

Mar. 26 2026:

I attended the Pink Power online meeting, where I learned more about the company and heard from successful women who have built fulfilling lives through Mary Kay. Following my previous meeting with my mentor, Cheryl McNair, who recruited me, I've begun taking the first steps in my process.

I had many questions about how I want to approach this journey. My main goal is to build both Cait Studio and my Mary Kay business simultaneously, and I want to create a clear plan that allows me to do both effectively. I am especially interested in finding ways to meet women, network with other business owners, build meaningful connections, and become more confident in communicating with others. I also see this as an opportunity to strengthen my resume and support my long-term design career, while creating flexibility to manage both businesses from home.

I took detailed notes during the meeting and plan to continue learning and documenting my experiences so I can grow from them. While I haven't always been deeply involved in makeup—mainly due to not growing up around it or having the time to explore it—I recognize its importance in presenting myself professionally. I'm excited to learn more, build my skills, and help others feel confident along the way.

Notes:

Mary Kay
(877) 411-6279
10 Names: [unclear]
My Consultant Number: P14661
My Order Number: 00830131
Consultant Recruiter Name: Cheryl McNair
MaryKayintouch
Events and Training
Pink Power - 7pm online
April 18 10-12-30 - back before 4
Lunch & well Mount Forest
Heather Cook: mk@gmail.com
Is there still room?
Website: https://www.marykay.ca/caitstudio
Independent Beauty Consultant

Pink Power Meeting
Karin Kolstein - from Strathroy Ontario
Sunita Prasad Sunita Janelle
Inner Circle National Sales Director
Diamond Circle
Circle of Excellence
Income producing activity
1. getting leads 4. recruiting
2. referrals - simple and light
3. bookings - phone call, WhatsApp, Messenger
4. sales giving free gifts
Trade show - business cards, samples
Add humor to everything you do
Learn the rules
Be a hostess, offer free pampering
"If you'd like to try anything else"
Dawn Otten-Sweeney
Career Conference
Leadership Conference
Named Number - Mary Kay - build face-to-face

Extra Opportunities

- Career Conference
- Leadership Conference
- Build face-to-face connections
- Expand your network

Personal Notes

- You don't need to be a "makeup expert" yet
- Focus on learning + practicing
- Confidence comes from doing
- This supports BOTH:
 - Cait Studio
 - Mary Kay business



- Mary Kay Questions Line: (877) 411-6279
- Consultant Number: P14661
- Consultant Recruiter: Cheryl McNair
- Platform: Mary Kay InTouch

Talk of Diamond Circle / Circle of Excellence, not sure what it is exactly, lots of growth opportunity.

Core Business Activities

1. Getting leads & recruiting
2. Referrals (keep it simple and light)
3. Booking appointments (phone calls, WhatsApp, Messenger)
4. Sales (give gifts, build relationships)

Tip:

- Trade shows = business cards + samples
- Add humor to what you do
- Learn the rules
- Be a hostess → offer free pampering

Mindset & Strategy

- Small steps compound
- Schedule goals in your calendar
- Focus on simple micro-steps forward
- Aim for 2 new conversations daily
- Monthly progress = your scoreboard
- Follow up with at least 2 people

Events & Training

- Pink Power Meeting (Online - 7pm)
- April 18 Event
 - Time: 10-12, then pickup at 2-4
 - Location Pickup: Mount Forest
 - Includes lunch

Heather Cook:

heathercook.mk@gmail.com
(Is there room for April 18 event)

My Mary Kay Website:

www.marykay.ca/caitstudio

My Role: Independent Beauty Consultant

Goals & Action Plan

- Set June 30 goals
- Wear and test the products
- Ask questions and stay curious
- Call with Cheryl

Pink Power meeting Notes:

Karin Kolstein a guest like me showed up for meeting said she lived in Strathroy, Ontario (reach out because she lives where I used to live)

Names in Presentation:

Sunita Prasad
Sonia Janelle - National Sales Director
Dawn Otten Sweeney

Tools & Supplies

- Handout booklets (write name + phone #)
- Get comfortable using the products
- Buy:
 - Booklets
 - Business cards
- Go to Staples if needed
- Watch training videos

Small Steps compound
Goals live in calendar - scheduled
Simple, micro steps forward
Two new conversations
Monthly becomes your scoreboard
Send two follows
June 30 goals
Wear the products
Ask the question
Call with Cheryl
Handout booklets - Write name and phone #
Using the product - Get comfortable
Buy Books - Booklets + Business cards, go to staples = call number
Watch Videos

MARY KAY

Legal Keys Education Series

Unlocking your Social Media Success

Social media has become a part of life in a BIG way, especially when it comes to how the world communicates. Staying connected to your current and potential customers is vital for the success of your Mary Kay business and the Company understands the power of social media as a communication tool.

This Legal Key will EDUCATE and equip you with social media savvy that could lead you to the next level of social media success in your business. Understanding these principles before you post may EMPOWER you to be even more effective in your communications while staying compliant with the terms of your Mary Kay Agreement(s). With these helpful tips, you can engage with your current and prospective customers using social media while you PROTECT the Mary Kay® brand, your business and the Mary Kay Opportunity. So let's get started!

Terminology

The following terms and definitions are essential in helping you unlock your social media success throughout this legal key:

Table with 2 columns: Term, Definition. Includes Commercial Message, Hashtag, Independent Contractor Relationship, Informational Message, Mary Kay Agreement(s), and Unauthorized Website.

Promoting your business

Here are six simple principles to help successfully and effectively promote your business on social media.

- 1. PROTECT THE BUSINESS MODEL. 2. PROTECT THE BRAND. 3. PROTECT CUSTOMER RELATIONSHIPS AND AUTHORIZED TRADEMARK USE. 4. PROTECT YOUR SOCIAL MEDIA BUSINESS PAGE AND PERSONAL PAGE/PROFILE. 5. PROTECT AND RESPECT OTHER'S TRADENAMES, TRADEMARKS AND INTELLECTUAL PROPERTY. 6. PROTECT AND UNLEASH YOUR CREATIVITY.

1. PROTECT THE BUSINESS MODEL

Principle: The Mary Kay business model is that of a Direct Sales company, which means our products are sold at retail by Mary Kay Independent Beauty Consultants to their customers, person-to-person away from fixed retail locations, including flea markets or unauthorized websites. Remember, social media can be used to communicate with your current and prospective customers but should not become an online retail store.

Social Media Selling Sites: Unauthorized websites are not just limited to Amazon, eBay, Kijiji, Poshmark and other online marketplaces such as Walmart, but also include social media selling sites such as Facebook Marketplace. Displaying or offering Mary Kay® products for sale on these platforms is inconsistent with our direct sales business model.

Social Media Garage Sales, Swap Meets and Apps: Some social media platforms allow the creation of groups to promote the sale of items, including online garage sales or swap meets (e.g. Garage Sale or Bazaar). There are also apps designed for promoting the sale of items, such as Vinted and VantageSale. All of these are considered online retail sites and therefore unauthorized websites. In addition, Mary Kay Independent sales force members have expressly agreed not to advertise, promote their business, sell, exchange, or offer to sell or exchange Mary Kay® products on such platforms or apps and are therefore prohibited from doing so.

CAUTION: If the Company determines that an Independent Beauty Consultant ("IBC") is 1) selling Mary Kay® products on unauthorized websites, apps or other unauthorized channels, 2) having someone else sell products on unauthorized websites on their behalf, or 3) knowingly supplying products to be sold on such sites, the IBC's Mary Kay Agreement(s) will be subject to immediate termination and the IBC may be subject to further legal action.

Tip: For more information regarding Mary Kay's direct sales business model, refer to the Legal Ease Guidelines located on Mary Kay inTouch®.

3. PROTECT CUSTOMER RELATIONSHIPS AND AUTHORIZED TRADEMARK USE

Principle: When communicating on social media about your Mary Kay business, there are two types of messages: informational and commercial. Determining which type of message to use will depend on your intended audience of each platform and whether a Mary Kay branded hashtag can be used.

Informational messages can include offering your honest opinion and enthusiasm about your Mary Kay business, your love of Mary Kay® products, or showcasing your "MILU" (Mary Kay Love It Like Us). Informational messages are often highly effective and can be posted anywhere, such as your personal or business social media account, a closed customer group or other networking groups you have joined. This enthusiasm can also include conversation starters for others to share their love for Mary Kay® products and a Mary Kay branded hashtag.

Audience: Anyone! Where: Anywhere! Mary Kay Branded Hashtags: Can only be used in informational posts. Example: #StartaMaryKayBusinesswithmetoday!



Commercial messages are advertisements and extend an offer to solicit individuals to engage in business with you. Commercial messages may include prices of products, special offers or discounts, a solicitation to attend a skin care party or to start a Mary Kay business and/or join your team.

Audience: Customers only (or shared privately with potential customers). Where: Social platforms that only reach your customers, such as your social media business page, closed customer groups, text messages, or email. Mary Kay Branded Hashtags: Must not be used in commercial messages. Example: "Start a Mary Kay business with me today!" "This weekend I'm offering 20% off Sunn Hands Pampering Set!"

Tips:

- An informational message can include a tagline that states "Sunn More" with a link to your Mary Kay® Personal Website because it is only an invitation for your audience to learn more about what is shared in your post and is not a solicitation to do business with you. You can "boost" commercial posts only to the followers of your social media business page. Posts should include content that is appropriate for all age groups.

CAUTION:

- This about the content and images you are considering posting because when communicating online, nothing is truly private, and each post or message becomes a documented record. Posted content that does not comply with the guidelines is often responsive to the Company and constitutes a violation of the terms of the Mary Kay Agreement(s).

- The Mary Kay trade name or trademarks as a hashtag must not be used in commercial messages because the hashtag makes the post searchable by the public, therefore, creating an unauthorized advertisement. Solicitations to start a Mary Kay business with you are always considered commercial messages.

4. PROTECTING YOUR SOCIAL MEDIA BUSINESS PAGE AND PERSONAL PAGE/PROFILE

Principle: Just as Mary Kay protects its intellectual property, so do other brands and celebrities. You should read and comply with the terms and conditions of any social media site you use before posting about your Mary Kay business. The terms and conditions (and related policies) for each social media platform (Facebook, Instagram, Twitter, Pinterest, etc.) can differ greatly and can frequently change.

CAUTION: Many social media platforms' terms of service (including Facebook's) limit or prohibit commercial messages on personal pages. Therefore, it is important to review and understand the site's terms and conditions to prevent the platform's administrators from removing your page or profile.

Tip: If Mary Kay is an official sponsor of a particular event or program, the Company will let you know how you can appropriately discuss these events with your customers on social media.

6. PROTECT AND UNLEASH YOUR CREATIVITY

Principle: The Company offers many resources for you to get inspiring content to share to your social media platforms and successfully promote your Mary Kay business. These resources will also encourage your own creativity and flair for content you can create and post on social media.

MARYKAYINTOUCH® - EDUCATION & COMPANY APPROVED CONTENT APPROVED SOCIAL MEDIA POSTS = marykay or your own Mary Kay® Personal Web Site

FOLLOW MARY KAY ON SOCIAL MEDIA CHANNELS AND EASILY SHARE TO YOURS: Mary Kay Canada/Facebook, Mary Kay Canada on Pinterest, Mary Kay Canada on Instagram, Mary Kay Canada on Twitter

5. PROTECTING OTHER'S TRADENAMES, TRADEMARKS AND INTELLECTUAL PROPERTY

Principle: Just as Mary Kay protects its intellectual property, so do other brands and celebrities. You should read and comply with the terms and conditions of any social media site you use before posting about your Mary Kay business. The terms and conditions (and related policies) for each social media platform (Facebook, Instagram, Twitter, Pinterest, etc.) can differ greatly and can frequently change.

CAUTION: Companies pay millions of dollars to be the official sponsors of events, such as the Olympics or the Academy Awards. Consequently, sponsors may actively search for and take legal action against businesses or individuals who falsely suggest they are affiliated with or are a sponsor of the event. Even the use of a hashtag could subject you or Mary Kay to enforcement action. As an example, you should avoid posting messages like "Go for the girls with these great new Mary Kay® products! #sponsors".

REMEMBER to join Mary Kay Canada on Instagram and Facebook. When sharing content from the Mary Kay Canada social channels remember to replace the link to marykay.ca with the link to your Mary Kay® Personal Web Site.

- Videos: Using the same principles in this Legal Key, you can create and post an informational or commercial message in a video and post on your social media platforms. Your videos must: Avoid using products on others; Feature individuals who have given you permission to post their image online; Not contain any third party intellectual property, including copyrighted music unless you have appropriate permissions; and Comply with the terms of your Mary Kay Agreement(s).

Videos are posted on a video hosting website that is accessible by the public, such as YouTube, the following rules apply:

- Videos can only be informational messages; The naming convention (ID#) of your video or hosting site username (channel name) cannot utilize any Mary Kay trademark or trademarks; Videos can only link to your Mary Kay® Personal Website or your Mary Kay social media business page.

Before and After Photos: Photos claiming results for conditions other than those indicated on the product labelling or approved corporate marketing may not be used for any purpose.

If an Independent Beauty Consultant wishes to use her or his own personal "before and after" photos, please refer to the guidelines in Legal Ease, found on Mary Kay inTouch® Resources > Legal Ease. Any photos or testimonials relating to Mary Kay® products that do not comply with these guidelines are considered prohibited Product Claims.

Tips:

- Be honest and fully disclose to consumers, always identify yourself as a member of the Mary Kay independent sales force when you are posting comments on any Mary Kay Company-operated page or website. If you want to use Company copyrighted photos or images, only use images that are available through the "SHARE" feature of official Company social media sites or resources made available on InTouch™ without modifying or altering the images. Post videos or photos of Mary Kay products that you created yourself. First tips in the Social Media Hub under the Education section in InTouch™.

Unlocking your Social Media success



Contact Us: compliancecanada@icorp.com or 1 (877) 411-6279

Notes:

HOW TO MARKET THE OPPORTUNITY ON SOCIAL MEDIA

MARY KAY

WHAT IS THE OPPORTUNITY

- It is a retail sales opportunity, selling products to customers.
- Mary Kay offers one of the highest profit potential in retail sales in the industry.
- The profit potential from product sales allows you to make real money in this business.
- Consultants at any of the levels of the career path receive the same discount level – this is a big deal!

WHERE TO POST ABOUT THE OPPORTUNITY ON SOCIAL MEDIA

Remember the difference between *“doing business”* (commercial/advertising messages) and *“talking about your business”* (informational messages).

<p>YOUR BUSINESS ACCOUNT</p> <p>YOUR GOAL: Actively soliciting team members.</p> <p>YOUR PLAN: INFORMATIONAL Sell product with commercial/advertising messages</p> <p>SOCIAL PLATFORMS</p> <ul style="list-style-type: none"> • Business pages on any platform • Closed Facebook Group • Messenger <p style="font-size: x-small;">*Informational and Commercial posts can be shared on business accounts</p>	<p>YOUR PERSONAL ACCOUNT</p> <p>YOUR GOAL: Sharing the love for your business.</p> <p>YOUR PLAN: INFORMATIONAL Build trust and credibility with educational messages</p> <p>SOCIAL PLATFORMS</p> <ul style="list-style-type: none"> • Personal profile on any platform • Facebook groups • Messenger <p style="font-size: x-small;">*Commercial posts cannot be shared on your personal accounts</p>
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HOW TO TALK ABOUT THE OPPORTUNITY

- Market the amazing profit potential on product sales.
 - This business is for anyone interested in skin care or beauty.
- Show the flexible and fun parts of your Mary Kay business and how it fits your life.
 - Your post might prompt your followers to want to know more.
- Share stories of friendship, community, and personal development and growth.



LIFESTYLE POSTS ON SOCIAL MEDIA MARY KAY OPPORTUNITY

For both informational & commercial posts

DO

- Focus on flexibility and balance.
- Focus on how your Mary Kay business fits into your life.
- Be authentic, showcase both the victories/successes and challenges of your business and what motivates you to keep going.
- Share your accomplishments and recognition you have received.
- Share your experience in having the support of the strong Mary Kay community.
- Remember you are in business for yourself, not by yourself. Share the support and resources that support how you run your business, i.e. Mary Kay Business Apps and a personal website.

DON'T

- Talk about earnings at all. Even if you are honest, don't talk about how much you earn or the earning potential of a Mary Kay business online or on social media. This is not a one size fits all opportunity, and everyone's success will be different. Throwing out numbers on social media without complete context is going to mislead people.
- Use phrases like "financial freedom", "full time", "career income", "quit your job", "be set for life" or "make more money than you ever thought possible", "open-ended income", "replace income", "side free", "unlimited income".
- Reply through images or otherwise that starting a Mary Kay business could result in a lavish lifestyle: things like "building your dream home", vehicles, vacations, etc. This kind of success is not typical and posts like this could mislead the audience that success like this is easy or guaranteed.
- Reply a certain level of income or success is likely or guaranteed. Just because something has worked for you, doesn't mean it will be guaranteed to work for someone else. Mary Kay has always said, "under promise and over deliver" which is a great approach to take when sharing the earning potential of the opportunity.

MARY KAY

POST THIS NOT THAT "I'M MY OWN BOSS"

Stay compliant when talking about the Mary Kay Opportunity with this as a guide.

MESSAGE	DO POST	DON'T POST
<p>You are a self-employed, independent businessperson who sells Mary Kay products to your customers.</p> <p>EXAMPLE: </p>	<p>"I wake up every day with purpose and the freedom to create my own professional path. #MaryKay"</p> <p>"To me, the best part about #MaryKay is that there are so many ways to do what you love!"</p> <p>"I can bring my passion and unique story to my business and have the support of an incredible community. What's better than that? #MaryKay"</p> <p>"The way I run my business is all up to me. I love that freedom to do what I love the way I want. #MaryKay"</p> <p>"I've never called this 'work' or a 'job'. I see #MaryKay as a way to express who I am as a person and a business owner. #Goals"</p>	<p>"My 9 to 5... 9am Gym... 11am Get ready for the day... 1pm Lunch with an old friend... 2pm check orders... 3pm check in with my team... 4pm check on my clients... Sign that's a wrap #mylittle #MaryKay!"</p> <p>"What attracted me to #MaryKay? A self-paced opportunity, a passion for beauty, and the opportunity to make new friends."</p> <p>"I've always loved all things beauty. When I discovered Mary Kay products, I fell in love. Now I run my own business playing with beauty products all day!"</p> <p>"I'm proud of the business I've built from the ground up. I made a plan, I sold the products, I did it all. #MaryKay #Goalsetter"</p> <p>WHY</p> <p>Your relationship with Mary Kay is as an independent contractor, not an employee or agent.</p> <p>You can't promise the opportunity is still free or that they will use #KID immediately. You have to put in the work to get the return on your investment.</p>

MARY KAY

POST THIS NOT THAT "SELLING MARY KAY IS A FULFILLING BUSINESS OPPORTUNITY"

Stay compliant when talking about the Mary Kay Opportunity with this as a guide.

MESSAGE	DO POST	DON'T POST	WHY
<p>A Mary Kay business will include great advantages, including flexibility, balance, great product, a cause to rally behind, and of course—compensation.</p> <p>EXAMPLE: </p>	<p>"There's rarely a day that goes by where I don't feel fulfilled and excited to work for myself. #MaryKay"</p> <p>"I blessed my own personal trail, but I didn't do it alone. I'm so grateful to be part of a community of supportive, empowered women. #MaryKay"</p> <p>"I love my work. Not just because it's fun, but because it pushes me to be my best self. #MaryKay"</p> <p>"There's nothing like the experience of finding when you talking and getting to do fulfilling work every day. That's what it's like selling #MaryKay."</p> <p>"Whether it's a first step toward building something bigger or a way to make more connections, your definition of success is the only one that matters. #MaryKay"</p>	<p>"Just your first few years of working with Mary Kay you could be earning up to double what you make annually now."</p> <p>Avoid talking about earnings completely. Avoid the words: Financial freedom, income replacement, earning potential, full-time income, residual income, career-level income.</p> <p>"I just your first few years of working with Mary Kay you could be earning up to double what you make annually now."</p> <p>Avoid talking about earnings completely. Avoid the words: Financial freedom, income replacement, earning potential, full-time income, residual income, career-level income.</p>	<p>It's exciting to share everything that makes being an independent Beauty Consultant great, but it's important to avoid misrepresenting or exaggerating an LLC's earning potential. Just because you have earned a certain amount doesn't mean everyone who starts a Mary Kay business will too.</p> <p>Sharing what you earn is a personal decision that should be thoroughly explained and provided proper context, like the consideration of time, effort, and business expenses. (There are no numbers on social media without this context is going to mislead people, and misleading people like this violates the law (even if that's not really your intent))</p>

MARY KAY

POST THIS "SELLING MARY KAY IS A FULFILLING BUSINESS OPPORTUNITY"

Stay compliant when talking about the Mary Kay Opportunity with this as a guide.

MESSAGE	MORE IDEAS OF "DO" POSTS
<p>You work hard! Like any business, you can't guarantee the return on investment of another person.</p> <p>EXAMPLE: </p>	<p>"I've always loved all things beauty. When I discovered Mary Kay products, I fell in love. Now I run my own business playing with beauty products all day. Want to learn more about what I do?"</p> <p>"I've always loved all things beauty. When I discovered Mary Kay products, I fell in love. Now I run my own business playing with beauty products all day. Want to learn more about what I do?"</p> <p>"I love having the flexibility to drop off orders and then pick my kids up from school."</p> <p>"I'm passionate about the products I sell and even more so that they from a company committed to empowering women."</p> <p>"Just had a great day. Coffee with my husband, played with my fur baby, took the kids to school, shared some beauty tips and secrets with friends, and met the kids for lunch."</p> <p>"My top reason for selling Mary Kay: I'm passionate about the latest beauty trends, love helping customers find the right products, flexible hours, network of women, company committed to empowering women."</p> <p>"The ability to evolve as a business owner and earn more for my family drives me. #MaryKay"</p> <p>"I never dreamed I would be launching my own business, now I can't imagine my life before my business. #MaryKay"</p>

MARY KAY

1. The MOST IMPORTANT RULE

- YOU ARE NOT AN ONLINE STORE**
- You are NOT an online store
- DO:**
- Talk to people
 - Book appointments
 - Share experiences
- DON'T:**
- Sell on:
 - o Facebook Marketplace
 - o Kijiji
 - o Amazon
 - o Random selling apps

2. Two Types of Posts (THIS IS KEY)

- Informational Posts (SAFE + BEST)**
- You can post these ANYWHERE
- Examples:
- "Trying this new skincare today 🌸"
 - "I love how this makes my skin feel!"
 - "Learning more about skincare lately!"
- ✓ Can use Mary Kay hashtags
- ✓ Can be on personal account

Commercial Posts (SALES)

- More restricted
- Examples:
- "20% off this weekend!"
 - "Book a facial with me"
 - "Join my team"
- ⚠️ Rules:
- Only on business pages or private messages
 - ❌ NO hashtags
 - ❌ Not for public personal posting

3. Things You CANNOT SAY (VERY IMPORTANT)

- Avoid anything about income like:
- "Financial freedom"
 - "6 figure income"
 - "Quit your job"
 - "Unlimited income"
- 🚫 Even if true → DO NOT POST IT
- 💡 Why: It's considered misleading legally

4. How You SHOULD Show Up Online

- DO:**
- Show your face
 - Share your life
 - Talk like a real person
- Examples:
- "Getting ready with me using this"
 - "Still learning makeup but loving this!"
 - "Balancing design + beauty life 🧡"
- 👉 THIS is where you will shine because of Cait Studio

💡 Think: "I connect with people → not post like a shop"

Notes:

MARY KAY SOCIAL MEDIA GUIDELINES DOS & DON'TS

PERSONAL SOCIAL MEDIA PAGES

- Includes Facebook personal profiles, Instagram personal accounts and all YouTube channels
- In a personal social media account, your followers may be your family, friends and acquaintances who want to keep in touch with you and are not recruited or interested in your Mary Kay Business.

BUSINESS SOCIAL MEDIA PAGES

- Includes Facebook Business Pages, Facebook Closed or Private Groups and Instagram Business Pages, Twitter and Pinterest do not separate personal and business accounts, so you may want to create separate accounts if you would like to separate your Mary Kay business on these platforms.

DO	DONT

INFORMATIONAL VS. COMMERCIAL MESSAGES

- INFORMATIONAL MESSAGES** Shows your love of a Mary Kay product or enthusiasm for your Mary Kay business. These messages can be posted on a personal or a business page.
 - EXAMPLE: Love the Mary Kay brand!
- COMMERCIAL MESSAGES** Ask an individual to engage in business with you. These messages can ONLY be posted on a business page.
 - EXAMPLE: Love this Mary Kay Special Buy for only \$21!
 - EXAMPLE: Love my Mary Kay business! Ad about joining my team!

VIDEO GUIDELINES

When creating and posting a video on social media, remember that the rules about informational and commercial messages still apply. A few tips to know about videos before posting video to Facebook, Instagram, YouTube or any other social media platform:

DO	DONT
<ul style="list-style-type: none"> Always apply product to yourself and not others Provide accurate and safe application information and techniques. Visit the product section on iTouch™ To learn more about proper product application. Include links to marykay.ca on your personal website or your business social media pages. Accurately describe your video in the title and description <ul style="list-style-type: none"> EXAMPLE: Use Mary Kay Naturally on My Skin Care Routine 	<ul style="list-style-type: none"> Do not feature copyrighted music. Do not feature minors or adults who have not authorized you to show them on camera. Additionally, do not feature any individual you do not have authorization from such as celebrities, influencers, etc. Do not create videos about team building for non-business accounts, such as YouTube. Do not create videos about promotions or special offers for non-business accounts, such as YouTube. Do not mislead or use copyrighted terms in your video's title and description <ul style="list-style-type: none"> EXAMPLE: This Product is Better than Botox®

CONFUSINGLY SIMILAR NAMING

When giving a name to a Mary Kay party, event or even a video tutorial, be cautious of using names or phrases that may be trademarked by another company. Using a term or phrase that is trademarked by another company could result in legal action.

DO	DONT

The term "hydracial" is trademarked by another company and should not be used in the name of Jane's party. Additionally, it is misleading to equate the results of Mary Kay products to those of a patented spa treatment.

WHAT CAN I POST ON A PERSONAL PAGE

INFORMATIONAL MESSAGES On a personal page - you should only post informational messages. You are allowed to use hashtags.

DO	DONT

Jane should not post a message that solicits purchasing from her Mary Kay business on her personal social media page. She also should not include a price on her personal page. In addition, she should not use a hashtag in a message that promotes her business.

LINKING TO YOUR BUSINESS PAGE

On your personal page, you can link to your business page. However, you must be careful that your followers may already have an independent beauty consultant, so you must include a disclaimer.

DO	DONT

If Jane wants to create a post on her personal page that directs readers to view her business page, she must include a disclaimer for those who may already have an independent beauty consultant. Additionally, Jane should not advertise free samples or giveaways that other consultants may not have available to their customers, as this could result in taking another consultant's customer.

WHAT CAN I POST ON A BUSINESS PAGE

INFORMATIONAL MESSAGES AND COMMERCIAL MESSAGES On a business page - you can post informational messages and commercial messages. You should not use hashtags in the commercial message.

DO	DONT

Jane should not use hashtags in a commercial message. Hashtags allow social media users who have not "Liked" her business page or joined her group to view the post. This means that Jane could be reaching customers who already have an independent beauty consultant.

giveaways, free product, free samples, promotions or sales

Overseas, free product, free samples, promotions or sales can only be posted on a business page because they are commercial messages. Posting a commercial message that solicits business on a personal account is a violation of Facebook and Instagram's commerce policy and these platforms could deactivate your account. It is also a violation of your Mary Kay Independent Beauty Consultant agreement.

DO	DONT

Jane's Instagram handle indicates that this is a personal account. She should not post promotions, free products or giveaways on her personal social media accounts.

TEAM BUILDING MESSAGES

Remember, team building messages are considered commercial messages and can only be posted on a business page. Remember, team building and sharing the Mary Kay opportunity is never meant to be discussed in a large group or YouTube video. It should be a personal one-on-one discussion.

DO	DONT

Jane was correct in posting this message on her business account, but she should not use hashtags in a commercial message. Hashtags allow social media users who have not "Liked" her business page or joined her group to view the post. This means, Jane could be reaching customers who already have an independent beauty consultant. Additionally, Jane should not include a price tag on her business page. In addition, she should not use a hashtag in a message that promotes her business.

PRODUCT CLAIMS

If you would like to talk about the benefits, results or ingredients of a product, you should use the exact supported claims published by the Company, which are available in product fact sheets found under the Product tab on iTouch™ on marykay.ca. Making claims that have not been tested and supported by the Company could open the door for Competition Bureau and other regulatory agencies to take legal action against you and/or the Company.

DO	DONT

Jane copied the claim from marykay.ca, so she knows that the claim is accurate.

Jane misquote the product claim from marykay.ca and is misleading and inaccurate. Additionally, Jane mentioned her customer's results, which is not a representation of her own opinion and also misleading. You cannot results from your customer if you have their explicit permission to do so, you indicate that it is her personal opinion or experience and the information that she is giving appears truthful and accurate.

CAREER CAR DOS & DON'TS

We know you're excited when you or someone you know owns the use of a career car, and you want to share that accomplishment with your team, friends and family. And rightly so! It takes a lot of hard work and dedication to be part of that elite 1% of the Mary Kay Independent sales force who earn the use of a career car.

DO	DONT

Jane should not claim that Mary Kay products would have the same benefits or results of a spa grade facial. Additionally, the term "Hydracial" is confusingly similar to the trademarked term "Hydrifacial", and should not be used.

IMPORTANT

When posting a picture or mentioning any of the career cars, you must specify that you are part of the less than 1% of the Mary Kay Independent sales force who earn the use of a career car through their Mary Kay Business.

