

**March 2015**  
**Media Releases**  
**Philippines**

Create a thin liner above the upper lashline using Mary Kay's newest Liquid Liner.  
(Review for this product soon!)



## How To: My Birthday Look

Hi AMW Friends! Before the 28th! I changed my Facebook Profile picture and actually posed for my Birthday Look with my Birthday Makeup!

Here it is! The first photo using a toned down lip color for day time while the right side is obviously meant for Party! YAY!

If you are interested, I've finally created a photo-torial for this look!



**Headline:** How To: My  
Birthday Look **Media**  
**Title:** Ask Me  
Whats(  
[www.askmewhats.com](http://www.askmewhats.com))

**By:** Nikki Tiu

# BLACK TIE

## 3rd Anniversary

Launched last year, Buddha-Bar Manila's Win a Maserati Promo was open to all diners and guests. For a single receipt of Php 3,000 on a la carte or Php 25,000 on banquet events, everyone gets to vie for the chance to own the sleek and sporty luxury vehicle Maserati GranTurismo.



The lucky Maserati winner turned out to be Japanese-born Hishiki Tomoyuki. He has been residing in the Philippines for more than 10 years with his Filipina wife Edeilyn Hishiki. The couple couldn't wipe the smile off their faces as they were handed the key to their new posh automobile.

Aside from Hishiki Tomoyuki and his Pinay wife, Buddha-Bar Manila also gave away other raffle prizes on its Anniversary Bash, including two local trips, one of which is a trip to Palawan for two with free airfare and accommodations, top quality liquor, hotel accommodations, high-end beauty products and much more. The winners, needless to say, experienced first-hand the kind of Buddha-Bar Manila love that only this iconic bar can offer.



Buddha-Bar Manila never runs out of big surprises. It is raffling off a brand new Range Rover Evoque through the "Dine for a Rover" promotion which runs until July 31, 2015.

Entrance fee came inclusive with a Grey Goose Vodka drink. Aside from DJ Kirill's hypnotic musical sets, Buddha-Bar Manila's 3rd Year Bash proved to be fun and vibrant without losing the signature classiness. Guests had their fill of and got to share a toast to more years of great food, delicious conversation, iconic music, and elegant ambience at the metro's premiere hotspot. Continue discovering why every visit at Buddha-Bar Manila is an exquisite experience in itself.

Buddha-Bar Manila's 3rd Year Anniversary was made possible by Grey Goose Vodka, Devant, Manny-Q Wines, Zomato, 99.5 Play FM, Tony and Jackey Salon, 96.3 Easy Rock, Asian Journal, Balikbayan Magazine, Explore Magazine, Mary Kay – the Official Beauty Partner, Boracay Mandarin Hotel, Best Western Plus Antel Hotel, Jergens and Ark Travel Express. Special thanks to media sponsors Philstar.com, WhenInManila.com, and online media partner Inquirer.net. Buddha-Bar Manila is located at Pizar Place, Kalayaan Avenue, Makati City. It can also be found in Paris, London, Kiev, Moscow, Dubai, St. Petersburg, among others. For reservations, call +632 6566859/+632 6566719 and 0998-983-3918. You may also reach them at [info@buddhabarmanila.com](mailto:info@buddhabarmanila.com) or like and follow them on Facebook, Twitter, and Instagram at @BuddhaBarMNL.

Madonna's favorite DJ and red-hot actress Iza Calzado wowed the crowd at Buddha-Bar Manila's 3rd Anniversary

Buddha-Bar Manila ended the first month of a brand new year on a stylish and highly successful note with a Black Tie-themed party last January 31, 2015 in celebration of its third anniversary.

Music, dance, bartending exhibitions and loads of prizes were the order of the day as the metro's most sophisticated restaurant-club once again marked a special milestone. Madonna's favorite DJ, DJ Kirill Doornik flew in from Buddha-Bar Russia where he is based to play a Special Anniversary Mix. Fresh from the success of her last soap with Coco Patac, lively and award-winning ABS-CBN actress Iza Calzado hosted the event and charmed the crowd. Guests just couldn't get enough of the double whammy that DJ Kirill and Ms. Calzado had to offer.

