

MARY KAY

# WHAT'S NEW SUMMER 2025

MAY 16, 2025 TO SEPTEMBER 15, 2025

REGULAR LINE

NEW!

## MKMEN® REGIMEN

\$84

Introducing science-backed skin care for healthy-looking skin, made just for him. Updated and rebranded, the new MKMen® regimen brings the knowledge of how to keep skin looking healthy to a hardworking routine he'll have an easy time committing to.



NEW!

## MKMEN® DAILY FACIAL WASH

\$24

With its just-right lather, this liquid formula visibly reduces excess oil and helps prep skin for shaving. Pores feel deep-down clean, and skin feels refreshed, smooth and energized.

NEW!

## MKMEN® MOISTURIZING SHAVE

\$24

By innovating the practicality of shaving cream with the soothing, moisturizing benefits of after-shave, we've consolidated two steps into one so he can get on with his day. Leaves skin feeling soft, smooth and soothed.

NEW!

## MKMEN® ULTIMATE MOISTURIZER

\$36

This new formula, for use both day and night, includes the powerhouse antioxidant resveratrol to help protect the skin from the visible damage caused by free radicals. Adding a vitamin E derivative provides an additional boost of antioxidant benefits.\* In an independent clinical study, 93% of panelists saw an improvement in skin firmness and 86% experienced a reduction in fine lines after 8 weeks.\*\*

\*Based on in vitro studies

\*\*Based on an independent third-party clinical study in which 29 panelists used the product twice a day for 8 weeks.

† 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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MARY KAY

# WHAT'S NEW SUMMER 2025

MAY 16, 2025 TO SEPTEMBER 15, 2025

LIMITED-EDITION



NEW! SPECIAL-EDITION†

## MARY KAY CONFIDENTLY YOU™ EAU DE PARFUM

\$66

An unforgettable oriental floral olfactive experience that radiates with confidence at first breath.

- **Top Notes:** Mandarin, Bergamot and juicy notes of Pear
- **Middle Notes:** Jasmine, Cassis Bud and Rose
- **Bottom Notes:** Warm Amber, Sandalwood and Vanilla

NEW! LIMITED-EDITION†

## MARY KAY® TINTED LIP OIL

\$24 each

Join Mary Kay's global Pink Changing Lives® cause empowerment program and help change the lives of women and their families. In Canada, from April 26 through September 15, 2025, Mary Kay Cosmetics Ltd. will donate \$1 from each sale of limited-edition† Mary Kay® Tinted Lip Oil in **Blush** and **Berry** shades to the Mary Kay Ash Charitable Foundation. Mary Kay is committed to supporting the Mary Kay Ash Charitable Foundation and its continued efforts to support women living with cancer through Look Good Feel Better® and to help women experiencing domestic violence by providing grants to women's shelters and community outreach programs.

### Beautifying benefits:

- Super high-shine, nonsticky finish.
- Moisture-preserving blend of nine plant-based oils.
- Two shades complement a range of skin tones.
- Soft tint in two buildable shades.
- Delightfully lingering, cooling sensation.

Lip Oil  
for good



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# WHAT'S NEW SUMMER 2025

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LIMITED-EDITION



NEW! LIMITED-EDITION†

## MARY KAY® LAVENDER & COCONUT SCENTED SHOWER GEL

**\$19**

Cleanse skin with a foamy and fragrant blend of bubbles in a limited-edition, floral and fruity scent.

NEW! LIMITED-EDITION†

## MARY KAY® LAVENDER & COCONUT SCENTED BODY LOTION

**\$19**

Give skin the hydration it craves with an easily spreadable body lotion scented with fresh lavender and creamy coconut.

NEW! LIMITED-EDITION†

## THE ESSENTIALS – SUMMER

**\$69 (Suggested Retail Value of \$76.50)**

Transform your beauty routine with these tried-and-true beauty basics. This exclusive collection combines the essentials you need for an effortlessly flawless complexion, captivating eyes, and beautifully defined brows.

### The Essentials – Summer includes:

- CC Cream Sunscreen Broad Spectrum SPF 15 *in your choice of shade*
- Mary Kay® Ultimate Mascara
- Mary Kay® Clear Brow Styling Gel
- A Blending Sponge
- The Essentials – Summer Digital Guide



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MAY 9, 2025 TO SEPTEMBER 15, 2025

LIMITED-EDITION



**NEW! LIMITED-EDITION\***

## MARY KAY ASH CHARITABLE FOUNDATION BEADED BLISS BRACELET SET

**\$20**

Elevate your summer style with our exclusive *Beaded Bliss* Bracelet Set, featuring three elegant pieces crafted from natural stones in black, brown, and coral rose for just \$20. Each bracelet is thoughtfully designed to complement your seasonal look, adorned with a stunning Mary Kay Ash Charitable Foundation charm—a symbol of empowerment and philanthropy in honour of Mary Kay Ash's birthday. Best of all, 100% of the proceeds go directly to the Foundation, making this a meaningful way to support a great cause while adding a touch of natural elegance to your collection.

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