

Understanding Fragrance

Each Mary Kay® fragrance is completely unique. That's because each one can include up to 1,000 different ingredients which vary not only in how they smell but also in their "staying power" on the skin. Different ingredients come into play in the fragrance at various stages of the perfume's life on the skin. Perfumers distinguish between the various parts of the fragrance in the following way:

The Top Note is the first impression of the fragrance. It is the initial impact of the scent on the sense of smell.

The Middle Note, or heart of the fragrance, unfolds and develops a few minutes after the perfume is applied to the skin.

The Bottom Note is the final impression of the fragrance. It is the most lasting part and can last several hours after the fragrance is applied.

Even if two fragrances have identical odor descriptions, they will smell different from each other. The proportions of a fragrance vary to create a unique, complete and different blend. Here are a few terms that can help you talk to your customers about the different kinds of fragrance available in our collection.

Perfume — (sometimes spelled parfum) The longest-lasting and strongest form of fragrance containing the highest concentration of fragrance oil.

Eau de Parfum — (oh-deh-parfoom) A substantial version of fragrance with a lower concentration of fragrance oil than perfume.

Eau de Toilette — (oh-deh-twalette) A lighter version of fragrance containing a lower concentration of fragrance oil than Eau de Parfum.

Scented bath and body products — Soaps, powders, lotions, creams, shower gels and other products that provide hints of fragrance. By layering these products on the skin before applying the fragrance, your customers can extend the wear time of the fragrance.

Women's Fragrances

From contemporary to classic, oriental blends to fruity-florals and more, it's easy to help your customers discover their favorite Mary Kay® fragrances.

Affection® Eau de Parfum \$50
A modern oriental chypre that awakens the senses with sparkling pink peppercorn.

Angelfire® Eau de Toilette \$17
A floral with sultry wood and musk accents.

Belara® Eau de Parfum \$34
An invigorating blend of luminous florals and creamy musk.

Bella Belara™ Eau de Parfum \$34
The exuberant floral fruity eau de parfum captivates immediately.

Elige® Eau de Parfum \$40
A sheer oriental blend with exotic wood undertones.

Journey® Eau de Parfum \$36
A sheer blend of white floral scents.

Mary Kay Tribute® Eau de Parfum \$40
A floral oriental with creamy vanilla undertones.

Velocity® Eau de Parfum \$28
A euphoric, fruity-floral scent.

Men's Fragrances

From contemporary to classic, oriental blends to woody and more, it's easy to help your customers discover their favorite Mary Kay® fragrances.

Domain® Cologne \$34
A contemporary blend of fresh outdoor notes.

Domain® After-Shave Balm \$18
A gentle, alcohol-free formula that helps reduce shaving irritation, leaving skin moisturized, conditioned and soothed with the Domain® fragrance.

Domain® Body and Hair Shampoo \$18
A rich gel that thoroughly cleanses the body and hair while imparting the Domain® fragrance.

MK High Intensity™ Cologne Spray \$38
An ambery oriental fragrance created for a man who has an intensity for life – an intensity you find irresistible.

Tribute® for Men Spray Cologne \$25
A masculine blend of dry-smoky woody scents.

Velocity® for Him Cologne \$28
An airy cologne with a clean, crisp scent for the extreme Velocity® guy.

Velocity® for Him Total Body Wash \$16
A rich gel that cleanses the body and hair while leaving the skin and hair scented with the clean, crisp Velocity® for Him fragrance.

Fragrance Facts

Fragrances react uniquely to every woman's body chemistry.

Most fragrances linger no more than a few hours, usually four.

Fragrances can help change your mood.

Birth control pills and other medications can affect fragrance on the skin.

Fragrances in cream or lotion formula are good for women whose fragrances never seem to last.

