

# MARY KAY



**Beauty** Book

GLOW  
WITH CONFIDENCE.

discover what you **LOVE**<sup>®</sup>

# Dream It. Do It.



"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

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 to experience success on their own terms. Today, more than 3.5 million 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. As an Independent Beauty Consultant, I offer products that delight and an opportunity that enriches lives. That's how I 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.

**\$50 million** has been donated by Mary Kay and

*The Mary Kay Foundation*<sup>SM\*</sup> to help end domestic violence.

**Over 200,000** young people were helped through Mary Kay's safe and anonymous text-for-help resource by texting **"loveis"** to 22522.<sup>\*\*</sup>

**Millions of dollars** have been donated to organizations benefiting women and children around the world through the *Mary Kay Beauty That Counts*<sup>®</sup> program.

As part of ***Pink Changing Lives*<sup>®</sup>**, Mary Kay is giving back with 1 million Makeovers for Good.

**Cover model:** Marilla is wearing Crystalline, Lavender Fog, Precious Pink and Sweet Plum mineral eye colors, I ♥ black *Lash Love*<sup>®</sup> Mascara, MK Deep Brown eyeliner, Shy Blush mineral cheek color and Posh Pink *True Dimensions*<sup>®</sup> Sheer Lipstick.



\*The mission of *The Mary Kay Foundation*<sup>SM</sup> includes research for cancers affecting women. For more information, visit [marykayfoundation.org](http://marykayfoundation.org).

\*\*Standard text messaging rates apply.





# Take the 21-Day Skin Care Challenge!

#GlowAndTell

Build a beautiful habit by using  
a *Mary Kay*® skin care set for  
three weeks and see what it  
can do for you!

**Here's how it works:**

1. Commit to the challenge!
2. Find the perfect skin care set for you,  
then use it twice a day.
3. Share your progress! #GlowAndTell

**Get your glow on!**

# The Signs of Skin Aging

Your skin tells a story, but your age doesn't have to be part of it. Once you identify how your skin is aging, I can help you find the right skin care set for you!

## EARLY TYPICALLY 25 TO 35

- Visible fine lines, especially around the eyes
- The beginning of uneven skin tone
- Slightly less resilient skin
- Occasionally puffy-looking eyes
- More noticeable appearance of pores

## MODERATE TYPICALLY 35 TO 49

- More pronounced expression lines around the eyes, the mouth and on the forehead
- More noticeable dark circles under the eyes
- Skin loses vital moisture more easily
- Dark spots and more significant age spots
- More visible fine lines on the neck
- Larger-looking pores

## ADVANCED TYPICALLY 50+

- Deep lines and wrinkles that are visible even when the face is at rest
- Skin sagging, especially in the cheek and jawline areas
- More prominent dark spots
- Noticeable crepiness, sagging and puffiness in the eye area
- More pronounced dark circles and a “drooping” upper eyelid
- More pronounced skin dryness
- Thinner, more easily irritated skin

**100%**  
**Mary Kay®**  
**Satisfaction Guarantee**

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

# Power Up Your Skin Care!

## SKINVIGORATE™ CLEANSING BRUSH

**Removes makeup 85 percent better than cleansing by hand.\*** This brush allows your skin care products to absorb better and more quickly, and it helps maximize the instant hydration benefits of your moisturizer.

Great for everyone. Loved by all.

Women of all ages — from 13 to 70 — loved this easy-to-use cleansing brush. Here's what else they said:\*\*

97%	maximizes my skin care benefits
94%	transforms dull skin into a radiant complexion
96%	provides a more even-looking skin tone

\*Results based on a one-day controlled clinical study

\*\*Results reflect the percentage of women who agreed with the statements in a three-week independent consumer study.



# Lift Away the Years.

## TIMEWISE REPAIR® VOLU-FIRM® SET

**TimeWise Repair®** combines extensive research and innovative ingredients to deliver impressive results as it targets the advanced signs of aging.

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

86% had a decrease in the appearance of average wrinkle length.\*

81% had a decrease in the appearance of average wrinkle width.\*

### The **TimeWise Repair® Volu-Firm®** Set includes:

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



\*Results reflect the percentage of women who showed improvement during a 12-week independent clinical study.

†Over-the-counter drug product







# Get a Miracle Glow.

## *TIMEWISE® MIRACLE SET®*

The **TimeWise® Miracle Set®** delivers 11 age-defying benefits: cleanse, exfoliate, freshen, energize, hydrate, smooth, visibly firm, soften, protect, renew and reduce the appearance of fine lines and wrinkles.