Providing added oomph to the party were a Chicago-inspired number (remember that Oscar-winning musical starring Renee Zellweger, Richard Gere, and Catherine Zeta-Jones?) courtesy of the energetic group called Dance Royalties and an exciting bartending performance by the in-house bartenders. Buddha-Bar Manila promised a spectacular Anniversary Show and delivered nothing less. One other highlight of the party was the much-anticipated reveal of who was to drive home a brand new Maserati GranTurismo that night.

Buddha-Bar Manila and DJ Kirill Doornik

Buddha-Bar Manila and DJ Kirill Doornik and Iza Calzado

Primarily known for House music, DJ Kirill is from Buddha-Bar Kiev and St. Petersburg. Last year, he was named Queen of Pop Madonna's pick for Doornik to spearhead her MDNA Tour in Ukraine. The iconic Madonna is said to be an admirer of Kirill Doornik's musical vision which is truly spectacular to witness and a pure delight to listen and groove to.

Headline: Black tie  
Media Title: Travel Life

MARY KAY



**STAY HYDRATED**

Keep skin hydrated all summer by opting for lightweight moisturizers. Plus, when the sun's rays make your face feel hot, spray on a facial mist to refresh it.

**Try:** Mary Kay Velocity Lightweight Moisturizer, Holika Holika Cooling Mist in Aqua Splash



**SHAVE YOUR LEGS, UNDERARMS, AND BIKINI LINE**

One of the most nerve-racking things about hitting the beach or pool scene is worrying about pesky stray hairs. Before you head out, go get a wax or just shave at home. If you're DIYing, proceed slowly. Don't jump into the sea immediately after shaving, as salt water can irritate skin.

**Try:** Veet Ready to Use Wax Strips for Face & Bikini, Supermax Syringe razor



**LIGHTEN UNDERARMS**

You're sure to wear tank tops and swimsuits, which means underarms will be exposed. Use a deodorant that will smoothen the skin and make shaving a less frequent activity.

**Try:** Nivea Whitening Anti-Perspirant, Dove Whitening Roll-On



**CARE FOR YOUR HAIR**

Apply lightweight finishing oil through your mid-length and ends—it will fight frizz and dryness simultaneously. If you have limp hair, just add dry shampoo at the scalp or use a texturizing and volumizing powder.

**Try:** Lush No Drought Dry Shampoo, Aven Advance Techniques 360 Nourishment Moroccan Argan Oil Leave-In Treatment



**beauty counter**

Make sure you're hydrated and that you're ready to wear that sun-kissed swimsuit and those hot-weather athleisure clothes of choice.



**EXFOLIATE**

Sloughing off dead skin cells and hydrating new ones is good to do all year round, but it's downright essential in the summer, when you keep layering on sunscreen, self-tanners, and other products that can leave oils on the skin.

**Try:** Human Nature Purifying Facial Scrub, The Body Shop Spa Wisdom Citrus & Salt Scrub

**GET A PEDICURE**

Summer is for sandals, which means your feet are going to be exposed. Don't forget to buff, polish, and moisturize your toes.

**Try:** Revlon Pedi-Expert Kit, Deborah Lippmann Nail Polish in Yellow Brick Road

# Setting the Tone

As temperatures soar, hair and skin need extra TLC. Some top tricks to help you look hot and keep cool under the sun

Summer is closer than you think! In anticipation of that much needed vacation, we've rounded up everything you need to prep your skin. Remember, the sooner you get started on prepping your skin, the better it'll look during your well-deserved beach trip.

Headline: Setting the Tone  
Media Title: Style Weekend

STORE INFO: Avon, avon.com.ph; Deborah Lippmann, Rustan's; Dove, Nivea, Revlon, Supermax, Veet available at leading department stores, drug stores, and health & beauty stores; Holika Holika, facebook.com/holikaholikaphilippines; Human Nature, humannatureusa.com; Lush, lush.com; Aven Advance Techniques, aven.com; Mary Kay, marykay.com.ph; The Body Shop, thebodyshop.com.ph

# Beauty Box: OPI's 12 shades of summer

(The Philippine Star) | Updated March 11, 2015 - 12:00am

## *Mary Kay's solution to cellulite*

**The product:** Mary Kay Timewise Body Smooth-Action Cellulite Gel Cream

**What makes it unique:** TimeWise Body Smooth-Action Cellulite Gel Cream is a targeted product that has been thoroughly tested and formulated to deliver the benefits that women want. It makes cellulite look less noticeable and skin feel tighter and look firmer and smoother. This potent gel cream takes glycolic acid, caffeine, argan oil plus botanical and marine extracts and combines them into a powerful formula that visibly minimizes the appearance of stubborn cellulite and recaptures skin's youthful appearance.

