

# MAKEUP

# *Masterclass*



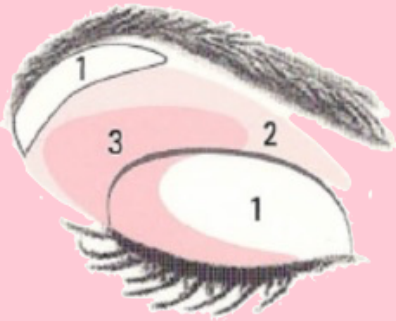
MK

created by Mariajose Torres and Auri Hatheway  
for the Driven National Area

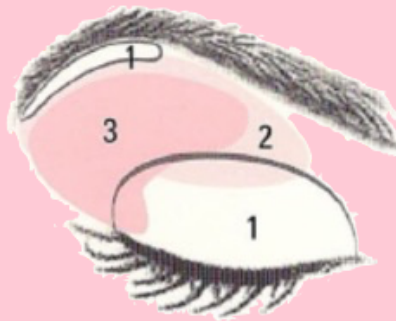
# CLASS 1

## WHAT ABOUT *my* EYES?

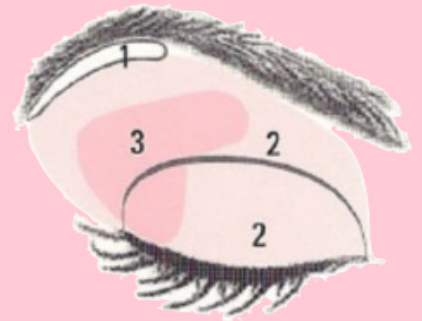
### STANDARD



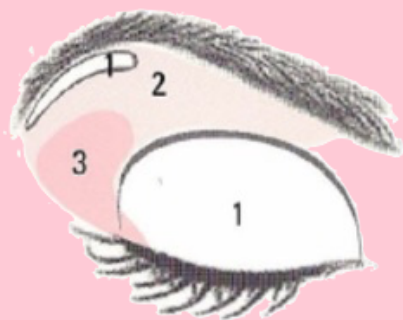
### CLOSE-SET



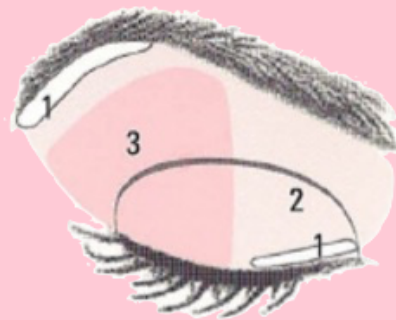
### WIDE-SET



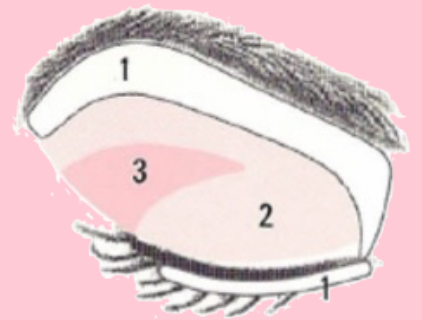
### DEEP-SET



### HOODED



### ASIAN



### PRODUCT SPOTLIGHT CHROMAFUSION EYESHADOW \$8

Powered by Mary Kay Chromafusion® Matrix Technology, every smooth and even stroke of this supreme shadow boasts true, high-impact color payoff with extreme adherence that holds strong for 12-hours. Blendable and buildable, colors seamlessly transition for perfectly put-together looks. Messy fallout's a thing of the past! Crease-free and fade-proof, you can count on this long-lasting color to stay looking fresh through work, weather, workouts and more. It's a beauty breakthrough you'll love at first swipe.



Using the lightest color, highlight your brow bones, the inner corners of your eyes and the centers of your eyelids



Sweep over the rest of the eyes with the most neutral shade



Add dimension and contrast to eyes with the next to darkest shade.



Use the darkest shade to line the eyes and/or create dramatic looks like smoky eye.



# EYELINER



## everyday LOOK

A simple line drawn across your upper lashline is the most common way to apply eyeliner. If you are new to eyeliner, start by drawing small dashes across your lashline rather than a solid line. Then, go back and fill in the blank spaces with the tip of the eyeliner pencil. You could use the Eyebrow/Eyeliner Brush to blend the product across your lashline. This will create a softer more diffused line.



## small EYES

A dark, heavy line across your upper and lower lash lines will make your eyes look even smaller and narrower. Use the eyeliner pencil's shaper to create a pointed pencil tip. Using the tip of the eyeliner, apply a thin line across your upper lash line. Instead of lining your entire lower lashline with eyeliner, stick with the outer third. This will make small eyes look larger.



## deep-set EYES

An easy way to tell if someone has deep-set eyes is to see how visible their eyelid is when their eyes are open. They have a lot of visible eyelid space when eyes are open. This space allows for a thick eyeliner application. You'll want to keep the inner third of your eye light. Start just above the center of the eye, apply a thin line of eyeliner that gets thicker toward the end of your lashline.



## hooded EYES

Focus eyeliner application at the root of the lashes. This application technique will create a tightlining effect that will instantly make your eyes look bigger and more open than without any eyeliner at all. Create definition to the outer third of your eye with Eye Shadow and the Smudger Brush.



## PRODUCT SPOTLIGHT EYELINER \$12

Eye Liner is a long wearing, ultra-creamy, smooth-glide formula that perfectly defines eyes.

There are a range of shades that are fashion forward and flattering. Long-wearing with over 8-hours, waterproof & smudge-proof, fade-resistant, intense color.



## PRODUCT SPOTLIGHT

## OIL FREE EYE MAKEUP REMOVER \$17

The skin around the eyes is the most delicate skin on your face. All the more reason to use a makeup remover that gently removes all types of eye makeup, without leaving skin feeling greasy.

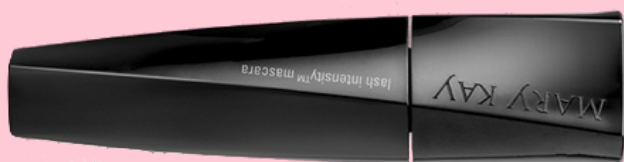
**To use:** Shake until blended. Apply a small amount to cotton pad. Gently wipe away all traces of eye makeup.

