOU

Cheeks Golden Copper, Desert Rose, Wineberry, Rosy Nude

Eyeshadows Rosegold, Merlot, Mahogany, Cinnabar, Burnished Bronze, Hazelnut, Dusty Rose, Cashmere Haze



Basic Lip Look

step 1

After prepping lips, allow a few minutes before applying lip color.

step 2

Apply lipstick in a shade close to your natural lip tone or one or two shades darker. Start in the middle of the upper lip, sweeping to the corners. Then repeat application on the bottom lip.

step 3

Blot lips after applying lipstick. It will help set the color and remove excess lipstick.

step 4

For a bit of shine or to create color combinations, apply lip gloss, following the same steps suggested for lipstick application.



Lip Hacks

Achieve the Perfect Red Lip w/ NO Transfer by International Makeup Artist Lori Hogg

Step One: BEFORE APPLYING FOUNDATION: Use a TINY amount of Oil Mattifier on the lip area. Adding a lip balm may keep your lips super smooth all day, BUT it also creates enough slide for your lipstick to move around! That's a NO NO for today!

Step Two: Apply Foundation ALL over the entire lip area!

Step Three: Find a skin-tone lip liner and/or use the Age-Fighting Lip Primer. By doing this technique, when the Red starts to slowly fade, it will simply look like a lipstick stain (beautiful and natural) compared to a hard outline around your lips with a deeper tone.

Step Four: Find your perfect RED! Ivory tones do best in Pink Reds. Beige tones do best in True Reds or Orange Reds, Bronze do best in Berry Reds!

Step Five: Once you have found your shade of Red, apply in a fine layer with a Lip Brush! After your First Layer..... Get out your Translucent Powder!! Using a small brush (MK Crease Brush gently powder the top and bottom lip. Just enough to matte it down!

Next, APPLY ANOTHER LAYER OF RED! Repeat with the Translucent Powder! Don't be afraid to do this application a few times, the lips will look very full with a velvet effect!



**QUICK
TIP**



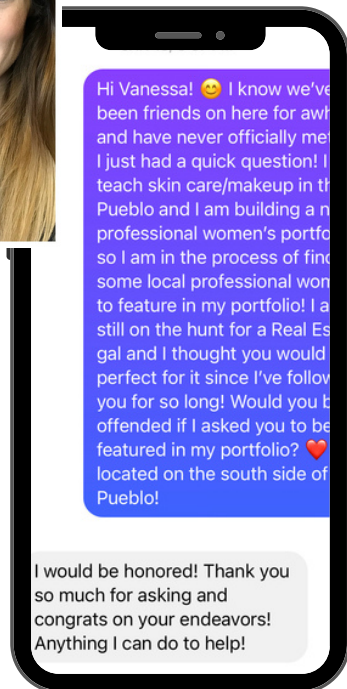
One of the WORST mistakes we make as women is doing TOO much to the Eyes AND Lips! Let's play up ONE feature at a time. If you're going for a SUPER BOLD Lip (like this one). Soften the eyes!

Portfolio Makeovers

Sales Director Tonya Trujillo

Portfolio ideas: Before & After | Any Season (Spring, Fall, etc) | Professional Working Women | Skincare or Makeup

I began booking Portfolio Appointments as a way to attract higher professional women that would honor and value the service that I was providing to them. This is just your NORMAL skin care class, with a NORMAL 2nd appointment booked for color! It is just a fun, different approach! **Don't make it complicated!**



Booking Script:

Hey Alyssa 😊 quick question- I teach skin care & makeup in the area & I am building a new women's [before/after etc] portfolio so I am in the process of finding some local women to feature in my portfolio and I thought you would be perfect for it [because you have such good skin, pretty eyes, etc] Would you be offended if I asked you to be featured in my portfolio? ❤️

*when they say yes book time and date - THEN ask them to have a friend join etc"

Great! I am also on the lookout for a couple more women to add to my portfolio. Do you happen to know 1-2 friends that may want to join you and I can feature them too?!

I always ask them to come with a clean face! This way we can do skincare on half the face. If she can't come with no makeup on then we do skincare on the whole face!

Opening the Appointment:

I love to teach my customers that their makeup will only look as good as their skin is.

Today we will be focusing on your "before" picture for your appointment! I want to teach you all about prepping your skin so that when we customize your makeup it is a flawless finish in your "after" picture! We will do a quick consult to make sure that you don't have any concerns and then we will demo a set that is fit for your skin! I also don't want to overwhelm you with too much information, so I love to focus on prepping the skin first, and then we will book a 2nd appointment for you to come back for your color appointment to customize your color look! I would love to do an experiment today and see how your makeup will look with your current skin and how it could look with a full skin care routine so we are going to do half your face with Mary Kay skin care today!

Are you up to see if there is a difference?!



