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# in the news



*Mary Kay Philippines'  
17th Birthday!*





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## Cosmetics firm eyes more opportunities for women

SAT, MAY 13, 2017 BY THE MINDANAO DAILY MIRROR — LEAVE A COMMENT

Cosmetics company Mary Kay wants to create more business opportunities for women in Mindanao, not only as beauty consultants but also as distributors.

"We want to continue to provide more opportunities for women as we celebrate Mary Kay's 57th anniversary in the Philippines," Mary Kay Philippines General Manager Sobee Duenas said in an interview yesterday. It was also the birthday of its founder, Mary Kay Ash.

Mary Kay offices are in Davao, Zamboanga, Makati and Quezon City.

Duenas said the many opportunities available to women nowadays such as having a career were not available for them 50 years ago. Ash lived at a time when such opportunities were not available to women and yet she started the company with only \$5,000.

While it provides livelihood opportunities for women all over the world, Mary Kay wants to see more women succeed and enrich their lives not only financial-wise, with its golden rule motto.

"The Philippines has 7,100 islands and we would love to have Mary Kay in all of these islands," she said.

The company is present in more than 40 countries all over the world. Instead of opening more branches, they prefer having more beauty consultants since their customers can just order their products online. **Lovely L. Carillo**

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# Mindanao Daily Mirror

May 2017 | Cosmetics firm eyes more opportunities for women By Lovely Carillo  
mindanaodailymirror.com



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Home › Lifestyle › Changing women's lives

## Changing women's lives

Posted on May 15, 2017 by Kristianne Fusilero

ENRICH women's lives. That is the mission of Mary Kay Philippines as it goes beyond selling cosmetics and skincare products. And in its 17th year in doing business in the country, the company is hoping to touch and help uplift more Filipinas nationwide.

"As our founder Mary Kay Ash used to say, we are doing more than selling cosmetics, we are changing women's lives," shared Joanna Therese C. Dueñas, country general manager of Mary Kay Philippines.

*Photos from Mary Kay Philippines*



JOANNA Therese C. Dueñas, country general manager of Mary Kay Philippines

# Mindanao Times

May 2017 | Changing women's lives By Kristianne Fusilero  
mindanaotimes.net

## MARY KAY: 17 YEARS OF ENRICHING WOMEN'S LIVES IN THE PHILIPPINES

May 15, 2017



“There are four kinds of people in this world: Those who make things happen; Those who watch things happen; Those who wonder what happened; Those who don't know that anything happened! I knew from a very early age that I wanted to be first on that list.” — Mary Kay Ash

Coincidentally, before I got invited to attend this event, I happen to skim two of Mary Kay Ash's books - 'Miracles Happen' and 'You Can Have It All' at a local corner bookstore not too long ago. She's one of the most admired woman entrepreneurs in the United States that built a multi-billion dollar beauty company. And it's inspiring to know that while she had her share of failures along the way yet through it all, indeed, she made things happen.



Table Set-Up during Mary Kay Interactive Skin Care and Make-up Class at Sea Green Cafe, Davao City

## Woman Elan Vital

May 2017 | MARY KAY: 17 YEARS OF ENRICHING WOMEN'S LIVES IN THE PHILIPPINES

[www.woman-elanvital.com](http://www.woman-elanvital.com)

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**MEDIA** with Mary Kay Philippines representatives



**MARY KAY** Philippines Skin Care Class Setup



**MARY KAY** Philippines' Director for Marketing, Crisay Caracho, Manager for Product and Consultant Marketing Services, Gian Ruiz, General Manager, Sibee Duenas, and Senior Marketing Associate for Brand Communications, Gazette Napolitano



**MARY KAY** Philippines' General Manager Sibee Duenas giving the welcome remarks.

Celebrating 17 years on May 12, Mary Kay one of the biggest companies in the world targets to maintain its growth by making its products more affordable.

