

MARY KAY®

2017

in the news



K.K Chua on Manila Bulletin

and the culture and quality of the
Mary Kay brand

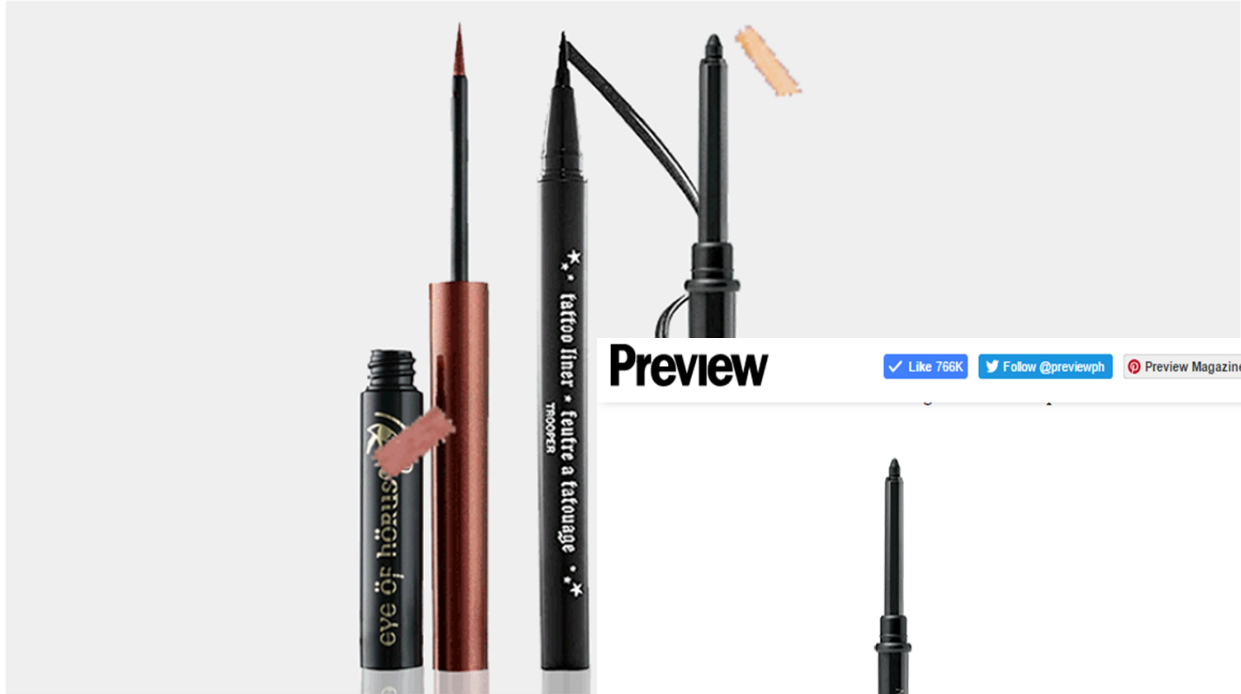
Mary Kay
Eyeliner
on
Preview's
Top 10
Eyeliners



Beauty | By Nicole Arcano - A day ago

Best of Beauty 2016: Top 10 Eyeliners

Nail that wing!



Preview

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Preview Magazine



IMAGE Mary Kay

Mary Kay Eyeliner in Black, marykay.com.ph

ULTRA PRECISE: You can create the smallest and most precise dots and wings with this ultra thin brush. Your wings will never look as sharp.

Preview Magazine



Kim Reyes-Palanca

14 February at 12:55 · Instagram · 📍

@ilovemarykayph offers a helping hand: Satin Hands White Tea and Citrus pampering set for spa sessions at home. I especially enjoyed the exfoliating Satin Smoothie.



kimpalanca

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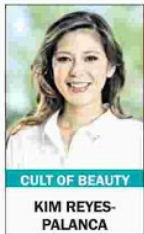


Media Mention: Kim Palanca

February 2017 | Kim Reyes-Palanca, Lifestyle Columnist, Manila Bulletin | IG: @kimpalanca

ACTS OF KINDNESS

Women work hard and deserve a lot of love, including self-love. Have pockets of pampering time every day and be good to your skin—and yourself



CULT OF BEAUTY
KIM REYES-PALANCA

@kimpalanca
on Instagram

We have just celebrated International Women's Day commemorating our struggle for equality and women's rights. I am always in awe of the extraordinary women in my life, and the female heroes I get to meet every day.

