

Introduce Yourself!

o Who are you?

o What is your previous experience with Mary Kay?

o How do you know our hostess?

o Tell us something silly about yourself!

*Don't Forget!
Each comment
gets you an entry
into our prize
drawing!

You Are Invited

TIC TAC TOE VIRTUAL PARTY

PRIZES & FUN
JOIN US WITH THE
LINK BELOW



TimeWise Repair
Reverses Aging



TimeWise 3D
Prevents Aging



MK Naturally
Natural Derived
Ingredients



Clear Proof
Acne Set

MARY KAY®



- Grab a piece of paper and draw a Tic Tac Toe Board



***Don't Forget!**
Each comment
gets you an entry
into our prize
drawing!

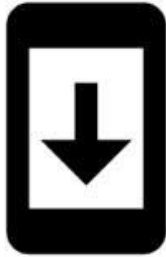
When you see a product you can't live without, write it in a square.

- The first person to comment "Tic-Tac-Toe" gets a prize from me!
- Also, the first person to get a full board (blackout) gets a prize from me!

Relax, have fun, and remember that there is **no obligation**, but if you choose to take something home-remember everything is 100% satisfaction guaranteed!

STEP 1

Download the Mary Kay Skin Analyzer App for FREE



STEP 2

Click "I'm a Customer" then take a selfie & analyze!



STEP 3

Share with me, your Independent Beauty Consultant!



\$10



Empower
PINK
BY MARY KAY

MARY KAY: BY THE NUMBERS



1963

Mary Kay Ash founded the company in Dallas, Texas.

Top 5 Global Skin Care Brand



Over 35

International markets where Mary Kay® products are sold

1 Million

Trees planted around the world as part of the Mary Kay commitment to sustainability and *Pink Doing Green®* initiatives



1976

Mary Kay Ash was inducted into the Direct Selling Hall of Fame.

Over 3.5 million

Mary Kay Independent Beauty Consultants worldwide

More than 1,200

Patents Mary Kay holds for products, technologies and packaging designs

200+

Products in the Mary Kay® line consisting of premium skin care, color cosmetics, body care, sun protection and fragrances



Millions

Dollars Mary Kay has donated to organizations helping women and children around the world through its global charitable program, *Beauty That Counts®*



More than 500,000

Tests Mary Kay conducts each year to ensure every individual ingredient and finished product meets the highest standards of quality, safety and performance

\$4 billion

In global annual sales



Why Wash Your Face with Mary Kay?

You Are Directly Investing In

Local
Economy



My
Family



US Based
Company

MARY KAY

You Are Partnering with Us



1 Million Trees
Planted



Biodegradable
Packing



Environmentally
Friendly
Packaging and
Products



Pink Doing Green
Recycling Programs



ZERO Landfill
Manufacturing



\$57 Million donated
to help end Domestic
Violence and grants
for Shelters



\$22.9 Million
donated to finding
cures for Cancers
affecting women

PRODUCT EXCELLENCE



ENVIRONMENTAL STEWARDSHIP

28 MILLION gallons of water SAVED
 1 MILLION trees planted
 numerous ENVIRONMENTAL awards
 100% biodegradable PACKING MATERIALS
 sustainable POWER
 0 landfill SITES
 100% recycled materials
 100% renewable ENERGY
 renewable MATERIALS

MARY KAY

AWARDS AND GLOBAL STEWARDSHIP



\$70 MILLION GIVEN FOR TWO MAJOR PRIORITIES:
 CANCER RESEARCH & DOMESTIC VIOLENCE



GLOBAL INITIATIVES

CANCER & DOMESTIC VIOLENCE

THREE WAYS to be a part of my Mary Kay Organization:

1

VIP

- Eligible for quarterly Private Beauty Experiences
- Personal delivery
- Exclusive Specials & Secret Events



2

VIP with free

- Host your own virtual party and earn FREE products!

zoom

3

\$30 eStart Biz

Limited time only!

50% profit



- Personalized website & credit card processing for 1 year
- Access to your back office through Mary Kay InTouch
- Free apps to help you sell anytime, anywhere
- Digital marketing tools
- Customer Support
- Online step-by-step education



MARY KAY

Let's Talk Products!!

TimeWise

vitamin c activating squares™
contains / contiene / contiene
12 skin-enhancing dissolvable squares
12 carrés solubles embellisseurs de peau
12 papeletas disolubles para el cuidado de la piel

TimeWise

vitamin c activating squares™
contains / contiene / contiene
12 skin-enhancing dissolvable squares
12 carrés solubles embellisseurs de peau
12 papeletas disolubles para el cuidado de la piel

MARY KAY

MARY KAY

TimeWise

Mary Kay is all about Customization



Botanical Effects

A simple routine for those not yet concerned with the signs of aging



Timewise 3D

For those wanting to prevent and repair early signs of aging

For more advanced signs of aging and wanting to restore what was lost



Timewise Repair

MkMen



For the man who wants age fighting skin care

An effective yet gentle option for acne-prone skin



clearproof

For those seeking a naturally-derived skin care regime



Naturally

SKIN CARE
IS NOT
ONE SIZE
FITS ALL

Advanced Signs of Aging



Which do you like best?

Special Skin Solutions



Easy Beauty Solutions



Early-to-Moderate Signs of Aging



*Go back in time
and lift away the years*

TIMEWISE REPAIR™



Are you concerned about...

Deep expression lines

Deep wrinkling, sagging on the neck

Under eye or eyelid crepiness & sagging

Loss of elasticity

Sun damage

Dry skin

Pronounced dark spots

Rough, dull, lifeless skin

Loss of firmness, sagging skin



Restore what was lost. And lift away the years.

- Reduces look of deep lines and wrinkles
- Restores a lifted appearance
- Recaptures the look of youthful volume

Volu-Firm® Foaming Cleanser:
Revitalizes, renews, maintains
moisture balance.

Volu-Firm® Day Cream Sunscreen
Broad Spectrum with SPF 30: Helps
restore skin's youthful cushion and
is formulated to help minimize skin
reaction to external irritants.



Volu-Firm® Advanced
Lifting Serum: Tightens
the appearance of sagging
skin and gives facial
contours a firmer look.

Volu-Firm® Night Treatment with
Retinol: Helps improve the advanced
signs of aging, helps reveal radiant-
looking skin and skin tone appears
more even.

Volu-Firm® Eye Renewal Cream:
Targets deep lines, sagging skin,
under-eye puffiness and dark circles.

