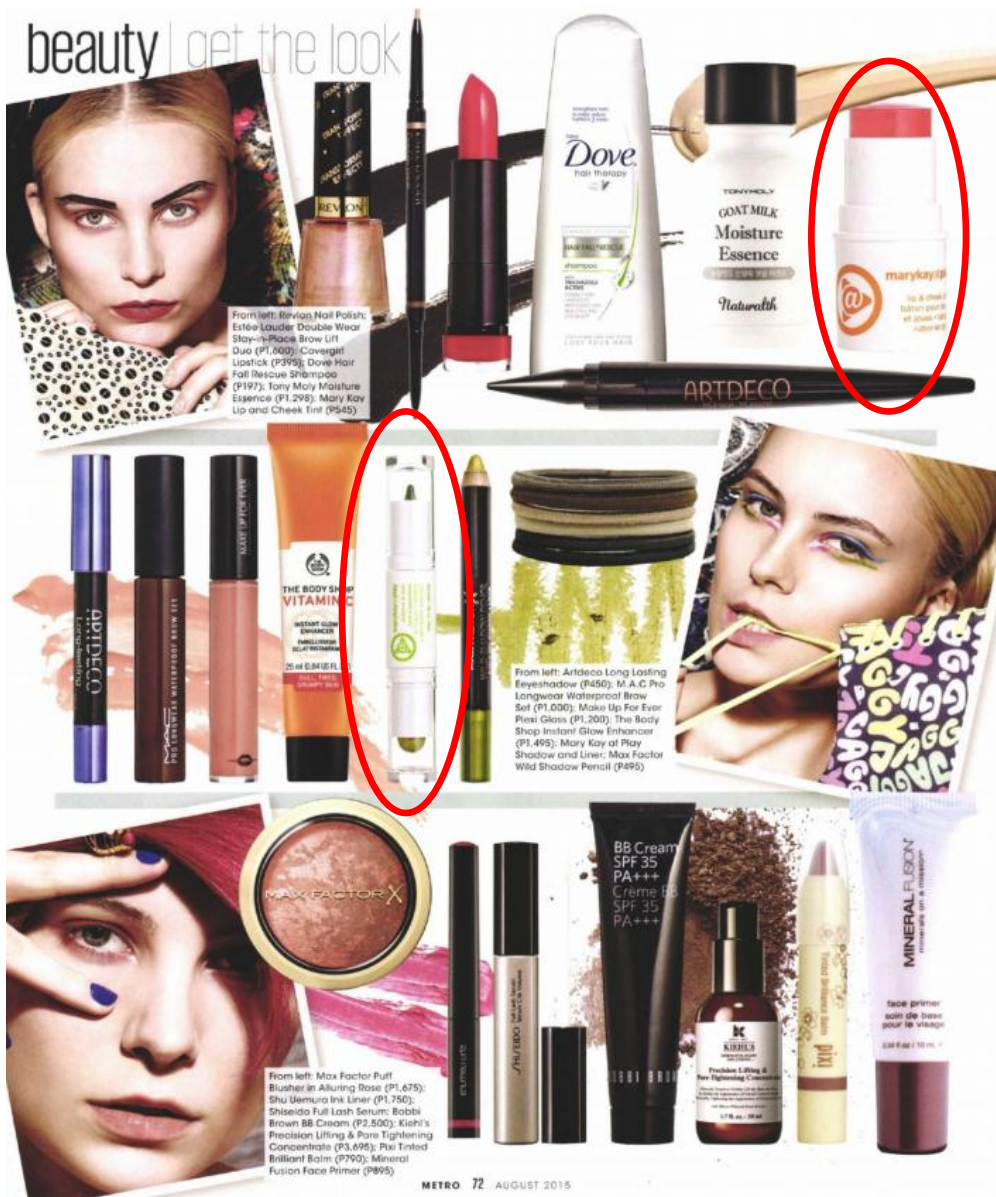


August 2015
Media Releases
Philippines

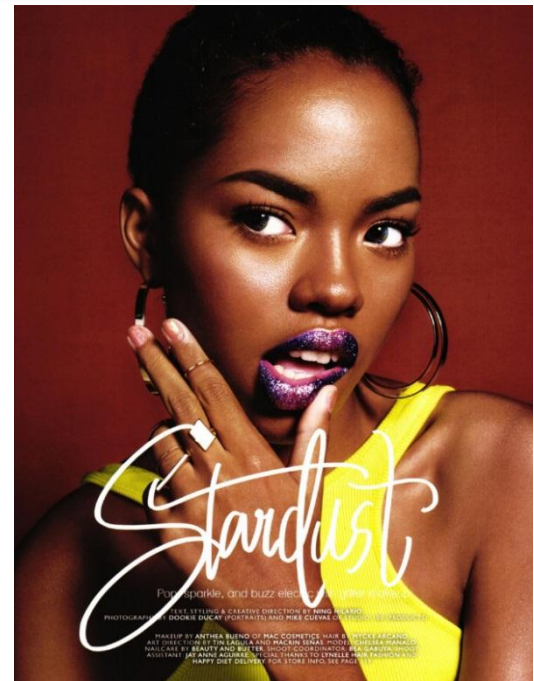
beauty | get the look



ART POP

Conformity is now a thing of the past. Diversity dictates the beauty atmosphere at the moment. Strong brows, clumpy lashes, deep dark lips and colorful lines—the variations breathe life into the modern woman. Pick your look and stick with it, no judgment

Headline: ART POP
Media Title: Metro
By: Charmagne Garcia
Laconico



MARY KAY

Headline: Stardust
Media Title: Meg
By: Ning Hilario



Mary Kay's vitamin C-infused skin-saver

The product: Mary Kay Timewise Replenishing Serum+C

What it is: TimeWise Replenishing Serum+C is infused with multiple botanical sources of vitamin C that reinforce the production of collagen and elastin and lessen the appearance of fine lines and wrinkles. It improves skin clarity so complexion looks brighter and illuminated. It also fortifies skin against free radical damage, leaving skin looking refreshed and more resilient with youthful contours restored. It comes in a packaging with an airless pump that preserves the formula and maintains its effectiveness from its first drop to the last. It is clinically and dermatologist-tested, making it suitable for all skin types.

Where to get it: Connect with a Mary Kay Independent Beauty Consultant in your area at marykay.com.ph.

...

Headline: Mary Kay's
vitamin C-infused
skin-saver

Media Title: The
Philippine Star

Score Maja's Sultry Smolder

