

Get the Right Formula!

You'll want to be sure to help your customer pick the correct mascara for her. And, although we know that many women love Mary Kay® Ultimate Mascara™, it might not be the most appropriate Mary Kay® mascara for each of your customers. To help her pick the right mascara that will work best for her, here's a chart that may help:

The Look They Want in Just One Coat	The Mascara* They'll Love
Bigger, bolder, longer-looking lashes with extreme volume and intense color that lasts all day.	Mary Kay® Ultimate Mascara™
Longer-looking lashes with the natural look they love, plus a formula fortified with a vitamin B derivative that readily penetrates each lash for stronger-looking, softer lashes.	Mary Kay® Lash Lengthening Mascara™
Waterproof lashes that keep up with their day. This triathlon-tested formula delivers longer, thicker-looking lashes.	Mary Kay® Waterproof Mascara

*All of the Mary Kay® mascaras feature the Smart Wiper™ technology to make application perfectly easy, while Mary Kay® Oil-Free eye Makeup Remover makes removing it perfectly easy too.