Fun Facts about Fragrance

1. Any woman who has ever worn fragrances knows what a personal experience it is, and for that reason alone, fragrance selection is not any easy task but a very rewarding one. Every one of us perceives a fragrance differently. The perfume that most men adore on you may turn off another man because it reminds him of his last girlfriend. So you see, its appeal is emotional. You're selling dreams, memories, and pleasant (or unpleasant!). Let's take a look at fragrance and some of the facts you may or may not know about it.
2. Today fragrance is very much a fashion accessory. It should be bought to suit or enhance you lifestyle.
3. If you show a customer three different fragrances, he or she would usually buy the first fragrance you have shown. It's true!
4. It is better to spray a customer's right wrist when testing a fragrance because most customers are... right-handed.
5. We always suggest spraying the wrist rather than the hand. We do this because like the soles of the feet, the palms are thick skinned and highly acidic which destroys the true essence.
6. Do you know why you should not put perfume behind your ears? The body oil there is quite different from the rest of the body and it could negate or turn the fragrance.
7. Did you know that dry skin does not hold fragrances well? If fragrance is applied after the bath, while the skin is still moist, the moisture will help hold fragrance on the skin.
8. Did you know that using a wardrobe of products in the same fragrance is not more expensive? It's actually more economical because by layering your fragrance it produces a longer lasting more constant scent than touch ups.
9. Did you know that applying fragrance to your clothing, the warmth created as you move in them scents the air? Often it is a softer aura that you create by mixing fragrance directly onto the skin.
10. Did you know the weather can alter fragrances. Fragrances intensify on hot humid days; a lighter version – floral or green might be cooler or fresher than an oriental. Cold weather tends to lessen the staying power of a fragrance creating the need for more layering.
11. Did you know that you could become immune to a particular scent and its called fragrance fatigue? That's why it is good idea to have a fragrance wardrobe composed of 3 or 4 scents.
12. Do you know why it is always a good idea to give fragrance a chance to dry down on the skin before deciding whether or not it's for you? Because, at first whiff, you are very conscious of the vehicle –that is the medium in which the fragrance essence are suspended and of the top note of the fragrance. You want to move to the base note for the real test.

LAYERING

Layering is the application of several coats or layers to achieve a fuller, richer deeper effect. By using several fragrance forms on your body, each having an individual peak of maximum impact called the bliss point; we can easily create an enhanced fragrance aura that lasts throughout the day.

By using just one fragrance product, it is very difficult to achieve a beautiful fragrance level that is long lasting; but, by layering a fragrance and using different forms of it, there is a much more effective approach to achieving the optimal fragrance that is prettier and longer lasting.

The Bliss Point is the point at which fragrance reaches its optimal level. The point when the fragrance base note has kicked in – the point at which it smells the prettiest, and if you're going to layer your fragrance all of those products with which you layer arrive at the their bliss points at different times during the day.

Proper Layering Sequence

Step 1 The Bath—cleanse the body with your fragrance bath and shower gel. For additional treat, use your bath and shower gel as a bubble bath.

Step 2 Moisturizing—Moisturizing the body all over with fragrance lotion slows the scent evaporating process. These also make perfect products for after sun moisturizing in the summer.

Step 3 Fragrance—First spray cologne over the entire body and add an additional spray after dressing – being careful not to spray directly on the clothes. Spray the hair and hold spray back from the clothes so they get a mist, wrapping the body in fragrance that will last.

Step 4—Carry toilette traveler in your purse for a late day touch up.

Women's Fragrance Personality Quiz

Put a check by the questions that fit you. Then see the answers below for the fragrance that suits your personality. (You may have more than one!)



- 1. Do you appreciate the beauty of life?
- 2. Are you a luxury-loving girl?
- 3. Are you always on the go and loving every minute?
- 4. Are you young or young at heart?
- 5. Are you dynamic, active and involved in the world around you?
- 6. Do you like glamour, grace and style?

- 1. Bella Belara Parfum – The exuberant fruity floral captivates immediately
- 2. Affection Eau de Parfum – A modern oriental chypre that awakens the senses.
- 3. Belara Eau de Parfum – A perfect balance of fresh, luminous florals and creamy warm notes.
- 4. Velocity Eau de Parfum – A euphoric fruity floral that will turn your world upside down.
- 5. Journey Eau de Parfum – A light, translucent fragrance with a sheer blend of white floral notes.
- 6. Elige Eau de Parfum – A sheer oriental blend with exotic wood undertones.

Name _____ Email _____

Phone(s) _____

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you are **what you wear.**

Wrap up your fragrance wardrobe by answering three simple questions that unlock the door to your signature scent.



1. The notes in a fragrance are what defines it. When it comes to expressing yourself, which scent group attracts you?

- A modern oriental chypre (she-pra) that is a mix of sparkling pink peppercorn, sweet white peony and warm amber woods.
- A sheer, light, translucent blend of floral notes including freesia and water lily.
- A blend of floral, creamy notes.
- A mingling of floral notes with fresh citrus fruit.
- A floral oriental that combines florals with sweet, spicy notes.
- A sheer oriental that's a light blend of traditional oriental notes, often with a sparkling top note.
- An exuberant floral fruity with a delicate medley of apricot and red nectarine.

