MARY KAY®

2017

A KAD

# 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





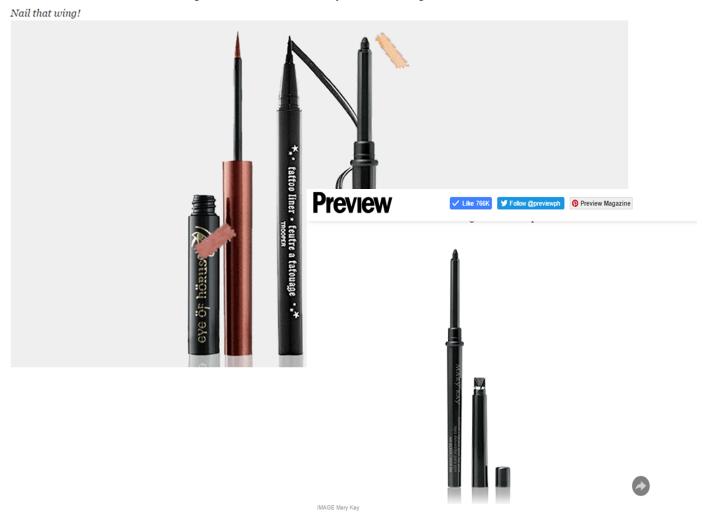






Beauty | By Nicole Arcano - A day ago

#### Best of Beauty 2016: Top 10 Eyeliners



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

January 2017 | Best of Beauty 2016: Top 10 Eyeliners, By: Nicole Arcano www.preview.ph



@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.





Following

makeupmusclesnme, 13w allfortheloveoflulu, chonxtibajia, imah.cruz, kaaatledesma, vanesaanicoche, bingsu\_dru, jamieanne93, fatimalopezbrodit and fishyvee like this

kimpalanca @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.



## Media Mention: Kim Palanca

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



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



@kimpalanca on Instagram

e 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 re-member the daily battles our bod-ies 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

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 littleme-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.

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 mois-ture barrier, the Nourishing Shea Cream wraps skin in instant hy-dration and keeps skin moisturized for up to 24 hours.

Whether your hands took a beating after washing the dishes, cleaning, exercising, dry from air-condi-tioning 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.



#### 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 an swer. 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 nourish-



ing 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





PROFILES FASHION BEAUTY CULTURE

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 aso 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

to unlock the potent qualities

emphasized, "Our dream is

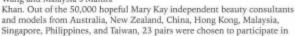


Human Nature co-founder and president Anna Neloto-Wilk

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 on Facebook, follow @HumanNaturePhil on Twitter and @humanheartnature on Instagram

#### 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





Chrismel Santos, 2016 Beauty Artis of Mary Kay Asia Pacific

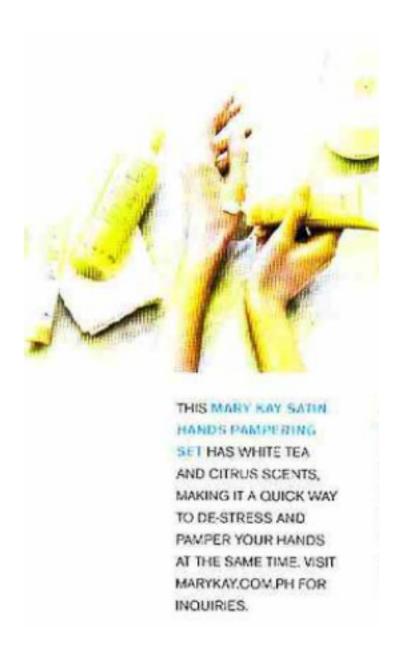


Bellatrix Tan, the country's winning bet for Face of Mary Kay Asia Pacific

APRIL 21, 2017

## Style Weekend

April 2017 | Pinays and Proud Beauty Counter Section page 14



## Working Mom Magazine

WO Filipino women won this year's Mary Kay Dream Beautiful Contest Asia Pacific Finale at Intercontinental Hong Kong. Chrismel 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

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.

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

# Pinays bring prices 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 eampaign 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.



