

Lori Hogg



Ladies..... It's time to get ready!

Quick tip for a FANTASTIC high heat cooking day!

Who DOESN'T want their makeup to melt like butter cooking today???

I don't!!!!

Ok..... So lets switch some products today!

Primer--- MUST

CC Cream--- Must

FINISHING SPRAY between each layer on the face. (After primer, after CC and after foundation and powder).

----- when you start feeling hot and misted (lol). Most with the Finishing spray!

Lets switch out our TOP eyeliner pencil with the Gel liner! Don't forget to set TOP and BOTTOM liner with a color that closely matches! This helps keep from creasing or ANY color transfer!

CREAM EYE SHADOWS today ladies! This keeps our COLOR ON, water resistant and will help us keep our look fresh all Day!!! Wear it alone or pair with a beautiful Eye Shadow.

Mascara..... After applying ALL mascara.... Get out your waterproof and apply ONE LAYER TO LOCK IT IN!! If you have SERIOUS Mascara run issues, get out your BROW GEL and apply one coat over the already mascaraed lashes!

Keep your Oil Mattifyer in your pocket! When needed, squeeze a bit on to your finger and gently tap onto shiny areas!!

LIPS--- apply a small amount of concealer over the entire lip area. Now Line the ENTIRE LIP AREA with a lip liner and apply lipstick over top and add a touch of gloss for shine!

Happy Thanksgiving to ALL the beautiful faces there! I hope everyone has a safe, melt free Day!!

*The artistry of makeup*

Lori Hogg

## MYTH BUSTER MONDAY

Did you know..... If you have a round face you CAN'T EVER wear Blush on the apples of your cheeks?? Don't even think about it!! It only makes you look MORE round. Sorry....

This is the worst part----- if you feel a little overweight, applying blush to the apples adds weight to the face!

THIS IS CRAZY!!!! In fact, I'm going to share with you a NEW way to apply your blush that gives an INSTANT LIFT to the face! INSTANT! Applying Blush to rounder cheeks can actually break up the roundness. Applying Blush to ANY face on the apples will give a colorful, awake look to the face and skin! A small amount of shimmer in a blush will only enhance the look of healthy skin! You can relax, makeup won't make you look overweight!

Application:::

--Looking in the mirror, turn head slightly to find the Peak of the apple! (This should line up with the outside of your Iris in the eye)

--Smile to make sure you have located the peak correctly.

--Using a small Blush brush or the V Brush from my collection, apply the blush on the top of the apple and blend back on to the cheek bone towards the hairline.

--Smile in between blending to double check the position of the blush.

MAKE SURE blush is NOT lower then the Apple of the cheek!

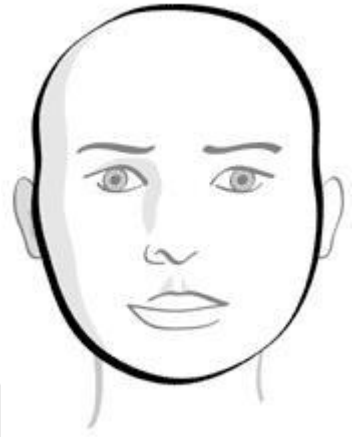
---Choosing the PERFECT Blush tone for you..... Pinch your cheeks!

The color that your face naturally flushes will be your BEST Blush tone for your skin!! If you find ALL blushes look the same on you..... CLEAN YOUR BRUSHES!!!

\*\*\*My FAVORITE Product to use for winter is Cranberry Cream Blush!

Apply a small bit with your finger and gently blend out on to the cheek bone towards the hair line!!!

Beautiful!! Happy Lifting!!



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\*\*\*\*QUICK HALLOWEEN TIP\*\*\*\*

---- Hey there MOM's and DAD's. do you spend Halloween night or the following morning scrubbing your kids face until they cry?? ----

\*\*Halloween makeup can stain the skin and can be really hard to remove from the skin without a little pain.

SO..... Do yourself a favor! Use a little PRIMER under ANY and ALL Halloween makeup this year!

The Primer will help create a layer of protection on the skin so the makeup is easy to remove without painful scrubbing!

For even easier makeup remove.... Grab some MK Oil-Free Eye Makeup Remover! Yes, it IS for the eyes BUT, if it's gentle enough for the eyes, the whole face (and body) can use it as well!!

For EXTREME cases! If Makeup is not lifting off skin easily, apply Intense Moisturizing Cream to the are, allow a warm wet rag to sit over top and gently wipe off! Reds can be a PAIN to remove!

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\* WINTERIZE Me Please!! \*

Here we go again.... The leaves are falling and the season is in change!  
So when the season changes..... It's time for some Makeup changes!  
We need to make a few adjustments to our daily routine to weather proof our beautiful faces!

1st.... We need to rearrange our skin care and make sure we are getting the proper hydration needed. Dehydrated skin = FINE LINES or not so fine! With the colder weather, comes chapped skin! This is the time to really Hydrate your skin and show some extra love. Wind, winters and COLD's can do damage to our skin that we can prevent. My FAVORITE to get the job done is the Mary Kay Repair Set!!

2nd.... Make sure your lips are being pampered. Satin Lips is a MUST for this time of year. Keeping your lips exfoliated and moisturized can help prevent chapped lips! Sometimes you need more than a lip balm!

3rd.... Update your Foundation color! We lose most of our color in the fall/winter time. Therefore, a lighter foundation tone is a MUST! Looking orange or blotchy is NOT a hot look this winter.... Or ever!  
Also--- switch out the finish of the foundation. Even the most moisturized skin can look textured using a matte foundation in the winter! To keep a nice, healthy, elastic look, use a Luminous Foundation Finish! Fine lines will not be enhanced. My BEST suggestion would be the Mary Kay CC Cream's!! Beautiful coverage, 10hr moisturizing, zero fine lines..... I'm ALL about it!

4th.... Set makeup with Translucent Powder so not to OVER Mattify the face! Over mattifying = FINE LINES/TEXTURED looking skin.

5th.... Don't be afraid to add a POP of color! Cream Shadows are an easy way to get soft color washes on the eye! Not too much, but just enough. For more drama, layer with fun powder shadows. True Dimension's Lipsticks are the perfect choice for the fall winter seasons. Plenty of moisture and beautiful color choices! Keep the lips soft and full all day!

