

WARYKAY

the**look**

**Tiny Square.
Big Skin Care
Revolution.**



BEAUTY
INDUSTRY
FIRST

discover what you **LOVE**



Hello, Gorgeous!

Feeling beautiful in your own skin is vital to feeling confident. That's why Mary Kay is committed to customized skin care solutions with proven results and the newest ingredients.

In fact, the latest breakthrough in *Mary Kay*® skin care is a **beauty industry first**: a way to harness the power of vitamin C. More than 50 years of experience at the Mary Kay Research Center are behind this new technology that puts more age-fighting potential in your hands, today. (See Pages 4 through 7 to learn more!)

From age-defying wonders to acne solutions to simplified skin care and everything in between, there's a specially formulated *Mary Kay*® regimen for your unique skin care needs. (Start on Page 10 to see them all.) But what is Mary Kay's most powerful ingredient? Me! Your Independent Beauty Consultant. I can help you find the right skin care regimen that will deliver the real results you want to see. Just call!

♥ *Your Mary Kay Independent Beauty Consultant*



WE'RE OBSESSED WITH YOUR RELATIONSHIP WITH YOUR SKIN.

5 COMPLETE MULTISTEP REGIMENS formulated to work together for specific skin needs



EASY,
PERSONALIZED SKIN CONSULTATIONS
with experienced Independent Beauty Consultants



HIGH-TECH
SKIN CARE
comes with a personal touch through your Independent Beauty Consultant.

MILLIONS
of dollars invested in research and technology



MORE THAN
500,000
tests for quality, performance and safety



OVER
1,300 PATENTS on products, technologies and packaging designs



INTRODUCING A BEAUTY INDUSTRY FIRST



Be the first to experience a breakthrough
in technology that delivers **pure vitamin C** to
your skin. It's fresh, potent and available only from
your Mary Kay Independent Beauty Consultant.

NEW

Introducing TimeWise® Vitamin C Activating Squares™

GIVE YOUR SERUM A
BENEFITS BOOST WITH
THIS BEAUTY BREAKTHROUGH.



Mary Kay is the first to offer this skin care innovation. This breakthrough in technology delivers pure vitamin C to your skin in a tiny, dissolvable square.

TimeWise® Vitamin C
Activating Squares™, † \$24, pk./12



BEAUTY
INDUSTRY
FIRST

VITAMIN C SQUARE + SERUM = SUPERCHARGED SKIN!

In just two weeks*, the TimeWise® Vitamin C Activating Squares™ were shown to deliver these visible benefits:



Skin looks more even-toned.



Skin looks more radiant.



Fine lines and wrinkles look improved.



BEFORE



AFTER 2 WEEKS



AFTER 4 WEEKS

AND THE BENEFITS GET BETTER OVER TIME!

The longer you use these activating squares, the better the benefits can get. After four weeks, skin looks brighter overall. Fine lines and wrinkles in the crow's-feet area look improved.**

FRESH EVERY TIME

Pure vitamin C degrades and loses its power over time when exposed to air, light or water. That problem is solved with a breakthrough in technology that keeps the pure vitamin C stable until you unlock its power with every use.

PURE VITAMIN C

As the square dissolves on your skin, it's transformed into pure vitamin C. The vitamin C in these paper-thin, dissolvable squares remains potent and stable until its power is activated by you. **Recommended for use three times per week.**

TURN YOUR SERUM INTO A SUPERPOWER.



Place the square in the palm of your hand, cover with **three to four drops** of water, and mix until dissolved.



Add the normal amount of your Mary Kay® serum of choice to the solution, and mix to activate the dissolved square.



Apply to face, and allow to dry completely before continuing your skin care regimen.

*Results based on a four-week independent clinical study in which 29 women used TimeWise® Vitamin C Activating Squares™ in a neutral base three times a week

**Images show average results based on a four-week independent clinical study in which 29 women used TimeWise® Vitamin C Activating Squares™ in a neutral base three times a week.

†This product is NOT to be combined with SPF sunscreen or acne products.

Power Up Your Serum With the Power of Vitamin C. Squared.

Love your *Mary Kay*® serum? Get ready to love it even more by adding the NEW *TimeWise*® Vitamin C Activating Squares™. Each square transforms into pure vitamin C when you activate it, adding a serious skin-loving boost to your already age-defying serum.



TAKE CUSTOMIZATION TO A NEW LEVEL.

TimeWise® Vitamin C Activating Squares™† can be used at night with any *Mary Kay*® serum, so you get to decide which serum to “boost” based on your skin care needs.



TimeWise® Tone-Correcting Serum, \$45

Dramatically evens the appearance of skin tone and is clinically shown to significantly improve skin brightness.



TimeWise® Replenishing Serum+C®, \$56

Help skin bounce back! Skin will appear lifted, firmed and more resilient. This antioxidant-rich formula has a potent blend of botanical sources known for their high levels of vitamin C.



TimeWise® Pore Minimizer, \$27

This gentle serum provides a daily defense against the look of enlarged pores. It reduces the appearance of pores and immediately improves skin texture. Over time, the results get better.



TimeWise® Night Solution, \$32

A unique delivery system of *Nutribeads*® microcapsules which contain highly effective antioxidants essential for skin's renewal process. *TimeWise*® Night Solution is part of the *TimeWise*® Miracle Set®, but also is sold separately.



TimeWise Repair® Volu-Firm® Lifting Serum, \$70

This scientifically advanced serum helps provide the appearance of youthful firmness, volume and lift. Softens the look of lines, wrinkles and crepiness in the neck area.

EARLY-TO-MODERATE
SIGNS OF AGING

OUTSMART THE SIGNS OF AGING.

Packed with 11 skin-loving benefits to deliver younger-looking skin: cleanse, exfoliate, freshen, energize, hydrate, smooth, visibly firm, soften, protect, renew and reduce the appearance of fine lines and wrinkles.



TimeWise®
Miracle Set®, \$95
Save \$13 when you buy the set!



11 AGE- DEFYING BENEFITS

Cleanse, exfoliate, freshen, energize, hydrate, smooth, visibly firm, soften, protect, renew and reduce the appearance of fine lines and wrinkles

SET INCLUDES:

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

Available in normal/dry and combination/oily formulas. Products in set also sold separately. See Page 32.

Mary Kay is proud to share that the *TimeWise® Miracle Set®* has earned the Good Housekeeping Seal and is a top-selling product set within the *Mary Kay®* product line.



FOUR STEPS THAT WORK TOGETHER TO DELIVER YOUNGER-LOOKING SKIN

TimeWise® 3-In-1 Cleanser, \$20

Combines age-fighting plus three essential skin care benefits in one product to cleanse, exfoliate and refresh – revealing younger-looking skin.

TimeWise® Age-Fighting Moisturizer, \$24

Formulated with an exclusive dream humectant blend plus powerful antioxidants that help guard against free radicals to help skin look and feel smooth and radiant when used in conjunction with the *TimeWise®* 3-In-1 Cleanser. Hydrates for up to 10 hours while helping control excess oil.

TimeWise® Day Solution Sunscreen Broad Spectrum SPF 35,* \$32

Together, *TimeWise®* Day Solution Sunscreen Broad Spectrum SPF 35* and *TimeWise®* Night Solution deliver the exclusive *Pronewal®* System around the clock, with crucial protection during the day and boosted renewal at night.

