

MASCARA

All three MK Signature mascara formulas feature the Smart Wiper technology to deliver the exact amount of mascara your customers need for maximum plumping-without the clumping. They are also smudge-resistant, flake resistant, clump resistant, ophthalmologist-tested and suitable for contact lens wearers and sensitive eyes.

Mascara is the makeup product that is most prone to bacteria and should be replaced at least every three months. You should never expect to use a tube of mascara until it is completely used up.

MK Signature™ Ultimate Mascara™

This extremely volumizing, super-thickening, exclusive formula creates the look of big, bold, separated lashes that last all day. It delivers on so many benefits, it's been called "the only mascara your customers will ever need." However, some customers will be looking for a mascara formula that targets a specific need, including lash-lengthening and waterproof.

MK Signature™ Lash Lengthening Mascara™

This lightweight formula lengthens for natural-looking lashes. This mascara also penetrates each lash to nourish, condition and strengthen instantly as it lengthens.

MK Signature™ Waterproof Mascara

This triathlon-tested formula creates the look of thicker, longer lashes and stays put through swimming, bicycling, running and exercising. It is also tear-proof, pool-proof, saltwater-proof and humidity-proof. This chart can help you find the formula your customers will love.

A note about eyelashes: CURL, CURL, CURL. This does more for eyes than just about anything.

APPLICATION TIPS:

1. Lightly brush mascara back and forth across upper lashes, starting at the base of the lashes and working out.
2. Then brush on lower lashes, lightly brushing the tip back and forth across the lashes.
3. For longer, thicker-looking lashes, reapply one or two additional coats.
Let mascara dry between coats.

The Look They Want in Just One Coat	The Mascara* They'll Love
Bigger, bolder, longer-looking lashes with extreme volume and intense color that lasts all day	MK Signature™ Ultimate Mascara™
Longer-looking lashes with the natural look they love, plus a formula fortified with a vitamin B derivative that instantly penetrates each lash for stronger-looking, softer lashes	MK Signature™ Lash Lengthening Mascara™
Waterproof lashes that keep up with their day. This triathlon-tested formula delivers longer, thicker-looking lashes.	MK Signature™ Waterproof Mascara

*All of the MK Signature™ mascaras feature the Smart Wiper™ technology to make application perfectly easy, while Mary Kay® OilFree Eye Makeup Remover makes removing it perfectly easy too.