As we work and move forward toward our goals, we must also remember the daily battles our bodies go through: fatigue, stress, and generally feeling overwhelmed (we do take on many roles in life, as you already know).

Hands Down

Mary Kay Ash, founder of Mary Kay, was a believer in women herself, and she championed women's dreams and her own through her company. As the brand points out, a woman's hands are the unsung heroes of everyday life. As women, our "hands make life happen"—always busy creating, nurturing, solving problems, doing the job that has to be done.

Mary Kay believes hands that seize the day deserve to escape with an extra dose of indulgence. Their **Satin Hands White Tea and Citrus Pampering Set** (P2,399) is another reminder of how the little-time indulgences that we do regularly, gives us that boost; that extra push to carry on.

The idea is simple: to refresh the hands and the senses, and have a spa session at home. While nothing beats being pampered at the spa, keeping your well-being in check on a daily basis yields great rewards.

Remember the 3 S's

Refresh, revitalize, and protect hands in three easy steps. Just remember the three S's: soften, scrub, shea butter.

Soften

Prep hands for a spa experience. Polish away dry skin through the **Protecting Softener**. This moisturizes and protects skin too.

Scrub

The new **Satin Smoothie Refining Shea Scrub** exfoliates skin and sloughs away dull and dry areas. You will love how the texture of this concoction feels delicately soft and relaxing on your hands. Their signature White Tea scent combined with citrus is invigorating in itself. Tip: If you're in a rush and need to brighten and smoothen hands, massage this, rinse, then follow up with a favorite hand lotion.

Shea Butter

Shea butter protects, enriches and softens skin. High in Omega-3 to maintain skin's natural moisture barrier, the **Nourishing Shea Cream** wraps skin in instant hydration and keeps skin moisturized for up to 24 hours.

Whether your hands took a beating after washing the dishes, cleaning, exercising, dry from air-conditioning or harsh weather, or you need some spa time to clear your mind, this quick pick-me-up is a great way to do it. Light a scented candle, fix yourself some tea and read a good book too, while you're at it.



Hands up for women's hardworking hands—the unsung heroes of daily life

This lip duo keeps your puckers soft and smooth

Love your lips

Go the extra mile and smoothen your lips too. With our weather here, it's easy to get dry, cracked lips. Overdosing on lip balm is not the answer. You need to make sure skin on your lips is properly exfoliated to ensure better absorption of lip care products.

You can a gently scuff dead skin via **Mary Kay Shea Sugar Scrub** (P389).

The natural sugar crystals exfoliate skin to prep it for the **Mary Kay Shea Butter Balm** (P369). Lips will feel satiny smooth that applying lip color will be a breeze—minus feathering and unsightly chapping!

For more information, go to www.marykay.com.ph and www.facebook.com/MaryKay, **Mary Kay Satin Hands Pampering Set** and **Limited edition Satin Lips** are available through a **Mary Kay independent beauty consultant**. Follow @ilovemarykayph on Instagram

Manila Bulletin

March 2017 | Acts of Kindness, By: Kim Reyes-Palanca
Lifestyle Section C-4

Mary Kay makes lips satin-soft

The products:
Mary Kay Satin Lips Shea Sugar Scrub and Shea Butter Balm

What they are:
Shea butter is the perfect ingredient for an everyday spa experience. Used for centuries to protect, enrich and soften skin, shea butter contains Omega-3s, known to help maintain skin's natural moisture barrier. Mary Kay's Shea Sugar Scrub and Shea Butter Balm contains nourishing

shea butter to soften lips. The scrub exfoliates with natural sugar crystals, while the balm leaves lips feeling satin-smooth and deeply moisturized.

Where to get them: Available while supplies last through a Mary Kay independent beauty consultant.



Philippine Star

preen

HOME PROFILES FASHION BEAUTY CULTURE FOOD SPACE

MARCH 28, 2017

COCO ROCHA ON WHAT IT TAKES TO BE A SUCCESSFUL MODEL

BY JACQUE DE BORJA



International model Coco Rocha has fronted numerous magazine covers all over the world. She was also the face of multiple luxury brands, so if there's one person we'd love to get tips from it's definitely her. We recently caught up with Coco in Hong Kong where she flew in to be the judge and mentor for Mary Kay Dream Beautiful, the search for the next face of Mary Kay Asia-Pacific.

