

**November 2014
Media Releases
Philippines**

Review: Mary Kay TimeWise Body Targeted Action-Toning Lotion



by Barbi Chan | November 3, 2014

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I have cellulites. Yes, I do.

No matter how much I exercise, the jiggle and wiggly skin does not seem to tighten up. Even at my thinnest, I still have it. What am I supposed to do? I even considered doing lipo to get rid of those stubborn fats! Thank God I listened to my husband.



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What's Your Lip Shape?



The "No Makeup" Makeup Look



Underarm Care + Types of

Headline: Mary Kay TimeWise Body Targeted Action – Toning Lotion

Media Title: BDJ Box (www.bdj.com)

By: Barbi Chan



SUN PROTECTION

Primers are now being made with SPF so you can cut a step out of your daily regimen without having to compromise your skin, while feeling less greasy and getting protection from harmful UV rays

Try: Shiseido Refining Makeup Primer, MAC Prep + Prime Face Protect SPF 50, Mary Kay Foundation Primer Sunscreen SPF 15

PRIMEtime Principle

Let makeup last longer and look smoother by getting the right primer for your skin

Primers do for your skin what lingerie does for your figure—they smooth, flatter, conceal, and hold things in place, so that everything you put on top of them looks immediately better. Whether you want to blur wrinkles, minimize the appearance of pores, or to even skin tone, primers do this while creating the perfect, velvety base for foundation and bridging the gap between skin care and makeup.

Headline: PRIMEtime Principle

Media Title: Style Weekend

2 TONE

Toning is another option that men should consider. Done once or twice daily, this procedure is ideal for oily or blemished skin. A toner refreshes your skin, restores your PH balance and shrinks your pores.



Belo Toner For Men
100 ml
Php199

Kiehl's Herbal Toner
No available price

Mary Kay Toner For Men
177 ml
Php1,250

3 EASY SKIN CARE STEPS FOR MEN

Gone are the days when men would sit down and watch women do their usual skin-care routine. Men now are more conscious of how they look because they understand the importance of having clear, clean and cool looking skin. Here's a simple summary of basic skin care followed not just by women, but also by real gentlemen:

Headline: 3 easy skin care tips for men

Media Title: Brand Magazine

By: Jacel de Jesus



Selena Gomez at the 2013 South by Southwest Festival

beauty counter

My Lips Are Sealed

Let these lipstick shades reveal your inner personality

Orange

You are cheerful and warm. The color also portrays you as having a creative personality and as someone who likes to spice things up.

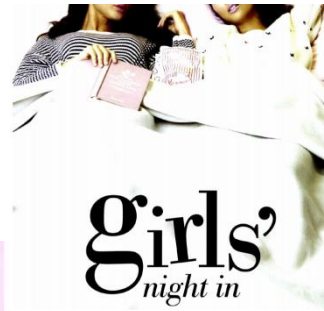
Try: Mary Kay True Dimensions Lipstick in Citrus Flirt, BYS Lip Colour Stick in Tropical Punch



