

Mary Kay® Belara Eau de Parfum

Is a perfectly balanced, sheer fragrance that fits the perfectly balanced woman.
A musky floral.

Target Customers: Great for customers looking for a fine fragrance.

Top: San Joaquin Fig, Wild Bilberry, Opal Lotus Flower, Pittosporum Blossoms

Middle: Star Gazer Lily, Southern Indian Tuberose, Snow Drop Flower, Chamomille Petal, Golden Acacia Blossoms

Bottom: White Poplar Bark, Milky Sandalwood, Cotton Musk



Mary Kay® Bella Belara Eau de Parfum

Is more than a fragrance—it's a beautiful feeling.
An exuberant floral fruity fragrance

Target Customers: Who like floral fruity fragrance or fragrances in general. Customers looking for a nice gift for someone else.

Top: Mandarin, Strawberry Leaves, Nectarine, Apricot, Cassis

Middle: Rose Petals, Freesia, Lily of the Valley, Ylang, Jasmine

Bottom: Blonde Woods, Sandalwood, Vetiver, Moss, Tolu Balsam



Mary Kay® Journey Eau de Parfum

Is a light, translucent blend of sheer, floral notes.
A sheer floral fragrance

Target Customers: Customers looking for a fine fragrance

Top: Ice Mint, Watercress, Water Lily

Middle: Wild Freesia, Phlox, East Hampton Peony, White Sampaquita

Bottom: English Heritage Rose, Apricot Musk, Beachwood



Mary Kay® Thinking of You Eau de Parfum

A fruity floral fragrance has universal appeal.

Joyful melody of sparkling and succulent top notes, heartfelt, feminine florals, and warm, comforting undertones.

Target Customers: Customers who are looking to give a gift that says "I'm thinking of you." Women who like to wear fragrance. Customers looking for a fragrance gift.

Top: Fruity Oriental Fragrance, Sparkling Mandarin, White Peach, Juicy Plum

Middle: Creamy Jasmine, Pink Honeysuckle, Lily of the Valley

Bottom: Warm Tonka, Vanilla Absolute, Sugared Patchouli, Soft Musk



Velocity® Velocity Parfum

Velocity bursts onto the scene with something you won't find in any other fragrance.
An exhilarating, euphoric, fruity floral scent

Target Customers: Great for customers looking for a fine fragrance.

Top: Banana Flower, Green Jungle Orchid, Tart Mangosteen

Middle: Dashing Clementine, White Azalea Petals, Aromadendron

Bottom: Balsawood Tree Blossom, Blackberries, Sheer Woods



Mary Kay® Belara Midnight™ Eau de Parfum

Midnight strikes. And in that moment, the peak of night and the unfolding of a new day exist as one. The Belara Midnight™ woman embodies this subtle balance — a harmonious blending of mystery and anticipation. While unmistakably feminine, she reveals only glimpses into her many layers. She indulges all of her senses in full appreciation of those special moments she embraces with intensity and passion. Just look into her eyes, and she expresses more than words ever could.

Target Customers: Any woman looking for a creamy oriental scent with warm vanilla and woody undertones

Top: Baies Rose Jungle Essence, Wild Berries, Tropicalone
Middle: Purple Peony, Egyptian Jasmine, Black Vanilla Bean
Bottom: Sweet Amber, Creamy Sandalwood, Velvet Musk



Women's Eau de Toilette Collection—Use-Up Rate: 2-3 Months

This collection consists of four new everyday, wearable scents that meet a wide range of fragrance preferences and provide a lower cost alternative to fine fragrances.

The simplicity and wide appeal of this collection make these scents attractive for gift-giving, and make it easy and inexpensive to expand your fragrance wardrobe.

Simple, yet sophisticated—this is the essence of Mary Kay's Eau de Toilette fragrances. Carefree and easy-going, you can choose a new scent everyday.