“

Do it because you want to do it, not because someone told you to do it.

Coco Rocha
2016 Dream Beautiful Judge

Preen

March 2017 | Coco Rocha on what it takes to be a successful model, By: Jacque de Borja
preen.inquirer.net



Pampering for hardworking hands

Mary Kay's new Satin Hands Pampering Set elevates the customer's favorite "me" time treat to a spa-like treatment that indulges both skin and senses with moisturizing bliss.

The set features a new scrub and hand cream with nourishing shea butter and scented with white tea and citrus. It also includes the fragrance-free softener customers know and love. Hands instantly feel moisturized, soft and smooth. Skin feels renewed, looks rejuvenated and instantly looks healthier.

Philippine Daily Inquirer

Mary Kay Satin Lips Shea Sugar Scrub



If you're a fan of applying shea butter on your skin, then you'll love the effect of Mary Kay's lip scrub. The shea butter will help your lips retain its moisture. It's also formulated with white tea and citrus to give it a refreshing scent. *Available [online](#).*

Preen

April 2017 | 7 Lip scrubs to make your lips more supple, By:
Jacqueline Arias
preen.inquirer.net

BEAUTY BEAT

Keep up to date with the latest in makeup and skin care

SUSTAINABLE BEAUTY

Human Nature took home the Sustainability Pioneer award for its social entrepreneurship work in Asia. As one of the five industry recognitions given by Paris-based think tank Ecovia Intelligence during the Sustainable Beauty Awards ceremonies, the Filipino beauty brand joins previous awardees and industry stalwarts like Cruelty Free International and L'Oréal USA-Garnier with its recent win. Furthermore, the brand's co-founder and president **Anna Meloto-Wilk** was named by Cosmetics Design as the Asia Pacific winner of the Beauty Industry Woman of the Year Award. Meloto-Wilk emphasized, "Our dream is to unlock the potent qualities of the best of the Philippines' natural flora and turn them into world-class sustainable products." Truly, the recent recognitions are proof that "Made in the Philippines" is a seal of excellence. For more info, go to humanheartnature.com, like [humanheartnature](https://www.facebook.com/humanheartnature) on Facebook, follow [@HumanNaturePhil](https://twitter.com/HumanNaturePhil) on Twitter and [@humanheartnature](https://www.instagram.com/humanheartnature) on Instagram



Human Nature co-founder and president Anna Meloto-Wilk

PINAYS AND PROUD

Mary Kay Asia-Pacific awarded two Filipinas in this year's Asia-Pacific Dream Beautiful Contest last March 21 in Hong Kong. Mary Kay independent beauty consultant **Chrismel Santos** was named Beauty Artist of Mary Kay Asia Pacific for her skills, creativity, and passion towards makeup, while **Bellatrix Tan** was hailed as one of the three Faces of Mary Kay Asia-Pacific along with China's Tongtong Wang and Malaysia's Mahira

Khan. Out of the 50,000 hopeful Mary Kay independent beauty consultants and models from Australia, New Zealand, China, Hong Kong, Malaysia, Singapore, Philippines, and Taiwan, 23 pairs were chosen to participate in



Bellatrix Tan, the country's winning beauty consultant for Face of Mary Kay Asia Pacific



Chrismel Santos, 2016 Beauty Artist of Mary Kay Asia Pacific

the Asia-Pacific Mary Kay Dream Beautiful Contest. The winners will attend a Mary Kay brand campaign photo shoot in Seoul, representing Mary Kay's Beauty Inside and Out. Meanwhile, the Mary Kay independent beauty consultants of the winning models will be recognized in Mary Kay Applause magazine in the Asia-Pacific region, which will be honored in their local markets. For more information, visit marykay.com.ph, follow [@MKDreamBeautiful](https://www.instagram.com/MKDreamBeautiful) on Instagram

APRIL 21, 2017

Style Weekend

April 2017 | Pinays and Proud
Beauty Counter Section page 14



THIS MARY KAY SATIN
HANDS PAMPERING
SET HAS WHITE TEA
AND CITRUS SCENTS,
MAKING IT A QUICK WAY
TO DE-STRESS AND
PAMPER YOUR HANDS
AT THE SAME TIME. VISIT
MARYKAY.COM.PH FOR
INQUIRIES.