Photographed by Xander Angeles. Jacket from Zara. Body suit from American Apparel. Heels from Alaïa. Jewelry by Love Rocks Jewelry. Makeup by Juan Sarte III. Hair by Jay Wee. Styling by Cath Sobrevaga of Qurator. Assisted by Jigs Miranda. Nails by Rosalyn Morata of Chic Nails. Art direction by Hazel Joy Malagonio.

Bobbi Brown
Bobbi Brown Bronzing Powder in Golden Light, P2,250.

Maybelline
Maybelline Eye Studio Fashion Row Mascara, P358.

Estée Lauder
Estée Lauder Pure Color Envy Sculpting Lipstick in Dynamic, P1,700.

Mary Kay
Mary Kay Mineral Eye Color in Gold Coast, P222.

Headline: Score Maja's
Sultry Smolder

Media Title:
Cosmopolitan PH



Benefit Watt's Up Highlighter, P1,600.



Davines This Is A Curl Moisturizing Mousse, P1,195.



Avon Eye Dimensions Shadow in Bronze Star, P379.



Mary Kay At Play Lip & Cheek Stick in Peach Pop, P545.

Get the Look show it off

Toss words like 'conceal' or 'repair' out of your vocab. It's all about making the most of what you've got—because you're pretty damn hot to begin with!



Jergens Original Beauty Lotion, 200 ml, P137.



RICH Anti-frizz Serum, P500.



Vidal Sassoon iPink 2200w Dryer, P2,950.

The Body Shop Virgin Mojito Body Scrub, P1,095.



Bioré UV Perfect Face Milk SPF50+, P380.

Bioré UV Perfect Face Milk SPF50+, P380.



eva nyc 4-Piece Interchangeable Curling Iron, P4,950.



EYE LOVE IT
The eye goddess Mary Kay's
new mascara is the perfect
answer. You have the perfect
eyelashes, so why not make
them look even better?

show it off
So-called beauty flaws? We don't think so. In fact, we think they're beautiful because they're real. And they're short-lived.

