

MARY KAY[®]

the LOOK

Fall 2019



NEW! MARY KAY
NATURALLY™
PART OF YOUR ONE-STOP
BEAUTY SHOP





Let Me Be Your ONE-STOP BEAUTY SHOP!

It's time to say goodbye to summer and hello to a new season of beauty. Why not make it easy on yourself and let me be your one-stop beauty shop! I've got an amazing array of *Mary Kay*® skin care products to choose from – everything from age-defying to acne-fighting to hydrating, plus skin care for him! And now, with new *Mary Kay Naturally*™ Skin Care, I have products with naturally derived* ingredients. You can use them on their own or even add them to your current skin care regimen. You are going to be so excited about the totally unique product forms (Moisturizing Stick! Exfoliating Powder!).

The brand-new *Skinvigate Sonic*™ Skin Care System will turn how you care for your face on its head ... with its brush head and its massage head! And our new limited-edition† color collection is sure to give you color confidence.

From the latest in skin care to colors that are crushing it, there are so many gorgeous reasons for you to one-stop beauty shop with me!

♥ Your Mary Kay Independent
Beauty Consultant

*At least 90% of ingredients are derived from natural sources processed in accordance with third-party standards – currently the COSMOS standard. For more information, go to marykay.com/naturally.

†Available while supplies last



DISCOVER OUR FIRST *Natural-Certified* SKIN CARE LINE.

NEW! MARY KAY NATURALLY™

Nature is bountifully rich with skin-benefiting wonders. This was the inspiration for our new collection. *Mary Kay Naturally*™ combines naturally derived* ingredients, unique to each product, with exciting, versatile forms that elevate a beauty routine.

It is our latest commitment to offering a range of products that meet a woman's skin care needs at any stage, or age, in her life. Meet our new, naturally derived* solution for gorgeous, healthy-looking skin.

INGREDIENTS FROM NATURE

Soothing sweet almond oil, antioxidant-packed cornflower floral water, moisturizing candelilla wax ... these are just a few of the skin-benefiting, naturally derived* ingredients infused in the *Mary Kay Naturally*™ Skin Care line.

CLAIMS YOU CAN COUNT ON

We want you to feel confident in our *Mary Kay Naturally*™ line, so every product is third-party certified as natural according to comprehensive standards. The COSMOS standard** requires evaluation of everything from the sourcing and processing of ingredients to the manufacturing of products and packaging.



free of

**PARABENS
PHthalATES
SYNTHETIC
FRAGRANCE
SYNTHETIC DYES
SLS/SLES**

“When it comes to skin care, what works for your friend may not work for you. So we offer a range of products that cater to the way a woman chooses to care for her skin at any stage in her life, whether it's age-defying, acne-fighting, hydrating, or now, products with naturally derived* ingredients. **MARY KAY NATURALLY**™ Skin Care is our latest commitment to giving as many women as possible the chance to love our products.”

DR. LUCY GILDEA,
Mary Kay Chief Scientific Officer

*At least 90% of ingredients are derived from natural sources processed in allowance with third-party standards – currently the COSMOS standard. Visit marykay.com/naturally to learn more.

**To learn more about the COSMOS standard, see cosmos-standard.org/the-cosmos-standard

New! *Treat, Pamper,* EXPLORE

The beauty of *Mary Kay Naturally™*
is in its versatility.

99.49%
natural
origin*



Mary Kay Naturally™ Purifying Cleanser, \$26

Infused with skin-soothing *cornflower floral water* and *sweet almond oil*, helps remove dirt and leaves skin feeling nourished and soothed.

100%
natural
origin**



Mary Kay Naturally™ Exfoliating Powder, \$34

Gently exfoliates skin, thanks to hydrogenated *castor oil* and *citric acid*.

100%
natural
origin**



Mary Kay Naturally™ Nourishing Oil, \$48

Leaves skin feeling hydrated and contains a blend of *sweet almond, olive* and *sesame oils*.

100%
natural
origin**



Mary Kay Naturally™ Moisturizing Stick, \$28

Made with *candelilla wax* and *beeswax*, it relieves dry skin, anywhere, anytime.

*This means that 99.49% 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.

**This means that 100% 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.

Mix and Match MUST-HAVES

Personalize your pretty by mixing these innovative essentials together to create a custom skin care experience.



Mary Kay Naturally™
Purifying Cleanser

Mary Kay Naturally™
Exfoliating Powder

CLEANSE & *smooth*



Mary Kay Naturally™
Exfoliating Powder

Mary Kay Naturally™
Nourishing Oil

SOFTEN & *nourish*

DID YOU KNOW?

It might seem surprising, but oily skin can also be dehydrated skin, overproducing oil in response to a lack of moisture. Start with one to two drops of nourishing oil in the evening to leave skin feeling hydrated and nourished.

OUR GENTLE
FORMULAS ARE
CLINICALLY SHOWN
TO BE SUITABLE FOR
SENSITIVE SKIN.



← *Fun fact!*

THE SONIC BUZZ

This powerful device's sonic movements employ the same type of vibrations used by bumblebees during the pollination process. During "sonication" or "buzz pollination," bumblebees rapidly vibrate their flight muscles to release firmly attached pollen – without harming delicate flowers. Imagine what these sonic vibrations can do to release dirt, oil, impurities, makeup and pollutants from your skin!



Introducing SONIC-POWERED SKIN CARE

**MEET YOUR SKIN'S NEW BEST FRIEND:
THE *SKINVIGORATE SONIC™* SKIN CARE SYSTEM.**

Pair the all-new device with your favorite cleanser to lift away pore-clogging impurities in seconds.

An attachable facial massage head* relaxes facial tension and works together with your favorite serums** to help them better absorb. This is the secret to superior skin care.

200+ SONIC-POWERED OSCILLATIONS PER SECOND
THREE SPEED SETTINGS | WATERPROOF† | RECHARGEABLE BATTERY

*Sold separately

†Fully submerging in water is not recommended.

**The device was not designed to be paired with acne or sunscreen products.

60 Seconds to SUPERIOR SONIC CLEAN

New! **SKINVIGORATE SONIC™ SKIN CARE SYSTEM**

- Clinically shown to remove four times more dirt, oil, impurities, makeup and pollutants than hand-cleansing alone.*
- Three speeds allow you to customize your cleanse.
- 60-second auto-shutoff keeps your routine consistent.
- 200+ oscillations per second gently lift away pore-clogging impurities.
- Preps skin for the next step in your skin care routine.

