

BEAUTY BOOK

MARY KAY.



“Be a dreamer. Have a sense of greatness. It has been said that if you can dream it, you can do it. And I believe that.”
— MARY KAY ASH



DREAM IT. DO IT.

Mary Kay Ash built her Company with a **PASSION FOR CHANGING WOMEN'S LIVES FOR THE BETTER.**

She opened the door for women to look and feel good while having fun together and sampling innovative products. In fact, many consumers who love the products become Independent Beauty Consultants themselves with the goal to build a business on their own terms. Today, millions of Independent Beauty Consultants in more than 35 countries are living out the dream that our visionary Founder brought to life — proving that **NO DREAM IS IMPOSSIBLE WHEN YOU HAVE THE COURAGE TO BELIEVE.**



A COMPANY WITH *HEART.* *At Mary Kay, we believe that beauty comes from the inside and shines brilliantly on the outside.*

Independent Beauty Consultants offer products that delight and an opportunity that enriches lives. That's how they help women feel beautiful, confident and empowered!

MARY KAY ASH'S DREAM of inspiring others didn't stop there. Her dedication to providing hope through charitable efforts lives on today. Since 1996, the *Mary Kay Ash Foundation*^{SM*} has awarded more than **\$96 million** to fund research for cancers affecting women and to end domestic violence against women once and for all.

\$18 MILLION has been donated to organizations benefiting women and their families through *Pink Changing Lives*[®] globally.

*The U.S. beneficiary of *Pink Changing Lives*[®] donations is the *Mary Kay Ash Foundation*[™]. Guided by Mary Kay Ash's dream to enrich the lives of women everywhere, the *Mary Kay Ash Foundation*[™] raises and distributes funds to end domestic violence and invests in breakthrough cancer research to find cures for women-related cancers. Learn more at marykayashfoundation.org.

PREVENT PREMATURE SKIN AGING STARTING NOW!

TIMEWISE® MIRACLE SET®

Reinforce skin's ability to look its best longer with a three-step regimen that features our extensively researched and patented **TimeWise 3D® Complex** in every product to help protect against causes of visible premature skin aging. Available in Normal/Dry or Combination/Oily formulas.

Reset the Pace of Skin's Visible Aging Starting in as Little as 2 Weeks!*

With *TimeWise® Miracle Set®*, you'll be on your way to strong, healthy skin from day one, and week after week brings you closer to your best skin yet.

- **In 2 weeks**, fine lines start to fade, wrinkles start to soften and skin's firmness begins to improve.*
- **In 4 weeks**, results continue to get better, while adding improved radiance, skin texture and overall appearance.*
- **After 12 weeks:**
 - » 98% of panelists had a 37% improvement in the appearance of fine lines.
 - » 98% of panelists had a 51% increase in skin firmness.

*Results based on one of seven independent third-party clinical or consumer studies in which from 55 to 213 women used a *TimeWise® Miracle Set®* product as directed

†Over-the-counter drug product

EARLY-TO-MODERATE SIGNS OF AGING



TimeWise® Miracle Set® products:

1. *TimeWise®* 4-in-1 Cleanser
2. *TimeWise®* Antioxidant Moisturizer
3. *TimeWise®* Daytime Defender Sunscreen Broad Spectrum SPF 30†
4. *TimeWise®* Nighttime Recovery

LIFT AWAY THE YEARS.

TIMEWISE REPAIR® VOLU-FIRM® SET

The appearance of deep lines and wrinkles is reduced. Lifted facial contours are restored, and youthful volume is recaptured.

The Science of the Volu-Firm® Complex

A union of three ingredients so crucial to skin vitality, it's in every product formula. The *Volu-Firm®* Complex contains:

- Plant stem cells*
- A biomimetic peptide*
- A skin volume-supporting plant extract (Alpinia galanga leaf extract)*

*Based on in vitro testing of key ingredients †Over-the-counter drug product

ADVANCED SIGNS OF AGING



TimeWise Repair® Volu-Firm® products:

1. Foaming Cleanser
2. Advanced Lifting Serum
- 3a. Day Cream Sunscreen Broad Spectrum SPF 30†
- 3b. Night Treatment With Retinol
4. Eye Renewal Cream

AMPLIFY YOUR AGE-FIGHTING.

MARY KAY CLINICAL SOLUTIONS® RETINOL 0.5 SET

This two-piece dermocosmetic set features *Mary Kay Clinical Solutions*® Retinol 0.5 and Calm + Restore Facial Milk.