TimeWise® Night Solution, \$32

A unique delivery system, *Nutribeads®* microcapsules contain highly effective antioxidants essential for skin's renewal process.

THE RESULTS ARE IN.

As seen by a dermatologist on panels in a 12-week clinical study



83% reduction in the appearance of fine lines and wrinkles.

Up to **25%** improvement in skin resilience.

100% had softer, more supple skin.

46% visible improvement in more even skin tone.

TimeWise Repair[®]
Volu-Firm[®] Set, \$205
Save \$39 when you buy the set!

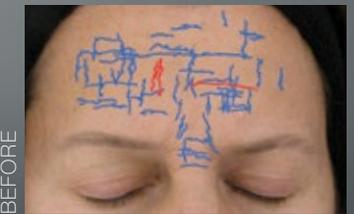


RECAPTURE A VISION OF YOUTHFULNESS.

All five steps in the *TimeWise Repair*[®] regimen – our most advanced age-fighting skin care – share a common bond: They all contain our patent-pending *Volu-Firm*[®] Complex. Combined, they deliver the most powerful results.

REAL RESULTS

After using the *TimeWise Repair*[®] regimen,[†] there was a noticeable decrease in the look of deep wrinkles (shown in red) and fine lines (shown in blue) across the forehead.



BEFORE

THE BENEFITS OF *TIMESWISE REPAIR*[®]

- The look of deep lines and wrinkles is reduced.
- Lifted facial contours appear restored.
- Youthful volume is recaptured.
- Even skin tone is revealed.
- Vital moisture is replenished.
- Youthful vitality is reawakened.
- Suitable for all skin tones.



AFTER

Mary Kay is proud to share that the *TimeWise Repair*[®] Set has earned the Good Housekeeping Seal.

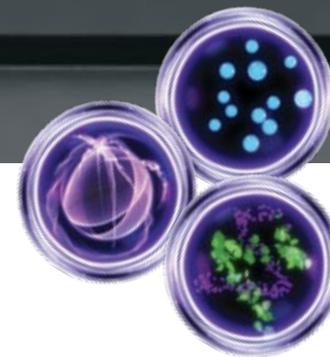
Set includes:

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

Products in set also sold separately.
See Page 33.



DISCOVER IN THE *TIMESWISE REPAIR*[®]
SKIN CARE ECATALOG WHAT
ADVANCED AGE-FIGHTERS CAN DO.



DID YOU KNOW?

The *Volu-Firm*[®] Complex contains:

- Plant stem cells.
- Tripeptide 1, a specialized peptide.
- A skin volume-supporting peptide.[‡]

[‡]Based on in vitro testing of key ingredients

ADVANCED
SIGNS OF AGING

TARGET DEEP WRINKLES IN YOUR SIX WRINKLE ZONES.

TimeWise Repair® Volu-Fill® Deep Wrinkle Filler is an innovative combination of three advanced age-fighting components that immediately fill in deep wrinkles and help improve their appearance over time.

This innovation combines the power of encapsulated retinol, the visible plumping action of encapsulated hyaluronic acid and flexible elastomers to deliver benefits you'll see right away — plus benefits you'll see over time.

TimeWise Repair® Volu-Fill®
Deep Wrinkle Filler, \$45



100% of
women showed
an improvement in
the appearance
of wrinkle
severity*.



SEE MORE *TIMEWISE REPAIR®* ADVANCED
AGING INNOVATIONS FROM YOUR MARY KAY
INDEPENDENT BEAUTY CONSULTANT.



Forehead Creases



BEFORE

AFTER

Between-the-Brow Creases



BEFORE

AFTER

Smile Lines



BEFORE

AFTER

Vertical Lip Lines



BEFORE

AFTER

Volu-Fill®
Deep Wrinkle
Filler significantly
impacts the
appearance of all
six wrinkle zones.**

1. Forehead creases
2. Between-the-brow creases
3. Crow's-feet
4. Smile lines
5. Vertical lip lines
6. Marionette lines

*Results reflect bioinstrumentation measurement of wrinkle severity after an eight-week independent clinical study in which 31 women used the product morning and night. Wrinkle severity is defined as the visible length, width and number of deep wrinkles.

**Results based on assessment of improvement by an independent skin measurement expert after an eight-week independent clinical study in which 45 women used the product morning and night.

Price is suggested retail.

SKIN CARE MADE SIMPLE

Botanical Effects® is fresh, uncomplicated skin care that's easy to use. Simple, yes, but also power-packed with super antioxidants for skin that feels nourished and looks healthy!

CUSTOMIZE YOUR FORMULA.

Dry, Normal, Oily

Botanical Effects® Skin Care 
\$58 for the complete regimen



Gently removes makeup and impurities.

Botanical Effects® Cleanse, \$14

Gently removes impurities as it revitalizes skin.

Botanical Effects® Mask, \$14

Nondrying formula gently removes excess residue from skin.

Botanical Effects® Freshen, \$14

Day and evening hydration that leaves skin feeling balanced.

Botanical Effects® Hydrate, \$16



WHAT WOMEN ARE SAYING ABOUT BOTANICAL EFFECTS® SKIN CARE FOR DRY SKIN:*

- 92%** said it provides immediate moisturization.
- 89%** said it leaves skin feeling comforted and silky-smooth.
- 87%** said it reduces skin's dullness.



LEARN MORE ABOUT CLEAN SKIN SIMPLICITY IN THE **BOTANICAL EFFECTS®** ECATALOG.

SEE CLEARER SKIN IN 7 DAYS.*

With the *Clear Proof*® Acne System, you get an effective regimen clinically shown to provide clearer skin. Put it to the test for yourself, and feel confident you're getting a serious solution for a clearer complexion without irritation.

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



Set includes:

- Clarifying Cleansing Gel†
- Blemish Control Toner†
- Oil-Free Moisturizer for Acne-Prone Skin
- Acne Treatment Gel



READY TO GO!

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

Clear Proof® *The Go Set*™, \$20

Gently removes dirt, oil and complexion-dulling impurities while helping to reduce and control shine.

Clear Proof® Clarifying Cleansing Gel,† \$16

Tones without over-drying and helps exfoliate dead surface skin cells.

Clear Proof® Blemish Control Toner,† \$15

Replenishes moisture to provide balanced hydration with no oily or greasy feel.

Clear Proof® Oil-Free Moisturizer for Acne-Prone Skin, \$18

Clears up blemishes and helps to visibly reduce the redness and size of pimples.

Clear Proof® Acne Treatment Gel,† \$10



Superhero Mask

Help remove impurities with *Clear Proof*® Deep-Cleansing Charcoal Mask. 79 percent of women and men confirmed that "skin looks clearer" after use.**

Clear Proof® Deep-Cleansing Charcoal Mask, \$24



More Acne-Fighting Power

- Helps minimize the appearance of pores and reduces shine.
- Translucent, leave-on serum contains 2% salicylic acid.

Clear Proof® Pore-Purifying Serum,† \$17



LIFE'S LITTLE LUXURIES

Indulge in the simple pleasures of the new limited-edition[†] *Mary Kay*[®] Fall 2017 Color Collection. In sophisticated rosé nudes and smoky grays, these on-trend essentials were made to wear with the season's light-as-air wraps and soft separates.