Finally..... I love to add a touch of Bronzing Powder to the face to give a little extra color! No Umpa-Lumpa's need apply!!!

A few gentle strokes across the forehead, cheeks and chin is just enough to give life back to the face!

Hope this helps everyone have a FINE LINE FREE season!!!



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## TIP TIME TUESDAY

Do you ever wonder..... What colors really bring out my eyes? How do I wear a Bold or Bright Shadow without taking away from the color of my eyes?

---Rather your Brown, Green, Hazel or Blue..... There's always a FUN Color for you!

First we'll start with the Basics..... What colors can you coordinate in your Eye Shadows to get the MOST from your Natural Eye Color?

Blue Eyes---- Peach toned Eye Shadows bring out ANY blue eyes! When looking at neutral shadows, go with warmer tones to really set your blue off!

FuN Colors for Blues---- If the color of the blue is more icy blue, use cool tones such as purples, soft pinks, pastel tones. If it is a deeper blue, royal blues, navy blues etc.

Amber Blaze, Coastal Blue

Green Eyes---- Purples have always been the dominate shadow tones for green eyes. When looking at neutrals, go with a plum or gray browns. Cool neutrals!

FuN Shadows---- Green eyes LOVE PINKS and red tones like Copper Glow. These tones really set fire to green eyes! Vibrant pinks should be worn with a lighter green eye. Deeper burgundy and reds look so dramatic with a deep green eye.

Ballerina Pink, Copper Glow

Brown Eyes---- The interchangeable eye! Meaning, the eye color that can wear anything without diluting the color of the eye!

FuN Shadows---- BLUES!! Light blues, dark blues, shimmer blues!! Browns have a tad bit of a warm tone in them so Blue Shadows really pull them out!! Peacock blue, Oceanview

Grey Eyes---- follow Blue eyes

Hazel Eyes---- find the dominate color in the hazel and follow above! (For golden hazel, bright bold purples) Iris, Sweet Plum



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TIP TIME

Mascara me PLEASE!

Who's ready to take "Mink-ing Your Lashes" a step further? I'll show you a way to get the maximum length from your lashes, with more volume than you ever knew you had!

BEST part about this.... No need for 3D Lashes or Extensions! This can be done with your NATURAL lashes!

To get the "Minked" look to the lashes:

Apply a Brown Mascara and tip the lashes with a Black.

Dealing with Blonde clients, I notice women with lighter lashes can have a disconnect look to the lash line when mascara is applied. So keeping the root of the lashes lighter, doesn't create any depth.

Instead of Tipping the lashes... Try this!

1. Curl the lashes first. Don't Crimp! Holding down with a massive amount of pressure just makes an L shape with the lashes. Think about curling a Holiday ribbon, you want to curl down the lashes. Several squeezes moving toward the end of the lashes.

2. Choose a Mascara that Lengthens to apply for your first coat in Brown or Black/Brown.

When applying mascara.... Push the lashes in towards the nose while shaking the wand at the base of the lashes. This will thoroughly coat each individual lash.

-Fell free to mix your own Mascara Cocktail to accomplish your goal!

3. NOW... Grab a Mascara that gives volume in Black for your final coat!! Love Lash in Black is MY FAVORITE to top off with!

4. Starting out the outer corner lash line, gently push and shake lashes in towards the nose!

5. Once all lashes have been coated, gently sweep lashes up and outwards to the outer corner of the eye!

For MAX results... Use the Mary Kay Lash and Brow Serum.



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**Definition**

Lash Love Mascara

Defines, defends and delivers four times the volume without looking overdone.



**Waterproof Definition**

Lash Love Waterproof Mascara

Defines, defends and delivers voluminous lashes with a waterproof formula.



**Volume**

Ultimate Mascara

Bigger, bolder, longer-looking lashes with extreme volume.



**Length**

Lash Lengthening Mascara

Lash-lengthening formula fortified with a vitamin B derivative for stronger-looking, softer-feeling lashes.

**Extra Tips:** For MAXIMUM volume and fullness of lashes, CURL Lashes first! After curling, apply a Brown mascara, then layer with your favorite Black.

Layer with different mascaras to benefit from each application. ex. 2 layers of Ultimate Mascara and 1 layer of Lash Love !

After you reach your desired lash look with mascara, for the last layer, switch to the Waterproof mascara to lock in your lashes.

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Myth'S:

1. Apply a large amount of Foundation on the skin and allow to sit for 90 seconds or MORE to allow time for a true match!
2. When matching for foundation on yourself or a client, apply foundation tones to the INNER forearm of the arm for exact Skin tone matching!
3. NEVER APPLY FOUNDATION to the neck or chest area. This will instantly age you! If you must apply down the neck due to a "Foundation Line", you are in the WRONG TONE!! You should never have to go past the jawline! WRONG AGAIN MY FRIENDS! Are you ready for the BUSTS!!

Here we go.....

Bust'S:

1. Applying a large or small area of foundation and allowing it to sit, will only intensify the color and leave a CAKEY Area. Is something going to happen in 90 seconds???? Nope.... Besides the fact it will be almost impossible to match any skin tone.

TIP: When matching foundation, blend in the choice tones. You won't know if it blends in until IT'S BLENDED IN!!

Within seconds, you should see that the tone is too light or too dark.

If the Foundation applied to the skin is INSTANTLY darker then the skin, the shade is TOO dark! Go with a lighter tone.

2. Applying foundation to match your inner arm will match..... Your Inner Arm! Lol This skin is usually the lightest on our body. It is ALWAYS lighter then the rest of the body during ANY season! Using your cheek, to jaw line, blending down the neck will be your BEST guide!

3. ALWAYS MAKE SURE YOUR NECK IS BLENDED!! Always!! No need for extra foundation.... The leftover product on your foundation is enough to gently blend down the neck to remove ANY foundation lines.

----- Foundation lines don't EXACTLY mean you're in the Wrong Foundation. Most women have a different toned face, neck and chest! Blending the foundation down keeps ORANGE lines at bay!

EXTRA TIP! For my BEAUTIFUL women that have sun damage or just a. More red toned chest!

