BIG BOOK OF STANDOUT COLOR
HOW TO PLAY, THEN SLAY
MARY KAY®
WELCOME, GORGEOUS. FROM ONE BEAUTY TO ANOTHER, CAN I JUST SAY, YOUR CONFIDENCE IS STUNNING. YOU'RE GOING TO LOVE ALL THE WAYS TO MAKE YOUR MAKEUP LOOK AS FIERCE AS YOU FEEL INSIDE. GET INSPIRED BY THESE NEW MAKEUP MARVELS.
WHY SHE LOVES MARY KAY® WATERPROOF LIQUID EYELINER PEN
- Budgeproof and fearproof.
- High-purity carbon black pigment provides deep color intensity.
- Precision tip that lets you control application.

SHE DRAWS ON HER OWN Confidence.

She's fearless. Feminine. A phenomenal force of beauty. And whether she's adding just a flick of flair to her eyes or making a fashion-forward statement, she knows nothing matches her inner confidence like this new waterproof liquid eyeliner.

MARY KAY® WATERPROOF LIQUID EYELINER PEN
- Use one finger to lift your eyelid gently. Holding your waterproof liquid eyeliner pen at a slight angle to your eyelid, rest the side of your pinky finger against your cheek to steady your hand.
- Draw a thin line along your top lashline, moving from the inner corner to the outer corner of your eye.
- Then, from the center of your eyelid outward, start building an upward curve one thin stroke at a time, coming to a point at the end of the line. The longer the line, the more dramatic your look.

More Ways to Play!
MARY KAY® EYELINER FOR YOUR NONSTOP, ON-THE-GO DAY
Formulated with ingredients designed to provide a soft feel and enhanced glide. Perfect for a hint of color, creating a smoky eye or for a full artistic, multihued effect.

MARY KAY® GEL EYELINER WITH EXPANDABLE BRUSH APPLICATOR FOR MIXING UP YOUR EYELINER LOOKS
Foolproof, easy-to-apply eyeliner glides on smoothly without tugging or pulling. Perfect for creating fine or bold lines with ease, for women who like to mix up their looks or those who are less experienced using liquid eyeliner.

WHY SHE LOVES MARY KAY® WATERPROOF LIQUID EYELINER PEN
- Budgeproof and fearproof.
- High-purity carbon black pigment provides deep color intensity.
- Precision tip that lets you control application.
SHE HAS STARS in Her Eyes.

Daydreaming is where her best ideas come from. She sets her sights on fabulous feats and owns them. When inspiration strikes, she needs a one-and-done eye color, the NEW Mary Kay® Liquid Eye Shadow, that makes her gorgeous in a wink.

LIGHT BEAM is a daydreamer’s dream with golden shimmery goodness anyone can wear. If you love Moonstone, Sand Castle, Gold Status or Candlelight Mary Kay® Chromafusion® Eye Shadows, you’re in for a stellar sight.

I wish I may, I wish I might, fall in love with PINK STARLIGHT. Just a hint of shimmery pink in a swipe. If you love Rose Gold, Sunlit Rose or Blossom Mary Kay Chromafusion® Eye Shadows, try this shade.

METEOR SHOWER holds superpowers. If you love Mary Kay® Chromafusion® Eye Shadows in Granite or Stormy, switch it up with this beauty.

PURPLE NOVA is your next out-of-this-world smoky eye look. Use this if you love Mary Kay® Chromafusion® Eye Shadows in Golden Mauve, Frozen Iris or Sweet Plum.

WHY SHE LOVES MARY KAY® LIQUID EYE SHADOW
• Lightweight, liquid color applies seamlessly.
• Pigment-packed shades add instant intensity.
• Creamy formula feels delightfully decadent.
• A doe-foot applicator creates effortless eye looks.

HOW SHE WOWS:
Simple and Starry-Eyed Look
Swipe PINK STARLIGHT over entire eyelid. Add a dot of LIGHT BEAM to inner eye corner, and tap with your ring finger. Line eyes with Mary Kay® Eyeliner in MK Steely, and add a couple coats of your favorite Mary Kay® mascara to lashes.

Go Beyond the Stars.
Swipe LIGHT BEAM over entire eyelid. Add a dot of PURPLE NOVA to outer corner of the eye. Use the Mary Kay® Cream Color Brush to blend. Line lower lashline with PURPLE NOVA using Mary Kay® Eyebrow/Eyeliner Brush. Line upper lashline with MK Black Mary Kay® Eyeliner. Finish with your favorite Mary Kay® mascara.

TIP: Eye shadow can also act as a liner when applied with the angled side of the Mary Kay® Eyebrow/Eyeliner Brush.

Jessica is wearing NEW Mary Kay® Liquid Eye Shadow in Pink Starlight, Hazelnut, Biscotti and Espresso Mary Kay® Chromafusion® Eye Shadows, I® Black Lash Love® Mascara, Mary Kay® Volumizing Brow Tint in Blonde, Rosy Nude Mary Kay® Chromafusion® Blush and Mauve Moment Mary Kay® Gel Semi-Matte Lipstick.
SHE LETS HER Creativity Flow.