NEW!
**Limited-Edition[†] *Mary Kay*[®]
Fall 2017 Color Collection**



CHIC KISS

Covetable semi-matte shades in our favorite formula are universally flattering on every woman.

Limited-Edition[†] *Mary Kay*[®] Lip Suede, \$16 each

Available in Mulberry Muse and Rosé Blush

ALLURING EYES

Luxurious palettes let you move from a subtle smoky daytime look to a dramatic evening effect.

Limited-Edition[†] *Mary Kay*[®] Eye Color Palette, \$24 each

Available in Rosé Nudes and Simply Smoky

LUXE LACQUER

Gliding on flawlessly, vivid, scratch-resistant lacquers in tones of pink and berry add just the right amount of impact to your fingers and toes.

Limited-Edition[†] *Mary Kay*[®] Nail Lacquer, \$9.50 each

Available in Violet Silk, Pink Escape, Mulberry Muse and Rosé Blush

[†]Available while supplies last

Stash it all in a luxurious faux suede clutch finished with a hint of metallic sparkle.

NEW! Limited-Edition^{††} *Mary Kay*[®] Collection Bag, \$5, when you purchase \$55 suggested retail (excluding tax) in *Mary Kay*[®] Fall 2017 Color Collection products.



June is wearing the Light Pink, Plum and Smoky Plum shades from the Rosé Nudes limited-edition[†] eye color palette combined with the Matte Gray and Lavender shades from the Simply Smoky limited-edition[†] eye color palette, plus limited-edition[†] Rosé Blush lip suede and Sunny Spice mineral cheek color.



TRY ON THESE LOOKS USING THE *MARY KAY*[®] VIRTUAL MAKEOVER APP, AND VISIT MY *MARY KAY*[®] PERSONAL WEB SITE TO GET THE FULL LOOKS.

"Clean up any stray edges with a pointed-tip cotton swab and Oil-Free Eye Makeup Remover."

SAM ADDINGTON
Guest Makeup Artist

FELINE FLICK

Grab everyone's attention with eyes that say "Hello, gorgeous!" Understated eye shadow meets exaggerated eyeliner and lashes for a look you'll wear anytime you want to make a statement. Guest Makeup Artist Sam Addington explains the no-worries way to approach this eyeliner trick.

EASY EYELINER



- Instead of starting on the top lashlines, start with your lower lashlines. Follow the natural angle of your lower lashlines to create your winged effect.
- Apply gel eyeliner along the outer third of the lower lashlines, extending past the lashlines to your preferred wing length.



- Then draw along the top lashlines, connecting to finish the "wings."
- Contour cheeks with **Juicy Guava** mineral cheek color duo applied along the cheekbones to temples.
- Make this look pop with bright cherry lips like Lisa's with **Powerful Pink** gel semi-matte lipstick.

GET THE LOOK.

Mary Kay® Mineral Eye Color in Moonstone, \$8

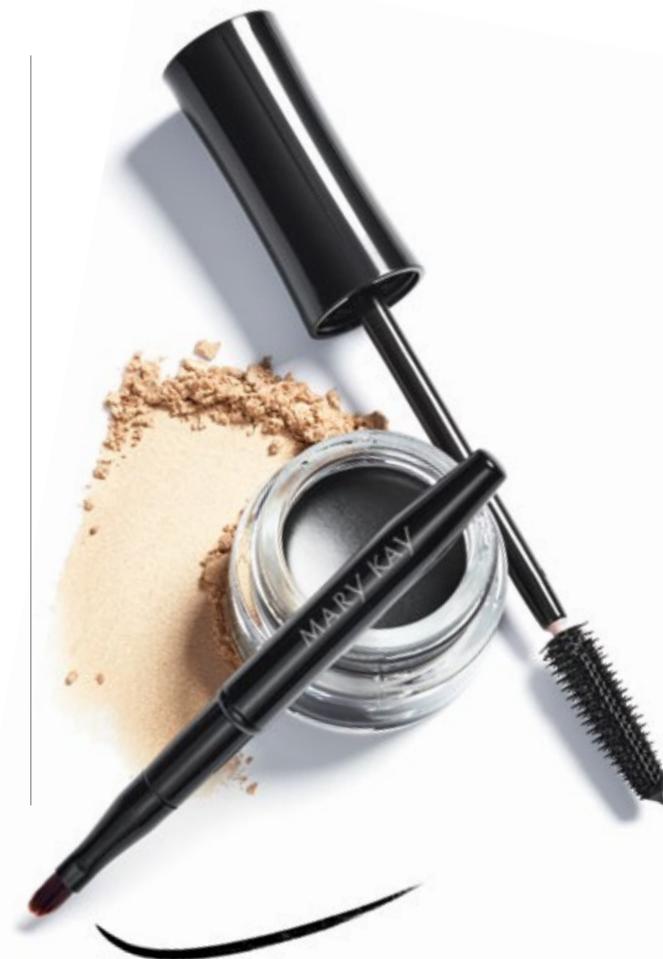
Mary Kay® Gel Eyeliner, \$18

Lash Love® Mascara, \$15

Mary Kay® Oil-Free Eye Makeup Remover, \$15

Mary Kay® Mineral Cheek Color Duo in Juicy Guava, \$18

Mary Kay® Gel Semi-Matte Lipstick in Powerful Pink, \$18



CAT EYE TRICKS

- Do your eye makeup first, then apply the rest of your makeup. That way you can perfect your eyeliner and brush away any eye makeup fallout without ruining your undereye or cheek makeup.
- To make lush lashes part of the look, try **Lash Intensity® Mascara**.
- Try other winged-eyeliner effects with Coal mineral eye color and the **Mary Kay® Eyeliner/Eyebrow Brush** or try the **Mary Kay® Liquid Eyeliner Pen**.



TRY ON THIS LOOK USING THE MARY KAY® VIRTUAL MAKEOVER APP, AND VISIT MY MARY KAY® PERSONAL WEB SITE TO GET THE FULL LOOKS.



THE PERFECT BLEND

Fall's flattering palette is here – plum, pink and a spicy neutral. To get this three-color application down, all you need are the right brushes and a little practice, and you can create endless looks with other color combinations.

THREE-COLOR APPLICATION



SHADE 1: EYELIDS

Begin with the midtone shade, such as **Shade 1**. Pat it all over eyelids with the Eye Smudger Brush or Eye Color Brush almost up to the creases.



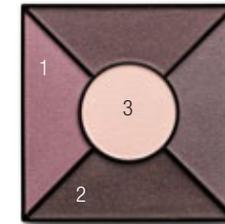
SHADE 2: OUTER CORNERS/CREASES

Pat the darkest shade, such as **Shade 2**, over eyelids to just above creases and beneath lashlines with the Eye Smudger Brush or Eye Color Brush. If you think you need more color, you can add it to the outer corners, making a sideways V-shape.



SHADE 3: HIGHLIGHT

Finally, add the lightest shade, such as **Shade 3**, to inner corners of eyes and along brow bones, using a clean Eye Crease Brush.



