

MARY KAY

fragrances

Discover your
SCENTS
of STYLE.



discover what you **LOVE**®



Explore a **collection of scents** to suit every mood, occasion and season.

Creating a **WARDROBE** of FRAGRANCES

The same way you choose
a special dress to feel sexy
or your favorite jeans to
feel comfortable, you can
accessorize your mood
with your choice
of fragrance.



ROMANTIC & THOUGHTFUL



SOPHISTICATED & CONFIDENT



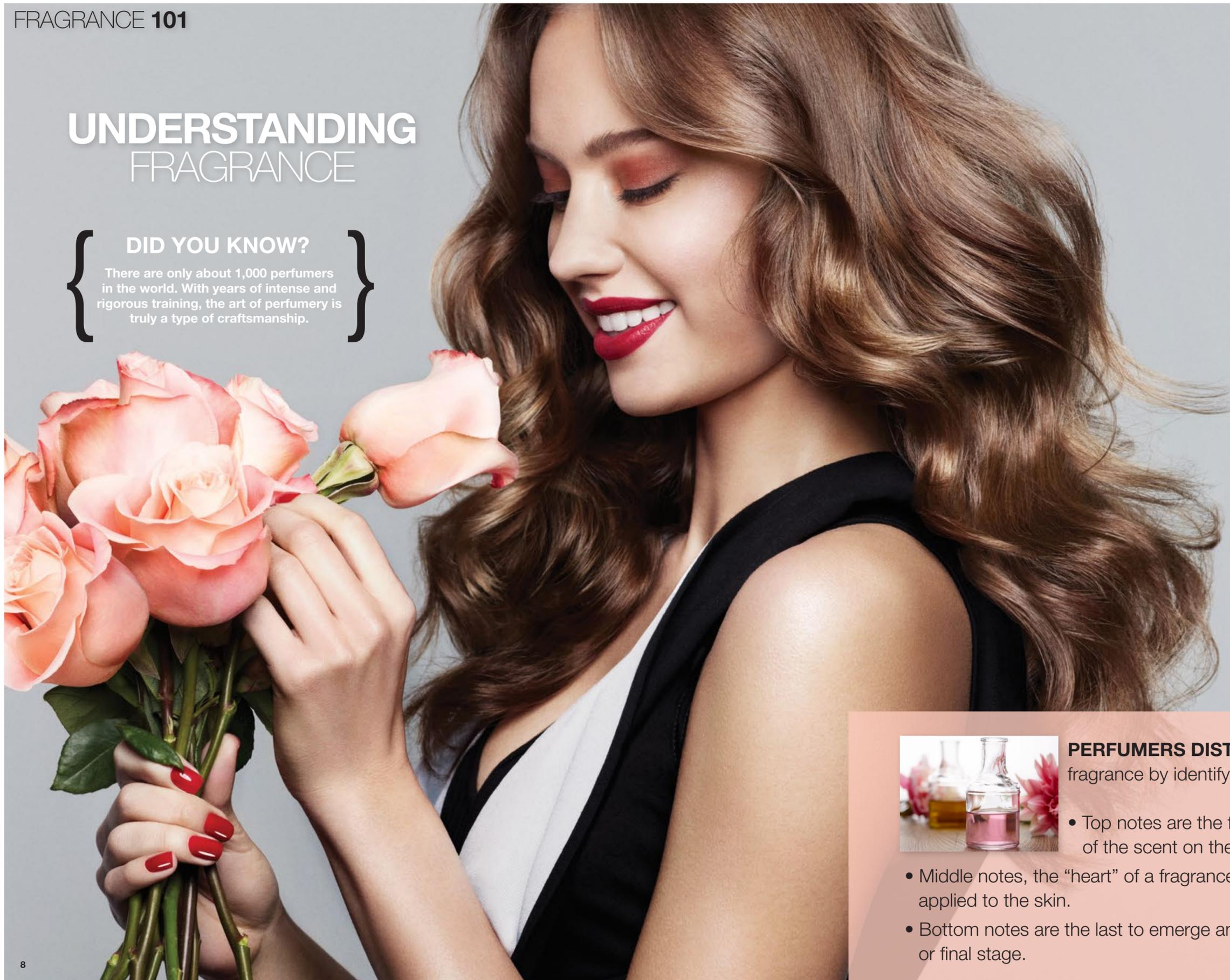
FRAGRANCE **101**



UNDERSTANDING FRAGRANCE

DID YOU KNOW?