Skinvigate Sonic™ Skin Care System, \$75

60 SECONDS,
TWICE A DAY

Forehead – 15 sec.
Nose + Chin – 15 sec.
Cheeks – 15 sec. each



USE WITH YOUR FAVORITE CLEANSERS:

*Results based on a one-day independent clinical study during which 21 women used cleanser with the *Skinvigate Sonic™* Skin Care System + the *Skinvigate Sonic™* Facial Cleansing Brush Head for 15 seconds

New!

**Mary Kay
Naturally™
Purifying
Cleanser, \$26**

**Botanical
Effects™
Cleansing
Gel, \$18**

**MKMen™
Daily Facial
Wash, \$16**

**TimeWise
Repair™
Volu-Firm®
Foaming
Cleanser, \$28**

**TimeWise®
Age Minimize 3D™
4-in-1
Cleanser, \$24**

Sonic-Powered Massage Meets AGE-DEFYING RESULTS.

New! **SKINVIGORATE SONIC™ FACIAL MASSAGE HEAD**



TWO MINUTES,
ONCE A DAY

NECK – 40 sec.
JAWLINE/CHIN – 20 sec.
CHEEKS – 25 sec. each
FOREHEAD – 10 sec.

- Massage is known to promote microcirculation, bringing oxygen and nutrients to skin.
- Face and neck appear tightened and toned.
- Skin appears younger-looking and more radiant.
- Fine lines appear softened, and skin feels more resilient.
- Helps serums absorb better.
- Relaxes facial tension.

Skinvigate Sonic™ Facial Massage Head, \$25**

Your device will shut off after 60 seconds. Restart by pressing the power button to complete your massage.

Fully submerging device in water is not recommended.

**Sold separately

PAIR WITH A POWERFUL SERUM OR NOURISHING OIL.†

New!



**TimeWise Repair®
Volu-Firm®
Advanced
Lifting Serum,
\$70**



**TimeWise
Replenishing
Serum+C®,
\$56**



**TimeWise®
Pore Minimizer,
\$27**



**TimeWise®
Tone-Correcting
Serum, \$45**

New!



**Mary Kay
Naturally™
Nourishing
Oil, \$48**

†The device was not designed to be paired with acne or sunscreen products.

Peptide-Powered SKIN CARE

This scientifically advanced regimen targets the multiple reasons why skin ages, reducing the look of deep lines and wrinkles and improving elasticity.

**TimeWise Repair®
Volu-Firm® Set, \$205**

Save \$39 when you buy the set!



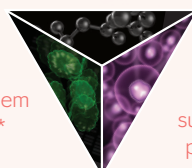
VOLU-FIRM® COMPLEX

This patented complex is a perfect union of three ingredients so vital to skin renewal that it is in every product.

Biomimetic peptide*

Plant stem
cells*

Skin
volume-
supporting
peptide*



FOUR ADVANCED STEPS, TWICE A DAY

STEP 1: CLEANSE ☀️🌙

This foaming cleanser is designed to help skin retain its natural lipids, so skin feels smooth, soft and wonderfully moisturized.

TimeWise Repair® Volu-Firm® Foaming Cleanser, \$28

STEP 2: LIFT ☀️🌙

In an independent clinical study, 100 percent of women showed improvement, finding that sagging skin along the cheeks and jawline was visibly lifted.**

NEW! TimeWise Repair® Volu-Firm® Advanced Lifting Serum, \$70

STEP 3: RESTORE ☀️

This rich cream restores the look of skin's even tone and youthful cushion. It also helps skin resist future signs of advanced aging.

TimeWise Repair® Volu-Firm® Day Cream Sunscreen Broad Spectrum SPF 30,* \$52**

STEP 3: REACTIVATE 🌙

This nighttime step reactivates youthful-looking skin with retinol and helps encourage surface cell turnover to reveal radiant-looking skin.†

TimeWise Repair® Volu-Firm® Night Treatment With Retinol, \$52

STEP 4: REAWAKEN ☀️🌙

This cream features a unique liquid crystal delivery system that helps enhance effectiveness, helps support the skin barrier and helps create a luminous look.

TimeWise Repair® Volu-Firm® Eye Renewal Cream, \$42

**Based on one 12-week independent clinical study in which 45 women used the serum twice a day. Numbers reflect the percentage of panelists who showed improvement.

†Based on published scientific data



RADIATE

Acting as a gentle exfoliator, glycolic acid releases skin-dulling cells to reveal younger-looking, more radiant skin.

TimeWise Repair® Revealing Radiance® Facial Peel, \$65

SEE CLINICALLY TESTED RESULTS IN 2 WEEKS.†

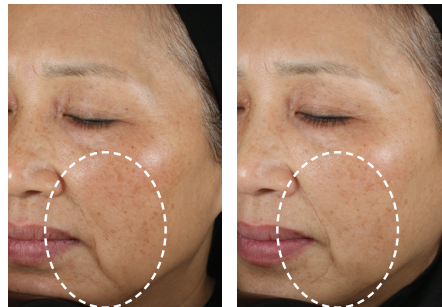
- Skin looks brighter.
- Skin texture is significantly improved.
- Fine lines and wrinkles look reduced.
- Skin tone looks more even.

†Results based on a four-week independent clinical study in which 45 women used TimeWise Repair® Revealing Radiance® Facial Peel twice a week

SEE FOR YOURSELF!

After using new Volu-Firm® Advanced Lifting Serum, there was a noticeable improvement in skin's overall appearance and the look of wrinkle severity.

Before-and-after images show average improvement in overall appearance after a 12-week independent clinical study in which 45 women used the serum twice a day.



BEFORE

AFTER

Age-Defying ANTIOXIDANTS

Discover Mary Kay's most powerful free-radical defense in a skin care regimen yet! Each product works as an antioxidant* to help you defy the look of aging.

TimeWise Miracle Set 3D®, \$110

Save \$14 when you buy the set!



AGE MINIMIZE 3D® COMPLEX

This exclusive complex is part of every product in this regimen.

- Encapsulated resveratrol
- Vitamin B3
- An age-defying peptide



Mary Kay is proud to share that the TimeWise Miracle Set 3D® has earned the Good Housekeeping Seal.

