

OUR PRODUCT MARKETING GROUP SAYS,

“ With a little brow know-how and the right tools from Mary Kay, your brows can perfectly frame your eyes, enhance your features and balance your face. ”

This multitasking clear brow gel is flake-proof, dries quickly with a matte finish and conditions your brows to keep them looking healthy.

It fits perfectly in the lipstick well of the Mary Kay® Compact and Compact Pro™.

The applicator wand was designed to apply just the right amount of gel for a light hold, keeping brows in place without leaving them feeling stiff or hard.

It works great with brow pencils, Mary Kay® Mineral Eye Color that doubles as a brow powder or by itself to enhance the color of your brows and keep them well groomed with a fuller appearance.



FACT: Do you want to look younger by changing only one thing? Well-groomed brows can give you the illusion of an instant facelift by enhancing your features and balancing your face.

PRODUCT POSITIONING

This multitasking clear brow gel quickly conditions brows with a matte finish that keeps groomed brows in place without flaking and with a fuller appearance.

BENEFITS AND CLAIMS

- Controls and holds brows in place
- Shapes and defines brows
- Flake-proof, quick-drying formula
- Clear, translucent gel that dries to a matte finish
- Conditions brows and gives them a thicker, fuller appearance
- Locks in brow color

TARGET CUSTOMER

- Any woman who wants to complement her brows and create a well-groomed appearance.
- New and existing customers who want to enhance their features with great brows.

HOW IT WORKS

- Mary Kay® Brow Gel was formulated to condition brows while holding them in place without flaking. It leaves a matte finish and locks in brow color. The applicator wand was designed to apply the right amount of gel to keep brows in place without leaving them feeling stiff or hard.

KEY INGREDIENTS AND FUNCTIONS

Panthenol	Conditioner: Improves the appearance of skin (e.g. skin looks softer, smoother, etc.).
Camellia Sinensis Leaf Extract	Antioxidant: Known as free radical scavengers, these ingredients are included in products to help protect the skin from the effects of free radicals generated by the environment. Soothing Agent: Known for its calming and soothing properties

APPLICATION INSTRUCTIONS

- Use together with the Mary Kay® Brow Tools for a polished look.
- Begin by using the mini spoolie brush to comb your brows into a desired shape.
- Use the mini tweezers to remove unwanted hairs from the brow area, being careful not to over-tweeze.
- Then, use the mini angle brush to apply Mary Kay® Mineral Eye Color that can double as a brow powder or use a Mary Kay® Brow Definer Pencil to add color to your brows. Use a shade close to your current hair color.
- Then, use the mini spoolie brush to remove any excess powder and reshape the brow.
- Finish by applying the Mary Kay® Brow Gel to lock in color and hold the brows in place.

CROSS-SELLING OPPORTUNITIES

- Mary Kay® Brow Tools
- Mary Kay® Mineral Eye Color
- Mary Kay® Brow Definer Pencil
- Mary Kay® Compact and Compact Pro™

CHARACTERISTICS

✓	Clinically tested for skin irritancy and allergy
✓	Fragrance-free
✓	Oil-free
✓	Suitable for contact lens wearers
✓	Non-comedogenic

USE-UP RATE

- Depends on customer's brow gel usage.