**Where to get it:** TimeWise Body Smooth-Action Cellulite Gel Cream is available through a Mary Kay independent beauty consultant.



Headline: Beauty Box:  
OPI's 12 shades of  
summer

Media Title: Philippine  
Star([www.philstar.com](http://www.philstar.com))

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**Skin savior: Mary Kay Timewise Body Smooth-Action Cellulite Gel Cream**

Headline: Mary Kays solution to cellulite

Media Title: The Philippine Star

FunFearlessBeauty

# SCALP-TO-SOLE SUN PROTECTION

Sorry gals, slapping moisturizer with SPF on your face once a day just won't do. Don't worry, we've got your back (and everywhere else) covered! Read on to stay safe this summer.

**Body** We may be good at slathering on sunscreen when at the beach, but what about on a daily basis? Our bodies are exposed to UV rays even when we are inside our home during the daytime. Make moisturizing with an SPF body lotion part of your daily routine.



**Hair** Faded color, split-ends, thinning hair, straw-like strands, these are just a few of the damaging effects UV rays have on our hair. Think premature aging only happens to skin? Believe it or not, our hair ages just the same! Hair-care products with UV filters are important when outdoors to protect locks from protein loss. Spritz hair with sun protectant and wrap into a bun to keep from being exposed.

**Scalp** We never think our scalps need SPF but they are just as prone to burning and skin cancer as much as the rest of our body. Areas on your scalp that are exposed, such as your part or hairline, are prone to sunburn. Shield your scalp from the sun's rays by spraying an SPF mist or sweep mineral powder with SPF onto roots, your part and along the hairline. For 100% protection, grab a hat!



### 3 facts everyone should know about sunscreen

We caught up with Dr. Teo of The Aivee Institute to get the lowdown on sun care:

"At least 1 teaspoon is needed to cover the face and 1 shot glass for the body."

"Foundation containing SPF can be a potent source of protection but isn't viable because it's impossible to wear a teaspoon's worth of foundation on the face without it looking cakey."

"As long as you can see daylight without the use of artificial lighting, it means that UVA and UVB rays are present."

### WHEN LEAST EXPECTED...

our body is exposed to UV rays (we're talking indoors or on a cloudy day). With all these great products out there, you have no excuse not to!



Headline: Scalp to sole sun protection

Media Title: Cosmopolitan PH

By: Meriam Ahari

MARY KAY

Fun, Fearless Beauty

### CHEAT SHEET

# FAKE-FIT THIS SUMMER

Didn't quite make it to those spin classes or resist your daily caramel fraps like planned? Fake it 'til you make it with our how-to guide on contouring your body. Genius!

**1 LOWLIGHT**  
First, shade with a bronzer or foundation two shades darker than your natural color.

**2 Neck**  
Slim down in seconds by blending bronzer underneath chin and all over neck.

**3 Shoulders**  
Tanned shoulders instantly look more toned. Apply bronzer to shoulders in a circular motion, as though you are applying lotion.

**4 Décolletage**  
Perk up pups by brofzing inside, below and outside the breasts in a C-shape. Create instant lift by highlighting the fleshy, inner tops of cleavage.

**5 Back**  
A defined back makes any backless dress even sexier, but you'll need a friend for this one. Swipe bronzer down the center line of your spine from the neck to the lower back and blend.

**6 HIGHLIGHT**  
Then, highlight with a light-reflecting, luminizer.

**7 Collarbone**  
Apply bronzer to the natural shadows above and below the bone. Swipe a luminizing highlighter on top of the actual collarbone itself.

**8 Arms**  
Clench your fist and extend a straight arm backwards. Trace over the natural definition in the back of tricep with bronzer. Flex bicep and trace below the natural half-moon shaped indentation with bronzer.

**9 Abs**  
Draw a straight line down the center of stomach from ribcage to belly button and blend. Trace obliques (vertical lines on either side of your belly button) by creating a parenthesis shape.

**10 Butt**  
Lift your derrière in seconds by bronzing underneath and around to the outside of butt, making a half-circle shape. Add highlighter to the top and center of cheeks.

**11 Calves**  
Flex calves and shade the indentation under the calf muscle in the back of your leg. Apply highlighter down the center line of thighs and shins to give the illusion of length.