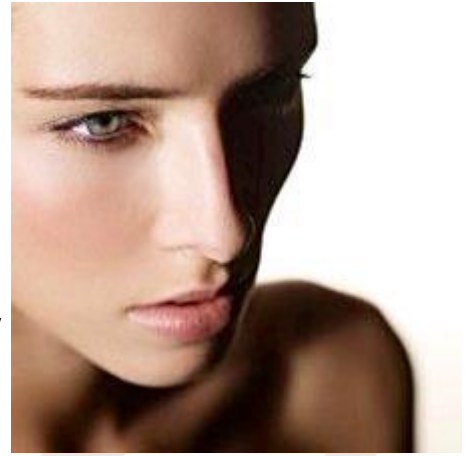
The chest area is always more red and colorful then the rest of the body!

This is an easy fix!

Take your foundation and add a small amount of moisturizer..... Mix together in your hands and gently apply a very fine layer over the chest!

Blot chest with a paper towel.... Now SET with MK Translucent powder! Re-powder to make sure there is no color transfer!

If a solid white shirt is the choice for the day... Be careful and make sure to set well with Translucent Powder!



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No Filter TIP TIME!!!

Who's ready for a few FUN looks!

The NEW Mary Kay Emerald Noir and Sapphire Noir have AMAZING Color POP to them. The mix of "Bright and Beautiful" with "Natural and Soft" gives endless looks with Drama at your finger tips.

Look 1 Emerald Noir

1. Use the Lightest Matte Taupe in the crease. For a smokey effect.... Wrap that same tone blending down and under the lower lash line.
  2. Apply darkest Brown in the back of the crease, gently wrapping it around the outer corner of the lower lash line.
  3. Now apply the Shimmer Highlight on the lid
  4. Use the darkest Brown as an eyeliner (apply with an Angle Brush) for a soft line. (For more drama, apply Deep Brown for liner on the top lash line)
- ..... Copper Glow for Blush or MK Bronzer. Now pair up with the NEW Semi-Matte Lipstick in Ruby Night.

Look 2 Emerald Noir

1. Repeat steps 1 & 2.
3. Using the darker Emerald Green in the compact. Gently blend from the outer corner of the eyelid, blending into the outer corner of the crease.
4. Now apply Shimmer Highlight on first half of the lid.... going light to dark.
5. Using the same Emerald Green, gently blend a fine line under the lash line stopping in the middle of the pupil. (Use an Angle Brush)
6. Line with Mary Kay Gel liner in Black on top lash line.

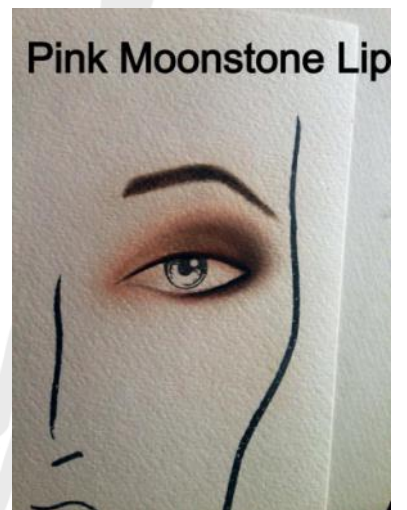
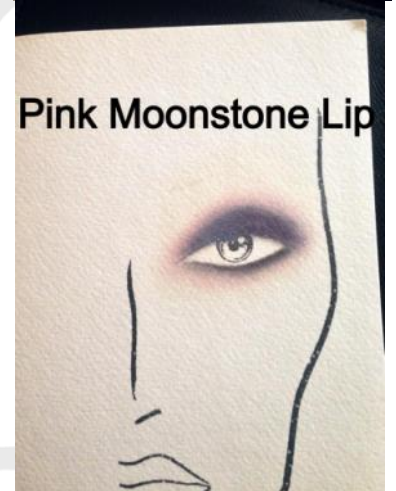
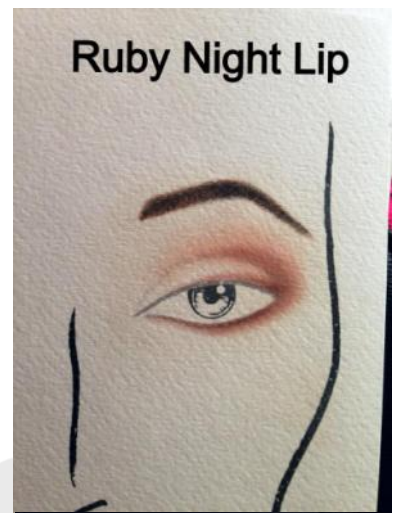
..... Cherry Blossom for a Blush. Now pair up with the NEW Semi-Matte in Pink Moonstone

Look 3 Sapphire Noir

1. Using the Iridescent Pink in the middle of the palette, blend widely in the crease and wrapping around the bottom lash line.
2. Apply the lightest Gray in the back corner of the crease, wrapping around the bottom lash line. (apply the darkest Gray in the outer corner of the crease for extra drama!)
3. Take the darkest Shimmer Blue and apply on the top lash line. (Imagine a horizontal line in the middle of the lid) apply the darkest blue to the bottom half of the lid.

Now apply the Shimmer lighter Blue on the top half of the lid.

4. Using the darker blue, wrap that color from the crease to the bottom lash line. For extra DRAMA, use MK Gel Liner in Black and smudge at the lash line.
- .... Strawberry Cream for Blush. Now air this up with Semi-Matte Pink Moonstone Lipstick



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QUICK TIP

Tired of Lipstick running. Are your lips beginning to look aged?

To get that PERFECT line around the lips, try THIS!

Products that can be used:

-Highlighter Pen #2 for Light Skin

-Highlighter Pen #4 for Dark Skin

-Mineral Powder Foundation (2 shades lighter than your skin tone)

-Concealer (2 shades lighter than your skin tone)

This is a technique that is done on EVERY women in front of a Camera... Rather it's HD or Digital!

Rim the edge of the lips top and bottom with your product of choice! Now blend outwards.

This technique refines the Lip line removing an aged look and giving a silky soft surface!

This application also battles Lipstick bleeding throughout the day!