# MASCARA



- Curl lashes before applying primer or mascara.
- Place brush as close as possible to the base of the lash lines for complete coverage.
- Gently wiggle brush back and forth while drawing up the lashes to help coat every lash.
- Use the tip of the brush to add a little extra mascara for extra-lavish lashes.
- Never pump the mascara wand in its tube! This can dry out your mascara.
- Also, remember to replace any mascara after about three months of use for best results.

## MASCARAS FOR EVERY OCASION



*expand+extend*

### **LASH INTENSITY MASCARA**

with 200% more volume, using this mascara is like adding the thickness of two lashes onto every one



*definition*

### **LASH LOVE MASCARA**

get lashes that look naturally flawless, soft and healthy.



*length*

### **LENGTHENING MASCARA**

swipe on this special stretch-fiber formula for long, strong, seriously separated lashes



*volume*

### **ULTIMATE MASCARA**

This volumizing and superthickening formula gives the look of big, bold, separated lashes



*waterproof*

### **LASH LOVE WATERPROOF MASCARA**

Defines, defends and delivers 4 times the volume with tearproof confidence



## CLASS 2

# A *flawless* FOUNDATION

**STEP 1: PREP AND PRIME**

**STEP 2: FIND YOUR MATCH**

**STEP 3: FIND YOUR TYPE**

**STEP 4: CORRECT AND SET**



### PRODUCT SPOTLIGHT

#### **FOUNDATION PRIMER \$20**

Helps reduce the appearance of fine lines and imperfections and helps extend foundation wear. You may even find that you use less foundation when they use a primer.

**To apply:** After your final skin care step, apply Primer to the entire face and blend gently, using your fingertips, to create the perfect canvas for your foundation.



## FIND YOUR TOOL



### **BLENDING BRUSH** FOR FULL COVERAGE

Easy application and seamless blendability.  
Gently apply foundation in circular motions



### **LIQUID FOUNDATION** FOR MEDIUM COVERAGE

Brush shape blends foundation in  
hard-to-reach areas of the face



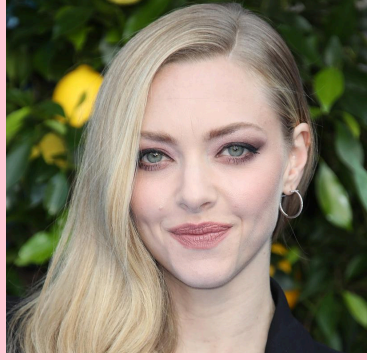
### **BLENDING SPONGE** FOR SHEER COVERAGE

Perfect for precise application and blending of liquid  
and cream foundations, concealers and more.

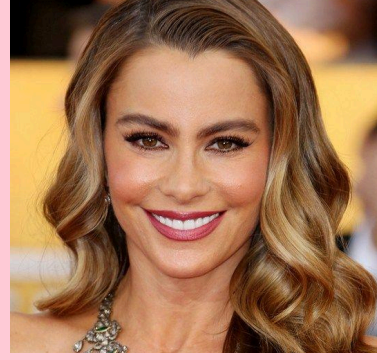
# FIND YOUR MATCH

# FOUNDATION

## tone



IVORY

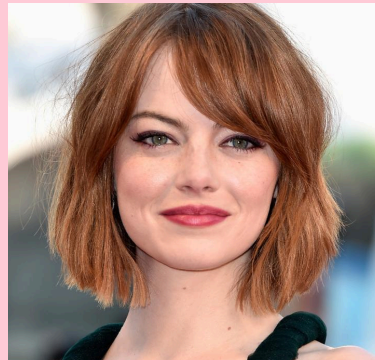


BEIGE



BRONZE

## under tone



COOL



NEUTRAL



WARM

### PRODUCT SPOTLIGHT

#### TIME WISE 3D FOUNDATION \$25

These complexion-enhancing foundations provide long-lasting coverage while feeling fresh and looking natural all day.

- Skin instantly looks healthier, firmer & younger.
- Get 12 hours of wear! Plus, get 12 hours of moisturization with Luminous & 12 hours of oil-control with Matte.
- The weightless coverage feels comfortable on skin as it creates a flawless finish.
- Smooth the appearance of fine lines & wrinkles, plus reduce the appearance of imperfections, pores, dark circles & shadows while they even out the look of skin tone.
- Blend evenly to provide buildable medium-to-full coverage.



BEFORE

AFTER





# FIND YOUR TYPE

**Pro Tip:** Skin tone and skin needs can change with the seasons, so re-evaluate your skin from time to time. You may need to switch to a different foundation shade for summer or winter



## CC CREAM SPF 15\*

- For all skin types
- Lightweight coverage
- Correct imperfections
- Provides 8 benefits in one easy step
- Delivers a natural finish

### HOW TO APPLY:

Use fingertips to apply to the center of the face and blend outward and upward toward the hairline and along the jawline.

## MINERAL POWDER

- For all skin types
- Buildable coverage
- Helps lines & wrinkles seem to disappear
- Provides shine control
- Delivers a natural finish

### HOW TO APPLY:

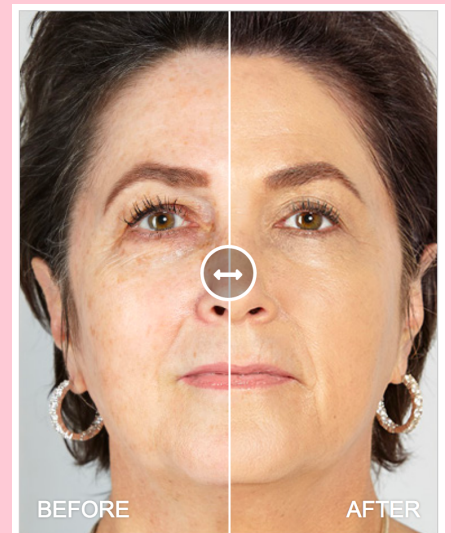
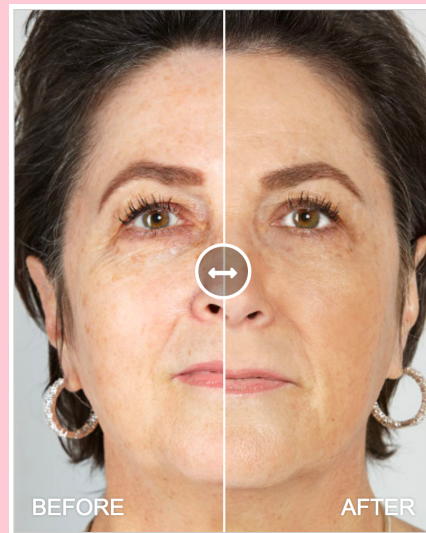
Use the Powder Foundation Brush in a round, swirly motion. Start in the middle of the face and work to the edges. Layer coverage as desired.