NOVEMBER 14, 2014

Headline: My Lips Are Sealed

Media Title: Style Weekend



Girls'
night in



1 MAKE UP FOR EVER Ink Liner (P1500) 2 BENEFIT Lash Balm (P1000) 3 FLORMAR Revolution Perfect Lipstick (P479) 4 GOSH Velvet Touch Lipstick (Bohème) (P599)
5 T. LECTERIC Lip Lacquer in Rose Parfais (P995) 6 SHU UEMURA Blending sponge (part of Lightbulb Cleo-pass Foundation Set) (P2500) 7 NYX Butter Lipstick in Mary Jane (P990) 8 BURT'S BEES Soothing Lip Balm with Eucalyptus and Peppermint (P312) 9 FOXI Crispin Combo Super Natural (P890) 10 HEROINE MAKE Honey Rozaceo Coloring Eyebrow (P145) 11 JACK BLACK Intense Therapy Lip Balm SPF 25 (P500) 12 INGLOT Freedom System Eyes and Blush Palette (P856) 13 REVLOON Colourburst Matte Blush (P378)
14 SHU UEMURA Eye Shadow in Warm Browne (P3500) 15 THE FACE SHOP Brow Master Waterproof Eyebrow Pencil (P230) 16 VIRGINIA OLSEN Minerals Eyeshadow (P165)
17 MAXBELLINE Hyper Glossy Liquid Liner (P399) 18 NYX Soft Matte Lip Cream in Copenhagen (P390) 19 MAKE UP STORE Duo Graphic Lipstick (P1049)
20 REVLOON Colorstay Shadowlinks Eyeshadow in Copper (P795) 21 HEROINE MAKE Volume and Curl Mascara (P695) 22 MARY KAY Play Baked Eye Trio (P499)
23 MAKE UP FOR EVER RougeArtic Intense Lipstick (P1490) 24 ESTEE LAUDER Pure Color Envy Lipstick (P1700) 25 NARS Lip Gloss in Quo (P490)
26 MAKE UP STORE Lash Lingerie in Astree (P999) 27 MAJOLICA MAJOLICA Linerliner (P653)



1 MAKE UP FOR EVER High Definition Pressed Powder (P2300) 2 KVLON Age Defying Concealer (P973) 3 SHISEIDO Perfect Hydrating BB Cream SPF 30 (P1750) 4 GUNIQUE Chubby Stick Colour Balm (P480) 5 TONY MOLY Tony and Delight (P278) 6 MAKE UP FOR EVER High Definition Blush (P800) 7 NYX Total Mascara (P360) 8 REVLOON Highlighting Palette in Bronze Glow (P633) 9 OLAY Total Effects Full-line Pure Priming CC Cream with Sunscreen (P799) 10 MARY KAY CC Cream (P910) 11 BENEFIT Lash Tite (P1700) 12 HANPT SKIN Feeling Soothing Face Contour Kit (P1999) 13 HEROINE MAKE Lasting Mineral BB Cream (P795) 14 THE BODY SHOP Instalar Eye Primer (P995) 15 STILA Stay All Day Concealer (P2200) 16 SHU UEMURA Lightbulb Fluid Foundation (P3500) 17 SHU UEMURA Lightbulb Cleo-pass Foundation (P2000) with sponges 18 TONY MOLY Oriental Great Two-Ten Pads (P1380)

MARY KAY

Headline: Girls Night in
Media Title: Meg
By: Ionne Ocampo

Pinays named runners-up in Mary Kay contest

| 11/18/2014 1:07 PM

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Filipinas Maeñuel Sabillena and Liberty Señierex won first-runner up in Mary Kay's Dream Beautiful contest.

Photo: Handout

MANILA – A team of two Filipinas won first runner-up in the recently held Dream Beautiful contest of the beauty brand and direct seller Mary Kay.

Aspiring model Maeñuel Sabillena and Mary Kay independent sales director Liberty Señierex were awarded by supermodel Coco Rocha, who was a guest judge of the contest held in Hong Kong.

The 24 pairs were judged based on their makeup style and performance on the runway. The grand winners of the contest are Shu Yu Wei and Jin Liu of China, who are now the new ambassadors of Mary Kay.

More than 290,000 women entered the Dream Beautiful contest, where a Mary Kay independent beauty consultant and an aspiring model team up to realize their dreams. The Asia Pacific leg of the competition included the Philippines, China, Singapore, Malaysia, Korea, Hong Kong, Australia and New Zealand.

as of 11/18/2014 1:07 PM

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Headline:
Pinays named runners-up in
Mary Kay contest
Media Title: ABS-CBN News

Supermodel Coco Rocha awards Filipinas

Future stars of the modeling industry were recently launched at the live Hong Kong finale of Mary Kay's Dream Beautiful contest, which starred international supermodel and "Queen of Poses" Coco Rocha as guest judge. Twenty four pairs of Dream Beautiful finalists from across the Asia Pacific performed in a live catwalk show at Shaw Studios.