Working Mom Magazine

April-May 2017 | Smell beautiful, feel pretty
Beauty / Vanity Kit Section page 26

TWO Filipino women won this year's Mary Kay Dream Beautiful Contest Asia Pacific Finale at Intercontinental Hong Kong. **Chrimel Santos**, a Mary Kay Independent Beauty Consultant from Zamboanga, was awarded as this year's Beauty Artist of Mary Kay Asia Pacific for her skills, creativity, and passion towards makeup. **Bellatrix Tan**, also from Zamboanga, was hailed as one of the three Faces of Mary Kay Asia Pacific along with **Tongtong Wang** from China and **Mahira Khan** from Malaysia.

Another source of Filipino pride is that all three pairs that represented the Philippines were part of the Top 8 contending duos in the Finale Night.

Out of the 50,000 hopeful Mary Kay Independent Beauty Consultants and models from Australia, New Zealand, China, Hong Kong, Malaysia, Singapore, Philippines and Taiwan, 23 pairs were chosen to participate in the Mary Kay Dream Beautiful Contest Asia Pacific.

"We believe that a woman who has faith in herself has the capability to unleash her full potential. Whatever your mind can conceive, your heart can believe that you can certainly achieve. Congratulations to all the winners who believed in themselves and stepped onto the stage with confidence," says **K.K. Chua**, Mary Kay Asia Pacific president, during the finale night.

More than just a competition, it was also a wonderful learning opportunity for the participants because it included makeup and modeling workshops. **Coco Rocha**, international supermodel and Dream Beautiful contest judge admits she had a really great time with all the contestants while preparing for the actual competition. "This year I had my own workshop with the girls, so I got to know them better which has made it more exciting. The venue is bigger and the audience is larger, it was definitely a different experience this year!" says Rocha.

Over 800 guests consisting of beauty consultants, media, and VIPs gathered together to witness the finalists in a cruise-inspired show. The beautiful models showcased the talents of their respective beauty artists as they strutted across the runway. The judging panel included Rocha, Mary Kay Global Beauty Ambassador **Luis Casco**, Korean celebrity makeup artist **Jung**



2016 Beauty Artist of Mary Kay Asia Pacific and Winning Independent Beauty Consultant from Philippines Chrimel Santos and Face of Mary Kay Asia Pacific from Philippines Bellatrix Tan (eighth and ninth from left) with (from left) Jason Capobianco, Coco Rocha, Stephen Webster, Yuandi Chen, Tongtong Wang, Mahirah Khan, Lorraine Ramadas, Sherry Adkins-Green, Mary Kay Asia Pacific president K.K. Chua, Jung Saem-Mool, and Luis Casco

Pinays bring pride to Philippines

Saem Mool, and global fashion and beauty photographer **Jason Capobianco** as well as Mary Kay's Chua, Mary Kay chief marketing officer **Sheryl Adkins-Green**, and Mary Kay vice president of Global Brand and Design **Stephen Webster**.

The three winners of the Faces of Mary Kay Asia Pacific and the win-

ning Beauty Artist will attend a Mary Kay brand campaign photo shoot in Seoul representing Mary Kay's Beauty Inside and Out. The Mary Kay Independent Beauty Consultants of the winning models will also be recognized in Mary Kay Applause Magazine in the Asia Pacific Region which will also be honored in their local

markets. Participations in local makeup workshops and projects, as well as speaking opportunities at Mary Kay seminars in their respective countries will also be granted to them.

Mary Kay Dream Beautiful was supported by official fashion sponsor Nine West, which provided the wardrobe of contestants for the Finale show.



International supermodel Coco Rocha discusses her modelling workshop for Mary Kay Dream Beautiful

Manila Standard

May 2017 | Pinays brings pride to the Philippines
Lifestyle Section D-1

Mary Kay MelaCEP Plus+

May 28, 2017

I recently changed my facial cleanser from **Shiseido Perfect Whip Foaming Cleanser** to **Mary Kay MelaCEP Plus+ Luminous System** – a shining star of translucency. It's a new range of products that offer a whole new level of luminosity benefits which includes translucency, brightness, purity, even-looking tone, and hydration.



Luminous Complex contains key ingredients that work with niacinamide to target melanin, which may help to reduce the appearance of dark spots.