Mary Kay Clinical Solutions® Retinol 0.5

Improves the appearance of:

- Wrinkles • Firmness • Skin Tone

Mary Kay Clinical Solutions® Calm + Restore Facial Milk

In clinical testing, the facial milk was shown to:

- CALM irritated skin.* • DELIVER instant hydration.**

NEW! MARY KAY CLINICAL SOLUTIONS® DYNAMIC WRINKLE LIMITER™

Target dynamic wrinkles – lines and creases caused by facial expressions – with an exclusive, no-needle, topical cream clinically shown to be 76% as effective as a widely used wrinkle-relaxing injection treatment.†**



*Results based on two independent clinical studies in which women used the *Mary Kay Clinical Solutions*® Calm + Restore Facial Milk

†Based on an independent clinical bioinstrumentation study of 33 women after using the product twice per day for eight weeks

**Based on an independent clinical bioinstrumentation study of 10 women who received a by-appointment wrinkle-limiting treatment

BOOST YOUR ROUTINE.

Designed to target your toughest skin concerns, each booster features concentrated doses of some of science's most proven ingredients so you can break through to your best skin.

BOOST HYDRATION.

Mary Kay Clinical Solutions®
HA + Ceramide Hydrator

VISIBLY REDUCE WRINKLES.

Mary Kay Clinical Solutions®
C + Resveratrol
Line-Reducer

VISIBLE DARK SPOT REDUCTION

Mary Kay Clinical Solutions®
Ferulic +
Niacinamide Brightener

ACCELERATE SKIN RENEWAL.

Mary Kay Clinical Solutions®
PHA + AHA Resurfacer



DERM-INSPIRED SOLUTIONS

Each dermatology-inspired product is formulated with meticulously tested ingredients that are scientifically proven to deliver high levels of skin care performance.

HEALTHY SKIN FOR THE WIN

 SIMPLE SOLUTIONS

MARYKAY® SKIN CARE LINE

Searching for a simple start to skin care and not yet ready for age-defying products? Look no further! The *Mary Kay*® Skin Care line allows you to create the perfect routine! Choose from hydrating or mattifying cleansers and moisturizers, plus a universal scrub and toner that are suitable for all skin types, including sensitive skin, to build a customized routine for clean, healthy skin.

The *Mary Kay*® Hydrating Regimen includes:

1. Hydrating Cleanser
2. Exfoliating Scrub
3. Balancing Toner
4. Hydrating Moisturizer

The *Mary Kay*® Mattifying Regimen includes:

1. Mattifying Cleanser
2. Exfoliating Scrub
3. Balancing Toner
4. Mattifying Moisturizer



KNOCK OUT ACNE!

 ACNE SOLUTIONS

CLEAR PROOF® ACNE SYSTEM

This effective regimen has been clinically shown to provide clearer skin in just 7 days.* The set uses a combination of salicylic acid and benzoyl peroxide to attack the multiple factors that can contribute to acne breakouts.

84%	said their complexions looked clearer.**
82%	had a reduction in the severity of acne blemishes.**
80%	said it faded the look of lingering acne spots.**

The *Clear Proof*® Acne System includes:

1. Clarifying Cleansing Gel†
2. Blemish Control Toner†
3. Acne Treatment Gel†
4. Oil-Free Moisturizer for Acne-Prone Skin

*Based on a 12-week independent clinical study †Over-the-counter drug product

**Results reflect the percentage of panelists who agreed with the statements during a three-week independent consumer study



NATURAL-CERTIFIED SKIN CARE

MARY KAY NATURALLY®

Nature is bountifully rich with skin-benefiting wonders. As part of our commitment to offer a range of products that meet a woman's skin care needs at any stage in her life, *Mary Kay Naturally*® combines naturally derived+ ingredients, unique to each product, with exciting, versatile forms that elevate a beauty routine.

Mary Kay Naturally® products include:

1. Purifying Cleanser
2. Exfoliating Powder
3. Nourishing Oil
4. Moisturizing Stick

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.



NATURALLY DERIVED*

free of
PARABENS
PHTHALATES
SYNTHETIC FRAGRANCE
SYNTHETIC DYES
SLS/SLES



+At least 90% of ingredients are derived from natural sources processed in allowance with third-party standards — currently the COSMOS standard.
 †To learn more about the COSMOS standard, see cosmos-standard.org/about-the-cosmos-standard.
 *This means that 99.49% of ingredients are derived from natural sources processed in allowance 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 allowance 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.

SKIN CARE FOR HIM

MKMEN® REGIMEN

Designed with him in mind, *MKMen*® Skin Care helps smooth, soothe and protect his complexion for handsome, healthy-looking skin.