There are only about 1,000 perfumers in the world. With years of intense and rigorous training, the art of perfumery is truly a type of craftsmanship.



The proportions of a fragrance's ingredients can vary to create a completely original blend. These common fragrance terms can help you understand the different kinds of fragrance.

PERFUME: The longest-lasting and strongest form of fragrance containing the highest concentration of fragrance oil.

EAU DE PARFUM (EDP): Still a substantial version, but with a lower concentration of fragrance oil than perfume.

EAU DE TOILETTE (EDT): Lighter, more casual fragrances containing lower concentrations of fragrance oils than eau de parfum.

SCENTED PRODUCTS: These lotions, shower gels and other products provide hints of fragrance.



PERFUMERS DISTINGUISH BETWEEN the various parts of the fragrance by identifying top, middle and bottom notes of specific scents.

- Top notes are the first impression of a scent. They are the initial impact of the scent on the sense of smell.
- Middle notes, the “heart” of a fragrance, unfold and develop after the fragrance is applied to the skin.
- Bottom notes are the last to emerge and leave each wearer with a unique “dry down” or final stage.

HELPFUL TIPS

Follow these simple guidelines and become a fragrance pro in no time!

DO

1 APPLY PERFUME TO PULSE POINTS.

The skin is warmer on the pulse points – neck, wrist, bend of arm and back of knee – which helps the fragrance to evolve and provide a better sensory experience.

2 CONSIDER THE WEATHER.

If it is cold, your fragrance will need to be renewed every three hours or so. In warmer climates, the scent will last much longer.

3 EXPERIMENT!

Fragrance is a form of self-expression: it can match your mood or set a whole new tone. Try a variety of scents for different occasions and moods.

4 SAMPLE ON YOUR SKIN.

It takes time for fragrance to develop through each of the notes. And, because your body chemistry is unique to you, the same perfume may smell slightly different (or completely different) than it does on your friend.

DON'T

1 RUB YOUR WRISTS TOGETHER!

This breaks down the formula and “crushes” the scent, which means it can’t blossom properly through each of its unique phases. Allow the scent to air dry naturally.

2 STORE YOUR FRAGRANCE IN THE BATHROOM.

Fragrance can age or change chemistry if not protected from sun, heat and humidity. Be sure to store bottles out of direct sunlight, and avoid putting your scents in the bathroom due to high humidity.

3 APPLY TOO MANY SCENTED PRODUCTS.

You’ll have too many scents mingling and conflicting. Try to use an unscented body lotion, or use a moisturizing product from the same fragrance line.

4 SPRITZ AFTER YOU DRESS.

Some fragrances can stain certain fabrics, metals and pearls, so spritz your favorite scent before you dress. Plus, it’s best for your fragrance to react to your skin and body chemistry to fully blossom.

EXTEND

1 APPLY BODY LOTION BEFORE YOUR FRAGRANCE.

Fragrance will last longer on skin that is well-moisturized. Applying a fragrance-free body lotion after you shower will help your scent last much longer.

2 LAYER PRODUCTS FROM THE SAME LINE.

Instead of a fragrance-free lotion, try using shower gels and lotions that are part of the same fragrance line to help the scent maintain its fullness and extend throughout the day.

3 CHOOSE A PERFUME TYPE THAT WILL LAST LONGER.

Citrus-based fragrances usually disappear faster while musks and woody-based fragrances tend to last longer. Select a fragrance that is well-constructed with a complex combination of these notes.