Carizzachua.com

May 2017 | Mary Kay MelaCEP Plus+
Beauty Section



kellymisa

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kellymisa Road testing the Botanical Effects line by #marykayph. 🌸🌸🌸



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MAY 27

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Media Mention: Kelly Misa

May 2017 | Kelly Misa, Beauty Columnist/Lifestyle Blogger
Kellymisa.com

Beauty | By Nicole Arcano - Jun 14, 2017

Review: This Brightening Serum Helped Fade My Acne Scars

It's quite hydrating, too!



IMAGE: Mary Kay

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What: Mary Kay *MelaCEP Plus+ Ultimate Serum*

What it is: A brightening serum that promises clearer, more radiant, and luminous skin. It has Mary Kay's most innovative complex to date, the *MelaCEP Plus+ Luminous Complex*, which is a blend of edelweiss extract, algae extract, and vegetable amino acids. Other key ingredients include hexylresorcinol (prevents accumulation of pigment on the surface of the skin), maritime pine, and white birch extract (melanin inhibitors).



5 Tricks to Make Your Foundation Look as Natural as Possible

Here's how you can take a naturally flawless c...

MOST POPULAR

Preview.ph

TRIPLE TREAT

Try out skincare products that hustle—multi-tasking all the way without breaking the bank

By TRINA EPILEPSIA BOUTAIN



WORK IT OUT

From anti-oxidant to anti-aging, these products do them all!

5 VITAMIN RICH

Vitamin C is one of the most popular antioxidants in beauty for good reason—it aids in evening out skin tone, helps with anti-aging and even helps treat acne. **DERMAX** Vitamin C Powder Serum (P1050) is an ingenious product that starts out as a powder but turns into a concentrated serum upon contact with skin. Regular use results in brighter, smoother skin.

6 FAVORITE THINGS

MARY KAY is a longtime beauty kit staple for women who want products that work without fuss. For skincare, the MelaCEP Whitening System contains two of its most popular products: the Ultimate Serum (P1880), which contains the patent-pending MelaCEP Plus Luminous Complex, and the Foaming Cleanser (P979).

7 DAY CARE

Treat and protect your skin all day with the **AVON** Anew range. It provides up to 10 anti-aging benefits ranging from the softening of wrinkles to improving clarity and texture. It includes the Anew Ultimate Multi-Performance Cream SPF 25 (P1099) and Anew Ultimate Night Multi-Performance Cream (P1099), luxurious creams that encourage skin regeneration.

8 SLEEPING BEAUTY

Many women don't get enough sleep trying to balance work and family life. **KOJIE-SAN** Dream White line encourages women to prepare for a restful night with a step-by-step cleansing, toning, treating and moisturizing process using products such as their DreamWhite Anti-Aging Soap (P78), DreamWhite Anti-Aging Facial Toner with Collagen (P155) and DreamWhite Anti-Aging Overnight Cream (P165).

9 BELLE DU JOUR

No, it's not the name of an actual doctor, rather **THE FACE SHOP** Dr. Belmair line is made especially for sensitive skin. All products are fragrance- and additive-free and created with plant-based ingredients. The products relieve clogged pores and calm down skin. Try the Daily Repair Moisturizer (P1095), Daily Repair Toner (P995), and star product Daily Repair Ato Salt Cream (P1495), which contains mineral-rich dead sea salt.

Mega Magazine

Mary Kay PH gets a makeover

By Annelle Tayao-Juego
@neltayaoINQ

For Sobee Dueñas Choa, Mary Kay Philippines' recently appointed general manager, working in the cosmetics industry is about more than just selling products for women to put on their faces—it's a calling.

"It's not just a job, because whatever direction I give the company affects someone's life," says Choa. "The price, quality of the product and whether it's available—[everything] has to be right. If it isn't, it affects the business; not just [the employees], but also their husbands, kids, parents."

Choa, who has been with Mary Kay for the past eight years, came home to the Philippines around seven months ago to focus more on growing the company's local market, which she believes has yet to achieve its full potential.

Choa's move comes after working for a little over a decade abroad.

Prior to her current post, Choa was Mary Kay's regional manager for Asia Pacific and acting marketing manager for Singapore and Malaysia—a job which allowed her to see how other markets were overtaking the Philippines in terms of growth.

