

Spring 2020 New Product Launch



Go ahead—turn a few heads; spark a conversation and leave a lasting impression!

Mary Kay® Waterproof Liquid Eyeliner Pen in Intense Black - \$16
BIG, BOLD AND EYECONIC! It's budgeproof, fearproof and ready for wherever life takes you. (And that's everywhere.) Create looks you love! And then wear them with confidence, day or night. The fluid formula will dry down and stay put.



Like It Love It Must Have



- Pen-style tip for ultimate control—it's precise perfection.
- High-purity carbon black provides deep color intensity.
- Goes on smoothly and dries fast.
- Waterproof for wherever life takes you.
- Great for classic, fine lines and bolder, dramatic looks.
- Your go-to looks won't run or budge.

Mary Kay® Liquid Eye Shadow - \$14 each

Light up your lids with pigment-packed shades that add instant intensity! The creamy formula feels delightfully decadent. A doe-foot applicator creates effortless eye looks. Available in four stellar shades.



Like It Love It Must Have

Light Beam

Purple Nova

Pink Starlight

Meteor Shower

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

Own your lip look with the genius gel semi-matte lipstick you love in four new runway-inspired shades. Swipe on confidence with a feel-good formula that provides intense, stay-true color and delivers long-lasting wear without drying lips!



Like It Love It Must Have

Red Stiletto

Trademark Pink

Berry Famous

Blush Velvet

Mary Kay® Petite Palette (unfilled) - \$8

This little beauty holds up to four shades of *Mary Kay Chromafusion Eye Shadow*—just right for an eye look. Mix and match your personal favorites, or choose a palette curated by the Mary Kay color experts.



Like It Love It Must Have

LTD Mary Kay® Illuminating Bronzer - \$18 each

Sweep on an all-over glow with a marbled bronzer-highlighter combination that harkens back to prehistoric building materials. Available in Copper Glow and Gilded Glow.



Like It Love It Must Have

LTD Beauty Unearthed Mary Kay® Perfect Palette - \$18

Keep your most treasured products close with a palette featuring an artistic geometric pattern of terra-cotta, copper and blue hues.



Like It Love It Must Have

They're Back!

Special-Edition Mary Kay Sun Care Subtle Tanning Lotion - \$18

Build up a gorgeous color in about a week without unnecessary sun exposure. Glides on evenly and absorbs quickly. No streaks!



Like It Love It Must Have

Special-Edition Mary Kay Sun Care After-Sun Replenishing Gel - \$15

After a day in the sun, enjoy this cooling, refreshing, hydrating gel. Leaves skin feeling soft and silky, never sticky.



Like It Love It Must Have