Headline: Show it off
Media Title:
Cosmopolitan PH

Mineral eye quad

Mary Kay Philippines offers the Mineral Eye Quad, a four-in-one eye color that is blendable, buildable, long-lasting, crease-resistant and fade-resistant. This formula delivers lightweight, high-impact color that glides on evenly for a smooth



finish. It is available in four rich shades, Autumn Leaves, Black Ice, Chai Latte and Sandstorm, that can range from matte to high shimmer so girls can quickly turn it up or tone it down. Mary Kay Mineral Eye Quad is available through an Independent Beauty Consultant at P750 each.

Headline: Mineral eye quad
Media Title: The Daily
Tribune

MARY KAY launches True Dimensions Sheer Lipstick

NOW, anyone can have invitingly kissable lips!

The Mary Kay True Dimensions Sheer Lipstick provides the sheerness and shine of a lip gloss in the texture and form of a luxurious lipstick. It comes in subtle coverage and less pigmented shades to let lips' natural color come through. Plus, it is available in fabulous shades namely Artic Apricot, Magenta Chill, Subtly You and Flamenco Red. Filipinas who love flaunting minimal makeup will surely go gaga over these moisturizing lip colors!

The Mary Kay True Dimensions Sheer Lipstick contains a nourishing blend of Vitamin E, Sunflower Seed Oil, Jojoba and Mango Butter that help protect lips from free radicals and environmental damage.

It's like a color-infused fountain of youth for any girl's lips!



Headline: MARY KAY launches True
Dimensions Sheer Lipstick

Media Title: Malaya

MARY KAY

10 of my Favorite Beauty Products at the Moment

AUGUST 11, 2015 BY KELLYMISA — LEAVE A COMMENT



6.) *Mary Kay Beauty That Counts Nourishine Plus Lip Gloss, P700.* Super moisturizing and conditioning, this lip gloss combines two shades: Pink Sateen and Berry Tart, to create a new, wearable color. It is formulated with Vitamins A and E, as well as Pomegranate Steroids and food grade, plant-derived minerals. It is non-sticky and delivers a great, everyday color. Also, for every purchase of this product a dollar will be donated to support a local charitable institution.

Headline: 10 of my Favorite Beauty Products at the Moment

Media Title: Kelly Misa.com

(www.kellymisa.com)

CHANGE IS INEVITABLE - IS YOUR ORGANIZATION READY FOR IT?

Organizations – profit or non-profit, large or growing – are facing changes like never before. Changes induced by pressure from either – or sometimes a combination of – external or internal forces such as a rapidly expanding marketplace (globalization), increasing competition, diversity among consumers, availability of and accessibility to new forms of technology and even a changing workplace culture.

Change is inevitable and organizations need to constantly evolve and adapt in order to improve their overall effectiveness and achieve their objectives. To help Organizations effectively plan and execute transformation efforts, HURIS Inc. is bringing in world-renowned OD Thought Leader, Karl J. Larson, PhD. Dr. Larson's expertise include corporate transformation, leadership development, change management, organization design, talent management, manpower planning, and corporate university design. With over 35 years of consulting experiences under his belt, Dr. Larson will share how to successfully implement organization transformation efforts, and the importance and role of the Human Resource function in carrying out the strategic direction of the organization.

HURIS Inc. will be conducting two of his workshops this August: **Strategic HR Shift: Optimizing the HR Role Towards Business Results** on August 18-19; and **Driving Organization Transformation** on August 26-27.

Strategic HR Shift focuses on the Human Resource function and how a comprehensive Human Resource review is a critical transformation strategy. Participants will learn how to take control of their HR practices to protect their Organization from potential risk, and how to fine-tune these practices to spearhead proactive efforts to achieve greater levels of efficiency and effectiveness within the company to ultimately heighten business results. Dr. Larson shares proven strategies and techniques to successfully conduct an HR audit and improve HR's strategic role in the

organization. This workshop is ideal for HR Decision Makers, Professionals and Analysts, and interested participants from Compliance Management and Internal Audit.