THREE EASY STEPS, TWICE A DAY

STEP 1: CLEANSE ☀️🌀

This multitasking cleanser removes complexion-dulling impurities and leaves skin feeling clean, exfoliated and looking brighter.

TimeWise® Age Minimize 3D® 4-in-1 Cleanser, \$24

STEP 2: DEFEND ☀️

Moisturizes for 12 hours, helps delay visible signs of skin aging and provides broad spectrum UVA/UVB protection.

**TimeWise® Age Minimize 3D® Day Cream
SPF 30 Broad Spectrum Sunscreen,* \$32**

STEP 2: REPLENISH 🌀

Works while skin is most able to rebuild its reserves to re-energize the skin's youthful glow.

TimeWise® Age Minimize 3D® Night Cream, \$32

STEP 3: FIRM ☀️🌀

Helps improve the appearance of dark circles, undereye puffiness, fine lines and wrinkles. Skin looks firmer as this cream immediately moisturizes and brightens the eye area.

TimeWise® Age Minimize 3D® Eye Cream, \$36

VISIBLE RESULTS

These images, captured with 3D photography, highlight the look of skin after 12 weeks.**



BEFORE



AFTER 12 WEEKS
(reflects above-average results)



BEFORE



AFTER 12 WEEKS
(reflects average results)

Vitamin C
DYNAMIC DUO

Talk about a power pair!
Tiny square + this super serum =
younger-looking results.



PURE VITAMIN C

Boost serums with the power of pure vitamin C to reveal more even-toned, radiant-looking skin.

**TimeWise Vitamin C Activating Squares,*
\$24, pk./12**

LIFT + TONE

Need a lift? *TimeWise Replenishing Serum+C®* has benefits† that can help. This precious, antioxidant-rich serum is formulated with ingredients that help protect skin against free-radical damage that can impact skin firmness and definition. Skin will appear lifted, firmed and more resilient. Youthful contours will appear more defined. The overall effect? Positively uplifting.

TimeWise Replenishing Serum+C; \$56

† Based on in vitro testing of key ingredients

**Results based on a 12-week independent clinical study in which 64 women used the *TimeWise Miracle Set 3D®* twice a day. Individual results may vary.

Clearly Effective ACNE-FIGHTERS

Tired of breakouts stealing your confidence?
Help control acne with this salicylic acid-
and botanical-fueled system.

Clear Proof® Acne System, \$45

Save \$14 when you buy the set!

Set includes Clarifying Cleansing Gel,* Blemish Control Toner,* Acne Treatment Gel* and Oil-Free Moisturizer for Acne-Prone Skin

EFFECTIVE ACNE-FIGHTER

The *Clear Proof*® Acne System products contain 2 percent salicylic acid or 5 percent benzoyl peroxide to help deliver clearer skin.

STEP 1: CLEANSE ☀️

Clear Proof® Clarifying Cleansing Gel,* \$16

Gently removes dirt, oil and complexion-dulling impurities while helping to reduce and control shine.

STEP 2: CONTROL ☀️

Clear Proof® Blemish Control Toner,* \$15

Tones without overdrying and helps exfoliate dead surface skin cells.

STEP 3: TARGET ☀️

Clear Proof® Acne Treatment Gel,* \$10

Clears up blemishes and helps to visibly reduce the redness and size of pimples.

STEP 4: MOISTURIZE ☀️

Clear Proof® Oil-Free Moisturizer for Acne-Prone Skin, \$18

Replenishes moisture to provide balanced hydration with no oily or greasy feel.



SIMPLE INGREDIENTS. *Nourished Skin.*

Do your face a favor with simple, antioxidant-packed ingredients that fight damaging free radicals on skin.

Botanical Effects® Skin Care

\$54 for the regimen

Regimen includes Cleansing Gel, Refreshing Toner and Moisturizing Gel.

Invigorating Scrub available separately.

Suitable for all skin types

THE POWER OF BOTANICALS

Extracts from the superfruit dragon fruit join centuries-old aloe for an antioxidant-packed infusion in every product.

SUITABLE FOR ALL SKIN TYPES, INCLUDING SENSITIVE SKIN.

STEP 1: CLEANSE ☀️🌀

Botanical Effects® Cleansing Gel, \$18

Clean skin deeply and effectively, and dissolve all traces of oil with this botanical-powered gel.

STEP 2: TONE ☀️🌀

Botanical Effects® Refreshing Toner, \$18

Tighten the appearance of pores, and remove excess oil with this refreshing toner.

STEP 3: MOISTURIZE ☀️🌀

Botanical Effects® Moisturizing Gel, \$18

This lightweight, quick-absorbing gel does not feel greasy, yet it moisturizes for 12 hours.

OPTIONAL STEP: EXFOLIATE

Botanical Effects® Invigorating Scrub, \$18

This scrub exfoliates to remove dead and dull skin, leaving pores feeling deeply cleaned. Use two or three times a week.



TimeWise 3D[™] FOUNDATIONS

SEAMLESS SHADE MATCHES. AGELESS BEAUTY. 12-HOUR PERFORMANCE.

Our latest innovation is inspired by YOU! You make each shade truly beautiful, and you deserve a foundation that blends seamlessly with your skin tone, wears as long as you dare it to and infuses your skin with age-defying ingredients.





INTELLIMATCH™ TECHNOLOGY FOR YOUR TRUE SHADE

To create foundation shades that mimic your actual skin tone, we captured the authentic, true tones of women from around the world using our exclusive *IntelliMatch™* Technology. This beautiful diversity guided every amazing shade we created, significantly improving the authenticity of shades so that more women than ever can find their true shade.

**Contact me to find
your true shade of the
TimeWise 3D™ foundation!**



PATENT-PENDING AGE MINIMIZE 3D® COMPLEX

TimeWise 3D™ foundations are infused with our exclusive *Age Minimize 3D®* Complex to help defend, delay and deliver for beautiful results. Get a flawless, instantly younger-looking complexion with foundation that feels weightless on skin.

And with 12 hours of wear, this complexion-enhancing foundation looks natural all day!

*Available in matte
and luminous finishes!*

***TimeWise®* Matte 3D Foundation, \$25**

***TimeWise®* Luminous 3D Foundation, \$25**





FEEL *FIERCE*

BUNDLE

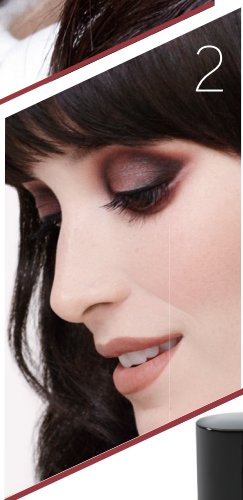
SHOW YOUR TRUE COLORS.