KEY WORDS AND CONCEPTS YOU SHOULD NOT USE IN YOUR POSTS ABOUT THE OPPORTUNITY.

- Financial freedom
- Financial flexibility
- Financial autonomy
- Financial security
- Financial independence
- Financial success
- Limitless earning potential
- Significant earning potential
- Play off debts
- Free your mind
- Quit your job
- Quit school
- Quit college
- Riches
- Home
- Guaranteed income
- Passive income
- Residual income
- Permanent income
- Replace your income
- Career income
- Full-time income
- Debt free
- Free car
- Mini car
- Driving free
- No car payment
- Free registration
- Executive income
- Discretionary income
- Disposable income
- High-earning income
- Six figure income
- Top 1% income
- Qualify your income
- Bring specific dollar amounts that a person can relate to
- No dollar amounts
- No lifestyle claims
- No images of money

5. Naming Your Account

- You CAN:
- Use "Mary Kay" in a business account name
- Examples:
- Cait Pearn – Mary Kay Independent Beauty Consultant
 - CaitStudio x Mary Kay
- You CANNOT:
- Use "Mary Kay" on your personal account name

6. Content Rules (Keep It Safe)

- DO:
- Be honest
 - Use your own photos
 - Share real experiences
- DON'T:
- Post:
 - Fake results
 - Before/after without approval
 - Anything offensive
 - Spam people

Notes:

Where Can I Say That?

SOCIAL MEDIA CONTENT CHEAT SHEET

SOCIAL NETWORK	TYPE OF ACCOUNT	PRODUCT INFORMATION (Informational Message)	FUN, FLEXIBILITY, COMMUNITY	TEAM BUILDING (actively soliciting team members)	PRODUCT PRICES, PROMOTIONS, DISCOUNTS, GIVEAWAYS, SAMPLES, BOOKINGS (Commercial Message)	50% PROFIT POTENTIAL ON PRODUCT SALES	HOW MUCH YOU EARN WITH A MARY KAY BUSINESS
FACEBOOK	Personal Profile	👍	👍				
	Business Page / Professional Mode / Stories	👍	👍	👍	👍	👍	
	Group: Closed or Private	👍	👍	👍	👍	👍	👍
	Messenger	👍	👍	👍	👍	👍	👍
INSTAGRAM	Personal Account	👍	👍				
	Professional Account (Business or Creator) / Stories	👍	👍	👍	👍	👍	
	Direct Message	👍	👍	👍	👍	👍	👍
YOUTUBE	Any Channel	👍	👍				
TIKTOK	Any Account	👍					
OTHER NETWORKS	Publicly accessible social media, Facebook Groups you are a member of, etc.	👍	👍				

MARY KAY

REMEMBER:

- Mary Kay is a retail sales opportunity and should never be positioned as a retail discount or buyers club.
- Always be truthful and accurate when sharing your personal experience with your Mary Kay business and how much you may earn.
- The Company's policy has always been that talking about what you earn or achieve – or even what COULD be earned or achieved through a Mary Kay business does not belong on social media or the internet – even if true and accurate. That's because you are never going to be able to provide complete context with a social media post and throwing out numbers without complete context is misleading. Discussions regarding the opportunity are best handled directly, on a one-on-one basis with a potential team member, so that you can address their specific questions and share your personal experience.
- †The gross profit calculation is based on suggested retail prices.

MARY KAY

WHERE TO POST on social media

There's a difference between **"doing business"** (commercial/advertising messages) and **"talking about your business"** (informational messages).

YOUR BUSINESS ACCOUNT

YOUR GOAL: DO BUSINESS

Promote bundles, specials, and products available for purchase on your Business Page. If you want to share product benefits and pricing, **Actively soliciting team members.**

YOUR PLAN: COMMERCIAL

Sell product with *commercial/advertising messages*. *Commercial messages cannot have hashtags.*

SOCIAL PLATFORMS

- Facebook Business Page
- Instagram Business Account
- TikTok Business Account (product only, no opportunity posts)
- Closed Facebook Group
- Messenger

YOUR PERSONAL ACCOUNT

YOUR GOAL: TALK ABOUT MY BUSINESS

Share the effectiveness of your favourite products with product demos, 'did-you-know' ingredient videos, and tips. **Sharing the love for your business (exception: TikTok)**

YOUR PLAN: INFORMATIONAL

Build trust and credibility with *educational messages*.

SOCIAL PLATFORMS

- Personal profile on any platform
- Any discussions about the opportunity, even if informational, are not permitted on TikTok
- Facebook groups
- Messenger

In order to comply with TikTok's community standards, you can **ONLY** talk about **PRODUCT** on TikTok. This is **NOT** a channel where you can talk about the **MARY KAY OPPORTUNITY**. Any talk of the opportunity could result in getting kicked off the platform and could result in Company enforcement.

All third party trademarks, registered trademarks and service marks are the property of their respective owners.

MARY KAY

7. Where to Post What

PERSONAL PAGE:

- ✓ Life updates
- ✓ Experiences
- ✓ Soft mentions of business

BUSINESS PAGE:

- ✓ Offers
- ✓ Products
- ✓ Booking

PRIVATE:

- ✓ Sales conversations
- ✓ Pricing
- ✓ Invites

8. What You SHOULD Focus On (This is GOLD)

Instead of selling → focus on:

- Confidence
- Skincare tips
- Your journey
- Real conversations
- ➡ People buy YOU first, products second

9. Simple Content Formula (Use This Daily)

Just rotate these:

1. Life Post
2. "Working on design + testing new products today"
3. Product Experience
4. "This actually surprised me..."
5. Learning Moment
6. "I didn't know this about skincare until now"
7. Soft Invite
8. "If anyone ever wants to try, let me know 🧡"

10. The Energy You Want

Not:

- 🚫 Salesy
- 🚫 Pushy
- 🚫 Perfect

But:

- ✓ Real
- ✓ Learning
- ✓ Inviting
- ✓ Confident (even if you're still figuring it out)

Final Simplified Rule

➡ Talk like a friend, not a salesperson

Phrases and Concepts to Avoid

Here is a list of words and phrases to avoid including in Social Media posts to help avoid making improper earnings claims:

- Financial Freedom
- Financial Flexibility
- Financial Autonomy
- Financial Security
- Financial Independence
- Financial Success
- Debt-Free
- Pay-Off Debt
- 6 Figure Income
- Career Income
- Full-Time Income
- Unlimited Income
- Disposable Income
- Replacement Income
- Residual Income
- Open-Ended Income



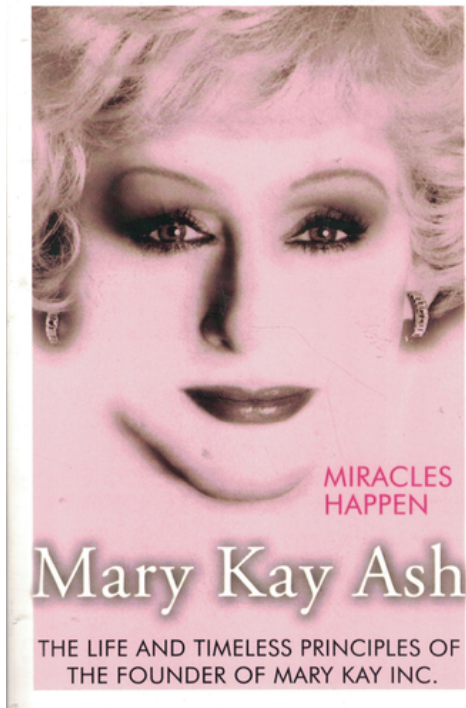
Quick Tips for engaging content

1. Be genuine. Talk to your followers the way you would talk to one of your friends.
2. Avoid talking about earnings completely.
3. Remember that people are more interested in balance and flexibility.
4. Talk about what you love about being a Mary Kay Independent Beauty Consultant.
5. Incorporate looks and skincare routine information into everyday posts. Share solutions to common beauty problems to add value for your community.
6. Show your face. When photographing products, show yourself using the product to be a recognizable face in the feed. Demonstrate the products in your post as much as possible.
7. Share photos or videos from virtual or in-person parties and consultations (with permission from attendees) and focus on the experience and fun!
8. Respond to comments or questions on your post to establish you as a friend AND an expert!

SEE MORE EXAMPLES OF WHAT TO POST

Mar. 27 2026:

My goal is to use my role as an Independent Beauty Consultant with Mary Kay as a way to build confidence, connect with women in my community, and create meaningful, creative experiences—while keeping my design career and Cait Studio as my main priority. I want to grow both in a balanced way by using beauty events as opportunities to network, strengthen my communication skills, and naturally introduce my design work. By starting small, staying mindful of my time and investments, and focusing on genuine connections over sales, I aim to create a path that supports both my personal growth and the long-term success of Cait Studio.



Preface + Chapter 1:

I read the preface and first chapter, and what stood out to me about Mary Kay was her responsibility at a young age. At just seven, she cared for her father while her mother worked long hours. Despite that, they stayed close—her mom would guide her step by step over the phone and always remind her, “you can do it.” Mary Kay carried that message into her business, encouraging all Independent Beauty Consultants to believe in themselves regardless of experience or confidence. I found that really motivating. I also admired how her children’s faith in her after her husband’s passing helped her continue building her business, along with the support of great men and her passion for uplifting other women.

Mary Kay Hydrating Cream Mask:



No since, hydrates for 12 hours “simply set it and forget it”, skin looks renewed and refreshed, enjoy a surge of hydration, no rules (mask whenever you want) Glycerin, Hyaluronic acid, shea butter

Mary Kay Staples:
Password: Iloveholly_569!
Username: Caitlyn_Pearn

1 Create a list of names - who do you know?
 You need customers to start your business. It's that simple. But where do you find them? All the people you need to get your business started are around you: friends, neighbors, relatives, coworkers, classmates, old friends, teachers, and your neighbors. But your family and close friends are probably the most important. Remember, if you want to expand your business, you will have to expand your customer base.

2 Join the Mary Kay Sales Education Facebook Group
 Join our exclusive Mary Kay Facebook Facebook Group - your go-to hub for tips, tricks, and all the insider knowledge you need to thrive.

3 It's Time To Get Social!
 We can't stress enough how important it is to set up your business social media pages. Facebook is the perfect place to start, connect with a large group of people, right from the comfort of your home, and promote your business through shared interests.

4 Set up your Mary Kay® Personal Website
 It's FREE for your first year!

5 Download Mary Kay® App!
 Mary Kay® has apps designed to help you and your customers! Everything from virtual makeovers to, to in-depth skin analysis, gives you your business from your pocket.

6 Place your first order!
 An Independent Beauty Consultant who orders a minimum of \$400 in retail product* will receive a 10% discount on all retail products and qualify for the General Session Package. With the General Session Package, you will receive a 10% discount on any subsequent orders you place, regardless of size, through the end of one month after your order receipt.

JULY 23	Afternoon	Evening	
	Registration & Badge Pickup Redemption Gallery & Expo	Legends & Legacy (All Sales Force)	
JULY 24	Morning	Lunch	Mid-Afternoon
	Registration & Badge Pickup Redemption Gallery & Expo	MID Appreciation Luncheon (By Invitation Only) General Lunch (All Sales Force) & Expo Culinary Seating (By Invitation Only)	Awards Show (scheduled** and time of 7pm)
	Mid-Morning	Evening	At your leisure
JULY 25	Morning	Lunch	Early Afternoon
	General Session 1 (All Sales Force)	General Lunch (All Sales Force) Rising Stars Special Lunch (By invitation only)	General Session 2 (All Sales Force) (scheduled** and time of 4pm)

staples ePrint MARY KAY

REGISTRATION

*Indicates a required field

PERSONAL INFORMATION

Login name: Caitlyn_Pearn

Password: Your password must have at least 8 characters, at least one number, at least one uppercase character and at least one symbol: !@#%&*^&#[]

Confirm password:

Mary Kay Business Cards:



April 9 2026:

My idea is to create a more interactive "experience party" by incorporating a card game element, since that is something she and her friends already enjoy regularly. I plan to frame it as a casual pink "Mary Kay Card Night" where guests can enjoy themselves while being introduced to products in a relaxed way. I also plan to turn the event into a draw for Mary Kay products, where participants can win small items, and everyone leaves with a brochure along with both my Mary Kay and Cait Studio business cards. On my Cait Studio card, I will include a link to surveys that I would appreciate attendees filling out as part of my overall pitch and research.

As part of getting started, I need to create a poster for my first event at my grandmother's house. I am also developing an idea for my stepmother's party, where I could collaborate with Janna to create a fun and structured Mary Kay experience for a group of 6. The setup would include seating 3 people on each side of a table, allowing me to guide the pampering process in a more organized and engaging way while keeping the environment social and interactive. As a core concept, one side of the table would be dedicated to painting while the other side focuses on the Mary Kay pampering experience, creating a clean and organized system where both activities can happen simultaneously without interfering with each other. In addition, my stepmother has shown interest in a "paint and pamper" style event, which would be a painting and wine night hosted through Cait Studio, featuring Mary Kay products as rewards. My goal is to create an experience that feels like a relaxed, casual paint night—served with wine and snacks—while incorporating moments of pampering in a well-balanced and intentional way.

I see this as an opportunity to combine my Mary Kay business with my Cait Studio practice by designing a unique event concept under a "Mary Kay x Cait Studio" collaboration, which can also be used as a portfolio piece. I plan to run the event similarly to volunteer group-style gatherings, focusing on connection, structure, and a welcoming atmosphere. I will also be attaching my business cards to Mary Kay brochures, especially since the current brochures will be outdated by the end of spring. If this initial event goes well, I would like to expand the concept into larger community-based events by connecting with the town about hosting similar experiences in local spaces. This could include game nights or creative events such as a painting night in collaboration with the Minto Arts group, helping bring more attention to the gallery while offering a unique, engaging experience for the community.

Notes:

Mary Kay Hydrating Cream mask

- No ~~alcohol~~ # nice
- Glycerin
- Hyaluronic acid
- Shea butter
- Hydrates for 12 hours
- "Simply set it and forget it"
- Skin looks renewed and refreshed
- Enjoy a surge of hydration
- No rules! Mask when ever you want.

Mary Kay Quote:

"Your achievements are not determined by your ability alone but by your desire to possess and reach them"

- Dream big, believe feirly, and take action.

- Rachelle Gill McCready
- Allyson Sellers
- ↳ Choose one thing I can do every month more
- ↳ "Dream casting", make your dreams come true

Sarione Fortin

- ↳ Best money wise
- "Timewise"
- Buy \$600 - Worth \$1200
- Have product on hand

Plan for my Mary Kay Business plan:

1. "Pop-Up Beauty" at Local Spots
 - ↳ Think small, casual, and approachable
 - ↳ Ask to set up a tiny table at:
 - ↳ Cafes
 - ↳ Hair salons
 - ↳ Nail tech spaces
 - ↳ Community centers
 - ↳ Offer:
 - ↳ Free mini hand facials
 - ↳ Quick shade matching
 - ↳ Lipstick try-one

Design idea:

- Create a clean, branded mini sign + price sheet that feels like Cait Studio meets beauty.
- ~~Host~~ Combine Mary Kay + Cait Studio
- Host:
 - ↳ "Self care + creativity hights"
 - ↳ "Paint + Pamper" sessions
- Structure:
 - ↳ 20 min skin care demo
 - ↳ 40 min drawing! journaling activity.

Notes:

Host Small gatherings
(Even without your own space)

- ↳ Friends House
- ↳ Grandparents place
- ↳ Outdoor setups in warmer months

Keep it simple:

- ↳ 3-5 people
- ↳ Snacks + relaxed vibe
- ↳ No pressure selling

Local Markets & Vendor Events

- Look for:
- ↳ Church Markets
 - ↳ School Events

Cancers for woman, environmentally friendly, raise money for domestic violence shelters. How long you've been with the company, what you love about it.

- bring a small gift to who ever lets you host, little satin heads, you can say if you choose to book a second appointment, you can get a full size satin head 15% percent discount... etc.

- Get product on ~~your~~ the clients already

- ↳ Holiday fairs
- ↳ Holiday fairs
- ↳ Craft/vendor markets

Your booth idea:

- ↳ One mirror
- ↳ Simple tester station
- ↳ Before/after cards
- ↳ Your designed signage (this will stand out like crazy) → You can promote both Mary Kay + Cait Studio here.

offer:

- ↳ Porch Pickup, meet up points.

- make a joke, "you will never have the mascara stains on your pillow again haha..."

- They want to know how does it feel, how does it ~~to~~ help me, how does it impact my life the better.

- Give a before and after experience.

- Go through flip chart

- Beauty book

- keep it simple

- do ~~the~~ all skincare first,

Create bundles:

- ↳ "Everyday Glow kit"
- ↳ "Quick Morning Routine"

- Business cards =
 - h tach
- Business tools
- Mary Kay Partnership
- Staples

- Business tools
- Start with the Ultimate Miracle Set
- Top left - Ordering
- Extra books - Section 2
- Stay away from samples

then, match foundation, color look

- first appointment, skin care appointment, second appointment could be more customized, do a foundation right for you or do a colour look based on your eye colour, or we can talk about bath and body products as well, "there's just no way we can do it all, cause we will be here till midnight. haha"

- "god first, family second, career third"

- donated over 27 million \$ to cancer research for women, over 57 million for domestic violence shelters

Start the Party

- Intro let them know who you are, why you started Mary Kay, let them know why Mary Kay is unique, created by woman for women with opportunities for woman. We research

- Check up a week after to see if you still love the products

- Expose everyone to as many products possible.

- Ask at the end, when is it a good time to get together again?

- ~~Ask~~ Its a good idea to ~~ask~~ ask everybody to turn to each other and say what they've noticed or what they love best, especially if you are doing colour, give each other

Notes:

- compliments. female empowerment and positive. foster that environment, chime in on compliments as well.
- Bring the meeting to a close by having products at the table and suggest to those trying Mary Kay for the first time the skin care products first because Mary Kay believes in skin-care first and then suggest what I would start with (eg. timewise, miracle serum).
- Say it sells for one-ten, don't add the dollars, smoother, just don't say

- eye makeup remover
- micellar water
- mary kay timewise revealing radiance facial peel
- eye patches
- timewise repair day + night cream
- timewise moisture renewing gel mask
- timewise repair volume firm eye renewal cream
- timewise firming eye cream
- liquid eyeshadows
- brushes
- lip glosses - fancy nancy
- semi gel - True dimensions lipsticks
- matte li sticks

dollars.

- Get to know your closing sheet
- ~~get~~ chat one-on-one with every person, doesn't matter if you make a purchase or not, I just want to make sure in answering your questions, I want you to grab that customer profile that you filled out when you first got here and after we all chat individually, I'm finally gonna give the door prize, individual chat elsewhere. ask them

if they want to do a party with their other friends and if they can't buy products today they can host a party and get it for free. If someone has said they have to go first (like they have to leave) start with them, if not, start with the most enthusiastic person, the easiest, the favorite, because she most likely will purchase and will come back and show everyone else with enthusiasm

- just say you are excited for a second appointment, expect a response, that we can do glamour, foundation, body products etc. Don't ask.
- Have a small thing to give (information on becoming a Mary Kay consultant, something small) to give to a person you choose as the person that would be best Mary Kay consultant, give a reason why too.

Videos I watched:



<https://www.youtube.com/watch?v=6TMuvA1sSVE&t=2472s>

I watched a video by Michelle Fox Beauty, a Mary Kay Sales Director, where she explained how to run a classic Mary Kay party using the flipbook. Based on her process, I feel I can develop my own personalized pitch.



<https://www.youtube.com/watch?v=UWLSrwVL9hY>

I watched a video by Dee Harker, a former Mary Kay consultant, to learn more about recommended products and different perspectives on the brand. This helped me better understand how to navigate the beginning of my business, and I purchased a few products based on her recommendations.

Videos I watched:



<https://www.youtube.com/watch?v=gQ6cO1cMw4w>

I watched a video by Michelle Fox Beauty about why she chose to leave Mary Kay and her overall experience. She shared that her decision was based on pursuing a different path rather than having a negative experience. She also emphasized that she purchased inventory without having a clear strategy in place, which impacted her business.



<https://www.youtube.com/watch?v=wTr7iyrkNdU&t=51s>

I watched a video by Dee Harker reviewing some of the worst Mary Kay products, which helped me understand that not everyone has the same experience with every product. This allowed me to be more mindful about what I choose to purchase and avoid spending money on products that may not be worth it. I then created a list of products I would like to order while staying within my budget.

MARY KAY x CAIT STUDIO – STRATEGIC PLAN

1. 🧠 Core Strategy (Your Positioning)

You are NOT just selling Mary Kay

You are building:

“Cait Studio Experience Events powered by Mary Kay”

Your Differentiator:

- Experience-based (not sales-based)
- Creative + social + low pressure
- Designed events (portfolio-driven)
- Community-focused

👉 This aligns perfectly with your design career.

2. 🔍 Key Learnings from Your Research

From Videos (Michelle Fox + Dee Harker):

- Having a strategy BEFORE inventory is critical
- Not all products are worth buying → be selective
- The party flow matters more than the products
- Keep it:
 - simple
 - structured
 - experience-focused

From Your Notes PDF:

- Keep events small + approachable (3–6 people)
- Focus on:
 - connection
 - relaxed vibe
 - no pressure selling
- Structure matters:
 - intro → demo → experience → close
- Use:
 - samples
 - before/after feeling
 - conversation, not selling

3. 🏠 Your First Events (Tiered Plan)

✅ Event 1: Grandma’s Party (TEST RUN)
“Mary Kay Card Lunch Party” (6 people)

Goal:

- Practice flow
- Test experience idea
- Build confidence
- Gather feedback

Concept:

- Card game + beauty
- Casual, familiar environment
- Low pressure

✅ Event 2: Stepmom’s Party (DESIGNED EXPERIENCE)

“Paint + Pamper Night”

Structure:

- 6 people total
- 3 on each side of table

🔥 Core Concept:

- One side → Painting
- Other side → Mary Kay pampering

👉 Clean, organized system

👉 No chaos

👉 Balanced experience

People can:

- rotate OR
- experience both naturally

4. 🧑‍🎨 Event Experience Design (Your Signature)

Your Event Types:

1. Card Night (Grandma)

- Familiar
- Social
- Light product exposure

2. Paint + Pamper (Stepmom)

- Creative
- Branded
- Portfolio-worthy

Your Event Feel:

- Casual pink theme
- Wine + snacks
- Relaxed environment
- No pressure selling

Your Unique Additions:

- Product giveaways 📺
- Samples as prizes
- Survey feedback (Cait Studio research)
- Business cards (both brands)

5. 📁 Your Materials System

Must-Have:

- Mary Kay brochures (with your card stapled)
- Mary Kay business cards
- Cait Studio business cards (with survey link)
- Small samples
- Simple setup (mirrors, wipes, etc.)

Design Opportunity (IMPORTANT):

From your notes:

- “Create a clean, branded mini sign + price sheet”

👉 This becomes:

- Poster
- Table signage
- Portfolio work

6. 🧑‍🤝‍🧑 Party Flow (Simple Version)

Based on your notes + research:

1. Welcome

- Who you are
- Why you started
- Keep it short + personal

2. Light Demo

- Skincare first (important insight)
- Let them try (hands-on)

3. Experience Time

- Card game OR painting
- Integrate products naturally

4. Soft Close

- “If anyone loved anything, I can help after ❤️”

5. Follow-Up

- Check in later
- Ask for feedback

7. 💰 Smart Product Strategy

From your research:

- Don't overbuy inventory ✗
- Start with:
 - products you use
 - products you can demo

From your notes:

- TimeWise / basic skincare sets are strong starters

8. 🌍 Expansion Plan (Bigger Vision)

Once events work:

Phase 2:

- Legion → casual game night
- Community spaces

Phase 3:

- May's Café → target audience
- More curated events

Phase 4:

- Minto Arts collaboration
- Paint nights at gallery
- Community + creative positioning

9. 📁 Portfolio Case Study (BIG OPPORTUNITY)

You are building:

Case Study Title Idea:

“Designing Social Beauty Experiences for Community Engagement”

Include:

- Poster designs
- Event concept

- Layout system (table split idea 🍷)
- Photos
- Feedback results
- What worked / what didn't

10. ⚠️ Grounding Reality Check (Important)
You have AMAZING ideas—but:

👉 Don't try to perfect everything at once

For your first event:

- Keep it simple
- Focus on:
 - comfort
 - flow
 - connection

Then improve.

11. ✅ Your Immediate Next Steps

This Week:

- Confirm grandma event date
- Design your first poster
- Pick 3–5 products only

Before Event:

- Prep:
 - samples
 - brochures + cards
 - simple flow plan

After:

- Reflect + adjust

Poster Someone did online:



Cheryl (My recruiter and mentor:



💰 1. Can You Charge for Events Like This?

Yes—but how you charge matters.

There are 3 clean ways to structure it (you can mix them depending on the event):

✅ OPTION 1: Experience Fee (Best for bigger events)

People pay a set price to attend.

What it covers:

- Snacks / wine
- Supplies (painting, testers, wipes, etc.)
- Your time (VERY important)
- A few samples

Example:

- \$15–\$25 per person (grandma-level event)
- \$25–\$45 per person (paint + pamper event)

👉 Then:

- Products = extra (they order if they want)

✓ This is the most professional and clean model

✓ Used in events like the poster you showed

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✓ This is the most professional and clean model

✓ Used in events like the poster you showed

✅ OPTION 2: Free Event + Product Sales (Classic Mary Kay)

- No entry fee
- You make money ONLY from product sales

👉 This is how traditional Mary Kay works

! BUT this is riskier for you (no guaranteed income)

✅ OPTION 3: Hybrid Model (THIS FITS YOU BEST)

This is what you're naturally building 🙌

People pay a SMALL fee + optional extras

🏠 2. Grandma's Event (Keep It Simple + Fair)

You're right to think about fairness here ❤️

Best Structure:

Option A (Recommended):

- \$5–\$10 per person
- Covers:
 - snacks
 - small samples
 - your effort

Then:

- Game prizes = small + fun

🎲 Your Game Idea (Refined)

Instead of charging per round (can feel awkward):

👉 Do this:

Everyone pays once → plays freely

Then:

Prizes:

- Small prizes → included
- ONE "bigger prize" → optional add-on

Example:

- \$5 entry
 - \$2 if they want entry into bigger prize draw

✓ Feels fair

✓ Not pressure

✓ Still fun

Important:

Keep the vibe:

"This is for fun and experience, not to make you spend money"

That's what will make people come back.

🎨 3. Stepmom's Paint + Pamper Event (This is your GOLD idea)

This one you can price more confidently.

Structure:

\$25–\$40 per person

Includes:

- Painting supplies 🎨
- Wine/snacks 🍷
- Skincare pampering experience 🧴♀️

Then:

- Products = optional purchase

Why this works:

- People already expect to pay for paint nights
- Mary Kay becomes a bonus experience, not a sales pitch

👉 This is actually VERY strong.

4. Your Profit Breakdown (Simple Way to Think)

For ANY event, think:

COSTS:

- Snacks / wine
- Supplies
- Samples
- Printing (brochures/cards)

PRICE:

Charge slightly above cost to include:

- your time
- your design work
- your hosting

Example:

6 people × \$30 = \$180

Costs:

- Supplies: \$60
- Snacks: \$30

Profit:

→ \$90 (before product sales)

5. Your Pampering Structure (You're on the right track)

This is really strong:

Base Experience:

- Skincare (everyone gets this)

Optional Upgrade:

- Glam / makeup session

☞ You can say:

“Tonight is skincare-focused, but if you love it, we can book a glam session next time ❤️”

✓ Keeps it clean

✓ Doesn't overwhelm

6. One Thing to Be Careful About

Your idea of:

charging per round

✗ Can feel:

- confusing
- transactional
- slightly uncomfortable socially

☞ Stick to:

- one entry fee
- optional add-ons

Much smoother.

7. About the Poster You Showed

That example is:

☞ Event-based pricing model

You can absolutely do that—but yours should feel more:

- creative
- relaxed
- less “sales event”

8. Your Best Setup (Honestly)

Grandma:

- \$5–\$10
- simple, fun, game-based

Stepmom:

- \$25–\$40
- paint + pamper experience

Future (Legion / Café):

- \$20–\$30 ticketed event
- prizes + samples + experience

8. Your Best Setup (Honestly)

Grandma:

- \$5–\$10
- simple, fun, game-based

Stepmom:

- \$25–\$40
- paint + pamper experience

Future (Legion / Café):

- \$20–\$30 ticketed event
- prizes + samples + experience

♥ Final Thought

You're doing something really unique:

You're turning:

- Mary Kay
- into
- a designed social experience business

That's why this works.

Pricing Cheat Sheet:

Cait Studio x Mary Kay

Event Pricing Cheat Sheet (Reusable Template)

How to use:

- Pick your event type (Card Night, Paint + Pamper, Community Event).
- Estimate your costs using the table below.
- Set your price per person (slightly above cost to include profit).
- Add optional upsells (raffle, glam add-on).

Cost Breakdown (Fill this in):

Cost Item	Estimated Cost (\$)
Snacks / Wine	
Painting Supplies	
Mary Kay Samples	
Printing (brochures/cards)	
Venue Cost (if any)	
Other	
Total Cost	

Pricing Formula:

Total Cost ÷ # of Guests = Base Cost per Person
+ \$5-\$15 = Your Profit per Person

Event Pricing Guide:

Event Type	Suggested Price	What's Included
Grandma Card Night	\$5-\$10	Snacks, small samples, game experience
Paint + Pamper Night	\$25-\$40	Painting, wine/snacks, skincare
Community Event	\$20-\$30	Games, samples, light pampering

Extra Revenue Options:

- Optional raffle entry (\$2-\$5)
- Glam add-on session (\$10-\$20)
- Product sales (main profit growth)

Notes / Custom Event Plan:

Tip: Keep your first events simple. Focus on experience first, then refine pricing.

