

*The*  
LITTLE  
BOOK *of*  
BROWS

MARY KAY



# BROW BEAUTIFUL!

It's no secret that when it comes to all things beauty, **brows that wow** are taking shape. With our new *Mary Kay*<sup>®</sup> brow products and this handy little book, you can **find the right shade, the perfect shape and tailor-made looks** for day and night. From ultrasleek and defined to full and fabulous, there's no need for brow envy anymore! Just turn the page, and let the "browsing" begin!

# VOLUMIZING BROW TINT

Fuller-, lush-looking brows are a volumizing tint away!



## TINTS, VOLUMIZES, TAMES

- Tinted gel with microfibers adheres to hairs for fuller-, lush-looking brows.
- Lifeproof formula with flexible hold helps brows stay put all day.
- Customizable application – use alone or layer with other brow products for added definition.
- Formulated with panthenol to help condition brows so they never feel stiff.

**NEW! Mary Kay® Volumizing Brow Tint, \$14**



**BEFORE &  
AFTER**

*Mary Kay®*  
Volumizing  
Brow Tint



## OUTLINES, DEFINES, FILLS

- Retractable microliner with precise point defines brows with hairlike precision and delivers perfect color placement.
- Smooth-glide liner allows for buildable definition.
- Long-lasting, lifeproof formula creates brows that stay looking beautiful.

**NEW! Mary Kay® Precision Brow Liner, \$14**



Blonde



Dark  
Blonde



Brunette



Dark  
Brunette



Black  
Brown

## BEFORE & AFTER

Mary Kay®  
Precision  
Brow Liner



# PRECISION BROW LINER

Want perfect, face-framing brows? Get in line with our Precision Brow Liner!



Oooh!

# *How to* CHOOSE *a* BROW SHADE

A great brow is made in the shade. The shade of your hair color, that is! Here's how to find the perfect shade for you!

Just like the hair on your head, brow hair is never just one shade. There are lighter and darker tones surrounding the main color. For your brows, you always want to **start with a shade that's lighter than your main hair color**. You'll be surprised at how it brings dimension to your look.

Here's a special tip for redheads, silver-, and gray-haired women: These hair shades look best with an ashy tone, so try a blonde or dark blonde shade to start. **Remember, you never need a brow shade as dark as you think you do!**

# THE BEST BROWS FOR YOUR FACE SHAPE

The key to great brows is shape. Check out the style that suits you best!

*Look at you!*



## **Oval Face:**

Use a soft, angled brow that goes up from inner corner, curves at the top, then down to the tail.



## **Heart-Shaped Face:**

Use eyebrows as the top of the heart, and create a lower, rounded arch for a soft, natural look.



## **Long Face:**

Creating a flatter, more horizontal brow will make face appear shorter.