Want perfect Lips..... Try THIS!

Get with your Local Mary Kay Rep and she can show the way to PERFECTION!!!

Kisses



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MYTH BUSTER

☑TIP TIME TUESDAY☑

Together..

The OLD Myth about Light concealer around the eyes or White colors.... Is about to be BUSTED!

This has been a trend for decades now! As we know, trends come and go.... With good reason!

Reason for this trend::

A light tone is used on the under eye area to create attention to the eyes. Hoping this made the "Eyes" the focal point on the face.

What we have discovered NOW.....

Concealer that is TOO light for your skin tone only adds AGING!

YES... People are drawn to your eyes. Unfortunately they are drawn to the fine lines and are completely unaware of the BEAUTIFUL eye makeup you have applied!

Pics---- Using a White Powder (Translucent Powder is fine) or Very Light Concealer in pics in enhance this look! The Talc in the concealer is Highlighted when a camera flashes on the face. Causing an OVER Concealed look and causing more attention to the MOST UNWANTED PART of the face.... The under eye!

So what we have found..... Light Concealer Ages your eye area, distorts the appearance of a beautiful Eye application and causing a checker board look to the entire face!

How to use Concealer Properly! Choose a concealer as CLOSE to your skin tone as possible. If you are a Pink undertone, your concealer should have the same undertone!

---This IMMEDIATELY corrects Talc flashing back in ANY pictures. Skin toned Concealer allows the face to flow with even colors to look as natural and "part of you" as possible. No big breaks in the color flow!

Adding white or light colors to aging skin only ADD's to the aged look!

Keep it skin toned so NOT to Highlight any aging and keep your skin looking silky smooth!

For Dark Circles..... Use your skin toned concealer and add about 25% of the ☑HIGHLIGHT PEN#3☑

Mix together and apply ON the DARK AREAS ONLY!

KEY---- If you highlight a Dark Circle.... It may turn gray or with a greenish tint.

Causing you to add a MASSIVE amount of concealer to hide!

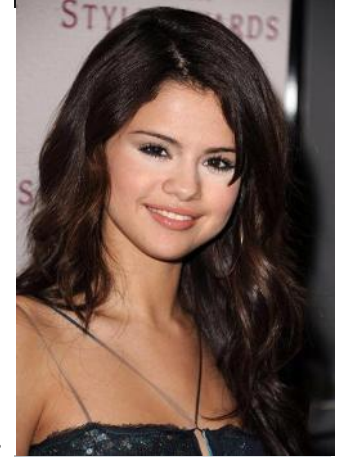
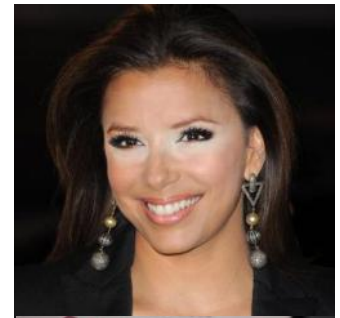
Let's NOT highlight the Dark Circle.... Let's NOT LIGHTEN the area.... Let's REMOVE THE DARK CIRCLE ALL TOGETHER!

Once you have applied your concealer in the correct way.... Or removed your Dark Circles..... You now have the most YOUTHFUL, HEALTHY and BALANCED look With your concealer!

NOW... Your eyes are the TRUE feature that NO ONE can stop gazing at!!

Bat those beauties Ladies!!

Get with your Mary Kay Rep and MAKE SURE you're not applying a PROBLEM!!



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#### SEMINAR TIP TIME

IT'S SEMINAR!! We all know how CRAZY getting ready for each event for Seminar can be. Here are my BEST TIPS to transform your Daytime look into your Evening wear with No time to spare!

You've just gotten back from the Manufacturing your and you have ONE hr to prepare for your nights events....

How to do a "Bump Up", Ready??

You need:

Pack a few CLEAN Sponges!

Mineral Powder Foundation

Concealer

Blush

Take a clean sponge and gently blot on the face. This helps remove access oil and if ANY of your makeup has begun to crease or spot, this will blend it back together. Make sure to get under your eyes for any creaking as well!

Pull out your concealer and spot treat! Re conceal under the eyes, around the nose area, on the Lips for a perfect lip line and middle of the forehead!

Now you have 2 choices here... You can reapply some foundation OR apply Mineral Powder Foundation all over the face! Reapplying foundation "may" feel full.

Now it's time for eyes..... Jump into your eye shadows and reapply if needed. You can also add an additional darker tone to add Drama with NO effort! If no colors are need, use the MK Crease Brush with no product on it and do Circles to buff out any creasing!

Reline your eyeliner with a like shadow! This revives the lash line!

ReBlush those beautiful cheeks! This brings the color and life back to the face!

Now QUICKLY line those lips, go ahead and fill them in with a liner to keep this look all night!

Using your Mineral Powder Foundation, powder around the lip line once ALL lip sticks and glosses have been applied!!

You are ready to ROLL!! Hurry downstairs and get a good spot in line for the Buses!! You made it

PARTY TIME!!!

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TIP TIME TUESDAY

The PERFECT RED LIP!!

Here's a Chart to help you find the BEST RED possible for your skin tone!!!

This explains the Lipstick Color and background. This will help you if Reds never come out RED on you!

EVERYONE can wear a Red... It's finding the right one!

Here are some MK Lipsticks in a Red!

-Really Red—Orange Red Undertone. Color can look like a deep Red Coral.

-Red—Blue Red Undertone. May come out Pinkish

-Firecracker—Blue Red Undertone

-Sizzling Red—Brick Red Undertone

-Rock 'n' Red—True Red. Should not come out Pink or Coral.

-Mango Tango—Bright Orange Red. Will come out Very Coral.

Here are some suggestions for EACH SKIN TONE! if you are:

Ivory---Coral Bliss, Really Red

Beige--- Fire Cracker, Sizzling Red

Bronze--- Red, Rich Fig, Black Cherry

OR

This can be options for a Light Red Lip, RED Red and a DRAMATIC RED!