🏠 Grandma's Event – Mary Kay Card Lunch Party (with Tickets)

🌟 Option 1 (Warm + Clear)

Join us for a fun and relaxing Mary Kay Card Lunch Party ❤️

Enjoy an afternoon of cards, light pampering, and good company—just the way we like it.

💎 Tickets: \$__ (includes snacks, a skincare experience, and entry into small prizes)

Come for the laughs, stay for the glow 🌟

Limited seats available

🌟 Option 2 (Playful + Light)

Cards, snacks, and a little pampering ♠️❤️

Join us for a Mary Kay Card Lunch Party

Relax, play, and enjoy a fun skincare experience with friends

💎 \$__ per person

Includes snacks, samples, and prizes

Limited spots—reserve yours ❤️

🌟 Option 3 (Short + Clean)

A little bit of cards, a little bit of glow ❤️

💎 Mary Kay Card Lunch Party

\$__ per person | Limited seats

Relax, play, and enjoy a light pampering experience 🌟

👩‍👧 Stepmom's Event – Paint + Pamper Night (with Tickets)

🌟 Option 1 (Best Fit for You)

Paint, sip, and get pampered 🎨🌟

Join us for a Cait Studio x Mary Kay Paint + Pamper Night

Enjoy a relaxed evening of painting, wine, and a guided skincare experience

💎 Tickets: \$__ (includes all supplies, wine/snacks, and skincare experience)

Limited seats available—reserve your spot

❤️

🌟 Option 2 (More Elevated)

A night of creativity and self-care 🎨💡

Join us for a Paint + Pamper Experience

Featuring painting, wine, snacks, and personalized skincare

💎 \$__ per person

All supplies included

Let's unwind, create, and glow together 🌟

🌟 Option 3 (Short + Punchy)

Sip. Paint. Pamper. 🌟

💎 Paint + Pamper Night

\$__ per person | Limited seats

All supplies + skincare experience included ❤️

💡 Pro Tip (Important for You)

For your first few events, I'd suggest:

- Grandma → \$5–\$10 ticket
- Paint Night → \$25–\$40 ticket

And always include:

- ✓ what's included
- ✓ limited seats
- ✓ soft CTA (“reserve your spot”)

🏠 POSTER 1 – Grandma's Event

Mary Kay Card Lunch Party

🎯 Layout Hierarchy (Top → Bottom)

1. HEADLINE (BIG + CENTER)

MARY KAY CARD LUNCH PARTY

(or)

CARD + PAMPER LUNCH ❤️

2. SUBTEXT (Smaller, friendly tone)

An afternoon of cards, connection, and light pampering

3. EXPERIENCE LINE (Highlight what makes it special)

♠️ Card games

👩‍👧 Skincare experience

🎁 Small prizes to win

4. EVENT DETAILS (Clean block)

📍 Location: [Grandma's Address / Area]

📅 Date: [Insert Date]

🕒 Time: [Insert Time]

5. TICKET INFO (Important but not aggressive)

💎 \$__ per person

Includes snacks, samples, and entry into prizes

6. CTA (Soft + inviting)

Limited seats available

Reserve your spot ❤️

7. FOOTER (Branding)

Hosted by:

Cait Studio × Mary Kay

👩‍👧 Design Direction

- Soft pink / light neutral background
- Handwritten or playful accent font for “Card + Pamper”
- Clean sans-serif for details
- Small icons (cards, sparkle, heart)

👩‍👧 POSTER 2 – Stepmom's Event

Paint + Pamper Night (Your Signature Event)

🎯 Layout Hierarchy (Top → Bottom)

1. HEADLINE (Bold + aesthetic)

PAINT + PAMPER NIGHT

(or)

SIP • PAINT • PAMPER 🌟

2. SUBTEXT (Sets the vibe)

A relaxed evening of creativity and self-care

3. SIGNATURE LINE (This is YOUR concept)

🎨 Paint on one side

👩‍👧 Pamper on the other

(this is your unique system—highlight it)

4. EXPERIENCE DETAILS

- Wine & snacks
- Guided skincare experience
- Product giveaways

5. EVENT DETAILS

- Location: [Insert Location]
- Date: [Insert Date]
- Time: [Insert Time]

6. TICKET SECTION (Clear value)

- \$__ per person
- Includes all painting supplies + pampering experience

7. CTA (Stronger here)

- Limited to 6 seats
- Reserve your spot now

8. FOOTER (Branding)

Cait Studio x Mary Kay Collaboration

Design Direction (IMPORTANT)

- This one should feel more elevated:
 - Soft pink + cream + gold accents
 - Clean layout with space (don't overcrowd)
 - Paint texture or brush stroke detail
 - Balance:
 - left side = creative
 - right side = beauty

DESIGN STRATEGY (Why this works)

You are doing something VERY smart: Instead of:

✗ "Makeover Event"

You're positioning:

✓ Experience Event

That means your poster should:

- Feel like an invitation
- Not an ad

- Not too text heavy
- Not pushy

Optional Add-On (Would Make This Even Stronger)

You could add a small line like: "A Cait Studio experience event" This subtly builds your design brand.

Final Thought

These posters are not just for this event...

They are:

- portfolio pieces
- proof of creative direction
- your entry into art direction

Visual Balance

- Everything centered = cozy, welcoming
- Keep LOTS of spacing (don't cram)
- Background: soft pink or cream
- Optional: subtle card pattern texture

Visual Design Direction (Important)

Grandma Poster:

- Centered layout
- Soft + friendly
- Minimal design stress

Paint Night Poster:

- More structured
- Slight split layout (this is your signature idea)
- More "designed" feeling

1. Use 3 font sizes ONLY:

- Headline (big)
- Subhead (medium)
- Details (small)

2. Create a visual flow:

- Top → vibe
- Middle → experience
- Bottom → action

3. Don't over-decorate

Your strength is:

- concept + layout
- not clutter

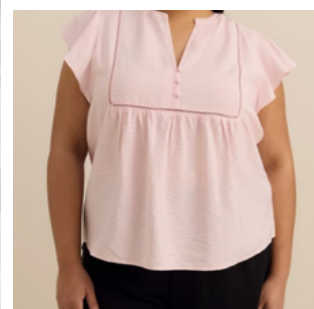
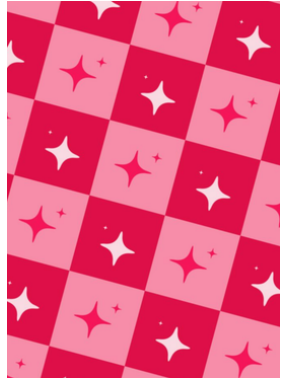
Inspiration:



HOW TO GET MORE MARY KAY LEADS

Wear the product	Hand out Goodie bags	Attend bridal fairs	Leave business cards	Hold Christmas show for men	Realtor New Home Baskets
Mary Kay Decal on car	Build portfolio of before & after	Mother & daughter facials	Hold an open house	Conduct skin care survey	Facial in a bag
Leave Look books at places	Be active on social media	Facial boxes	Offer special for prom	Offer makeover to local church youth group	Bring local fire houses gift giving Flyer
Network at events	Share a review from a loyal customer	Referrals	Contact cheerleader coaches	Wear Mary Kay Clothing	Do appreciation days at place of businesses
Offer discount when they bring a friend	Invite brides for make over	PCP Program	Have table at craft fair	Place brochures in bridal shops	New mom baskets





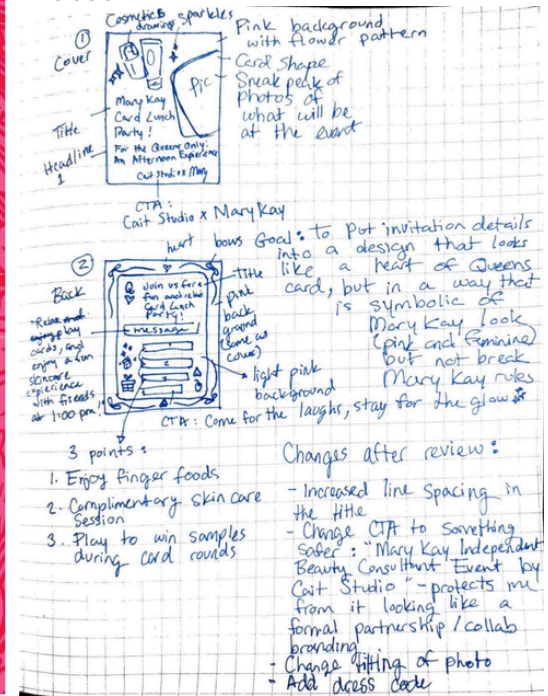
Notes:

April 10 2026:

This project focused on designing an inviting, experience-driven poster for a Mary Kay Card Lunch Party that feels relaxed and social rather than sales-focused. Guided by the concept “For the Queens Only: An Afternoon Experience,” the design combines Mary Kay-inspired pink tones, floral elements, real product imagery, and playful icons to balance warmth with clarity. The layout uses a strong visual hierarchy, with an engaging cover and a clean, informative back for event details. Refinements to spacing, contrast, and branding language ensured readability and alignment with Mary Kay guidelines. The final piece communicates a welcoming, low-pressure event while also serving as a strong portfolio example of thoughtful, user-focused design.



Notes:



Changes:

1. Increased Line spacing for title.
2. Changed the CTA to “Mary Kay Independent Beauty Consultant Event by Cait Studio” to protect from anything that looks like a formal partnership/collab branding
3. Adjust the picture frame tilt that is not edited in any way and is just in the frame to be not as tilted and compliments the composition as much as possible.
4. Add that people should wear something pink if they can.
5. Add the date and location
6. Turned up the opacity on pink overlay over background on cover to increase the visibility of text.
7. Turned down the opacity of product icons top cover to not compete with photo.



Notes:

April 15 2026:

This project focused on designing an inviting, experience-driven poster for a Mary Kay Card Lunch Party that feels relaxed and social rather than sales-focused. Guided by the concept "For the Queens Only: An Afternoon Experience," the design combines Mary Kay-inspired pink tones, floral elements, real product imagery, and playful icons to balance warmth with clarity. The layout uses a strong visual hierarchy, with an engaging cover and a clean, informative back for event details.

Refinements to spacing, contrast, and branding language ensured readability and alignment with Mary Kay guidelines. The final piece communicates a welcoming, low-pressure event while also serving as a strong portfolio example of thoughtful, user-focused design.

Guest Beauty Profile & Event Feedback Sheet

Guest Beauty Profile & Event Feedback

Thank you for being here! This helps me personalize your experience and stay connected.

Your Info

Name: _____

Email: _____

Phone Number: _____

Preferred way to stay in touch: Text Email Either

Best time to reach you: _____

Your Experience

How did you enjoy today's experience?

What was your favourite part?

Product Feedback

Which products did you love the most? Why?

Were there any products you wouldn't purchase? Why?

Thank you for your time! I loved having you here! - Cait

Your Interests

What are you most interested in right now?

- Skincare
- Makeup
- Anti-aging
- Natural/simple products
- Self-care experiences
- Not sure yet

Future Experiences

Would you be interested in attending another event?

- Yes
- Maybe
- Not right now

Would you be open to hosting your own party?

- Yes
- Maybe
- Not right now

What type of event would you enjoy most?

- Skincare Pamper
- Glam / Makeup
- Games / Social
- Creative (Paint, etc.)
- Other: _____

Stay Connected

Would you like:

- Product recommendations
- New product updates
- Event invites
- Exclusive offers

Final Thoughts

Anything else you'd love help with or want to learn more about?

I used ChatGPT to come up with questions associated with my goals of contact with clients, their feed back of products and my services and whether they would do another meeting with me. To be filled out at the end of the meeting.

Pampering & Application Guide Template x3

Lip Care Treatment
Satin Lips® Shea Sugar Scrub + Shea Butter Balm
A simple 2-step treatment for soft, smooth, and hydrated lips.

Eye Refresh Treatment
Instant Puffiness Reducer
A cooling + depuffing treatment for brighter, refreshed-looking eyes.

Hand Pampering Treatment
Satin Hands® Pampering Set
A simple 3-step routine for soft, smooth, and nourished hands.

Your Daily Skincare Routine

Notes:

How to Apply hearts

different colours coded. locate the products associated with placement on the Mary Kay trays

locate the products associated with placement on the Mary Kay trays

What step and what it does for you.

message - order on the Mary Kay tray.

place heart step to know where the products are where.

If I want to include more photos/information without actually doing these things during parties.

Render a tray based on image Chat GPT

Order of Tray

I used ChatGPT to come up with a better rendered Mary Kay Tray by scanning image of the trays that I ordered and recreating a digital png.

Daily Skincare Routine Guide Template x7

Your Daily Skincare Routine
Featuring the Mary Kay® Hydrating Regimen
A simple routine to cleanse, refresh, and deeply hydrate your skin.

- 1. Cleanse:** Hydrating Cleanser
• Gently cleans without drying
• Leaves skin soft and refreshed
- 2. Exfoliate:** Exfoliating Scrub (2-3x per week)
• Removes dead skin cells
• Smooths and brightens skin
- 3. Tone:** Balancing Toner
• Helps balance skin
• Refreshes and preps for moisture
- 4. Moisturize:** Hydrating Moisturizer
• Locks in hydration
• Keeps skin soft and healthy

How to Apply (Step-by-Step)

- 1. Cleanse - Hydrating Cleanser**
• Dampen face with water
• Apply a small amount to fingertips
• Gently massage in circular motions
• Rinse or wipe off
- 2. Exfoliate - Exfoliating Scrub (2-3x per week)**
• Apply to damp skin after cleansing
• Gently massage, avoiding eye area
• Rinse thoroughly
- 3. Tone - Balancing Toner**
• Apply to cotton pad
• Sweep gently over face
• Let absorb (do not rinse)
- 4. Moisturize - Hydrating Moisturizer**
• Apply a small amount to face and neck
• Smooth evenly using upward motions

(Optional add-on section) Night Routine - Nighttime Recovery

- Apply in the evening after cleansing
- Smooth evenly over face
- Leave on overnight

Order on the Mary Kay tray:
We'll follow the tray together—just match each step with the numbered and coloured hearts.

Mother's Day Add sale idea:

Added Mother's Day Sale with exclusive Lilac hand pampering set, wondering if I should make a design to advertise the product to my clients.

Just in time for Mother's Day, limited edition* favorites are back - only while supplies last in the Pink Baby section.

Exclusive Lilac Satin Hands® Pampering Set
Special Price \$41 (reg. \$45)
A multi-step gift set with triple citrus and soft lilac notes, featuring the softening care she knows and loves.

Also sold separately:
Citrus Lilac Satin Hands® Nourishing Shea Cream - \$16 (reg. \$18). Perfect for locking in a purse or gifting on its own!

BOGO! Shine® Body Lotion - \$22 (reg. \$30)
Delight friends and learn more in a silky lotion and 3-in-1 wash for every day. Because mom deserves a little everyday luxury.

A beautiful Mother's Day gift on its own - or paired with Satin Hands® for a head-to-toe self-care moment.

SHOP THE SALE

*Available while supplies last.

Design Conclusion (Pampering & Application Guide):

This series of Pampering & Application Guides was designed to turn traditional skincare instructions into a clear, engaging, and experience-driven system for Mary Kay events. By organizing the content into distinct routines—from daily care to targeted treatments—the designs guide users through each step with ease. A consistent visual system of colour-coded hearts, directional flow, and tray mapping simplifies application while keeping the experience intuitive and interactive. Overall, the designs successfully balance clarity, branding, and user experience, transforming skincare routines into a guided, hands-on experience.

Pampering & Application Guides

Your Daily Skincare Routine 1 (Mary Kay Hydrating Regimen):



Your Daily Skincare Routine 1 (TimeWise® Miracle Set® with TimeWise® 3D Complex):



Skin Reset Treatment Routine:



Daily Skincare Routine Guides

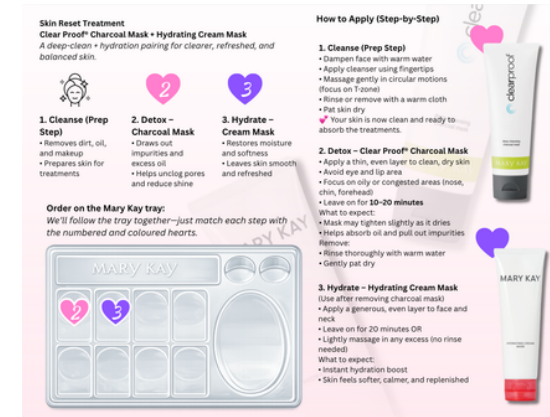
Your Daily Skincare Routine Featuring the Mary Kay® Hydrating Regimen



Your Daily Skincare Routine TimeWise® Miracle Set® with TimeWise® 3D Complex



Skin Reset Treatment Clear Proof® Charcoal Mask + Hydrating Cream Mask



Use of Photos:

All product imagery was kept true to the original Mary Kay assets to maintain brand consistency and integrity. I did not alter the photos beyond minor opacity adjustments for background support, allowing them to integrate subtly into the layout without overpowering the design. For individual product features, I used Canva's background remover to isolate each item and present them clearly within the guides. This approach ensured the visuals remained recognizable and on-brand while supporting a clean, cohesive design system.

Design Conclusion (Daily Skincare Routine Guides):

This set of designs came from wanting to make Mary Kay skincare feel less confusing and more like a guided, enjoyable experience for real people at my events. Instead of just handing out instructions, I focused on breaking everything into clear routines and treatments, using colour-coded steps and tray mapping so guests can follow along easily without feeling overwhelmed. I wanted it to feel approachable, interactive, and a little bit fun, while still staying true to the products and brand. Throughout the process, I refined the layouts to improve clarity, balance, and flow, making sure each piece worked both on its own and as part of a full system. In the end, these designs not only support the event experience but also reflect how I approach design—solving real problems in a thoughtful, user-focused way.

Daily Skincare Routine Guides

Lip Care Treatment

Satin Lips® Shea Sugar Scrub + Shea Butter Balm

Lip Care Treatment
Satin Lips® Shea Sugar Scrub + Shea Butter Balm
A simple 2-step treatment for soft, smooth, and hydrated lips.

How to Apply (Step-by-Step)

- 1. Exfoliate - Shea Sugar Scrub**
 - Apply a small amount directly to lips
 - Gently massage in circular motions
 - Focus on dry or flaky areas
 - Wipe off or lightly rinse
- 2. Hydrate - Shea Butter Balm**
 - Lips will feel smoother and refreshed instantly.
 - Apply evenly to lips after exfoliating
 - Reapply as needed throughout the day

Lips will feel smoother and refreshed instantly.

Order on the Mary Kay tray:
We'll follow the tray together—just match each step with the numbered and coloured hearts.

Eye Refresh Treatment

Hydrogel Eye Patches + Instant Puffiness Reducer

Eye Refresh Treatment
Hydrogel Eye Patches + Instant Puffiness Reducer
A cooling - de-puffing treatment for brighter, refreshed-looking eyes.

How to Apply (Step-by-Step)

- 1. Hydrate - Hydrogel Eye Patches**
 - Apply to clean, dry skin under the eyes
 - Place the larger side toward the outer eye
 - Gently press to secure
 - Leave on for 15-20 minutes
- 2. Smooth - Instant Puffiness Reducer**
 - Apply after removing patches!
 - Use a very small amount (rice-sized)
 - Lightly tap a thin layer under the eyes
 - Avoid rubbing or over-applying

Important:

- Keep face relaxed while product sets
- Allow to dry completely before touching

Order on the Mary Kay tray:
We'll follow the tray together—just match each step with the numbered and coloured hearts.

Eye Care Routine

Soothing Eye Gel + Firming Eye Cream

Eye Care Routine
Soothing Eye Gel + Firming Eye Cream
A cooling - moisturizing routine for refreshed, brighter-looking eyes.

How to Apply (Step-by-Step)

- 1. Refresh - Soothing Eye Gel**
 - Cools and soothes tired eyes
 - Helps reduce the look of puffiness
 - Refreshes and hydrates
- 2. Firm + Brighten - Firming Eye Cream**
 - Helps improve firmness
 - Brightens and smooths
 - Provides deep hydration

Order on the Mary Kay tray:
We'll follow the tray together—just match each step with the numbered and coloured hearts.

Hand Pampering Treatment

Satin Hands® Pampering Set

Hand Pampering Treatment
Satin Hands® Pampering Set
A simple 3-step routine for soft, smooth, and nourished hands.

How to Apply (Step-by-Step)

- 1. Protect - Protecting Softener**
 - Apply a small amount to clean, dry hands
 - Massage evenly over hands and cuticles
- 2. Refine - Shea Sugar Scrub**
 - Apply a small amount to hands
 - Gently massage in circular motions
 - Focus on dry areas (knuckles, between fingers)
 - Rinse or wipe off
- 3. Nourish - Shea Cream**
 - Apply generously to hands
 - Massage until fully absorbed

Order on the Mary Kay tray:
We'll follow the tray together—just match each step with the numbered and coloured hearts.

I used ChatGpt to come up with a better rendered Mary Kay Tray by scanning image of the trays that I ordered and recreating a digital png.



Use of Mary Kay Fact Sheets:

Using the original Mary Kay product fact sheets as a foundation, I transformed detailed information into Daily Skincare Routine Guides and Pampering & Application Guides for use during client experiences. I simplified and restructured the content into clear, step-by-step visuals that are easy to follow in real time, focusing on usability, flow, and engagement. This allowed me to turn product knowledge into a more interactive and approachable experience for clients.

Mary Kay Fact Sheets For Each product:

MARY KAY
TimeWise 3D Soothing Eye Cream

Helps improve multiple signs of visible skin aging.

Formulated to address the unique needs of the eye area.

The ideal enhancement to TimeWise 3D® Complex.

Features our extensively researched and patented TimeWise 3D® Complex.

Did you know, only 20% of most visible skin aging is from the natural aging process? The rest? You can help protect against.

MARY KAY
TimeWise 3D Miracle Serum

Reset the pace of skin's visible aging.

Protects against environmental stressors to help support long-term skin wellness.

Helps reduce the appearance of premature skin aging starting in as little as 2 weeks!

Features our extensively researched, patented TimeWise 3D® Complex.

Did you know, only 20% of most visible skin aging is from the natural aging process? The rest? You can help protect against.

Your Daily Skincare Routine
Featuring the Mary Kay® Hydrating Regimen

A simple routine to cleanse, refresh, and deeply hydrate your skin.



- 1. Cleanse: Hydrating Cleanser**
 - Gently cleans without drying
 - Leaves skin soft and refreshed
- 2. Exfoliate: Exfoliating Scrub (2-3x per week)**
 - Removes dead skin cells
 - Smooths and brightens skin
- 3. Tone: Balancing Toner**
 - Helps balance skin
 - Refreshes and preps for moisture
- 4. Moisturize: Hydrating Moisturizer**
 - Locks in hydration
 - Keeps skin soft and healthy

Order on the Mary Kay tray:

We'll follow the tray together—just match each step with the numbered and coloured hearts.



How to Apply (Step-by-Step)

1. Cleanse – Hydrating Cleanser

- Dampen face with water
- Apply a small amount to fingertips
- Gently massage in circular motions
- Rinse or wipe off

2. Exfoliate – Exfoliating Scrub (2-3x per week)

- Apply to damp skin after cleansing
- Gently massage, avoiding eye area
- Rinse thoroughly

3. Tone – Balancing Toner

- Apply to cotton pad
- Sweep gently over face
- Let absorb (do not rinse)

4. Moisturize – Hydrating Moisturizer

- Apply a small amount to face and neck
- Smooth evenly using upward motions

(Optional add-on section) Night Routine – Nighttime Recovery

- Apply in the evening after cleansing
- Smooth evenly over face
- Leave on overnight



Skin Reset Treatment

Clear Proof® Charcoal Mask + Hydrating Cream Mask

A deep-clean + hydration pairing for clearer, refreshed, and balanced skin.



1. Cleanse (Prep Step)

- Removes dirt, oil, and makeup
- Prepares skin for treatments

2. Detox – Charcoal Mask

- Draws out impurities and excess oil
- Helps unclog pores and reduce shine

3. Hydrate – Cream Mask

- Restores moisture and softness
- Leaves skin smooth and refreshed

Order on the Mary Kay tray:

We'll follow the tray together—just match each step with the numbered and coloured hearts.



How to Apply (Step-by-Step)

1. Cleanse (Prep Step)

- Dampen face with warm water
- Apply cleanser using fingertips
- Massage gently in circular motions (focus on T-zone)
- Rinse or remove with a warm cloth
- Pat skin dry
- Your skin is now clean and ready to absorb the treatments.

2. Detox – Clear Proof® Charcoal Mask

- Apply a thin, even layer to clean, dry skin
- Avoid eye and lip area
- Focus on oily or congested areas (nose, chin, forehead)
- Leave on for 10-20 minutes

What to expect:

- Mask may tighten slightly as it dries
 - Helps absorb oil and pull out impurities
- Remove:
- Rinse thoroughly with warm water
 - Gently pat dry

3. Hydrate – Hydrating Cream Mask

- (Use after removing charcoal mask)
- Apply a generous, even layer to face and neck
 - Leave on for 20 minutes OR
 - Lightly massage in any excess (no rinse needed)

What to expect:

- Instant hydration boost
- Skin feels softer, calmer, and replenished



Your Daily Skincare Routine

TimeWise® Miracle Set® with TimeWise® 3D Complex

A simple 4-step system designed to cleanse, protect, and support healthy-looking skin.



- 1. Cleanse: 4-in-1 Cleanser**
 - Cleans + exfoliates
 - Preps your skin
- 2. Eye Care: Eye Cream**
 - Brightens
 - Targets fine lines
- 3. Moisturize Antioxidant Moisturizer**
 - Hydrates + smooths
 - Supports healthy skin
- 4. Protect Daytime Defender SPF 30**
 - Protects from aging
 - Daily essential

Order on the Mary Kay tray:

We'll follow the tray together—just match each step with the numbered and coloured hearts.



How to Apply (Step-by-Step)

1. Cleanse – 4-in-1 Cleanser

- Dampen face with water
- Apply a small amount to fingertips
- Gently massage in circular motions
- Rinse or wipe off with cloth

2. Eye Care – Eye Cream

- Use a tiny amount (pea-sized for both eyes)
- Tap gently under eyes using ring finger
- Do not rub

3. Moisturize – Antioxidant Moisturizer

- Apply a small amount to face and neck
- Smooth evenly using upward motions

4. Protect – Daytime Defender SPF 30

- Apply evenly to face as final step
- Let absorb before makeup

(Optional add-on section) Night Routine – Nighttime Recovery

- Apply in the evening after cleansing
- Smooth evenly over face
- Leave on overnight



Lip Care Treatment

Satin Lips® Shea Sugar Scrub + Shea Butter Balm

A simple 2-step treatment for soft, smooth, and hydrated lips.



1. Exfoliate – Shea Sugar Scrub

- Gently removes dry, flaky skin
- Smooths and softens lips instantly

2. Hydrate – Shea Butter Balm

- Deeply moisturizes and nourishes
- Leaves lips soft, smooth, and protected

Order on the Mary Kay tray:

We'll follow the tray together—just match each step with the numbered and coloured hearts.



How to Apply (Step-by-Step)

1. Exfoliate – Shea Sugar Scrub

- Apply a small amount directly to lips
- Gently massage in circular motions
- Focus on dry or flaky areas
- Wipe off or lightly rinse

Lips will feel smoother and refreshed instantly.

2. Hydrate – Shea Butter Balm

- Apply evenly to lips after exfoliating
- Reapply as needed throughout the day

Locks in moisture and keeps lips soft and nourished.

*Once your lips are soft and smooth, feel free to apply a Mary Kay® lipstick or lip gloss.



Eye Refresh Treatment

Hydrogel Eye Patches + Instant Puffiness Reducer

A cooling + depuffing treatment for brighter, refreshed-looking eyes.

1

2

1. Hydrate – Hydrogel Eye Patches

- Instantly cool and soothe
- Boost hydration under the eyes
- Helps reduce puffiness and dullness

2. Smooth – Instant Puffiness Reducer

- Visibly reduces under-eye puffiness
- Smooths and tightens appearance
- Creates a more lifted, refreshed look

Order on the Mary Kay tray:

We'll follow the tray together—just match each step with the numbered and coloured hearts.



How to Apply (Step-by-Step)

1. Hydrate – Hydrogel Eye Patches

- Apply to clean, dry skin under the eyes
- Place the larger side toward the outer eye
- Gently press to secure

Leave on for 15-20 minutes

**Place each patch under the eye with the wider end toward the outer corner and the thinner end toward the inner corner. Gently press to secure onto clean, dry skin.*

Remove:

- Gently peel off
- Lightly tap in any remaining serum

2. Smooth – Instant Puffiness Reducer

(Apply after removing patches)

- Use a very small amount (rice-sized)
- Lightly tap a thin layer under the eyes
- Avoid rubbing or over-applying

Important:

- Keep face relaxed while product sets
- Allow to dry completely before touching



Eye Care Routine

Soothing Eye Gel + Firming Eye Cream

A calming + moisturizing routine for refreshed, brighter-looking eyes.

1

2

1. Refresh – Soothing Eye Gel

- Cools and soothes tired eyes
- Helps reduce the look of puffiness
- Refreshes and hydrates

2. Firm + Brighten – Firming Eye Cream

- Helps improve firmness
- Brightens and smooths
- Provides deep hydration

Order on the Mary Kay tray:

We'll follow the tray together—just match each step with the numbered and coloured hearts.



How to Apply (Step-by-Step)

1. Refresh – Soothing Eye Gel

- Apply a small amount to fingertip
- Gently tap around the under-eye area and brow bone
- Avoid rubbing
- What to expect:
 - Cooling, calming sensation
 - Skin feels refreshed and hydrated

Perfect for waking up tired-looking eyes.