## CRÈME-TO-POWDER

- For all skin types
- Medium coverage
- Shine control formula is great for oily skin
- Heat & humidity resistant to keep you looking fresh all day

### HOW TO APPLY:

Starting in the middle of the face, press and pat with a sponge to the edge of the face. You also can apply with fingertips and then blend with a sponge.



# CORRECT & SET

Looking for a fresh, flawless finish? Use this guide to discover where and how to use them.

For a precise application use the Cream Color Brush



- 1** Help neutralize dark circles and brighten the undereye area with the Undereye Corrector
- 2** Use a shade of Perfecting Concealer closest to your skin tone to brighten the area. Simply draw a triangle with the point facing toward your cheek.
- 3** Hide the appearance of redness around the nose
- 4** Highlight the center of the nose with concealer to make it appear more defined. Even dabbing a tiny bit on the tip is an easy way to contour.
- 5** If you have darkness or redness around or near the mouth, a little concealer applied with the doe-foot applicator will help correct your skin tone.
- 6** A blemish can be concealed with a lighter shade hidden under a shade that perfectly matches your skin tone. Blend then set with Translucent Loose Powder.

## PRODUCT SPOTLIGHT

### TRANSLUCENT LOOSE POWDER \$16

This one powder can provide an invisible oil-controlling finish to all skin tones — from very fair to dark. It sets foundation and concealer for a perfectly natural finish and has light-diffusing properties to leave skin with a silky-smooth appearance. It creates sheer, natural highlights without settling into pores or fine lines. Eliminates shine and never looks chalky











#### Pro Tips:

- Wet the Sponge with Water, and squeeze out before use.
- The pointed tip is designed for hard to reach areas like the undereye
- The flat end is perfect for blending large areas
- Remember to wash sponge after each use and air dry





# FOUNDATION CONVERSION CHART

 <b>TIMESWISE 3D LIQUID</b>	 <b>TIMESWISE LIQUID (DISCONTINUED)</b>	 <b>MEDIUM COVERAGE (DISCONTINUED)</b>	 <b>MINERAL POWDER</b>	 <b>CC CREAM</b>	 <b>E.P. CREME TO POWDER</b>	 <b>PRESSED POWDER</b>	 <b>PERFECTING CONCEALER</b>
IVORY C100	IVORY 1		IVORY .5	VERY LIGHT		IVORY 1	LIGHT IVORY
IVORY C110	IVORY 3	IVORY 105	IVORY .5 OR 1	VERY LIGHT		IVORY 1	DEEP IVORY
IVORY W120	NEW	IVORY 100	IVORY .5 OR 1	VERY LIGHT		IVORY 1	LIGHT IVORY
IVORY W130	IVORY 2/4/5	IVORY 200	IVORY 1	VERY LIGHT		IVORY 2	LIGHT IVORY
IVORY N140	IVORY 6	IVORY 104	IVORY 1	VERY LIGHT	IVORY 1	IVORY 2	DEEP IVORY
IVORY W150	NEW	BEIGE 300	IVORY 2/BEIGE 1	LIGHT TO MEDIUM		IVORY 2	DEEP IVORY
IVORY N160	IVORY 7		IVORY 2	LIGHT TO MEDIUM		IVORY 2	DEEP IVORY
BEIGE W100	BEIGE 2	BEIGE 400	IVORY 2/BEIGE 1	LIGHT TO MEDIUM	IVORY 2	BEIGE 1	DEEP BEIGE
BEIGE C110	IVORY 7/BEIGE 3	IVORY 204	IVORY 2/BEIGE .5	LIGHT TO MEDIUM	IVORY 3	BEIGE 1	DEEP IVORY
BEIGE C120	BEIGE 1	BEIGE 304	IVORY 2/BEIGE .5	LIGHT TO MEDIUM	IVORY 4	IVORY 2	LIGHT BEIGE
BEIGE C130	NEW		BEIGE 1	LIGHT TO MEDIUM		BEIGE 1	LIGHT BEIGE
BEIGE C140	NEW		BEIGE .5 OR 1.5	LIGHT TO MEDIUM		BEIGE 1	LIGHT BEIGE
BEIGE N150	BEIGE 4	BEIGE 404	BEIGE 1	MEDIUM TO DEEP		BEIGE 1	LIGHT BEIGE
BEIGE W160	NEW		BEIGE 1	MEDIUM TO DEEP		BEIGE 1	LIGHT BEIGE
BEIGE C170	NEW		BEIGE .5 OR 1.5	LIGHT TO MEDIUM	IVORY 5	BEIGE 1	LIGHT BEIGE
BEIGE W180	BEIGE 5	IVORY 202	BEIGE 1 OR 2	MEDIUM TO DEEP	BEIGE 1	BEIGE 2	DEEP BEIGE
BEIGE N190	BEIGE 6		BEIGE 2	MEDIUM TO DEEP		BEIGE 2	DEEP BEIGE
BEIGE N200	NEW	BEIGE 302	BEIGE 2	MEDIUM TO DEEP	BEIGE 2	BEIGE 2	DEEP BEIGE
BEIGE N210	BEIGE 7	BEIGE 402	BEIGE 2	MEDIUM TO DEEP	BEIGE 3	BEIGE 2	DEEP BEIGE
BEIGE C220	BEIGE 8		BEIGE 2	MEDIUM TO DEEP	BEIGE 4	BEIGE 2	DEEP BEIGE
BRONZE W100	NEW		BEIGE 2	DEEP	BEIGE 5	BEIGE 2	DEEP BEIGE
BRONZE W110	NEW		BEIGE 2/BRONZE 1	DEEP		BRONZE 1	LIGHT BRONZE
BRONZE W120	BRONZE 1	BRONZE 500	BRONZE 1	DEEP	BEIGE 6	BRONZE 1	LIGHT BRONZE
BRONZE W130	NEW		BRONZE 1	DEEP		BRONZE 1	LIGHT BRONZE
BRONZE W140	BRONZE 2	BRONZE 504	BRONZE 2	DEEP	BRONZE 1	BRONZE 1	LIGHT BRONZE
BRONZE W150	BRONZE 3	BRONZE 507	BRONZE 4	DEEP		BRONZE 1	DEEP BRONZE
BRONZE C160	BRONZE 4/5	BRONZE 607	BRONZE 4	DEEP	BRONZE 2	BRONZE 1	DEEP BRONZE
BRONZE C170	BRONZE 6/7/8	BZ 600/708/808	BRONZE 5	VERY DEEP	BRONZE 3/4	BRONZE 2	DEEP BRONZE
BRONZE C180	NEW		BRONZE 5	VERY DEEP	BRONZE 5	BRONZE 2	DEEP BRONZE

