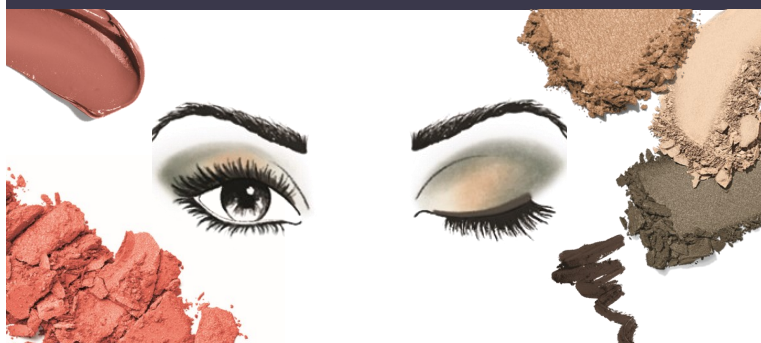


Model Portfolio

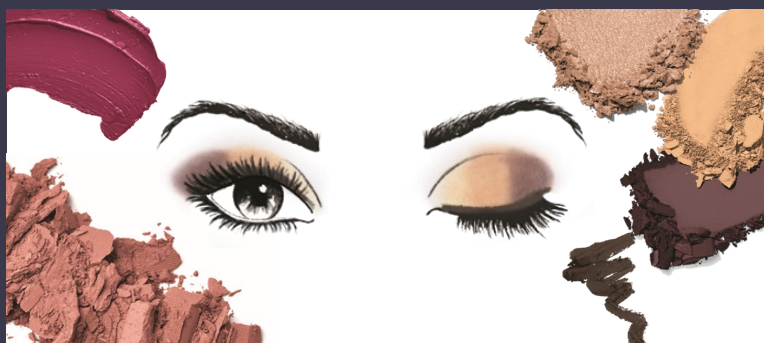
# MARY KAY *CHROMAFUSION* LOOKS FOR LIFE

MARY KAY



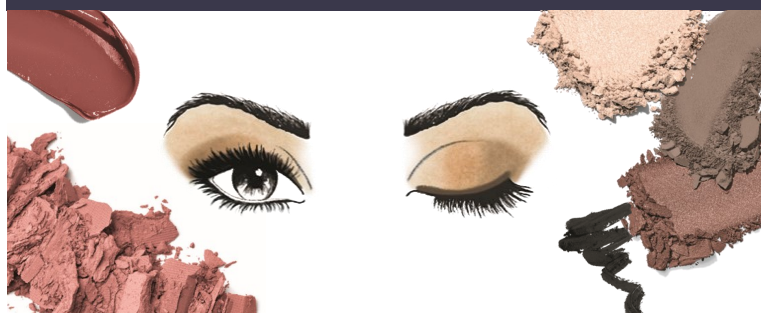
GOLDEN MOSS

1. Use **Biscotti** as a base on the eyelids.
2. Apply **Gold Status** in the centers of the eyelids.
3. Smudge **Moss** into the eye creases in a "V" shape and along the top lash lines.
4. Add **MK Deep Brown** eyeliner to top lash lines, and add mascara of your choice.
5. Finish with **Juicy Peach** blush and **Naturally Buff** gel semi-shine lipstick.



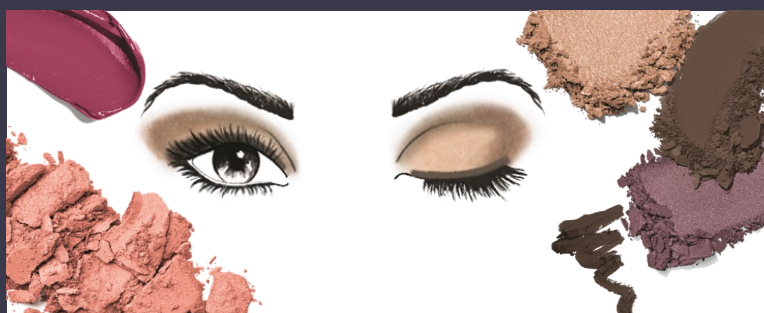
BERRIES & GOLD

1. Use **Sand Castle** as a base shade on the eyelids.
2. Apply **Candlelight** in the centers of the eyelids.
3. Accent the outer corners of the eyelids with **Merlot**.
4. Line the top and bottom lash lines with **MK Deep Brown** eyeliner, and finish with mascara of your choice.
5. Finish with **Rosy Nude** blush and **Crushed Berry** gel semi-matte lipstick.



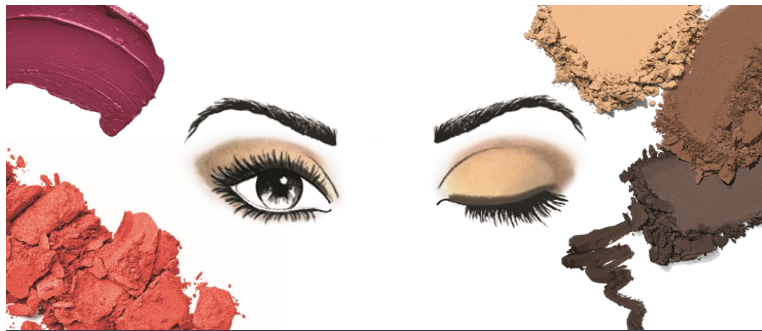
PINKS & NEUTRALS

1. Use **Cashmere Haze** as a base on the eyelids.
2. Apply **Golden Mauve** in the eye creases.
3. Highlight inner corners of the eyes with **Blossom**.
4. Apply **MK Black** eyeliner to top lash lines, and add mascara of your choice.
5. Finish with **Hint of Pink** blush and **Rosewood** gel semi-shine lipstick.



