

# NEW!

## Mary Kay® Lash & Brow Building Serum™

Turn lash envy into lashes that look fuller, look thicker and have more volume. Turn problem brows into the healthy, natural-looking brows you want. All it takes is seconds at night, and in just 30 days, you'll see the results that women everywhere are already talking about!

**AVAILABLE ON THE JUNE 16  
CONSULTANT ORDER FORM.**

Used at night, this gentle, safe, nondrug formula contains our revitalizing Lash Response™ Complex, which includes amino acids, a peptide and red clover extract to help provide what lashes and brows need to stay healthy and strong. The formula is ophthalmologist-tested, suitable for contact lens wearers and for people with sensitive eyes.



SCAN TO WATCH  
THE MARY KAY®  
LASH SPA™ VIDEO.  
Get the free mobile app  
at <http://gettag.mobi>



### PERFECT FOR YOUR CUSTOMERS WHO WANT TO:

- Improve appearance of thin, sparse lashes/brows.
- Build thicker-, fuller-looking lashes.
- Improve lash volume.
- Add fullness to bare lashes.
- Help reduce lash loss during makeup removal.



\$38

## Lash Splash

We're busy promoting the three-step Mary Kay® Lash Spa™ essentials to fashion magazine editors, and they're spreading the word to their readers!



*Allure* magazine selected Mary Kay® Lash Primer from among hundreds of new products to feature in its "Free Stuff" giveaway column in May. The first 500 lucky respondents won full-sized samplers of this great new product. Look for more excitement and publicity about all three Mary Kay® Lash Spa™ products!

You can help spread the word too! Enroll your customers in the Preferred Customer Program™ Month 2 mailer featuring Mary Kay® Lash Spa™! Deadline for registering is June 15.

## Expert Insight

"Mary Kay® Lash & Brow Building Serum™ is an exciting formula using the latest in ingredient technology and comes backed with solid safety and performance results. This lightweight serum provides multiple benefits that are important for healthy lashes and brows."

Dr. Beth Lange, Mary Kay  
Chief Scientific Officer



Great tools await to help you sell Mary Kay® Lash & Brow Building

Serum™ to your customers. Check out **Mary Kay InTouch® > Products > Product Central > What's New!** You'll find the new Mary Kay® Lash Spa™ Beaute-Vite® and Party Placemat complete with a personality game to play during your party!