MKMen® Regimen includes:

1. *MKMen*® Daily Facial Wash
2. *MKMen*® Cooling After-Shave Gel
3. *MKMen*® Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30*



*Over-the-counter drug product

NEVER SKIP *CLEAN SKIN!*

MARYKAY® MICELLAR WATER

Never miss a fresh face again with a quick and versatile way to cleanse skin. Whether you're in a rush, on the go, post-workout or at home, it works as a quick cleanse on its own or before your favorite *Mary Kay*® cleanser.

- Removes impurities.
- Gently cleanses skin.
- Helps break down face makeup.
- Leaves skin hydrated.
- No need to rinse!
- Non-comedogenic.

For a Quick Cleanse

Gently cleanse and refresh skin when you're on the go or in a rush. Attract impurities with a few soft swipes of a saturated cotton ball or pad. No rinsing required!

TIP! Follow with toner as a post-cleansing prep step before the rest of your routine.

For Ultraclean Skin

Pair your favorite *Mary Kay*® cleanser with *Mary Kay*® Micellar Water for a customized double cleanse.

STEP 1 MARYKAY® MICELLAR WATER

Gently break down **face** makeup, oil and other daily debris.

STEP 2 MARYKAY® CLEANSER

Use a skin type-specific cleanser to target individual needs and rinse skin clean.

TIP! Use *Mary Kay*® Oil-Free Eye Makeup Remover first to remove your **eye** makeup.



PROTECTED SKIN *IS ALWAYS IN.*

MARYKAY® MINERAL FACIAL SUNSCREEN BROAD SPECTRUM SPF 30*

Safeguard your skin today for a healthier tomorrow!

- 100% mineral sunscreen powered by zinc oxide.
- Provides gentle and effective defense against sun damage and skin cancer.
- Protects skin against UVA and UVB rays.
- High-performance formula.
- Fragrance-free.
- Suitable for all skin types, including sensitive skin.
- Lightweight and low shine, perfect for wearing under makeup or for applying to bare skin for daily sun defense.

9 OUT OF 10

women agree: This sunscreen is smooth, breathable and easy to use.†



How to Apply

Apply Mineral Facial Sunscreen Broad Spectrum SPF 30* evenly to face, neck, chest and backs of hands – anywhere skin is likely to receive sun exposure. Usage amount may vary from person to person, but we recommend starting with at least a nickel-sized amount.

Apply sunscreen after moisturizer and eye cream, and before foundation.

Spending time outdoors? It's recommended to reapply every two hours (more frequently if swimming** or sweating).

*Over-the-counter drug product

†Based on an independent consumer study where 292 women used the product once daily for seven (7) days. Study included 50% of respondents with lighter skin tones (Types I, II, III on the Fitzpatrick Scale of Skin Tones) and 50% of respondents with darker skin tones (Types IV, V, VI).

**Please note that this sunscreen is not water-resistant.

POWERFUL PRODUCTS

MARYKAY® SKIN CARE SOLUTIONS

Discover *Mary Kay*® skin care solutions for your skin's specific needs. Whether you're looking for age-defying benefits or a little pampering, you're sure to find something you'll absolutely adore!



TimeWise Repair® Revealing Radiance® Facial Peel

Go deeper to reveal the radiance within! Skin looks brighter, skin texture is significantly improved, and fine lines and wrinkles look reduced.*



TimeWise Repair® Volu-Fill® Deep Wrinkle Filler

Worried about deep wrinkles? Not anymore. Targeted formula immediately fills in deep wrinkles and helps improve the appearance of deep wrinkles over time.



TimeWise Repair® Lifting Bio-Cellulose Mask

See a visible lift in just two weeks.† Gives skin the ultimate beauty boost with bio-cellulose mask technology.



TimeWise Repair® Volu-Firm® Eye Renewal Cream

Reawaken tired eyes and give them a lifted look. Targets deep lines, wrinkles, sagging skin, undereye bags, puffiness and dark circles.



TimeWise® Microdermabrasion Plus Set

SET INCLUDES:
Microdermabrasion Refine
Pore Minimizer

Microdermabrasion Refine instantly reveals healthy-looking skin, leaving it feeling smooth and energized. Pore Minimizer works to reduce the appearance of pores.



TimeWise Replenishing Serum C+E®

Vitamin C is great for skin. So is vitamin E. Daily use delivers skin that's firmer, brighter – glowing with good health.



TimeWise® Moisture Renewing Gel Mask

Ten pampering minutes. Ten skin-renewing benefits.† Replenishes moisture on contact. Skin feels calm, purified and nourished.