Get 12-hour, pigment-rich *Mary Kay Chromafusion®* Eye Shadow in the season's most-wanted shades. Ultraluxe neutrals anchor rich, deep mattes for statement-making drama and defining pops of color. Embrace an attitude all your own – demure, daring or anything in-between.



New!

Limited-edition* *Mary Kay Chromafusion®* Eye Shadow + *Mary Kay Petite Palette™* Bundle in **Feel Fierce** includes **Rose Gold**, **Pomegranate** (new), **Hummingbird** (new) and **Onyx** eye shadows, \$36.



1

WAYS TO WEAR

- 1 Apply **Rose Gold** from lashline to crease. Apply **Hummingbird** along upper lashline, and blend up. Apply **Pomegranate** along the edge of **Hummingbird** and extend. Apply MK Black liquid eyeliner pen and *Lash Intensity®* Mascara. Sweep on **Tenacious Taupe** matte lipstick.
- 2 Amp up your look by applying **Rose Gold** to inner eye. Sweep **Hummingbird** over eyelid. Apply **Onyx** in a V-shape and blend.



SUPER NATURAL LIPS

The perfect complement to a bold eye is a perfectly neutral, matte lip. Pair the Feel Fierce palette with Tenacious Taupe lipstick.

NEW! Limited-Edition* *Mary Kay®* Matte Lipstick in Tenacious Taupe, \$18

RADIATE CONFIDENCE

BUNDLE

COLOR YOURSELF CONFIDENT.

New, now, WOW! Of-the-moment hues utilizing a lifeproof formula and *Mary Kay Chromafusion®* Matrix Technology. Bold shades pair perfectly with timeless, easy-to-wear mattes. The good news is, there's no limit to the looks you can create. The only prerequisite? That you wear them with confidence.

New!

Limited-edition*
Mary Kay Chromafusion® Eye Shadow + *Mary Kay Petite Palette™* Bundle in *Radiate Confidence* includes **Toffee** (new), **Golden Peach** (new), **Radiant Blue** (new) and **Mahogany** eye shadows, \$36.



1

2

WAYS TO WEAR

- 1 Apply **Toffee** from lashline to crease. Apply **Mahogany** in the crease and blend. Boldy line under eye with **Radiant Blue**. Line with Jet Black gel eyeliner and swipe on black *Mary Kay® Ultimate Mascara™*. Swipe on **Spice of Life** matte lipstick.
- 2 Amp up your look by applying **Golden Peach** into the inner corner of the eye and up into the crease. Blend **Mahogany** along the outer edge of the blue shadow and blend. Apply **Radiant Blue** in a C-shape in the outer corner of the eye and blend.



MEET YOUR MATTE

Nothing goes better with bold, confident color than easy-to-wear matte neutrals. Spice of Life provides a beautiful balance.

NEW! Limited-Edition*
Mary Kay® Matte Lipstick in **Spice of Life**, \$18



NEW! Limited-Edition** *Mary Kay® Collection Bag*, \$5

You can purchase the bag for \$5 when you purchase \$55 suggested retail (excluding tax) in limited-edition* *Mary Kay®* Fall 2019 Collection products.



**Available with a qualifying purchase from participating Independent Beauty Consultants only and while supplies last. No limits apply.



Haute HONEY

Give your skin an instant glow with warm, autumnal shades.

GOLDEN GLOW

Create depth by blending **Latte** contour just below the cheekbones. Sweep **Golden Copper** blush along the cheekbones. Finish your luminous fall look by applying **Honey Glow** highlighter where light naturally touches the face – the tops of the cheekbones, bridge of the nose and the Cupid's bow.

Mary Kay Chromafusion® Contour in **Latte**, \$14

Mary Kay Chromafusion® Blush in **Golden Copper**, \$14

Mary Kay Chromafusion® Highlighter in **Honey Glow**, \$14



GET THE COMPLETE LOOK

Mary Kay Chromafusion® Eye Shadow in **Rose Gold** (base), **Rustic** (crease), **Crystalline** (highlight) and **Espresso** (enhance), \$8 each

Mary Kay® Eyeliner in **MK Deep Brown**, \$12

Mary Kay® Ultimate Mascara™ in **Black**, \$15

Mary Kay® Lip Liner in **Medium Nude**, \$12

Mary Kay® Gel Semi-Shine Lipstick in **Naturally Buff**, \$18

NouriShine Plus® Lip Gloss in **Beach Bronze**, \$15



PLUM *Passion*

These intense plum shades were fashion week mainstays, and now you can take this almost monochromatic trend from runway to your way.

BOLD IN BERRY

For straight-from-the-runway lips, line and fill lips with **Berry** lip liner. Smooth on **Crushed Berry** gel semi-matte lipstick, blot and reapply. Want a less intense look? Mary Kay Global Beauty Ambassador **Luis Casco** suggests using a nude lip liner shade instead.

Mary Kay® Lip Liner in **Berry**, \$12

Mary Kay® Gel Semi-Matte Lipstick in **Crushed Berry**, \$18



GET THE COMPLETE LOOK

Mary Kay Chromafusion® Eye Shadow in **Soft Heather** (base), **Sweet Plum** (enhance), **Merlot** (crease) and **Crystalline** (highlight), \$8 each

Lash Intensity® Mascara in **Black**, \$18

Mary Kay Chromafusion® Contour in **Cocoa**, \$14

Mary Kay Chromafusion® Blush in **Wineberry**, \$14

Mary Kay Chromafusion® Highlighter in **Honey Glow**, \$14

Cushiony Lipstick.

LASTING COLOR CLARITY.

Good news: Long-lasting lip color does not have to be drying! Thanks to the advanced *Mary Kay*® Cushion Matrix Technology and lip-conditioning ingredients, you can have the best of both worlds!

***Mary Kay*® Gel Semi-Shine Lipstick, \$18** (12 shades)

***Mary Kay*® Gel Semi-Matte Lipstick, \$18** (8 shades)

MUST-TRY SHADES

These shades look flattering on just about everyone. Need a safe way to try a bold shade? Fill in lips with a nude *Mary Kay*® Lip Liner first for a more subdued look!