4 REAPPLY THROUGHOUT THE DAY.

As a general rule, fragrances will last four-to-eight hours, depending on quality and concentration of essential oils.

DID YOU KNOW?

You can become accustomed to your own signature fragrance and can only smell it when it’s first applied or when you pay special attention to it. So remember: a couple of spritzes are all you need, even when you can’t detect the scent!



Choose the
PERFECT
GIFT.

THE GIFT OF FRAGRANCE

Choosing fragrance as a gift for a friend or loved one can seem like a daunting task. Scent is a very personal matter, but the gift of fragrance also can be a kind, thoughtful and luxurious gesture.

Here are some basic guidelines to help you select the perfect fragrance gift:

1 EVERYONE DESERVES A DIVERSE FRAGRANCE WARDROBE.

Fragrance is often considered a luxury item that many of your loved ones may not consider buying for themselves. You can treat them to a pampering gift and help them build a fragrance wardrobe for every occasion.

2 PERSONALITY AND LIFESTYLE CAN BE GOOD CUES.

Consider your loved one's personality and lifestyle when selecting a new fragrance gift. Mary Kay makes it easy for you to find the perfect match with the fragrance personalities featured in this guide.

3 SIGNATURE NOTES COME IN MANY COMBINATIONS.

To select a scent you know your loved one will adore, sneak a peek at what they already wear. Because the key notes of a fragrance can have a wide range of combinations, you can find a similar but unique scent for their scent style. Use the key notes in this guide to help find your match.

4 FRAGRANCE MAKES A THOUGHTFUL OR ROMANTIC GIFT.

Whether you're buying for your best friend's wedding, your mother's birthday or your own anniversary, your loved one is sure to know how much thought you dedicated to making the right fragrance choice. And for "just because" gifts, fragrance is a special way to show how much you care – for no particular occasion at all!

DID YOU KNOW?

Most fine fragrances undergo well over 50 adjustments and alterations before they are introduced to the public.



MEET OUR PERFUMERS.

Mary Kay has the opportunity to work with fragrance houses and skilled perfumers from around the world. Here we spotlight just a few of our artisans:



{ Enchanted Wish™ }

Perfumer Olivier Gillotin says about his inspiration:

"There is something special about the power of imagination and the way it transports us far, far away. I wanted to create a fragrance for women that would awaken their dreams and bring enchantment to the everyday."

{ Thinking of You® }

Steve DeMercado (Fragrance Resources) is an accomplished master perfumer who brings concepts to life through the art of creative perfumery.

"My goal for Thinking of You® was to create a surprising and uplifting fragrance that was easy to wear and easy to give as a thoughtful gift. I was inspired by those optimistic women who live life joyfully every day."



{ MK High Intensity® Sport }

Clement Gavarry (IFF) was born in Paris and grew up in a family that has a strong olfactive background. Not only was his grandfather a gardener who surrounded himself with floral scents, but his father also worked as a perfumer.

"MK High Intensity® Sport was designed to infuse adrenaline and vigor into the 'sport' category. I exploded the woody category with an extreme freshness in order to extend the fragrance into a new age of masculinity."



IN THIS GUIDE

On each fragrance page, you will find the following details to help you build your fragrance wardrobe.

ROMANTIC & THOUGHTFUL

Thinking of You®

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Thinking of You® Eau de Parfum
 Aromatic Family: Fruity Floriental
 Top Notes: Mandarin, White Peach, Plum
 Middle Notes: Jasmine, Pink Honeysuckle, Lily of the Valley
 Bottom Notes: Warm Tonka, Vanilla Absolute, Sugared Patchouli, Soft Musk
 1 fl. oz. | \$32

- Fragrance Name**
- Aromatic Family**
(Scent Classification/Description)
- Key Top Notes**
- Key Middle Notes**
- Key Bottom Notes**
- Product Weight | Price**



Enchanted Wish™

Find enchantment in the everyday.

.....

