



Get the

What's second to lipstick on a woman's must-have list? It's mascara. That's why it offers you eye-opening sales *and* loyal reorder potential every three months.* And now you have the ultimate advantage with three incredible new formulas.

They'll help you put an MK Signature™ mascara on all your customers' must-have makeup lists.

MK Signature™ Ultimate Mascara™

It's the most lash-lengthening, lash-volumizing mascara from Mary Kay – ever! So move over, Maybelline. Look out, Lancôme. The new MK Signature™ Ultimate Mascara™ creates bigger, bolder, longer-looking lashes with up to five times the volume. And our new Smart Wiper™ technology delivers the perfect amount of mascara to the brush for a beautiful application every time. **\$15**

All three MK Signature™ formulas feature our new Smart Wiper™ technology to deliver the exact amount of mascara needed for a perfect, clump-free application. See Page 6 for more about these exciting new mascaras.



Charting Success

When a woman finds the mascara she loves, she'll buy it again and again. So "think like a retailer" by knowing your products and your customers' needs. This handy guide will make it easy to suggest the right mascara formula to help make your customers loyal for life.

The Look She Wants in Just One Coat

Bigger, bolder, longer-looking lashes with extreme volume and intense color that lasts all day

Longer-looking lashes with a natural look, fortified with a vitamin B derivative for stronger-looking, softer lashes

Waterproof lashes that keep up with your day. This triathlon-tested formula delivers longer, thicker-looking lashes.

The Mascara She'll Love

MK Signature™ Ultimate Mascara™

MK Signature™ Lash Lengthening Mascara™

MK Signature™ Waterproof Mascara

MK Signature™ Lash Lengthening Mascara™

Got customers who love long, natural-looking lashes? You've got the perfect formula for them. This new mascara penetrates each lash to nourish, condition and strengthen instantly as it lengthens. **\$10**