## FIND HER UNDERTONE.

Ask how her skin responds to the sun.

### COOL

If she burns or turns red easily in the sun.  
If skin tone stays the same all year.

### NEUTRAL

If she sometimes burns, but her skin tone deepens afterwards.

### WARM

If she rarely burns.  
If skin tone deepens in the summer.

**BRONZE W 140**

—| SHADE Ivory, Beige, Bronze

—| UNDERTONE Cool, Neutral, Warm

—| INTENSITY Depth of shade, which can change due to sun exposure.

Information consolidated from Mary Kay InTouch and Robert Jones.

# CLASS 3

## FRAME *it* DEFINE *it*



### OVAL FACE

- Apply contour under your cheekbones to sculpt and define your bone structure
- Apply blush on the apples of your cheeks, and sweep toward your temples.
- Create symmetry in your proportions by applying highlighter to your forehead and chin.



### ROUND FACE

- Elongate your face by applying contour along your temples, under your cheekbones and along your jawline.
- Sweep on blush at a 45-degree angle from your cheeks toward your temples.
- Apply highlighter to the center of your forehead and the tip of your chin



### HEART-SHAPED

- Sweep contour along the corners of your forehead and in the hollows of your cheekbones to emphasize bone structure. Add a touch of contour beneath your chin to make it appear softer.
- Apply blush to the apples of your cheeks.
- Apply highlighter to the center of your forehead and on top of your cheekbones and the center of the chin.



### LONG FACE

- Apply contour to the tip of the chin and along hairline to create balance at the longest part of your face.
- Apply blush in horizontal swipes to widen the look of your face.
- Sweep highlighter in the middle of your forehead, the tops of your cheeks and under your lower lip



### SQUARE FACE

- Apply contour on both sides of your forehead, along the corners of your jawline and under your cheekbones to elongate your face.
- Soften your jawline by applying blush in small circles, focusing on the apples of your cheeks.
- Sweep highlighter in the center of your forehead, the tip of your chin and atop your cheekbones

## CHEEK BRUSH CHEAT SHEET



## HIGHLIGHTER



## BLUSH



## CONTOUR



# EYELINER

- Use a pointed cotton swab dampened with Oil Free Eye Makeup Remover to clean up the edges of your eyeliner. This creates that super sharp, precise look.
- Imagine following the curve of your lower lashline as you draw the wing past your upper eyelid
- Take your time.

## ALMOND EYES

If you want eyes to look rounder, stop the liner at the outer corners to create a more open shape. If your eyes are small, go with a thinner line for the inner corners and make it gradually thicker as you get to the outer corners.



## ROUND EYES

Start about a fourth of the way from the inner corners and create a thin line going toward the outer corners. This creates the illusion of narrower and longer eyes.



## WIDE SET

Draw only on the outer three-fourths of the lash lines. This creates the illusion that the eyes are closer. Also, you can adopt a longer wing at the corners of the eyes to help them open up.



## PRODUCT SPOTLIGHT

### WATERPROOF LIQUID EYELINER \$18

Create any eye look with confidence. Draw on intricate details with a pen-style tip for ultimate control. Waterproof wear allows you to add drama while staying worry-free, and high-purity carbon black provides deep color intensity. This is what eye-catching looks are made of.



**1** Gently lift your eyelid. Hold your eyeliner pen at an angle to your eyelid



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



**3** Start building an upward curve one thin stroke at a time. The longer the line, the more dramatic your look.

# BROW POWER TOOLS

# BROWS



**BEFORE**

**AFTER**

## Precision Brow Liner

With a tip so tiny, it's easy to stay in control and make feathery strokes exactly where you want them. From subtle to bold – the blendable, buildable color allows you to put your best brows forward any way you choose.

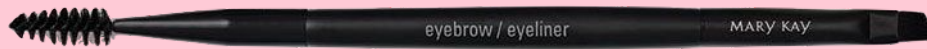


## Volumizing Brow Tint

Whether you like to shape, tame, thicken, fill in or want to boast brows that do it all the Volumizing Brow Tint is your buildable, fiber-infused solution for all-around better brows that will help you feel beautiful. With effortless application and a quick dry time, getting the natural-looking, well-groomed brows of your dreams is a breeze.

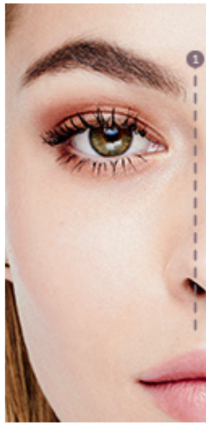
## Eyebrow/Eyeliner Brush

Tame brows, fill in sparse areas and precisely apply eyeliner with the Eyebrow/Eyeliner Brush. The wired spoolie end can be used to tame brows or blend color. The firm angled end of the brush provides precise application of eyeliner or can be used to fill in brows.



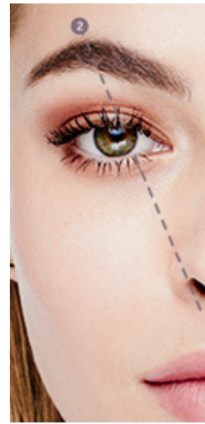
### STEP 1

Hold the brush beside your nose, and lightly mark where your brow will begin.



### STEP 2

Find your arch by following a diagonal line from the corner of your nose and across your iris.