In an interview, Sibee Duenas, general manager Mary Kay Philippines said Mary Kay products are tagged as costly. However, despite its being expensive, the company in its 17 years in the Philippines is still



**ON ITS 17TH YEAR**



**MARY KAY** Philippines' Manager for Product and Consultant Marketing Services conducting the Skin Care Class.

why it is booming. Economy is one thing it's the people who make the economy," she said.

Crisay Caracho, Mary Kay Philippines marketing director said Mary Kay whether it's a part time job or a primary source of income, gives women the opportunity to pave the way for their own destiny.

She said many women make Mary Kay direct selling as a part time job, however they are earning bigger which allows them to afford the extra necessities in life like traveling.

As Duenas had said, Mary Kay consultants and direct sellers lean on to values such as treating people the way they wanted to be treated, balance priorities which means God first, family comes second, and career as third.

Mary Kay Ash founded the company five decades ago with a clear and simple cause which is to enrich and elevate the lives of women all over the world.

Duenas said the company holds on to its founder's cause of empowering women in present and future generations.

To celebrate its 17 years in Davao, the company offered a simple lunch with special guests who also took part in an interactive skin care and make up class. The guests were lady too to have picked up beauty tips and tricks and put together their own beauty palettes using Mary Kay products.

# Friendlier Mary Kay

By JUDY G. QUIROS



**MARY KAY** Philippines Semi-Gel Ultra Moist Lipsticks

experiencing double digit growth.

She said the company wants every Filipina to have a Mary Kay, but the high cost most often than not blocked them from having one.

"So we adjusted our positioning, we want our prices to be friendlier, now you can bring it home because of its friendly price. Our dream is every household to have a Mary Kay product, so we took that (price) out, as a barrier," Duenas said.

She said the cosmetic company is also doing great in Davao City in relation to sales including nearby cities and provinces. Of its thousands of consultants, majority are in Mindanao, she said.

Duenas is attributing Mary Kay's growth in Davao and Mindanao is general to the diligence of its people especially when it comes to direct selling.

"Market in Davao is really booming economically in all aspects, this business of direct selling has grown as we wanted it to be. People are hardworking that's



**MARY KAY** Philippines Makeup Bar Setup



**BLOGGER** and former Mary Kay Philippines Beauty Consultant Arlene Samaniego sharing her experience with Mary Kay.



**MARY KAY** Philippines Manager for Product and Consultant Marketing Services conducting the Skin Care Class.



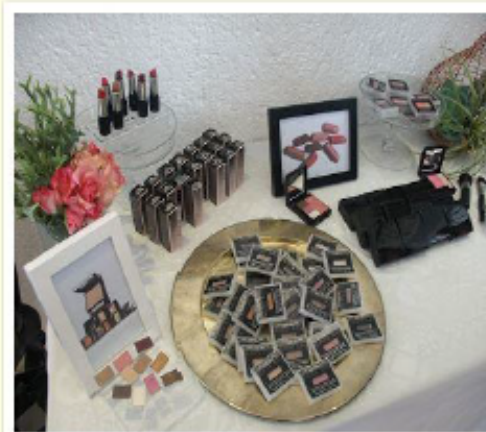
**MARY KAY** Philippines Behavioral Effects Skin Care Set



**MARY KAY** Philippines Skin Care Class Set-up

## Mindanao Daily Mirror

## Mary Kay celebrates 17 years of woman



The make up collection: Gel Semi-Matte Lipstick, Eye Shadow, Blush-On

12 May 2017, Davao City, Philippines - Mary Kay, one of the biggest cosmetics companies in the world, hosted an intimate gathering last May 12 in Davao City to celebrate its 17th anniversary in the Philippines, and at the same time, the birthday of its visionary founder and namesake, Mary Kay Ash.



The media and blogger community an intimate gathering its visionary founder and namesake

Accentuated with chic floral and decor and clean elements, Sea Green Cafe set the backdrop for the intimate, yet fun celebration. Members of the media and blog community enjoyed a sumptuous and healthy lunch as they discovered more about the Mary Kay brand. Guests also took part in an interactive skin care and make up class, where they picked up beauty tips and tricks and put together their own beauty palettes using Mary Kay products.