To tone down the Red Lip color, apply a light layer of a Natural Lip gloss :

Au Natural, Fancy Nancy or Beached Bronze

To bump the Red Lip up and REALLY play up your lips, apply a light layer of:

Rock-in Red, Mango Tango or Pink Parfait

Women in Olive Tones and Yellow Foundations tend to go do better in Cool Reds –Blue Reds!

If your Red turns Pink—Go with Orange Red or Brick Red

If your Red turns Orange—Stick with Blue Red to counteract the unwanted undertone

Ivory Skin tones = tend to look best in true tones.

Beige= tend to be able to wear Pink reds and true

Bronze= tend to look best in Plums/Deep Pink Reds and can wear orange reds to really pop lips



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TIP TIME!!!

Happy EARLY 4th of JULY! I know we are ALL preparing for our weekend festivities..... So I thought I'd help out and help you prepare for MELTING MAKEUP!!

Biggest summer pet peeve for most women is..... Makeup Melting OFF their face! --- Should we wear Matte or Luminous.... Should we use a TON of powder?? It never seems to last and it NEVER STAYS PUT!

Let's think about it this way. Don't fight nature, roll with it!

You're right... If you wear a matte, it soon will disappear after sweating for a few hours. Your makeup won't look the way it did leaving your bathroom!

So work WITH the weather, NOT against it!

Best Summer tips:::

---Mist Finishing Spray right after primer

Brows--- use a pencil to fill them in and set them with an eye shadow color that closely matches.

Foundation--- GO DEWY!!! Use a CC Cream to BENEFIT, SPF, COVER and CORRECT without a Cakey look!

It's no problem to add a little more throughout the day if you feel like it. Remember, it has an SPF in it... So you're benefiting!

---- Powder the Tzone (across the forehead and down the center of the face) with a translucent powder. Keep it lightly powdered.

Cheeks--- Cream Blush! FOR SURE! A little pop on the cheeks is just enough.

EYES--- CREAM SHADOW!! Trust me.... Use a Cream Shadow AS your color OR UNDER your shadows to keep all eye makeup in place!

Lips---- Have FUN! To keep them up all day, pencil in the lip liner... Meaning full the lips completely in and use a gloss over top!

You can also dabble in the Lip Crayons, Lip Glosses and the NEW Scented LIP Balms!

----Finishing Spray AGAIN!!!!

.... DRUM ROLL..... My Best... GREATEST TIP I could possibly Share is this.....

Oil MATTYFIER & FINISHING SPRAY! NOW WAIT!!!!

Don't use it under the makeup while you're doing your application.

Wait..... Wait until you start to sweat and you are producing oils. Then.... Gently Mist the face with Finishing Spray..... Allow it to dry.....

Now squeeze out a half of a Pearl size on to your finger, spread onto finger tips ..... Now "SPOT TREAT" the oily areas!

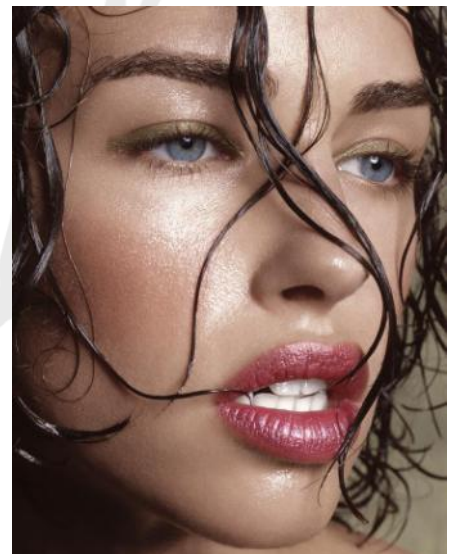
Forget the Powder all day! Do a Morning Powder and a refresher for the evening!

These 2 Products are your Go-To girls in Fierce HEAT

mascara---- Use your normal mascara and the for the last coat, apply one layer of WATERPROOF Mascara! This will keep your lashes fresh all day long and easy to remove at night!

HAPPY FOURTH OF JULY LADIES!

Love you ALL Dearly!!



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## Highlights

### Ivory Skin

Sparkling White  
Sweet Cream Matte  
Moonstone  
Crystalline  
Honey Spice

### Beige

Sparkling White  
Sweet Cream Matte  
Moonstone  
Crystalline Spun Silk  
Glistening Gold  
Honey Spice  
Polished Stone

### Bronze

Spun Silk  
Honey Spice  
Glistening Gold  
Gold Coast  
Amber Blaze  
Polished Stone

## 3 Shadow Eye

Pick Highlight depending on Skin Tone, and add Crease Tone and a Lid Tone

- |                              |                                |                                  |
|------------------------------|--------------------------------|----------------------------------|
| 1) Precious Pink & Espresso  | 7) Ballerina Pink & Stone      | 13) Driftwood, Copper Glow       |
| 2) Iris & Sweet Plum         | 8) Honey Spice & Sweet Plum    | 14) Hazelnut, French Roast       |
| 3) Amber Blaze & Copper Glow | 9) Sterling & Brilliant Black  | 15) Sweet Plum, Shimmering Lilac |
| 4) Gold Coast & French Roast | 10) Lime & Truffle or Espresso |                                  |
| 5) Iris & Midnight Star      | 11) Iris, Stone                |                                  |
| 6) Hazelnut & Diftwood       | 12) Emerald, Lavendar Fog      |                                  |

## 4 Shadow Eye with Blush

Pick Highlight depending on Skin Tone,  
and add Crease Tone, Lid Tone, Intensifier, & Blush

- 1) Driftwood , Honey Spice, Espresso & Bold Berry
- 2) Hazelnut, Sweet Cream, Truffle & Sunny Spice
- 3) Lavender Fog, Crystalline, Sweet Plum & Strawberry Cream
- 4) Driftwood, Amber Blaze, Espresso & Cherry Blossom
- 5) Hazelnut, Gold Coast, French Roast & Golden Copper
- 6) Iris, Lime, Sweet Plum/Coal & Shy Blush
- 7) Hazelnut, Chocolate Kiss, Coal, & Sparkling Cider
- 8) Stone, Midnight Star, Espresso & Citrus Bloom
- 9) Lavender Fog, Lime, Sweet Plum, & Strawberry Cream
- 10) Precious Pink, Sweet Plum, Espresso & Shy Blush
- 11) Driftwood, Copper Glow, Espresso & Golden Copper
- 12) Stone, Brilliant black, Coal & Strawberry Cream
- 13) Lavender Fog, Granite, Espresso & Dark Cherry
- 14) Iris, Emerald, Sweet Plum & Bold Berry
- 15) Sweet Plum, Azure, Coal & Citrus Bloom

### Youthful Tips

Highlight – Stay Skin tones or ONE shade lighter to avoid hooded look, puffy brow bones look enhanced with an extremely light highlight.