"[I saw] the overall strategy of the region, how other countries were doing, plus

“**Every time we have a new employee, we talk about core values**”

Sobee Dueñas Choa
Mary Kay Philippines GM

what could be the best practice, what's something to avoid... And it's one of the reasons I came home," she says. "I saw how successful other countries were, and I was like, my own country with so much potential,—why aren't we there yet?"

What she discovered was that Mary Kay Philippines needed to overcome two main setbacks: lack of brand awareness and cost.

"We realized that we needed to be more present. Now it's easier to find a consultant, easier to find a Mary Kay product—and we've adjusted our pricing. Products that people like [such as] lipsticks and powders, we made the prices friendlier," Choa says.

As head of Mary Kay Philippines, Choa brings with her over



Mary Kay Philippines' general manager Sobee Dueñas Choa

two decades of experience working in the beauty industry. She started her career with Avon Philippines in 1995 under the company's brand management function, a post she took on for six years.

In 2001, Choa, who finished her undergraduate studies in De La Salle University where she took up two courses (Bachelor of Arts in Asian Studies minor in Japan Studies, and Bachelor of Science in Marketing Manage-

ment), became Avon Asia Pacific's regional process leader on new product development.

She then moved to L'Oreal the year after, managing brands such as Lancome, Maybelline and Garnier.

Choa returned to Avon in 2006 as part of the company's Asia Pacific regional brand marketing center, the role which finally took her abroad.

For three years, Choa worked in Shanghai and Tokyo

as senior brand manager for Avon's Color Cosmetics, as well as project manager, with focus still on product development.

It was in 2009 when Choa joined Mary Kay, which had her based in Hong Kong, "but really traveling every two weeks," she says.

She joined—and has stayed in—the company because of its values.

"[Mary Kay has] three core values: follow the golden rule; live a balanced life—faith, family, career; and have a 'go give' spirit. Every year, we have a sales convention, and in that convention we don't just recognize who sold the most or who brought in the most people. We have a special award called Miss Go Give. It's like our Miss Congeniality award for the one who's most sharing, most helpful—it just means you're just giving without expecting anything in return," she says.

"Every time we have a new employee, we talk about the core values, because we need to be on the same page. It's like when you get married—you need to want the same thing," adds Choa, whose husband is Tristan Choa, Bikram Yoga Manila founder and vice president for portfolio investments for SM Investments.

"So when you're selling to someone a cleanser, you don't just think about how much you're going to sell. You think about what [the client's] needs

are, how you can help," she says.

It's this kind of attitude that gives Mary Kay its edge, says Choa, compared to other direct-selling companies.

"I think when people sell [Mary Kay], they build relationships. I come up to you and do a skin analysis, check if you put on sunblock because you were running in between meetings... and then I'd follow-up with you, see what are your needs. It's not really hard sell. I think that sort of relationship and trust really sustains it," she says.

As country head, Choa is bent on making sure both Mary Kay's products and values reach more Filipinos.

"We have over 7,000 islands; it would be great to have [a Mary Kay distributor] on each one," she says with a hopeful smile. Choa has already begun visiting different provinces to see just how much work is still needed to increase Mary Kay's presence—something which, she says, makes her homecoming even more fulfilling.

"You have to be on the ground—I see the value of it. Now I can really see the people on a daily basis, what they need, and also what's happening in real time, and I think it makes a difference that I'm physically here every day," she says. "I have no break. I'm 24/7—but it's a responsibility I've taken on." INQ

Philippine Daily Inquirer

June 2017 | Mary Kay PH gets a makeover, By Annelle Tayao-Juego
Sunday Biz Section B-1



MJ Garcia Perez

24 July near Manila · 🌐

These goodies from Mary Kay Philippines welcomed me back in Manila. Thank you so much. Can't wait to try these and share to you my experience my awesome #VanityFriends! Soon on my blog and YouTube Channel! ❤️🙏 #AllIn4ClearSkin #MaryKayPH #TeamAsia — 🙏 feeling thankful.

👍 Love 💬 Comment ➦ Share

👍❤️🙏 88

1 share

10 comments

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Joan Papa wow penge

Like · Reply · 🌐 1 · 24 July at 19:38



Aaron Tolentino wow! ang damii! 🙏🙏🙏

Like · Reply · 🌐 1 · 24 July at 19:59



BiAnne Rico De Ocampo Mukang promising yang mga products ng Mary Kay best Abangers kami sa review mo. Hehe ❤️

Like · Reply · 🌐 2 · 24 July at 21:43



Write a comment...



