



INTERACTIVE CATALOG STEP-BY-STEP GUIDE

How to navigate the new experience.

Follow this simple step-by-step guide to get the most out of every experience!

1. HOME

Select HOME to view and select from all available catalogs. Think of this section as your complete catalog library.

2. SECTIONS

Select SECTIONS to easily skip between sections and categories when viewing a particular catalog. This can help you “jump around” while shopping with a customer who may have specific interests.

3. WISH LIST

Your customers can easily build shareable wish lists as they browse the catalogs. They can then share the list with you, or with friends and family. Your customers can also move products from the wish list to the shopping bag with just a few taps.

4. BOOKMARKS & STICKY NOTES

You and your customers can bookmark pages and add sticky notes in any catalog and share with each other. You can also save bookmarks and notes for later viewing, as long as you are browsing with cookies enabled.

5. DOWNLOAD & PRINT

Select DOWNLOAD to save a PDF for offline viewing later. Click PRINT to print all or part of the catalog.

6. SHARE

Here's where the real fun starts! Share the Interactive Catalogs with your current and potential customers via email, text, social and more.



7. PAGE VIEWS

Use these three page-view options to select between a one-page, two-page, or multipage views.

8. SHOP THIS PAGE

You and your customers can tap this magic-like button to open a world of product possibilities. Browse all the products on the page (the details and all of the available shades!), add products to the wish list or shopping bag, and use the TRY IT ON feature.

9. TRY IT ON

Fun, virtual try-ons await each time you spot this camera icon. One click whisks your customers to Mary Kay MirrorMe™, where shades are applied directly to their face in augmented reality!