

Get the Right Formula!

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

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

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

Lipstick Comparison Chart

Help your customers select a perfect new lip color with this handy chart.

Discontinued Mary Kay® Crème Lipstick	Mary Kay® Crème Lipstick
Garnetfrost	Frosted Rose or Pink Satin
Golden	Sunlit Sand
Paradise Pink	Pink Shimmer or Frosted Rose
Pink Melon	Pink Passion or Dusty Rose
Rich Cocoa	Downtown Brown or Nutmet
Sunburst	Sunny Citrus or Sunset
Tanned	Whisper + Melon Sorbet Nourishine® Lip Gloss

Eye Color Comparison Chart

Help your customers select a perfect new eye color with this handy chart.

Discontinued Mary Kay® Mineral Eye Color	Mary Kay® Mineral Eye Color
Dusty Lilac	Lavender Fog
Golden Olive	Ivy Garden
Navy Blue	Midnight Star
Raisin	Cinnabar
Steel	Silver Satin
Sweet Pink	Sweet Cream or Spun Silk
Vintage Gold	Ivy Garden + Chocolate Kiss

Cheek Color Comparison Chart

Help your customers select a perfect new cheek color with this handy chart.

Discontinued Mary Kay® Mineral Cheek Color	Mary Kay® Mineral Cheek Color
Pink Petals	Sunny Spice (matte) or Pink Stardust Mineral Highlighting Powder (shimmer)