2. Firm + Brighten – Firming Eye Cream

(Apply after eye gel)

- Use a small amount (pea-sized for both eyes)
- Gently tap under eyes using ring finger
- Extend slightly to outer corners
- What to expect:
 - Skin feels smoother and more hydrated
 - Helps improve overall appearance over time

Supports firmer, brighter-looking skin. The skin around your eyes is delicate—always tap gently, never rub.



Hand Pampering Treatment Satin Hands® Pampering Set

A simple 3-step routine for soft, smooth, and nourished hands.

1

2

3

1. Protect – Protecting Softener

- Helps lock in moisture
- Prepares hands for treatment

2. Refine – Shea Sugar Scrub

- Gently exfoliates dry skin
- Smooths and softens hands

3. Nourish – Shea Cream

- Deeply hydrates and softens
- Leaves hands smooth and protected

Order on the Mary Kay tray:

We'll follow the tray together—just match each step with the numbered and coloured hearts.



How to Apply (Step-by-Step)

1. Protect – Protecting Softener

- Apply a small amount to clean, dry hands
- Massage evenly over hands and cuticles

Creates a moisture barrier and preps the skin.

2. Refine – Shea Sugar Scrub

- Apply a small amount to hands
- Gently massage in circular motions
- Focus on dry areas (knuckles, between fingers)
- Rinse or wipe off

Removes dry skin and reveals smoother hands.

3. Nourish – Shea Cream

- Apply generously to hands
- Massage until fully absorbed

Leaves hands soft, hydrated, and protected.



Hand Pampering Treatment Satin Hands® Pampering Set

A simple 3-step routine for soft, smooth, and nourished hands.

1

2

3

1. Protect – Protecting Softener

- Helps lock in moisture
- Prepares hands for treatment

2. Refine – Shea Sugar Scrub

- Gently exfoliates dry skin
- Smooths and softens hands

3. Nourish – Shea Cream

- Deeply hydrates and softens
- Leaves hands smooth and protected

Featuring the Mary Kay® Hydrating Regimen
A simple routine to cleanse, refresh, and deeply hydrate your skin.

Eye Refresh Treatment Instant Puffiness Reducer
A cooling + depuffing treatment for brighter, refreshed-looking eyes.

Lip Care Treatment Satin Lips® Shea Sugar Scrub + Shea Butter Balm
A simple 2-step treatment for soft, smooth, and hydrated lips.

Hand Pampering Treatment Satin Hands® Pampering Set
A simple 3-step routine for soft, smooth, and nourished hands.

Optional Personalization Spot
Add an extra product, treatment, or sample to create a routine that works best for you.

Your Daily Skincare Routine

TimeWise® Miracle Set® with TimeWise® 3D Complex
A simple 4-step system designed to cleanse, protect, and support healthy-looking skin.

Lip Care Treatment Satin Lips® Shea Sugar Scrub + Shea Butter Balm
A simple 2-step treatment for soft, smooth, and hydrated lips.

Hand Pampering Treatment Satin Hands® Pampering Set
A simple 3-step routine for soft, smooth, and nourished hands.

Optional Personalization Spot
Add an extra product, treatment, or sample to create a routine that works best for you.

Your Daily Skincare Routine

Clear Proof® Charcoal Mask + Hydrating Cream Mask
A deep-clean + hydration pairing for clearer, refreshed, and balanced skin.

Eye Care Routine Soothing Eye Gel + Firming Eye Cream
A calming + moisturizing routine for refreshed, brighter-looking eyes.

Lip Care Treatment Satin Lips® Shea Sugar Scrub + Shea Butter Balm
A simple 2-step treatment for soft, smooth, and hydrated lips.

Hand Pampering Treatment Satin Hands® Pampering Set
A simple 3-step routine for soft, smooth, and nourished hands.

Optional Personalization Spot
Add an extra product, treatment, or sample to create a routine that works best for you.

Skin Reset Treatment

Hand Pampering Treatment Satin Hands® Pampering Set
A simple 3-step routine for soft, smooth, and nourished hands.

Optional Personalization Spot
Add an extra product, treatment, or sample to create a routine that works best for you.

💡 Best Setup (Simple + Low Stress)

1. Let guests try products at the party (no pressure to decide immediately)

Focus on the experience first—this is your strength anyway.

2. At the end, say something like:

- You accept e-transfer (preferred)
- You'll place a group order after the party
- You'll cover shipping (nice incentive)

3. Give them 24 hours to decide

This removes pressure and increases sales.

👛 How You Handle Payments

- Guests send e-transfer directly to you
- You place one combined order
- You deliver or arrange pickup later

👉 This keeps:

- money clean
- profit clear
- no middle person stress

What About People Who Want to Order Later?

Give them 2 options:

- Order through you (group order = no shipping)
- Order on your website (they pay shipping, you still get commission)

🧠 Why This Works Better

- No awkward “pay my grandparents” situation
- No confusion with totals
- You look organized and professional
- Guests feel relaxed (no pressure to decide instantly)

Note:

I'll be printing this sheet and cutting it down the middle to create two smaller cards, then placing them on the table before everyone arrives. This way, guests can casually read through how ordering works at their own pace while settling in, keeping the experience relaxed, organized, and easy to follow without needing a full explanation upfront.

Only order items that have been paid for (or clearly committed to).

That way:

- Your grandparents aren't stuck covering anyone
- You're not risking your profit
- Everything stays clean and fair

Simple Flow (that won't overwhelm anyone)

At the party:

- Let everyone try products, have fun, no pressure

At the end:

- People write down what they want (you track it)

Then:

- You say you'll place a group order through your grandparents
- They can pay your grandparents when the order arrives

BUT:

- Gently encourage people to confirm their order before you place it

Add this lightly if you feel unsure about people:

“I'll just order what's confirmed so nothing gets mixed up!”

This keeps things:

- clear
- non-confrontational
- financially safe

👛 Protecting Your Profit

Since your grandparents are fronting the money:

- You still collect full retail price
- You pay them back the exact order total
- Your profit = the difference (your commission/discount)

👉 Just track everything clearly (notes app is enough)

📦 Bonus Tip (this helps a LOT)

Have a few cash-and-carry items:

- lip gloss
- lip care
- 1-2 small products

This gives:

- instant gratification for guests
- immediate money coming in
- less reliance on the group order

Real Talk

This setup is totally fine for a first event—especially since:

- it's your grandparents' circle (more trust)
- you're testing things
- you're keeping risk low

Just don't leave it too open-ended—a tiny bit of structure is what keeps it smooth.

How Ordering Works sheet:

<i>How Ordering Works</i> 🍷	<i>How Ordering Works</i> 🍷
1. Enjoy & Try Relax, try the products, and see what you love—no pressure!	1. Enjoy & Try Relax, try the products, and see what you love—no pressure!
2. Let Me Know Your Favourites At the end, tell me what you'd like and I'll add it to the group order.	2. Let Me Know Your Favourites At the end, tell me what you'd like and I'll add it to the group order.
3. Group Order = No Shipping I'll place one order after the party so everything ships together.	3. Group Order = No Shipping I'll place one order after the party so everything ships together.
4. Easy Payment E-transfer is preferred for simplicity, but you're welcome to pay my grandparents when your items arrive—whatever's easiest for you!	4. Easy Payment E-transfer is preferred for simplicity, but you're welcome to pay my grandparents when your items arrive—whatever's easiest for you!
5. A Little Extra Time Feel free to take a day to think about it after trying everything!	5. A Little Extra Time Feel free to take a day to think about it after trying everything!
Thank you for supporting my small business 🍷	Thank you for supporting my small business 🍷

What This Is (in simple terms)

It's a manual order + tracking sheet that:

- records what each guest wants
- keeps totals organized
- acts as a receipt if needed
- helps you track payments and delivery

👉 Think of it as your “final step” tool, not something used during the whole party.

🕒 When to Use It (this is the key part)

Do NOT bring this out at the start.

It will instantly shift the vibe into “sales mode.”

✓ Use it at the very end of the party:

After:

- everyone has tried products
- you've done the routine
- people are relaxed and chatting

👉 Then you casually transition into orders.

🌟 How to Introduce It Naturally

Say something like:

“If there's anything you ended up loving, I can write it down here so I don't forget when I place the group order 😊”

That's it. No pressure, no big moment.

🧠 How You'll Actually Use It

For each person who wants something:

- Write their name
- List the products
- Add prices + total

You can:

- keep the sheet yourself (simplest for your setup)
- OR
- tear off a copy for them (optional)

Mary Kay Order Form / Sales Receipt Pad

The form is titled "MARY KAY" and contains the following sections:

- Customer Information:** FIRST NAME / PRÉNOM, MRS/MS NAME / NOM DE L'ÉPOUSE, LAST NAME / NOM, DATE AND LOCATION OF SALE / DATE ET LIEU DE VENTE, ADDRESS / ADRESSE, PRODUCT DELIVERY DATE / DATE DE LIVRAISON DU PRODUIT, CITY / VILLE, PHONE / TÉL.
- Payment Method:** CHECK/CASH / COMPTANT, CREDIT / DÉBIT.
- Customer Signature:** CUSTOMER SIGNATURE / SIGNATURE DE LA CLIENTE.
- Table:** A table with 4 columns: QTY / QTE, DESCRIPTION, PRICE/PRICE, AMOUNT/MONTANT.
- Footer:** Consumer cancellation rights on page 4, Droits de résolution du consommateur à la page 4, TOTAL.

💡 How This Fits With Your Setup

Since:

- your grandparents are covering the upfront order
- people are paying them later

👉 This form becomes your master tracker

So you know:

- who ordered what
- how much they owe
- what to include in the final order

⚠️ What You Can Skip

You don't need to:

- fill out every field (keep it simple)
- collect full addresses (unless shipping individually)
- overcomplicate it

👉 Name + order + total = enough

🌟 Pro Tip (this will help you a lot)

Use one sheet per person OR one sheet for all orders

Honestly for your first party:

👉 one sheet with everyone listed is easiest

🎯 Big Picture

- Your printed card = sets expectations quietly
- This form = handles the actual order cleanly

Together, they make you look:

- organized
- prepared
- professional

without ever feeling pushy

💡 Best Way to Use It for a Group Order

✅ Option 1 (Recommended for you)

Use one sheet per person

- Write their name at the top
- List only their products
- Add their total

👉 This keeps everything:

- super clear
- easy for your grandparents
- easy when handing items out later

⚠️ Option 2 (Not ideal, but possible)

Use one sheet for everyone

- Write names beside each product line
- Track totals manually

👉 This gets messy fast:

- harder to track who owes what
- confusing during delivery

🧠 What Works Best for Your Situation Since:

- your grandparents are handling payments
- items will be given out later
- 👉 One sheet per person = 100% the move

It makes distribution super easy:

- “This is yours, your total is ___”
- no confusion, no mix-ups

🌟 How This Fits Into Your Flow

1. Party happens (fun, relaxed)
2. People say what they want
3. You quietly fill out a sheet per person
4. You place ONE group order
5. Items arrive → match to sheets → done

📁 Extra Smart Move

At the bottom of each sheet, lightly note:

- Paid / Not Paid

So you can track who has paid your grandparents

🎯 Real Talk

You could force this into a group sheet...

...but separating it per person:

- makes you look more professional
- protects you financially
- avoids awkward follow-ups

💡 The Key Shift

Don't turn it into a group ordering moment.

👉 Turn it into mini one-on-one chats while everyone is still hanging out.

🌟 How to Transition (this matters most)

After you finish the routine, say something simple like: “I'm just going to come around one-on-one and see what everyone liked—no pressure at all, even if you're just curious 😊”

That line:

- removes pressure
- sets expectation
- gives you permission to move individually

🌟 What You Do Next (step-by-step)

1. Let the room stay casual
 - People chatting, snacking, flipping through catalogs
 - No big “ordering moment”

2. Sit beside each person (not across like a sale)

This is huge.

👉 Sit next to them, look at the catalog together

3. Keep it conversational

Instead of:

❌ “What would you like to order?”

Say:

- “What stood out to you?”
- “Was there anything you really liked trying?”
- “Do you want me to write that down so I don't forget?”

4. Use the catalog naturally

Since you're already planning this:

👉 Have them point to items

- You circle or note it
- Then transfer it to the order sheet

This feels:

- interactive
- easy
- not salesy

5. Write it quietly

As you fill out the sheet:

- don't announce totals loudly
- keep it low-key and personal

You can say softly:

“I'll just jot this down for you so it's all organized.”

🌟 Make It Feel Fun (not transactional)

Add tiny moments of personality:

- “That one actually looked so good on you”
- “This is a good pick—it's one of my favourites”
- “You picked a good combo”
- 👉 You're validating, not selling

🎯 How to Close Each Person (super important)

End with something like:

“Perfect, I'll include this in the group order and it'll come to my grandparents—no rush on anything 😊”

That keeps it:

- light
- pressure-free
- clear

🧠 Why This Works So Well

- No spotlight on anyone
- No group pressure
- Feels like a conversation, not a sale
- You build connection (which is your real goal anyway)

⚠️ One Thing to Avoid

Don't say:

- “Okay everyone, what do you want to order?”

That's the only moment that makes it awkward.

❤️ What You're Actually Creating

This isn't just ordering—you're creating:

- a personalized experience
- a safe space to explore products
- a reason for them to trust you

And that's what leads to:

- 👉 repeat bookings
- 👉 future events
- 👉 real growth

New Guest Beauty Profile & Event Feedback Sheet

<p>GUEST INFO 📌</p> <p>Name: _____</p> <p>Phone or Email: _____</p> <p>Preferred way to stay in touch: <input type="checkbox"/> Text <input type="checkbox"/> Email <input type="checkbox"/> Either</p> <p>FUTURE EVENTS</p> <p>Would you be interested in attending another event? <input type="checkbox"/> Yes <input type="checkbox"/> Maybe <input type="checkbox"/> Not right now</p> <p>Would you be open to hosting your own Mary Kay party? <input type="checkbox"/> Yes <input type="checkbox"/> Maybe <input type="checkbox"/> Not right now</p> <p>🌟 Thank you for being here—I loved having you! – Cait</p>	<p>GUEST INFO 📌</p> <p>Name: _____</p> <p>Phone or Email: _____</p> <p>Preferred way to stay in touch: <input type="checkbox"/> Text <input type="checkbox"/> Email <input type="checkbox"/> Either</p> <p>FUTURE EVENTS</p> <p>Would you be interested in attending another event? <input type="checkbox"/> Yes <input type="checkbox"/> Maybe <input type="checkbox"/> Not right now</p> <p>Would you be open to hosting your own Mary Kay party? <input type="checkbox"/> Yes <input type="checkbox"/> Maybe <input type="checkbox"/> Not right now</p> <p>🌟 Thank you for being here—I loved having you! – Cait</p>
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Yes Maybe Not right now

🌟 Thank you for being here—I loved having you! – Cait

How Ordering Works

1. Enjoy & Try

Relax, try the products, and see what you love—no pressure!

2. Let Me Know Your Favourites

At the end, tell me what you'd like and I'll add it to the group order.

3. Group Order = No Shipping


I'll place one order after the party so everything ships together.

4. Easy Payment

E-transfer is preferred for simplicity, but you're welcome to pay my grandparents when your items arrive—whatever's easiest for you!

5. A Little Extra Time

Feel free to take a day to think about it after trying everything!

Thank you for supporting my small business 

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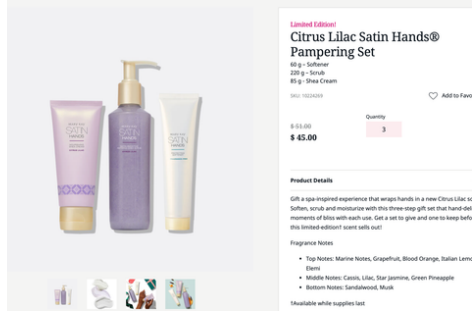
Notes:

April 17 2026:

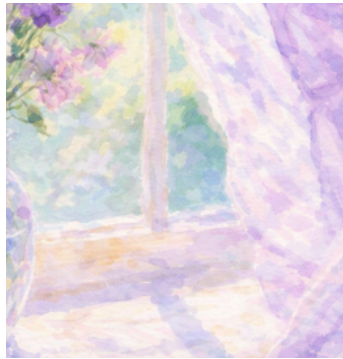
After creating my Daily Skincare Routine and Pampering Guides, I focused on designing additional materials to support the party and build my skills. I've been researching and using design as a way to communicate what I'm learning.

This experience has allowed me to step into an art director role for Cait Studio while working as an Independent Beauty Consultant. I'm creating original layouts using Mary Kay images without altering them, while following their guidelines and clearly presenting myself as independent. It's been a great way to combine my style with a traditional Mary Kay party while developing my event planning and leadership skills.

Mother's Day idea for Poster, that I'll post online somehow:



Background ChatGPT rendered image:

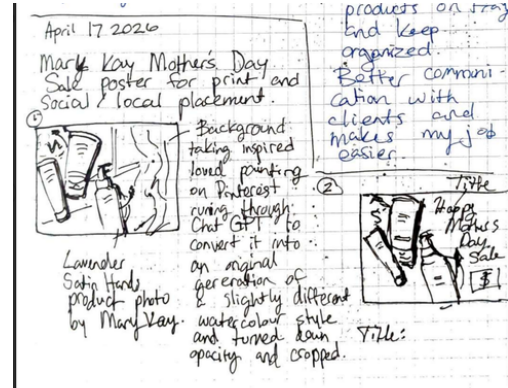


I refined the poster by simplifying the layout, improving hierarchy, and reducing text to create a cleaner, more polished campaign feel.

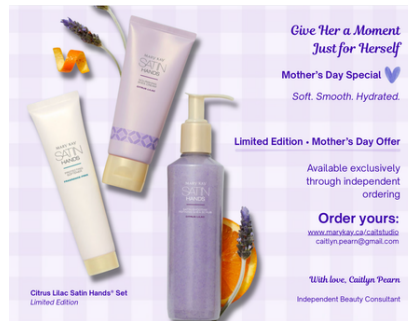
Mother's Day Sale Poster Design Conclusion:

This poster demonstrates a refined balance between emotional storytelling and clear product promotion. Through simplifying the layout, strengthening visual hierarchy, and carefully placing key elements like the call-to-action and pricing, the design evolved into a cohesive and campaign-ready piece. The soft colour palette and minimal typography support a premium, gift-focused aesthetic while still effectively guiding the viewer toward action, resulting in a design that is both visually engaging and commercially effective.

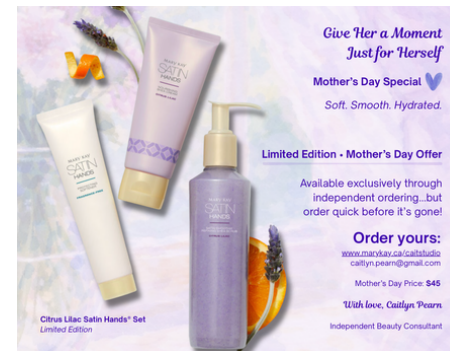
Notes:



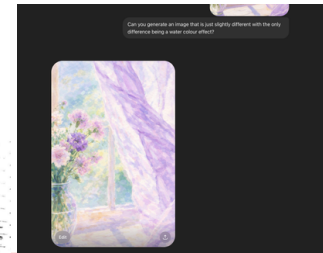
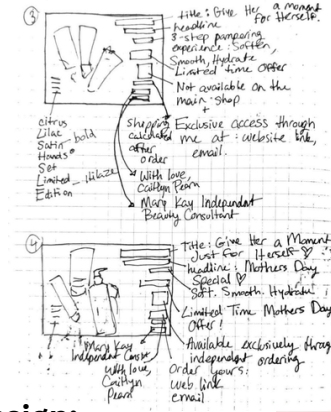
Journey through Mothers Day Poster Design:



Final:



Inspiration:



MOTHER'S DAY
12.05.2024





*Give Her a Moment
Just for Herself*

Mother's Day Special ♥

Soft. Smooth. Hydrated.

Limited Edition • Mother's Day Offer

Available exclusively through
independent ordering...but
order quick before it's gone!

Order yours:

www.marykay.ca/caitstudio
caitlyn.pearl@gmail.com

Mother's Day Price: **\$45**

With love, Caitlyn Pearn

Independent Beauty Consultant

Citrus Lilac Satin Hands® Set
Limited Edition



- Main Headline Ideas:**
- Pajamas & Pampering Night
 - Glow & Unwind Skincare Party
 - Sip, Snack & Self Care
 - Girls Night In with a Glow Twist
 - Skincare, Sips & Soft PJ Night

Body copy: Put on your cutest PJs and come glow with us. We will sip, snack, try a skincare routine together, and play a quick game for samples.

#0D111A

#F9F9F9

#F5D3DD

#ED7BAB

#E42278

Details: May 22 at 6:00 PM
41 Terrence St, London ON
Pajamas encouraged
Finger foods, cocktails & mocktails provided

CTA: Save your spot and come ready to relax and glow



Notes:

April 28 2026:

Last Saturday I attended the Pink Power seminar in Mississauga where I learned makeup tips, updates on new

foundation shades, and more about skincare products like those supporting the skin barrier. I also connected with other consultants who shared creative sales ideas like partnering with local groups and distributing brochures.

I noticed I was one of the youngest there, with many more experienced consultants, but it was still a really positive experience.

I also successfully hosted my first Mary Kay Card Lunch Party with 8 guests, totaling \$762 in sales. I followed my guides and agenda, and everyone had a great time. A few questions came up, like animal testing and lipstick wear, which I'll continue looking into. Now I'm preparing for my next event, Megan's PJ Skincare Party.

Pink Power Notes:

Pink Power April 18
Kevin → Skincare
info for yoga class, classes in general
to find out catalogs through mailboxes
look at the years and talk
Blue → Cool tones, silver
Green → warm tones, gold
the skin reacts to sun:
tans easily → warm tones
tan or is easily → cool tones
- Good lighting

- look and feel more fresh, consistent, supporting collagen, more shading more coverage, learn everything we can about the new foundation
- Special edition complex to speak about Product:
- May 16
- New shades - like app to get shades - like app - don't have to download

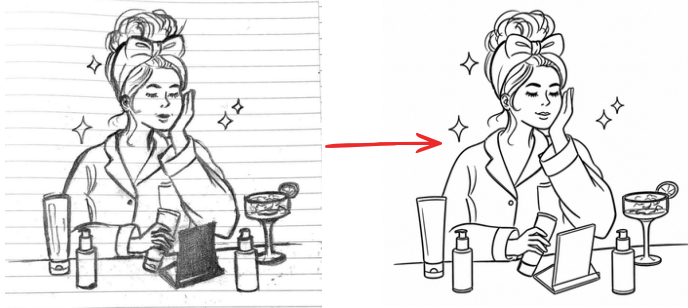
Solutions products
- designed for skin barrier repair the natural skin barrier
- when we age, it breaks down
- nice, other skin condition
- reduce inflammation, soothe the skin
- essential to soften the skin
- I pump pump
- 432-1 hour

- Pure Vitamin C
- Support collagen
- Vitamin E
- Reduction of lines
- Brighten skin

Megan's Party Moodboard:

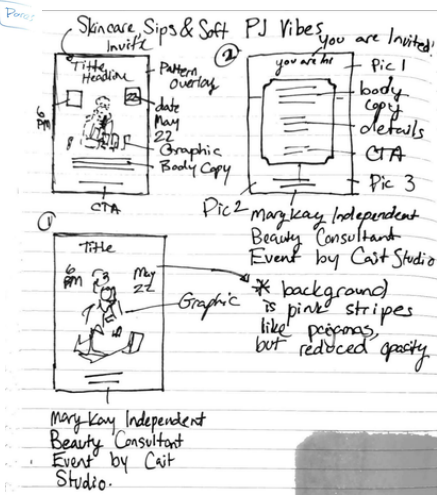


Thumbnails and drawing of graphic and vector ready version:



I refined my original hand-drawn skincare illustration into a clean, vector-ready graphic that visually represents a relaxed PJ skincare routine, and I used ChatGPT to help guide the concept, improve the composition, and generate a polished version while keeping my original design intact.

Thumbnail of the Invite:



First Edit:



Changed Version:



Changes to make:

- Slightly bolder the body text to improve contrast and make the content easier to read.
- Increase the line spacing to create a more open, breathable layout that feels more premium.
- Thin out the border stroke to reduce visual heaviness and keep the focus on the content.
- Adjust the date placement on the first page to align more clearly with the title, improving balance and overall composition.

Conclusion:

This design combines a soft, cohesive color palette with a custom illustration to create a warm and inviting PJ skincare experience. The composition is thoughtfully structured, using balanced layout and clear hierarchy to guide the viewer through the event details. Playful visuals are paired with clean typography, resulting in a design that feels both personal and professionally refined.

Skincare, Sips &
Soft PJ Night!

May 22
6:00 PM



Mary Kay Independent Beauty Consultant
Event by Cait Studio

You Are Invited!

Put on your cutest PJs and
come glow with us. We will
sip, snack, try a skincare
routine together, and play a
quick game for Mary Kay
product samples!

May 22 at 6:00 PM

41 Terrence St, London ON

Pajamas encouraged
Finger foods, cocktails & mocktails
provided

*Save your spot and come
ready to relax and glow!*

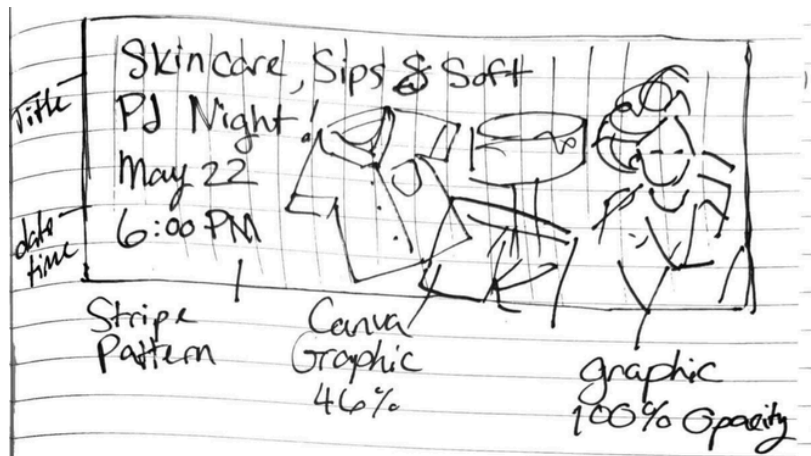
Mary Kay Independent Beauty Consultant
Event by Cait Studio

Notes:

I created a Facebook group for Megan's Skincare, Sips & Soft PJ Night to organize guests, share event details, and build excitement leading up to the event. The group serves as a central space for communication, including introductions, RSVPs, and product browsing, while keeping the tone relaxed and welcoming. For the Facebook cover, I began with a hand-drawn layout to plan composition and hierarchy, then refined it digitally using a soft pink striped background, custom illustration, and subtle supporting graphics.

This design combines illustration and layout to create a cohesive, inviting visual identity that feels both polished and personal.

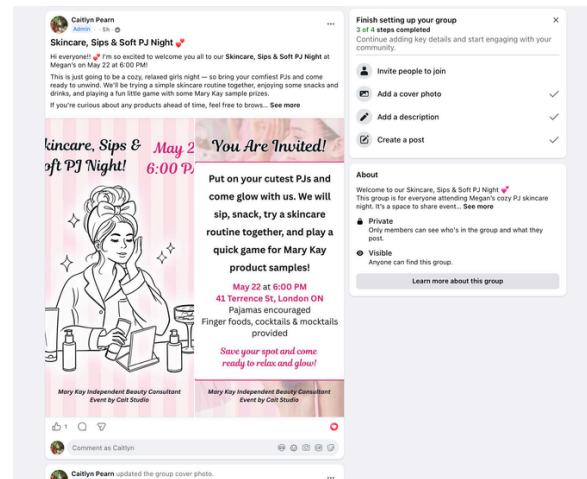
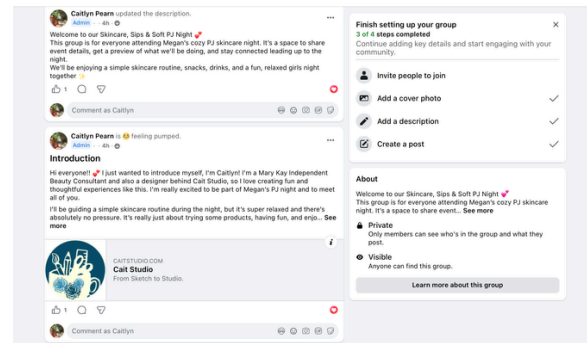
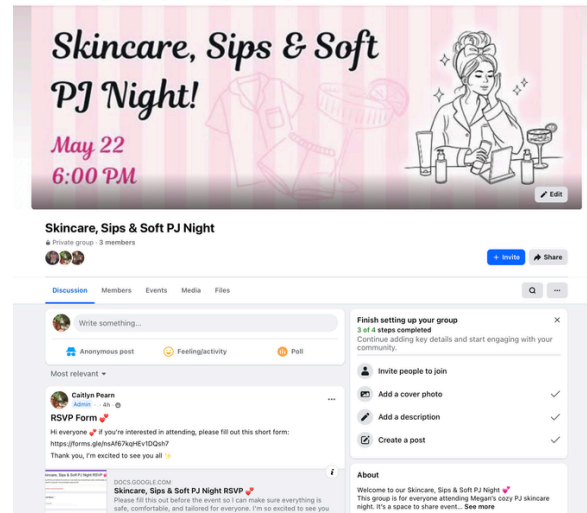
Final Facebook Group Cover Thumbnail:



Final Facebook Group Cover Design:



Facebook Group:



Pink Power Seminar:

From my brief notes at the Pink Power seminar, I learned about the importance of presentation and confidence when showcasing products, along with key updates to Mary Kay's offerings such as new foundation shades and a stronger focus on skin barrier and vitamin C products. There was an emphasis on how skincare solutions are designed to support healthy skin over time, including improving texture, brightness, and overall appearance. I also gained insight into practical selling strategies, like using catalog walkthroughs, understanding color matching, and creating comfortable, well-lit environments for clients. Overall, the experience highlighted how product knowledge, environment, and personal connection all work together to create a successful and engaging customer experience.