Limited-Edition† Eye Color Palette, \$24

Rosé Nudes



COLOR COMBINATIONS TO CRAVE

“You can use this traditional technique with other color combinations by picking a midtone shade, a darker shade and a highlight. I like chocolates or grays, but you could try greens too.”

Sam Addington, Guest Makeup Artist

Option 1

1: Spun Silk 2: Chocolate Kiss 3: Moonstone

Option 2

1: Stone 2: Coal 3: Crystalline

Option 3

1: Spun Silk 2: Emerald 3: Moonstone

MATURE MAKEUP TIPS

- Focus color application on the eyelids and less along the lower lashlines.
- Conceal really well under eyes, especially when using darker shades.
- Too much mascara on lower lashes can cast a shadow, so focus on the roots of top lashes.

“Instead of pink and plum, you can replicate this eye look with chocolate shades.”

SAM ADDINGTON
Guest Makeup Artist

Mary Kay® Brush Collection, \$55

Mary Kay® Eye Smudger Brush, \$10

Mary Kay® Mineral Cheek Color in Sunny Spice, \$12

Lash Love® Mascara, \$15

Mary Kay® Lip Liner in Light Nude, \$12

True Dimensions® Lipstick in Rosette, \$18

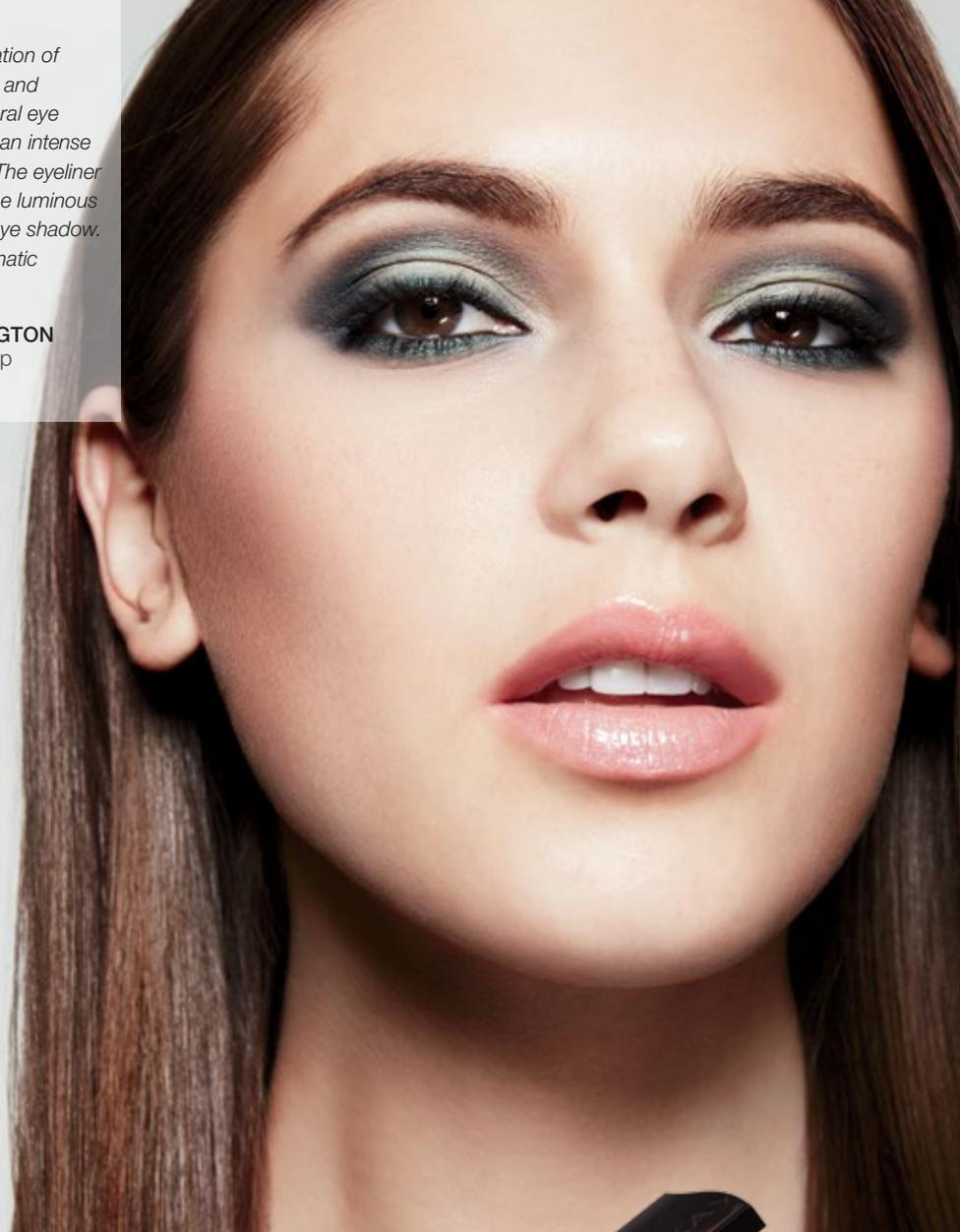


"Pairing pinks can be fresh and youthful. Adding winged eyeliner helps make this look modern and adds the perfect complement."

SAM ADDINGTON
Guest Makeup Artist

"The combination of black eyeliner and Emerald mineral eye color creates an intense eye shadow. The eyeliner picks up all the luminous flecks in the eye shadow. It's really dramatic and pretty."

SAM ADDINGTON
Guest Makeup Artist



IN THE PINK

Indulge in the candy colors of pink, pink and more pink. Guest Makeup Artist Sam Addington creates a modern and sweet take on eyes and lips in this look. Explore a whole world of pink with Sam's tip on how to wear it well.

PLAY IN PINKS.

- On eyes, layer sheer washes of **Precious Pink** mineral eye color for more saturated color. Or to intensify color, apply *Mary Kay*® Eye Primer to eyelids and then add eye color.
- Keep cheeks neutral like Caroline's. She's wearing **Sunny Spice** *Mary Kay*® Mineral Cheek Color.
- For lips, bolder is better. Balance soft pink eye shades with dramatic lip color, such as **Powerful Pink**, to keep your overall look modern, not too pastel.

GET THE LOOK.

Mary Kay® Mineral Eye Color, \$8 each

Mary Kay® Liquid Eyeliner Pen in MK Black, \$16

Mary Kay® Mineral Cheek Color, \$12

Mary Kay® Gel Semi-Matte Lipstick, \$18

NouriShine Plus® Lip Gloss in Silver Moon, \$15

Mary Kay® Eye Primer, \$12



EMERALD EYES

A hint of shimmering emerald creates sultry, smoky eyes. Applied with the perfect eye brushes, this becomes a glamorous look you need all season long.

THE EYES HAVE IT.

- Apply *Mary Kay*® Eyeliner in **MK Black** along upper lashlines, then pat **Emerald** mineral eye color on top for a luminous, phosphorescent effect.
- Pat **Emerald** over entire eyelids and along lower lashlines.
- Add **Coal** mineral eye color along creases and outer edges of the lower lashlines to create a contoured effect.
- Finish with **Crystalline** mineral eye color on inner eyelids and lightly blend.
- Finish with mascara.

GET THE LOOK.