1

2

3

83% had a reduction in the look of fine lines and wrinkles.\*  
 100% had softer, more supple skin.\*

**Choose from two formulas: normal/dry or combination/oily.**

**The TimeWise® Miracle Set® includes:**

1. 3-In-1 Cleanser\*\*
2. Day Solution Sunscreen Broad Spectrum SPF 35\*\*\*†
2. Night Solution
3. Age-Fighting Moisturizer\*\* (Also available in SPF 30†)

\*Results reported by a dermatologist after a 12-week clinical study  
 †Over-the-counter drug product

\*\*U.S. Pat. Nos. 6,495,126; 7,175,837 and Other Pats. Pend.

\*\*\*U.S. Pat. No. 8,182,799 and Other Pats. Pend.

# 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.

# Flirt With Freshness.

Easy beauty solutions

## BOTANICAL EFFECTS® SKIN CARE REGIMEN

This simple regimen, formulated to be gentle on sensitive skin, is infused with the goodness of botanicals personalized to your skin type to bring out its healthy radiance.

88% said it leaves skin feeling nourished.\*

86% said it revitalizes skin.\*

83% said it enhances skin's natural beauty.\*

**Choose from three formulas: dry (1), normal (2) or oily (3).**

**The *Botanical Effects*® Skin Care Regimen includes:**

1. Cleanse
2. Mask
3. Freshen
4. Hydrate



\*Results reported during a one-week independent consumer study.

# A Polishing Power Pair

## TIMEWISE® MICRODERMABRASION PLUS SET



Get the look of polished, younger skin and significantly smaller pores with the **TimeWise® Microdermabrasion Plus Set**. Featuring the same key exfoliating ingredient used by many dermatologists, Microdermabrasion Refine instantly reveals healthy-looking skin, leaving it feeling smooth and energized. Then, **Pore Minimizer** works immediately to reduce the appearance of pores. And the results get better over time.

87% said it dramatically improves skin's appearance.\*

82% said it significantly shrinks the look of pores.\*

79% said it visibly improves the look of fine lines.\*

77% said skin looks instantly younger.\*

### The **TimeWise® Microdermabrasion Plus Set** includes:

1. Microdermabrasion Refine
2. Pore Minimizer

\*Results reflect the percentage of women who agreed with the statements during an independent consumer study in which 229 panelists used the two products as a set two-to-three times a week for seven days.



# Reveal the Radiance Within.

## *TIMEWISE REPAIR® REVEALING RADIANCE™ FACIAL PEEL*



Formulated with glycolic acid, this facial peel takes a multilayer approach to surface exfoliation. With an exclusive blend of calming botanical extracts, including a marine extract that has been shown to help provide essential hydration, it's also gentle enough to use twice a week!†

See clinically tested results in 2 weeks!\*

- Skin's radiance is revealed.
- Skin smoothness is significantly improved.
- Fine lines and wrinkles look reduced.
- Skin looks rejuvenated and revitalized with a more even tone.

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

†Based on in vitro testing of key ingredients

# Powerful Products

## MARY KAY® SKIN CARE SUPPLEMENTS

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*® *Volu-Firm*® Lifting Serum**

Recover the firmness of youth. Restores the look of youthful volume and vibrancy.



### ***TimeWise Repair*® *Volu-Firm*® Eye Renewing Cream**

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



### ***TimeWise®*** **Tone-Correcting Serum**

No product has brightened like this before. Dramatically evens the appearance of skin tone.



### ***TimeWise®*** **Pore Minimizer**

Defend against “pore” behavior. Significantly reduces the visible number of pores.\*\*



### ***TimeWise®*** **Firming Eye Cream**

Firms, brightens and moisturizes. Minimizes fine lines and wrinkles. Contains soothing botanical extracts.



### ***TimeWise®*** **Moisture Renewing Gel Mask**

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



### ***TimeWise®*** **Replenishing Serum+C®**

Help skin bounce back. Antioxidant-rich serum formulated with a potent blend of botanical extracts. Skin appears lifted and firmed.



### ***Indulge®*** **Soothing Eye Gel With Calming Influence® Botanical Blend**

Calms, cools and refreshes a tired-looking appearance.

\*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 clinical study in which 25 panelists used the *TimeWise®* Pore Minimizer twice a day

# Simply Flawless

## MARY KAY® FOUNDATIONS

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



### **TimeWise® Matte-Wear® Liquid Foundation**

Gives skin a matte finish. The appearance of pores is visibly reduced.

**For combination to oily skin.**

### **TimeWise® Luminous-Wear® Liquid Foundation**

Skin looks luminous and immediately brightened.

**For normal to dry skin.**



### **Mary Kay® Mineral Foundation Brush**



### **Mary Kay® Mineral Powder Foundation**

This weightless, skin-perfecting powder makes lines, wrinkles and other imperfections seem to disappear.

**For all skin types.**



### **Mary Kay® Medium-Coverage Foundation**

Controls excess oil for at least eight hours.

