

MARY KAY®



**Mary Kay® Waterproof
Liquid Eyeliner Pen in
Intense Black, \$18**

CASUAL TO DRAMATIC, DAY TO NIGHT

- Goes on quickly.
- Gives you a smooth look that won't quit.
- Easy to apply. Easy to remove with *Mary Kay®* Oil-Free Eye Makeup Remover.
- Waterproof, budgeproof and fearproof.
- Stay-put formula.

BIG, BOLD AND EYECONIC!

*Draw Perfectly Defined,
WATERPROOF LINES.*

New! **Mary Kay® Waterproof Liquid Eyeliner Pen**

Get the look that goes on quickly with a pen-style precision tip – and just won't quit. It's the NEW *Mary Kay®* Waterproof Liquid Eyeliner Pen – budgeproof, fearproof and ready for wherever life takes you. (The fluid formula will dry down and stay put.) Create looks you love! And then wear them with confidence, day to night.

Price is suggested retail.



PRECISION PERFECTION

- 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.

Tip: “Use a pointed cotton swab dampened with *Mary Kay*® Oil-Free Eye Makeup Remover to clean up the edges of your eyeliner. This creates that super sharp, precise look.”

Keiko Takagi
Global Makeup Artist

**CONTACT ME, YOUR MARY KAY INDEPENDENT
BEAUTY CONSULTANT.**

HOW TO ACHIEVE THIS LOOK:



1. Use one finger to lift your eyelid gently. Holding your ***Mary Kay*® Waterproof Liquid Eyeliner Pen** at a slight angle to your eyelid, rest the side of your pinky finger against your cheek to steady your hand.



2. Draw a thin line along your top lashline, moving from the inner to the outer corner of your eye.

Pro Tip: Take your time.



3. Then, from the center of your eyelid outward, start building an upward curve one thin stroke at a time, coming to a point at the end of the line. The longer the line, the more dramatic your look.

Pro Tip: Imagine following the curve of your lower lashline as you draw the wing past your upper eyelid.