POWER STATEMENT:**Restore what was lost. And lift away the years.**

Powered by the Volu-Firm® complex, TimeWise Repair® is the scientifically advanced regimen that targets the advanced signs of aging like never before. The regimen is clinically shown† to deliver these age-defying results:*

- Reduced look of deep lines and wrinkles, and improved look of wrinkle severity
- Lifted appearance is restored
- Improved skin firmness
- Improved skin elasticity
- Enhanced appearance of skin clarity
- Improved overall appearance

†Based on multiple 12-week independent clinical studies during which 33 to 45 women used each regimen* product individually once daily (day cream/night cream) or twice daily (serum/eye cream)

THE SCIENCE BEHIND THE PRODUCTS: THE VOLU-FIRM® COMPLEX

The patented Volu-Firm® Complex is the heart of the TimeWise Repair® regimen. It's a perfect union of three ingredients so vital to skin renewal that it is in every product.

A biomimetic peptide: helps support skin's natural processes* to help improve the appearance of sagging and wrinkles.

A skin-volume-supporting peptide: helps maintain natural hyaluronic acid*, a vital component of skin that plays a role in helping maintain youthful-looking volume and lift.

Plant stem cells: derived from gotu kola to help support the natural framework of the skin.*

*Based on in vitro testing of key ingredients.

FORMULA ATTRIBUTES:

- Suitable for sensitive skin
- Fragrance-free
- Oil-free (except Volu-Firm® Eye Renewal Cream)
- Non-comedogenic
- Dermatologist tested
- Clinically tested for skin irritancy and allergy (Advanced Lifting Serum only)
- Suitable for contact lens wearers (Advanced Lifting Serum/Eye Renewal Cream only)
- Suitable for sensitive eyes (Advanced Lifting Serum/Eye Renewal Cream only)

USE UP RATE:

- Volu-Firm® Foaming Cleanser: 2 months based on twice per day usage
- Volu-Firm® Advanced Lifting Serum: 1 month based on twice per day usage
- Volu-Firm® Day Cream SPF 30: 3 months based on once per day usage
- Volu-Firm® Night Treatment with Retinol: 2 months based on once per day usage
- Volu-Firm® Eye Renewal Cream: 2.5 months based on twice per day usage

Reclaim Your TRIANGLE OF YOUTH.

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

100% HAD A VISIBLE LIFT
OF SAGGING SKIN
ALONG THE CHEEKS
AND JAWLINE.*

98% HAD VISIBLY LIFTED
SKIN OVERALL.*

82% HAD IMPROVED
SKIN FIRMNESS.*

98% HAD VISIBLY
REDUCED DEEP LINES
AND WRINKLES.*



TimeWise Repair[®] *Volu-Firm*[®] Advanced Lifting Serum is our most precise and powerful serum ever! Precise because of its innovative, targeted defense of your triangle of youth. Powerful because of the unique ingredient synergy designed to enhance the serum's visible lifting benefits. There's even a transparent window on the bottle so you can see when it's time to reorder.

MARY KAY

*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.

Price is suggested retail.

WHAT IS THE TRIANGLE OF YOUTH?

As skin ages, this area can become compromised. Your best defense is *Volu-Firm*[®] Advanced Lifting Serum.



Gloria Stakemiller

here you are Nothing but Mary Kay
on my skin since 1970....10/25/38

WHAT SHE
USES:

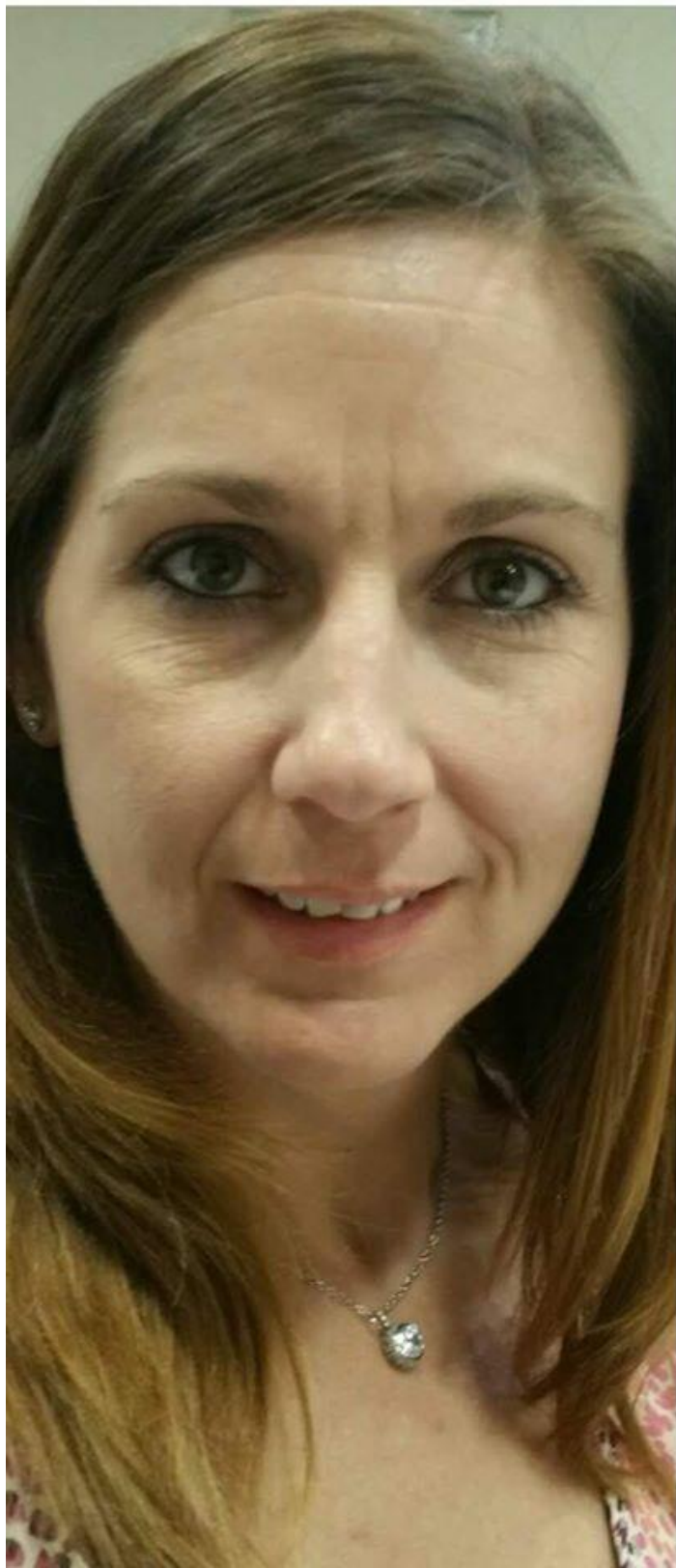
TimeWise
Repair Set!

Glycolic
Facial Peel
(she does it
once a
week)!

BioCellulose
Mask (the
night before
this pic was
taken)!