Coming in as first runners-up were Mary Kay Philippines finalists, the 24-year old Mañuel Sabillena and her partner Mary Kay independent sales director, Liberty Señieréz.



Over 290,000 women entered the Dream Beautiful contest, which sees a Mary Kay Independent Beauty Consultant team up with an aspiring model to compete and perform together. The contest recognizes talent in the model industry both on and off the runway and celebrates the unique partnerships forged between women to help each other realize their dreams. Local heats were held in nine countries in Asia, including China, Taiwan, Singapore, Malaysia, Philippines, Korea, Hong Kong, Australia and New Zealand.

Headline: Supermodel Coco Rocha awards Filipinos

Media Title: The Daily Tribune

For Coco Rocha, a model has to have an opinion, too

'You have to have confidence to stand up for yourself,' says the supermodel and Dream Beautiful guest judge

MARY Kay, the global direct-selling beauty company, isn't a brand one would typically associate with celebrities and supermodels. But for its Dream Beautiful 2014 contest, it made an exception by tapping high-fashion supermodel Coco Rocha to be its guest celebrity judge at the recent finals in Hong Kong.

It was a partnership that made a lot of sense. Dream Beautiful is all about women empowerment, and Rocha is among the loudest voices in the fashion industry when it comes to speaking up about issues that affect the welfare of models.

Rocha has openly campaigned on awareness about eating disorders in the modeling industry, as well as her disapproval of overly manipulated (read: Photoshopped) images of models. She famously doesn't pose for nude or semi-nude photos, nor does she ever do any shoots that involve cigarettes—all beliefs that have cost her jobs at one point or another.

"I stand up for a lot of things that our industry can improve on," Rocha said in an interview with the Philippine and Malaysian press. "Mary Kay is very smart because it brings beauty and business to women and empower them. I think we align very well in our goals and aspirations."

Like the Dream Beautiful model-wannabe finalists, Rocha was plucked from anonymity in her native Toronto, Canada, while watching a dance competition. The gawky teen was a trained dancer.

Paid her dues

Rocha wasn't an overnight success; she paid her dues doing catalog work in Taipei and Singapore early in her career, learning a quirky posing style that would become her signature once she

moved to New York. She would be known as the "queen of posing." (She recently released a book called "Study of Pose: 1,000 Poses by Coco Rocha, with photographer Steven Sebring.")

"It's a fun job, but keep in mind that it's a job," she said of modeling. "It's nice to be important but it's important to be nice. You might think people ought to treat you a certain way, so you think you ought to have a certain personality, that you have to be a diva, but that's not the case.

"You're part of a team... I make sure that no one is uncomfortable when I come in for work... Nowadays you can be replaced so easily. There are so many beautiful girls. What makes you better is your personality."

At age 26, Rocha has been in the industry for 10 years, essentially a veteran who believes her role has evolved into something like a big sister to newcomers, pushing for changes so that "models can be comfortable at a photo shoot."

"I'm known for one purpose: just to pose for photos," said the model, who's pregnant with her

first child. "Now companies want models to have something to say, to have a voice. I teach that to new girls. You can take photos day in and day out and not feel like you have a purpose. It's a great privilege to work with great people in the industry, but what's your purpose?"

Rocha mentioned Cindy Crawford and Iman among her role models: Crawford for being "very smart in branding," because she refused to do cigarette ads, as she was known as the "workout model." Rocha believes it was also Crawford who paved the way for models to

do TV, after hosting "House of Style" at a time when it was unthinkable for models to do TV hosting jobs.

Iman, Rocha said, made it possible for cosmetics companies to take notice of women of color and create makeup specific for their skin tone.

These days, it's vital for a model to be relatable, Rocha said. "I'm an open book to a lot of people... I wasn't the cool kid, I was a nerdy kid. Boys didn't like me, girls made fun of me. And coming into this industry, I still feel like a shy girl, so I think people can relate to me.