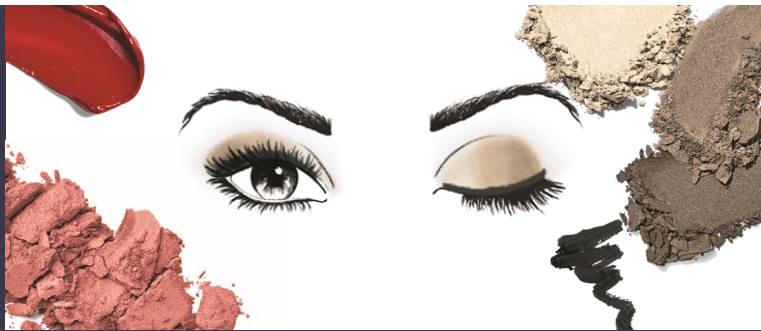
PURPLES & NEUTRALS

1. Use **Candlelight** as a base shade on the eyelids.
2. Apply **Hot Fudge** in the eye creases.
3. Smudge **Frozen Iris** in a "V" shape on top of the **Hot Fudge** just in the outer corners.
4. Apply **MK Deep Brown** eyeliner to top lash lines, and add mascara of your choice.
5. Finish with **Darling Pink** blush and **Apple Berry** gel semi-shine lipstick.



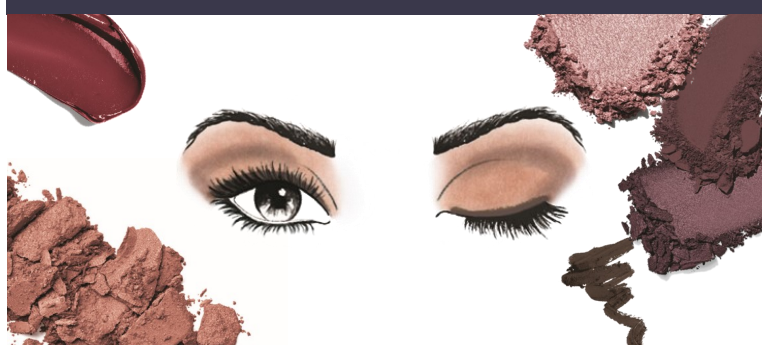
## NEUTRAL MATTES

1. Use **Sand Castle** as your base shade on the entire eyelid.
2. Gently crease and define the lower lash line with **Cinnabar**.
3. Enhance the eye using **Espresso** on the outer "V" of the eye.
4. Add **MK Deep Brown** eyeliner and Mascara of your choice.
5. Finish with **Hot Coral** blush and **Crushed Berry** gel semi-matte lipstick.



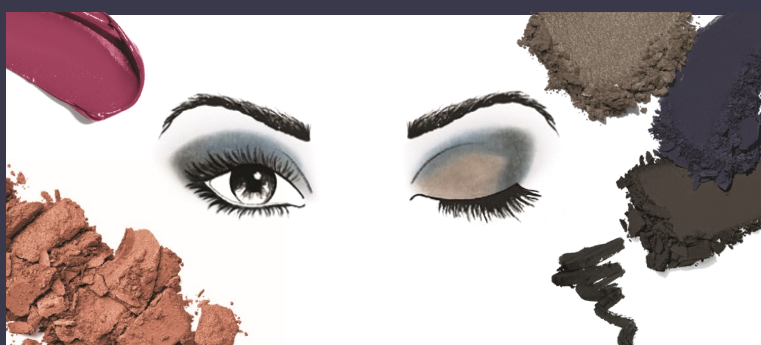
## COOL METALS

1. Use **Smoky Quartz** on the middle of eyelids as the base shade.
2. Apply **Stormy** in the outer corners of the eyes for definition.
3. Highlight the inner corners of the eyes with **Crystalline**.
4. Add **MK Black** eyeliner and mascara of your choice.
5. Finish with **Shy Blush** blush and **Red Smolder** gel semi-shine lipstick.



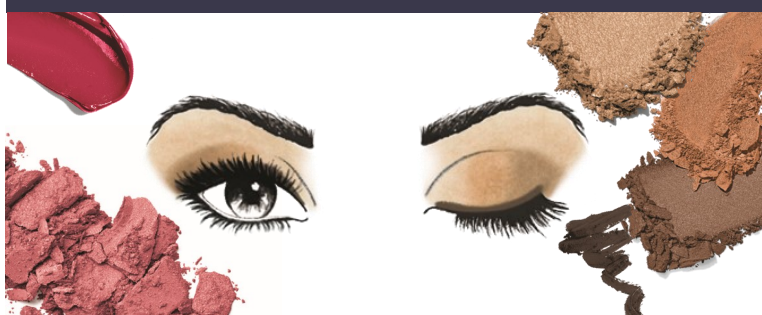
## PURPLES & PLUMS

1. Give eyes an all-over wash of color by using **Sunlit Rose** as the base shade.
2. Add **Merlot** in the creases and in the outer "V" of the eyes.
3. Apply **MK Deep Brown** eyeliner to top and bottom lash lines.
4. Apply **Sweet Plum** on top of eyeliner, and finish with mascara of your choice.
5. Finish with **Desert Rose** blush and **Berry Couture** gel semi-shine lipstick.



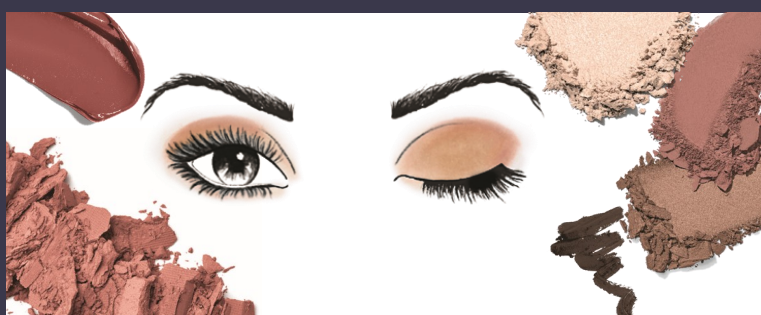
## STORMY BLUE

1. Apply **Stormy** as a base shade on the eyelids.
2. Add **Evening Navy** in the creases starting from outer corners.
3. Accent eyes using **Onyx** to blend into outer corners only and along the top lash lines.
4. Add **MK Black** eyeliner to the top lash lines, and add mascara of your choice.
5. Finish with **Golden Copper** blush and **Apple Berry** gel semi-shine lipstick.