**For normal to oily skin.**



### **Endless Performance® Crème-to-Powder Foundation**

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

**For all skin types.**

### **Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15\***

Lightweight coverage and UVA/UVB protection.

**For all skin types.**



## Flawless Fundamentals

### **Mary Kay® Liquid Foundation Brush**

Works with all Mary Kay® liquid foundations.



### **Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15\***

Perfects skin as it extends foundation wear.



\*Over-the-counter drug product



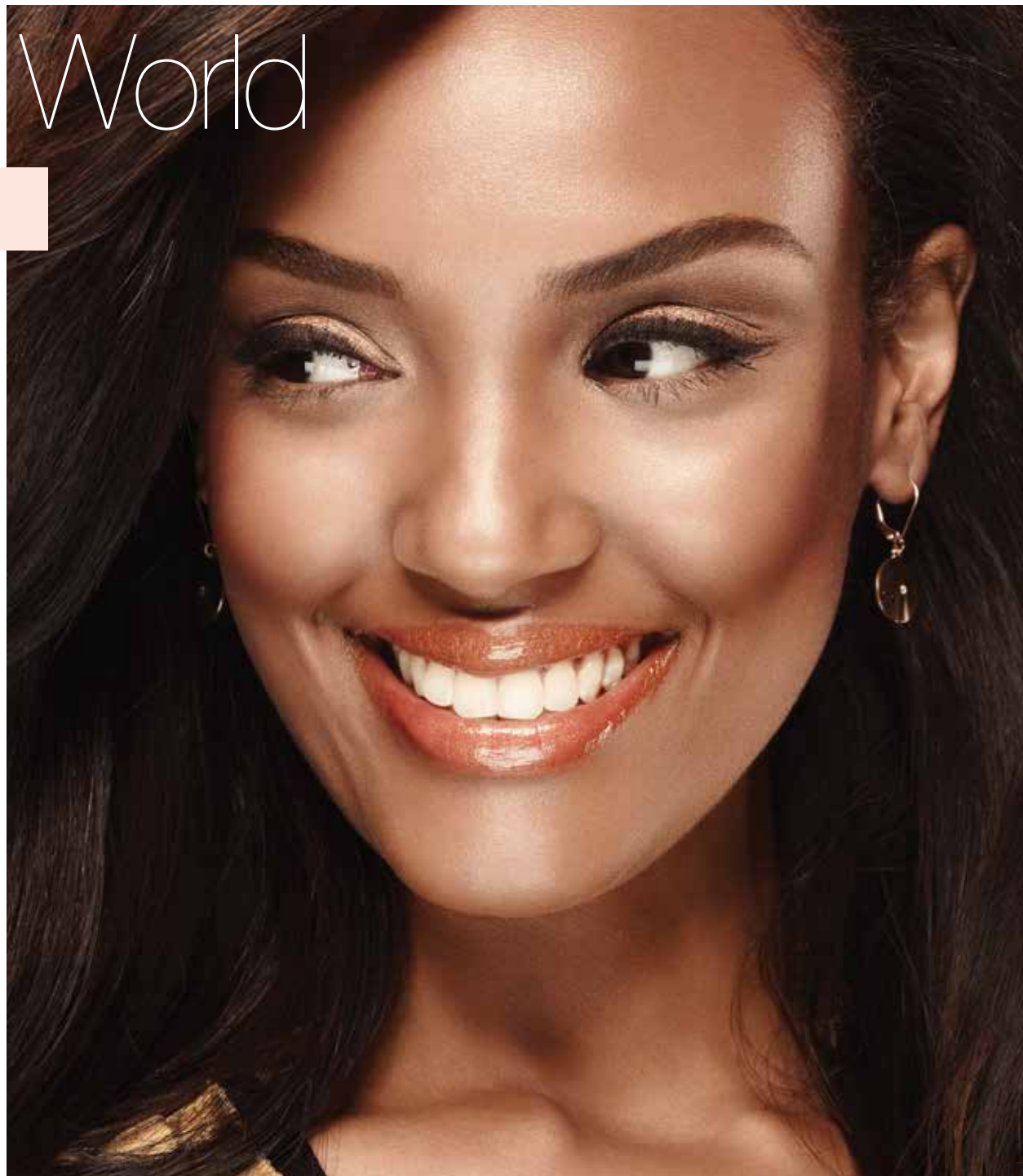
# Color Your World

MARY KAY® COLOR

Want a new look? I can help you enhance your enchanting eyes, luscious lips and captivating cheeks with on-trend, irresistible color. Plus, our refillable compacts give you the freedom to pop and swap your perfect palette whenever you want!

