

# SPRING

# 2013

# TREND



# ZEN IN BLOOM



**IKEBANA** INSPIRATION  
**PASTELS** CONTEMPORARY  
COLORFUL  
CONFIDENCE  
ZEN GARDEN **EAST**  
**BRIGHT** **MEETS**  
**COLORFUL** **WEST**  
SPRING  
RENEWAL  
**SERENE STYLE**

MODERN FEMININITY

# FROM THE TREND HOUSE

“As the world becomes more interconnected, thanks in part to the wonders of technology, we see **Eastern influences** meshing with **Western culture**, from the art scene, to fashion and music. Asian iconography is rendered modern in kimono styling, luxurious prints and detailing, becoming **accessible for every day**. The obi sash becomes newly relevant as a simple closure to **minimalized clothing and accessories**.”

Jamie Ross & Kai Chow, The Doneger Group

**The Doneger Group**, based in New York City, has been providing global trend forecasts to the top names in fashion and beauty, including **Mary Kay**, since 1946.

# WHY THIS TREND NOW?

## Eastern Aesthetic with Global Appeal

This trend celebrates the connection where **Eastern classicism** blends with **Western modernity**, creating a balanced, transcendent look that combines the best of both worlds. Spare, sleek Asian artistry tempers vivid, contemporary colors.



# TREND HIGHLIGHTS

## COLORS OF THE SEASON

The buildable, translucent, cherry blossom-inspired colors of the season, **bright pink**, **orchid purple**, **lacquered blue**, and **bamboo green** tempered by a **neutral shade**, create a contemporary spin on femininity.



# TREND HIGHLIGHTS

## BRIGHT, CONFIDENT LOOK

1



Jelly Lip  
Finish

2



C-Shaped  
Cheek

3



Pastel Petal  
Eyes

4



The Zen Accessories

5



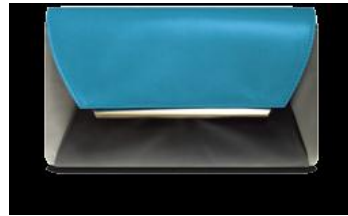
East Meets West  
Fashion

## MUST-HAVE

Enhance the trend by adding any of this season's little luxuries, such as an obi-inspired belt or origami clutch, to your Mary Kay business suit or everyday wardrobe to add modern femininity to your look.



# TREND HIGHLIGHTS



# TREND HIGHLIGHTS

## SLICKED BACK OR LOOSE WAVED HAIR



Sleek Hair

High Ponytail

Blunt-Cut Bangs

## MUST-DO

Asian-inspired hair can be worn both day and night. Try sleek, straight hair for a relaxed daytime look or sleek, high ponytail for an updated evening up-do.



# TREND HIGHLIGHTS

## MAKEUP TO MATCH

### EYES

Eyes are saturated in bright pastels with precise lash lines utilizing Mary Kay® Black Liquid Eyeliner and exaggerated lashes that provide a doll-like appearance to the eyes.

### LIPS

Lips are drenched in jelly textures and stay-true, captivating color. Orchid pinks and coral nudes play to this season's trend.

### CHEEK

Cheekbones are emphasized using the dramatic C-shaped application in soft pinks or vibrant fuchsias.

### NAILS

Lips and nails match in perfect harmony this season with high-gloss and wet-look finishes.



# LIMITED-EDITION\* PRODUCTS THAT TIE TO THE TREND

## Mary Kay® Limited-Edition\* Lip Lacquer with Mini Retractable Lip Brush

Bold, bright, jelly finish lip colors with a high-shine finish.



## Mary Kay® Limited-Edition\* Garden Sky Mineral Eye Palette

Velvety, buildable monochromatic three-shade palette containing neutrals with blues and greens that are suitable for all skin tones.



## Mary Kay® Limited-Edition\* Nail Lacquer

Durable, long-wearing formula with bold, bright colors and a high-shine finish.



## Mary Kay® Limited-Edition\* Obi Clutch

A tri-fold origami clutch with black Obi belt closure.



\*Available while supplies last.

