

Boost your sales with the help of these items.

Why not pair the NEW! Mary Kay® Lash Primer with other Mary Kay® products and tools to your increase your sales this year



- 1** Oil-Free Eye Makeup Remover, 110 ml, ₹ 625 & 29 ml, ₹ 225
- 2** TimeWise® Targeted-Action™ Eye Revitalizer, ₹ 1550
- 3** TimeWise® Firming Eye Cream, ₹ 1500
- 4** Mary Kay® Mineral Eye Color, ₹ 199 each
- 5** Mary Kay® Liquid Eyeliner, ₹ 450
- 6** Mary Kay® Eyeliner, ₹ 395

Finding the Right Customers

- Perfect for your customers who don't use any Mary Kay® mascara yet and want to enhance the look of their lashes with added volume.
- Perfect for your existing Mary Kay® mascara users who may want to use the new Mary Kay® Lash Primer for stronger and more voluminous-looking lashes
- Women who want to maximize the effects and wear of their mascara
- Women who want to enhance the look of their lashes without adding color for an easy, natural look
- Women who want to have a great and complete eye look
- Women of all ages



Eye Delight: Special promotion* for your customers!

Buy
Mary Kay®
Lash Primer &
any 1 Mascara

+

or

or

=

Get for
₹ 1

**Mary Kay®
Lash Primer,**
₹ 675

**Mary Kay®
Lash Love™ Mascara,**
₹ 675

**Mary Kay®
Ultimate Mascara™,**
₹ 575

**Mary Kay® Lash
Lengthening Mascara,**
₹ 475

**Mary Kay® Liquid
Eyeliner worth**
₹ 450

*August 1st to August 31st or Offer till stocks last.

Your Eyes Are Unforgettable.

IMPROVED FORMULA WITH NEW ATTRACTIVE GREAT VALUE PRICING

Eyes are the window to the soul. Let them speak volumes about your inner and outer beauty with the latest colors and beauty musts!

Mary Kay®
Eyeliner, ₹ 395 each

- NEW long-wearing (over eight hours), ultracreamy formula that is waterproof and smudge-proof
- Available in two fade-resistant intense shades that help lashes appear thicker
- Mechanical, retractable liner with built-in shaper in the cap

APPLICATION IDEAS



Starting at the inner corner of the outside edge of the lashline, draw short, interconnecting lines.

For a thicker line, draw over the line a second time, adding slight pressure. Smudge to soften with a brush or fingertip.

For a dramatic line (as shown), extend the line outward and upward from the outer edge of the eye.

Black
Part Number: 10-048389



Dark denim
Part Number: 10-048392



Jorgie is wearing NEW Dark Denim eyeliner on the lashline; Black Ultimate Mascara™; Citrus Bloom mineral cheek color; and NEW Fancy Nancy NouriShinePlus™ Lip Gloss.

Get “wOW” brows now!

Beautiful Brows Made Easy

Creamy, long-wearing,
waterproof formula

Mary Kay® Brow
Definer Pencil –
Soft Black, ₹ 395

Part Number: 10-034732



Strokes on
smoothly for
a well-defined
look.



Defining

For unbeatable brows, it's best to use a Mary Kay® Brow Definer Pencil to create the best shape.

Step 1

Start by using the mini spoolie brush to remove any excess foundation or powder from your brows and to brush them neatly in place.

Step 2

To apply the brow pencil, make short, light strokes with the pencil from the beginning of the brow to the arch. For a softer look, apply the multibenefit mineral eye color as a brow powder. Use an angled brush to gently apply color and enhance brows.

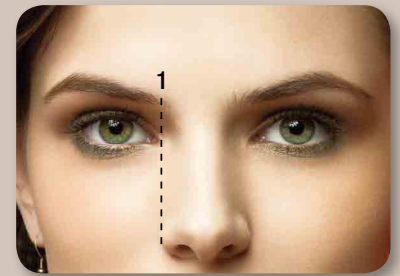
Step 3

Use longer, feather-like strokes to finish the ends.

Shaping

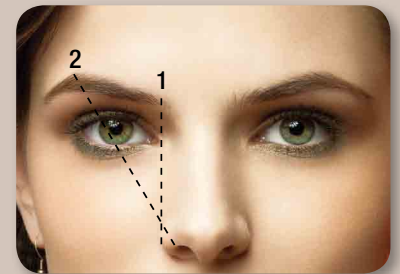
Eyebrows are beautifully expressive! The right shape makes a perfect frame for the eyes and can even give the illusion of an instant face-lift by enhancing your eyes and your face.

Using a pencil as a guide, here's how beautiful brows shape up.



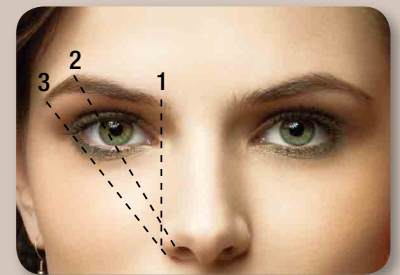
Step 1

Hold a pencil upright along the side of the nose. The brow should begin at the line where the pencil intersects the inner corner of the eye.



Step 2

Next, angle the pencil from the tip of the nose to the middle of the iris. The brow should arch highest at the point where the pencil crosses the brow.



Step 3

Finally, angle the pencil so it touches the outer edge of the nostril and intersects with the outer corner of the eye. This is where the eyebrow should end.

total fairness solution

Immerse your skin in the
nourishment of
luminous fairness.

The highly innovative **Mary Kay®
MelaCEP™ Whitening System**
is a total fairness solution that tackles the
multiple causes of uneven skin tone.

How to sell?

- The need for fairness is important throughout the year.
- Repromote MelaCEP™ to your current customers and also introduce the line to new ones.
- Customers can start off with the Daily Set for a basic regimen of Cleanse-Freshen-Moisturize, and then for those with deeper whitening needs, add on the Supplements for special treatment.
- Remind your customers that a daily regimen is essential to maintaining great skin. Fair skin looks luminous, healthy, radiant and that's a look we all want.

Key Botanicals



Helianthus Annuus



Ferula Foetida



Lactobacillus Ferment



Kakadu Plum

Part Number : 10-054466

Buy



MelaCEP™ Foaming
Cleanser, ₹ 900

+



MelaCEP™ Essence,
₹ 1850

+



MelaCEP™ Night Cream,
₹ 1400

=



MelaCEP™ Day Moisturizer
with SPF 15 worth ₹ 1400

Get for
₹1