Wrist Method I learned:

- If the **veins look blue or purple**, the **undertone is cool**
- If the **veins look green**, the **undertone is warm**
- If it's **hard to tell** or looks like a mix of both, the **undertone is neutral**

Cool undertones: Pink, berry, and blue-based shades like rose, plum, and cool reds complement the skin best.

Warm undertones: Peach, coral, and golden-based shades like bronze, terracotta, and warm reds enhance the skin best.



Skincare, Sips & Soft PJ Night!

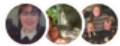
May 22
6:00 PM



Edit

Skincare, Sips & Soft PJ Night

Private group · 3 members



+ Invite

Share

Discussion Members Events Media Files



Write something...



Anonymous post



Feeling/activity



Poll

Most relevant ▾



Caitlyn Pearn

Admin · 4h · 🗨️

RSVP Form ❤️

Hi everyone ❤️ if you're interested in attending, please fill out this short form:

<https://forms.gle/nsAf67kqHEv1DQsh7>

Thank you, I'm excited to see you all ✨



DOCS.GOOGLE.COM

Skincare, Sips & Soft PJ Night RSVP ❤️

Please fill this out before the event so I can make sure everything is safe, comfortable, and tailored for everyone. I'm so excited to see you

Finish setting up your group



3 of 4 steps completed

Continue adding key details and start engaging with your community.



Invite people to join



Add a cover photo



Add a description



Create a post



About

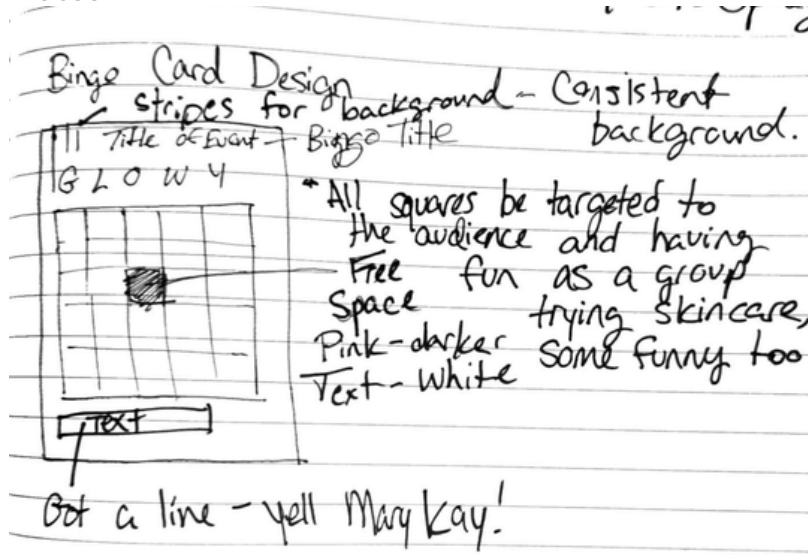
Welcome to our Skincare, Sips & Soft PJ Night ❤️

This group is for everyone attending Megan's cozy PJ skincare night. It's a space to share event... [See more](#)

Notes:

I started this bingo sheet by sketching out a simple layout to make sure the structure felt clear and fun, using a consistent striped background to tie into the soft, cozy PJ night theme. From there, I focused on the experience first, writing each square to reflect real, relatable moments that would naturally happen during the skincare routine so everyone could feel included and laugh together. I kept the colour palette within soft pinks and neutrals to align with Mary Kay's branding while still feeling like my own Cait Studio style, and used white text and clean borders to keep everything readable. The free space was designed as a playful focal point to keep the energy light, and I added the "Yell Mary Kay" line at the bottom to bring in a fun, interactive element. Overall, the process was about balancing structure, branding, and personality to create something that feels both intentional and genuinely enjoyable for the group.

Notes:



How this would work:

This bingo sheet works as a light, interactive layer throughout the party rather than something that stops the flow. As everyone settles in with food and starts the skincare routine, you'd hand out the sheets and quickly explain that they should mark off squares whenever they notice moments happening in real time like someone complimenting a product, laughing, or reacting to how something feels. It keeps everyone engaged without pressure, especially for people who might be quieter, because they can participate just by observing. As the routine continues, the energy builds naturally with people realizing they're close to a line, and when someone gets one, they yell "Mary Kay!" to keep it on theme and fun. You can pause briefly to celebrate, give a small prize like a sample, and then keep going for another round if you want. It turns the party into more of a shared experience instead of just a demo, making people more relaxed, social, and open to the products.

Bingo Sheet for Party:



I adjusted the bingo card by changing the borders of each square to pink, which helped the text stand out more clearly while also tying everything back to my overall party colour palette. It made the layout feel more cohesive and visually on-brand with the soft, feminine Mary Kay theme I was going for. I also used ChatGPT throughout the process to help generate and refine the bingo phrases, making sure they felt natural, relatable, and fun for the group, while still aligning with the skincare experience I was creating.

Inspiration:





Skincare, Sips & Soft PJ Night Bingo!

G L O W Y

Says "I need to drink more water"	Compliments someone's outfit	Takes a cute photo	Talks about skincare struggles	Goes to bed without washing face
Gets distracted mid-routine	Laughs while applying something	Drops something on the table	Can't resist cute packaging	Touches their face immediately after
Sensitive skin... and sensitive feelings	Says "this smells SO good"	FREE SPACE: just here for the glow	Watches someone else to copy	Uses wipes when too tired
Applies product like it's a commercial	Says "I want to try that"	Laughs too hard at something random	Says "my skin actually feels good"	Shows up in cute PJs
Says "my skin needed this"	Compliments someone's skin	Lowkey here for snacks	Rubs it in way too aggressively	Instantly loves one product

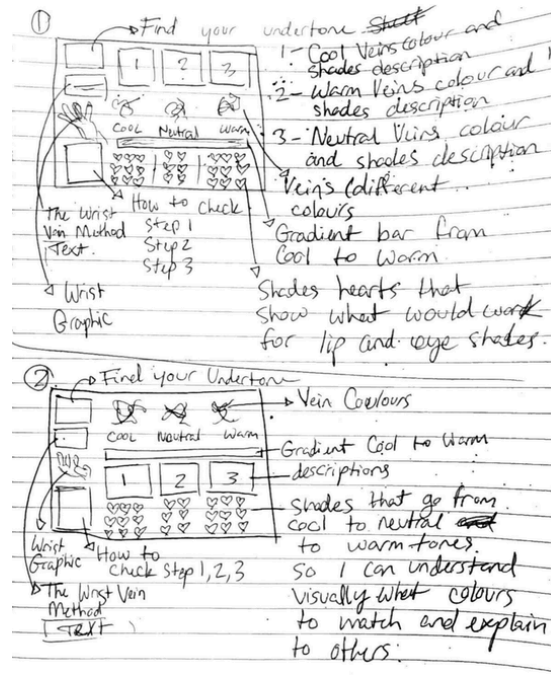
"Got a line? Yell Mary Kay!" 💕

Notes:

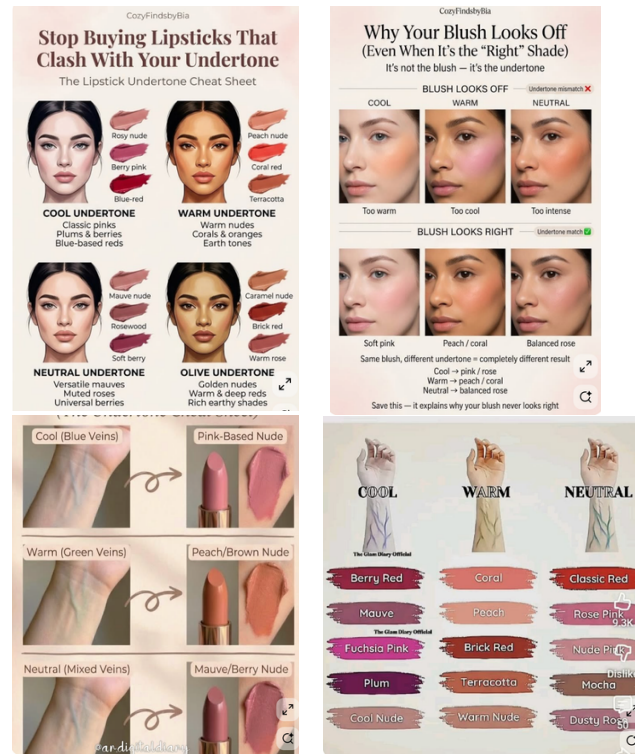
May 6 2026:

As I continue learning more about makeup application and how different shades complement different people, I wanted to create a visual guide that helped explain undertones in a simple and approachable way. As both a designer and Independent Beauty Consultant, I learn best visually, so creating this sheet helped me better understand how cool, warm, and neutral undertones connect to makeup shade pairings. I designed the guide to be something I could reference during consultations and conversations with clients while also making the information easier for others to understand quickly. After completing the first draft, I realized the layout flow could be improved to guide the viewer more naturally through the information. I reorganized the design so the undertones followed a left-to-right progression from cool to neutral to warm, matching the gradient bar and colour swatches underneath. This created a clearer visual hierarchy and made the overall guide feel more cohesive, balanced, and intuitive to follow.

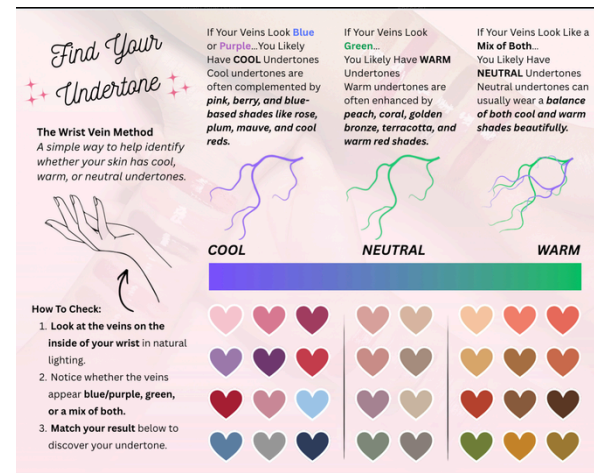
Notes:



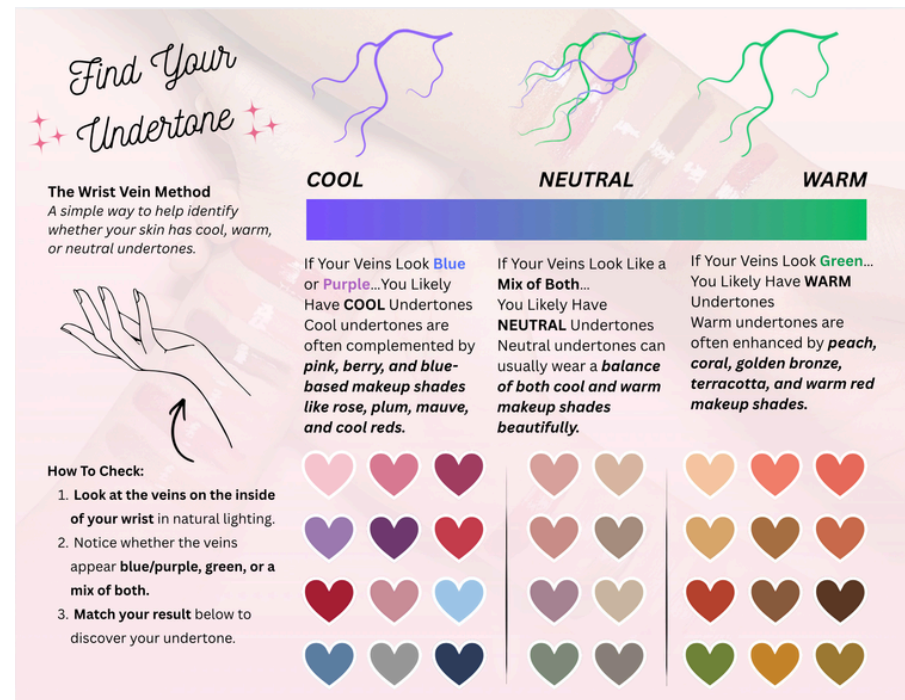
Inspiration:



First Draft:



Final Draft:



Design Conclusion:

This redesign helped create a clearer visual flow while making undertone matching easier to understand quickly in both a beauty consultation and design setting.

Changes:

- Improved the layout flow from cool → neutral → warm undertones.
- Added visual colour connections through swatches and gradients.
- Refined spacing and hierarchy for better readability.

Find Your Undertone

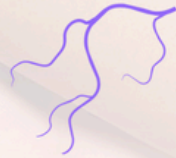
The Wrist Vein Method

A simple way to help identify whether your skin has cool, warm, or neutral undertones.



How To Check:

1. Look at the veins on the inside of your wrist in natural lighting.
2. Notice whether the veins appear blue/purple, green, or a mix of both.
3. Match your result to discover your undertone.



COOL



NEUTRAL



WARM

If Your Veins Look **Blue** or **Purple**...You Likely Have **COOL** Undertones
Cool undertones are often complemented by **pink, berry, and blue-based makeup shades like rose, plum, mauve, and cool reds.**



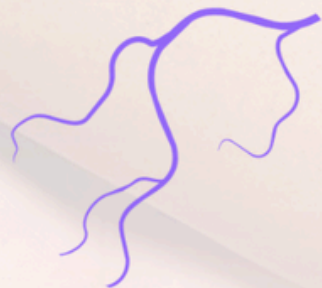
If Your Veins Look Like a **Mix of Both**... You Likely Have **NEUTRAL** Undertones
Neutral undertones can usually wear a **balance of both cool and warm makeup shades beautifully.**



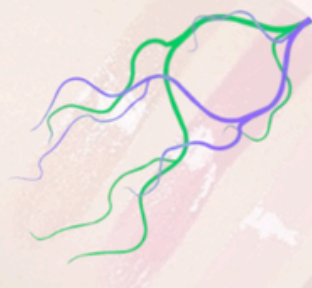
If Your Veins Look **Green**... You Likely Have **WARM** Undertones
Warm undertones are often enhanced by **peach, coral, golden bronze, terracotta, and warm red makeup shades.**



If Your Veins Look **Blue** or **Purple**...You Likely Have **COOL** Undertones
Cool undertones are often complemented by **pink, berry, and blue-based makeup shades like rose, plum, mauve, and cool reds.**



COOL



NEUTRAL



WARM



Notes:

May 7 2026:

For this Foundation Matching Guide, I combined beauty research, consultation techniques, and visual communication design to create an educational reference sheet focused on helping users better understand how to choose, match, and apply foundation. As I continued learning more about undertones, skin types, coverage levels, and shade matching, I wanted to organize the information into a layout that felt visually understandable and easy to reference during a consultation setting. I structured the guide into clear sections covering skin type identification, skin depth, undertones, coverage preferences, shade testing, and foundation application. I also incorporated visual swatches, icons, photography, and step-by-step imagery to make the information feel more approachable, visually engaging, and easier to understand while still reflecting my soft Cait Studio design style.

First Draft:



Use Of ChatGPT:

I used ChatGPT to help research foundation matching techniques, organize information into simplified steps, refine written content, and generate visual reference examples to support the overall layout and educational flow of the guide.

Final Draft:



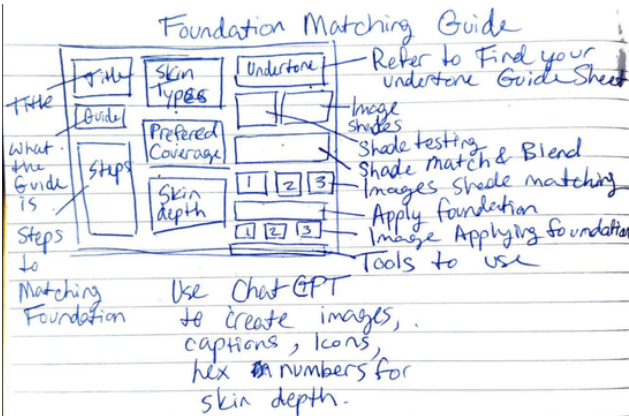
Inspiration:



Changes:

After reviewing the final design, the main adjustment I wanted to make was increasing the contrast between the skin depth titles and swatches, particularly between the Fair/Light and Light/Medium shades. Since the tones are naturally very similar, improving the contrast would help make the categories easier to distinguish visually while maintaining the soft and cohesive aesthetic of the guide.

Notes:



Foundation Matching Guide

Understanding Skin Tone, Undertones & Application

This guide was created to better understand foundation matching for different skin tones, undertones, and skin types through colour theory, observation, and makeup application.

Steps To Matching Foundations

1. **Identify** the skin type and preferred coverage.
2. Determine the skin depth and undertone.
3. Choose 2-3 foundation shades to test.
4. **Swatch** along the jawline, not the hand.
5. **Blend** and **check** the match in natural lighting.
6. **Apply** foundation evenly and blend into the neck and hairline.

SKIN TYPE:

Identify the skin's **needs** and **texture**.



Dry Skin:

Best with hydrating, dewy, lightweight formulas.



Oily Skin:

Best with matte, oil-control, long-wear formulas.



Combination Skin:

Best with balanced satin or lightweight formulas.



Mature Skin:

Best with hydrating, lightweight, buildable coverage.

PREFERRED COVERAGE:

Determine how **natural** or **full** the makeup should look.



Sheer

Light, natural coverage.



Medium

Balanced, buildable coverage.



Full

High coverage

SKIN DEPTH:

Identify how **light** or **deep** the skin tone appears.



Fair/ Light



Light/ Medium



Medium /Tan



Deep

FIND YOUR UNDERTONE:

Refer to the **Find Your Undertone Guide** before selecting foundation shades.

SHADE TESTING:

Choose 2-3 possible foundation shades to compare and test and match your skin best.



SHADE MATCH & BLEND:

Swatch 2-3 shades along the jawline, blend slightly, allow the foundation to settle, and check in natural lighting to find the shade that blends seamlessly into the skin.



APPLY FOUNDATION:

Dot foundation onto key areas of the face, then blend outward evenly into the skin, neck, and hairline for a seamless finish. Set with powder if desired and check the foundation in natural lighting to ensure the best match.



TOOLS TO USE:

Use a **brush, sponge, or fingers** to blend foundation evenly into the skin.

SKIN TYPE:

Identify the skin's **needs** and **texture**.



Dry Skin:

Best with hydrating, dewy, lightweight formulas.



Oily Skin:

Best with matte, oil-control, long-wear formulas.



Combination Skin:

Best with balanced satin or lightweight formulas.



Mature Skin:

Best with hydrating, lightweight, buildable coverage.

PREFERRED COVERAGE:

Determine how **natural** or **full** the makeup should look.



Sheer

Light, natural coverage.



Medium

Balanced, buildable coverage.



Full

High coverage

SKIN DEPTH:

Identify how **light** or **deep** the skin tone appears.



Fair/ Light



Light/ Medium



Medium /Tan



Deep

SHADE MATCH & BLEND:

Swatch 2-3 shades along the jawline, blend slightly, allow the foundation to settle, and check in natural lighting to find the shade that blends seamlessly into the skin.



Steps To Matching Foundations

1. **Identify** the skin type and preferred coverage.
2. Determine the skin depth and undertone.
3. Choose 2-3 foundation shades to test.
4. **Swatch** along the jawline, not the hand.
5. **Blend** and **check** the match in natural lighting.

Notes:

May 8 2026:

The Everyday to Premium Glam Guide Sheet was designed to help simplify and visually explain different levels of eye makeup application ranging from natural everyday looks to full premium glam styles. Through research, colour theory, makeup application techniques, and visual organization, I created a step-by-step educational guide that demonstrates how makeup intensity, blending, shimmer placement, eyeliner, and lashes gradually build between each glam level. The guide also includes preparation and finishing steps to help users better understand the full makeup process before and after application. By combining consistent photography, organized layouts, colour palettes, and instructional design, I aimed to create a beauty guide that feels approachable, visually engaging, and easy to follow for beginners and makeup enthusiasts alike.

Sources:

<https://www.sephora.com/beauty/makeup-tutorials>
<https://www.ulta.com/discover/tutorials>
<https://www.lorealparisusa.com/beauty-magazine/makeup>
<https://color.adobe.com/> <https://www.youtube.com/>

Final Draft:



Design Conclusion:

This guide successfully combines beauty education with visual design by creating a clean, approachable layout that helps users understand the progression from natural to premium glam makeup application through organized steps, colour palettes, and consistent imagery.

Use Of ChatGPT:

ChatGPT was used to help organize the structure, wording, step breakdowns, colour palette ideas, and overall educational flow of the guide sheet while supporting the development of clear and beginner-friendly makeup application content.

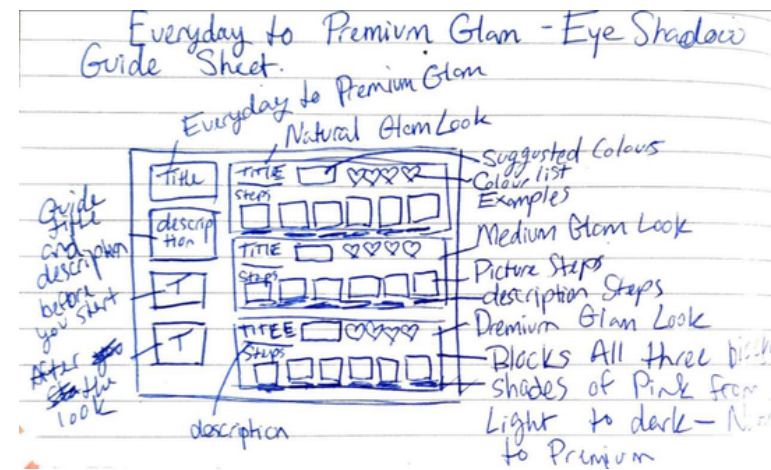


Beginner eye makeup tutorials
Makeup colour theory research
Eyeshadow blending references
Natural to glam makeup research
Skin prep and finishing research
Beauty tutorial guides
Cosmetic branding references
Makeup artistry demonstrations

Inspiration:



Notes:



Everyday to Premium Glam

Understanding Eye Makeup Application, Glam Levels & Blending Techniques

This guide was created to help better understand eye makeup application through proper skin preparation, blending techniques, shadow placement, and different glam levels ranging from natural to premium looks.

BEFORE YOU START:

Face Prep Steps:

- Cleanse & moisturize skin
- Apply SPF/day cream
- Prime eyelids for longer wear
- Conceal discoloration if needed
- Set lids lightly with powder
- Shape/fill brows before eyeshadow

AFTER THE LOOK:

Finishing Touches:

- Blend harsh lines
- Clean fallout under eyes
- Add setting spray
- Apply lip color
- Highlight inner corners if needed
- Check makeup in natural lighting

NATURAL GLAM LOOK

Soft, everyday, fresh.

Suggested Colors:

Champagne, Light taupe, Soft brown, Rosy nude



STEPS:



1. Prep eyelids with primer or concealer.
2. Apply a light neutral shade over the lid.
3. Blend a soft brown shade into the crease.
4. Add shimmer to the center of the lid.
5. Apply eyeliner for soft definition.
6. Finish with mascara.

MEDIUM GLAM LOOK

More depth and definition.

Suggested Colors: Warm browns, Bronze, Mauve, Gold shimmer



STEPS:



1. Prep eyelids with primer or concealer.
2. Apply a warm neutral shade over the lid.
3. Blend deeper brown into the crease.
4. Add shimmer, bronze shadow to the lid.
5. Apply eyeliner for extra definition.
6. Finish with mascara or soft glam lashes.

PREMIUM GLAM LOOK

Full glam, event-ready.

Suggested Colors: Espresso brown, Black accents, Gold metallic, Deep bronze, Rose gold shimmer



STEPS:



1. Prep eyelids with primer or concealer.
2. Build warm brown shades into the crease.
3. Deepen the outer corner for dimension.
4. Apply metallic shimmer to the lid.
5. Add bold eyeliner and definition.
6. Finish with mascara and glam lashes.

BEFORE YOU START:

Face Prep Steps:

- Cleanse & moisturize skin
- Apply SPF/day cream
- Prime eyelids for longer wear
- Conceal discoloration if needed
- Set lids lightly with powder
- Shape/fill brows before eyeshadow

AFTER THE LOOK:

Finishing Touches:

- Blend harsh lines
- Clean fallout under eyes
- Add setting spray
- Apply lip color
- Highlight inner corners if needed
- Check makeup in natural lighting

NATURAL GLAM LOOK

Soft, everyday, fresh.

Suggested Colors:

Champagne, Light taupe, Soft brown, Rosy nude



STEPS:



1. Prep eyelids with primer or concealer.
2. Apply a light neutral shade over the lid.
3. Blend a soft brown shade into the crease.
4. Add shimmer to the center of the lid.
5. Apply eyeliner for soft definition.
6. Finish with mascara.



Notes:

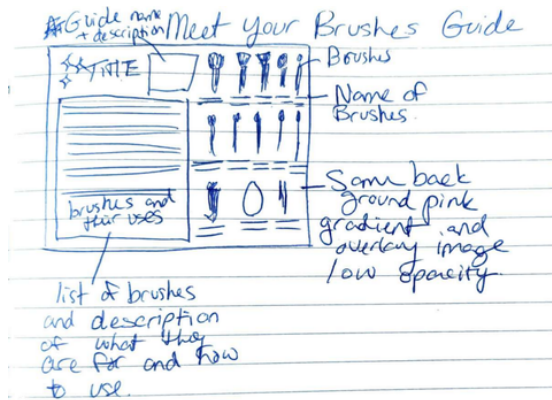
May 11 2026:

Today, I designed the Meet Your Brushes guide sheet to help educate users on different makeup brushes, beauty tools, and how each one is properly used during makeup application. I researched and organized each brush by its purpose, placement, and application technique while simplifying the information into a clean and beginner-friendly format that is easy to understand visually. I also focused heavily on keeping the page consistent with the other beauty education sheets I previously designed, including the skincare and glam makeup guides. Through the use of matching soft pink tones, typography styles, organized layouts, consistent imagery, and educational formatting, I worked to create a cohesive collection of beauty guides that feel connected as part of the same visual series. The overall goal was to balance beauty education with approachable design while continuing to build a polished and visually engaging instructional guide system.

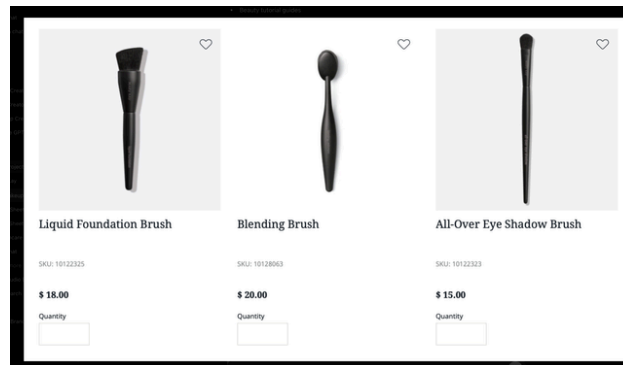
Use Of ChatGPT:

ChatGPT was used to help organize the brush information, structure the educational content, refine wording, and support the overall layout and instructional flow of the guide sheet. Canva's BG Remover tool was also used to isolate the brushes and create a cleaner, more consistent visual presentation throughout the page.

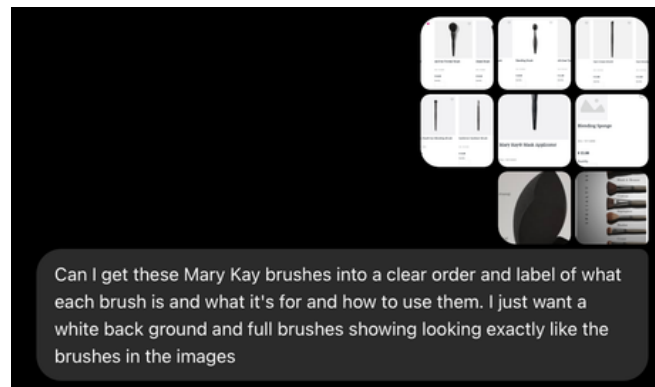
Notes:



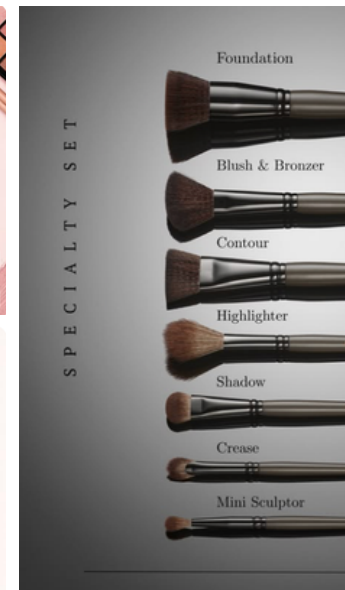
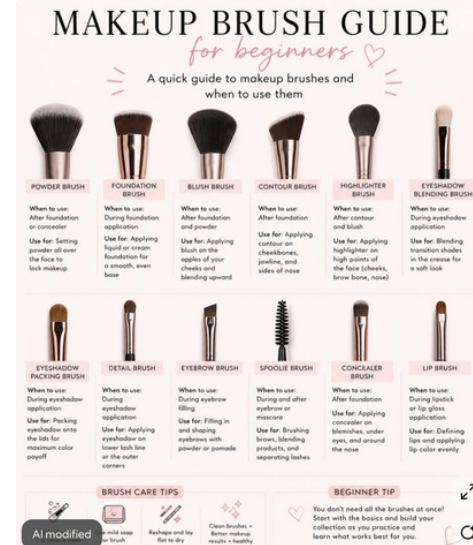
Mary Kay Brushes in online store:



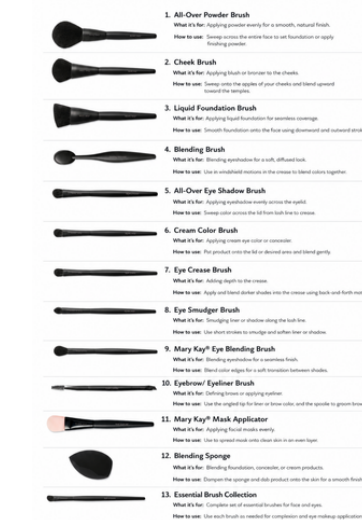
Use Of ChatGPT:



Inspiration:



ChatGPT Generation:



Final Draft:



Meet Your Brushes

Understanding Makeup Brushes & Tools

This guide was created to help better understand makeup brushes, beauty tools, and their uses for makeup application.