### STEP 3

Find your brow tail by measuring from the corner of your nose to the outer corner of your eye.



## THE EVERYDAY BROWS

Brush on the Volumizing Brow Tint for all-day lifeproof brows that instantly look groomed, tamed, fuller and more lush. Apply to inner sections of brows last - this is where you want the lightest application.



## THE WORK BROWS

Hold the Precision Brow Liner at an angle to fill the brows with precise hairlike strokes. Apply the Volumizing Brow Tint from the arches of the brows to the tails, then apply the product remaining on the brush to the inner corners of the brows.



## THE NIGHT-OUT BROWS

Choose two shades of the Precision Brow Liner, one darker, one lighter. Apply the lighter shade to the inner third of the eyebrows and apply the darker shade from the arches to the tails of the brows. Angle the liner to fill with precise, hairlike strokes. Volumize and set with the Brow Tint.

Apply the Perfecting Concealer with the Cream Color Brush to define and clean up the area surrounding the brows. Using the All over Eye Shadow Brush, highlight and blend just under the brows with a light shade of Eye Shadow.



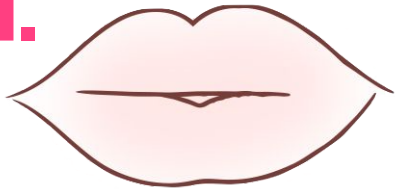




## PRODUCT SPOTLIGHT LIP LINER \$12

A smooth, creamy, waterproof formula in a retractable pencil that never needs sharpening. Glides on easily with a clean, precise line that perfectly defines lips. Long-lasting formula. Applies smoothly and evenly for a perfect outline every time. Clinically tested for skin irritancy and allergy. Dermatologist-tested.

1.



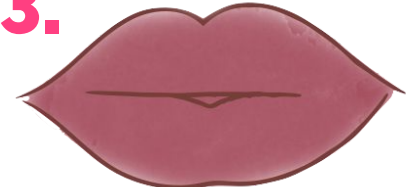
Draw a line around your natural lip line. Use short, feathery strokes to create a soft, natural lip line.

2.



Fill in the lip area completely to create a matte base and help lip color last longer.

3.



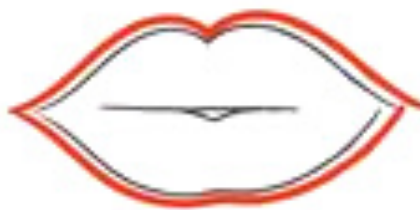
Apply lip color.

## VOLUMINOUS LOOKING LIPS



Apply a darker liner to the outer corners and blend in, leaving the center bare.

## FULLER LOOKING LIPS



Apply a skin tone liner that matches your natural lip. Apply lipstick over the top.

## ONE MORE LIP TIP!



Drawing up from the outer corners to the cupid's bow creates a softer arc and fuller-looking top lip.

## PRODUCT SPOTLIGHT SEMI-SHINE/MATTE GEL LIPSTICK \$18

Gel microsphere technology for rich, stay-true color that lasts for hours – without leaving lips looking or feeling dry. The lightweight gel formula glides on smoothly and cushions lips, leaving them feeling soft and supple. Plus, it's formulated to provide a soft-focus effect with optical enhancers included to scatter light and blur the appearance of minor imperfections.



# CLASS 4

## PRO *touch-ups*

### ESSENTIAL BRUSH COLLECTION

#### ALL-OVER POWDER BRUSH

Hold this brush near the tip of the handle and use a gentle sweeping motion to help achieve a light, natural application.

#### CHEEK BRUSH

Sweep across Cheek Color, centering the brush with the shorter bristles over the blush shade and the longer bristles over the highlighter. Then sweep brush across the cheeks (highlighter at top) to apply blush and highlighter in one stroke.

#### ALL-OVER EYE-SHADOW BRUSH

Sweep eye shadow across the eyelids or brow bones. Flexible bristles make blending easy to help diffuse edges.

#### EYE CREASE BRUSH

Trace a V-shape from the outer corner of the eyelids, inward. The point of the "V" should sit at the outer corners. Blend.

#### EYE SMUDGER BRUSH

Using the pointed tip of this brush to sweep a light shade or a pop of color directly along the upper and lower lashlines

### CUSTOMIZED COLLECTION

#### POWDER FOUNDATION BRUSH

The dense, rounded top provides perfect pickup and even, controlled application of powder foundation. It helps achieve a natural finish, allowing you to build to your desired coverage.

#### EYEBROW / EYELINER BRUSH

The wired spoolie end can be used to tame brows or blend color. The firm, angled end of the brush provides precise application of eyeliner or can be used to fill in brows.

#### CREAM COLOR BRUSH

Designed to mimic fingertip application for a streak-free finish. Can also be used to blend lip color.

#### LIQUID FOUNDATION BRUSH

The angled flat top allows for foundation application directly to the brush. Brush shape blends foundation in hard-to-reach areas of the face.

#### BLENDING BRUSH

The oval-shaped head and tons of short, densely packed bristles work with liquid or cream foundation to blur imperfections and create all-over full coverage.





Step up your makeup game and increase the wearability of your look

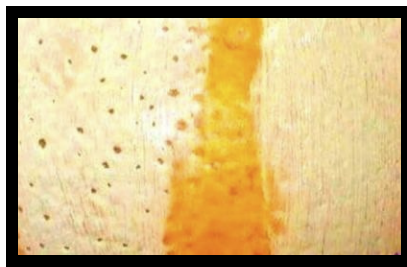
## PRIME PERFECTION

### FOUNDATION

#### FOUNDATION PRIMER \$20



This formula contains silica, a mineral optical diffuser that helps skin look smoother by helping reduce the visible signs of skin imperfections. Plus, skin-conditioning agents provide a smooth canvas for foundation application while it helps extend the wear of makeup. And also helps protect against harmful UV ray damage with SPF 15



NO PRIMER WITH PRIMER

### EYES

#### EYE PRIMER \$12

Oils and moisture from the skin can cause eye color to collect in the crease of the eyelid, smudge and fade. Priming the eyelid creates a base for the eye colors, increasing their opacity and reducing their ability to move.