# Mindanao Living

# Mrs. A

A Street Style Fashion Blogger.

## MARY KAY | 17 YEARS OF LIVING BEAUTIFULLY

TUESDAY, MAY 30, 2017

It was definitely an honor to be a part of one of the most trusted make-up brand's 17th anniversary celebration.

Last May 12, 2017, MARY KAY hosted an intimate gathering in Sea Green Cafe in Davao City together with selected local bloggers to celebrate its 17th anniversary in the Philippines. This date also coincided with the birthday of the brand's found, Ms. Mary Kay Ash (born in May 12, 1918). She would have turned 99 years old that day.

The cafe was humbly filled with mild pink and very chic floral decors. The table was also filled with small bowls of chocolates which was Ms. Mary Kay Ash's favorite.

Selected members of the media and blogging community in Davao City got the chance to learn more about the brand's skin care products, the importance of each skin care product and also took part in a very brief but informative make-up workshop with the manager for Products and Consultant Marketing Services, Mr. Gian Ruiz.

Mary Kay Philippines' Director for Marketing Criscy Camacho, Manager for Products and Consultant Marketing Services Gian Ruiz, General Manager Sobee Duenas, and Senior Marketing Associate for Brand Communications Gazelle Ngotianhe

Yours truly as Mr. Ruiz' model on how to shape and fill in brows (photo taken by Clea Banal of [www.cleabanal.com](http://www.cleabanal.com))

Ms. Sobee Duenas, General Manager of Mary Kay Philippines, shared that Davao City has been a significant part of their Living Beautifully journey and

## I Am Mrs A.

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May 2017 | MARY KAY | 17 YEARS OF LIVING BEAUTIFULLY By Athina Angliongto  
[i-am-mrs-a.com](http://i-am-mrs-a.com)





HOME / DAVAO / LIFESTYLE / CELEBRATING 17 YEARS OF WOMEN EMPOWERMENT

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# Celebrating 17 years of women empowerment

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Friday, June 02, 2017



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DAVAO. Sobee Duenas (center), General Manager of Mary Kay Philippines. (Contributed photo)

MARY Kay, one of the biggest cosmetics companies in the world, hosted an intimate gathering last May 12 in Davao City to celebrate its 17th anniversary in the Philippines, and at the same time, the birthday of its visionary founder and namesake, Mary Kay Ash.

Accentuated with chic floral décor and clean elements, Sea Green Café set the backdrop for the

# SunStar Davao



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metromagph Got reintroduced to one of the world's leading beauty+skincare brands #MaryKay, and was amazed by how 53 years after, the brand still continues to churn out products that simply work, and serve as a platform for women all over the world to make a living ❤️ #MaryKayPH

pinkprincess13 Its the best!

ilovemarykayph Thank you @metromagph!



averyllortiz 🙌



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# Media Mention: Metro Magazine Ph



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metromagph Calling all beauty lovers! 📞  
Who do you call for a stay-home pamper session? We're all about the tried-and-true brands, like #MaryKay. You can't go wrong with an industry staple! (📺 via @kate\_paras)  
Take advantage of the rainy staycation. Follow us at @metromagph for more beauty talk!



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JULY 30

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# Media Mention: Metro Magazine Ph

# Mary Kay celebrates 17th year anniversary in the PH

Happy birthday, Mary Kay!

July 28, 2017 • MB Life

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Mary Kay, one of the biggest cosmetic brand, hosted a birthday pop-up media event on July 25, Tuesday, to celebrate 17 years of empowering women in the Philippines.

The cosmetic brand transformed Lanai Manila in Chino Roces, Makati into a beauty haven filled with rich skincare and makeup products.



Attendees learned more about the different skincare lines and brand that Mary Kay offers. Available at the event were cleansers and products from the TimeWise, Botanical Effects, and Clear Proof lines, that helps you combat aging, provide oxidization, and fight acne.

The TimeWise line includes 3-in-1 Cleanser and Age-Fighting Moisturizer that reveals younger-looking skin and helps you fight signs of skin aging.