## WARM METALS

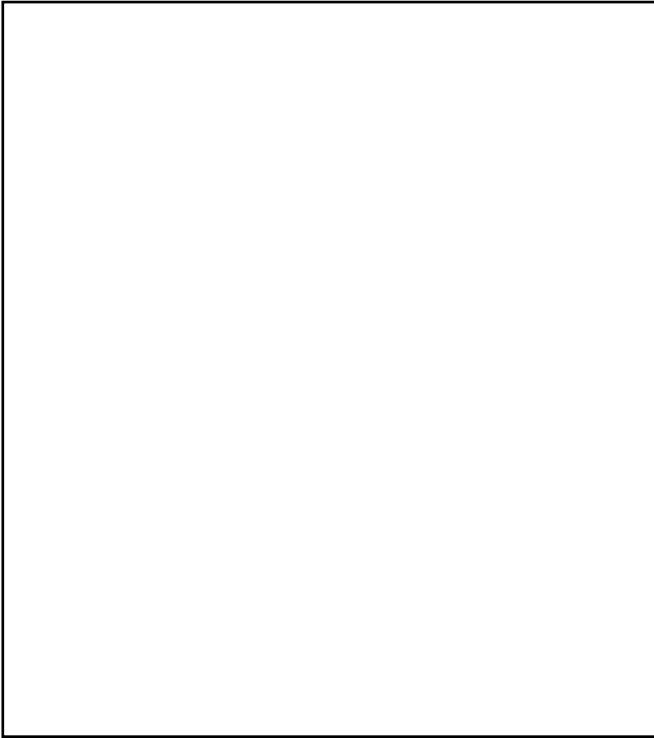
1. Apply **Gold Status** as a base shade all over eyelids.
2. Accent the centers of the eyelids with **Shiny Penny**. Swipe this shade along the bottom lashlines.
3. Apply **Burnished Bronze** to the outer "V" of the eyes.
4. Add **MK Deep Brown** eyeliner and mascara of your choice.
5. Finish with **Wineberry** blush and **Scarlet Red** gel semi-shine lipstick.



## PINKS & MAUVES

1. Use **Rose Gold** as the base shade on eyelids.
2. Apply **Dusty Rose** to the creases and lower lash lines.
3. Highlight the inner corners of eyes and brow bones with **Blossom**.
4. Add **MK Deep Brown** eyeliner and mascara of your choice.
5. Finish with **Rosy Nude** blush and **Rosewood** gel semi-shine lipstick.

# NEUTRAL MATTES



## NEUTRAL MATTES

1. Use **Sand Castle** as your base shade on the entire eyelid.
2. Gently crease and define the lower lashline with **Cinnabar**.
3. Enhance the eye using **Espresso** on the outer "V" of the eye.
4. Add **MK Deep Brown** eyeliner and Mascara of your choice.
5. Finish with **Hot Coral** blush and **Crushed Berry** gel semi-matte lipstick.

Model Name \_\_\_\_\_

Occupation \_\_\_\_\_

Hair color \_\_\_\_\_

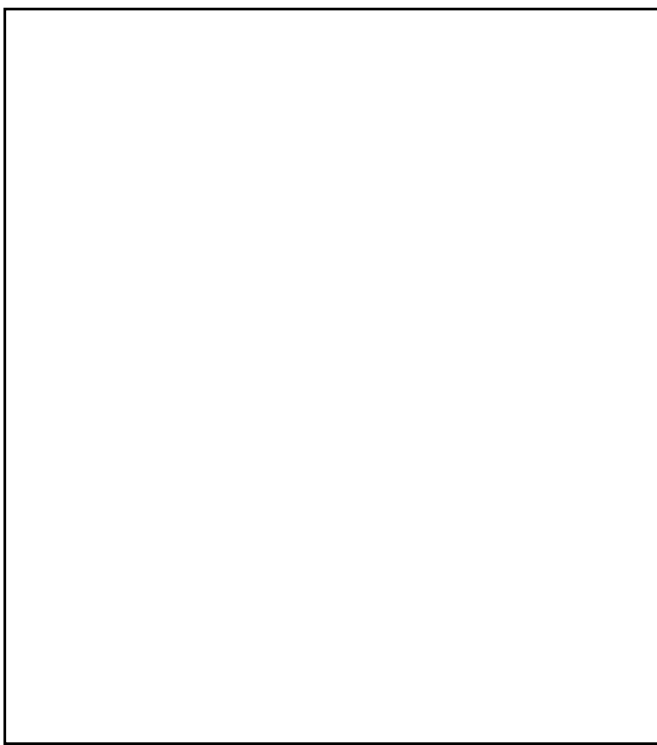
Eye color \_\_\_\_\_

Skin type (circle one): normal   dry   combination   oily

Favorite skin care product \_\_\_\_\_

Favorite color product \_\_\_\_\_

# COOL METALS



## COOL METALS

1. Use **Smoky Quartz** on the middle of eyelids as the base shade.
2. Apply **Stormy** in the outer corners of the eyes for definition.
3. Highlight the inner corners of the eyes with **Crystalline**.
4. Add **MK Black** eyeliner and mascara of your choice.
5. Finish with **Shy Blush** blush and **Red Smolder** gel semi-shine lipstick.

Model Name \_\_\_\_\_

Occupation \_\_\_\_\_

Hair color \_\_\_\_\_

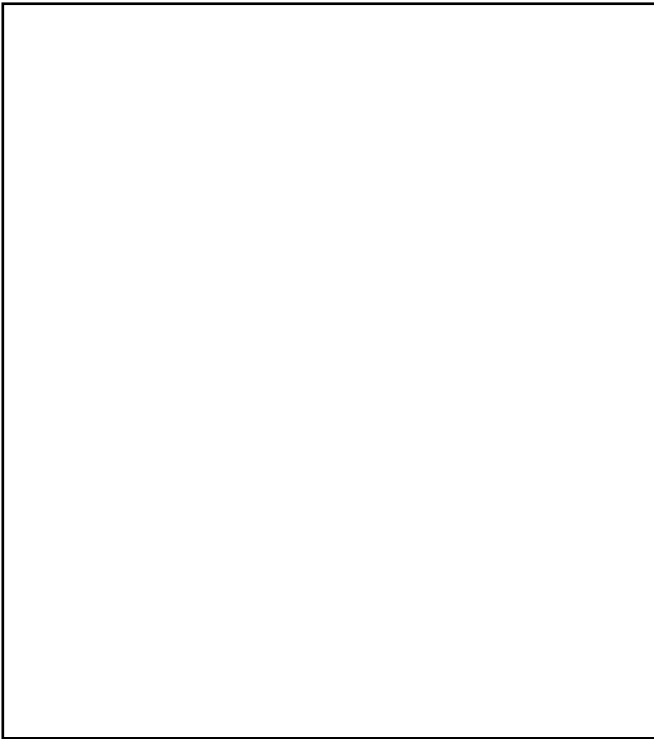
Eye color \_\_\_\_\_

Skin type (circle one): normal    dry    combination    oily

Favorite skin care product \_\_\_\_\_

Favorite color product \_\_\_\_\_

# PURPLES & PLUMS



## PURPLES & PLUMS

1. Give eyes an all-over wash of color by using **Sunlit Rose** as the base shade.
2. Add **Merlot** in the creases and in the outer "V" of the eyes.
3. Apply **MK Deep Brown** eyeliner to top and bottom lashlines.
4. Apply **Sweet Plum** on top of eyeliner, and finish with mascara of your choice.
5. Finish with **Desert Rose** blush and **Berry Couture** gel semi-shine lipstick.