#### WITH PRIMER



#### WITHOUT PRIMER

### LIPS

#### TIMEWISE AGE FIGHTING LIP PRIMER \$25

- Primes the lips for increased lipstick wear
- Reduces lines and wrinkles on the lips and around the lip area
- Helps prevent feathering and bleeding of lipstick and lip gloss
- Clinically tested for skin irritancy and allergy



### LASHES

#### LASH PRIMER \$15

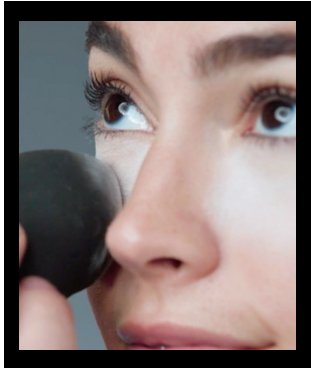


- Clear formula for fool-proof application. With no color to cover up, you'll never have to worry about your primer showing through your mascara. It can be dual-purposed as a colorless mascara, wearing it alone to enhance the appearance of lashes while still looking natural.
- Formulated with our exclusive complex containing Pro Vitamin B5 (panthenol) and phytantriol. These ingredients are commonly used in shampoos and conditioners to attract moisture from the air and bind it to hair. Lashes feel healthy and nourished while the lightweight formula helps prevent lash breakage.

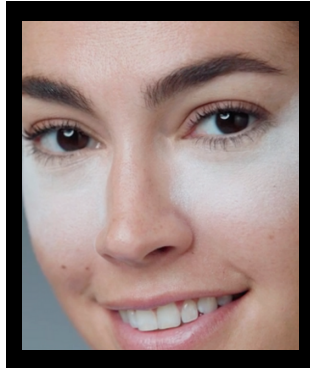


## BAKING

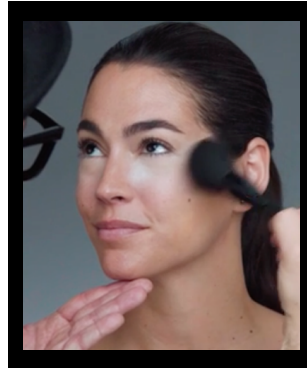
Baking your makeup is the process of applying concealer and loose powder under your eyes for a crease-free, flawless-looking finish that lasts all day.



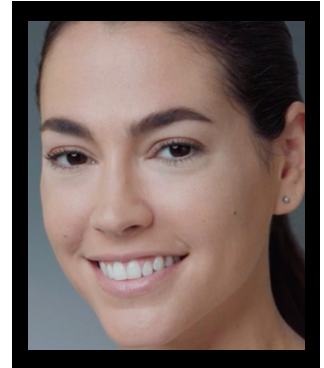
**1** Apply a generous amount of translucent loose powder with a damp blending sponge.



**2** Let it "bake" for 5-10 minutes.



**3** Brush off with a powder brush.



## OIL CONTROL

**Pro Tip: For extremely oily skin use TimeWise 3D Matte Foundation PLUS Mineral Powder Foundation**

### OIL MATTIFIER \$16

- This lightweight formula dries to a matte finish, instantly absorbing oil and controlling shine for 8 hours.
- Apply sparingly on shine-prone areas after moisture step. Allow to dry. Reapply as needed.



**Even professional makeup needs to be touched up. After a couple of hours, sweat and oil minimize your flawless finish.**

### BEAUTY BLOTTERS OIL ABSORBING TISSUES \$6

- Instantly absorb excess oil and eliminate shine and perspiration without disturbing makeup
- Removes shine so makeup stays fresh throughout the day



**How to:** Press (never rub) a Beauty Blotter around your eyes, nose, forehead and chin.



## THE MAGIC OF BLENDING

Without the right blending, your makeup could end up looking muddy, splotchy, patchy, or harsh. Blend with a clean brush with small circles along the lines of any color.



**NO BLENDING**



**BLENDED**



## CLEAN BRUSHES



### BRUSH CLEANER \$10

Spray brush cleaner directly onto brush hairs until thoroughly dampened. Gently sweep brush over tissue to remove excess moisture and to wipe away makeup residue and color. Reshape brush hairs with a clean tissue, lay flat and allow to air dry before using. Allow brush to completely dry before reuse.

**Cleaning your brushes regularly allows your makeup to look fresh at all times**



## FLAWLESS FINISH

- Give your makeup the staying power to last 16 hours.
- Suitable all skin types
- It dries quickly and never feels sticky.
- Is a great refresher anytime of the day to keep your face feeling cool. And when you're ready to remove your makeup, this lightweight formula washes off as easily as it applies.

**How to:** After you apply makeup. Shake spray bottle well. Hold the bottle 8 inches away from your face and spray 2-4 times in an "X" and "T" formation.