**12 THIGHS**  
Squat to see definition on outer thigh, between hamstring and quadricep. Shade this indentation. Lift one knee to your side and shade the definition on the inside of inner thigh.

1 Art Deco Spray On Leg Foundation in Desert Sun, P995.  
 2 Model Co. One Night Tan, P1,550. 3 Mary Kay Bronzing Powder in Light-Medium, P2,700. 4 Make Up For Ever Face & Body Liquid Makeup in 24, P2,700. 5 Revlon PhotoReady Skinlights in Bronze Light, P625. 6 Make Up For Ever Face Luminizer Gel in Uplight, P1,950. 7 CoverGirl Tru Magic The Luminizer, P425. 8 MAC Strobe Cream, P1,950. 9 Make Up For Ever Sculpting Kit in 2, P2,450. 10 Revlon Highlighting Palette in Bronze Glow, P625. 11 Nars Illuminator in Copacabana, P1,750.

**COSMOPOLITAN** MARCH 2015 P.125

**So-Hot Summer SEX**  
In 20 Places Outside the Bedroom!

**Your 7-Day Flatter Belly Plan**

**LOOK BANGIN' AT THE BEACH!**  
*(Sexy Beauty & Fashion Looks This Summer!)*

**20 Ways to Make Your Life #Everything**

**COLEEN GARCIA is Hot—and Cool!**

**You Said "I Love You" But He Didn't Say It Back (or vice versa)**  
*Now what?*

**COSMO SWIMSUIT SPECIAL!**  
Find the Best Ones For Your Body!

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SUMMIT MEDIA

Headline: Fake fit this summer  
Media Title: Cosmopolitan

PH

By: Meriam Ahari

MARY KAY



*“Follow  
your heart  
[and]  
whatever  
makes you  
happy!”*

**- Liza Schneider,**  
The Fitness Couple TV  
Producer, Host, Writer and  
Motivational Speaker

*“Passion can take you only  
up to a certain point. It is  
focus and commitment that  
will propel you forward.”*

**- Clarice Tolavera-Aviñante,**  
Parent Educator, Positive Parenting PH

*“It’s not an advice someone  
gave me but something I read:  
Success in our profession should  
mean we go to sleep at night  
knowing that our talents and  
abilities were used in a way  
that served others.”*

**- Joy Castro-Camacho,**  
Dentist

*“I’ve worked  
in different  
industries from  
telecommunications  
to banking. My  
boss told me that  
the only thing I  
need at work is  
common sense.  
Common sense,  
or the application  
of knowledge,  
is a decision-  
maker’s friend  
when a decision is  
needed as soon as  
possible.”*

**- Mia Javier,**  
Bank Manager



*“More than career advice, I think this is more of a principle in life from Mary Kay Ash, who is the founder of Mary Kay Cosmetics. She shared her personal priorities of “God first, family second and career third,” because a successful career is just one part of a balanced life:*

**- May Ann Royales,**  
Full-time Marketing Assistant, Part-time Mary Kay Beauty Consultant

## Best Career Advice

We asked moms for the best advice they've received in their respective careers. Who knows, these simple words might push you to greater career heights.

*“Always  
look for the  
rationale  
for all  
decisions  
and  
actions.”*

**- Angelica Redrico,**  
Employee

*“To become  
successful in  
one’s career,  
you have to  
be happy and  
contented.  
By being so,  
you will find  
something to  
be interested  
in everyday in  
everything you  
do and you will  
always think  
positively about  
your work.”*

**- Riza Guce,**  
Stockbroker



*“Aim high and  
reach for your  
goals. There will  
be mistakes along  
the way. Learn from  
them and never  
give up.”*

**- Claudine Del Rosario,** Investment  
Banker

*“The best career  
advice I have  
received is to nurture  
your network, never  
burn bridges and  
stay calm and  
dignified even if it  
sometimes hurts.  
Not everything  
about pursuing your  
passion or chosen  
career is going to  
be pleasant, and  
[sometimes] you  
have no choice but  
to either confront it,  
resolve it or come  
to terms with it. In  
the end, if you know  
in your heart [that]  
you did a damn  
good job, no one  
can ever convince  
you otherwise—and  
that’s what’s most  
important.”*

**- Gwen Cariño,** owner of GJC  
Public Relations

MARY KAY

Headline: Best career advice  
Media Title: Celebrity Mom  
By: Angelica Redrico