Enchanted Wish™ Eau de Toilette

Aromatic Family: Fruity Floral

Top Notes: Granny Smith Apple, Orange Oil Brazil, White Pineapple, Candied Petals

Middle Notes: Stargazer Lily, Peony, Fresh Ozone, Passion Fruit

Bottom Notes: Brown Sugar, Warm Amber, Illuminating Musk

2 fl. oz. | \$36



Watch the magical Enchanted Wish™ video here.



Bella Belara®

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Bella Belara® Eau de Parfum

Aromatic Family: Floral Fruity

Top Notes: Nectarine, Apricot

Middle Notes: Rose Petals, Jasmine

Bottom Notes: Blonde Woods, Cool Moss

1.7 fl. oz. | \$38



Thinking of You®

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Thinking of You® Eau de Parfum

Aromatic Family: Fruity Floriental

Top Notes: Mandarin, White Peach, Plum

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

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

1 fl. oz. | \$32



Thinking of Love®

Notes to Remember®.

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Thinking of Love® Eau de Parfum

Aromatic Family: Rose Floral

Top Notes: Sparkling Mandarin, Baie Rose, Spring Freesia

Middle Notes: Turkish Rose Petals, French Violet, Pink Honeysuckle

Bottom Notes: Vanilla Madagascar, Rich Iris, Velvety Musk, Creamy Indonesian Sandalwood

1 fl. oz. | \$32



Forever Diamonds®

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Forever Diamonds® Eau de Parfum

Aromatic Family: Floral Fruity

Top Notes: Sparkling Golden Peach, Jasmine Petals, Diamond Orchid

Middle Notes: Tuberose Absolute, Heliotrope, Apricot

Bottom Notes: Creamy Vanilla Bean, White Amber

2 fl. oz. | \$40





Cityscape®
Where will life take you next®



.....
Cityscape® Eau de Parfum
Aromatic Family: Ambery Floriental

Top Notes: Bergamot, Pink Pepper, Red Currant, Apricot, Violet Leaves

Middle Notes: Phantomia Orchid ScentTREK®, Orange Flower
Absolute, Peony, Florentine Orris

Bottom Notes: Sandalwood, Damson Plum, Sustainable Vanilla Beans
from Madagascar ORPUR®, Angelica, Amber

1.7 fl. oz. | \$50



Belara®

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Belara® Eau de Parfum

Aromatic Family: Creamy Floral

Top Notes: San Joaquin Fig, Opal Lotus Flower

Middle Notes: Snowdrop Flower, Golden Acacia Blossoms

Bottom Notes: Milky Sandalwood, Cotton Musk

1.7 fl. oz. | \$38





Cityscape®
Where will life take you next®



.....

Cityscape® Cologne Spray

Aromatic Family: Woody Aromatic

Top Notes: Italian Bergamot, French Lavender, Pepper

*Middle Notes: Geranium Oil Egypt ORPUR®, Orange Flower,
Whiskey Barrel Accord***

*Bottom Notes: Cedarwood, Sandalwood, Patchouli Oil Indonesia
ORPUR®, Vetiver, Amber, Mediterranean Rockrose*

2 fl. oz. | \$50





MK High Intensity®

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MK High Intensity® Cologne Spray

*Aromatic Family: Ambery Oriental
Top Notes: Icy Black Fennel, Silver Sage
Middle Notes: Black Tea, Violet Leaf
Bottom Notes: Royal King Wood, Amber
2.5 fl. oz. | \$40*



Tribute®

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Tribute® for Men Spray Cologne

*Aromatic Family: Leathery Chypre
Top Notes: Italian Bergamot, Lemon
Middle Notes: Clary Sage, Lavender
Bottom Notes: Cedarwood, Patchouli
3.1 fl. oz. | \$28*



MK High Intensity Ocean®

Quench His Thirst for Adventure.