# REGULAR-LINE PRODUCTS THAT TIE TO THE TREND

## For EYES

Try Mineral Eye Color in:

- Spun Silk
- Gold Coast
- Crystalline
- Espresso
- Sweet Plum

Cream Eye Color in:

- Apricot Twist
- Metallic Taupe
- Violet Storm

Finish with Eyeliner in:

- Black
- Deep Brown

Or Liquid Eye Liner in:

- Black

## For CHEEKS

Try Mineral Cheek Color in:

- Shy Blush
- Bold Berry
- Cherry Blossom
- Citrus Bloom

## For LIPS

Start with Lip Liner in:

- Clear
- Neutral
- Soft Blush

Try Creme Lipstick in:

- Hibiscus
- Sunset

Or True Dimensions Lipstick in:

- Wild About Pink
- Pink Cherie
- Natural Beauté

And finish with NouriShine Plus™

Lip Gloss in:

- Pink Parfait
- Pink Luster
- Berry Tart
- Icicle



# ON-TREND MAKEUP ARTIST LOOKS

## SPRING RENEWAL

### EYES

Start with Black Eyeliner and line both the upper lash line and between the lashes. Smudge the line with a Q-tip or fingertip. Apply Mineral Eye Color in Iris to the lid and along the lower lash line. Then, apply Sweet Plum on the crease and the outer corner of the lower lash line, blending toward the inner corner. Finally, apply Spun Silk to the brow bone area and finish with two coats of Ultimate Mascara Black.

### LIPS

Apply Clear Lip Liner, then Crème Lipstick in Hibiscus. Finish with NouriShine Plus® Lip Gloss in Icicle.

### CHEEK

Apply Strawberry Cream Mineral Cheek Color to the cheekbone and blend toward the temple area.



# ON-TREND MAKEUP ARTIST LOOKS

## The Fresh Party Look

### EYES

Highlight the inner corners of the eyes and the brow bone with Gold Coast Mineral Eye Color. Apply Apricot Twist Cream Eye Color to the lid and sweep Gold Coast on top. Apply Coal to the outer third of the crease. Apply Black Liquid Eyeliner to the upper lash line and “wing out.” Finish with Lash Love® Mascara in I♥ Black.

### LIPS

Apply True Dimensions™ Lipstick in Wild About Pink.

### CHEEK

Apply Bold Berry Mineral Cheek Color to the apples of the cheeks and blend toward the temple area.





# ON-TREND MAKEUP ARTIST LOOKS

## THE ALL OCCASION LOOK

### EYES

Apply Spun Silk Mineral Eye Color to the brow bone and inner corner of the eye. Apply Metallic Taupe Cream Eye Color to the lid and blend to the crease. Apply Precious Pink on the crease and blend into the Metallic Taupe and out toward the eye brow. Apply Black Eyeliner to the upper lash line. Finish with Lash Love® Mascara in I ♥ Black

### LIPS

Apply Clear Lip Liner then Crème Lipstick in Sunset. Finish with NouriShine Plus™ Lip Gloss in Pink Luster.

### CHEEK

Apply Citrus Bloom Mineral Cheek Color to the cheekbone and blend toward the temple area.





# ON-TREND MAKEUP ARTIST LOOKS

## THE MODERN MOM'S LOOK

### EYES

Apply Moonstone Mineral Eye Color to the brow bone. Apply Metallic Taupe Cream Eye Color to the lid, and Hazelnut on the outer third of the crease and along the upper lash line and outer third of the lower lash line. Finish with two coats of Lash Love® Mascara in I ♥ Black.

### LIPS

Apply Soft Blush Lip Liner, then True Dimensions™ Lipstick in Natural Beauté.

### CHEEK

Apply Shy Blush Mineral Cheek Color to the cheekbone and blend toward the temple area.



# MAKEUP ARTIST TIPS

## C-SHAPED CHEEK

To get this season's look, apply blush to your cheekbones and then blend up toward the temples.

## LIQUID EYELINER

When applying Liquid Eyeliner, start by drawing short dashes along the lash line. Then, connect the dashes for a smooth, even line.

## ADDING DIMENSION

To add dimension to your eyes, apply a light color such as Gold Coast to the brow bone and inner corners of your eyes.

## STRUCTURED LASHES

Apply Lash Primer to your lashes and then immediately apply your mascara to intensify lash volume and add separation and length to your lashes.

## STAYING POWER

Help your lip color stay in place by applying Clear Lip Liner to your natural lip line. This prevents bleeding and helps the color last longer.

## FOR YOUNGER-LOOKING EYES

When lining the eyes, either apply Mineral Eye Color with an eyeliner brush or apply Eyeliner and smudge the line with your fingertip or a Q-tip for a softer, more flattering effect.