Mary Kay® Mineral Eye Color, \$8 each

Mary Kay® Eyeliner, \$12

Lash Intensity® Mascara, \$18

Mary Kay® Mineral Cheek Color in Sunny Spice, \$12

Mary Kay® Gel Semi-Matte Lipstick in Always Apricot, \$18



NEW

BELIEVE + WONDER™ COLLECTION

Are you ready to open your eyes to the infinite possibilities all around you and believe in the power of your dreams to take you there? Then you're ready for special-edition† *Paint the Sky™*, *Chase a Rainbow™* and *Sail to the Moon™*.



**NEW! Special-Edition†
Believe + Wonder™
Collection**

**Body Lotion, \$16 each
Fragrance Mist, \$18 each
Shower Gel, \$16 each**



ADVENTURE IN HAND

It's easy to take it all with you in this **FREE*** Collection Bag (shown above) when you purchase any two products from the special-edition† *Believe + Wonder™* Collection.

Believe it's possible. Wonder what can be.

Escape, even if just for a moment in your mind, to a place where happiness floats through the air like confetti. To a place that brings a smile to your face. To a place where you truly believe you can do anything and happily reflect upon it in wonder.

Three joyous scents allow an anytime escape to the best corners of your imagination.



SPECIAL-EDITION† SAIL TO THE MOON™

Gaze up at the moon and set sail as you delight in this citrus floral blend. An exhilarating burst of Pink Grapefruit and Berry Blossom merges with a mesmerizing floral bouquet. This is your chance to vacation in wonder.

OPENING: Pink Grapefruit, Berry Blossom

HEART: Coral Honeysuckle, Tuberose, Indian Jasmine

FINISH: Silky Musk



SPECIAL-EDITION† PAINT THE SKY™

Grab a paintbrush from the clouds, and let the sky be your canvas. A whimsical arrangement of Apple Blossom, Freesia and Orange Blossom creates an enchanting moment. Let this floral fruity blend lift you off the ground.

OPENING: Black Currant, Apple Blossom, Rhubarb

HEART: Freesia, Sandalwood, Orange Blossom

FINISH: Velvet Musk, Blonde Woods, Golden Amber



SPECIAL-EDITION† CHASE A RAINBOW™

Like a rainbow against the backdrop of a bright blue sky, this fruity floral blend bursts with color. Refreshing top notes of Crisp Pear and Mango give way to watery fresh florals. Getting lost in a daydream has never been so exquisite.

OPENING: Watery Melon Kiss, Crispy Pear, Alphonso Mango

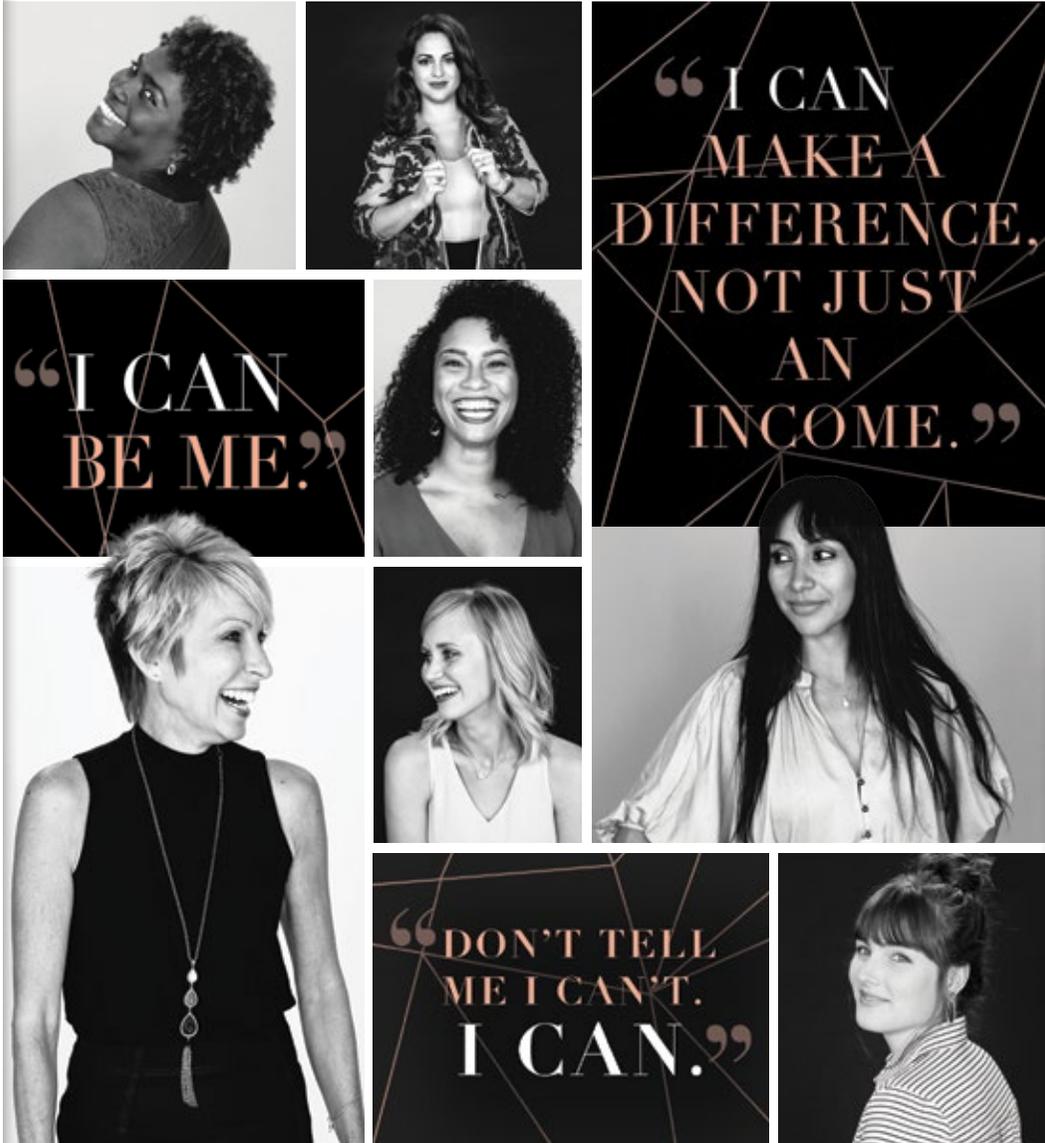
HEART: Jasmine, Watery Floral Accord

FINISH: Violet Leaves, Amber, Blue Musk



EXPERIENCE THE *BELIEVE + WONDER™* COLLECTION WITH ME,
YOUR MARY KAY INDEPENDENT BEAUTY CONSULTANT.

MILLIONS OF WOMEN CAN
BECAUSE OF MARY KAY



YOU CAN, TOO

LEARN MORE AT MARYKAY.COM/ICAN

#MyMKLife



DISCOVER THESE TOP BEST-SELLING FAVES.

Women love these *Mary Kay*® beauty bests. Try them for yourself!