80 Years
Young!





Have Clearer Skin AT ANY AGE.

CLEAR PROOF® ACNE SYSTEM

Clear Proof® Acne System uses the power of benzoyl peroxide and 2 percent salicylic acid to help deliver clearer skin. The set includes Clarifying Cleansing Gel,* Blemish Control Toner,* Acne Treatment Gel* and Oil-Free Moisturizer for Acne-Prone Skin.



Clear Proof® Acne System, \$45
Save \$14 when you buy the set!

**CLINICALLY SHOWN
TO PROVIDE
CLEARER SKIN IN
JUST 7 DAYS.***



INGREDIENTS LIKE THESE MAKE A BIG DIFFERENCE.

Benzoyl Peroxide

Helps reduce the amount of bacteria that can cause lesions to form. It can also help in dissolving the buildup of dead skin cells.

Salicylic Acid

Acts like an exfoliant to promote the easy removal of dead skin cells, helping keep pores unclogged.

READY TO GO!

Try the travel-sized
Clear Proof® The Go Set™,
and see what seven
days can do for you.

**Clear Proof®
The Go Set™, \$20**



Prices are suggested retail.
*Over-the-counter drug product.

*Based on a 12-week independent clinical study

MARY KAY

The proof is clear!

Clearer skin in just 7 Days!



NEW! MK Clear Proof Acne System





BUSY LIFE, Simple Solutions

BOTANICAL EFFECTS® SKIN CARE

Life is complicated. Your skin care regimen shouldn't be.
This easy, nutrient-packed regimen helps put your skin back in balance.



**Botanical Effects®
Cleansing Gel, \$18**
Removes oil for a deep clean.

**Botanical Effects®
Refreshing Toner, \$18**
Tones away dirt and helps
control shine.

Prices are suggested retail.

**Botanical Effects®
Moisturizing Gel, \$18**
Nongreasy, 12-hour moisture.

**Botanical Effects®
Regimen, \$54**
Includes Cleansing Gel,
Refreshing Toner and
Moisturizing Gel.

FOR A BEAUTIFUL BOOST, ADD:

**Botanical Effects®
Irvigorating Scrub, \$18**
Removes dead skin cells
from pores. Scrub is sold
separately.



NOURISHED, REFRESHED HEALTHY-LOOKING SKIN

The extracts of dragon
fruit – a superfruit – and
centuries-old aloe combine
to deliver an antioxidant-
packed infusion in every
product.

MARY KAY



7 days



Cleanser:

- ✔ Cornflower Floral Water & Sweet Almond Oil
- ✔ Light Vanilla Scent
- ✔ Great for all skin types
- ✔ Free of silicone, mineral oil, alcohol or any ingredients that have been genetically modified



Exfoliating Powder:

- ✔ Gently Exfoliates Skin
- ✔ Unclogs pores, which helps pores appear smaller
- ✔ 100% natural origin
- ✔ Can be mixed with cleanser or water



Nourishing Oil:
(MY PERSONAL FAV)

- ✔ hydrates & nourishes skin
- ✔ Absorbs quickly leaving a healthy glow
- ✔ 100% Natural Origin
- ✔ can be used on face, cuticles, elbows, ends of hair, etc



Moisturizing Stick:

- ✔ Immediate relief from dryness
- ✔ Candelilla wax and beeswax
- ✔ Travel friendly
- ✔ 100% Natural Origin
- ✔ Soothes & softens skin





MARY KAY
TIMEWISE

AGE MINIMIZE 3D
4-IN-1 CLEANSER

NETTOYANT
4-EN-1

LIMPIADORA
FACIAL 4 EN 1

.5 OZ. NET WT. / 14 g

MARY KAY
TIMEWISE

AGE MINIMIZE 3D
DAY CREAM SPF 30
BROAD SPECTRUM SUNSCREEN

CRÈME DE JOUR
AVEC ÉCRAN SOLAIRE
À LARGE SPECTRE FPS 30

CREMA FACIAL
PARA EL DÍA
FPS 30 AMPLIA
PROTECCIÓN SOLAR

DIN 02459086

.3 OZ. NET WT. / 9 g

MARY KAY
TIMEWISE

AGE MINIMIZE 3D
NIGHT CREAM

CRÈME DE NUIT
CREMA FACIAL
NOCTURNA

.3 OZ. NET WT. / 9 g

MARY KAY
TIMEWISE

AGE MINIMIZE 3D
EYE CREAM

CRÈME POUR
LES YEUX

CREMA PARA
EL CONTORNO
DE LOS OJOS

.1 OZ. NET WT. / 3 g



A
**BREAKTHROUGH
3D
APPROACH TO
SKIN AGING**

DEFENDS

against age-accelerating free radicals on skin with double the antioxidant protection.⁴

DELAYS

the look of premature skin aging with broad spectrum UVA/UVB protection and an exclusive, patent-pending complex.

DELIVERS

results in just four weeks.²

**EXCLUSIVE, PATENT-PENDING
AGE MINIMIZE 3D™ COMPLEX**



Encapsulated resveratrol provides triple-antioxidant benefits, plus helps promote more even-looking skin tone¹ and supports skin's natural collagen.¹



Vitamin B3 is a well-known brightening superpower that works double duty as an antioxidant.



An age-defying peptide supports skin's natural collagen and elastin¹ for a more youthful, resilient look.

**Proven to help skin look younger in 4 WEEKS
by improving multiple signs of visible skin aging²**

- Fine lines*
- Wrinkles*
- Resilience*
- Luminosity*
- Smoothness*
- Softness*
- Overall appearance*

8 OUT OF 10 WOMEN WERE EXCITED BY WHAT THEY SAW.³

VISIBLE RESULTS

The images below are captured with 3D photography to highlight the improvement in the look of skin after 12 weeks.



BEFORE

AFTER 12 WEEKS
(reflects average results)

TimeWise® Miracle Set 3D™, \$110
Normal/Dry or Combination/Oily

SET INCLUDES:

- TimeWise® Age Minimize 3D™ 4-in-1 Cleanser, \$24**
- TimeWise® Age Minimize 3D™ Day Cream SPF 30 Broad Spectrum Sunscreen,* \$32** (Available in non-SPF outside the set)
- TimeWise® Age Minimize 3D™ Night Cream, \$32**
- TimeWise® Age Minimize 3D™ Eye Cream, \$36**

Your future face will love its younger-looking results. So contact me, your Mary Kay Independent Beauty Consultant, today!

¹Based on in vitro testing comparing TimeWise® Miracle Set® with TimeWise® Miracle Set 3D®

²Results based on a 12-week independent clinical study in which 62 women used the TimeWise® Miracle Set 3D® twice a day

³Results based on a five-week independent consumer study in which 214 women used the TimeWise® Miracle Set 3D® twice a day

LEARN MORE ABOUT THESE PRODUCTS ON MY MARY KAY® PERSONAL WEB SITE.