FOR DARING DARLINGS

- **Red Smolder** (semi-shine)
- **Midnight Red** (semi-matte)
- **Berry Couture** (semi-shine)

FOR CLASSIC BEAUTIES

- **Rosewood** (semi-shine)
- **Rich Truffle** (semi-matte)
- **Mauve Moment** (semi-matte)

mauve moment

red smolder

CUSHION MATRIX TECHNOLOGY

These full-coverage lipsticks utilize gel microsphere technology for rich, stay-true color that delivers long-lasting wear.

LASH & BROW

Love

Flawlessly frame your gorgeous eyes and face with lash- and brow-beautifying products packed with innovative, conditioning ingredients.

YOUR MASCARA WARDROBE

Whether you're looking for everyday lashes, flirty fringe or dramatic intensity, Mary Kay has just the mascara for you!

WHAT YOU NEED:	WHY YOU NEED IT:
Mary Kay® Lash Primer, \$15	Add dramatic definition to eyes and create fuller lashes by using this clear primer.
Lash Intensity® Mascara, \$18	With 200 percent more volume, using this mascara is like adding the thickness of two lashes onto every one!*
Lash Love® Mascara, \$15 Lash Love® Waterproof Mascara, \$15	Get lashes that look naturally flawless, soft and healthy. And the waterproof formula delivers tearproof† confidence.
Lash Love® Lengthening Mascara, \$15	Swipe on this special stretch-fiber formula for long, strong, seriously separated lashes.
Mary Kay® Ultimate Mascara,™ \$15	This volumizing and superthickening formula gives the look of big, bold, separated lashes.

THE BEST IN BROWS

WHAT YOU NEED:	WHY YOU NEED IT:
Mary Kay Lash & Brow Building Serum,® \$36	Discover a serum formulated to help lashes and brows live up to their fullest potential.
Mary Kay® Precision Brow Liner, \$14	Define and fill your brows with blendable, buildable color and hairlike precision.
Mary Kay® Volumizing Brow Tint, \$14	Wear this lifeproof, buildable, fiber-infused brow tint alone or over the precision brow liner for a visible boost!

*Based on an independent clinical study measured by an expert grader after applying two coats of mascara

†Study conducted by an independent research company

Discover These Top BEST-SELLING FAVES.

Women love these *Mary Kay*® beauty bests. Try them for yourself!



TimeWise Vitamin C Activating Squares®,
\$24, pk./12



Mary Kay®
CC Cream
Sunscreen
Broad Spectrum
SPF 15,* \$22



Mary Kay®
*Ultimate
Mascara*™,
\$15



Clear Proof® Deep-Cleansing
Charcoal Mask, \$24

Mary Kay®
Foundation
Primer Sunscreen
Broad Spectrum
SPF 15,* \$20



Mary Kay®
Oil-Free
Eye Makeup
Remover, \$17



Lash Intensity®
Mascara, \$18



TimeWise®
Firming Eye
Cream, \$32

Mary Kay®
Undereye
Corrector, \$16



Lash Love®
Mascara,
\$15

The best-seller logo/designation refers to top-selling products within the *Mary Kay*® product line.

MARY KAY[®]

One Woman Can[®]
FOLLOW
EVERY DREAM.

Mary Kay not only gave Lexi the freedom and flexibility to pursue her music career, it opened the doors to a greater purpose for reaching others.

#MyMKLife

▶ See how **Mary Kay Independent Sales Director Lexi Larsen** found the perfect fit for both passions in her life: marykay.com/ican.



AGE-DEFYING
SKIN CARE**TimeWise®****TimeWise
Miracle Set 3D®**, \$110Breakthrough three-dimensional
approach to skin aging.**Normal/Dry or Combination/Oily
Set includes:**

- TimeWise® Age Minimize 3D® 4-in-1 Cleanser
- TimeWise® Age Minimize 3D® Day Cream SPF 30 Broad Spectrum Sunscreen*
- TimeWise® Age Minimize 3D® Night Cream
- TimeWise® Age Minimize 3D® Eye Cream

**TimeWise® Ultimate
Miracle Set 3D®**,
\$165

Includes the TimeWise Miracle Set 3D® products in your choice of normal/dry or combination/oily, plus the TimeWise® Microdermabrasion Plus Set: Microdermabrasion Refine and Pore Minimizer.

TimeWise® Age Minimize 3D® Normal/Dry or Combination/Oily	4-in-1 Cleanser, \$24, 4.5 oz.	Day Cream SPF 30 Broad Spectrum Sunscreen,* \$32, 1.7 oz.	Night Cream, \$32, 1.7 oz.	Eye Cream, \$36, .5 oz.
---	---	--	---------------------------------------	------------------------------------

3-In-1 Cleansing Bar
(with soap dish), \$20, 5 oz.A customer
favorite, bar
none!**Age Minimize
3D® Day Cream,
(non-SPF),
\$32, 1.7 oz.****TimeWise
Miracle Set 3D
The Go Set™, \$25**
Travel-sized set**TimeWise® Solutions** for every age-defying skin care needGet the look of **polished, younger skin** and
significantly **smaller pores**.**TimeWise® Microdermabrasion Plus Set, \$55****TimeWise® Microdermabrasion Refine, \$32, 2.5 oz.****TimeWise® Pore Minimizer, \$27, 1 fl. oz.**A beauty
industry first**TimeWise Vitamin C Activating
Squares®, \$24, .001 oz. each, pk./12**Help skin
bounce back.**TimeWise
Replenishing
Serum+C®, \$56, 1.5 fl. oz.**

- Fights the look of **fine lines and wrinkles** around eyes.
- **Visibly firms**
- **Brightens**
- **Moisturizes**

**TimeWise®
Firming Eye
Cream, \$32, .5 oz.**Dramatically **evens** the
appearance of skin tone.**TimeWise®
Tone-Correcting
Serum, \$45, 1 fl. oz.**

- **10 pampering** minutes
- **10 skin-renewing** benefits

**TimeWise® Moisture
Renewing Gel
Mask, \$22, 3 oz.**Fights the look of **fine
lines and wrinkles**
on and around the lips.**TimeWise®
Age-Fighting Lip
Primer, \$25, .05 oz.****Hydrates** skin and
helps it look more **firm,
toned and defined.****TimeWise Body
Targeted-Action®
Toning Lotion, \$32,
8 fl. oz.**

ADVANCED AGE-DEFYING

SKIN CARE PRODUCTS

TimeWise Repair®

TimeWise Repair® Volu-Firm® Set, \$205

Scientifically innovative products for the advanced signs of aging.