# MARY KAY



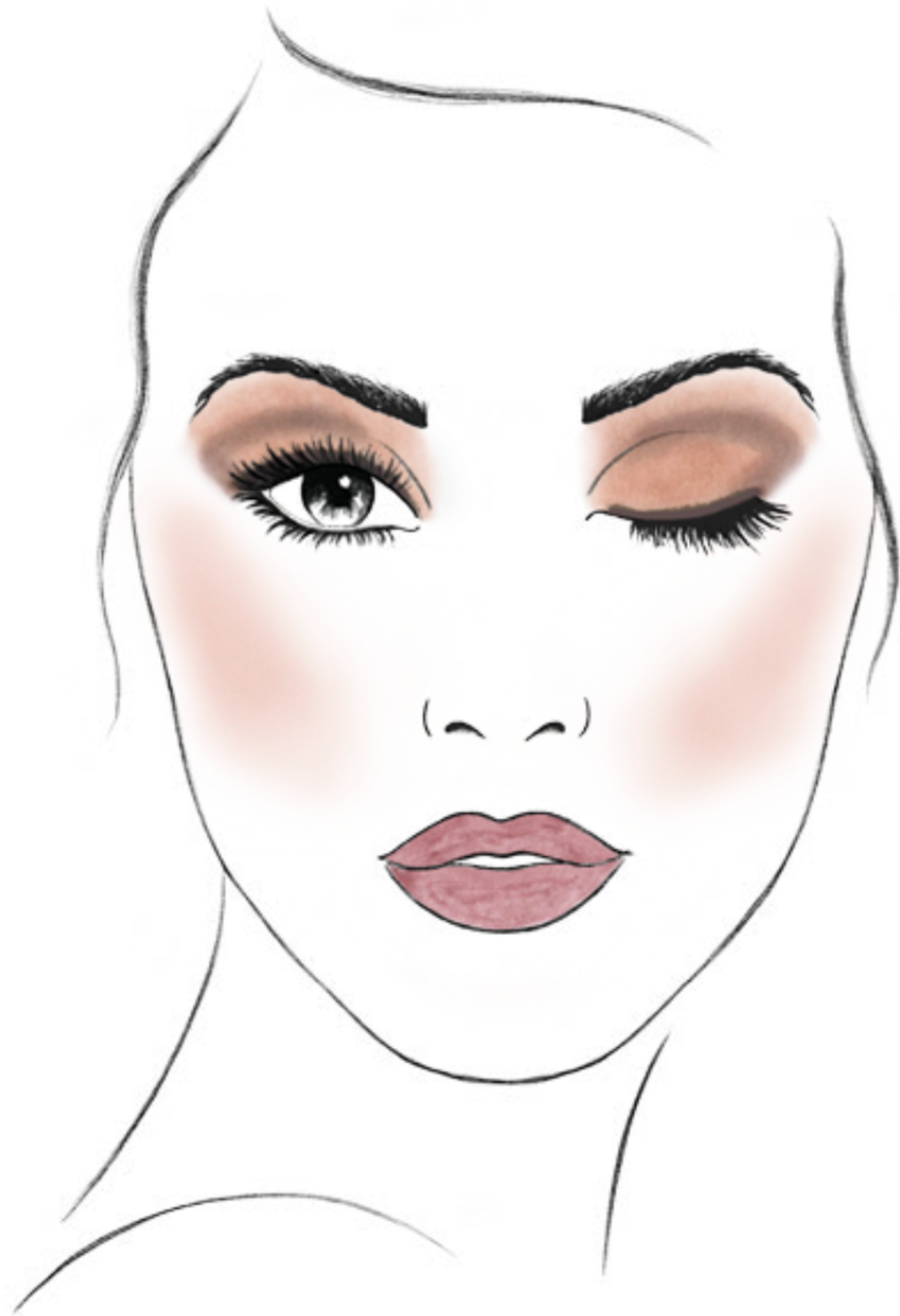
## PINKS & MAUVES

- Step 1. Use **Rose Gold** as the base shade on eyelid.
- Step 2. Apply **Dusty Rose** to the crease and lower lashline.
- Step 3. Highlight inner corner of eye and brow bone with **Blossom**.
- Step 4. Add **MK Deep Brown eyeliner** to top lashline, and finish with mascara.
- Step 5. Sweep **Rosy Nude blush** onto cheeks.
- Step 6. Apply **gel semi-shine lipstick** in **Rosewood**.

To take this look from day to night, add **Golden Mauve** to the crease and lower lashline.



# MARY KAY®



## PURPLES & PLUMS

- Step 1. Use **Sunlit Rose** as the base shade from lashline to brow bone.
- Step 2. Add **Merlot** in the crease and "in the" outer "v" of eye.
- Step 3. Apply **MK Deep Brown eyeliner** to top and bottom lashlines.
- Step 4. Layer **Sweet Plum** on top of eyeliner, and finish with mascara.
- Step 5. Sweep **Desert Rose blush** onto cheeks.
- Step 6. Apply **gel semi-shine lipstick** in **Berry Couture**.

To lighten this look, apply **Soft Heather** in place of **Merlot**.

# MARY KAY



## COOL METALS

- Step 1. Tap **Smoky Quartz** into the middle of eyelid.
- Step 2. Apply **Stormy** in the outer corner of the eye for definition.
- Step 3. Highlight the inner corner of the eye with **Crystalline**.
- Step 4. Blend shades together to smooth out any hard lines.
- Step 5. Add **MK Black eyeliner** to top lashline, and finish with mascara.
- Step 6. Sweep **Shy Blush blush** onto cheeks.
- Step 7. Apply **gel semi-shine lipstick** in **Red Smolder**.

For a less shimmery version, apply **Shadow** in place of **Stormy**.



# MARY KAY



## NEUTRAL **MATTES**

- Step 1. Use **Sand Castle** as the base shade on the entire eyelid.
- Step 2. Define lower lashline with **Cinnabar**.
- Step 3. Apply **Espresso** on the outer corner of the eye in a "v" shape.
- Step 4. Add **MK Deep Brown eyeliner**, and finish with mascara.
- Step 5. Sweep **Hot Coral blush** onto cheeks.
- Step 6. Apply **gel semi-matte lipstick** in **Crushed Berry**.

To take this look from day to night, line top and bottom lashlines with **Onyx**.