She noted: "The 'it' quality is not thinking that you're too important. You have to have confidence to stand up for yourself. A lot of models come in very young, so they have no confidence to say, 'I don't wanna do that.'"

"I don't wanna wear fur, but I'm willing to do this.' I don't wear swimsuits but I'm willing to do this.' Those are important conversations. People respect you for having opinions, as scary as it is to have some." **Cheche V. Moral**



MARY KAY

Headline:

For Coco Rocha, a model has to have an opinion, too

Media Title:

Philippine Daily Inquirer

By: Cheche V. Moral



MARY Kay global design director Stephen Webster, Sheryl Adkins-Green, Luis Casco, Coco Rocha, KK Chua, Cara G and Jason Capobianco

'Regular' women compete in a different kind of model search

For makeup brand Mary Kay, which held its second Dream Beautiful contest recently, it's more about being 'approachable and inspirational'

By Cheche V. Moral

SHE had just emerged as number two among 290,000 entries in an Asia-Pacific image model contest finale, and already Maefuel Sabillena was worrying about having to get up early the next morning after she arrives in Manila.

There wouldn't even be time to celebrate, as the 24-year-old had an early morning flight that day. As a flight attendant for Philippine Airlines, it was back to work for the Sta. Rosa, Laguna beauty, after four days in Hong Kong for the Mary Kay Dream Beautiful finale.

It was another impressive finish for the Philippines, which sent last year's first-ever winner of the Mary Kay regional contest. The first runner-up in 2013 was also Filipino.

The top prize this year went to a young woman named Shu Yu Wei, one of China's five finalists, who, as her prize, will go on to shoot the American direct-selling company's catalog and collaterals in New York City.

3,000 local entries

Sabillena competed for the title with two other Filipinos:

Ronalay Clavel, 26, a new mom from Iloilo; and Trishia Joyce Sosmeña, 20, a college student from Davao City. The three women were chosen among 3,000 local entries. They were among 25 finalists from Australia, New Zealand, China, South Korea, Malaysia, Indonesia and the Philippines.

Unlike in typical beauty contests, the finalists were chosen as a team with their respective independent beauty consultants (IBC), who were responsible for their makeup and beauty makeovers. Mary Kay sales representatives are called IBCs.

Sabillena's partner was independent sales director Liberty Señier, who, incidentally, once worked as a nurse for this newspaper. Alva Christi Salting was Sosmeña's partner, while Clavel was teamed up with Lea Vergara.

In the lead-up to the finals, the finalists received mentoring from Hong Kong top model Cara G, celebrity makeup artist Luis Casco and fashion photographer Jason Capobianco. The Philippine team was mentored locally by makeup artist and beauty consultant Barbi Chan.

"This is not just a dream come

true for the model, but the pairing with the one behind the model," said KK Chua, president of Mary Kay Asia-Pacific.

"There's greater investment this year in the whole experience," said Sheryl Adkins-Green, the brand's global chief marketing officer, before the finale night. "The amount of training we put in is very important. No matter who wins, they will all come away transformed. Just think of the inspiration they can bring back to their communities. The training isn't just about makeup and modeling. The whole thing is a rich, educational experience."

Small barangay

Last year's first winner, Fatima Amor Saquilabon, a 19-year-old student from Koronadal City, had never even traveled overseas before the Hong Kong finals, and wound up doing her first professional image-model shoot in New York City.

"She came from this small barangay from a very simple family," recalled Tente Alday, Mary Kay Phils.' country manager. "You can imagine the pride of her town." Saquilabon was en-



MAEFUEL Sabillena was first runner-up in the Mary Kay Dream Beautiful 2014 tilt in Hong Kong



TRISHIA Joyce Sosmeña, the finalist from Davao City



RONALAY Clavel, one of the finalists from Iloilo City

listed by Marikl Apercho, an IBC who was her classmate and friend.