For all skin types

Includes:

- Foaming Cleanser
- NEW! Advanced Lifting Serum
- Day Cream Sunscreen Broad Spectrum SPF 30*
- Night Treatment With Retinol
- Eye Renewal Cream
- Luxurious gift box



1. **Volu-Firm® Foaming Cleanser**, \$28, 4.5 oz.
2. **NEW! Volu-Firm® Advanced Lifting Serum**, \$70, 1 fl. oz.
3. **Volu-Firm® Day Cream Sunscreen Broad Spectrum SPF 30,*** \$52, 1.7 oz.
4. **Volu-Firm® Night Treatment With Retinol**, \$52, 1.7 oz.
5. **Volu-Firm® Eye Renewal Cream**, \$42, .5 oz.

TimeWise Repair Volu-Firm The Go Set®, \$35
Travel-sized set



Uses glycolic acid to **impact multiple surface layers.**



Revealing Radiance® Facial Peel, \$65, 1.7 oz.

100% of women showed an **improvement** in the appearance of wrinkle severity.†

Volu-Fill® Deep Wrinkle Filler, \$48, .5 oz.



Intensive facial treatment that **delivers lifting** and **firming** benefits

TimeWise Repair® Lifting Bio-Cellulose Mask, \$70, pk./4



NATURALLY DERIVED**

New!

Mary Kay Naturally™

Our first natural-certified skin care line.



To learn more about the COSMOS standard, see cosmos-standard.org/ the-cosmos-standard



Mary Kay Naturally™ Purifying Cleanser, \$26, 4.5 oz.



Mary Kay Naturally™ Exfoliating Powder, \$34, 2.64 oz.



Mary Kay Naturally™ Nourishing Oil, \$48, 1 fl. oz.



Mary Kay Naturally™ Moisturizing Stick, \$28, .38 oz.

SIMPLE SOLUTIONS Botanical Effects®

Regimen, \$54

A simple three-piece set that keeps skin nourished, refreshed and healthy-looking.

Regimen includes:

- Cleansing Gel
- Refreshing Toner
- Moisturizing Gel



Cleansing Gel, \$18, 4.5 oz.



Refreshing Toner, \$18, 5 fl. oz.



Moisturizing Gel, \$18, 3 oz.



Invigorating Scrub, \$18, 3 fl. oz.

ACNE SOLUTIONS Clear Proof®

Clear Proof® Acne System, \$45

Clinically shown to provide clearer skin in just 7 days.††



Clear Proof The Go Set®, \$20
Travel-sized set



Clarifying Cleansing Gel,* \$16, 4.5 oz.



Blemish Control Toner,* \$15, 5 fl. oz.



Acne Treatment Gel,* \$10, 1 oz.



Oil-Free Moisturizer for Acne-Prone Skin, \$18, 3 fl. oz.

Set includes Clarifying Cleansing Gel,* Blemish Control Toner,* Acne Treatment Gel,* Oil-Free Moisturizer for Acne-Prone Skin.



Deep-Cleansing Charcoal Mask, \$24, 4 oz.

More acne-fighting power



Pore-Purifying Serum,* \$17, 1.75 oz.

AGE-DEFYING MKMen® Skin Care

Get age-defying skin care and skin-loving shaving products.



Daily Facial Wash, \$16, 4.5 fl. oz.



Shave Foam, \$14, 6.5 oz.



Cooling After-Shave Gel, \$16, 2.5 fl. oz.



Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30,* \$25, 3 fl. oz.



Advanced Eye Cream, \$26, .65 oz.

*†Results reflect bioinstrumentation measurement of wrinkle severity after an eight-week independent clinical study in which 31 women used the product morning and night. Wrinkle severity is defined as the visible length, width and number of deep wrinkles.

**At least 90% of ingredients are derived from natural sources processed in accordance with third-party standards – currently the COSMOS standard. Visit marykay.com/naturally to learn more.

**New!****Skinvigor Sonic™
Skin Care System, \$75**

Includes device, one facial cleansing brush head and USB cord

**New!****Skinvigor Sonic™
Facial Cleansing Brush
Heads, \$20, pk./2****New!****Skinvigor Sonic™ Facial
Massage Head, \$25, pk./1****DRY SKIN****Mary Kay®
Intense
Moisturizing
Cream, \$32, 1.8 oz.****NORMAL,
COMBINATION
AND OILY SKIN****Mary Kay®
Oil-Free
Hydrating Gel,
\$32, 1.8 oz.****VERY DRY
SKIN****Mary Kay®
Extra
Emollient
Night Cream,
\$15, 2.1 oz.****Mary Kay® Oil-
Free Eye Makeup
Remover, \$17,**

3.75 fl. oz.

Gently removes eye makeup.

**Mary Kay® Eye
Primer, \$12, .3 oz.**

Creates a foundation demonstrated to extend eye color wear.

**Indulge® Soothing
Eye Gel With Calming
Influence® Botanical
Blend, \$16, 4 oz.**

Ingredients reported to help reduce the appearance of puffiness.

**Mary Kay®
Oil Mattifier,
\$18, .6 fl. oz.**

Absorbs oil and helps control shine for eight hours.

**Mary Kay® Facial
Cleansing Cloths,
\$18, for all skin types, pk./30 cloths****Beauty Blotters® Oil-
Absorbing Tissues, \$6,
pk./75 tissues****Mint Bliss™
Energizing Lotion
for Feet & Legs,
\$11, 3 fl. oz.****Mary Kay®
2-In-1 Body
Wash & Shave,
\$16, 6.5 fl. oz.****Mary Kay®
Hydrating Lotion,
\$16, 6.5 fl. oz.****White Tea & Citrus Satin Hands®
Pampering Set, \$36****Set includes** a fragrance-free protecting softener, a scented shea scrub, a scented shea cream and a giftable bag.**Fragrance-Free Satin Hands®
Pampering Set, \$36****Set includes** a fragrance-free protecting softener, a shea scrub, a shea cream and a giftable bag.