 <p>TimeWise® Miracle Set®, \$95</p>	 <p>Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15,* \$20</p>	 <p>Mary Kay® Ultimate Mascara™, \$15</p>
 <p>TimeWise® Firming Eye Cream, \$32</p>	 <p>Mary Kay® Oil-Free Eye Makeup Remover, \$15</p>	 <p>Lash Intensity® Mascara, \$18</p>
 <p>Mary Kay® Undereye Corrector, \$16</p>	 <p>Mary Kay® Eyeliner, \$12</p>	 <p>Lash Love® Mascara, \$15</p>



GO TO MARYKAY.COM/BESTSELLERS
TO SEE MORE.

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

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

TimeWise®

AGE-FIGHTING SKIN CARE

TimeWise® Miracle Set®, \$95

11 age-defying benefits for early-to-moderate signs of aging.

Normal/Dry or Combination/Oily

Set includes:

- TimeWise® 3-In-1 Cleanser
- TimeWise® Age-Fighting Moisturizer
- TimeWise® Day Solution Sunscreen Broad Spectrum SPF 35*
- TimeWise® Night Solution.



TimeWise® Ultimate Miracle Set®, \$182
Includes the TimeWise® Miracle Set® products in your choice of normal/dry or combination/oily, plus the TimeWise® Microdermabrasion Plus Set and TimeWise® Firming Eye Cream.

TimeWise® Normal/Dry or Combination/Oily	3-In-1 Cleanser , \$20, 4.5 oz.	Age-Fighting Moisturizer , \$24, 3 fl. oz.	Day Solution Sunscreen Broad Spectrum SPF 35* , \$32, 1 fl. oz.	Night Solution , \$32, 1 fl. oz.
More TimeWise® Skin Care Options	3-In-1 Cleansing Bar (with soap dish), \$20, 5 oz.	Age-Fighting Moisturizer Sunscreen Broad Spectrum SPF 30* , \$24, 3 fl. oz.		

TimeWise® Solutions for every age-fighting skin care need



• Get the look of **polished, younger skin** and significantly **smaller pores**.

TimeWise® Microdermabrasion Plus Set, \$55

TimeWise® Microdermabrasion Refine, \$32, 2.5 oz.

TimeWise® Pore Minimizer, \$27, 1 fl. oz.



NEW! TimeWise® Vitamin C Activating Squares™, \$24, .001 oz. each, pk./12

• Fights the look of **fine lines and wrinkles** on and around the lips.



TimeWise® Age-Fighting Lip Primer, \$24, .05 oz.

• **Help skin bounce back.**



TimeWise® Replenishing Serum+C®, \$56, 1.5 fl. oz.

• Fights the look of **fine lines and wrinkles** around eyes.
• **Visibly firms**
• **Brightens**
• **Moisturizes**

TimeWise® Firming Eye Cream, \$32, 5 oz.

• Dramatically **evens the appearance** of skin tone.



TimeWise® Tone-Correcting Serum, \$45, 1 fl. oz.

• **10 pampering minutes**
• **10 skin-renewing benefits**



TimeWise® Moisture Renewing Gel Mask, \$22, 3 oz.

• **Hydrates skin** and helps it look more **firm, toned and defined.**



TimeWise Body™ Targeted-Action® Toning Lotion, \$32, 8 fl. oz.

• Helps you take **action** against stubborn **trouble zones** – the hips, thighs and buttocks.



TimeWise Body™ Smooth-Action® Cellulite Gel Cream, \$40, 6 fl. oz.

• For use with **TimeWise Body™ Smooth-Action® Cellulite Gel Cream**. Focused massage can help **improve** circulation and help **energize** skin.



Mary Kay® Smooth-Action® Body Massager, \$10

TimeWise Repair®

ADVANCED AGE-FIGHTING

TimeWise Repair® Volu-Firm® Set, \$205

Scientifically innovative products for the advanced signs of aging.

For all skin types

Set includes:

- Foaming Cleanser
- Lifting Serum
- Day Cream Sunscreen Broad Spectrum SPF 30*
- Night Treatment With Retinol
- Eye Renewal Cream
- Luxurious gift box.



• Uses glycolic acid to **impact multiple surface layers**.

Revealing Radiance® Facial Peel, \$65, 1.7 oz.

• **100% of women** showed an **improvement** in the **appearance of wrinkle severity**†

Volu-Fill® Deep Wrinkle Filler, \$45, .5 oz.

Volu-Firm® Foaming Cleanser , \$28, 4.5 oz.	Volu-Firm® Lifting Serum , \$70, 1 fl. oz.	Volu-Firm® Day Cream Sunscreen Broad Spectrum SPF 30* , \$52, 1.7 oz.	Volu-Firm® Night Treatment With Retinol , \$52, 1.7 oz.	Volu-Firm® Eye Renewal Cream , \$42, .5 oz.
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Botanical Effects®

SIMPLE, CUSTOMIZABLE

Sensitive Skin

A simple regimen infused with the goodness of botanicals personalized to your skin type. Each formula is hypoallergenic – free of synthetic dyes and added fragrance.



FORMULAS 1, 2 OR 3 dry, normal or oily skin	Cleanse , \$14, 4 oz.	Mask , \$14, 4 oz.	Freshen , \$14, 5 fl. oz.	Hydrate , \$16, 3 fl. oz.
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Clear Proof®

ACNE SOLUTIONS

Clear Proof® Acne System, \$45

Clinically shown to provide clearer skin in just 7 days.††

Set includes: Clarifying Cleansing Gel,* Blemish Control Toner,* Acne Treatment Gel,* Oil-Free Moisturizer for Acne-Prone Skin.



Clear Proof® The Go Set™, \$20
Travel-/trial-sized set



Clarifying Cleansing Gel,* \$16, 4.5 oz.	Blemish Control Toner,* \$15, 5 fl. oz.	Acne Treatment Gel,* \$10, 1 oz.	Oil-Free Moisturizer for Acne-Prone Skin,* \$18, 3 fl. oz.	Deep-Cleansing Charcoal Mask,* \$24, 4 oz.
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• More acne-fighting power

Pore-Purifying Serum,* \$17, 1.75 oz.

MKMen®

AGE-FIGHTING

Skin Care for Men

Get age-fighting skin care and skin-loving shaving products.



Daily Facial Wash , \$16, 4.5 fl. oz.	Shave Foam , \$14, 6.5 oz.	Cooling After-Shave Gel , \$16, 2.5 fl. oz.	Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30* , \$24, 3 fl. oz.	Advanced Eye Cream , \$26, .65 oz.
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†Results reflect bioinstrumentation measurement of wrinkle severity after an eight-week independent clinical study in which 31 women used the product morning and night. Wrinkle severity is defined as the visible length, width and number of deep wrinkles.

††Based on a 12-week independent clinical study

SHOPPING GUIDE

SPECIAL SOLUTIONS / BODY / SUN CARE

Skinvigate™ Cleansing Brush, \$50
(Boxed set includes two brush heads and batteries.)
Removes makeup 85% better than cleansing by hand.**

Skinvigate™ Cleansing Brush Replacement Heads, \$15 (pack of 2)
It's recommended to replace the brush head every three months.

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

DRY SKIN

Mary Kay® Intense Moisturizing Cream, \$32, 1.8 oz.

NORMAL, COMBINATION AND OILY SKIN

Mary Kay® Oil-Free Hydrating Gel, \$32, 1.8 oz.

VERY DRY SKIN

Mary Kay® Extra Emollient Night Cream, \$15, 2.1 oz.