Media Mention: Vanity Room PH

July 2017 | MJ Garcia-Perez, Founder/Beauty Blogger



hdmakeupbycess

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hdmakeupbycess Thanks @ilovemarykayph for sending! #allin4clearskin #marykayph Soon on my blog x #hdmakeupbycess 🌟
ilovemarykayph Can't wait!! 🤩



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Media Mention: hdmakeupbycess

July 2017 | Princess Angeles, Beauty/Lifestyle Blogger

SKINCARE

Mary Kay's Clearproof Acne System

BY HDMAKEUPBYCESS - 20:09

Clear the way for more beautiful skin with the NEW! Clear Proof Acne System - If you have acne, you want results, and you want them fast! The targeted *Clear Proof Acne System* is clinically shown to provide clearer skin in just seven days with benefits that just keep getting better:

- Clears up acne blemishes
- The formula unclog pores, removing excess oil and leaving skin feeling healthier.
- The set uses salicylic acid and benzoyl peroxide to attack the multiple factors that can contribute to acne breakouts.
- Shown to be effective on teens to 50 year olds, male and females and different ethnicities

Five Essential Zit fighting products and steps for clearer skin!

Clarifying Cleansing Gel: 1st Start with a lightweight cleanser to gently remove dirt, oil and complexion-dulling impurities. This formula rinses clean with no residue, leaving skin feeling smooth and fresh!

Blemish Control Toner: 2nd go to the extra step and cleanse skin completely with a toner with two-percent salicylic acid that helps exfoliate dead surface skin cells, helps keep pores clean and controls shine.

Acne Treatment Gel: 3rd, Help clear up pimples fast while helping to prevent new ones from forming with this fast-absorbing, mild formula with five percent benzoyl peroxide.

Deep-Cleansing Charcoal Mask: 4th, experience the mask as it goes to work, transforming from a rich, creamy texture to soft, matte finish as it dries down and absorbs skin impurities!

Oil-Free Moisturizer: Finally, replenish moisture and provide balanced hydration with this final step! This lightweight, quick absorbing formula helps control excess oil, leaving skin with a beautiful matte finish.

No matter what age or stage of life these targeted products are the clearly smart, clearly powerful way to clear the way to more beautiful skin!

Will update you guys on my posts after using these products for 7days! Stay tuned! :)

ABOUT ME

Princess Angeles

25 year old Beauty Blogger, Makeup Artist and Mom
Passionate about Makeup, Skincare and Fashion

For Collaboration/Pressreleases
Email: princeszangeles@gmail.com

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Off Broadway in Manila

05 Sep 2017

My Status Salon Experience

01 Sep 2017

Reward Yourself with a Royce

hdmakeupbycess

Jul 2017 | Mary Kay's Clearproof Acne System By Princess Angeles
www.hdmakeupbycess.com

Celebrating years of enriching Filipino women's lives

SINCE Mary Kay began in the Philippines in the year 2000, it has helped provide opportunities for countless Filipinas all over the country. Now on its 17th year, this top beauty brand is celebrating its Philippine presence by organizing intimate gatherings for its beauty consultants, media and blogger friends. The activities in the gatherings included skincare and makeup classes, learning beauty tips and tricks from experts while playing around with Mary Kay beauty palettes.

With over 3.5 million beauty consultants in more than 50 countries worldwide, Mary Kay strongly believes in equipping women with the support and opportunities they need to grow their business while enjoying time with their loved ones, being their own bosses and being able to treat themselves to travel from time to time. Among the many opportunities shared, Mary Kay Philippines annually funds its top-performing sales directors to attend the prestigious Asia Pacific Catch the Dream Dallas Confer-

ence in Dallas, Texas.

This year, nine Filipina independent sales directors from the different provinces in the Philippines flew to the United States to take part in this training program spearheaded by Mary Kay leaders all over the world. There were also sales directors from China, Taiwan, Singapore, Malaysia, Korea, Australia, New Zealand and Hong Kong who participated in the event.

During the conference, top sales directors from all over Asia Pacific learned about different competitive sales, management and leadership strategies from Mary Kay leaders all over the world. They were also taught about how passion could lead them to the attainment of their goals, and later on be trained as national sales directors.