Name: _____

Call/Text: _____

Mary Kay® Personal Web Site: _____

*Over-the-counter drug product. All prices are suggested retail.

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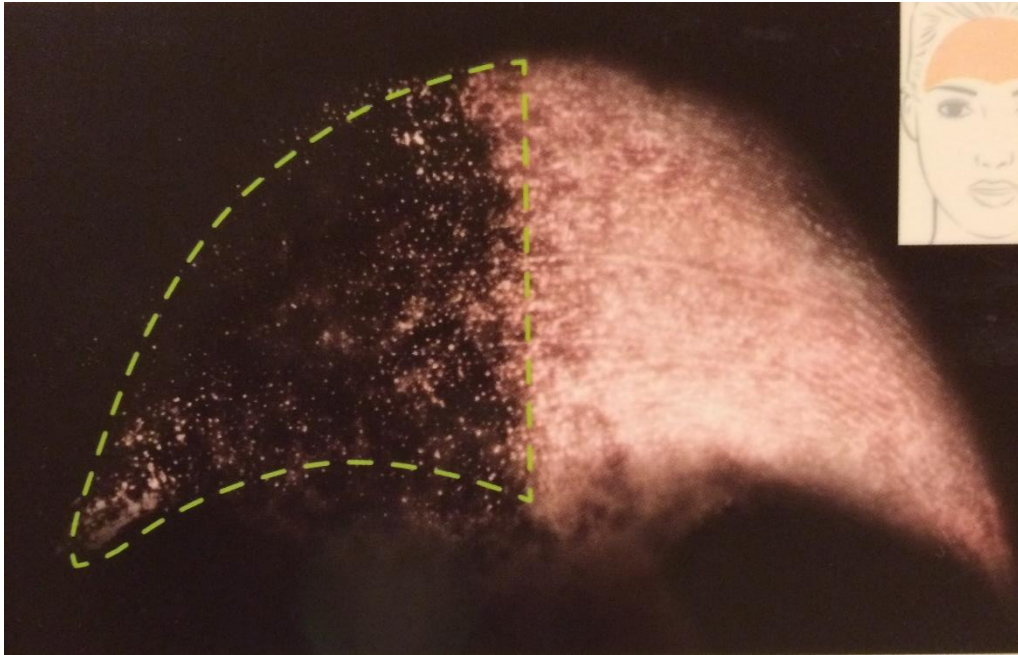




DEFENDS
DELAYS
DELIVERS results

100% guarantee





Skin Sonic Brush!!
Extends the life of your
cleanser and/or Refine
times TEN!



Demodex folliculorum and Demodex brevis: frequently called Eye Mites

- Change out your make-up frequently. This is more specific for eye make up, but it is good to also change your foundation or powder as well. It is recommended that you change mascara and eyeliners roughly every three months. Sometimes more frequently as they get used up, but the general rule of thumb is 90 days. Eye shadows can go a bit longer, especially if you change the applicators out.
- Wash your make-up off every night. Sleeping in your eye make-up or even just foundation will make you even more prone to infestation. It allows your pores to get clogged and your skin to become more oily.



Be Close-Up Confident.



Defend against “pore” behavior! Get smaller-looking pores for flawless-looking skin.

NEW!
TimeWise®
Pore Minimizer, \$27

Transform the Look of Your Skin.

This gentle serum provides a daily defense against the look of enlarged pores. Use it morning and night to:

- Significantly reduce the visible number of pores.†
- Immediately improve skin's texture.
- Get close-up-confident skin. Results get better over time.
- Comfort skin and reduce the appearance of redness.

83% of women agree:* "NEW TimeWise® Pore Minimizer tightens the look of pores."

Make It a Power Pair With NEW TimeWise® Microdermabrasion Plus Set, \$55



If you're serious about a close-up-confident complexion, embrace the power of the TimeWise® Microdermabrasion Plus Set. Start with TimeWise® Microdermabrasion Refine two to three times a week to immediately remove buildup from pores and clear the way for TimeWise® Pore Minimizer, which immediately makes pores look smaller.

discover what you LOVE.

SKIN CARE | COLOR | FRAGRANCE | BODY CARE

face all of life's close-ups with a flawless-looking complexion.

All prices are suggested retail prices.
†Results based on assessment by independent skin measurement experts after a four-week independent study in which 25 panelists used the pore minimizer twice a week.
*Results reflect the percentage of women who agreed with the statement during an independent consumer study in which 229 panelists used the product two to three times a week for seven weeks.

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Exfoliate Me! How deep do you want to go?



POWER STATEMENT:

Pick-me-up patches deliver a refreshing burst of hydration to the eyes

It's wake-up time! Perk up tired eyes with these instantly reviving, shimmery pink gels. They give skin a refreshing burst of hydration to awaken the eyes, and they help with dullness and puffiness.

With these pink beauties, you'll want to steal some time for yourself. We know this because women like you said so! In fact, they loved these patches so much that 8 out of 10 of them said* they look forward to using them. All it takes is 20 minutes, two times per week, to reap the benefits of these little magic gels!

Drench your skin with a burst of hydration!

- Mary Kay® Hydrogel Eye Patches feel instantly cooling and soothing!
- Clinically shown** to instantly boost skin hydration.
- How? They draw on the moisturizing power of glycerin, a powerful humectant known to moisturize the skin and help with water loss. After skin feels quenched, the patches help alleviate the feeling of dryness.

*Based on panelists who agreed with statements in a two-week independent consumer study in which 157 women used the patches twice per week for 20 minutes

**Based on bio-instrument testing

How to use:

Using the spatula provided in the jar, pull out one of the saturated (they may even be a little slick) Mary Kay® Hydrogel Eye Patches. Place it on clean skin under the eye, with the larger end of the patch toward the outer eye, the smaller end toward the nose. Remove a second patch and repeat on the other eye. Enjoy for 20 minutes, then remove patches and discard. Gently pat any excess formula into the skin. Replace disc after use. Use-up rate is 15 weeks when used twice per week.

Formula Attributes:

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



Pick-me-up patches deliver a refreshing burst of hydration to the eyes



- Instantly cooling and soothing
- Immediately boost skin hydration
- Diminish look of puffiness and dullness

What is hydrogel?

Simply put, hydrogel is water suspended in a gel matrix. Mary Kay® Hydrogel Eye Patches are saturated in a formula to deliver benefits to the skin in a fun, easy way. Acting as smile-shaped masks for under the eyes, they are designed to stay in place so they not only deliver the ingredients, they stay put to lock in the benefits.