Warm Amber—Warm

Warm, creamy, rich and cozy



Simply Cotton—Clean

A clean, crisp and refreshing fragrance



Forever Orchid—Floral

Simple, yet sophisticated



Exotic Passionfruit—Juicy

Delightfully fruity, zesty and juicy



Eau de Toilette Body Lotion—Use-Up Rate: 1-2 Months

Enjoy a pampering way to indulge in life's little luxuries with Eau de Toilette Body Lotions. These gently lotions feature the same carefree and easy going fragrances of the Eau de Toilette Collection so you can choose a new scent everyday.

Eau de Toilette Shower Gel

Rich, silky formula will leave your skin feeling smooth, soft and refreshed.

Suitable for every skin type.

Gently enough for daily use.

Creates a sudsy lather and works well while shaving.

Eau de Toilette Sugar Scrub

Gently exfoliates by buffing away dry rough skin.

Feels invigorating.

Leaves skin feeling smooth, soft and moisturized.

Smooths rough areas and leaves a radiant appearance.

Domain® Cologne

A contemporary blend of fresh outdoor notes.

Target Customers: Customers looking for a cologen

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



MK High Intensity™ Cologne Spray

An ambery oriental fragrance you'll find as irresistible as the man who wears it.

Target Customers: Customers who buy for the men in their lives. Customers needing gift ideas

Top: Icy Black Fennel, Crushed Coffee Bean, Silver Sage

Middle: Anise See, Black Tea, Violet Leaf, Dianthus

Bottom: Amber, Royal King Wood, Vintage Suede Accord



Mary Kay® Tribute For Men Spray Cologne

A sporty, masculine blend of dry-smoky, wood scents

Target Customers: Customers looking for a cologen

Top: Italian Bergamot, Lime, Lemon, Galbanum, Nutmeg, Clove, Cinnamon, Basil, Pineapple

Middle: Lavender, Violet, Rose, Jasmine, lily of the Valley, Clary Sage

Bottom: Cedar Wood, Sandalwood, Patchouli, Moss, Musk



Velocity® For Him Cologne

An invigorating, fun-loving fragrance just for guys. Airy fragrance captures the freshness of mountain air and the crisp, clean scent of wooded forests.

Target Customers: Customers looking for a cologen

Top: Mountain Air Accord, West Indian Mandarin Flower, Green Tomato Vine, Lime Mint

Middle: Sassafras Stems, Boxwood, Cilantro Leaves

Bottom: Linden Bark, Teakwood, Cedaramber



Mary Kay® True Original Cologne

A fresh, clean scent for the truly original man.

Target Customers: Any man looking for a fresh, clean scent that's not overpowering

Top: Lemon and Fuji Apple

Middle: Cedarwood and Amber

Bottom: Patchouli



PARFUM NOTES

- The combination of ingredients in a fragrance not only determines how it smells, but also its “staying power” on the skin. Different ingredients come into play in the fragrance at various stages of life on the skin. Perfumers distinguish between the various stages in three ways:

The **TOP NOTE** is the initial impact of the fragrance. These notes “introduce” the fragrance and can last up to 15 minutes.

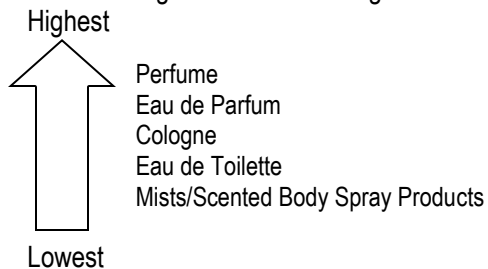
The **MIDDLE NOTE**, or heart of the fragrance, unfolds and develops a few minutes after the perfume is applied to the skin. They appear after the top notes disappear and can last throughout the whole fragrance experience.

The **BOTTOM NOTE** is the final impression and also the most lasting. It can last several hours after the fragrance is applied.

- An Eau de Parfum is a substantial version of fragrance with a lower concentration of fragrance oil than perfume.
- After applying a fragrance, resist the urge to rub your wrists together since the friction created can sometimes alter the scent. Instead, apply a light mist and wait a few seconds for it to dry.

EAU DE TOILETTE NOTES

Eau de toilettes are lighter versions of fragrance with a lower concentration of fragrance oil.



Layering is a soft, subtle way to wear fragrance. Plus, it helps you extend the wear of your fragrance