

# Go Mobile with Mary Kay Apps!

Our world has changed, and with those changes come more options for your business. Mary Kay apps are designed to help you reach your customers where they are. No matter what your comfort level with technology, you'll find all of these apps oh-so-easy to use – and their professional presentation positions you as a beauty pro!



## Mary Kay Digital Showcase

[Apple® App Store<sup>SM</sup>](#) [Google Play™](#)

The Mary Kay® Digital Showcase is your one-stop app for Mary Kay® digital publications, including: *Applause+*, *Mary Kay® Looks Collection*, *Mary Kay Digital Flip Chart™*, *Love What You Do Team-Building Materials*, and *Digital Publications*



## Mary Kay® Events – USA App

[Apple® App Store<sup>SM</sup>](#) [Google Play™](#)

The Mary Kay® Events – USA App keeps you up to date on conference details, event information and changes or updates that may occur during an event. You can plan your entire experience, review an event schedule and browse local area resources to make your stay more enjoyable – all from the palm of your hand.



## Mary Kay® Mobile Learning App

[Apple® App Store<sup>SM</sup>](#) [Google Play™](#)

You're always on the go, and you're always driven to learn as much as you can about your Mary Kay business. That's why we've created a FREE app that offers you access to inspirational and educational audio and video education on the go!



## Mary Kay® Great Start

[Apple® App Store<sup>SM</sup>](#) [Google Play™](#)

Designed specifically for new Mary Kay Independent Beauty Consultants, the Great Start App helps maximize Great Start Promotion rewards, offering access to Great Start brochures, personalized tracking reports and Grand Opening invitations and checklists. The app helps simplify the experience of starting your Mary Kay business and delivers content to help start a successful journey!



## Mary Kay® Ordering App

*You can download the app by going to [www.mkapps.com](http://www.mkapps.com) from any mobile browser.*

Independent Beauty Consultants can order wholesale products via their mobile devices, thanks to the FREE Mary Kay® Ordering App! To place orders, simply select the products you want to order, place them in your cart and check out.



## myCustomers+™

[Apple® App Store<sup>SM</sup>](#) [Google Play™](#)

Put the future in your hands! Turn your smartphone into a portable business manager, and be all in in your Mary Kay Business. Accomplish your goals in real time so reorders become future vacations, email blasts turn customer service into onstage recognition, and inventory\* tracking helps make more time for meeting new faces. It simplifies everything when it comes to managing your customers, products and orders! This app is FREE so get it today!



## Mary Kay® App

[Apple® App Store<sup>SM</sup>](#) [Google Play™](#)

The Mary Kay® App makes shopping for beauty products incredibly convenient, as your customers can connect with and order from you on their own devices. And if a new customer downloads the app, she could be matched with you as her new Independent Beauty Consultant. The app showcases all available Mary Kay® products and trends with access to personalized service and beauty advice from you. It also recommends products based on the customer's Beauty Profile.



## Mary Kay® Interactive Catalog

[Apple® App Store<sup>SM</sup>](#) [Google Play™](#)

Meet the business resource designed to help you thrive in today's digital world! The all-new Mary Kay® Interactive Catalog and mobile app have innovative updates that can help you run your business more efficiently, both in person and virtually. Treat your customers to easier-than-ever product ordering, tap-to-share wish lists, educational videos, seamless linking to the Mary Kay MirrorMe™ experience and more! *Choose from the library of interactive catalogs, including: [The Look and Skin Care Interactive Catalog](#)*



## Mary Kay® Skin Analyzer App

[Apple® App Store<sup>SM</sup>](#) [Google Play™](#)

Here is a great digital way to help you book and sell! This handy app acts like a digital skin care assistant and scans the skin to provide personalized Mary Kay® skin care recommendations. It is just one more way you can provide Golden Rule customer service to your customers!



## Mary Kay® Mirror Me™

[Apple® App Store<sup>SM</sup>](#) [Google Play™](#)

Mary Kay Mirror Me™ is the new virtual makeover app that uses augmented reality to try color products on the face in real time, allowing the user to move naturally and view makeup in a lifelike setting.

Apps turn your Mary Kay business into a mobile marketplace. You can use all of them to help increase your bookings and sales of skin care and color. Look for instruction on how to download your apps and tips for using your apps and videos available on Mary Kay Intouch. Click the Resources tab on the home page and choose Digital Zone.

Learn

Order

Sell