TimeWise® Eye Cream

Helps improve multiple signs of visible skin aging and fatigue, including fine lines, dullness, firmness and texture.



Clear Proof® Deep-Cleansing Charcoal Mask

Activated charcoal acts as a magnet to draw impurities out of skin. Absorbs excess oil and reduces shine with a gently cooling formula.

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

†Results based on a four-week independent consumer study in which 300 women used the product twice a week

‡In an independent consumer study, women agreed that their skin appeared less stressed, felt nourished and calmed, and that the mask helped reduce the appearance of pores, among many other visible benefits.

SIMPLY FLAWLESS

MARYKAY® FOUNDATIONS

Foundation plays an important role in your skin care routine by helping protect your skin from environmental damage.

TimeWise 3D® Foundations

Perfect-match shades feature our patent-pending Age Minimize 3D® Complex. Available in two finishes:

TimeWise® Matte 3D Foundation and **TimeWise® Luminous 3D Foundation**



Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15*

Lightweight coverage and UVA/UVB protection.

Endless Performance® Crème-to-Powder Foundation

12-hour wear that is heat- and humidity-resistant.



Mary Kay® Silky Setting Powder

This makeup multitasker helps even skin tone and blur minor imperfections while providing a matte finish that minimizes shine.



Mary Kay® Translucent Loose Powder

Set your makeup. Reduce shine.

FLAWLESS FUNDAMENTALS



Mary Kay® Blending Brush

The unique design and dense but soft bristles make flawless, air-brushed application easy.



Mary Kay® Liquid Foundation Brush

Works with all Mary Kay® liquid foundations.



Mary Kay® Blending Sponge



Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15*

Perfects skin as it extends foundation wear.



Mary Kay® All-Over Powder Brush

Helps pick up and evenly distribute the right amount of powder.

*Over-the-counter drug product

COLOR FOR LIFE

MARYKAY CHROMAFUSION®

The lifeproof makeup formula that can handle anything on your agenda. Just think, eye shadow that holds strong for 12 hours* with crease-free, fadeproof ease and gorgeous pigment-rich hues. And blush, highlighter and contour powders that won't let work, workouts or weather diminish your glow. Plus, our refillable palettes give you the freedom to pop and swap your favorite Mary Kay® products whenever you want!

Let's schedule your color appointment today so you can get a look that's as unique as you are.

*Results based on a 12-hour independent clinical study in which 27 women used Mary Kay Chromafusion® Eye Shadow after a single application



GO BEYOND THE ULTIMATE!

BEYOND ULTIMATE *TIMESWIS*[®] *MIRACLE SET*[®]



A YOUNGER-LOOKING YOU!

MARY KAY
**SHOP MY
PARTY!**

HOSTING PARTIES HAS NEVER BEEN EASIER!

- Your Mary Kay Independent Beauty Consultant will send you a Shop My Party link or QR code created especially for your party.
- You can share that unique link with all your friends and family members.
- They can shop your party, and you can earn hostess rewards!

Ask your Mary Kay Independent Beauty Consultant about Shop My Party, and set up a date to host your own party!

LET'S BOOK A PARTY!

CONTACT ME, your Mary Kay Independent Beauty Consultant.

DOWNLOAD THE
MARY KAY® SKIN ANALYZER APP.



Scan to download
the *Mary Kay*® Skin
Analyzer App.



Place your business card or contact information here.

TimeWise® Basic Set, \$60

- TimeWise® 4-in-1 Cleanser
- TimeWise® Antioxidant Moisturizer



TimeWise® Miracle Set®, \$116

- TimeWise® 4-in-1 Cleanser
- TimeWise® Antioxidant Moisturizer
- TimeWise® Daytime Defender Sunscreen Broad Spectrum SPF 30*
- TimeWise® Nighttime Recovery



Ultimate TimeWise® Miracle Set®, \$150

- TimeWise® 4-in-1 Cleanser
- TimeWise® Antioxidant Moisturizer
- TimeWise® Daytime Defender Sunscreen Broad Spectrum SPF 30*
- TimeWise® Nighttime Recovery
- TimeWise® Eye Cream



Not intended for individual resale

TimeWise Repair® Volu-Firm® Set, \$215

- Volu-Firm® Foaming Cleanser
- Volu-Firm® Advanced Lifting Serum
- Volu-Firm® Day Cream Sunscreen Broad Spectrum SPF 30*
- Volu-Firm® Night Treatment With Retinol
- Volu-Firm® Eye Renewal Cream



TimeWise® Microdermabrasion Plus Set, \$58

- TimeWise® Microdermabrasion Refine
- TimeWise® Pore Minimizer



Add a Mary Kay® foundation* of your choice, from \$20 to \$25, to any skin care set.