BRUSH USES & TECHNIQUES:

- All-Over Powder Brush:** Used for applying loose or pressed powder evenly across the face. Sweep lightly over the skin to set makeup and reduce shine.
- Cheek Brush:** Used for blush, bronzer, or contour application. Apply to the cheeks and blend upward toward the temples.
- Liquid Foundation Brush:** Used for smooth liquid foundation application. Blend foundation outward across the face for even coverage.
- Blending Brush:** Used for blending eyeshadow shades together. Use soft circular or windshield motions through the crease.
- All-Over Eye Shadow Brush:** Used for applying eyeshadow across the eyelid. Sweep shadow evenly from lash line to crease.
- Cream Color Brush:** Used for cream eyeshadow or concealer application. Pat product onto the lid or desired area and blend gently.
- Eye Crease Brush:** Used for adding depth and definition to the crease. Blend darker shades back and forth through the crease area.
- Eye Smudger Brush:** Used for smudging eyeliner or shadow along the lash line. Apply with short strokes for a softer blended look.
- Mary Kay® Eye Blending Brush:** Used for softening eyeshadow edges and transitions. Blend colours together for a seamless finish.
- Eyebrow/Eyeliner Brush:** Used for brows or eyeliner application. Use the angled tip for precise lines and the spoolie to shape brows.
- Mary Kay® Mask Applicator:** Used for applying facial masks evenly onto the skin. Spread product smoothly across clean skin.
- Blending Sponge:** Used for blending foundation, concealer, or cream products. Dab lightly into the skin for a natural finish.
- Essential Brush Collection:** A complete set of essential face and eye brushes for everyday makeup application.



BRUSH USES & TECHNIQUES:

makeup application.

- All-Over Powder Brush:** Used for applying loose or pressed powder evenly across the face. Sweep lightly over the skin to set makeup and reduce shine.
- Cheek Brush:** Used for blush, bronzer, or contour application. Apply to the cheeks and blend upward toward the temples.
- Liquid Foundation Brush:** Used for smooth liquid foundation application. Blend foundation outward across the face for even coverage.

Notes:

May 11 2026:

The Perfect Lip guide successfully combines beauty education, product knowledge, and visual design into a clean and approachable educational layout. Throughout the design process, I organized lip preparation, application techniques, blending, and gloss application for smooth, hydrated, and polished lips.

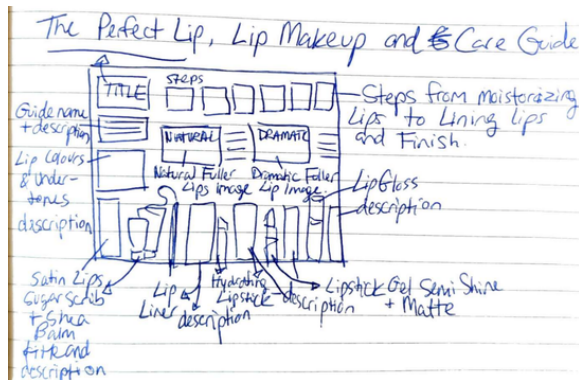
LIP COLOUR & UNDERTONES:
WARM Undertone: Best suited for peach, coral, warm nude, terracotta, and orange-red lip shades.
COOL Undertone: Best suited for pink, rose, mauve, berry, and blue-based red lip shades.
NEUTRAL Undertone: Works well with nude, soft pink, mauve, rosewood, and neutral red lip shades.

Lip Care Treatment
Satin Lips[®] Sugar Scrub + Shea Butter Balm: A simple 2-step treatment for soft, smooth, and hydrated lips.

MARY KAY[®] PRODUCTS:
Mary Kay[®] Waterproof Lip Liner: A smooth, long-lasting lip liner designed to define, shape, and enhance lips while helping lipstick stay in place.
Mary Kay[®] Supreme Hydrating Lipstick: A rich, hydrating lipstick designed to deliver smooth colour, comfortable wear, and soft, moisturized lips with a creamy finish.
Gel Semi-Shine or Matte Lipstick: A lightweight, non-sticky lip gloss designed to deliver vibrant colour, smooth application, and a soft semi-shine or matte finish for comfortable everyday wear.
Mary Kay[®] Unlimited[®] Lip Gloss: A lightweight, non-sticky lip gloss designed to deliver smooth colour, natural moisture, and a glossy sheen with comfortable everyday wear. Formulated with Vitamins C and E to help lips feel hydrated, smooth, and conditioned while providing effortless shine and longwearing lipstick.

By using consistent typography, soft pink colour palettes, structured layouts, and instructional imagery, I continued building a cohesive beauty education series across my other guide sheets. The guide also reflects a stronger understanding of Mary Kay lip products, including different finishes, formulas, and product benefits. Through step-by-step visuals, undertone education, and product explanations, the design communicates both beauty techniques and product functionality in a beginner-friendly and visually engaging way.

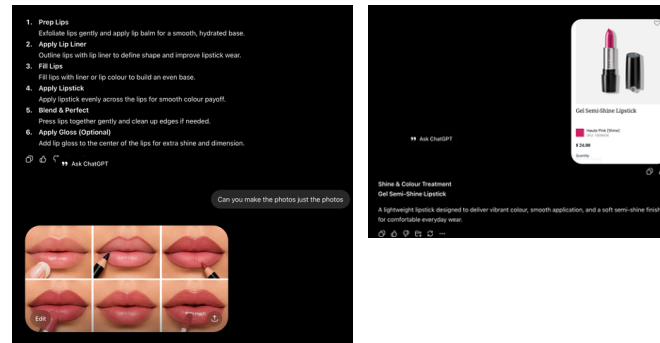
Notes:



Final Draft:



Use Of ChatGPT:



ChatGPT was used to help organize the lip guide structure, refine educational wording, summarize product information, create step-by-step application content, and support the overall instructional layout and flow of the page.

Consistency:

LIP COLOUR & UNDERTONES:

WARM Undertone: Best suited for peach, coral, warm nude, terracotta, and orange-red lip shades.

COOL Undertone: Best suited for pink, rose, mauve, berry, and blue-based red lip shades.

NEUTRAL Undertone: Works well with nude, soft pink, mauve, rosewood, and neutral red lip shades.

Consistent colour palette
Matching layouts and typography
Cohesive beauty imagery
Beginner-friendly structure

Inspiration:



The Perfect Lip

Understanding Lip Makeup Application & Lip Care

This guide was created to help better understand lip preparation, lip liner application, lipstick techniques, blending, and gloss application for smooth, hydrated, and polished lips.

LIP COLOUR & UNDERTONES:

WARM Undertone: Best suited for peach, coral, warm nude, terracotta, and orange-red lip shades.

COOL Undertone: Best suited for pink, rose, mauve, berry, and blue-based red lip shades.

NEUTRAL Undertone: Works well with nude, soft pink, mauve, rosewood, and neutral red lip shades.

Lip Care Treatment
Satin Lips®
Shea Sugar Scrub + Shea Butter Balm
 A simple 2-step treatment for soft, smooth, and hydrated lips.



Mary Kay® Waterproof Lip Liner
 A smooth, long-wearing lip liner designed to define, shape, and enhance lips while helping lipstick stay in place.



Mary Kay® Supreme Hydrating Lipstick
 A rich, hydrating lipstick designed to deliver smooth colour, comfortable wear, and soft, moisturized lips with a creamy finish.



Gel Semi-Shine or Matte Lipstick
 A lightweight lipstick designed to deliver vibrant colour, smooth application, and a soft semi-shine or matte finish for comfortable everyday wear.



Mary Kay Unlimited® Lip Gloss
 A lightweight, non-sticky lip gloss designed to deliver smooth colour, instant moisture, and a glossy shine with comfortable everyday wear. Formulated with Vitamins C and E to help lips feel hydrated, smooth, and conditioned while providing effortless glide and lightweight shine.



Mary Kay Unlimited® Lip Gloss

A lightweight, non-sticky lip gloss designed to deliver smooth colour, instant moisture, and a glossy shine with comfortable everyday wear. Formulated with Vitamins C and E to help lips feel hydrated, smooth, and conditioned while providing effortless glide and lightweight shine.

STEPS:



1. Prep Lips

Exfoliate lips gently and apply lip balm for a smooth, hydrated base.

2. Apply Lip Liner

Outline lips with lip liner to define shape and improve lipstick wear.

3. Fill Lips

Fill lips with liner or lip colour to build an even base.

4. Apply Lipstick

Apply lipstick evenly across the lips for smooth colour payoff.

5. Blend & Perfect

Press lips together gently and clean up edges if needed.

6. Apply Gloss (Optional)

Add lip gloss to the center of the lips for extra shine and dimension.

NATURAL FULLER LOOK:



Slightly outline outside the natural lip line and blend softly for a subtle, natural-looking fuller lip effect.

DRAMATIC FULLER LOOK:



Overline farther outside the lips and define the corners for a fuller, more sculpted glam look.

NATURAL FULLER LOOK:



Slightly outline outside the natural lip line and blend softly for a subtle, natural-looking fuller lip effect.

STEPS:



1. Prep Lips

Exfoliate lips gently and apply lip balm for a smooth, hydrated base.

2. Apply Lip Liner

Outline lips with lip liner to define shape and improve lipstick wear.

3. Fill Lips

Fill lips with liner or lip colour to build an even base.

4. Apply Lipstick

Apply lipstick evenly across the lips for smooth colour payoff.

5. Blend & Perfect

Press lips together gently and clean up edges if needed.

6. Apply Gloss (Optional)

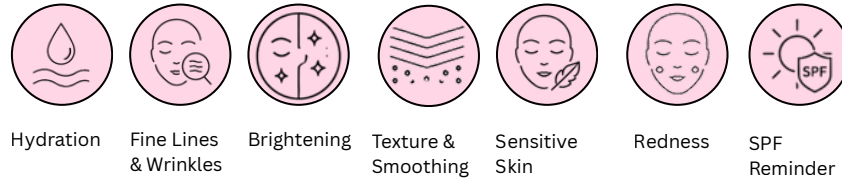
Add lip gloss to the center of the lips for extra shine and dimension.

Notes:

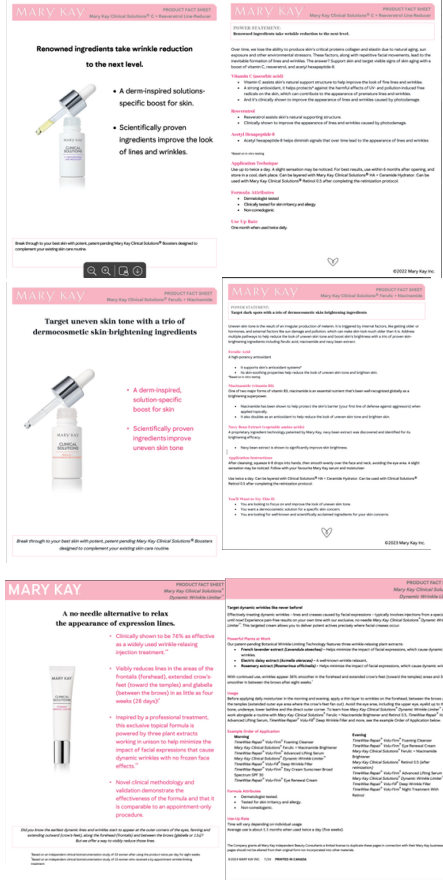
May 12 2026:

Today I worked on designing a set of Mary Kay Clinical Solutions® Guide Sheets to better understand each product and communicate that information clearly through design. When I first began researching the Clinical Solutions line, I honestly had very little understanding of how the boosters worked, how they should be layered into a skincare routine, or which skin concerns they were actually intended to target. I used the original Mary Kay fact sheets as educational references while simplifying the information into a cleaner, more approachable guide that someone unfamiliar with skincare could easily follow. I organized each product into consistent sections including benefits, best-for concerns, application instructions, pairing notes, AM/PM usage and results timelines to make the sheets feel educational rather than overwhelming. I also designed custom clinical-style icons and comparison charts to help visually explain hydration, texture, brightening, redness, wrinkles and barrier repair in a fast and easy-to-understand way. Through this process, I was not only teaching myself how the products function, but also building tools that could help future clients feel more confident and informed about what products may work best for their own skin concerns.

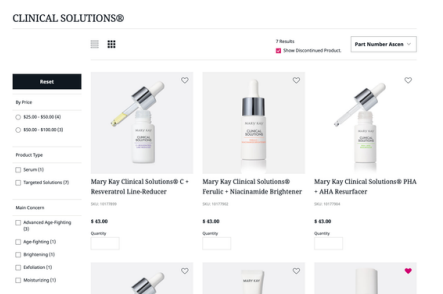
My Icons:



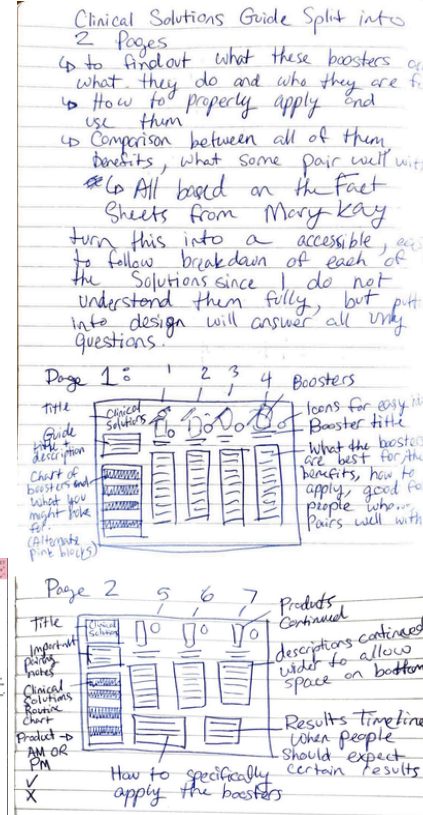
Fact Sheets:



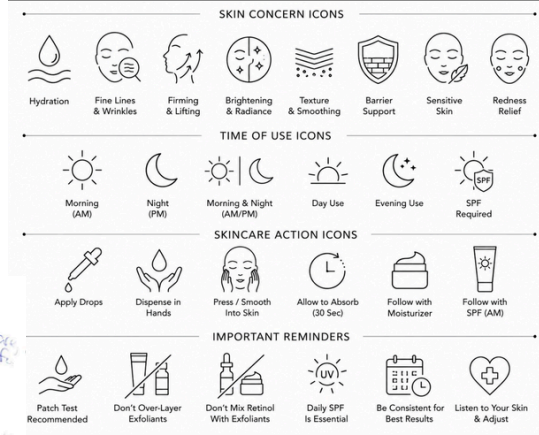
Mary Kay Website:



Notes:



ChatGPT Icons:



Use Of ChatGPT:

I used ChatGPT to help simplify and organize information from the original Mary Kay Clinical Solutions® fact sheets into clear educational guide sheets. It helped me break down skincare terminology, structure product benefits and application instructions, organize AM/PM routine charts, and generate ideas for icons and layout consistency while I designed the final sheets myself.

Simplified Guide Sheet Version			
Product	AM	PM	
C + Resveratrol	✓	✓	
Ferulic + Niacinamide	✓	✓	
HA + Ceramide	✓	✓	
Barrier Restore 1:1:3	✓	✓	
Dynamic Wrinkle Limiter	✓	✓	
PHA + AHA	✗	✓	
Retinol 0.3	✗	✓	

Clinical Solutions® HA + Ceramide Hydrator		
Best For	Concern	Recommended Product
<ul style="list-style-type: none"> Dry skin Dehydration Flaky skin Damaged skin barrier 	Dryness	HA + Ceramide
<ul style="list-style-type: none"> Deep hydration Supports the moisture barrier Helps skin feel soft Reduces dryness 	Fine Lines	C + Resveratrol
<ul style="list-style-type: none"> Dark Spots 	Ferulic + Niacinamide	
<ul style="list-style-type: none"> Texture 	PHA + AHA	
<ul style="list-style-type: none"> Redness 	Barrier Restore	
<ul style="list-style-type: none"> Good For People Who Need extra hydration or calming support. 	Deep Wrinkles	Retinol 0.3
<ul style="list-style-type: none"> Pairs Well With Almost every Clinical Solutions product 	Expression Lines	Dynamic Wrinkle Limiter

Clinical Solutions

Find The Right Booster For Your Skin Goals

Small targeted treatments designed to support specific skin concerns like wrinkles, dryness, uneven tone, texture and redness.

Which Booster Matches Your Skin?

Concern	Recommended Product
Dryness	HA + Ceramide Hydrator
Fine Lines	C + Resveratrol Line Reducer
Dark Spots	Ferulic + Niacinamide Brightener
Rough Texture	PHA + AHA Resurfacer
Redness	Barrier Restore 1:1:3
Deep Wrinkles	Retinol 0.3
Expression Lines	Dynamic Wrinkle Limiter



Clinical Solutions® C + Resveratrol Line Reducer

Best For: Fine lines, Wrinkles, Early signs of aging, Dull skin
Benefits: Helps smooth fine lines, Supports collagen appearance, Brightens tired-looking skin, Antioxidant protection
How To Apply: Use morning and night after cleansing. Always wear SPF during use. 6-8 drops before moisturizer.
Good For People Who: Want preventative anti-aging support or visible wrinkle reduction.
Pairs Well With: HA + Ceramide Hydrator



Clinical Solutions® PHA + AHA Resurfacer

Best For: Rough texture, Dull skin, Congestion, Uneven texture
Benefits: Exfoliates dead skin cells, Smooths texture, Improves radiance, Helps skin feel softer
How To Apply: Use 2-3 nights per week after cleansing. Always wear SPF during use. 6-8 drops before moisturizer.
Avoid Using With: Retinol, Other exfoliants, Charcoal masks, Salicylic acid products
Good For People Who: Want smoother, more polished skin texture.



Clinical Solutions® HA + Ceramide Hydrator

Best For: Dry skin, Dehydration, Flaky skin, Damaged skin barrier
Benefits: Deep hydration, Supports the moisture barrier, Helps skin feel soft, Reduces dryness
How To Apply: Use morning and night before moisturizer or layer with other boosters.
Good For People Who: Need extra hydration or calming support.
Pairs Well With: Almost every Clinical Solutions product.



Clinical Solutions® Ferulic + Niacinamide Brightener

Best For: Uneven skin tone, Dark spots, Post-acne marks, Dullness
Benefits: Brightens skin, Improves uneven tone, supports the skin barrier, Adds radiance
How To Apply: Use morning and night after cleansing before moisturizer. (6-8 drops)
Good For People Who: Want brighter, glowing-looking skin.
Pairs Well With: HA + Ceramide Hydrator

Clinical Solutions® Routine Chart

Product	AM	PM
HA + Ceramide Hydrator	✓	✓
C + Resveratrol Line Reducer	✓	✓
Ferulic + Niacinamide Brightener	✓	✓
PHA + AHA Resurfacer	✗	✓
Barrier Restore 1:1:3	✓	✓
Retinol 0.3	✗	✓
Dynamic Wrinkle Limiter	✓	✓

Which Booster Matches Your Skin?

Concern	Recommended Product
Dryness	HA + Ceramide Hydrator
Fine Lines	C + Resveratrol Line Reducer
Dark Spots	Ferulic + Niacinamide Brightener
Rough Texture	PHA + AHA Resurfacer
Redness	Barrier Restore 1:1:3
Deep Wrinkles	Retinol 0.3
Expression Lines	Dynamic Wrinkle Limiter



Clinical Solutions® C + Resveratrol Line Reducer



Clinical Solutions® PHA + AHA Resurfacer



Clinical Solutions® HA + Ceramide Hydrator



Clinical Solutions® Ferulic + Niacinamide Brightener

Clinical Solutions

Important Pairing Notes

Do NOT Use Together Same Night

- Retinol 0.3
- PHA + AHA Resurfacer

Clinical Solutions® Routine Chart

Product	AM	PM
HA + Ceramide Hydrator	✓	✓
C + Resveratrol Line Reducer	✓	✓
Ferulic + Niacinamide Brightener	✓	✓
PHA + AHA Resurfacer	✗	✓
Barrier Restore 1:1:3	✓	✓
Retinol 0.3	✗	✓
Dynamic Wrinkle Limiter	✓	✓



Clinical Solutions® Barrier Restore 1:1:3™

Best For: Sensitive skin, Redness, Irritated skin, Weak skin barrier
Benefits: Strengthens the skin barrier, Helps calm redness, Restores moisture balance, Supports sensitive skin
How To Apply: Use morning and night before moisturizer.
Good For People Who: Experience irritation, redness or sensitivity.



Clinical Solutions® Dynamic Wrinkle Limiter™

Best For: Expression lines, Forehead wrinkles, Crow's feet, "11 lines"
Benefits: Helps soften expression lines, Targets dynamic wrinkles, Inspired by professional wrinkle treatments
How To Apply: Apply directly to forehead, crow's feet and between brows morning and night.
Good For People Who: Want targeted wrinkle support without injections.



Clinical Solutions® Retinol 0.3

Best For: Wrinkles, Texture, Aging skin, Uneven tone
Benefits: Smooths skin, Improves firmness, Improves radiance, Reduces visible aging
How To Apply: Use nightly after cleansing. Follow with moisturizer.
Important: Wear SPF daily while using retinol.
Good For People Who: Want a stronger anti-aging treatment.

How To Apply Clinical Solutions® Boosters

- Place 2-6 drops into clean fingertips or palm
- Gently smooth or press onto the face and neck
- Avoid rubbing aggressively
- Apply after cleansing and before moisturizer
- Let absorb for about 30 seconds before the next product

Results Timeline

- Hydration: **immediately**
- Brightening: **2-4 weeks**
- Texture: **2-6 weeks**
- Wrinkles: **4-12 weeks**



Notes:


May 13 2026:

For the Blush, Contour & Highlight Application Guide, I focused on creating an educational and visually organized layout that clearly explains where and how to apply each product based on different face shapes and makeup techniques. I researched blush placement, contour shaping and highlight application to better understand the purpose of each product before simplifying the information into easy-to-follow visuals, diagrams and descriptions using Mary Kay® Chromafusion® products. I created custom placement graphics to show how application changes depending on face shape, while also including brush recommendations, shade examples and general product benefits to make the guide more informative and beginner-friendly. Throughout the process, I continued refining the consistency of all of my guides by changing highlighted text from black to pink, allowing important headlines, product names and key information to stand out more clearly while helping the layouts feel softer, more cohesive and more aligned with the overall Mary Kay-inspired colour palette and branding style.

Fact Sheets:

MARY KAY PRODUCT FACT SHEET
Mary Kay® Chromafusion® Blush, Contour & Highlighter

The fusion of pure colour and light-reflecting pigments for natural-looking radiance.



- Sweep on a natural glow of happiness every day.
- Life-proof formula lasts through work, workouts, weather and more.
- Powered by Mary Kay® Chromafusion® Matrix Technology.
- Expertly curated shades for every skin tone.

Helps me feel confident and like the best "me" I can be! That's what women from ages 18 to 55 said about wearing Mary Kay® Chromafusion® Blush, Contour and Highlighter.

MARY KAY PRODUCT FACT SHEET
Mary Kay® Chromafusion® Blush, Contour & Highlighter

POWER STATEMENT:
The fusion of pure colour and light reflecting pigments for natural looking radiance.

The lightweight powder looks beautiful in any light, delivering colour purity infused with light-reflecting pigments for a naturally radiant finish. The selection of fresh shades is the result of our Mary Kay® global colour team's collaboration with makeup artists and industry experts to help ensure a flattering, skin-from-within warmth for every skin tone.

The dayproof tint of blush, contour and highlighter means anything the day brings—work, weather, workouts—won't diminish your glow. Thanks to our Chromafusion® Matrix Technology, every ally swipe delivers long-lasting, true, natural, last-all-day radiance.

Mary Kay Chromafusion® Matrix Technology: The Science of Purity and Endurance
Mary Kay Chromafusion® Matrix Technology wraps key pigments in a shell layer of cream to amplify the brilliance of the colour the more you use. The extra ingredients are then fastidiously light-weight powder to create a smooth and flexible finish.

Mary Kay® Chromafusion® Blush, Contour & Highlighter
Mary Kay® Chromafusion® Blush—For a born-in-the-way blush, choose from stay true matte and shimmer shades. Sweep on cheekbones or apply to the apples of cheeks for a fresh, beautiful touch of colour.

Mary Kay® Chromafusion® Contour—Easy contouring comes in light or dark matte tones that blend with skin for seamless shadowing. Sweep below cheekbones or along nose to define cheekbones or nose, or apply to temples or jawline to contour the face.

Mary Kay® Chromafusion® Highlighter—The perfect lighting in powder form, two highlighting shades give your complexion a boost of luminosity. Sweep on top of cheekbones to give a subtle, "shin" appearance to cheeks where light typically touches the face.

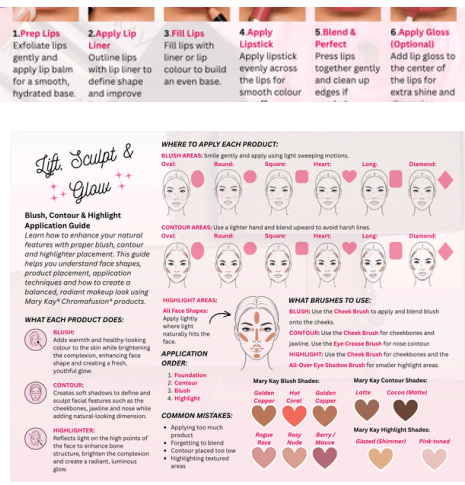
Application Technique

- Use recommended applying Mary Kay Chromafusion® Blush, Contour and Highlighter with the Mary Kay® Cheek.
- Apply blush to the apples of your cheeks using the edge/side of the brush. Use the long tapered edge for more contoured look and the shorter edge for more precision when applying highlighter on top of cheekbones and contour below cheekbones.
- The All-Over Eye Shadow Brush can be used for applying highlighter down the bridge of the nose, on the top of the nose and the cupid's bow.
- Or use the Eye Crease Brush to contour along the sides of the nose.
- It is recommended to brush to blend between shades and after each use.

Formula Attributes

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

Not tested on animals. All products are cruelty-free. ©2020 Mary Kay Inc.



1. Prep Lips
Exfoliate lips gently and apply lip balm for a smooth, hydrated base.

2. Apply Lip Liner
Outline lips with lip liner to define shape and improve.

3. Fill Lips
Fill lips with liner or lip colour to build an even base.

4. Apply Lipstick
Apply lipstick evenly across the lips for smooth colour.

5. Blend & Perfect
Press lips together gently and clean up edges if necessary.

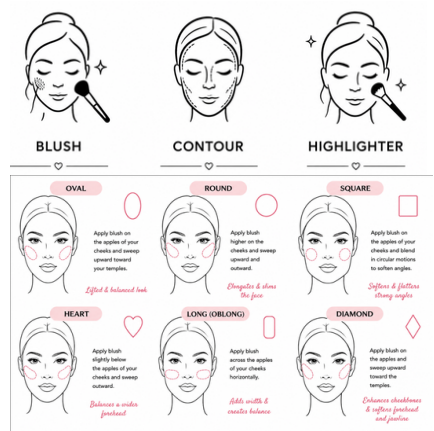
6. Apply Gloss (Optional)
Add lip gloss to the center of the lips for extra shine and shine.

WHERE TO APPLY EACH PRODUCT:
BLUSH AREAS: Smile gently and apply using light sweeping motions.
CONTOUR AREAS: Use a lighter hand and blend upward to avoid harsh lines.
HIGHLIGHT AREAS: Apply lightly where light naturally hits the face.

WHAT BRUSHES TO USE:
All Face Shapes: Apply lightly where light naturally hits the face.
CONTOUR: Use the Cheek Brush for cheekbones and nose, and the Eye Crease Brush for nose contour.
HIGHLIGHT: Use the Cheek Brush for cheekbones and the All-Over Eye Shadow Brush for smaller highlight areas.

COMMON MISTAKES:
Applying too much product
Contouring too close to the face
Contour placed too low
Highlighting too close to the face

Use Of ChatGPT:



BLUSH **CONTOUR** **HIGHLIGHTER**

OVAL
Apply blush on the apples of your cheeks and sweep upward toward your temples.
Light & balanced look

ROUND
Apply blush higher on the cheeks and sweep upward and outward.
Emphasizes & slims the face

SQUARE
Apply blush on the apples of your cheeks and blend in circular motion to soften angles.
Softens & defines strong angles

HEART
Apply blush slightly below the apples of your cheeks and sweep outward.
Balance a wider forehead

LONG (OBLONG)
Apply blush across the apples of your cheeks horizontally.
Add width & create balance

DIAMOND
Apply blush on the apples and blend upward toward the temples.
Softens cheekbones & defines jawline

I used ChatGPT to help research makeup application techniques, organize educational information and simplify beauty concepts into beginner-friendly content. It also helped generate layout ideas, placement descriptions and visual guide concepts that I adapted into my custom-designed Mary Kay® educational sheets.