Shimmers – Keep high shimmers out of the crease. Keeping a matte or a satin shimmer in the crease allows drama but keeps the signs of aging under control.

High Shimmers are Sterling, Gold Coast & Amber Blaze  
Satin Shimmers are Precious Pink, Sweet Plum & Chocolate Kiss

### Remember

Green shadows look BEST with a Pink or Red lip!

Blue Shadows look BEST with a Peach or Coral lip!

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TIP TIME

Today... How to easily cover DARK CIRCLES  
Circles,  
Circles,  
go away



I don't want to wear that much concealer today!

Let's get a few things right before we begin to talk about covering Dark Circles.

Point 1. There is a difference between "COVERING" a Dark Circle..... And "Lightening"  
a Dark Circle are TOTALLY DIFFERENT!

-Lightening a Dark Circle= using a "Light skin toned" Concealer shade and applying it  
to the under eye area. This LIGHTENS the dark circle. Causing a lighter grey effect and  
increased appearance of aging. Circle is still there!

Hello?

You

This DOES NOT cover a DARK CIRCLE! It only makes it a LIGHTER toned Dark Circle.

-Covering a Dark Circle=

using a peach or orange toned Concealer or Foundation used on the Dark Circle ONLY!

How do we do this??????

We mix our Highlighter Pen #3 with our concealer. Not much is needed to cover ANY  
Circle!

\*\* If you DON'T use Concealer... Mix the Pen with your Liquid Foundation.

If you DON'T USE LIQUID FOUNDATION OR CONCEALER and you don't want  
to..... Keep ROCKING your Dark Circles!

You must use this with a liquid product!

Mix on the back of your hand for convenience!

Now apply your mix directly on the dark circle!

----If it looks too peach, add more foundation. Just a tad.

---- If you see the dark circle, add more #3 Highlighter Pen!

Once you find the coverage you like.... The mix will be a BREEZE!!Ahhh

This TRICK helps you keep



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Today's tip is all about Foundations and color transferring onto clothes.... Boooo!

Well, lets be realistic. It's very hard to keep foundation and Powder from marking ALL shirts.

What's with the CC Creams?? Again, lets be smarter then the PRODUCT!

CC Cream means-- Complexion Corrector Meaning--- Color Corrector Meaning--- there's a good amount of pigment in this product in order to balance out unwanted pigment! Instead of thinking..... I need a new Foundation or a New Makeup line!

Use other Products to help out the situation!

Best recommendation!

Use CC Cream as your Primer under makeup! Use normal Foundation over top (rather its powder liquid or cream) Now take a small, tiny amount of Translucent Powder and blend over the WHOLE FACE!

Now Spray a light most of Finishing Spray all over the face minus the Eye area!

Last but not least... Once the face feels dry... Use a soft paper towel or tissue paper (NOT TOILET PAPER) and blot the face and neck! Repeat with Translucent Powder and Finishing Spray if needed!

This is used on EVERYONE put in front of a TV Camera!

This way the Actor, Anchor, Talent can move around, huh, touch without leaving traces of their makeup!

LOVE THIS TRICK!!!!



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Lori Hogg

\*\*\*\*\* TIP TIME \*\*\*\*\*

My FAVORITE SPRING Look!!

It's finally time! With the warmer weather, comes warmer looks.

This look is sleek and simple. Can be rocked out during the day or transformed for an adventurous night.

So here we go!

Start off with a CC Cream for your skin tone. After moisturizer and all skin care has been on for a few minutes, apply the CC Cream.

-Fill your brows in with a shadow or a pencil. Keep it as close to your hair tone as possible. If you have highlights, match with the darkest tone in your hair.

-Apply Timewise Luminous Foundation (which ever is your preference, but I strongly suggest a liquid for a "Natural Skin" look)

For light skin::

-Use the Light-Medium Bronzer. Apply on to the "Contour of the face" and gently brush across the Apples of the cheeks.

For Bronze Skin::

-Use Medium-Dark Bronzer. Apply to the contour of the face and gently brush across the apples of the cheeks.

- Apply the Medium-Dark as a crease tone. For a more evening look, apply the Medium-Dark in the crease and too lid! It's a BEAUTIFUL crease tone!!

\*\*\*\*\* Feel free to use this as a base of your makeup and add your favorite shadows on top! Little shimmer here, little coal there!

-Apply Golden Copper, Citrus Bloom or Sunny Spice as a Blush!

- Apply a nice full line of Deep Brown... Now Smudge it.... And repeat! Set Deep brown with Espresso, Cinnabar or Coal.

-Now use your Face Powder (setting powder) to set your whole face!

---- top this off with an INSANE amount of Lashes!!

\*\*\*\* Try apply Ultimate Mascara First and layering LOVE LASH on top! Oh my WORD!

Go with your favorite lipstick or gloss for a soft natural touch!

To Bump Up your lips.... Choose a deeper tone of Lipstick or gloss!

Instant old Hollywood Glam



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\*\*\*\*\* TIP TIME \*\*\*\*\*

Guess who gets to CONTOUR & BRONZE @ the SAME TIME???

Mary Kay has DONE IT!!

---We have Produced the PERFECT Bronzing Powder that can CONTOUR at the same time with a Beautiful, Sunkissed, Sculpted Finish!!

The tone of these Bronzing Powders are a more Natural Skin toned Color rather than the average Orange toned Bronzer's. this is HUGE!

The Bronzer's will blend into the skin tone adjusting the color softly. Which gives you control on how Light or Heavy you want to apply it!

\*\*\*Average Bronzer's tend to turn orange or very yellow on the skin. Sometimes taking it overboard for a Sunkissed look. Once Bronzer on the skin meets around the neck area, it is VERY VISIBLE that you are using a Bronzer!