"This is global branding," Green said. "We're creating conversation not just in the 35 markets that we're in, but even in the markets where we're not in yet. They know us as the company that makes dreams come true."

Unlike most modeling contests, contenders for Dream Beautiful are typically women who have no prior training or background in the modeling industry. They're not the stereotypical tall, reed-thin model wannabes you usually see on reality-TV modeling contests.

They're regular young women who may have never dreamed they could become models.

Dream Beautiful has made quite an impact on the image of the Mary Kay brand. "In some markets, we're young and trendy," said Helen Kim, senior regional marketing director. "In some, we're a heritage brand. As a direct-selling company, we're not as exposed on the street, so the image is a little bit distant. With this event, we're able to make Mary Kay closer to the people. They find out that there are Mary Kay beauty consultants everywhere. There are three million of them around the world."

The winner was chosen on the basis of her overall appearance, which in the Mary Kay world means "approachable and inspirational."

As a special feature of this year's contest, Mary Kay tapped supermodel Coco Rocha to be the guest celebrity judge. (See related story.)

"We're not a traditional celebrity-model kind of brand," Green noted. "We believe each woman is beautiful in her own way. But we know celebrities are exciting. Coco is very approachable and very much her own woman. As a model, she was very much in the Mary Kay personality."



MAKEUP artist and Philippine team mentor Barbi Chan (center) with Trishia Joyce Sosmeña, Alva Christi Salting, Maefuel Sabillena, Liberty Señier, Ronaly Clavel and Lea Vergara



FATIMA Lopez, brand manager of Mary Kay Phils.; Helen Kim, senior regional marketing director; Dave Grant, VP for sales, Asia-Pacific; Sheryl Adkins-Green, global chief marketing officer; KK Chua, regional president, Asia-Pacific

Headline: Regular women compete in a different kind of model search
Media Title: Philippine Daily Inquirer
By: Cheche V. Moral

MARY KAY

Philippines is 1st Runner-Up in "Dream Beautiful" Asia Pacific

Upcoming star models recently twinkled at the live finale of Mary Kay's "Dream Beautiful: The Making of a Model" contest in Hong Kong, where 24 finalist-pairs from across the Asia Pacific performed in a live catwalk show at Shaw Studios. Maeñuel Sabillena, 24 years old and her partner Mary Kay independent sales director Liberty Señierez came out first runner-up.

Thousands of women entered the "Dream

Beautiful" contest, with pairs of a Mary Kay independent beauty consultant and an aspiring model to compete and perform together. Local searches were held in nine countries in Asia, including China, Taiwan, Singapore, Malaysia, Philippines, Korea, Hong Kong, Australia and New Zealand. The contest celebrates the unique partnership forged between women to help each other realize their dreams.

Mary Kay is a top direct seller of beauty products, serving more than 35 national markets around the world. The company has been in operation for over 50 years, with three million independent beauty consultants. Its Philippine website is at: www.marykay.com.ph.



Maeñuel Sabillena



"Dream Beautiful" 2014 AsPac 1st Runner-Up Maeñuel Sabillena and her partner Mary Kay independent sales Director Liberty Señierez

Headline:
 Philippines is 1st Runner-Up in
 "Dream Beautiful" Asia
 Pacific
Media Title: The Freeman



(From L-R): Earl Wan (guest celebrity photographer), Cathy Cheung (female MC), Stephen Webster (Mary Kay Global Design Director), Sheryl Adkins-Green (Mary Kay Global Chief Marketing Officer), Luis Casco (celebrity makeup artist & TV Personality), Coco Rocha (International Supermodel), KK Chua (Mary Kay Asia Pacific President), Cara G. (Asia's supermodel & TV presenter), Jason Capobianco (world-class fashion photographer), Christie Simpson (celebrity stylist to the stars) and Dominic Lau (E! News Asia Host and contest MC)

Headline:
 Dream Beautiful Contest of
 Mary Kay
Media Title: Malaya