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MK High Intensity Ocean® Cologne Spray

Aromatic Family: Citrus Marine

Top Notes: Sea Mist Accord, Italian Bergamot, Green Mandarin, Juniper Berry, Ginger Spices

Middle Notes: Nutmeg, Geranium, Water Fruits

Bottom Notes: Patchouli, Oak Moss, White Amber

2.5 fl. oz. | \$42



MK High Intensity[®] Sport

Some Dream It. You Live It.[®]

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MK High Intensity[®] Sport Cologne Spray

Aromatic Family: Woody, Fresh, Crisp

Top Notes: Gin Berry, Icy Bergamot, Liquid Oxygen Accord*

Middle Notes: Cool Cardamom, Crushed Mint Leaf, Violet Pepper

Bottom Notes: Wild Birch Bark, Amber

2.5 fl. oz. | \$40





True Original®

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True Original® Cologne Spray
 Aromatic Family: Fresh Citrus
 Top Notes: Lemon, Fuji Apple
 Middle Notes: Amber, Cedarwood
 Bottom Note: Patchouli
 2 fl. oz. | \$36



Domain®

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Domain® Cologne Spray
 Aromatic Family: Fresh, Crisp
 Top Notes: Crisp Macintosh, Desert Sage
 Middle Notes: Juniper Berry, Ice Mint
 Bottom Notes: Black Vanilla Bean, Musk
 2.5 fl. oz. | \$38

WOMEN'S

ROMANTIC & THOUGHTFUL



A feel-good fruity floral with a keepsake charm.
Thinking of You®
Eau de Parfum, \$32



A noteworthy rose floral scent with a keepsake charm.
Thinking of Love®
Eau de Parfum, \$32



An exuberant floral fruity scent.
Bella Belara™
Eau de Parfum, \$38



A crisp fruity floral with a warm finish.
Enchanted Wish™
Eau de Toilette, \$36

SOPHISTICATED & CONFIDENT



An invigorating blend of luminous florals and creamy warm notes.
Belara® Eau de Parfum, \$38



Inspired by the distinct beauty of the Phantomia Orchid, the ultimate signal of sophistication.
Cityscape® Eau de Parfum, \$50



A sophisticated, floral fruity fragrance that captures every woman's inner radiance and joy.
Forever Diamonds® Eau de Parfum, \$40

MEN'S



SOPHISTICATED & CONFIDENT



A masculine blend of wood accents and warmth.
Cityscape®
Cologne Spray, \$50



A sporty, masculine blend of citrus, Patchouli, Clary Sage and Cedarwood.
Tribute® for Men
Spray Cologne, \$28



An ambery oriental with intriguing notes of Icy Black Fennel and Silver Sage.
MK High Intensity®
Cologne Spray, \$40



ADVENTUROUS & SPIRITED



A fresh, citrus-marine fragrance for the active man who loves the sea.
MK High Intensity Ocean®
Cologne Spray, \$42



An adventurous scent with notes of Gin Berry, Crushed Mint Leaf and Wild Birch Bark.
MK High Intensity®
Sport Cologne Spray, \$40

CASUAL & THOUGHTFUL



A contemporary blend of Crisp Macintosh, Juniper Berry and Black Vanilla Bean.
Domain®
Cologne Spray, \$38



A fresh, clean blend of Lemon, Fuji Apple, Amber, Cedarwood and Patchouli.
True Original®
Cologne Spray, \$36

MARY KAY

What is your
SCENT
STYLE
today?



BUILD YOUR FRAGRANCE WARDROBE TODAY WITH YOUR MARY KAY INDEPENDENT BEAUTY CONSULTANT.

Experience a personalized fragrance consultation and try free samples before you buy to find your new favorites, signatures and special occasion scents.

SHOP YOUR WAY



Send your Independent Beauty Consultant an email with questions or orders.



You can buy online with your Independent Beauty Consultant anytime.



Give her a call or send a text when you need some beauty advice.



Get some in-person attention when it works for you. Or host a party with your friends at your place.

Ready to start shopping with your own Independent Beauty Consultant?

Find yours now!

Connect with us in all your favorite places!

marykay.com