2. Which word below describes what you want your favorite fragrance to say about you?

- Romantic
- Adventurous
- Independent
- Energetic
- Classic
- Elegant
- Beautiful

3. Fragrances have a way of evoking some of your favorite memories or feelings. Which of the experiences below captures that moment for you?

- The first time you had a romantic dinner with your significant other.
- A friend who encouraged you to step out of your comfort zone and try something new.
- The first time you took a risk and felt confident about your decision.
- An activity that was exhilarating – a ballet class, rock climbing, running a marathon, volunteering – and personally rewarding.
- A time spent with a favorite relative that warms your heart.
- Time spent with a person in your life who has impeccable taste and knows all about fashion, food and travel.
- You were living life to the fullest. You felt beautiful, happy, confident and content.



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<p>Belara® Eau de Parfum \$34</p>	<p>☐ A blend of floral, creamy notes.</p>
<p>Velocity Eau de Parfum \$28</p>	<p>☐ A mingling of floral notes with fresh citrus fruit.</p>
<p>Mary Kay Tribute® Eau de Parfum \$40</p>	<p>☐ A floral oriental that combines florals with sweet, spicy notes.</p>
<p>Elige® Eau de Parfum \$40</p>	<p>☐ A sheer oriental that's a light blend of traditional oriental notes, often with a sparkling top note.</p>
<p>Bella Belara™ Eau de Parfum \$34</p>	<p>☐ An exuberant floral fruity with a delicate medley of apricot and red nectarine.</p>

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Answers:

- 1. **Bella Belara Parfum** – The exuberant fruity floral captivates immediately
- 2. **Affection Eau de Parfum** – A modern oriental chypre that awakens the senses.
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- 6. **Elige Eau de Parfum** – A sheer oriental blend with exotic wood undertones.

Name _____
Email _____
Phone(s) _____

Men's Fragrance Personality Quiz

Put a check by the questions that fit you. Then see the answers below for the fragrance that suits your personality. (You may have more than one!)

- 1. Are you a breath of fresh air that loves the scent of hearth and home?
- 2. Do you love denim jackets and over-stuffed leather sofas?
- 3. Are you invigorating and love the freshness of mountain air and wooded forests?
- 4. Are you a refined, distinctive and intriguing gentleman?



Answers:

- 1. **Domain Cologne** – A fresh blend of lavender, oak moss and musk with fresh air, outdoor notes.
- 2. **Tribute for Men Spray Cologne** – A sporty, masculine blend of citrus fruits plus long-lasting sage and sandalwood.
- 3. **Velocity for Him Cologne** – An energetic, nautical and fun-loving fragrance with mountain air accord.
- 4. **High Intensity Cologne Spray** – A warm, sophisticated intensity with icy black fennel, silver sage and coffee beans.

Name _____
Email _____
Phone(s) _____

Retail

\$34



Belara® Eau de Parfum Fragrance Notes

Top Note:

San Joaquin Fig, Wild Bilberry, Opal Lotus Flower,

Pitiosporum Blossoms.

Middle Note:

Star Gazer Lily, Southern Indian Tuberoses, Snow Drop

Flower, Chamomile Petal, Golden Acacia Blossoms.

Bottom Note:

White Poplar Bark, Milky Sandalwood, Cotton Musk.

A musky floral

Belara

Bella Belara

A Floral Fruity Fragrance



It's more than a fragrance- it's a beautiful feeling.

The exuberant floral fruity eau de parfum captivates immediately. The senses are first teated to a delectable medley of apricot and red nectarine. At it's heart, dew covered rose petals and Moroccan jasmine unfold, while a delightful mix of creamy blond woods and cool moss linger.

Feel beautiful, Be beautiful.

The Bella Belara woman lives life to the fullest because she knows how beautiful life can be. And she loves feeling beautiful.

It's a feeling that can inspire happiness, confidence, and contentment and there is nothing that can invoke a feeling quicker than a fragrance.

\$34

Retail

Retail

\$36



English Heritage Rose, Apricot Musk and Beachwood.

Bottom Note:

White Sampaguita.

Wild Freesia, Phlox, East Hampton Peony,

Middle Note:

Ice Mint, Watercress and Water Lily.

Top Note:

Journey® Eau de Parfum Fragrance Notes

A sheer floral

Journey

Elige

A sheer oriental



Elige® Eau de Parfum Fragrance Notes

Top Note:

Peony, Freesia, Amazon Lily, Hint of Green, Wild Cyclamen.