When life throws out the unexpected, she’s always prepared with a stay-positive attitude and her ever-customizable makeup routine. She starts with Mary Kay Chromafusion® Eye Shadow shades she loves. Then she fills and refills her Mary Kay Petite Palette™ to perfection. Bring on the day – or night!

MARY KAY CHROMAFUSION® EYE SHADOW IS COLOR WITHOUT COMPROMISE.
• Pigment-rich.
• Life proof formula holds strong for 12 hours.*
• Intense color payoff.
• Glides on easily and evenly.

MARY KAY PETITE PALETTE™ EQUALS EYES, SIMPLIFIED.
• Holds up to four shades of Mary Kay Chromafusion® Eye Shadow – just right for an eye look.
• Each pan easily slides into the refillable magnetized base.
• A transparent lid lets you quickly see the shades inside.

NEED AN IDEA? TRY THESE EYE LOOKS BASED ON SKIN TONE.
• IVORY: Biscotti (base), Dusty Rose (crease), Moonstone (highlight), Mahogany (enhance)
• BEIGE: Blossom (base), Cinnabar (crease), Burnished Bronze (highlight), Espresso (enhance)
• BRONZE: Burnished Bronze (base), Mahogany (crease), Shiny Penny (highlight), Onyx (enhance)

ALSO IN HER MAKEUP DRAWER:
1. The Mary Kay® Essential Brush Collection features an All-Over Powder Brush, Cheek Brush and three must-have eye brushes in one stylish, portable clutch.
2. The Mary Kay® Liquid Foundation Brush allows you to build desired coverage of liquid foundation, even around the curves of your face.
3. The Mary Kay® Blending Brush has densely packed bristles for easy, flawless application of liquid or cream foundations, foundation primer or oil mattifier.
4. The Mary Kay® Powder Foundation Brush gives you control over the application of powder formulas, like Mary Kay® Mineral Powder Foundation.

*Results based on a 12-hour independent clinical study in which 27 women used Mary Kay Chromafusion Eye Shadow after a single application.
MIX UP SOME Makeup Magic.

It’s such a thrill to fill and refill! These magnetized palettes – from an ultimate organization size to an on-the-go size – make playing makeup artist at home even more fun.

CUSTOMIZE A TOUCH-UP KIT WITH THE MARY KAY PERFECT PALETTE™.

FRESH FOUNDATION: Add favorite shade of Endless Performance® Crème-to-Powder Foundation or Mary Kay® Sheer Mineral Pressed Powder + a cosmetic sponge or palette powder brush.

CONTOUR KIT: Choose one each of the Mary Kay Chromafusion® Blush, Highlighter, and Contour shades + palette cheek brush.

COLOR LOOK TO GO: Add three Mary Kay Chromafusion® Eye Shadows + one Mary Kay Chromafusion® Blush + palette cheek brush + eye sponges.

BUILD A SHADE WARDROBE WITH THE MARY KAY PRO PALETTE™.

FOUNDATION FIRST: Add favorite shade of Endless Performance® Crème-to-Powder Foundation or Mary Kay® Sheer Mineral Pressed Powder.

DRAMA-FREE CONTOUR: Choose two Mary Kay Chromafusion® Blush shades and one each of the Mary Kay Chromafusion® Highlighter and Contour shades.

ALL ABOUT EYES: Fill the rest of the palette with 16 of your favorite Mary Kay Chromafusion® Eye Shadows.

CREATE A MESMERIZING EYE LOOK WITH THE MARY KAY PETITE PALETTE™.

Pick four eye shadows you love:

1. Pick a BASE shade, which is applied first in an eye look and is often the lightest shade that additional colors will build on. Neutrals work well.
2. Pick a CREASE shade, usually a dark shade, that can be applied along the crease to add dimension.
3. Pick a HIGHLIGHT shade, or the lightest shade, sometimes with shimmer, to apply to brow bone and the inner corner of the eye.
4. Pick an optional ENHANCE shade, the darkest shade, that can be added to lashlines, eye creases or over eyelids for a smoky eye look.

TIP: You could also pick two CREASE shades instead of adding an ENHANCE shade in order to alternate between two eye looks in one palette.

CREATE A TOUCH-UP KIT WITH THE MARY KAY PERFECT PALETTE™.

FRESH FOUNDATION: Add favorite shade of Endless Performance® Crème-to-Powder Foundation in Beige 1.

CONTOUR KIT: Mary Kay Chromafusion® Blush in Shy Blush, Highlighter in Glazed and Contour in Latte.

COLOR LOOK TO GO: Mary Kay Chromafusion® Blush in Hint of Pink, Mary Kay Chromafusion® Eye Shadows in Merlot, Sweet Plum and Crystalline.

MARY KAY PETITE PALETTE™: Mary Kay Chromafusion® Eye Shadows in Biscotti, Candlelight, Merlot and Frozen Iris.

TIP: You could also pick two CREASE shades instead of adding an ENHANCE shade in order to alternate between two eye looks in one palette.
LASH OUT … in a Good Way.

