

CONCEALERS

Concealer should be used very lightly!!! It is not meant to cover but is meant to counteract skin discoloration. Never used over more than 20% of face.

Concealer should not be used as foundation.

Concealer should be applied with fingertips or a small brush or a cotton swab, or a sponge tip applicator and should be applied ONLY to the discolored skin. Do not rub it on, or it doesn't conceal.

Some extreme skin discoloration or redness can be covered using a yellow concealer and then a regular ivory/beige/bronze concealer over it.

Freckles are angel kisses and are not meant to be covered up.

Almost always, concealer should be applied after moisturizer and before foundation. However, when covering blemishes, it should be applied after the foundation and should be a color that closely matches the foundation color.

Concealing Everything!

Dark Circles: keep concealer with the line of discoloration. After applying concealer with a brush, stipple (lightly pat) with the finger or a brush. Then stipple foundation under the eyes, over the concealer.

Dark Spots: apply concealer and then stipple around edges. Stipple foundation over spot and powder over with a lighter shade of powder.

Light Spots: use a concealer shade darker than your foundation.

Scars: Moisturize then powder. Apply concealer over the scar.

Blemishes: Apply foundation first! Apply concealer after with a stippling motion. Concealer must match the foundation. Also, try using Visine to get the red out of blemishes!

Acne Scars: keep the skin as matte as possible. Use loose powder and blush without sheen.

Rosacea: Layer foundation (ending in a "0" or "2" over area).

Freckles: need less foundation, more sheer look.

Under-eye puffiness: conceal dark circles, if any. Then apply foundation. Use concealer lighter than foundation and apply under the puffy area and stipple, but don't blend completely.

brighten up!

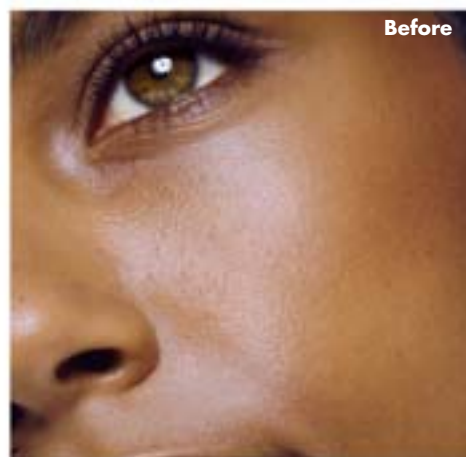
It's the makeup must-have to light up sales.

The new MK Signature™ Facial Highlighting Pen optically "lifts" the shadowy areas of the face for a brighter, more refreshed look. Plus, this super-sheer formula can be easily reapplied to keep the face bathed in the perfect light all day. And it comes in four shades for all skin tones. \$18

Everyday wear. Easy to reapply. What could be better for sales and reordering opportunities than the MK Signature™ Facial Highlighting Pen? You might suggest one for home, the office and on the go! See Page 6 to learn more from the experts about this exciting new product.

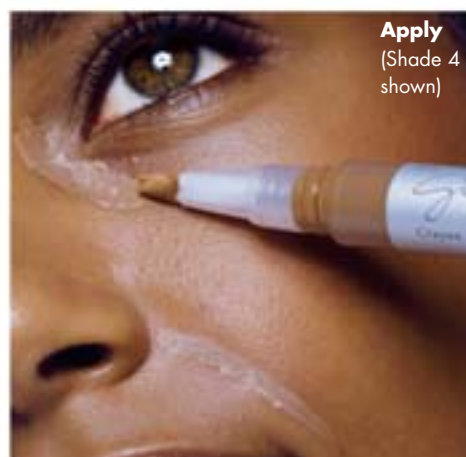
Seeing Is Believing!

Help your customers see the difference the new MK Signature™ Facial Highlighting Pen can make. You can use the Winter 2005 issue of *The Look* featuring the unretouched photos shown below. Or try applying the product on your face to "highlight" the effects of this easy-to-use product! Here's what you might say:



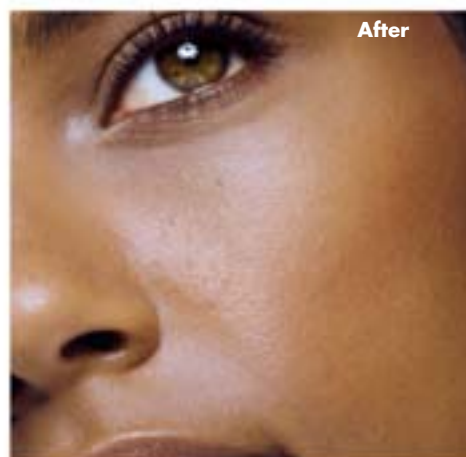
Before

"First, apply foundation as usual."



Apply
(Shade 4 shown)

"Give the MK Signature™ Facial Highlighting Pen a few clicks and apply it to the shadowy areas of your face. Blend with fingertip and go."



After

"See how easy that is! Your face appears brighter and more radiant-looking instantly. And you can reapply it anytime to freshen your look."

Finding the Perfect Match

If your customer wears Mary Kay® Medium- or Full-Coverage Foundation in:	Recommend MK Signature™ Facial Highlighting Pen in:
Ivory 104, Ivory 105, Ivory 204, Beige 304, Beige 305, Beige 404	Shade 1
Ivory 100, Ivory 200, Ivory 202, Beige 300, Beige 302, Beige 400	Shade 2
Beige 402, Bronze 500, Bronze 504, Bronze 507	Shade 3
Bronze 600, Bronze 607, Bronze 708, Bronze 808	Shade 4