HYDROGEL EYE PATCHES
Beneficios:

-  Revitaliza al instante
-  Estimula la hidratación
-  Refrescan y alivian al instante

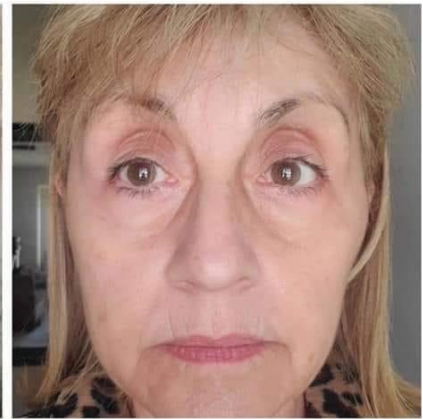
MARY KAY

Men can use them,
TOO!

@crusaders2015



**Mary Kay Hydrogel Eye Patches:
WOW what a difference!**



**NEW! Mary Kay®
Hydrogel Eye Patches**



Transform an ordinary moment into an extraordinary one with refreshing burst of hydration to the eyes. These pick-me-up patches gently hug the eye area to lock in benefits. Hydrating, soothing and cooling, they also help with the look of puffiness and dullness. Great for home or on the go.

Deep Cleansing CHARCOAL MASK

Buster Nugent, Cherie's Dad 5/18/17
Cherie Thibodeaux, MK Sales Director



MARY KAY CHARCOAL MASK

Skin has a natural exfoliating process. Sometimes this process doesn't work as effectively as it should, so oil, bacteria and impurities get trapped inside pores.

The Clear Proof® Deep-Cleansing Charcoal Mask helps remove the dirt and impurities that can contribute to problem skin and offers a gentle solution for supporting a clearer-looking complexion.

- The formula delivers a gentle cooling sensation as you smooth the formula across your skin.
- Extracts of Rosemary and Peppermint are antimicrobial, antibacterial and antiseptic, protecting the skin from bacteria and infection. These extracts also deliver a fresh scent to awaken your senses.
- Honeysuckle works as an antioxidant so it is also protecting the skin; preventing bacteria and infections.
- Honeysuckle and Navy Bean extracts work to target the appearance of skin discoloration and help soothe skin.
- Small amounts of Salicylic Acid work to dissolve dead skin by mildly exfoliating and purifying the skin, to prevent pores from clogging.
- Formulated with the absorbent power of Kaolin and Bentonite Clays, this mask instantly absorbs excess oil and reduces shine.
- When charcoal goes through a special heating process, it becomes activated, making it more porous. Activated Charcoal is known to absorb up to DOUBLE its weight in impurities. It digs up to 3 layers deep, acting as a magnet as it pulls out impurities and unclogs pores, taking skin beyond everyday clean. As a result, your complexion looks clearer and healthier, and pores appear minimized.
- This mask dries as it goes to work gradually becoming lighter the longer you wear it.
- For all skin types



Forbes | **TOP 3**
Charcoal Masks

Take 10 to **Hydrate** Your **Skin**.
Boost age-fighting benefits* overnight.

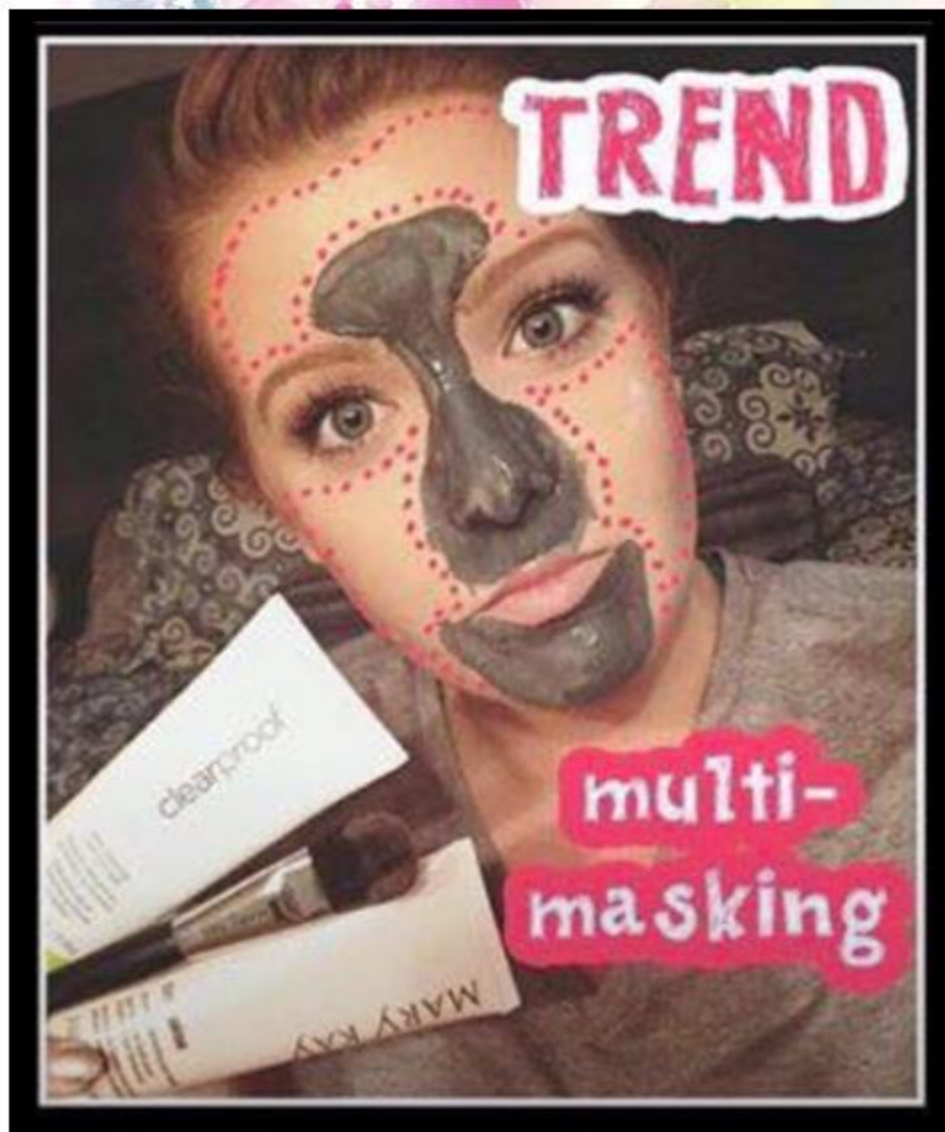


10 Pampering Minutes
Skin-Renewing Benefits*

1. Instantly Hydrates
2. Locks In Moisture
3. De-stresses
4. Purifies
5. Nourishes
6. Calms
7. Firms
8. Smooths
9. Softens
10. Minimizes Pores

**TimeWise® Moisture
Renewing Gel Mask**

Multi-Masking



Moisture Renewing
Gel Mask
+ Charcoal Mask

= Beautiful Results



OUR PRODUCT MARKETING GROUP SAYS,

“ Very few of us have perfect skin – not even models! That’s why primer is a must-have product if you want the most flawless look possible. So unique, it has a patent-pending, oil-free formula that can be used with all Mary Kay® foundations. ”



FACT: Foundation primers have been a secret of professional makeup artists for years to give models and celebrities flawless looking skin. Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15* perfects skin as it enhances foundation benefits and extends foundation wear. In fact, some women that tried the product believed that the Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15* helped foundation maintain an acceptable appearance for 9 hours or more.