Fear NO MORE!!

Application: (I suggest Contour first)

Contour---

- Top of the forehead
- Under the cheekbones
- Under the jawline and chin!

---Use my V Brush, Dual Fiber Brush or MK

Cheek Brush!

(Think about an Uppercase "E" on each side of the face)

| forehead

|

| under cheek bones

|

| under chin

.....Now.....

BRONZE

Dap your brush in the color. Tap off any extra Powder and apply:

- Forehead
- Apples of the cheeks
- Bridge of nose
- Chin

(Think about a lower case "t")

(When you have a small sunburn on your face or your pink from being outside... Where are you pink???)

Apply Bronzer there!

Bronzer imitates Sun Kisses!!

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\*\*\*\*\* QUICK TIP \*\*\*\*\*

For ALL my ladies that don't like to Tan or Tan their faces...

Want a QUICK beautiful tan??

---Ivory 1 to Beige 1:

use Medium to Deep for a QUICK tanned look!

---All Beige to Bronze 1:

Use Deep for a quick tanned look to the face, legs, arms, neck!

This is GREAT for those of us who have a different colored face, neck and chest!

EVERYONE can use Deep for their legs! Super easy, all day staying power and CONFIDENCE in your Skirts or Shorts!



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\*\*\*\* TIP TIME \*\*\*\*

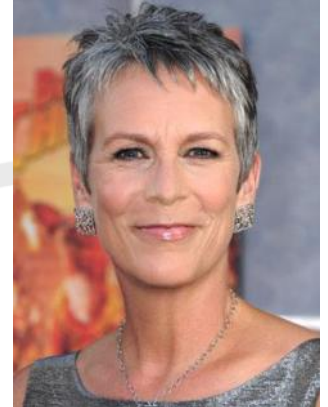
### Mature Makeup Do's & Don'ts

#### Don't:

1. Black Brows
2. Wear High Shimmers in the eye crease
3. Dark Lipstick
4. Liquid Liner (too dry)
5. Use only matte shadows
6. Black eye liner
7. Use concealer lighter than skin tone
8. Wear a bold color alone

#### Do:

1. Match your hair and brows
2. Wear a matte shadow in the crease and keep shimmers on browbone and eye lid.
3. Go with a medium-light lipstick to help the lips look full and soft.
4. Use an eye shadow for a very soft liner effect.-- When using a pencil or Gel liner., smudge the liner creating a soft wider line. This helps hide moving skin on the eye lids.
5. Set liner with a like color/eye shadow tone to prevent creasing.
6. Black GEL liner is ok. Nice and soft. For a more natural but dramatic look, switch your black for Deep Brown! This has the same intensity MINUS the harshness of the black.
7. Lighter makeup only ages us. Lighter concealer under the eye ages us AND draws attention to that textured skin.
8. If you want to try BOLD VIBRANT Colors, it's NEVER TOO LATE! Choose your FAV bold tone and apply on the entire eye lid. Now use a darker tone on the outer corner! Don't forget your matte in the crease and you should be ready to ROLL!!



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Remember..... Each color can blend beautifully within it's skin tone range. No need to worry about Pink or Yellow!

Application Tool:

Mary Kay Foundation Brush. (Using fingers will cause product to streak)

Application:

Start in the center of the face and blend out. Pay special attention to discolored areas of the face. This product helps to Correct the Complexion and balance out unwanted tones in the skin.

Extra Tips: this can be worn as a very light concealer. Alone as a base/sheer Foundation. Or under your regular Foundation.

See if you like it better with Primer or without. Personally, I LOVE Primer!

I just use a very tiny amount and blend it in really well. The day you want a "No makeup look", use the CC Cream as a Foundation. Pop on a gloss, cream blush and NEVER forget Mascara!

To get the charts - Follow the link below - Click on stock room and last page of the stockroom, then "Free Foundation Charts"

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\*\*\*\*\* TIP TIME \*\*\*\*\*

LIMITED EDITION

Application Tools:

Use the Mary Kay Concealer Brush or my Instant Eye Lift Brush. You want to use synthetic hairs for this product. Real hairs will get mucky, nasty and almost impossible to spread and blend across the eye.

Mix and Match these BABIES!!

You CAN use our MK Cream Shadows as a base along with this Eye Duo for ultimate staying power!

SUMMER SUNSET::

Apply the Peach tone from Summer Sunset from lash to brow. Now blend the Gold into the crease (or split with the kid--half peach..half gold). Now use the Soft brown from Stonewashed as an intensifier on the outer corners or give it a smudge at the lash line for a cute Springy Smokey Eye!

--the peach cream tone is also soft enough to gently apply on the bottom lash line as well.

STONEWASHED::

Apply the Soft Blue from lash line to the crease. Use the Brown for a gentle contour in the crease and wrap around blending into the bottom lashes.

You can also try applying the soft blue on the lid up to the crease and use the Brown as a liner for a gentle smokey eye!

Extra tips::: I love to add a little of the Peach OR Gold into my blush! Gives ultimate staying power or a soft shine!

Don't forget you can ALWAYS add your regular line of Mary Kay Shadows to create your own Spring Fling look!



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It's ALL about perfect skin right now!! So long tinted moisturizer..... HELLO CC Creams! This is my FAVORITE product!! The CC Creams are now replacing the Tinted Moisturizer and taking it up a few notches.

Broad Spectrum Tinted moisturizer: Tinted moisturizer is for Dry skin. This moisturizer has a tint of color for a sheer, natural, dewy finish; minimum amount of coverage. Tinted moisturizer hydrates the skin leaving a small amount of coverage for the most natural look. Can be used alone; for max coverage, layer with liquid foundation.