#### 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

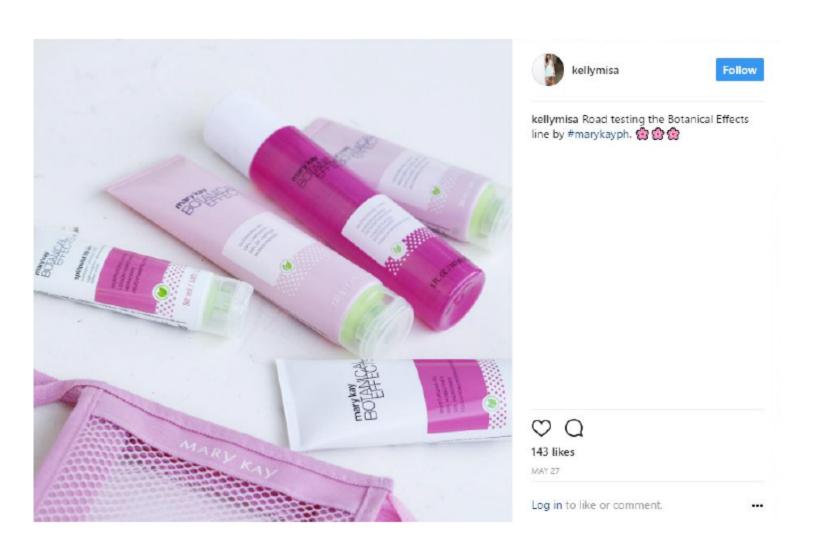
products that offer a whole new level of luminosity benefits which includes translucency,

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



## Media Mention: Kelly Misa

#### The culture at Mary Kay

MARY KAY®

We don't need to be a monster at work, we don't whip to success but praise people to success. We don't say why are you stupid, but we always start with words of praise and encouragement because if they are torn, they lose their morale and so we lose also, that is Mary Kay's style."

#### K.K. CHUA

President

MARY KAY Asia Pacific Region

#### Ty GERMAN CHARGES MARKET, MT

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"INCLES right neers right beyonds softer any excitational conportation. Or in the most large market for growth. To will be the nest wave for companion

In the middle of it, all is the Philiippines. "The sick man of Asks has become very well, new and becoming better and better in the last there is the years. Note 500 million population and new 1,000 fallents, the potential is hone." In adds.

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The Philippine team is getting a big boset with a cow Genoral Manager in the person of Bolice Duenas, who has been with Navy Kig-lier the pant it years, he an institute KK and the new CM has a All group of the market and one partcompany in a helter prospective. DERECT SEX.LING

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"In those her hig markets, we are very competitive. This means our great and must be good, see brand must be good and management must be good." he able.

In the Philippines, Mary Key is also among top of rained for ocities, edds care and fragments. Del there is also coough room for growth.

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They are also bekingst the policing option for some of its products to the Philippines and the seguity chair; for of-

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"We will become a major player,

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who condervised like."
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According to SSC, the better of Many Kay is creating with backenings and coconsumors are going to play in the enfinations is done
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encouraging younger sales force as a

strategy between this throughtennian.
This has also nationed in a new strategy for this denot selfing company to focus into carbolic technology to push salan, not just the traditional marketing but size closed.

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of traditional composites will shortly go out of business of they will not change because things are face now very dif-

"Se littey Say will have to see how to contract of the and Ri into our basiness model because we not never displace our miles representatives. It is a part of the foundation of the foundation

In delegan, it is always remained of its goals. To body remain respond. "Our objective is very dieur and we will not desirate from that " he adds.

Duey have a good people retination level. Stame have stayed with those for the past. If year while other plant either and go for whishever measure but they always believe in their products and the

"The company has become part of car. I love title company. I durit think smaller company-an-offer malls some lead of authorium. It is not as much about money but all about the bind of all themselves.

All these years, KK has remained agits and yealthid knoping up with the focus of the thirty King whose sales tirres are becoming yearsput and yearsput for in also ming some of the Mery Kay contacts.

con the pengut," mys liki amanut.

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The death is deliver.