Driving Organization Transformation delves into the reasons why transformation initiatives fail, what pitfalls to avoid, the importance of the commitment and involvement of senior management and stakeholders. During this 2-day workshop, participants will learn not only the theory of organization transformation but will also be guided on how to implement change initiatives in their Organization. This workshop is aimed towards Top Level Decision Makers and Senior Managers.

Both programs are designed to help Organizations prepare, plan and successfully implement transformation change efforts. Using a combination of effective learning methods – such as managed small group activities, case analyses, simulations, and plenary sessions – participants will be able to design a high level plan for successful implementation of an HR Audit or an Organization Transformation back on the job.

Both workshops will be held in the AIM Conference Center, along Benavidez Street, Legaspi Village, Makati City.

HURIS Inc. has partnered with the Management Association of the Philippines (MAP), Asian Institute of Human Resources Management (AIHR) – the training arm of the People Management Association of the Philippines (PMAP), and European Chamber of Commerce of the Philippines (ECCP) for both workshops. The workshops are also sponsored by Philippine Airlines, Philippine Daily Inquirer, Job Market and Job Market Online, and **Mary Kay Philippines**.

For more information about these two executive workshops, please contact HURIS Inc. at (02) 994-9065 or (0917) 512-4520, or email us at larsenworkshops@huris.com.ph. Look for Lei or Kristine.

Headline: CHANGE IS
INEVITABLE - IS YOUR
ORGANIZATION
READY FOR IT?
Media Title: The
Philippine Star

COUNTER INTELLIGENCE

STICK FIGURES

SCRIBBLE, BLEND AND YOU'RE DONE! THE LATEST BATCH OF CREAMY SHADOW CRAYONS MAKE LOOKING STARRY-EYED A CINCH

By TRINA EPILEPSIA

UNLIKE PEOPLE, MULTI-TASKING MAKEUP PRODUCTS DON'T SUFFER ANY SETBACKS. Take the latest batch of creamy, colorful eye shadow crayons—they work as eyeliners, eye shadows and primers depending on how you use them. We love them because they're easy to use and tote around, making it a cinch to add drama to your look.



SUBTLE SMOKE

Luxury brand **SISLEY** Phyto-Eye Twist (P2000) offers skin-caring benefits on top of its vibrant color payoff and easy application. As the name implies, the twist-up pencil contains plant-based active ingredients such as camellia and green and white tea. Dot it near your lashes and softly smudge it for that sultry Parisienne gaze.

CHANEL CAVIAR STICK

COLOR LINES

Jewel-toned smoky eyes are a great alternative to the usual black or brown. **LAURA MERCIER** Caviar Stick (P1250) has a great selection of colors that enhance dark eyes. Scribble the silky shadow until just above your crease and blend the edges to soften the look. Layer a shimmery shadow to create a truly regal look.

NARS VELVET SHADOW STICK

BOLD STARE

Take your cue from founder Francois Nars himself and use the **NARS** Velvet Shadow Stick (P1550) for an intense smoky eye. Not for the faint of heart, this smooth-applying cream shadow with a velvety-matte finish can be layered with other shades for a look that induces envy.

BURBERRY F/W '15

LOCK IT IN

For a truly smudge- and waterproof eye, **MAKE UP FOR EVER** Aqua Matic (P1350) is the way to go. The wax-based formula contains ingredients like isododecane oil, which evaporates after application and elastomer copolymer, which leaves a plastic film hat that locks the look in place.

MAKE UP FOR EVER AQUA MATIC

DUAL-ENDED

MARY KAY At Play® Shadow and Liner (P725) is a dual-ended pencil with complementing colors that lets you create a clean, precise eye. Use the rounded tip to fill in the lids and the sharp end to add definition. We like the playful yet subtle shades that range from soft rose, golden green and icy lavender.



MARY KAY AT PLAY

PROENZA F/W '15

Photos courtesy of style.com

MARY KAY

Headline: Stick figures
Media Title: Mega
By: Trina Epilepsia

Occasion: Weekend
Wear: Coral or Orange

Weekends are days of play, and a burst of citrus on your lips will amplify your off-duty outfits.



Mary Kay True Dimensions Sheer Lipstick in Artic Apricot, P860
Mary Kay is available at MaryKay.com.ph.