Model Name \_\_\_\_\_

Occupation \_\_\_\_\_

Hair color \_\_\_\_\_

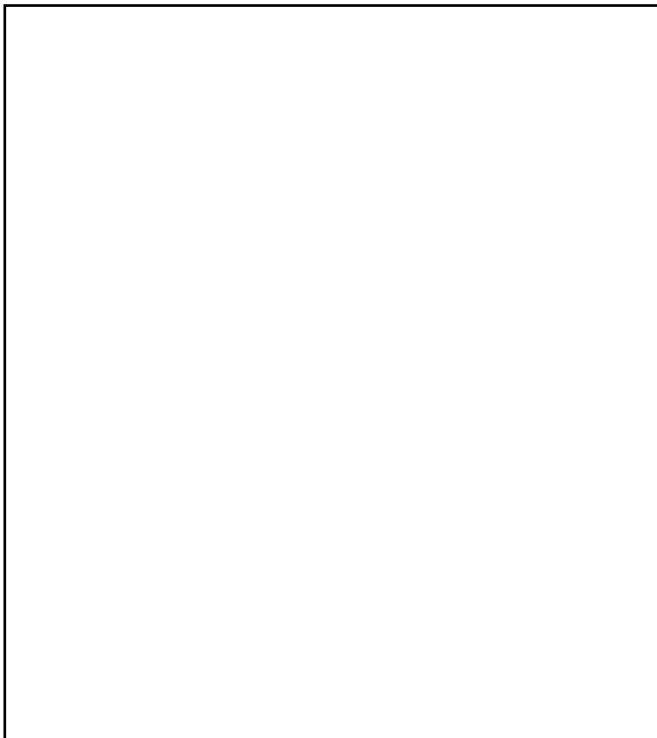
Eye color \_\_\_\_\_

Skin type (circle one): normal   dry   combination   oily

Favorite skin care product \_\_\_\_\_

Favorite color product \_\_\_\_\_

# PINKS & MAUVES



## PINKS & MAUVES

1. Use **Rose Gold** as the base shade on eyelids.
2. Apply **Dusty Rose** to the creases and lower lashlines.
3. Highlight the inner corners of eyes and brow bones with **Blossom**.
4. Add **MK Deep Brown** eyeliner and mascara of your choice.
5. Finish with **Rosy Nude** blush and **Rosewood** gel semi-shine lipstick.

Model Name \_\_\_\_\_

Occupation \_\_\_\_\_

Hair color \_\_\_\_\_

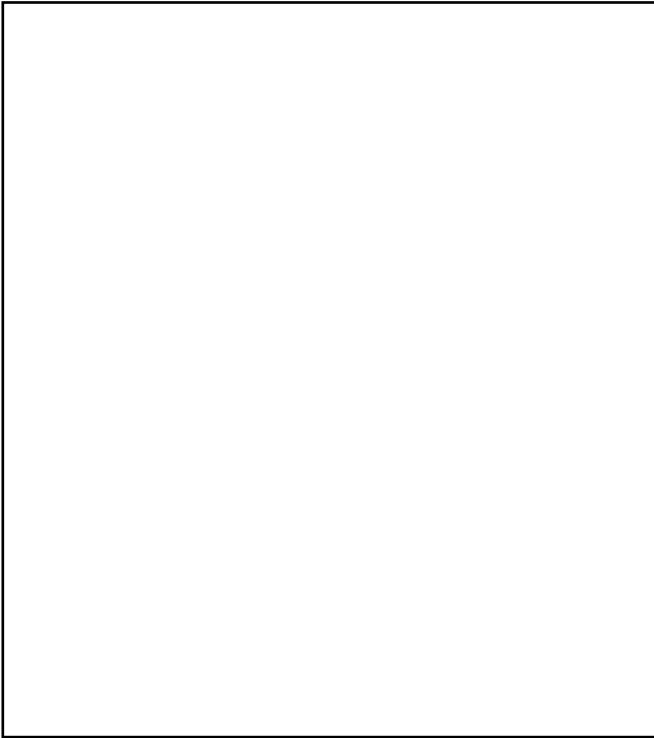
Eye color \_\_\_\_\_

Skin type (circle one): normal   dry   combination   oily

Favorite skin care product \_\_\_\_\_

Favorite color product \_\_\_\_\_

# WARM METALS



## WARM METALS

1. Apply **Gold Status** as a base shade all over eyelids.
2. Accent the centers of the eyelids with **Shiny Penny**. Swipe this shade along the bottom lashlines.
3. Apply **Burnished Bronze** to the outer "V" of the eyes.
4. Add **MK Deep Brown** eyeliner and mascara of your choice.
5. Finish with **Wineberry** blush and **Scarlet Red** gel semi-shine lipstick.