*Over-the-counter drug product.

PRODUCT POSITIONING

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!

BENEFITS AND CLAIMS

This lightweight formula glides on effortlessly and dries quickly to create the perfect canvas for a flawless foundation application. And women love how it makes their skin look. Here’s what they had to say in a two-week independent study**:

- 98% said it applies smoothly and evenly
- 90% said it helped skin look smoother
- 87% said it helped perfect the appearance of skin
- 85% said it helped reduce the appearance of pores
- 85% said it extended the wear of makeup
- 81% said skin looks healthier and helps skin look firmer

**Results reported during a two-week independent consumer study

When worn alone it still provides these skin-perfecting benefits:

- It helps even out skin texture
- It helps reduce the appearance of pores, fine lines and wrinkles, and other skin imperfections
- It helps improve skin’s complexion.

TARGET CUSTOMER

- Women who are looking for priming benefits for a flawless look – 74% of women do not use a foundation primer†
- Women who currently use eye and/or lip primer and want the same benefits for their face
- Women who use any and all types of foundation, including all Mary Kay® foundations
- Women and men who want a smoother, more flawless-looking complexion even if they’re not wearing foundation

HOW IT WORKS

- This patent-pending formula contains silica, a mineral optical diffuser that helps skin look smoother by helping reduce the visible signs of skin imperfections. Plus, skin-conditioning agents provide a smooth canvas for foundation application while the formula helps extend the wear of makeup. And, now it also helps protect against harmful UV ray damage.

KEY INGREDIENTS AND FUNCTIONS

Silica	A highly porous, ultrafine mineral that absorbs oil and acts as an optical diffuser to help skin look smooth
--------	--

APPLICATION INSTRUCTIONS

- Apply after your final skin care step to entire face and blend gently using your fingertips to create the perfect canvas for foundation application.

CROSS-SELLING OPPORTUNITIES

- All Mary Kay® foundations
- Mary Kay® Concealer
- Mary Kay® Facial Highlighting Pen
- Mary Kay® Eye Primer
- TimeWise® Age-Fighting Lip Primer

CHARACTERISTICS

✓	Suitable for sensitive skin
✓	Oil-free
✓	Fragrance-free
✓	Non-comedogenic
✓	Dermatologist tested
✓	All skin types

USE-UP RATE:

Average use 1-2 months

* Over-the-counter drug product.

†Source: A national consumer survey conducted by an independent research firm, Directive Analytics

Get to silky soft in 3 steps



- ✓ Hand Cream provides 24-hour moisturization. It even lasts through several hand washings!
- ✓ Hand Scrub exfoliates to gently remove dead surface cells.
- ✓ Hand Softener helps maintain the natural moisture of the skin and replenishes hydration in dry areas.

SATIN HANDS®



Soften. Exfoliate. Moisturize.





Experience the NEW **Satin Hands®**
Nourishing Shea Cream.

Shea butter-infused cream wraps skin in **instant hydration.**

Clinically shown to **moisturize skin for 24 hours.†**



Includes skin-loving **apricot, safflower and sunflower oils.**

With regular use, **cuticles are softer and look healthier.**

†Based on biophysical testing

MARY KAY®

Satin Lips® Set



The Satin Lips® Set sends your pout on a path to paradise for a spa-like treatment anytime, anywhere. Formulated with nourishing shea butter and the fresh flavor of white tea & citrus, these products leave dry, chapped lips behind, delivering moisturizing bliss in two easy steps. Your oasis awaits.

For Kissable Soft Lips!



TIMEWISE BODY™ TARGETED-ACTION® TONING LOTION

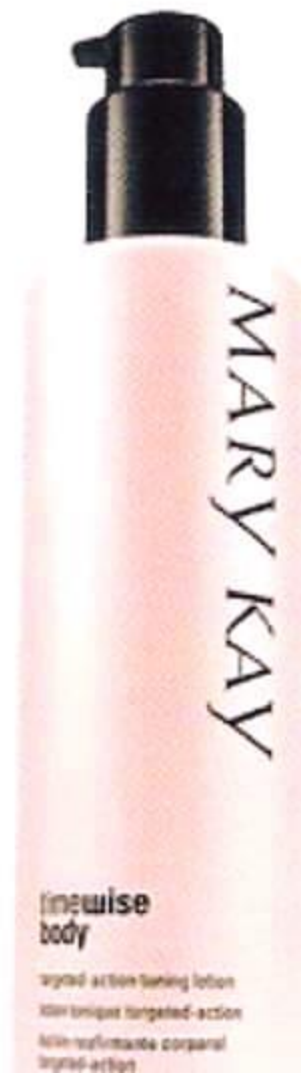
Helps skin look more firm, toned and defined, while keeping skin hydrated for 24 hours.

\$32.00

- Suitable for sensitive skin.
- Clinically tested for skin irritancy and allergy.
- Oil-free.
- Dermatologist-tested.

TimeWise Body™ Targeted-Action® Toning Lotion helps redefine body contours by toning, firming and smoothing your entire shape in just one step. Its skin-loving formula contains six antioxidants, including Acai Berry Extract.

The powerful mix of ingredients, including multiple botanicals, targets areas of concern and keeps skin hydrated for up to 24 hours. Maintaining skin hydration is even more important as you age. In addition to improving how soft and smooth skin feels, skin that's effectively moisturized can actually look smoother, which means the



Skin Care SUPPLEMENTS!

Awesome products to purchase OR earn as a hostess!

Find the supplements to address your skin care concerns and to best fit your beauty routine!

Eyes that look puffy



Pink pick-me-up patches deliver a refreshing burst of hydration to the eyes!

Mary Kay® Hydrogel Eye Patches

Pore-clogging impurities



60 seconds to SUPERIOR SONIC CLEAN!

Sonic-powered massage meets AGE-DEFYING RESULTS!