Mary Kay® Oil-Free Eye Makeup Remover, \$15, 3.75 fl. oz.
Gently removes eye makeup.

Mary Kay® Eye Primer, \$12, .3 oz.
Creates a foundation demonstrated to extend eye color wear.

Indulge® Soothing Eye Gel With Calming Influence® Botanical Blend, \$16, 4 oz.
Ingredients reported to help reduce the appearance of puffiness.

Mary Kay® Oil Mattifier, \$16, .6 fl. oz.
Absorbs oil and helps control shine for eight hours.

Mary Kay® Facial Cleansing Cloths, \$18, for all skin types, pk./30 cloths

Beauty Blotters® Oil-Absorbing Tissues, \$6, pk./75 tissues

Satin Lips® Set, \$22
Buff away dry skin, then moisturizes to help keep lips soft.

Satin Lips® Shea Sugar Scrub, \$12, .3 oz.

Satin Lips® Shea Butter Balm, \$12, .3 oz.

Get this adorable cello gift bag **FREE with every Satin Lips® Set purchase.** (Ribbon not included)

White Tea & Citrus Satin Hands® Pampering Set, \$36
Set includes: a fragrance-free protecting softener, a scented shea scrub, a scented shea cream and a giftable bag.

Fragrance-Free Satin Hands® Pampering Set, \$36
Set includes: a fragrance-free protecting softener, shea scrub, shea cream and a giftable bag.

Also sold separately:
White Tea & Citrus Satin Hands® Nourishing Shea Cream, \$12, 3 oz.

Fragrance-Free Satin Hands® Nourishing Shea Cream, \$12, 3 oz.

Mint Bliss™ Energizing Lotion for Feet & Legs, \$11, 3 fl. oz.

Mary Kay® 2-In-1 Body Wash & Shave, \$16, 6.5 fl. oz.

Mary Kay® Hydrating Lotion, \$16, 6.5 fl. oz.

Mary Kay® Sun Care Lip Protector Sunscreen Broad Spectrum SPF 15,* \$10, .16 oz.
Helps protect lips from the drying effects of sun and wind.

Mary Kay® Sun Care Sunscreen Broad Spectrum SPF 50,* \$20, 4 fl. oz.
For intense outdoor exposure.

FLAWLESS FACE

Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15,* \$18, 1 fl. oz.
Apply under foundation to enhance wear and perfect skin.

Mary Kay® Perfecting Concealer, \$16, .21 oz.

light ivory	deep ivory
light beige	deep beige
light bronze	deep bronze

• Helps wake up tired-looking eyes.

Mary Kay® Undereye Corrector, \$16, .21 oz.

Mary Kay® Makeup Finishing Spray by Skindinavia, \$18, 2 fl. oz.
When makeup meltdown is not an option, give it the staying power to last up to 16 hours.

AGE-FIGHTING

TimeWise® Matte-Wear® Liquid Foundation, \$22, 1 fl. oz.
For combination to oily skin.

TimeWise® Luminous-Wear® Liquid Foundation, \$22, 1 fl. oz.
For normal to dry skin.

Mary Kay® Liquid Foundation Brush, \$10

Ivory	ivory 1	ivory 2	ivory 3	ivory 4	ivory 5	ivory 6	ivory 7	
Beige	beige 1	beige 2	beige 3	beige 4	beige 5	beige 6	beige 7	beige 8
Bronze	bronze 1	bronze 2	bronze 3	bronze 4	bronze 5	bronze 6	bronze 7	bronze 8

Mary Kay® Mineral Powder Foundation, \$20, .28 oz.

MINERAL FOUNDATION

Mary Kay® Mineral Foundation Brush, \$10

ivory 0.5	ivory 1	ivory 2	beige 0.5	beige 1	beige 1.5
beige 2	bronze 1	bronze 2	bronze 3	bronze 4	bronze 5

EIGHT-HOUR OIL CONTROL

Mary Kay® Medium-Coverage Foundation, \$18, 1 fl. oz.

Ivory	ivory 100	ivory 104	ivory 200	ivory 204		
Beige	beige 300	beige 302	beige 304	beige 400	beige 402	beige 404
Bronze	bronze 500	bronze 504	bronze 507	bronze 600	bronze 607	bronze 708

ivory 1	ivory 2	ivory 3	ivory 4	ivory 5	beige 1	beige 2	beige 3
beige 4	beige 5	beige 6	bronze 1	bronze 2	bronze 3	bronze 4	bronze 5

UVA/UVB PROTECTION

very light

light-to-medium

medium-to-deep

deep

very deep

SHINE CONTROL

Endless Performance® Crème-to-Powder Foundation,† \$18, .35 oz.
(Compact and cosmetic sponge sold separately)

ivory 1	ivory 2	beige 1
beige 2	bronze 1	bronze 2

Mary Kay® Sheer Mineral Pressed Powder, \$16, .32 oz.
Be sure to add a **Mary Kay® compact and applicator.**

Mary Kay® Translucent Loose Powder, \$16, .39 oz.
Set your makeup. Reduce shine.

Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15,* \$20, 1 fl. oz.
• Light coverage
• Oil-free moisturization
• UVA/UVB protection

SHOPPING GUIDE



Mary Kay® Mineral Eye Color, \$8, .05 oz.
Long-lasting shades. Mineral-based formula. Intense color.
(All shades are shimmer except as noted.)

*matte shades



Mary Kay® Cream Eye Color, \$14, .15 oz. Long-wearing (for up to 10 hours). Wear as a primer under mineral eye color or alone.



Mary Kay® Lash & Brow Building Serum®, \$36, .15 fl. oz.
Improves the overall appearance of lashes; leaves brows looking healthier.

Mary Kay® Lash Primer, \$15, .28 oz.
Intensifies lash volume and creates longer-looking lashes.

EYES

LIPS / CHEEKS

SATIN SHEEN

True Dimensions® Lipstick, \$18, .11 oz.
It's like a color-infused fountain of youth for your lips.



SHIMMER SHINE

True Dimensions® Sheer Lipstick, \$18, .11 oz.
The formula you love in sheer color options.



SEMI-MATTE

Mary Kay® Gel Semi-Matte Lipstick, \$18, .13 oz.
Color clarity with lip-cushioning gel comfort.



SATIN FINISH

Mary Kay® Creme Lipstick, \$15, .13 oz.
Rich, stay-true color with a satin finish.



Mary Kay® Mineral Cheek Color, \$12, .18 oz.
Buildable, fade-resistant color that looks great on all skin tones.



Mary Kay® Mineral Cheek Color Duo, \$18, .08 oz. Perfect for creating a radiant, healthy glow.



Mary Kay® Bronzing Powder, \$18, .3 oz.
Get that just-back-from-the-beach look anytime.



HIGH-SHINE FINISH

Nourishine Plus® Lip Gloss, \$15, .15 fl. oz.
Fortified with vitamin E and a vitamin C derivative plus plant-derived minerals.



Mary Kay® Lip Liner, \$12, .01 oz.
A waterproof, long-lasting, creamy formula
*Mary Kay® Lip Liner classic formula

EXPAND / EXTEND



Lash Intensity® Mascara, \$18, .32 oz.

DEFINITION



Lash Love® Mascara, \$15, .28 oz.

