

OUR GLOBAL BRAND DEVELOPMENT GROUP SAYS,

“ Women want color products that look beautiful, feel natural and provide skin-enhancing benefits. ”

Steel pan fits perfectly into the Mary Kay® Compact

Mineral based formula is famous for its oil-absorbing properties, ease of application, excellent coverage and adhesion to skin

Includes vitamins A,C and E to help protect against wrinkle-causing free radicals

The Mary Kay® Mineral Cheek Colors were selected by a professional makeup artist to create very wearable every day looks for all skin tones.

FUN FACT: Mineral-based products are a hot trend in the cosmetics industry. As more consumers strive to lead healthier lifestyles, using more botanicals or mineral-sourced ingredients in food and personal care products continue to gain huge popularity. Minerals have also become popular in cosmetics because they have a lightweight texture and provide luminosity and radiance to the skin.

POWER STATEMENT

This mineral-based formula is famous for its oil-absorbing properties, ease of application, excellent coverage and adhesion to skin.

BENEFITS & CLAIMS

- Natural looking blush/adds a natural flush
- High color payoff
- Stay-true color
- Fade-resistant
- Long-lasting wear
- Mineral based
- Contains vitamins A, C and E to help protect against wrinkle-causing free radicals
- Defines cheek bones
- Does not settle into fine lines and wrinkles
- Weightless/lightweight texture
- Feels silky
- Applies smoothly, easily and evenly

TARGET CUSTOMER

- Women who bought cheek color from you in the past
- Women who want the latest on-trend shades
- Women who love Mary Kay® Color products

HOW IT WORKS

The Mary Kay® Cheek Color contains high quality minerals that are combined with other beneficial ingredients to get the right texture. Thanks to the combination of these minerals, the texture blends evenly with a silky touch, providing a smooth and lightweight feel with a natural and luminous finish.

KEY INGREDIENTS & FUNCTIONS

Vitamins A,C and E	Help protect against wrinkle-causing free radicals
Minerals	Occur naturally in the earth, have a lightweight texture and provide luminosity and radiance to the skin. All minerals found in nature, undergo extensive purification and processing before they are incorporated into a cosmetic product.

APPLICATION

1. Swipe cheek color brush evenly across cheek color, tapping off excess.
2. Begin applying color at the apple of the cheek bone.
3. Feather the color slightly upward and along the cheek bone, stopping at the top of the cheek bone, just below the temple.
4. Color should not begin before the pupil or extend below the nose.

CROSS-SELLING OPPORTUNITIES

- Mary Kay® Mineral Powder Foundation
- Mary Kay® Sheer Mineral Pressed Powder
- Mary Kay® Mineral Eye Color
- Mary Kay® Mineral Bronzing Powder
- Mary Kay® Mineral Highlighting Powder
- Mary Kay® Compact

CHARACTERISTICS (✓ or blank or N/A if not tested)

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

USE-UP RATE

12.7 months