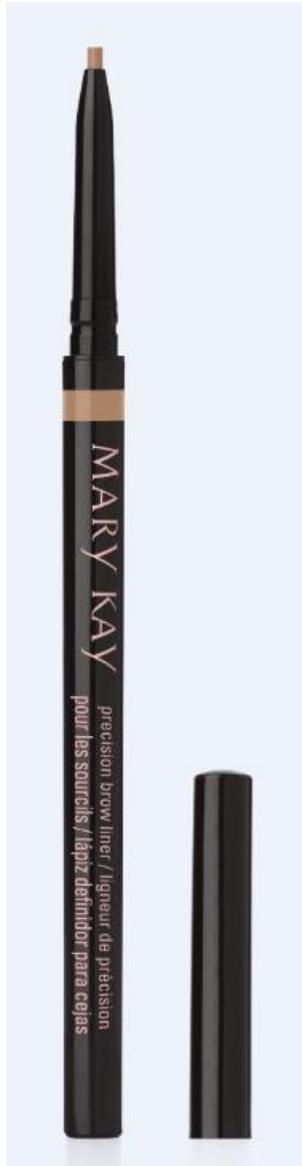


Define your best brows with hairlike precision.



- Smooth-glide microtip liner delivers hair-by-hair definition
- Life-proof claim means brows stay looking beautiful and stay put all day
- Customizable application means Precision Brow Liner can be worn alone or layered with other brow products

*Results based on a majority of panelists who agreed with statements in a one-week independent consumer study during which 53 women used Mary Kay® Precision Brow Liner daily

Women agree: ***“Everyone thinks these are my natural brows!”****

POWER STATEMENT:**Define your best brows with hairlike precision.**

Achieving perfectly shaped and shaded eyebrows has never been easier. Mary Kay® Precision Brow Liner features a retractable, no-sharpening-needed microtip to line, define and fill in brows with hairlike precision. With a tip so tiny, it's easy to stay in control and make feathery strokes exactly where you want them. From subtle to bold — the blendable, buildable color allows you to put your best brows forward any way you choose.

Select the shade that best complements your hair color, and make soft strokes for natural-looking brows with true definition and a fuller appearance. Then face your day without fear — the life-proof claim means your perfectly polished brows won't smudge, smear or fade no matter the workday, workout or weather.

BROW-WORTHY BENEFITS AND ATTRIBUTES:

- Long-lasting color
- Smudge-resistant
- Lightweight
- Available in five shades to complement most hair color
- Clinically tested for skin irritancy and allergy
- Dermatologist-tested

APPLICATION INSTRUCTIONS:

Precision Brow Liner features a thinner, more fragile tip. To avoid breakage, do not twist up tip all the way. Twist up just enough product to line, define and fill in brows with feather-light strokes.

USE-UP RATE:

Use-up rate for this product will depend upon the customer's average brow liner usage.