Model Name \_\_\_\_\_

Occupation \_\_\_\_\_

Hair color \_\_\_\_\_

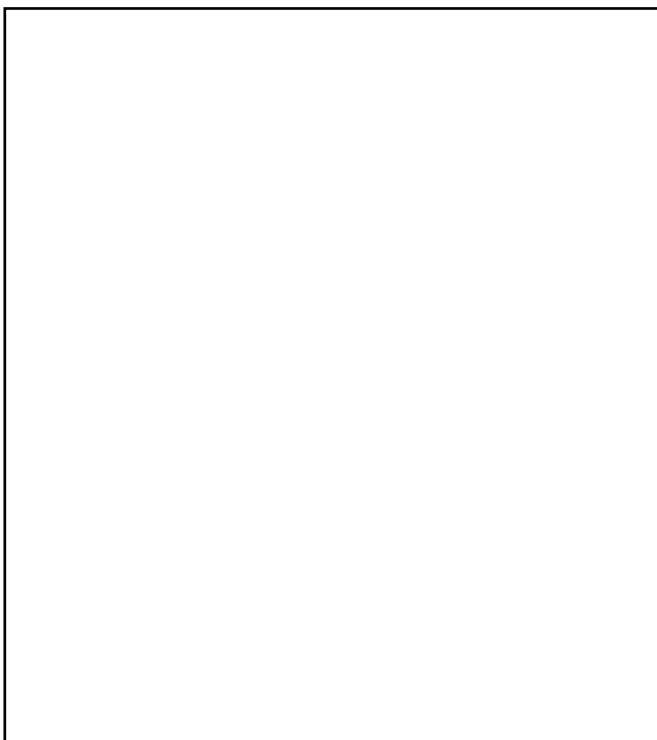
Eye color \_\_\_\_\_

Skin type (circle one): normal   dry   combination   oily

Favorite skin care product \_\_\_\_\_

Favorite color product \_\_\_\_\_

# STORMY BLUE



## STORMY BLUE

1. Apply **Stormy** as a base shade on the eyelids.
2. Add **Evening Navy** in the creases starting from the outer corners.
3. Accent eyes using **Onyx** to blend into outer corners only and along the top lashlines.
4. Add **MK Black** eyeliner to the top lashlines, and add mascara of your choice.
5. Finish with **Golden Copper** blush and **Apple Berry** gel semi-shine lipstick.

Model Name \_\_\_\_\_

Occupation \_\_\_\_\_

Hair color \_\_\_\_\_

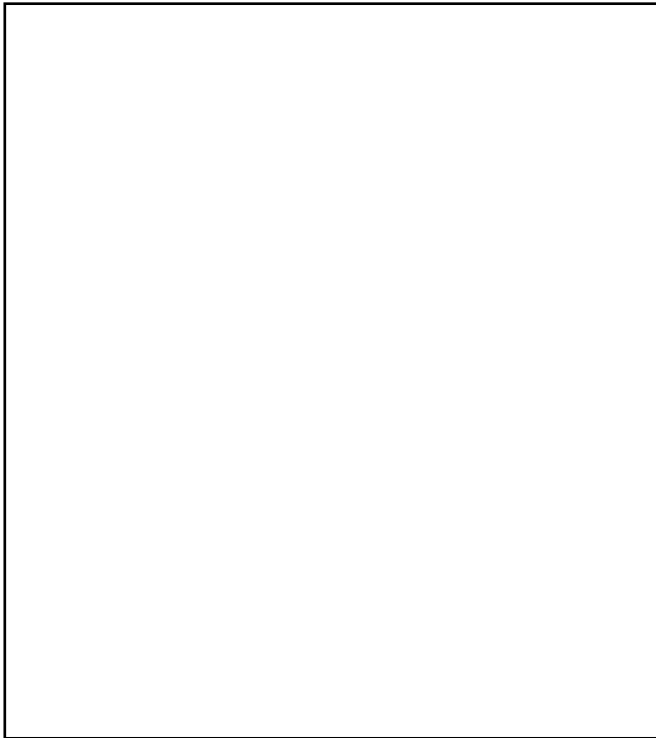
Eye color \_\_\_\_\_

Skin type (circle one): normal   dry   combination   oily

Favorite skin care product \_\_\_\_\_

Favorite color product \_\_\_\_\_

# BERRIES & GOLD



## BERRIES & GOLD

1. Use **Sand Castle** as a base shade on the eyelids.
2. Apply **Candlelight** in the centers of the eyelids.
3. Accent the outer corners of the eyelids with **Merlot**.
4. Line the top and bottom lashlines with **MK Deep Brown** eyeliner, and finish with mascara of your choice.
5. Finish with **Rosy Nude** blush and **Crushed Berry** gel semi-matte lipstick.

Model Name \_\_\_\_\_

Occupation \_\_\_\_\_

Hair color \_\_\_\_\_

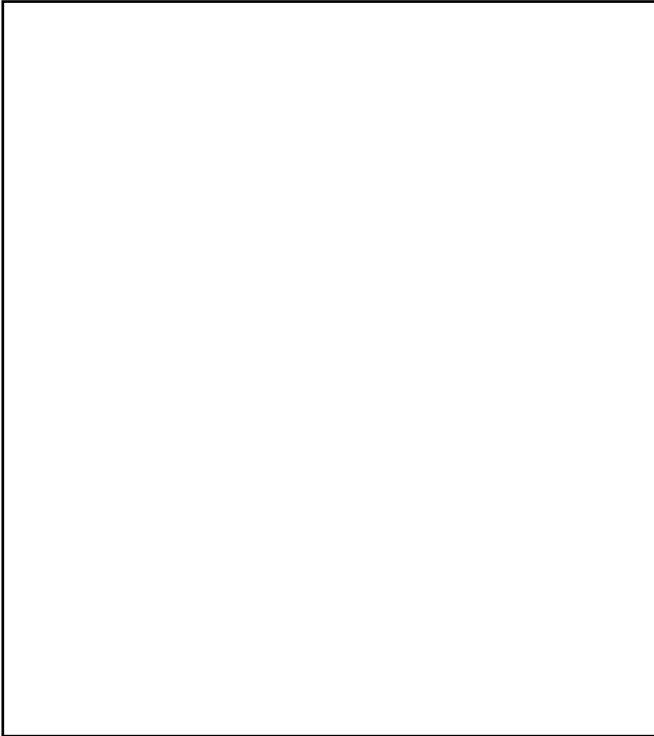
Eye color \_\_\_\_\_

Skin type (circle one): normal    dry    combination    oily

Favorite skin care product \_\_\_\_\_

Favorite color product \_\_\_\_\_

# GOLDEN MOSS



## GOLDEN MOSS

1. Use **Biscotti** as a base on the eyelids.
2. Apply **Gold Status** in the centers of the eyelids.
3. Smudge **Moss** into the eye creases in a “V” shape and along the top lashlines.
4. Add **MK Deep Brown** eyeliner to top lashlines, and add mascara of your choice.
5. Finish with **Juicy Peach** blush and **Naturally Buff** gel semi-shine lipstick.

