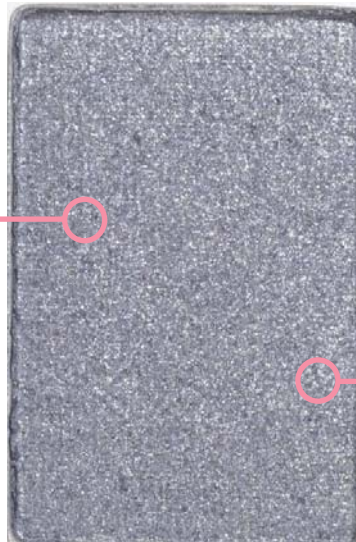


OUR GLOBAL BRAND DEVELOPMENT GROUP SAYS,

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

Mineral based formula features oil-absorbing properties, ease of application, and provides intense coverage in one sweep



Steel pan fits perfectly into the Mary Kay® Compact

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



Mary Kay® Mineral Eye 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

- Intense color in one sweep
- High impact color
- Color stays true
- Fade-resistant
- Crease-resistant
- Provides long-lasting wear
- Mineral based
- Contains vitamins A, C and E to help protect against wrinkle-causing free radicals
- Weightless/lightweight texture
- Glides on easily
- Applies smoothly and evenly

TARGET CUSTOMER

- Women who bought eye 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® Eye 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

- Apply a highlighter shade all over the lid, from lash line to brow bone.
- Apply a midtone or an accent shade from the lash line blending right above the crease.
- Please refer to the *Product Guide* for more advanced application tips.

CROSS-SELLING OPPORTUNITIES

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

USE-UP RATE

6 months

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

✓	Suitable for sensitive skin
✓	Clinically tested for skin irritancy and allergy
✓	Ophthalmologist tested
✓	Suitable for sensitive eyes
✓	Suitable for contact lens wearers