Mary Kay® Skin Care Line

Hydrating Regimen, \$80

- Hydrating Cleanser, \$20
- Exfoliating Scrub, \$20
- Balancing Toner, \$20
- Hydrating Moisturizer, \$20

Mattifying Regimen, \$80

- Mattifying Cleanser, \$20
- Exfoliating Scrub, \$20
- Balancing Toner, \$20
- Mattifying Moisturizer, \$20



Add Mary Kay® Mineral Facial Sunscreen Broad Spectrum SPF 30* for sunscreen protection.

\$28

Mary Kay Naturally® Skin Care

- Purifying Cleanser, \$28
- Exfoliating Powder, \$36
- Nourishing Oil, \$50
- Moisturizing Stick, \$30



Clear Proof® Acne System, \$56

- Clear Proof® Clarifying Cleansing Gel*
- Clear Proof® Blemish Control Toner*
- Clear Proof® Acne Treatment Gel*
- Clear Proof® Oil-Free Moisturizer for Acne-Prone Skin



MKMen® Skin Care, \$80

- MKMen® Daily Facial Wash
- MKMen® Cooling After-Shave Gel
- MKMen® Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30*



Mary Kay Clinical Solutions® Set, \$120

Set Includes:

- Retinol 0.5
- Calm + Restore Facial Milk

Also available:

- **NEW!** *Dynamic Wrinkle Limiter™*, \$58
- *C + Resveratrol Line-Reducer*, \$38
- *HA + Ceramide Hydrator*, \$38
- *PHA + AHA Resurfacer*, \$38
- *Ferulic + Niacinamide Brightener*, \$38



Mary Kay® Micellar Water

- Quick cleanse on its own or before your favorite *Mary Kay®* cleanser.
- No rinsing needed!

\$18



TimeWise Repair® Revealing Radiance® Facial Peel

- Uses glycolic acid to impact multiple surface layers.

\$68



Eyes Surprise

- *TimeWise Repair® Volu-Firm®* Eye Renewal Cream
- *TimeWise Repair® Volu-Fill®* Deep Wrinkle Filler

\$94

AS SHOWN



Eye C+E You!

- *Indulge®* Soothing Eye Gel With *Calming Influence®* Botanical Blend
- *TimeWise Replenishing Serum C+E®*

\$78

AS SHOWN



Mix & Mask

- *TimeWise®* Moisture Renewing Gel Mask
- *Clear Proof®* Deep-Cleansing Charcoal Mask

\$52

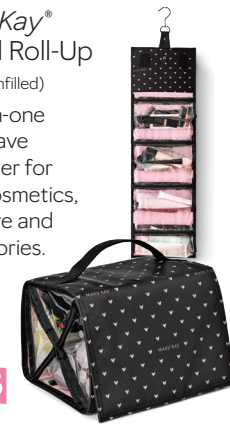
AS SHOWN



Mary Kay® Travel Roll-Up Bag (unfilled)

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

\$36



Eye Refresh

- *Mary Kay®* Hydrogel Eye Patches, pk./30 pairs
- *Mary Kay®* Oil-Free Eye Makeup Remover

\$60

AS SHOWN



TimeWise Repair® Lifting Bio-Cellulose Mask

\$70

PK/4



Satin Set

- White Tea & Citrus *Satin Lips®* Set
- Fragrance-Free *Satin Hands®* Pampering Set

\$60

AS SHOWN



Flawless Finish

- *TimeWise 3D®* Foundation
- *Mary Kay®* Foundation Primer
- Sunscreen Broad Spectrum SPF 15*
- *Mary Kay®* Liquid Foundation Brush

\$59

AS SHOWN



Build Your Brow

- *Mary Kay®* Clear Brow Styling Gel, \$14
- *Mary Kay®* Volumizing Brow Tint, \$14
- *Mary Kay®* Precision Brow Liner, \$14
- *Mary Kay®* Eyebrow / Eyeliner Brush, \$10

\$52

AS SHOWN



Sleek and Simple

- *Mary Kay®* Gel Semi-Matte or Gel Semi-Shine Lipstick
- *Mary Kay Perfect Palette®* (unfilled)
- *Mary Kay Chromafusion®* Blush
- *Mary Kay Chromafusion®* Eye Shadows (3)
- Palette Cheek Brush
- Eye Sponges

\$82.50

AS SHOWN