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

Israela is wearing Gold Coast, Driftwood and Amber Blaze mineral eye colors, Jet Black gel eyeliner, *Mary Kay® Ultimate Mascara™* in Black, Golden Copper mineral cheek color, Medium Nude lip liner, Apricot Glaze creme lipstick and Beach Bronze *NouriShine Plus®* Lip Gloss.



# The Ultimate in Skin Care

## TimeWise® Miracle Set®

Bring home the benefits you need for younger-looking skin with a *TimeWise®* skin care set customized for your skin type.



## TimeWise® Firming Eye Cream



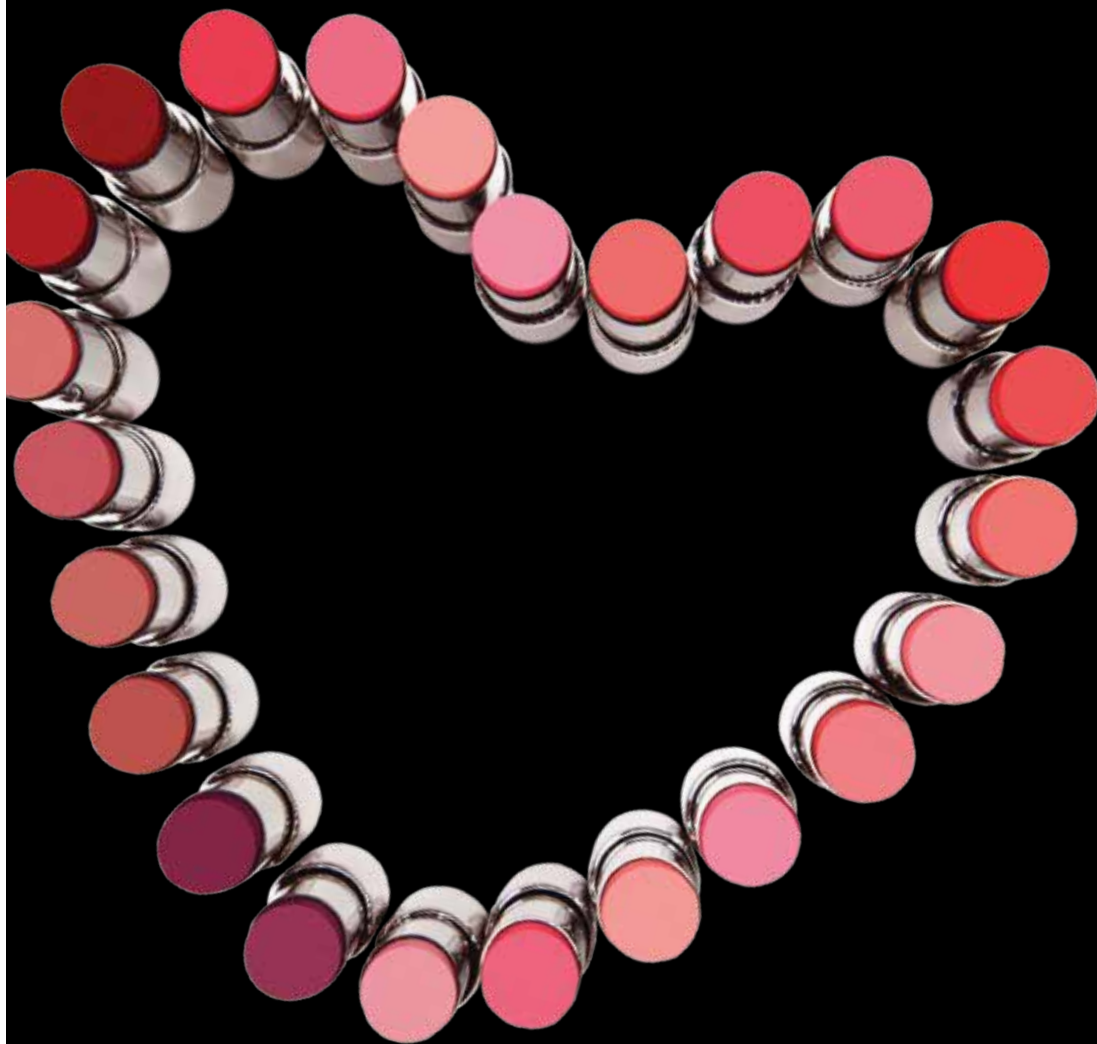
Add the  
Mary Kay®  
foundation of  
your choice.

# The Ultimate in Skin Care

*TimeWise*®  
Microdermabrasion Plus Set



**The Ultimate  
Miracle Set**®  
and a younger-  
looking you!



# LOVE

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

**Host** a party and get **FREE\*** products and a one-on-one 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, to get started.

\*Available through participating Independent Beauty Consultants only and with \$200 in retail sales (excluding tax)

discover what you **LOVE**®