MARY KAY®



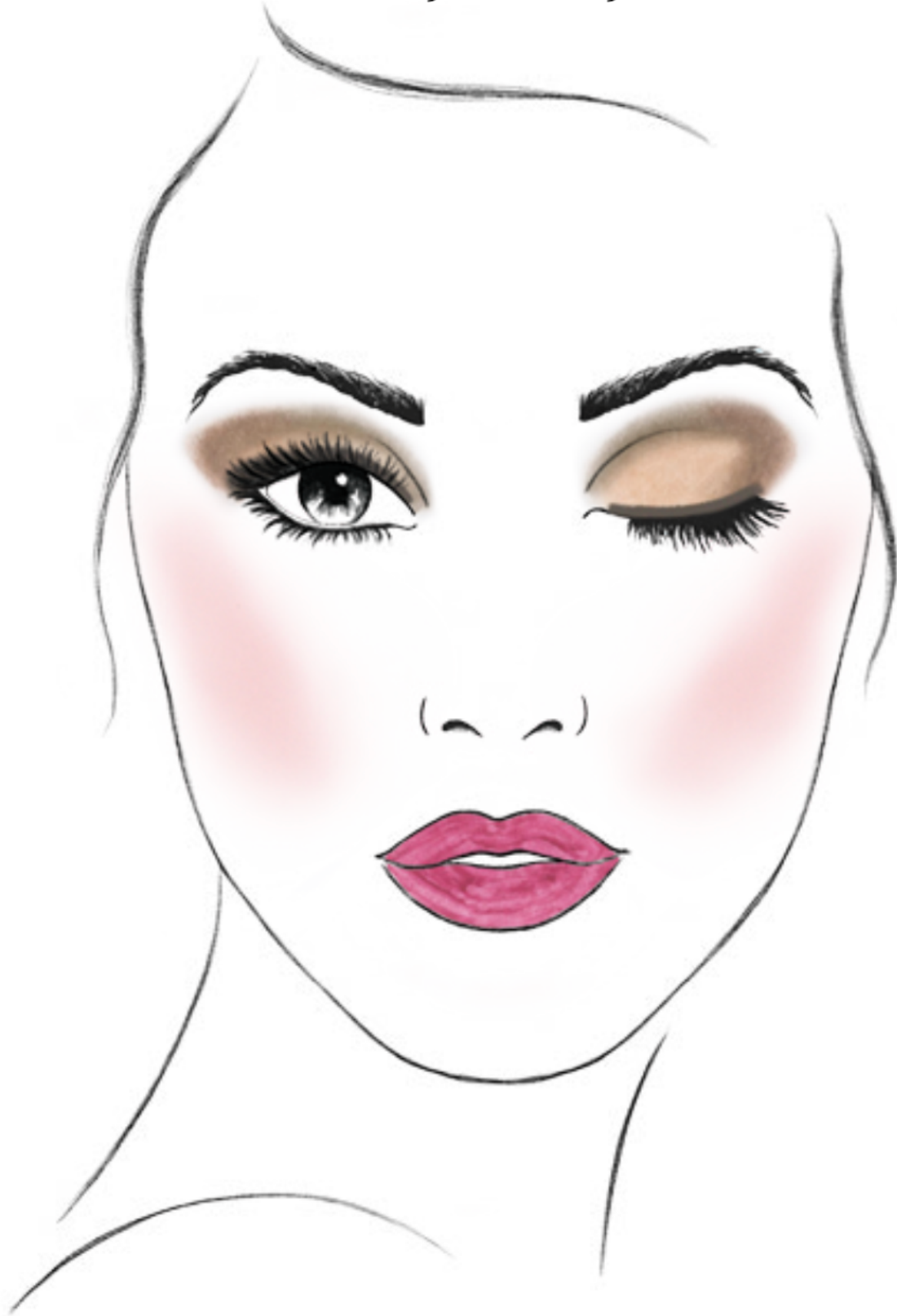
## PINKS & NEUTRALS

- Step 1. Use **Cashmere Haze** as the base shade on the eyelid.
- Step 2. Apply **Golden Mauve** in the crease.
- Step 3. Highlight inner corner of eye with **Blossom**.
- Step 4. Add **MK Black eyeliner** to top lashline, and finish with mascara.
- Step 5. Sweep **Hint of Pink blush** onto cheeks.
- Step 6. Apply **gel semi-shine lipstick** in **Rosewood**.

To add more definition, smudge **Merlot** along top and bottom lashlines.



# MARY KAY



## PURPLES & **NEUTRALS**

- Step 1. Use **Candlelight** as the base shade on the eyelid.
- Step 2. Apply **Hot Fudge** in the crease.
- Step 3. Add **Frozen Iris** in a "v" shape in the outer corner on top of **Hot Fudge**.
- Step 4. Apply **MK Deep Brown eyeliner** to top lashline, and finish with mascara.
- Step 5. Sweep **Darling Pink blush** onto cheeks.
- Step 6. Apply **gel semi-shine lipstick** in **Apple Berry**.

For a less shimmery version, apply **Biscotti** in place of **Candlelight**.

# MARY KAY



## GOLDEN MOSS

- Step 1. Use **Biscotti** as the base shade on the eyelid.
- Step 2. Apply **Gold Status** to the center of the eyelid.
- Step 3. Add **Moss** to the crease and in a "v" shape in the outer corner. Smudge along the top lashline.
- Step 4. Use **MK Deep Brown eyeliner** on the top lashline, and finish with mascara.
- Step 5. Sweep **Juicy Peach blush** onto cheeks.
- Step 6. Apply **gel semi-shine lipstick** in **Naturally Buff**.

To take this look from day to night, layer **Hot Fudge** on top of eyeliner.



# MARY KAY®



## BERRIES & GOLD

- Step 1. Use **Sand Castle** as the base shade on the eyelid.
- Step 2. Apply **Candlelight** to the center of the eyelid.
- Step 3. Accent outer corner of eyelid with **Merlot**.
- Step 4. Blend shades together to smooth out any hard lines.
- Step 5. Add **MK Deep Brown eyeliner** to top and bottom lashlines, and finish with mascara.
- Step 6. Sweep **Rosy Nude blush** onto cheeks.
- Step 7. Apply **gel semi-matte lipstick** in **Crushed Berry**.

For a more shimmery version, add **Sunlit Rose** on top of **Merlot**.

# MARY KAY



## STORMY **BLUE**

- Step 1. Apply **Stormy** as a base shade on the eyelid.
- Step 2. Add **Evening Navy** in the crease starting from the outer corner of the eye.
- Step 3. Accent the eye using **Onyx** by blending into outer corner and along top lashline.
- Step 4. Add **MK Black eyeliner** to the top lashline, and finish with mascara.
- Step 5. Sweep **Golden Copper blush** onto cheeks.
- Step 6. Apply **gel semi-shine lipstick** in **Apple Berry**.

To lighten this look, apply **Shadow** in place of **Onyx**.



# MARY KAY



## WARM METALS

- Step 1. Apply **Gold Status** as the base shade from lashline to brow bone.  
Step 2. Accent the center of the eyelid with **Shiny Penny**. Also bring down to lower lashline.  
Step 3. Use **Burnished Bronze** to create dimension by applying to the outer corner in a "v" shape.  
Step 4. Add **MK Deep Brown eyeliner** to top lashline, and finish with mascara.  
Step 5. Sweep **Wineberry blush** onto cheeks.  
Step 6. Apply **gel semi-shine lipstick** in **Scarlet Red**.

For a less shimmery version, apply **Mahogany** in place of **Burnished Bronze**.

No part of this Makeup Masterclass guide is to be reproduced for profit by any organization.  
This guide was created and then shared to stay true to the Go Give Philosophy, a cornerstone principle of the Mary Kay salesforce.  
This guide was created with love by Mariajose Torres and Auri Hatheway for the Driven National Area