Model Name \_\_\_\_\_

Occupation \_\_\_\_\_

Hair color \_\_\_\_\_

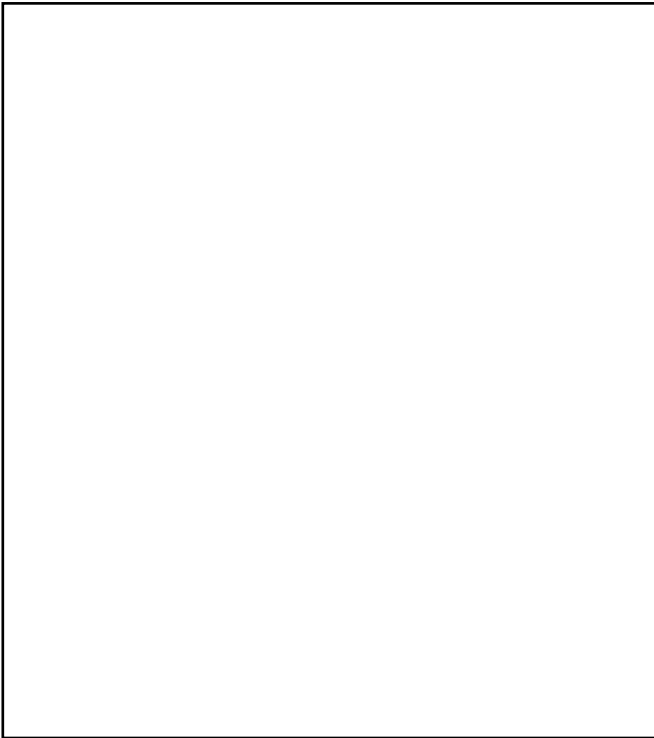
Eye color \_\_\_\_\_

Skin type (circle one): normal   dry   combination   oily

Favorite skin care product \_\_\_\_\_

Favorite color product \_\_\_\_\_

# PINKS & NEUTRALS



## PINKS & NEUTRALS

1. Use **Cashmere Haze** as a base on the eyelids.
2. Apply **Golden Mauve** in the eye creases.
3. Highlight inner corners of the eyes with **Blossom**.
4. Apply **MK Black** eyeliner to top lashlines, and add mascara of your choice.
5. Finish with **Hint of Pink** blush and **Rosewood** gel semi-shine lipstick.

Model Name \_\_\_\_\_

Occupation \_\_\_\_\_

Hair color \_\_\_\_\_

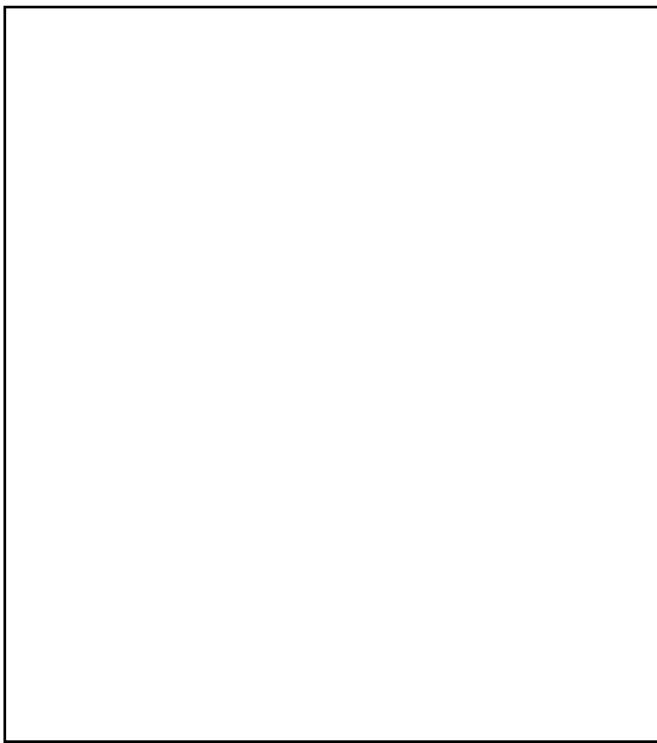
Eye color \_\_\_\_\_

Skin type (circle one): normal    dry    combination    oily

Favorite skin care product \_\_\_\_\_

Favorite color product \_\_\_\_\_

# PURPLES & NEUTRALS



## PURPLES & NEUTRALS

1. Use **Candlelight** as a base shade on the eyelids.
2. Apply **Hot Fudge** in the eye creases.
3. Smudge **Frozen Iris** in a “V” shape on top of the **Hot Fudge** just in the outer corners.
4. Apply **MK Deep Brown** eyeliner to top lashlines, and add mascara of your choice.
5. Finish with **Darling Pink** blush and **Apple Berry** gel semi-shine lipstick.