"Starting your day with a humble heart opens many doors to many opportunities," said Lia Carta, Mary Kay Independent Executive National Sales Director, as she described the business opportunities being offered by Mary



Top independent sales directors from the Philippines, China, Taiwan, Singapore, Malaysia, Korea, Australia, New Zealand and Hong Kong in the Catch The Dream Dallas Conference

Kay to its hardworking Beauty Consultants. Carta, as one of the speakers, added, "Choose the people whose dreams are as tight as yours."

The attendees also had a tour of the Mary Kay International Corporate Headquarters, Manufacturing Plant and Mary Kay Museum in Addison, Texas where they were warmly greeted by the Mary Kay

team. They also had the chance to learn about Mary Kay's rich history.

The Catch the Dream Conference equipped the participants with the tools they would need to further grow their business, and they returned to the Philippines motivated and inspired to take on the next challenges when it comes to leading and setting goals with their local teams.

Malaya Business Insight

Aug 2017 | Celebrating years of enriching Filipino women's lives
Living Section B7

good contrast and immediately brighten it



IMAGE Maybelline, Marc Jacobs, Mary Kay

TRY: (1) [Maybelline Creamy Matte Lipstick](#) By Color Sensational in Ravishing Rose, P299; (2) [Maybelline Lip Gradation](#) By Color Sensational in Mauve1, P349, available in beauty bars and department stores; [Marc Jacobs Beauty \(P\)outliner Longwear Lipliner Pencil](#) in Currant Mood, P1139, available at [Sephora.ph](#) (4) Mary Kay Gel Semi Matte Lipstick in Powerful Pink, P700, available via [Mary Kay Philippines](#) and accredited direct sellers.

Female Network

Still enriching Filipino women's lives

SINCE Mary Kay began in the Philippines in the year 2000, it has helped provide opportunities for countless Filipinas all over the country. Now on its 17th year, this top beauty brand is celebrating its Philippine presence by organizing intimate gatherings for its beauty consultants, media and blogger friends. The activities in the gatherings included skin care and makeup classes, and learning beauty tips and tricks from experts while playing around with Mary Kay beauty palettes.

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Business Mirror

FRESHER THAN YOU

Barely there makeup can be more complex than you think. Work on a clean slate with tips from top Korean beauty guru Jung Saem Mool.

BY JACQUI SALONGA

Hot on the heels of Mary Kay's Asia-Pacific grand finale that gave recognition to their top beauty consultants and models (team PH got top nods), we sat down with Jung Saem Mool, one of the competition's judges, whose career in makeup started 25 years ago, to learn about pulling off that dewy look that highlights a natural kind of beauty—one that's far from stark and is lit from within. "Natural makeup gives you more confidence," she says, and we heartily agree.

PRO TIP

INSTEAD OF STROKING, USE A TAPPING MOTION WHEN APPLYING FOUNDATION. THIS GIVES A LIGHTER, AIRBRUSHED-LIKE EFFECT THAT WON'T PILE A LOT OF PRODUCT ON.



BASE PHASE

On moisturized and primed skin, apply **1** Mary Kay's Glowing Skin Illuminating Stick in Gold (P829, tel. no. 859 6222) to the undereye area, the center of your chin, and above your brows. Then mix your foundation: **2** Timewise Luminous Wear Liquid Foundation (P785) or a color-correcting cream, like the **3** CC Cream with SPF15 (P855), with the **4** Perfecting Concealer (P530) for longer wear. Saem Mool recommends applying foundation on the outer parts of the face first where skin is thicker (also on the nose), and eventually moving inward to the cheeks, undereye and neck area for added dimension. Use a bit of the **5** On the Go Pressed Powder (P699) to control oil on the tip of your nose, chin and T-zone.

BROW DOWN

Mimic thicker brows by filling in sparse areas with the **6** Brow Definer Pencil in Brunette (P299). Gently smudge the color into the area, then brush off excess product with a spoolie—no exaggerated arches, please!

ON THE LINE

While a perfect cat-eye is all the rage, JSM prefers a tight line. Use the **(7)** Eyeliner in Deep Brown (P299) on the waterline to "naturally open up the eyes."

LIP SERVICE

To sport the gradient lip trend, JSM shared two ways to work this look: For a fuller lip, use a darker shade on the outer area and a lighter hue on the inside, and blend with a cotton swab for a subtle ombre effect. But for a thinner pucker, do the lighter shade on the outer edges and the darker one on the inside.



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