Makeovers (cont)

Sales Director Tonya Trujillo

At the Skin Care Appointment:

1. Remove all eye makeup
2. Cleanser with Skinvigorate Brush (half of face)
3. TW Moisturizer (half of face)
4. Day Solution (half of face)
5. Night Solution (on neck)
6. Eye Cream (half of face)
7. Foundation Primer (half of face)
8. Take "before" picture (good lighting, clear focus, take a couple shots)
9. CC Cream (full face – have her pay attention & tell you the difference she can tell as she is applying it and after it is fully on. For most people they say they look dull on their side and tend to use way more makeup & it's harder to blend in!)
STOP THERE! If she's going somewhere important I'll give her a swipe of mascara and maybe some cream eyeshadow, blush & lip gloss.



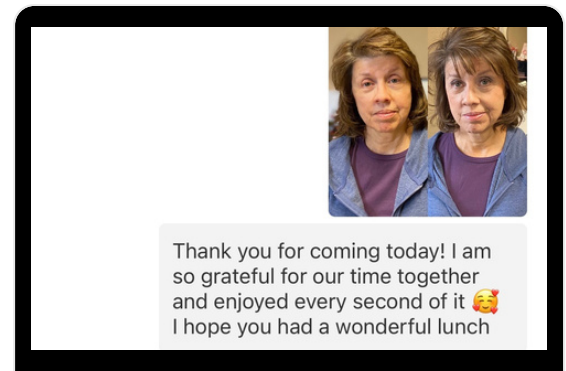
Closing the Appointment:

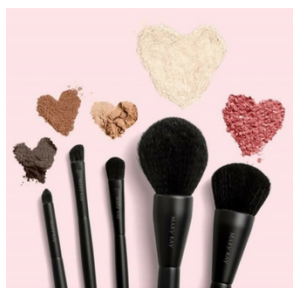
I hope you learned something about your skin today and how to prep it for makeup! Can you believe the difference you saw between one side to the other?! Let's set up our 2nd appointment so you can come in and we will customize your full color look & teach you how to apply it! Then we will take your "after" picture! What day of the week do you have an hour free?
if she is doing 21 day skin care challenge book her appointment to fall after the 21 days

At the Color Appointment:

(I demonstrate - they apply themselves)

1. Foundation Primer
 2. TW 3D Foundation
 3. Cheeks: Contour Powder, Blush & Highlight
 4. Eyeshadow (Color Card or Color Look of the Year)
 5. Eyeliner
 6. Mascara
 7. Brow Tiny & Liner
 8. Undereye Corrector
 9. Mineral Powder
 10. Lipstick or Lip Gloss
 11. Finishing Spray
 12. Take "after" pic (portrait mode, good lighting, clear focus, take a couple shots)
- Merge before & after pics together on PicCollage & text to them after to thank them for coming = they see HUGE difference!





Clean Your Makeup Routine...

Mascara - Replace every 3 months. Once it's opened, oxygen affects the mascara & it starts to collect bacteria.

Eyeliner - Liquid or pencil eyeliners should be replaced every 3 months. Pencils should be sharpened before each use to clean and preserve them.

Foundation - Unopened, 2-3 years, but once opened, replace every 6-12 months.

Lipstick/Gloss - Replace after 1 year. Don't share lip products and dispose if they become dry or change color.

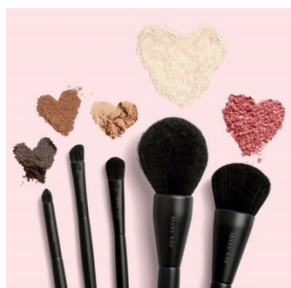
Liquid Concealer - after 1 yr

Eyeshadows- every 2 years

Cheek Colors- every 2 years

Powders - up to 3 years

Products with SPF or acne medication - check exp date



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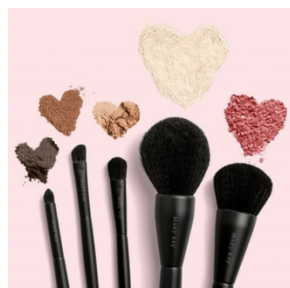
Liquid Concealer - after 1 yr

Eyeshadows- every 2 years

Cheek Colors- every 2 years

Powders - up to 3 years

Products with SPF or acne medication - check exp date



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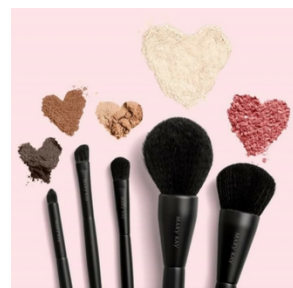
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Price Comparison Chart

Have you ever thought Mary Kay was expensive? Well lets take a look at other companies and for the same products compare prices.