CC (Complexion Corrector) Creams: CC Creams can be worn over moisturizer or primer. They can be worn alone or can be worn under your normal foundation. What is CC Cream?? It's a light weight hydrating base or foundation that "comes in" and color corrects imperfections on the skin. There is just enough pigment in formula to help balance out unwanted tones in the skin; such as: dark circles, Rosacea, blemishes, scarring, ANY discolored skin. The CC Cream "comes in" and gives an even balance of coverage to help hide all discoloration. It also minimizes the look of fine lines and pores. Which means.... This formula does not give a dehydrated look. In fact, it gives the opposite. Giving the skin a hydrated, elastic look while wearing it. With ingredients like Vitamin E to soothe the skin and Niacinamide to even out the skin's tone. 10 hour Hydration WITHOUT an oily or greasy feel to the face. It's PERFECT for ALL skin tones and ALL skin TYPES! This is the Ultimate Color Corrector! Did mention the SPF 15??? Bravo Mary Kay!

Application: Foundation Brush. Can be worn alone for a soft, natural finish. Can be layered under ANY Foundation! This way you get the Complexion Corrected and the Coverage you love!! Perfection in a bottle!!

Skin Type: ALL SKIN TYPES CAN WEAR THIS EFFORTLESSLY! No oily residue, no Cakey appearance AND ZERO ADDED AGING!!

Skin Tones: ALL BEAUTIFUL SKIN TONES ARE WELCOME!!!

Everyone can wear this Formula!!

Tip: you can also spot treat with this formula. Meaning: if you have a red nose, dark circles, splotchy cheeks... Use the CC Cream in those discolored areas. This helps correct them and gives you control of your coverage destination without going overboard on coverage!



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\*\*\*\*\*SPRING TIP TIME\*\*\*\*\*

Forget the weather!! It's almost SPRING!!

Time to pull out the shimmers!!

Each and everyone of us in this room, should have a mix of shimmer and Matt colors on a daily basis to get the Ultimate, most youthful, glow!

Shimmer is ageless.... It can be bold or it can be soft... Glamorous or Natural.

How to go Bold.... Cream shadows as a base

How to be soft ... Use skin tone colors for a soft fresh color wash.

Shimmer draws attention to the cheeks and eyes, making the skin reflect light which gives off that beautiful shine.

Who doesn't want to draw attention to their eyes???

Here's how to make ANY and ALL Mary Kay Shimmers Ageless...

Keep Shimmers off of the crease. This keeps the shadow from going into unwanted areas.

Use a Matte Shadow in the crease!

Keep the shimmer on the brow bone and on the lid!

This keeps it youthful and glamorous but keeping it soft (and realistic) at the same time!

Mary Kay is NOT just for teenagers!! It's for ALL women!

HEY YOU!! Yes You.. The one that thinks she can't wear shimmer because she was told her it makes her look... "Old"! Check this out:::

Benefits for for the more youthful females::

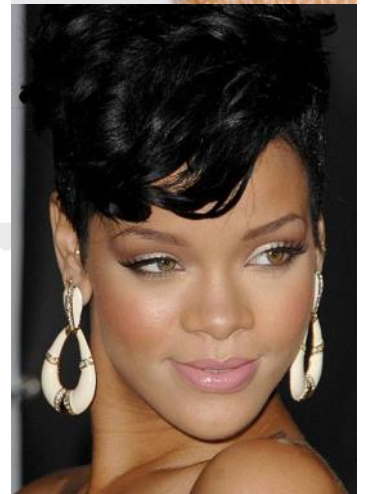
Can give a soft, fresh or natural glow to the skin. Can also be used to bump up your glamour look.

Benefits for mature females::

Can give the Appearance of Fresh hydrated skin. Also gives a healthy, elastic look to the skin. Bringing attention to the eyes and reflecting a more youthful, young look!

Revive the energetic, awake look to the face, gives a luminous appearance to the skin (what's used on celebrities at red carpet events to give that satin soft glow to the skin)

Check out these examples!



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\*\*\*\*\* TIP TIME \*\*\*\*\*

It's all about Shimmmm-a!!

Shimmer must be worn in the right areas to truly benefit from the product, just like any products/makeup. It's nothing to be afraid of! Each and everyone of us in this room, should have a mix of shimmer and Matt colors on a daily basis to get the Ultimate, most youthful, glow! Shimmer is ageless.... It can be bold or it can be soft... Glamorous or Natural.

How to go Bold... (Cream shadows as a base then build on top with Powder shadows)

How to be soft ... Use skin tone colors for a soft fresh color wash.

Shimmer draws attention to the cheeks and eyes, making the skin reflect light which gives off that beautiful shine.

Who doesn't want to draw attention to their eyes???

HERE'S HOW TO KEEP ALL MK SHIMMERS AGELESS!:::

-Keep Shimmers off of the crease. This keeps the shadow from going into unwanted areas.

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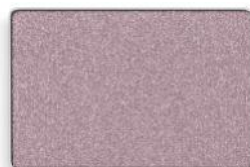
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The NO Makeup, Makeup Look!

One of the HARDEST looks to find out how to do!

Search no longer my friends, I have all the tips you need for this look.

This look is becoming more and MORE popular through ALL age groups. This look can be worn alone as is, with a Bold Lip or use as your Glamour Makeup Base! Meaning-- you can build your color on top of this!

First and most importantly... Have freshly exfoliated skin. Perfectly moisturized and Primed skin so it looks as soft as possible.

Fill in brows FIRST!

Now... Use a Cream or liquid Foundation (tends to look more like skin).

Use Mineral Foundation Powder to set the face and TRANSLUCENT POWDER to set around the eye area!

For the Eyes:

The eyes should be concealed and canvased out.

Use a Mineral Powder Foundation tone one to 2 shades lighter than your skin tone.

Place this under the brow bone, on the side of the eye blended over the tear duct and gently sweep over top of the brow!

Gently apply this tone on the TOP of your cheek bones and the center of the forehead!

For the crease: Use a Mineral Powder Foundation (summer tone) and gently sweep back and forth into the crease. Don't go all the way to the inner corner. Stop where the inner corner of the Iris stops.

Use Deep Brown liner and line the top lash (bottom lash is optional). Smudge the liner and reapply with a smaller line of Black. Get as close to the lash line as possible!

Now get those lashes coated really good!!

Now use the Crease color (Min pow Foundation used in the crease) Apply this tone on the cheekbones and top corners of the forehead.

Use a lip balm, a gloss or a nude lip and your READY TO GO!!

\*\*\* once you have this look started, you can add more color at will! This is also an AMAZING BASE for a PERFECT GLAMOUR LOOK!!



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