August 14, 2015

Lipstick Shades for Every Occasion

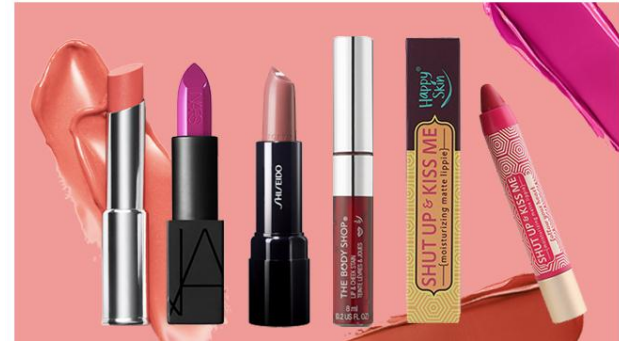
Even lipsticks have dress codes. By Ira Nopuente

Be the first to comment

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173,643 people like this. Sign Up to see what your friends like.



Headline: Lipstick
Shades for Every
Occasion

Media Title: Female
Network([www.female
network.com](http://www.female
network.com))

By: Ira Nopuente

MARY KAY



Mary
Kay
Mineral
Eye
Quad

**Mary Kay takes the guesswork
out of the perfect smoky eye**

The product: Mary Kay Mineral Eye Quad

What it is: It's a 4-in-1 eye color palette that's been expertly coordinated for an easy smoky eye look. The Mary Kay Mineral Eye Quad is blendable, buildable, long-lasting, crease-resistant and fade-resistant. This formula delivers lightweight, high-impact color that glides on evenly for a smooth finish. It is available in four shades: Autumn Leaves, Black Ice, Chai Latte, and Sandstorm.

Where to get it: Available at P750 each through a Mary Kay beauty consultant.

Headline: Mary Kay takes
the guesswork out of the
perfect smoky eye

Media Title: The Philippine
Star

EASY CAT EYE

Using a fine-tipped **black eyeliner**, sweep color along the base of your upper lashline. Extend it just past the outer corner of your eye and slightly upward. Keep the rest of the look subtle. Try: Nars Kohl liner, Mary Kay Liquid Eyeliner Pen

BRIGHT EYES

Blue, green, or purple eyeliner can brighten your eyes. Trace the inner corners of your top and bottom lashline. Line the rest with brown or black liner for balance, then brush on a neutral shadow. Try: Prestige Total Intensity Against All Odds Eyeliner in Stalker, Benefit They're Real! Push-up Liner in Beyond Purple

INSTANT BEACH WAVES

Pull your hair back into a ponytail, twist it, and press it with a **straightener**. Release the ponytail and you get soft waves for the day. Try: Remington Flat Iron, Rowenta Straight Express Flat Iron

UNWASHED HAIR DON'T CARE

Spray on a bit of **dry shampoo** and brush through with a natural-bristle brush. Tease the top of your crown very lightly and brush hair back carefully. Try: Etude House OMG! Dry Shampoo, Batiste Dry Shampoo in Blush

Instant hair refresh
Revitalizes oil & towel-dried hair

batiste
Dry Shampoo
Peach & Berry blush

STORE INFO: Batiste, calysta.com; Benefit, Greenbelt 5, Trinoma, Mall of Asia; Rustan's, Makati, Shangri-La Plaza; Etude House, etudehouse.ph; Happy Skin, happyskin cosmetics.com; Laura Mercier, Nars, Rustan's The Beauty Source; Mary Kay, marykay.com.ph; Prestige, shop.beautysource.com.ph; Remington, leading appliance and department stores; Rowenta, Rustan's The Beauty Source, Anson's Appliance Store, The Landmark, PCX, select SM Appliances; The Body Shop, thebodyshop.com.ph; The Face Shop, international.thefaceshop.com, facebook.com/thefaceshopphilippines

AUGUST 21, 2015

style weekend | 15

BEAUTY COUNTER

RUSH HOUR

It's OK to press that snooze button! These beauty tips take less than five minutes off your schedule

Get your beauty regimen in half by highlighting only one feature of your face. Photo courtesy of Chanel

ETERNAL SUMMER GLOW

Apply **highlighter** to the tops of cheekbones, the brow bones, and down the center of your nose to subtly catch the light. Use a powder if your skin is normal to oily, a cream or a stick if it's dry. Try: The Body Shop Shimmer Wavys, Laura Mercier Face Illuminator in Indiscretion