Model Name \_\_\_\_\_

Occupation \_\_\_\_\_

Hair color \_\_\_\_\_

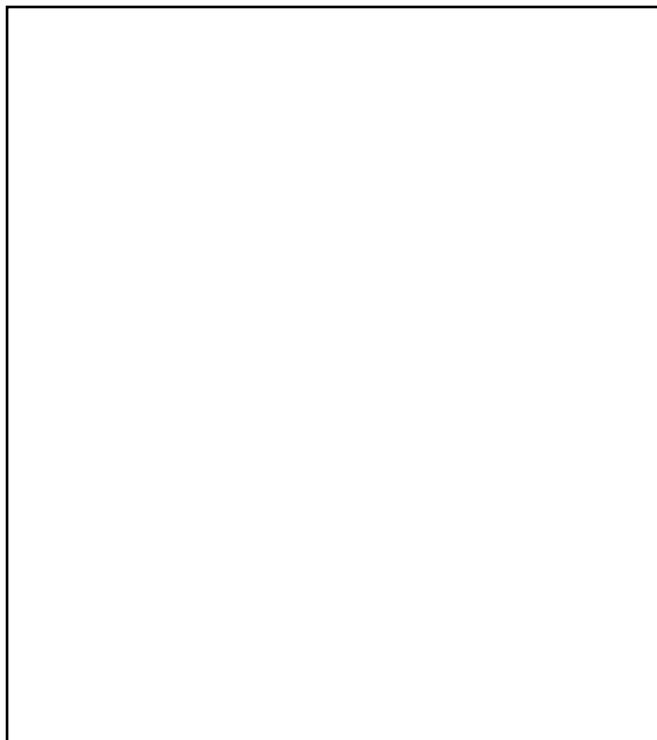
Eye color \_\_\_\_\_

Skin type (circle one): normal   dry   combination   oily

Favorite skin care product \_\_\_\_\_

Favorite color product \_\_\_\_\_

# CUSTOM LOOK



Model Name \_\_\_\_\_

Occupation \_\_\_\_\_

Hair color \_\_\_\_\_

Eye color \_\_\_\_\_

Skin type (circle one): normal   dry   combination   oily

Favorite skin care product \_\_\_\_\_

Favorite color product \_\_\_\_\_

Eyes with three lines \_\_\_\_\_

Cheeks \_\_\_\_\_

Lips \_\_\_\_\_

Extras

**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.

## The fusion of pure color and light-reflecting pigments for natural-looking radiance



- Sweep on a natural glow of happiness every day.
- Life-proof formula lasts through work, workouts, weather and more.
- Powered by Mary Kay® Chromafusion™ Matrix Technology.
- Expertly curated shades for every skin tone.

**Helps me feel confident and like the best “me” I can be!\***

That’s what women from ages 18 to 55 said about wearing Mary Kay Chromafusion™ Blush, Contour and Highlighter.

## POWER STATEMENT:

The fusion of pure color and light-reflecting pigments for natural-looking radiance

The weightless powder looks beautiful in any light, delivering color purity infused with light-reflecting pigments for a naturally radiant finish. The selection of fresh shades is the result of our Mary Kay® global color team's collaboration with makeup artists and industry experts to help ensure a flattering, lit-from-within warmth for every skin tone.

The life-proof trio of blush, contour and highlighter means anything the day brings—work, weather, workouts—won't diminish your glow. Thanks to our Chromafusion™ Matrix Technology, every silky swipe delivers long-lasting, true, natural, best-day-ever radiance.

### Mary Kay® Chromafusion™ Blush

For a born-this-way blush, choose from ten stay-true matte and shimmer shades. Sweep on cheekbones or apply to the apples of cheeks for a fresh, beautiful touch of color.

Easy contouring comes via light or dark matte tones that blend with skin for seamless shadowing. Sweep below cheekbones or along nose to define cheeks or nose, or apply to temples or jawline to contour the face.

Then, like perfect lighting in powder form, two highlighting shades give your complexion a boost of luminosity. Sweep on top of cheekbones to give a subtle, "lifted" appearance to cheeks where light typically touches the face.

### Mary Kay® Chromafusion™ Contour

### Mary Kay® Chromafusion™ Highlighter

#### Mary Kay Chromafusion™ Matrix Technology: The Science of Purity and Endurance

Mary Kay Chromafusion™ Matrix Technology specially wraps finely-milled, premium pigments to amplify the trueness of the color like never before. The enhanced pigments are then fused into a lightweight powder to create a smooth and flexible matrix.

#### Nine out of 10 women who tried Mary Kay Chromafusion™ Blush, Contour & Highlighter\*:

- Would recommend them to a friend
- Said they're fool-proof (no tutorial needed for great results!)
- Said they gave an authentic not fake look

\*Results based on a one-week independent consumer study during which 60 women used Mary Kay Chromafusion™ Blush, Contour and Highlighter daily.

### Application Instructions

We recommend applying Mary Kay Chromafusion™ Blush, Contour and Highlighter with the Cheek Brush in the Mary Kay® Essential Brush Collection. Apply blush to the apples of your cheeks using the angled side of the brush. Use the long, tapered edge for a more contoured look and the shorter edge for more precision when applying highlighter on top of cheekbones and contour below cheekbones. The All-Over Eye Shadow Brush also can be used for applying highlighter down the bridge of the nose, on the tip of the nose and the Cupid's bow. Or use the Eye Crease Brush to contour along the sides of the nose. It is recommended to clean brushes between shades and after each use.

### Formula Attributes

- Dermatologist tested
- Clinically tested for skin irritancy and allergy
- Oil-free
- Non-comedogenic
- Suitable for sensitive skin

# Mary Kay Chromafusion™ BLUSH CONVERSION CHART





## MARY KAY® MINERAL CHEEK COLOR

## MARY KAY CHROMAFUSION™ BLUSH

		<i>New!</i>	HINT OF PINK <i>Matte</i>	
SHY BLUSH		→	SHY BLUSH <i>Shimmer</i>	
STRAWBERRY CREAM		→	ROGUE ROSE <i>Shimmer</i>	
RIPE WATERMELON		→	DARLING PINK <i>Shimmer</i>	

SUNNY SPICE		→	ROSY NUDE <i>Matte</i>	
GOLDEN COPPER		→	GOLDEN COPPER <i>Shimmer</i>	
		<i>New!</i>	DESERT ROSE <i>Shimmer</i>	

BOLD BERRY		→	WINEBERRY <i>Shimmer</i>	
CHERRY BLOSSOM		→	WINEBERRY <i>Shimmer</i>	

JUICY GUAVA		→	JUICY PEACH <i>Shimmer</i>	
SPICED POPPY		→	HOT CORAL <i>Shimmer</i>	

