

## Nonstop wear. Pigment-rich. Color without compromise!



- 12-Hour Wear\*
- Life-proof Formula  
*Stays looking fresh through work, workouts, weather and more!*
- True, high-impact color payoff
- Powered by Mary Kay Chromafusion™ Matrix Technology
- New lineup of pigment-rich matte and shimmer shades curated by top makeup artists

Meet your new favorite eye shadow! *How do we know?*  
7 out of 10 women told us Mary Kay Chromafusion™ Eye Shadow  
is *their* new favorite!\*\*

**Nonstop wear. Pigment-rich. Color without compromise!**

Visualize the most stunning, pigment-rich eye shadow imaginable, in a life-proof formula that holds strong for 12 hours.\* Add a spectrum of sensational shades curated by top international makeup artists. Can you have it all? *Absolutely!* Open your eyes to new Mary Kay Chromafusion™ Eye Shadow, the high-confidence, no-compromise, get-ready-for-compliments color experience.

Powered by Mary Kay Chromafusion™ Matrix Technology, every smooth, even stroke of this supreme shadow boasts true, high-impact color payoff with extreme adherence. Blendable and buildable, colors seamlessly transition for perfectly put-together looks. And messy fallout's a thing of the past. Crease-free and fade-proof, you can count on this long-lasting color to stay looking fresh through work, workouts, weather and more. It's a beauty breakthrough you'll love at first swipe.

**Women Are Raving – And Passing It On!**

- 87% gave Mary Kay Chromafusion™ Eye Shadow a big shout-out for how much they liked it\*\*
- 72% raved that it's their new favorite eye shadow\*\*
- 84% would recommend it to a friend\*\*
- 77% received compliments when wearing it\*\*

**Mary Kay Chromafusion™ Matrix Technology: The Science Behind The Breakthrough**

Mary Kay Chromafusion™ Matrix Technology is an industry innovation, enabling intense color payoff and formula endurance in a single product. This advanced hybrid technique specially wraps finely-milled, premium pigments to amplify color like never before. The enhanced pigments are then fused into a lightweight powder to create a smooth and flexible matrix.

**World-Class Color**

Comprised of leading experts in every specialty, the Mary Kay global color dream team logged miles from Dallas to New York to Milan and beyond in the creation of Mary Kay Chromafusion™ Eye Shadow. After evaluating hundreds of samples, each shade was precisely refined to our exacting standards and evaluated on an extensive range of skin tones. The resulting lineup of matte and shimmer shades, selected in collaboration with our elite panel of professional makeup artists, will delight beginners, trendsetters and everyone in between. Customized with care, it offers every woman easy-to-wear, confidence-boosting colors.

**Formula Attributes**

- Dermatologist tested
- Ophthalmologist tested
- Clinically tested for skin irritancy and allergy
- Suitable for sensitive eyes and contact lens wearers

\*Results based on a 12-hour independent clinical study in which 27 women used Mary Kay Chromafusion™ Eye Shadow after a single application. \*\*Results based on a one week independent consumer study during which 210 women used Mary Kay Chromafusion™ Eye Shadow every day for seven days.