SWEET LIPS

Pink lipstick requires no makeup on your face other than mascara, flatters all complexions, and allows you to be as natural or adventurous as you wish. Try: Happy Skin Moisturizing Matte Lipple in Pop the Question, The Face Shop Ink Lipquid in PG04 Pink Hommage

14 | style weekend

AUGUST 21, 2015

Headline: RUSH HOUR

Media Title: Style Weekend

MARY KAY

Mary Kay makes an ultra moisturizing lipstick

The product: Mary Kay True Dimensions Sheer Lipstick

What it is: Mary Kay True Dimensions Sheer Lipstick in shades that give sheer color options with luminous shimmer and shine. It provides the sheerness of a lip gloss in the texture and form of a luxurious lipstick. It comes in subtle coverage and less pigmented shades to let the natural color of lips come through. True Dimensions Sheer Lipstick is available in Arctic Apricot, Magenta Chill, Subtly You, and Flamenco Red.

Where to get it: Mary Kay True Dimensions Sheer Lipstick through an independent beauty consultant at P680 each.



Tinted love: Mary Kay True Dimensions Sheer Lipstick is sheer like a gloss but luxe as a lipstick.

Headline: Mary Kay makes
an ultra moisturizing
lipstick

Media Title: The Philippine
Star

Intensely moisturizing lipstick

Mary Kay Philippines launches the new Mary Kay True Dimensions Sheer Lipstick in shades that give sheer color options with luminous shimmer and shine. Now, anyone can have invitingly kissable lips! It provides the sheerness and shine of a lip gloss in the texture and form of a luxurious lipstick. It comes in subtle coverage and less pigmented shades to let lips' natural color come through. Plus, it is available in fabulous shades, namely, Artic Apricot, Magenta Chill, Subtly You and Flamenco Red. Filipinas who love flaunting minimal makeup will surely go gaga over these moisturizing lip colors!

The Mary Kay True Dimensions Sheer Lipstick contains a nourishing blend of vitamin E, sunflower seed oil, jojoba and mango butter that help protect lips from free radicals and environmental damage. Its complex formula helps lips look plumper, feel firmer and appear younger and line-free while saturating them in moisture. It replenishes and conditions lips, leaving them looking their healthy best.

Mary Kay True Dimensions Sheer Lipstick is available through an Independent Beauty Consultant at P860 each.



Headline: Intensely moisturizing lipstick

Media Title: The Daily Tribune

MARY KAY

Here's a review on Mary Kay True Dimension Sheer Lipstick in Magenta Chill and Subtly You.

From: Free

Media Title: The
Beauty Junkee
([http://thebeautyjun
kee.blogspot.com](http://thebeautyjunkee.blogspot.com))

By: Martha Sta.
Barbara

MARY KAY ENDLESS PERFORMANCE CRÈME-TO-POWDER FOUNDATION IN BEIGE 1 REVIEW + SWATCH

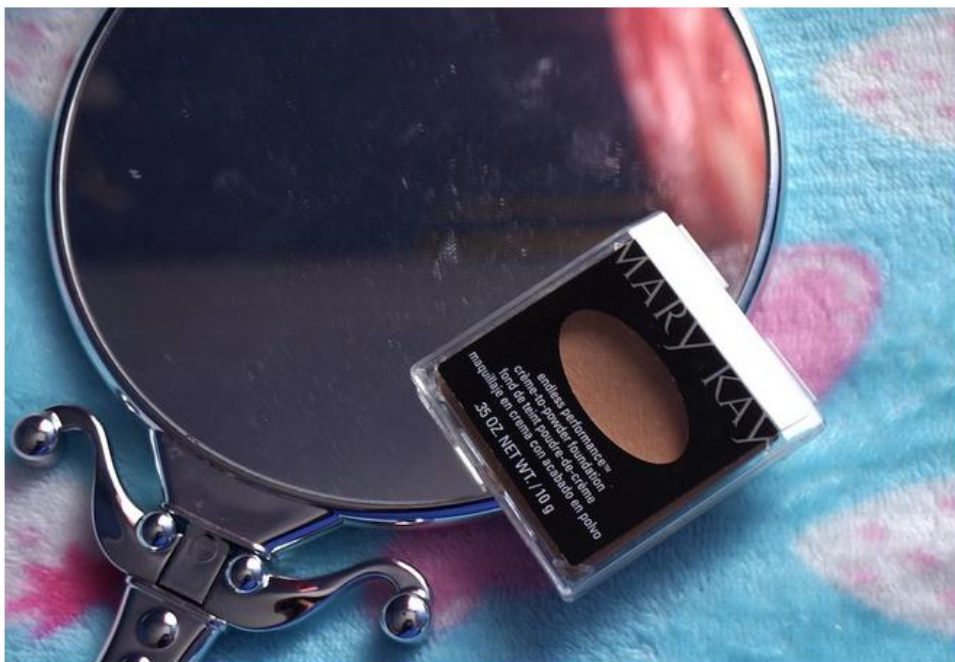
👤 MARTHA STA. BARBARA 📅 TUESDAY, AUGUST 18, 2015 💬 15 COMMENTS