## MB Life



## *Happy 17th birthday, Mary Kay!*

JULY 30, 2017 - CRYSTAL RODIS-CONCEPCION

One of our favorite direct selling beauty brands, **Mary Kay**, celebrates its 17th year in the Philippines! It seems like only yesterday when I first started seeing catalogs of the brand. And now, the brand is stronger than ever with its crowd favorites and new products as well!



# Project Vanity

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July 2017 | Happy 17th birthday, Mary Kay! By Crystal Rodis-Concepcion  
[www.projectvanity.com](http://www.projectvanity.com)



*Beauty Products | Make-up | Skin Care*

## Mary Kay Celebrates 17 Years of Beauty and Skincare in the Philippines + One Makeup Brand Look

07/31/2017 Earth Rullan

Mary Kay Celebrates their 17 Years of offering beauty and skincare product in the Philippines at a pop-up event in Lanai Manila in Makati showcasing the brand's rich heritage, inspiring vision and full skincare and makeup range.

We were asked to come in our naked no makeup face so we can fully experience their products and get a free makeover at the same time so I did.



f t i p in G+



### About Earth Rullan

I am a storyteller. Enabler. Fashion, Beauty, Travel and Lifestyle Blogger. An advocate of autism awareness, women's and children's rights and the environment. A single parent of a person with autism. A former Journalist. I am not an expert I am experienced. I do what I love no regrets. If you need anything email me at : earthlingorgeous (@) gmail.com

### Gorgeous Partners



# Earthlingorgeous

July 2017 | Mary Kay Celebrates 17 Years of Beauty and Skincare in the Philippines + One Makeup Brand Look By Earth Rullan  
[www.earthlingorgeous.com](http://www.earthlingorgeous.com)

## Beauty Done Right: by Mary Kay Philippines

BY HDMAKEUPBYCESS - 16:37

Mary Kay, one of the biggest cosmetic companies in the world, recently hosted the chic Mary Kay Birthday Pop-Up to celebrate 17 successful years of empowering women in the Philippines.

Mary Kay transformed LANAI Manila, a finely curated lifestyle space known for its exotic and refined retail finds, into a full beauty haven that showcased the brand's rich heritage, inspiring vision, and full skincare & makeup range.

Attending the event with less makeup on! :)

They set up a private beauty booths where i got to try Mary Kay's wide range of Skin Care from their TimeWise collection, Botanical Effects to ClearProof.

What i love about their products is they are catered to different types of skin. They suggested that i should use the TimeWise Collection since 25 yrs old and up is the ideal age where you should follow an intensive skin care regimen.

As a Makeup Artist, I always say that a good skin is equivalent to good makeup. If your skin is well taken care off, the outcome of your makeup will be better too!

Gel Semi-Matte Lipstick is the first full-coverage lipstick by Mary Kay to utilize advanced gel microsphere technology for rich, stay-true color that lasts for hours – without leaving lips looking or feeling dry. With color this pure, it's easy to saturate the entire lips, delivering a gorgeous level of color clarity. And with beautiful shades to choose from, it's a breeze to update any look to match any mood or fit any style. Girls will surely fall in love with this lip color!

After skin prepping is the colors! Can't get enough of their Gel Semi Matte Lipsticks, I love the sheer color perfect for everyday use. Plus it is non-drying and feels lighter on my lips.

The blushes are nice too! I love the shimmer effect that instantly brightens your face!

### ABOUT ME

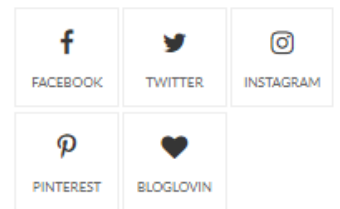
#### Princess Angeles

25 year old Beauty Blogger, Makeup Artist and Mom

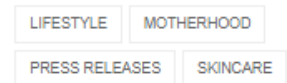
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kallyaraneta It was such an honor to be invited to @ilovemarykayph's very first event here in Manila. The brand has been here for over a decade already and it's time for everyone to give them the attention they deserve. 🥰

rama\_ybrah Ganda ni crush :)

ilovemarykayph Awwww ❤️ Thank you, @kallyaraneta! We hope you had a blast 🥰

**Kally Araneta**

**@kallyaraneta (33.7k followers)**

*"It was such an honor to be invited to @ilovemarykayph's very first event here in Manila. The brand has been here for over a decade already and it's time for everyone to give them the attention they deserve."*

