

MARY KAY

WHAT'S NEW SPRING 2025

FEBRUARY 16, 2025 TO MAY 15, 2025

REGULAR LINE



NEW!

MARY KAY® SUNSCREEN BROAD SPECTRUM SPF 50

\$38

Use this water-resistant formula for weightless, high-performing protection during a long day of fun in the sun.

- Sweat and swim with water resistance for 80 minutes.
- Weightless, film-free feel.
- No white cast, with a non-sticky finish.

NEW LOOK, SAME FORMULA!

MARY KAY® NOURISHING OIL

\$59

Use it on more than your face – think elbows, cuticles, hands and even on the ends of your hair. It truly is healthy skin, your way.



NEW!

MARY KAY® GREAT HEIGHTS™ MASCARA

\$21

Your longest lashes yet are within reach! Maximize your visible lash length with this long-wearing formula and easy-to-use brush. Lightweight formula conditions with panthenol. This is a great option if you loved Lash Love® Lengthening Mascara!



† All prices are suggested retail. Plus, applicable taxes. Offer available through participating Independent Beauty Consultants only.

Products and shades may not be exactly as shown and are subject to change without notice.

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LIMITED-EDITION



NEW! SPECIAL-EDITION†
MARY KAY® AFTER-SUN
REPLENISHING GEL
\$24

New look, same formula. Treat your skin to cool, refreshing moisture following a day of sun-filled activity.



NEW! SPECIAL-EDITION†
PURCHASE WITH PURCHASE

This special-edition†† Mary Kay-branded beach towel is available while supplies last with each purchase of the following sun care bundles:

NEW! Special-Edition† Protect and Refresh Bundle, \$69

One Mary Kay® Sunscreen Broad Spectrum SPF 50 and one special edition† Mary Kay® After-Sun Replenishing Gel.

NEW! Special-Edition† Pure Protection Bundle, \$83

Two tubes of the new Mary Kay® Sunscreen SPF 50.

Towels are only available as part of the bundle promotion and not sold separately.

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LIMITED-EDITION



NEW! SPECIAL-EDITION*

MARY KAY® ILLUMINATING BRONZER

\$28 each

Swipe these light-reflecting, marbled powders where the sun kisses your skin for a gorgeous glow, no island required.

Available in **Medium Glow** and **Deep Glow**.



NEW! SPECIAL-EDITION*

MARY KAY® HIGHLIGHTER

\$28

Blend Golden Glow onto the high points of your face to light up every room you enter.

The bronzers and highlighter feature:

- Luminescent Pearl Finish
- Silky-Smooth Texture
- Light-Reflecting Powder



NEW! LIMITED-EDITION*

MARY KAY® BROW KIT

\$34 each

This all-in-one, four-step, go-everywhere brow kit features a pomade, powder, highlight powder, one dual-end angled brush and one spoolie. Available in **Blonde, Brunette** and **Dark Brunette**.

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LIMITED-EDITION

NEW! LIMITED-EDITION†
THE ESSENTIALS – SPRING
\$80 (suggested retail \$88.50)

Level up your beauty game with the ultimate duo designed for the beauty trendsetter. Featuring the Mary Kay Perfect Palette™ and the Mary Kay® Essential Brush Collection, you have everything you need to create flawless looks wherever you are.

Includes:

- The Mary Kay Perfect Palette™
- Mary Kay® Essential Brush Collection
- The Essentials Digital Guide



NEW! LIMITED-EDITION†
MARY KAY ASH
CHARITABLE FOUNDATION
ULTIMATE WEEKENDER BAG
\$40

Your new favourite bag is here! Jet-setting across the globe or just heading to the gym, this Weekender Bag has got you covered. Need extra space for a spontaneous adventure? Expand it! Perfect for a quick getaway.

P.S. It includes a sleeve to easily slide onto your luggage handle!

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