Lashes can have personality? Of course, they can. And they can change from look to look or day to day.

PRETTY AND PRACTICAL
For healthy-looking, uncomplicated lashes perfect for every day, Lash Love® Mascara delivers four times the volume while lashes look naturally flawless, soft and healthy. Available in I ♡ black.

TRENDSETTING DIVA
When lash awesomeness is required, Lash Intensity® Mascara delivers. With 200% more volume,* it’s like adding the thickness of two lashes onto every one, plus its specially designed, asymmetrical Double Impact™ Brush helps lashes look multiplied and exaggerated. Available in Black.

EVERYDAY FASHIONISTA
For lush lashes with a little more drama, Mary Kay® Ultimate Mascara™ goes bold. An extremely volumizing, superthickening, all-in-one formula that creates the look of big, bold, separated lashes that lasts all day. Available in Black and Black Brown.

FEARLESS ADVENTURER
Traveling, trekking, rooftop parties or picnics in the park – Lash Love® Waterproof Mascara leaves lashes looking gorgeous through every adventure! All of the benefits of Lash Love® Mascara, but also humidity-, pool-, saltwater-, rain-, tear- and sweatproof. Available in I ♡ black.

POSITIVE PERSEVERANCE
Lashes that go to great lengths to get noticed fall for Lash Love® Lengthening Mascara. It helps the look of lashes reach their maximum length for an exaggerated, instantly intensified effect while lifting, curling and perfectly separating lashes. Available in I ♡ black.

*LIPSTICK RULES.

*Based on an independent clinical study measured by an expert grader after applying two coats of mascara.
Let’s talk about the power of Mary Kay® Gel Semi-Matte Lipstick and how a woman can discover how something so tiny could be so mighty.

First, she tried Red Stiletto, and let’s just say, “whoa.” Her day and her smile were brighter. She loved a color that commanded that much attention. And she was smitten by the lip-cushioning gel comfort and the long-lasting wear. It was love at first sight.

But then, Berry Famous caught her eye – and everyone else’s. What a swipe of deep, gorgeous berry-hued lusciousness. She said it was her new favorite for insta-glam rave reviews.

And then Trademark Pink rocked her world. So pink. So pucker-perfect. It’s her new everyday pick-me-up.

But oh, Blush Velvet, what a wonder you were! Perfectly pretty and the go-with-anything, anytime lip date she was looking for. They haven’t been seen apart since.

WHY SHE LOVES MARY KAY® GEL SEMI-MATTE AND GEL SEMI-SHINE LIPSTICKS

• Semi-matte lipstick delivers lasting wear without drying lips.
• Highly pigmented shades deliver stay-true color.
• Gel formula cushions lips for soft, velvety comfort.

HOW SHE WOWS:

Precise
She lines lips first with lip liner. She applies lipstick generously, blots, then reapplies.

Dreamy
She uses her finger to dab onto lips.

Daring
She applies one shade on her top lip and another on the bottom. She lets it blend throughout the day for an ombre effect.

LONG LIVE
Lip Color.

Why only have a couple lipsticks when there’s so many options? Lip color has the power to change a mood or transform a look, so think of the possibilities!

LIP LINER
What a fine helper lip liner can be! Lines the lips for precision effect or can even be applied all over the lips for a full-coverage lip look.

GEL SEMI-MATTE LIPSTICK AND GEL SEMI-SHINE LIPSTICK
Women love this lightweight gel formula that lasts for hours without leaving lips looking or feeling dry.

NOURISHINE PLUS® LIP GLOSS
Loaded with benefits, this gloss gives lips a boost of moisture in rich, intense shades in a range of finishes from no shimmer to shimmering sparkle. Looks awesome alone or paired with a lipstick.

Let’s Play.
Berry lip liner + Berry Famous gel semi-matte lipstick + Sparkle Berry lip gloss = A Berry Good Date Night
Trademark Pink gel semi-matte lipstick + Pink Parfait lip gloss = Painting the Town Pink
Red lip liner all over lips + Scarlet Red gel semi-shine lipstick = Hot Lips
SHE GLOWS With Confidence.

There’s nothing holding this boss babe back. She’s passionate and purposeful, and she puts her best face forward. Her beauty game is strong. Here are three key finishers she can’t live without.

1-2-3 Easy Contour

1. **Sweep Mary Kay Chromafusion® Contour** along the bottom of the cheekbone, starting at the ear and moving toward the center of the cheek, blending upward to create dimension. You can choose from two shades of contour, Latte or Cocoa.

2. **Smile, then apply Mary Kay Chromafusion® Blush** to the apple of the cheek, blending outward toward the ear to give the cheek a natural glow.

3. **Dust Mary Kay Chromafusion® Highlighter** on the uppermost part of the cheekbone, moving outward toward the outer corner of each eye, to brighten the face and accentuate the cheekbone. You can choose from two shades of highlighter, Glazed or Honey Glow.
"THE WOMAN WHO KNOWS SHE LOOKS GOOD STARTS FEELING BETTER ABOUT HERSELF."

– MARY KAY ASH