Skinvigorate Sonic™ Skin Care System (includes device, one facial cleansing brush head and USB cord)
Skinvigorate Sonic™ Facial Massage Head (sold separately)

Dull skin and enlarged pores



TimeWise® Microdermabrasion Refine Features an advanced exfoliating ingredient used by dermatologists to immediately leave skin feeling energized. TimeWise® Pore Minimizer Reduces the visible number of pores* and the appearance of redness.

TimeWise® Microdermabrasion Plus Set

Tired, sluggish, stressed skin with visible pores

Get 10 skin-renewing benefits* in 10 pampering minutes!

- Instantly hydrates
- Locks in moisture
- De-stresses
- Nourishes
- Minimizes pores
- Softens
- Firms
- Purifies
- Calms
- Smooths



TimeWise® Moisture Renewing Gel Mask

Skin that needs a lift

Help skin bounce back with a potent blend of multiple botanical extracts.



TimeWise Replenishing Serum+C

Skin with excess oil and shine



This triple-action charcoal mask is suitable for all skin types and deeply cleanses skin and immediately reduces shine.

Clear Proof® Deep-Cleansing Charcoal Mask

Fine lines and wrinkles around the eye area



Visibly improves firmness, brightens and provides intense moisturization, plus helps fight the look of fine lines and wrinkles around the eyes.

TimeWise® Firming Eye Cream

Skin that needs a boost



In just two weeks,** the squares were shown to deliver these visible benefits:

- Skin looks more even-toned.
- Skin looks more radiant.
- Fine lines and wrinkles look improved.

TimeWise Vitamin C Activating Squares®

Uneven-looking skin tone

Dramatically evens the appearance of skin tone.



TimeWise® Tone-Correcting Serum

Skin with advanced signs of aging



After two weeks of use,[‡] a majority of women agreed:

- Skin looks lifted and firmed.
- Skin is younger-looking.
- Skin appears more luminous.

TimeWise Repair® Lifting Bio-Cellulose Mask

[‡]Results based on a four-week independent consumer study in which 300 women used the product twice a week.

The look of enlarged pores



Significantly reduces the visible number of pores.*

TimeWise® Pore Minimizer

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

*Results based on a four-week clinical study in which 26 panelists used the pore minimizer twice a day.

†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.

**Results based on a four-week independent clinical study in which 20 women used TimeWise Vitamin C Activating Squares® in a neutral base three times a week.

MARY KAY

*Schedule a GLAM
SESH and have a look
designed JUST for you
and your girlfriends!*



Shake Up YOUR MAKEUP!

FOR YOUR EYES ONLY

Find your eye shape, and apply eye shadow to accentuate your natural beauty.

Eye shadow placement key

The **highlight** shade is the lightest color and is used to brighten the eyes, usually on the brow bones or inner corners.

The **base** shade is used as a midtone on the eyelids and helps blend shades together.

The **crease** shade is the darkest shade and is used in the creases, lashlines or outer corners to create depth and dimension.



Standard Eyes

Eyes that are about one eye-width apart, with eyelids and eye creases that are readily seen. Use this technique to enhance eyes with a standard shape.

- Apply the **highlight** shade to brow bones and inner corners.
- Apply the **base** shade to eyelids.
- Add the darkest shade to **creases** of the eyelids to add depth.



Wide-Set Eyes

Eyes that are more than one eye-width apart. Use this application technique to help eyes appear closer together.

- Apply the **highlight** shade to outer corners of eyelids, balancing inner contours.
- Apply the **base** shade to the centers of eyelids.
- Add the **crease** shade on inner corners of eyelids, and blend upward to draw the focus inward. Also, add this color to bottom lashlines.



Close-Set Eyes

Eyes that are less than one eye-width apart. Use this application technique to help eyes appear farther apart.

- Apply the **highlight** shade to the inner corners of the eyelids to create the illusion of space between eyes. Also apply to the brow bones.
- Apply the **base** shade to the centers of the eyelids.
- Blend the **crease** shade in a triangle shape to the outer corners of the eyelids. This will help eyes appear farther apart. Then blend along the outer third of lower lashlines.



Hooded Eyes

Eyes with eyelids that are not readily seen. Use this application technique to help eyelids appear more prominent.

- Apply the **highlight** color on the brow bones, inner corners and center of the eyelids to help create the illusion of larger eyelids.
- Apply the **crease** shade across eyelid creases and blend upward to minimize the "hooding." This also will help create the look of depth.



Deep-Set Eyes

Eyes that are deeply set with readily seen eyelids and prominent brow bones. Use this application technique to help brow bones appear less prominent.

- Apply the **highlight** shade over entire eyelids, inner corners of eyes and up to the eyebrows.
- Apply the **crease** shade and blend from the creases of the eyes upward onto the brow bones. Also add to the outer third of lower lashlines.



Single Eyelids

Eyes with vanishing eyelids appear as a flat surface when closed due to lack of a natural crease. Use this technique to help create depth on the eyelids.

- Apply **highlight** shade over entire eyelids, inner corners of eyes and directly under eyebrows.
- Apply the **crease** shade in a V-shape, starting on the outer corners of eyes. Then, blend inward across the eyelids, halfway between eyebrows and lashlines where the natural creases would appear.
- Also apply the **crease** shade under the lower third of lower lashlines to create the illusion of deeper eyelids.

Tip for all eye shapes! Remember to blend shades seamlessly while maintaining the definition and accents created by the separate colors.

CONTOUR WITH CONFIDENCE

Find your face shape below, and apply contour, blush, and highlighter in three easy steps.

Contour color placement key

Contour - dark shade

Blush - pink shade

Highlighter - lightest shade



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.



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.



Heart-Shaped Face

- 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.



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.



Model has deep-set eyes and square-shaped face.


Want a simple trick for a slimmer-looking nose? Brush highlighter down the bridge of your nose, and apply contour on either side for dimension. Easy as that!

MARY KAY



Mary Kay Hostess Rewards

Your Party Date: _____ **Location:** _____



FREE MINERAL EYE SHADOW _____
When you give me your guest list of 15+ women within 48 hrs of booking your party.

HALF-OFF ONE item _____
when you have \$100 in outside orders BEFORE your party.

HALF-OFF ONE item _____
when you hold your party on it's original date

HALF OFF ONE item _____
with 2 parties booked

PLUS...


U + 2 = \$75 for only \$35

Share your makeover with 2 non-MK friends and YOU get to select \$75 worth of Mary Kay for ONLY \$35


OR

U + 5 = \$100 for only \$35

Share your makeover with 5 non-MK friends and YOU get to select \$100 worth of Mary Kay for ONLY \$35



TIPS: Invite those friends who are over-worked, over-stressed and UNDER-pampered. It is totally complimentary! But, we are good at tempting ;) Tell your friends that just for them coming, YOU earn free stuff ;) How fun to create a new Makeover & share anti-aging SECRETS! You will want to invite three times the number of people you expect to have.
For example, you want to have 5 people there, so you will invite 15+ people!