Company	MARY KAY	MAC	NARS	URBAN DECAY
Eyeshadow	 \$4	 \$21	 \$28	 \$19
Foundation	 \$12.5	 \$39	 \$49	 \$40
Mascara	 \$8	 \$26	 \$24	 \$26
Foundation Primer	 \$10	 \$35	 \$36	 \$36
Lip Gloss	 \$8	 \$21	 \$24	 \$20
Concealer	 \$8	 \$26	 \$31	 \$30
Blush	 \$7	 \$28	 \$32	 \$31



January

Monday, Jan. 8th-

7:30pm mst- House of BEAUTY FB Group-Skincare 101- how to choose the best skincare products for yourself and your customers

8:15pm mst- Monday Night Live on Zoom- Skincare Booking & Selling ideas

Monday, Jan. 15th-

7:30pm mst- House of BEAUTY FB Group-Brush up on Beauty- How to use MK brushes for flawless color application

8:15pm mst- Monday Night Live on Zoom-- Booking and Selling Foundations & Color Look of the Year Booking

Tuesday, Jan. 16th- Zoom- MK Q&A @ 6:30pm mst

Monday, Jan. 22nd-

7:30pm mst- House of BEAUTY FB Group-How Skin Cycling can improve your overall skin health

8:15pm mst- Monday Night Live on Zoom- Booking Blitz & Sales Challenge

Monday, Jan. 29th-

7pm mst on Zoom- COLOR LOOK OF THE YEAR 2024

***Every Tuesday Night- Skincare 101 on the House of BEAUTY at 7:30pm mst - 1/9- Miracle Set, 1/16- Repair Set, 1/23- Miracle, 1/30- Repair

FEBRUARY

Monday, Feb. 5th-

7:30pm mst- House of BEAUTY FB Group-Foundations 101- how to choose the best foundation shade & formula for yourself and your customers

8:15pm mst- Monday Night Live on Zoom- New Spring Product Unboxing & All about EYES Booking & Selling ideas

Monday, Feb. 12th-

7:30pm mst- House of BEAUTY FB Group-Unboxing of new Spring Products & Highlighting and Contouring how to's

8:15pm mst- Monday Night Live on Zoom-- Booking and Selling Mascara

Tuesday, Feb. 13th- Zoom- MK Q&A @ 6:30pm mst

Monday, Feb. 19th--

7:30pm mst- House of BEAUTY FB Group-All About Eyes, how to use liners, shadows & eye cream

8:15pm mst- Monday Night Live on Zoom-Booking and Selling Brow Products

Monday, Feb. 26th-

7:30pm mst- House of BEAUTY FB Group- Mascara- which one does what and how to build a mascara wardrobe.

8:15pm mst- Monday Night Live on Zoom-Booking and Selling Lip Products

***Every Tuesday Night- Skincare 101 on the House of BEAUTY at 7:30pm mst 2/6- Miracle Set, 2/13- Repair Set, 2/20- Miracle, 2/27- Repair

MARCH

Monday, March 4th-

7:30pm mst- House of BEAUTY FB Group-WOW BROWS- how to choose & use the best brow products for yourself and your customers

8:15pm mst- Monday Night Live on Zoom- FINAL FOUR- making a plan for the last 4 months of the Seminar year!

Monday, March 11th-

7:30pm mst- House of BEAUTY FB Group-Luscious Lips- finding the best lip products and color combinations for yourself and your customers

8:15pm mst- Monday Night Live on Zoom--Spring Model Makeover Kickoff

Tuesday, March 12th- Zoom- MK Q&A @ 6:30pm mst

Monday, March 18th--

7:30pm mst- House of BEAUTY FB Group-Model Makeover Contest

8:15pm mst- Monday Night Live on Zoom- 12 week Business Bootcamp Kickoff

Monday, March 25th-

7:30pm mst- House of BEAUTY FB Group- -How Skin Cycling can improve your overall skin health

8:15pm mst- Monday Night Live on Zoom-Business Bootcamp- Week 1- Tax Training

***Every Tuesday Night- Skincare 101 on the House of BEAUTY at 7:30pm mst - 3/6- Miracle Set, 3/12- Repair Set, 3/19- Miracle, 3/26- Repair

Makeup Master Class Supply List

- _____ New Miracle Set and Eye Cream
- _____ New Eye Makeup Remover

- _____ MK Essential Brush Collection
- _____ Eye Blending Brush
- _____ Eyebrow/Eyeline Brush
- _____ Liquid Foundation Brush
- _____ Blending Brush
- _____ Cream Color Brush
- _____ Blending Sponge

- _____ Foundation Primer
- _____ Eye Primer
- _____ Finishing Spray
- _____ Translucent Powder

- _____ Undereye Corrector
- _____ Perfecting Concealer- your shade
- _____ CC Cream- your shade
- _____ Timewise Matte or Luminous Foundation- your shade
- _____ Setting Powder- your shade

- _____ Desert Rose Cheek Color
- _____ Latte Contour
- _____ Glazed Highlighter

- _____ Biscotti, Hazelnut, Candlelight, Burnished Bronze, Mahogany, Coal (Nudes Palette)
- _____ New Black and Brown Eyeliners
- _____ Light Beam Liquid Eye Shadow

- _____ Mascara of your choice and an optional mascara you haven't used before
- _____ Volumizing Brow Tint- your shade
- _____ Precision Brow Liner- your shade

- _____ Lip Liners- Pink Nude & Mauve Nude
- _____ Rosewood Lipstick
- _____ Soft Nude Lip Gloss