Inspiration:

The Most Flattering Blush Placement for Your Specific Face Shape

BLUSH PLACEMENT TYPES
DIFFERENT LOOKS, DIFFERENT VIBES

1 HIGH BLUSH LIFTED LOOK
Apply blush higher on the cheekbones, towards temples.
GIVES A lifted & snatched look

2 APPLES CUTE & YOUTHFUL
Apply on the apples of your cheeks and blend out.
CREATES A cute, fresh & youthful look

3 DRAPING SCULPTED LOOK
Apply from the apples of cheeks upwards toward the temples.
ADDS DIMENSION & gives a sculpted look

OVAL
• sweep blush slightly upward

ROUND
• apply diagonally for lift

SQUARE
• soft circles on apples

HEART
• focus on temples and apples

BLUSH
THE SECRET TO A FRESH, HEALTHY GLOW

Blush adds life, color and dimension to your face, making you look fresh, youthful & radiant naturally.

WHAT BLUSH DOES:
• Adds healthy glow
• Adds natural radiance
• Adds natural beauty

TYPES OF BLUSH:
POWDER BLUSH: Clean & easy to blend
CREAM BLUSH: Creamy & blends into skin
LIQUID BLUSH: Lightly hydrating & long-lasting
TINT BLUSH: Natural-looking & long-lasting

WHERE TO APPLY:
ROUND FACE: Apply on the apples of cheeks and sweep upward and outward.
OVAL FACE: Apply on the apples of cheeks and sweep upward toward temples.
SQUARE FACE: Apply on the apples of cheeks and blend in circular motion to soften angles.
HEART FACE: Apply on the apples of cheeks and sweep outward.
LONG FACE: Apply on the apples of cheeks and sweep horizontally.

HOW TO APPLY BLUSH (STEP-BY-STEP):
1. PICK UP PRODUCT
2. BLEND UPWARD
3. BLEND COLOR
4. BLEND BLEND BLEND
5. STEP BACK & CHECK

CHOOSE THE RIGHT SHADE:
• Pick a shade that flatters your skin tone.

FRESH GUIDE:
• WET: Apply to damp skin for a more natural look.
• DRY: Apply to dry skin for a more defined look.

TIPS FOR PERFECT BLUSH:
• Use a clean, soft brush.
• Blend light to a natural look.
• Clean & blend look more natural.
• Blend into your skin.
• Blend into your skin.

COMMON MISTAKES:
• Applying too much product
• Applying too close to the face
• Applying too low
• Applying too close to the face

BEST BRUSHES TO USE:
• Cheek Brush
• All-Over Eye Shadow Brush
• Eye Crease Brush

BEFORE & AFTER:
• Before
• After

LITTLE BLUSH CAN CHANGE EVERYTHING!

Blush Placement Guide for Every Face Shape
Apply blush the right way for a lifted look

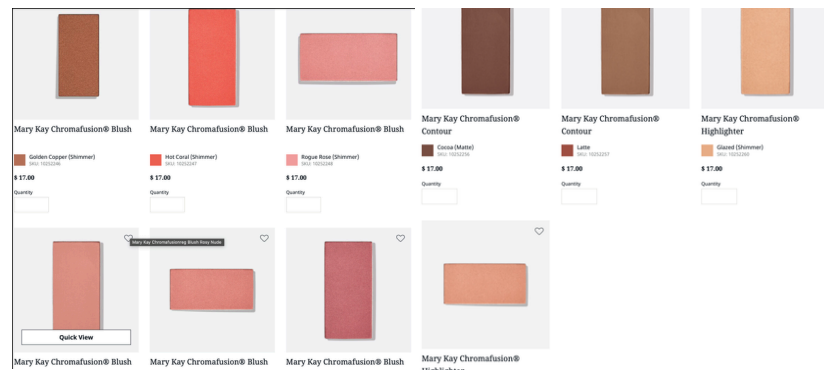
OVAL
Apply on cheekbones and blend slightly upward toward temples.

ROUND
Apply slightly above cheeks and blend upward to elongate the face.

SQUARE
Apply on the apples and blend in circular motion to soften angles.

HEART
Apply below cheekbones and blend outward for balance.

Mary Kay Blush & Highlight contour Website:



Product listing for Mary Kay Chromafusion® Blush, Contour, and Highlighter. Includes product images, names, prices, and quantity selection options.

Mary Kay Chromafusion® Blush: Golden Copper (Shimmer) \$17.00, Hot Coral (Shimmer) \$17.00, Royal Rose (Shimmer) \$17.00

Mary Kay Chromafusion® Contour: Cocoa (Matte) \$17.00, Latte (Matte) \$17.00

Mary Kay Chromafusion® Highlighter: Glazed (Shimmer) \$17.00

Lift, Sculpt & Glow

Blush, Contour & Highlight Application Guide

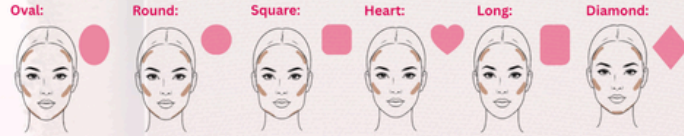
Learn how to enhance your natural features with proper blush, contour and highlighter placement. This guide helps you understand face shapes, product placement, application techniques and how to create a balanced, radiant makeup look using Mary Kay® Chromafusion® products.

WHAT EACH PRODUCT DOES:

- BLUSH:** Adds warmth and healthy-looking colour to the skin while brightening the complexion, enhancing face shape and creating a fresh, youthful glow.
- CONTOUR:** Creates soft shadows to define and sculpt facial features such as the cheekbones, jawline and nose while adding natural-looking dimension.
- HIGHLIGHTER:** Reflects light on the high points of the face to enhance bone structure, brighten the complexion and create a radiant, luminous glow.

WHERE TO APPLY EACH PRODUCT:

CONTOUR AREAS: Use a lighter hand and blend upward to avoid harsh lines.



BLUSH AREAS: Smile gently and apply using light sweeping motions.



HIGHLIGHT AREAS:

All Face Shapes: Apply lightly where light naturally hits the face.



WHAT BRUSHES TO USE:

- BLUSH:** Use the **Cheek Brush** to apply and blend blush onto the cheeks.
- CONTOUR:** Use the **Cheek Brush** for cheekbones and jawline. Use the **Eye Crease Brush** for nose contour.
- HIGHLIGHT:** Use the **Cheek Brush** for cheekbones and the **All-Over Eye Shadow Brush** for smaller highlight areas.

APPLICATION ORDER:

1. Foundation
2. Contour
3. Blush
4. Highlight

Mary Kay Blush Shades:



Mary Kay Contour Shades:



Mary Kay Highlight Shades:

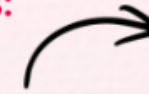


COMMON MISTAKES:

- Applying too much product
- Forgetting to blend
- Contour placed too low
- Highlighting textured areas

HIGHLIGHT AREAS:

All Face Shapes: Apply lightly where light naturally hits the face.



APPLICATION ORDER:

1. Foundation

WHAT EACH PRODUCT DOES:



BLUSH: Adds warmth and healthy-looking colour to the skin while brightening the complexion, enhancing face shape and creating a fresh, youthful glow.



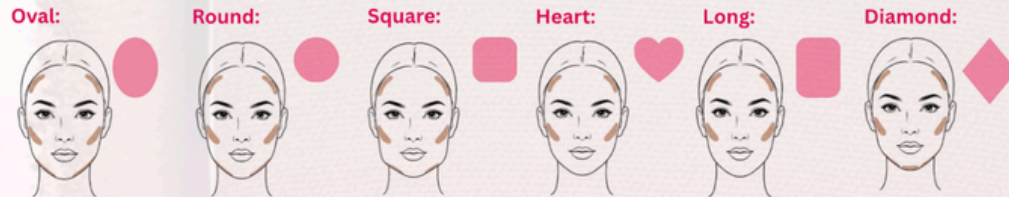
CONTOUR: Creates soft shadows to define and sculpt facial features such as the cheekbones, jawline and nose while adding natural-looking dimension.



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BLUSH AREAS: Smile gently and apply using light sweeping motions.



Notes:

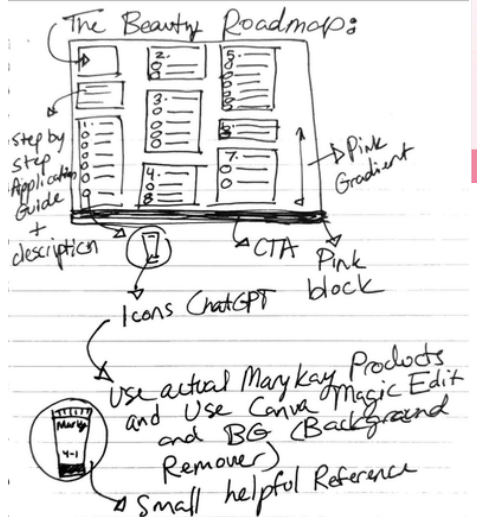
May 15 2026:

This design was created to simplify the order of skincare and makeup application into an easy to follow visual guide. I organized products into sections that move from skin preparation, to base makeup, to defining features, and finally to finishing and optional nighttime steps. Throughout the process, I researched what products should be applied first and why, so the guide could educate users while remaining approachable. Initially, I considered using simple icons generated through ChatGPT to represent each step, however I decided that adding colour and using visuals of the actual products would make the guide clearer and help users identify exactly what product comes next in the routine. I wanted the sheet to be educational while reducing confusion for beginners. To finish the layout, I added a banner at the bottom with a supportive message to help balance the page visually and reinforce the idea that skincare and makeup routines are built gradually over time. The final result focuses on education, clarity, and creating confidence in building a personalized beauty routine.

Notes:

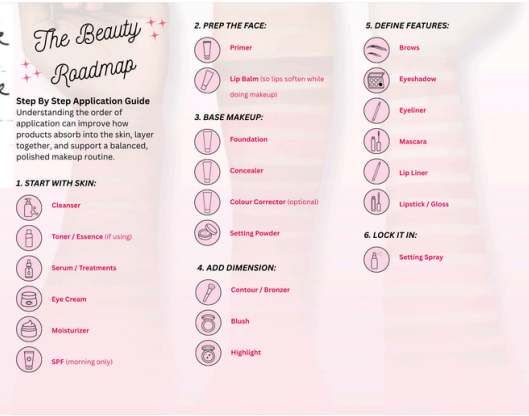
Step by Step Application Guide - a complete Post that takes anyone through the complete Mary Kay inspired guide where I can provide this to my clients and for me to follow through Mary Kay parties, makeup sessions.

- 1. Skin:
 - Cleanser
 - Toner / Essence (if using)
 - Serum / Treatments
 - Eye cream
 - Moisturizer
 - SPF (morning only)
 - 2. Prep the Face
 - Primer
 - Lip balm
 - 3. Base Makeup:
 - Foundation
 - Concealer
 - Colour Corrector (optional)
 - Setting powder
 - 4. Add dimension:
 - Contour / Bronzer
 - Blush
 - Highlight
 - 5. Define Features:
 - Brows
 - Eyeshadow
 - Eyeliner
 - Mascara
 - Lip Line
 - Lipstick / Gloss
 - 6. Lock it in:
 - Setting spray
 - 7. Before Bed Extras:
 - Oil Free Eye Makeup Remover
 - Timewise Night Time Recovery
- CTA: Build your routine one step at a time.



Canva Magic's Edit Videos Recording how I utilize the subtracting things from pictures to make Background Remover (BG) more successful.

First draft:



Final Draft:



Inspiration:



Use of ChatGPT:



I used ChatGPT as a research and brainstorming tool to help understand the recommended order of skincare and makeup application, identify optional daytime and nighttime steps, and explore ideas for guide titles, descriptions, and supporting content. I also used it to generate simplified icon concepts before adapting the visuals to better reflect the actual products for clearer education and recognition.





The Beauty Roadmap

Step By Step Application Guide
Understanding the order of application can improve how products absorb into the skin, layer together, and support a balanced, polished makeup routine.

1. START WITH SKIN:

-  Cleanser (+nighttime)
-  Toner / Essence (if using +nighttime)
-  Serum / Treatments (+nighttime)
-  Eye Cream
-  Moisturizer (+nighttime)
-  SPF (morning only)

2. PREP THE FACE:

-  Primer
-  Lip Balm (so lips soften while doing makeup)







3. BASE MAKEUP:

-  Foundation
-  Concealer
-  Colour Corrector (optional)
-  Setting Powder

4. ADD DIMENSION:

-  Contour / Bronzer
-  Blush
-  Highlight

5. DEFINE FEATURES:

-  Brows
-  Eyeshadow
-  Eyeliner
-  Mascara
-  Lip Liner
-  Lipstick / Gloss

6. LOCK IT IN:

-  Setting Spray

7. BEFORE BED EXTRAS:

-  Oil-Free Eye Makeup Remover
-  TimeWise® Nighttime Recovery

Build your routine one step at a time.



The Beauty Roadmap

Step By Step Application Guide
Understanding the order of application can improve how products absorb into the skin, layer together, and support a balanced, polished makeup routine.

1. START WITH SKIN:



Cleanser (+nighttime)



Toner / Essence (if using +nighttime)



Serum / Treatments (+nighttime)



Eye Cream



Moisturizer (+nighttime)



SPF (morning only)

Build your routine one step at a time.

May 15 2026



Changes to Makeup Application Guides:

I changed the highlighted text from black to pink throughout the guides to create stronger visual hierarchy and make important information easier to identify at a glance. The pink draws attention to key headings, steps, and product names while also matching Mary Kay's recognizable brand colours, creating a more cohesive and polished design. This adjustment helped improve readability and made the educational content feel more engaging and consistent across all guide sheets.

Mascara Guide:

This guide was created to answer the question: what are the differences between Mary Kay® mascaras, and which one best matches specific lash goals? Each mascara was simplified by highlighting its purpose, benefits, and ideal finish, making it easier to choose based on length, volume, definition, waterproof wear, or everyday use. The design was successful because of colour coding, product visuals, and highlighted text to create clear organization and allow information to be understood quickly while remaining engaging and educational.



Edits to the Pampering & Application Guides for consistency:

Edited the titles of the sets to be pink and consistent with the other guides.



Wanted to fill the blank spot in the page to convey that there is an extra spare spot for anything extra to add on the tray and also convey that I encourage people to personalize their routines.

Final Draft:

The Perfect Lash

Find Your Perfect Mascara Guide
A simple guide designed to help you understand different mascara formulas, their unique benefits, and how to choose the right one for your desired lash look. Includes quick application tips and recommendations for length, volume, definition, and everyday wear.

How To Apply Mascara:

- Start at lash roots:** Place brush at base of lashes.
- Wiggle side-to-side:** Move upward while wiggling for separation.
- Build if desired:** Apply 1-2 extra coats before drying.
- Lower lashes last:** Use brush tip lightly.
- Avoid pumping wand:** Pull wand straight out to reduce air and bacteria.



- Lash Love Panorama® Mascara**
Creates a fanned-out, fluttery lash effect with added separation. Best for those wanting eye-gazing, panoramic lashes that appear wider and more lifted.
- Lash Intensity® Mascara**
Adds noticeable volume, length, and drama with a dual-zone brush designed to build fuller lashes. Great for bold looks and those wanting both thickness and length.
- Lash Love® Mascara**
Best for everyday wear and natural definition. This mascara separates and enhances lashes while creating a soft, lightweight finish with minimal clumping. Ideal if you prefer a subtle, everyday lash look.
- Great Heights® Waterproof Mascara**
Provides the same lengthening benefits as Great Heights® Mascara with added waterproof, sweat-resistant, and long-wear performance. Best for active days, humidity, tears, or all-day wear.
- Great Heights® Mascara**
Designed to visibly lengthen lashes while maintaining a lightweight feel. Best for those wanting longer-looking, lifted lashes without heavy volume. Ideal for everyday wear and a softer lash look.
- Ultimate Mascara®**
Focused on maximum volume and fuller-looking lashes. The formula creates a thicker, more dramatic appearance while helping lashes appear bold and defined. Available in black or dark brown.

WHICH MASCARA MEETS YOUR GOALS?

- Length + Longer-looking lashes:** Great Heights® Mascara – Lengths & Lifts
- Volume + Fuller, thicker lashes:** Ultimate Mascara® – Maximum volume
- Definition + Natural, separated lashes:** Lash Love® Mascara – Defines & separates
- Waterproof + Sweat, humidity & long wear:** Lash Love® Waterproof Mascara – Smudge-resistant wear
- Drama + Bold, intensified lashes:** Lash Intensity® Mascara – Volume + length
- Fanned-Out/Wispy + Fluttery, separated lashes:** Lash Love Panorama® Mascara – Fans & separates lashes
- Everyday Wear + Lightweight, natural lashes:** Lash Love® Mascara – Natural definition & separation

Consistency to Daily Skincare Routine Guides:

The Mascara Guide maintains consistency with the Daily Skincare Routine Guides through colour-coded visuals, heart icons, and simple educational layouts. Both guides focus on explaining product benefits, proper use, and helping users choose products that fit their personal goals.

Step-by-Step

- step) i warm water ing fingertips circular motions
- with a warm cloth
- clean and ready to rts.
- roof® Charcoal Mask** i layer to clean, dry skin area ongested areas (nose,
- 0 minutes
- slightly as it dries and pull out impurities
- with warm water
- ating Cream Mask** (charcoal mask) even layer to face and
- inutes OR
- any excess (no rinse
- boost
- almer, and replenished



Fact Sheets:

MARY KAY

PRODUCT FACT SHEET
Mary Kay® Lash Intensity® Mascara

Magnify. Maximize. Multiply the look of your lashes. That's intense!



- Expand and extend with our only mascara dedicated to multi-directional performance.
- With 200% more volume, it's like adding the thickness of two lashes onto every one; PLUS get 84% longer-looking lashes*!
- Special Double Impact Brush designed to plump while combing through to lengthen the look of lashes.
- Mineral-rich, high-impact pigment envelops each lash in a perfect shade of black.

*Based on an independent clinical study measured by an expert grader after applying two coats of mascara.

Just like your hair, "styling" your lashes every day can take a toll. So Lash Intensity® Mascara is formulated with Pro Vitamin B5 to help protect, condition and strengthen lashes.

MARY KAY

PRODUCT FACT SHEET
Mary Kay® Lash Intensity® Mascara

POWER STATEMENT: Magnify. Maximize. Multiply the look of your lashes. That's intense!

- Benefits**
- Expand:** Plump up the volume with the look of doubly expanded lashes. Lashes look magnified and wrapped in fullness as the formula coats each lash without flaking.
 - Extend:** Go to serious lengths with lashes that look significantly extended, elongated and seem to go on and on. Because the formula is buildable, you can achieve impressive new heights for maximum eye-catching impact.
- How It Works**
- For volume:** The brush's short bristles are designed as the "volume zone" to create a formula reservoir. With every coat, a healthy dose of mascara gets deposited from the reservoir to the root of lashes to help build volume.
 - For length:** The longer bristles create a "combing zone" designed to give each lash intense, individual attention. With each stroke of the brush, precisely placed bristles are engineered to stretch and extend the formula, hugging lashes all the way from the root up to and beyond the very tip.
- Ingredients**
- Lash Intensity® Mascara is formulated with Pro Vitamin B5 (also used in hair conditioners) to help protect, condition and strengthen lashes.
 - Also formulated with an emollient fatty acid compound shown to bind 170% of its weight in water to help prevent lash breakage during makeup removal.
 - Lastly, the formula contains vitamin E, a well-known protective antioxidant.

- Formula Attributes**
- Ophthalmologist tested
 - Suitable for contact lens wearers
 - Clinically tested for skin intensity and allergy
 - Suitable for sensitive eyes

Use Up Rate
After opening, mascara should be replaced every three to four months to promote optimum product performance and to help ensure mascara is free from harmful bacteria.

Inspiration:

WHICH MASCARA BRUSH DOES WHAT?

	JUMBO-SIZE	Delivers extra formula so lashes look OTT thick
	SUPER SKINNY	Emphasizes lower lashes
	HOUR-GLASS	Widens eyes by putting more formula on inner and outer corners
	COMB-LIKE	Detangles and declumps for a natural look
	CURVED	Cradles to lift and curl

WHAT TO LOOK FOR IN A Mascara

FORMULA
Decide what matters most: volumizing, lengthening, curling, defining, or a smudge-proof wear.

BRUSH SHAPE
Different wands give different results. Choose a shape that matches your lash goals.

LASH TYPE
Consider your natural lashes. Fine lashes may need volume, while straight lashes may benefit from curling formulas.

LONGEVITY
Look for a formula that fits your lifestyle: day-long-wearing, waterproof, or easy to remove.

Notes:

Mascara Lash Guide

The Perfect Lash guide name and description

Mascaras w/ colour coded hearts behind Mascaras which mascara meets your goals?

How to apply Mascara steps → Different colour hearts for different Mascaras descriptions

List of ~~goals~~ which Goals lead to which mascaras

Perfect EYELINER FOR YOUR EYE SHAPE

Right liner. Right shape. Perfect you.

ALMOND EYES Balanced shape, suits almost every style.	BEST EYELINER Winged Liner, Cat Eye, Smokey Liner
ROUND EYES Makes eyes look longer & less circular.	BEST EYELINER Elongated Wing, Outer Corner Liner
HOODED EYES Thick lower lashes in the crease, so keep it minimal.	BEST EYELINER Thin Liner, Lifted Wing
MONOLID EYES Add depth & visibility on flat lid.	BEST EYELINER Bold Liner, Graphic Liner, Smudged Liner
DOWNTURNED EYES Gives lifted, smudged look.	BEST EYELINER Upward Flick (Lifting Wing)
UPTURNED EYES Enhances natural lifted shape.	BEST EYELINER Balanced Liner (Thick + slight bottom)
SMALL EYES Makes eyes look bigger.	BEST EYELINER Outer Focus, Thick Liner

BEST MASCARA FOR LONG, THICK & Voluminous Lashes

Long Lashes in Seconds!

INSTANT LENGTH: Makes lashes look longer and defined.

AMAZING VOLUME: Thickens every lash for a bold look.

WATERPROOF FORMULA: Smudge-proof, sweat-proof & tear-proof.

LONG LASTING: All-day wear without flaking or clumping.

BEFORE & AFTER: Shows the difference in lash length and volume.

5 Mascara HACKS FOR LONGER, FULLER Lashes!

SIMPLE TRICKS. BIG IMPACT.

- WIGGLE & LIFT:** Wiggle the wand from root to tip for maximum volume.
- FOCUS ON THE ROOTS:** Apply more product at the roots for a thicker look.
- USE THE TIP:** Use the tip of the wand for stray lashes and bottom lashes.
- LAYER IT UP:** Apply 2 coats (let the first coat dry for extra drama).
- CLEAN & CARE:** Remove makeup gently and never sleep with mascara on.

7 EASY EYELINER HACKS YOU NEED TO TRY

- USE TAPE FOR A PERFECT WING:** Place tape at an angle and line along it. Remove tape for a sharp wing.
- DOTS THEN CONNECT FOR PRECISION:** Make small dots along lash line, then connect them for a smooth line.
- TIGHTLINE FOR FULLER LASHES:** Apply liner on your upper waterline to make lashes look thicker & fuller.
- SET WITH SHADOW FOR LONG-LASTING:** Gently apply matching eyeshadow over liner to lock it in place.
- USE GEL LINER FOR BOLD LOOKS:** Gel liner gives intense color and stays put all day!
- CLEAN EDGES WITH CONCEALER:** Use concealer around the edges to make your wing sharp & define.
- STORE PENCIL LINER IN THE FRIDGE:** Cold liner glides on smoothly and stays longest!

DO THIS: Use a steady hand, keep your wrist supported, clean, thin, build as you go, practice makes perfect.

NOT THAT: Don't put your eyelid too hard, don't rush, don't use dull or dry liners, don't forget to set it.

The Best Eyeliner for YOUR Eyes

EYE SHAPES MAKEUP GUIDE

ALMOND	HOODED
ROUND	UPTURNED
DOWNTURNED	MONOLID
MONOLID	WIDE-SET

TECHNIQUES: DEFINE CREASE, LIFT OUTER CORNER, LENGTHEN EYE, MONOLID, ELEGANT SHADOW, THIN CREASE, THIN LINER, BALANCING SLOPE, LOWER LASH LINE CORRECTOR, OVER-HOOK SHADOW, SKINCE LINE, BALANCE, CREATING LIFT, UPWARD WING, DEFINE OUTER V.

The Perfect Lash



Find Your Perfect Mascara Guide

A simple guide designed to help you understand different mascara formulas, their unique benefits, and how to choose the right one for your desired lash look. Includes quick application tips and recommendations for length, volume, definition, and everyday wear.

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Lash Love Panorama® Mascara

Creates a **fanned-out, fluttery lash** effect with **added separation**. Best for those wanting **wispy, panoramic** lashes that appear **wider** and more **lifted**.



Lash Intensity® Mascara

Adds noticeable **volume, length, and drama** with a **dual-zone brush** designed to build **fuller lashes**. Great for **bold looks** and those wanting both **thickness and length**.



Lash Love® Mascara

Best for **everyday wear** and **natural definition**. This mascara **separates and enhances** lashes while creating a **soft, lightweight** finish with **minimal clumping**. Ideal if you prefer a **subtle**, everyday lash look.



Great Heights® Waterproof Mascara

Provides the **same lengthening benefits** as **Great Heights® Mascara** with **added waterproof, sweat-resistant, and long-wear performance**. Best for **active days, humidity, tears, or all-day wear**.



Great Heights® Mascara

Designed to visibly **lengthen** lashes while maintaining a **lightweight feel**. Best for those wanting **longer-looking, lifted lashes** without heavy volume. Ideal for **everyday wear** and a **softer** lash look.



Ultimate Mascara®

Focused on **maximum volume** and **fuller-looking** lashes. The formula creates a **thicker, more dramatic** appearance while helping lashes appear **bold and defined**. Available in **black** or **dark brown**.

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- Length → Longer-looking lashes:** Great Heights™ Mascara — Lengthens & lifts
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- Definition → Natural, separated lashes:** Lash Love® Mascara — Defines & separates
- Waterproof → Sweat, humidity & long wear:** Lash Love® Waterproof Mascara — Smudge-resistant wear
- Drama → Bold, intensified lashes:** Lash Intensity® Mascara — Volume + length
- Fanned-Out/Wispy → Fluttery, separated lashes:** Lash Love Panorama® Mascara — Fans & separates lashes
- Everyday Wear → Lightweight, natural lashes:** Lash Love® Mascara — Natural definition & separation



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- Length → Longer-looking lashes:** Great Heights™ Mascara — Lengthens & lifts

Find Your Undertone

The Wrist Vein Method

A simple way to help identify whether your skin has cool, warm, or neutral undertones.



How To Check:

1. Look at the veins on the inside of your wrist in natural lighting.
2. Notice whether the veins appear blue/purple, green, or a mix of both.
3. Match your result to discover your undertone.



COOL

If Your Veins Look **Blue** or **Purple**...You Likely Have **COOL** Undertones. Cool undertones are often complemented by **pink, berry, and blue-based makeup shades like rose, plum, mauve, and cool reds.**



NEUTRAL

If Your Veins Look Like a **Mix of Both**... You Likely Have **NEUTRAL** Undertones. Neutral undertones can usually wear a **balance of both cool and warm makeup shades beautifully.**



WARM

If Your Veins Look **Green**... You Likely Have **WARM** Undertones. Warm undertones are often enhanced by **peach, coral, golden bronze, terracotta, and warm red makeup shades.**



The Beauty Roadmap

Step By Step Application Guide

Understanding the order of application can improve how products absorb into the skin, layer together, and support a balanced, polished makeup routine.

1. START WITH SKIN:

- Cleanser (+nighttime)
- Toner / Essence (if using +nighttime)
- Serum / Treatments (+nighttime)
- Eye Cream
- Moisturizer (+nighttime)
- SPF (morning only)

2. PREP THE FACE:

- Primer
- Lip Balm (so lips soften while doing makeup)

3. BASE MAKEUP:

- Foundation
- Concealer
- Colour Corrector (optional)
- Setting Powder

4. ADD DIMENSION:

- Contour / Bronzer
- Blush
- Highlight

5. DEFINE FEATURES:

- Brows
- Eyeshadow
- Eyeliner
- Mascara
- Lip Liner
- Lipstick / Gloss

6. LOCK IT IN:

- Setting Spray

7. BEFORE BED EXTRAS:

- Oil-Free Eye Makeup Remover
- TimeWise® Nighttime Recovery

Build your routine one step at a time.

Notes:

May 21 2026:

I designed a series of 15% off discount coupon cards to encourage repeat orders while creating a more personal and rewarding experience for guests after attending a Mary Kay party. Before designing, I researched existing loyalty cards, hostess rewards, and coupon layouts to understand what felt exciting, collectible, and easy to use. I explored softer colours, rounded shapes, and product imagery to match Mary Kay branding while keeping the cards approachable and aligned with my own design style. I sketched layout ideas by hand first, considering hierarchy, spacing, expiry dates, and where important information like contact details and discount value should sit. I decided on a 14-day validation period as a balance between creating urgency and giving customers enough time to think about products they enjoyed. The final coupons feature different Mary Kay products to add variety and visual interest while reinforcing a sense of appreciation, loyalty, and continued support for my small business.