Here's a review on Mary Kay Endless Performance Crème-To-Powder Foundation in Beige 1.

Price: P695.00

Bought From: Free

Other Locations: Available via authorized Mary Kay Beauty Consultants



Headline: MARY KAY
ENDLESS
PERFORMANCE
CRÈME-TO-
POWDER
FOUNDATION IN
BEIGE 1 REVIEW +
SWATCH

Media Title: The
Beauty Junkee
([http://thebeautyjun
kee.blogspot.com](http://thebeautyjunkee.blogspot.com))

By: Martha Sta.
Barbara

MARY KAY

BEAUTY BULLETIN: FRESH PRODUCTS FROM MARY KAY, PALMOLIVE, LEADERS INSOLUTION, AND K-PALETTE

MARTHA STA. BARBARA MONDAY, AUGUST 17, 2015 15 COMMENTS

Just sharing a couple of Fresh releases from the following brands that will give you fresh, luscious lips, fresh hair and skin, and a fresh face. Everything's all about freshness! :D



Headline: BEAUTY BULLETIN: FRESH PRODUCTS FROM MARY KAY, PALMOLIVE, LEADERS INSOLUTION, AND K-PALETTE

Media Title: The Beauty Junkee (<http://thebeautyjunkee.blogspot.com>)

By: Martha Sta. Barbara

MARY KAY

Aug
03
2015

Swatch Party: Mary Kay's True Dimensions Sheer Lipstick & Mineral Eye Color Quad Sandstorm

Author: Earth Rullan • Discussion: No Comments

Featured on our Swatch Party today is the latest products from Mary Kay, the Mary Kay's True Dimensions Sheer Lipstick & Mineral Eye Color Quad Sandstorm.



Headline: Swatch Party: Mary Kay's True Dimensions Sheer Lipstick & Mineral Eye Color Quad Sandstorm

Media Title: Earthlingorgeous (www.earthlingorgeous.com/)

By: Earth Rullan

MARY KAY

Lipsticks For The Day: Mary Kay True Dimension Sheer Lipsticks in Subtly You and Magenta Chill

Good day everyone! So today, you will finally see my forehead! *laughs* Seriously, I haven't been comfortable showing my forehead because they are quite "huge"! (That explains why I'm brainy! *winks*) From nursery to college or even when I was working, I seldom pulled my bangs back like the photo below so think of this post as a "treat" for you my dear readers! :P You guys are special!

On a serious note, I think I am of age wherein I openly accept my flaws! I guess, I am super comfortable in my own skin now because I'm married! #harharhar Okay, I'm joking again, but I guess confidence comes not only of age but confidence comes when you start to love and accept yourself! I accepted the idea that I'm no "artista" and won't ever be a "model material" but I accepted the fact that God gave me all "functional" body parts and I am very happy and grateful for that!

Yeah, it's obviously a CHOOSE-Day and I'm making this choice to be all positive!

Back to my Lipsticks! (Whew!) That was a long intro huh?



Headline: Lipsticks For The Day: Mary Kay True Dimension Sheer Lipsticks in Subtly You and Magenta Chill

Media Title: Ask Me Whats (www.askmewhats.com)

By: Nikki Tiu

MARY KAY