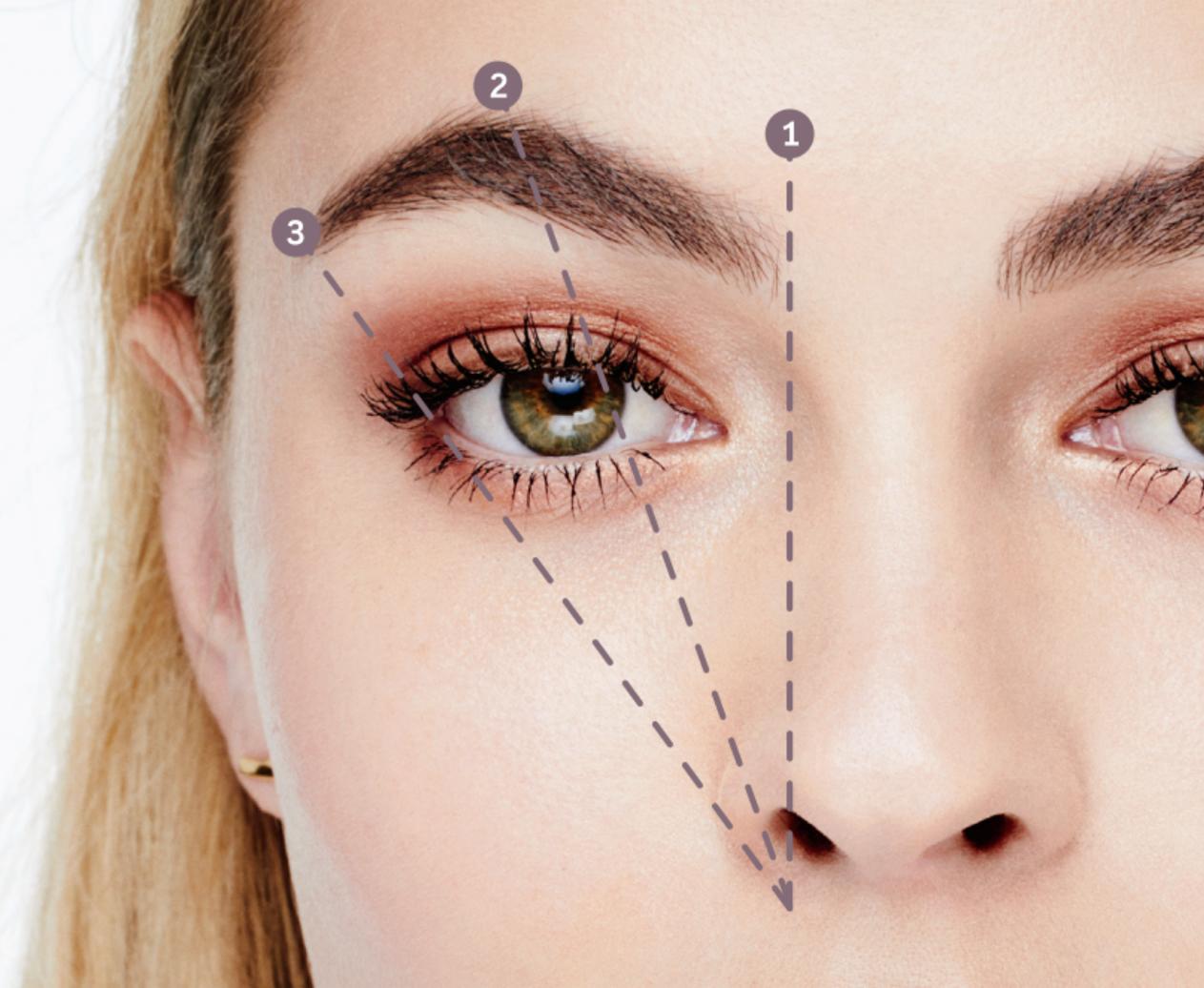
## **Round Face:**

To slim your face, create a higher-arched, more graphic brow. Stay away from rounding!



## **Square:**

A curved, thicker brow (often of a stronger color) will soften the jaw.



## HOW TO MAP BROWS

Now that you know the ideal brow shape for your face, map it out, and fill it in!

- 1** Hold the *Mary Kay*® Eyebrow/Eyeliner Brush parallel to the side of your nose. Draw a light line with the *Mary Kay*® Precision Brow Liner to mark your brow starting point.
- 2** Measure from the outer corner of your nose across the iris of your eye to find your natural arch, and draw a light line at this point.
- 3** Measure from the outer corner of your nose across the outer corner of your eye to find where your brow tail should end. Draw a light line here. Then fill it in!

# PUT YOUR BEST BROWS FORWARD!

Just as your makeup look can change from day to night or by occasion, so can the look of your brows. Here are three of our favorite looks.

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## THE EVERYDAY BROW

**Brush on** *Mary Kay*® Volumizing Brow Tint for all-day, lifeproof brows that instantly look fuller, more lush, groomed and tamed.

**NEW!** *Mary Kay*® Volumizing Brow Tint, Dark Brunette, \$14





## THE WORKDAY BROW

**Hold** the *Mary Kay*® Precision Brow Liner at an angle to fill the brows with precise, hairlike strokes.

**Apply** *Mary Kay*® Volumizing Brow Tint from the arches of the brows to the tails, then with the product remaining on the brush, apply to the inner corners of the brows.

**NEW!** *Mary Kay*® Precision Brow Liner, Blonde, \$14

**NEW!** *Mary Kay*® Volumizing Brow Tint, Dark Blonde, \$14

## THE NIGHT-OUT BROW



**Choose** two shades of the *Mary Kay*® Precision Brow Liner: one darker, one lighter.

**Apply** lighter shade to the inner third of eyebrows, and apply darker shade from arches to the tails of the brows. Angle the liner to fill with precise, hairlike strokes.

**Volumize** and set your brows with *Mary Kay*® Volumizing Brow Tint.

**Apply** *Mary Kay*® Perfecting Concealer with the *Mary Kay*® Cream Color Brush to define and clean up the area surrounding the brows.

**Using** the *Mary Kay*® All-Over Eye Shadow Brush, highlight and blend just under the brows with the *Mary Kay*® eye shadow of your choice.

**NEW! *Mary Kay*® Precision Brow Liner, Brunette and Black Brown, \$14 each**

**NEW! *Mary Kay*® Volumizing Brow Tint, Dark Brunette, \$14**



Top tips!

## BROW KNOW-HOW

Whether you're just entering the world of brow grooming or you're a full-on master, here are some great tips and tricks to help you say, "WOW, I love my brows!"

♥ Before applying a product, use the *Mary Kay*® Eyebrow/Eyeliner Brush to brush brows upward, then out toward the tails.

♥ Always make sure that you're putting the brow liner and brow tint onto clean brows, free of foundation and other products. This will ensure that the brow products deliver the best results.

♥ When using the Precision Brow Liner, the Volumizing Brow Tint or the *Mary Kay*® Eyebrow/Eyeliner Brush, using light, feathery strokes will make your brow hair look more natural.

♥ It doesn't take much product to perfect your brows. With both the liner and tint, start lightly, and then build if you need to. Remember, it's easier to add more product than it is to remove it!

♥ When using the Volumizing Brow Tint, apply to the inner sections of the brows last – this is where you want the lightest application.

♥ There are many *Mary Kay*® eye shadows that work with our new brow products to mimic hair color. If you find that one of our brow shades is not exactly what you need, you can feather-in a touch of eye shadow to match your hair color. This could be particularly helpful for women with red, gray or silver hair.

# CHEAT SHEET

## NEW! Mary Kay® Precision Brow Liner, \$14

Outlines, defines and fills.  
Available in Blonde, Dark Blonde,  
Brunette, Dark Brunette and  
Black Brown

## NEW! Mary Kay® Volumizing Brow Tint, \$14

Tints, volumizes and tames.  
Available in Blonde, Dark Blonde,  
Brunette and Dark Brunette

*Brows that  
wow!*

## MORE TOOLS YOU CAN USE!

## Mary Kay® Eyebrow/Eyeliner Brush, \$10

Tames brows, blends eyebrow color,  
fills in brows and applies eyeliner.

## Mary Kay® Lash & Brow Building Serum®, \$36

Improves the overall  
appearance of lashes; leaves  
brows looking healthier.





MARY KAY<sup>™</sup>