A Little Thank You From Me

Thank you for spending time pampering, playing games, and hanging out with us today. I appreciate your support and hope you found something you love. ❤️

Enjoy **15% OFF** your next Mary Kay order

Valid for one order placed through me

Independent Beauty Consultant:

Cait Studio / Caitlyn

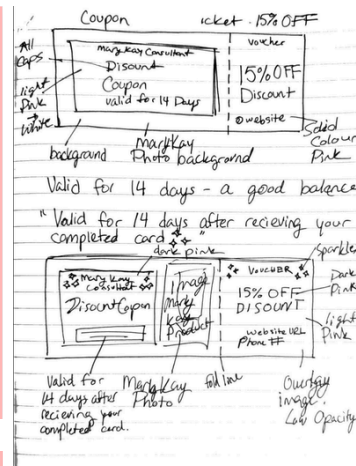
Phone: **519-630-0994**

Website: www.marykay.ca/caitstudio

Final:



Notes:



Inspiration:



MARY KAY CONSULTANT
Discount Coupon

Valid for 14 days after receiving your
completed card



VOUCHER

**15% OFF
DISCOUNT**

www.marykay.ca/caitstudio
519-630-0994

MARY KAY CONSULTANT
Discount Coupon

Valid for 14 days after receiving your
completed card



DISCOUNT

www.marykay.ca/caitstudio
519-630-0994

MARY KAY CONSULTANT
Discount Coupon

Valid for 14 days after receiving your
completed card



**15% OFF
DISCOUNT**

www.marykay.ca/caitstudio
519-630-0994

Helps improve multiple signs of visible skin aging.



- Formulated to address the unique needs of the eye area.
- The ideal enhancement to TimeWise® Miracle Set®.
- Features our extensively researched and patented TimeWise 3D® Complex.

Did you know, only 20% of most visible skin aging is from the natural aging process? The rest? You can help protect against.

UNIQUE SELLING PROPOSITION:

Helps improve multiple signs of visible skin aging.

It's important also to give special care to the delicate eye area. TimeWise® Eye Cream is specifically formulated to address the unique needs of the eye area. Also featuring the TimeWise 3D® Complex, this eye cream is the ideal enhancement to TimeWise® Miracle Set®, making it an Ultimate TimeWise® Miracle Set®.

TimeWise® Eye Cream helps improve multiple signs of visible skin aging and fatigue, including fine lines, dullness, firmness and texture. It visibly brightens the eye area and provides 12 hours of moisturization.* Plus, it contains algae extract, which helps reduce undereye puffiness* and helps reduce the look of dark circles.** This quick-absorbing cream means minimal wait time to apply makeup. You'll look more well rested as the eye area appears revitalized.

- 88% of panelists had a reduction in the appearance of fine lines and wrinkles.†
- 72% of panelists had increased firmness.†

TimeWise 3D® Complex

Powers each TimeWise® Miracle Set® product with three critical dimensions of skin support. Think of it as the "ABCs" for skin.

1. **Antioxidants.** Provides advanced environmental protection** against external stressors caused by sun and pollution; and helps reduce** external stressors caused by blue light by 29%
2. **Brightening.** Targets and helps promote a more even skin tone.**
3. **Collagen.** Helps support* skin's natural collagen and elastin.

Order of Application

Morning

- TimeWise® 4-in-1 Cleanser
- TimeWise® Antioxidant Moisturizer
- TimeWise® Daytime Defender Sunscreen Broad Spectrum SPF 30
- TimeWise® Eye Cream

Evening

- TimeWise® 4-in-1 Cleanser
- TimeWise® Nighttime Recovery
- TimeWise® Antioxidant Moisturizer
- TimeWise® Eye Cream

Formula Attributes:

- Oil- and fragrance-free
- Dermatologist tested
- Tested for skin irritancy and allergy
- Noncomedogenic
- Suitable for sensitive eyes
- Suitable for contact lens wearers
- Ophthalmologist tested

Use Up Rate:

Use up rate will vary depending on individual usage.

- About 2 months when used twice a day based on a half-pea-sized amount each use.

*Based on an independent third-party clinical study in which 30 women wore the product for 12 hours

**Based on in vitro studies

†Results based on an independent third-party clinical study during which 25 women used TimeWise® Eye Cream twice a day for 12 weeks

Reset the pace of skin's visible aging.



- Protects against environmental stressors to help support long-term skin wellness.
- Helps reduce the appearance of premature skin aging starting in as little as 2 weeks¹
- Features our extensively researched, patented TimeWise 3D® Complex.

Did you know, only 20% of most visible skin aging is from the natural aging process? The rest? You can help protect against.

POWER STATEMENT:

Reset the pace of skin's visible aging starting in as little as 2 weeks.¹

For Skin That Reflects Your Best Life

Skin has natural defenses to help protect itself and recover from damage. But day after day your skin is exposed to environmental stressors that can overwhelm its defenses and speed up visible skin aging. With TimeWise® Miracle Set®, you can live your best life knowing your skin has the reinforcement it needs day and night to help it age at its natural pace—not prematurely. Our scientists' deep understanding of what causes premature skin aging led them to identify the right combination of ingredients to help skin look its best as you age. In fact, did you know, only 20% of most visible skin aging is from the natural aging process? The rest? You can help protect against.

With TimeWise® Miracle Set®, you'll be on your way to strong, healthy skin from day one, and week after week it brings you closer to your best skin yet.

- In one day, hydration is boosted, and skin feels soft.²
- In 2 weeks, fine lines start to fade, wrinkles start to soften and skin's firmness begins to improve.²
- In 4 weeks, results continue to get better, while adding improved radiance, skin texture and overall appearance.²
- In 5 weeks, skin's healthy glow is reenergized and skin feels more resilient.²

TimeWise 3D® Complex

Scientifically proven, extensively researched and featured at multiple global scientific conferences for its efficacy, our patented TimeWise 3D® Complex powers each of the TimeWise® Miracle Set® products with three critical dimensions of skin support. Think of it like the "ABCs" for skin.

- 1. Antioxidants.** Fight free radicals which are known to accelerate the look of skin aging, caused by environmental factors. The encapsulated resveratrol found in the 3D Complex, provides triple antioxidant benefits and is shown to counteract the negative effects of free radicals on skin while working in harmony with natural antioxidants.
- 2. Brightening.** To help reinforce the look of radiant and even toned skin. Daily SPF and proper skin care are must haves. Vitamin B3, is a well-known brightening superpower that targets the look of uneven skin tone along with encapsulated resveratrol which also helps promote more even skin tone*.
- 3. Collagen.** Support skin's natural collagen, by reinforcing one of its main building blocks that helps keep skin plump and resilient. Age-defying peptides support skin's natural collagen and elastin*. Encapsulated resveratrol supports skin's natural collagen* to help improve the look of fine lines and wrinkles.

TimeWise® Miracle Set® is where skin care meets self-care to help skin look its best longer. With just 3 easy steps, it helps support skin's critical needs during the day and unique function at night while adding a moisturizing SECOND INFUSION of the TimeWise 3D® Complex both day AND night. After 12 weeks:¹

- 98% of panelists had a 37% improvement in the appearance of fine lines
- 98% of panelists had a 51% increase in skin firmness
- 76% of panelists had a 20% improvement in the appearance of wrinkles

TimeWise® 4-In-1 Cleanser

Prepares skin for the benefits of your next skin care steps. This multitasking cleanser, thoroughly cleans, immediately refreshes, gently exfoliates and leaves skin looking brighter. Available in Normal/Dry or Combination/Oily formula.

TimeWise® Antioxidant Moisturizer

Reenergizes skin's healthy glow as it boosts hydration for 12 hours.² This antioxidant-rich moisturizer helps reduce the look of fine lines and improves skin firmness. Available in Normal/Dry or Combination/Oily formula.

TimeWise® Daytime Defender SPF 30

Helps delay visible signs of skin aging with broad spectrum UVA/UVB protection. This daily skin care essential includes prickly pear extract to help strengthen* skin's moisture barrier. It reduces the look of fine lines and improves skin's overall appearance. Suitable for all skin types.

TimeWise® Nighttime Recovery

Works when skin is most able to rebuild its reserves. Includes chamomile extract, known to help soothe and calm the skin while you sleep. Helps soften the look of expression lines and reduces the look of wrinkles. Special *NutriBeads®* Duo feature resveratrol and a blend of vitamin derivatives. Suitable for all skin types.

Take it to the Ultimate.

Add *TimeWise®* Eye Cream to help improve multiple signs of visible skin aging and fatigue in the not-to-be-forgotten eye area, including fine lines, dullness, firmness and texture. It visibly brightens and provides 12 hours of moisturization.²

Order of Application

Morning

TimeWise® 4-in-1 Cleanser

TimeWise® Antioxidant Moisturizer

TimeWise® Daytime Defender SPF 30

Evening

TimeWise® 4-in-1 Cleanser

TimeWise® Nighttime Recovery

TimeWise® Antioxidant Moisturizer

Formula Attributes:

- Oil- and fragrance-free
- Dermatologist tested
- Tested for skin irritancy and allergy
- Noncomedogenic
- Suitable for sensitive skin

Use Up Rate:

Time will vary depending on individual usage.

¹Results based on one of eight independent third-party clinical or consumer studies in which from 55 to 214 women used a *TimeWise® Miracle Set®* product as directed.

²Based on an independent third-party clinical study in which 30 women wore the product for 12 hours

*Based on in vitro testing

Healthy Skin Your Way



- Cleanse, exfoliate, tone and moisturize to maintain clean, healthy skin.
- Designed with normal to dry skin in mind but suitable for all skin types, including sensitive skin .
- Fragrance-free and dermatologist-tested.

UNIQUE SELLING PROPOSITION:

Healthy Skin Your Way

The Mary Kay® Hydrating Regimen features fundamental products designed with normal to dry skin in mind but is suitable for all skin types – including sensitive skin! With a hydrating cleanser and moisturizer, plus a universal scrub and toner, these skin care essentials help maintain clean, healthy skin in a few steps. Use them with other Mary Kay® products, such as Mary Kay® Micellar Water, for a personalized product experience. This regimen is perfect for those who are not looking for age-fighting products.

Mary Kay® Hydrating Cleanser

Gently prepares skin for the benefits of the next step in your routine. This hydrating cream cleanser effectively removes impurities and oil and doesn't leave skin feeling stripped of necessary moisture.

89% of women agree that Mary Kay® Hydrating Cleanser leaves skin feeling soft – not tight or dry.*

Mary Kay® Exfoliating Scrub

Gently helps polish away dead skin cells and unclog pores to prepare skin to better absorb the next step in your routine. After use, skin looks soft, smooth and feels deeply cleansed. Use two or three times a week.

Mary Kay® Balancing Toner

Gently helps restore skin's balance without drying it out. It doesn't leave behind a residue or lingering impurities, and it helps skin look healthy and vibrant.

Mary Kay® Hydrating Moisturizer

This nourishing, nongreasy cream moisturizer has antioxidant properties plus vitamin E to provide skin with necessary daily hydration morning and night. The lightweight, gentle formula delivers increased levels of moisturization with the help of non-comedogenic sunflower oil, leaving skin feeling hydrated.

92% of women agree that Mary Kay® Hydrating Moisturizer provides necessary daily hydration.*

Order of Application

1. Mary Kay® Hydrating Cleanser
2. Mary Kay® Exfoliating Scrub (once every other day, two or three times per week)
3. Mary Kay® Balancing Toner
4. Mary Kay® Hydrating Moisturizer

Formula Attributes

- Suitable for sensitive skin.
- Suitable for all skin types.
- Fragrance-free.
- Non-comedogenic.
- Tested for skin irritation and allergy.
- Dermatologist-tested.

Use-Up Rate

- If using Mary Kay® Hydrating Cleanser twice daily, the average use-up rate is four months.
- If using Mary Kay® Exfoliating Scrub three times a week, the average use-up rate is three months.
- If using Mary Kay® Balancing Toner and Mary Kay® Hydrating Moisturizer twice daily, the average use-up rate is three months.

Triple-action charcoal mask acts like a magnet to deep-clean pores.



- Formula is clinically shown to instantly absorb excess oil and reduce shine.
- Activated charcoal acts like a magnet to unclog pores.
- 79% of men and women agreed: “Skin looks clearer” after use.*

*Based on a 21-day independent consumer study in which 166 men and women with blemish-prone skin used the product 2 or 3 times a week.

Skin has a natural exfoliating process. Sometimes this process doesn't work as effectively as it should, so oil, bacteria and impurities get trapped inside pores. The Clear Proof® Deep-Cleansing Charcoal Mask helps remove the dirt and impurities that can contribute to problem skin and offers a gentle solution for supporting a clearer-looking complexion.

POWER STATEMENT:

Triple-action charcoal mask acts like a magnet to deep-clean pores.

Enjoy clearer-looking skin with the newest member of the Clear Proof® Acne System. This triple-action mask deeply cleanses skin, immediately reduces shine and features an effective complex of botanical extracts to help clear the way to beautiful skin.

Ingredients

- **Activated Charcoal:** When charcoal goes through a special heating process, it becomes activated, making it more porous. Activated charcoal is known to absorb up to double its weight in impurities. The power of activated charcoal helps unclog pores, taking skin beyond everyday clean. As a result, your complexion looks clearer and healthier, and pores appear minimized.
- **Kaolin and Bentonite Clays:** Studies show people with problem skin produce more oil than people in a control group do. Skin also can become oilier with seasonal changes or other factors, making excess oil a common concern. Formulated with the absorbent power of kaolin and bentonite clays, this mask instantly absorbs excess oil and reduces shine.
- **Honeysuckle and Navy Bean Extracts:** Clear Proof® Deep-Cleansing Charcoal Mask contains honeysuckle and navy bean extracts shown to target the appearance of skin discoloration. Together, they're a powerful ingredient combination designed to help you leave a troubled past behind and create a clearer-looking future. Additionally, during in-vitro testing, each botanical extract was shown to impact factors that may help soothe the skin.

Application Instructions

Use the mask 2 or 3 times per week after your cleansing step. Smooth an even layer over clean skin. Leave on skin for 10 to 20 minutes. Rinse thoroughly with warm water, and pat dry.

Formula Attributes

- Suitable for all skin tones and types, particularly those with oily skin
- Clinically tested for skin irritancy and allergy
- Dermatologist-tested
- Suitable for blemish-prone and sensitive skin
- Non-comedogenic

Use Up Rate

Depends on individual usage.



A no-rinse anytime, anywhere hydration surge.



- Hydrates for 12 hours¹
- Multi-use formula
- Features superstar moisturizing ingredients

I liked everything about the product! It's easy and convenient for me to use. Application is super easy and mess-free. My skin feels more hydrated and looks refreshed.

Heather H.

A no-rinse anytime, anywhere hydration surge.

Don't let long days, late nights or frequent flights take a toll on your skin. With Mary Kay® Hydrating Cream Mask, you can revive your glow wherever you go — or stay! This mess-free mask was an immediate hit with 94% of women, and the love grew with continued use.² Packed with superstar moisturizing ingredients such as shea butter, glycerin and hyaluronic acid, this oh-so-easy-to-use mask delivers so much in one creamy, no-rinse formula:

- Hydrates for 12 hours¹
- Skin immediately feels moisturized and smooth
- Skin feels calm while looking renewed and refreshed

Sharing the Love

- 8 out of 10 would buy Mary Kay® Hydrating Cream Mask after trying it, and 3 out of 4 would recommend it to a friend.²
- Mask is easy to apply – 98%²
- Skin feels soft – 94%²

The No-Rinse Possibilities

- **20-Minute Moisture Surge:** Need a quick refresh? Apply a thin layer to your face and neck for 20 minutes, then gently massage in any remaining mask. No rinsing required!
- **Overnight Dry Skin Rescue:** Want to soak in the benefits? Apply a thick layer overnight for a truly dreamy experience.
- **Pre-Makeup Glow-Up:** Break the rules and mask in the morning for a pre-makeup glow. With no sticky after-feel, this mask is convenient to use whenever you need it.
- **Versatile Care:** Show your hands, elbows, knees and more some love with this versatile hydration mask. Apply for 20 minutes, then massage in any excess.

Application Instructions

Apply the mask to your skin using the Mary Kay® Mask Applicator or clean hands. If you're using it on your hands, elbows or other areas, make sure to massage in any excess for an extra boost of hydration.

Formula Attributes:

- Suitable for all skin types, including sensitive skin, but designed for dry to normal skin
- Fragrance-free
- Oil-free
- Dermatologist tested
- Tested for skin irritancy and allergy
- Non-comedogenic

Use Up Rate:

The use-up rate is approximately 5 months if used twice a week and approximately 3 months if used three times a week. However, the rate will vary depending on individual usage.

¹Based on a third-party independent clinical study in which 22 women wore the product for 12 hours.

²Based on a third-party independent consumer study in which 160 women used the product at least 2-3 times a week for two weeks.

Instant bliss for your lips, powered by shea.

- Satin Lips® Shea Butter Balm deeply moisturizes lips and leaves them feeling nourished.
- Satin Lips® Shea Sugar Scrub gently exfoliates to soften and smooth, polishing lips to perfection

Satin Lips® sends your pout on a path to paradise for a spa-like treatment anytime, anywhere. Formulated with nourishing shea butter and the fresh flavour of white tea and citrus, these products leave dry, chapped lips behind, delivering moisturizing bliss in two easy steps. Your oasis awaits.

POWER STATEMENT:

Instant bliss for your lips, powered by shea.

Satin Lips® sends your pout on a path to paradise for a spa-like treatment anytime, anywhere. Formulated with nourishing shea butter and the fresh flavor of white tea and citrus, these products leave dry, chapped lips behind, delivering moisturizing bliss in two easy steps. Your oasis awaits.

Shea Sugar Scrub... Bye-Bye Dry

Relax and enjoy this revitalizing lip-scrub experience. Shea Sugar Scrub exfoliates with natural sugar crystals to gently polish lips to perfection. Blended with luscious shea butter, the scrub leaves lips feeling soft, smooth and conditioned. This expertly formulated scrub also includes sunflower oil, known to be rich in the antioxidant Vitamin E. Gently massage this confection onto lips and whisk away dryness. Lip texture is immediately improved and lips are left looking revitalized.

Shea Butter Balm... Hello, Moisture

Once Shea Sugar Scrub has worked its magic, pamper your lips with a kiss of nourishment. Shea Butter Balm is formulated to leave lips feeling satiny smooth and deeply moisturized. Watch dryness melt away as a mix of shea and jojoba butters comforts and soothes lips. Shea butter, known to be rich in antioxidants Vitamins A and E, helps skin retain moisture. And jojoba butter is known to mimic oils that are naturally produced by our body, helping to moisten and protect the skin. So it's like giving your lips a double dose of moisture. This hydrating balm is just what thirsty lips crave.

Application

Massage Shea Sugar Scrub onto the lips using a circular motion. Wipe away or rinse. Follow with Shea Butter Balm.

Ingredients

Shea: Used for centuries to protect, enrich and soften skin, shea butter is known to contain omega-3s. Omega-3s are known to help maintain skin's natural moisture barrier, and when skin's barrier is protected, precious moisture is less likely to escape. A perfect ingredient for your everyday spa experience, shea butter wraps skin in creamy hydration bliss.

Formula Attributes

- Dermatologist-tested
- Clinically tested for skin irritancy and allergy

Use Up Rate

- Shea Sugar Scrub lasts approximately 4.1 months when used 2 to three times per week
- Shea Butter Balm lasts approximately 5.6 months when used 3 three times per day



Pick-me-up patches deliver a refreshing burst of hydration to the eyes.



- Instantly cooling and soothing
- Immediately boost skin hydration
- Diminish look of puffiness and dullness

What is hydrogel? Simply put, hydrogel is water suspended in a gel matrix. Mary Kay® Hydrogel Eye Patches are saturated in a formula to deliver benefits to the skin in a fun, easy way. Acting as smile-shaped masks for under the eyes, they are designed to stay in place so they not only deliver the ingredients, they stay put to lock in the benefits.

POWER STATEMENT:

Pick-me-up patches deliver a refreshing burst of hydration to the eyes.

It's wake-up time! Perk up tired eyes with these instantly reviving, shimmery pink gels. They give skin a refreshing burst of hydration to awaken the eyes, and they help with dullness and puffiness. With these pink beauties, you'll want to steal some time for yourself. We know this because women like you said so! In fact, they loved these patches so much that 8 out of 10 of them said* they look forward to using them. All it takes is 20 minutes, two times per week, to reap the benefits of these little magic gels!

Drench your skin with a burst of hydration!

- Mary Kay® Hydrogel Eye Patches feel instantly cooling and soothing!
- Clinically shown** to instantly boost skin hydration.
- How? They draw on the moisturizing power of glycerin, a powerful humectant known to moisturize the skin and help with water loss. After skin feels quenched, the patches help alleviate the feeling of dryness.

*Based on panelists who agreed with statements in a two-week independent consumer study in which 157 women used the patches twice per week for 20 minutes

**Based on bio-instrument testing

Application Technique

Using the spatula provided in the jar, pull out one of the saturated (they may even be a little slick) Mary Kay® Hydrogel Eye Patches. Place it on clean skin under the eye, with the larger end of the patch toward the outer eye, the smaller end toward the nose. Remove a second patch and repeat on the other eye. Enjoy for 20 minutes, then remove patches and discard. Gently pat any excess formula into the skin. Replace disc after use. Use-up rate is 15 weeks when used twice per week.

Formula Attributes

- Dermatologist tested
- Ophthalmologist tested
- Tested for skin irritancy and allergy
- Non-comedogenic
- Suitable for sensitive eyes and contact lens wearers
- Suitable for all skin types

Use Up Rate

Depends on individual usage.



Temporarily depuff eyes in an instant!



- 96% of panelists showed an instantly visible reduction in puffiness by nearly 27%.*
- Instantly smooths the look of skin under the eyes.*
- Temporarily delivers a more toned and lifted look.*
- Instantly reduces the appearance of lines, wrinkles and crepiness.*

*Results based on an independent expert evaluator assessing 28 panelists during a 6-hour clinical study.

Watch undereye bags fade like magic with our latest innovation. Mary Kay® Instant Puffiness Reducer is clinically shown* to temporarily instantly reduce the look of puffiness and under the eyes, and the effect lasts for up to 6 hours!

POWER STATEMENT:

Temporarily depuff eyes in an instant!

How It Works

It uses a combination of sodium silicate, clays, gums, and film formers to draw excess moisture from the eye area. These common cosmetic ingredients are blended to create this innovative, fast-acting formula to bring your eyes back to life. Instant Puffiness Reducer also contains mica, a mineral which has light reflecting properties and helps to mattify the eye area with a soft-focus effect.

Application Technique

After washing your face, squeeze a rice-grain-size amount of Mary Kay® Instant Puffiness Reducer on your finger. Avoid direct contact with your eyes. Lightly pat a thin layer to the undereye area; leave damp on skin and limit facial expressions for 2-3 minutes while the cream dries to achieve best results. The full effect should take place after 15 minutes. Allow the product to dry before layering other products on top. Keep out of reach of children.

Remove completely with cleanser or eye makeup remover before bed or showering.

Formula Attributes

- Dermatologist tested
- Ophthalmologist tested
- Tested for skin irritancy and allergy

Use Up Rate

Approximately 5 months when used once per day.



A touch of instant bliss.

- Instantly, hands feel moisturized, soft and smooth.
- Hands feel revitalized, soothed and protected.
- Skin feels renewed, looks rejuvenated and instantly looks healthier.

Created to deliver an extra dose of indulgence, the Satin Hands® Pampering Set transports you to a soothing retreat in three easy steps. This set includes a new scrub and hand cream powered by nourishing shea butter and scented with white tea and citrus, in addition to the fragrance-free softener you already know and love.

**POWER STATEMENT:
A touch of instant bliss.****Step 1: Protect and Prepare**

Satin Hands® Protecting Softener helps support the skin barrier, sealing in precious moisture. This formula moisturizes and protects skin, preparing hands for a stimulating spa experience. Massage into hands prior to using Satin Smoothie® Refining Shea Scrub.

Step 2: Refine and Polish

9 out of 10 women said their hands felt soft, smooth and revitalized!* Satin Smoothie® Refining Shea Scrub gently yet effectively exfoliates skin, polishing away dull and dry areas. Hands instantly look healthier after one application, and with daily use they look rejuvenated and revitalized. Blended with luscious shea butter, this scrub instantly reveals noticeably smoother-looking skin as it buffs away dirt and impurities and leaves hands feeling softer. As part of the Satin Hands® regimen, apply the scrub after the fragrance-free Protecting Softener, gently massaging into hands before rinsing away.

*Based on an independent consumer study in which 52 women used the product once a day for seven days

Step 3: Nourish and Soothe

Clinically shown to moisturize skin for 24 hours.+ Pamper hands with the creamy comfort of Satin Hands® Nourishing Shea Cream. It not only wraps skin in instant hydration, but it also is clinically shown to moisturize skin for 24 hours.+ Feel dryness disappear as this shea butter-infused cream instantly melts into skin and leaves hands feeling soft and noticeably smoother. Hands feel soothed and continue to feel moisturized even after washing. With regular use, cuticles and nails feel conditioned, and cuticles are softer and look healthier. It absorbs quickly, so hands won't feel sticky, and it leaves a protective barrier on skin for long-lasting softness.

In addition to nourishing shea butter, which is known to help soothe dry, chapped skin, this pampering cream also includes apricot, safflower and sunflower oils known to be rich in vitamins A, E and omega-3s. Omega-3s have been shown to help maintain skin's healthy moisture barrier, and when skin's barrier is protected, precious moisture is less likely to escape.

+Based on biophysical testing

*Based on an independent consumer study in which 56 women used the product once a day for seven days.

Ingredients

Shea: Used for centuries to protect, enrich and soften skin, shea butter is known to contain omega-3s. Omega-3s are known to help maintain skin's natural moisture barrier, and when skin's barrier is protected, precious moisture is less likely to escape. A perfect ingredient for your everyday spa experience, shea butter wraps skin in creamy hydration bliss.

Use Up Rate

- Satin Hands® Protecting Softener lasts approximately 2 months if used once a day
- Satin Hands® Satin Smoothie® Refining Shea Scrub lasts approximately 2.5 months if used daily
- Satin Hands® Nourishing Shea Cream lasts approximately 3.5 months if used once a day



Refresh a tired-looking appearance with this moisturizing and soothing eye gel.



- Refresh a tired-looking appearance with this cool, soothing, blue gel that contains botanical extracts reported to tone, firm and reduce the appearance of puffiness in the eye area.
- Contains green tea extract, known for its skin-calming properties.

The skin around the eyes has fewer sebaceous glands and less collagen and elastin than skin elsewhere on the face. And, as people age, the fat pad beneath the dermis diminishes, causing the skin to appear even thinner and have a hollowed-out appearance under the eyes. These unique characteristics of eye-area skin require a little extra attention.

POWER STATEMENT:

Refresh a tired-looking appearance with this moisturizing and soothing eye gel.

Benefits

- Calm, cool and refresh a tired-looking appearance.
- Increase skin moisturization up to 130%.

How It Works

The botanical extracts included in the product are reported to tone, firm and reduce the appearance of puffiness in the eye area.

Ingredients

- **Green tea extract (Camellia sinensis)**
 - Antioxidant: Known as free radical scavengers, these ingredients are included in products to help protect the skin from the effects of free radicals generated by the environment.
 - Soothing Agent: Known for its calming and soothing properties.
- **Cucumber extract (Cucumis sativus extract)**
 - Soothing Agent: Known for its calming and soothing properties.
- **Dog rose hips extract (Rosa canina extract)**
 - Conditioner: Improves the appearance of skin (e.g., skin looks softer, smoother).

Application Technique

Apply sparingly to brow bone and under-eye area.

Formula Attributes

- Fragrance-free
- Clinically tested for skin irritancy and allergy
- Dermatologist-tested

Use Up Rate

1 ½ months.



Firms, brightens and moisturizes.

- A luxuriously rich eye cream so advanced it improves firmness brightens, provides intense moisturization, plus minimizes the appearance of fine lines and wrinkles.
- Soothing botanical extracts and brightening agents are employed to condition and prepare the skin for moisturization resulting in a more even skin tone.
- The combined power of a collagen-enhancing peptide duo works to restore the supporting structure to revitalize skin for a firmer-looking appearance.

The skin around the eyes has fewer sebaceous glands and less collagen and elastin than skin elsewhere on the face. And, as people age, the fat pad beneath the dermis diminishes, causing the skin to appear even thinner and have a hollowed-out appearance under the eyes. These unique characteristics of eye-area skin require a little extra attention.

POWER STATEMENT:**Firms, brightens and moisturizes.****Benefits & Claims**

- 96% saw an improvement in the overall appearance of the skin around the eyes.
- 100% saw a visible reduction in roughness/dryness around the eyes.
- up to 25% firmer-looking skin around the eyes.
- up to 40% reduction in the appearance of dark circles under the eyes.
- up to 75% improved silkiness of skin around the eyes

* Based on a 12-week clinical study.

How It Works

- As the skin ages, it loses moisture and becomes dry and porous, weakening your skin's natural barrier that guards against free radical and environmental damage.
- TimeWise® Firming Eye Cream works to better protect the skin around the delicate eye area while it counteracts this damage.
 - The combined power of a collagen-enhancing peptide duo works to restore the supporting structure to revitalize the appearance of firmer-looking skin.
 - Soothing botanical extracts and brightening agents are employed to condition and prepare the skin for moisturization, resulting in a more even skin tone.

Ingredients

- Palmitoyl Tetrapeptide-7 and Palmitoyl Oligopeptide – Amino Acids and Peptides & their Derivatives: Used to help maintain healthy skin. These ingredients are the building blocks for proteins, like collagen.
- Aloe leaf extract (Aloe barbadensis extract)
 - Moisturizer/Hydrator: Helps condition and smooth the skin by adding, attracting, or retaining moisture.
 - Soothing Agent: Known for its calming and soothing properties.

Application Technique

Gently pat around the eye area.

Formula Attributes

- Clinically tested for skin irritancy and allergy
- Fragrance-free
- Oil-free
- Non-comedogenic

Use Up Rate

- 2 months, when used twice a day
- 4 months, when used once a day