# Mary Kay Chromafusion™

## EYE SHADOW CONVERSION CHART

MARY KAY® MINERAL EYE COLOR		MARY KAY CHROMAFUSION™ EYE SHADOW		MARY KAY® MINERAL EYE COLOR		MARY KAY CHROMAFUSION™ EYE SHADOW			
Creams/Whites				Greys/Blacks					
MOONSTONE		>	MOONSTONE		—	—	<i>New!</i> SMOKY QUARTZ		
CRYSTALLINE		>	CRYSTALLINE		STONE		>	CASHMERE HAZE*	
SWEET CREAM		>	BISCOTTI*		GRANITE		>	GRANITE	
SPUN SILK		>	SAND CASTLE*		SILVER SATIN		>	STORMY	
HONEY SPICE		>	CANDLELIGHT		—	—	<i>New!</i> SHADOW*		
Browns				COAL		>	ONYX*		
HAZELNUT		>	HAZELNUT*		Pinks				
DRIFTWOOD		>	HAZELNUT*		BALLERINA PINK		>	BLOSSOM*	
—	—	<i>New!</i>	CINNABAR*		PRECIOUS PINK		>	DUSTY ROSE*	
—	—	<i>New!</i>	MAHOGANY*		—	—	<i>New!</i>	SUNLIT ROSE	
CHOCOLATE KISS		>	RUSTIC		—	—	<i>New!</i>	GOLDEN MAUVE	
FRENCH ROAST		>	HOT FUDGE*		Purples				
ESPRESSO		>	ESPRESSO*		LAVENDER FOG		>	SOFT HEATHER*	
TRUFFLE		>	BURNISHED BRONZE		IRIS		>	FROZEN IRIS	
Metals				SWEET PLUM		>	SWEET PLUM		
ROSEGOLD		>	ROSE GOLD		—	—	<i>New!</i>	MERLOT*	
GOLD COAST		>	GOLD STATUS		Blues				
AMBER BLAZE		>	SHINY PENNY		—	—	<i>New!</i>	EVENING NAVY*	
COPPER GLOW		>	BURNISHED BRONZE		MIDNIGHT STAR		>	STARRY NIGHT	
Greens									
—	—	<i>New!</i>	MOSS						
EMERALD		>	EMERALD NOIR						

\*DENOTES A MATTE FINISH

# Color for Life

<b>Moonstone</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Crystalline</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Biscotti</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Sand Castle</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Candlelight</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It
<b>Hazelnut</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Cinnabar</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Mahogany</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Rustic</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Hot Fudge</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It
<b>Espresso</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Burnished Bronze</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Rose Gold</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Gold Status</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Shiny Penny</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It
<b>Moss</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Emerald Noir</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Smoky Quartz</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Cashmere Haze</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Granite</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It
<b>Stormy</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Shadow</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Onyx</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Blossom</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Dusty Rose</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It
<b>Sunlit Rose</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Golden Mauve</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Soft Heather</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Frozen Iris</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Sweet Plum</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It
<b>Merlot</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Evening Navy</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Starry Night</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Hint of Pink</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Shy Blush</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It
<b>Rogue Rose</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Darling Pink</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Rosy Nude</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Golden Copper</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Desert Rose</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It
<b>Wineberry</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Juicy Peach</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Hot Coral</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Latte</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Cocoa</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It
<b>Glazed</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It	<b>Honey Glow</b> <input type="checkbox"/> Like It <input type="checkbox"/> Love It <input type="checkbox"/> Gotta Have It			

# Easy Eye EXPERTISE

Stepping up your eye makeup game is easier than ever with this lifeproof, smudgeproof eye shadow made to outlast even your longest day. Pick your perfect shades, and then try these foolproof application tips!



## MARY KAY®

### EASY EYE HOW-TO

#### 1 BASE

Apply this shade to the entire eyelid. For a natural look, choose a color that matches your skin tone. Feeling adventurous? Use a vibrant shade instead!

USE WITH: *Mary Kay® All-Over Eye Shadow Brush, \$12*

*Get all your must-have eye brushes in the Mary Kay® Essential Brush Collection, \$55*

*Shades we love!*

*Biscotti, Candlelight, Cashmere Haze, Sunlit Rose and Sand Castle*

#### 2 CREASE

Sweep a deeper shade that complements the base shade into the crease to help create contrast and depth.

USE WITH: *Mary Kay® Eye Crease Brush, \$12*

*Shades we love!*

*Cinnabar, Merlot, Dusty Rose, Moss and Shadow*

#### 3 HIGHLIGHT

Apply this lighter shade to the brow bone, inner corner and anywhere else you want to lift your eye look.

USE WITH: *Mary Kay® Eye Smudger Brush, \$12*

*Shades we love!*

*Crystalline, Blossom, Moonstone and Smoky Quartz*

#### ! FOR EXTRA EYE ENHANCEMENT

You can apply a dark shade as eyeliner or use it to create a dramatic effect such as a smoky eye.

USE WITH: *Mary Kay® Eye Smudger Brush, \$12, or Mary Kay® Eyebrow/Eyeliner Brush, \$10*

*Shades we love!*

*Sweet Plum, Emerald Noir, Evening Navy, Espresso and Starry Night*

*Mary Kay Chromafusion™ Eye Shadow, \$8 each*



# CONTOURING IS *as easy as 1-2-3!*

Give your look added dimension without looking overdone! This 3-step contour is so easy, you can do it as you dash out the door. With light-reflecting pigments and all-day staying power, you'll be glowing before your first sip of coffee.

*Start smart with THE must-have brush!*

Mary Kay® Cheek Brush, \$14

## STEP BY STEP

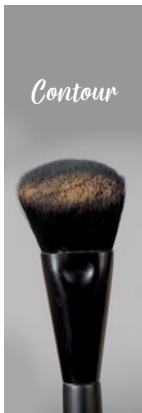
### 1 APPLY CONTOUR

Sweep *Mary Kay Chromafusion™* Contour along the hollows of the cheeks, starting at the ears and moving toward the centers of the cheeks, blending upward to create dimension. For extra dimension, dust along the hairline, the temples and the jawline.

*Why you'll love this:*

*These two flattering shades, in Latte and Cocoa, are matte tones that blend with skin for seamless shadowing.*

**Mary Kay Chromafusion™ Contour, \$14 each**



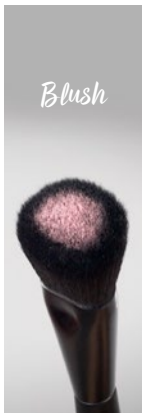
### 2 SWEEP ON BLUSH

Smile, then apply *Mary Kay Chromafusion™* Blush to the apples of the cheeks, blending outward toward the hairline to give the cheeks a natural glow.

*Why you'll love this:*

*Ten gorgeous shades, some in matte tones and some in shimmer, deliver a born-this-way blush.*

**Mary Kay Chromafusion™ Blush, \$14 each**



### 3 ADD HIGHLIGHTER

Dust *Mary Kay Chromafusion™* Highlighter on the uppermost part of the cheekbones, moving outward toward the outer corner of each eye, to brighten the face and accentuate the cheekbones.

*Why you'll love this:*

*Like perfect lighting in powder form, two highlighting shades, Glazed and Honey Glow, give your complexion a boost of luminosity.*

**Mary Kay Chromafusion™ Highlighter, \$14 each**