Also sold separately:

**White Tea & Citrus Satin Hands®
Nourishing Shea Cream, \$12, 3 oz.****Fragrance-Free Satin Hands®
Nourishing Shea Cream, \$12, 3 oz.****Mary Kay® Sun Care
Lip Protector
Sunscreen Broad
Spectrum SPF 15,*
\$10, .16 oz.**

Helps protect lips from the drying effects of sun and wind.

**Mary Kay® Sun Care
Sunscreen Broad
Spectrum SPF 50,*
\$20, 4 fl. oz.**

For intense outdoor exposure.

**Satin Body® Revitalizing
Shea Scrub, \$18, 6.5 oz.**

Exfoliates and immediately buffs away dry skin.

**Satin Body® Indulgent
Shea Wash, \$18, 6.5 fl. oz.**

Cleanses and soothes dry skin with an enveloping lather.

**Satin Body® Silkening
Shea Lotion, \$18, 6.5 fl. oz.**

Provides immediate relief for dryness.

**Satin Lips® Set, \$22**

Buffs away dry skin, then moisturizes to help keep lips soft.

**Satin Lips® Shea
Sugar Scrub, \$12, .3 oz.****Satin Lips® Shea
Butter Balm, \$12, .3 oz.**Get this adorable cello gift bag **FREE†** with every **Satin Lips®** Set purchase. (Ribbon not included)

†Available from participating Independent Beauty Consultants only

FLAWLESS FACE



**Mary Kay®
Foundation
Primer
Sunscreen
Broad Spectrum
SPF 15,* \$20, 1 fl. oz.**

Apply under foundation to enhance wear and perfect skin.



**Mary Kay® Perfecting
Concealer, \$16, .21 oz.**

light ivory	deep ivory
light beige	deep beige
light bronze	deep bronze

**Mary Kay®
Undereye
Corrector,
\$16, .21 oz.**

Helps wake up tired-looking eyes.



**Mary Kay®
Makeup
Finishing
Spray by
Skindinavia,
\$18, 2 fl. oz.**

When makeup meltdown is not an option, give it the staying power to last up to 16 hours.



AGE-DEFYING

**TimeWise®
Matte 3D
Foundation,
\$25, 1 fl. oz.**



Ivory	ivory C 100	ivory C 110	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 140	beige N 150	beige W 160	beige C 170	beige W 180
Bronze	beige N 190	beige N 200	beige N 210	beige C 220					
	bronze W 100	bronze W 110	bronze W 120	bronze W 130	bronze W 140	bronze W 150	bronze C 160	bronze C 170	bronze C 180

**TimeWise®
Luminous 3D
Foundation,
\$25, 1 fl. oz.**



Ivory	ivory C 100	ivory C 110	ivory W 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 140	beige N 150	beige W 160	beige W 180	beige N 190
Bronze	beige N 210	beige C 220							
	bronze W 100	bronze W 130	bronze W 150	bronze C 160	bronze C 170				

Mary Kay® Blending Brush, \$16



MINERAL FOUNDATION



**Mary Kay® Mineral Powder
Foundation, \$20, .28 oz.**

ivory 0.5	ivory 1	ivory 2	beige 0.5	beige 1	beige 1.5
beige 2	bronze 1	bronze 2	bronze 3	bronze 4	bronze 5

Mary Kay® Powder Foundation Brush, \$14

ivory 1	ivory 2	ivory 3	ivory 4	ivory 5	beige 1	beige 2	beige 3
beige 4	beige 5	beige 6	bronze 1	bronze 2	bronze 3	bronze 4	bronze 5

SHINE CONTROL

**Endless Performance® Crème-to-Powder
Foundation,* \$18, .35 oz.**

(Compact and cosmetic sponge sold separately)

*Endless Performance® Crème-to-Powder Foundation contains a small amount of fragrance.



ivory 1	ivory 2	beige 1
beige 2	bronze 1	bronze 2

**Mary Kay® Sheer Mineral Pressed
Powder, \$16, .32 oz.**

Be sure to add a Mary Kay® compact and applicator.



**Mary Kay®
Translucent
Loose Powder,
\$16, .39 oz.**

Set your makeup.
Reduce shine.

UVA/UVB PROTECTION



very light
light-to-medium
medium-to-deep
deep
very deep

**Mary Kay® CC Cream
Sunscreen Broad Spectrum
SPF 15,* \$22, 1 fl. oz.**

- Light coverage
- Oil-free moisturization
- UVA/UVB protection





EXPAND / EXTEND



DEFINITION



WATERPROOF DEFINITION



LENGTH



VOLUME



Mary Kay® Liquid Eyeliner Pen, \$16, .05 oz.



Mary Kay® Eyeliner, \$12, .01 oz.



Mary Kay® Precision Brow Liner, \$14, .003 oz.
 Outlines, defines and fills.



Mary Kay® Brow Definer Pencil, \$11, .04 oz.
 A creamy, long-wearing, waterproof formula.



SATIN SHEEN

True Dimensions® Lipstick, \$18,

.11 oz.

It's like a color-infused fountain of youth for your lips.



SHIMMER SHINE

True Dimensions® Sheer Lipstick, \$18, .11 oz.

The formula you love in sheer color options.



SEMI-MATTE

Mary Kay® Gel Semi-Matte Lipstick, \$18, .13 oz.

Color clarity with lip-cushioning gel comfort.



SEMI-SHINE

Mary Kay® Gel Semi-Shine Lipstick, \$18, .13 oz.

Long-lasting wear without drying lips

**Mary Kay Chromafusion® Blush, \$14, .17 oz.**

Long-lasting, lifeproof formula with light-reflecting pigments.

**Mary Kay Chromafusion® Highlighter, \$14, .17 oz.**

Perfect for creating a radiant, healthy glow.

**Mary Kay Chromafusion® Contour, \$14, .17 oz.**

Matte shades that blend seamlessly.



HIGH-SHINE FINISH

NouriShine Plus® Lip Gloss, \$15,

.15 fl. oz.

Fortified with vitamin E and a vitamin C derivative plus plant-derived minerals.

**Mary Kay® Lip Liner, \$12, .01 oz.**

A waterproof, long-lasting, creamy formula

*Mary Kay® Lip Liner classic formula

Mary Kay® Essential Brush Collection, \$55

Set includes All-Over Eye Shadow Brush, Eye Crease Brush, Eye Smudger Brush, All-Over Powder Brush, Cheek Brush and portable clutch.

