

BEAUTY BOOK

MARY KAY



“The annals of American business are filled with ‘impossible dreams’ that have come true. I believed in those dreams — and most importantly, I believed in my dream.”
— 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 nearly 40 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 **\$92 million** to fund research for cancers affecting women and to eradicate domestic violence against women once and for all.

MILLIONS OF DOLLARS have been donated to organizations benefiting women and their families around the world through the *Pink Changing Lives*[®] Program.



PREVENT PREMATURE SKIN AGING STARTING NOW!

NEW! **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.

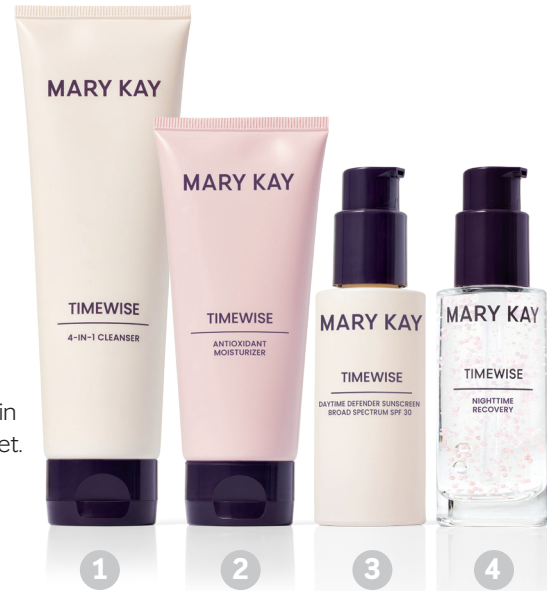
Reset the Pace of Skin's Visible Aging Starting in as Little as 2 Weeks!*

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 eight independent third-party clinical or consumer studies in which from 55 to 214 women used a *TimeWise® Miracle Set®* product as directed

*Over-the-counter drug product



NEW! **TimeWise® Miracle Set®** products:

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

LIFT AWAY THE YEARS.

TIMESWISE 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 peptide*

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



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.

MARYKAY CLINICAL SOLUTIONS® RETINOL 0.5 SET

This two-piece dermocosmetic set features Retinol 0.5 and Calm + Restore Facial Milk.

Mary Kay Clinical Solutions® Retinol 0.5

Powered by pure, high-concentration retinol, the gold-standard ingredient dermatologists recommend to help prevent and reverse the visible signs of aging.

Improves the appearance of:

- Wrinkles
- Firmness
- Skin Tone

Mary Kay Clinical Solutions® Calm + Restore Facial Milk

Features plant oils (coconut, jojoba seed, safflower and olive) to deliver a power shot of rich fatty acids to nourish and soothe the skin.

In clinical testing, the facial milk was shown to:

- CALM irritated skin.†
- DELIVER instant hydration.†



†Results based on two independent clinical studies in which women used the Calm + Restore Facial Milk

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.



KNOCK OUT ACNE!

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



FRESH, UNCOMPLICATED SKIN CARE

BOTANICAL EFFECTS® SKIN CARE

This simple skin care starts with ingredients that deliver a wealth of essential benefits. Infused with unique ingredients that deliver the essentials the skin needs year-round, for all skin types.

Botanical Extracts

Dragon fruit is a standout superfruit that contains fatty acids and several B-complex vitamins. The extract in this skin care formula is rich in antioxidants to help fight skin-damaging free radicals.

Aloe – This “miracle plant” is shown to help maintain the skin’s moisture barrier and has a high vitamin E content, a popular antioxidant in skin care.

The *Botanical Effects*® Regimen includes:

1. Cleansing Gel
2. Refreshing Toner
3. Moisturizing Gel



NATURAL-CERTIFIED SKIN CARE

MARYKAY 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.

HEALTHY SKIN *FOR THE WIN*

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*® Shave Foam
3. *MKMen*® Cooling After-Shave Gel
4. *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 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.



60 SECONDS TO SUPERIOR SONIC CLEAN

SKINVIGORATE SONIC™ SKIN CARE SYSTEM

- Removes four times more dirt, oil, impurities, makeup and pollutants than hand-cleansing alone.*
- Three speeds allow you to customize your cleanse.
- 200+ oscillations per second gently lift away pore-clogging impurities.

USE WITH YOUR FAVORITE CLEANSERS:

Mary Kay Naturally® Purifying Cleanser
Botanical Effects® Cleansing Gel
MKMen® Daily Facial Wash
TimeWise Repair® *Volu-Firm*® Foaming Cleanser
TimeWise® 4-in-1 Cleanser

*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

Fully submerging device in water is not recommended.



SKINVIGORATE SONIC™ FACIAL MASSAGE HEAD

- 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.

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

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.

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!

NEW! BEYOND ULTIMATE *TIMEWISE*® MIRACLE SET



**NEW! *TimeWise*®
Miracle Set**

***TimeWise*®
Eye Cream**

***TimeWise*®
Microdermabrasion
Plus Set**



**A YOUNGER-
LOOKING
YOU!**



Love what you see? Get it for **FREE!***

Host a party and get **FREE* PRODUCTS** and a personalized consultation. Just invite a few friends, and we'll work together to make your party a success.

CONTACT ME, your Mary Kay Independent Beauty Consultant.

*Available through participating Independent Beauty Consultants only

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DOWNLOAD THE
MARY KAY® SKIN ANALYZER APP.



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



NEW! TimeWise® Basic Set, \$60

- **NEW!** TimeWise® 4-in-1 Cleanser
- **NEW!** TimeWise® Antioxidant Moisturizer



NEW! TimeWise® Miracle Set®, \$116

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



NEW! Ultimate TimeWise® Miracle Set®, \$150

- **NEW!** TimeWise® 4-in-1 Cleanser
- **NEW!** TimeWise® Antioxidant Moisturizer
- **NEW!** TimeWise® Daytime Defender Sunscreen Broad Spectrum SPF 30*
- **NEW!** TimeWise® Nighttime Recovery
- **NEW!** 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 Naturally® Skin Care

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



Clear Proof® Acne System, \$50

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



Botanical Effects® Regimen, \$60

- Botanical Effects® Cleansing Gel
- Botanical Effects® Refreshing Toner
- Botanical Effects® Moisturizing Gel



SIMPLE SOLUTIONS

Botanical Effects®, \$72

- Botanical Effects® Cleanse
- Botanical Effects® Mask
- Botanical Effects® Freshen
- Botanical Effects® Hydrate

Available in Formula 1 (dry) or Formula 2 (normal)



MKMen® Skin Care, \$80

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



All prices are suggested retail and based on the products shown. *This product is sold separately *Over-the-counter drug product

Mary Kay Clinical Solutions®

- Retinol 0.5, \$78
- Calm + Restore Facial Milk, \$50
- 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



\$49
AS SHOWN

Eye Refresh

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



\$60
AS SHOWN

TimeWise Repair® Lifting Bio-Cellulose Mask



\$70
PK/4

Mary Kay® Skinvigorator Sonic™ Skin Care System

- System includes device, one Facial Cleansing Brush Head and USB cord.

Facial Massage Head sold separately.



\$75
SYSTEM



\$25
PK/1

Flawless Finish

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



\$59
AS SHOWN

Satin Set

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



\$58
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



\$78.50
AS SHOWN