WATERPROOF DEFINITION



Lash Love® Waterproof Mascara, \$15, .28 oz.

LENGTH



Lash Love® Lengthening Mascara, \$15, .28 oz.

VOLUME



Mary Kay® Ultimate Mascara™, \$15, .28 oz.

Mary Kay® Gel Eyeliner With Expandable Brush Applicator, \$18, .15 oz.



Mary Kay® Brow Gel, \$10, .27 fl. oz.
Clear gel keeps brows in place.



Mary Kay® Liquid Eyeliner Pen, \$16, .05 oz.



Mary Kay® Eyeliner, \$12, .01 oz.



Mary Kay® Brow Definer Pencil, \$11, .04 oz.
A creamy, long-wearing, waterproof formula.



Mary Kay® Mechanical Brow Liner, \$11, .01 oz.
This blonde shade flatters most everyone, from blonde to brown brows.

SHOPPING GUIDE

Mary Kay® Brush Collection, \$55

Set includes: Eye Color Brush, Eyeliner/Eyebrow Brush, Eye Crease Brush, Powder Brush, Cheek Brush.

Comes in the **Mary Kay® Cosmetic Organizer Bag**, which has room for your *Mary Kay®* compact, lip gloss, mascara and other makeup applicators.



Products not included

Mary Kay® Eye Smudger Brush, \$10

Made for dense color application, blending and diffusing smudge lines.



Mary Kay® Cream Eye Color/Concealer Brush, \$10

Designed to provide flawless application with soft bristles.

†For hygienic reasons, it is recommended to dedicate one brush for use with cream eye color and one brush for use with concealer.



Mary Kay® Brush Cleaner, \$10, 6 fl. oz.

Removes makeup buildup.



Discover What You Love® Travel Roll-Up Bag (unfilled), \$35

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

Mary Kay® Compact (unfilled), \$19**

The essential every woman needs.



Mary Kay® Compact Mini (unfilled), \$17**

Tiny enough to tuck anywhere.



**Mary Kay® Compact – U.S. Pat. D555,288 and Other Pats. Pend.; Mary Kay® Compact Mini – U.S. Pat. D629,201 and Other Pats. Pend.

Compact Powder Brush, \$4



Compact Cheek Brush, \$2



Eye Applicators, \$2, pk./two
Includes: eye sponge and eye brush.



Cosmetic Sponges, \$3, pk./two



FOR WOMEN



- Belara® Eau de Parfum, \$38, 1.7 fl. oz.**
- Bella Belara® Eau de Parfum, \$38, 1.7 fl. oz.**
- Cityscape® Eau de Parfum, \$50, 1.7 fl. oz.**
- Enchanted Wish™ Eau de Toilette, \$36, 2 fl. oz.**
- Forever Diamonds® Eau de Parfum, \$40, 2 fl. oz.**
- Thinking of Love® Eau de Parfum, \$32, 1 fl. oz.**
- Thinking of You® Eau de Parfum, \$32, 1 fl. oz.**

FOR MEN



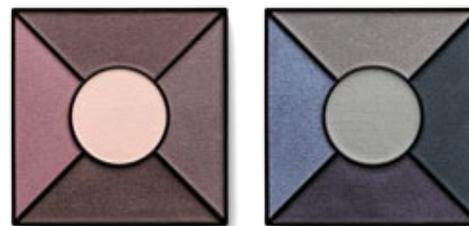
- MK High Intensity® Sport Cologne Spray, \$40, 2.5 fl. oz.**
- MK High Intensity® Cologne Spray, \$40, 2.5 fl. oz.**
- MK High Intensity Ocean® Cologne Spray, \$42, 2.5 fl. oz.**
- Domain® Cologne Spray, \$38, 2.5 fl. oz.**
- Cityscape® Cologne Spray, \$50, 2 fl. oz.**
- Tribute® for Men Spray Cologne, \$34, 3.1 fl. oz.**
- True Original® Cologne Spray, \$36, 2 fl. oz.**

TOOLS / FRAGRANCE

LIMITED EDITION

NEW! Limited-Edition† Mary Kay® Fall 2017 Color Collection

The best shades of the season in perfect combinations picked for you.



NEW! Limited-Edition† Mary Kay® Eye Color Palette, \$24 each, .1 oz.

Available in *Rosé Nudes* and *Simply Smoky*

NEW! Limited-Edition† Mary Kay® Lip Suede, \$16 each, .07 oz.

Available in *Rosé Blush* and *Mulberry Muse*



NEW! Limited-Edition† Mary Kay® Nail Lacquer, \$9.50 each, .25 fl. oz.

Available in *Violet Silk*, *Mulberry Muse*, *Pink Escape* and *Rosé Blush*

NEW! Limited-Edition†† Collection Bag, \$5

You can purchase the limited-edition†† *Mary Kay®* Collection Bag for **\$5** when you purchase \$55 suggested retail (excluding tax) in *Mary Kay®* Fall 2017 Color Collection products.

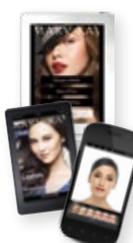


FREE Gift*

Ask me, your Independent Beauty Consultant, how to get a **FREE GIFT*** with purchase!



*Available through participating Independent Beauty Consultants only



Beauty on the Go!

Want to try on the latest trend makeup, hairstyles and accessories? Check out the *Mary Kay®* Virtual Makeover App. It's **FREE**, fun and easy!

And every girl needs the *Mary Kay®* eCatalog App so she can flip through page after page of beauty products, trend looks and more!

Download these apps from the App StoreSM or the Google PlayTM Store on your mobile device.

App StoreSM is a service mark of Apple, Inc. Google PlayTM is a trademark of Google Inc.

NEW! Special-Edition† Believe + Wonder™ Collection

NEW! Special-Edition† Believe + Wonder™ Fragrance Mist, \$18 each, 5 fl. oz.

Available in *Sail to the Moon™*, *Paint the Sky™* and *Chase a Rainbow™*



NEW! Special-Edition† Believe + Wonder™ Shower Gel, \$16 each, 4 oz.

Available in *Sail to the Moon™*, *Paint the Sky™* and *Chase a Rainbow™*



NEW! Special-Edition† Believe + Wonder™ Body Lotion, \$16 each, 4 fl. oz.

Available in *Sail to the Moon™*, *Paint the Sky™* and *Chase a Rainbow™*



NEW! Special-Edition†† Believe + Wonder™ Collection Bag

You can receive this bag **FREE** when you purchase any two products from the special-edition† *Believe + Wonder™* Collection.



††Available with qualifying purchase through participating Independent Beauty Consultants only and while supplies last. No limits apply.

BE 100% CONFIDENT!

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.

ALL PRICES ARE SUGGESTED RETAIL. ADD SALES TAX WHERE APPLICABLE. ALL PRICES ARE VALID FROM 8/16/17 THROUGH 11/15/17. †Available while supplies last

Power Up Your Serum With the Power of Vitamin C. Squared.

Introducing NEW!
*TimeWise® Vitamin C
Activating Squares™*



Be the first to experience a breakthrough in technology that delivers pure vitamin C to your skin. It's fresh, potent and when used with your favorite serum, can show results in just two weeks.* Details inside!



*See Page 7 for more information.



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