Which one are you? Post in the comments!

Skincare?

Beauty SESSION



Be prepared to relax and take your Beauty Game to the next level!

Or



**Don't Forget!
Each comment gets you an entry into our prize drawing!*

Makeup?

COLOR

Beauty SESSION



Be prepared to relax and take your Beauty Game to the next level!

MARY KAY

WHO do YOU know could use some GIRLFRIEND TIME?
 Pampering? FUN? Prizes and DISCOUNTS?

Go to your list of 1 – 20 and let's BRAINSTORM.....

fabulous friends & family 			
Gift a pampering session to the most fabulous people in your life.			
	 name	 phone	 or
Funny/Witty			
Courageous <small>(Someone battling cancer or has battled cancer)</small>			
Intelligent/Smart			
Outgoing/Bubbly			
Professional/Well Put Together			
Generous/Giving/Kind			
Someone You Admire			
Professionals <small>Medical Field Retail Cosmetology Food Service Teacher</small>			
Friends/Family that deserve pampering			
Your Name:		Date:	

WHO DO YOU KNOW?????

Everything is better with Friends!

We work our business off customer referrals-the most amazing compliment you can give to your beauty consultant is introducing her to your friends! (18+)

I'll send a quick text telling them their friend gifted them a complimentary Virtual Beauty Experience. You don't have to do anything, but you get all the credit!

* They have to be awesome like you! :)

Keep in mind:

When you book a follow-up with friends **TODAY** it goes towards our hostesses free credit!



THREE WAYS to be a part of my Mary Kay Organization:

1

VIP

- Eligible for quarterly Private Beauty Experiences
- Personal delivery
- Exclusive Specials & Secret Events



2

VIP with free

- Host your own virtual party and earn FREE products!

zoom

3

\$30 eStart Biz

Limited time only!

50% profit



- Personalized website & credit card processing for 1 year
- Access to your back office through Mary Kay InTouch
- Free apps to help you sell anytime, anywhere
- Digital marketing tools
- Customer Support
- Online step-by-step education

WHY Mary Kay???? WHO DO YOU KNOW???

M-Money

In Mary Kay we have the opportunity to make unlimited amounts of money. The average consultant makes an average of 25-35 dollars an hour. You earn money by building a team and selling a wonderful product.

A-Advancement

Another reason women join Mary Kay is to grow their business at their own pace. You can move up when you want in Mary Kay. Not when someone retires, leaves, or gets fired.

R-Recognition

Mary Kay felt that women were not recognized enough for doing a job well done so she provides women the opportunity to earn diamonds, cars, and great prizes just for doing their job well.

Y-Youthful

Mary Kay teaches her sales force how to stay on the cutting edge of beauty and skin care; we in turn pass it on to you, our customers. When you look good, you feel good and what a great way to keep “the fountain of youth” in your life!

K-Keys

In Mary Kay we have the opportunity to earn free cars. You can earn the use of a Chevrolet Malibu, Chevrolet Equinox, Toyota Camry or Pink Cadillac or even take advantage of the cash compensation program. Mary Kay also pays a percentage of your insurance and all of the tax and title fees.

A-Attitude

Mary Kay helps a woman to have “Attitude” and not in a bad way!! Helping women to gain self-confidence and self-esteem is what it’s all about. Mary Kay has been the best self-improvement course that I’ve ever had.

Y-Your Own Boss

Women choose to start their own business with Mary Kay to be their own boss. To set the hours that they choose and to work when they want to and not when someone else tells them to!

START SOMETHING BEAUTIFUL

Starter Kit Options

FULL STARTER KIT \$100



- Retail-sized products and samples (valued at \$400)
- Digital marketing tools
- Literature & educational materials
- Access to your back office through Mary Kay InTouch
- Customer Support
- Online step-by-step education to grow as you go

ESTART \$30

NOW thru Sept 30, 2020



- Personalized website & credit card processing for 1 year
- Access to your back office through Mary Kay InTouch
- Free apps to help you sell anytime, anywhere
- Digital marketing tools
- Customer Support
- Online step-by-step education

FULL STARTER KIT + ESTART \$130

GET IT ALL!



CONTACT ME TODAY TO GET STARTED!

CHOICE OF STARTER KIT OPTION MUST BE MADE AT THE TIME THE AGREEMENT IS SUBMITTED. CHANGES CANNOT BE MADE LATER.

WHY Mary Kay???? WHY NOT???? You Owe It To Yourself To Check it Out!
Prizes Rewards Cars Diamonds RECO MK LOVE!



SOAR INTO BEAUTIFUL

Starter Kit Options

ESTART
\$30



- Personalized website & credit card processing for 1 year
- Access to your back office through Mary Kay InTouch
- Free apps to help you sell anytime, anywhere
- Digital marketing tools
- Customer Support
- Online step-by-step education

FULL STARTER KIT
+ESTART
\$130



GET IT
ALL!

- Retail-sized Products & samples (valued at \$400)
- Literature & Educational Materials
- Personalized website & credit card processing for 1 year
- Access to your back office through Mary Kay InTouch
- Digital marketing tools
- Customer Support
- Online step-by-step education

SAMPLE PACK ADD ON
\$45

with EStart \$75
with Estart + Kit \$175



The New Beauty Consultant Sample Pack is filled with enough product samples to start sharing with your first 30 customers!

- 5 TimeWise Miracle Set 3D N/D (3 pk)
- 5 TimeWise Miracle Set 3D C/O (3 pk)
- 3 Charcoal Masks (6 pk)
- 3 Microdermabrasion Plus (6 pk)
- 15 Hydrogel Eye Patches (1 pair)
- Literature & Educational Materials
- Miracles Happen - Mary Kay autobiography

THINK
PINK
SOFT-WARE

CONTACT ME TODAY TO GET STARTED!

CHOICE OF STARTER KIT OPTION MUST BE MADE AT THE TIME THE AGREEMENT IS SUBMITTED. CHANGES CANNOT BE MADE LATER.

“The Show is over, NOW what do I do?”

1. Download the Mary Kay ecatalog/The Look Book
2. Shop away and make sure you use the “Specials” form for your show
3. Text your consultant NOW with a time to speak about YOUR skin care needs in the next 24 hours
4. Set your follow up with friends date to earn products and discounts just for being a hostess
5. Watch the MK marketing informational video of your choice for a special drawing: www.joannashipecom Click on OPPORTUNITY on the home page, choose a video and fill out the google form “Peek Into Pink” insights to be entered into a gift drawing

Thank
You!