Middle Note:

*Tuberose, Ylang Ylang, Night-blooming Jasmine, Camellia,
Karo Karounde, Australian Boronia, Mirabelle Plum,
Raspberry, Mandarin.*

Bottom Note:

*Indian Sandalwood, Mahogany, White Pepper, Patchouli,
Amber, Vanilla, Tonka Bean, Orris.*

\$40

Retail

Retail!

\$50



Affection™ Eau de Parfum Fragrance Notes:
Top Note:
Sicilian Bergamot, Pink Peppercorn,
Mandarin Zest, Peach Nectar.
Middle Note:
White Peony, Chinese Osmanthus,
Wild Cyclamen, Red Pimento.
Bottom Note:
Refined Patchouli Flower, White Amber,
Mahogany Wood.

Characterized as a modern oriental chypre

Affection

Mary Kay Tribute

Floral oriental



\$40

Retail

Mary Kay Tribute® Eau de Parfum Fragrance Notes

Top Note:

*Ruby Red Grapefruit, Orange Blossom,
Passion Fruit, Luscious Lychee.*

Middle Note:

*Pink Plumeria, Pink Rose of Texas,
Cherry Blossom, Calypso Orchid.*

Bottom Note:

*Cherry-Vanilla Souffle, Warm Amber Wood,
Sheer Tonka Bean, Soft White Musk.*

Retail

\$17



Angelfire® Eau de Toilette Fragrance Notes:
Top Note:
Italian Bergamot, Galbanum, Lemon, Green Accord.
Middle Note:
Rose, Jasmine, Tuberosse, Muguet des Bois.
Bottom Note:
Sandalwood, Vetiver, Musk.

A floral with sultry wood and musk accents

Angelfire

Velocity

A euphoric, fruity floral scent

Velocity® Eau de Parfum Fragrance Notes:

Top Note:

Banana Flower, Green Jungle Orchid,
Tart Mangosteen.

Middle Note:

Dashing Clementine, White Azalea Petals,
Aromadendron.

Bottom Note:

Balsawood Tree Blossom, Blackberries, Sheer Woods.



\$28

Retail

Retail

\$28



Velocity® for Him Cologne Fragrance Notes:
Top Note:
Mountain Air Accord, West Indian Mandarin
Flower, Green Tomato Vine, Lime Mint.
Middle Note:
Sassafras Stems, Boxwood, Cilantro Leaves.
Bottom Note:
Linden Bark, Teakwood, Cedaramber

*A clean, fresh scent with
woody undertones*

Velocity

Domain

*A contemporary blend
of fresh outdoor notes*



\$34

Retail

Domain® Cologne Fragrance Notes:

Top:

*Zesty Lime Tonic, Crisp Macintosh, White Grapefruit,
Desert Sage, Tangerine, Cognac Grapes, Lavender.*

Middle:

*Juniper Berry, Night-blooming Cactus,
Bird of Paradise, Garden Basil, Tarragon,
Ice Mint, Cypress Leaves, Green Bamboo Shoots.*

Bottom:

*Cherry Firewood, Blonde Cedar, Pipe Tabac,
Cistus Labdanum, Patchouli Wood,
Palm Tree Wood, Black Vanilla Bean, Musk.*

New MK High Intensity Cologne Spray, is as irresistible as the man who wears it. He has a sleek, smooth sence of captivating sophistication mixed with refined charm. He has an intensity for life-an intensity you find irresistible.

Retail

\$38



Vintage Suede accord merges with a Smoldering Amber, Royal King Wood - a Mary Kay exclusive to add rich intensity

Middle Note:

Icy Black Fennel, Sage heightened by crushes Coffee Beans, Living Dianthus, Darjeeling Black Tea, Dreamy Violet Leaves

High Note:

MK High Intensity® Cologne Spray Fragrance Notes:

It's an ambary oriental

MK High Intensity

MK Tribute



A masculine blend of dry-smoky, woody scents

Tribute® for Men Spray Cologne Fragrance Notes:

Top Note:

Italian Bergamot, Lime, Lemon, Galbanum, Nutmeg, Clove, Cinnamon, Basil, Pineapple.

Middle Note:

Lavender, Violet, Rose, Jasmine, Lily of the Valley, Clary Sage.

Bottom Note:

Cedar Wood, Sandalwood, Patchouli, Moss, Musk.

\$25

Retail