Brushes also available separately.



Mary Kay® Brush Cleaner, \$10, 6 fl. oz.

Removes makeup buildup.



Mary Kay® All-Over Eye Shadow Brush, \$12

Fits naturally into the eyelid's delicate contours for easy blending.



Mary Kay® Eye Crease Brush, \$12

Designed to fit into the eyelid's contours and crease to add professional dimension to any eye look.



Mary Kay® Eye Smudger Brush, \$12

Designed to create detailed accents in hard-to-reach places and for easy smudging to create smoky eye looks.



Mary Kay® Eyebrow/Eyeliner Brush, \$10

Tames brows, blends eyebrow color, applies eyeliner and fills in brows.



Mary Kay® Cream Color Brush, \$12

Designed to mimic fingertip application for a streak-free finish.

‡For hygienic reasons, it is recommended to dedicate a separate brush for use with different products.



Mary Kay® Blending Brush, \$16

Dense but soft bristles make flawless application easy.



Mary Kay® All-Over Powder Brush, \$16

Helps pick up and distribute the right amount of face powder or bronzing powder.



Mary Kay® Cheek Brush, \$14

Innovative 3-in-1 shape helps enhance, sculpt and highlight cheekbones without leaving harsh lines behind.



Mary Kay® Liquid Foundation Brush, \$14

Stipples, buffs and blends liquid foundation with ease.



Mary Kay® Powder Foundation Brush, \$14

Provides perfect pickup and even, controlled application.



Palette Powder Brush, \$4.50



Palette Cheek Brush, \$2



Eye Sponges, \$2.50, pk./2



Cosmetic Sponges, \$4, pk./2



Mary Kay® Blending Sponge, \$12



Mary Kay Pro Palette™ (unfilled), \$25

Customizable, magnetic beauty essential.



Mary Kay Perfect Palette™ (unfilled), \$18



Discover What You Love® Travel Roll-Up Bag (unfilled), \$35

An all-in-one must-have organizer for your cosmetics, skin care and accessories.

FRAGRANCES FOR WOMEN



Belara® Eau de Parfum, \$38, 1.7 fl. oz.

Bella Belara® Eau de Parfum, \$38, 1.7 fl. oz.

Cityscape® Eau de Parfum, \$50, 1.7 fl. oz.

Enchanted Wish® Eau de Toilette, \$36, 2 fl. oz.

Forever Diamonds® Eau de Parfum, \$40, 2 fl. oz.

Live Fearlessly® Eau de Parfum, \$44, 1.7 fl. oz.

Thinking of Love® Eau de Parfum, \$32, 1 fl. oz.

Thinking of You® Eau de Parfum, \$32, 1 fl. oz.

FRAGRANCES FOR MEN



MK High Intensity® Sport Cologne Spray, \$40, 2.5 fl. oz.

MK High Intensity® Cologne Spray, \$40, 2.5 fl. oz.

MK High Intensity Ocean® Cologne Spray, \$42, 2.5 fl. oz.

Domain® Cologne Spray, \$38, 2.5 fl. oz.

Cityscape® Cologne Spray, \$50, 2 fl. oz.

True Original® Cologne Spray, \$36, 2 fl. oz.

NEW! Limited-Edition[†] *Mary Kay*[®]
Matte Lipstick, **\$18**, .11 oz.

A velvety veil of pigment-packed color in two go-with-anything nude shades.

tenacious taupe



spice of life

NEW! Limited-Edition[†]
Mary Kay Chromafusion[®]
Eye Shadow + *Mary Kay*
Petite Palette[™] Bundle in
Radiate Confidence,
\$36

Play up modern neutrals with a punch of exciting color in this empowering palette. Shades include:

- Toffee (new)
- Golden Peach (new)
- Radiant Blue (new)
- Mahogany

radiate confidence

NEW! Limited-Edition[†]
Mary Kay Chromafusion[®]
Eye Shadow + *Mary Kay*
Petite Palette[™] Bundle
in Feel Fierce, **\$36**

Explore warm, alluring neutrals with a stunning pop of color in this vibrant palette. Shades include:

- Rose Gold
- Pomegranate (new)
- Hummingbird (new)
- Onyx

feel fierce

NEW! Limited-Edition[†] *Mary Kay*[®]
Collection Bag, **\$5**

You can purchase this stylish bag* for \$5 when you purchase \$55 suggested retail (excluding tax) in limited-edition[†] *Mary Kay*[®] Fall 2019 Collection products.

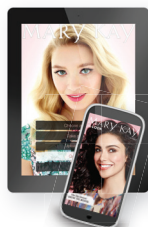
*Available with a qualifying purchase from participating Independent Beauty Consultants only and while supplies last. No limits apply.



Free gift!*

**Ask me, your Independent Beauty Consultant,
how to get a FREE GIFT* with purchase!**

*Available with a qualifying purchase through participating Independent Beauty Consultants only and while supplies last.



BEAUTY ON THE GO!

Create makeup looks you love in *real time* with the new *Mary Kay Mirror Me*[™] App. It uses your phone's camera to apply makeup looks and color products – no mess made and no photo upload necessary! It's FREE, fun and easy!

And every girl needs the *Mary Kay*[®] eCatalog App so she can flip through page after page of beauty products, trend looks and more!

Download these apps from the App Store[™] or Google Play[™] on your mobile device.

BE 100% CONFIDENT!

Mary Kay Inc. stands behind its products sold by Mary Kay Independent Beauty Consultants. If for any reason you are not **completely satisfied** with any *Mary Kay*[®] product, it will be replaced without charge, exchanged or the full purchase price refunded following its return to your authorized Mary Kay Independent Beauty Consultant or, if she is no longer active, to the Company with proof of purchase.

Introducing SONIC-POWERED SKIN CARE

Just 60 seconds to
superior sonic clean!

NEW! *Skinvigate Sonic*™ Skin Care System removes **four times** more dirt, oil, impurities, makeup and pollutants than hand-cleansing alone!*

New!

Skinvigate Sonic™
Skin Care System, \$75

♥ Contact me, your Independent
Beauty Consultant, to meet
your skin's new best friend!

*Results based on a one-day independent clinical study during which 21 women used cleanser with the *Skinvigate Sonic*™ Skin Care System + the *Skinvigate Sonic*™ Facial Cleansing Brush Head for 15 seconds.

Price is suggested retail.



marykay.com |