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emone. He dividing a blane gine.
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[25]

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mes very positively to people," be:

LEVE LESSONS

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"Rule mail rings forward so you can relieved very seasof step to seaso the season of the counts of the season of the se

Above all NS has learned allot about people while dising business. It is not technology nor products and brand, but

"If you have the right people then you will have a good business. Finding the right people is the biggest-challenge to business." In write.

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#### Manila Bulletin

May 2017 | The culture at Mary Kay By Bernie Cahiles-Magkilat Business Section B-7 | business.mb.com.ph





Q ≡

Beauty | By Nicole Arcano - Jun 14, 2017

#### Review: This Brightening Serum Helped Fade My Acne Scars

It's quite hydrating, too!











hat: 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 fake a naturally flawless c...

MOST POPULAR

## Preview.ph

June 2017 | Review: This Brightening Serum Helped Fade My Acne Scars, By Nicole Arcano **Beauty Section** 



## Mega Magazine

June 2017 | Triple Treat, By Trina Epilepsia Boutain Hot & Fresh Section page 94 Mary Kay PH gets a makeover

By Annelle Tayao-Juego @neltayaoINQ

or Sobee Duenas Choa, Mary Kay Philippines' recently appointed general manager, working in the coametics 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."

Chos, 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 Ray's regional manager for Asia Pacific and acting marketing manager for Singapore and Malaysia—a) which 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



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 ver?"

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 pricting. 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 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.

Mary Kay Philippines' general manager Soboo Dueñas Choa

onforeix 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 fire—faith, family, career; and have a 'go give' spirt. 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 help-ful—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 directselling 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 of 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.

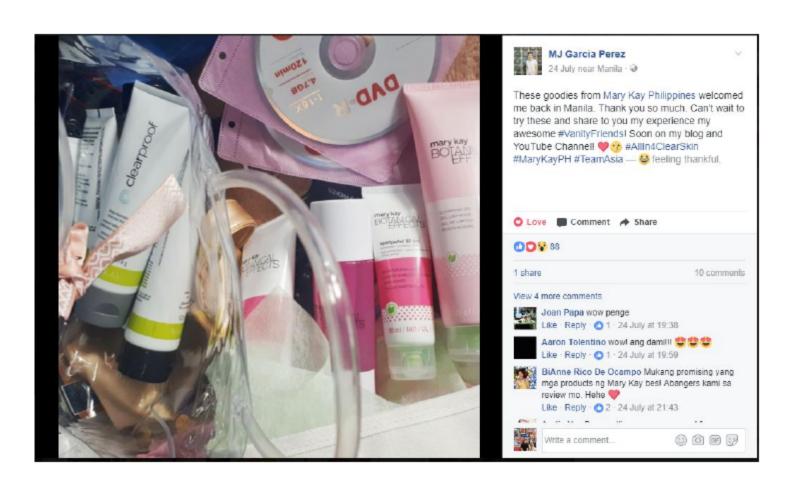
As country head, Choa is bent on making sure both Mary Kay's products and values reach more Filipinos.

"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, site 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 dally basis, what they need, and also what's happening in the country. You get to react 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." NQ

## Philippine Daily Inquirer

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



## Media Mention: Vanity Room PH



# Media Mention: hdmakeupbycess

#### 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!

Bleshmish 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 Treament 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! :)

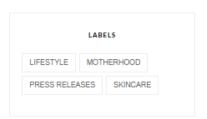
#### ABOUT ME

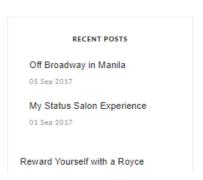
#### Princess Angeles

25 year old Beauty Blogger, Makeup Artist and Mom Passionate about Makeup, Skincare and Fashion For Collaboration/Pressreleases

For Collaboration/Pressreleases Email: princeszangeles@gmail.com







## 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 contract and miniculately singlifering



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

Aug 2017 | Empowering Lipstick Shades That Will Make You Look Like a Boss By Charlene J. Owen www.femalenetwork.com

## Still enriching Filipino women's lives

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#### **Business Mirror**



## Preview Magazine