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AUGUST 11

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# Media Mention: Kally Araneta

Aug 2017 | Kally Araneta, Beauty Blogger  
IG: @kallyaraneta





**BEAUTY ADVOCATE** Mary Kay Phils GM Sobee Dueñas and the author at the brand's pop-up event.



**SKINVEST** Turn back the hands of time with Mary Kay's TimeWise Miracle Set.



**PUCKER UP** Gel Semi-Matte and Semi-Shine lipsticks are must-haves in your beauty arsenal.

# PURPOSEFUL BEAUTY

This top global skincare brand offers all of women's beauty essentials and then some

**M**ary Kay recently celebrated 17 successful years of brand presence in the Philippines. Founded by Mary Kay Ash in 1963, the cosmetic empire which was built on direct selling savoir faire continues its vision and mission of empowering women all around the world. It is now considered one of the top five global skin care brands.

## THE POWER OF PINK

At the Mary Kay Birthday Pop-up, guests were introduced to the latest products of the company. Everyone had a fun time looking and testing the different skin care lotions and potions that were on display. Two makeup booths were set up so attendees can fully enjoy the Mary Kay beauty experience.

"Brand loyalty is very strong because our products consistently deliver benefits women want at prices they can afford. The company stays current by being in line with advancements in product development, staying up to date with digital channels, and having a product portfolio as well as earning opportunities that are very relevant to today's generation," said Sobee Dueñas, general manager of Mary Kay Phils. Inc. True, it is a thriving business, but Dueñas points out that, unlike other ongoing enterprises, Mary Kay is faithful to the company's core values. Having balanced priorities is the key to its success. Old

fashioned but not outdated, Mary Kay believes in putting faith first, family second, and career third.



**THE BUSY QUEEN P**  
PAULYNE L. FERMIN

## TIC TOC

Unveiled at the event were products from TimeWise, Botanical Effects, and Clear Proof skin care lines, which provide benefits that deter aging, deliver oxidation, and fight acne respectively. Also shown were the latest cosmetic essentials ranging from foundations, pressed powders, and sunscreen to bold lipsticks as well as fragrances. Of these,

I was most curious about the TimeWise products, which were touted as skin care miracles in a bottle.

TimeWise skin care line is a customized collection of antiaging products formulated to work together to deliver visible results even for those with sensitive skin or rosacea. Over a

lated with a patented solution called TimeWise Miracle Patent, which helps accelerate the renewal process of the skin. Age defying benefits are felt as each product cleanses, exfoliates, softens, firms, protects, rebuilds, and reduces lines and wrinkles. I also use the bestseller microdermabrasion refine twice a week along with the pore minimizer. Wow! If you want to look instantly younger, these two should be part of your beauty arsenal.

In my 20s and even 30s, I gave no thought to beauty products. I have always led a busy life. College, law school, and, eventually, marriage and motherhood presented more pressing issues. I should have known better. Now, that I'm 40, I'm starting to notice a wrinkle or two on my forehead. And those pesky puppet lines at the side of my mouth are giving me serious thoughts about botox injections. Luckily, I've found an uncomplicated, easy-to-use skin care routine that's effective and, most important, one that won't slow down my on-the-go lifestyle.

*Wow! If you want to look instantly younger, these two should be part of your beauty arsenal.*

On top of the great products, Mary Kay stands for beauty that gives back. Whether it's a part time endeavor or a primary source of income, the company continues to offer women a proven way to pave their future. Now that's a legacy worth celebrating.

Happy 17th birthday, Mary Kay!

Mary Kay has offices in Quezon City, Davao, Cebu and Zamboanga with tel. nos 859 6200 and 371 8355.

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# Manila Bulletin